



TIPS FOR TAKE-OUT AND DELIVERY

With business changing on a daily basis, Sterling Silver® Premium Meats will continue to be a resource for useful information to help with the evolution of your business. Focusing on take-out and delivery, we hope these tips will help you face today's challenges with confidence and optimism.

MENU

- Keep it short, sweet and smart: offer limited items or even just one meal until it sells out
- Consider braised beef or stir fry/bowls to keep beef on your menu for take-out and delivery
- Keep fried items to a minimum – they're harder to get to their destination without sogginess
- Theme nights and LTOs are a great way to keep customers coming back to see what's new

PREP AND SAFETY

- Grilling, searing and braising beef are the best methods to maintain flavour and consistency when you anticipate longer hold times
- Chill and slice cooked steaks for great toppers on salads, pastas or Asian noodle dishes
- Keep hot food at a minimum of 135°F and cold food at a maximum of 41°F

THE BEST CUTS

- Braised beef cuts like short ribs, blade roast and chuck roll work well for delivery because they can withstand longer hold times
- Cuts that require stronger cooking methods like skirt steak, flank steak and chuck travel well and should be considered for your take-out and delivery menu

PACKAGING

- Consider tamper-resistant seals for customer peace of mind
- Package hot and cold food separately
- Consider venting packaging to maintain heat, but also to prevent overcooking

Also, don't forget to check with delivery apps: many are offering discounts or deals to help ease challenges for operations.



TIPS FROM THE EXPERTS

Here are some tips direct from our Sterling Silver Chefs.



TIP #1

Chef Barry Miles has a suggestion: “If your traditional menu items aren’t travel-friendly, try preparing take-out-friendly protein packs of marinated or seasoned meats for customers to supplement what they prepare at home.”



TIP #2

For meal kits, Chef Bradley Borchardt recommends, “Add a simple recipe card to help with finishing at home. And try simpler menu items; instead of a thick cut steak, do a minute steak. That way, you don’t need to worry about temps for take-out.”



TIP #3

“Find out what your customers would be more inclined to order and offer options,” Chef Pete Geoghegan suggests. “While family style meals have a certain appeal, many customers may prefer individual meals to accommodate various tastes.”

DON'T FORGET!

- Let customers know you’re serving! Notices outside your establishment, on your social media channels and even on aggregate sites like canadatakeout.com can keep you top of mind.
- If you’re able, find ways to pitch in on local efforts to help your community, such as supporting local food shelves and community kitchens.

