

OFF-PREMISE PLAYBOOK

Quick Wins for Restaurants

Think Events Not Orders

Catering customers aren't just buying food, they're buying a solution to feed their group. Focus your menu around the event, not individual meals.



Quick Wins Checklist

- ✔ **Package Meals for Occasions**
Don't just sell trays. Create "Office Lunch Packages" or "Party Platters."
- ✔ **Sell Group Sizes, Not Item Counts**
Offer bundles like "Feeds 10," "Feeds 20," or "Feeds 50."
- ✔ **Name Your Packages to Match Events**
"Team Meeting Fuel." "Office Lunch Special."
"Family Party Feast."
- ✔ **Keep Ordering Simple**
Focus on solving the customer's problem: feeding a group fast and easily.



PRO TIP

Think like your **customer**. They're not buying sandwiches they're **outsourcing** their event meal.

Example to Follow Panera CATERING

Panera sells solutions, not just food. Their catering is positioned as an answer to office lunches and group gatherings, with clear packages and simplified ordering.



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Want more ways to grow your catering, delivery, and takeout sales?
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