



PIZZA? YEAH, WE GO TO TOWN ON IT

TAKEAWAY & DELIVERY

5 TIPS TO SET UP FOR SUCCESS

Offering delivery, takeaway or self-serve pizza is an ideal way to capitalise on the growing demand for food to go and to drive incremental sales by attracting new customers and offering hot food during new dayparts.

Before firing up the oven, we've listed a few points to consider to ensure pizza-to-go is successful for your business.



1. CHECK YOUR LICENSE PERMISSIONS

Some licensing permissions have restrictions on takeaway or home deliveries, in particular offering 'late-night' hot food after 11pm. Check the license permissions for your premises, along with any lease restrictions to ensure you're good to go.



2. CONSIDER YOUR MENU

Want to offer some of your original hot food items or accompanying items along with pizzas? Not all dishes are designed to travel so it's worth simplifying the choices on offer.

Consider the ease and speed to prepare, profitability and suitability for delivery to ensure you're offering the right menu for your customers.



3. REVIEW YOUR KITCHEN SET-UP

Customers expect their food deliveries in around 30 minutes of ordering, so when considering offering pizza delivery the logistics need to be planned.

Planning how orders are tracked and managed, how the kitchen is set up to comply with the social distancing guidelines and where the area will be for packing and passing to the customer or delivery driver will help with efficient operations during peak times.



4. PROTECT YOUR STAFF AND CUSTOMERS

An allergen prompt should be included for customers when ordering for delivery. Teams should be provided with gloves and hand sanitisers as well as adhering to the 2m distancing rules, and the amount of people in the kitchen should be limited.

Delivery drivers should leave the food outside the customer's door and step back while waiting for the customer to answer, and cashless payments should be set up to avoid passing cash and change.



5. SPREAD THE WORD

It's important to stay connected to your customers and make them aware if you're offering takeaway or delivery. Tell existing or potential customers about your available services via email and social media and update google with your latest opening times and delivery information. Promotions are also worth trialling now to boost sales on slower days and spread peak ordering times.



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DECIDING HOW TO DELIVER

When it comes to delivery, it can be difficult to decide whether to deliver the food yourself or go via a third party.



WORKING WITH A THIRD PARTY

PROS:

- ✓ Tapping into another company's experience and resources
- ✓ The opportunity to reach more people
- ✓ More time to focus on the food itself
- ✓ A ready-made infrastructure (couriers, delivery tracking, secure payment methods)

CONS:

- ✗ High set up fees and commissions
- ✗ Lack of control over the delivery experience
- ✗ Less communication with the end customer

DELIVERING YOURSELF:

PROS:

- ✓ Complete control over the delivery experience
- ✓ Removes any third-party communication barriers
- ✓ The ability to receive first-hand customer feedback
- ✓ Less longer-term investment

CONS:

- ✗ Self-funded resources (delivery vehicles, insurance, payment system, delivery tracking)
- ✗ Complete accountability if there are any delivery issues
- ✗ Less visibility and potential customers (leading to higher marketing costs)



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COMPARISON DELIVERY COSTS

	Costs for your business	Average set up time	Additional costs	Charge to your customers	What they say
Deliveroo	Approx 20-30% commission	7 days	Admin + set up fee (c£350)	£1-£5	24 hour support tablet. Flexible payment plan. Use Deliveroo drivers or your own. Discounted packaging offers. Create loyal customers with Restaurant Hub.
JustEat	Approx 14% (+VAT) commission and admin charge	5 days	Admin + set up fee (c£295)	£0-£4	Orderpad tablet and printer for managing orders. Up to £1000 off electric delivery bikes and scooters. Average saving of £1,150 on energy bills.
Uber Eats	Approx 30% commission	5 days	Admin + activation fee (c£350)	£3.50	Activation fee sets up restaurants with welcome kit, tablet, restaurant software and professional photoshoot. We can connect you with independent drivers, bike and scooter rider.
Delivering yourself	Cost of labour, transport and fuel	1-2 days		Set by you	

Due to COVID-19, many companies are reducing their fees or providing additional support, including Access Hospitality who are offering a free-to-set-up delivery or click and collect ordering service for restaurants (providing a website with order and pay capabilities).

Some of the bigger third-party delivery companies are also choosing to temporarily reduce commissions and drop activation or sign on fees so exploring the best offers before deciding to go ahead is recommended.



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