WISCONSIN RESTAURANT ASSOCIATION

COVID-19 Crisis: Tips to help foodservice operators

For more information:

wirestaurant.org

608.270.9950

We’re In This Together

- Protecting your employees, making your customers feel safe and taking care of yourself is your number one priority.
- The Wisconsin Restaurant Association’s number one priority is to be here for you and to help you navigate through this unprecedented time. If your questions aren’t answered here, please contact a member of our Ask WRA Hotline Team at 608.270.9950.

WISCONSIN RESTAURANT ASSOCIATION

Helpful Tips & Resources for the COVID-19 Crisis

Wisconsin Governor Tony Evers Order: What this means for you

- Emergency order prohibits mass gatherings of 10 people or more in a single room or single confined or enclosed space at the same time.

- Restaurants may remain open for drive-thru pick up, curbside delivery, take-out and home/business delivery service:
  - No seating may be provided; food may not be consumed at the restaurant.
  - Restaurants must preserve social distancing of six feet between all individuals on the premise to the extent possible.
  - Cease self-service operations of salad bars, beverage stations and buffets; and
  - Prohibit customers from self-dispensing all unpackaged foods and beverages
    - This includes sodas, coffees, and condiments in pump dispensers are NOT allowed.
    - Grab & go chips and condiments in enclosed packages ARE allowed.

- NOTE: Local health departments have the authority to create stronger restrictions.

Further Clarification on the Governor's Order

CANNOT HAPPEN

- No one can sit at the bar to have a beverage while waiting for to go orders.
- No to go buffets or salad bars.

CAN HAPPEN

- Drive thru windows remain open.
- Counter service businesses can remain open so long as there are 10 or fewer customers inside at any one time and six feet of social distancing is adhered to. No consumption of food should be done on property. But please be aware that some counties are not allowing "on demand" ordering at counter service restaurants. Orders must be placed by phone or by app in those counties.
- Hotels and motels can remain open as long as their restaurant complies with these restrictions.
- Cafeterias for employees can remain open with six foot social distancing. Food must be "to go" and not consumed in cafeteria seating. And this CANNOT be a public cafeteria.
- 10 customers inside waiting for take out orders with six foot social distancing + staff. The "10" does not INCLUDE staff.
- Local health departments have the authority to create stronger restrictions.

Provide the following directly to customers

Remove the self-select options for customers and instead provide these with the customers takeout bag:

- Straws*
- Napkins
- Cutlery*
- Fountain beverages

*Must be wrapped to prevent cross contamination

Customers can select

There are some things that can remain out and self-selected by the customer for take-out, like:

- Pre-packaged, closed items like chips
- Cans or bottles of soda, water, etc.

Take-Out Tips

Social Distancing	Put an "X" on the floor with tape or in some other way to help customers now where the 6 foot social distance space is when waiting in line
No Chairs	Eliminate chairs for seating
Wait Outside	Have customers wait outside—still six feet apart
Text	Have customers wait in their cars and text them when their order is ready

Things to Think About if New to Delivery and Takeout

- INSURANCE: The Office of the Commissioner of Insurance has removed insurance barriers that may prevent a restaurant from delivering. Delivery drivers are now covered under their personal auto policy. However, it is strongly suggested each driver inform their insurance carrier that they are now using their auto for deliveries.

  OCI has also ordered all insurers who provide commercial general liability coverage to a restaurant to extend at no charge (approximate $5,000 savings) a rider or stand-alone policy for “hired and non-owned auto coverage”. It is suggested that you contact your broker to extend this required coverage. This is effective as of March 17, 2020 and shall remain in effect until the public health emergency order is lifted, in whole or in part, to permit restaurants to resume normal operations.

- MENU: Include food choices that can be transported safely and easily. If you are a fine dining business and want to move to this model to keep some revenue coming in, you should consider creating new menu items and modified menu items so you can charge a lower price point. People getting delivery or takeout will most likely not spend $50+/diner.

- PACKAGING: It must maintain the quality and integrity of your restaurant’s food. Containers should be durable to prevent leaking and resist breaking. Food items and utensils should be correctly packed and stacked in bags or boxes.

Things to Think About if New to Delivery and Takeout

- TAKEOUT AREA: Make sure to keep social distancing in mind. You can have 10 or fewer customers in your business at one time.

- FOOD SAFETY: Hold food at safe temperatures until the customer picks it up. Keep hot foods separate from cold ones. Food MUST be held at proper temperatures during transport as well. Cold food at 41 or below and hot food at 135 or above.

- FUTURE MARKETING: Keep track of all contact information for customers who order online and by phone and mobile device. Maintain a contact database and market directly to those existing customers. Tailor offers and promotions to their habits and preferences.

Educate your customers on delivery options

- If you self deliver, make this clear to your customers. They may not realize that by ordering through a third party delivery company you are having to pay a high commission to another company.

  Now more than ever people are concerned about helping those in their own community.

Can you sell alcohol to people with curbside pick-up and to go orders?

- **Curbside Delivery:**
  Yes and no. It depends on how your municipality defines your premise. If your parking lot is included in the premise on your liquor license, then you can bring out the beer or wine to them. To get your answer, reach out to your municipality.

- **To Go Orders Picked Up Inside:**
  Yes, if you already have the proper liquor license!

- **Delivery:**
  Unfortunately not at this time. WRA is advocating for this option, though!

If you're a "yes" on curbside or to go alcohol, here's more you should know:

Class B Licensees - those with both a beer license and a liquor (wine & spirit) license **can:**

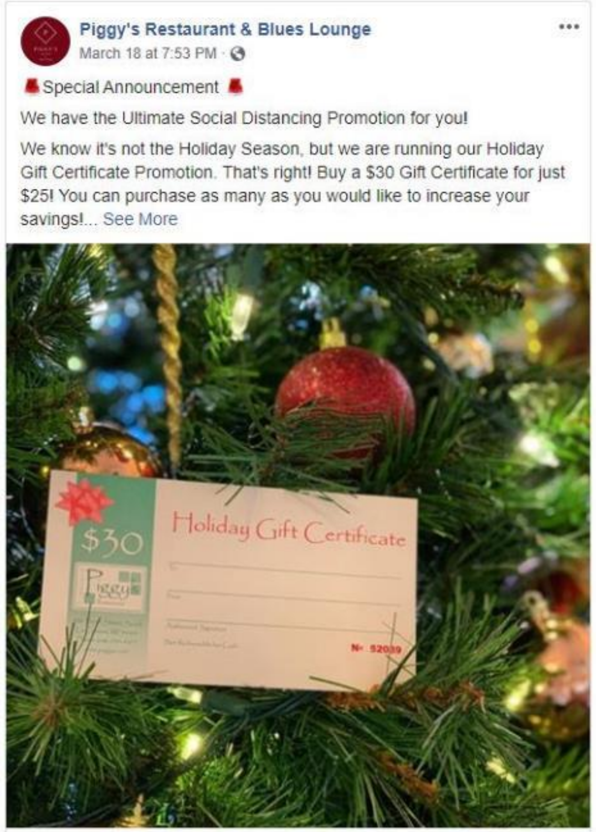
- Sell beer (including spiked seltzer) and wine in original packaging (bottles and cans/cases)
- Sell a growler of beer to be consumed off premise
- If allowed by the municipality, sell spirits by the bottle and canned/bottled cocktails (purchased premade from the distributor)

Class B Licensees **cannot**:

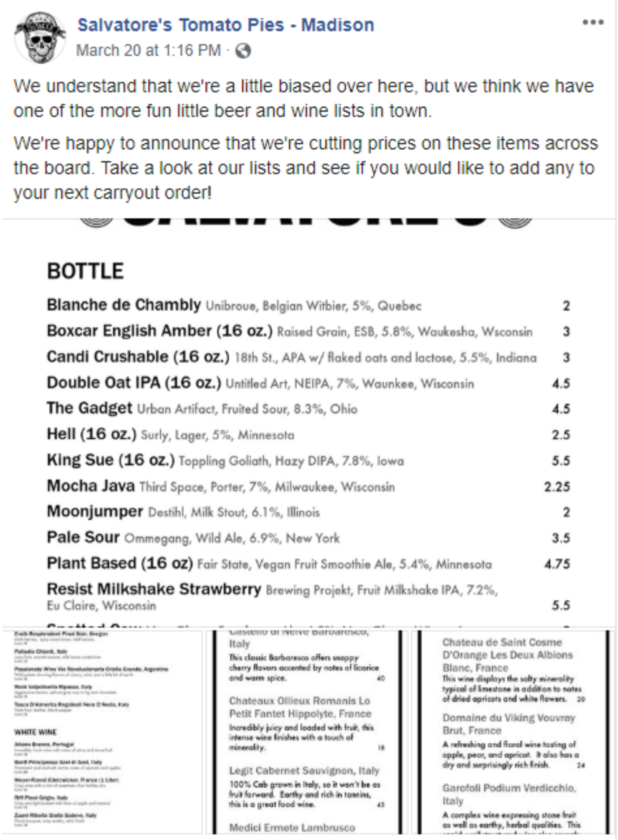
- Sell any batched cocktail in a growler for off premise use
- Sell individual cocktails/shots for off premise use
- Serve any type of cocktail while people are waiting for their take out orders

If you're open for business, marketing is critical

- Email outreach and regular and purposeful social media posts are important. Engage your regulars!
  - Pictures and graphics within your social posts are REALLY important to grab the person's eye
  - Make sure your most loyal customers know that you're still open for take-out or delivery and are following CDC guidelines.
  - Market your restaurant as a safe place to get food from. And make sure that they know that you care about them.
  - Messages in the news can be confusing; let customers know how you're still open for business!



Examples of good social media posts and creative business ideas



If your business is licensed to sell alcohol, take advantage of promoting and selling this legally…many customers may not know buying alcohol is an option (See page 11 for what's legal and what's not)

Sell Merch

- This is a great time to promote revenue options other than your great food.

- Do you sell pizza sauce? Bottled dressing? T-shirts? Beer glasses?

- Take a quick video with your phone or snap a pic and post it to your social channels.

- You'll be surprised at how your followers from far away are willing to pay shipping to have merch sent to them.

Third Coast Provisions
23 hrs ·

We've made our gift cards available for purchase online for those that want to support us this way. If you needed another reason to purchase a gift card, the restaurant is donating a portion of gift card purchases to the employee who you name on your order form. Purchasing a gift card from us, or any other restaurant is a fantastic way to pay it forward in these times where we can't do what we really want to do: serve you food!
Our gift cards can be found on our website. We really appreciate all your help right now, and we can't wait to be able to open up again and show you how much your support means to us!

becket's
March 18 at 2:21 PM ·

Friends!

we realize there are all of the sudden lots of things in the world that are harder to get than they were yesterday (i promise you, we will not talk about TP here 😉)

here's something we can make a whole bunch easier for you!!!

now available with call-in carry out ONLY

$10 bottles of wine...

(just let us know on the phone if you'd like red or white...current selections below...payment via credit card over phone...and we'll check your ID at curbside pickup ...it's a call when you're here thing) (menu @ wwwbecketsrestaurant.com 920-230-3333 to order)

#TenDollarWine #CarryOutWine

Some other social post suggestions

- If we can't dine in, let's dine out! Place a pickup or delivery order with us today.
- You don’t have to give up your favorite meals to social distance! Join us for carry out. You order, and we’ll cook!

Ideas to Help Drive More Business

- Promote contactless doorstep drop-off delivery
  - Send a text after you’ve dropped the order off

- Offer free delivery service

- Help your customers start to make plans for a return to normal by selling gift cards for future dining. This could boost your revenue right now when you may really need it.

  Some places are offering a discount; $25 gift card for $20 with a promo code.

  If you don’t currently offer gift cards, you can still sell gift vouchers. Safeguard yourself though against counterfeiting.

  Market this as a community-minded purchase for customers who want to help your restaurant survive this crisis.

Ideas for Business Modifications

- If you are going to only offer dinner service for pick up, consider having orders called in by 2 pm for same day pickup.

- Modify your operation to work with reduced labor and keep your ingredients/inventory to a minimum.
  - Look at which menu items you can temporarily eliminate (those ordered less frequently) and which meals your most loyal guests tend to prefer. Customers wanting to get restaurant meals will just appreciate having an option rather than having to cook and won't be bothered by a limited menu. And this will help you control costs and reduce waste.

Your Team

- Provide gloves for your team, especially if they handle cash.
- Ask your staff to maintain social distancing of 6’ from customers and other team members.
- Provide tissues and no-touch disposal receptacles for use by employees.
- Instruct employees to clean their hands often with an alcohol-based hand sanitizer that contains at least 60-95% alcohol, or wash their hands with soap and water for at least 20 seconds. Soap and water should be used preferentially if hands are visibly dirty. If handling food, you must use a Food Code compliant sanitizer.
- If you have an employee that feels ill in any way, they must stay home.
  - If an employee needs to quarantine, we recommend a temporary layoff for that person. That employee can then collect unemployment.
- If your staff feels uncomfortable working right now, you should respect their concern. This is a unique time for all.

COVID-19 Scenarios & Wisconsin Unemployment Benefits Available

Question 1: Will workers qualify for unemployment benefits if the coronavirus (COVID-19) causes an employer to shut down operations?
Answer: Wisconsin unemployment benefits are available to individuals who are unemployed through no fault of their own. If an employer must shut down operations and no work is available, individuals may be eligible for unemployment benefits if they meet the monetary criteria and the weekly eligibility criteria.

Question 2: If an employer lays off employees due to the loss of production caused by the coronavirus, will the employees be eligible for unemployment insurance benefits?
Answer: Wisconsin unemployment benefits are available to any individual who is unemployed through no fault of his/her own. If an employer must lay off employees due to the loss of production caused by the coronavirus, individuals may be eligible for unemployment benefits if they meet the monetary criteria and the weekly eligibility criteria.

Question 3: If an employee receives unemployment benefits as a result of a coronavirus-related business shutdown, will the employer's unemployment taxes increase?
Answer: Unemployment benefits are proportionately charged to each employer based on weeks worked and wages earned in each individual's base period. Contributory employers could see an increase in their tax rate, which would result in higher taxes. Reimbursable employers would be charged dollar for dollar for benefits paid, which could result in higher than expected unemployment costs.

Question 4: If an employee receives unemployment benefits as a result of a coronavirus-related business shutdown, can the benefits be charged to the fund's balancing account?
Answer: No, Wisconsin law does not allow that.

More information available at:
Dwd.Wisconsin.gov/covid19

COVID-19 Scenarios & Wisconsin Unemployment Benefits Available

Question 5: If an employee imposes a self-quarantine because of the coronavirus, will they be eligible for unemployment benefits?
Answer: In most cases, no. Unemployment benefits are available to individuals who are totally or partially unemployed due to no fault of their own. In this example, the individual—not the employer—is choosing not to work and, therefore, would be ineligible. However, the facts of each circumstance are important. If the employer allowed this individual to telework, they would not qualify for benefits because they would not be unemployed. If the employer required the individual to stay home but did not offer telework, the individual might be eligible for benefits if they met the monetary and weekly eligibility criteria.

Question 6: If an employee is in mandatory quarantine because of suspicion of having the coronavirus, will they be eligible for unemployment benefits?
Answer: They might meet the initial eligibility criteria but not the ongoing federal eligibility criteria, which require them to be able to work, available for work, and actively seeking suitable work.

Question 7: If an employee is ill because of the coronavirus and unable to work, will they be eligible for unemployment benefits?
Answer: No. The federal requirements mandate that claimants be able to work, available for work, and actively seeking suitable work. If someone is ill, they would not meet these criteria.

COVID-19 Scenarios & Wisconsin Unemployment Benefits Available

Question 8: Is the coronavirus considered a disaster, and can I receive Disaster Unemployment Assistance?
Answer: If the president of the United States declares the coronavirus a national disaster, if individuals experience a loss of work in Wisconsin as a result, and if the individual is not eligible for regular unemployment benefits, they may be eligible for Disaster Unemployment Assistance.

Question 9: What happens if the school I work at shuts down for coronavirus. Will I be eligible?
Answer: If this closure is not during a customary break period, or extends longer than the customary break period, individuals may be eligible for unemployment benefits if they meet the monetary and weekly eligibility criteria.

Question 10: I am required to attend a re-employment services session. I don't want to go to a public location until the coronavirus has run its course. What will happen if I miss my session?
Answer: If you fail to attend your mandatory session, you will be denied unemployment benefits unless it is determined you had good cause for missing the session.

How to Prepare Your Staff for Filing for Unemployment

- You should provide a separation notice. The notice should state the date employment ended and the reason for the separation.
    - Eligibility for unemployment benefits is not automatic.

- Their work history for the last 18 months:
    - Employers' business name
    - Employers' addresses (including zip code)
    - Employers' phone number
    - First and last dates of work
    - Reason no longer working with employer (separation notice)

- If **not** a U.S. citizen, your alien registration number, document number and expiration date

Business Insurance: What’s covered, what’s not

- **Will insurance cover my business losses from state/city closures?**
  No. Business interruption claims are typically from a physical act and require physical damage to occur.

- **What will insurance cover in regards to COVID-19?**
  If workers were exposed at their place of employment, there may be a case for a worker’s compensation claim, but the facts and circumstances to prove where this happened would need to be provided.

  If a guest tried to sue for the negligence of remaining open knowing the risk, your insurance would also most likely cover this.

  Employment practice liability protects businesses from alleged origin or medical status discrimination. If an employee alleges they were let go because they had coronavirus, your EPL policy may be able to provide necessary coverage.

- **We recommend you reach out to your insurance company to better understand your policy.**

Financial Options: SBA Disaster Loan Assistance

- Wisconsin businesses can now apply for Economic Injury Disaster Loans of up to $2 million per business. Wisconsin's access to SBA Economic Injury Disaster Loan assistance was unlocked on March 20th.
- Click here to apply. Keep in mind, the website is experiencing high volume due to large demand.
- **Here's a list of things you will need to apply for a loan.**
  - Tax Information Authorization **(IRS Form 4506T)** for the applicant, principals and affiliates.
  - Complete copies of the most recent Federal Income Tax Return.
  - Schedule of Liabilities **(SBA Form 2202).**
  - Personal Financial Statement **(SBA Form 413)**.
  - Profit and loss statements
  - Monthly sales figures **(SBA Form 1368)**
- For more on SBA programs for the coronavirus, please visit **www.sba.gov/coronavirus**.

Financial Options: Heartland Capital Loan

- Small businesses can have access to loans up to $5 million and access a line of credit up to $500 thousand.
- What will be needed to apply:
  - Currently open for business (can be down to just one worker with take out)
  - In business three years
  - Can provide three consecutive bank statements
  - Have a credit score of 550 or higher
- You do not need to be a current Heartland customer to apply.
- For additional information **click here** or email Tony Jalan directly at **tony.jalan@e-hps.com** or Sarah Bauer at **sarah.bauer@heartland.us**.

Financial Options: Families First Coronavirus Response Act Payment and Payment Recovery

- Families First Coronavirus Response Act (FFCRA) was signed into law by the President recently. Click here for more info.
- What sources are available to me to help recover some costs?
  Below is a link that provides information on how small and midsize employers can begin taking advantage of two new refundable payroll tax credits designed to immediately and fully reimburse them, dollar-for-dollar, for the cost of providing Coronavirus-related leave to their employees. Click here for more info.

Financial Options: WEDC

- The Wisconsin Economic Development Corporation plans to have more loan and grant options available.
- Check their website for updates at www.wedc.org

Closing Down Procedures

If you've decided that temporarily closing down your business is the best thing to do right now, consider the following checklist

- Remove all trash from the building and cancel dumpster pickups.
- Take pourers off and tightly wrap open bottle tops of liquor in saran.
- Leave all exhaust fans running - In the unlikely event of a gas leak or pilot goes out during the closing, the fans will help to exhaust any hazardous gas from the building.
- Turn off any autopayment processes.
- Cancel any scheduled deliveries or monthly services. Examples would include:
  - Food deliveries
  - Knife sharpening
  - Beer line cleaning
  - Soda delivery
  - Linen
  - Cable/Direct TV
  - Music service

Closing Down Procedures [Continued]

- Close out your month end procedures
- Alert your payroll company as to the layoffs and changes in payroll hourly and salary
- Alert your Health Insurance Company to the layoffs and the elimination of benefits
- Set up restaurant phone to be forwarded
- Give perishable food to employees
- Lock up all alcohol
- Clean/blowout beer lines

Closing Down Procedures [Continued]

- Take your thermostats to the high 50’s to save on electricity, without turning the system off completely
- Set any tankless water heaters to the “OFF” position. Turn off gas to each unit
- Turn off water circulator pump
- Turn off all gas to kitchen equipment
- Ensure all kitchen equipment knobs are set to the “OFF” position
- Empty all refrigerators, unplug and leave doors open
- Ensure all lights are off in walk-ins, kitchen, dining room, office
- All trash removed from building including office trash cans. Re-line all cans to keep fruit fly activity down
- Turn off any entertainment electronics
- Ensure all doors are locked

Contact us if you need ANYTHING
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