



Ready Your Restaurant and Staff for Reopening



Madelyn Alfano
President

Maria's Italian Kitchen



Jacques Spitzer
CEO

Rain Drop Marketing



Scott Blanchard
President

The Ken Blanchard
Companies



Managing Your Restaurants, the New Normal, Get Ready to Open for Dine In

***From Eat, Drink, Smile
to
Safety, Sanitize, Sell, and Smile***



Multiple Locations: Merge or Purge

Strategy: Temporary Shutdown or Permanent Close?

- Sales
- Cost of Lease
- Employees
- Proximity to other locations
- Closing Procedure Checklist- Greg McNally

Staying Open:

- Update your locations: Perception is Key
- Clean Restrooms- Paint



Realign Staff Roles & Responsibilities

Cross Train

- Servers to Cashiers/Drivers
- GM and Managers: Shared Responsibilities
- Shift Leaders: Top Employees trained to run shifts

Morale

- Cheerleader, Visionary, Captain of the Ship
- Tip Share- All Employees
- Spotlight Employee-recognizing Team Members



Realign Staff Roles & Responsibilities

Delivery Drivers

- In House or Outsourced
- Pros and Cons

In House

Pros: Control, Standards, Food handler/Food Safety, understand Culture, Driving Record, Insurance, cover with Umbrella Liability Policy, and won't eat the food out of the bag

Cons: Liability for accidents, overtime, mileage, payroll costs

Outsourced

Pros: On Call, no mileage or payroll costs,

Cons: No Control, Sanitation, Food Safety, and may eat the food out of the bag, no connection/loyalty to our company and customers



The Maria's 4 C's

Clear, Constant, Consistent, Communication

From Weekly to Daily "What's Cooking at Maria's"
Who, What, Where, and Why

Updates: We must be nimble, changes daily

- Sales and Labor: Forecasting
- Safety, Sanitation and Signage



Masks are required for service.
Please wear a mask when
approaching the door or coming
inside Maria's Italian Kitchen!

Thank you for helping
keep everyone safe!

5/7/2020



Employee Arrival Checklist

- Wearing mask before entering
- Wash hands
- Gloves on
- Temperature checked
- SMILE! • Yes we can! • My Pleasure





Technology

No Contact Payments

WHAT: Mobile Pay New technology FOR transaction less payments. **WHEN:** within next 4 weeks;

HOW: to Prepare effective immediately;
You Must ask EVERY GUEST for their : phone number, first name and last name This is for ALL orders, call ins, walk-ins, etc.

WHY: The new Mobile Pay platform NEEDS the Cell phone to TEXT the Check to Guest. They click add tip send and it is sent back to your POS... Easy Peasy.

Online: Order ahead for Dine In

Reservations: Call ahead for Dine In



Connect

Bank:

1. First have a conversation with your banker and explain your current situation
2. Request a loan deferral (each bank works different)
3. It is important that you read the material and fill out all information
4. Transparency and fluid communication with your bank
5. Have formal systems in place: accounting & record keeping, payroll, taxes, and lawyers

Vendors:

- Call all your Vendors and set up payment plans.
- Send a letter with your checks explaining circumstances.
- Look closely at ALL Costs
- Cut unnecessary expenses, do an Inventory

Partners: Insurance Agents, POS Systems, Accounting

- Reach out for their help and guidance
- JOIN THE CRA

Marketing and Re-Opening

May 7th, 2020



You need to
evolve...

But what should
you prioritize?

What You Offer

What am I saying “yes” to?

How can I affordably feed my family to-go?

How can you make special moments to-go?

How You Speak to People

It is not “business as usual” - How are you making their lives better?

Ways to Reach Guests

How will you get creative?

What You Offer

- What am I saying “yes” to?
- Provide multi-course options
- Provide affordable family options
- Focus on higher margin menu items
- People still have birthdays and anniversaries - How can you make special moments to-go?



Family Meal Feeds 4 people \$39
Add a bottle of wine and make \$49

5/4/20

1st course

choice of:

- Bruschetta
- Fattore salad
- Minestrone
- Lentil soup

2nd course

choice of:

- Marinara sauce
- Pesto Sauce
- Amatriciana
- Boscaiola
- Bolognese
- Eggplant parmigiana
- Lasagna

Add 4 meatballs to any order for \$8

3rd course

choice of:

- Chicken “Milanese”
- 2 pizzas of your choice

How You Speak to People

It is not “business as usual”...

How are you making their lives better?

- Focus on the ease of ordering and contactless options
- Less cooking this week (A meal for now and a meal for later special)
- Provide added value - perceived generosity in hard times goes a long way

Ways to Reach Guests

How will you get creative?

- Facebook/Instagram ads targeted in your city radius promoting special occasion offers
- Email marketing to your list (or start prioritizing now)
- Lead capture ads for emails (special offer for sign up)
- Interact within local Facebook groups with unique offers (military, schools, etc)

Contact Information and COVID-19 Resources

COVID-19 Websites and resources:

California Restaurant Association:

<https://www.calrest.org/coronavirus-resources>

Zaller Law Group: <https://www.zallerlaw.com/>

Panelist Contact Information:

Jacques Spitzer

Raindrop Marketing

spitzer@raindropmarketing.com

Scott Blanchard

Ken Blanchard Companies

webinars@kenblanchard.com

Anthony Zaller

Zaller Law Group

azaller@zallerlaw.com

California Restaurant Association Helpline

helpline@calrest.org

800.765.4842 ext. 2743