

# GET PRO WITH DELIVERY

## Step 2

## MANAGE YOUR DELIVERY COST



TOGETHER WE CAN GET

# Back in The Game



FOODSERVICE  
SOLUTIONS

Adding delivery to your business may feel like a daunting task, but we've collated some top tips and watch-outs to help you along the journey. Because delivery is a different operating and margin model to a traditional restaurant, it does need to be planned differently.

## MANAGING THE COST

To manage the cost of delivery (aggregator fees and cost of delivery drivers), the ratios of food cost, labour and overheads are different to a traditional restaurant.

- **Cut down prep time to reduce labour cost**

Look at what products are better when prepped on-site and what is best bought in ready to cook. McCain SureCrisp fries are a great example of high-quality, UK-produced products that are specifically designed to hold up better in delivery.

- **Make your ingredients work harder**

Utilise components from your main menu, to create a new menu category of topped fries, for example a much-loved chilli con carne. This will help reduce your ingredient list and keep the kitchen operation simple.



## ONLINE ORDERING

The online ordering process is very different to a traditional restaurant, so to get the most out of it follow these tips:

- **Photo space often limited** – your menu needs good and recognisable menu descriptors to draw people's attention

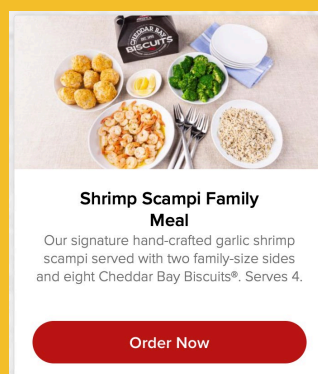
**NEW! Lamb & Feta  
Burger 12.49**

A delicious lamb, Feta & mint burger, topped with a spiced slow cooked pulled lamb, houmous, tzatziki, pickled red onions and topped with beer-battered onion rings<sup>®</sup>. Served with skinny cut fries and coleslaw.

- **Upsell opportunity** – pop-up windows allow for easy add-ons and upsells.

Give people the options of adding/upgrading sides (e.g. upgrade to sweet potato fries) with every main and adding interesting dip sauces or toppings to make their meal more exciting. Consumers love to be able to customise their meals, and online platforms can help you offer this in an easy way

- **Outsource your base items** with great-quality products and use this base to build on, giving the dish your own twist/touch and therefore giving it ownership. The skill here is to source great pre-made items from specialist suppliers and then add your own simple in-house touches to make it ownable to you e.g. sauces (think Big Mac Burger Sauce, Tonkotsu Eat the Bits), garnishes, different ways of cooking it etc. Make sure it's a special / secret recipe and not something that can easily be made at home



- **Meal deals and bundles** – make the ordering process simple by having fun meal deals (for individuals, couples and families). This reduces scrolling time and helps customers make an easy choice





# FOCUS YOUR MENU






Focussing your menu for delivery and using dishes that will travel is really important. Here are some tips:

- **Reduce your menu**, focussing on blockbuster, high-margin and easy-prep dishes. Comfort food works well for delivery so ensure you have a good section of comfort classics, along with some innovative twists and healthier options. Even though it's important to streamline your menu, it's still imperative you offer sides that pair with your main dishes e.g. skinny fries with burgers
- **Travel quality** – only include dishes that contain robust, specialist ingredients that are specifically designed for delivery. Soggy fries are the most complained about dish on review platforms. It's worth spending a bit more for peace of mind on quality that will not suffer from going limp or soft during the journey. SureCrisp™ Fries are proven to stay crispy for up to 20 minutes in a closed delivery bag. Consider packing items separately, away from the main hot component to avoid sweating. Add a label to these separate items to make it more fun and interactive for the customer to add to the dish.
- **Simple prep is vital** – reduce unneeded toppings or garnishes, as this will allow you to hit the tight timelines and reduce costs (ingredients and labour-wise). Think about offering additional sides that are familiar to people ordering takeaway e.g. mozzarella cheese sticks that are great revenue builders and easy to prep and serve.
- **Be the expert at what you do** – this will gain trust and brand loyalty. This aligns with the need for a focussed, simple, reduced menu right now. Start with a small menu and then build over time to keep customer interest.
- **If your pub or restaurant offer will not work for delivery** – then build on your customer brand loyalty by offering 'heat at home' take-away / collection options. Give customers the choice of a 'real ready meal' i.e. better quality than the mass-produced alternative – focus this on occasions such as Friday or Saturday night or Sunday family lunchtime





# PROFESSIONAL DELIVERY PRODUCTS

PRODUCT	PACKSHOT	DESCRIPTION	ROLE TO PLAY IN DELIVERY
McCain SureCrisp™		McCain SureCrisp™ is the game-changing clear coat fry that allows operators to offer a consistently crispy fry across all channels	Stays crispier than uncoated fries for up to 20 minutes in a closed delivery bag
Fast food originals		Longer fries that deliver more portions per bag	Crispy, golden fries that go well with a range of menu items, keeping your customers coming back for more
Mozzarella sticks		Mozzarella cheese sticks coated in crispy seasoned breadcrumbs	Made for all menus. Just one product will help you offer more choice to customers and create a memorable meal
Wedges		Packed full of flavour, Our McCain Menu Signatures Southern Fried Wedges are perfect for a variety of caterers looking to give their menus an edge	A popular trade-up option when your customers want a change from chips
Brew City range		Made with authentic ingredients specifically to match brilliantly with craft beers	Great for maximising your revenue with premium crafted side orders

**DOWNLOAD STEP 3 - UNDERSTAND THE FUTURE OF CONTACTLESS DELIVERY**



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