

Reach for the Stars

OPEN

OPENING HOURS

MON-FRI

am-3p

SAT-SUN

9am-6p

Designing a
safer restaurant
experience



Think ahead.

Designing a safer restaurant experience

The pandemic has taken an overwhelming toll on restaurants worldwide. Yet, many in the industry believe that restaurants are an integral place for community building, excitement and connection, and that they will bounce back. But in the new normal, foodservice professionals like yourself will have to fight to regain the trust and loyalty of food-lovers. To do so, you might want to rethink your restaurant design and menus to suit the new customer habits and preferences, comply to new regulations and take advantage of new technology. Let's view this pandemic not as a fallout but as an opportunity to build the new normal and promote safe ways of reconnecting over food.

Three key ways to design a safer restaurant



Reimagine your design for safety



Promote safety in messaging and placement of hygiene products



Go digital with menus and payment



1



Reimagine your design for safety

As consumer preferences change and regulations get stricter, it's important that you adjust your restaurant experience to offer people the chance to connect in ways that make them feel safe.

Restaurants will have to rearrange their tables and redo their setup to live up to safety standards. One way you can do this is by aiming for a more private setting that suggests both safety and connection.

Real life examples:

- Philadelphia's Fittler Club has created a color-coded communication system to advise members of the current member density in each area of the Club. By reinventing the universal color language of traffic lights, members can easily navigate to different areas to stay safe.

Other ideas you can try:

- Divide large rooms into smaller sections and ensure socially distant seating by filling seats with creative figures – everything from pandas to mannequins.
- While the current trend is to use plexiglass separations between tables, a good long-term strategy is to place permanent partitions between tables for both safety and privacy.

Promote safety in messaging and placement of hygiene products

2



To build guest confidence, it's a good idea to ensure that the safety measures you implement are communicated clearly.

Restaurants have to respond to increased hygiene expectations both operationally and in their access to communications. One vital place to start is to ensure greater access to and visibility of hygiene and cleaning products.

Our advice is to:

- Place cleaning wipes and sanitizers on tables, counters, shared spaces, and at the entrance and exit.
- Or go a step further by finding creative ways to offer hygiene products for sale, like the River City Eatery in Windom (USA). The eatery is making its own line of hand sanitizers in small 4-ounce barbecue sauce bottles that are on theme with their smoked meat offering.

Patrons will also appreciate greater transparency.

Reassure them by:

- Posting signs promoting safety measures such as maintaining safe distances, availability and location of hygiene products, current sanitization status of tables, and directions to pick-up areas and washrooms.

3

Go digital with menus and payment

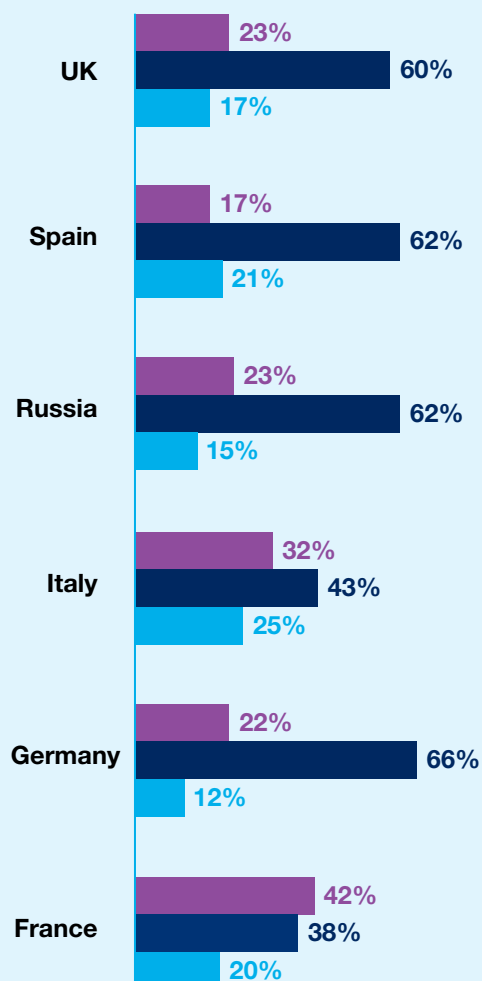
The modern consumer – in the face of a pandemic – expects you to integrate technology to improve access and reduce risk where possible. As your guests emerge from a period of intense digital connectivity, they will be more willing to use, or even demand, modern technology when visiting your establishment.

Solutions that minimize contact, like contactless payment, mobile ordering apps touch-free hand sanitation stations and touch-free toilet flushing are bound to become a necessity. The potential to increase hygiene and safety exists at every single step in the customer journey. For example, some restaurants are replacing their menus with custom-printed placements featuring the menu or QR codes that link to web-based menus.

Country comparison on delivery

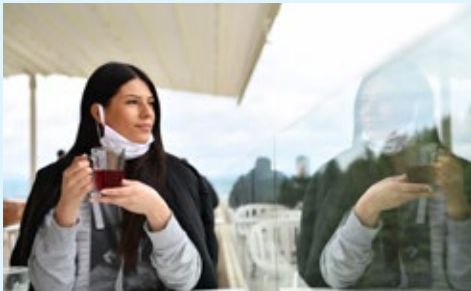
France and Italy show the largest proportion of consumers willing to try delivery for the first time.

- For the first time
- Same frequency as in the past
- More often these days



Source: The NPD Group/ COVID-19 Foodservice Sentiment Study, Europe, March 2020

Three easy tips



Reimagine your design for safety aim for a private setting that conveys safety and connection and divide large rooms into smaller sections that ensure socially distant seating



Put up signs promoting safety measures and ensure greater access to and visibility of hygiene products



Adopt solutions that minimize contact by offering alternate ways to access menus, ordering food and making payments