GOLDEN WAFFLE

FREE HOSPITALITY PROMOTIONAL PACK

Frightfully Good Waffles

Three specials. One delicious Halloween.



The Mummy Waffle



Monster Crunch



Ghostly Gold

Recipes to try. Artwork to print. Social posts ready to share.

For cafes, hotels, dessert shops and family attractions.
A complimentary kit to help bring your Halloween menu to life.

goldenwaffle.com

YOUR KIT, READY TO USE

A little prep. A big impression.

Choose your specials, print the poster and give your customers something delicious to discover.

01

Choose your waffles

Try the topping recipes on pages 3-5. Make a sample, agree your portions and choose the specials that work for your venue.

02

Put them on the menu

Print the separate A4 counter poster at actual size, or use page 6. Place it where guests choose their food.

03

Make some noise

Share the supplied square graphics and vertical Stories. Copy a caption from page 7 or the text file, then add your venue details.

04

Brief your team

Confirm prices, ingredient availability and allergen information. Make sure everyone can describe and plate each special.

MAKE IT YOUR OWN

Set your own prices and dates. The artwork includes no fixed price or discount, so you can use it with the offer that suits your venue.

Recipe portions are suggestions for kitchen trials. Images are AI-created serving inspiration; actual presentation may vary. Follow your mix, equipment and ingredient instructions.

SPECIAL 01

The Mummy Waffle

White chocolate. Wide-eyed delight.



SUGGESTED TOPPING PORTIONS

Ingredient	1 serve	10
Cooked waffle	1	10
Chocolate sauce	20g	200g
White chocolate sauce*	25g	250g
Edible candy eyes	2	20

Adjust portions to your waffle size and the ingredients you use.

BUILD YOUR WAFFLE

01 Cook one waffle following the instructions for your mix and machine.

02 Drizzle chocolate sauce across the waffle, leaving some golden pockets visible.

03 Pipe white chocolate sauce in thick zigzags to create the mummy bandages.

04 Add two edible eyes between the bandages and serve immediately.

AT THE PASS

*Alternatively, use melted white chocolate suitable for piping. Trial the finish before service.

Check the labels of your mix and every topping, including decorations, for ingredients and allergens. Update your venue information before serving. Store ingredients as directed.

SPECIAL 02

Monster Crunch

Big crunch. Bigger temptation.



SUGGESTED TOPPING PORTIONS

Ingredient	1 serve	10
Cooked waffle	1	10
Chocolate sauce	25g	250g
Chocolate biscuits, crushed	15g	150g
Colourful sprinkles	4g	40g

Adjust portions to your waffle size and the ingredients you use.

BUILD YOUR WAFFLE

01 Cook one waffle following the instructions for your mix and machine.

02 Drizzle the waffle with chocolate sauce.

03 Scatter over crushed chocolate biscuits, using a mix of crumbs and small pieces.

04 Finish with colourful sprinkles and serve immediately.

AT THE PASS

Keep the biscuit pieces and sprinkles separate until plating so the topping stays crunchy.

Check the labels of your mix and every topping, including decorations, for ingredients and allergens. Update your venue information before serving. Store ingredients as directed.

SPECIAL 03

Ghostly Gold

A little ghost. A golden finish.



SUGGESTED TOPPING PORTIONS

Ingredient	1 serve	10
Cooked waffle	1	10
Caramel sauce	20g	200g
Vanilla ice cream	75g	750g
Chocolate drops for face	3	30

Adjust portions to your waffle size and the ingredients you use.

BUILD YOUR WAFFLE

01 Cook one waffle following the instructions for your mix and machine.

02 Drizzle the waffle with caramel sauce.

03 Add an oval scoop of vanilla ice cream to the centre, shaping it into a little ghost.

04 Press in two small chocolate drops for eyes and a larger one for the mouth. Serve immediately.

AT THE PASS

Finish the ghost face at the pass and serve promptly, before the ice cream loses its shape.

Check the labels of your mix and every topping, including decorations, for ingredients and allergens. Update your venue information before serving. Store ingredients as directed.

GOLDEN WAFFLE

Frightfully Good Waffles



The Mummy Waffle

White chocolate zigzags
Chocolate sauce & edible eyes



Monster Crunch

Chocolate sauce & biscuit crunch
Colourful sprinkles



Ghostly Gold

Vanilla ice cream & caramel
A little chocolate ghost face

Ask our team for available specials and prices.

Please ask our team about allergens before ordering.

Serving inspiration from Golden Waffle.

COPY, ADAPT, SHARE

Let the waffles do the talking.

Use these captions alongside the matching image. Add your venue, dates and booking details where needed.

01 / THE MUMMY WAFFLE

Something delicious is under wraps. Meet The Mummy Waffle: white chocolate zigzags, chocolate sauce and a pair of cheeky edible eyes. Ask our team about our Halloween specials. #HalloweenWaffles #HalloweenTreats

MENU DESCRIPTION

A golden waffle wrapped in white chocolate zigzags, with chocolate sauce and two cheeky edible eyes.

02 / MONSTER CRUNCH

A monster of a treat. Chocolate sauce, biscuit crunch and colourful sprinkles meet one golden waffle. Monster Crunch is our kind of Halloween mischief. Ask our team about our Halloween specials. #HalloweenWaffles #DessertTime

MENU DESCRIPTION

A golden waffle loaded with chocolate sauce, crushed chocolate biscuits and colourful sprinkles.

03 / GHOSTLY GOLD

Boo... your next dessert has arrived. Ghostly Gold brings together caramel sauce, vanilla ice cream and a little chocolate ghost face. Frightfully tempting. Ask our team about our Halloween specials. #HalloweenWaffles #SweetTreats

MENU DESCRIPTION

A golden waffle with caramel sauce, vanilla ice cream and a little chocolate ghost face.

Keep availability accurate. Only describe a special as available once your team is ready to serve it.

BRING IT TO LIFE

Ready for your first order.

A short checklist to turn the inspiration into a special your team can serve confidently.

- [ ] **Trial the finish**
  Make each chosen waffle and take a photo of your own version.
- [ ] **Cost your portions**
  Include the waffle, toppings and any packaging before setting your selling price.
- [ ] **Check the ingredients**
  Confirm stock, product instructions and allergen information for every component.
- [ ] **Set up the counter**
  Print the poster and keep toppings organised for consistent plating.
- [ ] **Share your special**
  Post a graphic, add your venue details and respond to customer questions.
- [ ] **Review what sells**
  Track orders for each special and keep your strongest performer on show.

START WITH GOLDEN WAFFLE

UK-blended premium waffle mix for hospitality.

goldenwaffle.com

Message us on WhatsApp

Complimentary promotional materials from Golden Waffle. Venues may print and share the supplied artwork to promote their Halloween waffle specials. Please keep the brand credit. Not for resale as a standalone pack.