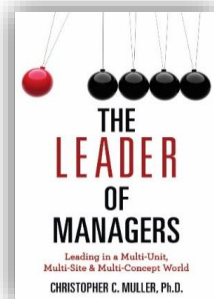


Common Sense Suggestions for a Restaurant's Response To COVID-19

*“To Rebuild Trust, You Can Only Reopen Once,
You Have To Get It Right The First Time!”*

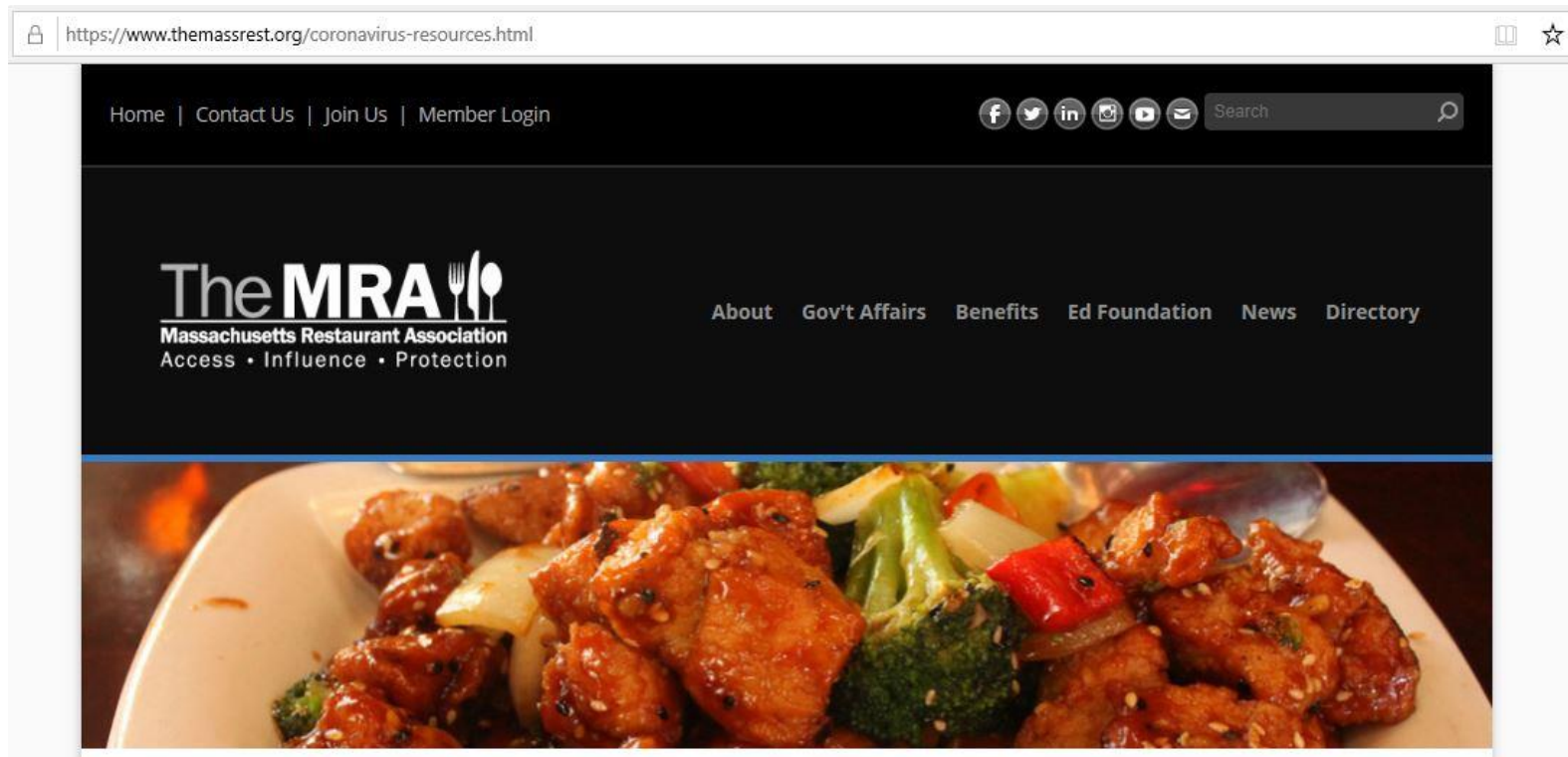
Christopher Muller, Ph.D.
Principal, Gastronomical Adventures Consulting



Green Shoots From Blackened Trunks



From Adversity Comes Renewal



MRA CORONAVIRUS (COVID-19) INFORMATION & RESOURCE PAGE

This section includes updated information and resources.
Check back often for updates as they happen.

Off Premise Best Practices

Employee Assistance

CARES ACT Relief

Webinars & Education

Carryout Massachusetts

Operational Advisory

MRA Common FAQ's

Re-opening Resources

<https://www.themassrest.org/coronavirus-resources.html>

MASSACHUSETTS RESTAURANT INDUSTRY RE-OPEN GUIDANCE

1. The Massachusetts Restaurant Promise reinforces our industries expertise in protecting our employees and guests. It reinforces the education training, certification and execution that has and will continue to build guest confidence in dining in restaurants. Click [here](#) to learn more.

2. NRA ServSafe Re-Opening Guidance is a comprehensive guide to offer you direction and provide a framework for best practices as you reopen. Click [here](#) for the NRA ServSafe Re-Open Guidance document.

ServSafe Reopening Guidance: COVID-19 Precautions aligns with the content provided in the COVID-19 Reopening Guidance document created by the National Restaurant Association, ServSafe, and subject matter experts.

Video topics include:

- Knowing COVID-19 symptoms and preventing its spread
- Recognizing actions to reduce risk to employees and guests
- Guidelines for face coverings, hand washing, and food handling
- Guidelines for cleaning, sanitizing, and disinfecting
- Physical and operational changes to maintain social distancing

click [here](#) to learn more.

3. Ecolab Resources

Expertise to help you prepare your restaurants, enable staff, and reassure guests:

[Return to Normal Operations Checklists](#): Recommendations at the restaurant level to help you make plans for resuming operations after a partial or full closure.

[Updated Cleaning Procedures](#): Expert procedures to ensure your locations are using the most up-to-date cleaning procedures for COVID-19.

[Top Considerations Post-COVID](#): Guidance to help identify gaps and provide direction as you navigate reopening and returning to fully operational

4. Employee Health Survey Template is a baseline COVID 19 questionnaire for your employees to complete before engaging in work for their scheduled shift. Click [here](#) for more info.

5. FoodCode-Pro COVID-19 Reopening Action Plan & Self Inspection

ensures that you are following Local Health Departments Inspections will allow for a much more seamless transition to on premise dining. The following COVID 19 Reopening Action Plan and Self Inspection is a detailed and educational tool to ensure you have hit all the key areas.

[Introduction](#)

[Registration](#)

[Access Reopen Plan](#)

[Start RAR Inspection](#)

6. The Role of Architecture in Fighting COVID-19

Mass Design Groups Research on Spatial Strategies for Restaurants in Response to COVID-19. The following design strategies guide restaurants in spatial literacy as they work towards reopening safely, viably, and vibrantly, and position restaurants at the heart of the public realm. Click [here](#) for more info.

PART 1

Preparing Now For When The Crisis is Gone



Starting The Plan to Re-open

1. Communicate *Now*
2. Communicate *Then*
3. Negotiate *Now*



1- Communicate *Now*

Use Multiple Platforms of Social Media

CEO Weekly Video Blog Updates
One For Staff
One For Guests (on website)



1- Communicate Now

Create Virtual Teams for Each Unit

Start the Reopen Process Plan
72-, 48-, 24-, 12-hour

Staffing Ramp-ups (25%, 50%, 75%)
Simplified Menus & Specials
Pre-fill Inventory Orders Done
Kitchen Production Schedules Made



1- Communicate Now

Create Zoom Chat & Social Groups to
Maintain Culture

FOH, BOH, Bar, Hosts, Asst. MGR

Sign On For A “Virtual” Zoom Office



2- Communicate *Then*

Review and Refresh All Customer Contact Lists

Email, Text, Instagram, Facebook, WhatsApp,
Twitter, WeChat, Constant Contact

Prepare and Coordinate Message Blast Releases
for 72-, 48-, 24-hours Before and Day Of



3- Negotiate Now

Renew, Refresh and *Run-Toward*
Your Banks, Investors, Landlords

Talk about Bridge Loans, Margin Calls,
Lines of Credit, Promissory Notes

Negotiate or Trade a Rent Holiday for a Share of
Future Earnings After Market Recovery





Restaurant Re-Opening Checklist

72 to 48 Hours Before Re-Open:

Notes

- ☐ Petty Cash on Hand / Debit Card with £1000
- ☐ Test All Computer Systems
- ☐ All Necessary Inspections Scheduled (Fire, Health, Building)
- ☐ Schedule Ramp Up Sheets
 - Check Employee Contact List
 - Staff Callbacks Made
- ☐ Opening Menu Designed (Opening Week, High Margin LTO Specials)
 - Kitchen Production Schedules Complete
- ☐ Refresh Staff Re-Training Packets
- ☐ Calls to Vendors to Prepare for Deliveries & Service Dates
 - Restart Gas, Pilot Lights, Clean Hood Ducts
 - Check Refrigeration Condensers and Bulk CO2 tanks
 - Beer, Wine, Spirits, Coffee, and Soft Beverage Vendors
 - Security System & Alarms Tested
 - Uniform & Linen Services
 - All Food Vendors
 - Pest Control Service
 - Waste & Grease Removal Services Started
 - Dish Machine Supplies
 - Payroll Service
- ☐ Clean All Glass, Dish, Silver and Small wares
- ☐ Set up "All Employee" meeting
- ☐ 72, 48, 24, 12- hour PR/Social Media Blasts in Place



PART 2
Rebuilding Trust:
Employees, Guests, Investors



Trust Building Priorities: Employees, Guests, Investors

- Our *Employees* Want to Return to Work in a **Safe** Place
- Our *Employees* Want to Create an Environment of **Hospitality**
- Our *Employees* Have a Strong, but **Cautious**, Desire to Serve

-
- Our *Guests* Want to Feel They Are **Safe** While in Our Care
 - Our *Guests* Want To Return to Experience our **Hospitality**
 - Our *Guests* Have a Strong, but **Cautious**, Desire to be Served

-
- Our *Investors* Want To **Support** Us as We Rebuild Trust



Trust Building Suggested Changes: Whole House

- **Create a “Brand Social Trust Inspection” protocol and score card**
(Match “A” Health Department Code with weekly scores)
 - **Posted “closed for deep cleaning” hours and days**
(move to a 6-day opening/operations schedule) or
(stop “continuous hours” with posted Lunch {11:00-2:00}
and Dinner Hours {5:00-10:00} with deep cleaning in between)
- **Identify both “Critical” team members and “Essential” team members**
(Create customized training programs for both teams)
 - **Post public list of cleaning routines:**
(Constant; 30-minute; 60-minute, 90-minute cycles)
 - **Create Safety Team Captains**
(1 for every 6 employees, with assigned area and task checklists)
- **All employees given daily screening (temperature and history)**



Operations Suggested Changes: Guest Centered

- **Guests given hand sanitizing wipes before service begins and at end of meal**
 - **Customer contact tracing forms signed at host stand**
 - **One-way traffic patterns for guest established**
(small zones/loops in large restaurant spaces)
- **Reservations or “Call Ahead/Next Available” table seating enforced**



Operations Suggested Changes: The Front of the House

- **Laundered uniforms issued to all DR staff,**
(jackets or shirts and aprons - preferably white)
- **All common use table condiments replaced with IPC**
(brought with meal)
- **One-way traffic patterns for servers established**
(small zones/loops in large restaurant spaces)
- **Reinforce Bar Service Distance Protocols & Training Spaces**
(Use 6 feet Back Bar to Customer distance service model)
- **Staffing levels for 30, 50, 70% occupancy posted for transparency**



Bartender's Mandatory Social Distance Service

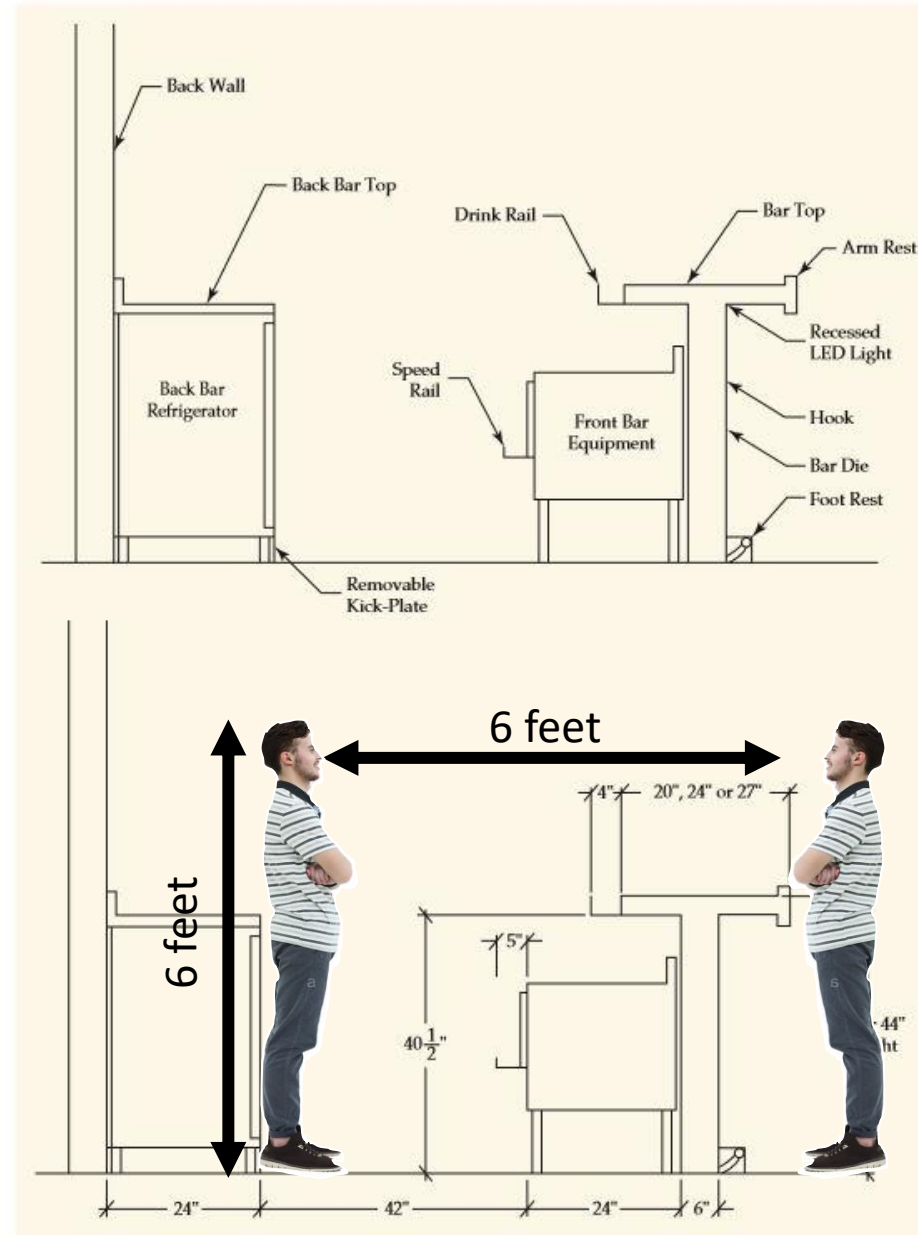


Figure 4 • Section Thru Bar
Galvin Design Group, Inc.



Operations Suggested Changes: The Back of the House

- **In addition to face masks require Kitchen Crew and direct food handlers to use face shields**
 - **Assign different colored vinyl gloves for different functions**
(e.g. clear for finished meal prep; black for stewards and sanitation team; purple for raw product breakdown; blue for cold prep; orange for hot cooking line)
- **Post hand cleaning protocols (FOH/BOH), with soft sound alarms in kitchen and DR every 30 minutes**
- **Reassign prep and line cooks to Take Out/Delivery or In-House Dining only**



PART 3

Innovative Equipment, Supplies & Design





Food industry anti-fog transparent smile plastic clear face mask for restaurant's feature:

1. Light, soft, flexible and comfortable
2. Without glass fibres
3. Highly breathable.
4. Nose bar adaptable
5. High filtration capacity
6. Perfect fitting



Hydrogen Peroxide Fogger for Hotel Room & Restaurant Disinfection



The image shows a Halo fogger machine, which is a tall, white, cylindrical unit with a black top section. The top section has a control panel with a digital display and several buttons. The machine is mounted on a single large wheel and has four small legs at the base. The background is a purple gradient with white wavy lines.

EPA Validated
WHOLE ROOM DISINFECTION

**Kills 99.9999% of *C. diff* spores;
Effective disinfectant for MRSA, Staph,
Norovirus, Influenza and more**

- Safe - non-hazardous 5% hydrogen peroxide-based formula; odor-free and safe for use with sensitive electronics
- Effective - aerosol reliably goes where sprays, wipes and UV light can't
- Affordable - low capital investment

<https://halosil.com/products/the-halo-disinfection-system/>



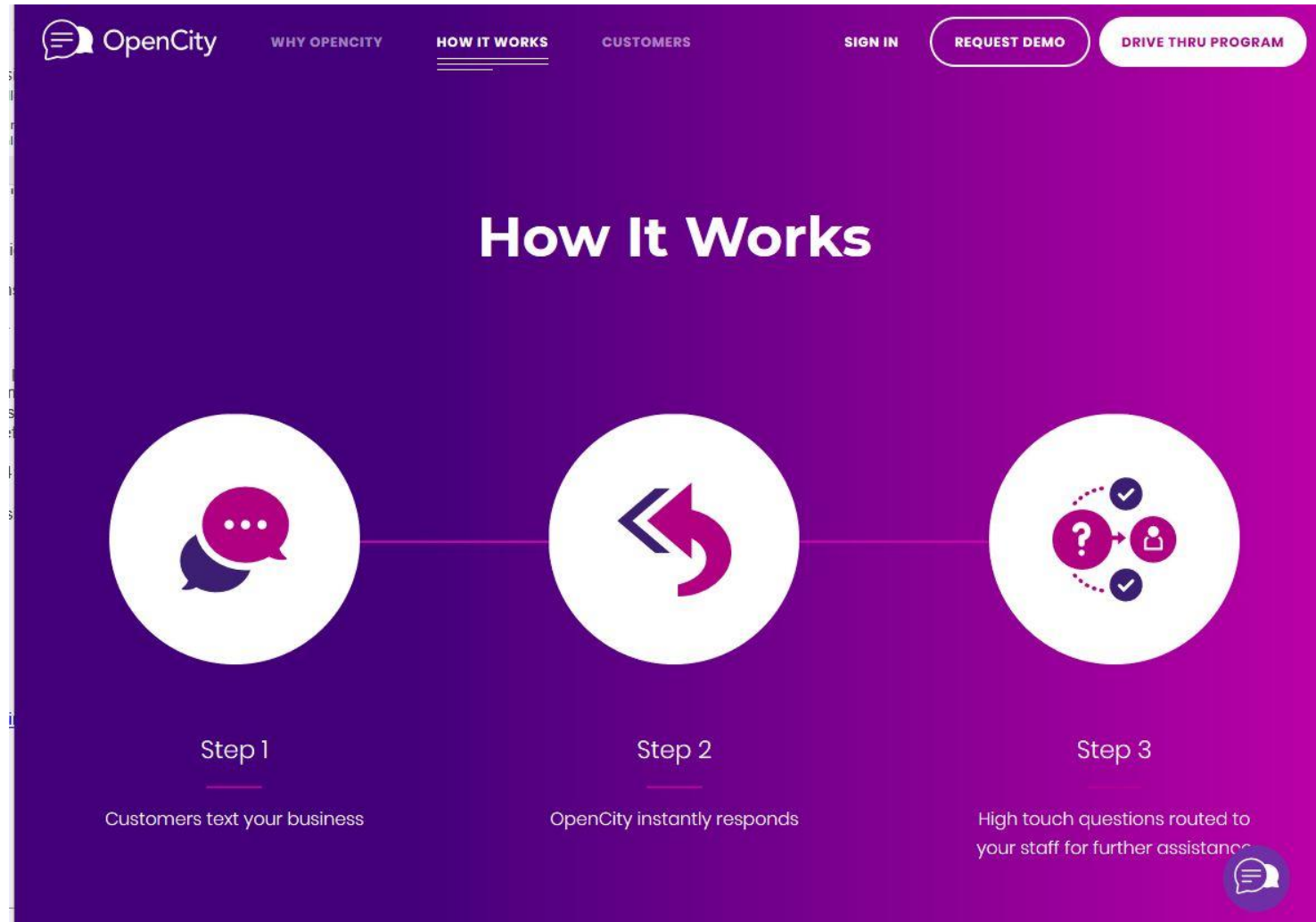
Innovative **Single-Use Latex-Free Nitrile Exam Gloves**



<https://www.mdsassociates.com/nitrile-exam-gloves>



Customer Communication Using AI



<https://bit.ly/2xuBu50>



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