

How to Deliver the Best Curbside Experience Around

Curbside service is taking the foodservice industry by storm — and for a good reason. Executed correctly, it provides operators with a fast, convenient and safe way to fill customer bellies while also attracting new diners, nurturing loyal customers, and driving more revenue. **Here's what goes into winning the curbside competition!**



MEMORABLE EXPERIENCE

Break through the sea of sameness and deliver a unique, unforgettable curbside experience that blows your competition away. Get creative, but always remain true to your brand.



Special Uniforms



Curbside Tunes



Handwritten Notes



Bold Signage



Fun Curbside Station

DINE-IN TO GO

Keep ticket prices up and deliver that “specialness” that guests typically associate with the in-restaurant experience.

- Specialty drinks
- To-go playlist
- Chef's menu

- Cool packaging
- Heat-and-eat options
- Wine pairings



SPEEDY SERVICE

While it might take some trial and error, set your operation up for success with the staff and solutions needed to deliver fast, hiccup-free service.

Must-Haves for Quick Curbside

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Designated pick-up zone (pop-up areas work too!) | <input checked="" type="checkbox"/> Optimized traffic flow | <input checked="" type="checkbox"/> Extra staff |
| <input checked="" type="checkbox"/> Clearly marked areas and instructions | <input checked="" type="checkbox"/> A way to update customers on order status | <input checked="" type="checkbox"/> Training plan and processes |
| <input checked="" type="checkbox"/> Sufficient parking | <input checked="" type="checkbox"/> Kitchen equipment that facilitates speed | <input checked="" type="checkbox"/> Customer feedback strategy |

SUPERIOR PACKAGING



Protect the integrity of your food, add a little wow factor, and stop unnecessary spills with to-go containers that are dressed to impress.

- | | | |
|-----------------------|---------------------|---------------------|
| • Tamper-evident | • Holds temperature | • Elevated design |
| • Wrapped cutlery | • Eco-friendly | • Customer friendly |
| • Food safe materials | • Transportable | • Branded |

SAFETY FIRST MENTALITY

Put customer concerns at bay by adopting practices for safe food handling, sanitation and sourcing.



Clean pick-up zone



Hand sanitizer stations



Spotless uniforms



Gloves



Temperature-safe holding equipment



Face coverings



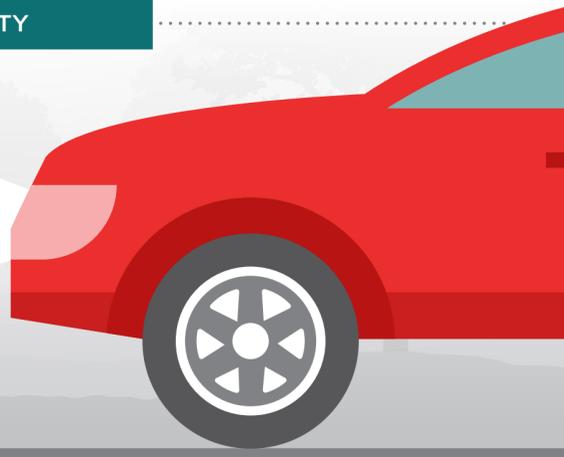
Transparent best practices



No-touch pick-up system

DRIVE-BY VISIBILITY

Attract passerbyers and raise awareness for your curbside services with catchy and easy-to-see signage, excellent lighting, and branded displays — all visible from high-traffic areas.



WINNING OMNICHANNEL EXPERIENCE



Whether it's your online ordering experience or the channels you use to market your curbside services, give customers the same wonderful, seamless experience — no matter where they run into you.

ABSOLUTE DELICIOUSNESS

If your food isn't the proper temperature and doesn't have that right-out-of-the-oven taste, it doesn't matter how much planning and thought went into your curbside services. Above all else, you need the right cooking and holding equipment to support your need for speed and to ensure that each and every to-go order is convenient and absolutely delicious!



FLAV-R 2-GO™ COUNTERTOP LOCKER SYSTEM Model F2G-3-A

To explore cooking and holding equipment that will help you deliver the best curbside experience in town,

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