

# OFF-PREMISE

# PLAYBOOK

Quick Wins for Restaurants

## What's in the Bag? Building Brand Inside the Order

Your customer's entire experience might come down to a single delivery bag.



### Top 5 Brand-Boosting Additions

- ✓ Thank-you note or bounce-back offer
- ✓ QR code to loyalty program
- ✓ Branded sticker or seal
- ✓ Flyer promoting catering or reorders
- ✓ Neatly folded napkin and cutlery setup



### PRO TIP

**Rotate** inserts seasonally.  
**Add** humor or brand voice.  
**Include** survey or review QR codes.  
**Keep it** clean and consistent.

## Example to Follow

We're highlighting brands like Sweetgreen and Portillo's that reinforce their identity through their delivery packaging.



### Follow for More Tips

CHRIS HEFFERNAN

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difference



Don't just fill the bag, use it to build loyalty. Follow the full **Off-Premise Playbook** for more weekly tips to grow your takeout, delivery, and digital orders.

 Watch video Tip