

Take Out & Delivery

Easy Reference Guide

Take Out & Delivery

Consumer behaviour has shifted during the pandemic and shows little signs of returning to the same old, same old ways of life. You will need to observe shifts in eating, shopping, and returning to foodservice establishments.

Curbside service will be a new staple in the industry. There will also be a shift in consumer focus regarding food safety versus sustainability. Third-party delivery companies and restaurant concepts will have a stronger focus on a touchless customer service experience.

We have compiled a variety of different topics for you to consider for your take out and delivery options. As always, please contact your sales representative for more information.

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Revisit Your Menu

1

Examine your menu items, not everything on your regular menu will be suitable for takeout and delivery. A takeout menu is more a snapshot of your full offerings. Confine your takeout to top sellers (as long they're not too elaborate or time-consuming to prepare), dishes that will transport well in takeout and delivery, and entries that will still give you a good return on investment.

2

List of core ingredients that will deliver that “wow” factor. Consider seasonal ingredients, food artisans from your area, or local meats, such as Carve Premium Ontario Beef. Take this time to list out all the main ingredients you will require. Just like your dine-in menu, delivery of can be unique fresh and local.

3

Cost out your menu items based on the concept, ingredients, and cost. Can the menu items be priced accordingly for your target customers?

Ensure the cost of packaging is worked into the cost of your finished product and aligns with your goal for average revenue per customer.

4

Run a test-take-out now that you have the concept and initial costs figured out. Consider how your client will perceive the item when it arrives to their home. Will this meal be Instagram-worthy? Will they share their experience with friends and family?



Take Out Packaging

Use the right packaging for the job. No one likes to pick up or receive soggy, leaking, messy or unattractive food packages. Companies like W. Ralston, Novolex and Polar Pak feature packaging specifically for foodservice operations that include takeout and delivery, and also packaging that's size-appropriate. "The packaging a French fry requires for travel is different than a pasta dish. And packaging will also depend on the miles or time it needs to travel," says John Veder, director of innovation - paper for Novolex North America. Also consider packaging that can be easily reheated without having to be transferred to other dishes.

Key Factors for Choosing your Packaging

- ❑ *Protects the food from any contamination when delivering it to customers.*
- ❑ *Makes a meal more appealing. Many senses influence how we enjoy the dining experience, including our sight (i.e. how a dish looks when it arrives).*
- ❑ *Helps control the food's temperature, so dishes meant to be eaten warm, for example, actually arrive warm.*
- ❑ *Helps sell more food. People also buy with their eyes and attractive packaging encourages repeat sales.*
- ❑ *Allows you to charge a premium. Well-packaged food has a higher perceived value.*
- ❑ *Reinforces your brand. Packaging is another brand touchpoint that lets you connect with customers through the smart use of color, design, and copy.*
- ❑ *Shows customers what your values are and what you care about. If you value sustainability and care about the environment, consider using biodegradable packaging.*



**View the Take Out
Essentials Guide**



Choosing Your Delivery Platform

If you're new to delivery, you may want to partner with an established foodservice delivery company like Uber Eats, DoorDash, or Skip the Dishes. Restaurants who partner with delivery services also benefit from the online exposure on food delivery sites, however, depending on the service, you will pay a delivery fee that can be as high as 35%.

Many restaurants are choosing to do their own delivery by training their regular wait staff to become delivery door-dashers. In the short term, this is a great way to continue employing front-of-house staff. But don't forget to check your insurance to make sure your staff are covered for "other" employment within your operation.



Delivery Charges

These are determined by you. Yes, you do want to make sure that you are covering your costs, but you also need to think strategically about these. If someone can order something similar from multiple restaurants, their determining factors are going to come down to the final cost and delivery time. Remember, today's consumers don't have the same level of loyalty as previous generations and will easily switch to somewhere new if it means a more enjoyable experience.

Delivery Time

Skip the Dishes and UberEats allow you to set your own prep time and easily control the pace of your kitchen. You can adjust prep times whenever you need, such as at peak times or on days when you are down staff. UberEats will also adjust it automatically based on order volumes, time of day, and order size. Ensure you stick to the determined delivery times as closely as possible. You don't want a customer to be waiting longer than expected for their food to arrive, nor do you want their food to arrive cold because it was prepared too early.



Curbside Pick Up

Treat your take-out service like your eat-in business with meals that are cooked in a timely manner and packaged properly for a trip home.

Consider that people will likely order via Internet, telephone, or text message—be able to handle your order process efficiently and conveniently.

Allocate a staff member to handle order inquiries.

Put in place a system to ensure that orders are filled accurately.

If possible, designate special parking areas for take-away customers.



Get the Word Out!

Keeping your restaurant top-of-mind for guests is crucial to winning back their business when it's time to reopen.

How's your branding? What kind of branding will you use to stand out? The big food delivery companies are able to advertise themselves through their distinctive, logo-ed carry-on packaging. Like the big guys, your new visual identity as takeout and delivery food providers matters. Consider branding your takeout packaging with your company logo and tagline or marketing messages. Market and promote the service on your website as well.

Never has your social media been more important. It's your direct conduit to customers, a way to let them know daily that you are still in business and you value their patronage and support. Social media such as Instagram, Facebook and other community pages can let people know you are open and active.



Get the Word Out

You may also want to create an old-fashioned paper flyer with your takeout menu and have a staff member deliver it to your local area. Sometimes old school is the best school. The point is to communicate as often as you can with customers to keep them close. And don't forget to thank them. They want to help.

Get creative. Some clever restaurants are throwing in extras with customers' takeout and delivery orders. Have any logo-ed t-shirts on hand? Send one with each order. Do you make any branded food items for sale, such as jams?

Lastly, register your establishment for **free** at Dine in @ Home. This site was created to allow consumers to easily identify who is open for business.



Check out these blog posts for more information on social media:

[10 Ways to Build Your Restaurant's Brand Awareness on Social Media](#)

[Social Media Tips to Improve Your Bottom Line](#)

[Using Instagram to stay connected during COVID-19](#)

TAKE OUT AND DELIVERY CHECKLIST

MENU

- Update menu items
- Recipes
- Update POS for menu items
- Print take out menus
- Add Menus to Social Media

SERVICES

- Delivery Services
- Add Phone Lines
- On Line Payment Set Up

INVENTORY

- Update Take Out Supplies
- Update inventory

SOCIAL MEDIA AND MARKETING

- Update website
- Update social media platforms, Facebook, Instagram, Twitter
- Add your Restaurant to all Online Media
- Start promotional campaign of opening and changes

TAKE OUT AND CURBSIDE SERVICE AREA

- Separate pick up and order area
- Create curd side parking area
- Sanitizer stations for customers and staff
- POS payment station for contact free payment
- Remove tables and chairs to assist in social distancing

