



RESTAURANT TAKE-OUT IDEAS TO DRIVE TRAFFIC

- Become a pop-up grocery store. Move out existing inventory by serving as a grocery outlet for your customers. One stop shopping! Ask your distributor about items that are in demand that perhaps you have not purchased in the past.
- Offer alcohol delivery. Per TABC regulations, take back your alcohol sales! Many are offering specials on wine, margaritas, and more! Ask your distributor about gallon plastic jugs for margaritas, etc.
- Start a loyalty card for this take-out/delivery time period to encourage repeated business. Ask consumers to save their receipts. When the dine-in service is allowed again, give the consumer X to redeem in thanks for dining with you now X number of times.
- Utilize third-party delivery services. Many are offering discounted rates during this time.
- Set up a makeshift drive thru in your parking lot.
- Celebrate the holidays with a “comfort (food) & joy” meal. Encourage everyone to wear ugly Christmas sweaters and Santa hats. Decorate your restaurant and have some fun!
- Continue employee feedings best you can to help support them.
- Offer a free dessert or appetizer, etc with each order....just ask diners to tip the person that brings the order to their car! (Rotate team members on daily shifts to help everyone make a little bit of money.)
- Lighten the load! Offer a limited to-go menu based on your inventory, staff and what travels well. Consider daily specials to help manage inventory.
- Offer family packs for a special price...include alcohol and/or dessert options too!
- Give a percent or \$ from each meal to a team member fund to help support your staff.
- Free roll of TP with each order. It's not like you have customers inside using it all up!
- Partner with nearby small restaurants to expand your offerings. (i.e. a local bakery that sells loaves of bread or desserts can allow you to offer new items to your customers)
- Finally and very important...utilize social media! It's free and powerful!