

# Make Your Operation the Takeout MVP



## Off-Premise Catering Is the Name of the Game for Extra Points

While you may have a packed house on game days, the tailgating and “homegating” crowds are primed for growth. According to Technomic, 86% of consumers are using off-premise services at least monthly, with delivery only projected to continue growing.

This means it’s time to examine—or re-examine—how to expand your game day business with off-premise dining. Especially when, according to 7shifts, one-third of consumers spend an average of \$50 per online order, compared to an in-person spend of \$16-\$34.

### Planning for the Surge

Offering special delivery options, takeout discounts or packages prior to peak times ensures your kitchen can manage guest demands. It also entices off-premise diners to order in advance.

Up the stakes by entering “early bird” orders into a drawing for a prize like local team gear, free catering packages or discounts on future orders.

### Lagniappe Goes a Long Way

“Lagniappe” is defined as “a little something extra.” Offer catering-exclusive freebies for busier game days, like branded merchandise or selfie props that can be tied to an Instagram hashtag.

Surprise and delight customers with value-added condiments—like [TABASCO® Mini-Bottles](#)—in their off-premise orders. Available for Original Red, Green Jalapeño and Chipotle Pepper Sauces, the 1/8-oz. bottles offer the perfect complement to a variety of takeout cuisines or carryout pizzas.

For larger orders, include a 2-oz. bottle of TABASCO® Original Red, Green Jalapeño, Habanero or Garlic Pepper Sauce to excite the whole gang.

### Take the Tailgate to Them

There’s nothing like meeting your customers where they hang to build buzz. If you’re close to a campus or stadium, consider throwing a branded tailgate party at the event.

Set up sample game day platters that customers can get excited about, and have catering menus on-hand promoting your online ordering website or app.

Too far to bring your operation to the game? Set up a tailgate-style party with buffet prices and specials in your own parking lot or patio, and bring the home game to your neighborhood.

### Monday Night Madness

While typically a slow night for restaurant business, Monday nights let you build off-premise orders during football season. Partner with a delivery service to offer free Monday night delivery during the season so fans can head straight home after work without missing a moment of the pregame.

### Catering Operations Review

Set up a separate register just for takeout and catering customers. Spend extra time thinking through how takeout and delivery orders will be packed, stacked, stored and retrieved in-house. Consider how that experience plays out for the guest or driver.

If you’re adding new dishes to the game day menu, pack them to ensure optimal flavor upon arrival. Keep sauces and hot toppings separate for assembly after arrival. Bag hot dishes separately from chilled dishes, as they require different heat-resistant packaging.

Don’t miss out on the opportunities that the growing off-premise crowd provides. Catering, takeout and delivery options offer more convenience to your customers while ensuring they receive the dining experiences they crave.