

Classy Eater

the complete guide to eating the greatest food
at the best price



Dan Holm

greeneeggsmarketing.com

Classy Eater

by Dan Holm

©2008 by Green Eggs Marketing

You have permission to post this, email this, print this and pass it along for free to anyone you like, as long as you make no changes or edits to its contents or digital format. In fact, I'd love it if you'd make lots and lots of copies and give it to all of your friends. Friends like free stuff. The right to bind this and sell it as a book, however, is strictly reserved. Classy Eater™ is a trademark of Green Eggs Marketing.

This eBook is dedicated to my beautiful, loving and supportive wife Rachel.

**GIVE THIS SWEET FREE BOOK
TO EVERYONE YOU KNOW!**

IT'S EASY:

Email to a friend.

Send them a link to: greeneggsmarketing.com

Print, print and print and pass it out to your friends who want to know how to be a Classy Eater.



Really good reasons to read this book:

You go out to eat most likely 4-6 times per week.

You don't have enough money to continue to do this.

You wish you knew the secrets of how to eat cheap at your favorite places.

You want to become a Classy Eater.

If this is you, please continue reading...

What You're Getting Served

Classy Defined	6
What is a Classy Eater?	7
Section One: Five Dollar Fast Casual	
Beyond the Burrito	9
Master the Art of Being a Kid	
Little Moe	14
Trust me, I'm an Asian Kid	15
Short Cup	17
Section Two: Stop Splitting Entrees	
Outback's Secret Menu	20
Free Chips and Salsa	25
Section Three: Making Your Classiness Real	
Are You Regular?	27
Classy Eater Pledge	28

Classy Defined

classy

Main Entry: classy

Pronunciation: \ 'kla-sē \

Function: *adjective*

Inflected Form(s): class·i·er; class·i·est

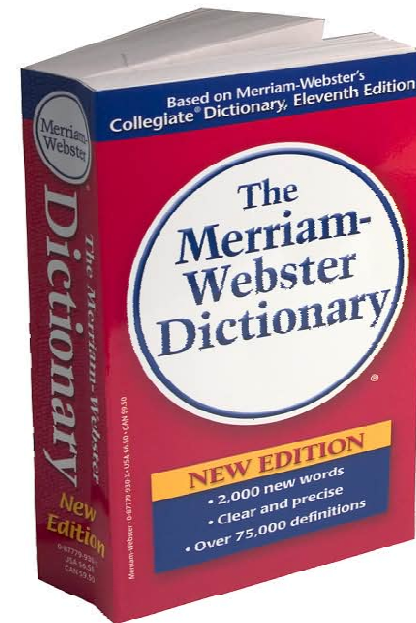
Date: 1891

Definition

a: having or showing class: as a: elegant, stylish <a *classy* clientele>

b: having or reflecting high standards of personal behavior <a *classy* guy> <a *classy* gesture>

c: admirably skillful and graceful <a *classy* outfielder>



What is a Classy Eater?

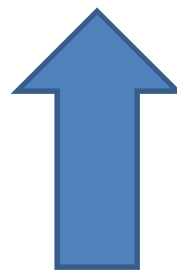
It's walking away from the restaurant you just ate at and thinking: *"That was awesome."* Not to mention your classiness has just earned you adoring fans who want to learn your ways.

You think it's awesome for **two** reasons:

- 1. The food was amazing.**
- 2. It didn't cost you over \$20 bucks.**



Five Dollar Fast Casual



This is all you need.

Beyond the Burrito

Is your regular burrito at Chipotle getting you down? Looking for a change? Lucky for you Chipotle has a whole other menu they haven't even told you about.

Some call it the secret menu. I call it - Beyond the Burrito.

Chipotle is a whole lot more than just burritos, tacos and salads. It's just a matter of manipulating the menu to not only serve your taste, but also your wallet. What I recommend moving forward will require a small amount of confidence and thrill for living on the edge. The first steps include believing that you know the Chipotle menu better than the Chipotle employees themselves. If you enter Chipotle with this mind set, you will master living beyond the burrito.

Two Words:

NEW LINE

1. The New Line

Quite possibly the most advanced beyond the burrito menu item that Chipotle offers. Only a few true fans have the knowledge and skill to pull this off.

If you only get 4 total items in your burrito or bowl you could be saving yourself \$2 every time you visit Chipotle.

Pick 4 items such as: rice, meat, cheese and lettuce. You now have a "new line item". Be sure to tell the cashier with confidence that it's a "new line" and they will ring you up for just over \$4. Be warned, the tortilla counts as one of the items.

2. Two Side Items

If you don't want to take full advantage of the amazing ingredients Chipotle has to offer, then you may qualify to be the two side items guy.

If you get a bowl with just rice, lettuce and cheese you don't even qualify for a "new line" you have now entered "two side items" world. Here you will only pay about \$3. It doesn't get any better than that.

3. Quesadilla for me

Let me guess. You haven't tried Chipotle yet because you're obsessed with the quesadillas at Moe's. Bad call.

The Chipotle quesadilla puts Moe's to shame. You can get any combination of ingredients you want and you can order it in the big burrito shell or small taco shells. When you walk up to order say: Chicken Quesadilla. Same price as the "New Line" and they won't look at you strange or try to kick you out.

4. One Taco, Two Taco, Three Taco

If you're only in the mood for one taco, it will cost you about **\$1.25**. Don't feel obligated to take the menu on the wall as the final answer. You have the ability to be flexible with the item you order and the price.

5. Save your 50 cents

Don't order salsa when you pay. Go find a nice seat, then about two minutes later walk up to the register and ask if you can "get some more salsa". They will hand it over, absolutely free.

If you believe it. They will too.

Don't be afraid to fight for your right for a cheaper meal at Chipotle. It's all a matter of confidence.

Here is a short guide to "beyond the burrito" success:

1. Enter Chipotle with expertise.
2. Don't look at the menu on the wall! (Remember, you already know what you want).
3. Make sure you get extra everything (if you're only getting a few things, you better make sure they are good).
4. Have your money out, ready and visible.
5. Don't let the Chipotle employee on the line tell the register what it is!
6. Pipe in. When you are at the register, promptly say: "It's a New Line." or "That's Two Side Items."
7. Trust me, they will be impressed with your knowledge.

Master the Art of Being a Kid

**You look under 12 to
me.**

Little Moe

You probably know about the Kids Menu at Moe's. Trust me, its no where near what Chipotle has to offer, but if we are talking cheap, Moe's is worth mentioning. Below are just a few reasons that you should be a kid at Moe's:

Power Wagon

Hard or soft taco with choice of grilled meat, shredded cheese and lettuce

Moo Moo Mr. Cow

Kid-sized burrito with choice of grilled meat, beans, rice, shredded cheese and Pico de Gallo

Chips and salsa free with every meal. Not to mention, you get a small drink with these extremely cheap options.

Trust Me, I'm an Asian Kid

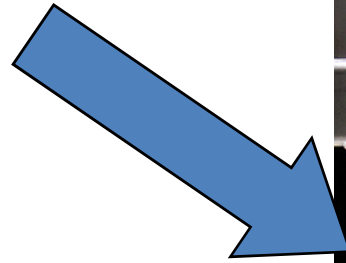
Compared to P.F. Chang's, Pei Wei is reasonably priced and amazing. At over \$7 plus tax it is still a little to expensive. The reality of it is, you are getting a huge portion of meat and rice. I'm guessing that it's double the regular portion size. Do you really need that much?

Allow me to introduce, the Kid's Wei meal. Total cost: about \$3.50 plus tax.

Reasonable price and still a big portion. You get Teriyaki, Honey Seared or Lo Mein Chicken, rice, noodles and a drink. This sounds like a tiny piece of Asian heaven.

The good news is that the Pei Wei staff will never question your age. Especially if you call the order in for take out. They will already have it ready and rung up before you get there. Welcome to being a kid again.

Short Cup



There is a secret that Starbucks doesn't want you to know. They will serve you a better drink, if you want one, and they will charge you less for it. Ask for it in any Starbucks and the barista will comply without thinking twice....ask for The Short Cup.

The Short Cup—at 8 ounces is a third smaller than the smallest size on the official menu, the "tall." The short cup has the same amount of espresso as the 12-ounce tall, meaning a bolder coffee taste. You may have seen these tiny little Starbucks cups hiding somewhere off to the side in an attempt to keep them from your view. You probably thought they were just for samples, little did you know that you could actually order one.

The Short Cup is cheap too. About \$2+ instead of around \$3 for a tall. Don't be embarrassed to go short, you will be saving big money.

Stop Splitting Entrees



Stop Splitting Entrees

You claim that you split meals with other people because “the portion is just too big”. What you really mean is that you don’t feel like spending over \$10 plus tip to eat.

You also may be slightly embarrassed when the server walks out with one entrée and two plates. They look at you uncomfortably like you just broke a restaurant law. “Oh, this must be for both of you” they say as they set the dinner in front of you and the empty plate in front of the other.

The next 5 minutes are spent splitting the items up, there is cutting and fighting over who gets what and of how much. Finally, you can eat.

I’m tired of this. Are you?

Outback's Secret Menu

Outback Steakhouse is by far one of the best casual dining restaurants you can eat at. From the steak, chicken, and pasta to the mouth watering appetizers you can't go wrong at Outback.

One problem. If you order a drink, appetizer and entrée you will spend around \$20 per person not including tip.

The answer: order something that isn't on the menu.

How? I'll tell you.

1. Half Order of Cheese Fries

The “Aussie” Cheese Fries at Outback hands down are the most fattening yet amazing menu item known to man. As a fat child I would order this item as my meal. Yes, it’s that good.

The problem is that it costs around \$7 and the portion is way too big (unless you’re me). Some servers may suggest it, others won’t. But if you’re in the mood for cheese fries and you don’t feel like paying the full price or having some left over ask for a “*Half Order of Cheese Fries*”. The cost is cut about in half and so is the portion. Now you can enjoy this indulgence without trying to take home a to go box of cheesy fries you will never eat.

2. Salad With

If you just want a salad at Outback, I think you’re insane, but fine. Listen the croutons and dressings are made fresh from scratch every day in the restaurant, so I understand your temptation.

Never pay full price. If you order salad as your entrée it will cost you about \$5. Not worth it. If you are with someone who orders a full entrée (like Alice Springs Chicken, Outback Special or a burger) ask to have a “*salad with*” or “*add a salad on*”. By adding a house, Caesar or chopped salad on to their entrée you will only be charged half price. HALF PRICE. It’s the same size and you can ask for it to come out as your entrée.

3. 5oz Alice Springs Chicken

The Alice Springs Chicken is one of the best items on the menu. 8oz grilled chicken breast with button mushrooms, bacon, honey mustard and smothered in Monterey jack and cheddar cheese.

It also comes with a side item and costs over \$10. Order a 5oz Alice. It's only 3oz smaller and costs around \$7. You still get a side item and it tastes just as good, maybe even better because you can eat the whole thing now.

4. Kid Steak

While this is already on the kids' menu it is still worth noting. A 9oz Filet costs around \$20 at Outback. A 9oz Sirloin costs around \$15. A 6oz Sirloin (kids' steak) costs around \$7. Really? Yes.

You can order a steak – same quality meat, prepared anyway you like for about \$7. It's only 3oz less than a steak that costs more than double the price.

5. Kid Mac is a Side

If you have never had the “kid mac” at Outback, you haven’t lived. I’m serious. This is penne pasta tossed in homemade cheese sauce. It makes Kraft Macaroni and Cheese or Easy Mac look like a bad cheesy processed substitute.

Chances are, you don’t want to pay \$5 for this item in addition to your entrée. That’s ok. You can order it as a side – for no additional charge. It comes in a reasonably sized portion and it is only about 1/3 smaller than the full priced entrée. Price? Free.

When the server asks you what you would like as a side, say: “Kid Mac”. You will look like you own the place.

6. Obviously, the Free Bread

You most likely already know about the amazing free honey wheat bread at Outback. You already know it’s free. I just want to encourage you to order more. Don’t be scared to ask for seconds....or thirds.

7. \$1.99 Dessert

You usually don't order dessert in a restaurant. You should at Outback. No no, not off of the dessert menu. Off of the Kids' Menu.

For \$1.99 you can order a "Spotted Dog Sundae" Which is a large scoop of Blue Bell Vanilla Ice Cream topped with homemade chocolate sauce, homemade whipped cream and a cherry.

Secret – you can also have your ice cream rolled in crushed Oreos and topped with caramel or raspberry sauce. Now that's a classy sundae.

8. Get Honey Butter on....everything

Honey Butter at Outback is made fresh and it tastes unbelievable. Try ordering it with your free bread or anything else that honey butter deserves to be on....which is pretty much everything.

Chili's has Free Chips and Salsa

Chili's Bar and Grill has 1.5 good menu items.

- 1 Fajita Quesadillas
- .5 Chips and Salsa

Here is the problem. The Chips and Salsa cost money. But, they don't have to anymore. There is a little unknown secret about Chili's...if you sit in the lounge/bar the Chips and Salsa are **Free**. Completely free, no questions asked.

You don't have to even have to double check with the server. If you order Chips and Salsa in the lounge they are automatically free, no catch, no gimmick, just absolute free bottomless Chips and Salsa.

This by far, is the classiest menu item a restaurant can offer and all you have to do is sit in the lounge.

Make Your Classiness Real

**CERTIFIED:
CLASSY**



Are You Regular?

To completely become the ultimate Classy Eater you must master the art of being a regular. Regular means that at least 2 people in your favorite restaurant know who you are. They don't have to know your name, but they have to know your face and something about your favorite menu item.

Why?

Being a regular seals the deal. If an employee at your favorite restaurant knows who you are, what you like and what you want the perks are endless. You will suddenly find yourself getting a discount you didn't know you had. Additionally as a Classy Eater, you will thrive in an environment where you are comfortable calling the shots about your next entrée.

The Classy Eater Pledge

Repeat after me:

"I am a Classy Eater. I know the menu better than the menu knows itself. I thrive on eating my favorite food at the price I want. I bring style, elegance and grace to every restaurant I dine in. The manager knows my name and knows I own him.

I am a Classy Eater."

Congratulations!

You are now a Certified Classy Eater.

SHARE WITH A FRIEND!

IT'S EASY:

- Email:** Send them an email with Classy Eater attached.
- Blog:** Post a link to ClassyEater.com or GreenEggsMarketing.com on your blog page.
- Facebook:** Post a link to ClassyEater.com or GreenEggsMarketing.com on your profile.
- Classy Eater:** classyeater.com - Classy Eater is available to download for free!
- Green Eggs:** greeneggsmarketing.com - Classy Eater is available to download for free!

Contact Me

IT'S EASY:

Email: danielrholm@gmail.com

Blog: greeneggsmarketing.com

Facebook: search – dan holm

Classy Eater: classyeater.com

Wait...what's this Green Eggs blog you keep talking about?

It's a blog dedicated to "Food Enlightenment". Stories, reviews and commentary all about the restaurant industry, food and service. We talk about stuff like waffle fry butts, Panera Bread's bad service and a whole lot more.

About

Dan Holm is an agent of change. He is the writer and thinker behind Green Eggs Marketing.com and an avid Classy Eater. He lives in Clearwater, FL with his wife, two cats and daughter Virginia. They all like to dangle their feet off the edge of the world and dream of the good and true things they will do someday.

