

Maintaining Your Restaurant Brand with a Delivery Service



Working with a third-party delivery service still offers many opportunities to showcase your restaurant brand. In fact, delivering your food directly to diners allows you to expand your brand exposure outside the restaurant.

- 👍 Keeps your restaurant top-of-mind
- ❤️ Ensures diners have the experience they've come to know and love from your restaurant
- ★ Provides brand exposure to potential new diners

When you outsource delivery, your restaurant can also benefit from:

- Cost savings
- Improved efficiency
- Order tracking

When expanding your exposure with delivery, here are some tips to keep in mind so you're maintaining your brand promise and integrity.

✓ **Work with a trusted partner**

Your delivery service is an extension of your business. Choose a trusted delivery partner that knows the ins and outs of delivery, from menu editing capabilities to training drivers.

✓ **Use branded packaging**

While delivery services provide packaging, stock branded packages and containers so your restaurant brand is top-of-mind with diners. Also add branded stickers or stamps to each delivery order.

✓ **Brand your third-party delivery website**

Some delivery services allow you to build a branded delivery website or feature your logo on the menu page. If possible, take advantage of this so diners can see your brand each time an order is placed.

✓ **Include promotional materials**

Send your brand home with printed menus, business cards, or promotional items. Include more than one in each bag so diners can refer others.