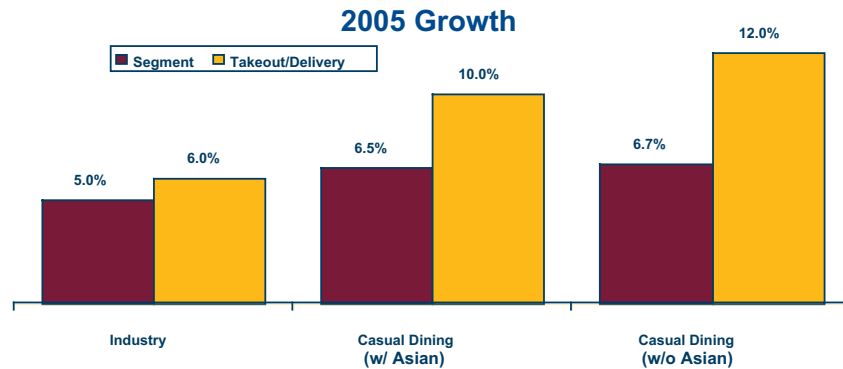# *Designing Your* Curbside & To-Go Program

PACTIV

Industry Trends

These days, nobody has enough time! Your customers are turning to restaurants and supermarkets in increasing numbers to purchase prepared foods for themselves and their families.

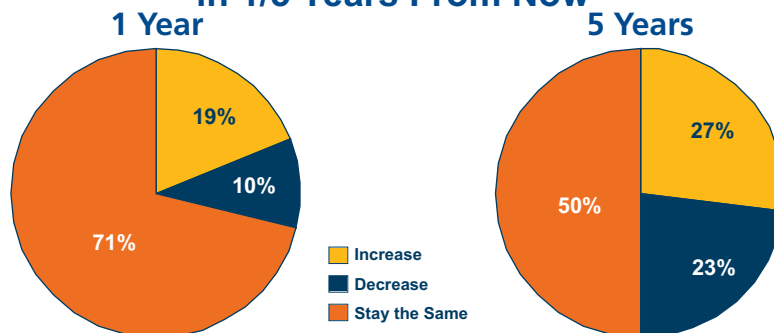## Takeout Growing at an Accelerated Rate in Casual Dining Restaurants

2005 Growth

Legend: ■ Segment ■ Takeout/Delivery

	Industry	Casual Dining (w/ Asian)	Casual Dining (w/o Asian)
Segment	5.0%	6.5%	6.7%
Takeout/Delivery	6.0%	10.0%	12.0%

Source: Technomic Inc.

According to the National Restaurant Association, more than 20 percent of adults indicated they order more takeout from table-service restaurants than they did two years ago. A 3M Communications study found more than three quarters of U.S. households – 78 percent – purchase at least one carry-out or delivery meal a month. And a Technomic Research report projected takeout sales to reach $126 billion by 2007 across all segments.

Source: Fast Casual Case Study published by NetWorld Alliance

Takeout is More Than a Temporary Solution, It is Expected to Keep Growing

Future Expectations of Takeout in 1/5 Years From Now

1 Year
- Increase: 19%
- Decrease: 10%
- Stay the Same: 71%

5 Years
- Increase: 27%
- Decrease: 23%
- Stay the Same: 50%

Legend:
- ■ Increase
- ■ Decrease
- ■ Stay the Same

TECHNOMIC INC.

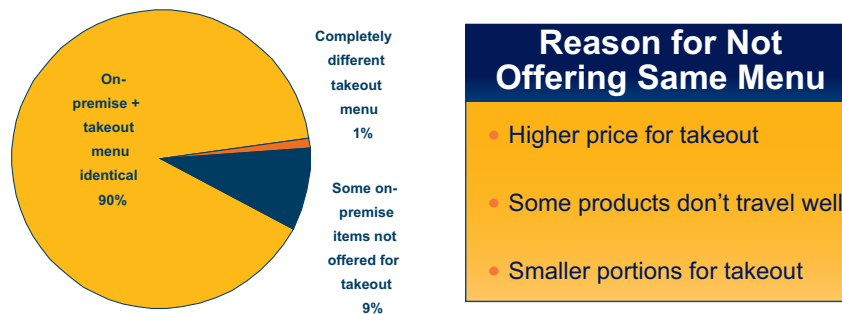*Source: 2005 Technomic Consumer Takeout Survey*

It is estimated that there will be **8% growth** over the next five years in the number of takeout meals.

So what are your next steps to grow your takeout business?

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Designing Your Curbside & To-Go Menu

You want the quality of your take-out food to reflect well on your restaurant.
Therefore, your take-out menu may need to be a subset of your full sit-down menu.

For Vast Majority, All Items Offered for On-Premise Are Available for Takeout

On-premise + takeout menu identical **90%**

Completely different takeout menu **1%**

Some on-premise items not offered for takeout **9%**

Reason for Not Offering Same Menu

- Higher price for takeout
- Some products don't travel well
- Smaller portions for takeout

TECHNOMIC

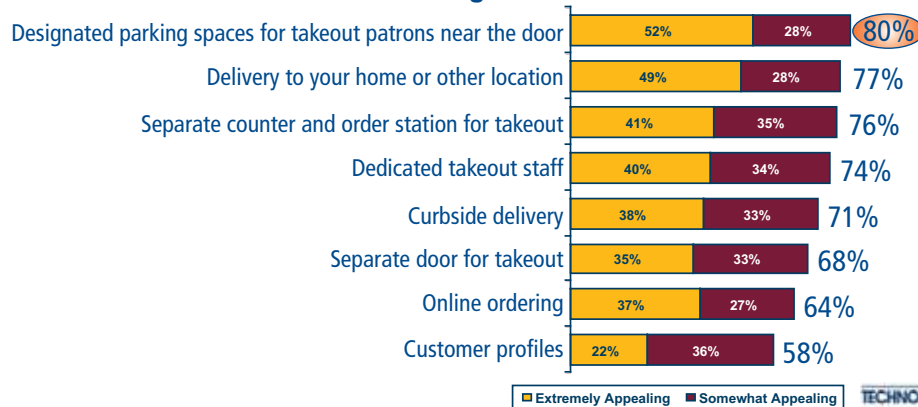*Source: 2005 Technomic Foodservice Operator Takeout Survey*

Things to consider:

- Which foods will travel well in an enclosed container?
- What foods will look and taste good 15-30 minutes after packaged?
- What will generate impulse sales and increase profit? (Think desserts & sides)
- Will the take-out menu selection be representative enough of your full menu?
- Will food items reheat well?

How to Execute Curbside & To-Go Program

Consumers Welcome Enhancements that Make the Takeout Experience More Convenient

Overall Appeal of Takeout Services Offered at Casual Dining Restaurants

Service	Extremely Appealing	Somewhat Appealing	Total
Designated parking spaces for takeout patrons near the door	52%	28%	80%
Delivery to your home or other location	49%	28%	77%
Separate counter and order station for takeout	41%	35%	76%
Dedicated takeout staff	40%	34%	74%
Curbside delivery	38%	33%	71%
Separate door for takeout	35%	33%	68%
Online ordering	37%	27%	64%
Customer profiles	22%	36%	58%

☐ Extremely Appealing ☐ Somewhat Appealing

TECHNOMIC

Source: 2005 Technomic Consumer Takeout Survey

- Designate a few parking spaces near the door for curbside service
- Allow fax and phone ahead ordering
- Add a home and/or office delivery option
- Add a hot or cold case for pre-packaged "grab-n-go" items (drinks, desserts, salads)
- Pick-up competitive brochures and compare them to your menu
- Utilize packaging that is appropriate for your menu items

Marketing Curbside & To-Go Services

Before you start thinking about specific marketing tactics, you need to think about who your customer is, how they behave and how you can influence them.

Things to consider:

- Offer 20%-40% off coupons and/or offer repeat coupons for take out items.
- Waive delivery fee on orders of $25.00 or more to encourage trials.
- Advertise on radio at dinner drive time.
- Encourage fax ahead and/or phone ahead ordering to reduce wait time.
- Use table tents, paper placemats, signs, mobiles and employee buttons to promote your Curbside and To-Go services.

Do / Don't

Do – Choose packaging that works with all food ingredients.

Don't – Don't assume your "doggie bag" packaging will be suitable for your high quality take out food items.

Do – Choose packaging that can be used in multiple food applications.

Don't – Don't pick packaging based on what is convenient for you. Think about what works for the customer.

Do – Choose packaging that showcases your food with the image you want to convey and the correct size (so food looks neither lost nor crowded).

Don't – Don't just choose the least expensive option. "No one likes leaky containers." The wrong package can be a liability.

Take-Out Take Away

- Takeout does not appear to be cannibalizing on-premise business
- Takeout growth will continue in Casual Dining Restaurants
- Consumers like dedicated takeout programs
- Takeout will represent 1-in-5 dollars spent by 2010 in Casual Dining Restaurants

- Takeout leads to incremental sales
- Packaging should be part of dedication to takeout program
- Takeout reheating instructions, etc. should be part of dedication to overall program
- Aggressive promotion is expected for Curbside & Takeout programs

TECHNOMIC

Source: 2005 Technomic CDR Takeout Study

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The Importance of Packaging

Profitable operators know packaging is an investment in the success of their take-out program, not just an expense they'd like to minimize (or charge customers extra for). Packaging is an integral part of the customer's experience with your take-out foods. It has to perform correctly image-wise and feature-wise.

*Great packaging can't compensate for bad food....but bad packaging can ruin great food.*

Packaging to Consider Based on Your Menu Price

Menu Items $10.00 - $15.00

NEWSPRING® POLYPROPYLENE CONTAINERS
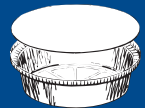
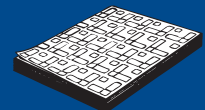| Product #	Description	Dimensions
NC-723	24 oz. VERSAtainer® round white base w/ clear lid	7" dia.
NC-838-B	24 oz. VERSAtainer® rectangular black base w/ clear lid	5" x 7.25" x 2"
L2512	12 oz. DELItainer® clear deli base w/ clear lid combo pack	4.55" dia. x 2.45"
E502	2 oz. ellipso™ clear base w/ clear lid combo	--
E504	4 oz. ellipso™ clear base w/ clear lid combo	--
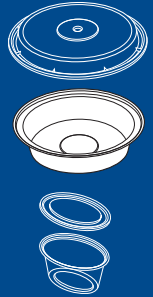
ALUMINUM CARRY-OUT CONTAINERS

Product Number	Container Description	Capacity (fl. oz.)	Dimensions (in inches)
527TP	7" Carry-Out Round Cont. w/Foil Lam. Board Cover	24.0	7 $\frac{1}{8}$ dia. x 1 $\frac{17}{32}$
509TP	9" Carry-Out Round Cont. w/Foil Lam. Board Cover	46.0	9 dia. x 1 $\frac{3}{4}$

ALUMINUM FOIL SANDWICH WRAPS

Product Number	Description
W66	14" x 10 $\frac{1}{2}$" Plain Sandwich Wrap
W66CB	14" x 10 $\frac{1}{2}$" Cheeseburger Sandwich Wrap
W66HB	14" x 10 $\frac{1}{2}$" Hamburger Sandwich Wrap

FOAM HINGED LID CONTAINERS

Product Number	Description	Dimension (in inches)
TD1-8801	White Medium 1-Compartment Dual Tab Container	8.42 x 8.15 x 3
TD1-9901	White Large 1-Compartment Dual Tab Container	9 x 9 x 3 $\frac{1}{2}$
TH1-0079	White Small Square Sandwich	5 $\frac{1}{8}$ x 5 $\frac{1}{8}$ x 2 $\frac{1}{2}$
TH1-0080	White Medium Square Sandwich	6 x 6 x 3
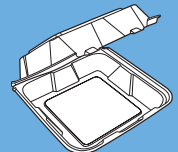
Products Meeting All Price Ranges

PAPERBOARD BEVERAGE CONTAINERS

Product Number	Description	Dimensions (in inches)
BBX-0096	Small Beverage Container	7 $\frac{1}{8}$ x 4 $\frac{1}{4}$ x 11 $\frac{1}{8}$
BBX-0160	Large Beverage Container	9 $\frac{1}{8}$ x 6 $\frac{1}{8}$ x 11 $\frac{3}{8}$

MOLDED FIBER CUP CARRIER (works in all menu price ranges)

Product Number	Description	Dimensions (in inches) Top Out	Vert. Depth (in inches)
M51-0032	4-Cup Cruiser Mover™ Beverage Carrier	8 $\frac{5}{8}$ x 8 $\frac{5}{8}$	2 $\frac{3}{8}$
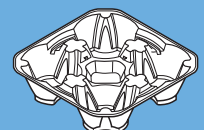
Menu Items $15.00 - $20.00

NEWSPRING® POLYPROPYLENE CONTAINERS

Product #	Description	Dimensions
NC-723-B	24 oz. VERSAtainer® round black base w/ clear lid	7" dia.
NC-729	32 oz. VERSAtainer® round white base w/ clear lid	7" dia.
NC-888-B	38 oz. VERSAtainer® rectangular black base w/ clear lid	6" x 8.5" x 2"
L-2508	8 oz. DELItainer® clear deli base w/ clear lid combo pack	4.55" dia. x 1.8"
L-2532	32 oz. DELItainer® clear deli base w/ clear lid combo pack	4.55" dia. x 5.55"

FOAM HINGED LID CONTAINERS

Product Number	Description	Capacity (fl. oz.)	Dimension (in inches)
HLW-0600	SmartLock® Medium White Square Sandwich Cont.	--	$5 \frac{3}{4}$ x $5 \frac{3}{4}$ x $3 \frac{1}{4}$
HLW-0801	SmartLock® Medium White Single Compartment Cont.	--	8 x $8 \frac{1}{2}$ x 3
HLW-0901	SmartLock® Large White Single Compartment Cont.	--	9 x $9 \frac{1}{2}$ x $3 \frac{1}{4}$
TXB-0600	Premier® Black Large Sandwich Cont.	--	$5 \frac{3}{4}$ x $5 \frac{3}{4}$ x $2 \frac{3}{4}$
TXB-0801	Premier® Black Medium Single Compartment Cont.	--	$8 \frac{7}{16}$ x $7 \frac{7}{8}$ x $3 \frac{1}{8}$
TXB-0901	Premier® Black Large Single Compartment Cont.	--	9 x 9 x $3 \frac{3}{8}$
RHB-0616	Roseware® 6" Black Round Foam Hinged Bowl	16.0	6" dia.
RHB-0724	Roseware® 7" Black Round Foam Hinged Bowl	24.0	7" dia.
RHB-0946	Roseware® 9" Black Round Foam Hinged Bowl	46.0	8" dia.
HXB-0051	SmartTote™ Black Foam Handled Box	--	20.11 x 15.55 x 2.86 (unfolded) 11.42 x 7.78 x 5.19 (folded

ClearView™ SmartLock® DUAL COLOR CONTAINERS

Product Number	Description	Capacity (fl. oz.)	Dimensions (in inches)
EH8-9111	1-Compartment Dual Color Cont.	45	$10 \frac{3}{4}$ x 8 x $3 \frac{1}{4}$
EH8-9113	3-Compartment Dual Color Cont.	36/12/8	$10 \frac{3}{4}$ x 8 x $3 \frac{1}{4}$
EH8-9160	6" Dual Colored Hexware® Hinged Lid Cont.	15	6 x 3
EH8-9170	7" Dual Colored Hexware® Hinged Lid Cont.	22.5	$7 \frac{1}{2}$ x 3
EH8-9190	9" Dual Colored Hexware® Hinged Lid Cont.	38	9 x 3

ClearView™ SmartLock® CLEAR HINGED LID CONTAINERS

Product Number	Description	Capacity (fl. oz.)	Dimensions (in inches)
CI8-1160	Clear 6" Hinged Lid w/1-Cmpt. Tray	20 oz.	$5 \frac{3}{4}$ x 6 x 3
CI8-1120	Clear Medium Hinged Lid w/1-Cmpt. Tray	49 oz.	$8 \frac{13}{64}$ x $8 \frac{11}{32}$ x $2 \frac{29}{32}$
CI8-1110	Clear Large Hinged Lid w/1-Cmpt. Tray	62 oz.	$9 \frac{7}{32}$ x $8 \frac{7}{8}$ x $2 \frac{29}{32}$

Menu Items $20.00 and Above

NEWSPRING® POLYPROPYLENE CONTAINERS

Product #	Description	Dimensions
NC-948-B	48 oz. VERSAtainer® round black base w/ clear lid	9" dia.
NC-333-B	32 oz. VERSAtainer® 3-cmpt. rectangular black base w/ clear lid	7.5" x 9.875" x 1.75"
L2532-B	32 oz. DELItainer® black deli base w/ clear lid combo pack	4.55" dia. x 5.55"
E502-B	2 oz. ellipso™ black base w/ clear lid combo	--
E504-B	4 oz. ellipso™ black base w/ clear lid combo	--

ALUMINUM CLASSIC CARRY-OUT® CONTAINERS

Product Number	Description		Capacity (fl. oz.)	Dimensions (in inches) Top Out	Top In	Bottom	Vert. Depth
6707WPSFG	16 oz. Oval Foil Base w/Dome Lid w/Fog-Gard™ Coating	Base: Lid:	16.0	$7 \frac{9}{16}$ x $5 \frac{1}{4}$	$6 \frac{7}{8}$ x $4 \frac{9}{16}$	$6 \frac{35}{64}$ x $4 \frac{15}{64}$	$1 \frac{5}{16}$
6708WPZFG	Single Serve Black/Gold Foil Base w/Flat Lid w/Fog-Gard Coating	Base: Lid:	22.0	$8 \frac{3}{16}$ x $6 \frac{3}{16}$ $8 \frac{1}{2}$ x $6 \frac{1}{2}$	$7 \frac{1}{2}$ x $5 \frac{1}{2}$	$7 \frac{3}{16}$ x $5 \frac{3}{16}$	$1 \frac{1}{4}$ $\frac{27}{64}$
6710WPSFG	Small Black/Gold Foil Base w/Dome w/Fog-Gard Coating	Base: Dome:	46.0	$9 \frac{3}{4}$ x $7 \frac{3}{4}$ $10 \frac{1}{32}$ x $8 \frac{1}{32}$	9 x 7	$8 \frac{9}{16}$ x $6 \frac{9}{16}$ $1 \frac{3}{16}$	$1 \frac{3}{4}$

ClearView™ Micromax® & MealMaster™ MICROWAVEABLE CONTAINERS

Product Number	Description	Capacity (fl. oz.)	Dimension
CN8-6524	24 oz. Micromax® Black Oval Casserole (TFPP) and Lid w/Fog Gard Coating	24 oz.	$8 \frac{3}{8}$ x 6 x $2 \frac{3}{4}$
CN8-4637	Large MealMaster™ Black 2-Compartment Tray	21 oz., 10 oz.	$9 \frac{3}{8}$ x 8 x $1 \frac{1}{2}$
CN8-4638	Large MealMaster™ Black 3-Compartment Tray	21 oz., 4.5 oz., 4.5 oz.	$9 \frac{3}{8}$ x 8 x $1 \frac{1}{2}$
CNC-6511	MealMaster™ Black 1-Cmpt. Casserole Cont. w/Clear Lid - Vented	--	$14 \frac{1}{2}$ x $8 \frac{1}{4}$ x $2 \frac{1}{4}$
CNC-6522	MealMaster™ Black 2-Cmpt. Casserole Cont. w/Clear Lid - Vented	--	$14 \frac{1}{2}$ x $8 \frac{1}{4}$ x $2 \frac{1}{4}$