



Restaurant vs. Carry Out

Restaurants are designed to serve customers in real time, with a set of well-established systems and procedures that allow ample time to impress clientele and gain loyalty.

The delivery and carry out business is an entirely different beast. It demands a different kitchen design, efficient expo and packaging area, a separate pick-up entrance and a specific POS system. There is less time and far fewer ways to impress clientele, so the following is required:

- #1 - An experienced operator and well-trained staff (with specific delivery/carry out experience)
- #2 - Recipes created explicitly to withstand the constraints of delivery
- #3 - A well-chosen location with appropriate demographics for your restaurant
- #4 – Educating your drivers, most of whom won't have a natural food & beverage-oriented mentality