



Datum Advisors Webinar: Restaurant Recession Tactics to Drive Off-Premise Sales June 2024

The Datum Advisors webinar provided insights for restaurants to increase sales outside their physical locations, focusing on off-premise strategies amid economic challenges. Key topics included leveraging third-party platforms, expanding into retail and e-commerce, and optimizing supply chains. Speakers included industry veterans and Datum Advisors Andy Raabe and Tom Healey.

1. Maximizing Third Parties, Retail, and E-Commerce

- **Third-Party Platforms:** Use delivery services (e.g., Uber Eats, DoorDash) to reach new customers. Optimize menus for delivery, negotiate favorable commissions, and use platform data for insights.
- **Retail Expansion:** Introduce branded products (like sauces) in grocery stores for new revenue streams. Ensure effective packaging and partnerships.
- **E-Commerce Growth:** Develop direct-to-consumer (DTC) channels via branded websites. Offer subscriptions for meal kits to secure steady income and customer retention.

2. Scaling Your Off-Premise Supply Chain

- **Technology:** Implement order management and delivery tracking systems for efficiency. Use automation and real-time data.
- **Partnerships:** Collaborate with reliable logistics providers and local producers to reduce disruptions.
- **Quality Assurance:** Standardize packaging and handling to maintain quality. Use customer feedback for improvements.

3. Preparing for the Future of Off-Premise

- **Tech Innovations:** Use AI for forecasting and automation for efficiency. Invest in AR/VR for enhanced digital experiences.
- **Sustainability:** Adopt eco-friendly packaging and reduce food waste.
- **Consumer Trends:** Focus on health-conscious and convenient dining options.

Conclusion

Restaurants can drive incremental sales by maximizing third-party, retail, and e-commerce channels, and optimizing their off-premise operations to adapt to changing market demands.

The recording of the webinar will be transformed into an episode of the “Farm to Fork: The Innovators Podcast.” This episode delves deeper into the discussed topics, providing additional insights for listeners.

Further Assistance:

For organizations seeking assistance to enhance their presence in the One Trillion Dollar foodservice industry, Datum's team of advisors is available for consultation. Interested parties can reach out via email to david@datumfs.com or through the provided link.