

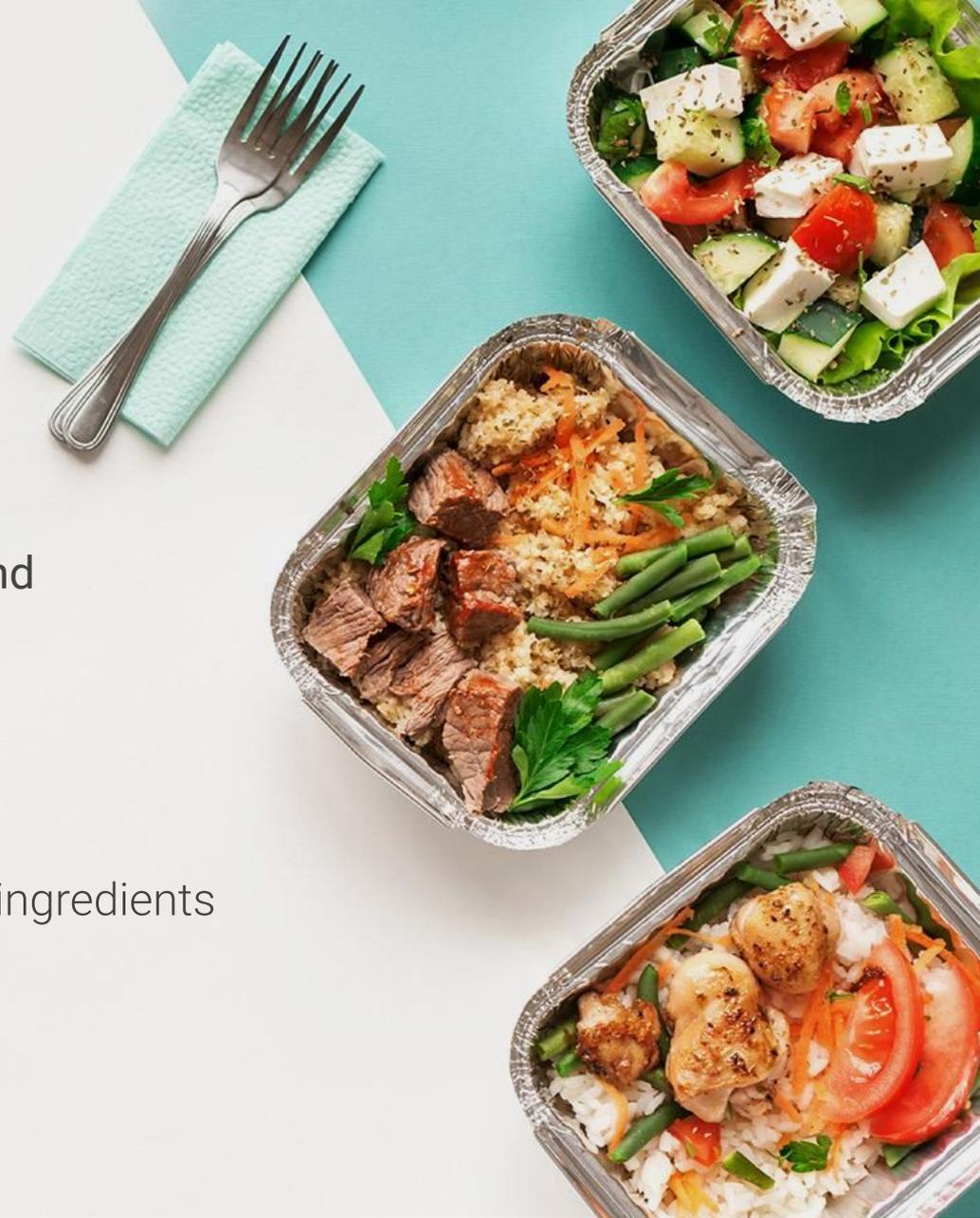
COVID-19 Support

We are here for you



ACT NOW

- 1** Tell your customers about your commitment to safety and your community.
- 2** Set up or evolve your pick up and delivery formats.
- 3** Look to other revenue options.
 - Merchandise
 - Gift Cards
 - Cook at home recipes and ingredients



TOPICS WE ARE COVERING:

1. Communication
2. Curbside, Self-Delivery, Third-Party Delivery
3. Enhancing the Off-Premise Experience
4. Right-Size Your Menu
5. Food Safety

COMMUNICATION IS KEY.

Any time there are changes to your business, you need to tell your customers and staff

Your approach and commitment to safety

Hours you are open

Ordering instructions

Pickup instructions

Delivery instructions (where do you deliver)

Menu (full menu or limited)

Gift card availability

Community support

Use these channels to inform *frequently*

Website

Facebook, Instagram, etc.
Signage at the door

Email

Text

Loyalty programs

Community or neighborhood social channels



**TAKE
HOME
FOOD**

MAKE YOUR CURBSIDE PICKUP PROCESS SIMPLE.

Have signs on what to do when they arrive:

Call to have an employee bring out?

Wait at the door?

Are there different instructions for direct customer vs. delivery services?

Move your pickup station near the door so customers don't need to walk through the restaurant.

Keep your entryway and restrooms clean.

TAKE HOME FOOD

EXPAND YOUR DELIVERY SERVICE SAFELY.

Extend your delivery radius

Add signage to delivery vehicles. It alerts people of deliveries and reminds people you're open for delivery.

Reassign kitchen or server staff into delivery drivers.

Have your delivery staff take extra precautions, such as wearing gloves and providing them with cleaning supplies to disinfect/sanitize after each delivery.

Set up a "Non-Contact" delivery process so there is no need to handle money or receipts.

Prepare for Third-Party Delivery Options

Several programs are waiving fees for the operator and the customer. Read the fine print and research the best options on which ones to work with.



PLAN HOW TO TAKE ORDERS.

How will you get orders and what action will your staff take?

Train those that will be taking orders.

Get a name and phone number so you can contact them to notify them for pick up ready or delivery arrives.

Account for every option (sides, drinks, dressings, cooking preferences).

Share new pickup or delivery procedures you are using.

Ask if they will need napkins, cutlery or condiments. If dining at home, they may opt out.

CREATE A CHECKLIST.

Cross-check items with the order, label and secure closed.

Provide instructions for customers to report seals placed on delivery orders is broken.

Include handing and reheating instructions, plus "best if used by" dates

Include the following (as needed)

Cutlery	Straws	Condiments
Napkins	Salad Dressing	Candy/Cookie surprise
Soup Spoons (this one gets missed)		



PRESENT THE ORDER.

Acknowledge the guest by name (this confirms the order gets to the right person)

Add personal acknowledgement for support during these times of uncertainty.

Train staff on how to handle “Non-Contact” deliveries.

Have a plan on how to handle a call if things didn't go as planned - how might you fix on a future order?

USE THE RIGHT PACKAGING.

Evaluate packaging for these factors:

Keeps hot food hot

Keeps cold food cold

Easy to eat from

Seals tightly for no spills

Reheatable

Microwaveable

Overall food safety

Tamper-resistant

Test how your packaging works with the foods on your menu. You may need different packaging based on temperature, amount of liquid, side items, etc.

POLYPROPYLENE



- ★ Best for ready-to-eat foods, plus chicken roasters, deli tubs, bakery goods and microwaveable items
- 🔥 Can go from freezer to 0-250°F (microwave)
- 💧 Leak resistant
- ✂️ Cut resistant
- ⚡ Crack resistant
- 💰 Moderately priced

ALUMINUM FOIL



- ★ Best for home meal replacement, takeout, heated display, catering
- 🔥 Can go from freezer to oven
- 💧 Leak resistant
- ✂️ Cut resistant
- ⚡ Crack resistant
- 💰 Moderately priced

POLYSTYRENE



- ★ Best for platter domes and sandwiches
- 🔥 Can go from freezer to 20-180°F (heated display)
- 💧 Leak resistant
- ✂️ Cut resistant
- 💰 Moderately priced

PAPER & MOLDED FIBER



- ★ Best for take-out, dine in, ready to eat
- 🔥 Can go from freezer to 20-180°F (heated display)
- 💧 Leak resistant
- ✂️ Cut resistant
- ⚡ Crack resistant
- 💰 Moderately priced

RIGHT SIZE YOUR MENU.

Choosing the right items that work for portability is critical. Keep these considerations in mind:

- Travel well
- Maintains consistency
- Holds heat for a longer period of time

Traditional single meals are not the only carryout option. Expand your menu to offer:

- Family-size meals (packaged to feed 4+)
- Snackables (charcuterie boards, dips and spreads)
- Meal kits for those who want to cook it themselves (be mindful of food safety compliance)

FLEX YOUR MENU.

Align your menu to meet the needs of today's environment.

These items work well for take-out and delivery options.



PROTEINS Pulled Braised Bone-In Deli Style	DESSERTS Baked Goods Pie Slices Cupcakes
COLD SIDES Compound Salads Raw Vegetables Nuts/Olives Pasta Salads	HOT SIDES Soups Rice Couscous Quinoa Orzo Pasta



RETHINK YOUR BEVERAGES.

You may want to skip offering fountain sodas and offer ready-to-drink options.

From cold-brew coffee to flavored waters, juices or canned/bottled beverages.

There are many options.

MAINTAIN FOOD SAFETY.

No matter the situation in how you are serving your food, follow all safety guidelines.



Cold foods should be kept at 41°F (5°C) or less.

Hot foods should be kept at 135°F (57°C) or above.



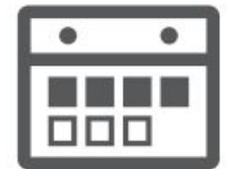
Leftovers should be reheated to a minimum internal temperature of 165°F (74°C).



Cool hot food from 135°F (57°C) to 70°F (21°C) within two hours and to 41°F (5°C) or below within four hours.



Do not leave perishable food out for more than two hours (one hour if the temp is 90°F (32°C) or above).



Enjoy within three to four days.



We Are Here For You

A letter to our customers regarding COVID-19 - [Read More](#)

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COVID-19 Support

Resources and news updates for your operation.

This is a challenging time for the restaurant industry, but we're here to help. At Eat.News, you find daily updates, news, tips and resources during the COVID-19 crisis.

Gordon FOOD SERVICE Powered by Gordon Food Service



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