



# THE SCOOP

SERVING UP FOODSERVICE INSPIRATION

DELIVER ON  
OFF-PREMISE  
DEMANDS



Domino Foods. Inc.



# WE'VE GOT THE SCOOP ON THE ORDER-OUT ERA

## THE FUTURE OF FOODSERVICE IS GOING MOBILE

Given legislation and concerns around the current effect of the COVID-19 virus, restaurants are seeing a substantial demand for to-go, takeout and delivery. Across the board, restaurants of all types are seeing a need to up their off-premise services to meet increasing consumer demands; not just for today but perhaps into the future.

## IS OFF-PREMISE DINING THE “NEW NORM?”

Delivery had already been seeing substantial growth prior to the recent events. In fact, 36% of consumers said they had been ordering delivery more often than in 2016.\* Even as the situation improves and restrictions are lifted, many have embraced this new mode of dining.

**50% OF CONSUMERS**

will probably continue to opt for delivery or takeout over dining in.\*\*

**52% OF CONSUMERS**

say they feel uncomfortable dining at restaurants even after given the okay.\*\*

In this edition of The Scoop, we offer insights and suggestions for maximizing the success of your takeout and delivery programs.



# HOW CERTAIN DAYPARTS

## DRIVE OFF-PREMISE ORDERS



According to a Technomic menu monitoring study taking place amid the COVID-19 pandemic, the following are the top foods consumers say they want from restaurants during social distancing. Not surprisingly, the majority are comfort foods.

### BREAKFAST

- Eggs
- Bacon
- Biscuits/toast/bread
- Breakfast sandwiches
- Pancakes
- Smoothies

### LUNCH

- Sandwiches
- Burgers
- Chicken/Chicken sandwiches
- Pizza
- Soup/Salad

### DINNER

- Pizza
- Chicken
- Burgers
- Menu items with fresh fruits & vegetables
- Pasta/lasagna
- Desserts

### SNACK

- Chips
- Pizza
- Tacos
- Cakes
- Nutritional snacks (fruit, bars)
- Fries

### BEVERAGE ONLY

- Coffee
- Water
- Soda
- Beer/wine
- Cocktails



# SUCCEED WITH DELIVERY BY MAKING A MEAL OF IT

## MEAL KITS

As many consumers find they now have more time to cook, restaurants can rise to the occasion with meal kits that recreate the restaurant experience at home. Meal kits offer great value and “eatertainment” to consumers sheltering at home. Also they may be perceived by some as a safer choice than prepared foods, since they control the cooking.

Traditionally, meal kit companies have focused on dinners, but breakfast, lunch, or dessert may also offer great profit opportunities.

### A FAMOUS CHICAGO PIZZERIA

is offering order-in meal kits. Available in Deep Dish or Thin Crust, each kit includes dough, cheese, pizza sauce & 4 toppings.

### A CALIFORNIA-BASED COFFEE CHAIN

is offering ready-to-go breakfast kits including four bagels, eight eggs, cheese, ham and sliced fresh fruit.





# SATISFY THE FAMILY MEALTIME RESURGENCE

Many operators are finding it makes sense to streamline their menu in the current environment to simplify operations and satisfy guests. Along with adding meal bundles to their menus, the industry is offering meals specifically targeted to feeding a household as a viable offering to meet today's demands.

## FAMILY PACKS

Marketing meal bundles as family packs can build more excitement for new ways to enjoy mealtimes together. They also provide the convenience of purchasing several meals with one order. Here are some things to consider when providing family packs:

- Provide generous portions of top-quality sides and entrees
- Offer add-ons like half gallon-sized beverages or family-sized desserts to complete the meal
- Include disposable dishware and utensils plus condiments and sweeteners for an all-in-one mealtime solution

## KIDS EAT FREE

A Kids Eat Free promotion can appeal to busy families who may want to occasionally forgo cooking at home. To offset the food costs, consider offering this as an incentive on takeout or curbside pickup orders since these options have no associated delivery or third-party fees.





# HOW TO GENERATE BEVERAGE ORDERS AS PART OF TAKE-OUT AND DELIVERY



Guests often tend to overlook beverages on takeout and delivery orders in favor of drinking whatever is already in their refrigerator. In fact, a Technomic study shows that 76% of consumers do not order a beverage on delivery orders.\* Always make sure to recommend adding a beverage with every order. On the following pages are more great ways to make beverages a part of off-premise orders.



# IDEAS TO INCREASE BEVERAGE SALES ON YOUR OFF-PREMISE ORDERS

## EMPHASIZE HOUSEMADE BEVERAGES

Iced teas, lemonades, and juices menued as “freshly squeezed” or “fresh brewed” are ideal for consumers looking for an alternative to ready-to-drink beverages. Expand flavor offerings with beverage syrup add-ins and offer a variety of tamper-proof, single-serve sugars and sweeteners as well.

## PROMOTE UNIQUE BEVERAGE OFFERINGS

Meet evolving tastes with unique drinks that are less likely to be readily available at home. Options like handcrafted sodas, agua fresca, horchata, and mocktails are trending.



# BRING THE FUN INTO THEIR HOMES

## ADULT BEVERAGES TO-GO

Where permitted by local regulations, consider making adult beverages part of your off-premise menu. Unique beers or craft cocktails appeal well to customers for whom beverages are an important part of the dining experience.

## OFFER FAMILY-SIZE BEVERAGES

Gallon or half-gallons of beverages to serve a household are great for family meal bundles. Consider offering multi-serve cocktails like margaritas or growlers to add a little fun to meals.

### AUSTIN-BORN TEX-MEX RESTAURANT

is offering margarita kits (which includes a gallon of margarita mix) as well as a selection of beers and wines for pickup and delivery.







# PREPARING YOUR RESTAURANT FOR DELIVERY AND TAKE-OUT

The convenience of delivery isn't always convenient for your operation. Here are a few additional tips to make sure your restaurant and staff are prepared for the surge of delivery:

- Set up a designated area where delivery fulfillment takes place.
- Designate an employee specifically for delivery with responsibilities that include receiving orders, preparing to-go bags, filling sauce containers and coordinating with the courier (whether third party or on-staff).
- Take care of your courier by making sure they can quickly and easily identify and find the orders they need to deliver (arranging chronologically by pickup time or alphabetically by guest name, etc.).
- Integrate an ordering platform to an existing POS system to receive delivery orders. The back of the house might not be the best option for receiving orders. Test equipment in different areas to make sure you locate the most efficient "hot spot" from where to take these orders.





# FOOD SAFETY IS AS IMPORTANT AS EVER

In the midst of the COVID-19 crisis, consumers are vigilant about the safety of the food they order. Now is the time to give your customers and your staff reassurance that their health and safety are a top priority.

**KEEP PEOPLE INFORMED** about the steps that are being taken to protect your staff and to keep your food safe. Let your customers know of your commitment by sharing this message on your website and on signs and posters around your operation.

Offer **CONTACTLESS PAYMENT** options and curbside service.

Reassure consumers of your commitment to safety by using **TAMPER-PROOF PACKAGING**. Place stickers across the openings of delivery bags and containers so that consumers can tell the order is tamper-free.

Tight-fitting lids provide assurance and prevent messy spills. Sealed utensils and condiment and sugar packets are all ways of **ENSURING NO CONTACT** of contents.

Cater to third-party delivery drivers. Provide a free beverage or side to **GENERATE GOODWILL** and reduce any urge to sample from the delivery items.





# DELIVERING FOOD WITHOUT LEAVING A FOOTPRINT

A MAJOR FOCUS FOR CONSUMERS WHEN IT COMES TO ORDERING DELIVERY OR TAKEOUT IS THE AMOUNT OF PACKAGING REQUIRED.

**72% OF CONSUMERS**

feel restaurants should use environmentally-friendly disposable packaging.\*

**47% OF CONSUMERS**

prefer compostable packaging.\*

Offering packaging that meets consumers' desire for more environmentally friendly options can help build order-out appeal and give your operation an overall halo of community responsibility. Eco-friendly straws and cups show a commitment to being environmentally friendly. When it comes to takeout packaging, look for compostable clamshells, plates, and lidded bowls that are made in the USA. USA-Made means less transportation which translates into a reduction in the carbon footprint.

Another way to show that your operation is environmentally-conscious is by proactively asking customers if they need utensils, napkins, and condiments before automatically including them with the order.

## HOW IMPORTANT IS ECO-FRIENDLY?

**36% of consumers** are willing to pay an additional charge for eco-friendly packaging.\*





# FEATURED PRODUCT



Packaging plays such an integral role in the delivery and take-out segment. Our featured product is designed to meet a variety of packaging demands. Discover **Tellus® Takeout Containers, Bowls (with lids available), and Plates.**

- 100% grown and made in the USA\*
- Made from sugarcane fiber
- Tree-free and compostable
- Heavy-duty molded disposables for hot and cold foods

## BROUGHT TO YOU BY ASR GROUP.

This exclusive newsletter has been brought to you by ASR Group.

Domino Foods is a leader and innovator in sweetening solutions with more than 150 years of experience taking sugarcane from farm to the table. We are proud to provide the brands of sugar, sweeteners, and syrups that foodservice professionals know and trust including Domino®, C&H®, Florida Crystals®, and Tate&Lyle®.

Tellus Products, LLC is a vertically integrated packaging company based in Belle Glade, Florida. With sugarcane fiber from the sugar milling process, it is upcycled and converted into foodservice products such as plates, bowls and take-out containers. These compostable products are made from sugarcane fiber that is grown and made in the USA.

To learn more, contact your ASR Group sales manager or visit us at [dffoodservice.com](http://dffoodservice.com) and [tellusproducts.com](http://tellusproducts.com).

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