



SERVING UP

DELIVERY
SUCCESS





WHEN DELIVERY IS MORE IMPORTANT THAN EVER...

...it's more important than ever to get it right.

As COVID-19 has kept customers **at a distance**, delivery has been a link to normalcy and a way for them to feed their families quickly and easily. It's a chance for customers to order up some comfort foods from one of their favorite restaurants, or add some excitement to the week by trying something brand new.

Whether you have offered delivery for years, are just starting to offer delivery options, or you're considering delivery in the future, you'll have even more delivery competition in the months and years ahead, so it's important to consider **ways you can stand out to make certain your business is thriving and successful**. Making sure your food is hot and crunchy, ensuring it travels well and looks appetizing when it arrives, and finding ways to connect with consumers even when they aren't stepping foot in your dining room or meeting your staff are all essential considerations.

When it's done well, however, delivery can help you reach new customers, open up new revenue streams, and create new opportunities.



30% OF DELIVERY CUSTOMERS ORDER FRIES AS PART OF THEIR MEAL AT LEAST ONCE A WEEK.¹

DURING SHELTER-IN-PLACE ORDERS, CONSUMERS ARE ORDERING DELIVERY MORE THAN EVER BEFORE. IN FACT, AS OF APRIL 23, A WHOPPING 98% OF RESTAURANT ORDERS WERE FOR TAKEOUT OR DELIVERY.²

CONSIDER THIS:

4 STEPS TO SUCCESS

What should you consider when designing a great delivery program? Here are a few thought-starters to keep in mind every step of the way:

1

WHAT'S ON THE MENU?

You don't have to offer the exact same menu that you offer in the dining room and, in fact, you probably shouldn't. Nix any options that need excessive packaging or don't travel well or replace them with delivery-friendly swaps. You can also offer delivery-only options that use ingredients you already have on hand or expand into other dayparts/late-night hours for only delivery.

2

SET ON THE STAGE

Offering delivery means that suddenly your back-of-house has to do double duty – do you have a dedicated place for packing things up? Where will you hold items? Where will they be picked up – you don't want a crowd of third-party delivery drivers clogging up your counter. Think through the entire process and how it will work for your particular venue.

3

THIRD-PARTY SUCCESS

Even if you work with a third-part delivery service, customers may still blame you for any mistakes that occurred in transit. Set yourself up for third-party success by using options like tamper-proof seals and delivery-ready packaging, packing containers full so even if they are turned upside down they will arrive intact, and wrapping things up so spills aren't even an option.

4

FOLLOW UP

How do you keep getting better? When it comes to delivery you'll rely on follow-up surveys and reviews. What's working? What's not working? What are customers ordering? How does ordering change over the course of the day, week, and year? It's all data you can use to make sure your delivery program is successful. Don't be afraid to make changes.



DID YOU KNOW?

**64% OF CUSTOMERS WANT FRIES
THAT HOLD UP BETTER ON DELIVERY**



CREATE A CONNECTION

How do you **connect with**, **learn from**, and **earn loyalty** from delivery customers? There are plenty of ways to **surprise and delight** customers even if you never meet them (though, if you do a great job on delivery they'll likely visit your restaurant in person).

Mix and match these thought-starters to create a delivery program that is **unique** to your operation.

SOCIAL MEDIA ENGAGEMENT

Encourage customers to share and hashtag their delivery meals on social media and reward them with prizes.

DELIVERY + DINE-IN DEALS

Encourage future visits with BOGO delivery + dine-in deals.

VIRTUAL CLASSES & TASTINGS

Engage with your customers by offering special virtual classes that show them how to make their favorite dishes or ask staff members to guide at-home viewers through tastings.

MEAL KITS

Get your customers engaged by turning your menu favorites into meal kits they can make themselves on their own schedule. Consider pizza kits, loaded fry "bars," and sundae kits.

THANK-YOU NOTES

Make it personal – write a short note of thanks on a card or on the packaging. Include your email address so customers can easily follow-up.



FAMILY PACKS

Design easy-to-order family packs for groups of two or four that have everything a family needs to make a whole meal, including kid-friendly options and add-ons.

FUN ADD-ONS

Include fun options that customers can easily add to their order, from branded mugs to board games.

GIFTS & TREATS

Do you have a jar of candy at your exit? Consider throwing a few pieces into delivery bags. An extra treat here and there will surprise and delight customers. Who doesn't love a free gift?

MORE THAN A MEAL

Let customers buy multiple meals at once to make delivery fees worth it: consider offering meals with an additional lunch or frozen dinner added.

LambWeston® 

SEEING POSSIBILITIES IN POTATOES

Lamb Weston is a leading supplier of frozen potato, sweet potato, appetizer, and vegetable products to restaurants and retailers around the world. For more than 65 years, Lamb Weston has led the industry in innovation, introducing inventive products that simplify back-of-house management for our customers and making things more delicious for their customers. From the fields where Lamb Weston potatoes are grown to proactive customer partnerships, Lamb Weston always strives for more and never settles. Because, when we look at a potato, we see possibilities.

www.lambweston.com