How to Deliver the Best Curbside Experience Around



Curbside service is taking the foodservice industry by storm — and for a good reason. Executed correctly, it provides operators with a fast, convenient and safe way to fill customer bellies while also attracting new diners, nurturing loyal customers, and driving more revenue. **Here's what goes into winning the curbside competition!**

MEMORABLE EXPERIENCE

Break through the sea of sameness and deliver a unique, unforgettable curbside experience that blows your competition away. Get creative, but always remain true to your brand.

- **Special Uniforms**
- **Curbside Tunes**
- **Handwritten Notes**
- **Bold Signage**
- **Fun Curbside Station**

DINE-IN TO GO

Keep ticket prices up and deliver that "specialness" that guests typically associate with the in-restaurant experience.

- Specialty drinks
- To-go playlist
- Chef's menu
- Cool packaging
- Heat-and-eat options
- Wine pairings



SPEEDY SERVICE

While it might take some trial and error, set your operation up for success with the staff and solutions needed to deliver fast, hiccup-free service.

Must-Haves for Quick Curbside

- ☑ Designated pick-up zone (pop-up areas work too!)
- ☑ Clearly marked areas and instructions
- ☑ Sufficient parking
- ☑ Optimized traffic flow
- ☑ A way to update customers on order status
- ☑ Kitchen equipment that facilitates speed
- ☑ Extra staff
- ☑ Training plan and processes
- ☑ Customer feedback strategy

SUPERIOR PACKAGING



Protect the integrity of your food, add a little wow factor, and stop unnecessary spills with to-go containers that are dressed to impress.

- **Tamper-evident**
- **Wrapped cutlery**
- **Food safe materials**
- **Holds temperature**
- **Eco-friendly**
- **Transportable**
- **Elevated design**
- **Customer friendly**
- **Branded**

SAFETY FIRST MENTALITY

Put customer concerns at bay by adopting practices for safe food handling, sanitation and sourcing.



Clean pick-up zone



Hand sanitizer stations



Spotless uniforms



Gloves



Temperature-safe holding equipment



Face coverings



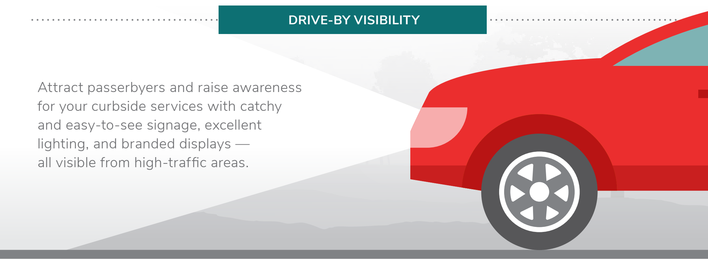
Transparent best practices



No-touch pick-up system

DRIVE-BY VISIBILITY

Attract passerbyers and raise awareness for your curbside services with catchy and easy-to-see signage, excellent lighting, and branded displays — all visible from high-traffic areas.



WINNING OMNICHANNEL EXPERIENCE



Whether it's your online ordering experience or the channels you use to market your curbside services, give customers the same wonderful, seamless experience — no matter where they run into you.

ABSOLUTE DELICIOUSNESS

If your food isn't the proper temperature and doesn't have that right-out-of-the-oven taste, it doesn't matter how much planning and thought went into your curbside services. Above all else, you need the right cooking and holding equipment to support your need for speed and to ensure that each and every to-go order is convenient and absolutely delicious!



FLAV-R 2-GO™ COUNTERTOP LOCKER SYSTEM
Model F2G-3-A

To explore cooking and holding equipment that will help you deliver the best curbside experience in town,

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