

OFF-PREMISE

PLAYBOOK

Quick Wins for Restaurants

Delivery Zones: Too Big? Too Small? Just Right.



Too big = cold food and bad reviews.
Too small = missed revenue.



Delivery zones make or break your off-premise experience.

Quick Tips

- ✓ Define zones using **drive-time**, not distance.
- ✓ Tailor delivery range based on **food travel durability**.
- ✓ Use **delivery fulfillment data** to improve accuracy.
- ✓ **Ask your drivers** where things fall apart.
- ✓ **Scale** with ghost kitchens, not longer routes.

Follow for More Tips

CHRIS HEFFERNAN



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difference



Are your delivery zones helping or hurting your sales?
This Thursday's **Off-Premise Playbook** shows you how to get them just right!



Watch video Tip