

Business secrets in the fast food industry

These tips will help the fast food store attract visitors and sell as many items as possible.

With modern life like today, fast food shops are growing like mushrooms after rain. Fast food is always a favorite choice of many people, because not only fast but also very rich and convenient dishes. However, do you know the inside of the 'empire' of these fast food shops, containing so many secrets that if not for people in the business, no one will know.

1. Soda, coca usually cost less than tea because it stimulates taste



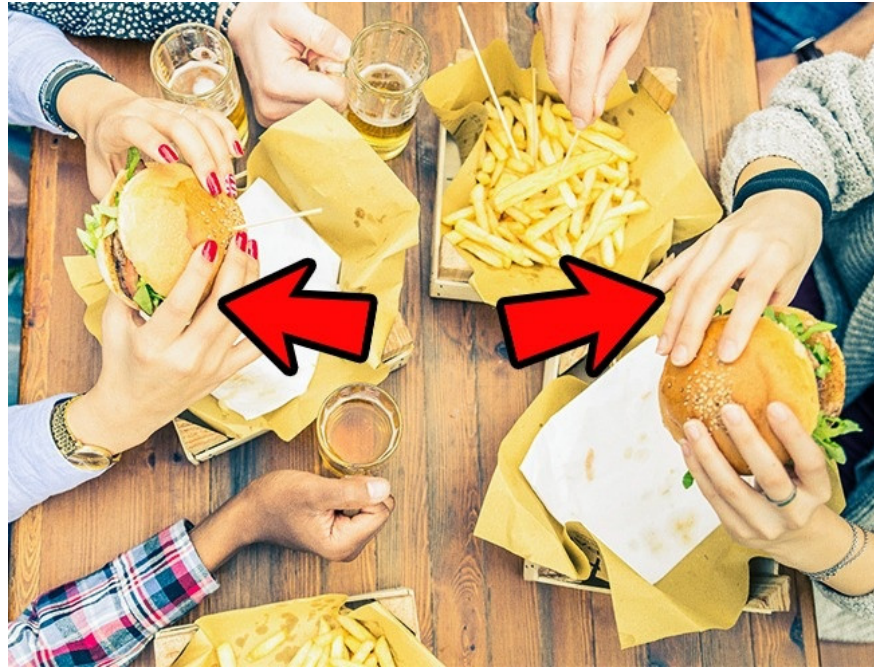
\$1



\$0.50

You may not believe it, but in fact water like soda and coca often costs only half of other drinks. Carbon dioxide contains these substances, which act as an acid to enhance the body's response to sugar, thus stimulating taste, making you eat better. At affordable prices, the same delicious food will make it easy for customers to "trap" when ordering this drink (many times).

2. Everything becomes more palatable when eating with bare hands



For fast-food restaurants, knives or forks are less likely to appear, because most shopkeepers have grasped our weaknesses that when eating by hand, it is more delicious than when using knives or fork, this will help stores increase sales.

3. The perfect time to have the best fast food



According to experts, the best time for us to visit and enjoy the fast food is from 6am to 8pm. This time, restaurants often cook new foods, we will enjoy fresh food, but at this peak time, you do not easily get the ideal seat and the best way to serve from employees.

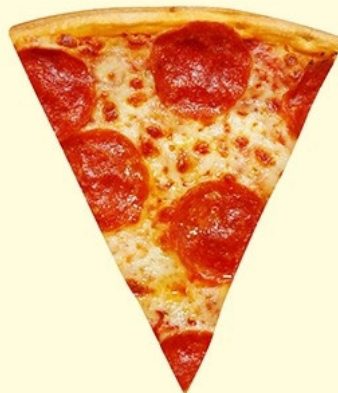
4. Compared to 30 years ago, now the amount of calories in fast food has increased dramatically



+75% cal



+190% cal



+70% cal

French fries, fried chicken, pizza are the favorite foods of many people, and over time these dishes are increasingly improved, along with the increase in calories. For example, cheeseburgers increased calories by up to 75% compared to their predecessors in 1980.

Or like 20 years ago, chips had twice as much calories, and pizza also reduced 70% of calories compared to today.

5. The smell of food coming from the kitchen - that's part of the marketing strategy



When going through fast food stores, we are often attracted by the aroma of the dishes in it, it is very attractive and hard to resist the temptation of hot and delicious dishes.

Therefore, many restaurants have taken advantage of this, trying to increase the flavor of their dishes as far as possible, which will awaken people's senses, attracting a number of worthy customers. since this way.

6. Being the first buyer will always get the best - you are wrong



Our people have a saying that 'eating a meal before wading after it' means that when you go to eat, you have to go first to keep the table clean and the food is abundant. If you go later, go late, the table is no longer decent, sometimes it's missing. But with fast food restaurants you should not apply this way, because when it is too early, fast food restaurants may not be able to process new dishes or clean kitchen utensils or dining tables . can still be happening, things have not really been refined.

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