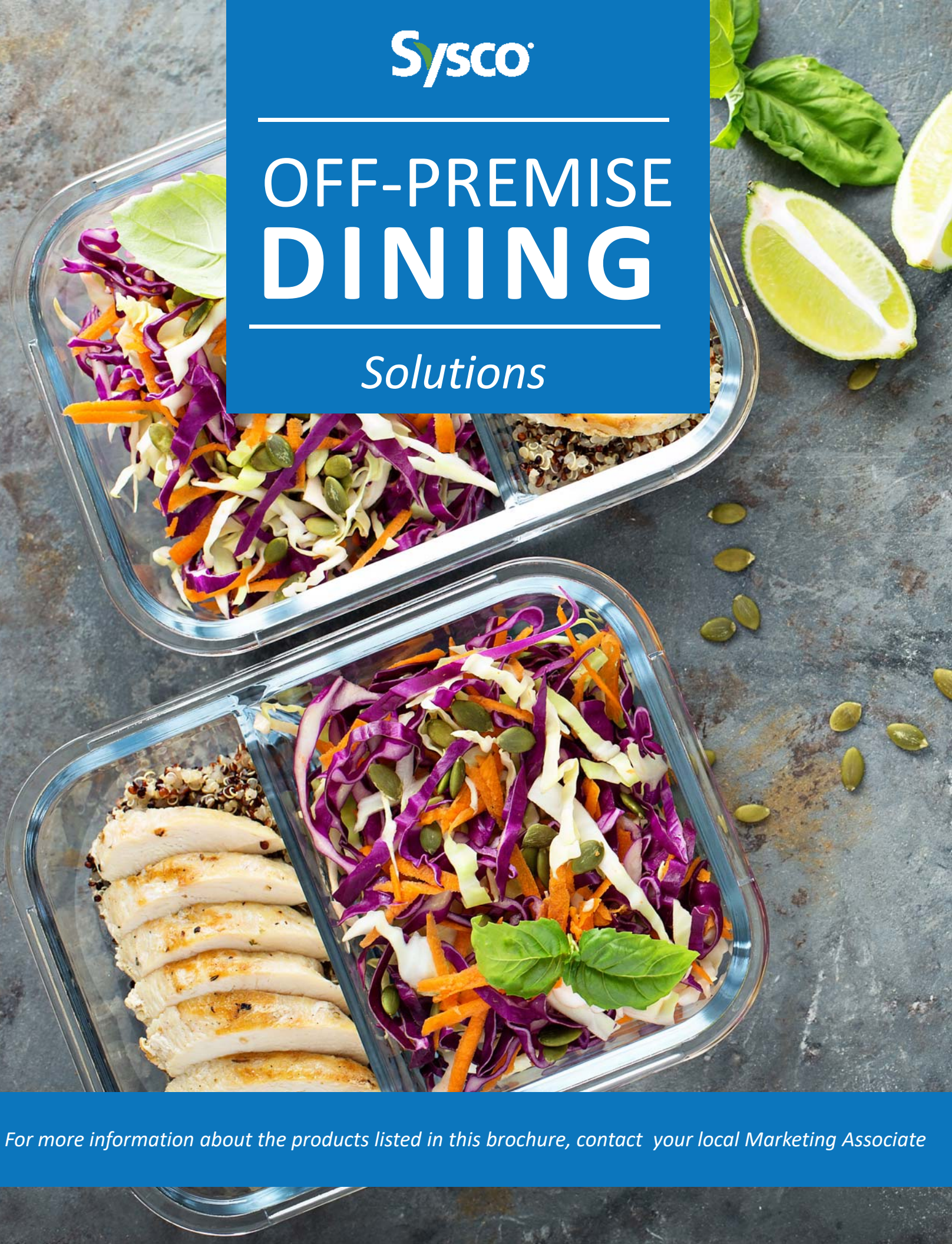




OFF-PREMISE DINING

Solutions



For more information about the products listed in this brochure, contact your local Marketing Associate



THIS BROCHURE COVERS:

How to start an off-premise dining program

- **3rd Party Delivery**
- **Curbside Pick-Up**

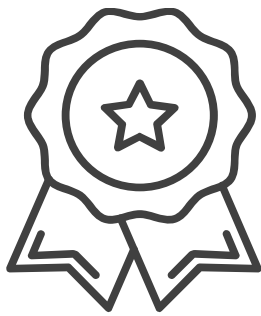
Menu Items that Travel Well

Options for To-Go Ware

Marketing Tips

3 POINTS TO REMEMBER

Creating a to-go program does not have to be complicated. In fact, by following a few key points you and your staff can create a plan that keeps the lights on and serves the community.



FOOD SELECTION

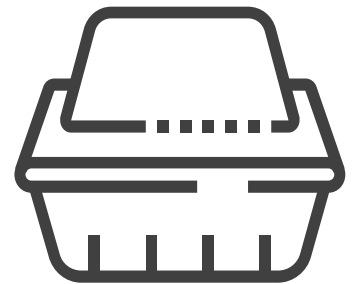
Keep it simple and scalable. Remember not all food travels well.

Consult with your marketing associate on what items travel best.



STAFFING

In crisis situations you will want to retain your best employees. FOH staff can be used for packaging the to-go orders and customer service.

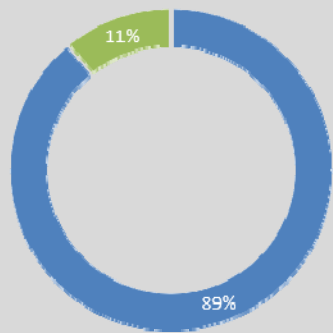


PACKAGING

Choose function over form based on product availability.

**Give yourself a fighting chance,
by developing a plan for success**

WHY OFF PREMISE DINING?



In a recent Datassential survey, 89% of consumers felt safer eating food from grocery stores and food from home. However, consumers will become bored and soon look for outside sources for meals.

TIPS FOR SUCCESS

“Foodservice operators that can offer a responsible and safe solution should do so recognizing that their true competition during these times is not other restaurants, but the consumer’s own home,” Datassential said in a recent report.

With the outbreak of COVID-19, consumers are more likely to dine off-premise than in restaurants. If a restaurant does not have an off-premise dining program, they can lose vital revenue.

Off-premise dining can be a great revenue driver during times of crisis.

Vehicles for off-premise dining include

1. Curbside Pick-Up Service
2. 3rd Party Delivery Service
3. Home Meal Replacements/Family-Style

CURBSIDE PICK-UP OVERVIEW

New terms like social distancing underscore the fact that in these uncertain times, many consumers want to limit the amount of exposure they have with others.



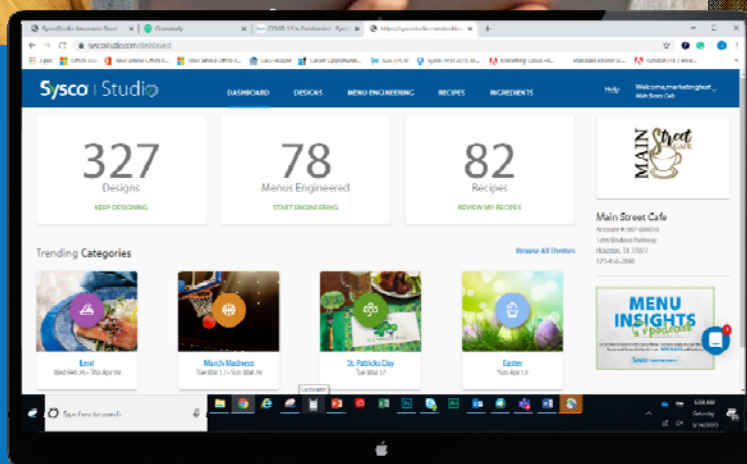
RETAINING GREAT EMPLOYEES

Curbside pick-up allows operators the opportunity to give valuable FOH employees important work as they can take incoming orders, package the meals, deliver meals curbside, and process payments . This is a great way to retain valuable FOH employees when dining rooms are empty.

KEYS TO SUCCESS

Your team will need to inspire consumer confidence with each interaction. The following

- Team members should always wear gloves when handling food and interacting with customers.
- Open and close all doors for customers if they choose to come inside.
- Earnestly thank the customer for their business.
- Robust social messaging to engage consumers.
- Create table tents, sluggers, and buzz cards that advertise your services.
- Use functional to-go ware
- Don't be afraid



WE ARE HERE FOR YOU...

Be sure to utilize Sysco's Social Studio tool to simplify the process of menu design, engineering, and management in one seamless, user-friendly tool.

Log in today at www.syscostudio.com

Login today to create:

MENUS - BUZZ CARDS - TABLE TENTS - SLUGGERS

3rd PARTY DELIVERY OVERVIEW

GROW REVENUE BY REACHING NEW CUSTOMERS

Starting your own delivery service does have some benefits; however, using a third-party delivery company has a host of perks that you will want to look at. As consumers grow weary from eating home-cooked meals but are hesitant to venture out, they will be looking for opportunities to get food delivered to them. A study by Zion & Zion revealed that two-thirds of adults between 18-29 used a third-party delivery site in the past 90 days. These apps have a wide reach and can be used as a turnkey marketing tools to reach new customers.

Consider uploading a special menu with pricing that will allow you to cover any associated costs that come with using a third-party delivery company. The amount you will depend on the company you choose.

PRO TIP

Do not be intimidated using new technology. While the process may vary from delivery service to delivery service, the process remains quite simple and efficient. You upload your menu and important information into their platform, and customers will order directly from the smartphone or tablet. You will need to have an expeditor who will receive the orders on your in-house tablet and relay the order to the kitchen staff. As the orders are finalized, your team will package the items to be ready for a driver to come and pick them up to deliver to your customer. Be sure to utilize Sysco's Social Studio to create sluggers or buzz cards to be delivered with the order.

THIRD-PARTY DELIVERY

UBER
eats

 **DOORDASH**



POSTMATES

ADVANTAGES

Uses a "closed bag" philosophy – orders are not opened or inspected by drivers; meals are handed from the restaurant to the driver, then from the driver to the customer

Doordash will work with a variety of communication formats to support restaurant owners (for example; email, fax, or the order manager app)

Food delivery and grocery delivery. Postmates delivers grocery products under their 'Fresh' range. The grocery products range from dairy and eggs to poultry, fresh veggies, and baby food. The grocery items are guaranteed to be delivered within a span of 45 minutes

RESTAURANT COSTS

The service fee is the fee Uber charges restaurants to help cover costs such as credit card fees, support, and much more. Could be up to 30%

Commission per order
+ Advertising commissions

Commission based on pre-tax of products sold (commission rate determined by partner contract)

CUSTOMER COSTS

Cost of food
+ Delivery fee
+ Busy fee
+ Applicable taxes

Cost of food
+ \$.99-\$7.99 delivery fee
+ 7% to 15% service fee
+ Busy fee (when applicable)

Cost of food
+ \$5.99 delivery fee
+ \$0 delivery fee for orders \$20+
+ Variable service fee

No surge pricing for Postmates
Unlimited customers

MARKET COVERAGE

Covers 70% of US population

Delivers to more than 600 cities across North America

Delivers to 29 cities with a strong network of 25,000+ network partners.



In 2019, DoorDash named these the most popular delivery foods:

1. Burrito Bowl
2. Chicken Tacos
3. Cheeseburger and Fries
4. Pizza
5. Bean Burrito
6. Cobb Salad
7. Chicken Noodle Soup
8. Spicy Chicken Wrap
9. Taco Salad
10. Nachos

FOODS THAT TRAVEL WELL



BURGERS



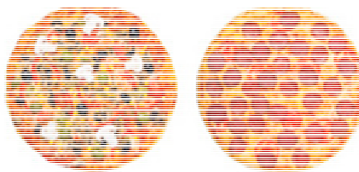
RICE BOWLS



SOFT TACOS



BURITTOS



PIZZA



FALAFEL



SANDWICHES



PANINIS



PASTA DISHES



LASAGNA



HUMUS



SOUPS



SALADS

SOCIAL MESSAGING

Being socially distant does not mean you can't utilize social media. Develop a robust campaign of simple and positive messages to encourage consumers to use your services. Make sure you stay socially relevant. Below are a few examples of social messaging you can utilize.

Add an image of your signature dish or fan favorite

Don't feel like cooking tonight? We're on all major delivery apps. Check out our menu and place an order today.

Add an image of your signature dish or fan favorite

Let us take care of your dinner tonight! Call 555-555-5555 and place your order. We'll have it ready and convenient to pick up. Just call us when you arrive, and we'll bring it out to your car.

Add an image of your signature dish or fan favorite

Let us take care of your dinner tonight! Call 555-555-5555 and place your order. We'll have it ready and convenient to pick up. Just call us when you arrive, and we'll bring it out to your car.

Carryout

**Cutlery Kit F/K/S
Salt and Pepper**



SUPC Code: 0621999
Brand: Sysco Classic
Pack : 1
Size: 250 ct

**Container Paper #3
Takeout Kraft**



SUPC Code: 1423310
Brand: Earth Plus
Pack : 2
Size: 65 ct

**Bag Paper Brown
With Handle 65#**



SUPC Code: 1586918
Brand: Earth Plus
Pack : 1
Size: 200 ct

**Container Plastic
Clear Hinged 8"**



SUPC Code: 2310102
Brand: Sysco Classic
Pack : 2
Size: 100 ct

**Container Plastic
9"x9" 1 Comp**



SUPC Code: 7064461
Brand: Sysco Earth Plus
Pack : 1
Size: 120 ct

**Container Plastic
8"x8" 1 Comp**



SUPC Code: 7064539
Brand: Sysco Earth Plus
Pack : 2
Size: 75 ct

**Container Plastic
Deli with Lid
16oz**



SUPC Code: 8018838
Brand: Deltaliner (Newspring)
Pack : 1
Size: 240 ea

Sysco Marketing Services IS HERE TO HELP

Sysco | MARKETING SERVICES

Sysco | Studio

Sysco Marketing Services is here as
your advocate during this uncertain time.

We can help you sift through all the tools, tips, and products Sysco has available for you to continue to maintain your business – such as carry-out and delivery menus, social media messaging, and more.

We have a team of associates available to assist you to:

- Create a limited menu for carry-out and delivery
- Create marketing pieces – posters, thank-you and discount cards
- Connect you with our service partners to setup a website, online ordering, and delivery services
- Provide social media messaging
- Access helpful tools, such as Sysco|Studio



To enlist our help,
please call 1-800-380-6348,
email info@syscomenuservices.com,
or reach out to your Sysco Marketing Associate.

For more information about how Sysco can support
your business please go to Foodie.Sysco.com/Covid

Sysco
At the heart of
food and service