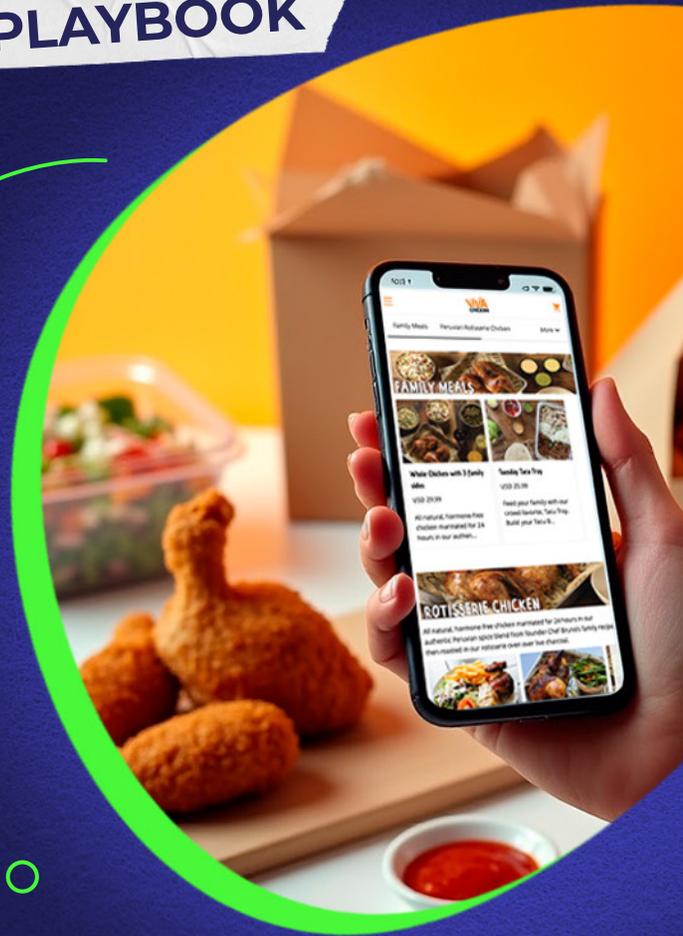


OFF-PREMISE PLAYBOOK

Quick Wins for Restaurants

Stop Losing Catering Orders Before They Start

Most restaurants lose catering orders before the sale even starts. Why? Their menu confuses customers. Simplify your catering menu using these quick fixes.



Quick Wins Checklist

- ✔ **Offer Packages, Not Individual Items**
Simple group meals like "Feeds 10" or "Feeds 20."
- ✔ **Price by Package or Per Person**
Don't confuse customers with per-item math.
- ✔ **Name Your Packages**
"Team Lunch Special" or "Office Hero Package" feels curated and professional.
- ✘ **Don't Just Copy Your Dine-In Menu**
Packages solve a problem. Menus create work.

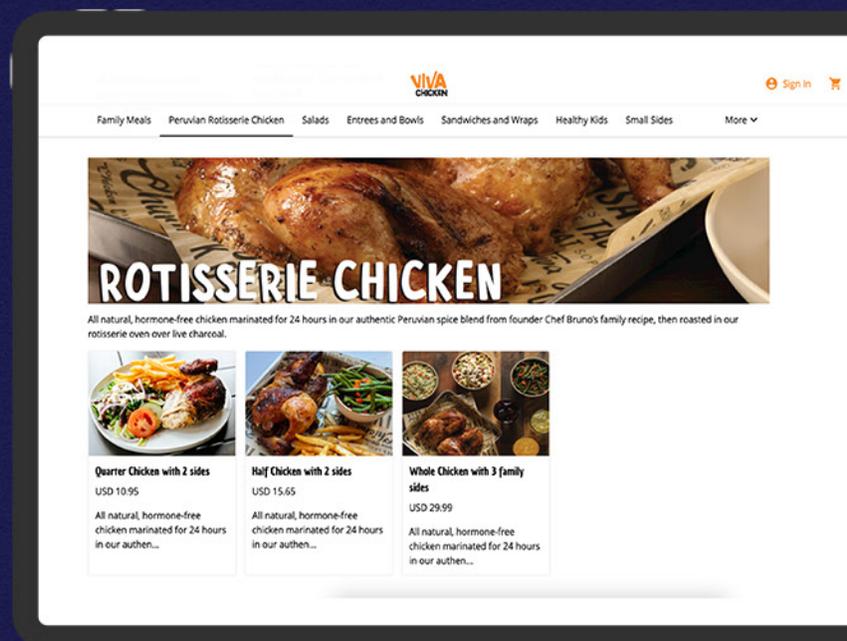


PRO TIP

The fewer decisions your customer has to make, the faster they'll click **"Order."**

Example to Follow

VIVA CHICKEN



Follow for More Tips

CHRIS HEFFERNAN

divrd
difference



Want more ways to grow your catering, takeout, and delivery sales? Stay tuned every Thursday for fresh **Off-Premise Playbook** quick wins!

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