INDOOR DINING SOLUTIONS
TODAY’S SPEAKERS

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AGENDA

• Indoor Dining Solutions
• Indoor Air Quality Solutions
• How Sysco Can Help
Sources such as the Mayo Clinic advise diners to confirm that the following practices are enforced before heading out for dinner:

- Employees wear masks and follow recommended safety protocols
- High-touch surfaces are disinfected regularly
- Social distancing standards have been implemented
- Tables are appropriately arranged to allow for distancing
- Outdoor/patio dining is available
- Contactless ordering and payment is an option
- Self-service or common utensil areas are not offered
- Wait lines are appropriately setup for social distancing
As you move forward with indoor dining services, it's important that you strategize your plan – including current safety and social distancing standards, contactless ordering and payment options, the power of an online and social media presence, and the training and resilience of your team!

- Understand the rules.
- Communicate with your customers.
- Streamline your business – smarter, faster, better!
- Expand your services.
- Reconfigure your space.
Based on the NRA guidelines for safety and sanitation, consider the following:

- Implement safety and sanitation procedures – thoroughly detail-clean and sanitize regularly.
- Between seatings, clean and sanitize table condiments, digital ordering devices, check presenters, self-service areas, tabletops, chairs, booths, and common touch areas.
- Clean and sanitize reusable menus. If you use paper menus, discard them after each customer use.
- Clean and sanitize restrooms frequently.
- Make hand sanitizer readily available to staff and guests.
- Implement staff health screening protocol based on the CDC recommendations.
- Promote PPE (Personal Protective Equipment) products, gloves, and masks.
- Promote single-use products and pre-portioned condiments.
- Consider automatic paper towel and soap dispensers, auto-flush toilets, and hands-free door openers.
- Ensure the person in charge is ServSafe certified and their certification is up to date. Provide food handler training to refresh employees.
Based on the NRA guidelines for social distancing, consider the following:

- Update floor plans and redesign seating arrangements to ensure at least six feet of separation between table setups.
- Limit party size at tables, as approved by local and state government.
- Consider adding physical barriers where practical, specifically booth area seating.
- Implement reservation or call-ahead seating process.
- Post signage at entrance stating the social distancing protocol for your operation.
- Limit contact between waitstaff and guests.
- Use technology solutions where possible to reduce person-to-person interaction.
- Minimize common wait areas.
- Consider an exit from the facility separate from the entrance to mitigate guest traffic.
- Where possible, workstations should be staggered so employees avoid standing within six feet of one another or your guests.
Create distance-appropriate seating arrangements for group gatherings of various sizes (2-10 guests).

Decorate for upcoming holidays or special events – create the traditional themes that people relate to as comforting.

Communicate with your guests on your adherence to current safety guidelines.
While capacity may be limited, your attention to shifts in consumer demands and industry trends shouldn’t be. Here are several considerations:

- Workload Distribution
- Staff Training
- Menu Ordering
- Wait Times
New positions are emerging in today’s restaurants in order to accommodate the changing foodservice landscape and required safety and distancing protocols. According to Nation’s Restaurant News, they may include:

- Curbside Team Members
- Delivery Drivers
- Sanitation Captains
- Dining Room Ambassadors
• Review last year’s event bookings and target those customers with marketing for repeat reservations this year.
• Implement a holding fee or deposit for large group or event reservations to minimize cancellations and no shows.
• Be consistent with your process and message – train employees on your procedures for accepting reservations.
• Consider the reservation option that works best for your business and customers – phone calls, emails, social media, website, POS systems, or 3rd party reservation systems.
• Regardless of the process you choose, make sure it’s giving you maximum efficiency and a seamless customer experience.

Whether you choose to use an online app or not, taking reservations may be necessary to help you manage your capacity and fill your seats within current guidelines.
In today’s COVID-19 world, embracing technology is more important than ever. To succeed in this day and age, it’s vital you optimize your restaurant for mobile orders.

Leading industry resource, Fast Casual, recently reported that more than half of all restaurant customers have already used their mobile devices to place orders – and that mobile orders this year.

The trend towards technology is one you can’t afford to ignore, and it’s only been accelerated by the impact of the COVID-19 pandemic.
Diners spend 23% more when ordering online as opposed to in person.

Make doing business with you easy
• Quick and easy to navigate
• Visually engaging and designed for mobile devices
• Integrated with your POS system for fast & secure payments

Market throughout the ordering process
• Keep users engaged with informative, entertaining and interesting content
• Notify of future promotions, events or special offers
• Make it easy (one click) to learn more about you – and share your info

What’s coming down the road?
• In-car ordering apps - as we go back to work and spend more time commuting
• Text message systems - restaurant to customer direct
• Resurgence of loyalty programs

Technology must haves
• Website
• Contactless ordering & payment
• Mobile ordering & payment
• Third party delivery
• Reservations system
• Social media platforms
Menus AND MARKETING

Focus on what you do best – provide a consistent, quality product that your customers can count on. Evaluate and update your menu considering the 4P’S OF MENU ENGINEERING.

**PROFITABILITY**
Review current item costs and make pricing adjustments based on current market conditions. Identify areas where you can switch out ingredients to enhance profitability without compromising quality.

**POPULARITY**
Feature your signature items – what are you famous for? Review past history or competitive analysis for key offerings.

**PREPARATION**
Select items that require limited preparation and assembly. Cross-train your kitchen staff for maximum efficiency. Review and reduce your inventory to minimize stand-alone items and excess stock.

**PORTABILITY**
Ensure your items package and travel well – maintaining their quality and freshness. Invest in the proper carryout containers to maintain temperature and presentation to most closely mirror dine-in experience.
Think outside the gift box.

Be thoughtful about your menu; instead of buffets, offer family-style for small group social gatherings. For takeout or dine-in, include charcuterie or small plates. Offer a luxury selection of prepackaged foods that inspire bringing the holidays home. Also consider adding festive touches to your dine-in and takeout.

› Ideas:
Charcuterie boards with wine pairings
Serve comfort foods family-style
Virtual cooking shows with your meal kits
Pies to-go program
Hot chocolate gift set
Dessert at the table with “make your own s’mores”
Cookie kits (pre-made or ready to bake)

How to...

CHEESE BOARDS
Cheese plates are an increasingly popular course at restaurants. A standard cheese plate will include three to five different cheeses. This plate is accompanied by an assortment of dried fruits, breads and nuts. The easy ability to manage portion size will help your restaurant control costs. Cheese plates will also help your restaurant increase wine sales. Many customers will want to enjoy a bottle of wine when ordering a cheese plate as a delightful combination. Consider options to enhance home holiday celebrations with kits to take home and make themselves.

CHARCUTERIE
Charcuterie boards afford restaurants the opportunity to delight their customers with a creative mix of tastes and textures. The flavors can range from sharp and salty, to sweet and buttery flavors. A standard charcuterie plate will include three to five different cheeses, accompanied by an assortment of dried fruits, breads, and cured meats. Consider options to enhance home holiday celebrations with kits to take home and make themselves.

TAKE AND MAKE MEAL KITS
Offer your customers the option to pick up pre-portioned ingredients and preparation instructions so they can recreate the magic of your menu at home. Meal Kits can also pair with virtual events like cooking classes, virtual celebrations, and more. Meals that travel well, such as pasta-based dishes or hamburger packs for the family, are prepackaged essentials. Offering the opportunity to be “Chef for the Day” can become a fun family activity. Find more options in our Kitchen2Kitchen Toolkit here.

FAMILY STYLE MEALS
Family style meals are a great way to provide comfort foods to families — they are cost effective and efficient to execute in an off-premise dining program. Some operators have found success by creating a separate, limited takeout menu that offers a few select items. This has the added benefit of reducing back of house labor. Meals that are quickly and easily assembled can provide operators with an effective means of fulfilling consumer needs and driving revenue for their operation.
MAKE MEMORABLE HOLIDAY MOMENTS with signature holiday cocktail kits.

• Already offer special seasonal drinks? Create a mobile version for your customers to enjoy at home!

• Add a virtual experience by having your bartenders featured in “mix it up” videos on your website or YouTube.

• Please check your local guidelines regarding to-go alcohol sales.

Consider “After Dinner” kits to take home – including a yummy dessert for two!

Recipe

BRANDY PUNCH MILKSHAKE

Chef’s Tip:
To scoop ice cream more easily, microwave on 30% power in 30-second increments until softened.

INGREDIENTS
Yield: 4 servings
1/2 cup brandy
2 tablespoons vanilla extract
1/4 cup milk
3 cups vanilla ice cream, slightly softened
Dash grated nutmeg
Cinnamon stick
*For the holidays, try eggnog ice cream instead of vanilla in this recipe!

DIRECTIONS
1. Place brandy, vanilla, milk and ice cream in blender; puree until smooth.
2. Pour into 4 glasses and garnish with a cinnamon and dash of nutmeg.
DIY KIT IDEAS

Hot Cocoa Kit
Cocoa mix, marshmallows, chocolate chips with logo mug or mason jar

SHAREABLE CELEBRATIONS.

• Dine-in or Takeout, you can offer unique dining experiences.
• Target the whole family, or offer “grown up” versions including alcohol or adult flavors.
• Make sure to include easy to follow instructions.
• These unique kits can create buzz on social media and get customers talking about your place!

Tuck a coupon in each kit good for future visits!
STEPS TO A SUCCESSFUL “PIE TO GO” PROGRAM.

• Choose three or four traditional favorites
• Offer customers the option of pre-baked, ready-to-serve, frozen or ready-to-bake.
• Create a holiday-themed display near your entrance and post pics on your social media.
• Offer free samples with large carryout orders - along with a pre-order form.
• Start marketing next week!

TIP:
Ready-to-bake pies outsell their pre-baked cousins more than 2:1
YOU ONLY GET ONE FIRST IMPRESSION.

- This “pie to go” may be your introduction to many potential customers.
- Assume that many pies will be presented as gifts or taken to special gatherings.
- Not only will the right packaging reflect your reputation – it will protect the goods!

DESSERT PACKAGING

Bakery Box, White, 10x10x5
Plastic Pie Wedge Container, Clear
Bakery Box, Window, 10x10x5
Bakery Box, Window, 10x10x2.5

Consider adding twine, or ribbon to package your to-go desserts to elevate and add festivity.

PACKAGED TO PERFECTION

64% of consumers say packaging quality is very important in the decision to purchase.

Source: Sara lee Frozen Bakery Tasteful Traditions Operator Guide.
CALENDAR CONTENT
• Promote events, time bound promotions, seasonal menus and launch dates.

CONVERSATIONAL CONTENT
• Increase engagement with polls to your customers. Ask what they’d like to see on your next holiday menu.

SING OUT!
• Let your current customers (and potential new ones) know everything you’re offering and invite them in!
Sunbelt Rentals

SUNBELT RENTALS LOCATIONS Wherever you operate throughout the U.S. and Canada, there’s a Sunbelt Rentals location nearby to deliver 24/7 emergency response and service capabilities.

AIR QUALITY SOLUTIONS AND SO MUCH MORE Sunbelt Rentals doesn’t merely offer a one-stop source for all your cooling needs. You can also leverage our expertise for an array of other equipment vital to the completion of your projects.

- Heaters
- Air Purifiers
- Remediation & Restoration
✓ Virtual Kitchen
✓ Outdoor & Patio Dining
✓ Raising the Bar
✓ Back to School
✓ Curbside & Takeout
✓ Kitchen-2-Kitchen
✓ Family Style Meals
✓ Grab and Go
✓ Indoor Dining
✓ The Holidays
✓ Cold Weather Solutions
Our Concierge Service available to any customer

- **Contactless Menus**, Pop Up Shop/Marketplace, and other restaurant marketing materials to ensure continuity
- Provide guidance on what you could be doing to promote your business
- **Social Media Consulting**
- **Server Training Consulting**
- Provide guidance and facilitate our iCare Partnerships available to our customers
  - Websites to facilitate Online ordering
  - Delivery
  - Gift cards, etc.

For Marketing Services Help:

**Call:** 1-800-380-6348 or

**Email:** info@syscomarketingservices.com

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Sysco Marketing Services will help you reimagine your business with the steps to boost your success!

As you evaluate your business and expanded services, it's important that you strategize your menu and marketing plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!

Our team of associates is available to assist you.

- Streamline your operation – smarter, faster, better!
- Rethink your business and expand your services
- Reconfigure your space and implement safety protocols
- Connect with service partners to setup a website, online ordering, and delivery services
- Understand your local, state, and federal guidelines
- Communicate with your customers
- Access helpful tools, such as Sysco Studio

Let’s partner to create your menus and marketing.

- Menus for dine-in, carryout, and delivery
- Marketing for expanded services
- Signage to promote safety and sanitation protocol
- Customer communication and social media messaging

For our Concierge Service, call 1-800-380-6348 or email info@syscomarketingservices.com