



HOW TO ADAPT YOUR BUSINESS: Curbside Carryout

Social distancing recommendations by the federal government are making carryout difficult as operators are limited to customers inside their building. Consider offering **Curbside Carryout** to help manage social distancing and keep your customers and staff safe. Here are some suggestions to help you implement Curbside Carryout.

WHAT IS CURBSIDE CARRYOUT?

The concept is simple: a customer calls in an order, drives to the restaurant, parks outside and a runner brings the food to the car.

HOW DO I BEGIN TO IMPLEMENT CURBSIDE CARRYOUT?

Plan for efficiency: Reserve a few parking spaces near your front door for curbside pick-up only. That ensures your customers have convenient places to park and that your staff can easily find them. It also advertises your curbside service as customers walk in. The parking spots should be near a window and easily accessible to your designated pickup station.

- **Carefully structure your staffing:** As with dine-in, excellent customer service is key to generating repeat curbside business. It's best to dedicate staff to take orders, watch for arrivals and deliver food to cars. Train employees to ask the customer the make, model and color of their car when taking orders so curbside staff can quickly identify them when they arrive.
- **Select appropriate packaging:** It's worth spending a little extra on quality carryout containers to make sure hot foods stay hot, cold foods stay cold, and liquids stay in containers. It helps preserve the guest experience all the way home.
- **Minimize points of contact with the customer:** It's imperative your customers feel their health is not at risk. Take credit card payments at the time of order so cash isn't exchanged, contact time with the customer is reduced and increase efficiencies to sell more food. Instruct your staff to wear disposable gloves when handing off the product. Train your staff to maintain a safe distance between themselves and the customer and to always follow the CDC's recommended actions.

WHAT CAN I DO IF I DON'T HAVE PARKING SPACES?

Partner with nearby business to see if your customers can use their parking. Free pizza goes a long way to gain access to the spots.

HOW DO I LET MY CUSTOMERS KNOW I HAVE CURBSIDE DELIVERY

Utilize Grande's Curbside Delivery poster and social media icons to get the word out that you're still delivering the same great food while practicing food safety and social distancing.