

What to Consider Before Diving into Delivery

Now more than ever, consumers want their food to come to them. And while there's an upside to offering delivery service (ahem, increased revenue!), it comes with a level of complexity. But, if you do it right, it can pay massive dividends.

Turn to this guide for considerations to make as you navigate the decision-making process.

DELIVERY BY THE NUMBERS

Delivery service is on the rise. Considering the potential to drive more sales, it's easy to see why so many restaurants are jumping aboard the delivery train.

24%

of consumers **utilize delivery service more than they did a year ago**

45%

of consumers would **order delivery if it's free**

Foodservice operators that utilize:

Third-party delivery services	In-house delivery service
66%	**55%**



IN-HOUSE DELIVERY VS. THIRD-PARTY DELIVERY

In-house delivery and third-party delivery both come with their pros and cons, so it boils down to which service model suits your business best.

30% of consumers are **more comfortable using a third-party service** for delivery.

39% of consumers are **more likely to order directly from the restaurant** if delivery fees are lower.

IN-HOUSE DELIVERY	
PROS	**CONS**
Brand loyalty	More complex
No service fees	Higher overhead
Quality control	Expensive training
Fewer unknowns	Insurance costs

THIRD-PARTY DELIVERY	
PROS	**CONS**
Better visibility	More liability
Increased sales	More unknowns
Less training	Service fees
Ease of use	More expensive for customers

COMMON DELIVERY PITFALLS TO AVOID

To successfully integrate delivery service, cover all of your bases. Assess your staffing, operations, and space to make sure you're set up for success. **By doing so, you can avoid these common delivery pitfalls:**

- Long wait times
- Lukewarm food
- Driver shortage
- Subpar packaging
- Inefficient workflow

DELIVERY EQUIPMENT MUST-HAVES

To do delivery well (and avoid the common pitfalls), you need the right equipment. If you decide to add delivery service, Hatco has a range of solutions to help you maximize your throughput and preserve food quality, so you can do more with less.

To explore our solutions, click on a button below.

Locker Systems

Optimize the delivery process by streamlining pick-up service and minimizing congestion.

Holding Cabinets

Keep large volumes of food at safe-serving temperatures for longer so you're prepared once peak-serving periods roll around.

Heated Shelves

Keep food hot, ready, and easy-to-access for delivery drivers.

Drawer Warmers

Hold a variety of foods at proper temperatures so they're flavor-fresh for serving.

Portables

No matter your setup, keep food at optimum serving temperatures and preserve quality.

Strip Heaters

Hold pick-up or delivery orders at safe temperatures without the risk of drying out food.

SOURCES: Restaurant Business Online, The Off-Premise Evolution. Dec. 2018, Datassential, One Table Consumer Report. July 2020.