

Beverage Offerings to *Snap-Back*

As you revise your menu to snap-back, don't forget the beverages! Alcohol sales in the month of **March increased by 243% year over year!**

Below are some tips for you to successfully integrate beverage offerings into your Snap-Back menu.

WHY FOCUS ON BEVERAGES?

Alcoholic beverage sales are a great opportunity for restaurants to:

- **Monetize existing inventory**
- **Differentiate from competitors and attract orders**
- **Increase check averages**
- **Provide convenience to consumers**
- **Deliver a complete dining experience**



WHAT ARE CONSUMER PREFERENCES DURING THIS TIME?

Recently, over one third of diners purchased alcohol with their food orders, with 24% being delivery orders and 15% takeout.

WHAT YOU NEED TO KNOW TO SUCCESSFULLY INCORPORATE BEVERAGES INTO YOUR SNAP-BACK MENU?

- Be aware of the regulations – in many cases the allowance of off-premise alcohol sales is temporary.*
- Prioritize compliance and safety – ensure your staff is trained and complies with all regulations. ID validation is critical.
- Understand what close competitors are doing – explore what other restaurants in the area are offering to customer and incorporate to your menu when possible. Find creative ways you can differentiate from them.
- Plan your beverage menu – assess your beverage inventory and decide if you will offer wine by the bottle or beer by the pack. Or if you will only offer prepared beverages. Think how you can incorporate beverage pairings to your top selling menu items to drive sales.

HOW TO IMPLEMENT?

Now is the perfect time to review your beverage offerings to boost your sales! Review your menu, select perfect beverage pairings, create special offers, and communicate to your customers.

- **Get Creative** – with your dine-in beverage menus by offering themed cocktails, special wine and beer pairings, and offers.
- **Beverages To-Go** – demand for take-out and delivery service is not going anywhere soon! Continue to offer beverages through these off-premise occasions with special beverage bundles, cocktail kits, and your famous house drinks to-go.
- **Get the word out** – don't forget to communicate your beverage offering to your customers. Use your social media channels to get the word out on special offers and make sure to update your online and third-party menus with your latest beverage offerings.

* **Make sure to consult your local authorities to ensure you are complying with all the latest alcohol sales regulations.**



Sysco[®]
At the heart of
food and service

#foodservicestrong

For more ideas visit us at
foodie.sysco.com/snapback