

RESTAURANT: REVIVAL

OUR LOCAL COMMUNITIES. OUR LOCAL COMEBACK STORIES.

Renzi
FOODSERVICE
Delivering the Difference



**BUY LOCAL.
EAT LOCAL.
LIVE LOCAL.**



RESOURCES FOR REOPENING IN COVID-19

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This isn't just a recovery - **it's a revival**. A new way of doing business. A commitment to building back better... and stronger. It will require grit, tenacity and persistence. All the things that made your business a success in the first place. A return to your true entrepreneurial roots.

Your local restaurant isn't just a spot on the map. It's not just a number on a list of choices for best lunch or dinner places in Upstate New York. It's a place where experiences are built and memories are made, over a good meal and friendly service. It's where people come to celebrate their wins - and commemorate their losses. It's a bright spot in someone's daily routine - and a place that defines what the word "community" even means.

This isn't just the next chapter. It's a whole new story. And it's up to all of us to have your back. This is for all the support you've always given our local communities - the meals donated, the gift cards given, the benefits supported. This is a call to our community: to buy local, eat local and live local. Not just until the dust settles - but every day. Let's support families, more than shareholders. It makes a difference.

This is a revival of what it truly means to support local.

These are *our* local communities. And *our* local comeback stories.



The Renzi Foodservice team is here as your trusted partner as you navigate through your reopening planning – from assisting with limited menu ideas and inventory cross utilization to supplying necessary cleaning supplies and takeout containers.

Read on to learn more about evaluating your finances, operational practices, sanitation procedures, marketing ideas, and helpful items to have on hand as you prepare to reopen.

Thank you for trusting us to serve your business and for your continued partnership.
We look forward to helping you build back better, together.

DISCLAIMER: Renzi Foodservice does not present mandatory requirements for your establishment. The purpose of this guide is to present general guidelines and recommendations to help you navigate your reopening. Please check with your local government officials for specific guidelines for your county. To visit the official CDC Reopening Guidelines and Considerations for Restaurants and Bars, [click here](#).



Finances

Begin by taking a complete look at your financial situation. A thorough understanding of your financial viability will allow you to make key decisions regarding an operational strategy for moving forward, from forecasting costs and profits, to making labor decisions, and possibly identifying additional revenue streams.

Get Started!

- ▶ Determine total cash on hand.
- ▶ Review any outstanding APs and ARs.
- ▶ Understand how long you can sustain operations with your current cashflow.
- ▶ Identify amount of revenue needed to break even.

It's not too late to take advantage of the many financial resources available to you. Prepare for the now and the future as the phases of reopening progress.

- ▶ Request your PPP/SBA loans or seek other funding options.
- ▶ Ask your landlord for rent deferral/renegotiations and review equipment leases.
- ▶ Seek payment options/deferrals on utilities and other expenses where applicable.
- ▶ Inquire about or petition for local/state sales tax deferments, etc.
- ▶ File a business interruption claim and renegotiate insurance premiums. Reduce worker's compensation premiums, if you have a reduced labor force. Check on employee coverage options.





Safety, Sanitation & Compliance

Restaurants have always been a place for social gatherings. However, over the past few months, COVID-19 has forced us to rethink everything. With dining rooms closed, curbside pickup, takeout and delivery have become the new norm.

To get people back into your restaurant, you must present a safe environment to your guests. Remember that perception is everything. By following all local, required guidelines along with your own strict sanitation policies, your restaurant and team will give much-needed reassurance to your patrons who are eager to dine-out again. Be sure to fill out New York State's Safety Plan template to keep on premise when and if the DOH comes for an inspection. [Click here](#) to download the template.

By following these steps, you will show your patrons and your team that you care about their safety.

Your Team



- ▶ Signs should be posted at the front of establishments stating “Notice: No one with a fever or symptoms of COVID-19 will be permitted inside this operation.” [Click here](#) for sign templates you can use.
- ▶ Identify and implement the most current required safety and sanitation practices.
- ▶ All staff should be re-trained and held accountable for operating under the new standards.
- ▶ Establish a sick employee policy. Make sure if an employee is sick, they stay home. Your guests will notice and will be hypersensitive to anyone showing signs of illness.
- ▶ Make sure you are prepared in the event you have an employee who tests positive for COVID-19. [Click here](#) to view food industry recommended protocols for positive tests.
- ▶ Make sure all employees, management and ownership have taken and passed [ServSafe classes](#).
- ▶ Ensure your team is washing their hands frequently. Use hand sanitizers. Have training and even a timer for washing hands properly.
- ▶ Ensure all staff wear gloves and masks. Check local requirements in your area.
- ▶ Set up sanitizer stations specifically for your staff in both front and back of the house.



Your Restaurant

- ▶ Follow all CDC and health department guidance on food safety and handling.
- ▶ Limit access to your kitchen to only approved staff and suppliers.
- ▶ Follow best practices for cleaning and sanitizing incoming cases. Remember the virus can be transmitted on corrugated cartons, etc. Use gloves.
- ▶ Consider disposable menus or digital only menus. If you do use traditional menus, clean and sanitize them after each use. Guests will notice or ask.
- ▶ Have hand sanitizer stations or bottles throughout the restaurant, especially in high traffic or self-service areas such as beverage or condiments stations.
- ▶ Consider switching from the old “red bucket” or towel sanitizer to sanitizing table wipes. This will ensure your tables are cleaned with the proper sanitizing solution and make a good impression on your guests.
- ▶ After bussing/cleaning the table, place a small sign signifying that proper sanitation was completed. Be sure to also clean chair and bench seats.
- ▶ Assign a person to monitor restrooms to ensure a clean and well-stocked facility at all times. Post a cleaning schedule check sheet. Make sure soap, sanitizer and paper towels are always full. Empty the trash often. Place a sanitizer station nearby for your guests to use after they exit the restroom.

Your Guests

- ▶ Review all “touch points.” Establish a “touch free” environment for your guests if possible. Sanitize/wipe your credit card machine after every use.
- ▶ Distance your tables or even use floor markings to ensure proper social distancing. Install a plastic shield at your cashier or host station.
- ▶ If asked, remind guests there is currently no evidence of COVID-19 being transmitted through food.
- ▶ Encourage team members to report guests that show signs of illness to management. Prepare a plan on how to approach guests that might compromise the safety/health of other guests or your team.
- ▶ Your host should explain any new processes and stress key points your guests need to know about dining in your restaurant.





Operations & Execution

There has never been a better time to review your menu. Evaluate what sells and what doesn't. Consider what may require extensive prep or special ingredients that could be difficult to find right now. Also take into consideration which of your menu items will travel best for to-go orders. Plan a menu that you can execute flawlessly. Work with your Renzi Foodservice sales consultant to ensure they have your required items. Don't wait until the last minute when there is a rush of openings. Create an opening order in advance for Renzi Foodservice to ensure stock and availability.

You don't have to give up what makes your operation unique or special, however, with these changing times it may be wise to "skinny things down" for a bit. Questions to ask include: *What will customers appreciate and even demand? Can I execute on those items with my current staff? Are they profitable?*

Here are some tips to consider as you reopen. Some may be temporary changes, while others you may find work better for you than what you have been doing in the past.

DINE-IN TIPS

- ▶ Simplify your menu. Reduce slow-moving, high-labor items from your menu.
- ▶ Consider using speed-scratch instead of full-scratch.
- ▶ Consider pre-portion instead of cutting in house on items such as steaks and seafood.
- ▶ Consider pre-washed and processed produce.
- ▶ Focus on ingredients that can be used in multiple meals/dishes.
- ▶ Utilize products with safety seals or wrappers, i.e., straws, cutlery, cups, etc.
- ▶ Utilize disposable cups even in the dining room.
- ▶ Replace table condiments with PCs brought out with the meal.
- ▶ Remove self-serve napkin dispensers from the tables.
- ▶ Bring cutlery out with the meal while wearing gloves or after the guests are seated vs. already on table. Consider wrapping or putting them into a plastic sleeve.
- ▶ Look for high quality pre-made items instead of back-of-the-house prepared. Remember you can always garnish to make it your own.
- ▶ Expand your waiting area or move it outside if possible.
- ▶ Sell grocery items you stock or even specialty items unique to you.
- ▶ Consider new business models you can easily execute to generate additional income, such as catering or a pop-up pantry.



CURBSIDE/TO-GO TIPS

- ▶ Understand how much takeout you can handle. Over-extending yourself and your team can result in disappointing your dine-in guests and their full-service expectations.
- ▶ If possible, have a separate area from dine-in where to-go orders are assembled.
- ▶ Have a dedicated to-go staff.
- ▶ Consider convenient in-and-out parking, processes and entrances with informative signage.
- ▶ Before orders are placed, capture information about any dietary restrictions, etc.
- ▶ When orders are placed, ask if they are celebrating anything. Consider including a free dessert.
- ▶ Offer beer or wine with to-go food purchases. Check local requirements in your area.
- ▶ Utilize high quality to-go packaging that will keep food safe, travel well and presents your items in the best manner possible. Look for tamper-evident features.
- ▶ Include a thank you note from the owner/ manager and invite guests back with an offer or discount for dine-in service.
- ▶ If you use a third party such as Uber Eats, Grubhub, etc., test them. Have a friend/family member order a meal. See how it arrives. Don't let a third party hurt your business.
- ▶ Call the guest after delivery to ensure everything was correct and met their expectations.

In the new norm, order accuracy, repeat business, menu refinement, staffing, and delivery options are more important than ever before. Even prior to the outbreak, curbside and delivery have been growing in popularity. It is critical to execute both dine-in and to-go orders flawlessly. Successfully managing both channels will allow you to capitalize on additional sales and increase your overall profitability.

Remember, you are in the hospitality business. Restaurants are a place to celebrate, create memories, enjoy great food, and gather together. Focus on the service aspect of foodservice and ensure your guests have a great experience. Even for to-go business. A bad experience can result in lost business and bad reviews. Make it special. Create a celebration. Exceed your guests' expectations. Not only will they return – satisfied guests are your best form of advertising.





Marketing & Communications

Now, more than ever, it is time to promote your restaurant. People are looking to support local restaurants, and many are using this situation as a reason to support new places. Make sure your restaurant is on their list!

GET OUTSIDE!

With the lack of cars in the parking lot or at nearby businesses, it's hard to tell which restaurants are open.

- ▶ Invest in some inexpensive signage to place near the road or in front of your restaurant.
- ▶ Park near the front to help give the appearance of being open.
- ▶ Colorful plants and flowers near the front door signal to guests you are open and offer a cheery greeting.
- ▶ Use a “chalk the walk” campaign to draw folks in by using colored chalk to create artwork and messages along your sidewalk.



GET SOCIAL!

Social media platforms are today's go-to for consumers. From Facebook to Instagram, consumers are likely to look for information about you on social media before visiting your website. It is important to have all your e-platforms (social and website) up to date with your latest hours of operation, menus, and delivery services. You will likely want to add what you are doing to keep your guests safe upon reopening.

While setting up social media accounts is relatively easy, there are some vital practices you must engage in to ensure your accounts are effective in promoting your restaurant.



Post Often

Some platforms, like Facebook, allow you to schedule posts in advance. Select a regular time and day to take a moment to schedule posts each week. Platforms like [Milestone](#) and [Hootsuite](#) allow you to manage (and post) on all your social media accounts in one convenient location.



Utilize Quality Photography

We (first) eat with our eyes. Food must look appealing to attract guests. Poor quality images can work against you. If you do not have good images of your menu items, it may be best to avoid including them in your post. Most phones used today can take good quality pictures and even offer food filters that can help with proper lighting!



Be A Conversation Starter

Facebook utilizes an algorithm to determine what content shows up in someone's news feed. Posts that generate engagement are more likely to be seen. Be a conversation starter with meaningful content that will drive organic interaction from your page followers.



Consider Paid Advertising

Boost posts and use geo-targeted ads to reach nearby customers with your daily/weekly specials.



Respond Quickly

Be quick to reply to all inquiries, comments, messages, etc. People who visit your social pages will notice your responsiveness and it can make or break their decision to order from your establishment.



Catch People's Eye

Create appealing posts using sites like [Canva](#), [Adobe Spark](#) or [Crello](#). These sites offer free design templates that are easy to use and make you look like a marketing pro!

For more ideas, [click here](#) to check out our blog post, "How to Market Your Restaurant on Social Media During COVID-19."

What? Social Media Is Not Your Thing?

We understand. Ask one of your team members to assist you. Offer one of your hosts or wait staff the opportunity to help promote your brand – they may be eager for the chance to take an important role in marketing the business. Make sure you choose someone you can trust to portray your restaurant with the type of "voice" and content you wish to promote. Maintain your status as an administrator so you can monitor the information being circulated.



GET NOTICED!

- ▶ Get local media, radio, TV, etc. talking. Send food to the station and provide them with your local story. Do the same with local food writers and bloggers.
- ▶ Review your online ordering for overall ease, pictures, etc.
- ▶ If you have been closed or only providing limited service, consider a small re-opening "event." This will help give the kitchen some needed refreshers and also promote your business to local patrons.



- ▶ Collect as many emails as possible so you can frequently communicate directly with your guests. **MailChimp** is an easy-to-use platform that can help you create professional emails and e-newsletters to send to your guests.
- ▶ If you do not have a rewards program, now is a good time to establish one. This can create loyalty intention with incentives. Buy 10 pizzas and get one free, sub of the month club, etc. are all commonly used loyalty incentives that reward frequent visits.
- ▶ Consider cross merchandising with other local businesses that complement your restaurant. For example, bring in a movie ticket or salon receipt to receive a free drink, etc.
- ▶ Review your social responsibility/community give back programs. Consider sponsoring first responders, healthcare workers, etc. with donations or meals.
- ▶ Create daily specials, package deals, or bundles to add on to orders like eggs, milk, bread, etc. to increase your overall ticket sales.
- ▶ Offer DIY cooking kits and recipes to create at home – it can create a new revenue stream for you and allows you to increase engagement with your guests!

We're Here for You!

Please visit our restaurant reopening and COVID-19 pages frequently for the most up-to-date business information, relevant industry articles and helpful resources for your business. You'll find:

- ▶ A one-stop spot for reopening information, including official guides and checklists from industry and government associations, as well as helpful tips from your favorite local foodservice distributor (*that's us!* 😊)
- ▶ Industry articles including information on reopening (cleaning and sanitation, menu reinvention, etc.), takeout and delivery, marketing and communications strategies, and tips to keep your business moving forward
- ▶ Resources from government agencies and industry associations focused on 1) economic assistance and business relief, 2) food safety tips and facts, and 3) official information from our state and federal governments

[Click here](#) to visit our Reopening Resources page! [Click here](#) to visit our COVID-19 homepage!



THE NEW YORK RESTAURANT PROMISE

Protecting Employees & Guests

To help ensure everyone's safety as we welcome you back into our dining rooms, we ask that we make the following promises to each other.

Our Promise to You

- We will ensure safe sanitation practices are followed.
- We will administer health checks to all our staff prior to shift start.
- We will make sure our indoor and outdoor seating meets all physical distancing guidelines.
- We will have hand sanitizer or hand-washing stations at all entrances.
- We will clean and sanitize common areas and surfaces regularly.
- We will clean and sanitize all tables and hard surfaces after every use.
- We will sanitize place settings, utensils, menus and condiments (salt and pepper etc.) after every use, or we will ensure that they are single use.

Your Promise to Us

- If you have been exposed to COVID-19 recently or have symptoms of COVID-19 as determined by the Center for Disease Control (CDC), please help us keep everyone safe by using our contactless delivery/takeout options.
- If you have underlying health conditions, are part of a high-risk population group or are otherwise concerned about contracting COVID-19, please feel free to use our contactless delivery/takeout options or utilize specific hours of operation for high-risk individuals, where available.
- That you will be patient and kind to our staff and our other guests as we all try to adjust to a new normal.
- If you have any questions about the New York Restaurant Promise, please ask for a manager who will be happy to assist you.

By partnering together, we can all enjoy great food and keep everyone safe.



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