



## OPTIMIZING PASTA FOR DELIVERY AND TAKEOUT

In the Barilla Test Kitchen, we've been fielding a lot of questions about best practices for pasta when working with delivery and takeout. Pasta can be a useful tool in the moment, with comfort-food appeal, versatility across cuisines and formats, and as a food-cost-friendly platform for operators. Thanks to some pilot projects we've completed with ghost kitchens and in-the-field restaurants, we have some tried and proven advice for operators of all stripes. The infographic provides an easy guide to preparing pasta for the best delivery/takeout customer experience.

We've also been watching what operators are doing with their delivery and takeout programs, and as you might expect there are some outstanding and creative solutions happening all over the country.

### FAMILY MEALS AND MEAL KITS

Our partners at Lettuce Entertain You Enterprises (LEYE) are a great one to watch for innovative offerings across their many, many concepts. Lots of ideas to borrow here, from family meals to frozen, to meal kits and build-your-own-at-home options.



VIDEO COURTESY OF LEYE



Restaurants Etta in Chicago and Che Fico Alimentari in San Francisco both keep it simple but irresistible with their daily rotating family meal options.

We saw more than a few operators including the option to get staples for the home added to an order – from dry pasta to cheese and wine, and yes, even TP. Take Mac-and-Cheese favorite Homeroom in Oakland, CA; and our own Pasta World Champion Accursio Lota's new Cori Pastificio in San Diego, serving up housemade sauces, basil pesto, plus handmade and hand-dried pastas for take home. Bravissimo!

### **PAYING IT FORWARD**

Offering discounted gift cards is another strategy we're seeing – using the cash now to keep employees on payroll and get customers back in the seats when business resumes. There are dozens of examples of operators and distributors serving up meals for those in need, from healthcare workers to foodservice employees on furlough, or their own employees. These acts of goodwill are good all around – both in the now and down the road.

See below for some operator ideas that we're loving:

- Sweetgreen
- Starbird Chicken

Finally, we also recommend this read (and watch) right here at FSR. It's a full order of sound advice for restaurant operators with a complimentary side of heart.



VIDEO COURTESY OF FSR VIA YOUTUBE

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# OPTIMIZING PASTA FOR DELIVERY



Consumers expect their food deliveries in **30 MINUTES** or less



## CHOOSING YOUR PASTA MENU

Choose simple recipes for delivery or take out

Must be assembled and reheated in **5 MINUTES OR LESS**

### LEVERAGE MIX OF SHORT AND LONG PASTA CUTS

- / Dry pasta works best vs. fresh
- / Use ingredients across multiple recipes
- / Offer an abbreviated menu



## PREPARING YOUR PASTA DISHES

Since consumers want their orders fast



Use Barilla's recommended **DOUBLE COOKING** procedures

- / Cook pasta for ½ the recommended time
- / Drain pasta fully
- / Drizzle with oil to prevent sticking
- / Cool the pasta quickly using a blast chiller, walk-in, or ice bath method
- / Store in sealable pre-portioned bags or a sealed container
- / Use within 2-3 days
- / Finish the pasta directly in heated sauce prior to packaging

## ENSURING A GREAT PASTA EXPERIENCE

Packaging and communicating quality and safety is critical

- / Choose packaging that can be reheated in a microwave
- / Offer simple reheating instructions
- / Offer multiple sizes -



- / Use tamper proof seals (sticker on the containers or on the bag)
- / Include final toppings like cheese, herbs, and spices on the side
- / Add a note for hospitality and personality



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