



AMERICAN MARKETING
ASSOCIATION



Las Vegas



AMERICAN MARKETING
ASSOCIATION

Las Vegas

LOCAL RESTAURANTS: EVOLUTION OF TAKEOUT

NOV. 5 | 11:30 A.M.



Jennifer Bradley
*Owner of
Jennifer Bradley Public
Relations*



Stephanie Wilson
*Founder of
Wicked Creative*



Jason Soto
*Vice President of Sales &
Marketing for MobileSoft
Technology Inc*

We Love Our
Annual Sponsors



Follow Us



American Marketing Association Las Vegas

@AMALV

@amalasvegas

American Marketing Association Las Vegas Chapter

amalasvegas.com



FEATURE PRESENTATION

Local Restaurant Marketing & the Evolution of Takeout

Local Restaurants – The Evolution of Takeout

How COVID-19 is changing the restaurant industry.

**Jennifer
Bradley**



**Jason
Soto**



**Stephanie
Wilson**



The History of Delivery



1889

First ever delivery, pizza pie, Naples



1922

Kin-Chu café in Los Angeles delivers Chinese dishes



2000s

Large delivery tech companies grow



What about the future?

The pandemic has altered consumer behavior, from how people order restaurant food to their perception of third party delivery companies.

**The U.S. Restaurant Industry Employs
more than 15.5 million people -**

**7% of all employment in the country -
FORBES**

The NEW Trend

- **FOOD AS COMFORT** - Use your product as a way to convey comfort.
- **ESCAPE** - How does a food experience, either through delivery, pick-up, allow a consumer to escape?
- **RITUALS** - Wings & pizza night. Meatless Mondays. Game Day celebrations.
- **HELP** - How do you help your customers who need it, or in financial straits?
- **TIME** - How does your product give back more time - Convenience



The Technology Solution

The Third-Party App Problem

- Delivery fees are typically 30% of the order, so in the past many restaurants have justified the cost of these services by viewing them as an advertising expense versus a revenue stream.
- In the wake of COVID, deliveries became vital for survival, so restaurants, already navigating razor-thin profit margins, were no longer able to absorb the high fees.
- Some states put caps on delivery fees, which prompted some third-party delivery companies to add a surcharge, which is bad for the consumers, who will only pay so much.
- Marketing the restaurant outside of the third-party app becomes a challenge with a greater percentage of business on delivery.
- With delivery, restaurants lose their person-to-person touch – it's food in boxes versus atmosphere and personal service.
- It's challenging for restaurants to problem-solve. If a dish is ordered on an app, it's contingent on the app to alert consumers if restaurants are out of a certain dish. The rise in touchless delivery such as curbside pickups and doorstep drop-offs exacerbate the issue.
- Third party apps take away the opportunity to upsell.

What's happening now?


- Some states, including Nevada effective early-August, capped third party fees at 15%, but the surcharge made the apps less desirable for consumers.
- Restaurant operators sought solutions; thus creating opportunity for new businesses.
- New businesses and apps have been developed to support the need for restaurateurs to find alternative takeout and delivery solutions.
- Traditional marketing is being adapted to fit the delivery model, whether it be social media advertising, or promoting specialty dinners, holidays, and even wine, beer and cocktails.

Total online food delivery—(platforms & restaurant self-delivery)

\$45 billion in 2020 vs. our prior estimate of \$41 billion in 2021

Reaching **13%** of the addressable market this year and **16% by 2022**, vs. 2025 in our prior estimate.

“That means nearly three years of consumer spend is being pulled forward, led by accelerated growth from technology platforms”.



Dine.Direct is another tool that demonstrates how restaurants are taking delivery into their own hands.



Dine.Direct

Helping restaurants prosper

Join the community of restaurants taking back control of their customers, their reputation and their money.



Increase ticket
size by 24%



Save 75% of money
wasted on food apps

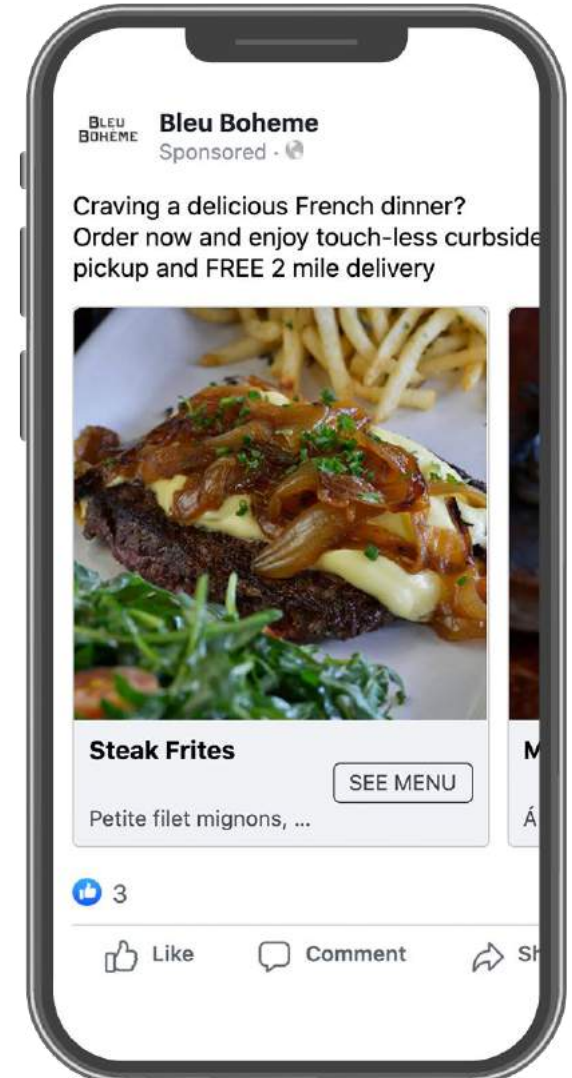
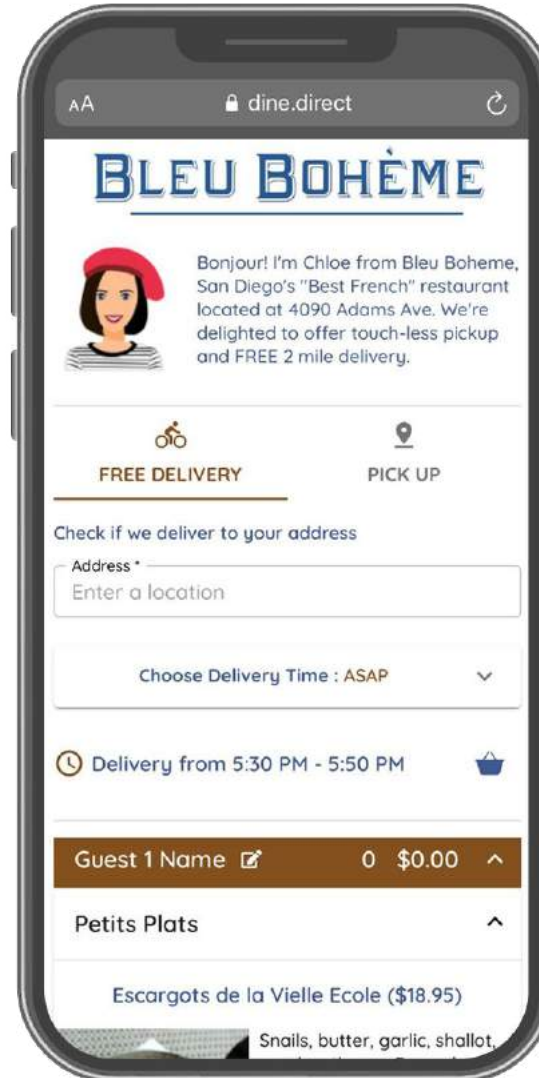


Get community
reward points
(like stock options)

<https://more.dine.direct>

Increase your customer orders

<https://more.dine.direct>



RESTAURANT INFO

SCHEDULE

PRINTERS



DRIVERS

DIETARY OPTIONS

FEES & GRATUITY

POSTMATES

DELIVERY FEES

Miles ⓘ	Base Charge ⓘ	Per Mile ⓘ	Edit
2	\$ 0.00 ●	\$ 1.00 ●	
3	\$ 0.00	\$ 1.00	
4	\$ 0.00		

GRATUITY / SERVICE

Gratuity / Service % for Dropdown

Label Gratuity / Service *

Service (default)

Maximum \$ Service Fee Confirmation *

\$ 10.00 (default) ●

Maximum % Service Fee Confirmation *

30 % (default) ●

Tax Rate on Delivery *

7.75 % ●

Tax Rate on Gratuity *

0 % ●

SAVE DETAILS

Your customers, your pricing

\$1.00

Independent Restaurant Owners are taking things into their own hands....

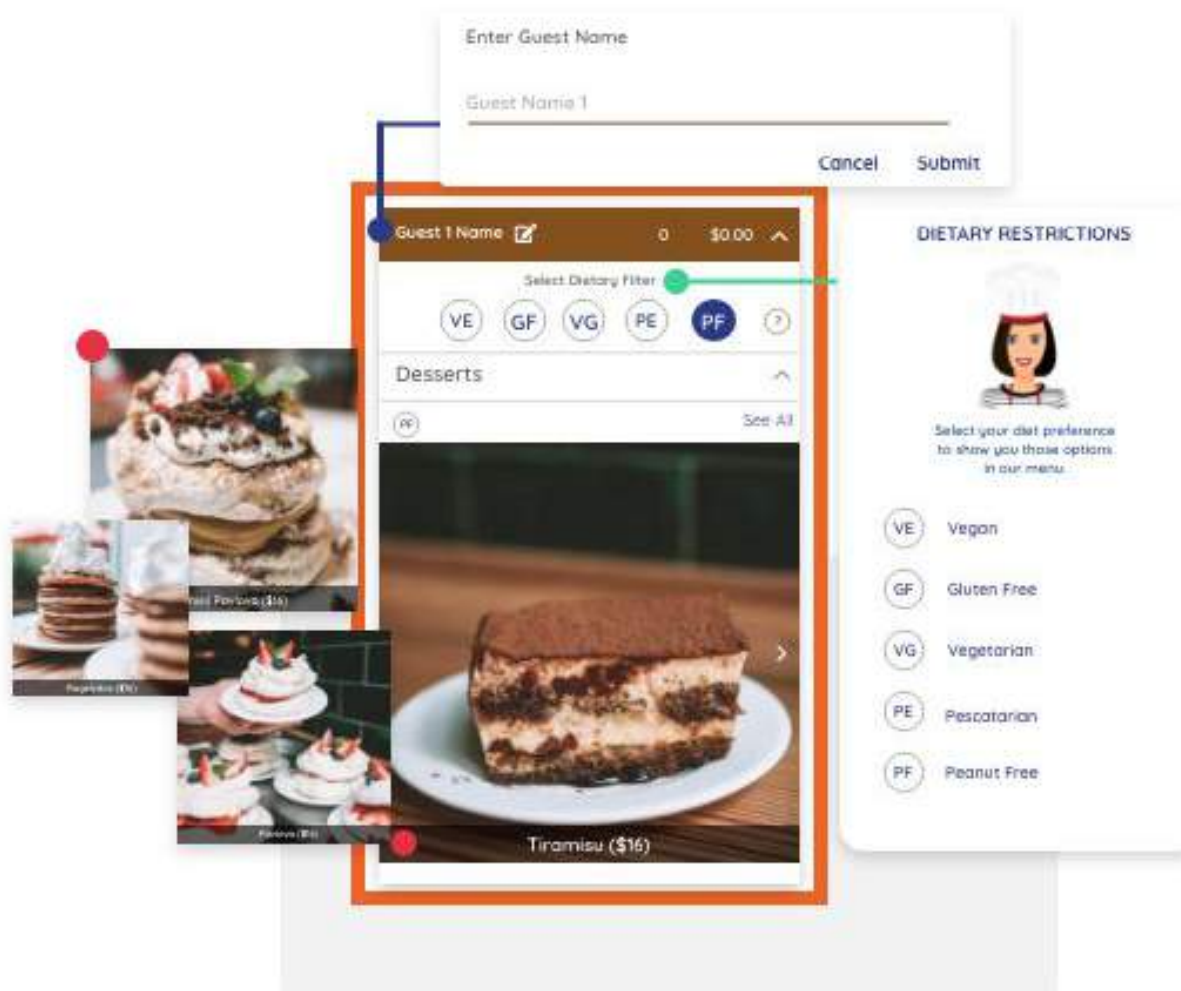
With a little help from “friends”

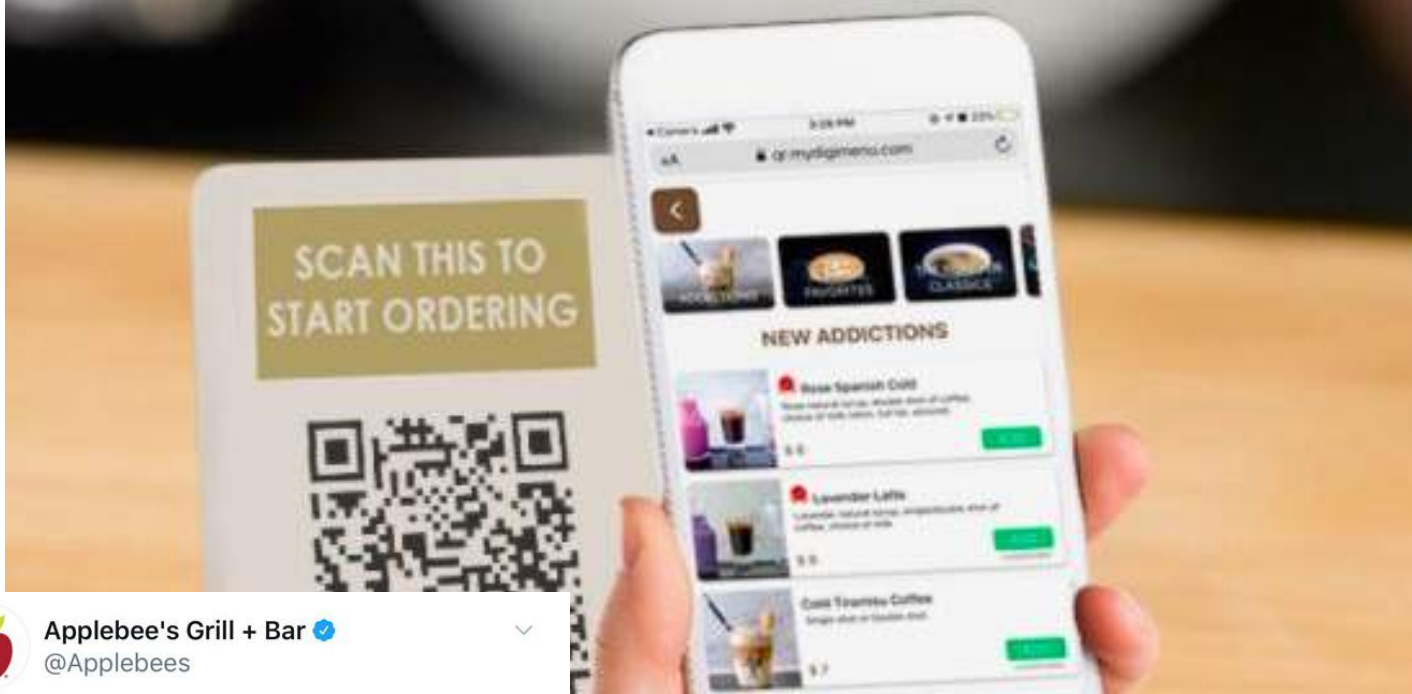
- Restaurant owners are following suit with the national chains by adopting banded web/mobile apps
 - Push Notifications / SMS Marketing / In App Coupons
 - Loyalty
 - Payments
- Point of Sale Providers providing integration via Marketplace environments
- Subscription + Transaction Pricing Model
- 3rd Party Web & Mobile App Tools
 - Increasing visibility across multiple platforms



US Consumers ordering online directly through restaurants (73%) vs third-party delivery (23%)
– May 2020

Morgan Stanley





Applebee's Grill + Bar 
@Applebees

Dip into our latest savory deal. Get a FREE White Queso Dip and Chips appetizer on your next online order of \$20 or more via our website or mobile app. Add item to your cart and use code: QUESO at checkout.



Valid through 11/8 or while supplies last

WEEKLY SPECIALS



CARNE
LARDO
\$10
SMOKED PAPRIKA SALAMI

Recommendations

Dijon Chicken



2 4-pound chickens
1/4 cup olive oil
1/8 tsp salt
1 cup honey
2 tbsp Dijon mustard
1 tsp ground pepper

Preheat the oven to 400°. Tenderize the chicken. Mix ingredients and combine with chicken in the pan. Heat for 30 min.



Chardonnay



Cabernet Sauvignon



What to do first?

Be informational and timely

Share with them the safety precautions you're taking. Update website and hours. Inform your audience on current regulations and laws. Become a resource to your patrons so they not only see you as a place to eat but as a business that's informed. You become the "go-to."

Be accessible and show your customers their options

What options are you offering to customers right now? Call-ahead ordering? Curbside services? Online-ordering or delivery? Make it as easy as possible for them to take action.

Offer items other than food and beverages

People are looking to support local businesses right now in any way possible. Gift cards and merchandise are great options to offer. (Example: Vegas Chamber) -

Be positive

Hand-written notes on our to-go boxes, hoping it will bring a smile to someone's face. You can donate perishable items to your furloughed from your establishment or to local homeless shelters. (DONATE FOOD)

What to do first?

Be informational and timely

Share with them the safety precautions you're taking. Update website and hours. Inform your audience on current regulations and laws. Become a resource to your patrons so they not only see you as a place to eat but as a business that's informed. You become the "go-to."



GRIMALDI'S
COAL BRICK-OVEN PIZZERIA

AN IMPORTANT MESSAGE TO OUR GRIMALDI'S FAMILY.

AT GRIMALDI'S PIZZERIA, OUR TOP
PRIORITY IS ALWAYS THE HEALTH AND
SAFETY OF OUR GUESTS AND EMPLOYEES.

Be accessible and show your customers their options

Call-ahead ordering? Curbside services? Online-ordering or delivery?

What to do first?



Pork Chefs' Family Pack

Code: 350431 | 10 lb box | Individually packaged | \$40.

Combination of loin roasts, ribs, stew
Each box labeled with what cuts are inside

Beef Chefs' Family Pack

Code: 150437 | 10 lb box | Individually packaged by product type | \$45

Combo of ground chuck, roasts, fajita strips, carne asada, stew meat
Each box labeled with what is inside

Chicken Chefs' Family Pack

Code: 521584 | 10 lb box | Individually packaged by product type | \$40

Combination of boneless breast, thigh, whole legs, wings
Each box labeled with what is inside

Steak & Chops Chefs' Family Pack

Code: 150539 | 10 lb box | Individually packaged steaks & chops | \$70

6 —12 oz per portion depending on cut
Mixed box of restaurant style steak & chop portions
Each box labeled with what cuts are inside

Fresh Ground Chuck Family Pack

Code: 108544 | 10 lb box | 2/5lb packs of fresh ground chuck | \$40

702 • 560 • 2453

info@roosterboycafe.com

2620 Regatta Dr. Suite 113 Las Vegas NV 89128



FOOD & WINE DELIVERY SERVICE

We are offering TO-GO Lunch, Dinner and Sunday Brunch Menus
Available for Pick-Up or Delivery

Offer items other than food and beverages

People are looking to support local businesses right now in any way possible. Gift cards and merchandise are great options to offer.

What to do first?



THE SEASON OF GIVING!

Gift Cards Now Available Online



What to do first?

Be Positive!



Hand-written notes on our to-go boxes, hoping it will bring a smile to someone's face. You can donate perishable items to your furloughed from your establishment or to local homeless shelters.

(DONATE FOOD)



To Our Neighbors

We are committed as always to the wellbeing and health of our community. Now is a time to come together and support each other. Our locally owned, Summerlin and West Side restaurants are open for business and offering a variety of options such as takeout, curbside pickup, delivery, and of course dining in. We are passionate about what we do and you remain our top priority. Our teams and their families thank you for your continued loyalty and we wish everyone good health and good food.







Adapting During Covid-19

Adapting During COVID-19

- **Expanded Services/Essential Grocery**
- **Curbside/Take Out/Bulk Meal Boxes**
- **Additional Patio (Rent/Share Patio)**
- **Adjusted Hours/Limited Seating**
- **Safety - Costs -PPE, Bar Plastic Partitions, Air/Filtration/Logos (Masks)**
- **New Policies- “No Smoking”**
- **Staff to Deliver**



Titan Brands Hospitality Group Kicks off "Nobody Goes Hungry" Campaign Sysco Foods
<https://vegasnews.com/192029/titan-brands-hospitality-group-kicks-off-nobody-goes-hungry-campaign.html>









Getting the Word Out

Marketing Tools: Social Media and Public Relations

- **Find a new hook:**
 - Events like holidays and seasonal dishes and drinks are traditional offerings to help capitalize on “what’s new.” These same offerings can now be adapted for takeout and delivery.
- **Getting the word out:**
 - Your marketing firm can get photos taken that can be used in social media ads and for outreach to media.
 - Social media ads can target based on a location. If a restaurant is handling its own delivery within, for example, a two-mile radius, ads can be set to those parameters.
 - News Media - “WE ARE OPEN” & Podcasts
- **Let’s upsell:**
 - Many services are integrating features to upsell. With wine, beer and drinks now legal for takeout, there is even the opportunity to upsell with drinks, as if your guests were dining in the restaurant.



honey SALT
FOOD & DRINK

MEMORIAL DAY

TAKEAWAY BBQ

PICKUP MONDAY, MAY 25 FROM 12PM - 3PM
FAMILY-STYLE TAKEAWAY MEAL | SERVES 4 GUESTS

BUTTERMILK FRIED CHICKEN \$140
honey hot sauce

OR

BBQ BABY BACK RIBS \$160
bone sucking style bbq sauce

SERVED WITH

WATERMELON & GOAT CHEESE SALAD
cucumber, pomegranate, pickled onions, local mint, minus eight vinaigrette

GRILLED CORN ON THE COBB
cilantro-chipotle lime butter

POTATO SALAD
eggs, celery, Anaheim peppers, red onions, whole grain mustard

CREAMY CABBAGE SLAW
carrots, onions, shaved fennel, parsley

BLUEBERRY PEACH COBBLER
lemon & vanilla whipped cream

CASA DRAGONES EXCLUSIVE COCKTAIL KIT TO GO! \$50

Make your own Loco Sandia - a fun twist on our classic Watermelon Margarita! The kit includes a 375ml bottle of our favorite Casa Dragones Blanco tequila, our house made watermelon mixer, and a signature silicone ice tray.

HONEYSALT.COM | 702-445-6100 | @HONEYSALT
1031 SOUTH RAMPART BLVD, LAS VEGAS NV 89145

ALCOHOL TO-GO MENU

4 • 6 • 2020

"BOTTOMLESS" MIMOSAS \$20

Wyclif
Choice of Juice:
Orange, White Cranberry, or Pineapple

"BOTTOMLESS" BLOODY MARYS \$35

Hangar 1 Vodka
House-made Bloody Mary Mix

RUM PUNCH \$30

Flor De Cana White Rum
House-made Fruit Punch

PALOMA MIX \$35

Maestro Dobel Tequila
Grapefruit & Lime Juice Mix

WHISKEY SOUR \$35

Bank Note 5 Year Blend Whiskey
House-made Sour Mix

MOSCOW MULE \$40

Hangar 1 Vodka
Gosling Ginger Beer
Lime Juice

WINE BY THE BOTTLE \$25

Whitehaven, Sauvignon Blanc
Divine Hampton, Rose
Carmel Road, Pinot Noir
Tobin James, Red Blend

*Items subject to Change



THANKSGIVING DAY FEAST AT ECHO & RIG BUTCHER SHOP LAS VEGAS

**ORDER YOUR
CINCO DE MAYO
MARGARITA KIT
MAY 1ST - 5TH**

**ORDER NOW!
HUSSONGBOCAPARK.COM**

MARCHE BACCHUS
FRENCH BISTRO AND WINE SHOP

GOOD NEWS!

FREE WINE DELIVERY
To Your Door - Any Quantity - \$50 Minimum - 10 Mile Radius

DELIVERY OR CURBSIDE PICK UP
Cheese & Charcuterie Platters TO-GO
Assortment of four cheeses, four meats, candied walnuts,
dried fruits, chutney, crostinis, Serves 2-4 \$26
ADD WINE TO YOUR CURBSIDE FOOD ORDER

11am to 6pm Daily
Click the link to see our WINE LISTS
www.marchebacchus.com/menus
Please ask if you do not see what you are looking for.

Phone orders using credit card only
Please call (702) 804-8008 to place your order
(Note: the platter will be served in 2 eco-friendly containers)

EATER
LAS VEGAS

MAP VIEW

1. Rooster Boy Cafe

2620 Regatta Dr #113
Las Vegas, NV 89128
(702) 560-2453
[Visit Website](#)

Rooster Boy offers a takeout menu for Passover that includes options such as a quart of chicken and dill matzo ball soup, carrots with honey and harissa, potato kugel with horseradish, baked salmon with sumac and lemon, slow-braised brisket, apricot and currant roast chicken, and coconut meringues.

roosterboycafe
3,392 followers [View Profile](#)

Finding a New Hook

- **Holidays**
- **Expanded Curbside**
- **New Delivery Items (Alcohol)**
- **Pop Ups**
- **Cooking At Home Demonstrations**
- **Tutorials - Butcher Shop**
- **Extra Safety Certifications - Germ proof - COVID Protocols**



VEGAS.EATER.COM

DW Bistro Kicks Off a Guest Chef Series; Teaches Cook-at-Home Classes

Las Vegas businesses benefit from ability to deliver alcohol

Marche Bacchus hoping delivery will help wine shop

Posted: 11:33 PM, Apr 06, 2020

Updated: 8:40 AM, Apr 07, 2020



By: Ross DiMattei



Lola's is committed to to Health and Safety!!



GERMHERO.COM

Lola's Las Vegas - Germ Hero Verified

Lola's Las Vegas is Germ Hero Verified

A promotional poster for a 'Fried Chicken Curbside Pop-Up' event. The poster features a black and white photo of Chef Natalie Young, a woman wearing a hat and glasses, smiling. The text on the poster includes: 'chef natalie young good food for good people.', 'Fried Chicken' in large orange letters, 'Curbside Pop-Up' in white letters, and 'Gluten-free Options Available'. At the bottom, it says 'PRE-ORDER ONLINE | WWW.CHEFNATALIEYOUNG.SQUARE.SITE' and 'PICK-UP AT EAT. 707 CARSON AVE • AUGUST 14TH • 4PM-6PM'. A final line reads '**NET PROCEEDS & DONATIONS WILL GO TOWARD STUDENTS IN NEED OF CHROMEBOOKS FOR THE UPCOMING SCHOOL SEMESTER**'. The poster is framed with an orange border.



Getting the Word Out



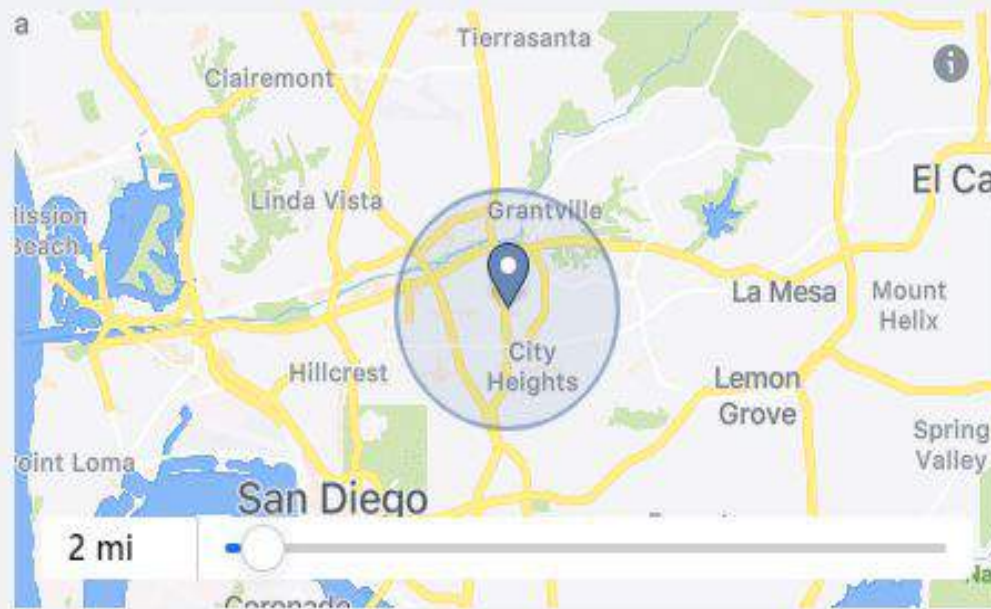
Audience Details

Location - Living In United States: 4090 Adams Ave, San Diego (+2 mi)
California

Age 18 - 65+

Detailed Targeting Expansion Off

Potential Audience Size: 120,000 people



Estimated Daily Results

People Reached ⓘ 275 - 796

Page Likes ⓘ 9 - 30

Payment Summary

Your ad will run for 5 days.

Total budget \$25.00 USD

\$5.00 a day x 5 days.



Doing Good: Supporting the Community in Difficult Times

Community Engagement



- Charitable - Virtual Events - ex. St. Jude
- Giving to First Responders/Hospitals
- Food Drives (Others & Employees)
- Delivering with Dignity
- Extra Incentives/Masks



Supplies & Food Drive
Benefiting Wendell P. Williams Elementary School

Drop-Off Locations:

Boca Park & 215/Jones
Locations
Drop-Off Dates:
July 22 - Aug 6

What We Need
SCHOOL SUPPLIES:
Back-packs, paper, pencils, pens, highlighters, crayons, markers, tape, glue, scissors, notebooks, folders, binders, dividers, rulers, calculators, erasers, etc.
NON-PERISHABLE FOODS:
Canned/Dried Fruits and Vegetables, Oatmeal, Low Sugar Cereals, Pasta, Rice, Canned Fish & Meat
For More Information email info@tvbcf.org or visit www.TVBCF.org



Drive-thru
FOOD
drive

FOOD DRIVE ITEMS NEEDED:

- Instant Oatmeal Packs
- Granola Bars
- Noodle Cups/Ramen
- Apple Sauce Cups
- Crackers
- Cookies
- Juice Boxes
- Ravioli Cans

Thank you to our sponsors!



If you can't make it to the warehouse, please consider purchasing a Crisis Pack, buying groceries, or making a donation online:
www.servingourkids.org
For more info.call : 702- 358-1056

AUGUST 15, 2020

8:30a.m.- 11:30a.m.

**121 Industrial Park Rd.
Henderson, NV 89015**

Join us for our monthly no-contact drive-thru food drive collection to support Serving Our Kids' Weekend Meals Program for at-risk and homeless school kids in Las Vegas.

100% of donations directly benefit the children we serve.

HOSTED BY OUR FRIENDS AT:



ST. JUDE
HEART OF FASHION



WAYNE SERMON
IMAGINE DRAGONS
Guest Speaker



Echo & Rig

We are honored to participate with the St. Jude Virtual Gala!!

Menu Offerings for Friday, June 19th, 2020
Pick Up by Appointment
Call 702.489-3525 to place your order

Serves 4 People
Choice of:
Ready to Grill Entrees-
(4 each) 1, lb. Angus Ribeye (Creekstone Farms "Never Ever" salt & pepper rub, chimichurri
(4 each) 8 oz. Filet Mignon (Grass Fed Cape Grim) red wine demi-glace
(8 each) Lamb Porterhouse Chops (Anderson Ranch) herb marinade, violet mustard

All Entrees are served with:
Kale Salad- heirloom kale mix, honey crisp apples, fennel, goat cheese, dried blueberries, seeds, Dijon maple vinaigrette
Roasted Broccolini- roasted garlic, chili flakes (fully cooked/heat & serve)
Mac & Cheese- 7 types of cheese (fully cooked/heat & serve)
Pee Wee Potatoes- rosemary, thyme, sea salt (fully cooked/heat & serve)
Berry Cobbler- Vanilla Cream
Fresh Summer Fruit

A percentage of each sale to be donated to St. Jude

MARCHE BACCHUS
FRENCH BISTRO AND WINE SHOP

St. Jude Gala In Home Gourmet Feast
Friday, June 19, 2020

Available for Pick Up or Free Delivery (within 10 mile radius) between 11am and 5pm on June 19th. Fully prepared, re-heat to desired temp. Food and Wine Orders must be received and paid for by noon on Monday, June 15th. To place your order visit <https://www.marchebacchus.com/product-category/st-jude-gala-feast-in-your-home/> or call (702) 804-8008.

FOUR COURSE MENU (Serves 2)	THREE COURSE MENU (Serves 2)
<i>First Course</i> SEAFOOD BISQUE	<i>First Course</i> CAESAR SALAD Romaine, Shaved Parmesan, Rosemary Croutons
<i>Second Course</i> TRUFFLED GOAT CHEESE NAPOLEON Layered Puff Pastry, Pistachios, Honey, Arugula, Fries	<i>Second Course (SELECT ONE ENTRÉE)</i> BISTRO CHICKEN Mary's Organic Roasted Half Chicken, Asparagus, Roasted Tomatoes, Fingerling Potatoes, Lemon Cream or LOBSTER PASTA Maine Lobster, Mushrooms, Peas, Lemon Cream or MUSHROOM WELLINGTON Mascarpone Whipped Potatoes
<i>Third Course (SELECT ONE ENTRÉE)</i> BEEF WELLINGTON Mascarpone Whipped Potatoes or PAN ROASTED HALIBUT Couscous, Cranberries, Almonds, Scallions, Citrus Beurre Blanc or MUSHROOM WELLINGTON Mascarpone Whipped Potatoes	<i>Dessert</i> BLUEBERRY CHEVRE TARTE
<i>Dessert</i> BLUEBERRY CHEVRE TARTE	\$99
\$145	

ST. JUDE GALA DINNER WINE PAIRINGS
Marché Bacchus will donate 15% of all sales to support St. Jude

WHITE WINES	Price	RED WINES	Price
Dampit Chablis Premier Cru Fourchaume '16 Rated 92 Points	\$39.99	Del Dotto Caves Red Blend '17	\$59.99

ST. JUDE
HEART OF FASHION



Save the date for the first ever virtual St. Jude Fashion Week, kicking off **June 14!** Tune in each day to Facebook and Instagram to catch local celebs, influencers and St. Jude supporters "WALK THE RUNWAY" in support of the kids of **St. Jude Children's Research Hospital.**





↻ Delivering with Dignity Retweeted
Justin Jones @JustinJonesNV · 9/29/20
Delivering with Dignity celebrated its 6 month anniversary last week, having delivered over 174,000 meals to the most vulnerable people in our community. Thank you to the chefs, food heroes, and small businesses for stepping up during these times.



Clark County Nevada and 2 others



Support the Industry



JOIN US IN SUPPORTING SOME OF
OUR RESTAURANT PARTNERS-
READY TO SAFELY SERVE US.



All area locations are open for
Drive Thru & Take Out
RaisingCanes.com



All area locations are open for
Delivery, Drive Thru & Take Out
BK.com



Curbside Pick Up & Delivery at
Summerlin & Paradise locations.
BucadiBeppo.com



Open for Curbside Pick Up,
Delivery & Take Out
bellsbarbeque.com

DOWNTOWN
SUMMERLIN®

Many delicious options for
Curbside Pick Up & Delivery
summerlin.com



Open for Curbside Pick Up
& Contactless Delivery
capriottis.com



ORDER FROM MCDONALD'S.

We never thought we'd be asking you to do this. Just like we never thought we'd be encouraging you to order from KFC, Subway, Domino's Pizza, Pizza Hut, Five Guys, Greggs, Taco Bell, Papa John's, Leon... or any of the other independent food outlets, too numerous to mention here. In short, from any of our sister food chains (fast or not so fast).

We never thought we'd be asking you to do this, but restaurants employing thousands of staff really need your support at the moment.

So, if you want to help, keep treating yourself to tasty meals through home delivery, takeaway or drive thru. Getting a Whopper is always best, but ordering a Big Mac is also not such a bad thing.

*Take care,
Team Burger King UK*





AMERICAN MARKETING
ASSOCIATION



Las Vegas