WHAT IS THE RECEIPT MESSAGE?

It's a way for us to communicate the value customers receive in a restaurant meal: for what they pay, they don't just get food. They also get personable customer service, a great environment and experience.

The national average profit margin in restaurants is about five percent, which means the owners take home (on average) a nickel for every dollar that customers spend. But, that's okay – that means that 95 cents of that dollar goes right back into employees, keeping the lights on, paying the rent, buying food and supplies. Restaurants end up contributing a lot to jobs and the local economy because they spend so much of what they take in.

WHY USE RECEIPTS TO COMMUNICATE THIS?

Some restaurants include the message on receipts. Others use cards tucked inside check presenters. Others use table tents. Talking to customers directly like this is more affordable for us than spending a ton of money on TV or radio ads to talk about our industry. And, we're hoping the more restaurants do this, the more people will notice it!

COOL. WHOSE IDEA WAS THIS?

It came from the California Restaurant Association. They're working hard to spread the message.

WHAT DO WE SAY TO CUSTOMERS?

You don't have to say anything unless a customer asks a question…

- POSSIBLE QUESTION FROM A CUSTOMER: What's this message all about?

   SUGGESTED ANSWER: It's our way of communicating the value in a restaurant meal… most of the money you spend here goes right back into your experience in the restaurant.

- POSSIBLE QUESTION FROM A CUSTOMER: Oh… It says 95 cents of every dollar … So, where does the other 5 cents go?

   SUGGESTED ANSWER: The other 5 cents is, on average, what the owner keeps.

NOTE TO SERVERS

This message was tested in focus groups and customers had a pretty positive reaction to it. But, if a customer has a lot of questions, all you have to do is refer them to the Oregon Restaurant & Lodging Association's website, which is listed at the bottom of the message: **ORRestaurantFacts.com.** There's more information available there.

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