

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 24

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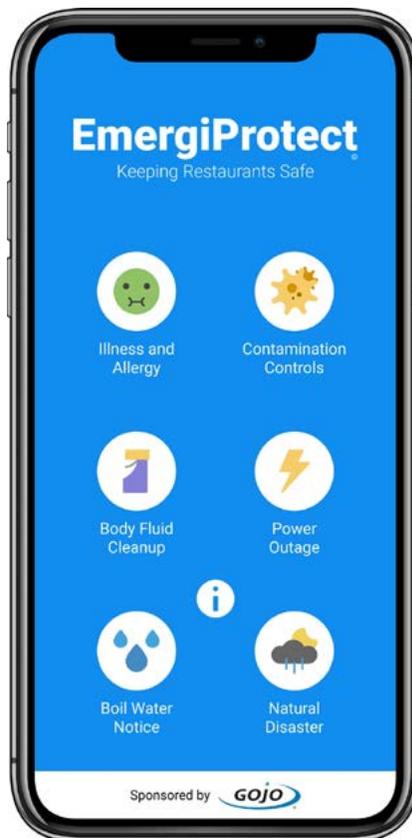
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Active Food Safety launches free tool to help restaurants during pandemic

Sarasota, FL – Active Food Safety has launched a free app to help keep restaurants safe during emergencies, such as during this unprecedented pandemic. EmergiProtect® – sponsored by GOJO – keeps critical safety & wellness management at your fingertips to help retail food service, sales managers, and operators prevent foodborne disease outbreaks while protecting their business, including guidance on:

- ◆ Performing Employee Wellness Checks for signs and symptoms of illness.
- ◆ Excluding employees from work and when to allow employees to return to work, including those deemed as Critical Infrastructure Employees.
- ◆ Properly performing germ mitigation using personal hygiene and environmental contamination controls.
- ◆ Responding properly to a customer illness complaint, including allergens.
- ◆ Preparing for power outages and managing the safety of your food after an unexpected power outage.
- ◆ Responding to body fluid spills.
- ◆ Managing restaurant operations after a boil water notice by your health department.



“Restaurant management and operators may spend a lot of time developing robust food safety plans, but it won't be effective unless your on-site team rapidly executes that plan,” said Hal King, Ph.D., CEO, Public Health Innovations and Partner, Active Food Safety. “This is a challenging time for restaurants – they want to protect their employees and

their customers, but they also need to keep their restaurant safe. This app makes it easier for your managers to quickly know how to respond to emergency situations – to not only keep their employees safe, but also the public that visits their establishments.”

EmergiProtect® is continually updated by both public health and food safety management experts. It reflects the most current CDC and FDA guidelines for wellness checks and contamination controls in foodservice businesses to help restaurants operate in compliance to the pandemic State of Emergency operations guidance happening around the country.

Employee wellness monitoring in restaurants has always been an important public health intervention of hazards in a foodservice business as described by the FDA (often called a business Health Policy) because a single sick employee with a foodborne illness that prepares food can cause a large foodborne disease outbreak. Now, most foodservice businesses are required to also perform wellness checks for signs and symptoms of this current pandemic.

Employee personal hygiene controls (e.g., hand washing — cleaning and sanitizing hands, proper glove use, etc.)

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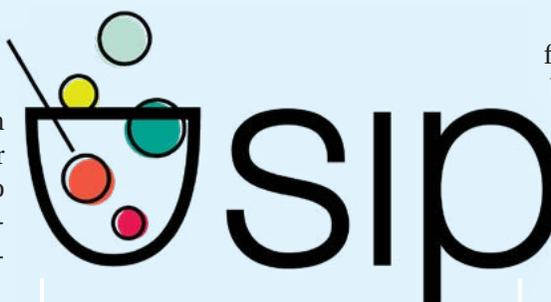
SipScience gathers bar and restaurant consumer behavior data amid COVID-19

SipScience, a national data analytics hospitality company for consumers, bars, and restaurants, recently launched its latest data research via Survey Monkey: Restaurant/Bar Activity and COVID-19 in an effort to support restaurateurs as they strategically plan for reentry into the post-COVID-19 landscape.

“Understanding the nature and attitude of consumer behavior, both inside and outside of the restaurant, bar, or venue, is of the utmost importance as they welcome their patrons back into their establishments,” said Dr. Karen Bartuch, Chief Customer Officer of SipScience.

Results from the data will be shared across the SipScience's website and social media channels — with several questions including, but not limited to:

- ◆ “During quarantine, I purchased carryout from bars and/ or restaurants.”
- ◆ “I have concerns about



the safety of dining inside restaurants.”

- ◆ “What actions would ease your concerns?”
- ◆ “Once the quarantine is lifted, I plan to dine in at restaurants.”
- ◆ “Once the quarantine is lifted, I plan to patronize bars (i.e., sit inside a bar and have at least one drink).”
- ◆ “I'm concerned about exchanging money when paying at a bar and/ or restaurant.”
- ◆ “I plan to go to bars with the same frequency as I did prior to the quarantine.”

SipScience is slated to launch its official app, SIP, in 33 cities across the United States later this year. The member-based SIP app is designed to offer an advantage to each part of a three-pillar ecosystem of venues, consumers, and alcohol companies, by providing marketed brands with real-time data about consumer alcohol purchasing behaviors inside bars and restaurants and bars — all with meaningful perks and drink discounts to its member base in return for the purchase data of their transactions.

To learn about the benefits of the SIP app and become an early adopter of this innovative technology, visit the SIP website here. Other channels to engage SipScience are: Instagram, Facebook, LinkedIn, and Twitter. **TR**

About SipScience: SipScience is a data analytics hospitality company that provides a first to the world picture about what is happening inside bars and restaurants so consumers, alcohol venues and brands can modernize their experience.

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Becoming a brand your customers fall in love with

John Tschohl ♦ Today's Restaurant Contributor

Getting your customers to see you as the only one that provides a solution to their problem involves everything you do—and everything you choose not to do. It communicates the value and character of your brand.... even the little things matter. The message you send when you handle phone conversations, when you send email messages, the way you conduct

business in a meeting, the way you handle complaints, the convenience you offer and the relationship you cultivate with your customers.... it's all part the of message you are sending about your brand.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions.

In order to gain customers—and keep them for life—you've got to do more than introduce them to your brand, business, or product. You've got to make them fall in love with it.

Experts say that before you devise any strategy, find out what you can do that will entice customers to come back to you again and again and talk about their experience with their friends. As Walt Disney said:

“Do what you do so well that they will want to see it again and bring their friends.”

♦ **Be Convenient.** Understand your customer's lifestyle and adapt to it. People love convenience. We love to be able to shop in the evening and go to the bank on Sundays. **Brand we love: Metro Bank-London**

♦ **Offer dazzling Customer Service:** 73% of customers love a brand because of friendly customer service. It's okay to charge a bit more for your product if you can provide solid value for the extra dollar spent. Remember, customer service doesn't cost, it pays. **Brand we love: Apple**

♦ **Be obsessed with your product or service:** People love quality brands because they know what they are going to get. Stand behind your product and services and support customers because you truly want to help them. When companies are interested in helping their customers the results are more profitable in the long run and they will spend significantly more money. **Brand we love: Amazon**

♦ **Provide consistent Quality:** Employees are proud to work for a company with a leader and senior managers who support quality service and prove their support with their actions. The service must be noticeably better than service provided by anyone else. **Brand we love: Disney**

♦ **Cater to Your Customer's Heart:** Many customers prefer a brand just because it is contributing to charitable projects. If you have some spare dollars to spend and a noteworthy project you'd like to support, this may open the path to your customers' heart.

Customers love your brand much more when you give to others and include them in the process. **Brand we love: Starbucks**

♦ **Solve A Common Problem:** Many times we find ourselves saying, “Why didn't anyone think of this sooner?” Make your brand stand out in innovation, address a typical problem and provide a once-and-for-all-solution. **Brand we love: Uber**

♦ **Protect The Environment:** Lead official campaigns to protect the planet. Let your customers know that you are doing something, and that they are part of this effort, too. Engage them, educate them, lead by example and head for a greener future together. **Brand we love: GE**

♦ **Guarantee Faster Service:** Time is money. If your company has the means and resources to be the fastest, then this may be a way to make your customers fall in love with your brand. Exceed expectations and deliver your services and products in record time. **Brand we love: Fedex**

♦ **Talking to and listening to the customer.** Not just disgruntled customers but happy ones also share their experiences, with their friends. It is an important way to influence them to spread positive words about your business. Be vigilant, zealous and addicted to the customer experience. **Brand we love: Stew Leonard**

Customers may be tempted and follow another brand for a while, but if they love your brand for more than just the products you offer, they will never leave. When you make customers fall in love with your brand – the sky is the limit. Just ask the leaders!

John Tschohl is an international service strategist and speaker. He is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by USA Today, Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service. The Service Quality Institute (<http://www.customer-service.com>) has developed more than 26 customer service training programs that have been distributed and presented throughout the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.

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