

The Fundamentals of **TAKE -OUT:**

ORDERS:

Accept orders over the phone, and faxed in.

LET YOUR CUSTOMERS KNOW YOU OFFER A TAKE-OUT MENU:

Have signs in the lobby near your hostess letting your customers know that you have a take-out menu. Have copies of your take-out menu at the hostess's desk for patrons to take on their way in or their way out. Post your take-out menu on your website.

MAKE IT EASIER FOR CUSTOMERS TO GET THEIR ORDER:

Offer local delivery and curbside pick up to make it easy for customers to pick up their orders.

CREATE TAKE-OUT ONLY PARKING SPOTS:

Have reserved spots in front of your establishment for take-out customers to quickly pull up and get their order.

HAVE SEVERAL STAFF MEMBERS DEDICATED SOLELY TO TAKE-OUT:

Assign staff members to be runners, looking out for when take-out customers drive up so they can bring the customers' order out to their car.

PICK MENU ITEMS THAT TRAVEL WELL:

Not all of your items on your regular menu will work well for take-out. Consider which items will hold up over a longer period of time in a closed container.

CHOOSE PACKAGING THAT WILL HOLD YOUR TAKE-OUT MENU ITEMS WELL:

Consider what packaging will keep your menu items at the right temperature, will be easy for customers to transport, and will be easy for the customers to serve out of.

