

# Reach for the Stars

Take away  
redefined



Think ahead.

# Take away redefined

The restaurant industry as a whole has declined due to the COVID-19 pandemic. However, there are two areas that have seen an increase: delivery and take away. Research shows that this new consumer behaviour is here to stay.

We have collected the most recent research together with best practices from restaurants all over the world, to help you re-define your take away offering and navigate the new normal.

25% of the respondents surveyed by finedininglovers.com in UK, France and Italy say they used delivery services and take away more than they did before the pandemic and will continue to do so when things return to normal.

## Three key ways to re-define take away



**Expand and diversify your take away offering**

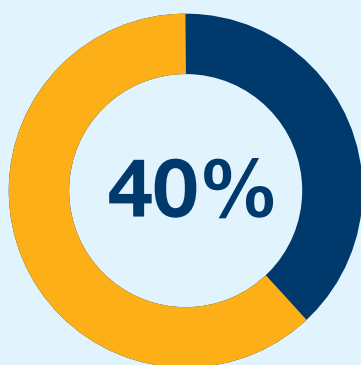


**Separate your pick-up station**

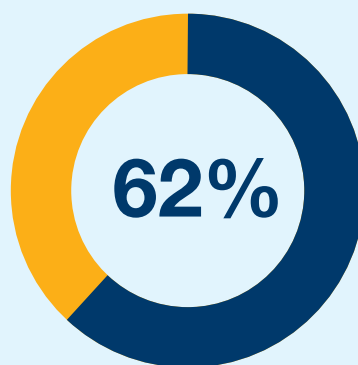


**Reassure your guests with communication**

## New consumer preferences are changing the restaurant industry



**More than 40% of US consumers are likely to go to the drive-through, get take away or use delivery even when eating in is allowed\***



**62% of operators have or plan to implement designated take away areas due to the re-configuration efforts\***

\* According to a study conducted in May 2020 by Chicago-based Technomic, a global foodservice research company





## Expand and diversify your take away offering

As a result of social distancing guidelines, consumers' food preferences and needs are shifting – often towards safer and healthier options.\* This makes for a great opportunity to attract new guests and retain old ones. If you don't already offer take away services, this might be the perfect time to do so and enjoy new revenue streams.

In the short term, try to go for a more approachable, affordable and faster customer experience by offering menus for take away, roadside collection or delivery that are:

- simple
- healthier
- easy-to-carry

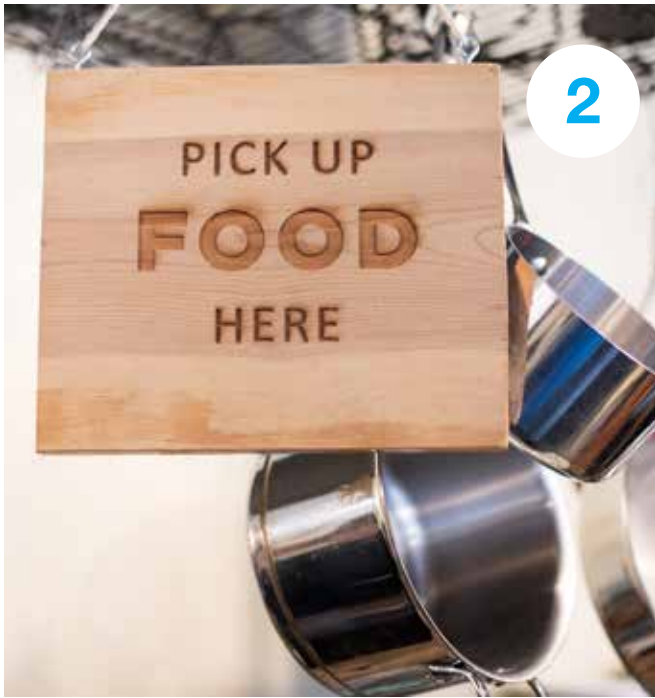
Try to think beyond the expected:

- Timothy O'Toole's Pub in Chicago is creating make-at-home meal kits for delivery – called "makeaway" and is looking to add essentials such as packaged bread and toilet paper.
- Erba Brusca in Milan is offering generously sized meal kits of locally sourced and vegetable driven dishes.

All in all – assess your situation, try new things and make sure to tell people about them by communicating your updates.

\* Source: FMCG Gurus Sustainability Survey, April 2020





## Separate your pick-up station

As take away becomes more popular, restaurants need to offer smoother and safer experiences that reduce contact and worry in order to increase consumer confidence.

Consider separating your eat-in space totally from your pick-up/take away space to avoid congestion in common areas. This could also mean more modular kitchen spaces that not only offer the agility to set up a new production line to cater a smaller menu for faster demand, but also reduce risks of cross contamination.

## Reassure your guests with communication

Show and tell your guests and staff about the steps you are taking to provide a safe and hygienic experience. Communicate your new offerings and the steps customers can take to comply.

Talk to your staff about pick-up and delivery protocols and the role that each of them will play. Tell kitchen staff how they will receive and prepare orders. Make sure your front of house staff know how to handle food safely. To ensure smooth operations from the get-go, take the time to bring everyone on board and get them excited to contribute.

Proactively communicate changes that affect your restaurant. This helps your guests plan and prepare – and decide what's right for them. For instance, McDonalds in Arnhem, Netherlands has placed giant circle markers, spaced six feet apart for customers to wait on outside and signs reminding diners to “smile at a safe distance”. Another widely recommended practice to reassure customers through explicit communication is to seal to go bags with trademark tamper-proof seals.





# Three easy tips



Expand your offering by introducing simplified, healthier and easy-to-carry menus



Separate your eat-in space from your pick-up/take away space



Reassure your guests with communication and take actions such as using tamper-proof branded seals to showcase your efforts to keep your guests safe