

GETTING STARTED

with

DELIVERY

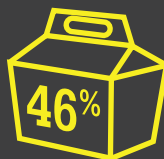
For restaurants who want to get in the game, here are some **tips for getting started** with a delivery/off-premise program.

1 Make sure third-party platforms are fully integrated to ensure order prep and processing accuracy.



of consumers say that order accuracy is most important to them when choosing from where to order food.

2 Use packaging that keeps foods freshest and is capable of holding orders at the right temperature.



of consumers say the most important thing about choosing from where they order delivery is that the food tastes just as fresh as when dining in.

3 Research and vet each third-party provider; depending on the area, one may be better than others.



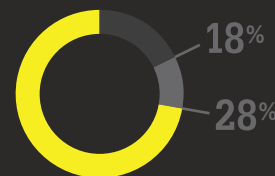
of consumers say fast service for to-go orders is important to them.

4 Make sure your kitchen and staff are capable of handling more orders during peak times.

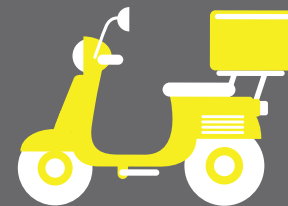


Hiring or scheduling more staff to ensure orders can be taken, processed, prepared and delivered quickly is crucial to off-premise program success.

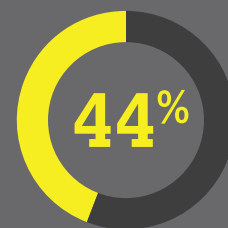
5 Strategize for the long-term to earn more.



Third-party delivery services earn anywhere from 18 to 28% of each order; in the long term, that's a lot of money lost. Bringing delivery back in-house can save big.



As delivery grows, **how can restaurants keep up** without breaking the bank?



of sales are generated by delivery, takeout and catering -- and a big portion of that is delivery.

▶ Year-over-year growth for delivery alone is 10%

▶ Year-over-year growth for third-party delivery is 33%



Source: Technomic's 2016 Takeout & Off-Premise Dining CTR
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