

TACTICS TO HELP FOODSERVICE OPERATORS WIN NAVIGATING COVID-19



BE FLEXIBLE

Be flexible on Delivery. Create a Takeout and Delivery menu of core items that balances signature items with profit builders. Include beverage and French fry options on the delivery menu for a restaurant experience at home. Offer a coated French fry like DeliverCrisp™ that will hold a crispy texture during delivery.



MOBILE AND DIGITAL ORDERING

Embrace mobile and digital ordering – use menu photos to make ordering easy and use social media platforms to push out new Takeout and Delivery times and options. Download the Cavendish Farms DeliverCrisp™ Digital Tool Kit for professional quality plated images that are formatted and ready to post on Facebook, Instagram, Twitter and your restaurant's mobile app.



BE TRANSPARENT

Be open about preventive processes like back of house cleaning schedules, step-by-step contactless pickup and delivery.



MEAL BOX

Offer a Signature Meal Box for a family of 2 to 5. Include a centre of plate item, 2 side dishes and an appetizer or dessert for delivery or touchless curbside pickup.



POP-UP SHOP

Set up a pop-up shop in the front of house for patrons to buy grocery essentials when they pick up their Takeout orders. Offer grocery staples like produce, tissue, dairy and bakery items as a service to regular patrons. Package portions of signature sauces, spice blends or dressings for resale. Consider wearables – branded t-shirts and aprons for sale.



COMMUNITY SUPPORT

Recognize frontline heroes like first responders, health care providers and retail employees with discounts, offers and menu specials. Offer a percentage of Takeout or Delivery revenues to local school breakfast programs or community food banks. Set up a “buy an order of French fries, donate an order of French fries” button on your mobile app so patrons can donate food items online while placing their order.



GIFT CARD KIOSK

Set up a gift card kiosk to sell dine-in gift cards to draw traffic post COVID-19.