



Is your lunch crowd smaller than usual?

Partner with Tork to “Take Back the Lunch Break”

People are taking shorter and less frequent lunch breaks, resulting in smaller lunch traffic for you. We know you’re looking for ways to **increase revenues**. Tork is committed to helping **drive traffic to your restaurant** by leading a movement called **Take Back the Lunch Break**.

We’ll be promoting the benefits of taking a break through mass media and our Tork social channels.

We’ve also created a **toolkit** so you can get the word out to your customers, resulting in **increased lunch activity**.

Tork Takes Back the Lunch Break Tool Kit - available through torkusa.com/takebacklunch

Research findings and Infographic from a Tork study – discover the benefits of taking lunch breaks – use these insights to create special lunch offers!

Tork Xpressnap **AD-a-Glance Templates** – we’ve created six unique templates that you can insert into your Tork Xpressnap dispensers to promote the value of taking a break.

Social Media Templates – there are a variety of social media templates sized and ready for you to share on your Facebook, Twitter, and Instagram channels.

Let us promote your business! **Share your logo** with us and we’ll feature you on our website as a valued partner committed to helping patrons Take Back the Lunch Break

We can also help you create customized napkin messages! Talk to your Tork sales rep to learn more.

Join the movement! Visit torkusa.com/takebacklunch to access all your tools. Let’s work together to Take Back the Lunch Break!

#takebacklunch

Why your guests neglect lunch breaks

Nearly 20%

of North American workers worry their bosses won't think they are hardworking if they take regular lunch breaks. 13% worry their coworkers will judge them.



22%

of North American bosses think that employees who take a regular lunch break are less hardworking.



34%

of North American bosses consider how often an employee takes a lunch break when evaluating their job performance.



38%

of employees don't feel encouraged to take a lunch break.

Why your guests should #takebacklunch

Nearly 90%

of North American workers say taking a lunch break helps them feel refreshed and ready to get back to work.



Employees who take a lunch break

every day are more likely to be satisfied with their current job and feel valued by their employer.



81%

of workers who take a lunch break every day have a strong desire to be an active member in their company.