

COMPLETE CHECKLIST FOR SUCCESSFUL COCKTAIL TAKEAWAY AND DELIVERY

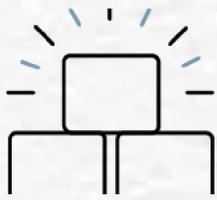
Whether it's to boost your sales or create alternate revenue, takeaway and delivery continues to be the way forward. Use our full-proof checklist to introduce this service quickly and easily through your venue.

*Please consult [WHO](#) and country specific legislation and guidelines at all times.



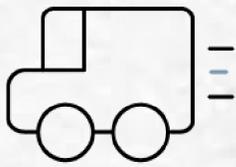
OWN YOUR OFFERING

- Plan your menu.** List your most popular serves and filter them by margins, and ability to travel well.
- Set a price.** Run the numbers and set a realistic price that not only covers costs but will generate profit. Benchmark against competitors too.
- Have set recipes.** Recipes will likely differ depending on whether they are for takeaway or delivery so have a process in place for each and train staff on them.



PRACTICAL PACKAGING

- Choose **fit for purpose packaging.** Packaging needs will differ for local and postal deliveries so consider usage when sourcing.
- Make a statement. Consider **branded packaging or adding personal touches** that will make your package stand out.



DELIVERY GOALS

- How will you deliver?** Consider costs associated with delivering in-house or outsourcing to a third party and make a call on what's feasible.
- Have a **system set-up for contactless or online payment** to make your deliveries as smooth and safe as possible.



PROACTIVE PROMOTION

- Choose **effective platforms** to promote. Which [social media](#) platforms will you use?
- Will you use **local and national media** to promote service?
- Keep promotion fresh.** Introduce 'Cocktail of the Week' that you can promote each week and appeal to different audiences.
- Collaborate.** Team up with other brands to provide samples and bonus items in packages.



ORDERS UP

- How can customers order?** Identify all the touchpoints where customers can place orders and ensure this is as simple as possible.



COME AGAIN SOON

- Give customers a **reason to come back.** Include promotional offers, discount codes or vouchers to encourage repeat custom.



EVALUATE EVERYTHING

- Review sales data.** For example, identify popular serves, peak order periods and discover which channels and days of the week drive most sales. Use information like this to continuously refine your model.

Seek feedback. Connect with customers to find out what they like, what they didn't and make the changes that you can to improve.

DELIVERY DILEMMA SOLVED

Use this worksheet to help identify the most cost effective ways to deliver serves to your customers.

DELIVERY METHOD	COSTS	NOTES <small>*CONSIDER DELIVERY RADIUS, EASE OF USE AND SIZE OF CUSTOMER BASE</small>
Postal		
In-House Car	Driver: Fuel:	
In-House Bike	Driver: Fuel:	
Third Party Option One	Sign up fee: Commission:	
Third Party Option Two	Sign up fee: Commission:	
Third Party Option Three	Sign up fee: Commission:	

THE MOST COST EFFECTIVE OPTIONS:

Option One:

Option Two: