

# Anatomy of a Drive-Thru

Get the most out of your Drive-Thru with versatile products to increase speed of service, improve order accuracy and reduce bottlenecks, resulting in a better customer experience, while raising average ticket total and maximizing profit.



See reverse side for detailed descriptions

- |                                   |                                 |                                  |
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| 1. Directional Signs              | 8. Speaker Post                 | 16. Outdoor Poster Frames        |
| 2. Presell Board                  | 9. Order Verification Displays  | 17. Outdoor Menu Display Case    |
| 3. Timer Vehicle Detection Device | 10. Manager's Special Sign      | 18. Payment or Pick-Up Window    |
| 4. Clearance Bar                  | 11. Main Ordering Magnetic Loop | 19. Communication Systems        |
| 5. Clearance Bar Banner           | 12. Main Menu Board             | 20. Timing Systems               |
| 6. Stacking Space                 | 13. Main Menu Board Topper      | 21. Pick-Up Window Magnetic Loop |
| 7. Canopy                         | 14. Main Menu Board Side Wing   | 22. Outdoor Poster Frames        |
|                                   | 15. Window Graphics             |                                  |

# Anatomy of a Drive-Thru

## Key to Drive-Thru Success

### 1. Directional Signs

The first point of contact with a drive-thru customer are drive-thru lane directional signs. Make sure your first time customers can easily find the drive-thru lane. (not shown above)

### 2. Presell Board

A presell board is the first opportunity to influence and educate your customer on your food offerings. Its value is two fold - it can increase speed of service when the customer arrives at the ordering station; secondly, it can influence the customer to purchase your specialty items. A presell board most often is smaller than the main menu board. It often displays specials or combo meals. It can also be a second drive-thru menu board exactly the same as is used at the ordering station.

### 3. Timer Vehicle Detection Device (Magnetic Loop)

Managing the efficiency of your drive-thru and the crew operations using a timing system starts with a magnetic loop embedded in the road surface to start the timing system (Item 20) below as the vehicle reaches the presell menu board. The initial magnetic loop is paired with the magnetic loop at the pick-up window to provide timing statistics.

### 4. Clearance Bar

A clearance bar is often necessary as many taller vehicles cause damage to canopies and awnings over the ordering station or pick up station.

### 5. Clearance Bar Banner

A highly effective area to make a first impression for a featured item on your menu.

### 6. Stacking Space

Between the presell zone and the ordering station it is ideal to have open space for two cars (20 feet).

### 7. Canopy

Rain and inclement weather have a tremendously negative affect on drive-thru lane traffic. To provide some protection for the customer from adverse weather, canopies are often used at the ordering station where the driver is exposed to the rain and wind. Canopies illuminate the ordering area offering security to the customer.

### 8. Speaker Post

A simple speaker post contains the speaker and microphone connected to the communication base system (Item 19) when an OVD is not used.

### 9. Order Verification Displays (OVD)

Becoming more common and a substitute for the speaker post. An OVD post is connected to the restaurant's POS system. It visually confirms to the customer that his order has been correctly heard and received.

### 10. Manager's Special Sign

A simple snap lock frame to hold an 8.5" x 11" letter size piece of paper insert in a plastic sleeve is perfect for daily specials or other LTOs.

### 11. Main Ordering Magnetic Loop

The magnetic loop at the ordering station is absolutely necessary to alert the service crew to the vehicle's arrival at the menu board. This magnetic loop is tied to the communication station (Item 19).

### 12. Main Menu Board

This is the primary piece of equipment for any drive-thru lane. Its placement and size is extremely important to the success of your entire drive-thru success.

### 13. Main Menu Board Topper

The topper appendage is a great way to add space to a main board if you are limited to space side-to-side. Toppers can be used for branding or to highlight specific items or LTOs.

### 14. Main Menu Board Side Wing

Side wing appendages are an efficient way to add space to the menu board. Wings can also be used to clearly separate menu dayparts or LTOs from the main board graphic area.

### 15. Window Graphics

If graphics are used in the post-sale area, they can serve many purposes; highlight upcoming offers, feature dessert items, provide visual temptations of special food products to name a few purposes.

### 16. Outdoor Poster Frames

Poster frames or window graphics can be used in the presell zone and/or the post-sale area prior to the payment or pick-up window. If graphics are in the presell area they function similar to a presell menu board, by informing and directing customers to specials and combos.

### 17. Outdoor Menu Board Display Case

The ideal outdoor solution to display your menu in limited space or use it as a display box for promotional items and impulse purchases.

### 18. Payment or Pick-Up Window

Special windows for hands-free exchange of money and delivery of orders are available to speed the drive-thru experience. Cashless credit card readers at the pick-up window are beginning to be used in the drive-thru lane. It is designed to speed service and meets the needs of the of the credit/debit card driven customer.

### 19. Communication Systems

The communication system can be either a 1) hard wired base station or 2) wireless multiple headset version.

### 20. Timing System

A timer system is an important management tool to review statistics and performance of the restaurant's drive-thru lane.

### 21. Pick-up Window Magnetic Loop

The final step in the operation is embedded in the pavement at the pick-up window and wired to the timing system, (Item 20) this magnetic loop completes the vehicle timing started at the presell menu board.

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Phone: 800-782-6222  
Email: [info@mainstreetmenus.com](mailto:info@mainstreetmenus.com)

Fax: 262-782-6515  
Website: [www.mainstreetmenus.com](http://www.mainstreetmenus.com)