



REOPENING YOUR RESTAURANT:

Best Practices for Getting Patrons Back in the Door

After weeks of providing only delivery and take-out, or being closed completely, it will take some time to see a steady flow of customers coming through your doors to dine in. Every state, city or county will have different requirements and restrictions for reopening. Reassuring your diners that you are complying with these rules will help them to feel more comfortable taking a seat inside your restaurant.

Even though people miss dining out because it brings back a feeling of normalcy, limited seating and health regulations may prohibit the number of customers you can seat. Because of that, you need to continue to focus efforts on delivery, curbside and carry-out options and only open your dining room when you feel comfortable with the decision for the safety of yourself, your staff and your customers. Once you are ready to open your dining room, how do you reach those who are anxious to come back and encourage those who are more reluctant that you are providing a safe and healthy place to eat? Below are some guidelines and suggestions for you to consider.

ADVERTISE, PROMOTE AND CONNECT

- Communicate hours, menu updates and new policies.
- Post signs on your door and outside indicating your dining room is open.
- Create box toppers to attach to pizza boxes to let delivery and take-out customers know you're open - [DOWNLOAD & PRINT](#) a customizable box topper.
- Offer incentives to customers who dine in.
- Provide additional menu items that do not hold up well during delivery or are customer favorites. Over 78% of consumers plan to order a familiar favorite on their first trip back.*
- Use social media and send emails to let patrons know you are open - [DOWNLOAD](#) social media templates.
- Send direct mail postcards to your customers.

PREPARE

- Order high demand supplies early - face masks, hand sanitizer, gloves, cleaners.
- Set up a reservation system if you don't have one in place.
- Determine additional staffing needs early in order to have time to rehire and train.
- Contact your POS provider to help you set up additional tools like contactless payments and mobile ordering.



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CONTINUE EXISTING COVID-19 PRACTICES

- Remain focused on delivery and take-out efforts including promoting and allocating resources to maintain this revenue stream.
- Keep your menu minimized to continue to emphasize higher profit menu items and streamline operations.
- Remind your staff to continue to follow food safety best practices - [CLICK HERE](#) for guidelines.
- Communicate your sanitation practices continuously through signage, social media and visual cues within your restaurant - [DOWNLOAD](#) resources for Keeping You Safe.

FOR MORE INFORMATION ON HOW TO PREPARE YOUR RESTAURANT FOR REOPENING, VISIT [GRANDCHEESE.COM/COVID-19-TOOLS](https://www.grandcheese.com/covid-19-tools)