

# ASSESS, ADAPT, REPEAT: TIPS FOR WEATHERING COVID-19

With dine-in service shut down across the U.S. and Canada due to COVID-19, restaurants are adapting their menus and processes to accommodate the needs of consumers. From selling grocery items to offering DIY dessert and cocktail kits to serving heart-shaped pizzas to boost morale, operators are demonstrating their creativity and grit as they try to keep patrons fed, employees safe and their businesses afloat.

For restaurant operators who can safely operate takeout, curbside pickup and delivery services during this time, here are some top consumer needs to keep in mind, along with solutions to help deliver the best possible experience.

## WHAT CONSUMERS WANT



**EASY ONLINE ORDERING** - Consumers expect a seamless experience when ordering food



**DRIVE-THRU OPTIONS** - People often view their car as a protective barrier and will continue purchasing from drive-thrus



**CLEANLINESS** - Cited as consumers' #1 consideration when choosing a restaurant nowadays<sup>2</sup>



**SAFE, SECURE PACKAGING** - 43% of consumers are unlikely to reorder after a bad experience with packaging<sup>2</sup>



**ALCOHOL** - 65% of consumers would place orders more often if their favorite delivery restaurant offered alcoholic beverages with food<sup>4</sup>

## HOW TO DELIVER

Audit your online ordering process to determine pain points; consider simplifying offerings to include your most popular and/or takeout- and delivery-friendly options<sup>1</sup>

For restaurants without drive-thrus, consider creating a makeshift version that takes social-distancing dynamics into consideration

While it may seem counterintuitive if you're used to focusing on beautiful visuals, now is the time to lead with messaging around sanitation and safety<sup>3</sup>

Enact extra quality control checks to ensure every single item is properly packaged and sealed before it makes its way to delivery drivers and consumers

If permitted by law, consider bundling alcohol to entice more patrons to order—this can help differentiate you from competitors

## TOP FOODS CONSUMERS WANT WHILE SOCIAL DISTANCING<sup>5</sup>



### BREAKFAST

- Eggs
- Bacon
- Biscuits/toast/bread



### LUNCH

- Sandwiches
- Burgers
- Chicken/chicken sandwiches



### DINNER

- Pizza
- Chicken
- Burgers

**TIP** Bundle some of your most popular items with items you want to move out of inventory.

## MINIMIZING FOOD WASTE

For operators dealing with a surplus of certain items:

- ✓ Proactively request shelf-life extensions for applicable products
- ✓ Ask suppliers which ingredients can be frozen with minimal quality impact
- ✓ Sell them directly to consumers as grocery items

# MENU SOLUTIONS FOR DELIVERY AND TAKEOUT

TreeHouse Foods offers a wide range of ingredients and products that can complement your takeout and delivery menu across all dayparts. Here are some recipe ideas and chef tips to help delight consumers and drive sales now.



## PASTA

### CAVATAPPI MAC & CHEESE - THREE WAYS

#### 1. TRUFFLE MAC

**Cavatappi pasta** tossed in a creamy Parmesan Alfredo sauce with shredded cheddar, roasted garlic mushrooms, truffle oil and Parmesan-herbed breadcrumbs.

#### 2. PARMESAN BACON PASTA

**Cavatappi pasta** with crispy black pepper bacon, creamy Alfredo and Parmesan cheese, finished with a crunchy and satisfying cheese crisp.

#### 3. CHICKEN BACON RANCH MAC & CHEESE

**Cavatappi pasta** coated in a creamy **cheddar cheese sauce** and mixed with grilled chicken breast and bacon, all topped with breadcrumbs and baked until bubbly. Finished with a drizzle of **ranch sauce**.



*Turn any of the mac & cheese dishes into family-friendly meal kits by packaging each item individually. Families can turn dinnertime into an activity by putting the ingredients together themselves.*



## SALSA

### BARBECUED BEEF - THREE WAYS

Rib eye marinated in a sweet and spicy barbecue sauce made with **restaurant-style salsa**, dried chili peppers, cinnamon and oregano, and then grilled over an open fire.

1. **BOWL** = Steamed Rice + Grilled Broccoli + Barbecued Beef + Fresh Avocado

2. **TACO** = Flour Tortillas + Barbecued Beef + Mexican Coleslaw

3. **SANDWICH** = Baguette Bread + Garlic Mayo + Barbecued Beef + White Cheddar Cheese + Pickles

### EASY-TO-EXECUTE SPREADS

Green Chili Compound Butter = **Salsa Verde** + Butter + Lime Juice + Salt

Spicy Verde Mayo = **Salsa Verde** + Mayonnaise

Green Pepper Pesto = **Salsa Verde** + Pesto



*Salsa is great for pizzas! Use it as the base sauce or as a finishing drizzle to provide a unique twist on a classic takeout food.*



## PICKLES

### PICKLE CHICKEN SANDWICH

Chicken breast brined in **pickle juice**, grilled or fried and served with **pickle chips**, crispy bacon, lettuce, tomato and Buffalo ranch, served on a toasted potato roll.

### CHEDDA' BACON PICKLE BURGER

Juicy 100% all-beef burger, griddled and topped with crunchy **pickle chips**, crispy thick-cut bacon and melted cheddar cheese, served on a buttery grilled brioche bun.



*Pickles are more than just delicious sandwich toppers. Add an unexpected element to salads by swapping in crunchy diced pickles for croutons.*



## CHEESE SAUCE

### CHICKEN, CHEESE AND BROCCOLI SOUP

A smooth and decadent soup made from creamy **cheddar cheese sauce**, roasted chicken and broccoli florets. Finish it off with sour cream and shredded cheddar.

### CHEESY BUFFALO CHICKEN PIZZA

Creamy **cheddar cheese sauce** spread on pizza dough and topped with shredded mozzarella and grilled chicken, baked until golden brown and bubbly. Finished with a **Buffalo sauce** drizzle.

### EASY-TO EXECUTE DIP

Pimento Dip = **Cheddar Cheese Sauce** + Cheddar Cheese Shreds + Sour Cream + Diced Pimentos



*Cheese sauce is the perfect vehicle for creating craveable dips and spreads—the kinds of appetizers that travel well.*

<sup>1</sup>Restaurant Dive, "How to transition your restaurant to online ordering during COVID-19," April 14, 2020.

<sup>2</sup>GrubHub, Inc., Retrieved March 2020.

<sup>3</sup>Datassential, "COVID-19 Report 3: Into the Home," March 2020.

<sup>4</sup>Technomic, "New Dynamics of Off-Premise," 2018.

<sup>5</sup>Technomic Foodservice Impact Monitor 3rd Edition—Week ending April 3, 2020.

FOR MORE INFORMATION, CONTACT YOUR AFFINITY GROUP  
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