

THE 6 “TRUTHS” OF Next Level Delivery

Research* shows customers are in a heightened state of emotion while they are waiting for their food to arrive. This gives you the perfect opportunity to delight them with high quality well presented food....
disappoint at your peril!

THE WAITING DELIVERY MINDSET = HIGH EMOTION



“Mmm it’s going to be so tasty and delicious”



“I hope it’s as good as in the restaurant”



“I wonder how big the portion will be”



“I will track my order to see when it arrives”

If food is poorly packaged and bad quality the feeling of disappointment can cause extreme reactions and lead to excessively negative reviews.

HERE’S 6 EASY WAYS TO GET IT RIGHT

Quality functional packaging



=



care and relief

Crispy Fries



=



satisfaction at first bite

High quality ingredients, well-presented



=



emotional connection

Well researched portion sizes



=



great value

Branded packaging



=



premium feel

Closing Sticker



=



security and confidence

*Source: Catalyx research 02.09.20

TOGETHER LET’S DO
Next Level Delivery



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