



**KITCHENTELIGENCE**  
FROM SHAMROCK FOODS®

# PLANNING YOUR REOPENING MENU

When dining rooms reopen across the country, most operators will likely see restrictions in capacity. In addition, although many consumers are excited about returning to in-house dining, recent data indicates that 50% of consumers will still rely on takeout and delivery as a way to get their favorite dishes.\* So, as restaurants begin to focus on reopening to in-house dining, ensure your menu accounts for these 6 key criteria.

- A smaller, easier executable menu that also satisfies takeout and delivery
- Low-contact / No-contact service touchpoints for in-house dining, as well as takeout and delivery
- Family-meal preparations will still be in high demand
- Ensure you're communicating about your updated menu features on social media and other channels
- Review menu financials and food cost

How do consumers feel about restaurants offering a reduced menu initially upon reopening?

**76%** I have no problem with this.  
**24%** I would be disappointed.

For more help analyzing your menu, visit [shamrockfoodservice.com](http://shamrockfoodservice.com) or reach out to your Shamrock Foods Sales Representative to set up a consultation with our restaurant consultants and chefs.

