

LET'S TO-GO, TOGETHER.



A MASTER CLASS GUIDE FOR TAKEOUT & DELIVERY

Expert advice, game-changing tips and menu inspiration for foodservice professionals looking to take off-premise operations to the next level.





CLASS IS NOW IN SESSION

The resiliency of the restaurant industry in the face of COVID-19 has been nothing short of inspiring. Whether adapting existing takeout and delivery programs or starting from scratch, so many foodservice operators have proved they can make off-premise work for them. And while dining rooms and patios may slowly be reopening, in this new normal, to-go isn't going anywhere anytime soon.



To stay profitable and ahead of the pack, restaurants will need to both stand out and operate efficiently. That's why we've created this master class guide full of ideas, expert advice and more to help you make your takeout and delivery your own, and of course, better than ever.

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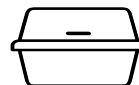
The Opportunity



A Stand Out Menu



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MENU IDEAS THAT DELIVER

A standout menu that feels both comforting and exciting can be one of the most important factors in boosting your takeout and delivery bottom line. Don't feel like you need to start from scratch, though— existing menu items your guests know and love can feel brand new again just by adding simple, new ingredient twists.

Let the following menu items serve as inspiration for adjusting or adapting your existing takeout and delivery menus.



Anchor® Battered Mac & Cheese Wedges: SKU 50010335

Mac & Cheese Patty Melt

American cheese, sautéed onions, texas toast and Cheddar battered Mac & Cheese wedges – with fries on the side

Chile Waffles

Russet waffle potatoes tossed with ground chile powder - with sesame seed mayo on the side

Banana Caramel Fries

Crispy Russet potatoes with peanut sauce and caramel sauce on the side - plus bananas for topping

[SEE MORE IDEAS](#)

Crispy Onion Pub Burger

Swiss cheese, spicy onion strings, all-beef patty & horseradish mayonnaise

King Ranch Jalapeños

Cheddar cheese jalapeños with Jalapeño-Ranch and fresh lime wedges on the side

Crispy Onion Chicken Salad

Fresh greens surrounding a mound of tangled onions topped with warm grilled chicken, red onions, tomatoes, sweet cranberries, roasted pecans and crumbled blue cheese - with creamy serrano dressing on the side



Anchor® Poppers™ Breaded Original Cheddar Cheese Stuffed Jalapeños: SKU 30005630



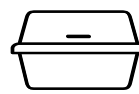
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PROFITABLE McCAIN® FAVORITES

Delivering to-go orders with that just-out-of-the-kitchen quality is key for driving repeat business. The following potatoes and appetizers are crafted to stay hot and crispy in transit, keeping both your customers and your books happy.

FRIES

From invisible coating to visible batters, these stay crisp longer.



McCain® SureCrisp™ fries are consumer-preferred over other clear coat brands.*

- Redstone Canyon® Waffles
- McCain Ultimate® Crispy Coated Skin-On Spiral Fries
- McCain® Extra Crispy Regular Fries 3/8"
- McCain® Ultimate® Waffle
- McCain® Extra Crispy Shoestring Fries 1/4"



Anchor® Poppers™ Breaded Cream Cheese Stuffed Jalapeños
SKU: 30007962

Mild jalapeño pepper halves stuffed with rich cream cheese coated in a light, crispy potato flake breading.



McCain Ultimate® Waffle Fries
SKU: MCX239

Skin-on waffle-cut fries coated in a light buttery batter to deliver greater plate coverage and homestyle appeal.



Brew City® Beer Battered Mozzarella Cheese Sticks
SKU: 70004008

Smooth, creamy real mozzarella cheese coated with a delicate layer of craft beer batter.

- Moore's® Gourmet Breaded Onion Rings
- Anchor® Poppers™ Breaded Original Cream Cheese Stuffed Jalapenos
- Anchor® Poppers™ Breaded Original Cheddar Cheese Stuffed Jalapenos
- Anchor® Mac & Cheese Wedges
- Anchor® Wisconsin Cheese Curds
- Brew City® Beer Battered Mozzarella Cheese Sticks
- Moore's® 3/8 Breaded Onion Rings
- Anchor® Avocado Slices



MORE PROFITABLE PRODUCTS

*McCain Proprietary Quantitative Consumer Research, 2018



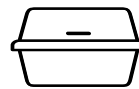
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DRIVING OFF-PREMISE TRAFFIC

With so many restaurants now offering off-premise options, it's important to provide your guests with a unique experience they can't take away from anywhere else. Here are a few promotional ideas that can help your business stand out.

TAKE-AND-MAKE KITS

Consider offering deconstructed or half-cooked versions of your restaurant's most popular dishes for guests to finish assembling at home. Here are a few ideas to pull inspiration from.

- Grill-At-Home Meats pre-seasoned by the restaurant
- Pancake Breakfast/Brunch kits
- Make-And-Bake Pizza bundles
- Kids' Birthday Party packs
- Big Game Wings & Sauces kits

INTERACTIVE EXPERIENCES

Share not only your menu with guests, but your expertise! Consider offering customers the opportunity to purchase a virtual food or beverage class guided remotely by you or one of your staff members. Below are some virtual class ideas to get you started.

- Guided cooking lessons
- Wine tasting and discussions
- Historical discussions of regional cuisines
- Classic cocktail tutorials
- Cheese and charcuterie board plating tips

FLAVORFUL FAMILY MEAL BUNDLES

Consider choosing one or two nights a week to offer special family size meal bundles featuring flavors or ingredients that home cooks may not have easy access to. Consider some of the following.

- Taco Night Fiesta packs
- Build Your Own Ramen kits
- Fried Chicken Picnic baskets
- Flavors of Italy Sunday Sauce bundle



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EXTRA OPERATIONAL TOUCHES

Alongside refining your menu and identifying buzzworthy promotions, the following optimizations can help make your off-premise operations even more efficient and profitable.



For more ideas, visit our off-premise resources hub.
<https://mccainusafoodservice.com/takeout-and-delivery>

IDENTIFY YOUR STARS

Determine which menu items drive the highest profit margins for your restaurant and promote, promote, promote!

PERFECT PACKAGING

Consider investing in packaging that not only signals sealed safety, but is designed to keep food hotter and fresher in transit. Meals that arrive as close to fresh-out-of-the-kitchen as possible is key for keeping to-go customers.

COMMUNICATION IS KING

Help rebuild consumer trust by clearly communicating your restaurant's safety precautions with guests. Take advantage of social media, deploy a simple flyer, or get our free Sealed For Your Safety stickers to place on all outgoing meals. Call **1-800-767-7377** to order. *Max qty 120.

EASY ORDERING

Make it as easy as possible for guests to view your menu, and order from it. This could be as simple as updating your website, or as substantial as joining a third party takeout and delivery service.



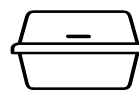
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Have questions? We have a number of ways to get in touch.

More Takeout & Delivery Resources

For more off-premise tips, ideas and advice, visit our content hub at

mccainusafoodservice.com/takeout-and-delivery

VISIT HUB

Culinary Help

Ask A Chef Hotline
is open
M–F, 9AM–5PM EST.
1-800-660-7884

CALL NOW

Everything Else

For all other questions, contact your local McCain Sales Representative. Click **FIND REP** to locate yours, or visit

mccainusafoodservice.com/sales-rep-lookup

FIND REP

STAY SAFE, AND STAY STRONG!



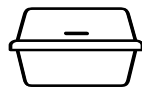
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