



LET'S TO-GO, TOGETHER!

A Deli Operator's Guide to
Optimizing LTOs for Takeout and Delivery.





— OFF-PREMISE IS STILL ON —

The in-store deli industry continues to be shaped by the current COVID-19 crisis. As we head further into the year, more deli operators will be seeking ways to keep their books in the black.

WHAT ARE CONSUMERS CRAVING?

33% Craving specific dish from certain restaurant

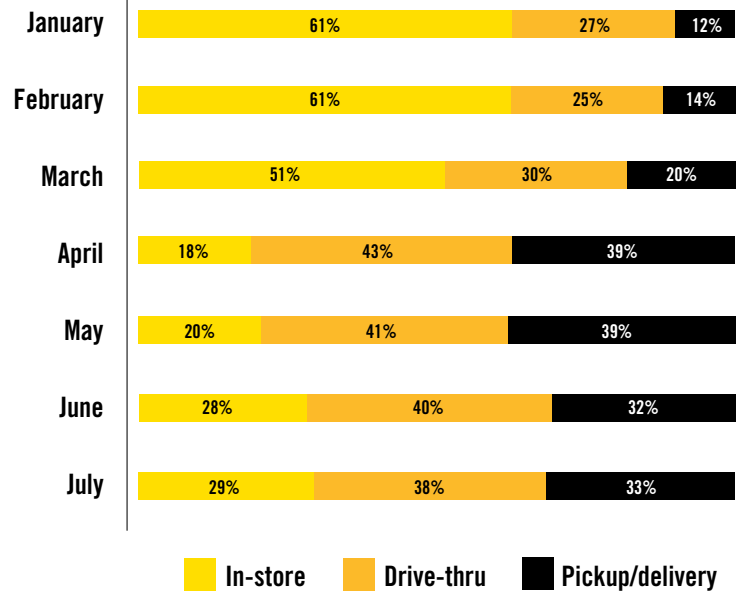
32% Variety: more options than I have at home

30% Craving dishes that are hard to make at home

21% Global foods and flavors

20% Craving indulgent foods

HOW ARE THEY ORDERING?



This guide provides the latest takeout and delivery insights, plus helpful ways to level-up your off-premise game with Limited Time Offers.

Never experimented with LTOs before? We've got you covered, with a free social media strategy guide, and example posts to inspire you.



—TAKEOUT AND DELIVERY QUICK HITS—

Keeping an eye on the latest off-premise data and trends can help you keep your business thriving.

PACKED, SEALED, AND DELIVERED

- 32% of to-go customers say tamper-proof packaging is essential when ordering takeout or delivery.*
- While sustainability is important, only 5% of consumers have it top of mind right now.*

BREAKFAST AND LUNCH DECLINE

- As much of the country continues to work from home, restaurants have seen a decline in breakfast and lunch traffic.
- 28% of consumers surveyed say free or low-fee delivery would encourage more daytime orders.*



NO TOUCHING!

- During the crisis 82% of consumers have chosen contactless delivery.*
- Almost 50% of Millennial and Gen-Z customers surveyed say they will continue to opt into 3rd party, contactless delivery when ordering food. Even **after** the current health crisis is over.*

For more in-depth takeout and delivery advice, check out our **Off-Premise Master Class Guide**.

THE POWER OF LTOs

In these trying times, operators need to begin to look at ways to set themselves apart from competitors while maintaining the craveability, comfort, and affordability that drives business. Operators can create a valuable competitive advantage and drive traffic with limited time offers (LTOs).

LTOs

- Create energy, excitement and hype around your prepared foods.
- Let you experiment with food offerings without a big commitment.
- Let you capitalize on hot trends, seasonality, special events or unique flavors.
- Help to steal market share and bring in new customers.

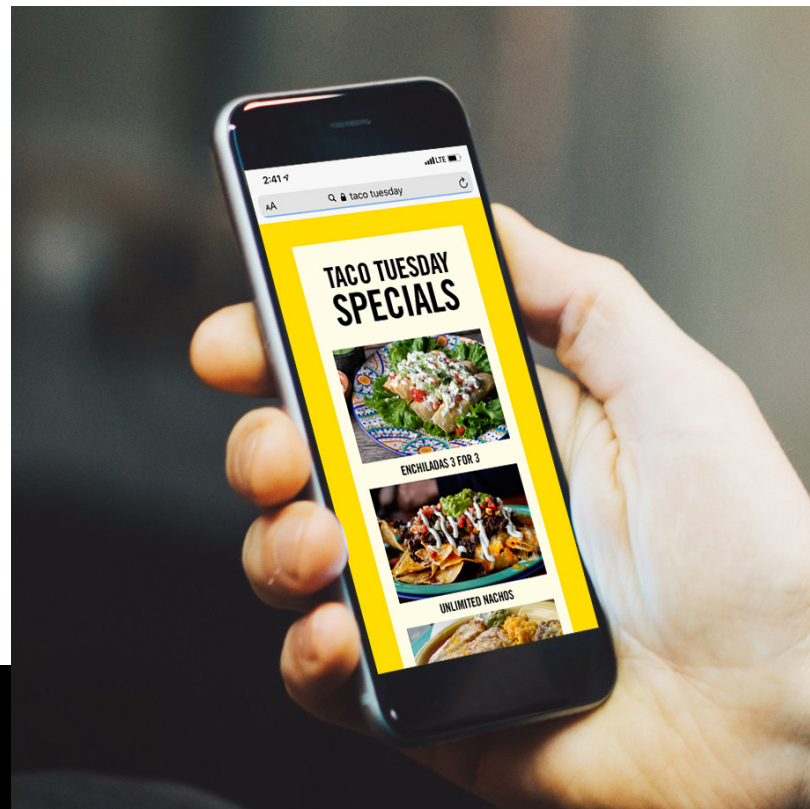
IDEAS WITH LEGS

Just like with your regular prepared food items, your LTOs need to be able to travel well.

- Choose sealable packaging designed to retain heat.
- Package ingredients like sauces and toppings separately.
- Choose ingredients that were designed to hold up in transit, like SureCrisp™ fries.

PUMPKIN SPICE FRIES, ANYONE?

52% of consumers think seasonal flavors are important to LTOs.*



PUT AN (ONION) RING ON IT!

16% of LTOs do end up making the permanent menu.*



— CREATE THE OCCASION —

Operators don't technically have to have a reason to provide an LTO. But giving consumers something to feel like they're celebrating or participating in certainly helps to drive buzz. This can be as simple as creating a new weekly tradition (like Wing Night) or a celebrating a new holiday.



Holidays have grown to include more than just the major events most Americans have grown up with. Social media has fueled the rise of the Pop Culture Calendar, which gives people new reasons to connect and celebrate.

What is the Pop Culture Calendar? Think simple and straightforward occasions like National Cheeseburger Day, the silly National Talk Like a Pirate Day, or a weekly social tradition like Taco Tuesday.

For deli operators, offering customers creative limited time offers on these days can be a powerful way to boost your bottom line and attract new customers.

The best part?

Most delis can get in on the fun without making major changes to operations. Just be sure to arm your kitchen with travel-friendly ingredients, proper to-go packaging and you're ready to go the distance!



GETTING THE WORD OUT!

Social media is one of the easiest and most cost-effective ways to promote your LTOs. As one independent fast casual operator reported:

“We have embraced social media, specifically Facebook. This has helped bring in dollars at critical times. Our one-day a month promos were so successful we had to take the phone off the hook because we couldn’t keep up with orders.”

The next few pages will provide you with holiday-themed off-premise LTO promotion example posts that you can customize for your own business, or use as creative inspiration.

Then, we’ll walk you through some general best practices that can help you shape your deli’s larger social media strategy.

WITH 88% OF ONLINE USER DECISIONS REPORTED AS BEING INFLUENCED BY ONLINE REVIEWS/COMMENTS, HAVING A STRONG SOCIAL MEDIA STRATEGY SHOULD BE AT THE FOREFRONT OF YOUR COMMUNICATIONS PLAN.*



And remember, holidays don’t have to be limited to big days like Thanksgiving or Independence Day. Let pop culture conversations guide you!

TIP: For date-specific events, start promoting two weeks before the event. For Taco Tuesdays or recurring events, bi weekly promotional pushes help get events off the ground.

*As reported by Datassential and Technomic, Inc.



SAMPLE POSTS



On the next few pages are some Facebook/Instagram/Twitter posts to help you communicate with customers and generate interest in your LTO promotions.

The zip file included in this download provides images you can use with the captions shown, or create your own. Customize with menu items, daily specials, safety measures or other news you'd like to share. While the examples shown are in a Facebook, Instagram or Twitter format, feel free to repurpose the content on your social media channel of choice.

DOWNLOAD POSTS



HOLIDAY IDEA: NATIONAL NACHOS DAY

(NOVEMBER 6)

Nachos in November? You bet! National Nachos Day is a perfect example of a pop culture holiday. It's lighthearted, fun, and a perfect time to experiment with your menu. See how creative you can get!

Suggested Menu Update:

McCain® Dip'n Wedges™
Crispy Potato Scoops

Who said nachos have to be limited to tortilla chips? Guests will appreciate your creative take on this just-for-fun holiday.

Suggested Hashtags:

#NationalNachosDay 7.5K, #Nachos 2.9M,
#MexicanFood 6.1M, #MexicanFoodie 50K
#Guacamole 2.4M, #PicoDeGallo 300K

Off-premise tip: Package nacho components separately from the fries; include reheating instructions based on your sauce and toppings.



Menu Idea:

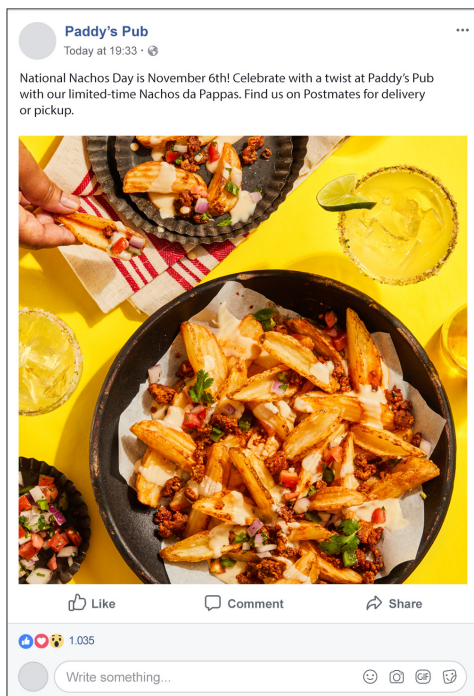
Nachos da Pappas



[SEE MENU IDEA](#)



NATIONAL NACHOS DAY POST IDEAS





HOLIDAY IDEA: NATIONAL COMFORT FOOD DAY

(DECEMBER 5)

If you've been keeping up with the latest trends, you know that this past crazy year has been all about comfort food. Think warm, homey dishes that you can imagine mom whipping up in the kitchen, plus crowd-pleasing sides like fries. A key to nailing this trend? Choosing the right ingredients *and* packaging them properly.

Menu Idea:

Meatloaf Family Meal Deal



SEE MENU IDEA

Suggested Menu Update:

Redstone Canyon® Spiral Fries

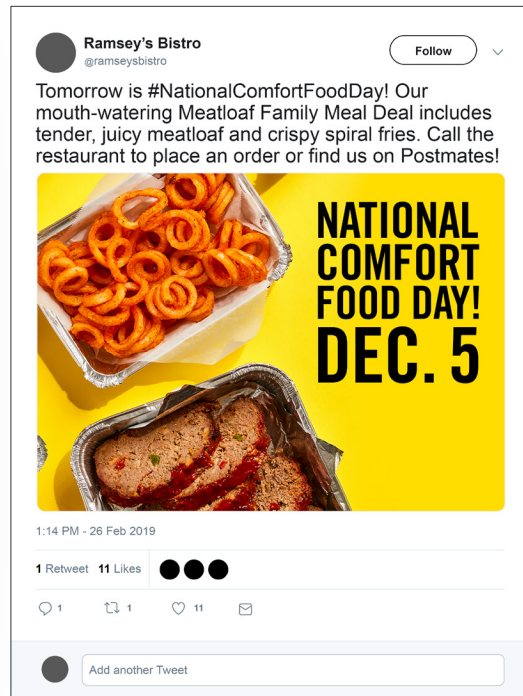
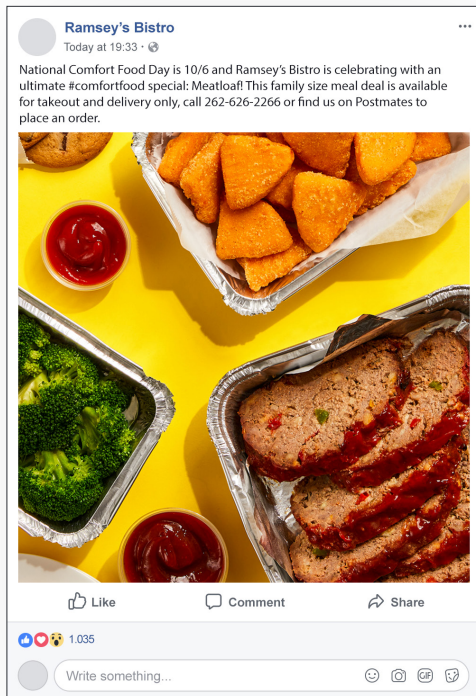
Suggested Hashtags:

#NationalComfortFoodDay 2K, #ComfortFood 7.6M,
#FoodCravings 202K, #ComfortFoods 156K,
#ComfortFoodie 14.4K posts

OFF-PREMISE TIP: Feel free to suggest "Meatloaf Sandwiches" on a note card inside the meal kit; let your customers know that it's okay to "play with your food!"



NATIONAL COMFORT FOOD DAY POST IDEAS





Did those post ideas get your creative juices flowing?
The following pages contain some quick tips for posting on the top three social media platforms!

FACEBOOK



Facebook

- If you use one platform and want to reach the largest range of customers, this should be it!
- Posts with short videos or photos perform best. Keep captions short (1-2 sentences). And try adding emojis to your copy.

Who's There:



79%

18–29 yr olds



79%

30–49 yr olds



68%

50–64 yr olds



46%

65+ yr olds

BEST PRACTICES TO FOLLOW

Complete Your Profile — Make sure that your locations, contact information, menus, and social links are updated regularly.

Allow Reviews — This is an excellent way to share positive experiences directly with your potential customers.

Be Responsive — Answer any questions you may receive from your customers via messenger. Be consistent and timely with your replies, as your response time is displayed for other potential customers to view.

WHAT TO POST

Share Relevant Content — Keep the focus on your business. Photos of menu items, COVID safety precautions and messages of support for your local community are all fair game.

News Updates — If it's important for guests to know before they order, fill them in on Facebook! This can include menu changes (including LTO specials), hours adjustments and special discounts.

INSTAGRAM



Instagram

- Instagram is a VISUAL network where users post photos and share videos.
- Ask permission to share images that guests tag with your food.
- Remember, if you're linking out of your post, links aren't clickable from Instagram post copy. Add the link to your profile bio and call out the location in your copy. Example: Click the link in bio for more information.

Who's There:



67%

18–29 yr olds



47%

30–49 yr olds



23%

50–64 yr olds



8%

65+ yr olds

WHAT TO POST

Stay On Top of Stories — Stories allow you to post photos or short videos clips that your followers can view above their feeds for 24 hours. Engage with your followers using Story features like polls, gifs, and fun animations.

#hashtag — Hashtagging on your posts can be a great way to expand your reach organically, and increase your following overall. When composing a photo caption add short, relevant hashtags (think words like #burger, #frenchfries or location based tags like #miami) that can increase your brand's visibility across Instagram.

BEST PRACTICES TO FOLLOW

Eating With Their Eyes - Instagram is a discovery tool at its core. Users will often visit a restaurant's Instagram page to get a good idea of the menu before choosing to dine there. Be sure to put your menu's best foot forward and post appetizing shots of your dishes.

BONUS TIP: If you are still open for on-premise operations, the occasional photo of your prepared food selections can also go a long way.

Use Your Insights Page — Business Profiles allow you to see when your users are most actively engaged on the platform, demographic details about your users, and engagement behind your posts. Use this information to better tailor your content see which posting times garner the greatest user engagement.



TWITTER



Twitter

- Twitter is for REAL-TIME updates, so post and reply in a timely manner.
- The character limit is now 280 per tweet, although the top-performing tweets contain around 100 characters. Make sure to use emojis, be concise in your message and hashtag in a way that will engage your audience.

Who's There:



38%

18–29 yr olds



26%

30–49 yr olds



17%

50–64 yr olds



7%

65+ yr olds

BEST PRACTICES TO FOLLOW

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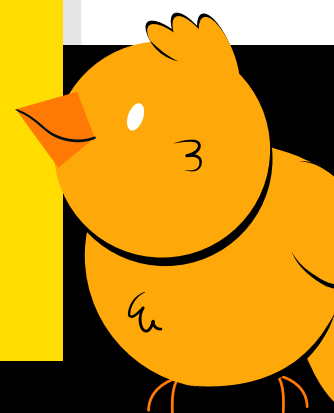
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TWEETY TIP: Drive action with your tweets using actionable copy and website cards.

Click [here](#) for more information on how to set these up on your profile.





ORGANIC CONTENT 101

Now that you're familiar with the top three social media platforms, let's talk organic content. Organic content simply translates to social media posts that have no paid ad support behind them (more on paid [here](#)). They're the everyday pieces of content that businesses and individuals upload directly to the social media platform to be viewed in users' timelines and newsfeeds.

GENERAL BEST PRACTICES

Create content that entertains, engages, and adds value.

Menu specials, virtual events, contests, and more are all great ideas for content creation.

TIP: Creating content in the correct sizes to fit each platform is key to reaching followers effectively.

Click [here](#) for a list of post sizes by platform.

Stay consistent in your brand voice, tone, and style. It helps to develop a persona that the brand can stick to throughout the content creation process.

TIP: Free tools like [Canva](#) can be helpful in creating graphic assets to fit each platform.

Make sure your content is relevant and timely. It's helpful to create your content calendar ahead of time, and schedule your posts out using tools like [Hootsuite](#) or [Sprout Social](#).

TIP: Keep an eye on the news related to scheduled content. For example: if there's suddenly a protest against honey on social media going viral, and your upcoming scheduled content is promoting honey, you may want to remove and readjust accordingly.

Cross-platform promotion is key. Make sure that your messaging is present across all platforms in order to increase the likelihood of audience engagement and reach.

TIP: When you cross-promote, it's important to adjust your messaging and image/video to fit each platform. Don't just post the same sized graphic and message on every platform; adjust the sizing and the message accordingly to fit platform best practices.

Be responsive to questions and answer consistently. Effective community management is a large part of every organic social media strategy.

TIP: Click [here](#) for best practices specific to community management in social.



— PAID SOCIAL ADVERTISING 101 —

While organic content is a great way to connect with your customers and grow a modest following, paid advertising is a great way to boost the number of eyes on your content. Paid advertising differs from organic, in that advertisers can choose who will see your content, and increase your reach, traffic, and engagement exponentially.

For more detailed breakdowns of best practices by platform click [here](#).

GENERAL BEST PRACTICES

Choose the correct objective. No matter the platform, all ad management systems allow you to choose your objectives. The objective you choose is directly related to the outcome you hope to achieve with the campaign.

Example: *Traffic* → Driving traffic to your website.
Leads → Push for lead form fills/submits on the website or within the platform.

Additional retargeting opportunities can be built from users who have visited the business' website, users who have engaged with the linked social profile, users matched to an email list of customers uploaded to the platform and more.

Know your audience. Targeting precisely is a key component of reaching your audience effectively. Know the audience age range, interests, geographic locations, etc. All details about your audience, to an extent, can be used to build the campaign targeting.





MORE PAID SOCIAL ADVERTISING STRATEGY TIPS

Not every platform should be used for every strategy; different platforms have different strengths and weaknesses.

For example, appetite-appealing food shots are most effective on Instagram and Facebook as opposed to Twitter.

Include a clear and direct call to action (CTA) in your copy. Paid advertising best practices differs across social media platforms, but one thing is consistent — a direct CTA performs well.

Adding a direct CTA is easy to do in any format, all you need to do is tell your audience what you want them to do.

For example:

Order Now, See Menu, or Call For Questions are all direct CTAs.





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!

