Tips for Restaurants
Adapting to the COVID-19 Pandemic

001. Clearly Articulate Your Business Solutions To The Public

COMMUNICATION IS ESSENTIAL
- Curbide and/or home delivery options
- Ordering process - by phone, email, or online
- Business hours

002. Identify The Measures You Have Taken To Protect Your Customers

SAFETY FOR EMPLOYEES & CUSTOMERS IS CRITICAL
- Gloves, masks, other precautions taken
- Taking employees temperature 2 or 3 times per shift
- Sanitize work areas, door handles, and other surfaces regularly
- Other measures taken

003. Utilize Social Media & Your Customer Email List

BRANDING IS IMPORTANT
- Use your logo and the same color scheme in all of your ads/posts
  - Brand consistency is extremely important
- Inform your customers about the items listed in 001 & 002 – they need to know
- Post photos of prepared meals to entice people to place an order
- Do a Facebook live to show people the steps you’ve implemented to keep them safe
- Offer a daily special – share on Facebook, Instagram, and other sites

004. Post Key Business Information In Your Storefront Window

UPDATED INFORMATION IS KEY
- Make this sign as big as you can – you want people driving by to be able to read it
- List your store hours
- Explain the ordering options – by phone, online, email
- Provide information on delivery and/or curbside pickup

005. Adjust Your Menu

FLEXIBILITY IS VITAL
- Reduce the size of your menu to help manage food costs
- Offer family meal options
- Reward customers for multiple visits

006. Struggling To Get By?

DON'T BE AFRAID TO ASK FOR HELP
- Take advantage of State and Federal Loan Programs
- Contact your landlord and explain your situation