



Understanding Operator Takeout & To-Go (TOTG) Needs

1

TOTG Program

- Does the Operator have an established TOTG program? What are their goals?
- Are they satisfied with their TOTG results? If not what are the concerns?
- How are their ratings and reviews on social media? Any comments on quality for TOTG?
- Are there any legislative parameters to understand in their location?

2

TOTG Menu

- Do they have a tailored TOTG menu?
- What are their top moving items and general menu?
- What % of the take-out is breakfast / lunch / dinner?
- Any menu changes coming and does this effect their TOTG program?

3

TOTG Packaging

- What packaging do they use today?
- Does their current packaging offer their customers the best experience? - For example presentation, food quality - hot, cold, crispy, etc., leak- resistance, sustainability.
- Do they plan for their customers to be able to reheat or reuse their containers?
- Are they incorporating packaging into their food cost or adding a packaging charge for TOTG orders?