



**50% OF FOOD EXPENDITURES ARE SPENT ON OUT OF THE HOME PURCHASES<sup>1</sup>... 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?<sup>2</sup>**

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.<sup>3</sup>

**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**

<sup>1</sup> USDA Economic Research Service, May 2021 | <sup>2</sup> Technomic GenZ & Millennial Trends, 2018 | <sup>3</sup> Datassentials COVID-19 report 3, 2020  
<sup>4</sup> 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
<b>BLUE BUNNY LOAD'D SUNDAES™</b>					
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
<b>BLUE BUNNY SPECIALTY DESSERTS</b>					
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
<b>BLUE BUNNY PREMIUM 14 FL OZ</b>					
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
<b>BLUE BUNNY ICE CREAM CUPS <span style="background-color: yellow;">NEW SEE THROUGH PACKAGING!</span></b>					
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
<b>BLUE BUNNY KING SIZE CONES</b>					
1029597	Bunny Tracks®	8.0 fl.oz.	1/1 dz	007064040123	1-00-70640-40123-6
<b>BLUE BUNNY CONVENIENCE CONES</b>					
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
<b>BLUE BUNNY BARS</b>					
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
<b>Blue Bunny SANDWICHES</b>					
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
<b>BOMB POP</b>					
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
<b>BOMB POP CUPS</b>					
1126217	Original	12.0 fl.oz.	1/1 dz	007064001599	1-00-70640-01599-0
<b>BOMB POP JR.®</b>					
938468	The Original	1.75 fl.oz.	6/2 dz	007064000814	1-00-70640-00814-5
<b>BRC COOL TUBES®</b>					
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
<b>HALO TOP® PINTS</b>					
1293853	Mint Chip	Pint	8	085808900310	1-08-58089-00310-1
1293935	Sea Salt Caramel	Pint	8	085808900315	1-08-5808900315-6