



HOW TO LEVEL UP YOUR TAKEOUT

REGISTERED TAKEOUT RESTAURANTS IN CANADA (& Counting!)



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1. TRANSFORM YOUR TAKEOUT INTO A DINING EXPERIENCE

BY VIVIAN CHUNG

WHETHER IT'S A PICNIC AT THE PARK, OR A COUCH SIDE COMFORT FOOD INDULGENCE - HERE ARE A FEW WAYS YOU CAN HELP TURN A TAKEOUT MEAL INTO A UNIQUE DINING EXPERIENCE.

SET THE MOOD

The decor, background music, and lighting are just a few of the elements that create a restaurant's ambiance.

Help your guests recreate your venue's atmosphere by curating a Spotify playlist that complements the food that you serve, and make this easily accessible by sharing it on your website.

Consider pairing that with a small selection of table decorations, like tea lights and flower arrangements in partnership with a local florist.

These goodies can be made exclusive for delivery orders for a small add-on fee

PACKAGE WITH CARE

How your food is plated reflects the level of care and quality of your restaurant and makes for a memorable first impression.

Though plating a dish perfectly may be more difficult to do with takeout, sourcing the right kind of packaging can help your food make it to the customer's door without being a cold and sloppy mess.

Pay attention to packaging and presentation of individual components of the dish, especially sauces and soups that might spill over on the delivery journey.

ELEVATE YOUR BRAND

Communicate your restaurant's messaging through branded napkins and takeout boxes, which help deliver subtle hints of a dine-in experience.

This can be as simple as stamping a take-out bag with your restaurant name or slapping on a sticker with the company logo.



1. TRANSFORM YOUR TAKEOUT INTO A DINING EXPERIENCE

BY VIVIAN CHUNG

HIGHLIGHT DRINK PAIRINGS

Part of the enjoyment of dining in has always been the opportunity to learn about drink pairings from staff.

On your takeout menu, highlight your signature spicy margarita next to your Baja fish tacos, or the smokey pinot noir with the peppercorn steak.

Consider offering half bottles of wine for takeout diners, which are perfect for parties of two to enjoy a glass with their meal.

This fun-sized bottle of wine is ideal for its portability and encourages your customers to be more bold and adventurous with their wine pairing without having to commit to a full bottle.

GET CREATIVE WITH QR CODES

Make the takeout experience more than just about unboxing the food by engaging your guests.

On a thank you note, invite guests to engage and interact with your restaurant via a scannable QR code.

This could lead them to fun recipes of your signature dish or cocktail, the story behind your restaurant, or the inspiration behind a certain dish.



2. UPLEVELING TAKEOUT RESILIENCE AS DINING RETURNS

BY DEAN HARRISON

At the beginning of the pandemic, in the face of mounting chaos, businesses focused on surviving and keeping as many people employed as possible.

It was not easy, but many businesses remained active by quickly adjusting their operating models to focus on takeout, grocery and e-commerce - something which was new to many in a typically bricks-and-mortar industry.

Making the most of takeout, though, means leveraging streamlined takeout menus and third-party vendors for delivery and pick-up.

That helps operators utilize their staff, which may be smaller than usual, more efficiently. Considering how unpredictable labour supply may be, a strong takeout strategy is essential.

HERE ARE OUR SUGGESTIONS ON HOW TO OPERATE DINE-IN WHILE MAXIMIZING TAKE-OUT OFFERINGS:



CREATE NEW FALL/WINTER MENU ITEMS FOR TAKEOUT

Just like you're adjusting seasonal on-premise menus!

Content is king, so make sure you have beautiful photography and video of these new items for your social platforms.

UTILIZE THE POWER OF THIRD-PARTY APPS



They have immense marketing power!

Ask for discounts on marketing initiatives (BOGO, free items) and evergreen campaigns. Sometimes the larger players won't give you a campaign subsidy until you ask.

HERE ARE OUR SUGGESTIONS ON HOW TO OPERATE DINE-IN WHILE MAXIMIZING TAKE-OUT OFFERINGS:



ANALYZE YOUR TAKEOUT SALES NUMBERS EVERY DAY

Campaigns to help with revenue gains can be launched in less than a day, so you must remain agile.

KEEP YOUR TAKEOUT EMPLOYEES HAPPY

Provide them with special perks, discounts and a fair salary - the tips between takeout and dine-in are very different, and the work is more mechanical, so you need to compensate takeout employees differently to ensure they stick around.



HERE ARE OUR SUGGESTIONS ON HOW TO OPERATE DINE-IN WHILE MAXIMIZING TAKE-OUT OFFERINGS:



KEEP YOUR TAKEOUT GUESTS HAPPY

Engage with them on each user platform, respond to their Google reviews and provide regulars with special benefits.

TAKEOUT IS STILL THRIVING ACROSS CANADA AND CAN BE A BENEFICIAL TOOL IF EXECUTED PROPERLY.

3. FIVE TIPS ON **ENGAGING** RESTAURANT DINERS

Busy seasons of foodservice are upon us again and, depending on your location, it may be some more time until your guests can enjoy the dine-in atmosphere and experience your team works so hard to provide. In the meantime, you can bring near the same excitement, if not better, to your takeout strategies.

HERE ARE 5 IDEAS TO GET YOU STARTED

1. TAKE YOUR THING & RUN WITH IT

Every establishment has that one thing that holds them above the rest in the minds of diners. You don't have to be the restaurant that serves -everything- for takeout to survive. Many chefs across the nation have minimized their menus, or changed their focus completely, in the wake of their takeout and delivery-driven operations.

Increase food turnover, eliminate waste and serve what travels well, all with those personal touches that your diners fall for in the first place. Torn between dishes? Ask on social what their favourites are. Facebook, Twitter and Instagram are quick ways of gathering data from new and existing audiences without needing to say why you're asking.



FIVE TIPS ON ENGAGING RESTAURANT DINERS

2. AMBIANCE IN A BOX

One aspect of dining out that Canadians miss is the physical atmosphere they found themselves surrounded by, so how can your establishment deliver it literally in a (takeout) box?

If your business was family orientated, try providing colouring pages and a few crayons while considering packing the food in plastic, reusable containers parents can use again and again. Sports bar? Give customers the gift of sports -anything-; newspaper sections, prediction sheets, player cards.



3. CHEF IN THEIR KITCHEN

We've heard of chef's tables that bring diners into your kitchen. Now, bring the chef(s) of your restaurant into your diners' kitchens, virtually!

Host a digital cooking event or produce delicious how-to series where audiences can learn about your restaurant, your team and even kitchen tips like chef techniques, ingredient info and recipes, if so desired.

FIVE TIPS ON ENGAGING RESTAURANT DINERS



4. PATIO COCKTAILS TO GO

Beverage takeout is a convenient way of delivering the mixes that make your patio or beverage menus extra special to diners at home.

Whether pre-made in portable canisters or to-be-made via boxed cocktail kits, there's no longer a need to leave your featured or best-selling refreshments off the to-go menu.

5. GIVE THANKS

Gratitude goes further than simply seeming routine. Never underestimate the power of a thank you, whether via a gift with purchase, a reward system or even something as simple as a handwritten note in their takeout bag.

Who knows, you might get gratitude back in the form of free online promotion or word of mouth - people love sharing when they've been surprised or spoiled, especially on social networks.



4. CRITICAL CONTENT

A ROADMAP TO RECONNECTING WITH CONSUMERS

BY DEAN HARRISON

As the foodservice industry rapidly expands its utilization of technology to connect with guests effectively, content will play an increasingly critical role in revenue generation. The pandemic has forced many Canadian restaurants to rethink how they amplify their offerings to the masses. Gone are the days when a restaurant could rely solely on on-premise revenue to provide stability. We must think about connecting with new guests, reconnecting with existing guests, and re-targeting sister properties or platforms - optimizing every possible touchpoint and building brand loyalty.

The consumer contact journey must be correctly mapped out. How will you capture proprietary guest information, and the even bigger question - what are you going to do with it?

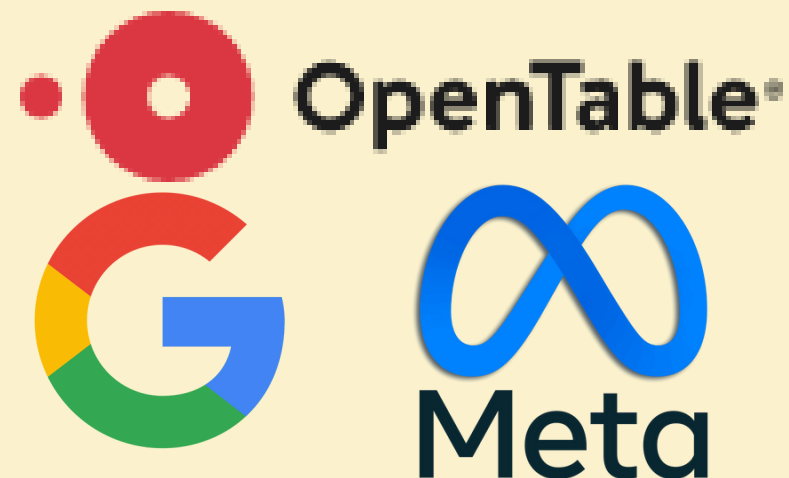
Larger food and beverage (F&B) companies are beginning to plan their guest communication touchpoints, focusing on all possible permutations and guest behaviours. For example, if you know a guest has not been in for 60 days, a newsletter is triggered with a special incentive to bring them back in again sooner. Another example could be system integration into your point of sale (POS) system; if you know a guest always orders dessert, a text message is triggered to let them know about your latest sweet treats.

Partnering with enterprise applications, customer relationship management tools, and engaging content is a recipe for success.

HERE ARE SOME TIPS FOR INVESTING IN THE RIGHT CONTENT WITHIN YOUR OVERALL MARKETING STRATEGY:

UNDERSTAND YOUR TARGETS AND THEIR PREFERENCES

Utilize all tools to build guest avatars and identify your target audience and their interests. Dive into your Google Analytics, Google My Business, OpenTable, Meta Business, etc. - ensure that you understand who your current brand champions are now and who you should be targeting in the future.



PLAN CONTENT IN ADVANCE

You know throughout the calendar year, it's going to be sunny, it's going to be rainy, and your local sports team will probably win a home game. Build out effective content via newsletters, push notifications/situation-specific incentives, and social media posts in advance.

A newsletter can be triggered to promote beach-day treats with same-day discounts when it's sunny or stay-at-home takeout packages for those stormy nights.

HERE ARE SOME TIPS FOR INVESTING IN THE RIGHT CONTENT WITHIN YOUR OVERALL MARKETING STRATEGY:

INCENTIVIZE GUESTS WITH CONTENT



Everyone receives tons of content and spam. Ensure that your brand stands out with clearly defined incentives - the “what’s in it for me?” consumers crave.

Receiving a text message from a brand without relevant content or a great offer will tarnish your reputation. Brand content must have a pertinent value-add for your target audience to notice.

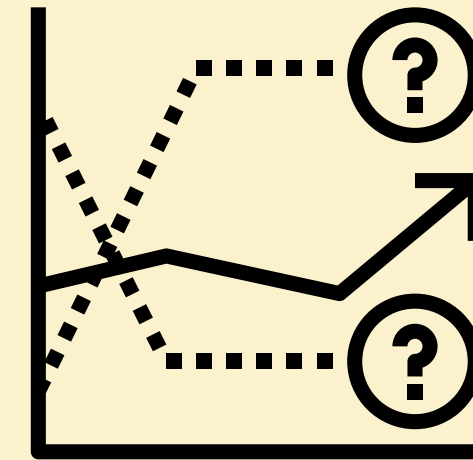
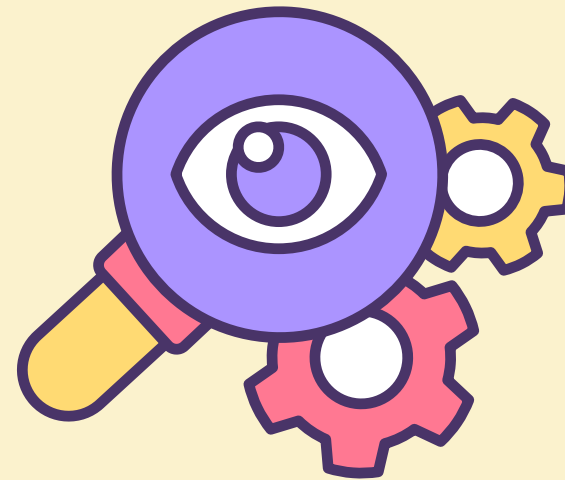
BE ON-BRAND!

Content must always align with your brand ethos and standards. If a consumer receives an email with beach-day take-out discounts on a sunny day - they must be able to trace it back to your business quickly.



HERE ARE SOME TIPS FOR INVESTING IN THE RIGHT CONTENT WITHIN YOUR OVERALL MARKETING STRATEGY:

LISTEN, ANALYZE AND FORECAST



After you know your targets, start understanding and analyzing them. Look into their preferences and build out your CRM and content strategy based on your findings.

Successfully connecting with a GenZ vs. Babyboomer audience requires different tactics and content tools. Grow owned guest data with newsletter and incentive sign-ups, engage and learn via regular surveying and build lookalike audiences to track behaviours.

Understanding and forecasting the wants and needs of your guests while effectively building out CRM content to solve their problems will push your brand further down the consideration funnel.

**HERE ARE SOME TIPS FOR INVESTING IN THE RIGHT CONTENT
WITHIN YOUR OVERALL MARKETING STRATEGY:**

**EVERY RESTAURANT IS DIFFERENT.
THERE IS NO ONE-SIZE-FITS-ALL.**

**CRM STRATEGIES ARE A SCIENCE, BUT MAKE THEM FUN AND
LEARN AS MUCH AS YOU CAN ABOUT YOUR GUESTS.**

**THE MORE YOU KNOW, THE MORE YOU CAN CUSTOMIZE
CONTENT AND THE MORE REVENUE YOU CAN GENERATE!**

5. FIVE WAYS RESTAURANTS CAN WORK WITH INFLUENCERS TO GROW THEIR TAKEOUT OFFERINGS

BY VIVIAN CHUNG

Influencer marketing has largely been used to advertise on-premise experiences, but there are ways in which you could work with these foodies to boost your off-premise offerings and increase your takeout and delivery revenue streams.

Partnering with influencers to amplify your brand can be a mutually beneficial relationship as they interact directly with their followers on a more personal level while highlighting your restaurant's takeout experience.

HERE ARE FIVE SURE-FIRE WAYS TO GET THE MOST BANG FOR BUCK WHEN WORKING WITH INFLUENCERS TO GROW YOUR TAKEOUT OFFERINGS:

1. CUSTOMIZE A DISCOUNT CODE

Provide a custom discount code that influencers can share widely with their followers for when they order takeout directly from your website, which will also help your business save on service fees.

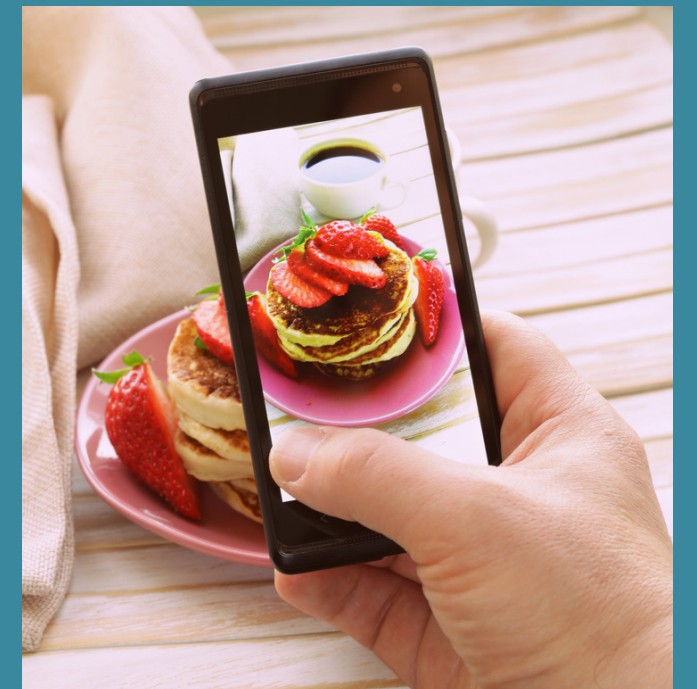
By sharing a limited-time code, you create a sense of urgency and draw customers in.



2. ASK CUSTOMERS TO SHOW OFF

Kick off a photo contest with a social media influencer and encourage diners to show off photos of their favourite takeout dishes from your restaurant, tagging them with a specific hashtag.

This helps your customers spread the word about your food in a friendly competition with drool-worthy visuals. You'll also curate some user-generated content that you can repost on your own social media pages.



HERE ARE FIVE SURE-FIRE WAYS TO GET THE MOST BANG FOR BUCK WHEN WORKING WITH INFLUENCERS TO GROW YOUR TAKEOUT OFFERINGS:

3. DOCUMENT THE TAKEOUT EXPERIENCE

Invite influencers to document the ease of your restaurant's takeout process and discuss the factors that make picking up takeout at your location so seamless, all of which can be shared with their followers on TikTok or Instagram Stories.

You can also use the opportunity to highlight the COVID-19 safety measures your restaurant is taking to protect your staff and customers throughout the process, from preparing the meal to carefully packaging it up for takeout.

4. RUN TAKEOUT SPECIALS

Ask influencers to promote takeout-only specials during your restaurant's slower times.

If you have the option to serve cocktails and liquor in to-go containers, you can offer takeout happy hour, which allows customers to experience this after-office tradition in a different capacity.

Or, if you notice your lunch service is especially slow, consider offering a lunchtime special that bundles an appetizer, entree, and drink for a special price to drive sales.

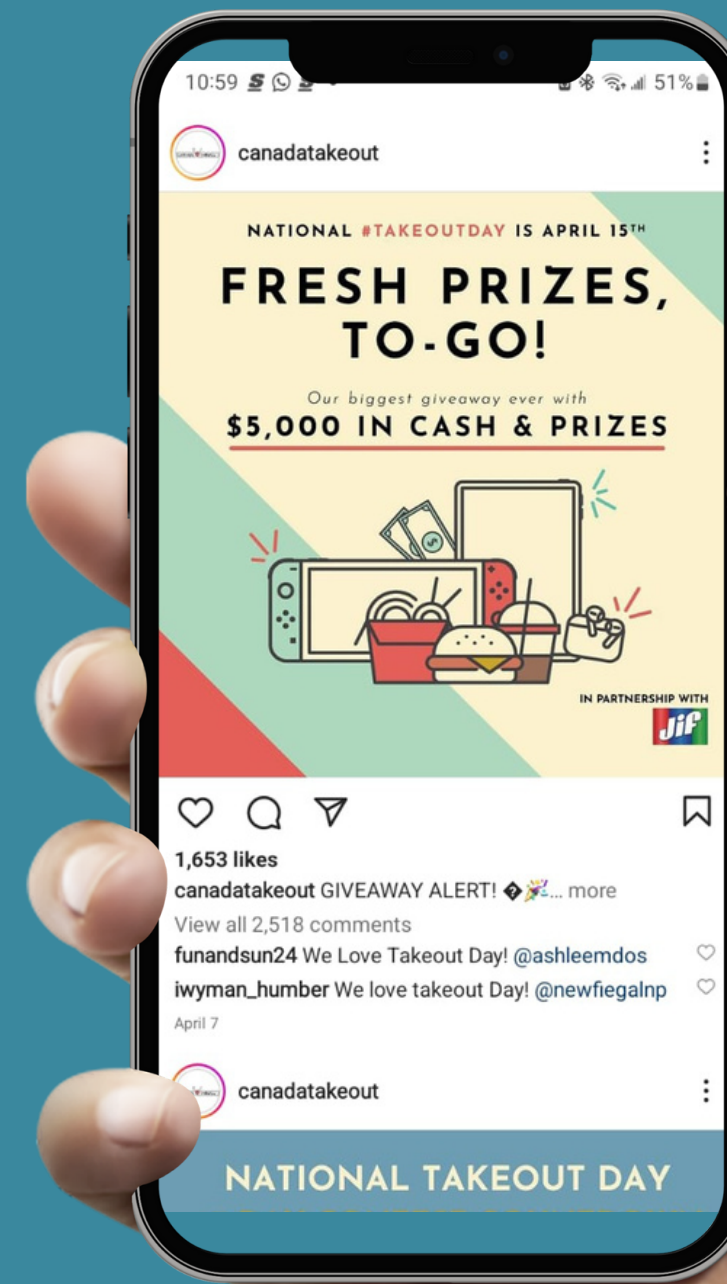


HERE ARE FIVE SURE-FIRE WAYS TO GET THE MOST BANG FOR BUCK WHEN WORKING WITH INFLUENCERS TO GROW YOUR TAKEOUT OFFERINGS:

5. OFFER A PRIZE

Run a contest in collaboration with a social media influencer, and offer the winner a gift card for a third-party delivery service that your restaurant employs, like DoorDash and UberEats. The contest can encourage all participants to tag someone with who they'd enjoy the meal.

By tagging their friends, they're spreading the word about your restaurant and reaching people who don't already know about your offerings.



6. HOW TO WIN WITH TAKEOUT MEAL PACKAGES

BY DEAN HARRISON

Before the pandemic, most establishments made their profits from dine-in guests; however, as industry stakeholders seek to recover losses from the past two years, everything has changed.

Most provinces are allowing dine-in without capacity limitations, unlike the previous year and the industry can pivot and offer both bricks-and-mortar and takeout experiences simultaneously.

HERE ARE SOME TIPS TO **MAXIMIZE REVENUES** WITH TAKEOUT PACKAGES

1. MAKE YOUR MENU STAND OUT!

Larger grocers tend to offer similar meal packages and most require some level of at-home preparation. This is where you can showcase your more unique offerings. Independent restaurants don't have to provide the same volume as grocery stores; take advantage of that and build a menu that is as creative as possible.

Your dining packages should showcase your culinary ethos while scaling down serving size to appease smaller groups. Add a la carte items as modifiers to ensure the experience is more bespoke than larger grocers offer and upsell.



HERE ARE SOME TIPS TO **MAXIMIZE REVENUES** WITH TAKEOUT PACKAGES



2. TAKE ADVANTAGE OF CONSUMERS' **DESIRE** FOR **EFFICIENCY**

Restaurants are accustomed to online and app ordering, and consumers' behaviour and ways of procuring food have also shifted.

By offering your packages on Tock or UberEats, with reasonable prep time and inventory control, smaller F&B establishments can compete with most grocers' requirements to place orders days in advance.

Being reactive to consumers' culinary and delivery needs will set you apart from grocers and bring in more money.

HERE ARE SOME TIPS TO **MAXIMIZE REVENUES** WITH TAKEOUT PACKAGES

3. CONNECT WITH YOUR DINE-IN GUESTS WITH **STRATEGIC CRM**

Distribute a newsletter with solid calls-to-action for purchase, post content about your offerings on social media and try contesting to help organically spread the word.

Make sure your CRM tactics reflect your brand; the grocery guys often lack visual creativity when highlighting their bundles.



HERE ARE SOME TIPS TO MAXIMIZE REVENUES WITH TAKEOUT PACKAGES



4. USE VENUE SPACE AS A PROMOTION TOOL

Firstly, include value-add incentives to make your package more appealing. Guest traffic in a certain month may be slow; offer a 30% dine-in discount through the upcoming month with proof of a takeout purchase.

Secondly, add as much tasteful signage in your venue as possible: include QR codes for takeout orders at the bottom of dine-in receipts, promotional signage at guest services, A-frames outside your space, and get this information in front of as many on-premise guests as possible, it will pay off.

HERE ARE SOME TIPS TO MAXIMIZE REVENUES WITH TAKEOUT PACKAGES

5. UTILIZE THE POWER OF PUBLIC RELATIONS

Reach out to a couple of social media influencers or media in your community and have them try your offerings weeks in advance to showcase your product over generic grocery options on their platforms.

Make sure your package is media-friendly – something that can't get lost with large grocers – and add personalized props, flowers, decorations, notes, etc. A little creativity goes a long way to stay memorable and relevant.





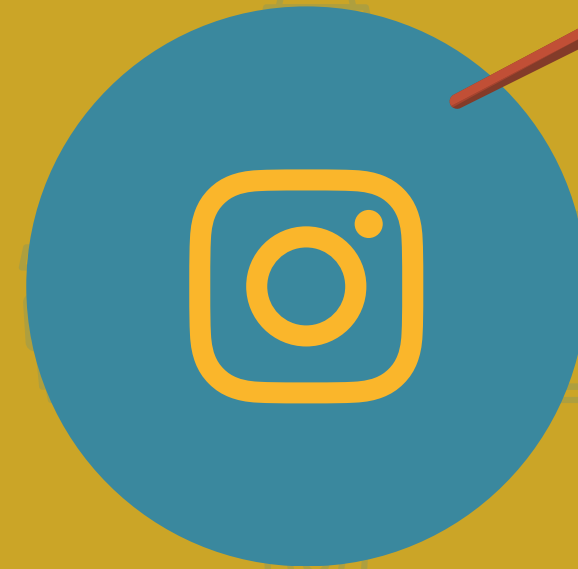
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