

Develop a Complete TAKEOUT PROGRAM

A STRATEGIC SOURCE FOR ADDITIONAL REVENUE

With more and more people having to balance work, kids and life activities, the last thing they want to think about is feeding their families. More often than not, they turn to the restaurants in their neighborhood that can provide them with a convenient meal to pick up on their way home from work.

The National Restaurant Association, in the report titled "Restaurant Industry 2010, The Road Ahead, projects that the takeout segment will grow at seven times the rate of the sales growth of total restaurant sales and that home delivery will soar to more than double the volume it is today.

"Restaurateurs will be challenged to enhance levels of service and food quality," the study found. "While today's takeout customer may have limited expectations when it comes to food quality, the customer in 2011 will expect restaurateurs to deliver higher-quality takeout food."

Ensure the Customer Will Have a Restaurant Quality Meal Experience in Takeout

- Test all menu items and eliminate items that cannot hold up to their original restaurant quality.
- Choose packaging that will maximize the quality and presentation of the food.
- Include reheating instructions in each order.
- Focus on food safety through delivery and consumption.

Develop Your Program With a Focus on Maximizing Convenience to Your Takeout Customers.

- Consider separate entrance or counter or dedicated parking for easy pick up or drive up.
- Make it easy to order in advance with effective fax and phone order procedures.
- Make sure the process of ordering and pickup is easy and error-free
- Make sure the food is ready on time...don't make customers wait.

Create Awareness for the Program

- Target existing customers with takeout menus, signage, flyers and direct mail.
- Use creative communication techniques to market your takeout program including magnets, fax and e-mail specials to customers at work.
- Use targeted communications that reach busy moms, singles, the elderly, students, employees, travelers, and meeting planners.

Maximize the Sale and Ensure Repeat Customers

- Employ a dedicated takeout staff.
- Provide a restaurant quality experience from food presentation and quality to expected "add-ons" like soups and salads.
- Develop a loyalty program special to your takeout guests.



VERSATILE
FUNCTIONAL
STACKABLE
SEALS WELL
PORTABLE
PRESENTS FOOD WELL
REHEATABLE
STORABLE
TABLE READY

PACKAGING THAT IS COST-EFFECTIVE WITH CONSISTENT QUALITY.

