Developing New Connections
Cue the Ideas to Keep your Business Going and Customers Satisfied!

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**Interacting with your Guests Differently Makes a Difference**

Stay connected with guests via social media
- Stay in touch! Let them know what’s for dinner!
- **Facebook / Instagram Live**
- **Instagrammable Food** – create and engage with customers
  - #openfordelivery
  - #carryout
  - #dinelocal
  - #stillopen
  - Showcase daily and weekly specials with patrons, they can share their eating experiences back with their favorite beverage of choice

Be clear with guests on the food safety protocols you have adopted to ensure safe food.
- **Offer a fun flyer** that reminds customers to wash their hands before eating
- **Highlight your sanitizing procedures, down to your menus, counters and kiosks**

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**Connecting with Cuisine and Experiences**

**Taste the World**
Prepare meals with a specific region of flavor such as Indian and then include a story or trivia question on that area. Butter Chicken with Naan, familiar yet inspired, with a card that has a photo or a story about how a family in India cooks or what their meals look like in a day.

**Experimental Experience**
Offer a meal experience or prep that involves science to get children involved in their new homeschool learning. Maybe add ‘make your own ice cream kit’ to an order.

**Give Back to the Local Community**
For every food purchased – donate food to a child in need.

**Communal Focus**
Pack the meals in a saddle pack; the guest keeps one meal for themselves and brings the other meal next-door. Beef stroganoff (comfort and heartwarming) packed in two containers with noodles to cook and the stroganoff warmed when the guest is ready to eat.

**Family Packaging**
Offer a family style menu for different family sizes making it easier (and potentially more affordable) than ordering separate entrées.