



Think ahead.

Boost your lunchtime business by encouraging diners to Take a Break with Takeout

Since 2018, Tork has helped restaurants Take Back the Lunch Break as a way to grow their business. **This year, we want to continue helping you during this critical period of recovery** by capturing the opportunity of lunchtime takeout and delivery.

In response to our recent survey, **people reported ordering takeout or delivery because of time savings** (51%), as well as the fact that **they feel happier when they take a break during the workday** (94%).¹ That's why, even as pandemic restrictions lift and in-person dining resumes, lunchtime takeout and delivery is good for workers and your bottom line.

Further, 44% of people who order takeout or delivery during the workday feel good supporting local restaurants.² That's why this year, we're providing you with a free Take a Break with Takeout toolkit of materials so you can reach out and **educate diners to order out and boost your lunchtime business.**

CONTEST: Between June 14, 2021 and September 3, 2021, show us how you use our tools by sharing a photo on social media using hashtags **#BreakWithTakeout** and **#Sweepstakes** for a chance to win **\$1,000 towards Tork-sponsored free lunches for your diners.** [Terms and Conditions.](#)

As a partner to restaurants across North America, Tork is here to support you with insights, tools, products and services. **Together, we can capture lunch break takeout and delivery as a business opportunity during this period of recovery.**



Download our free Take a Break with Takeout Toolkit packed with tips, research insights, social media templates and AD-a-Glance® dispenser inserts to help encourage your customers to support their favorite restaurants by ordering out.



Nearly **40% of people** order takeout or delivery to support local restaurants, according to our third Take Back the Lunch Break survey.³ We are all in this together as the industry recovers from the pandemic.

^{1,2,3} 2021 Tork survey of consumer work, as well as takeout and delivery ordering behaviors. Data gathered from 1,000 U.S. respondents and 600 Canadian respondents.



Tools to help boost your lunchtime business

Download our free Take a Break with Takeout toolkit, which has a variety of creative resources you can use to engage with diners today and boost your lunchtime business!

Share how you're using Tork Take a Break with Takeout to boost your business for a chance to win \$1,000.



Infographic: Data to grow lunchtime business

We surveyed over 1,500 diners to uncover their lunch time preferences, attitudes and behaviors. Turn our survey research into actionable strategies for your business.

Tip: Print and display the infographic where staff congregate so they understand the role they can play in improving your lunchtime business.



Key actions

Based on survey data, we've created a list of key actions you can take to attract customers. Read our list of tips to learn how important it is to:

- Make ordering easy
- Offer value, when possible
- Reach out to your diners
- Support women
- Build connections

Tip: Do you have a loyalty club or points system? You may want to start one!



Social media posts

We've crafted easy-to-use, social media copy and imagery to promote, engage and drive lunchtime traffic to your establishment.

Tip: Post on each of your social media channels to reach as many customers as possible! If you aren't on social media, or only one platform, try something new to reach more diners!



Diner e-blast template

We've drafted an e-mail, in template form, complete with images to promote your lunchtime business to diners on your e-mail distribution list. Invite your contacts to **#BreakWithTakeout** at your restaurant.

Tip: Ask your customers to share their e-mail address so you can keep them updated on news and promotions.



AD-a-Glance® dispenser templates

Use pre-generated Tork Xpressnap® AD-a-Glance® templates that can be printed and inserted into napkin dispenser advertising panels to promote the campaign, **#BreakWithTakeout** at your restaurant.

Tip: You can customize these with a QR code linking to your menu for double duty.