



FOODSERVICE
SOLUTIONS

TOGETHER LET'S GET

Pro with Delivery

GET PRO WITH DELIVERY

IN PARTNERSHIP WITH



Now is the time to become a delivery pro and do it well.

While some customers may be hesitant to eat out of home, they will be keen to order in from their favourite restaurants once they reopen. It's likely delivery will become a vital income stream for many restaurants in the future; , so this new eating habit is here to stay. This is why delivery needs to be offered at a high standard – to ensure food is delivered in the same optimum condition it leaves the kitchen. Whether you're currently doing delivery, have tried and decided it's too difficult or are new to it, we have some expert advice that can help.



At McCain Foodservice Solutions, we understand how important it is to you to be expert in what you do.

That's why we've teamed up with Egg Soldiers, who have worked with many UK restaurants chains to implement slick and effective delivery strategies. Our expertise lies in crafting products that are not only loved by your customers but that also stand up to the tough demands of delivery.

Our combined product and operational knowledge will give you the insight and information you need to get professional with delivery.

TOGETHER WE CAN GET

Back in The Game



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PERFECT YOUR PACKAGING

If you've recently added a delivery arm to your operations and haven't had time to think about packaging, now would be the time to do so. Make delivery service more convenient and more enjoyable, while conveying the brand personality and logos.

Packaging can also be used as a branding and differentiating tool, helping to prevent the loss of the brand with the use of third-party delivery services such as Deliveroo and JustEat. Packaging is therefore an important opportunity for operators to reconnect with the customer after the delivery has been completed, providing an experience that is closer to what the diner might receive inside the outlet itself.



WHO IS DOING PACKAGING REALLY WELL?

★
wagamama



Wagamama recently underwent a complete packaging redesign in order to better connect the at-home dining experience with what customers would typically experience in the restaurant.

They focussed on -

Functionality – The new packaging includes a set of bowls of various sizes, each of which comes wrapped in a branded belly band and can be stacked for efficient transport

Information – Each belly band also contains a description of the included order. This helps to prevent confusion at home and order fulfilment errors in the kitchen

Presentation – The packaging has been designed to present dishes that are both aesthetically pleasing and informative.

Consistency – All takeaway bowls are now grey, which is much better for the recycling process

Responsibility – New packaging materials are recyclable and bowls can be washed and reused – which stops the perception that takeaways have to be wasteful



Homeburger was founded in London as a result of one too many bad takeaway burgers and their business model is centred on their highly engineered burger packaging -

Functionality – Designed with the right amount of air holes to keep crispy items crisp and coverage to keep everything hot

Information – Each item delivered has its very own designated sticker, so you know which box contains a burger, chicken or fries

Presentation – The packaging has been designed so it folds out like a present and each compartment holds an item

Consistency – All items are boxed and bagged according to item – burgers sit with each other etc.

Responsibility – packaging is 100% recyclable and made from 60% recyclable materials



THE DELIVERY EXPERIENCE IS NOW AN EXTENSION OF THE RESTAURANT

As delivery gets more popular, it also becomes more competitive, with an increasing number of players involved in the game. This ultimately means more delivery demand for the restaurants fulfilling these orders. However, this will also mean more pressure on each of them to stand out and deliver a premium dining experience.

Operators should consider the at-home delivery experience they provide to be every bit as important as what they might provide in the restaurant – especially as they are now often reaching new customers who might not otherwise know the brand. This means a great opportunity to create future brand loyalists, and packaging is a very important tool in creating that experience.



- **It's all about 'the experience' here** – one of the vital trends in hospitality. The challenge is to deliver a great experience for your customer, to mimic your bricks and mortar site e.g. fun and interesting labels (messaging), added special touches and simple garnishes/sauces etc.



- **The packaging has two main functions:**
 1. needs to be fit for purpose i.e. deliver great quality food (the options are already out there waiting for you)
 2. needs to act like a 'gift' for the customer to unwrap/unbox i.e. it feels special. Do not wrap anything in clingfilm or newspaper!



- **Sustainability** will also be high on the public agenda – so go for this option if you can – and then tell the customer about it!

BUT WHY IS FOOD PACKAGING IMPORTANT ON DELIVERY?

1. Protects food from contamination
2. Makes a meal more appealing – senses such as sight influence dining experience
3. Controls the food temperature and keeps it hot – so use the right packaging for the right job e.g. vents/holes for crispy products, more sealed for saucy stew-type dishes
4. Allows you to charge a premium – well-packaged food has a higher perceived value
5. Reinforces your brand – packaging is an important brand touchpoint
6. Shows your customers what you value – e.g. sustainability/ biodegradable packaging

We've developed a simple step-by-step packaging guide with easy tips to make the crispiness last longer using either a fry sleeve, clam shell or folded carton.

FRY SLEEVE



STEP 1
Place fry sleeve upright on top of any other items in the bag



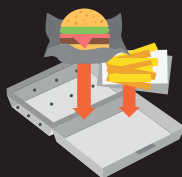
STEP 2
Place napkin on top of the fries in the bag. Roll and seal the bag top for secure travel



CLAM SHELL



STEP 1
Carefully cut three holes (not slits) into each of the sides (15 total).



STEP 2
Wrap burger or sandwich in foil to retain its heat.

STEP 3
Place napkin under fries to help absorb moisture.



STEP 4
Close lid to retain heat and clamshell in bag. Roll and seal the bag for secure travel.

FOLDED CARTON



STEP 1
Remove the two side flaps to allow the carton to vent and insert a napkin to absorb moisture.



STEP 2
Wrap burger or sandwich in foil to retain its heat.



STEP 3
Fold napkin ends over the top of the food and close remaining flaps.



STEP 4
Pack bag with additional napkins to further absorb moisture. Roll and seal the bag for secure travel.

DOWNLOAD STEP 2 – MANAGE YOUR DELIVERY COSTS

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

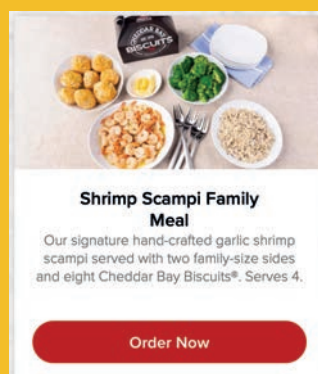
**NEW! Lamb & Feta
Burger 12.49**

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[®]. 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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