

SPICY RANGE LTO REPORT

Spicy Range

Information:

Zambrero released a Limited Time Offer featuring a new range of Spicy Additions to their menu. The range consists of a New Spicy Smokey sauce, New Blanco Nino Chipotle Chips bag and a New Spicy Nacho Build. (Made with Chipotle Tortilla Chips, double Jalapenos and our Smokey Hot Sauce.

Timeline:

The Offer ran from the 5th August until October 31st. With the Smokey Sauce still being offered due to minimum orders.

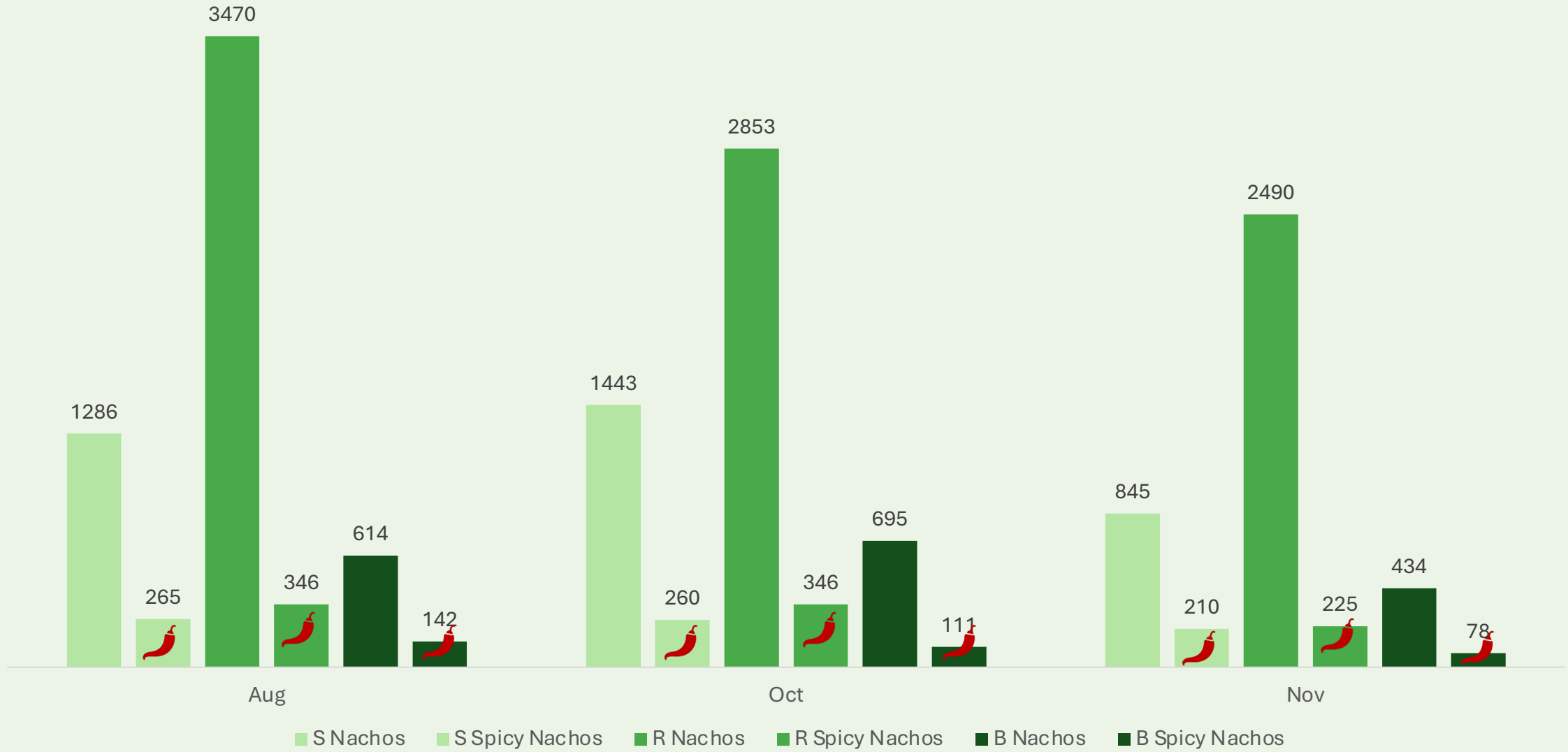
Platforms:

The Offer was available both in restaurant and Third Party.



Spicy Range - Nachos

Tuesday 5th August – October 31st



Spicy Range - Nachos

Tuesday 5st August – October 31st



17%

Small Nachos were
Spicy

9%

Regular Nachos
were Spicy

13%

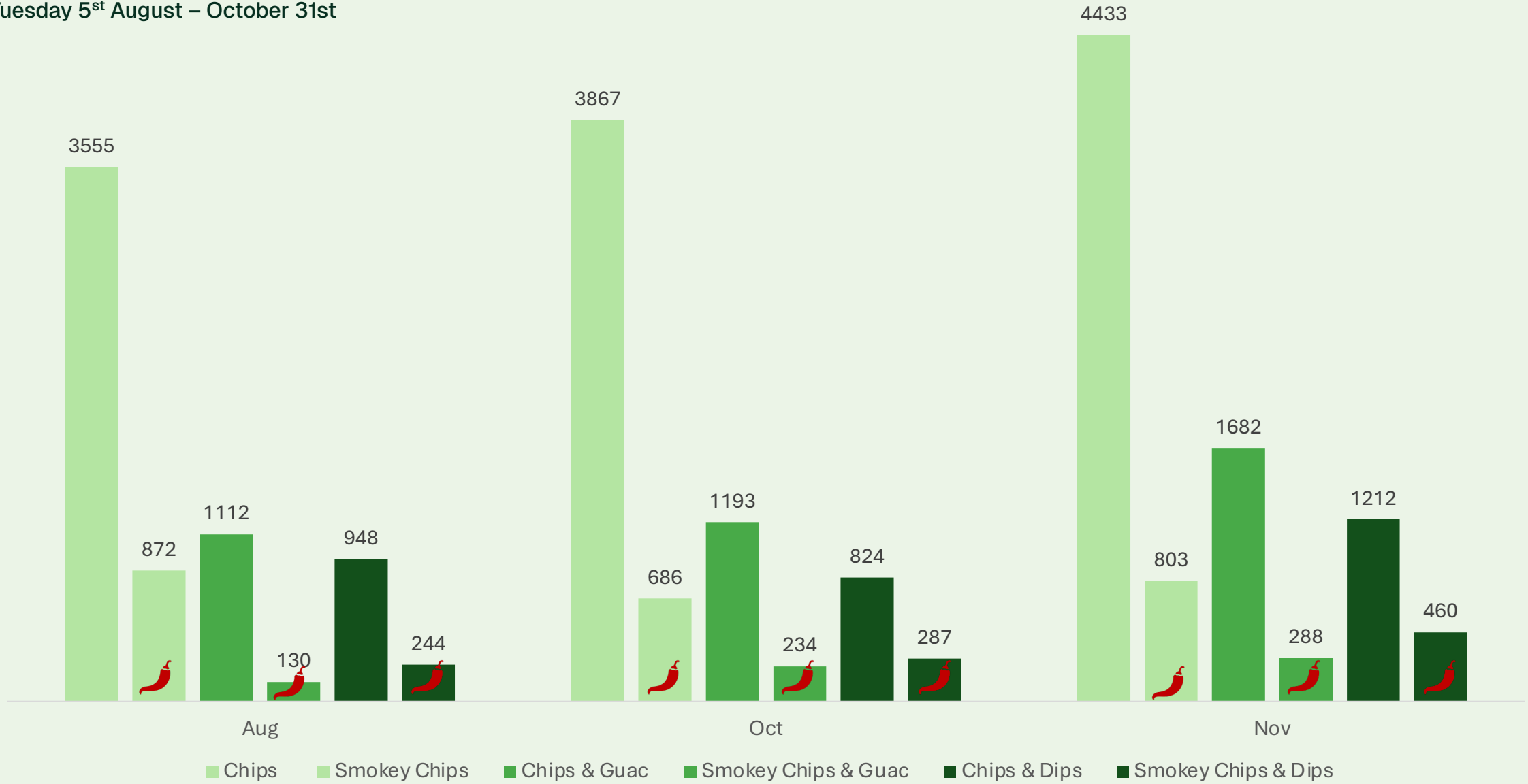
Big Nachos were
Spicy

12%

Total Nachos were
Spicy

Spicy Range - Chips

Tuesday 5th August – October 31st



Spicy Range – Chips Range

Tuesday 5st August – October 31st



54%

Tortilla Chip Bags
were Smokey
Chipotle Bags

16%

Chips + Guac were
Smokey Chipotle
Bags

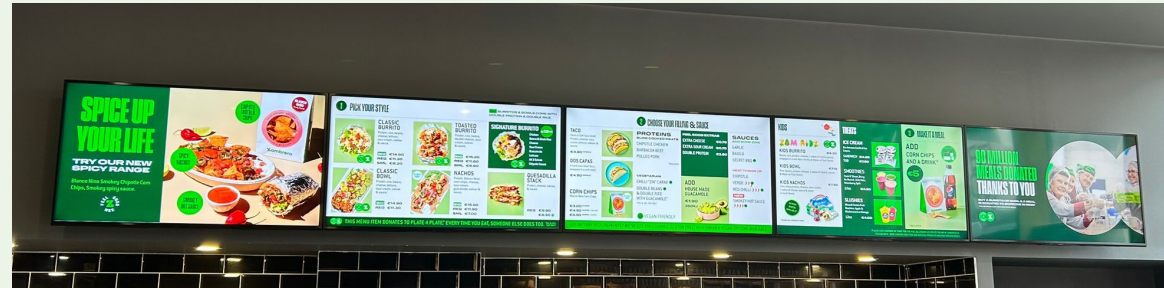
33%

Chips + Dip were
Smokey Chipotle
Bags

18%

Total Chip Bags
were Spicy

In Restaurant



- Poster
- TV Screen
- A5 Tent Card Inserts

Content Calendar

Food Social curated a content plan and influencer marketing campaign for the launch of the Spicy Range. Content included teaser posts, menu highlights, and various influencer-led posts.

Week 0: Teaser imagery

Week 1: Announcing the range + UberEats deal

Week 2: Street Interview 1

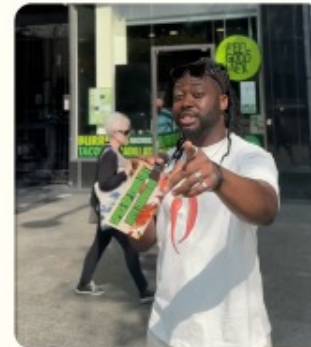
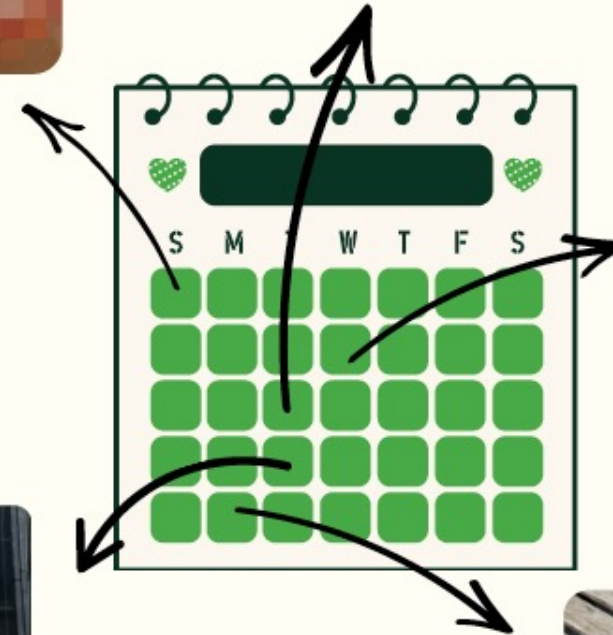
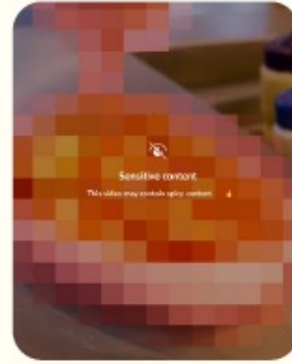
Week 3: Street Interview 2

Week 4: Micro Influencer 1

Week 5: Micro Influencer 2

Week 6: UberEats Deal

Week 7/8: While supplies last!



Influencer Marketing

To reach a wider audience, Food Social engaged 4 influencers in Dublin and Galway. The two micro influencers boasted larger audiences on TikTok, supporting our goal of increasing Zambrero's presence on that platform.



@olivia.spuds



7.4k
Followers

@jessica4punch



1.8k
Followers



@thatguybilosh

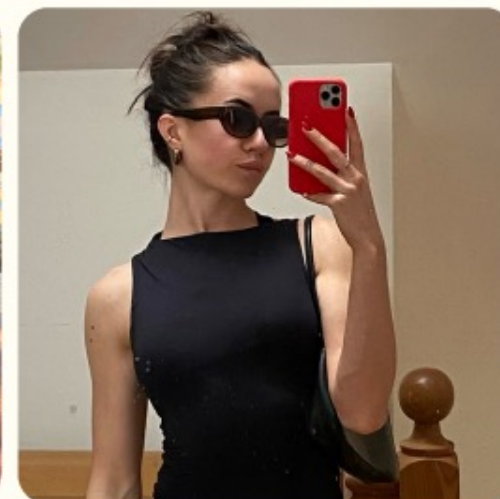
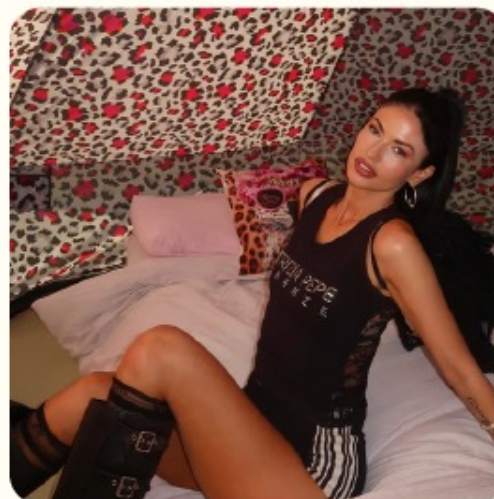


10.2k
Followers

@alannahewitt



6.3k
Followers



Influencer Marketing

Strategy:

Similar to the Chipotle Chicken Launch, we wanted the campaign to mirror an "Organic" word of mouth approach. Getting as many brand's and content creators to try the range and encourage their viewers to do the same.

Interview Style Videos :

Taking from the "Spice up your Life" slogan, we organized two influencers to hit the streets of Dublin to interview pedestrians on the spiciest thing they've done and to rate their spice level.

This interaction increased Brand Awareness and encouraged new customers to visit us with a Voucher for participating in the video.

Influencer Ads:

Two Influencer Ads were scheduled to reach wider audiences.

Influencer Gifting

Food Social, collated an extensive list of Content Creators across Ireland to reach out to.

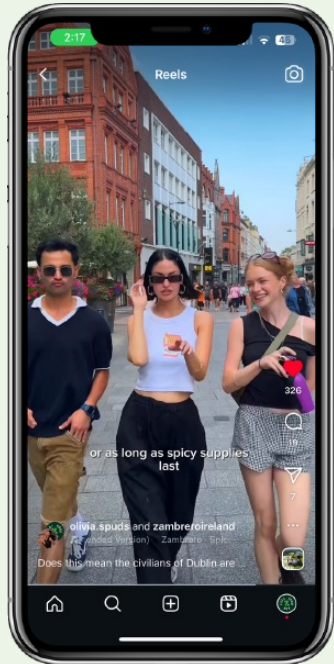
The goal was to invite creators in to try the meal on us, in exchange for potential content to their audiences.



Influencer Marketing

Interview 1

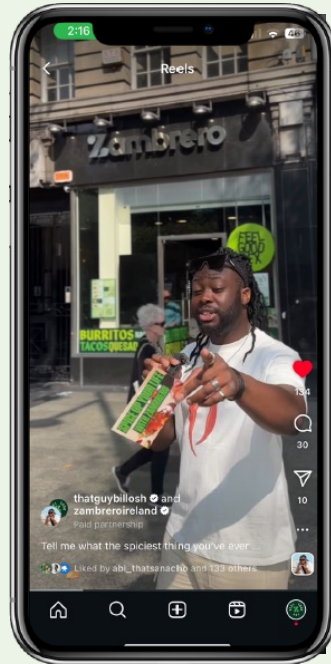
Content Creator: Olivia Spuds
Location: Hatch Street



Plays: 30.1K
Likes: 327
Comments : 19
Saves: 12

Interview 2

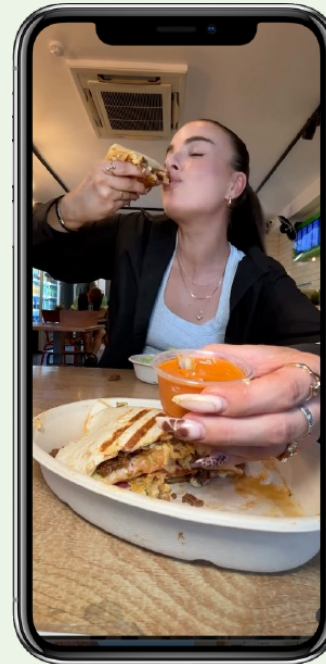
Content Creator: Bill Osh
Location: O'Connell Street



Plays: 7.7K
Likes: 134
Comments : 30
Saves: 20

Ad 1

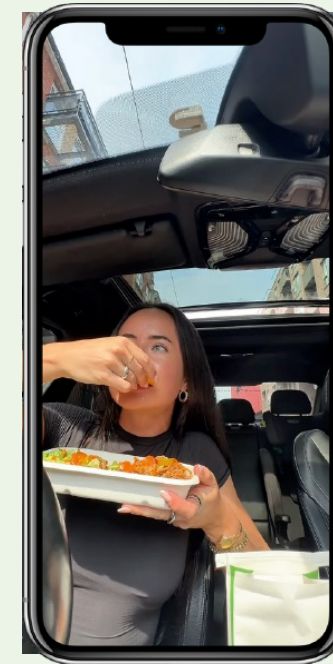
Content Creator: Jessica Punch
Location: Newcastle Road



Plays: 11.5K
Likes: 181
Comments : 16
Saves: 9

Ad 2

Content Creator: Alannah Hewitt
Location: The Point

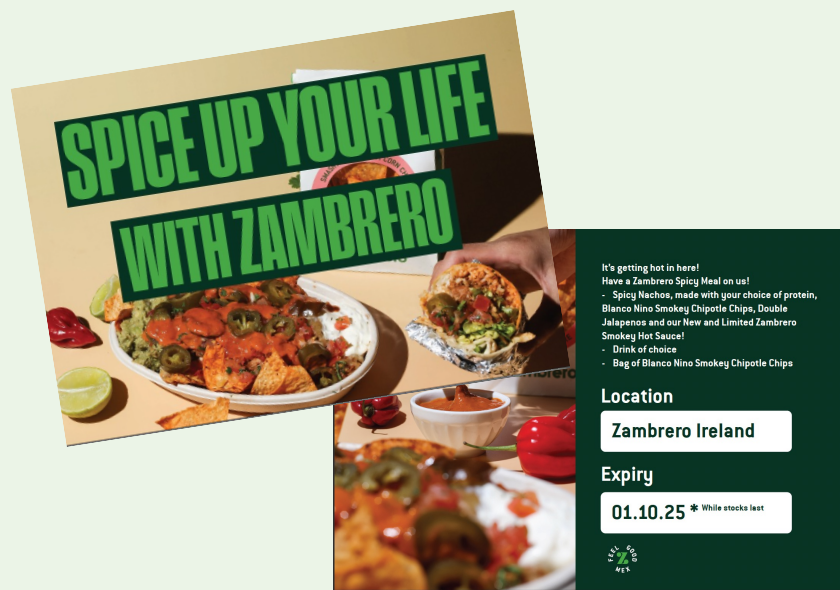
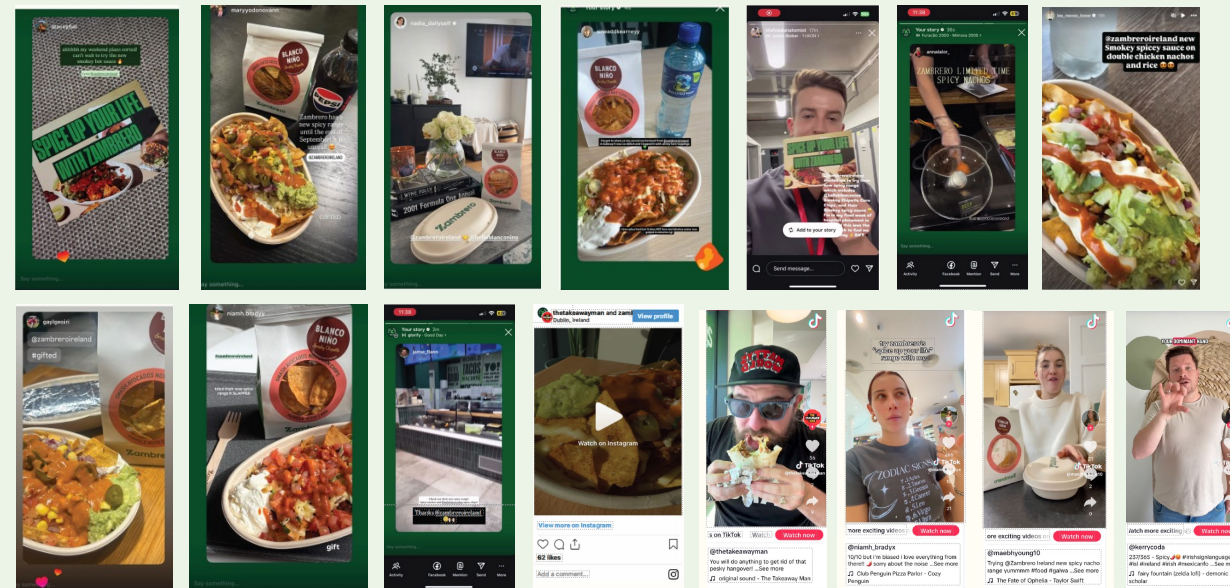


Plays: 14.5K
Likes: 455
Comments : 20
Saves: 22

Influencer Gifting

As part of our influencer strategy, we sent out Spicy Vouchers to a list of influencers across Ireland, inviting them to try our Spicy Range, and encourage organic content.

- **103 Invited**
- **52 Vouchers Posted**
- **15 Pieces of Content Created**



Learnings:

Feedback has been positive and to get under 30% of given vouchers - translate into to content shared to greater audiences is a great result.

We will number each voucher in future campaigns so we can track which content creators to invest in.

Uber Eats

Spicy Nachos Push:



Drive Spicy Nachos Purchases:

Campaign

- 25% off Spicy nachos from 14/09/2025 to 24/09/2025.
- Uber Eats in-app billboard campaign

Performance

Sales from 14/09/2025 to 24/09/2025.

- 13% growth in total sales compared to previous time frame

