

Online Restaurant Delivery Guide to Getting Started

Stay Connected with
Delivery Tips [here](#).

Step 1 : How Will you Deliver?



Will you deliver yourself?

Consider using your staff for more profitable deliveries



Will the partner deliver for you?

Examples

Uber Eats

SKIP the DISHES

DOORDASH

foodora

Step 2 : Visibility

Get your business set up on Google

- Setup your [Google My Business account](#)
- Follow these [setup tips](#) for best performance
- You can set up delivery directly through 3rd party provider links (Doordash, PostMates, etc.)
- OR [create your own links](#) and add them to your Google listing

NEW FEATURE!

- Google has just added [delivery and takeout filters on Google Maps](#) to boost your presence

Step 3 : Upload your menu



Dish Images

best sellers
looking their best!
(OR images provided by partner)



Menu Categories

e.g. Burgers, Vegan, Sandwiches,
Pasta, Desserts...



Meal Deals

design meals around top sellers
at better value than the items
individually



Extras to upsell

sauces, drinks, desserts...
popular brands like Hellmann's,
Lipton work well.

>> Check UFS Academy at [UFS.com](#) to learn how to photograph your dishes for social media and delivery<< platforms! <<

Step 4 : Prepare for delivery



Reliable internet



Logged in to delivery partner tablet/POS



Delivery food containers & bags



Test your top sellers in the containers you will use for the average wait time. Adjust ingredients or containers to ensure appeal.



Designated pick up area for delivery collection



Have the order ready when delivery arrives.
Speed is an important factor to customers!
Review pre-time for top sellers and reduce



Be ready for extra volume on weekends

>> Check [UFS.com](#) for food tips on the top ordered meals for delivery and take-out<<

Step 5 : Promote delivery!

- ✓ Stay connected with guests on social media (Instagram, Facebook, Yelp, Open Table, etc)
- ✓ New to social media? Utilize best practices from [Facebook and Instagram](#) on how to promote your business.
- ✓ Monitor online reviews and respond. Regularly identify areas for improvement
- ✓ CRM
- ✓ Good service levels boost your ranking on the delivery platforms and review sites!

>> Visit [UFS.com](#) to learn more about effective digital diner engagement <<

Need more info? Chat with our chefs at [UFS.com](#)



Unilever
Food
Solutions

Support. Inspire. Progress.

COVID-19 Content That Your Customers Need to Hear From You

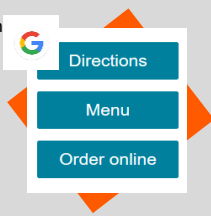
What to Promote on Social Media

- ✓ Drive awareness on safe delivery options for customers
- ✓ Available menu items including daily specials and specials add-ons like alcohol and beverages
- ✓ Show special offers like meal kits, food specials and drink specials
- ✓ Utilize advanced ordering for more efficient customer experience
- ✓ Encourage gift card purchase
- ✓ Share specials surrounding national holidays and food holidays

Add Delivery Function on Google

Restaurants can receive online orders directly from Google apps.

To manage this sign into Google My Business, click Info, under food ordering click Edit, then under Delivery, turn on Accept Partner Orders.



Add a Facebook Frame

Let your followers know you're open by adding a frame to your Facebook page.

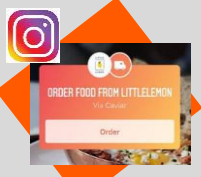
Go to update profile picture, click add frame, and search "UFS".



Add Delivery Stickers on Instagram

Let your followers know that they can support you by ordering food or purchasing gift cards with Instagram stickers on your stories.

When posting a story, click the sticker button and add your "order food" sticker.



Steps You're Taking to Ensure Safety

People want to hear that you're taking the proper precautions to ensure the safety of your customers and employees. Share your plan with your customers and be transparent.

Some good safety practices are:



Maintain social distancing when possible



Wearing protective equipment like gloves and cloth face masks



Regularly wash your hands

>> Visit [UFS.com](https://www.ufs.com) to learn more about safety tips! <<

Beyond the Kitchen

We're all in this together. Let guests know what you're doing outside of the kitchen to help support the community.



Donate Extra Food

Hospitals
Health Care Facilities
Food Banks



Offer Meal Delivery

To loved ones,
Hospitals,
First Responders



Recognize Staff

Donate proceeds to
Impacted employees
And essential workers

Need more info? Chat with our chefs at [UFS.com](https://www.ufs.com)



Support. Inspire. Progress.