

OFF-PREMISE PLAYBOOK

Quick Wins for Restaurants

Warm Food Wins Invest in the Right Packaging

Your food leaves the kitchen perfect. But poor packaging ruins it in transit. Protect temperature, texture, and presentation with the right containers.



Quick Wins Checklist

- ✔ **Use Vented Packaging for Fried Foods**
Let steam escape to prevent sogginess.
- ✔ **Wrap Hot Items to Hold Heat Without Killing Texture**
Use foil-lined wraps, insulated paper, not sealed plastic.
- ✔ **Match Packaging to Product**
Soups need insulation. Fries need airflow.
- ✔ **Treat Packaging as Brand Experience**
Packaging should be functional and branded, not generic.



PRO TIP

Bad packaging equals lost customers. Good packaging turns delivery into a brand win.

Example to Follow

SHAKE  SHACK

They package fries in vented containers and burgers in foil-lined wraps, keeping food hot and crisp without sacrificing quality in transit.



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difference



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