

Seasonal Selections



SUMMERTIME

According to Datassential's SNAP, 77% of consumers love BBQ. Summer is upon us and brings the promise of amazing drinks, delicious food, and great company. Whether it's the first BBQ of the season, Memorial Day, 4th of July or a weekly gathering, help your patrons host guests in style with these crowd-pleasing tips.

A GUIDE TO OFFERING SOLUTIONS FOR YOUR PATRONS TO ENJOY DURING SUMMERTIME CELEBRATIONS

PROMOTE SUMMER OFFERINGS EARLY

As summer approaches, people will be looking forward to gathering to enjoy the sunshine and delicious food. Let your patrons know about your Summer menu options and promotions ahead of time and prepare your patio or outdoor seating area for larger crowds. You'll still want to follow social distancing guidelines so that your customers feel as safe as possible. Build awareness of your summer specials with your regular patrons by adding promo flyers in takeout bags.



PUT TOGETHER A GREAT SUMMER MENU

When selecting menu options, remember that your menu should include summer favorites like BBQ, burgers, salads, seafood, fruits and vegetables as well as comfort foods. Emphasize healthier summer options, and ingredients that are in-season. Create a pre-fixe menu with seasonal ingredients for holiday celebrations like Memorial Day weekend and 4th of July. At Waypoint, we are experts at helping you create a menu that's perfect for those looking to celebrate summer! **Reach out to us** for help designing menu offerings that will make your customers feel special.



OFFER UNIQUE TAKEOUT & CATERING

Family BBQs, pool parties, picnics and outdoor movie nights are hugely popular in the summertime and catered meals and party trays are an ideal solution for families looking to enjoy the summer sun. Offer catering and to-go options, featuring easy-to-prepare multi-course meals with a few choices at a fixed price. Prepare a summer party to-go package that includes an appetizer, a protein, 2 sides and a dessert. You could also offer boxed foods to-go for summer parties such as: charcuterie board, salads, grilled veggies, gourmet sandwiches, pies or desserts. Another option would be to offer a meal kit that will satisfy comfort food cravings and can be assembled easily. Reach out to your Waypoint sales representative for packaging options and personalized touches.



CRAFT COCKTAILS & MOCKTAILS TO-GO

Appeal to those seeking festive and refreshing summer drink by creating some themed cocktails. Offer prepared cocktails and mocktails to-go for takeout and catering sales as permitted by law in some states and cities. Rely on seasonal ingredients in your cocktails and mocktails like watermelon, blackberries, cherries, strawberries and peaches. This will provide your patrons with a cool and refreshing drink to relax and enjoy some time soaking up the sun.



OFFER CONTACTLESS EVERYTHING

As consumers look to restaurants to provide them menu options for summer gatherings and outdoor dining, they will still be expecting safe ways to order, receive and pay for their takeout/catered meals successfully. CDC guidelines encourage businesses to use touchless payment options. Utilize options like QR codes, online ordering, curbside pickup, and services like Apple Pay, Google Pay, Samsung Pay etc.



POST ON SOCIAL MEDIA

To encourage and promote your summer specials and catered meal options, post on your social media pages about your menu options. Share photos of the food you will be serving, along with your re-vamped patio space, and ask followers to share your posts and comment with what they are looking forward to the most this summer. Have them tag your business for a chance to win a gift card, ½ off their next order, or a free cocktail at your restaurant.



Disclaimer: Operators should consult not only the considerations for restaurants and bars set out by guidance from the CDC, but also by their state and local municipalities.

CONTACT US FOR HELP TODAY!



Fill out a form at [Ask Waypoint](#) or email us at contactus@asmwaypoint.com

Visit our website at www.aswaypoint.com



Trends and Insights:

- 56% of consumers will continue to get takeout, instead of dining in, when the pandemic ends¹
- 33% of consumers have been getting more restaurant meals delivered and will continue doing this when the pandemic ends¹
- 40% of people believe that hanging out at home is the ideal scenario for reconnecting with friends and family they haven't seen for the entirety of the pandemic¹
- Of those interested in more hands-on items, six in 10 would like build-your-own pizza, tacos, or burrito kits, pre-prepped barbecue kits, ready-to-grill restaurant steaks, take-and-bake desserts, and signature seasonings/sauces. About half are interested in decorate-your-own dessert or cocktail kits²