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GOALS

- 1 DRIVE TAKEOUT SALES
- 2 COMPETE W/THE BIG CHAINS
- 3 REMOVE EXCUSES & UNCERTAINTY
- 4 TAKE ACTION = MORE \$

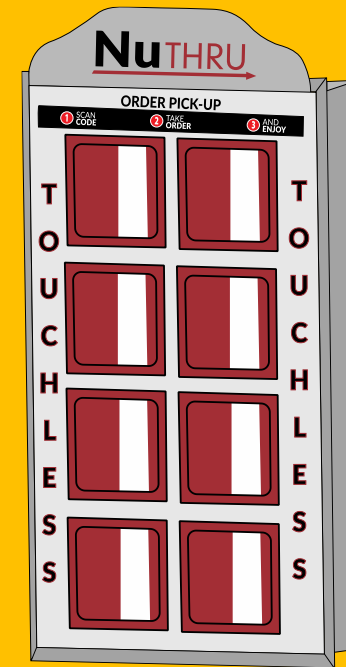


Winners and losers have the same goals. You do not rise to the level of your goals. **You fall to the level of your systems.**

James Clear



BIG PICTURE



PROGRAM CREATORS



PROGRAM OVERVIEW



TRUST: PROCEDURES IN PLACE

- NRA/State Assn
- Health Dept
- Training
- Communication



BE HEALTHY, BE CLEAN	  
CLEAN & DISINFECT	  
SOCIAL DISTANCE	  
PICK-UP & DELIVERY	   



TRUST: PROMOTE TO GUESTS

- Email
- Signage
- Video
- Website
- Digital
- Radio/TV



FACILITY

- QR Codes
- Pickup Stations





MENU

MENU



- Group Ordering
- Family Meal
 - Dessert!
 - Find hook



MENU

- Meal Kits
- Kid's
- Easy for ops
- Take lid off sales



FREE DELIVERY FROM
OUR GRILL TO YOUR COUCH

Limited Time Only. ©2020 Applebee's Restaurants LLC.



MENU – SOCIAL CAUSE



MENU - KITS

RECREATE RESTAURANT EXPERIENCE



**TAKEOUT
DOMINATION**



MENU – GHOST KITCHEN?





ORDER-TAKING

ORDER TAKING - DIGITAL



WHY WAIT?


Cutting the line is easy as **1 2 3**


1. ORDER
Online at Chipotle.com, via mobile, or by calling 555-555-5555.

2. PAY AHEAD
Have your credit card ready.

3. PICK UP
Go directly to our pick-up area to grab your meal and chow down!

Want to speed things up even more?
GET OUR MOBILE APP!



 **CHIPOTLE**

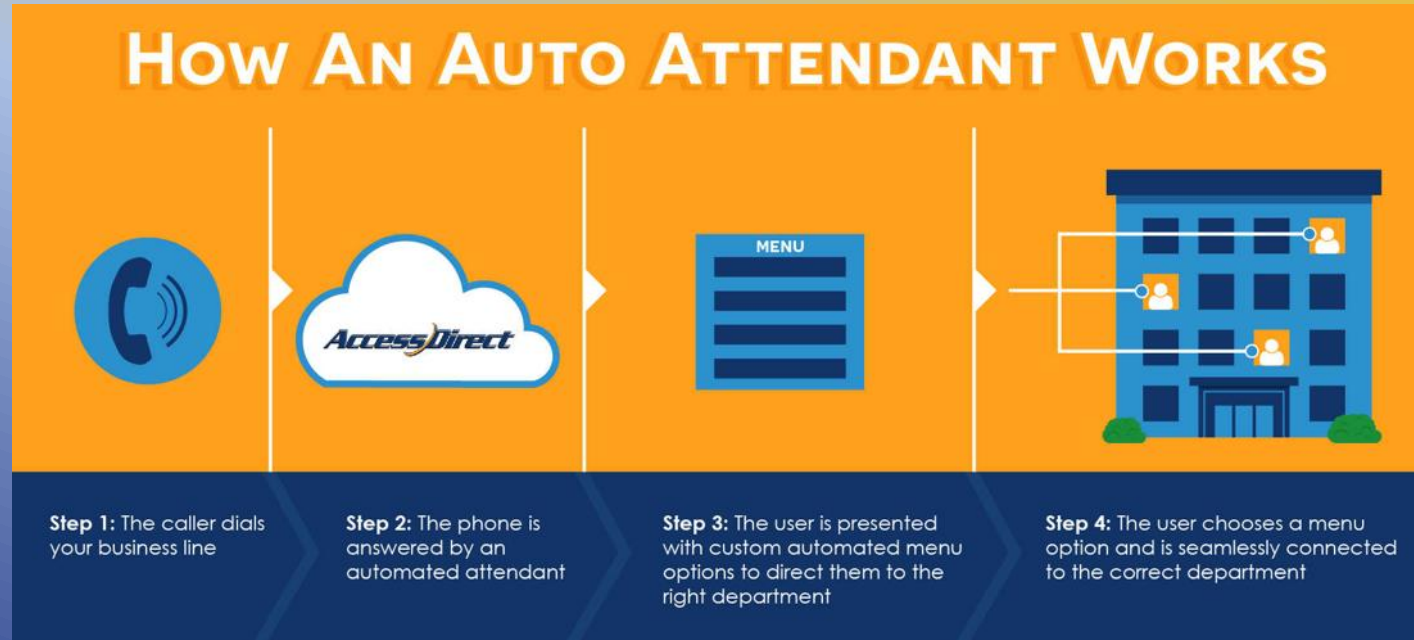


ORDER TAKING - PHONE

- **Answer** & Sell
 - Packages
 - Simplify Menu



AUTO-ATTENDANT



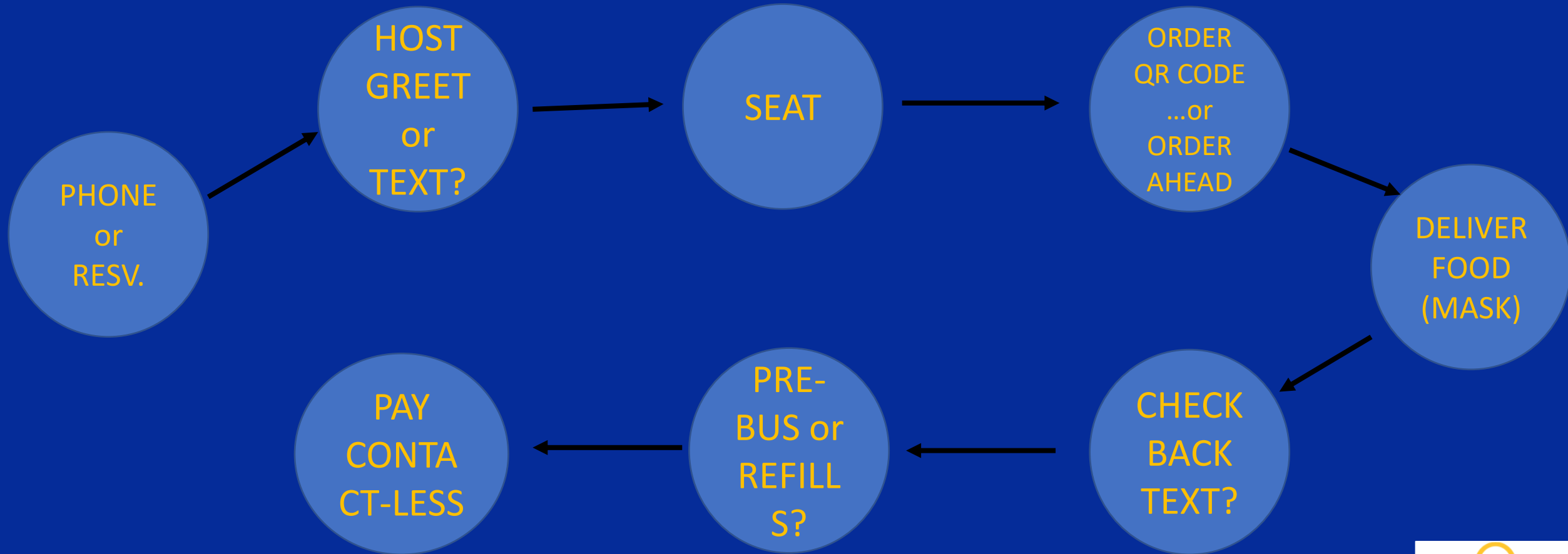
A.I. CALL CENTER



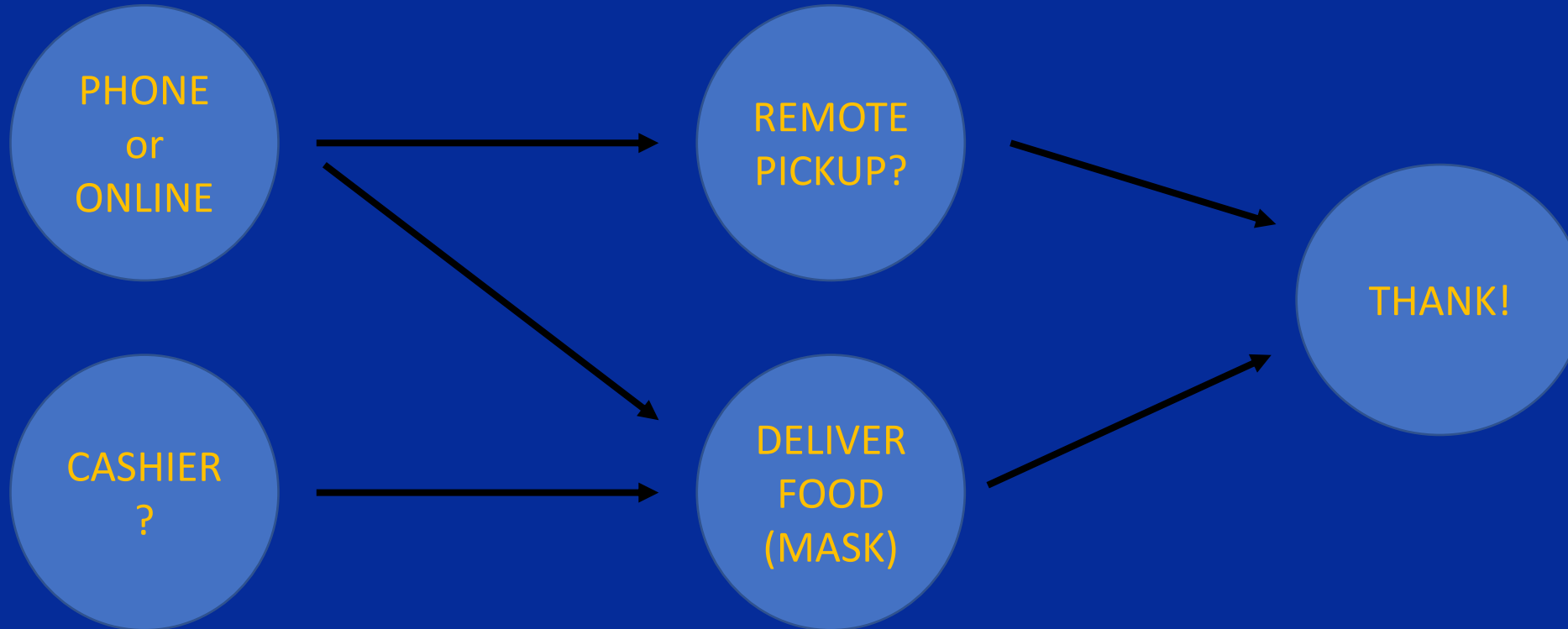
THE 'OLD' STEPS OF SERVICE



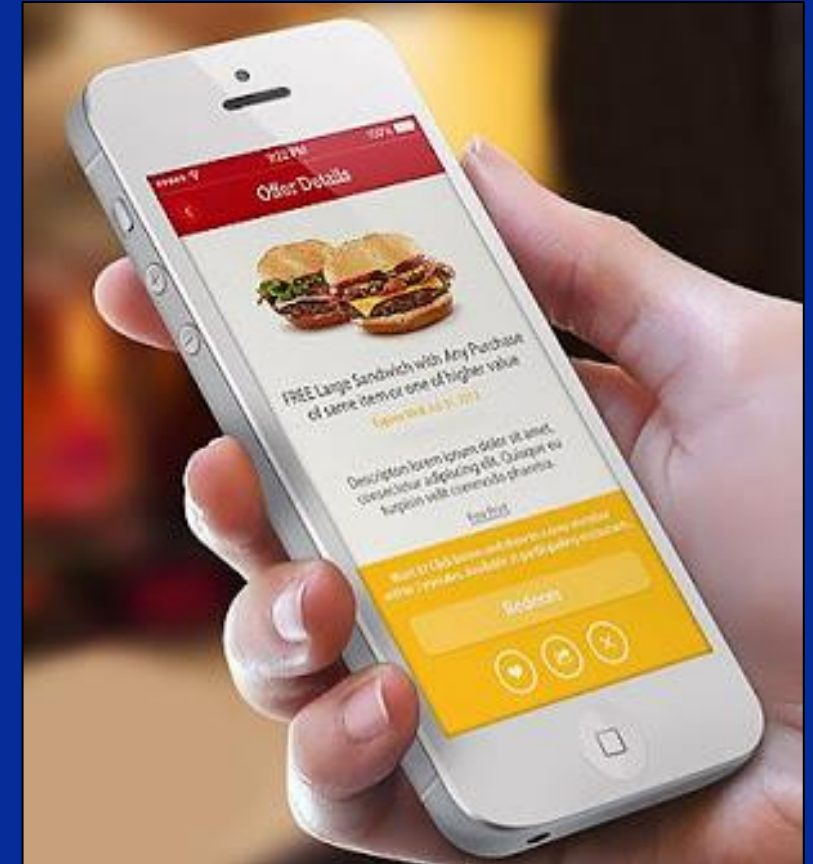
THE NEW STEPS OF SERVICE - FSR



STEP: QSR/FAST CASUAL



NEW INTERACTION POINTS: ORDER



NEW INTERACTION POINTS: FOOD DELIVERY



MENU

SIMPLIFICATION
=
MORE ORDERS



SELLING TIPS – VIRTUAL BRAND?





PACKAGING

TAMPER-EVIDENT



Secure It | Tamper-Evident Labels

**Protect your Brand.
Protect your Customers.**

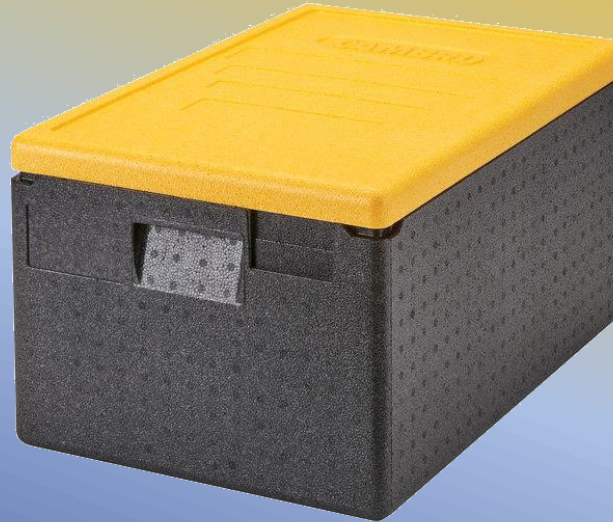
Ideal for to-go, catering, and delivery orders!

Let's plan your Secure It™ Program!

GET YOUR FREE LABEL SAMPLE!

A collection of food items including salads, soups, and a bag, all secured with red Secure It tamper-evident labels. The items are arranged on a dark surface, and the background is a blurred kitchen setting.

PACKAGING – PRESENTATION & KIDS!



DICKEY'S
BARBECUE PIT

Fineline Packaging Take Out Systems **ECO-FRIENDLY PRODUCTS**



Fineline wants you to feel confident that your take out program can deliver the same great experience you can only find in your restaurant.

FINELINE
www.finelinesettings.com



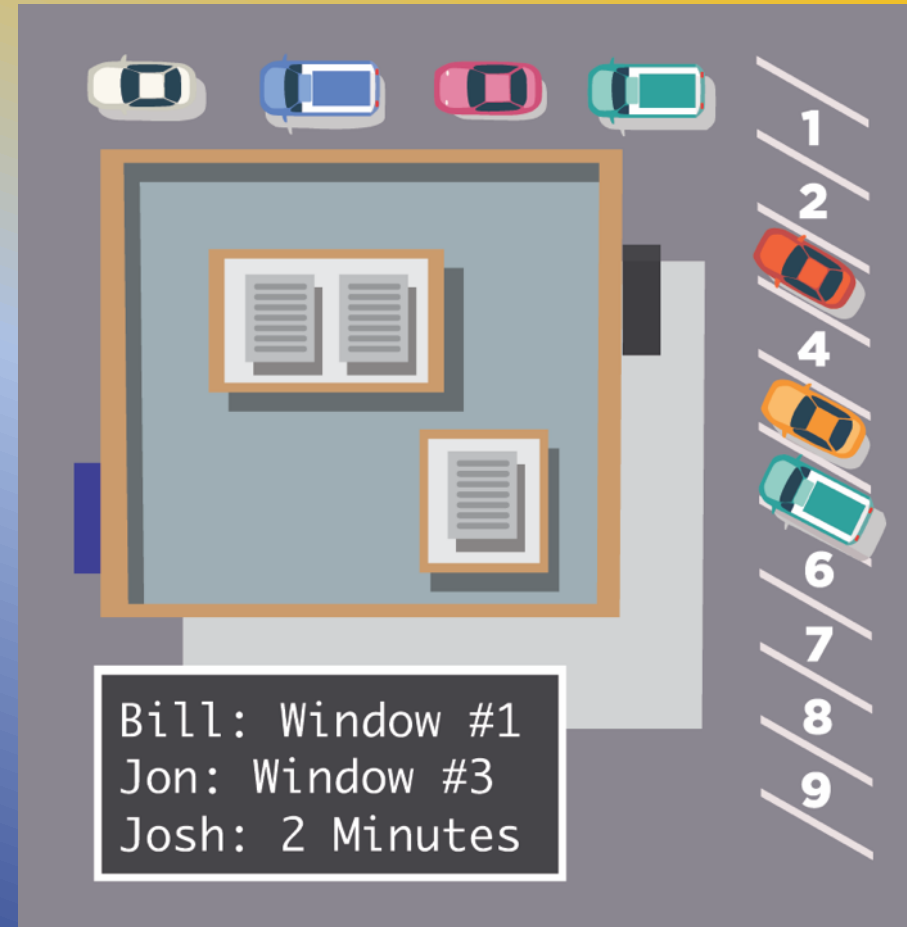
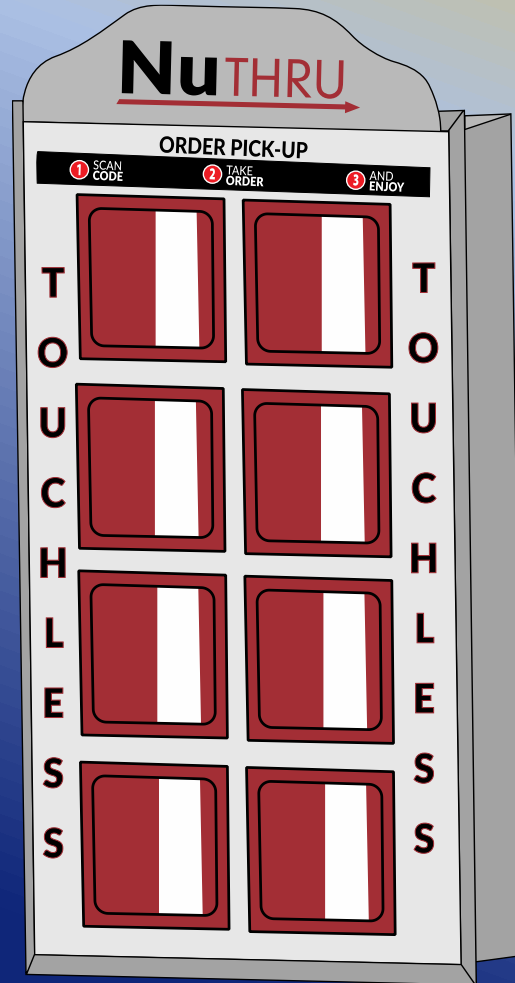


CURBSIDE/PICKUP

CONTACTLESS ≠ NO CONTACT



CURBSIDE



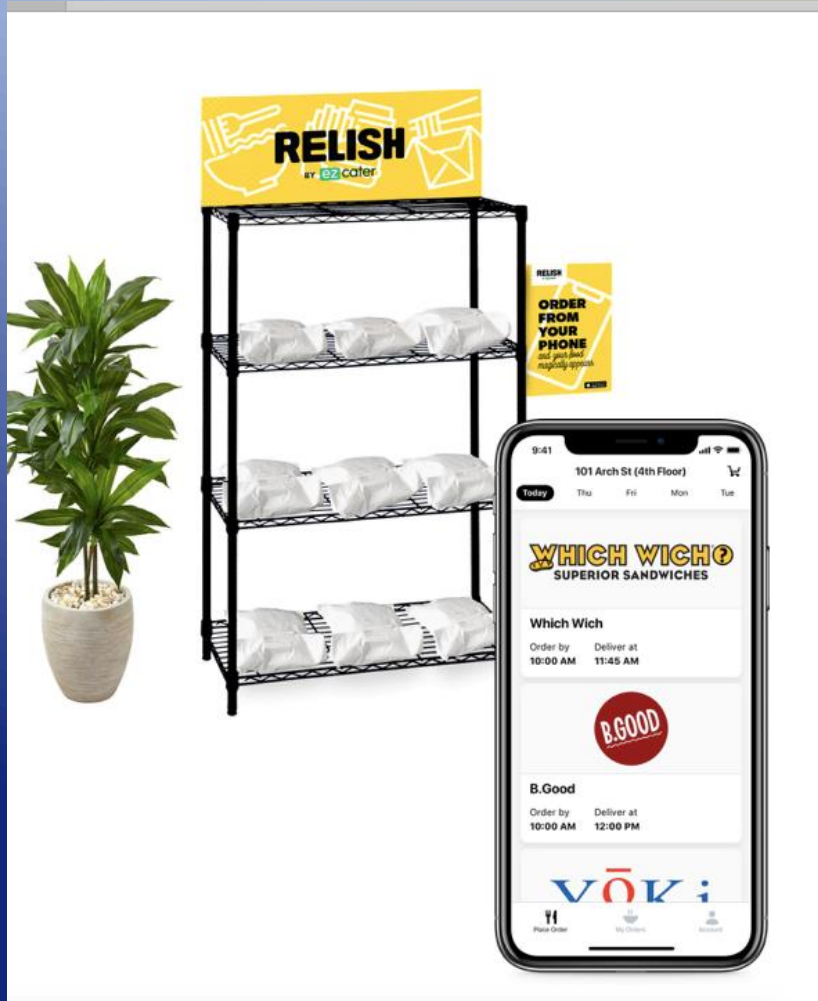
TELENAV



DELIVERY



DELIVERY



RELISH

BY **ez** cater

FOODSBY®



RECAP



EXCUSES

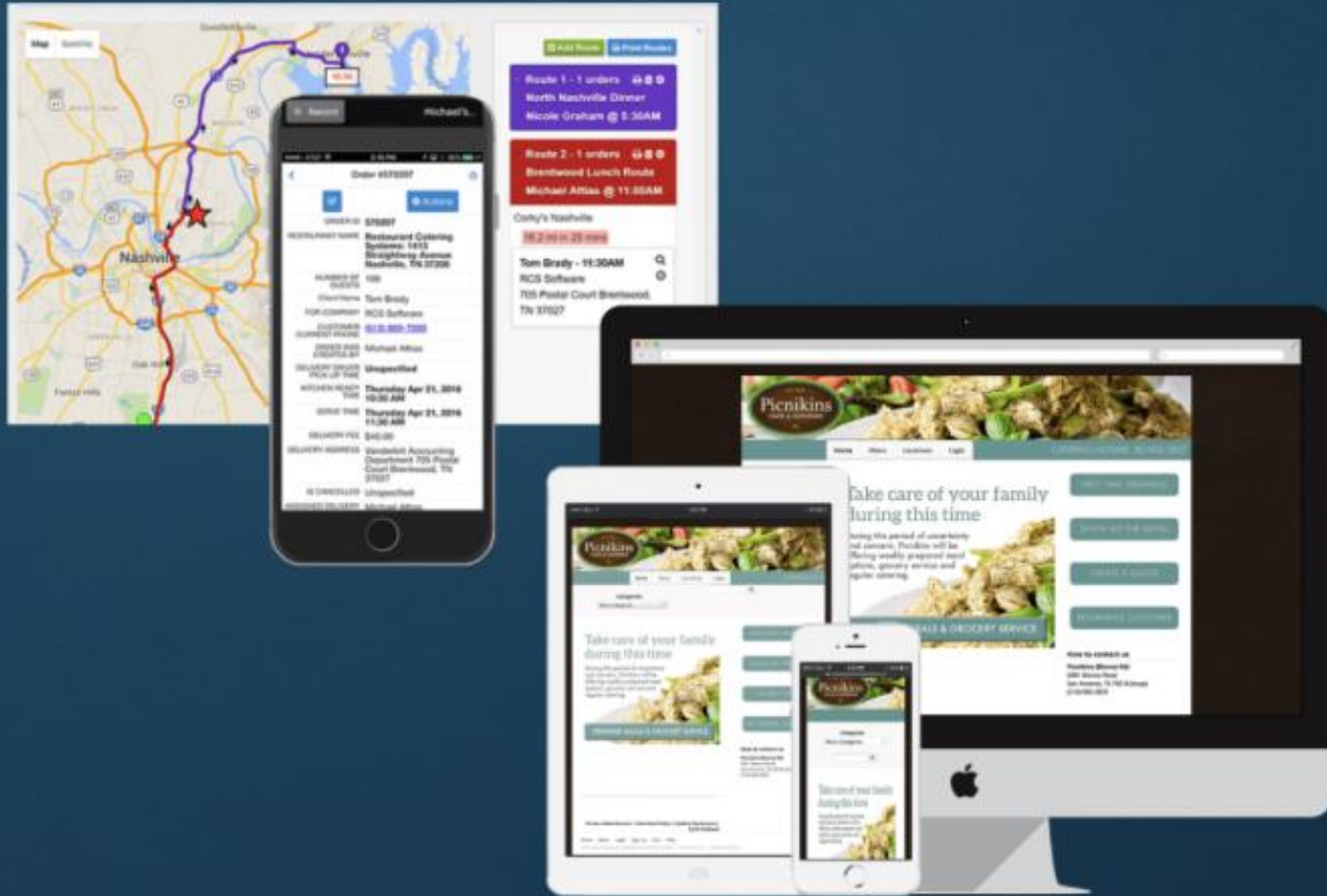
- I don't have time
- I tried that before
- It didn't work
- That won't work here

There is a **big difference** between
"CAN'T"
and
"IT JUST ISN'T A HIGH PRIORITY"

TAKEOUT BLUEPRINT



DELIVERY MANAGER



CATERING ISN'T DEAD



JUNE 30th 3pm Central



Q&A



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