

ROAD TO RECOVERY

RESTAURANT REOPENING TIPS

We at EMPLOYERS® want the best for small local restaurants, and want to share what knowledge we can offer to help restaurants in these trying times.

Local restaurant reopening policy varies state-by-state. Please consult local government resources before making any business decisions.

The **Future** of the Restaurant Industry

The economic conditions restaurants faced prior to the pandemic were hardly prosperous. Razor-thin margins, an uninformed customer base, and few allies in the government were willing to assist the industry. Now, in the face of the pandemic, some of the nation's most notable chefs are trying to change that reality.

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Operations:

Making Sure You're Ready to Roll

As many news reports around the nation have shown, the process of reopening is fraught with challenges. We've shared a few tips on navigating this "new normal."

Convenience Creating the easiest method to order can make yours stand out to customers.

Safety Who would have thought that money could be a danger to restaurant staff? But it's unfortunately true.

Quality Customers still expect a standard of quality that they associate with your business.

Keeping Delivery Orders Stable

Just because the dining room is open doesn't mean your costs are covered

Leveraging Social Media

Your customers are your biggest cheerleaders; keep them informed.

Marketing:

Keep the Motor Running

Finally, we have some marketing tips to make sure that customers keep coming back, whether it's for continued pickup/delivery or for dine-in business.



The Good Stuff

Want to learn more about what Chef José Andrés is doing to help the restaurant industry? We loved this video showing off what his non-profit, the World Central Kitchen, has been doing to fight global hunger during the time of the pandemic.

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