



# Tips for Adapting to COVID-19 Challenges

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Amid widespread social and economic uncertainty driven by the COVID-19 pandemic, the foodservice industry faces unprecedented challenges. These challenges require out-of-the-box thinking and conducting business differently. As your partner for innovative protein solutions, insights and menu support, Tyson Foodservice is here to help.

We care about your business and want to help combat a reduction in traffic. So, we've developed the following tips to enhance your takeout and delivery orders. We've also included additional business-building solutions that will be helpful during reduced hours, downtime and closures.

Please turn to us for help at any time by visiting [tysonfoodservice.com/covid-19](https://tysonfoodservice.com/covid-19), emailing us at [CustomerRelations@tyson.com](mailto:CustomerRelations@tyson.com) or by calling 1-800-261-4754.

# Tips for Adapting to COVID-19 Challenges



## Focus on takeout and delivery

With restaurants closing their dining rooms to help minimize the spread of the coronavirus, the focus has shifted to takeout and delivery. We've created an infographic to offer your patrons alternate ways to dine: [6 ways to increase sales with takeout](#)

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## Set up a 3rd party delivery service

If you've never offered delivery and don't know where to start, Tyson Foodservice can help. [Here are 3 Steps to get you started with Grubhub, DoorDash or Uber Eats](#)

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## Promote through social media

Being on social media gives you a chance to interact with customers and keep your restaurant top of mind, which will help generate more business. If you haven't implemented social media in your restaurant's marketing strategy, these tips will help get you started: [8 steps to promote your restaurant on social media](#)

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## Optimize your menu & revenue

Take advantage of this downtime by reaching out to Tyson Foodservice. We have access to a vast database of menu trends and flavor insights. We are here to help you re-evaluate your menu, support your takeout and delivery needs and eliminate waste. For incremental revenue, consider crafting promotions that feature meal deals and LTO offers, free desserts, buy 1 get 1 offers and gift cards to drive repeat business.

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# 6 Ways to Increase Sales with Take-Out



## Offer Online Ordering

This allows your kitchen and staff to complete more orders in less time.



## Post About Your Take-Out Services on Social Media with a Link to Order

Social media helps increase awareness of your business and drive restaurant sales.



## Construct Your Restaurant Menu Carefully

Your menu should include all food choices that can be transported safely and easily. Check with your food supplier/distributor for ideas on how to create customized menu solutions specific to take-out.



## Make Sure Your Staff is Paying Attention to Take-Out Details and Accuracy

Check for accuracy during and after order production to ensure the food is what the customer wanted. Verify that every item the customer expects is present and, whenever possible, go over the order with the customer at the point of pick-up.



## Set Up a Take-Out and/or Curbside Pickup Area

Consider having a separate counter or parking area for take-out customers. If there's not enough space for a separate area, you might use the end of the bar.



## Emphasize Your Food Safety Process for Customers

Make sure that your staff is following proper food safety guidelines when assembling orders for pick-up or delivery. Also, ensure you're using containers that will keep food warm and presentable.

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# 3 Steps to Get You Started with Grubhub, DoorDash, or Uber Eats



## Decide Which Delivery Company You Want to Partner With

Grubhub and DoorDash control different parts of the country. According to Second Measure, DoorDash earned 38% of U.S. consumers' meal delivery sales in January 2020, while Grubhub took in 31%. Uber Eats earned 20% of U.S. meal delivery spending in January.



## Set Up Your Account

Each of these delivery companies makes this process relatively easy. Click on the links below to create your account.

[Grubhub](#) • [DoorDash](#) • [Uber Eats](#)



## Once Your Account is Activated, Prep Your Menu, Packaging and Kitchen Staff for Delivery

Work with your chefs and cooks to ensure your menu includes food choices that can be safely transported. Upgrade your packaging to containers that will keep food warm and presentable for delivery. Check for accuracy during and after order production to ensure the food is what the customer wanted.

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# 6 Steps to Promote Your Restaurant on Social Media



## Create a Business Page

If you haven't already, create a business page for your restaurant on Facebook, Twitter, Pinterest and Instagram.



## Share Videos

Share videos from your restaurant, such as recipes, cooking tips and chef highlights.



## Encourage Customers to Tag You

Encourage new and loyal customers to tag your restaurant and post photos when grabbing take-out or getting delivery.



## Use Photos

Take high-quality photos of your dishes and happy customers coming to pick up their food, so that you can share them on social media. Encourage customers to share images of their favorite items ordered for delivery.



## Start a Blog

Blog about your restaurant's delivery menu and how your team prepares each order with care. Each blog post can be shared as a social media post and it will help your customers get to your website to browse your to-go menu.



## Claim Your Business

Claim your business on Google, Yelp and other review sites and update your business information, hours of operation and delivery offerings. Additionally, add photos and monitor customer reviews.

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