



Big Bar Gold

PROVIDING UPSCALE RESTAURANTS
EDIBLE GOLD TO ELEVATE CUSTOMER
DINING EXPERIENCE.

MARKETING TOOLS How to sell, market and ensure quality with Big Bar Gold products



How to Market

- Used as a high ticket product garnish & an upsell for low ticket products
- Edible gold invokes a feeling of prestige and should be marketed in a way that the customer is WORTH IT. Birthdays, anniversaries, weddings or upsells... Gold plays on the feeling of significance and elevates the customer prestige with the experience you are providing them.
- Eating gold is very novel in nature and should be treated as a "Novel and Unique Luxurious Experience".
- This item is VERY photogenic, telling people it would glisten and match their [jewelry].



Example Names

- 23k Midas Mojito/Mule
- 23k G'Old Fashion
- Royal 23k Macchiato
- Gold Gilded Rim
- Golden Girl
- Gold Bullion Rimmed ___ Bourbon
- Gold Rush
- Rose Gold
- Gold Crowned Tequila
- Gold Kissed/Crusted
- Gilded Flank Steak

Example upsell phrases

- This evening we offer a (Main dish name) with an optional Royal experience consisting of a dusting of 23k edible gold.
- Would you like 23k edible gold in your champagne for \$__
- If your (mom, wife, husband, significant other, etc..) means so much to you, why not show them they are as valuable as gold with our 23k Edible gold garnish for \$__ more?
- Why not give them a prestigious and luxurious novel experience of eating 23k gold?
- For \$__ you can partake in a uniquely elegant experience with our gold immersion package consisting of (Side Dish Name) with a dusting of 23k Gold flakes, a (Drink) with a golden shimmer, a (sauce or glaze) with a gold bullion kiss and (Main Dish Description) finished with a golden crown of 23k gold leaf.
- (When people are done up) We have a 23k Gold Gilded Rim (Martini/Champagne) that would match your elegant attire, would you like to partake in a status enriching experience?
- Would you like to elevate your (Dish Name) with a 23k Edible Gold Garnish for \$__?
- Would you like to crown your (Dish or drink) with 23k edible Gold for\$__?



Best Appearance

- High contrast
- Clear Glasses, No Ice, Light colored beverages
- Blows away in windy environments (if you'll be in a windy environment use a high proof liquor to "glue" it on)
- Pairs well with Herb Garnish accents
- If you use more than 1 tsp at once, you may taste a slight metallic flavor
- Incredibly soft, will disintegrate if handled too much
- Wilts if heated