HOW TO GET STARTED WITH DELIVERY FOR RESTAURANTS IN WISCONSIN

With the ongoing and increased uncertainty over the spread of coronavirus (COVID-19), here at the WRA our primary focus is – and will continue to be – to educate and support our restaurant and supplier partners through this difficult and challenging time. We are taking proactive measures to advocate for and alert members to changing policies, guidelines and best practices.
As restaurants deal with this unprecedented time and a ban on in-person dining, food delivery is in high demand. Many businesses are struggling with how to move into this business model. Here are a few of the most important things to know if you want to start delivering or increase the capacity of an existing delivery system.

**SELF DELIVERY vs THIRD PARTY DELIVERY: Which is right for me**

- **SELF DELIVERY** (Do it yourself; In house)
  The benefit to self delivery is maintaining the control over the quality of your product and not having to give a high commission to a third party vendor.

  The first hurdle will be taking orders and confirming them with the customer who ordered the food. Some restaurants may already be equipped to fulfill orders remotely. Others may need to tweak their old system, that was built for table service and develop a new system for phone orders. The good news is that it doesn't need to be a complex process. Entering a customer's credit card information manually into your POS system is no different from sliding their card after the wait staff has taken their bill.

  Check with your POS company to see if they have an online ordering upgrade. This isn't necessary but could be very helpful. You can certainly implement some work arounds to get you through this crisis time.

  The big thing to think about with self delivery: What's the delivery radius that makes sense for your operation? Determine that and make it clear wherever you promote yourself. Most stick to a 5-7 mile radius.

- **THIRD PARTY**
  There’s a lot of different opinions about third party delivery options. It’s a challenge to pay high commissions to a delivery company when we’re in an industry where there are low profit margins. But consumers are demanding delivery options and sometimes restaurants aren't able to easily facilitate. And during a crisis like this, some money may be better than no money coming in. You would benefit from the additional marketing exposure that a third party delivery company can help you with.

  During this unprecedented pandemic, businesses like DoorDash, UberEats, GrubHub and EatStreet have come out with commission reductions, deferred commissions and zero dollar/zero commissions for new customers and have been waiving delivery fees to the diner. It's good to look into your options. Many businesses offer a mix or self delivery and third party delivery.
Insurance
PRIOR TO THE COVID-19 CRISIS THIS IS WHAT YOU SHOULD HAVE KNOWN ABOUT INSURANCE & FOOD DELIVERY:

Insurance is a critical first thing to check on so you know your risks. There's no standard answer to this; it varies by insurance company. Call your insurance agent/broker to confirm that adding delivery drivers will be covered. No special business permits are needed to add on delivery service but proper insurance coverage is! Any employee using their own automobile for deliveries should make sure their own automobile insurance is aware that they are delivery drivers and covers them for liability in the unlikely event an accident happens. If you have employees deliver as part of your new business plan, you must contact your insurance broker. At minimum you as the business owner MUST have non-owned and hired automobile coverage added to your package policy and/or automobile policy.

NEW COVID-19 INSURANCE OPPORTUNITIES OPENED UP ON 3/17/2020 BY THE WISCONSIN OFFICE OF THE COMMISSIONER OF INSURANCE:

The Office of the Commissioner of Insurance has removed insurance barriers that may prevent a restaurant from delivering. Delivery drivers are now covered under their personal auto policy. However it is strongly suggested each employee now classified as a delivery driver contact their own auto carrier and inform them of the change. OCI has also ordered all insurers who provide commercial general liability coverage to a restaurant to extend at no charge (approximate $5,000 savings) a rider or stand-alone policy for “hired and non-owned auto coverage”. This is effective as of March 17, 2020 and shall remain in effect until the public health emergency order is lifted, in whole or in part, to permit restaurants to resume normal operations. It is recommended that you contact your broker to make sure this rider or stand-alone policy is in place for you. Refer to the insurance section in the FAQs on the WRA website COVID-19 section.
THINGS TO DO

• Update the main page of your website if you’re open and offering delivery, curbside or takeout.

• If you’ve changed your hours and menu offerings during this time, be sure to update wherever it appears online
  • Your website
  • Social sites
  • Third party delivery sites
  • Google Business listing
  • Yelp

• Change your telephone prompts
  • If you’re not taking dining room reservations right now so make sure your prompts are appropriate for what you are offering.

• Have a checklist for staff when bagging different menu items
  • Crackers with a soup order?
  • Dressing for a salad?
  • Condiments?
  • Which sides are included with an entree?
  • Plastic ware?

SPECIAL OFFER FOR 90 DAY FREE DELIVERY ORDER PLATFORM WITH QUICK START-UP

Heartland Payment Systems, a long-time partner of the Wisconsin Restaurant Association, feels for the industry right now and has opened up a special opportunity for its credit card merchant customers. Heartland wants to help the industry to continue feeding its customers. For those that are new to delivery and take out, you may not have a good online tool in place to promote your menu options, take orders and process online payments. Heartland's Restaurant Online Ordering and Delivering platform is available for free to any restaurant, regardless of your current POS, for 90 days with no obligation to continue beyond that point. It's quick to get set up and will include 30 menu items along with online credit card processing.

Text the word “WRA” to 414-409-0087 to learn more. Or you can email Tony Jalan at tony.jalan@e-hps.com or Sarah Bauer at sarah.bauer@e-hps.com
KEEP IT SIMPLE

• Diners tend to pick items near the top of the menu. Place high-margin or featured options there.

• Be mindful that consumers are price conscious. Raising your prices on items most likely will not be successful.

• Don't forget to allow for add-ons, such as extra meat or cheese, sides, and beverages that increase check averages.

• If you're a fine dining establishment that has never delivered or offered to go service before, you should consider creating new menu items and modified menu items so you can charge a lower price point. People getting delivery or takeout will most likely not spend $50+/diner. If you make these menu modifications, it's critical that you make this clear in your promotions.

• You should consider minimizing your menu options so you can reduce your inventory (and potential loss of product) and more easily get orders out if you're working with a reduced kitchen staff.

HOW TO GO CONTACT FREE

While Wisconsin is not currently mandated to be contact free for delivery or take out, for the health of everyone we encourage you to implement contact free procedures as much as possible.

• DELIVERY
When the driver reaches the customer's door, set the food down somewhere near the door, knock and step away from the door placing the credit card slip that needs to be signed with the food. The customer can then open the door, and with their own pen sign the receipt and get their food. The driver will wait until they have closed the door, grab the receipt and leave. It is important that when the customer calls in to place their order that the caller is informed of your no-contact delivery policy and asks them to have their own pen to sign.

• CURBSIDE
Get their car type and hand deliver to their trunk.

• SINGLE USE PENS
Invest in some cheap single use pens that are branded with your business info. When someone signs their credit card slip they keep the pen. This eliminates the worry of touching something that many others have AND it keeps your brand in front of someone that will hopefully dine with you again.
GET CREATIVE

• MEAL KITS
Promote consumers stocking their fridge with high quality prepared meal kits that they can quickly prepare or heat up at home.

• FAMILY STYLE MEALS
Consider creating larger meal options for people that are home with their kids and looking for alternative meal options.

• OFFER SOME SIMPLE GROCERY ITEMS
Some restaurants are offering grocery items for delivery or pick up with meals. Think about things that you can get from your distributor like artisan bread, gallons of milk, specialty coffee. Test this out before creating too high of an inventory.

• OFFER MERCHANDISE FOR SALE
Whether it’s a can koozie, t-shirt, beer glasses or a simple set of coasters, selling merchandise is a way to build brand loyalty and gain an increased following while adding a little extra cash flow to your restaurant.
WINE, BEER and SPIRIT SALES

This can be a great revenue generator for you right now. But you have to be legal. Here’s a review of what can and cannot be done.

- To Go Orders Picked up Inside
  You can sell pre-packaged alcohol if you already have the proper liquor license.

- Curbside Delivery
  This depends on how your premise is defined with your local municipality. You can take alcohol out to the car if your parking lot is included in the premise on your liquor license and your municipality allows it.

- Delivery
  Unfortunately this is not an option at this time in Wisconsin. The Wisconsin Restaurant Association has been advocating for this option, though!

If, based on the criteria above, you are a “YES” on curbside or to go alcohol, here’s more info that you should know:

Class B Licensees – those with a beer license and a liquor (wine & spirits) license CAN:
- Sell beer (including spiked seltzer) and wine in original packaging (bottles and cans/cases)
- Sell a growler of beer to be consumed off premise
- If allowed by the municipality, sell spirits by the bottle and canned/bottled cocktails (purchased premade from the distributor)

Class B Licensees CANNOT:
- Sell any batched cocktail in a growler for off premise use
- Sell individual cocktails/shots for off premise use
- Serve any type of cocktail while people are waiting for their take out orders.
HOW TO MARKET THAT YOU’RE STILL OPEN FOR BUSINESS

• EMAIL
  Now more than ever you should be using any email list that you’ve built to get your message out. Loyal customers will want to support you.

• SOCIAL MEDIA
  Pictures are critical. We’re a visual society and people want to see what’s happening. Take photos of people getting curbside orders. Take photos of to go packages sitting on your counter. People need to see that you’re open and that you’re practicing CDC standards.

• YOUR VENDORS
  All of your suppliers want to see you do well. When restaurants are suffering, so are many of the suppliers. They’re invested in this just as much as you. Let your vendors know if you’re still open. Encourage them to share your information on their personal social channels. It’s as easy as sending a heartfelt email to your vendors letting them know what your hours are, how you’re providing food and if you have any special offers.

• MEDIA
  The media is very interested in highlighting small businesses right now. Lean on them. Call in to your local media outlets to let them know what you’re doing.

• SIGNAGE
  Get a banner up at your business promoting if you’re dining room is open or if you are offering delivery, take out or curbside. A lot of soda and beer companies typically provide free banners to their customers. See if they’re willing to help you out. Otherwise look into local print stores or go online to a business like BannersOnTheCheap. You don't need to spend much to get something that will help promote you.
[INSERT BUSINESS NAME] now offers CURB SIDE TO-GO! Place your phone to-go order as usual, but now you do not have to get out of your car to pick up your order! (Let us get wet in the rain! lol) Two parking spots in front are designated for short term parking. You can also pull up directly in front of the door by the curb. When you arrive just call the store (xxx-xxx-xxxx) and tell us your name and what kind of car you are in. We will deliver your order to your car ASAP! This service is available xx a.m. to xx p.m. 7 days a week.

Check out these 10 Wisconsin restaurant marketing ideas for inspiration!
No phones, no waiting, no fees.
Order online and pick up from your favorite Belair! We are open at all Milwaukee locations from 11-8PM!
Want it delivered? We are on DoorDash, GrubHub and UberEats!! So many different ways to get tacos in your belly!
the most important delivery we've sent all week...
lunch for the incredible, brave, and super awesome ER and ICU nurses at both Mercy and Aurora...
provided by becket's and the Knicklebein Butterbrodt Family... See More
Family Meals to go at Angelo's McFarland!

Choice of pasta (feeds 4-6). Garlic bread with marinara. French bread. Large salad with dressing.

All For $24.99!

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POINTRESTAURANTS.COM
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3-5 PEOPLE
$50-60
IN-STORE PICKUP
BOTTLES OF WINE AVAILABLE
ORDERS GO LIVE MONDAY 3.23.20

PICK UP IS WEDNESDAY - SATURDAY, 5PM TO 7PM
SEMI TRUCK DRIVERS!
We will Deliver to You
JUST CALL US AT 262.955.9192
PARK IN PARK & RIDE 67-35
REDFORD BLVD & I-94, WAUKESHA
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Banzo
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Pick up or delivery
(608)-441-2002 (ext #2)
BanzoMadison.com
SIMPLE ORDER FORM

If you're just getting started and need a simple way to collect information, below is a suggestion on things to think about:

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- How many cutlery kits?
- Call Time Now
- Pick Up Time
- Call Time Ended
- Server Name
- Curbside Service  Y  /  N
- Vehicle Info
- Card Type
- CC #
- Expiration Date
- Security Code
- Billing Zip Code