

THE PERFECT HIGH-VOLUME WING PROGRAM



THE **R A I L**

 NextRestaurants



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FORECASTING, PREP & PRECOOKING



Forecasting.

Calculate your average weekly & daily wing volume.

Gather 10 weeks of POS reports on wings sales volume. Take the average weekly wing volume & divide by 7 and then multiply that by 1.25.

This is how much you should precook to cover one day of wings.

$$\frac{10 \text{ Weeks Wing Total Volume}}{10} = \text{Avg. Weekly Wing Volume}$$

$$\left(\frac{\text{Avg. Weekly Wing Volume}}{7} \right) \times 1.25 = \text{Your Daily Precook Total}$$



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Prep.

Prep triple your daily volume to cover the next three days.

$$\begin{array}{l} \text{Your Daily} \\ \text{Precook Total} \end{array} \times 3 = \begin{array}{l} \text{Covers Next Three Days} \\ \text{Wing Volume} \end{array}$$

You should never prep more than three days unless you are freezing the wings.

If you will be adding sauces to order, use a simple seasoning including salt/pepper, garlic, paprika and/or poultry seasoning.

Precooking.

Fry or roast to spec.

Let the wings cool & then refrigerate in a covered container for up to three days (30 if you are freezing them). You can also portion them at this time to ensure controls.

By precooking, you reduce the service delivery cook time from 9-12 minutes to 3-4 minutes, raw to service.



EQUIPMENT





Frying.

Use high efficiency equipment with low recovery times.

For frying, the ideal temperature ranges is 350 - 400 degrees. Test wings for desired consistency based on temperature and time to achieve ideal.

Roasting.

Use a convection oven.

If you are roasting wings, 425 degrees is the ideal.

Roasting is an equally effective method for cook and hold as well. Just flash the room temperature wings for service for five minutes in a 500 degree oven and serve. From cold it will take 10 minutes.



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CHOOSING & MANAGING FRY OIL

Pairing wings with the right oil.

You can save money and achieve a higher quality product by maintaining the optimal life of your oil.

Pair your wings with your oil depending on the wings you plan to serve, and the region you plan to serve them in.

There are also oils that contribute almost no taste, or have a neutral taste transfer to your wings.



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Avoid letting breading get into the oil.

Skim particles from the fat frequently.

Keep butter, protein, salt, fats and water out of the oil whenever possible.

Always cover your oil when not in use!!

Filter your oil regularly!

Filter oil daily or, in busy operations, between meal periods.

Rotate your oils and use a color indicator (you can get these from your oil provider) to determine when oil should be discarded.

If you have any specific questions, you can always ask your oil provider.



SAUCING & SEASONING



Use the right amount.

A medium wing order that runs 9 to 14 pieces per one-pound order should be well coated in $\frac{1}{3}$ cup of sauce. **This may vary based on sauce thickness.**

A jumbo wing that will have fewer wings in a one-pound order may need slightly less sauce.

Don't forget the butter!

Including butter in your wing sauce is an age old method that reduces the sharpness of hot sauce without lowering the heat.

Vary the butter based on the sauce you are adding.

Sauces with a vinegar base benefit from butter more than a sweet sauce does.



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Tossing vs. Shaking.

As long as you're not using breaded chicken, you could also **toss wings in a mixing bowl** with the help of a set of tongs. This does a fairly good job, but can be messy.

But like our old wing coach used to say, "Sometimes you have to get messy to make something great."

You could also **shake your wings** in an enclosed snap-top-type plastic box.

Once wings are poured with sauce onto the plate, arrange the top level of wings to look appealing and pour or scrape the remaining sauce over the wings.



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COOK/HOLD & TURNOUT

When business is getting busy.

As business gets busier, cook and "bank" or hold hot a few orders of wings.

When business is steady.

As orders come in, begin to fry additional wings but serve those that have been "banked" for just a few

When business slows.

As business slows, stop frying and serve the remaining "banked" wings until they are gone and you are back to frying wings to order. This can eliminate a back-up due to cook times or large orders.

Don't cover hot wings that are being held and transported. Steam collects and ruins their crispy texture.

If they must be covered, poke holes in the wrap or foil to allow steam to escape.



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BONUS: WHAT'S NEXT? HOW TO PROMOTE THE HECK OUT OF YOUR WING PROGRAM



Here are four strategies to drive traffic from your high-volume wing program.

Reward for frequency.

Reward guests for coming back and ordering more wings. You can do this in two ways:

- Print “Wing Cards.” It’s just a printed business card with the wing count needed to earn a reward. It should also contain your bar’s contact information and branding.
- You can also use your existing loyalty program, and offer wing orders as the reward for whatever behavior you are trying to encourage.

Be disciplined and consistent in your wing reward program. If you print cards deliver one to each person who ordered wings. You are alerting them to the program and putting your name in their pocket.

And always ask guests who order wings if they have their Wings Card.

Offer discounts.

All You Can Eat programs are great at attracting guests.

Set a flat rate price or a per wing price. Schedule these programs on slower nights to drive incremental traffic.

And gamify the evening! Reward whoever orders the most wings or reaches a specific threshold.

Involve a beer distributor to provide signage and schwag for prizes.

Be sure to include social posts of winners and folks that are having a great time eating your wings.

Keep the evening festive like a special event and it will grow.



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Menu placement & design.

Give wings their own section on the menu. Highlight the combos of sauce/seasoning and order sizes.

Or create a Wing Specials insert that you deliver your regular menu. It should:

- Display guests' ordering options
- Promote your discount night(s)
- Highlight your frequency/rewards program

Get social with your wings!

Use your social media to tell your own unique wing story. Use a mix of photos and video that follow your wings from prep to table.

Encourage your guests to promote for you on their own social. You can reward guests with a discount or schwag for posting images of your wings and tagging your restaurant.

Additional Resources

[Wings, Beer & March Madness... a Match Made in Sports Bars](#)

[Spice Up Wing & Beverage Sales with the Perfect Pairing](#)

[Want to Take Your Wing Menu to the Big Leagues?](#)

[Turn Fans into Fanatics with Great Social Media Resources](#)

Cooking Tips

[Precooking Wings in House](#)

[Choosing the Right Equipment](#)

[Chicken Wing Cooking Oils](#)

[Saucing Your Wings](#)

[Wings Handling](#)

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