



COVID-19 | TIPS FOR OPERATORS

Get essential tips & tricks, and recipes to inspire you, from our Food Fanatics® Chefs.

CREATING A FAMILY STYLE TO-GO PROGRAM

TYPES OF OFFERINGS

- Meal Kits can be defined as components you sell in a “kit” the customer assembles themselves; an example would be a salad with all the toppings packaged separately that customers put together once at home
- Take-and-bake offerings are items that are assembled and ready to place in the oven at home, such as a lasagna that is made in the container but not yet baked
- Traditional to-go items are hot and ready to eat right out of the container



MARKETING THOUGHTS

- Start by communicating the new menu options. Make sure to emphasize the safety measures in place. Provide customers with confidence and assurance
- Utilize your customer e-mail list and your social media presence. Be very visible and active. Constantly be looking for ways to expand this audience
- Create small printed menu flyers to include with any to-go order sent out, with possible specials to encourage reordering
- Consider running a customer reward program to encourage reordering such as, every 5th order includes a free dessert
- Also consider a reward program that for every family style dinner ordered, a percentage or set dollar amount of the sale goes back to the community in some way. For example: offer this to first responders, firefighters, healthcare workers, shelters, local food banks etc.
- People LOVE cooking shows – Create One! Drive traffic to your website and social media space by posting “how to assemble” videos corresponding to meal kits you offer

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FAMILY-STYLE CARRYOUT

FAMILY OF 4 INCLUDES THE FOLLOWING:
• item included
\$9.95

FAMILY OF 5 INCLUDES THE FOLLOWING:
• item included
\$10.95

FAMILY OF 6 INCLUDES THE FOLLOWING:
• item included
\$11.95

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MENU CONSIDERATIONS

- Shoot for as much cross-utilization of product as possible. The goal is to minimize your inventory risk while maximizing options to your menu
- Create an outlet on your menu for weekly or daily specials. This provides a way to use up product in creative ways so that you can minimize waste
- Highlight and feature items you can produce that can't easily be made at home without expertise, specialty products or equipment. For instance, if you have a smoker, use it and highlight this feature so your customers can get something they could not make themselves. For example, it is hard to brine a turkey and smoke it at home, but many restaurants have the equipment
- Featuring drinks on to-go menus is an easy and fun up-sell. Consider a family size gallon or by-the-quart option for signature beverages. Tea for example has a great profit margin
- It is possible to create meals in a semi-deconstructed presentation to allow the customer to finish or top the dish with fresh ingredients where appropriate such as: chopped green onions, diced tomatoes, fresh herbs or cheese etc. This creates a simple way for the guest to customize and enjoy a dimension of "home-made" to their meal

For Family-Style carryout menu as seen above, [click here](#) to download our FREE template!

PACKAGING TIPS

- If offering full family meals, they can include entrée, sides and dessert served in large containers such as foil half pans with lids. This will drive down your overall packaging cost
- Soups, stews, and sauces work very well in quart sized deli containers
- Pick containers that are strong and can withhold moisture if needed
- When appropriate, seek out containers that are good with holding heat. Also you may choose to invest in hot boxes and hot bags to keep food hot for delivery and pickups
- Customer comfort is very important, think about using containers that have a tamper-resistant seal or seem to ensure that the delivery is safe and unmanipulated
- Aluminum pans with fitted aluminum lids are great for items that may be reheated in the oven, or for take-and-bake offerings



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