



FAMILY CELEBRATIONS

Roughly a third of Americans (32%) say they have had a virtual party or social gathering with friends or family during COVID.¹ With warmer weather on the horizon, many families will want to finally come together in-person to celebrate. It's the perfect time to help your patrons celebrate safely as a family.

A GUIDE TO OFFERING SOLUTIONS FOR YOUR PATRONS TO ENJOY DURING FAMILY CELEBRATIONS

PLAN YOUR PARTY MENU

When planning a menu for family gatherings and celebrations, focus on calling out in-season ingredients, dishes with global flavor profiles, vegetarian options and plant-based alternatives. This way, you'll have a wide array of delicious options for the whole family to enjoy. Market and offer enticing discounts on group orders and cocktails to-go. At Waypoint, we are experts at helping you create a menu that will delight and make any occasion special. [Reach out to us](#) for guidance and tips today.



MARKET YOUR TAKEOUT & CATERING

Make sure your takeout menu includes a variety of flavorful options that can be transported safely and easily, including a creative selection of appetizers, entrees, desserts, and beverages. For larger scale orders you may want to offer buffet style options. Consider adding online ordering for ease of use and include a space for patrons to tell you about their special event.



CREATE AN EXPERIENCE WITH PACKAGING

When taking orders for family celebrations, include personal touches such as customized stickers or napkins with special dates, initials, names or your restaurants logo. Reach out to your Waypoint sales representative for help. We partner with [Stouse](#) and other leading manufacturers to provide you with packaging solutions and customizable details for your operation.



OFFER DIY MEAL KITS

Depending on the type of celebration, it may be a good idea to offer DIY meal kits. A meal kit can provide a delicious meal for the whole family and a fun shared cooking experience. When creating your meal kits, make sure to include all the ingredients and recipe/heating instructions. These kits allow families to enjoy your signature dishes in the comfort of their own home and create fond memories together.



SIGNATURE COCKTAILS & MOCKTAILS TO-GO

Themed or customized cocktails and mocktails make any party feel special! When guests are ordering for a large family celebration, offer to create two signature cocktail and mocktail options to be served in to-go containers. This is a wonderful option to make the party feel unique and get guests excited. Make sure that you're following guidelines for takeout and catering sales, as permitted by law in some states and cities. Rely on seasonal ingredients in your cocktails and mocktails to make them fresh and delicious.

MAKE SAFETY A PRIORITY

As consumers look to restaurants to provide menu options for special occasions, they will be expecting safe ways to order, receive and pay for their takeout/catered meals successfully. Offer online ordering, curbside pickup and touchless payment options. Touch-free technology prioritizes guest safety, faster checkouts and increased customer satisfaction. If you haven't already, implement touch-free solutions to thrive now and into the future.



POST ON SOCIAL MEDIA

To encourage and promote your catering options or celebration menu, post on Facebook and Instagram Stories. Share images of the dishes that are included in your menu and list any seasonal ingredients. Ask followers to share your posts across their social media channels and comment for a chance to win free delivery, a gift card or 1/2 off their next order at your restaurant.



Disclaimer: Operators should consult not only the considerations for restaurants and bars set out by guidance from the CDC, but also by their state and local municipalities.

CONTACT US FOR HELP TODAY!



Fill out a form at [Ask Waypoint](#) or email us at contactus@asmwaypoint.com

Visit our website at www.aswaypoint.com



Trends and Insights:

- 86% of people celebrated Mother's Day in 2020 and 38% celebrated virtually²
- 75% of people celebrated Father's Day in 2020 and 58% celebrated virtually³
- In 2020, Nearly 60% of wedding receptions were either fully or partially outside, up 17% compared to 2019⁴
- 63% of consumers agree that it is more convenient to get delivery than dining out with a family⁵
- Two-thirds of consumers would also like family meal bundles for dayparts other than dinner, especially millennials and those in upper-income households⁶
- 41% of diners say they've tried heat-and-eat and take-and-bake restaurant meals; 36% have tried a fresh meal kit from a restaurant⁷

Sources: ¹Pew Research Center, From Virtual Parties To Ordering Food, How Americans Are Using The Internet During COVID-19, 4-30-20 | ²NRF, Mother's Day Retail and Seasonal Trends, 2021 | ³NRF, Father's Day Retail and Seasonal Trends, 2021 | ⁴WeddingWire, 2021 Newlywed Report: COVID-19 Edition | ⁵Upserve, 26 Online Ordering Statistics Every Restaurateur Should Know in 2020, 11-12-20 | ⁶Datassential, The Road to Recovery (as cited in Food Technology Magazine, Restaurants Navigate the Road to Recovery, 10-1-20) | ⁷Datassential, "The Simply Smarter Webinar: EP4 - Innovation Inspiration" Webinar, Aug. 21 (as cited in Food Technology Magazine, Restaurants Navigate the Road to Recovery, 10-1-20)