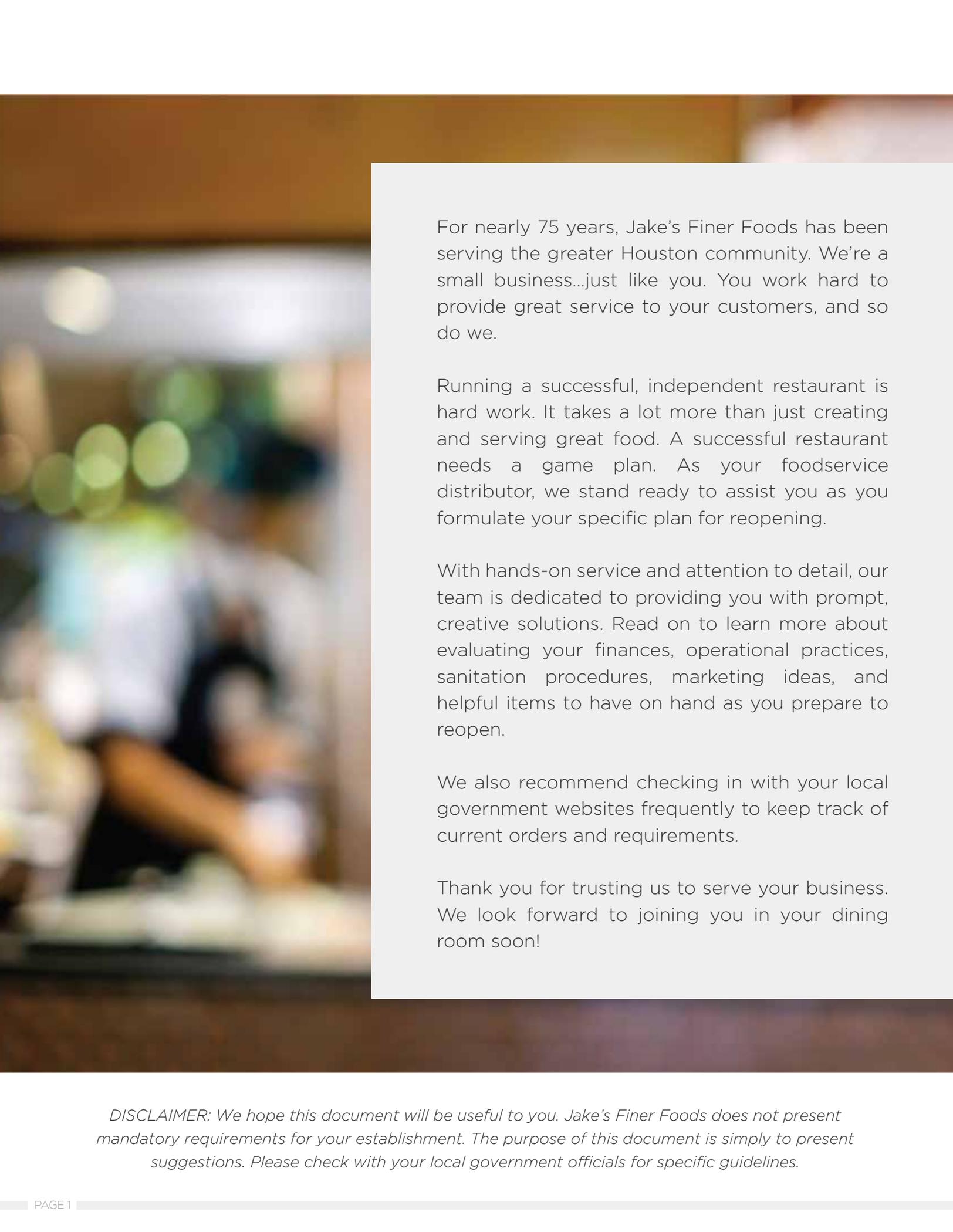




# COVID 19 RECOVERY & REOPENING





For nearly 75 years, Jake's Finer Foods has been serving the greater Houston community. We're a small business...just like you. You work hard to provide great service to your customers, and so do we.

Running a successful, independent restaurant is hard work. It takes a lot more than just creating and serving great food. A successful restaurant needs a game plan. As your foodservice distributor, we stand ready to assist you as you formulate your specific plan for reopening.

With hands-on service and attention to detail, our team is dedicated to providing you with prompt, creative solutions. 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.

We also recommend checking in with your local government websites frequently to keep track of current orders and requirements.

Thank you for trusting us to serve your business. We look forward to joining you in your dining room soon!

*DISCLAIMER: We hope this document will be useful to you. Jake's Finer Foods does not present mandatory requirements for your establishment. The purpose of this document is simply to present suggestions. Please check with your local government officials for specific guidelines.*

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.

### RESOURCES

Jake's Finer Foods, <http://www.jakesfinerfoods.com/covid-19-information/>  
Texas Restaurant Association,

<https://www.txrestaurant.org/news/coronavirus-guidance-resources>

National Restaurant Association, <https://restaurant.org/covid19>

Restaurant Workers' Community Foundation, <https://www.restaurantworkerscf.org/>

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

**GET OUTDOORS!**

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 Twitter and 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 may even 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.** At least once per day. Some platforms, such as Facebook allow you to schedule posts in advance. Select a regular time and day to take a moment to schedule posts each week. Hootsuite allows you to manage (and post) on all your social media accounts in one convenient location. One post via Hootsuite will publish to all your accounts at the same time.

- ◆ **UTILIZE QUALITY PHOTOGRAPHY.** We (first) eat with our eyes. Food must look appealing to attract a guest. Poor quality images can actually work against you. If you do not have good images of your menu items, do not include them in your post. Hint—today’s phones take good quality pictures and even offer “food” filters.
- ◆ **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.
- ◆ **STAY AWAY** from asking people to “please comment, like, and share.” Your content should inspire them to engage without having to ask. Reply quickly to all inquiries, messages, etc.
- ◆ **CONSIDER PAID ADVERTISING** or boosting, along with geo-targeted audiences, to reach nearby customers with your daily/weekly specials.
- ◆ **CATCH PEOPLE’S EYE** with appealing posts using Canva. Canva offers free design templates that are easy to use and make you look like a marketing pro!



## RESOURCES

Hootsuite, <https://hootsuite.com/>

Canva, <https://www.canva.com/>

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 an extra meal or a small payment to assist you. 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 on-line ordering for overall ease, pictures, etc. If you do not offer online ordering, check out MarketByte. They can have you up and running in as little as 30 minutes!
- ◆ 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 locals.
- ◆ Collect as many emails as possible and “talk to your guests.” MailChimp is an easy-to-use platform that will help you create professional emails and e-newsletters to send to your guests. Utilize on-line orders or collect business cards for a “free lunch promo” to capture email addresses.

- ◆ If you do not have a rewards program, now is a good time to establish one. This can create loyalty intention with incentives.
- ◆ 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. Maybe sponsor first responders, health care 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 ring.
- ◆ Capture their dollar even when your guests do the cooking by offering DIY cooking kits and recipes to create at home.



**RESOURCES**

MarketByte, <https://marketbyte.com/>  
 MailChimp, <https://mailchimp.com/>

Restaurants have always been a place for social gatherings. However, over the past few months, COVID-19 has forced us to rethink everything. Curbside and takeaway have become the new norm, as dining rooms have been shuttered.

To get people back into your restaurant, you must present a safe environment to your guests. 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.

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

### YOUR TEAM

- ◆ Identify and implement the most current required safety and sanitation practices.
- ◆ All staff should be retrained 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 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; front and back of the house.

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*Set up sanitizer stations specifically for your staff; front and back of the house.*

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### RESOURCES

Occupational Safety and Health Administration (OSHA),  
<https://www.osha.gov/Publications/OSHA3990.pdf>  
 Centers for Disease Control (CDC),  
<https://www.cdc.gov/coronavirus/2019-ncov/community/critical-workers/implementing-safety-practices.html>  
 ServSafe, <https://www.servsafe.com/>

### 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. 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 self-service areas such as beverage or condiments stations. Maybe even gloves at self-serve 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 impress 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. Or allow them to pay online.
- ◆ 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 the “new normal” and stress key points your guests need to know about dining in your restaurant.

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.

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.




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*Look for high quality pre-made items instead of back-of-the-house prepared. Remember you can always garnish to make it your own.*

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### 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.
- ◆ 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.

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, instead of cannibalizing one another.

Remember, you are in the hospitality business. Restaurants are a place to celebrate, create memories, enjoy great food, and gather together. Put the service back in foodservice by offering your guests 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 guest’s expectations. Not only will they return—your satisfied guests are your best form of advertising.

### CURBSIDE/TO-GO TIPS

- ◆ Understand how much take away 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; perhaps include 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, Grub Hub, 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.





***Welcome Back, We've Missed You!***

# THE TEXAS RESTAURANT PROMISE

The restaurant industry has an outstanding track record of protecting our employees and guests. To 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 continue to be a leader in safe sanitation practices with all team members certified in safe food handling and a certified manager on every shift. Also, all employees will be trained on appropriate cleaning and disinfection, hand hygiene, and respiratory etiquette.

We will follow all of the Minimum Standard Health Protocols for Restaurants adopted by the State, including:

- Parties will maintain at least 6 feet distance apart from other parties at all times, including while waiting to be seated in the restaurant. No tables will have more than 6 people.
- Hand sanitizing stations will be available to all customers and employees, including upon entry.
- We will not leave condiments, silverware, flatware, glassware, or other traditional tabletop items on an unoccupied table.
- We will provide condiments only upon request, and in single use (non-reusable) portions.
- We will use disposable menus that are new for each patron.
- All employees must pass a health screening before coming into the restaurant.
- Employees will wash or sanitize their hands upon entering the restaurant, and between interactions with customers.
- We will clean and disinfect common areas and surfaces regularly. We will also clean and disinfect each dining area after every use.
- We will post the Texas Restaurant Promise at our entrances and display readily visible signage to remind everyone of best hygiene practices.

## YOUR PROMISE TO US

You agree to follow the Minimum Standard Health Protocols for Restaurant Customers adopted by the State by:

- Following the social distancing and sanitary guidelines that have been put in place to protect you and our other customers and employees.
- Self-screening before entering the restaurant for any signs of COVID-19 including but not limited to a fever, cough, shortness of breath, or known close contact with someone who has COVID-19.
- If you cannot enter the restaurant or are otherwise concerned about contracting COVID-19, please use our contactless delivery options.
- If you have any questions about the Texas Restaurant Promise, please ask for a manager who will be happy to assist you.



**MORE ABOUT THE TEXAS RESTAURANT PROMISE** | Led by the Texas Restaurant Association, a task force made up of chain and independent restaurants, and health officials provided Governor Abbott and his team with a recommended set of guidelines to support the reopening of Texas restaurants. The guidelines above have been updated and tie directly to the Minimum Standard Health Protocols enacted by Governor Abbott, effective May 1st, 2020. With restaurants and their customers working together to follow the guidelines above, we can begin to reopen Texas restaurants and partner to keep employees and customers safe. For more information about the Texas Restaurant Promise, please visit:

[www.txrestaurant.org/WelcomeBack](http://www.txrestaurant.org/WelcomeBack)

OUR *faith* LEADS US.  
OUR *culture* DEFINES US.  
OUR *team* DRIVES US.

