

## The Rules Haven't Changed

Our commitment to food safety and providing a safe dining experience has – and always will – remain a top priority.



What has changed is the increased visibility around your restaurant's commitment to its customers. With a ServSafe Dining Commitment decal, you instill trust, peace of mind, and guarantee your customers an exceptional dining experience.



## Your Commitment Helps the Food & Beverage Community Thrive

To survive and thrive in the new economy, restaurants must prove to employees and guests that they take safety seriously. As diners return to their favorite establishments, they are looking for restaurants dedicated to safe dining. With a ServSafe Dining Commitment decal, your restaurant proves it is deliberate about providing a safe dining experience and rebuilding consumer and employee's confidence to keep the industry at its best.



## Program Benefits

Drive awareness to your restaurant with outreach material tailored to your city area.



**Find local diners.** Targeted press outreach and local TV commercials focus on potential diners within a 50-mile radius of your city.



**Increase ad frequency.** Over 800 commercials are delivered within a 30-day period.



**Partner with local foodies.** Gain access to social media influencers in your area and top #hashtags.



**Location map.** Our location map helps diners find participating SSDC establishments.



**ServSafe Dining Commitment Decal.** Print and digital versions available.



**Social Media Kit.** Premade and customizable social media assets.

## What Restaurants Commit to



Adhere to the National Restaurant Association COVID-19 Operating Guidance and/or your corporate brand guidelines.



Follow the laws and guidelines of your state and local municipalities.



Ensure a minimum of one person per location has a valid ServSafe Food Protection Manager Certification (best practices for all managers).



Make a commitment to train employees as ServSafe Food Handlers and encourage them to take ServSafe's free COVID-19 Training.