

# WE'RE IN THIS TOGETHER.

Support for restaurants adjusting their takeout and delivery business



Resources



Mobile Ordering



Menu



Packaging



To-Go Products



Maintaining a strong takeout and delivery service has never been more important. In these uncertain times, keeping communities safe and fed is everyone's top priority. This Takeout & Delivery Guide offers tips, suggestions, and helpful information for restaurant owners and operators looking to make swift changes to their business models.

*Anchor® Battered Mac & Cheese Wedges (50010335)*

## STEPS YOUR BUSINESS CAN TAKE TODAY

### ADAPTING TO-GO SERVICES

- Re-assign waitstaff to handle orders and manage delivery.
- Provide customers with options for contact-free delivery. Include a comments section for delivery instructions in your online ordering system or ask those calling in how they would like their meals dropped off.
- Consider offering Curb-Side Pickup options so patrons don't have to go inside the restaurant.

### COMMUNICATION TIPS

- Stay in contact with your patrons with email and on social media.
- Inform them of your restaurant's takeout and delivery options and update them of any changes.
- Communicate safety precautions you are taking to keep food and people safe. Be sure these precautions are up to date with public health officials' suggestions.

### TRAFFIC DRIVING IDEAS

Show support to the community by offering special discounts and offers. For example:

- 50% off for first responders.
- 20% off pickup orders.
- Kids Eat Free.
- Free delivery to those who order directly from the restaurant.

For more information go to [mccainusafoodservice.com/community](https://mccainusafoodservice.com/community)

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FOR YOUR  
SAFETY**

Call **1-800-767-7377** to order our free sticker. \*Max qty 120.



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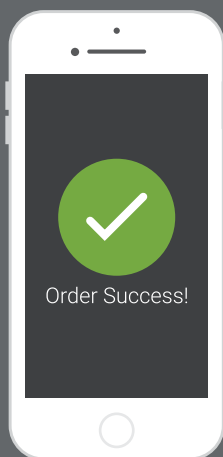
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Offering takeout or delivery can add complexity to operations, but with the right system, you can remain efficient while keeping others safe.



## ONLINE / MOBILE ORDERING

- Limit third-party services to no more than two for manageability.
- Display menu photos to help customers with decision-making.
- Make it easy for guests to order from your website or a third-party delivery service.
- Provide a comments section where guests can leave specific instructions for drop off.

## THIRD-PARTY ORDERING / DELIVERY SERVICES

Click the logos below to learn more about their services.



Ordering-only



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Flexibility is not just important for the operational side of your business—your menu will likely also need to adjust in the wake of current social distancing challenges. Included here are ideas and inspiration for meals that were practically crafted to travel.

1000001223 McCain® Extra Crispy Regular Fries 3/8" L 6/5 lb.

## TO-GO MENU IDEAS



### CHILI CHILE TUMBLEWEEDS

Moore's® Spicy Breaded Onion Straws



### BACON HONEY-HOT BURGER

McCain® Redstone Canyon® Skin-On Regular 8-Cut Wedges

## ADJUSTING YOUR MENU FOR TAKEOUT

- Consider offering a limited menu with high turn items.
- Focus on one item for the day or week, then rotate.
- Offer family size meals.
- Find inspiration in a few of our menu ideas.



### CHEESY TOPPED POPPERS

Anchor® Poppers™ Breaded Original Cheddar Cheese Stuffed Jalapeños



### CHICKEN CAESAR CLUB

Moore's® 3/4" Breaded Gourmet Onion Rings

Have a question or need advice? Our chefs are here for you.  
Call 1-800-660-7884 to get connected.

Hours M-F 9am-5pm EST

[SEE ALL MENU IDEAS](#)



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# FRY SLEEVE

Many restaurants already use fry sleeves for to-go orders. Here's how to pack them in a way that delivers on both safety and the best eating experience.

## STEP 1

Insert napkin into sleeve all the way to the bottom.



## STEP 2

Leave enough material to fold napkin over the top of the fries.



## STEP 3

Insert fries and fold napkin over the top.



## STEP 4

Place fry sleeve upright on top of any burgers or sandwiches in the bag. Roll and seal the bag top for secure travel.



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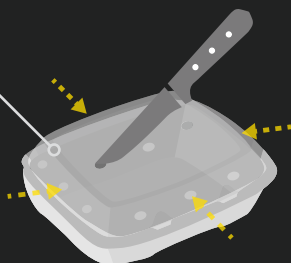
To-Go Products

# CLAMSHELL

Clamshells are another popular to-go container that you might already be using. Keep guests safe and fries crispy with this simple packing technique.

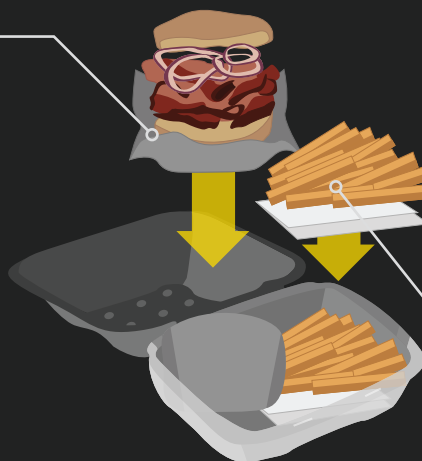
## STEP 1

Use a knife to carefully cut three holes (not slits) in the top and in each of the sides (15 total).



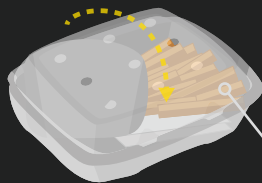
## STEP 2

Wrap burger or sandwich in foil to retain its heat.



## STEP 3

Place food in the container with a napkin under fries to help absorb moisture.



## STEP 4

Close lid to retain heat and place clamshell in bag. Roll and seal the bag top for secure travel.



For even better performance, package fries separately.



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# FOLDED CARTON

If your restaurant is already using folded paper cartons, utilize this packaging strategy to maximize safety and heat retention.

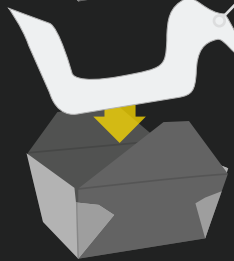
## STEP 1

Remove the two side flaps to allow the carton to vent.



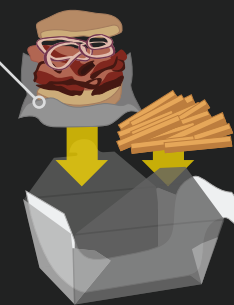
## STEP 2

Insert a napkin inside the carton to absorb moisture before inserting food.



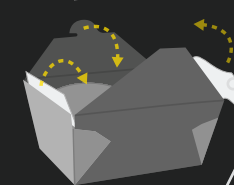
## STEP 3

Wrap burger or sandwich in foil to retain its heat. Place food in the carton.



## STEP 4

Fold napkin ends over the top of the food and close the remaining flaps.



## STEP 5

Place in bag with additional napkins to further absorb moisture. Roll and seal the bag top for secure travel.



For even better performance, package fries separately.





Many guests will be seeking comfort in their delivery or to-go meals. It's important to maintain a high standard of quality to help achieve this. Fries that stay crispy and appetizers that hold up on the journey home can make a big difference in guests' to-go experiences.

McCain® SureCrisp™ Skin-On 3/8" Fries (MCF03787)

## MEET YOUR NEEDS WITH THE RIGHT PRODUCTS

[SEE ALL PRODUCT RECOMMENDATIONS](#)

### FRIES THAT DELIVER

BATTERED AND COATED FRIES STAY CRISPY LONGER—THICKER FRIES RETAIN HEAT



Clear Coat Fries



Battered Fries & Potatoes



Beer Battered Fries



Sweet Potatoes

## DID YOU KNOW?



Fries are the most profitable item on your menu and the number one item ordered for takeout and delivery.



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Anchor® Breaded Wisconsin Cheese Curds (1000005885)  
McCain® Extra Crispy 3/8" Fries (1000001223)

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### PREMIUM SIDES AND TOPPERS



Cheese & Poppers



Beer Battered Onions & Cheese



Onions



Anchor® Battered Broccoli and Cheese Bites



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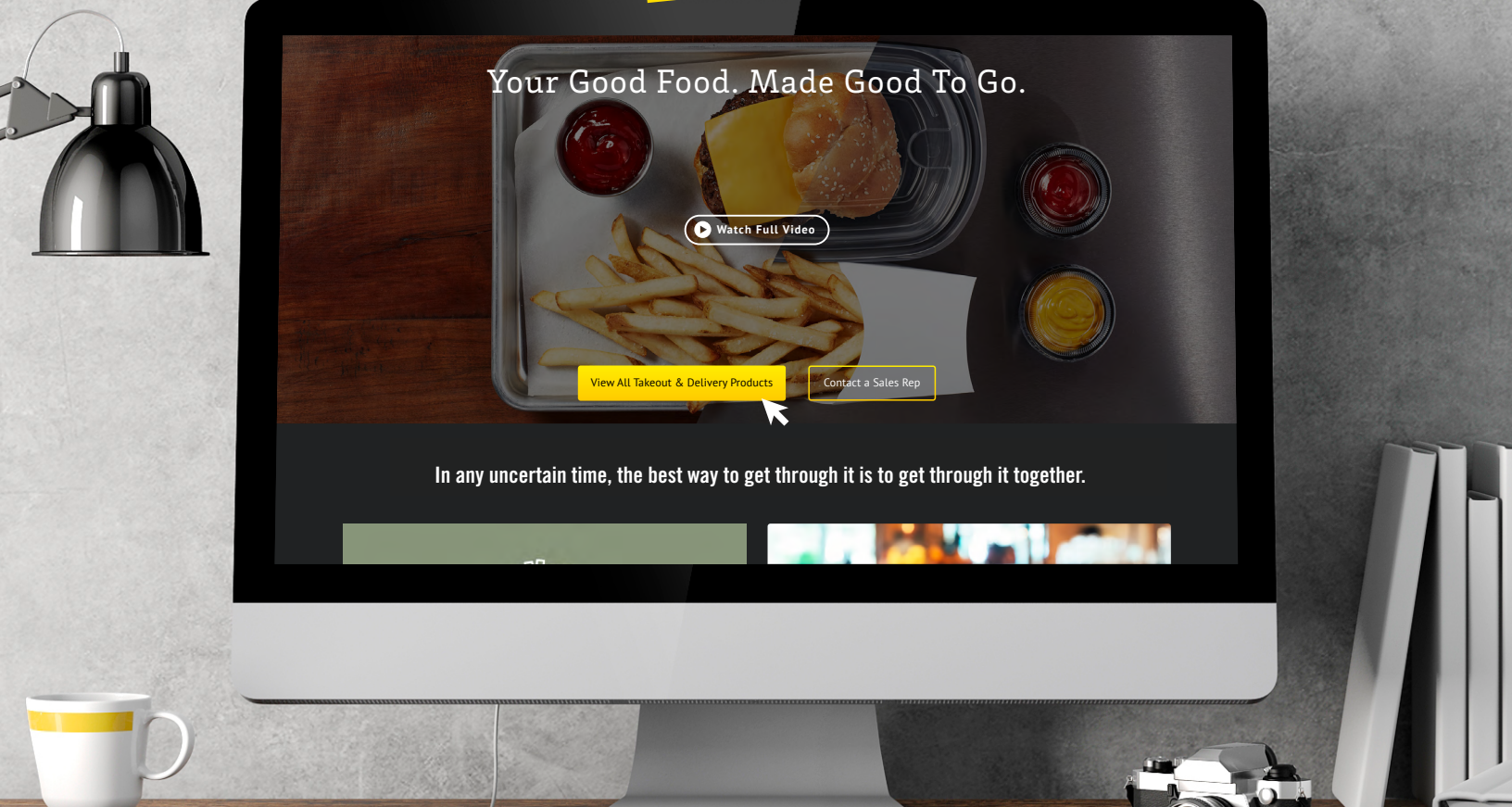
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## WE'RE HERE TO HELP. CONTACT A SALES REP TODAY.

Visit [www.McCainUSAFoodservice.com/sales-rep-lookup](http://www.McCainUSAFoodservice.com/sales-rep-lookup) for more takeout and delivery solutions that can help make this time of transition easier for restaurants and their guests.

- [To-Go-Friendly Fries & Appetizers](#)
- [Takeout & Delivery Menu Ideas](#)
- **Ask A Chef Info at 1-800-660-7884**  
Hours M-F 9am-5pm EST



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