



50% OF FOOD EXPENDITURES ARE SPENT ON OUT OF THE HOME PURCHASES¹... HOW ARE YOU GOING TO THRIVE IN THIS NEW CRISIS?

TAKEOUT - DRIVE THRU - DELIVERY

Did you know most likely demographic to dine-in, is over 55?²

Would it surprise you that this same demographic has a reputation for brand loyalty that younger generations don't?

Unfortunately, this same demographic is least likely to order via mobile and have food delivered.³

So how do you keep this technological, more loyal demographic engaged in these times of more Takeout and Delivery?

1 PUSH TAKEOUT

Make it as streamlined as possible for customers to grab food from your restaurant!

2 MARKET IT

Remind local customers about your services with social media, direct mail or tele sales

3 CORRECT MESSAGING

Consider creating a cheat-sheet for your personnel and order takers to reference when answering the phone. Some things to consider including on that Q & A page:

- Be sure to mention take-out ordering (or a delivery service) is available.
- Reassure them they can get the food with minimal personal interaction
 - Consider setting up a counter where paid-on-the-phone orders can be picked up without interacting with anybody
 - Use single-use pens for signing checks, where the guest takes it with them
 - Offer Curb Side instead of, or in addition to, Takeout
 - Get creative, employee puts it on the passenger seat to maintain 6 feet of social distancing).
- Mention your restaurant's sanitation policy- all employees are required to wash their hands every 30 minutes... food handlers all wear gloves... sick workers are required to stay home for at least 2 weeks... etc.

Lastly, don't forget the benefits of positioning ice cream offerings to recapture some of the revenue you may be losing from lost liquor, soda and coffee sales to dine-in guests.



Do you picture Ice Cream when you think of food safe takeout or delivery options?

ICE CREAM IS THE PERFECT COMFORT FOOD

Ideal for Family Bundled Meals and impulse sales

PREPACKAGED ITEMS ARE A PERFECT FIT

Sealed, No Prep, Easy Handling • Low Touch Items
No Cleaning Of Soft Serve Equipment

FLIP THIS PAGE FOR SOME GREAT PRODUCTS AND IDEAS TO HELP YOU DURING THESE CHALLENGING TIMES

¹ USDA Economic Research Service, May 2021 | ² Technomic GenZ & Millennial Trends, 2018 | ³ Datassentials COVID-19 report 3, 2020
⁴ For the Convenience Channel that is engaging in home delivery as reported by those retailers, ice cream is the #3 category 2020



NEW PACKAGING!
Environmentally Friendly & Recyclable



ITEM #	PRODUCT	PORTION SIZE	CASE PACK	UPC	GTIN
BLUE BUNNY LOAD'D SUNDAES™					
1200094	Bunny Tracks®	8.5 fl. oz.	1/dz	007064001866	0-00-70640-01866-6
1200105	Chocolate Brownie Bomb	8.5 fl. oz.	1/dz	007064001566	0-00-70640-01867-3
1200144	Strawberry Shortcake	8.5 fl. oz.	1/dz	007064001870	0-00-70640-01870-3
BLUE BUNNY SPECIALTY DESSERTS					
1035162	Big Slice® Vanilla	4.0 oz.	1/72 pk	007064031150	1-00-70640-31150-4
1029316	Scoops® Vanilla Bean Ice Cream	4.0 oz.	1/36 pk	007064000195	1-00-70640-00195-5
BLUE BUNNY PREMIUM 14 FL OZ					
1334271	Chocolate	14 fl. oz.	8	070640020942	1-00-70640-02094-9
1334257	Cookies & Cream	14 fl. oz.	8	070640020935	1-00-70640-02093-2
1334225	Double Strawberry	14 fl. oz.	8	070640020928	1-00-70640-02092-5
1334079	Vanilla Bean	14 fl. oz.	8	070640020867	1-00-70640-02086-4
BLUE BUNNY ICE CREAM CUPS NEW SEE THROUGH PACKAGING!					
1370207	Vanilla	4.0 oz.	1-48pk	007064000571	1-00-70640-00571-7
1370075	Chocolate	4.0 oz.	1-48pk	007064000576	1-00-70640-00576-2
1370164	Strawberry	4.0 oz.	1-48pk	007064000581	1-00-70640-00581-6
1370118	Chocolate Marble	4.0 oz.	1-48pk	007064000582	1-00-70640-00582-3
BLUE BUNNY KING SIZE CONES					
1029597	Bunny Tracks®	8.0 fl.oz.	1/1 dz	007064040123	1-00-70640-40123-6
BLUE BUNNY CONVENIENCE CONES					
1029483	Caramel Lovers®	4.6 fl.oz.	1/2 dz	007064040087	0-00-70640-40087-4
1029501	Vanilla	4.6 fl.oz.	1/2 dz	007064040078	0-00-70640-40078-2
BLUE BUNNY BARS					
1030464	Chocolate Eclair	4.0 fl.oz.	1/2 dz	007064000247	1-00-70640-00247-1
1030496	Strawberry Shortcake	4.0 fl.oz.	1/2 dz	007064000249	1-00-70640-00249-5
1030489	Heath	4.0 fl.oz.	1/2 dz	001070001559	1-00-10700-01559-1
1030432	Big Alaska®	5.0 fl.oz.	1/2 dz	007064045005	0-00-70640-45005-3
1030457	Nutt 'n Better®	3.0 fl.oz.	1/2 dz	007064031403	0-00-70640-31403-4
Blue Bunny SANDWICHES					
1305056	Big Bopper®	6.0 fl.oz.	1/1 dz	007064002052	1-00-70640-02052-9
1029362	BIG Vanilla®	6.0 fl.oz.	1/2 dz	007064045002	0-00-70640-45002-2
1029323	BIG Double Strawberry®	6.0 fl.oz.	1/2 dz	007064045038	1-00-70640-45038-8
1029394	Chips Galore!®	4.5 fl.oz.	1/2 dz	007064031082	0-00-70640-31082-1
1029387	Cookies 'n Cream	4.5 fl.oz.	1/2 dz	007064031085	1-00-70640-31085-9
1029412	Simply Vanilla™	4.25 fl.oz.	1/2 dz	007064000859	1-00-70640-00859-6
1029405	Neapolitan	4.25 fl.oz.	1/2 dz	007064000860	1-00-70640-00860-2
BOMB POP					
1049888	Original	3.75 fl.oz.	2/1 dz	007064001379	1-00-70640-01379-8
1049913	Jolly Rancher	3.75 fl.oz.	2/1 dz	007064001380	1-00-70640-01380-4
BOMB POP CUPS					
1126217	Original	12.0 fl.oz.	1/1 dz	007064001599	1-00-70640-01599-0
BOMB POP JR.®					
938468	The Original	1.75 fl.oz.	6/2 dz	007064000814	1-00-70640-00814-5
BRC COOL TUBES®					
1035269	Rainbow Treat	3.0 fl.oz.	2/2 dz	007064030505	1-00-70640-30505-3
1035276	Orange	3.0 fl.oz.	2/2 dz	007064030500	2-00-70640-30500-5
HALO TOP® PINTS					
1293853	Mint Chip	Pint	8	085808900310	1-08-58089-00310-1
1293935	Sea Salt Caramel	Pint	8	085808900315	1-08-5808900315-6