

How to offer beverages and craft cocktails to-go



REVIEW LEGAL GUIDELINES



Prior to implementing alcohol delivery, takeout and curbside pick-up at your operation, it's crucial to review your state and local guidelines to ensure you are in full compliance. Regulations can typically be found on your state's .gov website or their Alcoholic Beverage Control page.



RAISE AWARENESS OF AVAILABILITY

Only 43% of consumers are currently aware of restaurants offering alcohol for takeout and delivery. There is a significant opportunity to reach more of the market by clearly communicating this option through your website and social media pages.



PRICE CONSISTENT WITH DINE-IN

Consumers have been understanding of limitations resulting from the pandemic while still remaining supportive of their local establishments. One factor where they are less flexible is on the cost of alcoholic beverages, with 64% citing consistent pricing with regular menus as important.

For more ideas, visit our [Blog](#) or check out our [Recipes](#)



FOCUS ON THE FAMILIAR

Of the 24% of consumers who have already purchased alcohol to-go, the majority have opted for beer & cocktails from casual restaurants serving American and comfort foods, with a focus on familiar rather than new varieties.



OFFER SINGLE & MULTI-SERVE

While grocery and liquor stores may be top of mind for adult beverage sourcing, 81% of consumers would order from food-service once aware of the option. There is high interest in both single and multi serve options across alcohol categories.



ADDRESS SAFETY CONCERNS

Visible cues like sealed bags and containers are ways to address concerns over improper handling and the overall safety of ordering alcohol for takeout and delivery. It's important to also make sure you are following your state and local rules for sealing and packaging.



PAIR FOOD & DRINK OPTIONS

The majority of alcohol to-go orders have also included food, with standalone purchases being uncommon. There are also state and local regulations in many areas requiring that food be purchased along with alcohol to-go. Consider offering creative food and drink pairings as way to boost incremental sales.

Contact us at: www.asmwaypoint.com • contactus@asmwaypoint.com

SOURCE: Datassential, Alcohol To Go During Covid-19

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