

TIPS TO PREPARE FOR HOLIDAY TAKEOUT ORDERS

Is your establishment ready for a wealth of holiday orders this season? If you want to prepare your restaurant and team for success, use this handy checklist to make the most of holiday takeout orders.

1 CREATE AN ACTION PLAN



Determine your holiday operating hours

Will you be open your typical hours, have shortened days, or be open longer than usual? Be sure to share updated hours on your website and social media as well as your local listings.



Sort out your staffing

Schedule a team meeting to determine who will be available to work the holiday schedule. Consider offering holiday benefits or other incentives to encourage staff.



Develop a pre-order strategy

Boost your number of early orders by offering pre-order options. Will you use a mobile app, QR code, online form, or field phone calls to receive and manage requests?



Decide on your takeout methods

Think about how you want to run your takeout operation. Will your establishment offer delivery or curbside pickup options?



2

GET MENUS AND SUPPLIES IN ORDER

- **Design your holiday menu**
Curate a limited menu to maximize your food costs as well as deliver on holiday flavor. Consider gearing menu items towards family-style platters that can be prepared efficiently
- **Take stock of your to-go supplies**
Do a thorough inventory of all your takeout packaging, paper products, disposable utensils, and beverage containers. To ensure you have the right supply before the holiday rush, purchase takeout essentials in advance

3

PROMOTE YOUR HOLIDAY OFFERINGS

- **Offer deals and discounts**
Heighten customer interest by offering "early-bird" deals, discounts for loyal customers, and more
- **Post on social media**
Create buzz by showcasing pictures of your upcoming holiday meals. Include your hours, pre-order information, menus, and promotional specials
- **Promote your holiday specials in-house**
Place signage around your restaurant with holiday details. Include QR tabletop menus that guests can scan to order holiday meals in advance

