

Take Out to Help Out

The E-book



The ultimate guide on takeaway, delivery & 'at home' dining for hospitality operators.

Hello!

On behalf of Bums on Seats and all our amazing partners, I am delighted to be offering Restaurants, Bars and Hotels our collective Free advice and experience about one of the most significant changes in customer behaviour for many years: Take Out.

Working within a sector which has been so severely impacted by Covid-19, nothing is more important to me now than strategic thinking and collaboration to secure recovery in 2021. It was this belief - twinned my passion and long love affair for Hospitality - that drove me to open the campaign 'Take Out to Help Out'.

There have been more changes in consumer behaviour in the last 6 months than in the six years before Covid. Whilst I know that our customers have missed our open doors, I am in no doubt that many of these changes are here to stay, of which 'Take Out' is one of the most significant.

Take Out offers businesses a route to market otherwise denied them by Lockdown in the short term, and by increased competition and changing customer expectations beyond that. Take Out keeps customers loyal to your brand, enables you to exploit innovative ways of increasing your profile, and ensures that customers will return to put bums on seats!



Enjoy!

Amber Staynings
Bums on Seats CEO

Donations

This Guide features some of the best expertise in the industry and aims to answer burning questions about “at home” dining, - offering Operators support and advice on a range of issues.

It is also Free of charge for Hospitality Operators and we sincerely hope it will help you to profit from takeaway, delivery and ‘at home’ dining during these difficult times.

However, donations to our Charity Only A Pavement Away are most welcome. This Charity does amazing work supporting ex-offenders, vulnerable veterans, and the homeless out of destitution and into jobs within hospitality.

You can donate or set up a monthly direct debit [here](#).

Find out more about Only A Pavement Away:

onlyapavementaway.co.uk

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Contents

Page 1:

"Delivery: From Quick & Functional to Occasion and Experience Based" - KAM Media.

Page 4:

"Tackling Operational Obstacles" - Twice Baked.

Page 7:

"Making the Most of Delivery" - Kbox Global.

Page 10:

"OTC Take Out Tips & Tricks" - On Trade Consultancy.

Page 13:

"Sustainable Packaging: - Aubrey Allen.

Page 16:

"BioTips for Delivery and 'At Home' Dining" - 4Eco.

Page 19:

"5 Top Tips for Delivery Menus" - 2Forks.

Page 22:

"Hospitality at Home" - Toggle.

Page 26:

"Marketing During & Post Covid-19" - Mark McCulloch, Supersonic Inc.

Page 31:

"PR and Social Media: Increasing Awareness" - Roche Communications.

Page 34:

"Channels Change, Challenges Don't" - 48.1.

Page 38:

"Using Your Wi-Fi data to Drive out of Restaurant Sales" - Wireless Social.

Page 42:

"Selling bums on seats 'At Home'. Operator 'Take Out' 'Sales' Opportunities in 2021" - Bums on Seats.

Page 47:

"Driving Sales Through Delivery" - Ann Elliott.

Page 50:

"Branding Comes to Hospitality - How Greater Online Presence Will Change Physical Restaurants". - Store Kit.

Page 54:

"Guest Experience Begins and Ends Outside Your Venue" - Feed it Back.

Page 57:

"How to Increase Orders For Your Food Delivery Service" - HGEM.

Delivery: From Quick & Functional to Occasion and Experience Based.

KAM Media

Delivery is fast moving into its next phase. Only 7% of UK consumers were using delivery apps on a weekly basis before this crisis – that figure was around 24% after the first lockdown. Delivery is now providing hospitality with a much-needed source of income. Consumers have been forgiving of the kinks in new delivery services during initial lockdowns but operators now need to get professional. Competition is already fierce and not all will survive.

From functional to experiential

The next phase of delivery will move from a purely functional transaction to experiential. Operators need to think beyond the food they offer and consider the total experience; consider a delivery as a gift arriving on your customer's doorstep. The best operators are not only providing quality food to eat at home but offer the entire experience including branded packaging, additional seasoning and sides (giving customers the options to personalise), drink pairings and even tableware and playlists!

Packaging needs to be innovative and attractive as well as functional- a true reflection of your brand. (You're also reminding them why they loved to come and visit you in the first place and ensuring they don't forget!) Also, don't forget about sustainability. Customers will only endure a growing pile of plastic take-away boxes for so long- they know you can do better.

Moving into new occasions

Delivery is also already evolving from purely about "feed me now" to fulfilling a range of different consumer occasions; a gift I can buy a far-away friend, a way to celebrate Valentine's day, a new family breakfast tradition, an affordable mid-week treat, online dinner party, work from home lunch... the list goes on.



Our recent research found that 25% of consumers liked the idea of a 'celebrate at home' New Year's Eve kit with snacks, alcohol and sparklers. 24% said they would consider a 'take-away' from a local pub/restaurant to help them celebrate Valentine's day, so seasonal and event-based menus are key. Sharing platters and tapas style food is also popular for these social occasions.

Maximising the gifting opportunity

Delivery should become a big player in gifting. "Mix your own cocktail" kits are becoming increasingly popular, including monthly subscriptions. 13% of consumers told us that they like the idea of a Valentine's take-away meal plus gift such as a candle or flowers from a local pub/restaurant. Gift vouchers for pubs and restaurants are also attracting a significant amount of interest with 22% of consumers saying they like the idea as a Christmas present. Operators will need to make it easy for people to order from one address and deliver to another and also include a gift note with their order.

Moving into new day-parts

Operators need to think well beyond the traditional 'Friday' night take-away and consider new occasions and day-parts. New working routines, for example, are likely to mean that breakfast, brunch, lunch and even mid-morning sweet treats or 'after work drinks at home' are all opportunities for delivery. Day-time deliveries might mean re-thinking your menu or investing in a quality coffee offer.

The way we live our lives has changed, meaning the way we consume has changed too. This offers a huge opportunity for delivery to become a much bigger part of people's everyday lives and routines and fulfil new occasions. The time to experiment and innovate is now.

About KAM Media:

KAM Media is a boutique research consultancy, specialising in hospitality and retail. Our research and insights tools, and services, are designed to give our clients the critical knowledge needed to understand why, where, when and how to create an impactful and engaging customer experience, at every stage of the journey.

kam-media.co.uk
hello@kam-media.co.uk



Tackling Operational Obstacles.

Twice Baked

As a hospitality owner, you should focus on what you know best. You shouldn't have to worry about delivery logistics. You can outsource the delivery. There will be a fee to pay but it is nothing compared to the additional customers you can service consistently.

- Let's start off by creating a well costed and easily executed menu which will support the commission paid to 3rd party partners and reduce stress on the operations. Take a look at the cash margin in detail and refine where you can.
- Invest in your employees by allocating time for their training. Devoting time to your workers will prepare them for what's ahead and make sure they know what to expect. Make your restaurant the best place to work by giving them the support they need, equipment that works, and an internet connection that doesn't drop.
- Managing your food costs is one of the main factors that will either make or break your delivery business. Over or under portioning of food will create frustrating experiences for your customer, and even more frustrating situations for your wallet.
- An efficient inventory management platform (Twice Baked loves MarketMan) will allow you to accurately manage your menu costing, integrate your POS, and refine the gap between your actual and theoretical food costs. Choose your three main inventory items: the items that cost the most and the items you use the most and count these daily. Count these daily!
- As our guests will be interacting with the brand online, packaging is an important facet of the offering. Look closely at how the food travels with a focus on quality and temperature. With regard to branding take a look at the details: can you get branded napkins etc.



- We now have the product right; let's discuss accuracy. Missing items are a sure-fire way of losing our guests' trust. Put as much focus on the support of your teams so you have a process to ensure all orders are correct.
- Treat delivery drivers as friends, they are ultimately the person representing your brand. We have found a small box of chocolate or a drink now and then makes them feel appreciated. This translates into more timely deliveries and significantly more care.
- Leverage technology to streamline your operations and empower your teams. When there are too many manual steps in completing an order this creates additional work for your team. Talk to your provider, see how they can support you, and what is available. Not recording sales manually into your POS means that your team can focus on the food.
- Be prepared to manage change, we are entering new times. Be prepared to change how your brand delivers products. Whether this is at home meal kits or direct to consumer sales. Through this change continue to evaluate your margins and kill any costs that are damaging your P&L.
- Don't put all your eggs in one basket. Within reason, get on as many platforms as possible. This will help put your brand at the forefront of your guest's thoughts. Businesses with a large delivery presence across multiple partners have been significantly more successful over this challenging period.
- Lastly, expect 'instore' sales to re-align, but with a drop. We expect to see a min of 10% increase sales mix for delivery. This will translate into higher costs so take a careful look at how this impacts on your instore guest experience.

SPECIAL OFFER

Thank you so much for downloading the E-book.
As a thank you we would like to offer your business a free month to try out MarketMan, the UK's leading inventory management software.

Please email info@twicebaked.uk to claim this reward.



About Twice Baked:

We make your tech work for you.

We help you get the most out of your technology products so that you save time money and reduce headaches. We curate bespoke tech stacks that are implemented and trained at the highest level. By ensuring that the systems work well together and teams are extensively trained; we make your tech 'sticky'.

Our approach delivers the savings and simplicity restaurant software is designed to do. As the exclusive partner of MarketMan in the United Kingdom. MarketMan is a complete restaurant management system to simplify order management, eliminate waste and amplify profitability. Coupled with support from Twice Baked's expert team, you can help your business thrive by streamlining every detail of your operations.

twicebaked.uk

info@twicebaked.co.uk



MarketMan

Making the Most of Delivery.

Kbox Global

A few tips from Kbox on how to take advantage of the Delivery revolution:

1. Adopt a delivery-first mindset

Imagine a delivery customer scrolling through Uber Eats or Deliveroo. What do they want? To succeed in delivery, you need to serve up food that's easy and quick to prepare, travels well and isn't prohibitively priced. This audience won't be aware that your kitchen is run by a world-renowned chef. And they won't care.

2. Break with 'one brand, one kitchen'

Most commercial kitchens are loss-making. This is because the traditional business model of using one kitchen to serve one brand/menu is outdated and inefficient. It's time to break from this mindset and reconfigure your kitchen to prepare multiple delivery brands concurrently, so that both staff and equipment are kept busy.

3. Look beyond your existing menu

What works in your dining room might not work well on Just Eat. But the great thing about the food delivery market is that you're under no obligation to use your existing menu, or even your existing brand. There are plenty of popular, high-quality food brands out there that you can license, prepare, and sell for delivery, without having to change anything for your on-premises customers.

4. Think local

Your delivery proposition won't stretch beyond a 2 to 4-mile radius. So, you need to get a clear sense of what food is already available within this area and who these nearby delivery customers are. Understanding local demographics, tastes and ordering habits will help you arrive at the right set of food brands to serve up for delivery.

5. Now is not the time for cutting back

Instinctively operators are cutting costs where they can, but in doing so they could be missing out on useful new revenue sources. For example, by maintaining evening shifts for one or two chefs, you could be bringing in an additional £2-5k in weekly delivery earnings. By taking this approach, when hotels return to normal your chefs will already be upskilled to produce multiple menus which you can add into your all-day dining, breakfast, and room service menus. Now is the time for optimising the resource you have, not cutting back.

About Kbox Global:

We are Kbox Global, an ambitious company aiming to revolutionise the food delivery world with a unique combination of food, customer-centricity and tech-driven insight.

Our mission to help kitchens grow has led us to become experts in developing distinctive, quirky food brands that customers will love.

kboxglobal.com

info@kboxglobal.com



OTC Take Out Tips & Tricks.

On Trade Consultancy

Sustainable Packaging

On-Trade Consultancy would recommend ensuring that as a business you focus on plant based, compostable packaging to lower your carbon footprint. This will also attract a wider customer base who are environmentally aware when ordering take away. In conjunction with this, we would recommend that, where possible, your delivery service is no/low emissions. In order to decrease your carbon emissions, deliver on foot or by bike to your local area!

Delivery as A Gifting Option

Due to the pandemic, it has become more important than ever to connect with family and friends across social media platforms such as Facetime, Zoom and Team. Additionally, the sector has seen a significant increase in At Home delivery as a gifting option to connect family and friends with unique personalised gifts! To enhance this experience, On-Trade Consultancy suggest using a 'Notes section' within the ordering process. The 'giftee' can create a note that will accompany the items purchased and adds that extra touch of personalisation, love and care for the receiver.

Ensure that all items being delivered are well packaged and presented, complete with branded napkins, stirrers or coasters to ensure that the customer becomes familiar with your brand. Alongside this, by making sure that the gifting and opening experience is memorable by going the extra mile, using colourful tissue paper, clear instruction leaflets, and delicately wrapped and decorated gift boxes. really make for a memorable & enjoyable 'experience. A gifted delivery should never be overcomplicated or stressful, so think about how YOU would like to receive a gifted cocktail making kit, as an example.



Marketing ‘Take Out’

Encourage all customers to post and share At Home experiences across their own social media channels. Giving you free exposure for your business! Make sure they tag in your social media handles, and provide a social media business card within the at home kit, as well as create your own unique hashtags! Why not start a competition for the best picture of a customer's ‘At home cocktail’, ‘Perfect plate’, ‘At home dining set up’ - be creative! Make the whole experience tie in and align to your brand. and make it fully immersive for the customer.

Post Pandemic Sales Drive

At On-Trade Consultancy we believe that cocktail making kits and At Home recipe kits are here to stay!

One positive about 2020 has been the explosion of options for high quality at home kits, whether they are meal boxes, cocktail kits or brew your own beverages! The on trade are bringing an at home drinking and dining experience to the customer, so benefit from that.

Market your At Home kits and continue to drive sales for delivery and gifting options, especially when the industry begins to open up again. Market the alternative sociable dining experience that you can offer in your venue - advertise it as a treat, a refresh or reintroduction to the on-trade experience. “We can’t wait to welcome you back!”

Ensure that you are encouraging the customers who have received at home kits, via email, text and social media. Shout about the Covid safe measures you have in place in order to comfort your customer and make them feel safe upon visiting your venue.

Market what you do best and what is unique to your business - it'll make you stand out!

About On Trade Consultancy:

On-Trade Consultancy are a bespoke hospitality agency working with some of the top technology and drink brands in the UK.

On-Trade work with early-stage start-ups who have just received their first round of funding, through to more established businesses which need help for larger sales accounts.

Our growing team of consultants brings a wealth of invaluable experience, skills and a C-suite network developed and gleaned from careers across the hospitality space.

on-trade.co.uk

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Sustainable Packaging.

Aubrey Allen

“Do you want to do the right thing, or just be seen by your clients to do the right thing?”

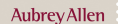
That’s what we were asked by a packaging consultant 3 years ago. We wanted to do the right thing.

We decided the investment was worth it –we believe that everything we do, from sourcing to delivering should be as ethical as we can.

It’s anywhere between 30-90% more expensive to invest in the proper planet friendly packaging but we believe delivering the best meat and cheese Nationwide should not come at the expense of the planet; this was step one on our journey into ‘packaging’ our affordable luxury gift-led service. It needed to look amazing, retain the integrity of the product and that of our brand.

The consultant explained that many wanted to tick a box and ‘be seen’ to be caring – switching immediately away from plastics to less sustainable packaging solutions. Jumping on the band wagon of so-called ‘natural’ insulation when in reality it was not capable of nationwide recycling, or they had sourced a product produced 1000’s of miles away in unchecked warehouses.

The other factor in sustainability was making the most of each mile and filling the boxes to maximise packaging and delivery. This is a waste of both packaging and mileage – we didn’t want to fall foul of the Amazon nightmare of a peanut sent in a box large enough to house a monkey ... it simply doesn’t fall in line with our philosophy.

A small, square logo with a scalloped border. Inside the square, the name "Aubrey Allen" is written in a dark red, serif font.

We had already done a full audit on our core business so here are our top tips on sustainability in a confusing world:

Decide what you want to do and why.

Is it just to tick a box and be seen to do the right thing or do you really want to help reduce land fill? Remember, the more of us that begin the quicker overall prices will reduce.

It is expensive.

Ensure you get some ballpark figures and your investors are on board.

Do your homework.

Is it kerb side recyclable, or so limited as to be no better than polystyrene in terms of filling up the landfills?

Find the right partner.

We have spoken to many packaging companies so finding the right ones - who understand your business needs - is crucial.

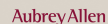
Be prepared for a long and continual journey.

We started in earnest 3 years ago and we are still working to find a solution to some over wrap – we are 98% there but we want to be 100%.

Get all your partners in line.

From our delivery partner, to our suppliers, to where we source from, and how (grass fed sustainable farming). It's all part of doing the right thing for the right reasons.

We are happy to chat with you and send you details of our journey to help you on yours. Get in touch. To see the packaging in action, just order from our website.

Aubrey Allen

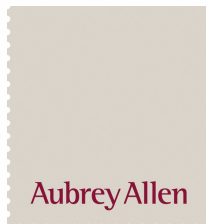
About Aubrey Allen:

Aubrey Allen, award winning family business, have served chefs with the best meat in the UK for over 30 years.

They have a Royal warrant and video endorsements from Raymond Blanc and Michel Roux jnr. Aubrey Allen deliver artisan cheeses and free-range meats directly to homes nationwide in luxury packaging for gifting, proving that beautiful packaging shouldn't cost the earth.

aubreyallen.co.uk

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BioTips for Delivery and 'At Home' Dining.

4Eco

Tip#1 - Try Vegan food ranges with you take-away options.

Since 2014, Veganuary has inspired and supported more than one million people in 192 countries to try vegan for January and beyond.

Tip#2 - Embrace sustainable options.

This isn't just good for the planet – it tells your customers that you share their concerns and are making active choices to better the world around you. Three quarters of Millennials and Gen Z's say they're willing to pay more for sustainable products and services.

Tip#3 - Choose Environmentally friendly Disposables.

Wrapped straws and cutlery kits - avoid the virus. Coronavirus can remain viable on surfaces like metal or glass for up to 72 hrs. In a time where we may be using more disposables than before, choose the BIODEGRADABLE or environmentally friendly options.

Tip#4 - Sustain and protect our Trees.

Use alternatives solutions to paper and wood as trees give us oxygen and help reduce Climate Change.

Tip#5 - Avoid plastic packaging on take-away solutions.

Biodegradable packaging is a great solution to help the environment. Biofase utilises bioplastics (plant based) as well as what once was considered waste (avocado seeds) making our amazing biodegradable cutlery and straws the most eco-friendly alternative in the U.K.



Tip#6 - Reduce your food waste either by limiting over purchasing or through planning.

Double check you are storing food correctly, make sure all your food is labelled correctly, practice perfect stock rotation - and of course, make sure you are keeping an accurate food inventory.

Tip#7 - Reusing is better than recycling.

It saves the energy that comes with having to dismantle and re-manufacture products. It also significantly reduces waste and pollution because it reduces the need for raw materials, saving both forests and water supplies. Take-away outlets can encourage re-use by offering discounts for customers bringing their own cups/containers.

Tip#8 - Think Globally Act Locally.

We should all think globally, act locally and support local businesses .The rising trend for consumers who want to eat local is undeniable - and reduced travelling time for your raw ingredients not only means it is more sustainable: it will taste better too!



About 4Eco

4eco Ltd – Exclusive distributor of Biofase in the UK. The only avocado seed-based cutlery and straws made from renewable sources that biodegrade naturally in less than a year. Our products have a very low carbon footprint and yet are strong and durable. Suitable for hot & cold food and drinks. We fulfil the current hygiene and safety requirements with our wrapped straws and sealed cutlery kits.

4eco.uk.com

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5 Top Tips for Delivery Menus.

2Forks

1. Give people what they want.

By using your email list and social media platforms to get people to nominate the dishes they miss most, you're already prompting them to picture themselves enjoying them in their homes. Customers who have been part of shaping your takeout menu will be more likely to order from it AND (added bonus!) by identifying your most popular dishes, you'll know which ones to feature in your marketing going forward.

2. Draw up a shortlist of dishes and run test deliveries.

Not all food travels well and you'll want to identify any pitfalls before finalising your menu. Some dishes may work better as meal kits than finished takeaway meals.

3. Spend some time on your menu descriptions - and include pictures that show how the takeaway versions of your dishes look.

When customers aren't in an environment where they can see and smell the food, your menu will have to work harder. Consider including the odd bit of 'social proof' by using words like best-selling, famous and popular but stick to really descriptive words when you're talking about flavour.

4. If you don't ask you don't get.

If you're offering side dishes, make sure you encourage orders of these by flagging them up in the descriptions of dishes they match well with. Depending on how sophisticated your online ordering system is, you might be able to prompt customers to add sides and desserts as part of the check-out journey. If you're taking orders by phone, train your staff to ask the right questions. McDonald's made A LOT of money by adding a simple 'Would you like fries with that?' to every order.



5. Keep track.

When your menu goes live and you start receiving orders, keep track of your most popular dishes and, if something isn't selling as well as expected, consider swapping it out for another dish. Make sure you keep tabs on who's ordering too. If you have lots of regulars, you may want to start offering weekly specials to keep things fresh for those who order often. Include a request for feedback with every order and use responses to optimise your menu and use customer quotes in your marketing.



About 2Forks:

If you want to squeeze more juice out of your written communications, you need to speak to 2Forks. Annica and Anna have specialised exclusively in food and drink copywriting since 2014, helping the likes of Dishoom, Wahaca and Rosa's Thai connect with their customers.

Everything they write, whether it's your email campaigns, POS material, menus or tone of voice blueprint, is meticulously researched so it speaks to customers in a language they understand and motivates them to buy from you.

You can get free support and ideas for your campaigns in the [2Forks Food Marketing Club](#) on Facebook.

2forks.co.uk

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Hospitality at Home.

Toggle

If innovation and ingenuity are what it takes to survive the Covid-19 pandemic, there are plenty of hospitality Operators who deserve to come through the other side of lockdown with a thriving business and a band of loyal customers with whom they've continued to engage with, despite their doors being shut.

Once lockdown was announced, smart operators were quick off the blocks to find new ways of keeping themselves relevant to their customers and bring in much-needed cash during closure. Many have sold gift cards, which allow customers to buy a round of drinks for themselves or a friend, redeemable on that happy day when the pub's doors reopen. The success of these schemes is testament to the customer loyalty inspired by some pubs; The Devonshire Arms in Yorkshire, for example, sold £25,000-worth of vouchers during the first lockdown and £60,000 in the November lockdown using the Toggle platform, which allows pubs to create gift cards for free.

However, as the closure carried on, it became clear customers couldn't be expected to keep buying what was effectively a goodwill gesture with no immediate benefit to them. Operators realised that to keep their customers engaged, while their doors remained closed, they needed to offer them a "lockdown version" of the food, drink and - most importantly - the experience they had enjoyed in their pub, bar or restaurant before closure.



At Toggle, we've seen many great examples of how operators have turned their in-venue offer into an in-home one and been involved in bringing several of them to life. The secret to success lies, we believe, in a number of factors, demonstrated by some of the best lock-down marketing:

- **Understand the core of your offer:**

At first glance, The Beer House in Sheffield wouldn't appear to be well placed for the lockdown – a small micro-pub, it had never sold beer for takeout or delivery before closure. However, owner John Harrison realised the reason customers visited The Beer House – to explore a wide range of craft beers, guided by the pub's expert staff – could be recreated. The Beer Box, a weekly-changing selection of beer as a nine-litre “bag in box” from companies such as Beatnikz Republic, Marble, Roosters and Arbor Ales, was born.

- **Create a virtual community:**

The Beer House created a WhatsApp group for its customers, which gives them an exclusive six-hour window when they can access the weekly beer box before it goes live on the website. The first time it did this it sold £500 of beer boxes in an hour. It has since developed an online beer box community, with hints and tips about enjoying the beer. John even researched the thorny issue of how to put a head on the ales at home, testing a whisk, cafetiere and even a child's Calpol syringe! Now, group members wish each other a “Happy Beer Box Day” and post videos of themselves with their home-poured pints.

- **Recreate the complete experience:**

If cask ale is challenging to recreate at home, then so too are cocktails. According to CGA data, only 4% of people have enjoyed cocktails since lockdown, compared with 22% before. Revolution Bars has created two cocktail kits – sold through Toggle – containing all the ingredients needed to make them at home.



Just as importantly, it realised what customers crave as much as their favourite cocktail is the atmosphere of a Revolution bar, so it has populated its social media channels with a steady stream of engaging content, from charismatic bartender Dimitri conducting cocktail tutorials to a DJ set, or a “hangover high-intensity interval training” session on Facebook Live. A competition inviting people to tag a friend at #RevsDate and win a DIY cocktail kit attracted hundreds of entries from customers, reminiscing about their times enjoyed in a Revolution bar and looking forward to the fun ahead after lockdown.

- **Stay true to your brand:**

Côte is all about high-quality authentic French food, which it has continued with its Côte at Home offer, promising “freshly-prepared, restaurant-quality meals; effortless cooking with no skill or washing up required”. As well as ready prepared meals, it also has a butchery section with steak, sausages and prestige burgers, and a selection of unusual French cheese. It’s a perfect translation of the in-restaurant experience to the at-home environment and has allowed thousands of Côte customers to enjoy a genuine taste of France. With reopening hopefully on the horizon, it will be interesting to see to what extent consumer behaviours may have changed during almost a year of closure.

Let’s hope those operators who adapted their offer and kept their customers engaged through social media are rewarded with returning guests who appreciated the “lockdown version” of their favourite pub, bar or restaurant, and can’t wait to experience the real thing again.

About Toggle:

Toggle is an intuitive gift card platform which integrates with many other hospitality platforms and EPOS providers - creating a transactional website for operators to easily sell gift cards, products and experiences directly to customers.

It is free for the first £1,000 worth of sales and Operators can be up-and-running within a few hours.

Operators using Toggle to sell gift cards include: YO! Sushi, Revolution Bars, Franco Manca, Leon, Gusto, Tonkotsu, JW Lees, Yummy Pubs, Boston Tea Party, Brewhouse & Kitchen, Côte, Turtle Bay, Rudy's, San Carlo, Bob Bob Ricard, Park Chinois, Revolución de Cuba, Hickory's Smokehouse, Ego Restaurants & Rosa's Thai Café - plus many more.

usetoggle.com

sam.brown@airship.co.uk



The word "toggle" in a bold, blue, lowercase sans-serif font. The letter 'o' is stylized with a red dot above it.

Marketing During & Post Covid-19.

Mark McCulloch, Supersonic Inc.

Let's all have a lock in!

"You can't control what you can't control" as the saying goes, but even when you feel as powerless as you possibly do at present, there is so much that you can do if you have time, some energy and perhaps a wee bit of marketing spend available.

Thinking about this practically in terms of targeting customers and potential customers just three things have changed.

- 1) Their location**
- 2) How they want to receive your product**
- 3) Their mindset**

Yes, there are a whole bunch of other thoughts and concerns but focus on these three things and you will do well.

Let's tackle these one by one. With the location this is like shooting fish in a barrel. Where are your customers? At home. What are they doing? Mainly they will be:

- Online (social, emails and surfing), Face stuck to their phones
- Waiting for deliveries (Amazon etc)
- Listening to radio, music, podcast and audio books
- Watching TV and catch up TV



- Playing video games
- Possibly exercising
- Having video conversations with friends and family,
- Cooking at home / meal subscription boxes and at home kits / delivery / takeaway

If this is their behaviour and what they are doing, how can you get your marketing message across to them in each of these areas. I bet you can think of 5 ideas for each easily. Take the first one for examples. If their faces are stuck to their phones then you need to up your social game. 20 posts per day per channel at least; take out social media ads targeting people within the deliverable radius of your venues (or national if you have nationwide delivery); create retargeting ads so that when people search for you and what you do, you can serve them up an ad in Facebook and Instagram; buy google ad-words so that you appear top of search when people search for your designated key words; and email everyone in your database to let them know more about what you are up to, what's on offer and how they can get hold of your products. See? Easy. That was 5 things written in under 5 mins. I hear every time I do a brand session that your company is humble. F**k humble. You need to be out fighting for every sale to help you to survive.

With how people want to receive your product, you need to do two things. Ask them. Talk to customers in the local areas and see how you can best serve them. This is vital to ensure you are not simply being 'just another option'. Also do a thorough search online and ask your network who is doing the best delivery and take away. This will give you a good idea on what you need to do to raise your game and win. Research first: then execute brilliantly. By chatting to your local community, you may find they have more lateral needs than just ordering your food pack on a Saturday night. You may find that what people really want is to have a blowout once a month which would lead you to produce a Pay Day Party Pack etc. You don't know until you ask.

One of the most entrepreneurial initiatives I saw was a local micro pub here in Brighton who, as soon as lockdown 1 was being suggested, bought the URL Deliverbrew.co and by asking people what they wanted, created a fresh craft beer delivery service powered by one of the owners cycling all over Brighton and Hove to bring the best curated range of craft beer for many miles around.

SUPERSONIC

They are a small independent with limited financial resources but managed this in the blink of an eye. It went so well that it has continued, and saw them become within a touching distance of their normal turnover. It really can be that simple.

Thirdly in terms of state of mind, this is a vital filter to apply as you have to 're-segment' your audience again by talking to them. This will determine how to talk to and communicate your marketing messages to each segment. For example, you may have a part of your community who have stopped drinking and are eating more healthily, or you may have a 'screw it' bunch who are treating every week night like a stag night. There will be people who have lost jobs, loved ones etc. Again, you can only find this out once you talk to people and discover how they are really feeling.

So, with all of the above ingredients sorted, you should be ready to go and make some money.

Lastly, when you do reopen, I would advise that you focus all efforts and communications on your current and future customers during the next 12 months as follows:

- **Safety:**

Your customers need to keep seeing what measures are in place to keep them and your teams safe. They will not come and visit you otherwise.

- **Quality:**

You really need to be offering something of quality (or incredible value). So many habits have changed where customers will now no longer choose the 'muddy' middle. Either you offer incredible quality (quick, tasty and convenient) or a real treat / something they cannot replicate at home.

- **Craveability:**

You have to have something on your menu, drinks list, in your service / environment or about your brand that people would dream about, leave their partner for, walk over broken glass for or wear you; as a badge of honour'!

SUPERSONIC

Ask yourself honestly, do you have that? Truly? Really? As very few do. If not, make it happen as soon as you can. If you do have this, then this is what you must lead all communications with, like Burger King would do with The Whopper, Hawksmoor with Shaky Pete's Ginger Brew / Steaks cooked to perfection / Mac and Cheese / Sticky Toffee Pudding / Rolos, or as Brewdog do with Punk IPA and being one of the most Innovative companies on the planet. What's your 'thing'?

- **Availability:**

This is the change that Restaurant and Bar businesses will see forever. You need to be available in any which way that your customers and the consumer at large now demand. That means table service, click and collect, delivery (last mile, national, international), Home Kits, Virtual Events, Cookbooks, Your ingredients in Supermarkets, Amazon Shop, Orderable by voice through smart speakers and, and, and...

I wish each and every one of you well in 2021. Go for it!

SUPERSONIC

About Mark McCulloch, Supersonic Inc.

Mark McCulloch is one of the leading Food, Drink and Hospitality brand and marketing minds in the world. Mark has over 20 years Brand, Marketing, Digital and Social Media experience holding senior positions at lastminute.com, Barclaycard, YO! Sushi and Pret A Manger.

Mark co-founded Brand and Marketing agency WE ARE Spectacular Ltd in 2012 and now runs Premium Brand and Marketing Strategy consultancy Supersonic Inc. based in London and Brighton helping C-Suite level Marketers and Executives amplify their business across multiple sectors. In 2018, Mark began podcasting and his Mark McC Supersonic Food Marketing Podcast has reached number 20 in the iTunes business charts and is a regular Top 100 podcast.

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SUPERSONIC

PR and Social Media: Increasing Awareness.

Roche Communications

With the current pandemic closing hospitality not once, but three times, the take-out/delivery market has certainly become a crowded one as businesses pivot to deliver all manner of menus to their customers' doors - from tasting menus and Sunday roasts through to DIY boxes and cocktail kits. How do you stand out from the crowd and maximise on sales?

Firstly, the nature of your delivery offer will be important – ensure that it reflects your brand identity and usual in-dining offer. You may need to adapt your takeout menu for delivery, but it does need to complement your usual offer. If you have a best-selling signature dish that the restaurant is known for, try including this as part of your offer as it's likely to get the most traction – Dishoom's iconic bacon naan and Pizza Pilgrim's frying pan pizzas are great examples of kits that made a lot of noise. To make your delivery offer stand out from its competitors, consider add-ons such as tableware, flowers, pre-made cocktails, etc.

Now for PR and Marketing. Ensure the customer journey is easy to navigate online and that the narrative engaging – this, along with your various social media platform, is your shopfront. Consider issuing a press release to target media – depending on your delivery radius this could be national media, local press and/or digital platforms. Create a strong social media presence – as well as posting about your delivery offer, consider complimentary drops to influencers who reflect your demographic – this gives you instant coverage in a cost-effective manner. Consider extending this to key media titles and launching with a competition to win a number of meals/kits on your own and influencer/press channels.

If considering delivery for the long haul, think as you would with your restaurant menus: consider seasonality and key calendar dates. Consider 'Dinners for two' for Valentine's complete with flowers and candles, Sunday family roasts for the weekend, comfort food for the winter and, as we approach spring/summer, picnic-friendly items and lighter dishes.

If budget allows, consider employing the services of a specialist hospitality PR that already has the media and n influencer contacts and the 'know how' to generate awareness. This will give you time to focus on operations whilst they support you not only in helping to drive sales, but in maintaining visibility for your restaurant/brand. This will help you in the longer term to ensure awareness for when you reopen and in support of your bookings.

For those with the resource/time, consider collaborations with a third party. By working with another brand to supply drinks, a show-stopping dessert or even tableware, you are able to plug into additional social media feeds and digital channels, attracting new customers, and extending your reach.

SPECIAL OFFER

Roche Communications is offering significant discounts of up to 30% for new clients and cost-effective packages to support hospitality.

Contact rochelle@rochecom.com for more information.

ROCHE
communications

About Roche Communications:

Roche Communications is one of the UK's leading specialist PR and marketing agencies.

Founded in 1993 by Rochelle Cohen, Roche Communications have been showcasing the best of British hospitality to the media for over two decades and is the agency behind some of the UK's most successful brands and independents. They understand how hospitality (and the media) work, and their ideas are creative and cost-effective. They are also commercially driven, and always looking at ways of driving sales and bookings through PR, social media, influencer outreach and marketing. They genuinely care about their clients, many of whom have been with the agency for over a decade - which we think speaks for itself.

rochecom.com

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ROCHE
communications

Channels Change, Challenges Don't.

48.1

An 'at home' restaurant experience is nothing new, of course.

Restaurant food has been served in non-restaurant settings since day dot, and numerous brands have exploited their brand awareness and reach to diversify their offer and appeal to wider audiences. Pizza Express sold more pizzas in supermarkets than their pizzerias long-before COVID-19 eviscerated high street footfall.

The pandemic prompted scything changes in consumer behaviour. The majority of us are working from home. More of us are cooking. Some of us are still trying to bake a half-decent sourdough.

But the greatest changes were not circumstantial; they were existential.

Restaurants, bars, pubs and cafes provide the setting for social interaction. They grant us an escape from our day to day lives and provide joyful punctuation amid the daily grind.

You may have appreciated the sustenance. But you miss the entertainment. And the more acute operators were quick to realise that their audiences now had a Friday-at-7pm and Sunday-lunch shaped holes in their lives.

Delivery, pernicious as it is to the economic model, offered an immediate transition and urgent revenue. Demand, distribution and fulfilment were already well stocked. However, with rare exception, a restaurant experience is poorly mimicked by ferried food, cardboard packaging and a knock on the door in place of service.

48.1

Delivery offers sustenance, it brings food to your door. And it is anything but entertaining.

A successful 'at home' proposition allows for a crucial, human role in construction. Quick to navigate and serve, but with a sense of interaction and satisfaction. At a time when the alternative is barbarously out of reach, it's a great night in.

The challenge, as you may have surmised, has always been to entertain. Guests are not and will not be loyal to convenience or promotion. Even in more clement market conditions, every brand should be investing in ways to differentiate, to create memorability and to extend their value beyond their four walls.

I once paved the roads of hospitality. A decade in restaurants, bars and hotels taught me – from my own experience – that a diligent attitude, a militant mindset, and being white, male & middle class could take me to the apex of an enterprise at rapid pace.

Hospitality has always favoured the operator. It rewards the present and available and today. And, in times of great demand – as we have experienced for the past decade, pre-COVID – this approach was paramount.

Now, without footfall, the axis has shifted. No longer can a brand rely on converting demand into profit or depend on their location for success. This is the era of demand generation.

High street retail has slowly, almost-deliberately contracted in my lifetime. Those that have survived – indeed flourished – may have adapted their product lines but are likely to have made greater strides by adapting to their audience, investing in digital channels and reinforcing their brand.

Dominated by aggregators, retail brands have to work hard to stand out in a sea of homogenous 'add your logo here' environments. They need a story. They need a personality. They need to connect with consumers beyond their products. And they need to drive them to their owned channels.

The logo consists of the number '4' followed by an ampersand '&' and the number '1'. The ampersand is stylized with a dot, making it look like a lowercase 'e' or a unique symbol. The entire logo is in a bold, black, sans-serif font.

As we recently penned, pace is everything. Where retail has had a generation to redesign their business, hospitality has had a matter of days a few times over.

Necessity was the mother of innovation in the aftermath of the subprime mortgage crisis back in 2008. Gone were the white tablecloths (too expensive) and booking engines (also too expensive), replaced by fast casual restaurants and no reservation policies. 'At home' dining is this cycle's child of innovation.

Other authors will tell you how it can draw attention to your brand or generate sales. Follow their advice but heed this warning:

'At home' is no panacea. It is another channel to exploit, another tool in the box. Its real value lies, however, in the radiating, startling, menacing jolt that it should provoke.

How can you entertain your audience? What can you do to differentiate? Why should someone care about your brand?

Open the box, unwrap the challenge and design a way for your business to be a part of people's lives, wherever they are.



About 48.1:

James Sandrini is Co-Founder & Strategy Director of 48.1, a creative agency (usually) based in Shoreditch, born from Brexit and specialising in brand & digital.

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48.1

Using Your Wi-Fi data to Drive out of Restaurant Sales.

Wireless Social

Back in the (g)olden days when we huddled together in bars, restaurants and pubs, front of house teams would naturally chat with their guests throughout the service. Through these conversations, they'd be 'turning over the rocks' in the words of Danny Meyer by discovering connections and building bonds with their customers. In an increasingly transient society, with the added bonus of national lockdowns, data insights and your digital communications have had to become an extension of this in-restaurant experience.

Brands have adapted fast, rolling out delivery services in a matter of days, launching gift card platforms overnight and designing innovative cook at home kits so that we can try and re-create some of the magic of hospitality in our own kitchens. As we all know, full 'normality' is unlikely to resume for at minimum another 4 months, so driving as much revenue as possible through these new channels is essential.

We've come up with 4 key takeaways (pun intended) where you can take your existing Wi-Fi data to create custom audiences to promote your new offerings and increase your chance of a sale.



- **Who loves you the most?**

When restrictions loosened last Summer, as consumers we had to catch up on all of the things missed the most. This window of opportunity was fairly short so you can be safe in the knowledge that creating a segment of guests who visited you in this time period should be valued as big supporters of your business and rewarded accordingly. As well as segmenting your guests by date range, why not use 'visit frequency' to bucket your guests to identify the most loyal. You could send a message to these Summer visitors and loyal customers to say you'll throw in a surprise extra treat

As well as segmenting your guests by date range, why not use 'visit frequency' to bucket your guests to identify the most loyal. You could send a message to these Summer visitors and loyal customers to say you'll throw in a surprise extra treat in any cook at home kits which they order from you.

- **Get your steps up**

Why not segment your database by postcode and/or use Presence data to create a group who are walking distance from your venue. An excuse to hang up from Zoom and leave our home offices will be a welcome break so why not send out a message mid-morning with a link to your click and collect menu, suggesting they pick up something a bit different this lunchtime.

- **Feed the Party**

For the sports fans, the next couple of months will give you plenty to look forward to. Custom segment groups based on social interest data can identify the sports fans in your database to enable you to target them specifically on game days to remind them of your delivery offering. You can start top level with 'sports' as a group or drill down to a more granular level, looking for fans of specific teams or players. With the early starts for the cricket, weekend 6 Nations games and the late-night Super Bowl, that's all your day parts covered to provide them with their favourite takeaway to celebrate (or commiserate) the occasion.

- **Turning cooks into chefs**

The development of 'cook at home' kits is one of the most exciting innovations to come from the industry in this period. If you are a London operator and have made your kits available nationwide, target your non-London residents who now get to have a taste of the brand without jumping on a train. Or why not look for fans of celebrity chefs or cooking channels such as Tasty to identify budding chefs, most likely to be up for the challenge of recreating your classic dishes at home.

We could go on! As you may well know, the Wireless Social platform and its connectors allow you to set up these custom audiences and push them to your preferred channel, whether that's your CRM provider or Facebook, then track the results. Whether it is deep diving into your past visiting guests and understanding them a little more or wanting to gain new fans during lockdown – all the answers are at your fingertips with our 'insights' tools. Our social connectors enable you to engage with current guests and reward loyalty or begin a new relationship with lookalike audiences. Driving further revenue through lockdown is only a few clicks away.

We'd love to help you with these custom audiences and more, so if you'd like to chat please visit wireless-social.com and we will be happy to help.



About Wireless Social:

Wireless Social is a leading provider of guest Wi-Fi, analytics and marketing solutions to the hospitality sector. Their Wi-Fi service has been used by over 28 million people across the globe and this number is growing rapidly by over 1 million new users per month. They specialise in providing operators with actionable insight collected from Wi-Fi social log ins, to enable brands to track their guest behaviour to then segment and target their marketing communications more effectively. Their social connectors product allows you to target your ads effectively to the guests who visit you and create look-alike audiences to drive further footfall.

Alongside Wi-Fi, they have recently launched the Hedgehog product which gives drinks brands the ability to send targeted real time drinks vouchers to guests when they log into the Wi-Fi, to be redeemed at the till. All at no cost to the operator. When Hedgehog offers are running, there is an average opt in rate of 80%, along with a 56% redemption rate of the drink on offer.

wireless-social.com

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Selling bums on seats 'At Home'. Operator 'Take Out' 'Sales' Opportunities in 2021.

Bums on Seats

We believe that with belief and determination you can create a simple but effective strategy, which doesn't have to rely on the more expensive options (such as Deliveroo) to embrace Take Out to Help Out. It's also a way of securing a lucrative and loyal customer following, aligned with your re-opening, recovery, and regeneration plans well into the future.

To succeed your delivery strategy and servicing of 'bums on seats' at home will require the same level of commitment as any other campaign. Once you re-open, delivery may not be the most profitable at your peak trading times. However, it could be one customer's equivalent of their second visit to you in the week. A result on so many levels!

How to Sell Delivery without solely relying on commission-based Agencies:

- **Agree your catchment area**

This will of course need to be relevant to your surroundings. City centres enable you to promote takeout services further afield vs. rural locations, which require customers to be within walking and comfortable driving distance to secure their loyalty.

- **Rural and Residential locations**

Click n Collect will be key here. You should ensure that all those who live within a 15minute walk or drive are fully aware of your exclusive delivery offer(s).



- **Pricing & Offers**

For example: early week Take Outs with bundles such as 2 x pizzas and a bottle of wine for £35.00 when collected. Ensure offers reflect your own delivery or Click and Collect platforms and not just any external delivery agencies.

- **Birthday Data**

If you have data, use it for a Takeout Birthday added extra! Doesn't need to be costly.

- **So What?**

Become well known for one or two dishes or bundles – customers have so much choice. What is your unique selling point? Don't try and be all things to all people.

- **Low & No**

This is a growing market. Always have alcohol free options that taste and look like alcohol.

- **Added extras and little touches**

For example, an unexpected rose with your valentine's Day Offer.

- **Refer a Friend**

Deliver a 'refer a friend' voucher for a complimentary dessert on the next order.

- **Sell with every delivery**

Always place some marketing material (card or flyer) within each delivery and sell one of your takeout 'hero' products or mid-week bundles. Don't miss a single opportunity!

- **Marketing Calendar**

Capitalise on popular annual events, special days and occasions, and rework your takeout bundles and packages so they are relevant: 25% of people are already considering ordering a Valentine's Day takeaway* KAM Media stats.

- **Use SMS**

SMS is a proven method of communicating with your customers and it's growing in popularity. Try and use it.

- **Trading occasions**

Treat breakfast, lunch, dinner all separately and consider which drinks best match the Take Out on these occasions. Not too much choice however - make it easy for the customer.

- **Click n' Collect**

Who is meeting and greeting customers when they arrive? Make sure they are fully trained as Ambassadors for your business: memorable and welcoming.

- **Loyalty**

For example: simple stamp cards for a 'treat' if they order 5 Take Outs a month.

- **Branding**

Create bundles around the key occasions people want Take Outs, such as the Big Chill; the Big Night in; Sports mania; Cook Free Friday etc.

- **Social Media & Video content**

Chef interviews and Youtube videos work wonders. Be personal! Be creative, but above all be genuine.

- **Profit**

Can you align the use of Deliveroo and commission-based agencies for your off-peak solution only, and work hard on your own delivery strategy and positioning in the local market.

- **Local community is your best friend**

Collaborate with others (Clubs, Societies and Charities for example) to advertise your home dining and takeout.

- **Companies & B2B**

Don't forget your business network! They still have virtual meetings, they may still have a catering requirement, they can pre-order volume for specific Work from Home corporate meetings etc. And ask your business networks to list your takeout services on their intranet.

- **Employee benefits**

Offer large companies a discount for all their employees if they book direct for takeout rather than via a delivery company. Perhaps as much as 20% on certain days/times. Think lunchtime.

- **Key Workers**

Put in an offer / discount for all key workers and contact your local hospitals etc. to get listed on their intranet and placed in their internal comms.

SPECIAL OFFER

Free 30 min consultation with Bums on Seats CEO Amber Staynings.
20% off our Strategic Sales Audits for all sign-ups to the E-book before
end March 2021.

**Email abby@bumsonseats.org for more details or to book a free
consultation.**

About Bums on Seats:

We are Hospitality Sales and Business Development Strategy experts. We identify the areas of your Operation that are required for revenue growth, profitability and business resilience. We specialise in pre-booked sales, delivering new revenue streams and driving customer loyalty.

The four pillars of Bums on Seats are, Strategic Sales Audits, Hospitality Sales Training, Sales Plans & Sales Consultancy (which includes our White Label Sales Teams). Our pillars aim to identify & analyse, up-skill, develop and deliver those all-important sales. All 4 of the Bum's Pillars are dependent on one another. Although they exist and work independently, they also operate as a working cycle to give maximum, long term profitability.

Founded by Amber Staynings in January 2019 our client portfolio spans national corporate enterprises as well as smaller independents, with a team of highly skilled consultants working across the UK.

Our Mission:

To be the Industry's most recognised, most influential and most loved sales agency worldwide.

Our Vision:

Industry leaders in the treatment of both our own Team as well as our Clients. To inspire others to follow suit. To create and promote positive changes in the hospitality sector by putting people first.

bumsonseats.org

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Driving Sales Through Delivery.

Ann Elliott

Moving into delivery is not for the faint or half hearted. Its success is not a foregone conclusion and its introduction into a business has to be thought through strategically. At best delivery can add considerable 'topline' sales to a business. At its worst, it has the ability to lose the operator a lot of time, effort and profit.

The delivery occasion is a different one to a 'dine in'. Customers are not at home debating 'Should we go out to Nando's or should we stay in and get a Nando's?' They have decided to stay in and their next question is 'Should we cook, get a takeaway or get something delivered?' They might have decided what brand they want to order, or they may just go on an app and scroll through cuisines. It depends what sort of mood they are in, what takes their fancy and how much they want to spend.

Operators will be fighting for the 'eat at home' occasion choice if they venture into delivery. It will give a lower cash margin undoubtedly, but they were never going to get the 'eat out' higher cash margin anyway. It is not substitutional. This is a real shift in mindset for many operators but it's crucial to how they approach delivery. It really does have to be developed as a separate operating channel.

It is less complex in many ways than dine in, but like dine in, the core operation has to be consistently excellent. That includes speed of prep (the less complex the menu, the better), quality of packaging, accuracy of order completion and value for money (for single items and bundles). Generally, customers expect a 30-minute delivery time so operators have to work very closely with their delivery platform to ensure that can be achieved. Customers want what they ordered- on time and in full.

The operator can drive their delivery sales via their aggregator, via their own efforts or together, and of course the latter is the most effective. A brand/ businesses delivery option should be marketed with as much enthusiasm, consideration and effectiveness as it's 'dine in' option via the website, PR, CRM, social (really critical) and digital channels. Joint promotions (if possible) with the delivery platform really drive awareness.

Of course, the most important aspect of delivery is food and attention must be given to superb photographs and short, but enticing, descriptions. And it has to arrive looking like it does in the photographs. As customer reviews and feedback can make or break a delivery brand then this is imperative.

The delivery market is only going to go one way in the future, but this channel isn't right for every operator. If the decision has been made to go for it, then it has to be done properly and thoughtfully so it works, it sticks, and everyone loves it.

About Ann Elliott:

Ann has over 30 years' experience of living and breathing hospitality. She works with businesses to solve strategic questions by focussing on customer needs, cutting through the noise and getting to the crux of an operator challenge. Ann understands and loves the industry - bringing insight, people and creative solutions together. Supporting and connecting industry leaders and giving them a chance to grow, network, and (importantly) have a voice, is incredibly important to her.

She is an NED, a speaker and facilitator, a co-founder of Plan B mentoring, a founder of the Hartwell Dinner Group, an Arena board member, a member of both the UKH events and casual dining committees, and a regular contributor to Propel events.

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Branding Comes to Hospitality – How Greater Online Presence Will Change Physical Restaurants.

StoreKit

A new kind of restaurant is coming.

Once, the most usual way to get started as a Restaurateur was a food truck. Next it will be a ghost kitchen. Renting space in an industrial kitchen requires fewer initial start-up expenses than a truck, and lets you experiment with different brands.

This means that many new restaurants will be born in an ecommerce nursery, and only graduate to premises if they are good enough at marketing. In other words, new restaurants will be digital-first, and that will change all restaurants, new or old.

How will it change restaurants?

First, the steady drip of digital-first competitors will raise the general standard of marketing required to be a successful business. If you are a restaurant, you should think about influencer marketing, instagram content, and the basics of local SEO. You should also learn about visual brand and identity and photography. This is hard work, and if you're a chain of restaurants, it might be worth thinking about hiring a digital professional.

Second, having “marketers do restaurants” instead of “restaurants do marketing” will change the psychology of new businesses – for example, restaurants will be organised more coherently around a specific communicable premise.

StoreKit

We know that digital menus tend to build bigger orders via additional modifiers and customisable options, so expect the proliferation of “build-a-menu” formats, including in-store. Many digital-first restaurateurs will do away with paper menus altogether and use in-store order and pay systems – via mobile or as kiosks.

Third, some restaurants (and some chefs) will become influencers themselves. The London gym scene has done this well – rowing and cycling classes tend to advertise via aspirational social feeds, both by the gyms themselves and the instructors who post fitness tips and photography. The dominant restaurant media platform at the minute is Instagram, but there is also a sizable market around food blogging, and a tremendous appetite for cooking lessons and content. It is easy to see how these worlds could converge, and how chefs could cash in on the renown of their restaurant to upsell “whale” customers educational content – or to bring new customers to their restaurant.

(You’re not really a marketer until you’ve tried to sell someone merchandise and a subscription package – so these things will come, too).

Fifth, customer journeys will change. As more restaurants market themselves online and more content becomes available, customers will start looking online more and more to find great restaurants in the first place. This will accelerate the importance of digital marketing – it’s best to start thinking about this now. As a greater proportion of customer journeys are made online, restaurants will be able to collect more data about them, and will be able to make corresponding changes to the experience to optimise it for greater volumes of sales.

Continuous brand exposure.

Finally, a great deal of effort will be spent trying to homogenize the brand touch points across all channels, online and off. The term for this – “omnichannel” – is sinful B2B marketing jargon which is best avoided, but the premise is sound: familiarity is a huge part of any purchase decision, and the prerogative of new restaurants will be to make their restaurant like their online store.

That’s the big thing that restaurateurs should change about how they think right now. Your restaurant does not begin and end with the premises – it’s a continuous experience of which your premises is your largest touchpoint.

The future of restaurants is coming – are you ready for it?

The logo for StoreKit, featuring the word "StoreKit" in a bold, blue, sans-serif font.

About StoreKit:

StoreKit is payment technology software.

We help businesses around the world realise the future of ordering food and drink. With click & collect, delivery, and in-store ordering modules, our software helps make things simple and usable for your customers, and for you.

It's free, and beautiful. [Find out more.](#)

storekit.com

christophe@storekit.com



StoreKit

Guest Experience Begins and Ends Outside Your Venue.

Feed it Back

Many operators have successfully flipped their business to offer delivery, click & collect, takeaway or more recently At Home Meal Kits, in what has been a most challenging time. However, particularly in Lockdown 3, there are many new entrants to this market, so competition is fierce. It's absolutely essential for you to gather feedback on all aspects of your customer experience with just the same significance that you would give to a guest who has dined in your venue. There are many benefits in doing this and you can do this with the help of a Customer Experience Dashboard or more manually using free tools available to you. Here are our Top Tips for helping you maximise your Take Out experience with Customer Experience at the forefront.

- **Short, smart surveys**

Setup short and smart surveys. Keep the questions engaging and easy to answer. Optimum length is 1-2 minutes. Can you offer a time limited bounce-back incentive to everyone who takes time to give you feedback, enticing them to re-order or revisit sooner than usual? Depending on what tool you are using you may need multiple surveys as it's essential you gather feedback on all aspects of the Take Out experience: At home meal kits, retail, click and collect, delivery. Think about how you can measure the Take Out experience. This will include app or ordering issues for click and collect, packaging for delivery and ease of following instructions for At Home Meal Kits.

- **Dish feedback**

Just because you have top sellers in your restaurant, it doesn't mean that they will be as popular via click and collect or delivery. You may need to think about the operational execution of some dishes that may not hold their temperature or presentation. Ensure that you can relate the feedback to specific items ordered so you know what's working and what's not and can focus accordingly.



- **Social reviews**

Your venue may be closed but that does not mean you won't be getting reviews on social platforms. Your guests will find a way to communicate with you if they really want to! Unfortunately, that sometimes means they may leave negative reviews on Tripadvisor, Google or Facebook. Ensure you are responding to ALL reviews. This will not only help to recover an unhappy customer but also shows future customers that you care. The more engagement you have on these platforms, the better your SEO when potential customers are searching online.

- **Engage as much as possible**

Don't just respond to negative feedback, use this time to respond to as many customers as possible because it starts a conversation which in turn grows loyalty.

- **Recover unhappy customers, quickly**

Take the positives out of negative feedback. Share the constructive feedback with your Ops teams and act on it to shape your experience. A bad experience could prevent a customer from coming to your venue on re-opening so if something has gone wrong, respond promptly (within 24 hours) and show empathy ensuring you address the key issues in your reply.

- **Make it personal**

When responding to a customer, take the time to address the key issues they raised or thank them for the parts they liked. Personalising your responses will be a point of difference between you and your competition.

- **Grow your database**

You can entice delivery customers to give you feedback by adding a QR code and call to action with the delivery. These can be as simple or as creative as your budget will allow! The more customers that give feedback, the more will opt in for marketing, giving you the opportunity to market to them and build further loyalty.

In order to navigate the challenging weeks ahead and put yourself in the best position to re-open, Customer Experience must run through everything you do.



About Feed it Back:

'Feed It Back' is the Customer Experience Dashboard for hospitality operators. It gathers data telling you how customers feel about your business and shows how you're performing across your estate, by region, by venue, in absolute detail. You can see what customers love and exactly where to improve to keep them coming back and recommending you to others. Feed It Back's experts are part of your team, highlighting trends, making sure you don't miss subtle details and sharing insights to help you build your reputation.

Clients include: Loungers, Boston Tea Party, Tenpin, Marston's, Friday's and Paul UK.

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How to Increase Orders For Your Food Delivery Service.

HGEM

Customer satisfaction is always in direct positive correlation with revenue, but how to manage your delivery customers' experience in a strategic and structured way, so that it translates into increased orders, both from new and existing customers?

Here's a simple framework that HGEM has put together, designed specifically for increasing orders through managing and improving your guest experience.

DEFINE THE CUSTOMER JOURNEY

In venues, the customer journey is usually fine-tuned, to the smallest of details. Clear standards and expectations have been set; eg, the customer should never wait more than 5 minutes to be seated, food has to leave the kitchen within 15 minutes of ordering, et cetera, and teams have been trained to fulfil these expectations.

HGEM has found that remote journeys don't usually get the same level of attention from operators, though it's of equal importance to your customers and even more so in current circumstances, when this may be your only revenue stream.

To improve your guest experience, first you'll need a baseline to measure against: an 'ideal customer journey' to aim for, every single time. Consider the following key stages within a delivery experience, and how these relate to your brand:



Promotion:

Your brand should be easy to find for delivery (including on your own website). Think about how you stand out and how you can influence the brand rating on delivery apps. It's quite common for sites to hide themselves from view in delivery apps when they get too busy - this naturally has a big impact on sales and brand awareness, so decide on what is acceptable to you.

Ordering:

Examine the delivery menu to ensure that the photos and descriptions are appealing. You may need to present it slightly differently, depending on the delivery app, but try to maintain consistency across channels.

Availability:

Consider your expectations in terms of dish availability. You may not to always have the full menu range available, but you'll need a process for managing this. You could aim to maintain a core range at all times or have targets for certain times of day (eg. breakfast and dinner ranges). Whatever you decide, think about how the guest might perceive it and how you would pre-empt disappointment.

Timing promise:

Make sure your delivery estimates are accurate, reasonable, and achievable. Delays may occur for various reasons - consider how you manage and communicate these.

Accuracy:

An inaccurate order in an eat-in restaurant is disappointing but can be corrected relatively quickly. If this happens remotely, and customers receive the wrong items in a delivery, it will be difficult to rectify. The experience will probably be communicated to the customer's friends and social media, so a process that allows you to prevent errors is very important.

Packaging:

This needs to be appropriate for the order. For example, a crispy food item in a steamy container may look good when it leaves your kitchen but be soggy when it arrives.



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Quality:

This is what the customer has been looking forward to, so the food should be well presented and be at the right temperature when eaten. Several aspects of the physical journey can affect this, but you won't know the results, unless you ask for feedback.

MEASURE YOUR PERFORMANCE

Once you've clearly defined your remote customer journey, you need to know how effectively you are meeting your targets. There are three main types of insights, each with its own purpose:

Standards and processes:

These can be assessed with external audits, using a questionnaire which is very closely aligned to your customer journey, outlined above. It's important that audits are carried out broadly in the same way each time, as the aim is to ensure not just high standards, but also consistency. Using mystery guests is a popular and easy way to obtain objective external assessments.

Customer sentiment and feedback:

These are measured using feedback sites, and the aim is to capture a rapid emotional response. This is normally in the form of ratings and comments, and it's important to pose the questions carefully, so they relate to the customer journey set out in step 1. Feedback sites are also a good way to measure your Net Promoter Score (NPS) which is a popular way to measure word-of-mouth recommendations. Furthermore, by offering your guests a platform for feedback, you are discouraging negative reviews ending up on social media and could encourage only positive reviews to be posted publicly, thereby managing your online reputation. Another benefit is the improved speed of response - you can quickly identify issues and resolve them before the need for a negative review arises.

Dish performance:

Food quality / enjoyment is a key deciding factor for consumers, when it comes to choosing their next delivery, as other factors that usually come in to play, such as service, atmosphere, décor, don't apply in remote settings.



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It is, therefore, useful to know what your most / least popular dishes are, and to be able to measure the performance of each dish against common indicators, such as value for money, taste, temperature, portion size and presentation. If capturing these results using a feedback site, ask for ratings and comments. If capturing results through a mystery guest audit, consider asking dish specification questions that provide useful information for the kitchen.

PRACTICE CONTINUOUS IMPROVEMENT

Once you have a steady stream of relevant data coming in, it's incredibly important to manage this data in an effective way. Consider Guest Experience Management tools or software that can hold all your data in one place, which will enable you to start seeing patterns, so you could easily identify issues and areas of opportunity.

Then, you can start making insight-driven changes to your business and monitoring how guests respond, by continuing to measure their reactions (step 2). You will be able to see which changes influence high-level customer metrics, such as the satisfaction score, NPS, or dish performance. Keep using this framework to implement a cycle of continuous improvement.

Here are some common patterns to look out for:

- **Questions:**

Whether examining results from audits or a feedback site, look out for areas that are either underperforming compared to others, those which are inconsistent over time, or areas that are trending downward. Raise the team's awareness on these points or change processes to make it easier for you to get better or more consistent results.

- **Locations:**

If managing an area of sites, ensure your guest experience management software allows you to build league tables, as this will help you identify teams that are cutting corners, where training interventions are required, or they may help in managing local operations with your delivery partner.

- **Dishes:**

Similarly, league tables of dishes will help you identify those that don't travel well. Your response may be to either change the specification or the packaging, or to replace a menu item with something more reliable.

Improving your guest experience is not a quick fix - working through and applying the framework requires patience and commitment over the long term. However, the effort that you put in will be rewarded with increased loyalty and word-of-mouth recommendations from your customers, which will result in more orders and help you grow faster.



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About HGEM:

HGEM works closely with hospitality companies to measure and improve their guests' experience. Their core services include mystery guest assessments, building highly customisable feedback sites, tracking online reputation, and bringing all the data together into one, award-winning Guest Experience Management platform – The Hub, which allows various teams across the business (from operations to marketing) to draw actionable insights that help increase customer loyalty, reach new customers, and ultimately to grow revenue. For businesses providing food delivery, HGEM offers two very useful modules: Delivery Audits and Menu Performance.

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Thank you!



#takeouttohelpout
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