

# Getting Creative



## From Grocery Offerings to DIY Kits: 20 Creative Tips To Take Your Restaurant Delivery to the Next Level.

- 1 Groceraunts: Selling Groceries Out of Your Restaurant**

Mark up your ingredients and sell them as individual grocery items to generate more orders for your restaurant.
- 2 Selling Bottles of Wine, Beer, Liquor for Delivery**

Several states have lifted their ban on the delivery of spirits through third-party platforms, which allows you to sell unopened bottles of wine, 6 packs of beer, or bottles of booze.
- 3 Extras Added for a Delivery Minimum**

Consider adding an additional item (like toilet paper) for a delivery minimum to drive additional revenue and increase your basket size.
- 4 Simplify Your Online Menu**

Keep your menu simple. Have menu items that travel well, and menu items you don't plan to run out of.
- 5 Virtual Kitchens, a New Avenue of Revenue**

Open a delivery-only concept directly from your existing customers to reach new customers and increase revenue.
- 6 Family Packs & Large Orders**

Appeal to families looking to order online for everyone by including large bundles or "family packs" to last them a few days.
- 7 Food & Booze Bundles**

Try putting together food & booze packs or offer a bottle of wine as a "gift" for an order minimum. You can do large orders and throw in a bottle of wine for any order over \$100.
- 8 DIY Kits**

Some creative operators have shifted towards "take and bake" or DIY kits that customers have delivered and can make at home themselves.
- 9 Extend Your Delivery Hours**

Extend your delivery hours to an earlier open time, or a later close time to capture those early birds and night owls.
- 10 Giving Back to First-responders**

Consider partnering with a local hospital or group and offer "buy one, donate one" meals. You'll drive more orders and support your community in the same breath.
- 11 Premake and Bottle Your Own Delicious Cocktails**

Premake your cocktails in batches, and bottle them yourself (in something simple, like a mason jar) so they travel well.
- 12 High-end Restaurants to a Quick-service Delivery Business**

Delivery isn't just for fast-casual and quick-service restaurants, anymore. Simplify your high-end menu and get your restaurant up on several delivery channels to reach customers at home.
- 13 Delivery minimums get gift cards**

To entice guests to order from your restaurant, look at offering a gift card for a delivery minimum (i.e. \$25 gift card for \$50 delivery order).
- 14 Virtual Tip Jar for Restaurants**

Set up a Virtual Tip Jar (like this one) directly on your website to collect tips for your staff, digitally.
- 15 Discounted Popular Menu Items**

Offer a discount on your most popular items. This will help drive more traffic to your online ordering business, and customers sheltering in place are more likely to place larger orders.
- 16 Offer Curbside Service**

Patrons can remain in their cars and can call ahead when they are arriving if you offer curbside pickup.
- 17 Deliver Cuts of Steaks/Meats/Fish Pre-Packaged**

Customers can order multiple steaks to take home and cook for themselves over the next few days if you pre-package them and deliver them frozen or chilled.
- 18 Offer "Meal-Prep" Meals to be Heated at Home**

Increase your average order amount by offering a week's worth of "meal-prepped" foods. These meals should already be cooked and be ready to warm up for a simple, easy meal.
- 19 Reservations Sites turned into Online Ordering Platforms**

Reservations sites have turned to online ordering and delivery to help restaurants continue to reach customers.
- 20 Create a Customer Loyalty Program**

Create a digital Customer Loyalty Program directly through your website to generate new customers, and have your current customers ordering more frequently.