

# UNLOCK YOUR RESTAURANT'S POTENTIAL WITH **MAINE LOBSTER**

A GENERAL MANAGER'S GUIDE  
TO DRIVING PROFITS



**Technomic®**

# A NOTE FOR THE GENERAL MANAGER

In today's competitive restaurant industry, every decision matters. We understand the incredible pressures you face – from rising costs to tight margins to the constant challenge of capturing consumer interest.

As a general manager, the most valuable ingredients and solutions are ones that 86 pain points and serve up real wins for you, all without increasing costs.

Maine Lobster is one of those rare, strategic ingredients that can truly make an impact on any menu. With its protein-packed nutrients, rich sustainability story, delicious taste and beloved history, Maine Lobster can help diners elevate their experience to your establishment.

But don't just take our word for it. Equipped with the latest market data and consumer insights, this guide shows Maine Lobster's market opportunity and its ability to strengthen your menu and profit margins. With this guide, we are confident you will be able to make a strategic decision that will not only strengthen your brand but also have a measurable, positive impact on your business.

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# LEVERAGE THE LEGACY OF MAINE LOBSTER

No matter the dish or the occasion, Maine Lobster elevates a meal and turns it into an opportunity to indulge. As the ultimate symbol of quiet luxury dining, this premium protein is a favorite among customers because of its rich legacy, flavor and sustainability story.



## THE LEGACY

The Maine Lobster fishery became a tradition in the 1600s, long before the state of Maine was established. Since then, it has become a bedrock of the state's culture and economy. For generations, lobstermen have passed on their traditions and practices to ensure the long legacy of the fishery.

## THE FLAVOR

Maine's pristine and cold waters naturally marinate Maine New Shell Lobster to create the most tender and sweetest lobster on Earth.

## THE SUSTAINABILITY STORY

The Maine Lobster fishery is the gold standard in sustainable fishing. To protect the marine environment and lobster resource, Maine lobstermen implemented their first sustainability measures in 1872 and have continued to add new regulations that ensure a fishery for the next generation.

More than  
**80%**  
of America's lobster  
is caught in Maine

**100%**  
of Maine Lobsters are  
harvested from small  
owner-operated day boats

Maine Lobster is  
comprised of  
**5,000+**  
independent lobstermen

Maine Lobster  
contributes more than  
**\$1 BILLION**  
to the state's economy  
each year

## MEET THE *MAINE* CHARACTERS

### LUKE HOLDEN

Portland, Maine

Luke comes from three generations of lobstermen and even built his own lobster boat in high school. After going to college and working on Wall Street, Luke realized quickly that the finance life wasn't for him. Craving a taste of home in New York City, Luke worked with his co-founder Ben Conniff and his dad to open Luke's Lobster. At home, Luke, his wife and his three daughters will go on the water together to haul traps and partake in the Holden family tradition.



# LEARN ABOUT OUR SUSTAINABILITY STORY

The Maine Lobster fishery is one of the most sustainable fisheries in the world. The fishery adapted their techniques, equipment and practices to meet changing environmental needs. Over the years, this has meant initiatives like:

- **TAIL NOTCHING** to safeguard breeding females
- **LIMITING TRAPS** per harvester to manage effort on the fishery
- **SETTING SIZE LIMITS** on legal lobsters to maximize breeding potential
- **MANDATING APPRENTICE PROGRAMS** to ensure young lobstermen learn sustainability measures



"I am so proud of the commitment to sustainability that our fishermen practice every day. It not only helps maintain a healthy fishery for the next generation but also maintains a healthy ocean."

**TOM MARTIN**  
**LOBSTERMAN**

Cape Elizabeth, Maine



## MEET THE *MAINE* CHARACTERS

### SADIE SAMUELS

Rockport, Maine

Ever since Sadie was little, she always wanted to go on her dad's lobster boat. After convincing him to take her out on his boat, Sadie quickly fell in love with lobstering. Now she runs her own lobster boat with 800 traps and owns a restaurant called Must Be Nice Lobster in Belfast, Maine — a business she built up from a farmer's market stand. Sadie is passionate about educating people on Maine Lobster's sustainability, and that there are young women in this industry.



# UNLOCK MORE MENU POTENTIAL WITH MAINE LOBSTER

The premium story of the Maine Lobster brand can also drive a premium price up and down the menu from appetizer to entrée and breakfast to dinner. Across all dishes, the inclusion of Maine Lobster increases potential revenue opportunity by an average of 17% over dishes listed as generic “lobster.” Maine Lobster uplevels every meal and turns it into an occasion that benefits both consumers and business owners. Customers enjoy this premium protein because of its signature flavor — and businesses enjoy menu evolution that drives revenue.

## OUR PREMIUM STORY DRIVES A PREMIUM PRICE

|            | PRICE WITH<br>LOBSTER | PRICE WITH<br>MAINE LOBSTER | INCREASED<br>REVENUE<br>OPPORTUNITY |
|------------|-----------------------|-----------------------------|-------------------------------------|
| All Dishes | \$39.46               | \$46.17                     | 17%                                 |
| Appetizer  | \$35.45               | \$52.90                     | 49%                                 |
| Entrée     | \$42.49               | \$45.51                     | 7.1%                                |

Source: 2024 Technomic menu data



“People really want a luxury experience when they go out. We’re tailoring to what people are looking for when they come into our restaurant.”

**JONATHAN ROSENBERG**  
**VICE PRESIDENT**  
**HOSPITALITY AND OPERATIONS**  
Purple Horse Hospitality

## HOW TO MAXIMIZE A WHOLE MAINE LOBSTER

Maine Lobster is a premium product, and maximizing its value is key to profitability. Smart product choices and kitchen practices can significantly cut labor costs and reduce waste:

- Purchase picked Maine Lobster meat for dishes like lobster rolls, pastas and salads
- Simmer shells to create a rich Maine Lobster stock
- Extract every ounce of meat from whole Maine Lobsters

# GET MORE WITH MAINE LOBSTER

## ADDING MAINE LOBSTER CAN INCREASE REVENUE

With the rise of high-low dining and adventurous eating, Maine Lobster is the perfect premium protein to add a taste of affordable luxury to comfort food favorites.

### Mac & Cheese

Average Price: \$14.81  
With Maine Lobster: \$32.09



Build the ultimate burger by adding Maine Lobster mac & cheese on top.

### Sandwiches

Average Price: \$13.28  
With Maine Lobster: \$35.43



Elevate your sandwich with fresh Maine Lobster mango slaw.

### Ravioli

Average Price: \$22.86  
With Maine Lobster: \$34.33



Fill your ravioli with a sweet Maine Lobster whipped ricotta.

### Salad

Average Price: \$12.62  
With Maine Lobster: \$31.57



Take the traditional cobb to a new level with a Maine Lobster topping.

Source: 2024 Technomic menu data



# STRATEGIC SOURCING: CHOOSE THE RIGHT PRODUCT

Adding a premium protein like Maine Lobster is a strategic move to increase check averages and enhance your menu’s appeal. The key is to engineer it for profitability by choosing product formats that best meet your needs to minimize labor costs, streamline your kitchen operations and maximize your menu.

|                                                                                     | MAINE LOBSTER<br>FORMAT                                                                                                                                                 | WHY IT WORKS                                                                                                                                                                                                                                 | EXAMPLE MENU<br>APPLICATIONS                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Cooked & Picked Meat <ul style="list-style-type: none"><li>• Tail, claw, and knuckle (TCK)</li><li>• Claw and knuckle (CK)</li><li>• Claw, knuckle, leg (CKL)</li></ul> | Virtually eliminates skilled prep labor. This is your fastest path from the walk-in to the plate. It guarantees consistent portioning (locking in your food cost) and allows any line cook to prepare premium dishes with minimal training.  | <ul style="list-style-type: none"><li>• Maine Lobster Roll</li><li>• Maine Lobster Mac &amp; Cheese</li><li>• Maine Lobster Cobb Salad</li><li>• Maine Lobster Tacos</li></ul>                                |
|  | Split Tails & Scored Claws                                                                                                                                              | Dramatically reduces butchery time and skill requirements. Your kitchen team can bypass the most difficult prep work. Ideal for quick-fire applications like grilling or broiling, ensuring faster ticket times and consistent presentation. | <ul style="list-style-type: none"><li>• Grilled Maine Lobster Tails</li><li>• Broiled Maine Lobster &amp; Steak</li><li>• Maine Lobster Paella Topper</li><li>• Maine Lobster &amp; Chorizo Skewers</li></ul> |
|  | Mince                                                                                                                                                                   | Maximizes delicious lobster flavor for a low cost.                                                                                                                                                                                           | <ul style="list-style-type: none"><li>• Maine Lobster Bisque or Stock</li><li>• Maine Lobster Ravioli Filling</li><li>• Maine Lobster Gyoza/Dumplings</li><li>• Lobster-Infused Compound Butter</li></ul>     |
|  | Whole Lobster                                                                                                                                                           | Delivers the ultimate “wow” factor for special occasions. While the most labor-intensive, it offers the highest perceived value.                                                                                                             | <ul style="list-style-type: none"><li>• Classic Steamed Whole Maine Lobster</li><li>• Maine Lobster Thermidor/Newberg</li><li>• Wood-fired Maine Lobster</li></ul>                                            |



# SHOWCASE MAINE LOBSTER’S NUTRITIOUS SIDE

Whether your restaurant is health-focused or you’re trying to appeal to health-conscious diners, Maine Lobster offers a powerful combination of premium appeal, incredible flavor and an impressive nutritional profile.

Gram for gram, Maine Lobster has fewer calories and fat compared to roasted, skinless chicken breast, whole poached eggs and cooked lean beef. Plus, it’s positively packed with protein and nutrients.

## USDA SERVING RECOMMENDATION

The USDA recommended serving size for cooked lobster is 3 oz. or 85 grams and contains:<sup>1</sup>

| AMOUNT PER SERVING  |           |
|---------------------|-----------|
| CALORIES            | 80        |
| TOTAL FAT           | 0.5 grams |
| TOTAL CARBOHYDRATES | 0 grams   |
| PROTEIN             | 16 grams  |



## A PREMIUM PROTEIN OFFERING

Maine Lobster is an excellent source of lean protein and can help keep you full for longer. With 16 grams of protein per serving, it provides you with about 1/3 of your recommended daily value.

## AN UNEXPECTED NUTRIENT POWERHOUSE

Maine lobster contains about 200 milligrams of omega-3 fatty acids per serving, helping to improve heart health and fight inflammation. Lobster is also a good source of a variety of other nutrients your body needs, including vitamin B12, copper, zinc, selenium, phosphorus and magnesium.



# HOW TO GENERATE CONSUMER INTEREST

Limited-time offerings (LTOs) are a powerful way to generate consumer interest and drive sales, especially when it comes to Maine Lobster. More than just a seasonal special, a well-executed Maine Lobster LTO has the power to become a can't-miss moment for diners. As LTOs become more prominent, the key is to introduce your LTO at the right moment and pair it with a compelling story and premium experience.

## TAP INTO LTOS YEAR-ROUND

Maine Lobster is available year-round, but Maine Lobster LTOs can make any occasion that much sweeter.

Drive excitement with your menu during:

- Valentine's Day: Help customers celebrate Valentine's Day with their butter half.
- Mother's Day: A sweet occasion to celebrate mothers with the sweetest lobster on Earth.

## MOM'S SPRING LOBSTER ROLL

Treat mom to a sweet, succulent Maine Lobster lightly tossed in a bright, yuzu-herb vinaigrette, served in a buttery, toasted brioche roll and topped with creamy slices of fresh avocado and delicate edible flowers



**MAINE LOBSTER  
SPRING ROLLS**



### SUMMERTIME:

Nothing tastes more like summer than Maine Lobster — in a roll, on the grill, with a salad. It's a quintessential summertime meal.

### THANKSGIVING:

People are expanding their Turkey Day meals and serving more than, well, turkey. On a day when the majority of menus are the same, differentiate your offerings and stand out to consumers.



### HOLIDAY SEASON:

December and all its festivities equals more customers eager to indulge in something special.

### NEW YEARS EVE:

As one of the biggest celebratory days of the year, customers are willing to splurge on luxe Maine Lobster.



# ATTRACT NEW CONSUMERS WITH POPULAR DISHES

## MAINE LOBSTER'S MENU PRESENCE KEEPS GROWING

Demand for Maine Lobster is trending upwards as consumers seek premium meals, and restaurants are relying on Maine Lobster to uplevel their menus in new ways.

### MAINE-IFY THE CLASSICS

Sometimes, diner's favorite comfort foods need an unexpected twist. Why not deliver that with Maine Lobster? This premium ingredient can add a touch of briny sweetness and unlock new menu value with dishes like:

- Deviled eggs with Maine Lobster mince
- Maine Lobster tacos
- Loaded Fries topped with Maine Lobster
- Maine Lobster sliders
- Maine Lobster B.L.T



### SURF AND EARTH

Combining Maine Lobster with earthy flavors like beets, sage, saffron or pumpkin can balance Maine Lobster's natural sweetness.

Try mixing the surf with the earth by:

- Adding Maine Lobster to a beet salad
- Topping paella with sage and Maine Lobster
- Upgrading pumpkin risotto by including Maine Lobster
- Sautéing Maine Lobster in a sage-brown butter sauce



### ADD A TWIST TO INTERNATIONAL DISHES

As customers seek to expand their palates, many are opting for dishes that integrate more international flavors and methods. Restaurants have an opportunity to infuse Maine Lobster into various global cuisines and can:

- Fill a gyro with Maine Lobster
- Swap in Maine Lobster in bibimbap
- Make fajitas sizzle with Maine Lobster
- Serve up Maine Lobster okonomiyaki



# THE SECRET TO SELLING MAINE LOBSTER

## MAKE MAINE LOBSTER SHINE ON YOUR MENU

Diners look at menus more closely than you might think — in fact, many food lovers study restaurant menus in anticipation of their visit. You can entice diners to choose maine lobster before they even step in your restaurant by:



**Always specifying “Maine Lobster”**

**Highlighting sustainable sourcing with phrases like “sustainably harvested” or “hand harvested”**

**Leveraging sensory language that evoke taste, texture, and origin, such as “succulent,” “the sweetest lobster on Earth,” or “ocean-fresh”**

**Positioning Maine Lobster dishes in high-visibility areas of your menu**

### MEET THE *MAINE* CHARACTERS

#### **SONNY BEAL**

Beals Island, Maine

Ever since he could remember, Sonny has spent countless hours on the water. From hauling traps to measuring lobster to learning about sustainable practices, Sonny’s father taught him the ins and outs of being a lobsterman. Over time, he’s used his father’s wisdom and built upon it by working with his wife to start a vinyl lettering business for boats and vehicles. He’s proud to see their custom work on boats across Beals Island when he goes out to catch lobster.





# EMPOWER YOUR FRONT-OF-STAFF

Your servers are the final and most persuasive advocates for your menu. To convert curiosity into a sale, equip your team with talking points to tell a story around Maine Lobster’s legacy, lobstermen, and more.



“We love to continue education. If there’s any point of purchase information that can be shared with our team, it helps the guest understand why we sell a product and why we charge a premium price for it.”

**JONATHAN ROSENBERG**  
**VICE PRESIDENT**  
**HOSPITALITY AND OPERATIONS**  
Purple Horse Hospitality

## THE LEGACY

The Maine Lobster fishery is one of the oldest continually operated industries in North America, with the first documented catch dating back to the 1600s — before Maine was a state. Today, Maine is the largest lobster-producing state in the U.S., driving the economy up and down the coast.



## THE LOBSTERMEN

Maine Lobster is a multigenerational family tradition, with 5,000+ independent lobstermen who have worked hard to preserve Maine Lobster and protect Maine’s pristine waters.

## THE SUSTAINABILITY

The Maine Lobster industry is a global model for sustainability. For 150 years, lobstermen have imposed strict environmental guidelines — like protecting egg-bearing females and enforcing size limits — to ensure the lobster population remains healthy for the future.



## THE FLAVOR

The cold, clean waters of Maine give the lobster a succulent texture and a distinctively sweet flavor that you just don’t find in warmer-water lobsters. It’s that exceptional sweetness that makes it a true delicacy.



# EXPLORE MORE MAINE LOBSTER RESOURCES

## Find a supplier

<https://lobsterfrommaine.com/how-to-buy/>

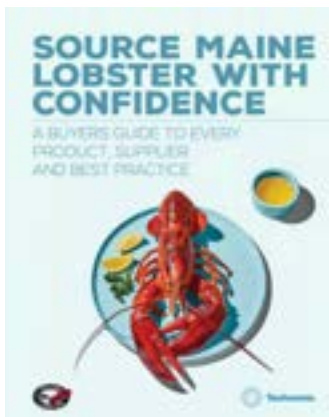
## Visit our website

<https://lobsterfrommaine.com/>

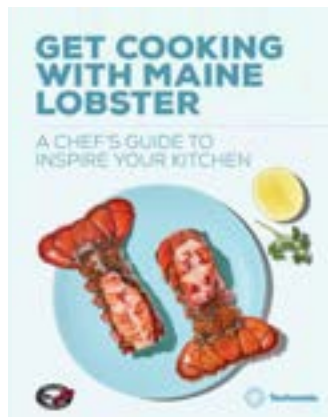
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### SOURCES:

<sup>1</sup>U.S. DEPARTMENT OF AGRICULTURE, AGRICULTURAL  
RESEARCH SERVICE. FOODDATA CENTRAL, 2019. FDC.  
NAL.USDA.GOV

