

Secure Your Business – Webinar
Best Practices for Operating as a Curbside Restaurant
March 23, 2020 at 4:00 pm

Hosts: Betsy Gardner Eckbert, President / CEO, Winter Park Chamber of Commerce
Amie Morgan, AVP/Director of Programs, Winter Park Chamber of Commerce

Panelists: Holly Ratliff, VP of Marketing, Sixty Vines

As states around the country, including Florida, enact stay at home orders and temporarily close restaurants' dining rooms, many are scrambling to stay in business by offering curbside pickup and delivery of meals. Holly Ratliff, VP of Marketing for Sixty Vines, shared the practices their Dallas-based restaurant chain has implemented including at their just launched location in Winter Park. Below are the top tips she shared, along with some of our recommendations that can help your restaurant pivot to a new model.

1. Update your website and social media pages with the news that you are offering meals for takeout or delivery. Update it daily with the meal or special of the day to put your business in front of customers.
2. Offer easy and family-friendly make-at-home meals that include the fresh ingredients and the recipe for customers to prepare at home. This is another great way to sell excess inventory. Promote it as a way for families to engage kids and give them an activity to do.
3. Offer to sell fresh items such as bread, eggs and meat daily or other items that are in short supply in grocery stores. Sixty Vines is selling "Quarantine Kits" each day with a variety of fresh food. The kits change daily based on what items are available and what customers are requesting.
4. Be adaptable and adjust what you are serving based on customer feedback.
5. Let customers know what safety measures you have put in place to ensure the utmost safety and protection against COVID-19, such as:
 - a. Requiring/providing gloves and/or masks to all staff
 - b. Requiring employees to regularly wash hands for 20 seconds or more
 - c. Requiring any employee who is ill to stay home
 - d. Regularly cleaning restaurant/kitchen surfaces with disinfecting cleaner
 - e. Inform your staff and customers that according [to the CDC](#), COVID-19 is generally thought to be spread from person-to-person through respiratory droplets. Currently there is no evidence to support transmission of COVID-19 associated with food.
 - f. Providing delivery drivers with gloves and/or hand sanitizer
6. Offer contactless delivery. This means no one has to open the door or sign a receipt. The delivery person will call or text to let the customer know their food has been placed at the door. Social distancing means people do not want face to face interaction with a delivery person. Take

customers' credit card information over the phone. Ask if they would like to include a tip to the total.

7. Put new pictures of meals/food available on social media daily. Check Pinterest and the Internet for ideas on food styling.
8. Offer special deals and promotions.
9. Offer curbside takeout so customers don't have to get out of their cars or come into your restaurant. This will help promote social distancing. Ask for their car make, model and color when they order and include it on their order information. Provide the number they should call or text when they arrive.
10. Offer free delivery.
11. Convert your staff to drivers or other roles. Every employee needs to be nimble and able to adapt to another job or role as needed.
12. Consider partnering with delivery services like GrubHub, DoorDash or UberEats to get more exposure to customers in the area. Many potential customers may not be following you on social media, but they are scrolling through these online delivery sites looking for something delicious to eat. These services charge restaurants a commission for each order (usually around 20%), so investigate all fees and consider how that affects your profits before signing up. DoorDash is letting independent restaurants sign up for free and pay zero commissions for the first 30 days.

The World Health Organization has some workplace safety information here regarding COVID-19:

<https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf>

The Occupational Safety and Health Administration (OSHA) has workplace safety guidelines for COVID-19 here: <https://www.osha.gov/Publications/OSHA3990.pdf>