SHIFTING STRATEGIES

KITCHENT

GENCE

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.

What would motivate consumers to get food from restaurants during this time of Coronavirus? 40% 35% 30% 25% 20% 15% 10% 5% 0% Order Take Multi-serving/ 1 free roll of Portion of your Expanded Expanded Containers Groceries Gift card takeout/deliverv and-bake order donated family-sized delivery zones delivery hours of your favorite from the toilet paper or purchases today and get items to support people items that restaurant's restaurant bottle of hand sanitizer a discount affected by can be eaten over sauces, dressings, to dine-in later Coronavirus several meals or seasonings with your order

Datassential, March 2020



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