



Delaget

EBOOK

Prepare your restaurant for success on Super Bowl Sunday

(and other significant days for QSRs)

Super Bowl Sunday is one of the biggest food consumption days of the year in the United States, with 48 million Americans ordering takeout, 12 million pizzas sold, and over a billion wings consumed. More than any other day or sports event, the game unites people over food and brings new and loyal customers to QSR restaurants.



“Leading up to [Super Bowl Sunday], it’s crucial to build awareness and a loyal eater base. Put yourself in an eater’s shoes thinking, ‘It’s the day of, and I’m ordering for my family and friends.’ Are you going to order from and take a risk with a new restaurant that you’re not sure about? You’re much more likely to order from somewhere you recently had a very positive experience.”

DAVID HOLDEN

Client Partner | Enterprise Franchise Growth, Uber Eats

This eBook outlines how to maximize QSR on-premise and off-premise sales with tips to help you:

- Better prepare using data insights
- Optimize delivery across all DSP platforms
- Train staff to ensure customer and carrier satisfaction
- Stand out with digital marketing

During a recent [webinar](#), experts from PAR Delaget, Food On Demand, Sizzling Platter, and Uber Eats dove into this topic and shared some ways to make a positive, lasting impression to drive same-day and future sales. The following pages include many of their remarks and advice to help any QSR restaurant perform better on the big day.

01. Operations will make a lasting impression on customers, drivers, and employees—make it a good one

For many restaurants, the Super Bowl is the highest revenue-generating day of the year. Success hinges on early planning to help you feel prepared and confident in your approach, knowing that weekly planning meetings, experimenting with new ideas, historical data analysis, and delivery platform preparation will ensure smooth operations and high guest satisfaction.

Restaurants running Super Bowl campaigns report up to 100 percent sales growth. For QSRs like Wingstop, which serve chicken wings, the big game can drive seven to 10 percent of their annual wing sales in just one day.



“If you’re anticipating a high volume of in-store traffic, make sure that couriers have a streamlined way of picking up the food and continuing with their delivery so that the overall time to deliver and your food quality don’t suffer on these key days.”

DAVID HOLDEN

Client Partner | Enterprise Franchise Growth, Uber Eats

02. Let AI and data insights show you the path to success

Review the data from prior years to evaluate how you've performed during the Big Game in the past. This will provide meaningful answers to questions such as:

- + What time did orders spike?
- + How fast was the drive-thru during halftime?
- + Were you over- or under-staffed?
- + What was your game-day profit for delivery, takeout, and on-premises?
- + How did digital marketing promotions drive specific items?
- + Did you sell out of any food items?
- + What comments did customers and drivers leave?

These are all questions that reporting from your Point-of-Sale (POS), Back-of-House (BOH), Drive-Thru technology, and more can provide.

Letting data show you when and where to improve can reap dramatic results anytime, especially during a high-demand day. You could spend days or hours in spreadsheets to glean these insights or, hopefully, you have a restaurant analytics solution that combines data from all systems into a single view or dashboard. If you are still doing manual reporting on spreadsheets, schedule extra time (likely days) for your analysis.

As you study your data, keep in mind any advancements you've made to your technology in the past year. Did you automate some functions? Identify possible theft areas (a big problem on these busy days)? Adopt AI to make improvements? If so, be sure to account for these in your planning.



“Use insights based on historical data and projections to develop the best game plan, so you’re as ready as you can be on game day. That day, have the correct data analytics available to call an audible, so to speak, as things may or may not change, specifically around weather, when it comes to delivery, takeout, and foot traffic. Then, we will use data to understand the day’s postmortem and improve for next year.”

DEREK ANDERSON

Regional Manager, Sizzling Platter

03. Orders (and their prices) are on the rise for delivery

You can't address QSR operations without considering delivery improvements, both from your first-party app or delivery providers like DoorDash, Uber Eats, or Grubhub. PAR Delaget works with more than 30,000 restaurant locations, providing them with tools to report on and identify opportunities across their on- and off-premise operations. On top of providing valuable insights for game-day planning, this data reveals trends that are happening in QSRs across the U.S., including:



- + Average delivery orders increased in price by 13.25% (2024 vs 2023)
- + DoorDash is losing ground on delivery volume to Uber Eats but is still the leader:
 - DoorDash went from 77% of order transactions in 2023 to 72%
 - Uber Eats went from 19% of order transactions in 2023 to 25%
 - Grubhub went from 4% of order transactions in 2023 to 3%
- + Uber Eats delivery orders were 14% higher on average compared to DoorDash or Grubhub in 2024
- + The top restaurant categories for disputed delivery dollars on Super Bowl Sunday were chicken, hamburgers, and Tex-Mex, with steak houses and BBQ representing the fewest

“Delivery has dramatically changed the way that eaters interact with restaurants. Before the pandemic, restaurants were doing, on average, less than one percent of total sales through delivery platforms. Now, across the 30,000 restaurants Delaget serves, the average is about 15 percent and as high as 40 percent, and it continues to grow year over year.”

JASON TOBER
CEO, Delaget

04. Digital marketing excellence begins with pre-orders

Across all Delivery Service Portals (DSPs), sales data shows starting digital marketing early is essential especially if your goal is to secure pre-orders, as 30 percent of delivery orders are placed the day before or earlier.

In addition, consider BOGO offers to drive more and larger delivery orders. This ad type can boost orders by up to 70 percent when consumers see these digital promotions on or before the Super Bowl.

QSRs also have great success with ads such as Uber Journey ads that prompt riders to place an order on their ride to their destination, such as a Super Bowl party. These promotions attract new eaters who may be unfamiliar with the neighborhood restaurants and are looking for an easy way to make their party even better. Uber Eats Journey Ads targeting riders achieve two to three times higher click-through rates than average.



“Thirty percent of our sales for that day will come from pre-orders. With Wingstop, online ordering opens a week in advance. The DSPs vary a little bit, but it’s enabled for most of those, too. We remind customers who are coming in, ‘Hey, be the hero of your Super Bowl party and place a pre-order with us.’ It helps us be better prepared for Sunday.”

DEREK ANDERSON

Regional Manager, Sizzling Platter

Delivery Order Preparation Checklist

90 days out

Goal: Achieve a 4.2 rating or higher on delivery apps

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- ♦ Review recent comments on DSP sites
- ♦ Revisit comments from last year's Super Bowl
- ♦ Make/adjust plans to address identified issues

30 days out

Goal: Test game-day operations, prep pre-order process

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- ♦ Confirm menu and location hours for all dates leading up to and on Super Bowl Sunday
- ♦ Train (or hire) staff to scale operations, check food and packaging orders/deliveries, and consider adjustments to store layout/responsibilities
- ♦ Provide a pre-order process to customers

2 days out

Goal: Set up and test game day operations

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- ♦ Set up store(s) for Super Bowl Sunday formation and operate within the new format for several days to test the physical setup
- ♦ Monitor DSPs to ensure your location(s) is open for pre-orders
- ♦ Rest up!

The Big Day

Goal: Record-setting sales and service

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- ♦ Monitor your DSPs to ensure locations stay 'open' in all portals
- ♦ Double-check every delivery and takeout order for accuracy
- ♦ Monitor wait times for drivers, making sure they are four minutes or less
- ♦ Reward employees for extra efforts

05. The importance of preparation

QSRs that prepare for the Super Bowl outperform competitors. On average, key results for game-day winning restaurants include:

13% growth in year-over-year delivery orders

Improved efficiency from dedicated pickup zones and streamlined delivery

Low average driver wait time (ADWT) throughout the day, with no periods with ADWT over four minutes

Higher staff engagement through incentives and teamwork

Enhances customer loyalty through seamless, positive, guest experiences

More 5-star reviews from delivery, takeout, and on-premise customers

Successful digital marketing campaigns teamed with smooth operations increase immediate and long-term sales. With innovative promotions, your locations should see:

70%+ increase in digital orders during the Super Bowl

Higher order values driven by BOGO promotions

30% of delivery orders from new customers



Strategic planning and innovative marketing ensure your restaurant capitalizes on Super Bowl demand. By implementing these strategies, you can improve your results and know that a single day's performance can significantly impact your year-long sales.

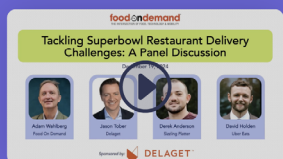
Restaurants that prepare for high order volumes, manage courier logistics, and train staff in advance can expect record-breaking sales and increased brand loyalty. With the right preparation and strategies, QSRs can maximize sales and visibility, turning Super Bowl Sunday into a winning day for their business.

Looking for more ways to boost your sales and successful operations?

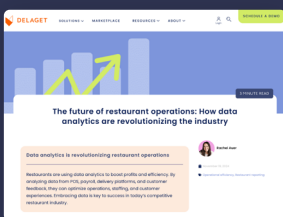
Check out these resources for more tips and proven strategies:



Avoid missed opportunities and operational hiccups by using this calendar as your guide to dominating high-demand dates.



Free Food On-Demand webinar featuring experts from Delaget, Sizzling Platter, and Uber Eats



FRESH, actionable ideas to improve your delivery operations or increase delivery margins.





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“We’ve never been upset that we planned too thoroughly or were too detailed with things at the end of it. And we apply much of what we do [on Super Bowl Sunday] to other days throughout the year.”

DEREK ANDERSON

Regional Manager, Sizzling Platter

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