



**DRIVING
SUCCESS
WITH
FOOD DELIVERY**

EcoSure[®]



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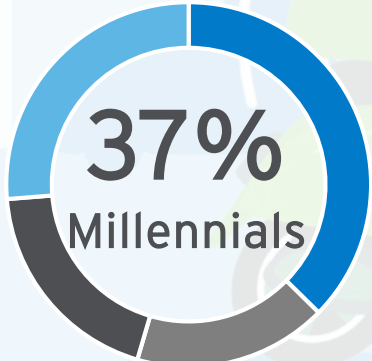
The Growth Opportunity You Can't Ignore

Digital ordering and delivery has grown 300% faster than dine-in traffic since 2014¹.

Sales are expected to continue to grow, estimated at a compound annual rate of over 22% through 2023².

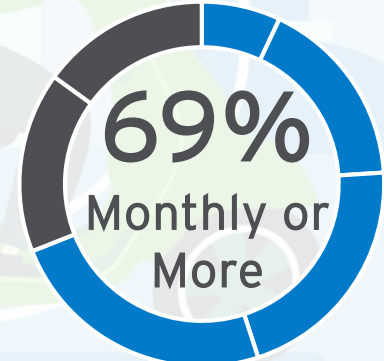
Digital food delivery is projected to grow into a \$467 billion business over the next five years (by 2025), a 31% increase³.

Who's Ordering⁴



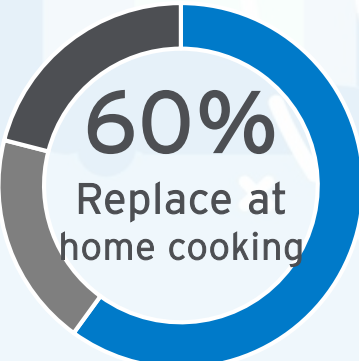
26%
Baby Boomers

Order Frequency⁴

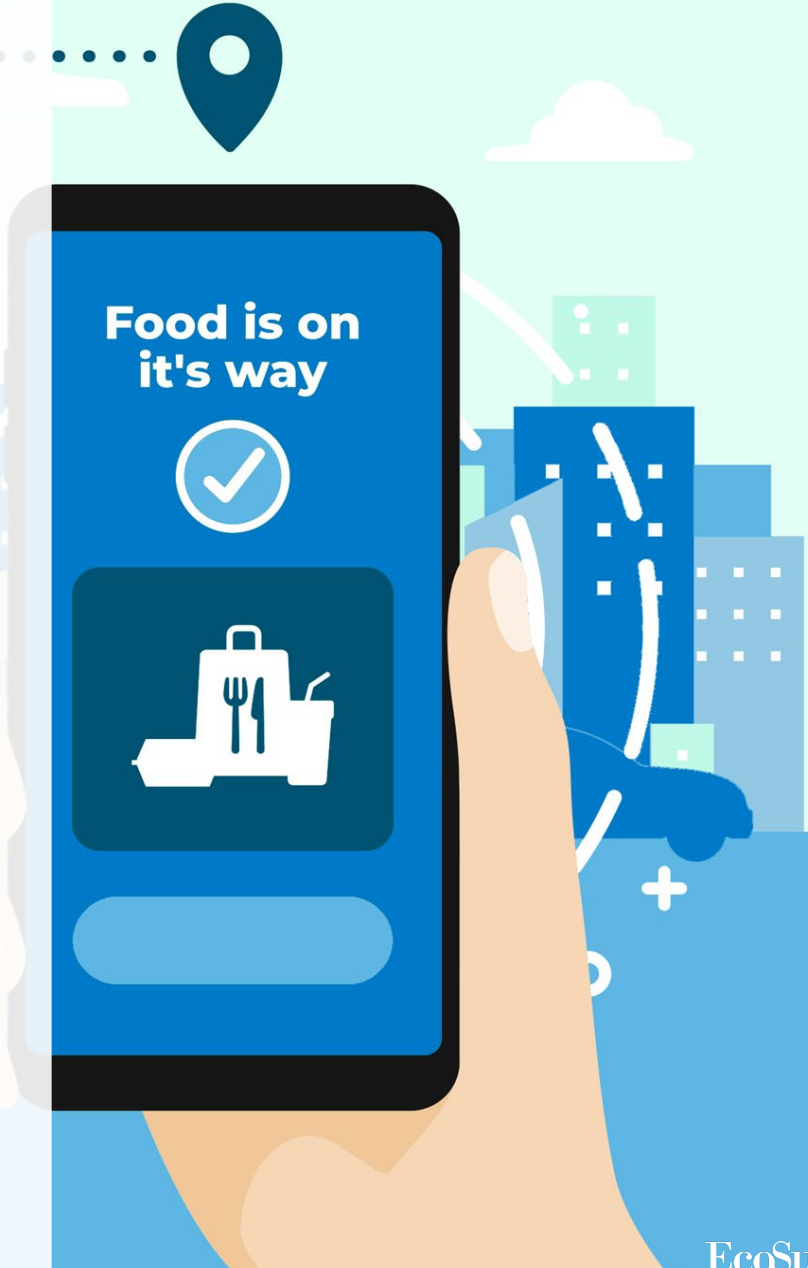


17%
Once per week

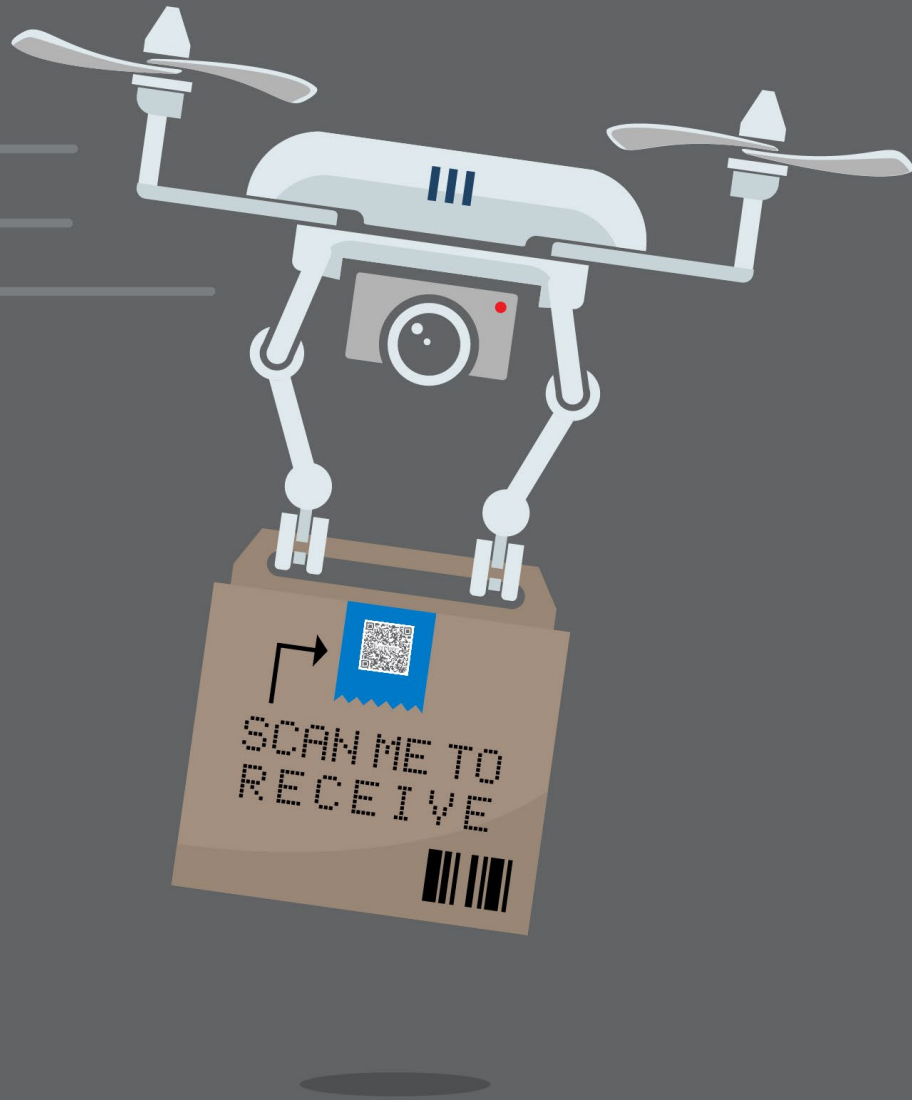
Order Purpose⁴



40%
replacing on-site options



DELIVERY GROWTH TRENDS



- **Millennials** and other demographics have created a **shift in eating patterns**, and it is **changing the restaurant industry**.
- **Disruptive services** are changing the market. 3rd party meal delivery, online ordering & meal kits are **making it easier for consumers** to eat off premises or even prepare the food themselves.
- Food delivery is **used to increase productivity** and drive loyalty within the workplace.
- **Emerging technology** crucial to off-premise growth, like drones, self-driving vehicles and artificial intelligence, is **continuing to evolve**.

Roadblocks and Speedbumps: Challenges With Delivery

Margin Impact

3rd party commissions impact restaurant bottom line. Fees account for 10-35% of a single order⁶. High fees are the most common reason consumers do not use 3rd party food delivery⁴.



Food Integrity

49% of restaurants are trying to determine the best packaging for off-premise delivery.⁵



Food Quality

69% of restaurants are determining the best quality control SOPs.⁵
13% of consumers order delivery less often over poor food quality.⁴



Guest Ownership

Who owns the relationship?
The 3rd Party Platform or the restaurant?



Speed of Service

44% of customers blame both the restaurant and the delivery service for delays that result in reduced quality food.⁴





Cooking Up
Success with
Delivery

- Food Security
- Food Quality
- Food Safety



FOOD SECURITY

Approximately **1 in 4** delivery drivers admit to trying the food they are supposed to be delivering.⁷

How can restaurants combat the customer question of “What’s happening to my food?”?



Tamper Evident Packaging

The packaging industry is evolving with many innovative solutions to meet the delivery industry's demands.

Packaging Solutions

- Adhesive seals on take-out bags that tear bag when opened
- Carryout containers with plastic tabs that break when food is accessed
- Tamper-evident labels
- Cartons with tamper-evident seals or adhesive strips
- Adhesive bands across the tops of lids and cups



Staging

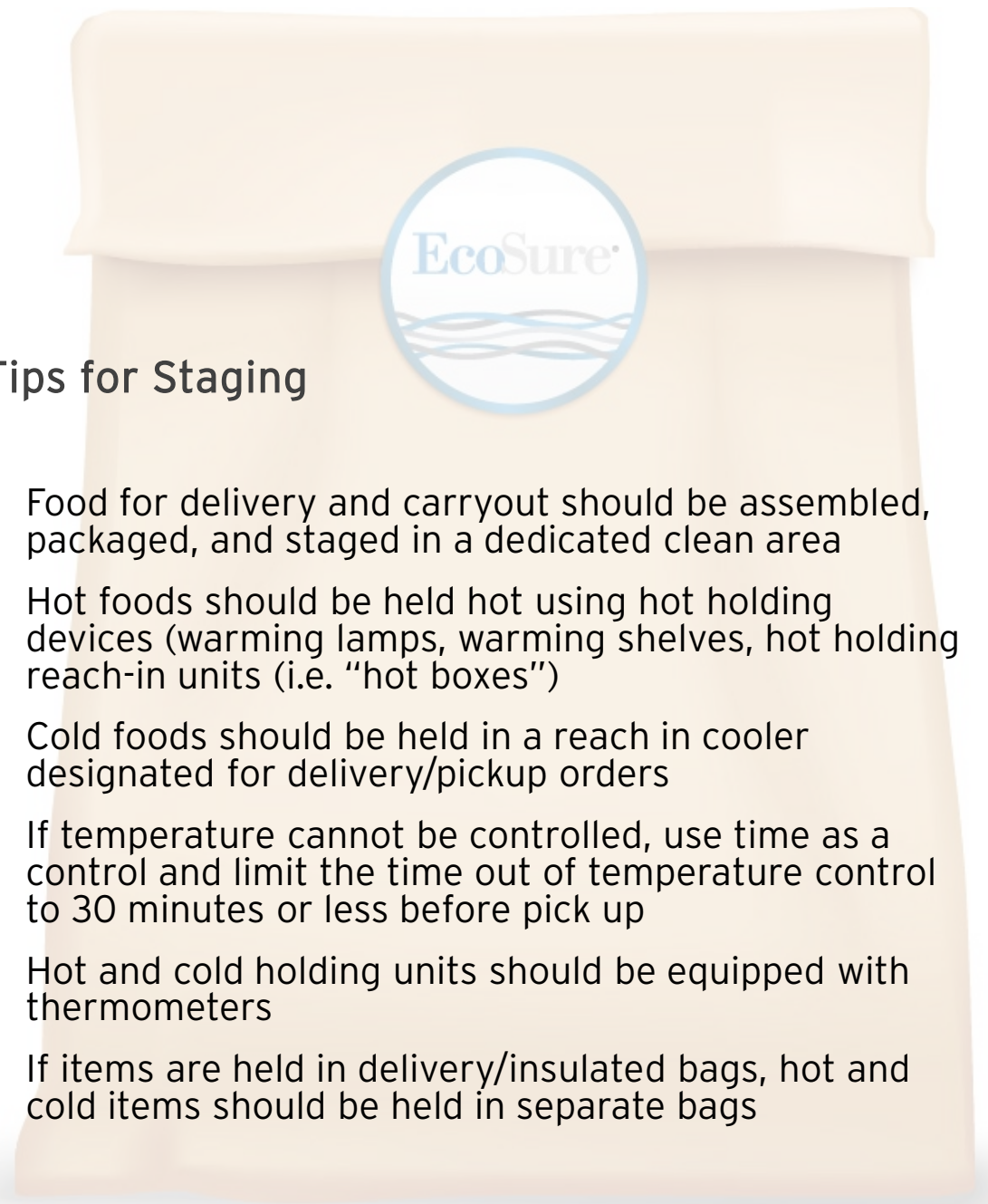
Improper holding is the **TOP** contributing factor to foodborne illness.⁷

Stage for Success

Create a plan for staging. These tips from EcoSure experts help combat one of the CDC's Top Contributing Factors and will help ensure food quality.

Tips for Staging

- Food for delivery and carryout should be assembled, packaged, and staged in a dedicated clean area
- Hot foods should be held hot using hot holding devices (warming lamps, warming shelves, hot holding reach-in units (i.e. "hot boxes"))
- Cold foods should be held in a reach in cooler designated for delivery/pickup orders
- If temperature cannot be controlled, use time as a control and limit the time out of temperature control to 30 minutes or less before pick up
- Hot and cold holding units should be equipped with thermometers
- If items are held in delivery/insulated bags, hot and cold items should be held in separate bags



FOOD QUALITY

82% of customers will blame the restaurant, not the delivery service, if there's a problem with delivery.⁴ Food quality is the most important influencer of satisfaction with food delivery.



Improve Food Quality

When food quality does not meet customer expectations, you increase your risk of losing a customer and getting a bad review.

A 1 star drop in Yelp public rating can **decrease revenue by up to 9%.**⁹

Delivery Menu Considerations:

- How does food hold up when it's cooked, waits for a delivery driver and then is delivered?
- Can you keep hot foods hot and cold foods cold?
- Can crispy food stay crispy?
- Are greasy foods leaking?
- Unprocessed foods: Do salads look wilted? Do fruits look fresh?



FOOD SAFETY

As always, food safety should be top of everyone's mind to protect brand reputation and public health.



Ensure Food Safety

By focusing on these four areas, food safety and public health risks can be significantly reduced:

- Personal Hygiene
- Preventing Cross Contamination
- Proper Time Temperature Control/Holding
- Proper Reheating

Personal Hygiene:

- No ill employees working
- Proper hand washing and glove usage at the appropriate times
- Clean uniforms and aprons

Prevent Cross Contamination

- Prepare and stage food in a clean area away from contamination
- Double bag or use multiple layers of packaging and secure final packaging
- Check delivery bag condition
- Clean and sanitize delivery bags often

Proper Time Temperature Control/Holding

- Food for delivery and carryout should be assembled, packaged, and staged in a dedicated clean area
- Hot foods should be held hot using hot holding devices (warming lamps, warming shelves, hot holding reach-in units (i.e. "hot boxes"))
- Cold foods should be held in a reach in cooler designated for delivery/pickup orders
- If temperature cannot be controlled, use time as a control and limit the time out of temperature control to 30 minutes or less before pick up and <2 hours total
- Hot and cold holding units should be equipped with thermometers
- If items are held in delivery/insulated bags, hot and cold items should be held in separate bags

Proper Reheating:

- Every delivery and carryout package should include simple instructions for the consumer on how to store and handle the food upon receipt, including reheating.



LAST MILE CONSIDERATIONS

Develop Your
Strategy & Stick
to It



Last Mile Considerations

Launching a delivery program has many moving pieces:

- New Standard Operating Procedures may need to be implemented to ensure food safety and quality.
- A limited menu may need to be developed and delivered in specialized packaging.

With all the noise, it can be easy to lose focus. The most important thing is to develop your strategy and stick to it.

Training:

- Do you provide food safety education and training to all individuals involved in the delivery process?

Growth Areas:

- Who is your target customer?
- Do you already offer off-premise services?

Current Capabilities:

- Do your menu items travel well?
- Do you have the right systems & people in place to safely execute off-premise dining?

Ownership:

- Who is responsible within your organization?
- Who will own the delivery experience?

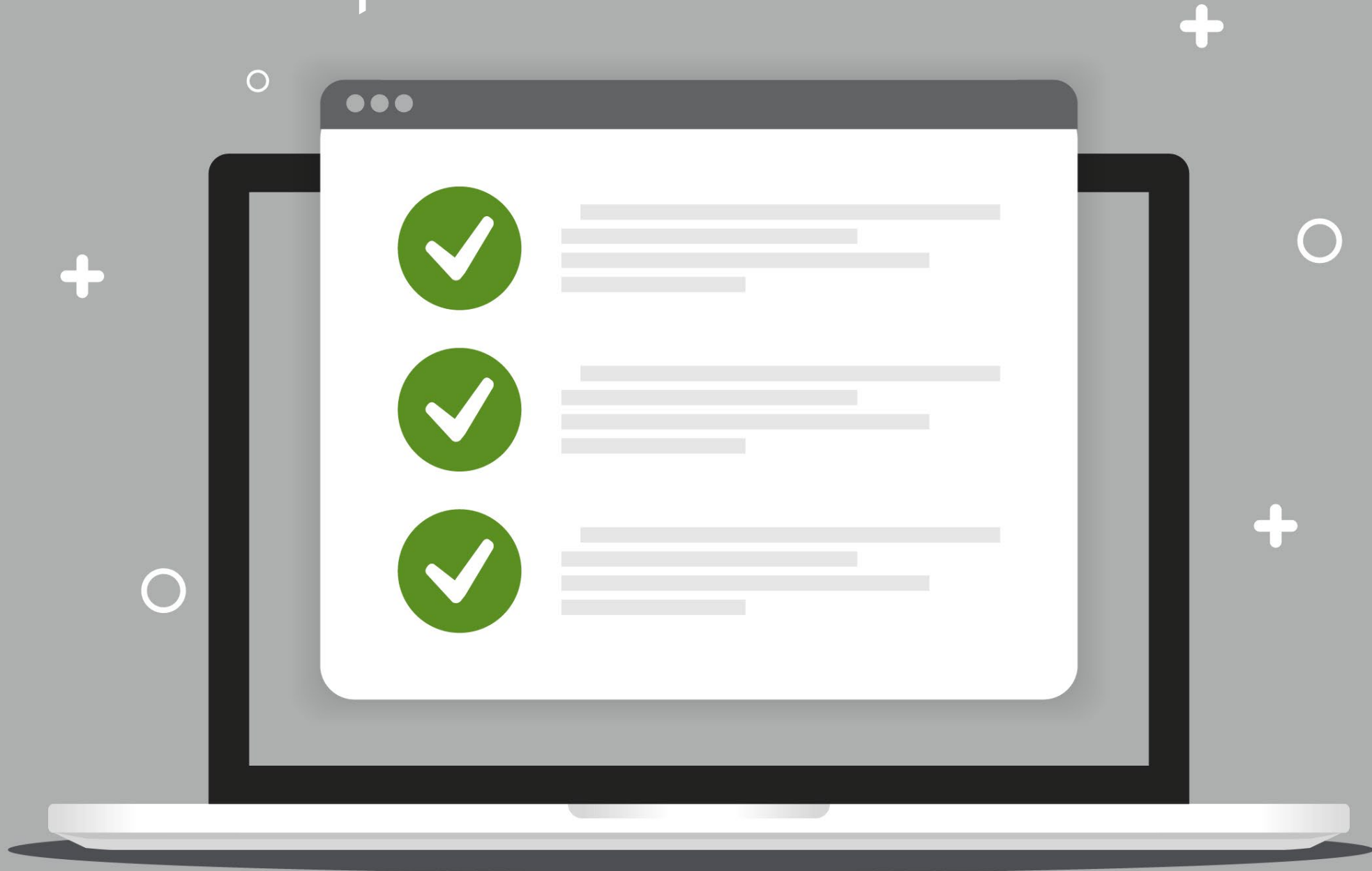
3rd Party Options:

- How do you train on food safety?
- Do they allow drivers to take multiple orders at once (batch)?
- What Food Safety Standards & Best Practices do they follow?

Quality Assurance:

- How will you measure your customer's satisfaction?
- Do you have a system in place to ensure brand compliance?

Operations Checklist



In House Food Safety:

- No ill employees working.
- Handwashing sinks are fully stocked with warm running water, soap and disposable towels or air dryer.
- Handwashing sinks are designated for handwashing only and not blocked.
- No bare hand contact with ready to eat food or cooked food ready for service.
- Gloves and tongs available and used when needed.
- Food cooked to the proper temperatures
- Hot and cold holding equipment must be functioning properly.
- Hot food should be held at $\geq 135^{\circ}\text{F}$
- Cold food should be held at $\leq 41^{\circ}\text{F}$
- All food date labeled properly and in rotation
- When applicable; food cooled using the proper tools to $\leq 70^{\circ}\text{F}$ within 2 hours and $\leq 41^{\circ}\text{F}$ within an additional 4 hours and products reheated to 165°F within 2 hours.
- All products are from approved sources

Delivery Best Practices:

- Proper delivery packaging
 - Available
 - Stocked
- Hot and cold food assembled in separate containers
- Hot food is separate from cold food during final bagging
- Food is assembled and packaged by team members following proper personal hygiene
 - Practicing proper hand washing, wearing gloves when needed
- Final package is double bagged or uses multiple layers of packaging and packaged well
- Tamper resistant seals
 - In stock
 - Available
 - In use
- Orders double checked for a perfect order
- Tamper resistant seals securely placed
- Labels or dates/times legible
- Food staged outside of temperature control no more than 30 minutes before pick up and < 2 hours total from staging to delivery
- Food stored way from chemicals or potential cross contamination
- Sign off sheet or digital tracking system available for hand off for delivery
- Delivery bags are clean, sanitized and in good repair

PREP IT | CHECK IT | SEAL IT | STAGE IT | DELIVER IT

Printable Resource: Take-out/Delivery Instructions for Consumers

Take-out/Delivery Instructions

- Store leftovers in the refrigerator within 2 hours of purchase or delivery.
- Do not keep refrigerated leftovers more than 3 days. Food can become unsafe after this time.
- Reheat your leftovers to 165 F in the microwave, oven, or on the stove top.

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