

Beyond the Health Inspection To *Snap-Back*

Sparkling clean is important now, more than ever

As restaurants begin to reopen and continue their take-out, pick-up, and delivery services, they are still expected to comply with food and health codes. Health inspections by local officials continue, while adhering to social distancing practices. And now, a second set of eyes is paying attention to your practices. Consumers are taking a closer look at the measures their favorite restaurants are taking to ensure their safety. Use our tips, tools, and resources below to instill confidence in your guests as they begin to enter the doors of your restaurant again.

TIPS AND RESOURCES FOR ADDED SAFE PRACTICES:

- Consult your local guidelines to be sure your operation complies.
- Train your staff on food safety and enforce best practices.
- Install sanitation stations in the back-of-the-house, dining area, entrances and exits, bathrooms, and other high-contact areas.
- Frequently sanitize high-contact areas and when possible, introduce contact-less alternatives (e.g. no self-serving stations, removing condiments from the table and using portion control alternatives, contactless menus, contactless payments, no touch-screen devices).
- As you continue with off-site services, incorporate products that assure your customers you are handling their food safely. These include temper evident bags and seals and appropriate packaging to control food temperature.
- [Sysco Marketing Services](#) can help you develop a contactless menu.
- Our [iCare partners](#) can assist in incorporating contactless payments to your operation.



SHOW OFF YOUR SPOTLESS KITCHEN!

Communicate the measures taken at your establishment to ensure the safety of your employees and customers. This will further encourage your guests to visit you soon!

- Onsite signage – have clear signage for social distancing, sanitizing stations, order and payment procedures, and accessing online menus.
- Social media – engage your social media audience by posting the steps you are taking to keep both your employees and guests safe.
- Virtual engagement – visual data is processed 60,000 times faster by the brain than text*, create a video touring your spotless kitchen, and communicating your safe practices. Leverage your social media channels to share this content or even host a live stream session with your followers. *(source: targetable.com)



Sysco has the products to help you run a safe and clean operation. Reach out to your local Marketing Associate

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