



COVID-19 AND BEYOND

PICKUP, DELIVERY & CURBSIDE GUIDE

PUBLISHED: MAY 08, 2020





Long gone are the days when delivery and takeout belonged solely to pizza. Off-premise dining isn't an optional service anymore. For many restaurants, it's now the sole source of revenue as the world battles coronavirus (COVID-19).

While some US states have relaxed stay-at-home orders, we're still a long way from returning to business as usual. Rather, we're seeing consumer habits shift drastically to more health- and safety-conscious choices. This guide will help you navigate those changes and perfect your off-premise dining program.

TABLE OF CONTENTS

01	What Do Diners Think About Restaurants Right Now?	Page 3-4
02	Off-Premise Dining Trends	Page 5-6
03	Optimizing Your Off-Premise Program	Page 7-8
04	Returning Expectations	Page 9

01

WHAT DO DINERS THINK ABOUT RESTAURANTS RIGHT NOW?

Though restaurant sales declined over the past few weeks, many diners have remained loyal to the establishments they already frequented regularly. Restaurant operators have the opportunity to meet unfulfilled consumer demands if you are willing to be flexible with your offerings.

OVERALL FOOD BUDGETS

81%

report they are trying to spend less or that budgets are tighter due to COVID-19.

Food budgets grow tighter as grocery stores pull back on promotions and discounts to keep up with inventory, and consumers buy more with each trip to limit visits.

With grocery shelves threatened by scarcity, more than half of consumers are willing to pay a higher price for items like dairy, protein, fresh produce and tea.²

45%

of people still can't find the products they want at the grocery store.⁴

Can you fill the gap between scarcity at the grocery store and overstock at your restaurant?

Consider offering meal kits, staple goods or other necessities to help fill food supply gaps.



ClearPac® containers & lids



DINING IN

69%

of consumers will plan to avoid crowded places, even if their state lifts restrictions.³

20%

will begin dining in immediately after restrictions are lifted.⁴

Dine-in habits will resume slowly and cautiously. Most consumers plan to return to dining at restaurants, but there will be differences in when they feel comfortable doing so. Some will return when there are no new cases in their city while others will wait for more widespread results.

ENCOURAGE AND REASSURE DINERS BY:



Rearranging your floorplan to allow for 6' between patrons.



Removing table settings and providing condiments only as needed.



Introducing technology that limits person-to-person interactions.



Offering special hours for higher-risk populations.



Continuing off-premise options for cautious consumers.



Increasing the frequency of cleaning and sanitization schedules.

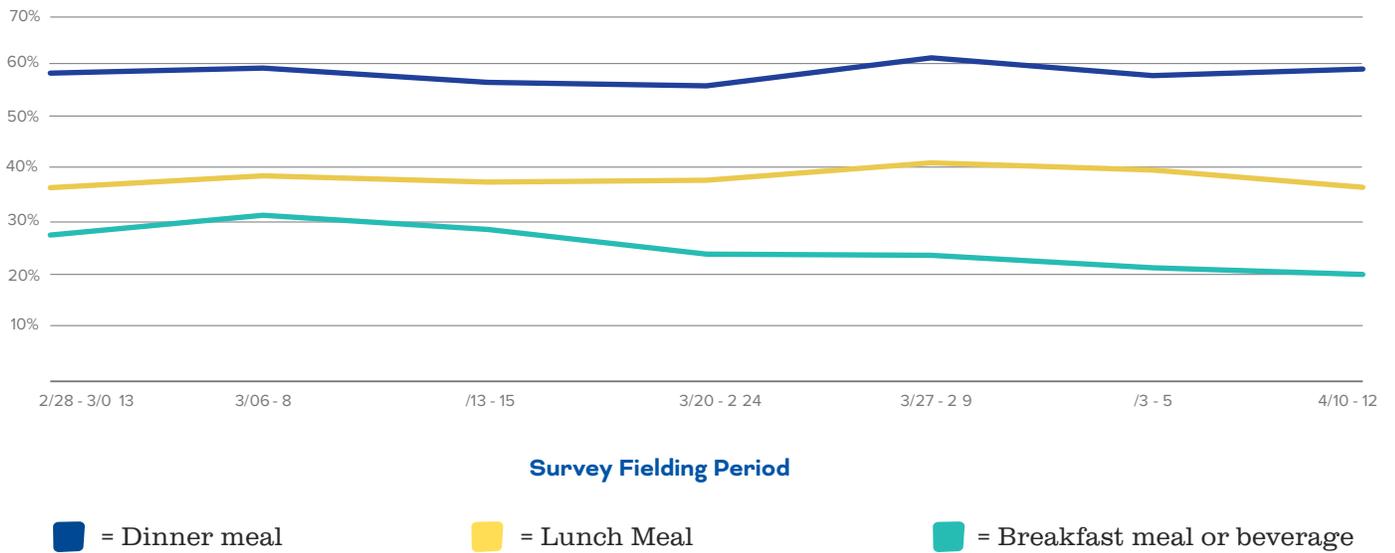


Seating by reservation only or create an outdoor waiting area.

02 OFF-PREMISE DINING TRENDS

Off-premise dinner dining remains steady, while lunch dipped slightly and breakfast decreased significantly.⁶

Percent of adults who used restaurants for these off-premises meal occasions during the previous week



Source: National Restaurant Association, weekly surveys of 1,000 adults conducted by Engine

Expressions® bases with Expressions® lids

38%

of consumers say they will save money by getting food from restaurants less often, but your most loyal diners still want to order from you.²

KEEP YOUR DINERS COMFORTABLE WITH DELIVERY AND PICKUP BY:



Abiding by the food safety best practices you are already familiar with including maintaining temperature, preventing contamination and other food safety measures.



Making sure employees are frequently washing hands and sanitizing.



Increasing cleaning measures and frequency of cleaning, especially of delivery vehicles and carriers.



Establishing pickup zones with proper social distancing.



Offering contactless delivery options.



Above all, communicate with your customers.

66%

of consumers are more likely to order from a restaurant if they proactively communicate the safety precautions being taken.⁸

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03

OPTIMIZING YOUR OFF-PREMISE PROGRAM

Now that you've had a trial run of carryout, delivery and curbside pickup, it's time to assess what did and didn't work. Dining in-house will eventually return, but offering curbside pickup or delivery can help grow incremental sales as consumers resume their daily routines.

OFF-PREMISE OPTIONS



Takeout



Curbside Pickup



Delivery

CONSIDERATIONS

MENU

Would it be more efficient to offer a reduced menu for off-premise dining?

Are your diners interested in meal kits for items like DIY pizza, taco platters or ready-to-grill steaks?

Can you cater to families with “buy one, take one” or Sunday supper meal deals?

TECHNOLOGY

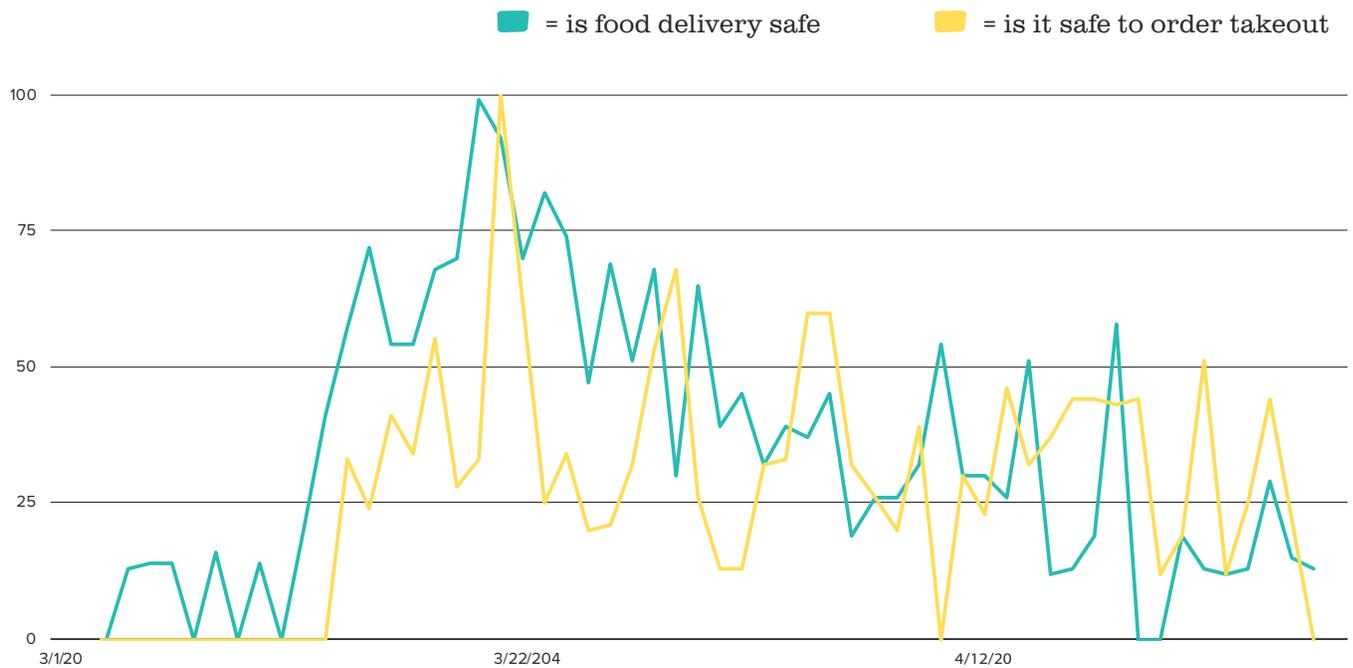
Consumers want to help out restaurants, so long as it's already a habit to order out. 42% are motivated to order directly from a restaurant so that the local business gets more of the revenue.¹

Third-party food delivery app downloads and usage actually decreased in March 2020, while grocery delivery app usage increased.⁹ Set up ordering and delivery directly through your restaurant, if possible.

FOOD SAFETY

Before COVID-19, 85% of diners preferred when their food was delivered in a tamper-evident, tamper-resistant container.¹¹ That preference is becoming stronger week by week and can be a key differentiator for your restaurant.

Food Delivery Safety Search Trends⁵



It's worth repeating to your diners that your food is safe to eat.

Offer insight on food safety to ease anxiety and build trust in your brand.



Tamper-Resistant, Tamper-Evident Container with Dome Lid

04

RETURNING EXPECTATIONS

As a restaurant operator, you are well aware that food safety is important. But as the world reduces exposure risk and returns to thriving rather than just surviving, you'll need to balance safety with other factors that are increasingly important to consumers.

FOOD QUALITY

57%

of consumers agree that packaging makes a big difference in takeout food quality.⁷

Maintain food integrity; look for containers that keep food at the right temperature but limit steam and moisture.

Avoid leaks and spills during transit with containers that seal securely.

SUSTAINABILITY / MATERIALS

36%

of consumers are willing to pay more for eco-friendly takeout packaging.¹⁰

Use the recycling programs available to your community as a guide when picking takeout packaging.

Balance sustainability and food quality to find the right container for your restaurant.



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ABOUT DART

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