



Arjun Sen, CEO has led the ZenMango team to make big impacts on major Restaurant, Service, Retail, Non-Profit and Sports brands worldwide, both in the B2C and B2B2C space. He is a former Fortune 500 executive. At Papa John's, he led the 3,000-restaurant chain to 4-years of record growth. He is one of the top disruptors in the Brand and Customer Experience space.

Blaine Hurst, Former President and CEO of Panera Bread, called him, *"One of the most 'marketing-Intelligent' minds in the business today."*

He is an acclaimed author and highly sought-after international keynote speaker.

## SEVEN WAYS TO MAKE TAKEOUT OFFERING RELEVANT IN CURRENT TIMES

Dear Restaurant Professionals,

When I look back at the last seven days, I am astounded by the rapid rate of change that has impacted all aspects of our lives. During this period, moving to 100% takeout seems to be the new normal.

Changing access mode alone does not address the challenges of today. Every restaurant must address directly the two issues in the mind of guests and team members: Assurance and Relevant Value. Even though guests are more price-sensitive now, offering deep discounts does not address big issues in the mind of the guests. Discounts work at normal times to steal share from other brands.

In the world of COVID-19, restaurants must start by making guests and team members realize that they are operating safely under current conditions and providing solutions that fit the changing needs of the "mostly stuck at home" population. Every action and offering must be guided by:

- **ASSURANCE** comes from constantly reinforcing to guests and team members that you are putting your best effort to make it safe for them to access your food.
- **RELEVANT VALUE** comes from remembering that all brands are competing for the same off premise dollars. Instead brands must consider finding value initiatives that are relevant to today's life.

Here are seven things your restaurant can do to offer Assurance and Relevant Value. If I can assist you in any way, please email me at [arjun@zenmango.com](mailto:arjun@zenmango.com). To stay updated with cool insights each month [click here](#).



Arjun Sen, CEO & Founder, ZenMango

March 23rd, 2020

## SEVEN WAYS TO MAKE TAKEOUT OFFERING RELEVANT IN CURRENT TIMES

INITIATIVES	KEY STAKEHOLDERS		
	TEAM MEMBERS	GUESTS	COMMUNITY
<b>ASSURANCE INITIATIVES:</b> <i>That you are not compromising safety</i>			
1. ENHANCED WORKPLACE SAFETY PROTOCOL	<ul style="list-style-type: none"> <li>Communicate and train team members</li> <li>Constantly remind and reinforce</li> </ul>	<ul style="list-style-type: none"> <li>Proudly display in restaurant for takeout guests</li> <li>Add copies with delivery orders to reinforce</li> </ul>	<ul style="list-style-type: none"> <li>Share proudly with community your efforts to take care of team member and guest safety</li> </ul>
2. FOOD SAFETY STICKER ON TAKEOUT PACKAGE	<ul style="list-style-type: none"> <li>Reinforces safety standards</li> </ul>	<ul style="list-style-type: none"> <li>Shows extra care is taken to prepare food</li> </ul>	
3. PREPAY & CONTACT FREE PICKUP (Curbside or designated pickup area)	<ul style="list-style-type: none"> <li>Minimizes risk by avoiding contact with guests</li> </ul>	<ul style="list-style-type: none"> <li>Minimizes risk by avoiding contact with team members and other guests</li> <li>Do not have to get out of the car</li> </ul>	
<b>RELEVANT VALUE INITIATIVES:</b> <i>Value that is relevant to current times</i>			
4. SIMPLIFIED MENU (Fewer SKUs, lower labor and lower waste)	<ul style="list-style-type: none"> <li>Easier operations</li> <li>Easier to manage with fewer team members</li> </ul>	<ul style="list-style-type: none"> <li>Offer family size options to make it every day relevant</li> <li>Fewer but relevant choices</li> </ul>	<ul style="list-style-type: none"> <li>Create community involvement to identify menu specials</li> </ul>
5. ADD OFFERINGS RELEVANT FOR AN EXTRA MEAL <i>(Use these as suggestive sell to increase ticket average)</i>	<ul style="list-style-type: none"> <li>Offer take-home family meals</li> </ul>	<ul style="list-style-type: none"> <li>Take and bake/cook for lunch or dinner tomorrow</li> <li>Tray of meat that can be used as main ingredient for future meals. (e.g. salad)</li> <li>Other food essentials that will save the guest a trip outside the home (e.g. Milk or Orange Juice)</li> </ul>	<ul style="list-style-type: none"> <li>Position as small business acting like a good neighbor to go above and beyond in a time of need</li> </ul>
6. ADDING SOME EXCITEMENT TO MENU DEALS	<ul style="list-style-type: none"> <li>Adding variety with fewer actual menu items will make operations easier</li> </ul>	<ul style="list-style-type: none"> <li>Relevant meal deals (e.g. Friday night family deal, Sunday meal deal)</li> <li>Weekday lunch: Kids eat free</li> <li>Give something extra to random guests with a handwritten note (e.g. You won free side salad or dessert)</li> </ul>	<ul style="list-style-type: none"> <li>As there are no sports or any live events, adding some simple excitement may connect with guests and the community</li> </ul>
7. FLEXIBLE HOURS OF OPERATION <i>(Open late or close early based on location needs)</i>	<ul style="list-style-type: none"> <li>Will allow you to maximize/optimize labor hours</li> </ul>	<ul style="list-style-type: none"> <li>Being open late night on weekends will give guests access to quality food that is not available late</li> </ul>	<ul style="list-style-type: none"> <li>Connect to community needs</li> </ul>