

OPTIMIZING PASTA FOR DELIVERY



FOR PROFESSIONALS



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



CHOOSING YOUR PASTA MENU

Choose simple recipes for delivery or take out

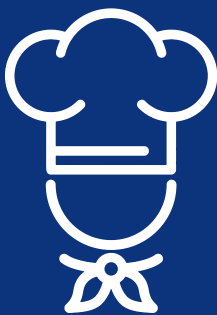
- / Smooth surface pasta works better than rough surface pasta in double cooking.
- / Use ingredients across multiple recipes to avoid waste.
- / Design your recipe and preparation considering that the meal will be consumed 20-30 minutes after its cooked.

E.g.: Reheat the pasta 10-15 seconds less and deliver sauce and toppings (if any) on the side.



PREPARING YOUR PASTA DISHES

Since consumers want their orders fast



- / Cook short cut pasta for 50% the recommended time & long cuts 60% the recommended time.
- / Recommended ratio is 1 kg of dry pasta, 10 liters of water, 70 grams of table salt.

Option A - Blast Chiller: Strain pasta thoroughly, drizzle with vegetable oil to prevent sticking then transfer to sheet pan; do not stack pasta. Cool in blast chiller at 2°C.

Option B - Ice Bath: Once the cooking time is reached, add an appropriate quantity of ice cubes and gently stir until all ice is melted. Strain pasta thoroughly, drizzle with vegetable oil.

- / For both options, transfer the cooled pasta in pre-portioned bags OR airtight containers and keep refrigerated at 4°C and use within 48 hours.
- / Reheat in salted boiling water 30-40 seconds prior to sautéing with the preferred sauce OR reheat longer in the pan with the sauce.



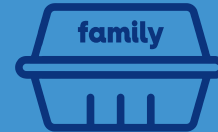
ENSURING A GREAT PASTA EXPERIENCE

Packaging and communicating quality and safety is critical

- / Choose packaging that can be reheated in a microwave.
- / Offer simple reheating instructions.
- / Use appropriate containers (size and material) that would help you to:
 - Guarantee a good quality of the food delivered (avoid important condensation of moisture and/or breakage of the product while transported)
 - Communicate your environmental policy (e.g. no plastic)



- / 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.



RESTAURANTS ARE COOKING UP CREATIVE IDEAS

In response to COVID-19

- / **Health and Sanitation:** Make your restaurant a safe spot for guests. Send communications to your customers providing an overview of the hygienic measures taken.
- / **Utilize hyper-personalization:** Reach out your customers with personal letters, emails and texts. Inform them that you're open and their orders are more than welcome.
- / **Optimize your menu:** Include family meals & meal kits.
- / **Revise your reservation & online ordering process:**
 - Guests can email their orders with a phone number and the kitchen can call back to confirm the delivery time.
 - Give customers 10% cash back on each order.
 - Add the option to order essentials such as packaged bread and toilet paper.
- / **Give back to community:**
 - Create special offers for medical professionals and other essential personnel.
 - Create special neighborhood offers like "Buy a meal, get one for your neighbor."

