



CONSIDER COCKTAIL KITS

Now that many restaurants can add alcohol to takeout and delivery food orders, why not do something fun, like creating cocktail kits? In many jurisdictions, operators are not permitted to sell actual cocktails for delivery, but there is no law against sending deconstructed versions of your guests' favourites. For instance, a Mexican restaurant could include the ingredients for a mojito – sealed bottles of rum, lime juice, soda water, sugar and mint. One bar in Toronto, [Project Giggewater](#), used Instagram to advertise cocktail kits ready for delivery with such names as "Keep Calm & Quarantine" and "Toilet Paper Greens."



EXPAND YOUR TO-GO MENU

Take your takeout to the next level with prepared meals that take all the work out of a meal for guests who just want to sit back, heat and eat. No need for guests even to put together an entrée with sides – the meal is there presented almost exactly as it would be in a dine-in restaurant.

Tip: Make sure you have the right packaging for the best meal presentation.



THINK LIKE A GROCERANT

More and more people need groceries – and not just prepared takeout meals. Many restaurants have surplus supplies and continued access to food. Consider putting together a separate menu for your guests offering groceries along with your prepared meals. Need fresh? No problem!

Tip: Get the word out on your social media platforms that you have groceries, as well as prepared items, on offer.

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