



INSIGHTS



# THE TEN-MINUTE MANAGER'S GUIDE TO ... **TARGETING NEW DEMOGRAPHICS**

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## WOMEN IN THE WINGS

Target customers for Wing Zone, an Atlanta-based quick-service chain, are 18- to 49-year-old males. But a new menu of Buffalo-style shrimp, boneless wings, salads and desserts has helped make the concept more attractive to women.

The 100-unit chain added Buffalo shrimp (10 for \$6.99) to the menu two years ago as a



limited-time offer, then added boneless wings (10 for \$6.99) and Brownie Bite and Bananas Foster Bite desserts (1, \$3.99 each) a year

later, says David Kaiser, vice president of operations. "It's opened two huge markets: working women and kids." Female-friendly salads—buffalo shrimp, grilled chicken and fried chicken (\$7.99 each)—have since joined the menu.

Wing Zone introduced the new items with a coupon offering a free Brownie Bite or Banana Bite with purchase of 30 wings. The coupon, in freestanding Sunday newspaper inserts, hit the target market. "Many women go through the Sunday papers looking for dining opportunities and savings," Kaiser says.