

Dining Alliance ADD “GROCERY TO GO” TO YOUR OPERATION



FLORIDA
RESTAURANT &
LODGING
ASSOCIATION

Add grocery items to your delivery, take-out or drive thru menus!

Save your customers a trip to grocery store, sell off inventory, increase cash flow and attract new customers during COVID-19.

HOW TO IMPLEMENT:

Clear Out

Clear out those walk ins first. Plan to sell your existing inventory before you add more.

Communication

Set up a clear line of communication for your customers to order grocery items. This can get overwhelming fast so set up one single source with a person responsible to monitor all new orders. If you use an ordering platform, like DoorDash – simply add your grocery offerings as menu items.

https://help.doordash.com/merchants/s/article/Adding-a-new-item-to-your-menu?language=en_US

Organize your packaging

We know food service items come in larger than retail sizing. Divide your items up – be sure you are analyzing your costs associated with those items. Use to-go bags, recycled containers from the operation to package up so you don't add costs.

Simplify Pricing

You have enough to deal with. Don't try to price each item out, charge for a bundle "Grocery-to Go kit" - no substitutions. Choose items that best serve your operation and are commonly desired grocery items.

Promote

Let your customers know that they can pick up their favorite foods and groceries in one spot. Add notification on your website, delivery service sites and social media

Booze it up

If your operations are in a place that permits, allow customers to add a bottle of wine or 6 pack of beer to their order.

Incentivize

Offer a discount to customers when restaurants reopen for dine-in services. Prepare to welcome them back!

Slim Down Your Menu

Focus your sales on the menu items that you know you are best at, and eliminate those that don't sell or travel as well. Promote your crowd pleasers, especially since you probably have the necessary ingredients on-hand.

Contact Us Today


WWW.DININGALLIANCE.COM

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TOP 40 GROCERY ITEMS:

Reach out to your distributor to add these stocked items to your orders today!

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1. Bread
 2. Milk (gallon)
 3. Eggs
 4. Butter
 5. Orange Juice (gallon)
 6. Toilet Paper
 7. Potatoes
 8. Bacon
 9. Chicken (pre-packaged ONLY)
 10. Ground Beef (pre-packaged ONLY)
 11. Sour Cream
 12. Paper Towels
 13. Lysol (Spray bottle only)
 14. Laundry Detergent
 15. Bar Soap
 16. Diapers (offer 3 sizes)

17. Canned Fruit
18. Canned Vegetables
19. Apple Sauce
20. Rice
21. Bleach (gallon size only)
22. Sugar
23. Spaghetti noodles
24. Spaghetti Sauce
25. Coffee and/or Tea
26. Mayonnaise
27. Ketchup/Mustard
28. Creamer
29. Cookies
30. All-Purpose Cleaner
31. Cheese
32. Bottled Water
33. Potato Chips
34. Hand Sanitizer
35. Hot Dogs
36. Beer
37. Red wine
38. White wine
39. Cooking Oil/Spray
40. Yogurt

For More tips to help operators get through COVID-19, please visit:

<https://www.buyersedgeplatform.com/operator-support-center>

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