

# LET'S TO-GO, TOGETHER.



## A MASTER CLASS GUIDE FOR TAKEOUT & DELIVERY

Expert advice, game-changing tips and menu inspiration for foodservice professionals looking to take off-premise operations to the next level.



**FOODSERVICE  
SOLUTIONS**

McCain® SureCrisp™ Shoestring Fries  
SKU: 404896



# CLASS IS NOW IN SESSION

The resiliency of the restaurant industry in the face of COVID-19 has been nothing short of inspiring. Whether adapting existing takeout and delivery programs or starting from scratch, so many foodservice operators have proved they can make off-premise work for them. And while many dining rooms and patios have reopened, in this new normal, to-go isn't going anywhere anytime soon.



To stay profitable and ahead of the pack, restaurants will need to both stand out and operate efficiently. That's why we've created this master class guide full of ideas, expert advice and more to help you make your takeout and delivery your own, and of course, better than ever.

## LET'S TO-GO, TOGETHER.



The Opportunity



A Stand Out Menu



Products



Promotional Ideas



Optimize



Get in Touch

# MENU IDEAS THAT DELIVER

A standout menu that feels both comforting and exciting can be one of the most important factors in boosting your takeout and delivery bottom line. Don't feel like you need to start from scratch, though— existing menu items your guests know and love can feel brand new again just by adding simple, new ingredient twists.

Let the following menu items serve as inspiration for adjusting or adapting your existing takeout and delivery menus.



## Honey & Harissa Bird's Nest

A "nest" of spicy onion straws sauced and tossed with honey & harissa –with a little ranch on the side.

## Chili Waffles

Crispy Lattice Fries tossed with ground chili powder - with sesame seed mayo on the side

## Banana Caramel Fries

SureCrisp™ Skin On Fries with peanut sauce and caramel sauce on the side - plus bananas for topping

## Crispy Onion Pub Burger

Swiss cheese, spicy onion straws, all-beef patty & horseradish mayonnaise

## King Ranch Jalapeños

Cheddar cheese Jalapeño Poppers with Jalapeño-Ranch and fresh lime wedges on the side

## Crispy Onion Chicken Salad

Fresh greens surrounding a mound of tangled onions topped with warm grilled chicken, red onions, tomatoes, sweet cranberries, roasted pecans and crumbled blue cheese - with creamy serrano dressing on the side



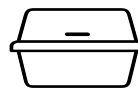
The Opportunity



A Stand Out Menu



Products



Promotional Ideas



Optimize



Get in Touch

# DRIVING OFF-PREMISE TRAFFIC

With so many restaurants now offering off-premise options, it's important to provide your guests with a unique experience they can't take away from anywhere else. Here are a few promotional ideas that can help your business stand out.

## TAKE-AND-MAKE KITS

Consider offering deconstructed or half-cooked versions of your restaurant's most popular dishes for guests to finish assembling at home. Here are a few ideas to pull inspiration from.

- Grill-At-Home Meats pre-seasoned by the restaurant
- Pancake Breakfast/Brunch kits
- Make-And-Bake Pizza bundles
- Kids' Birthday Party packs
- Big Game Wings & Sauces kits

## INTERACTIVE EXPERIENCES

Share not only your menu with guests, but your expertise! Consider offering customers the opportunity to purchase a virtual food or beverage class guided remotely by you or one of your staff members. Below are some virtual class ideas to get you started.

- Guided cooking lessons
- Wine tasting and discussions
- Historical discussions of regional cuisines
- Classic cocktail tutorials
- Cheese and charcuterie board plating tips

## FLAVOURFUL FAMILY MEAL BUNDLES

Consider choosing one or two nights a week to offer special family size meal bundles featuring flavors or ingredients that home cooks may not have easy access to. Consider some of the following.

- Taco Night Fiesta packs
- Build Your Own Ramen kits
- Fried Chicken Picnic baskets
- Flavors of Italy Sunday Sauce bundle



The Opportunity



A Stand Out Menu



Products



Promotional Ideas



Optimize



Get in Touch

# EXTRA OPERATIONAL TOUCHES

Alongside refining your menu and identifying buzzworthy promotions, the following optimizations can help make your off-premise operations even more efficient and profitable.

## IDENTIFY YOUR STARS

Determine which menu items drive the highest profit margins for your restaurant and promote, promote, promote!

## PERFECT PACKAGING

Consider investing in packaging that not only signals sealed safety, but is designed to keep food hotter and fresher in transit. Meals that arrive as close to fresh-out-of-the-kitchen as possible is key for keeping to-go customers.

## COMMUNICATION IS KING

Help rebuild consumer trust by clearly communicating your restaurant's safety precautions with guests. Take advantage of social media, deploy a simple flyer or communicate via email.

## EASY ORDERING

Make it as easy as possible for guests to view your menu, and order from it. This could be as simple as updating your website, or as substantial as joining a third party takeout and delivery service.



# PROFITABLE McCAIN® FAVOURITES

Delivering to-go orders with that just-out-of-the-kitchens quality is key for driving repeat business. The following potatoes and appetizers are crafted to stay hot and crispy in transit, keeping both your customers and your books happy.

McCain CODE	PRODUCT DESCRIPTION	BRAND	PACK SIZE	NET LBS
<b>POTATOES</b>				
<b>SURECRISP</b>				
1000005866	McCain® SureCrisp™ Skin On Fries 3/16"	McCain® SureCrisp™	6 x 5 LB	30
404896	McCain® SureCrisp™ Shoestring Fries	McCain® SureCrisp™	6 x 4.5 LB	27
404897	McCain® SureCrisp™ Skin On Fries 3/8"	McCain® SureCrisp™	6 x 4.5 LB	27
MCF03783	McCain® SureCrisp™ Crinkle Fries 3/8"	McCain® SureCrisp™	6 x 5 LB	30
<b>THICK COATED</b>				
402572	McCain® Thick Coated Skin On Fries 5/16	McCain®	6 x 4.5 LB	27
404575	McCain® Thick Coated Fries 3/8	McCain®	6 x 4.5 LB	27
<b>SPECIALTY CUTS &amp; UNIQUE BATTERS</b>				
403135	McCain® Potato Bites	McCain®	6 x 5 LB	30
1000000661	McCain® 1853 Chippers®	McCain®	6 x 4 LB	24
402571	McCain® Crispy Lattice Fries	McCain®	6 x 4 LB	24
405945	McCain® Beer Battered Crinkle Steak Cut Fries	McCain®	6 x 5 LB	30
1000007409	McCain® Dip'N Wedges™	McCain®	6 x 4 LB	24
402453	McCain® Savoury Herb Skin On Wedges 10 Cut	McCain®	6 x 5 LB	30
402412	McCain® Spicy Spirals	McCain®	6 x 4 LB	24
<b>APPETIZERS</b>				
<b>ONION</b>				
482408	Breaded 5/8" Onion Rings	McCain®	1 x 4.0 KG	8.8
1000001504	Ultra Crumb Breaded 3/4" Onion Rings	McCain®	4 x 2.0 LB	8
1000002682	Panko-Style Breaded 3/8" Onion Rings	McCain®	6 x 2.0 LB	12
<b>CHEESE</b>				
482494	Double Battered Mozzarella Sticks	McCain®	1 x 5.0 LB	5
<b>DESSERT</b>				
430142	Deep 'n Delicious® Chocolate Cakes	McCain®	6 x 1.12 LB	6.75
430084	Apple Turnover	McCain®	80 x 3.0 oz	14.95
430333	Apple Turnover with Sleeves	McCain®	60 x 3.0 oz	11.25
<b>VEGETABLE</b>				
1000005308	Battered Cauliflower Bites	McCain®	6 x 2.0 LB	12
481220	Battered Broccoli Cheddar Bites	Anchor®	2 x 2.5 LB	5
1000004952	Breaded Zucchini Sticks	Anchor®	4 x 3.5 LB	14
1000006931	Crispy Avocado Slices	Anchor®	4 x 2.0 LB	8
1000004417	Breaded Pickle Spears	Anchor®	4 x 4.0 LB	16
480089	Spinach & Artichoke Dip	McCain®	1 x 7.0 LB	7
<b>POPPERS</b>				
481224	Breaded Cream Cheese Stuffed Jalapenos	Anchor® Poppers™	2 x 2.5 LB	5
481225	Breaded Cheddar Cheese Stuffed Jalapenos	Anchor® Poppers™	2 x 2.5 LB	5
481226	Breaded Spicy Cream Cheese Stuffed Jalapenos	Anchor® Poppers™	2 x 2.5 LB	5
481227	Breaded Fiesta Bold™ Stuffed Jalapenos	Anchor® Poppers™	2 x 2.5 LB	5
<b>ASIAN STYLE ROLLS</b>				
307134	Mini Vegetable Spring Rolls	Wong Wing®	2 x 2.43 LB	4.85
307204	Vegetable Spring Rolls	Wong Wing®	4 x 1.9 LB	7.58
1000003135	Pepperoni Pizza Fusion Rolls	McCain®	2 x 2.76 LB	5.51



FOODSERVICE SOLUTIONS



# STAY SAFE, AND STAY STRONG!

Have questions? Get in touch with us.

Contact your local McCain Sales Representative  
or visit [www.mccainfoodservice.ca/en/contact-us](http://www.mccainfoodservice.ca/en/contact-us)



FOODSERVICE  
SOLUTIONS



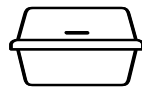
The Opportunity



A Stand Out Menu



Products



Promotional Ideas



Optimize



Get in Touch