

Re-engage with your Customers to *Snap-Back*



PROVIDE VIRTUAL EXPERIENCES FOR YOUR GUESTS

With people spending more time at home, they are finding new hobbies and activities to entertain themselves. This is a great opportunity for you to offer unique experiences for foodies who are missing going out to their favorite restaurants. Through a virtual experience you will be able to engage with your customers, win their loyalty, and keep generating sales to keep your business afloat.

WHAT KIND OF EXPERIENCES CAN YOU HOST?

- **Cooking class** – show your chef's talent by having them host a cooking class of one of your famous menu items.
- **Mixology class** – your loyal customers are sure missing their local bartender! Host a mixology class paired with their favorite appetizer sampler.
- **Live music** – ambiance is a huge part of the dining experience. Partner with a local performer to host a livestream of live music, diners can tune in as they enjoy a to-go meal from your restaurant at their table.
- **Kitchen virtual live tour** – this is where the magic happens and an area that customer not always get to see. Now is a great time to showcase your spotless kitchen by highlighting the precautions you are taking to continue delivering the most delicious, yet carefully prepared, food.
- **Themed party** – Re-energize your guests with some fun by hosting a virtual game night, trivia night, or tap into trending shows and movies that have a large fan base and create themed food and drink recipes that viewers can make at home.



HOW TO IMPLEMENT?

- Select a date to host the live cooking class or virtual tour and communicate it on your social media channels and website. If you will only make this available to a limited number of customers, make sure to announce this as well.
- You can host the class or tour to a limited number of participants via a videoconferencing tool (e.g. Zoom, Microsoft Teams) or leverage your social media audience by hosting a live stream in Facebook or Instagram.
- Prepare a special menu with all the elements that your customers will need to participate in the themed experience. Make this menu available for delivery or curbside pickup orders.
- Include printed instructions in the kit or post them on your social media, website, or send via email. You should remind customers of the live tasting time, what they will need, and a brief overview of what the tasting will include.
- For every virtual experience you can offer a coupon (e.g. \$10 off, 10% off, their next order or visit).



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