



HOW TO MAKE REOPENING SANITARY AND SAFE FOR EVERYONE

When reopening your dining areas, in addition to abiding by state and local guidelines, you have to consider how to make sure your customers and staff feel safe. The following tips can help ensure your operation balances business with wellbeing.

Consumers are mostly confident in restaurants taking safety measures, and 60% of Americans believe it will be safe to dine inside of restaurants within 3 months.

SOURCE: Datassential COVID Traffic Report 4/14/20



CONTACTLESS MENU OPTIONS

With consumers now more conscious about what they touch when dining out, you could try out single-use paper menus or entirely digital options, such as using a mobile app or website.



EQUIPMENT TO REDUCE TRANSMISSION OF GERMS

Hand-to-hand transmission of germs is always going to be a concern, so limit common touch surfaces where possible. Foot operated door openers, automated hand sanitizer units, automated doors, and contactless payment options all help in this effort.



SHOW & TELL CUSTOMERS ABOUT YOUR EFFORTS

Not only do customers want to be safe, they also want to see the safety measures you're taking. For example, seeing staff in PPEs, social distancing signage, and informing them in-restaurant and on social media of your contactless options all help in letting them know you're doing your part.



CONTROL SEATING AND LIMIT WAITING

Consider utilizing a reservations-only business model or call-ahead seating and limit the size of parties (especially on weekends and busier days/times). Additionally, if you have a parking lot, have people wait in their cars until they are able to be seated to prevent congregating in waiting or bar areas.



BE DILIGENT

Employee hygiene and more extensive cleaning is now going to become something guests expect and will want to inquire about. Be sure your employees are educated on your standards—for example, they should know the difference between disinfecting and sanitizing. (Sanitizing lowers the number of germs to a safe level; disinfecting kills nearly 100% of germs.)

