



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.

Download the Take a Break with Takeout toolkit and start promoting **#BreakwithTakeout** at your restaurant!

Tips to boost your lunchtime business with takeout and delivery

Tork conducted research to understand the consumer mindset when it comes to lunchtime behavior during the workweek as well as thoughts on takeout and delivery. Here are tips that can help boost your business operations and optimize success by promoting takeout and delivery throughout the work week:



1. **Reach out to your diners** – According to our research, 44% of people say they feel good knowing they are supporting local restaurants when they order takeout or delivery. Let diners know their patronage is appreciated by reaching out via social media or e-mail.



2. **Support women** – Our research revealed that during the workday, women are over twice as likely (67%) not to take a break than men (33%). What's more, when women do take a break, they are more likely to spend the time doing household chores. Help women take advantage of lunch break benefits like being happier and feeling refreshed by encouraging them to take a break with takeout.



3. **Draw on consumer insights** – Included in our free Take a Break with Takeout Toolkit is an infographic which reveals what's really motivating diners to order takeout or delivery during the workday. We conducted a survey so you can better understand what drives people to order and evaluate your operations accordingly.



4. **Offer value, when possible** – 50% of people who don't order takeout or delivery report meals being too costly as their primary reason. 51% of people would be more likely to order if restaurants offered free delivery, and 47% of people would be more likely to order if restaurants offered a discount on some items.



5. **Meet diners where they are** – Offer a variety of ordering options. Mobile ordering apps may be why people ages 18-34 report ordering delivery and takeout more than other age groups (70% compared to 54% (aged 35-54) and 37% (aged 55+)), so having an easy-to-navigate website and smooth phone ordering process will help you cater to all diners.



6. **Keep it fresh** – Consider seasonal menu items or special partnerships. 25% of people said they would be more willing to order takeout or delivery if offered limited time promotions.



7. **Build a connection** – Capitalize on opportunities to build a stronger connection with your customers. Our survey found 35% of people would be more likely to order takeout or delivery if restaurants offered a small free item. So, whether it be a small dish or beverage as a part of a loyalty program, small tokens are key to fostering personal connections with your customers.



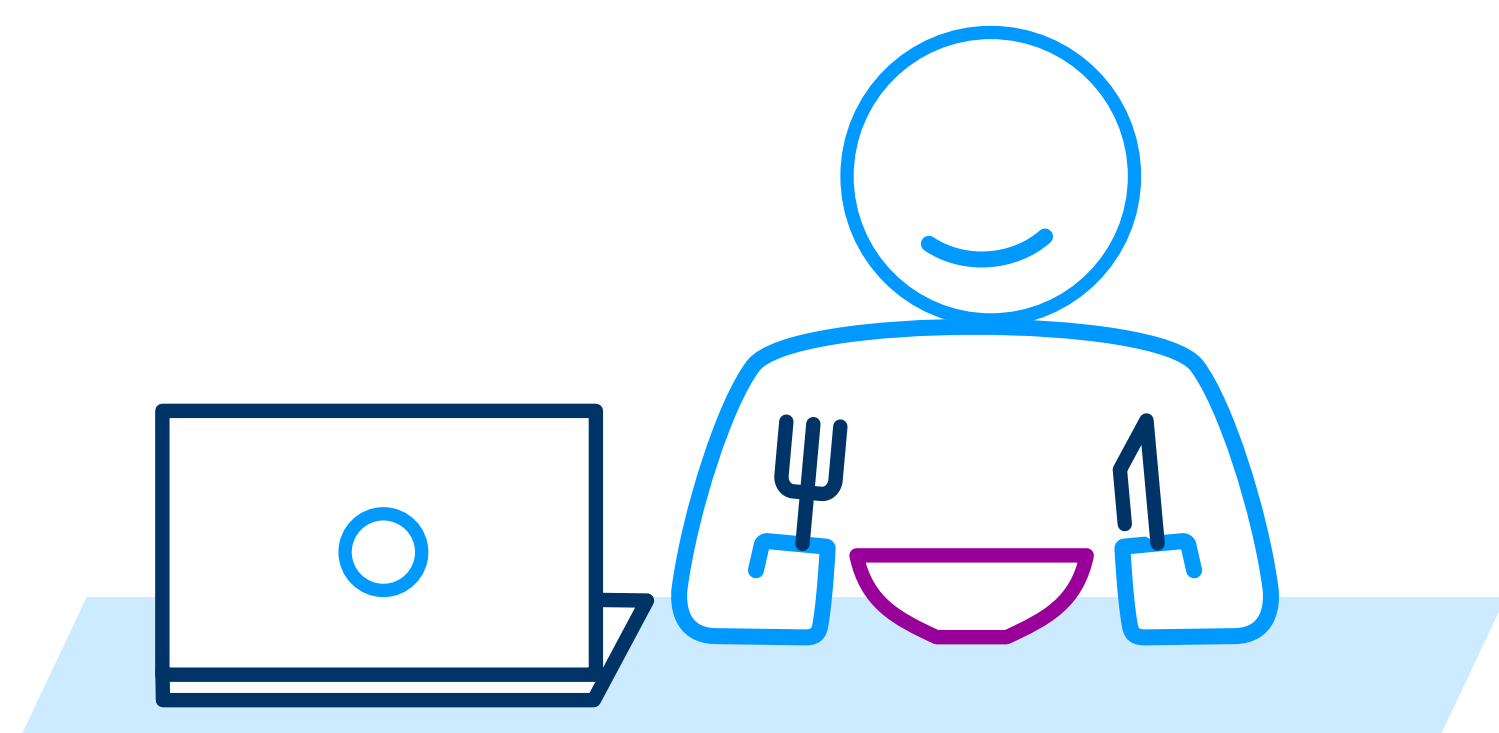
8. **Get hungry for feedback** – Encourage your customers to leave reviews online and via third-party ordering apps to help encourage more customers to dine with you, on- or off-premise, in the future.

Methodology: 2021 third-party custom survey of consumer working habits, as well as takeout and delivery ordering behaviors. Data gathered from 1,000 respondents in the U.S. and 600 respondents in Canada.

Boost Lunchtime Orders with Tork “Take a Break With Takeout”

Understand diners’ habits and preferences to help grow your business

People want to order lunch takeout during the workday:

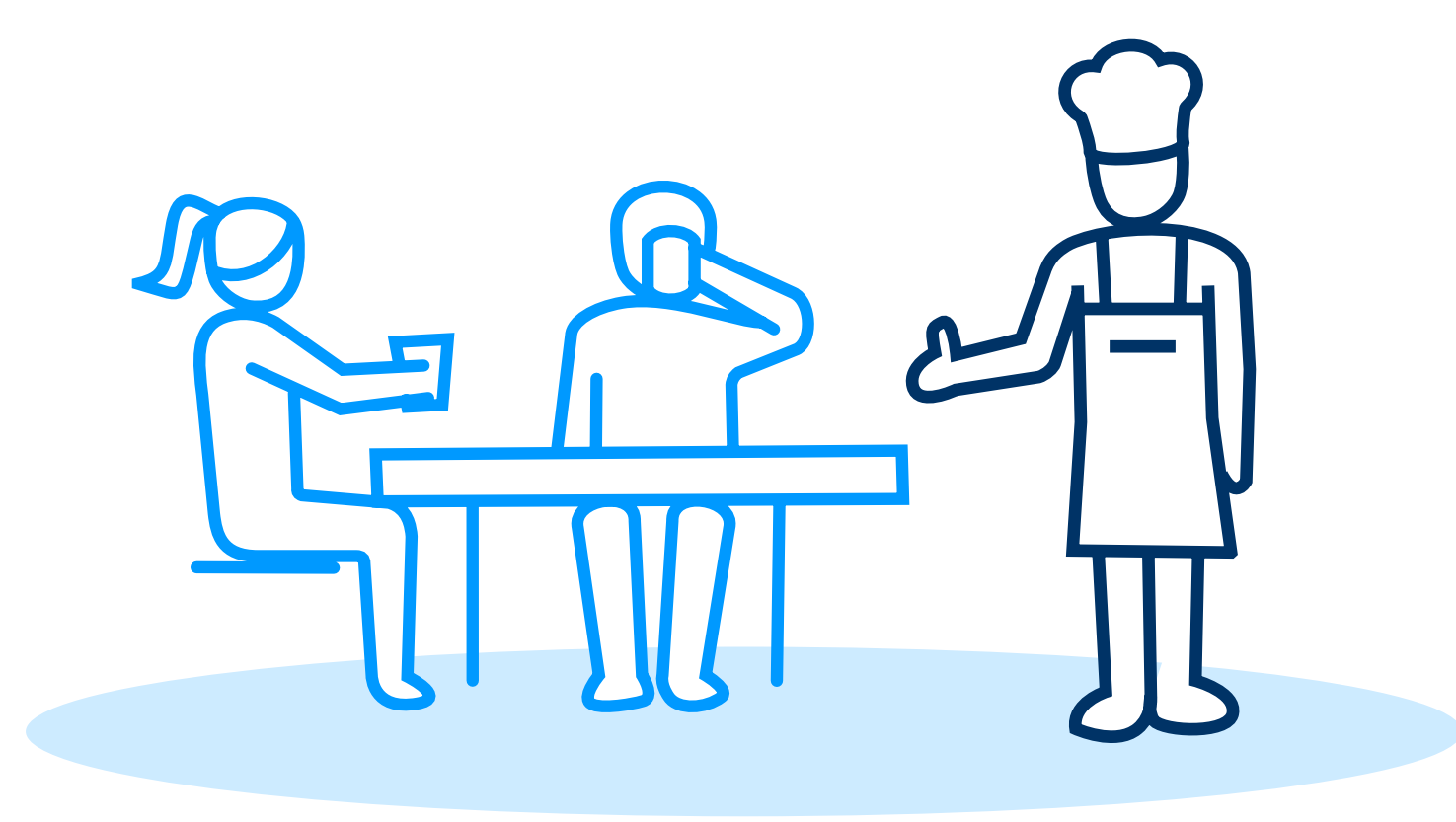


As a form of **self-care (56%)**.



To save time (51%) and reduce cleanup (40%).
To try a **new restaurant** or cuisine (30%).

Diners know local restaurants need help and want to support



59% are more likely to order from independent restaurants – half of them doing so because they feel these business need more support.



37% of people order takeout or delivery to support local restaurants.

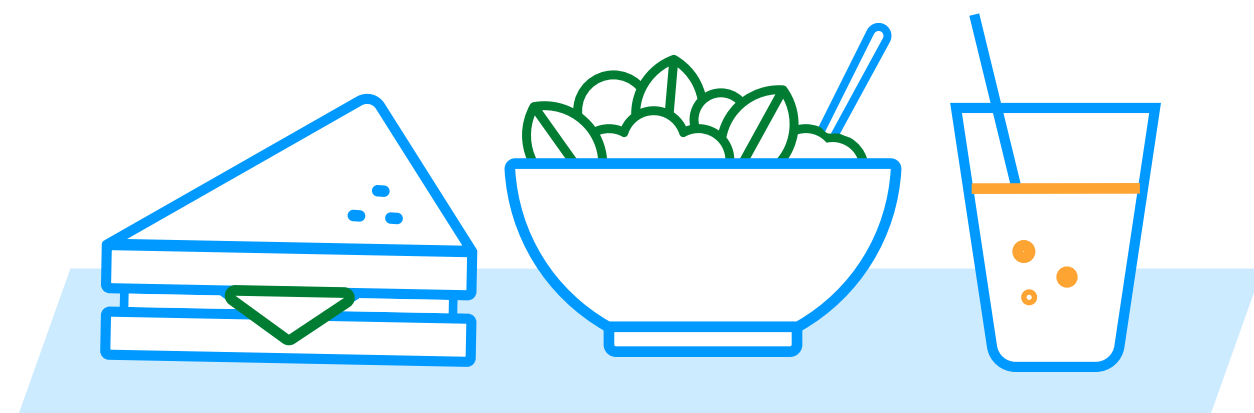


13% of diners who supported small and medium restaurants did so after restaurants asked for help on social media.

What’s stopping customers from ordering out?



50% of customers say meals can be too costly.



15% of customers say restaurants can lack healthy meal options.

- In fact, **women are 10% more likely** to indicate this as an issue.



24% prefer not to pay delivery fees.

- **Women significantly cite** delivery fees as a barrier, when compared to men (29% vs. 16%).

Grow your lunch business by attracting diners to #BreakWithTakeout

People would be more willing to order takeout or delivery if:

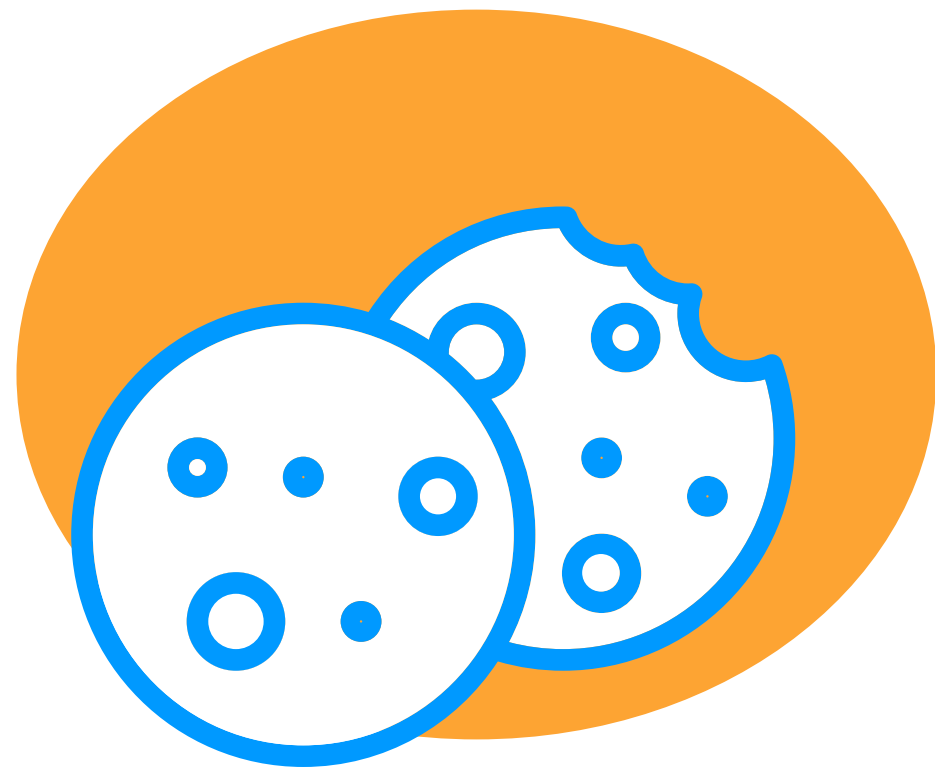


Offered a discount on their current order (47%).



Offered free delivery (51%).

- **Women are nearly 10% more likely** to order when given free delivery.



Given a free menu item like a beverage, side dish or appetizer (35%).



Provided special offers (e.g. special menu item) for a limited time (25%).



Download more Take a Break with Takeout Tools


including actionable tips, social media templates and AD-a-Glance® inserts to help encourage your diners to get takeout during the workday!

Methodology: 2021 third-party custom survey of consumer working habits, as well as takeout and delivery ordering behaviors. Data gathered from 1,000 respondents in the U.S. and 600 respondents in Canada.

#BreakWithTakeout Social Media Posts for Operators

Easy-to-use social media strategy complete with images and copy for your ease and convenience.

Social Post	Facebook/Instagram	Twitter Copy (280 characters)	Accompanying Imagery (reference)	Suggested Promotions
1	<p>88% of people say they return to work feeling refreshed and reenergized after taking a break.</p> <p>[INSERT PROMOTION HERE].</p> <p>Recharge yourself with our takeout!</p>	<p>88% of people return to work feeling reenergized after taking a break.</p> <p>[INSERT DELIVERY DISCOUNT OR OPTION HERE].</p> <p>Recharge yourself with our takeout!</p>		<ul style="list-style-type: none"> We're going to help keep you refreshed by offering XX free beverage or drink with every takeout and delivery order! This week, we're giving everyone who orders off our website a free, surprise food gift!
2	<p>Did you know nearly 60% of people would consider ordering takeout or delivery during the workday as a form of self-care?</p> <p>[INSERT DELIVERY DISCOUNT OR OPTION HERE].</p> <p>Pamper yourself and order delivery for lunch today!</p>	<p>60% of people would consider ordering takeout as a form of selfcare during the workday.</p> <p>[INSERT DELIVERY DISCOUNT OR OPTION HERE].</p> <p>So go ahead, pamper yourself!</p>		<ul style="list-style-type: none"> This week, we're offering free delivery when you order off our website to make self-care as easy as possible for you, bringing it right to your door! Find us [on [delivery service]/online] and use code XYZ for XX%

				off your total order. Offer is valid until X/XX.
3	<p>94% of people agree taking a break helps them gain a fresh perspective.</p> <p>[INSERT FOOD PROMOTION HERE]</p> <p>So, let's get your creative juices flowing with takeout!</p>	<p>94% of people agree taking a break helps them gain a fresh perspective.</p> <p>[INSERT FOOD PROMOTION HERE]</p> <p>Order takeout and get your creative juices flowing!</p>		<ul style="list-style-type: none"> • All week, you'll receive a free dessert when you order takeout or delivery, on us! • This week, we're giving XX% off on all desserts and appetizers.

How to use this: Customize this email and drive diners to order lunch from you

You deserve it: Take a Break with Takeout

[PLACEHOLDER FOR RESTAURANT TO CUSTOMIZE GREETING]

Whether you've spent the last year on the front lines of the COVID-19 pandemic, keeping essential businesses running or working from home, you deserve a break. We're joining with Tork, a leading brand in restaurant and workplace hygiene, to encourage everyone to "Take a Break with Takeout" during your workday.

For years, Tork has been encouraging workers to take back their lunch break – declaring the third Friday of June "National Take Back the Lunch Break Day." But the movement means something a little different this year, when a 2021 Tork survey uncovered people are still skipping their lunch break. According to the survey, 39% of Americans say they only occasionally, rarely or never take breaks even when working from home, and nearly a quarter (22%) say they feel guilty or judged when they step away from work to eat.

The benefits of a lunch break during the workday is clear. The survey found:



- **94% of workers** feel happier when they can take a lunch break during the workday.
- **94% of workers** agree taking a break gives them a chance to take a step back and get a fresh perspective.
- **91% of employees and 93% of bosses** agree or strongly agree taking a break is an important part of maintaining their mental focus.
- **88% of employees and 91% of bosses** say after taking a break they return to work feeling refreshed and reenergized.

GIVEAWAY: So take that lunch break, you deserve it. And why not make it takeout? No more clean up or dirty dishes – giving you time back to focus on what matters most.

Tork is also asking people to spread the word on social media about the benefits of taking a break for a chance to win lunch on Tork. Snap a photo and let the world know how it feels to take a break using the hashtags #BreakWithTakeout and #Sweepstakes. You'll be entered into the Tork Take a Break with Takeout contest for a chance to win a gift card valued at \$50! Only valid between June 14-18, 2021.

[PLACEHOLDER FOR RESTAURANT TO CUSTOMIZE]



Boost your creativity with takeout.

More than 9 in 10 people
agree taking a break helps
them get a fresh perspective.

#BreakWithTakeout



¹ 2021 third-party custom survey of consumer working habits, as well as takeout and delivery ordering behaviors. Data gathered from 1,000 respondents in the U.S. and 600 respondents in Canada.



Think ahead.

88% of people say

they return to work feeling
refreshed and reenergized
after taking a break.

**Recharge local businesses –
and yourself – by taking a
break with takeout!**

[#BreakWithTakeout](#)



¹ 2021 third-party custom survey of consumer working habits, as well as takeout and delivery ordering behaviors. Data gathered from 1,000 respondents in the U.S. and 600 respondents in Canada.



Nearly 60% of employees

are likely to order takeout or delivery as a form of self-care during the workday.

#BreakWithTakeout



¹ 2021 third-party custom survey of consumer working habits, as well as takeout and delivery ordering behaviors. Data gathered from 1,000 respondents in the U.S. and 600 respondents in Canada.