HOW DO YOU FULFILL TAKEOUT AND DELIVERY ORDERS TODAY?

PHONE ONLY

☐ IS YOUR PHONE NUMBER LISTED ON WEBSITE, SOCIAL SITES, ON YOUR TAKEOUT MENUS AND ON OUTDOOR SIGNAGE?
Tip – Ensure your phone # is posted on all marketing channels. Make it easy for your customers and new customers to find you and call you.

ONLINE

☐ IS YOUR ORDER BUTTON ON TOP OF THE PAGE?
☐ IS IT EYE-CATCHING AND EASILY FOUND?
Tip – Order button should be easy to find at first glance with one click.

☐ IS THE ORDER PROCESS EASY?
Tip – The order process should be easy, even for those not-so-savvy customers. Make it convenient and easy, so they come back!

☐ ARE YOU INCLUDING YOUR ONLINE ORDER BUTTON ON ALL YOUR CHANNELS SUCH AS GOOGLE BUSINESS, IG, FB, YELP?
Tip – Cross-promote online ordering on all digital channels – continue to share.

☐ IS YOUR TAKEOUT MENU THE SAME ON ALL DIGITAL CHANNELS?
Tip – Ensure your menu is represented the same on all digital channels.

DO YOU HAVE A DIGITAL PRESENCE?

☐ DO YOU CURRENTLY HAVE A WEBSITE?
Tip – If yes, update your website to include contact information, hours of operation and promote your takeout/delivery/curbside pickup options. Reinforce that you are following proper foodservice safety handling protocol, as well as taking extra caution for COVID-19 protocol.

☐ WHAT SOCIAL CHANNELS DO YOU HAVE?
Tip – If none, use one of your staff members to help you get set up on social channels and invite people to follow.

☐ DOES YOUR WEBSITE AND SOCIAL MEDIA SHOW THAT YOU OFFER TAKEOUT AND DELIVERY?
Tip – Ensure all digital channels are promoting your current offerings the same way. Be consistent in your message.

☐ IS YOUR CONTACT INFORMATION INCLUDED?
Tip – Always include contact information on all forms of communication with your diners. Ensure your phone number is visible and enabled for digital browsers.

☐ DO YOU INCLUDE YOUR TIMES AVAILABLE FOR CURBSIDE PICKUP AND/OR DELIVERY?
Tip – Dedicated times benefit your operation and inform your customers.

☐ ARE YOU UPDATING FREQUENTLY TO KEEP YOUR DINERS INFORMED AS YOUR BUSINESS SHIFTS?
Tip – Circumstances are rapidly changing. Ensure your information is current and up to date.

Need a long-term solution? Visit our partner BentoBox to enhance your existing website or build a new one!

QUICK AND EASY TAKEOUT AND DELIVERY SOLUTIONS

Dine-in business is rapidly shifting to takeout, delivery and curbside pickup due to COVID-19. Get essential, practical tips to build and strengthen your takeout and delivery business now.

ASK YOURSELF THESE QUESTIONS

to identify the next steps for your business and find tips and tools to boost your success
OFF PREMISE DINING IS EVEN MORE IMPORTANT TODAY!

YOUR DIGITAL MENU MATTERS

MAXIMIZE YOUR ON-LINE ORDER

4 STEP CHECKLIST FOR PROFITABLE DELIVERY

6 WAYS ONLINE ORDERING CAN MAKE YOU MORE EFFICIENT

INCREASE PROFITS & BOOST YOUR ON-LINE ORDERING!

CANLIS IN SEATTLE - Check out how one business in Seattle is drastically changing its model to stay open and sharing their story on social media with success!

As you increase your volume, consider adding online ordering to your website. This makes it easy for your customers to order and pay online – reducing the time required by your staff and increasing order accuracy. At US Foods®, we offer Online Ordering, powered by ChowNow. ChowNow builds online ordering directly into your own website and custom mobile apps. Visit ChowNow to get all the details.

HOW EFFICIENT IS YOUR TAKEOUT AND DELIVERY SERVICE?

CAN YOU USE EXISTING STAFF TO SUPPORT YOUR PICKUP AND DELIVERY EFFORTS?

Tip – Use your existing staff to create efficiencies in your delivery/takeout service. It’s a win-win for your staff and your operation.

WHAT IS YOUR DELIVERY GEOGRAPHY BASED ON YOUR CURRENT CUSTOMER DEMAND?

Tip – Customer demand has increased. Consider expanding your delivery geography to meet it. Promote appropriately.

DO YOU HAVE DEFINED PICKUP AND DELIVERY HOURS?

Tip – Defining and sharing your hours supports your staffing and business needs and sets customer expectations.

DO YOU USE THIRD-PARTY DELIVERY SERVICES?

Tip – Many third-party delivery services are offering savings at this time. Research your options to determine the right solution for you.

IS IT EASY FOR YOUR CUSTOMERS TO PICK UP FOOD TO GO?

Tip – Identify, share and promote that you have a dedicated space for curbside pickup with dedicated times. Limit interaction.

Tip – Collect pre-pay/credit card information over the phone to speed up the transaction.

Tip – Designate an area for carryout pickups and make it easy to find.

Tip – Consider hosting a parking spot for carry-out pickup only and have your customers call when they arrive.

Tip – For safety, limit interaction where at all possible.

For a commission-free delivery option, visit our partner ChowNow.

PROMOTING YOUR TAKEOUT/DELIVERY OFFERINGS

ARE YOU PROMOTING YOUR OFFERINGS ON SIGNS AND WINDOWS OUTSIDE YOUR ESTABLISHMENT?

Tip – With dine-in limitations across the country, ensure you properly promote what you are doing outside – like large banners, window clings.

ARE YOU POSTING AND UPDATING YOUR CUSTOMERS FREQUENTLY ON YOUR SOCIAL MEDIA CHANNELS?

Tip – Business is rapidly changing. Keep your customers up to date with current details.

Tip – Supporting your community? Share and celebrate your story!

QUICK LINKS

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ARE YOU SET UP TO PREPARE AND PACKAGE YOUR TAKEOUT AND DELIVER FOOD SAFELY?

☐ DO YOU USE TAMPER-PROOF PACKAGING?
Tip – Consider tamper-evident packaging to ensure consumer confidence in the safety of delivered food and promote appropriately.

☐ DO YOU INCLUDE TAKEOUT MENU ITEMS THAT TRAVEL AND HOLD FOOD WELL?
Tip – Consider both the impact of time and travel on the various items. Consider packing various ingredients separately such as sauces, toppings, croutons and dressings.

☐ DO YOU HAVE THE BASIC CARRYOUT SUPPLIES?
Tip – You can get into takeout and delivery quickly with just the basics. Check out our packing solutions below:

Packing Solutions – Take it to go!

Takeout and Catering Solutions

Drive a New Revenue Stream with To Go

Manage your takeout and delivery customer experience

IN THE BAG - Score with takeout by anticipating food safety risks
DOES YOUR TAKEOUT MENU MAKE SENSE FOR YOUR OPERATION?

☐ WHAT ARE YOUR CURRENT TAKEOUT/DELIVERY MENU OFFERINGS?
Tip – If you currently have a solid takeout/delivery program, continue to use your existing takeout menu. Prints and reprints of your menu can be ordered at usfoods.com/menu.

Tip – If you don’t currently offer takeout/delivery, create a limited list of menu items that are easy for your staff to make and that travel well. See usfoods.com for quick, easy and free takeout menu templates to jump-start your takeout business.

Tip – Make sure to engage your staff, including servers and chefs. Everyone can have great ideas for a takeout menu.

☐ DO YOU INCLUDE FAMILY STYLE, HOME MEAL REPLACEMENT IN YOUR TAKEOUT/DELIVERY OFFERINGS?
Tip – Now more than ever, home meal replacement is a great solution for families with limited retail grocery options. For example, a half size disposable foil pan with a foil lid is perfect for a family style pasta to go. Reference usfoods.com for family style recipe ideas.

Tip – Cross-utilize and condense ingredients.

Tip – Housemade soups are a great way to use ingredients that may have fallen off the menu or were overstocked – create them and sell in quarts or larger containers.

Tip – Consider prepared or take-and-bake family meals, like pasta, lasagna or pot roast. Look for comfort-food entrées and round out the menu with a salad/vegetable and dessert.

☐ DO YOU INCLUDE MENU ITEMS FOR KIDS TO SUPPORT SCHOOL AND DAYCARE CLOSURES?
Tip – Don’t forget about the kiddos! Always include kids menu options in your takeout/delivery programs. Families want cost effective, smaller portions for their children.

ITEMS THAT WORK VERY WELL FOR TO GO

☑ Lasagna and other bulk pasta dishes
☑ Anything braised such as stew or pot roast
☑ Roasts – consider prepping roasts raw by cutting, seasoning, packaging, then provide instructions for customer to bake at home
☑ Burritos, fajitas or quesadillas, tacos (consider packing components separately)
☑ Whole roasted chickens
☑ BBQ
☑ Mashed potatoes
☑ Roasted fresh vegetables (a good outlet for shrinking down menu as well)
☑ Salads (use soufflé cups or soup cup with lids for dressing on the side)
☑ Desserts in single-serve containers; consider a variety pack for family meals

ITEMS THAT DO NOT TRAVEL WELL

☒ French fries or other fried potatoes
☒ Risotto
☒ Sauced entrées like a steak (sauce on the side is generally better)

At US Foods®, we’re proud to support you with resources that boost your takeout and delivery business. Here, we’ve gathered the many resources from usfoods.com to provide you with a single-reference source. While some of these resources may not be specific to today’s ever-changing environment, many are still great resources to help you evolve your business in the future.