

REAL HELP

RETAIL + FOODSERVICE: THE NEW FORMULA

YOUR GUIDE FOR DEVELOPING A
SUCCESSFUL RETAIL PROGRAM

Sponsored by:



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RESTAURANT H.E.L.P.

HOSPITALITY / EMERGING / LEADERSHIP / PROGRAM

RIGHT NOW



Thanks for being a part of RESTAURANT H.E.L.P.

We hope the content, links and tools within this document help you soar past challenges to create the future.

As restaurants adapt and find new ways to serve their customers, we're finding that they can maximize revenue and foster a deeper connection to their communities with retail offerings, from take-and-bake meals and DIY kits to grocery packs.

If you implement ideas from the pages that follow, we'd love it if you use #myrestaurantHELP to help us spread the word.

Reach out to: info@myrestauranthelp.com anytime to discuss ideas and topics or share your creative ideas with us.



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My Restaurant Help



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Retail in Foodservice Is Having a Moment

While avoidance of dining out is slowly starting to decrease, consumers are still wary: 58% of consumers definitely avoid eating out.* To keep revenue coming in, restaurants must continue building out creative takeout and delivery options. Many are carving out a unique space by incorporating retail elements onto their menus. Retail offers a way to reach consumers looking to eliminate another trip to the store, present engaging experiences, cement your brand presence and build or maintain a solid connection with your community—all while driving your bottom line.

WHAT DO CONSUMERS FEEL TRULY COMFORTABLE/SAFE DOING? **

80% ORDER AHEAD FOR CURBSIDE PICKUP 80% DRIVE-THRU 75% DELIVERY

BUT, AMERICANS MISS THEIR FAVORITE RESTAURANTS!

53% AGREE
that local restaurants feel like part of their home/community*

ARE WE THERE YET?

60%

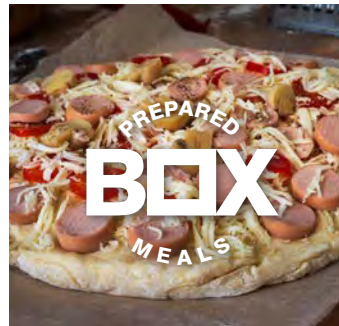
OF AMERICANS SAY WE SHOULD TAKE MORE TIME TO REOPEN **

* Datassential, "COVID-19 Report 16: The Human Condition," May 1, 2020.
** Datassential, "COVID-19 Report 17: The Next Phase," May 8, 2020.

With retail options, restaurants can provide much-needed variety and excitement to customers who are avoiding eating out but still want to support their favorite local restaurants.

RETAIL IN FOODSERVICE: DEFINED

You can break it down into five main categories:



- 1 Prepared Meals**
Ready-made take-and-bake meals



- 2 Meal Kits**
Do-it-yourself packages to cook at home



- 3 Grocery Packs**
Fresh/shelf-stable goods to stock the refrigerator or pantry



- 4 Branded Goods**
Signature items such as sauces, beverages and spices/rubs



- 5 Home Essentials**
Must-have items, such as toilet paper

Consider your capabilities and determine which of these categories makes sense to pursue. In this toolkit, we'll focus primarily on how to menu and market items that fall within the first four categories.





Price. Package. Promote.

Your Guide for Developing
a Successful Retail Program



“What’s the element that made your restaurant charming to begin with? For some, it’s a signature dish—for others, the atmosphere.

How can you deliver an unforgettable experience to at-home diners?”

– Chef Matthew Luaders, Culinary Research & Development Manager,
CSSI Marketing + Culinary



To Get You Started...

Review these menu considerations (with example ideas) to determine the best ways to incorporate retail into your offerings.

What is your in-store experience like? How can you help customers recreate that?

- Create a game night kit by sending a board or card game along with DIY pizza setups or a charcuterie board.
- Package the appropriate beer glasses (e.g., tulip, pilsner, pint, tankard) along with a beer purchase. All the better if they're branded!

Do you have any unique menu items or preparation methods that would be difficult for a customer to recreate at home?

- Bottle your signature hot sauce and sell it.
- Offer a large cut of smoked meat as a grocery item.

Can you play off of any special days or occasions?

- Craft a 4th of July Backyard Barbecue Kit with mains, sides and patriotic decorations.
- Package a few different versions of a Father's Day Feast and allow customers the option to have one delivered to their dad.

Can you partner with any of your neighbors?

- If you don't serve alcohol, create a package featuring beer or wine with a nearby brewery, tavern or winery.
- Is it really a meal kit without dessert? Partner with a bakery or ice cream/gelato shop and add sweet treats to dinner kits.



1

Price

Consumers are cooking at home more—and becoming more confident in the kitchen—during the pandemic, and their top motivator is saving money.* To stay competitive and reach your desired consumers, pricing is crucial when it comes to the retail items you sell.

In addition to referencing a meal kit profit calculator to determine your potential profits and gross margins, keep the following in mind as you ideate around retail offerings:

- You won't be able to charge typical dine-in prices, but you will be able to charge more than grocery store prices
- A high-quality restaurant meal kit has a higher perceived value than assembling a meal with grocery store items
- People will pay for convenience—curated grocery packs save them a potentially stressful trip to the store

* Food Navigator, "Survey: Cooking more at home could become the new normal post-pandemic," by Mary Ellen Shoup. April 15, 2020.

MEAL KIT PROFIT PLANNING		
Meal Kit selling price.....	\$ 0.00	
Food costs.....	− \$ 0.00	
Labor to prepare and assemble.....	− \$ 0.00	
Kit costs (box, labels, wraps).....	− \$ 0.00	
Profit per kit.....	= \$ 0.00	
┌──────────┴──────────┐		
✕ 7	✕ 30	✕ 360
┌──────────┴──────────┐		
Profit/Week	Profit/Month	Profit/Year
= \$ 0.00	= \$ 0.00	= \$ 0.00

“Going grocery shopping is strange right now. Restaurants can actually mitigate the stress of navigating store aisles.”

– Chef Renée Howarth, Associate Research & Development Chef, CSSI Marketing + Culinary



2

Package Safety First

Before you start selling meal kits and other retail items, you should determine how these products will safely make it from your restaurant to someone's home. Your packaging must be safe, secure and instill a sense of trust.

Pick containers that are strong and can withhold moisture.

Use individual packaging where necessary to maintain integrity of the items.

Consider tamper-evident packaging to build confidence with your consumers.

Include simple instructions, including prep and cooking tips.

Clearly label everything—especially for kits.

Ensure all of your packaging is branded—use stickers or stamps if necessary.

Include a hand-written note of thanks.



2

Package Nail the Details

Once your products make it into someone's home, they'll need detailed instructions on what's next. Here are a few ideas for what to provide with specific retail products:

- **Take-and-Bake Item** – Comprehensive reheating instructions; wine or beer pairing ideas
- **Meal or Beverage Kit** – Detailed ingredients lists and recipes; personal anecdote from someone on your team about why that dish/drink is special to them
- **Grocery Bundle** – breakfast, lunch or dinner recipe inspiration; list of places where you sourced items

These pieces are ideal for injecting some personality, creating a brand narrative and giving customers a reason to keep your restaurant top of mind.

TIPS: Make recipes available digitally, and include your social media handles on all printed materials so customers can tag you.





3

Promote Digital and Onsite

Get the word out about your amazing retail offerings! While every restaurant should cater their marketing strategy to their primary consumer and how they access information, here are a few graphic inspirations to get you started:

Digital promotion

- Banners on your website
- Email blasts
- Ads

Onsite promotion

- Window signage
- Chalkboard signs
- Counter cards



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*Open this page in your layout program to use as a starting point in developing your own artwork.

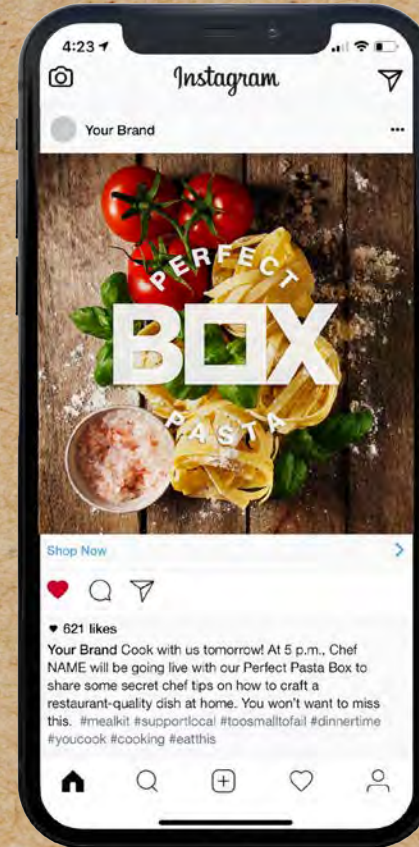
3

Promote Social Media

Utilize social media platforms like Instagram, Facebook, Twitter and YouTube to the best of your ability to inform people about new offerings—and remind them that, yes, you're open! You can catch potential customers mid-scroll with images and videos about your latest, greatest meal and beverage kits and take-and-bake options.

Show, Don't Tell – Go Live

Connect with your customers by having one of your chefs host an Instagram Live or Facebook Live session. People at home get a professional cooking lesson and get to know your staff a little better.



3

Promote The Ordering Process

Above all else, you should make it easy to order. Whether over the phone, through your own website or via a third-party service, user experience and ease will be rewarded with repeat orders.

For online ordering:

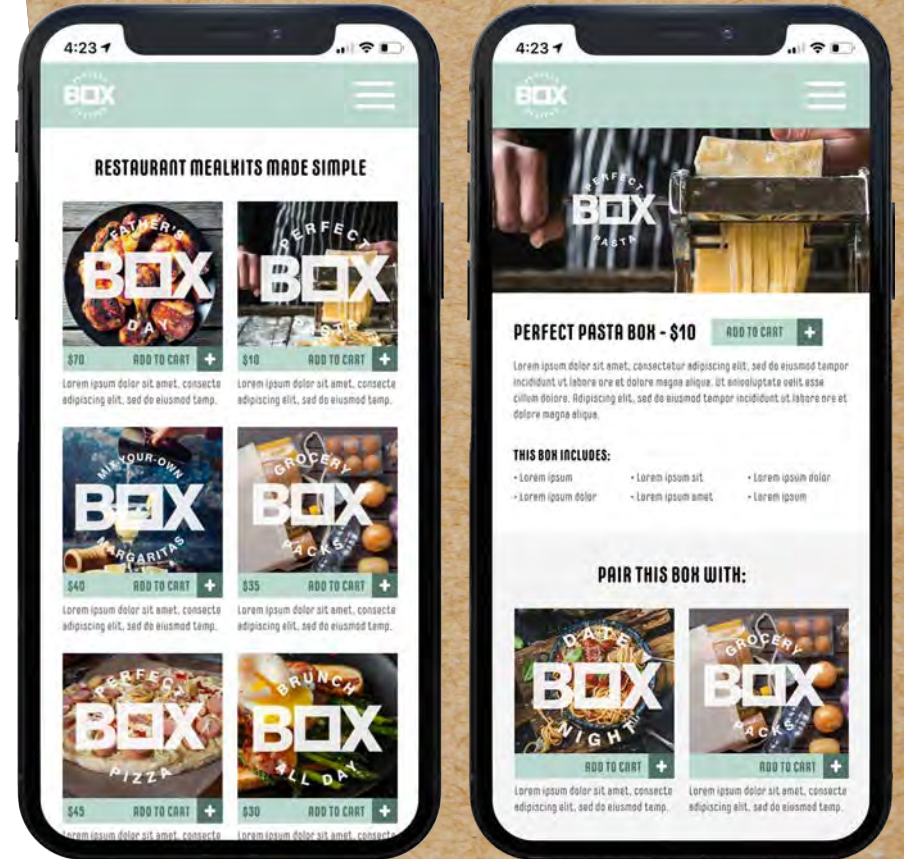
- Clearly label your retail offerings and place them in a separate menu section, if possible.
- Include a list of every item in a kit or bundle so patrons know exactly what to expect.
- Try to eliminate the number of clicks it takes to purchase.

Companies like Tock and Toast make it easy for restaurants to launch online ordering, delivery and pickup, all with low or no commission fees.

PARK & FIELD

They're Doing It Right

Chicago restaurant **Park & Field** has an intuitive, user-friendly website that makes it easy to browse and buy kits, grocery bundles and more.



“No operator is alone in trying to rework their revenue streams. Pay attention to your community: Is there a partnership to be had? How can operators support one another? Remember that collaboration breeds creativity.”

– Chef Renée Howarth, Associate Research & Development Chef, CSSI Marketing + Culinary



TAKE AWAY



Thanks for downloading the latest Restaurant H.E.L.P. toolkit.

We continue to be awed and amazed by the ingenuity of the foodservice community as it shapes nimble new ways to operate. It's our hope that sharing tools and real-world restaurant successes will spark additional ideas for serving and bringing joy to your customers.

We'd love to hear from you on topics you'd like to discuss more, feedback, or anything else we can do to help. Reach out anytime: info@myrestauranthelp.com

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