

REAL HELP



Marlin Network

## DELIVERY BREAKTHROUGH:

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Keep your brand intact and grow  
guest satisfaction through delivery

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# RESTAURANT H.E.L.P.

HOSPITALITY / EMERGING / LEADERSHIP / PROGRAM

RIGHT NOW



## Thanks for being a part of RESTAURANT HELP

We hope the content, links and tools within this document help you soar past challenges to create the future. Sure, delivery was on the rise before the crisis, but restaurants are pouring their creative energies into finding new ways forward. Consumers have formed new habits that can serve as new sources of revenue well into the future!

If you implement ideas from the pages that follow, we'd love it if you use **#myrestaurantHELP** to help us spread the word. Reach out to: **info@myrestauranthelp.com** anytime to discuss ideas and topics or share your creative ideas with us.



@MyRestaurantHelpFB



@MyRestaurantHelp



My Restaurant Help



MyRestaurantHelp





A person wearing a white respirator mask and a blue denim jacket is holding a sign. The sign has a white center with red borders. The text on the sign is in a bold, black, sans-serif font. The word "OPEN" is at the top, followed by a row of 15 dots, and then the words "FOR DELIVERY" at the bottom. The background is a blurred indoor setting.

**OPEN**



**FOR DELIVERY**





Photo by Drew Beamer on Unsplash

## YOUR BRAND: TO-GO

Delivery is nothing new, but with the dependence upon it this year, it's likely an occasion that consumers will incorporate into their routine more often going forward.

**75%** of consumers feel truly comfortable/safe ordering delivery\*

\*Datassential COVID-19 Report 17: The Next



**MORGAN STANLEY PROJECTED  
DELIVERY SALES  
TO BE**

**40% OF TOTAL  
RESTAURANT SALES  
IN 2020**

**\$220,000,000,000**

**TOTAL SALES**

**BUT ONLY**

**20%**

**OF DINERS SAY THEY  
WOULD ABSOLUTELY DINE  
IN RIGHT AWAY WHEN  
RESTAURANTS REOPEN.**

## **WHERE DELIVERY IS HEADED**

Food delivery was growing even before this COVID-19 mess. Morgan Stanley projected by 2020 delivery sales would reach \$220 billion — 40% of total restaurant sales. Now with the current environment, people are looking to delivery more than ever due to dining-in restrictions and cautions even when restaurants are reopened. In fact only 20% say they would absolutely dine in right away when restaurants reopen. It's not just fear that will keep some away, but new habits which have formed.



# THE RIGHT TO-GO MENU

Your delivery menu needs to differ from what people are normally offered when dining in. Not every dish on your menu is going to travel well. It's time to make some tough decisions on what items make the cut. Keep the classics and guest favorites, but go for simplicity and ease of packaging.

ALWA



## SALADS

CAESAR SALAD .....	\$6.00
FRESH GARDEN SALAD .....	\$6.00
TOMATO SALAD .....	\$6.00



## STARTERS

SMOKED BACON .....	\$5.00
GOAT CHEESE .....	\$4.00
GARLIC BREAD .....	\$3.00



## SIDES

FRENCH FRIES .....	\$4.00
ONION RINGS .....	\$3.00





# QUICK DELIVERY PACKING TIPS:

- Keep condiments and sauces on the side.
- Sandwich/burger toppings should be packed separately.
- Keep hot and cold items away from each other.
- Include reheating instructions when applicable.
- The right containers make the difference.
- Some items need to vent while others need to keep heat in.
- People are still looking for sustainability. Look into biodegradable and recyclable packaging where you can.





# YOUR BRAND'S EXPANSION

Food is obviously the most important part of a restaurant experience, but other factors weigh heavily into what creates a positive experience. The waitstaff, atmosphere and other sensory criteria go a long way when guests are choosing a restaurant. Unfortunately those intangible elements are removed when delivery is the only option. With some creativity, there are ways to inject personality and personalization into each order.



## 9 AREAS OF FOCUS WHEN EXPANDING YOUR BRAND THROUGH DELIVERY








# Your Delivery Menu:

## SOME TIPS TO CONSIDER:

- Numbers make ordering a breeze
- Whole dollar amounts for prices keep the math simple
- Daily specials keep things interesting
- A coupon or promotion makes it more likely people will keep the menu around

Copy this template to use or create your own\*

## Delivery Menu

PHONE-NUMBER / WEBADDRESS.com

### Signature Favorites

1	Your menu item here consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation	\$0
2	Your menu item here consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation	\$0
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### Daily Specials

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### Add-ons

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### \$0 Off Next Delivery

Details of your special go here, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

Address line goes here, details of offers, etc

Copy this template to use or create your own\*

YOUR LOGO HERE

## DELIVERY AVAILABLE

PHONE-NUMBER / WEBADDRESS.com



### DAILY SPECIALS

M	Your menu item here consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation	\$00
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F	Your menu item here consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation	\$00

### EVERYDAY SPECIALS

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2	Your menu item here consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation	\$00
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### SIDES AND MORE

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### \$0 Off Next Delivery

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Address line goes here, details of offers, etc

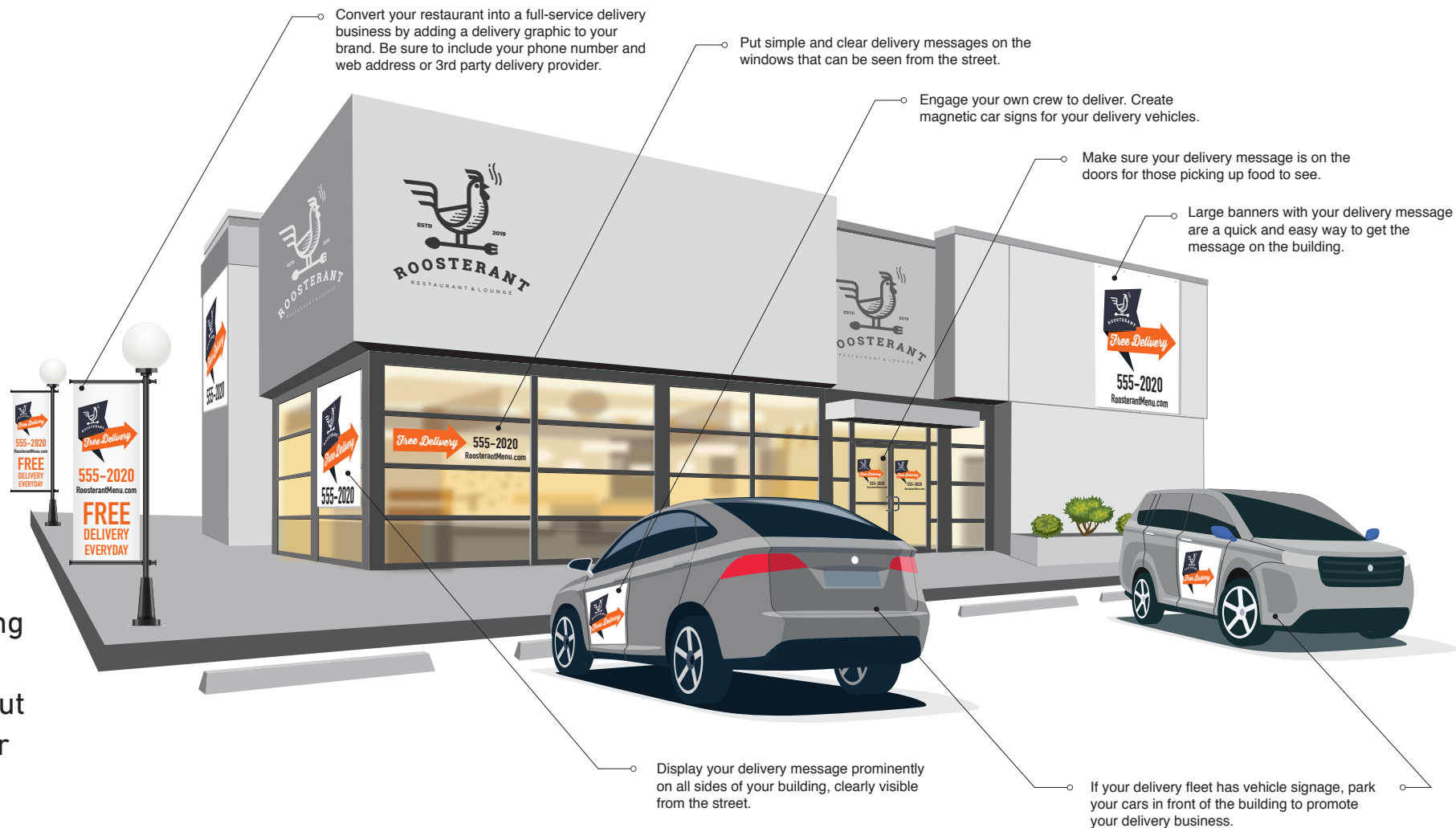
\*Open this page in your layout program to use as a starting point in developing your own artwork.



# 2

## Promoting Delivery On-site:

Even as restaurants open back up, takeout and delivery are going to be a part of the new dining landscape. Let people know about your delivery offerings wherever you can.



2

## Promoting Delivery On-site

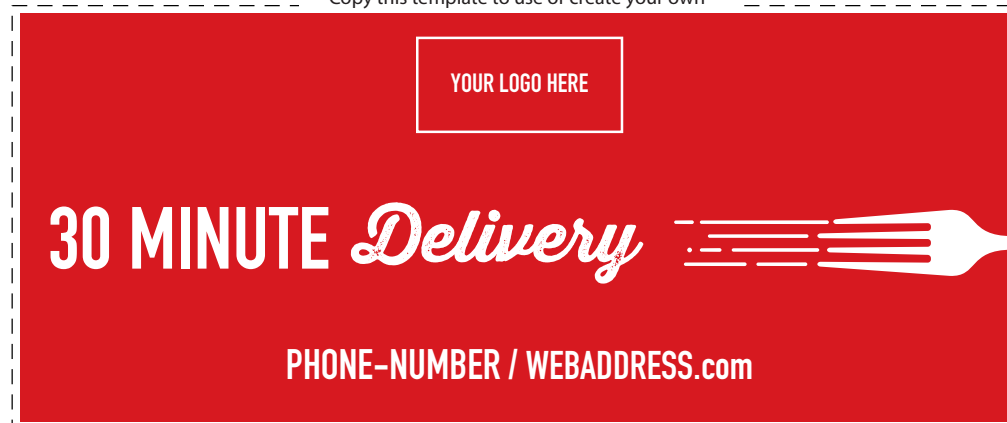
Copy this template to use or create your own\*



Copy this template to use or create your own\*



Copy this template to use or create your own\*



\*Open this page in your layout program to use as a starting point in developing your own artwork.



3

## Branding Your Fleet:

Get extra eyes on your name by having branding on vehicles. Be sure to include your website or phone number.



\*Open this page in your layout program to use as a starting point in developing your own artwork.

4

## Branding Your Delivery Staff:

Everyone needs to look the part, even if they're making a contact-free dropoff.





5

## Safe Delivery Packs:

Food safety means something else after its left your restaurant. Tamper-evident seals and stickers help customers feel more confident in their delivery.





1/3: **Personalizing Your Delivery**

## A Simple Note of Appreciation

Even having a server scrawl a thank-you note on the outside of a brown paper bag can be enough to make a family feel appreciated. Maybe make it a practice to include something personal on every order over a certain dollar amount. Or even if it's a tiny order of a single sandwich, a note saying thanks and to hang in there could do a lot to lift someone's spirit.







## 2/3: Personalizing Your Delivery

# A Little Something Extra

No one is going to say no to an unexpected cookie, extra bread or bottled water — anything to help guests know you're thinking about them and appreciate their business. Red Lobster and Mellow Mushroom offer a special multi-course meal (with dessert) for a date night and even downloadable Zoom backgrounds for people to have long-distance date night if they can't be together.



# 6

## 3/3: Personalizing Your Delivery

# Incentive To Order Again

There's something special about that moment when you peer into the bag your delivery arrived in. It's a prime spot to place a coupon or even a printed menu to make it easier for a diner to pick your place again. This would be a great place to include a do-it-yourself modification to the meal. For example, "If you liked this, you also might like" suggestions for make-at-home ideas or next orders. A flyer could talk about the family farms and other purveyors as well as the story of the ingredients used in the dish.

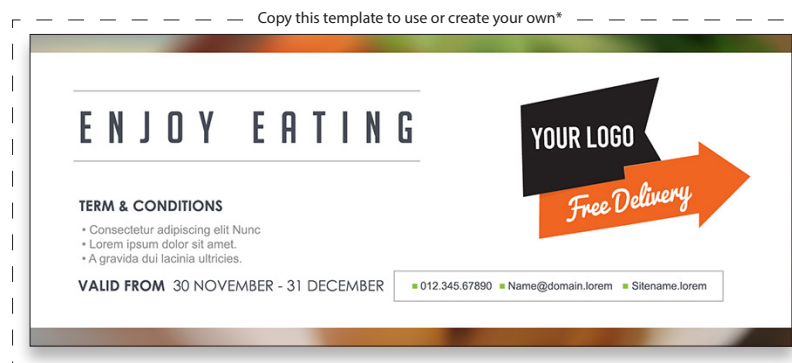






# Loyalty in Delivery Program

There's a wonderful opportunity for repeat business by including promos on the guest's next order. As people are connected digitally more than ever, consider a code someone can share with a friend.

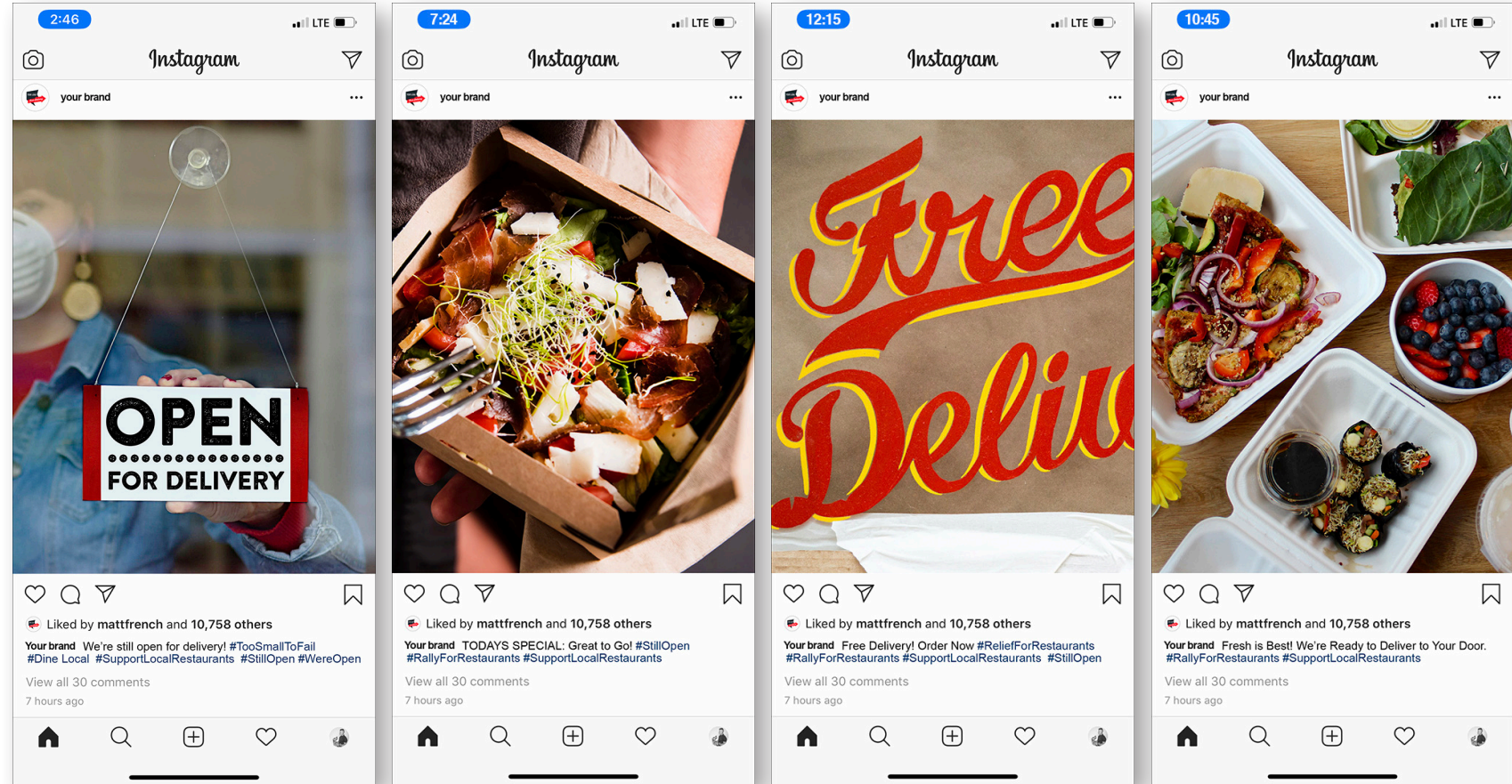


\*Open this page in your layout program to use as a starting point in developing your own artwork.

# 8

## Promoting Delivery

Don't worry about posting too frequently online. Lots of people are stuck at home and spending more time on their devices than ever before. It's a good opportunity to connect with existing customers and grow your following.



Use hashtags like these, and encourage your patrons to tag you whenever possible.

#TooSmallToFail #DineLocal #SupportLocalRestaurants #StillOpen #WereOpen #ReliefForRestaurants #RallyForRestaurants #TakeOutTuesday

**“Think about what the brand is your patrons expect — now how can you meet and exceed that presentation from food and beyond?”**

***Thomas Talbert, R& D Vice President of Culinary Marketing at CSSI***





9

## YOUR ONLINE PERSONA

R&D Chef Thomas Talbert at CSSI says, ***“Food is still Instagrammable and a major experience at home. How do you capitalize on that?”*** We’ve all experienced the rise of food photography — almost to the point of annoyance. But now’s the time to embrace all those emerging local influencers as well as families looking to connect with others in the same situation. In addition to your own pictures, be sure you’re sharing an equal number of images from your followers.

Many communities are banding together to share the status of local businesses through apps like NextDoor or simple Facebook groups. If you haven’t already, it’s a great time to see how you can get involved in those spaces and even help share the statuses of other restaurants in your area. A high tide raises all ships.





YOUR LOGO

*Free Delivery*





# **IS IT POSSIBLE TO GROW YOUR BRAND RIGHT NOW?**

**Restaurants designed for the majority of their sales to be generated through dine-in traffic are going to have trouble realizing a sustainable percentage of their pre-crisis numbers, but there are opportunities. Think about what kind of non-food add-ons you could be including with delivery purchases.**



# **IS IT POSSIBLE TO GROW YOUR BRAND RIGHT NOW?**

**The notion began with the toilet paper shortage and restaurants offering up their supplies. The concept has evolved with Chili's even offering limited time, at-home kits with mugs, sweats, and puzzles.**





# **IS IT POSSIBLE TO GROW YOUR BRAND RIGHT NOW?**

**Some models for restaurants in the “new normal” include more dedicated space for retail-like offerings. Setting the groundwork now by having non-food items available with delivery orders can help plant the seed once things are fully open again. Are there wine glasses you could offer to sell alongside specific varietals? Cocktail glasses that fit the exact pour of your takeout cocktail recipes? Non-food items like these could bring in some much needed, high-margin sales.**



# **IS IT POSSIBLE TO GROW YOUR BRAND RIGHT NOW?**

**If you venture into these types of sales, make sure you're promoting the wares accordingly. Boosting social media posts about what's available could pay for itself very quickly in increased sales. And just like with regular service, your employees are often your greatest sales tools. Make sure they're upselling and helping grow awareness of the program. Sales incentives, prizes or giveaways can get things off the ground quickly. Your website, in-store signage, and menus may also need to be updated accordingly.**



**We find ourselves in the middle of a seismic shift in what restaurants are and what they can be.** Even a year from now, aftershocks of this event will still be felt, but who says different can't be better? The focus now is on the future, staying positive, adapting as much as possible, and keeping each other safe. If you're reading this, you're in the game! Thank you for all you've done to bring customers the comforts of your amazing meals. Together we'll be able to continue serving those who've kept us strong.

We'd love to hear from you on topics you'd like to discuss more, feedback, or anything else we can do to help.

Reach out anytime: **[info@myrestauranthelp.com](mailto:info@myrestauranthelp.com)**

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