

OFF-PREMISE

PLAYBOOK

Quick Wins for Restaurants

Why Your Takeout Packaging Might Be Hurting Your Brand

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Your customer's experience starts before the first bite. Bad packaging ruins great food, and your reputation.



Quick Wins Checklist

- ✔ **Invest in Functional, Branded Packaging**
Cheap containers ruin food and lose you customers.
- ✔ **Use Vented Packaging for Fried Foods**
Stop sealing in steam that makes fries soggy.
- ✔ **Wrap Hot Items to Hold Heat, Not Trap Moisture**
Think foil-lined wraps or insulated paper—not plastic.
- ✔ **Treat Packaging as Marketing**
Your packaging should remind customers who made the meal.



PRO TIP

Packaging isn't just an operational expense, it's a marketing tool.

Example to Follow &pizza

Bold, branded boxes and bags that stand out. Their food travels well and looks great when it arrives.



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CHRIS HEFFERNAN



dliivr difference



Off-premise isn't just delivery, it's a full customer experience. Follow the **Off-Premise Playbook** for more ways to grow your off-premise sales.

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