



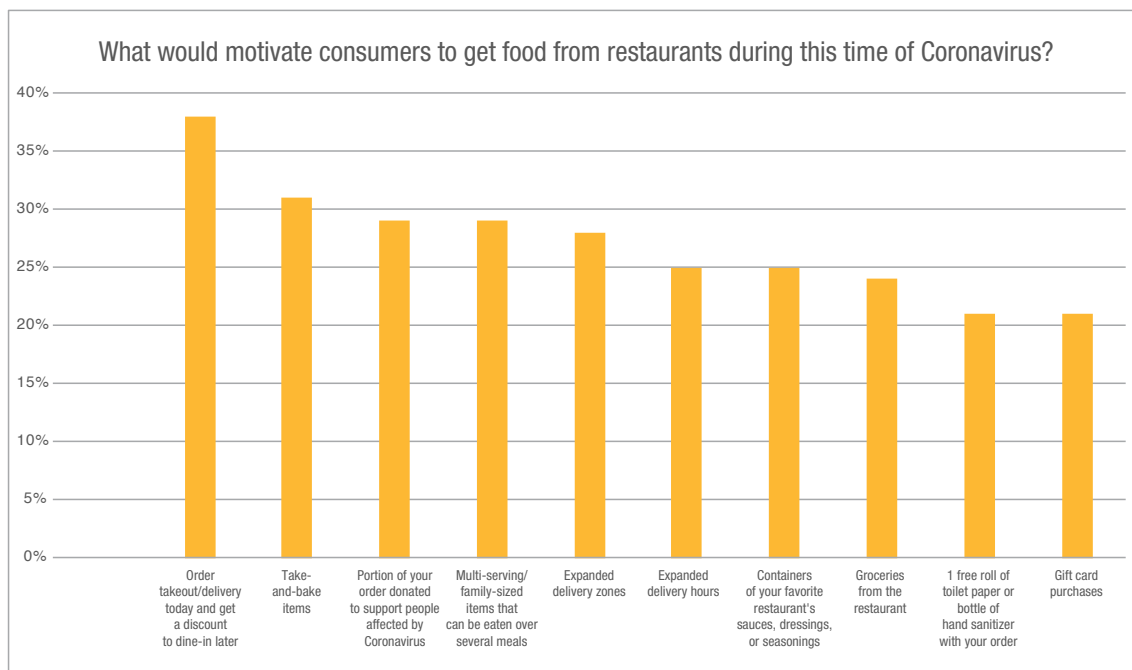
KITCHENINTELLIGENCE
FROM SHAMROCK FOODS®

SHIFTING STRATEGIES

Our world has been flipped upside down, and how we used to operate is no longer a constant. It's time to start assessing your customer's behavior during this time and adapting your operating model. Here are 6 ideas restaurants can implement to encourage people to order delivery, takeout, or curbside during COVID-19.

- Offer individual wholesale products/ ingredients
- Menu pre-packaged meal kits with ingredients and instructions customers can use to create complete meals in their own home
- Host virtual classes, events, and content
- Explore partnering with other local restaurants to offer unique "bundles"
- Turn your restaurant into the corner grocery store
- Create family meals with a main course, sides, bread and beverages for four or more

Takeout and delivery services mean your customers can count on food that's readily available without having to venture into the fray.



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