

BOOSTING HOLIDAY SALES

with

TAKEOUT & DELIVERY

Takeout and delivery during the holidays can mean big sales for restaurants

Large orders, including party platters, present a great opportunity for restaurants

10%
to
15%

Independent restaurants can **increase revenue as much as 10-15%** by offering takeout and delivery options

3 ways to attract more holiday sales



- ▶ Gather data to better target and reach potential customers with promotional offers
- ▶ Post in-store signage highlighting party platters and other holiday deals
- ▶ Give guests entertainment ideas; offer the perfect party platter to complement their event

Successful dishes for events



- ▶ Shareable platters and comfort food appetizers
- ▶ Items that guests can customize with toppings or sauces, like loaded tots

Takeout and delivery sales are showing no signs of slowing down



Sales for third-party restaurant delivery services are **over \$5B for the first half of 2018**

1 in 3 CONSUMERS 
say they are **ordering food to-go more often now** than they were three years ago

Why it's gaining speed:

- ▶ Convenience and ease
- ▶ Customers want their favorite restaurant foods at home

Proper packaging tips



- ▶ Use napkins to insulate/absorb between layers
- ▶ Choose fries/wedges with thicker cuts, batters or coatings
- ▶ Consider lids and vented containers to keep food fresh and hot



Sources:
Technomic's Catering Insights Program
Technomic's Transaction Insights
McCain Takeout & Delivery How-To Guide
Technomic's 2016 Takeout & Off-Premise Dining report

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