

Webinar Q&A - Rebooting Hospitality, partnered with American Culinary Federation and Rocky Mountain Food Partners.

**1. We see UV lights and foggers appearing in conversations, what do we need to know?**

A great multipart question that is critical to ensure employee and customer safety are practiced. Foggers or Electrostatic devices are powerful tools that require education on training on chemicals, e.g., chemical concentration, application. We must know the concentration and the required contact time for this practice to be effective.

Another powerful tool that requires education and robust training are UV lights. OSHA shares content on UV light - *"Ultraviolet radiation (UV) is particularly hazardous because there are usually no immediate symptoms of excessive exposure. Sources of UV radiation include the sun, black lights, welding arcs, and UV lasers."*

Before you have the urge to implement anything in your operation, please research the science to know what generates valid or invalid data.

**2. If we have HACCP plans in place for "variances," what can we do?**

ABC - Always Be Compliant. Document everything, validate the approved HACCP plans, and continuously verify the Food Safety Management Systems.

**3. How is the casino's planning to address social distance? Are they going to reboot?**

Each business appears to be planning to address social distancing according to guidance published, and we have elected officials who are encouraging gaming/hospitality associations to follow mandates. This is not "copy and paste" from the business neighbor or what we find online - this is the opportunity to work through this with science education and training to apply what makes (common) sense for our operations.

**4. What could we do through a mobile device?**

Check out this video on how - [Utilizing Online Platforms to Build Your Food Industry Business](#)

**5. How are foodservice distributors going to prevent price gouging and what can operators do to save money in this area?**

Distributors will be using their purchasing power to keep the manufactures in check and lock in a contract for large amounts of commonly used products. Most distributors have 15,000 – 20,000 different products in their warehouse and managing each of those different products is a very complicated process. Once a purchase order is placed from a distributor to a manufacture the idea is to fill up the truck #40,000 or in cubic feet to lower shipping costs with the idea of ordering enough product to load the warehouse for at least 2 weeks and will take up to 2 weeks to arrive from the manufacture this practice will lower the shipping cost of each individual case. The distributor will also use that same truck coming for a particular purchase order for as many different products from the vendor to drive down shipping costs. Each time a distributors delivery truck stops when delivering to a restaurants or hotel it costs money. Operators / restaurants can eliminate a delivery day and that will eliminate cost for the distributor which will in turn drive overall operational costs down which will result in better pricing for the restaurant. Also restaurateurs should be in tune with the market value of the products that they are using, educating themselves on the market reports for commodity products and the farmers report. Purchasing and placing on the menu seasonal items while cross utilizing products within their menu is a best practice for saving money. Being creative with commodity products and investing in skilled labor will result in a lower food cost. Based on the restaurants business model, equipment and culinary skill set the restaurant might need to use patricianly pre-fabricated products which generally cost more than raw products in which case the restaurant will need to move the budgeted cost from labor to food. Lastly distributors do not want and should not raise their margins for any reason at all, the market drives pricing and the sales person has to comply with the company's policies which are highly regulated and continuously scrutinized. Location drive pricing as well, based on the distributors warehouse that particular warehouse might have a lower shipping cost then another in a different location. A truck from Little Rock Arkansas from Tyson will cost less to deliver to St. Louis, Missouri than it would be to deliver to Miami, Florida because there is less distance to travel. On the other hand the oranges from middle of Florida going to Miami as opposed to St. Louis, Missouri would be visa versa. In America we have gotten used to having anything we want at all times. There is a cost to that and it must be spread across all the cases sold.

## **6. What could the flow of service look like for bars or table-side experiences?**

In the blueprint (links below) are several scenarios regarding FOH and bar service and other functions of service in our establishments:

- <https://restaurant.org/Manage-My-Restaurant/Business-Operations/preparedness/Restaurant-Industry-Blueprint-for-Recovery>
- [Take Out Beverage Guide - https://drive.google.com/file/d/1do8aoJrREPl8osX33-94GXMZv\\_RmiWf/view?usp=sharing](https://drive.google.com/file/d/1do8aoJrREPl8osX33-94GXMZv_RmiWf/view?usp=sharing)
- [US Foods Restaurant Reopening Blueprint - https://drive.google.com/file/d/1D\\_rMYwJb\\_Lvr9Afm\\_VJ1Qky6SYeuJVmG/view?usp=sharing](https://drive.google.com/file/d/1D_rMYwJb_Lvr9Afm_VJ1Qky6SYeuJVmG/view?usp=sharing)

**7. Knowing so much depends on communication are there some specifics that we should be doing to educate our teams on guest interactions to generate the most hospitable experiences?**

Creating a hospitable guest experience takes lots but maybe it doesn't take much at all. Sharing a smile, acting cordial, being friendly, caring and showing empathy might be all it really takes. Below is a favorite book of mine that I reference for service lessons written by Charlie Trotter named Lessons in Excellence and one of my all time favorites the story of Jonny the Bagger. Always be asking yourself how does my brand, my food, my hospitality show up in my establishment. All it really takes a caring and trying and having standards. Every table every guest will receive the following A, B, C, points and put that on a timeline such as within 90 seconds of being seated they have menus and the waiter has made first contact with a smile and welcome. Thank every guest for coming and saying see you again soon. Asking how was your experience and taking that feedback and implementing it into the SOP's of your establishment. During Covid-19 and the reality of an infectious disease all around us it is necessary more now than every to communicate to the staff on the safety protocols of your restaurant and to communicate to your patrons through signage and other ways like reminders on the text for the reservations for small things like please wear your mask if using the restroom and please be cognizant of others concerns. We are safe so you can be safe. QR codes for menus and communications like videos would also be a great way to train staff and set expectations for your patrons. Expand Share is a platform designed just for training restaurant staff and that too is a great way to have ongoing training for service and safety in the CV19 age we are operating in.

- <https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbnxjb29rYm9va3JlY2lwZXM4ODhwZGZ8Z3g6MjQ5ZTg1MTIzOGMzOGE0Yg>
- [https://www.walkthetalk.com/media/sneak\\_a\\_peek/lookinside/simple\\_truths\\_of\\_service\\_01.pdf](https://www.walkthetalk.com/media/sneak_a_peek/lookinside/simple_truths_of_service_01.pdf)

- <https://www.expandshare.com/restaurants>

## **8. What should we know about cocktails to-go?**

Colorado Restaurant Association links to website and cocktails to go, also attached are some ideas for alcohol to-go packaging.

- <https://multimedia.getresponse.com/getresponse-BNcmV/documents/d3e109f1-4313-43a0-bc97-116fbc32c814.pdf>
- [https://mcusercontent.com/13948cac38925ffaf6cd01e2a/files/b697d2c1-d57a-40f7-9d6b-26451966f072/2020a\\_213\\_01.pdf](https://mcusercontent.com/13948cac38925ffaf6cd01e2a/files/b697d2c1-d57a-40f7-9d6b-26451966f072/2020a_213_01.pdf)
- <https://corerestaurant.org/resources/covid-19-reopening-resources>

## **9. How can restaurants gain the confidence of their patrons that they are practicing safety and sanitation?**

When in the restaurant talk about safety and sanitation in less than 10 seconds with each of your patrons, have signage talking about the restaurants safety and sanitation SOP's and put a safety sanitation mission statement on the menu and the guest check. Create several videos and post them frequently on social media and the website of your establishment that are short and sweet. This will give you an opportunity to get in front of your patrons and tell the story of your safety protocols and sanitation practices prior to them even entering or choosing to dine with you. Talk about your safety protocols and sanitation SOP's show videos or compilations of staff cleaning and patrons giving testimony of the cleanliness of the restaurant and how they feel about it. Gaining confidence is tough and it needs to be drilled in, multiple brand impressions multiple messages saying the same thing drilling and drilling in the message of safety and sanitation are of utmost importance and safety is the number 1 concern at your establishment. Again I would encourage the Expand Share restaurant training online platform for all establishments. Below are 3 links, the first is the Texas restaurant promise that spells out in detail a pack that the restaurant is making and that they are asking their patrons to make as well, the other 2 links are commercials by large food companies that tell the safety story very well in less than 30 seconds. These are all 3 very good examples of what restaurants can do gain the confidence of their patrons in regards to their safety and sanitation practices.

- <https://www.txrestaurant.org/sites/default/files/Texas%20Restaurant%20Promise%20%26%20Supporting%20Guidance%20-%20updated%205.18.20.pdf>
- [https://youtu.be/Tr4\\_jlJbPdQ](https://youtu.be/Tr4_jlJbPdQ)

- <https://youtu.be/Yi8O9NFZnYk>

## **10. How should we educate the customers about our adjustments?**

The over arching question in eating out is the level of confidence a potential guest has in food & service safety.

- That piece I sent you on chick Fil A is simple messaging and just as sophisticated as any full service restaurant could deliver
  - <https://apple.news/AGjjgSCEBQPm7z2vTrOA60Q>
- The other translatable message is intentionally downsizing an operations menu. A smaller offering is easier to manage and control.
  - For a highly talented chef and trained staff, that may sound boring and non innovative. Maybe not
  - 1 daily special
  - new menu every week with built in ways for guests to make requests and suggestions
  - seasonal decorating in the dining rooms and changes to menu motifs for a different experience
  - offer a three or four course special mid week to balance out that Friday Saturday business

All of these can keep interest high, confidence strong and potential guests interested in coming back weekly.

- There are always menu messaging that tells the improvement stories. But people are already expecting to see those and not even read them
- Adding a QR code to any menu or web menu that interview front & back house staffers makes the messaging personal and memorable; and it's a little entertaining.
- A smiling happy worker messaging this is a safe healthy place to be is the ultimate confidence booster for fellow workers and diners.

## **11. What is the moving horizon for the hospitality industries through COVID-19?**

The hospitality industry's moving target requires us to look at this from different perspectives. We, each individually, have our horizon and may share similar

trajectories. Before any peaceful protests and as they continue, we have set the horizons based on what is requested. Let's focus on the path with multiple cross-connection flights. The first destination - what are the requests from our guests that we can fulfill or have already been fulfilling? Based on Control Point's survey, customers are sharing similar - "Trust will be regained from visual proof that operations have standards of excellence for health, hygiene, and wellness." Please take advantage of the data you each generate, interpret it, and share the news! As operators, higher profits require fine-tuning of the other parts of the business before anyone starts chasing dollars. What do you lose from fine-tuning food safety to revive guest trust for their safety and your team's safety? Where does this leave us - The ball is in our court, and we will progress further together. Through the surveys, we are seeing and hearing, first hand, that operators want to be told what they should be doing. Pause - Put in the effort to write your own road map before the regulators start pushing guidance as requirements that aren't applicable. If you want more help, continue to ask for it as long as it makes common-sense for your business.

## **12. How does the current global state impact beverage barrels?**

Alcohol sales online were up 2x (234%), while retail sales show 21% increase (<https://www.nielsen.com/us/en/insights/article/2020/rebalancing-the-covid-19-effect-on-alcohol-sales/>). It appears the barrels are filling bottles quickly. Alcohol manufacturers promptly made adjustments to generate a hand sanitizer like products. Booze business was and will remain stable. If the question comes from the bar, we have similar views that the restaurant business numbers will be stout from the to-go beverage options.