

# TAKEAWAY FOOD SALES SET TO SOAR

WHILST THE SPREAD OF CORONAVIRUS HAS RESULTED IN RESTAURANTS CLOSING, THERE IS A HUGE OPPORTUNITY FOR TAKEAWAY & FOOD DELIVERY:

- ➔ The Government has confirmed that food delivery and takeaways can remain open (and they have relaxed the planning laws so that restaurants can now do this).
- ➔ Sales of takeaway food delivery in Italy, have increased by 10-20%.

ARE YOU READY TO OFFER TAKEAWAY AND  
FOOD DELIVERY SERVICES?

USE OUR HANDY GUIDE TO GET YOU STARTED.



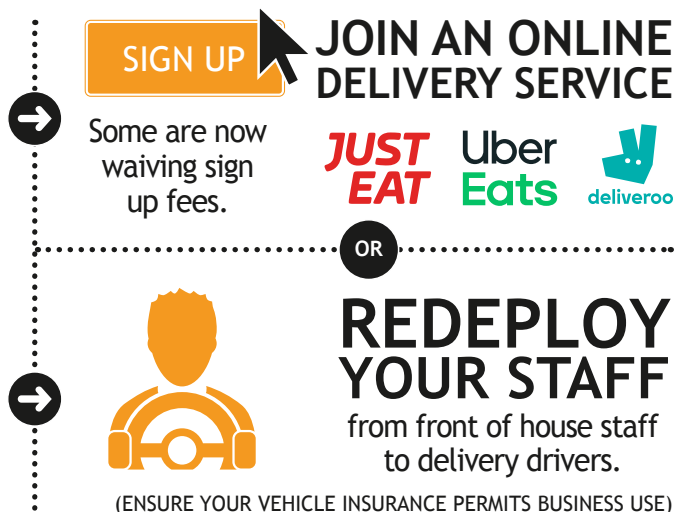
## Switching to a takeaway service

Now that the UK government has announced stricter social distancing measures, here are some tips to help your restaurant:



### SWITCH TO A DELIVERY SERVICE

ENSURE YOU CAN CONTINUE TO OPERATE



## PROTECT YOUR CUSTOMERS



**OFFER DESIGNATED COLLECTION TIMES...** so customers can minimise contact with others.



**OFFER CONTACTLESS DELIVERY...** by taking payment online or over the phone, and leaving the food on the door step.



**ENSURE YOU TELL YOUR CUSTOMERS ABOUT YOUR HYGIENE RANKING...**  
What extra steps have you put in place recently to protect your staff and customers?

## IMPROVE YOUR SALES



**UP SELL WHERE POSSIBLE...** offer desserts or drinks should you have the appropriate alcohol license.



**OFFER 'MEAL DEALS'...** to increase the overall spend with each customer.

## ADAPT YOUR MENU



**SELECT THE RIGHT DISHES...** that will work for takeaway or delivery. Avoid steamed seafood at all cost!



**READY MEAL SOLUTIONS...** Consider offering dishes that allow customer to store in their fridge and freezers.

For more help visit our Restaurant Essentials page here <https://westmill.co.uk/restaurant-essentials/>



## Takeaway Guide

Now that the UK government has announced stricter social distancing measures, here are some tips to help your takeaway:



### TAKE EXTRA STEPS TO ENSURE GOOD HYGIENE

WHAT EXTRA STEPS HAVE YOU TAKEN TO ENSURE GOOD HYGIENE... for your staff and customers? Ensure you tell your customers about these changes as well as your hygiene ranking.



#### CONTACTLESS

**ENSURE YOU ARE OFFERING A DELIVERY SERVICE WITH CONTACTLESS DELIVERY...**  
by taking payment online or over the phone, and leaving the food on the door step.

**OFFER CONTACTLESS PAYMENT...**  
to avoid handling cash.

**IF CASH MUST BE USED...** place it into an envelope.

**OFFER DESIGNATED COLLECTION TIMES...**  
so customers can minimise contact with others.



#### DIGITAL PRESENCE

**MAXIMISE YOUR SCORE ON DELIVERY SITES...** by providing excellent customer service, including your delivery drivers.

**SET UP SOCIAL MEDIA PAGES...**  
Let people know you are open and offering delivery (see our Digital guide).



#### MENU

**CONSIDER A REDUCED MENU...** offering your best sellers, in order to keep running cost low and meet an increase in demand with restaurants closed.

**INCLUDE THE WHOLE FAMILY...** with children's menu and family meal deals to cater for everyone now the schools are closed.



#### OPENING HOURS

**CHANGE YOUR OPENING HOURS...** to cover lunch times and cater for people working from home.

For more help visit our Restaurant Essentials page here <https://westmill.co.uk/restaurant-essentials/>



## Go Digital Guide

With so many social restrictions in place, ensuring your business is online and talking to your customers is critical at this time. As a minimum set up one or more of the following:



**facebook**

CLICK BELOW TO SET UP

<https://www.wikihow.com/Set-up-a-Facebook-Account>



**BECOME A MEMBER**  
of your local Facebook  
community group



**Instagram**

CLICK BELOW TO SET UP

<https://help.instagram.com/502981923235522>



**Google**

**My Business**

CLICK BELOW TO SET UP

<https://digitalshiftmedia.com/set-up-google-my-business/>

AS A MINIMUM YOU  
SHOULD COMMUNICATE  
THE FOLLOWING:



**OPENING TIMES**



**MENU**



**DELIVERY  
OPTIONS**



**CONTACT  
DETAILS**



**HEALTH & SAFETY**

Steps you've taken to  
protect staff and customers

For more help visit our Restaurant Essentials page here <https://westmill.co.uk/restaurant-essentials/>



## Operational advice and information

The UK government has announced a host of new business support plans for the restaurant and takeaway sector, including:



**PAYMENT COVERAGE OF SICK LEAVE**



**12-MONTH BUSINESS RATES HOLIDAY**



**WAGES SUPPORT COVERING UP TO 80% OF WAGES**



**DELAY TO VAT PAYMENTS**



**CASH GRANTS AVAILABLE**

FOR FULL INFORMATION AND HOW TO APPLY, PLEASE VISIT

<https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses#support-for-businesses-through-deferring-vat-and-income-tax-payments>

**LATEST NHS HEALTH AND SAFETY ADVICE:**

<https://www.nhs.uk/conditions/coronavirus-covid-19/>



**OTHER USEFUL LINKS**

**BRITISH TAKEAWAY CAMPAIGN**

<https://www.britishtakeawaycampaign.co.uk/>

**FOOD & BEVERAGE INDUSTRY**

<https://fnbcovidguide.com/>

For more help visit our Restaurant Essentials page here <https://westmill.co.uk/restaurant-essentials/>

