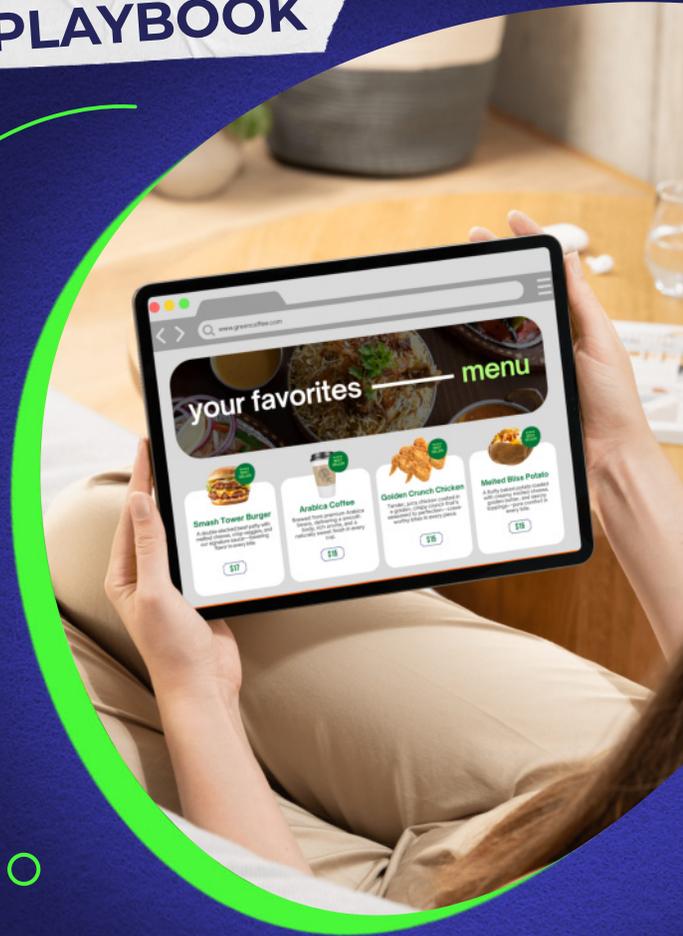


OFF-PREMISE PLAYBOOK

Quick Wins for Restaurants

The Menu is the Message

Your online menu is more than a list, it's a sales pitch. Strong item names increase clicks, craveability, and conversion.



Quick Wins Checklist

- ✔ **Use Flavor-First Names**
Lead with spice, texture, or ingredients. Think: "Garlic Crunch" over "Breaded Chicken."
- ✔ **Keep Names Short for Searchability**
Short, punchy names work better on delivery apps.
- ✔ **Use Descriptive Category Labels**
Change "Bowls" to "Healthy Grain Bowls" or "Power Greens."
- ✔ **Avoid Generic Labels**
No more "Special #2." Be specific and crave-worthy.

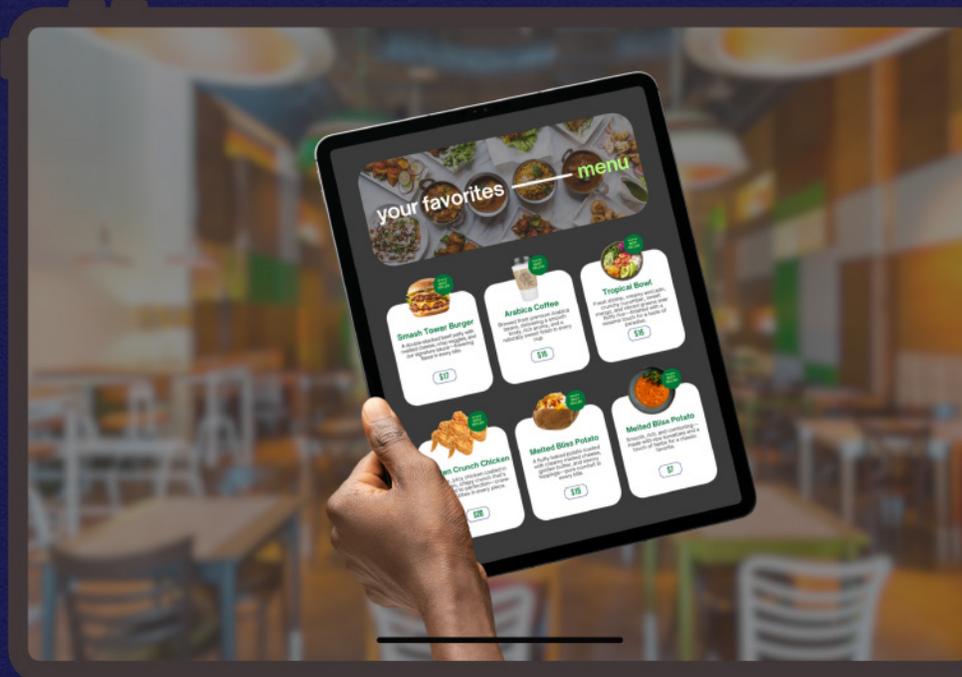


PRO TIP

The more vivid the name, the less explaining you need to do. **Online menus** don't have servers, your words are your salespeople.

Example to Follow

- ✘ **Boring**
 - Chicken Sandwich
 - Veggie Wrap
 - Special #3
- ✔ **Better**
 - Spicy Pickle Stack
 - Hummus Crunch Wrap
 - Sweet Heat BBQ Combo



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