

DELIVERY TOP TIPS



Top tips for adapting to a takeaway or delivery style offer

- **Do what you do well**

Your delivery menu should feature your trusted best-sellers that are quick to prepare once the order comes through, plus any new dishes that are easy to serve.

- **Can you pack hot and cold food separately?**

To preserve eating quality, separate dishes by temperature.

- **Tin-foil containers and foil-lined bags are your new best friends**

But for wet dishes only, use hole-punched versions to keep things crispy.

- **Boost confidence with evidence of food safety**

An extra paper wrap, or a simple branded label used as a tamper-proof seal does wonders for brand building. Plan how you will do contactless delivery during this time. How will your drivers get the food and what is their process for delivering to the customer?

- **Continue to care after dishes have left the building**

If you're in this for the long run, consider investing in labelling to highlight nutritionals, allergens and perhaps reheating instructions.

- **Meal deals sell – it's a fact**

To create more value and drive better sales and margin, consider creating bundled offerings for your customers. Include beverages, desserts and/or multiple quantities. This strategy should enable you to provide more value to your customer and protect your margins. Be sure your meal deals include items that have great margin to help those items where profit is a bit lighter.

- **Reassure, reassure and reassure**

Food safety is the biggest barrier to purchase so remember to update your customers on hygiene procedures from your kitchen to their door.

- **Secure repeat customers**

Consider limited time coupons in first delivery orders to incentivise your customers to reorder in the near future

- **The little extras count**

Where can you add value to your customer experience? Unexpected treats like after dinner chocolate, a personal thank you note or a recipe can let the customer know you appreciate their business.

- **Choose time saving products**

To save labour and the costs associated with food waste, explore Bidfood's range of pre-cut meats, sous-vide products and prepared produce.

- **Start local and grow from there**

Treat food delivery as you would any new offer and only scale up when you've learnt the basics around what sells and travels well.

- **The food delivery market is here to stay**

Different generations are partial to different day part eating. Consider offering specials during off peak delivery times like early bird dinner deals (purchase before 5:30pm) or snacking occasions like morning or afternoon tea. Use minimum order values or higher delivery charges to offset the expense associated with door delivery.



MAKE SURE YOU HAVE CREATED YOUR COVID-19 SAFETY PLAN

Under alert level 3 all businesses that are permitted to resume operations need to have a COVID-19 safety plan that sets out how they'll operate safely.

Before work begins again you need to develop a plan for working safely.

You also need to discuss and share the plan with everyone at work – including workers, contractors, and suppliers – before the work starts.

Worksafe recommends you review and update your plan regularly.

Visit www.worksafe.govt.nz for more information on what your safety plan should cover and to download their COVID-19 safety plan template.

Source: www.worksafe.govt.nz

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against
COVID-19**