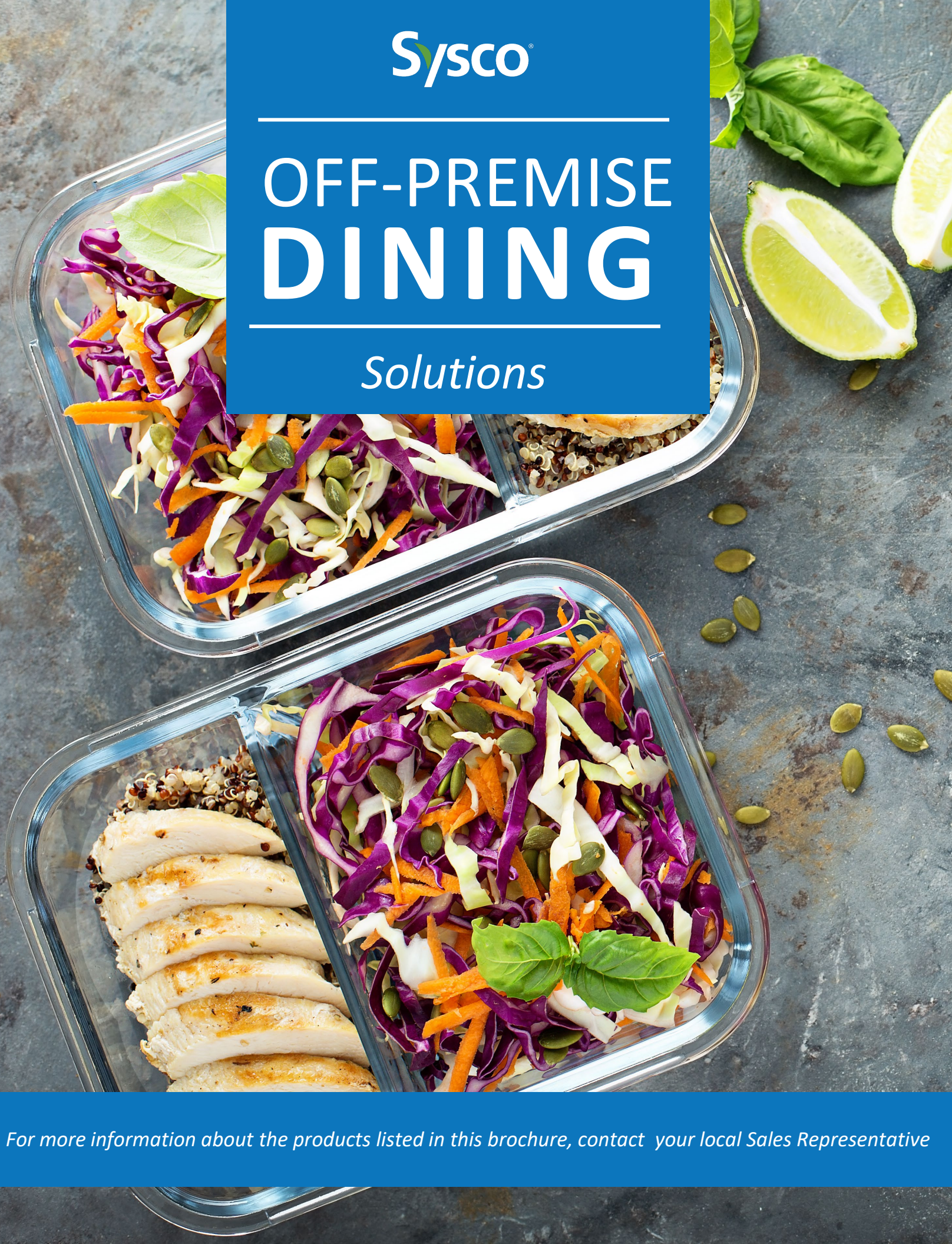




# OFF-PREMISE DINING

*Solutions*



*For more information about the products listed in this brochure, contact your local Sales Representative*





# THIS BROCHURE COVERS:

**How to start an off-premise dining program**

- **3<sup>rd</sup> Party Delivery**
- **Curbside Pick-Up**

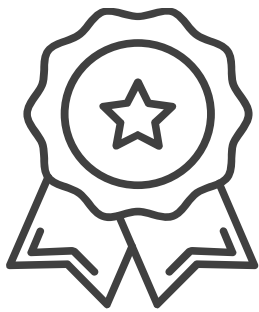
**Menu Items that Travel Well**

**Options for To-Go Ware**

**Marketing Tips**

# 3 POINTS TO REMEMBER

Creating a to-go program does not have to be complicated. In fact, by following a few key points you and your staff can create a plan that keeps the lights on and serves the community.



## FOOD SELECTION

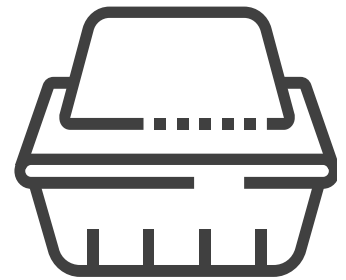
Keep it simple and scalable. Remember not all food travels well.

Consult with your marketing associate on what items travel best.



## STAFFING

In crisis situations you will want to retain your best employees. FOH staff can be used for packaging the to-go orders and customer service.

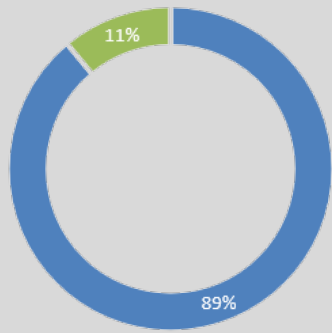


## PACKAGING

Choose function over form based on product availability.

**Give yourself a fighting chance,  
by developing a plan for success**

# WHY OFF-PREMISE DINING?



In a recent Datassential survey, 89% of consumers felt safer eating food from grocery stores and food from home. However, consumers will become bored and soon look for outside sources for meals.

## TIPS FOR SUCCESS

“Foodservice operators that can offer a responsible and safe solution should do so recognizing that their true competition during these times is not other restaurants, but the consumer’s own home,” Datassential said in a recent report.

With the outbreak of COVID-19, consumers are more likely to dine off-premise than in restaurants. If a restaurant does not have an off-premise dining program, they can lose vital revenue.

Off-premise dining is a great revenue driver during times of crisis.

Vehicles for off-premise dining include

1. Curbside Pick-Up Service
2. 3rd Party Delivery Service
3. Home Meal Replacements/Family-Style



# CURBSIDE PICK-UP OVERVIEW

*New terms like social distancing underscore the fact that in these uncertain times, many consumers want to limit the amount of exposure they have with others.*



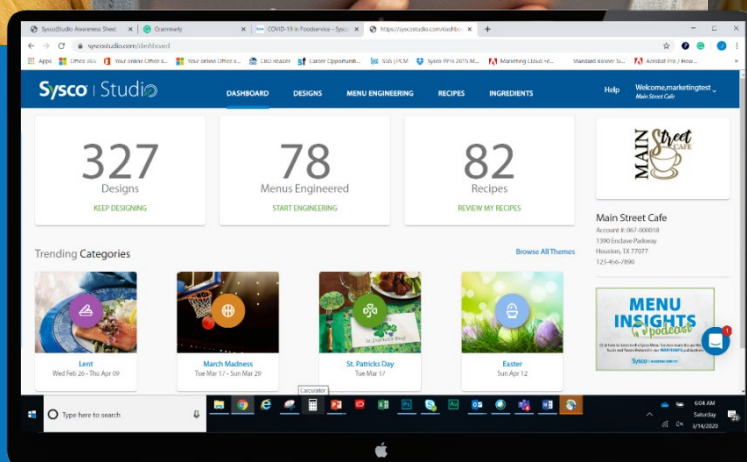
## RETAINING GREAT EMPLOYEES

Curbside pick-up allows operators the opportunity to give valuable FOH employees important work as they can take incoming orders, package the meals, deliver meals curbside, and process payments. This is a great way to retain valuable FOH employees when dining rooms are empty.

## KEYS TO SUCCESS

Your team will need to inspire consumer confidence with each interaction. The following

- Team members should always wear gloves when handling food and interacting with customers.
- Open and close all doors for customers if they choose to come inside.
- Earnestly thank the customer for their business.
- Robust social messaging to engage consumers.
- Create table tents, sluggers, and buzz cards that advertise your services.
- Use functional to-go ware
- Don't be afraid



## WE ARE HERE FOR YOU...

Be sure to utilize the Sysco Studio tool to simplify the process of menu design, engineering, and management in one seamless, user-friendly tool.

**Log in today at [www.syscostudio.com](http://www.syscostudio.com)**

**Login today to create:**

**MENUS - BUZZ CARDS - TABLE TENTS - SLUGGERS**



# 3<sup>rd</sup> PARTY DELIVERY OVERVIEW

## GROW REVENUE BY REACHING NEW CUSTOMERS

Starting your own delivery service does have some benefits; however, using a third-party delivery company has a host of perks that you will want to look at. As consumers grow weary from eating home-cooked meals but are hesitant to venture out, they will be looking for opportunities to get food delivered to them. A study by Zion & Zion revealed that two-thirds of adults between 18-29 used a third-party delivery site in the past 90 days. These apps have a wide reach and can be used as a turnkey marketing tool to reach new customers.

Consider uploading a special menu with pricing that will allow you to cover any associated costs that come with using a third-party delivery company. The amount will depend on the fees associated with the company you choose.

PRO TIP

Do not be intimidated by using new technology. While the process may vary from delivery service to delivery service, the process remains quite simple and efficient. You upload your menu and important information into their platform, and customers will order directly from the smartphone or tablet. You will need to have an expeditor who will receive the orders on your in-house tablet and relay the order to the kitchen staff. As the orders are finalized, your team will package the items to be ready for a driver to come and pick them up to deliver to your customer. Be sure to utilize Sysco Studio to create sluggers or buzz cards to be delivered with the order.





## In 2019, DoorDash named these the most popular delivery foods:

1. Burrito Bowl
2. Chicken Tacos
3. Cheeseburger and Fries
4. Pizza
5. Bean Burrito
6. Cobb Salad
7. Chicken Noodle Soup
8. Spicy Chicken Wrap
9. Taco Salad
10. Nachos

### FOODS THAT **TRAVEL** WELL



**BURGERS**



**RICE BOWLS**



**SOFT TACOS**



**BURITTOS**



**PIZZA**



**FALAFEL**



**SANDWICHES**



**PANINIS**



**PASTA DISHES**



**LASAGNA**



**HUMUS**



**SOUPS**



**SALADS**



# SOCIAL MESSAGING

*Being socially distant does not mean you can't utilize social media. Develop a robust campaign of simple and positive messages to encourage consumers to use your services. Make sure you stay socially relevant. Below are a few examples of social messaging you can utilize.*

## Add an image of your signature dish or fan favorite

Don't feel like cooking tonight? We're on all major delivery apps. Check out our menu and place an order today.

## Add an image of your signature dish or fan favorite

Let us take care of your dinner tonight! Call 555-555-5555 and place your order. We'll have it ready and convenient to pick up. Just call us when you arrive, and we'll bring it out to your car.

## Add an image of your signature dish or fan favorite

Cooped up in your house too long? We're open and would love to serve you. Health and safety is our #1 priority. We've taken these measures to ensure a safe environment:

- Increased hand-washing signage
- Increased hand sanitizing stations
- Reinforced training and cleaning implementation by all associates