

Tactics to Recession-Proof Your Foodservice Operation

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Now is most definitely the time to get proactive, assess your operations and prepare for consumer shifts in behavior. Some simple moves can help you stay on track and support your operations in the event of a recession.

Assess Your Current Food Packaging

Smaller or compartmentalized packaging can reduce your overall costs and minimize food waste - a win-win for environmentally conscious operators and consumers. Evaluate food portion sizes to see if current packaging can benefit from a resize, and consider ways to get more from your packaging, like combining items or wrapping individually in foil or paper. Stay savvy with your packaging orders: right-size the number of packages needed per order to avoid excess inventory. Take some time to review your current inventory:

- What items are you able to restock the easiest?
- What is the most efficient order quantity?

Adopt an Online Ordering App or System

If you haven't already, adopt an online ordering app or system. It frees up staff, streamlines the overall process and increases opportunities for new and repeat sales. It's also a great way to maximize your

output during non-peak hours. Optimize by promoting it on your website's home page and social media accounts.

Speaking of online presence, make sure you're utilizing emerging technologies. Feature menu promotions on social media with special offers and feature menu favorites – visually appealing photos are a bonus! Here's a quick assessment:

- How often are you promoting your website?
- Is your business on Facebook, Instagram, Snapchat or TikTok?
- Are you actively posting and engaging?

To-go Options are a Must

Consumers are shifting from out of-home entertainment to “hometainment” – and product sales that complement this trend are growing, so think about items that pair well with streaming, gaming or watching sports. Share ready-to-eat (RTE) and ready-to-heat (RTH) entrees and sides and customers can take your brand home with them.

Excite customers and add to their semi-homemade experience with eatertainment, seasonal, limited time offers and menu offerings. Or provide grab and go options – they're seen as less expensive by consumers and provide the excitement (and relief!) of a prepared meal from your establishment. And if you don't have one already, consider a robust loyalty program to reward customers for returning.

Looking for more ways to recession-proof your operation? [Download the Spring 2023 Issue of Sabert's Spotlight Magazine](#) [1].

Sources:

Food packaging costs are soaring - so what can you do? @fined

10 Restaurant Food Trends in 2022 to Help Grow Your Business, Gloria Food

Links

[1] <https://sabert.com/request-spotlight-spring-2023-magazine>