



TAYLOR

FOOD FOR THOUGHT

Solutions proven to help restaurants overcome
their biggest marketing challenges



SOLUTIONS FOR THE ROAD AHEAD

The COVID-19 pandemic changed the restaurant industry overnight and placed many long-successful business models under unprecedented levels of stress. Better days are ahead but the path forward requires a combination of fresh thinking and a back-to-basics focus on branding, efficiency and employee retention.

In the pages that follow, we describe some of the products and services Taylor offers to help restaurants overcome the four biggest challenges they face going forward — from attracting new customers and improving customer loyalty to retaining top employees and increasing operational efficiency.



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Marketing Kits Deliver for Pizza Chain. 20



Challenge 1

Attract and Retain Guests

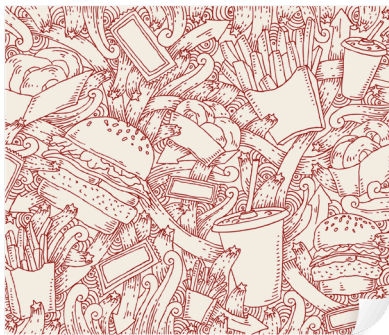
Whether they are longtime loyalists or people discovering your restaurant for the very first time, customers need to receive the message loud and clear: You're back, you're better than ever, and you're eager to provide a great dining experience to all who enter.

- Create personalized, multichannel customer experiences with direct mail, mobile apps and beyond.
- Boost customer loyalty and "buzz."
- Ensure a consistent brand experience across locations and channels.
- Drive cost and production efficiencies.

Solutions



① Window Decals



② Wall Murals



③ Table Tents





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2

3



Challenge 2

Ensure Brand Consistency and Compliance

Brand consistency instills a sense of trust in your guests, who expect the same high-quality food and service whenever and wherever they interact with your organization. Simply put: Your success depends on consistently fulfilling and exceeding customer expectations.

- Access top talent and technology, including Taylor's nearly 100 certified G7® color experts and one of only eight G7-certified trainers in the world.
- Work with a single source and online ordering tool for all your branded materials: signs to stationery, gift cards to employee uniforms.
- Guarantee brand consistency across all menus with RealTime, an innovative tool that lets you digitally manage menu planning, design and fulfillment using your existing workflow.
- Tap a fresh revenue source by offering guests the opportunity to purchase branded shirts, mugs, and other apparel and merchandise.
- Rest assured you're in compliance with labor law posting requirements, safety signage and more.

Solutions



① Magnetic Signage



② Menu Boards



③ Gift & Loyalty Cards



STEP 2: Choose your



2

3

our toppings.



Challenge 3

Improve Employee Retention

A good employee is hard to find — nowhere more so than in the restaurant industry. Year after year, surveys, research and on-the-ground experiences confirm that employee retention is one of the biggest obstacles restaurant operators face.

- Identify top job candidates and keep current staff with employee welcome, training and retention kits.
- Reward outstanding performance with an easy-to-manage employee recognition program.
- Use innovative technology to drive successful hiring campaigns, reduce turnover and more.
- Give your workforce access to mobile ordering so employees can stay productive and on the go.

Solutions



① Employee Uniforms



② Employee Recognition Awards



③ Promotional Products



1

2

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Challenge 4

Increase Speed to Market and Efficiency

Many restaurant operators work with multiple print vendors to provide locations with marketing materials. However, this decentralized approach comes with plenty of risks related to controlling brand, managing production, tracking inventory and spend, and maximizing cost efficiencies, to name a few.

- Use a custom ordering platform to ensure brand consistency and compliance.
- Free up key internal resources to focus on what they do best.
- Enhance speed and efficiency through our nationwide network of print and fulfillment facilities.
- Reduce obsolescence without sacrificing speed through on-demand production.
- Simplify and automate menu management and distribution with our RealTime solution.

Companies that partner with Taylor to centralize production and distribution of marketing materials experience an average cost savings of 10%-20% per year.

Solutions

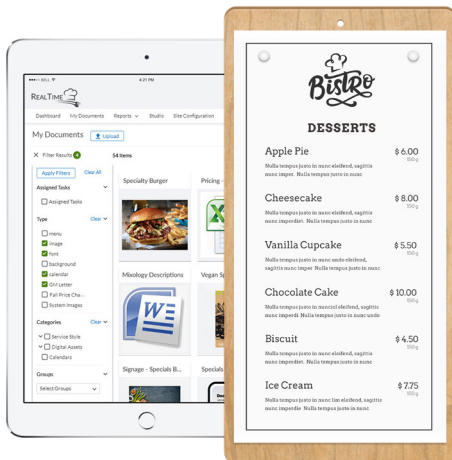


① Interior Décor



ALEXA

② Personalized Badges



③ RealTime for Menus



1

2

3



Success Story

Marketing Kits Deliver For Pizza Chain

Challenge

A pizzeria chain expanded its national footprint to include nearly 160 locations. However, fulfillment and inventory of marketing materials lacked sophistication: Local suppliers sent items to corporate headquarters, where a receptionist packaged and shipped items to stores.

Solution

Building on a relationship spanning nearly three decades, Taylor works with the client to create kits for point-of-purchase materials such as menus, posters, banners, table tents and training materials. We also collaborate with individual locations to create custom, on-brand materials.

Results

Taylor acts as a liaison to ensure franchise owners use marketing materials that align with corporate messaging and brand. With one point of contact at Taylor, all of our client's corporate and franchise personnel have a familiar, friendly and knowledgeable individual available to answer questions and keep the program running smoothly. The client recently named Taylor its Retail Support Business Partner of the Year.



Buon appetito!

Buon appetito!

Buon appetito!

Buon appetito!



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1725 Roe Crest Drive, North Mankato, MN 56003
800.631.7644 | taylor.com

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