



TAKEOUT IN STYLE.

**FAMILY STYLE MEALS
CONTENT KIT.**



ONE TRIP. MULTIPLE MEALS.

Family dinners almost every night. A craving for restaurant-quality meals. And a desire to make these experiences last.

Your customers are sharing family dinners at home now more than ever. That puts a lot on the shoulders of whoever is doing the cooking — and they are looking for exciting ways to share the load. At the same time, they desire to add efficiencies to trips and interactions outside the home. Family Style Meals provide the perfect carryout solution.

New challenges require new solutions. As the market shifts, Rich's Content Kits are your resource for using new trends and preferences to grow your business. We'll share best practices, industry insight, digital marketing tips and templates, and product recommendations to help you harness momentum and go to market with new revenue streams for our new normal. This 'Takeout In Style' kit will help you get started and get the word out with your own Family Style Meals.

LET'S MAKE DINNER HAPPEN.

71%

OF CONSUMERS ARE INTERESTED IN
MIX-AND-MATCH FAMILY MEALS.¹

¹ DATASSENTIAL "HERE I COME" REPORT, MAY 2020



OUTDOOR BAR-B-Q IN-A-BOX



SANDWICH SPREAD



TACO TUESDAY



PIZZA PARTY

YOUR FAMILY STYLE CHECKLIST.

Your customers want carryout meals that feed multiple family members, for multiple days, with a single shopping trip. You want on-trend, differentiating, takeaway solutions that minimize back-of-house labor while growing your business. Where to start? Right here, with our Family Style checklist.

You know your business, capabilities, strengths and limitations better than anyone. Use this list as an inspiring launch point and customize it to fit your unique needs.

STOCK UP.

DECIDE ON YOUR FAMILY STYLE MEALS, AND ORDER THE ITEMS YOU NEED TO PUT THEM TOGETHER.

☐ **Design the Family Style Meals you want to offer**

Start with options such as Pizza Party, Outdoor Bar-B-Q, Taco Tuesday and more

Customers want variety and customizability — consider build-your-own or mix-and-match options

Find creative ways to use overstocked items

☐ **Discuss inventory and availability with your Rich's representative and other suppliers**

Product flexibility drives repeat visits — order items that can work in multiple meal types

Consider applications that have the stability to handle transportation during delivery or pickup

Don't forget dessert! Fully finished or individually wrapped treats make great add-ons

☐ **Packaging solutions**

Utilize packaging you have on hand, such as unused catering inventory

Most customers prefer minimal, eco-friendly containers — consider your brand's message when weighing sustainable options

Keep hot and cold foods separate

☐ **Food safety assurances**

Highlight your efforts to decrease the risks of food contamination

Give peace of mind with tamper-proof seals or stickers

PROVIDE INSTRUCTIONS.

IF REHEATING OR SPECIAL ASSEMBLY IS REQUIRED, PROVIDE THE STEPS THEY NEED.

☐ **Provide printed instructions**

Create simple, step-by-step instructions with times and temps for different appliances

Use your brand's voice and design elements

Utilize space for cross-promotion or discounts that keep customers coming back

☐ **Call out any allergens**

Reference Rich's fact sheets for each product code

DIGITAL ADVERTISING.

REFER TO [DIVE INTO DIGITAL](#), OUR DIGITAL MARKETING TOOLKIT, FOR HOW-TOS AND BEST PRACTICES.

☐ **Create a Family Style Meal menu calendar**

Consider seasonal foods and holidays to keep offerings fresh

☐ **Update your website/Facebook**

Feature your new Family Style Meals with banners and pinned posts

☐ **Ongoing social media posts**

Regularly highlight all your new offerings across multiple platforms

☐ **Ongoing email campaign**

Build your list through in-store opt-ins or on your website and social media

☐ **Utilize local digital platforms**

Be visible on the resources your customers rely on

PRINT ADVERTISING.

YOU NEVER KNOW WHOSE EYE YOU MAY CATCH.

☐ **Post on-site signage, indoor and outdoor**

Alert passersby so they think of you when trying to figure out the next family meal

Place near doors and registers to inspire impulses and add-ons during pick-ups

☐ **Include flyers with orders**

Offer promotions for add-ons or future discounts to create loyalty

ONLINE ORDERING & DELIVERY.

ENSURE THAT YOU'RE UPDATED ACROSS ALL MENU, ORDERING AND DELIVERY PLATFORMS.

☐ **Add Family Style Meal images, descriptions and prices**

☐ **Encourage online ordering to facilitate ease of substitutions and customization, as well as contactless payment**

☐ **Encourage Family Style Meal add-ons at checkout**

YOUR STAFF.

TRAIN YOUR STAFF ON THE FAMILY STYLE MEAL CONCEPT AND AVAILABILITY.

☐ **Encourage upselling**

Ex. "Would you like to add dessert or beverages to your Family Style Meal?"

☐ **Reinforce visible signs of food safety**

Wear gloves even when handling pre-packaged products

SHOW YOUR STYLE.

PRODUCT RECOMMENDATIONS.

It takes the right combination of products, flexibility and the meeting of demands to make your Family Style Meals work. Rich's vast portfolio has all the puzzle pieces. Convenient construction for you, irresistible ease for your customers.

Click the Rich's products featured to learn more.



GAME TIME / TV PREMIERE PIZZA PARTY.

ENHANCE MUST-SEE-TV WITH A TAKE-AND-BAKE PIZZA OFFERING.

- Pizza Dough or Crust, such as Rich's 16" Fresh 'n Ready Pizza Dough PC 03604
- Plant-Based Crusts, such as 10" Gluten Free Cauliflower Broccoli and Cheddar Crust PC 11823
- Your Favorite Pizza Sauce
- Shredded Mozzarella
- Customized Toppings
- Options to add Beverages or Sodas



MADE WITH FRESH 'N READY 16" OVEN RISING SHEETED PIZZA DOUGH PC 03604



MADE WITH GLUTEN FREE CAULIFLOWER BROCCOLI AND CHEDDAR 10" PIZZA CRUST PC 11823

OUTDOOR BAR-B-Q.

COMFORT FOOD, FAMILY STYLE.

- Popular Proteins, such as Rich's Pulled Beef Brisket PC 09800, Pulled Pork PC 09750 and Pulled Chicken 09822
- Slider Rolls, such as Rich's Baked Sweet Yeasty Dinner Rolls Dough PC 09817
- Mix-and-Match Side Dishes, like Mac & Cheese, Cornbread, Coleslaw and more
- Fully Finished Sweet Treats, such as Rich's Our Specialty® Carrot Cake Sweet Middles PC 04903



MADE WITH HICKORY SMOKED PULLED BAR-B-Q PORK IN TRADITIONAL STYLE SAUCE PC 09750



OUR SPECIALTY® CARROT CAKE SWEET MIDDLES PC 04903

TACO TUESDAY.

CUSTOMERS NAME MEXICAN FOOD AS THEIR MOST DESIRED FAMILY STYLE MEAL.¹

- Unique Taco Shells, such as Rich's 4" Whole Grain Mini Flat PC 00828
- Shredded Meats, such as Rich's Hickory Smoked Pulled Bar-B-Q Pork PC 09259
- Customizable Toppings, such as Cheese, Salsa, Pickled Jalapeños and Guacamole
- Options to add Beverages and Desserts



DELI DELIVERY.

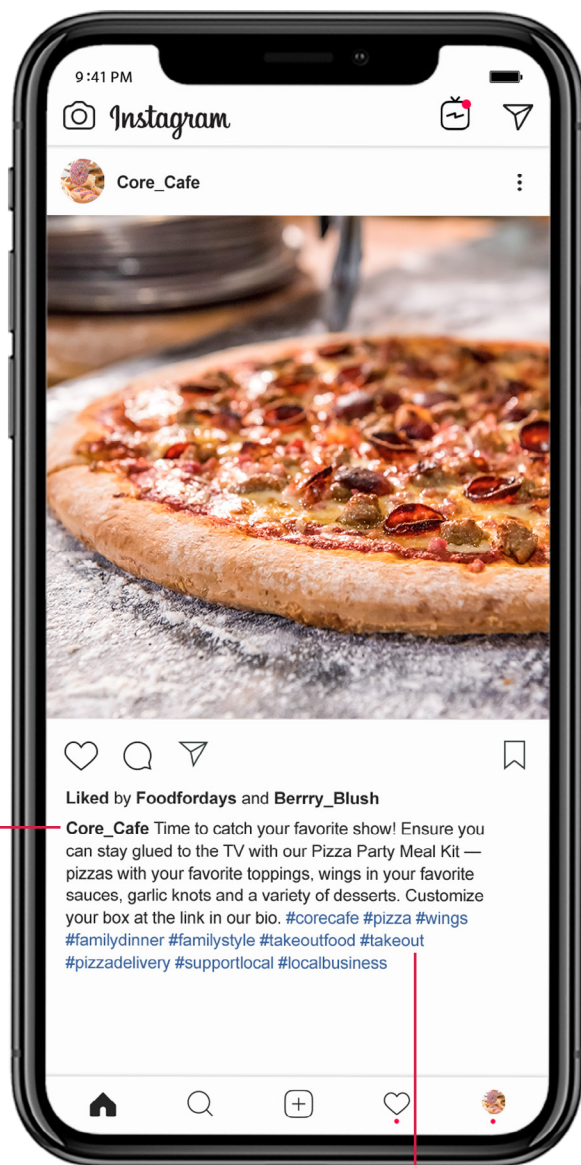
BECAUSE EVERYONE LIKES TO BUILD THEIR OWN PERFECT SANDWICH.

- Fully Baked Sandwich Carriers, such as Rich's Sliced Ciabatta Buns PC 11948
- A Variety of Deli Meats and Cheeses
- All the Fixings, including Lettuce, Tomato, Pickles and Condiments
- Portioned Desserts, such as Rich's IW Fully Baked Gourmet Sugar Cookies PC 08348

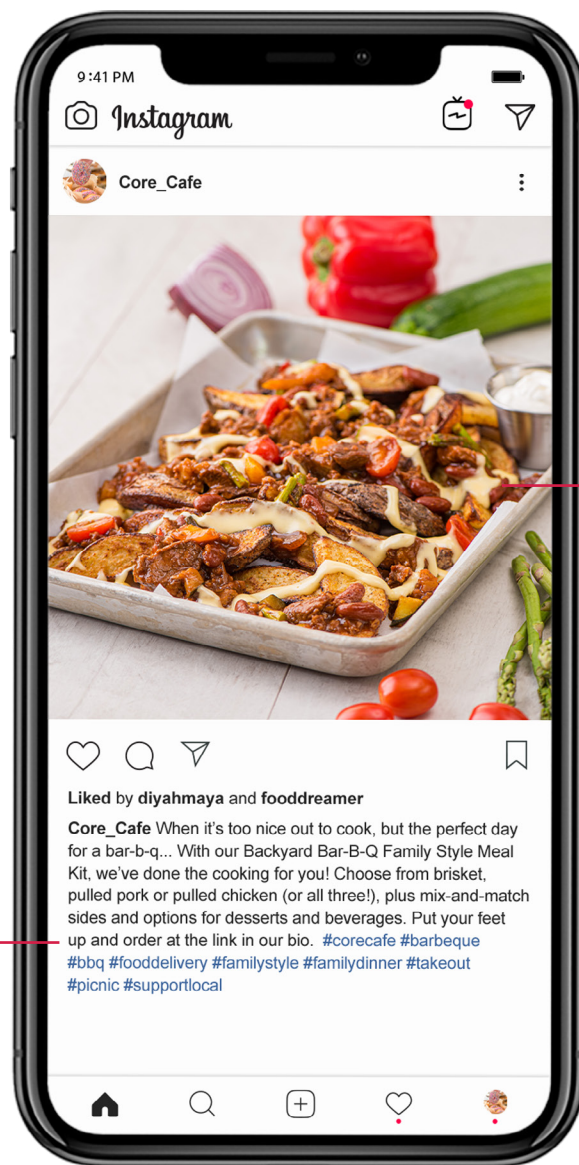


**FIND MORE FAMILY STYLE MEAL INSPIRATION
AND FULL PRODUCT RECOMMENDATION LISTS AT
[RICHSFOODSERVICE.COM/TAKEAWAY-SOLUTIONS](https://richsfoodservice.com/takeaway-solutions)**

INSTAGRAM INSPIRATION.



Short supporting copy relating to the post.

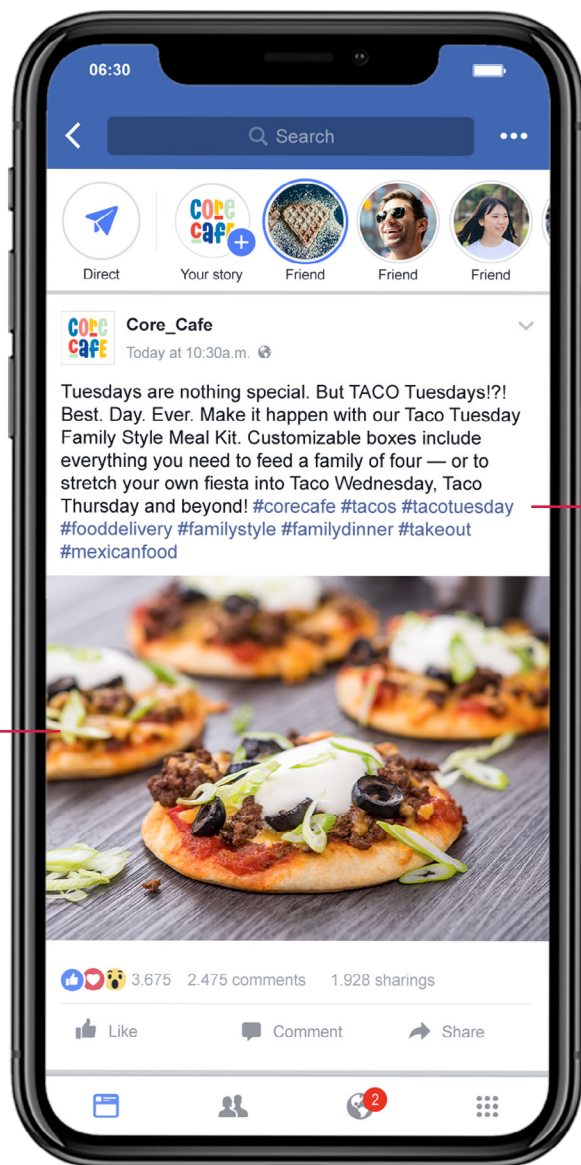


Drive viewers to visit your website (link in bio), like and share.

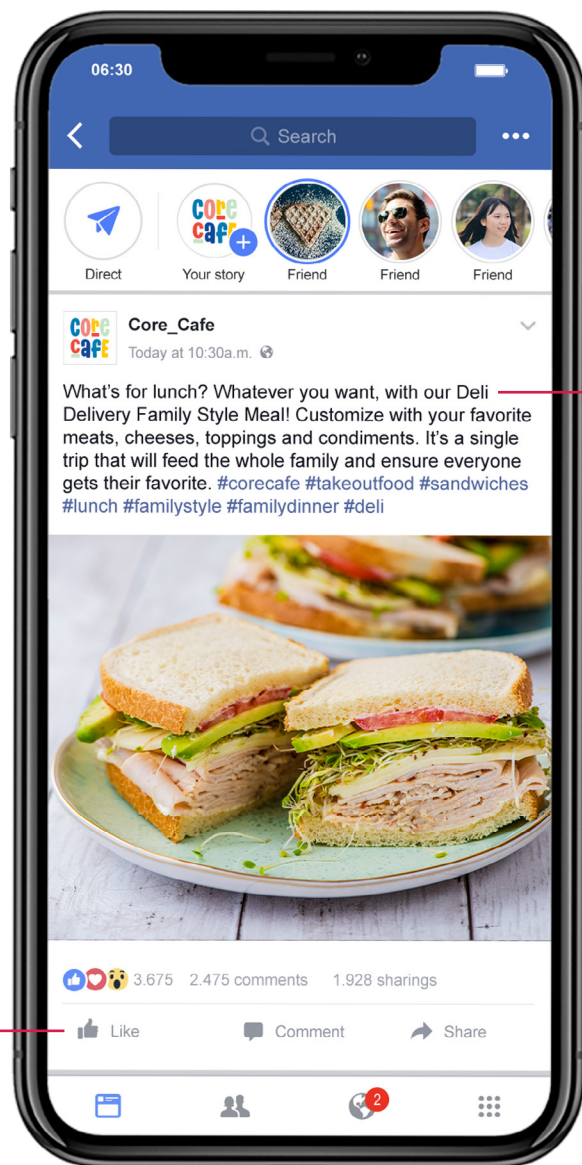
Key search terms that help users interested in your topics discover your content. Use 5-11 hashtags for best engagement.

Keep visuals clean and engaging with minimal text. Use carousels to show multiple offerings or flavors.

FACEBOOK INSPIRATION.



Create cravings through compelling videos and images, or share other posts to increase engagement.

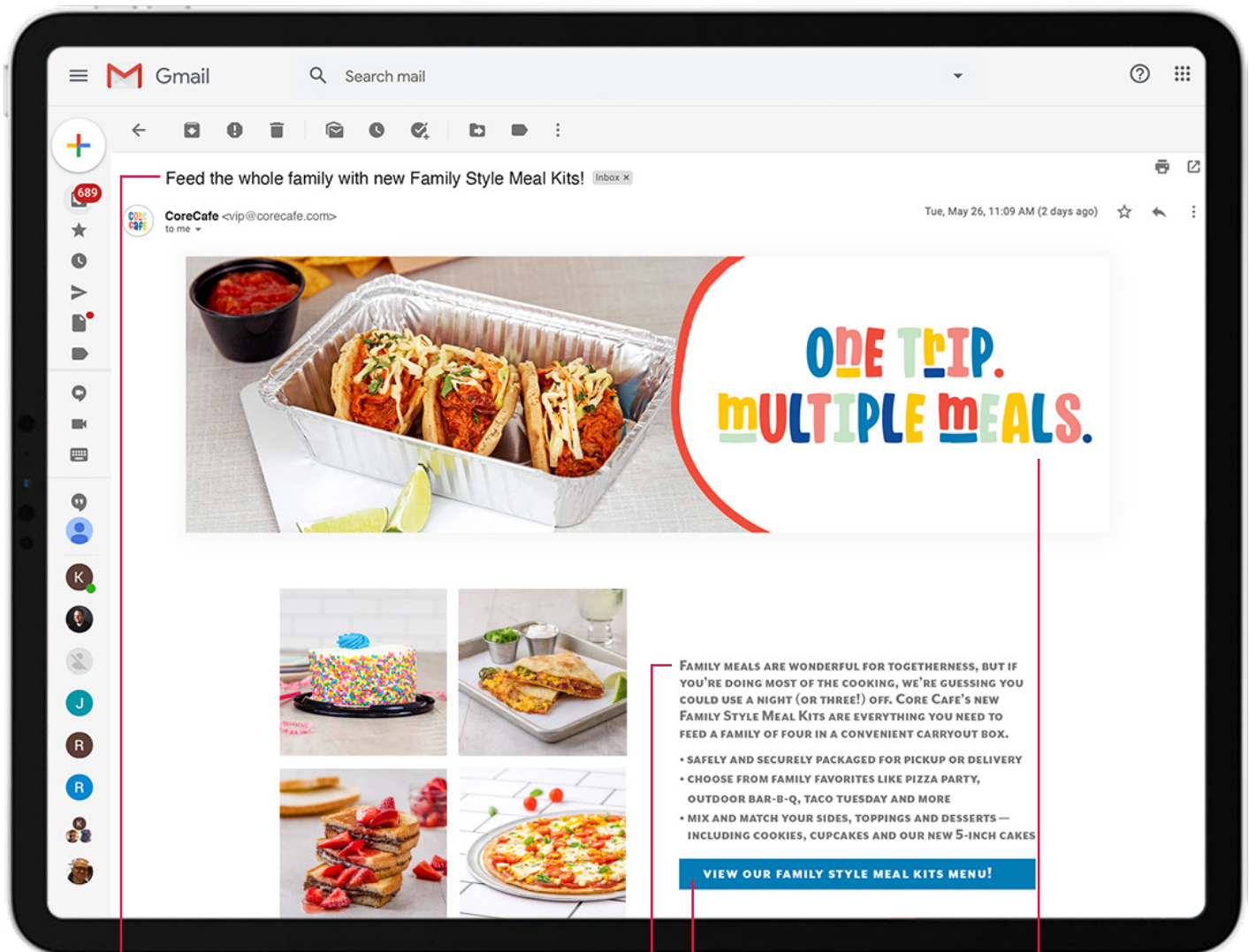


Drive viewers to visit your website, like and share.

Key search terms that help users interested in your topics discover your content. Use 5-11 hashtags for best engagement.

Short supporting copy relating to the post.

EXAMPLE EMAIL.



Subject Lines are the first thing recipients see in their inbox. To maximize opens, excite them about how the opportunity inside will make their life easier.


Your Call To Action is a strong, direct prompt for your recipients to act — typically linking to your website, social media pages or online ordering portal.

Banners are visually impactful images and/or headlines that highlight the main contents of the email.

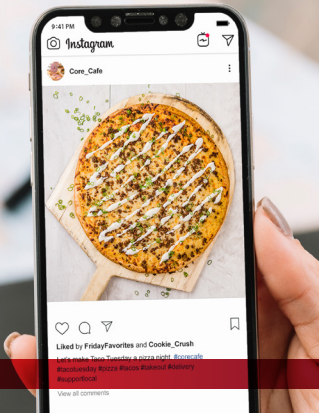
Body Copy is brief text that shares important details and reasons for the reader to get excited and take an action.

DISCOVER MORE DIGITAL SOLUTIONS.

INTERESTED IN MORE DIGITAL TIPS AND TRICKS? CHECK OUT ADDITIONAL CONTENT KITS, ALONG WITH RICH'S **DIVE INTO DIGITAL** TOOLKIT, A COMPREHENSIVE RESOURCE THAT INCLUDES HOW TO GET STARTED ON SOCIAL, BEST PRACTICES, INDUSTRY INSIGHT AND MORE DIGITAL GUIDANCE TO INSPIRE ACTION ONLINE.



DIVE INTO DIGITAL:
SOCIAL MEDIA & DIGITAL
MARKETING TOOLKIT.



NEW ANGLES
Compose your images to excite and inspire. Change the camera angle, bring in a hand or a utensil, bring the viewer to the table.

When composing your shots, consider a variety of digital needs: social posts, emails, recipe website banners, PPS, etc. Shoot multiple versions with different framing to save time and costs.

UTILIZE NATURAL LIGHT
Always avoid flash and harsh overhead lights that can wash out your food.

USE PROPS
A spoon in a bowl of soup, a cup of coffee next to a donut, candles on a cake all transport customers to the moment you can create for them.

EMBRACE FILTERS
They can help your photos pop, and you can adjust colors and levels to make your shots look even better.

Dive Into Digital | 2020



INFINITE POSSIBILITIES.
ONE FAMILY.

For more information, visit richsUSA.com.

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