

Restaurant Take-Home Playbook



Operational Suggestions

- **Streamline your Menu** - Menu offerings should be even more limited than your “normal” take-out items. Staffing should be at the bare minimum required to safely and smoothly execute these items.
- **Ease of Execution** – Review your top-selling menu items and choose those with readily available ingredients, requiring less preparation, while trying to avoid those that do not travel well. Where possible avoid deep-fried items.
- **Commissary/Catering Style Approach** - Maximize your labor time and minimize your inventory by prepping meals in large quantities. Remember, you are not trying to cook items to order for individual dine-in guests.

Menu and Marketing Suggestions

- **Weekly Promotions** – Rotate offerings based on what is plentiful in your restaurant. In conjunction with using the above commissary prep approach, BOGO offers such as “Dinner for Tonight and Dinner for Later”, can be executed in larger numbers with one meal prepped for immediate dining and another for reheating later in the week.
- **Package Soups, Sauces and Sides as “Stand Alone” Items** – If customers love your gravy, Alfredo sauce, chicken soup, or “signature” macaroni and cheese, simply package them as affordable add-ons to supplement meals they may already be making at home. Remember, people may be longing for the great food from your restaurant but are also on a budget!
- **Comfort/Family-Friendly Focus** – During this difficult time, customers are craving comfort-food offerings, especially those that have been mainstays on your menu. Think of ways to work your top 5 “comfort” items into a “Family-Meal” feature so folks can indulge on their favorite family-style.

Pasta Value and Revenue Generation

- Think Hearty - Baked pasta dishes with meat sauce topped with cheese. These entrees travel well and can also be made to reheat.
- Think Comfort - Macaroni and cheese is truly one of the ultimate comfort foods.
- Think Money - Not only is pasta an affordable indulgence for customers, but check out what a huge profit opportunity it is for foodservice operators:

