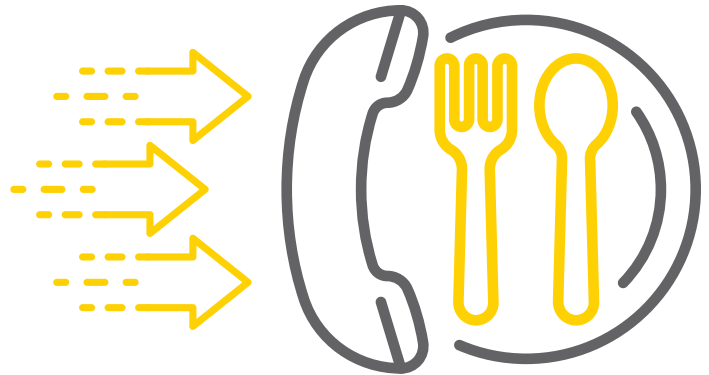


To-Go Tips

HELPFUL IDEAS FOR WHEN BUSINESS IS TO-GO ONLY

With most restaurant businesses across the country being limited to take-out, curbside and delivery due to the coronavirus pandemic, here are some to-go tips to help put all the focus on your dine-out options.



PROMOTE, PROMOTE, PROMOTE

- ▶ Update your website to emphasize your current take-out, curbside and delivery options.
- ▶ Post on social media! Social media is one of the best ways to advertise. It's free, and your posts can be seen by thousands of people in your key demographics. Keep a constant posting schedule, offer a special deal and include a picture to grab attention.
- ▶ Put customers at ease by supplying a brief food safety and handling statement.

MAKE ORDERING EASY

- ▶ Make sure your menu and phone number are up-to-date and easy to find on your website.
- ▶ If you offer online ordering and/or bill pay, make those options stand out on your website. These conveniences can save your staff time and drive business with tech-savvy customers.
- ▶ Consider teaming up with a third-party delivery service. Using a third-party means you don't need to carry insurance or manage the extra staff necessary for delivery, and you can also benefit from the promotion of your third-party.

PREP & PACKAGING IS KEY

- ▶ Some menu items might not be viable options for you during a pandemic. In addition, some items don't travel or hold-up well, and some take a long time to make. Make sure all of the items on your menu are a good fit.

- ▶ Evaluate every ingredient on every menu item to make sure that your offerings and your packaging make sense. There are a lot of items that will need to be packed individually or placed in special packaging to retain product integrity.
- ▶ Evaluate the space you are dedicating to prep and packaging for your team. Also be sure you have a place to keep food warm while waiting to be picked up by customers.
- ▶ Use tamper-proof stickers on containers and bags to help put your customers at ease.

MAKE IT SAFE & CONVENIENT

- ▶ Designate plenty of parking spots with a clear view for curbside and pick-up orders.
- ▶ Think of ways that orders can be picked up with no touch contact (for instance, laying the receipt on the counter or stapling it to the bag instead of handing it to the customer) and allow a six-foot distance between you and the customer.
- ▶ Make sure that you are sanitizing and disinfecting regularly, especially door handles and pick-up counters, and keep hand sanitizer close by to show your dedication to keeping your patrons healthy.



PRODUCED BY:
Martin Bros.
DISTRIBUTING CO INC