WE GOT YOU, FOODSERVICE

Support for Take-Out and Delivery from Your Friends at Kraft Heinz

KraftHeinz FOODSERVICE
www.kraftheinz-foodservice.com
BE SMART AND STAY SAFE.
Here are some tips to limit exposure.

**PC MOVEMENT** – Still stocking portion control packets and cups front-of-house with utensils and other essentials? **Move those to back-of-house for employees to pack directly into takeout bags.**

**SOCIAL DISTANCING** (or Physical Distancing) is imperative at this time – if you’re experiencing lines for pick-up, **encourage patrons to stand 6 feet apart by taping markers on flooring** to help limit exposure to those entering your operation.

**REQUIRE THAT TAKEOUT BE ORDERED & PAID ONLINE** – Handling all transactions online **promotes social distancing** and protects both your customers and employees from handling cash.

**PROVIDE CURBSIDE PICKUP** – Use your servers and other front-of-house employees to facilitate your takeout service. **Require that employees wear gloves to deliver food to cars,** helping to engender confidence of proper food handling among your customers.

Here are some tips to limit exposure.
While all delivery/pick-up models are important during this time, **mobile order for pickup is the most profitable channel.**

Rakuten Ready, “Time is Money: How Order for Pickup Delivers ROI”, 2020

**Use staff for delivery:** Before repurposing your FOH staff for delivery, check with your insurance carrier to ensure that you’re covered for off-premise activity. **If you’re properly insured for delivery, you can keep your servers, bartenders and other FOH staff working during this uncertain time.**

**Work with delivery services that are waiving delivery fees or offering discounts:** If you’re not insured for staff delivery, make sure that you **work with third-party** delivery services that are temporarily waiving or discounting commissions or other fees.

**Trim menu offerings in the short term:** Reduce your menu items to focus on high margin/low labor options. Limit your menu to items that are easily replicated, travel well and can be made with multi-purpose foods.

**Add family-style meal kits to delivery and takeout menu:** These kits make it easy on customers to put together an already prepped meal. This works especially well with such items as pasta and freshly made sauce or other **meals that customers can buy for the week and freeze.**

**Create ways to grow the ticket -** utilize add-on features that encourage customers to look to tomorrow. For those customers ordering pizza for dinner, **suggest add-ons** like pasta, which keeps well and makes for a great lunch while working from home!

What should you do if you aren’t currently set-up on third-party or mobile ordering? Advertise pick-up capabilities on your social media accounts (Yelp, Facebook, Instagram, and Twitter) by listing a phone number that is open to over-the-phone ordering.
First and foremost, communication is key. Let your customers know about the protective measures you’re taking to keep them and your employees safe during this time.

**OFFERS AND ACTIVATION IDEAS:**

**PROMOTIONS FOR ESSENTIAL WORKERS**
People who work in the medical field, grocery store employees, truck drivers, etc. are risking their health to provide critical services during this time. **Show them you appreciate them by offering discounts on pick-up or delivery!**

**OFFER COUPONS FOR DINE-IN SERVICE:**
Encourage customers to come back for dine-in service when the restaurant industry comes roaring back by including **coupons with every takeout and delivery order.**

**GIFT CARD PURCHASES**
Not all customers will be comfortable ordering out right now, use this time to **promote gift card purchases by offering discounts:** Example, purchase a $50 giftcard for $40 and save some money for future purchases!

**PROMOTE CONTACT-LESS DELIVERY AND PICK-UP!**

**HOW CAN WE HELP IN FOODSERVICE?**

**FLAVOR IS STILL KEY FOR CONSUMERS**
Kraft Heinz has a full suite of portion control products that let consumers dip, spread, or mix on the go.