

# OFF-PREMISE PLAYBOOK

Quick Wins for Restaurants

## Your Online Menu May Be Costing You Sales

A cluttered online menu leads to abandoned carts and missed sales. Your customers aren't reading, they're scanning. Simplify to sell more.



### Quick Wins Checklist

- ✔ **Use Simple, Clear Categories**  
Make it easy for customers to find what they're looking for.
- ✔ **Add High-Quality Photos**  
Visuals drive orders. No photos = lost sales.
- ✔ **Streamline Modifiers**  
Avoid endless customization that slows down decision-making.
- ✔ **Audit Monthly**  
Cut slow sellers, update images, and simplify options.

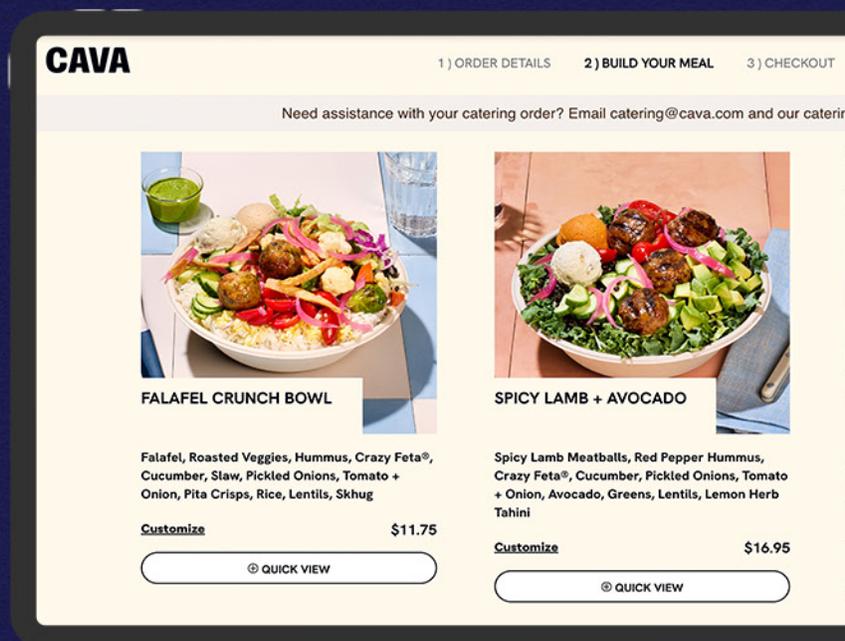


### PRO TIP

Treat your online menu like a **sales funnel**, not a restaurant menu.

## Example to Follow CAVA

Their online ordering is clean, visual, and user-friendly. Clear categories, simple upsells, and big product photos encourage faster checkouts.



### Follow for More Tips

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Want more ways to improve your delivery, takeout, and catering sales? Follow the **Off-Premise Playbook** for weekly quick wins.

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