Foodservice CEO

Meal Bundles

A recent study by The Food People found changes to consumer habits during quarantine, 42% of respondents report ordering a family bundle meal at least one time, while 38 % say they plan to continue ordering family bundle meals after Covid-19. Many stated that comfort/classic food items were the preferred menu items. Additionally, 66% said that allowing customization of the meal is important.

Here are some suggestions on how to take advantage of this growing trend and build family meal bundles:

- Develop a menu that features items that can “travel well” and provide finished quality that meet your restaurants standards.
- Select take-out containers that will keep your food at its peak of quality.
- Include the following in the meal bundle packages:
    - Appetizer, Salad or Soup Choice – allow the guest to choose 1 option
    - Main Entrée – this can be a protein (animal or plant) or casserole item.
    - Consider allowing the choice of more than one entree. This may provide the guest with different choices for children and adults
    - Side Items - Allow the guest to choose 2 side items to complement their chosen entrée
    - Include a dessert – offer a selection on your dessert options that can travel well
    - If you can offer alcohol, consider offering a choice of wine, beer, or cocktails.
    - Offer soft drinks
    - Allow the guest to further customize their meal by adding additional items such as a second appetizer, or third side item etc.
    - Include service ware such as utensils, napkins etc.
    - Provide detailed instructions of re-heating is necessary.
    - Consider offering a coupon for additional purchases.

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