

# Re-opening Guide



How to  
prepare  
your  
business  
for the  
next steps

THE SHUTDOWN IS LIFTING. WILL YOU BE READY?

## The New P - I - V - O - T

**Plan**  
**Initiate**  
**Visualize**  
**Observe**  
**Transform**



The coronavirus has surely changed our world. Perhaps no industry has been more affected than foodservice, which generated more than 1.2 million jobs and was the country's fourth largest employer in 2018, according to Restaurants Canada's 2019 Foodservice Facts. As 2020 began, the industry expected to see continued growth.

But, as the juggernaut of the COVID-19 pandemic swept the country, it was clear that foodservice would have to pivot, and pivot quickly. Pivot, it did. Foodservice establishments that had never offered takeout & delivery found themselves in a new business and had to revamp menus, invest in travel-worthy packaging, and boost their social media presence. Many restaurants converted their operations to takeout/delivery plus general stores, offering grocery staples to consumers facing shortages at their usual supermarkets. And all restaurants had to rethink kitchen layout, staffing and health protocols.

As May rolls around, there are signs that social distancing is paying off. Canada's premiers are announcing the gradual lifting of tight regulations with every promise that foodservice establishments will soon be able to reopen, with the proper protocols in place. This will not be a return to the "good old days" of tight seating, crowded kitchens, and packed patios. The reopening will be gradual and cautious, and guests will also be cautious in returning to restaurants.

### ***Consumers and operators will not be rushing back***

*Despite their expressed excitement and love for restaurants and the experience they provide, consumers report a growing reluctance to quickly return to normal restaurant behaviours. (Technomic COVID-19 Update, April 24, 2020)*

# Ensuring your guests' as well as your employees' safety and health will be paramount to rebuilding your operation.

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Here's a new PIVOT plan to help you be ready:

## Plan

*One of the biggest barriers that operators will face in winning back traffic after the coronavirus pandemic is making consumers **feel safe eating** at restaurants again. In fact, 17.3% of consumers say **cleanliness will be their primary motivator** for choosing a restaurant in a post-COVID-19 environment. Operators will need to continue to tout **elevated cleaning and sanitation protocols** beyond the end of the outbreak. (Technomic Coronavirus: Canadian Foodservice View)*

You need to **plan** to pivot again:

- **Start with the back of house** with your vendors and deliveries.
- **Create steps** to ensure that all individuals who come in contact with food before and after packaging (especially produce and animal protein) are traceable.
- **Discard all leftover cardboard packaging** and thoroughly wash and sanitize received food products before they enter the kitchen. Ensure you have enough storage containers. You have become used to recycling your cardboard daily, but you may be required to eliminate that packaging before food and other supplies enter a food production space or storage.
- **Develop a “pre-clean/sanitize” area** in receiving areas with sinks, adequate stainless table space, storage for storage containers and dry racks to be used before food items. Ensure floor and wall surfaces are pressure washed and sanitized frequently.
- **Establish a protocol for staff and products** to ensure sanitizing *before* entering kitchens.

## Initiate

Employee safety, testing and validation will be key to successful reopening. Healthcare and foodservice workers may be required to validate their health status before handling food in the post-COVID-19 environment. Here are some protocols you should **initiate** to ensure the highest level of safety:

- A **Validated Body Temperature Check and Log** for employees before they enter a place of work. These records will need to be maintained or even submitted to a higher authority on a regular basis, following the lead of most healthcare facilities.

- **Food Safe Certification** (or comparable) for all foodservice workers.
- **Face Masks.** All food handlers (and maybe even service staff) will be required to wear a protective mask. Ensure you have masks available for all your staff.
- **Hand washing.** Training in proper sanitary handwashing must be demonstrated and followed frequently.
- **Sanitary uniforms.** Many restaurants require uniforms but leave them up to the employee. Gone may be that favourite Che T-shirt as a uniform of choice, along with unwashed shoes, baseball caps, or cargo pants and shorts, as operators pivot to requiring uniforms laundered daily and professionally, and not left in staff lockers or change rooms.
- **Work surface sanitation protocol and records.** Sanitizing of work surfaces, equipment and documentation of all protocols is recommended.
- **HACCP enforcement.** Temperature and travel logs must become second nature. HACCP (time temperature tracking) will become the most critical safety/sanitation issue in the future.
- **New procedures for clean dishes, flatware and glassware.** Flatware must be free of contamination before menu items are plated and delivered to a guest. Discuss with your chemical service providers how to ensure products and equipment are safe for staff and guests.
- **Health inspections.** Develop a plan to interact more with your local health department. Involve chefs and managers to create a flow of information.

## Visualize

Just as you had to rethink your kitchen operation during the pandemic, you will need to rethink your restaurant and kitchen layout as you reopen to the public. Social distancing has become a way of life. **Visualize** how your back-of-house restaurant will need to adapt:

- **Focus on safe distances between employees.** The typical design of a restaurant leads to the smallest amount of kitchen space to accomplish the job – leaving more space for revenue generation out front.
- **Seek opportunities for menu change or equipment location swap** to increase safe distancing in the kitchen and service area. While 2 metre social distancing may not be possible at all times, plan to incorporate more space.
- **Rethink your staffing.** Use the opportunity to rehire as many of your good staff as possible, but also consider adding new and better hires with more experience. Will you be continuing to offer delivery? Make sure you have the right staff for the right jobs.



## Observe

Consumer behaviour has shifted during the pandemic and shows little signs of returning to the “same old, same old” ways of life. You will need to **observe** shifts in eating, shopping, and returning to foodservice establishments.

*Most consumers believe their normal takeout (52.4%) and dine-in (52.9%) foodservice habits prior to the coronavirus outbreak will go back to normal once the pandemic is resolved. **But restaurants will have to continue to break through consumer barriers created by COVID-19 to win back traffic.*** (Technomic Coronavirus: Canadian Foodservice View)

### What changes are here to stay?

- **Curbside service** will be a staple of the industry. There will also be a shift in consumer focus regarding food safety versus sustainability.
- **Selling pantry items may be here to stay.** Restaurant operators have discovered a new revenue stream and may continue to offer this as a customer service.
- **Meal kits and cocktail kits are proving popular.** These, too, may continue to add to operators' revenue streams post-pandemic.
- **Third-party delivery companies and restaurant concepts will have a stronger focus on a touchless customer service customer experience.** "Contactless" and "clean" will be two of the new watchwords in the post-pandemic reopening.
- **Restaurant concepts will invest in drive-thru or pick-up window options in construction designs.** Concepts will reduce the dining room footprint as they continue to see a trend of more takeout & delivery.

## Transform

*The second-highest motivator that consumers cite for choosing a restaurant after the pandemic is friendliness and experience (11.8%). Experience has always meant different things to different people, but the definition after the pandemic resolves will likely involve the **social environment**, given the fact that most consumers are currently practising isolation measures. Operators should **market their restaurants as good places for groups of family and friends to spend time with one another**, something that may have previously been taken for granted.* (Technomic Coronavirus: Canadian Foodservice View)



## New Revenue Streams

- Takeout
- Delivery
- Alcohol & Cocktail Kits
- Gift Cards
- Merchandise
- Home Meal Replacements
- Micro Markets
- Gift Baskets
- Events

Your guests will be eager to return to your restaurant, but in order for them to feel safe and secure, you may need to transform your front-of-house space and the way you interact with them.

- **Consider social distancing in your seating plan.** You may have to eliminate seats and limit the number of sittings.
- **Add a sanitizing station at the restaurant entrance.** Consumers are now used to sanitizing before they shop in grocery stores. They will likely want to continue with a cleaning protocol in every retail environment post-pandemic.
- **Consider asking all your staff to wear masks.** At least in the short term, more people are wearing masks and expect those they come in contact with to take similar precautions.
- **Don't forget to let your loyal guests know that you're reopening, with new protocols in place.**
- **Revisit your menu.** Initially, you may wish to do a "soft" reopening with a limited menu, such as what you offered during your takeout & delivery phase. Look for ways to optimize the business performance of your menu.
- **Beef up your social media.** Micro social media marketing focused on community-based advertising will become a larger focus to engage guests. Consider broadening your local reach through residents' associations, next-door neighbour sites, city blog pages. Check out the next page for more information on social media.
- **Rethink your web presence.** Many operators had to pivot their sites to emphasize takeout & delivery as well as grocery offerings. Rather than returning to your "old" web presence, examine whether your site needs to update for the new post-pandemic reality.
- **List your operation on Dinein@Home.** This free business listing was created to support Canadian restaurateurs and providers consumers with all the details they need to know about your operation.

## Resources & Links

[Dine In At Home](#)

[Making Food Delivery Easy](#)

[Think like a Grocerant](#)

[Canada Emergency Wage Subsidy \(CEW\)](#)

[9 Top Tips to DEEP Spring-Clean your Restaurant](#)

[Canada Emergency Response Benefit \(CERB\)](#)

[Design a Takeout Menu with MustHaveMenus](#)

[Business Credit Availability Program \(BCAP\)](#)

[Make your Drive Thru Safe and Tasty](#)

[Restaurants Canada: Navigating COVID-19](#)

A hand is shown from the left, holding a large white hashtag symbol (#) against a yellow background.

# #socialmediamatters



Keeping your restaurant top-of-mind for guests is crucial to winning back their business when it's time to reopen. "If you're not communicating with me and telling me what's going on, I think you shut down for good."

Social media is a great communication tool for restaurants who have pivoted to takeout and/or delivery only models. Things are changing fast, so update your customers daily on your menu, ordering options, social distancing procedures, and more.

## Create a Facebook Page

You absolutely need a Facebook page for your restaurant. Carry your brand identity through all of your social media so you are easily recognizable to users. When posting on Facebook, include either a video or image with your text. Images and video grab their attention. Give your fans useful information, share tips and offer discounts and special promotions. Lastly, explore Facebook paid advertising. This can be hugely successful for your restaurant.

## Tweet, Tweet and Tweet

Twitter is basically a micro-blogging site. You are limited to 140-character tweets. Include links to your website's menu items. If you craft messages that your Twitter followers like, they can re-tweet them enabling you to reach an even broader audience. Add hashtags to your posts.

Try promoted tweets. Choose your best tweets and pay to promote them to a targeted audience. Promoted tweets can be effective especially if sent out around mealtime.

## Share and Promote on Instagram

Instagram is the perfect place to share your menu and restaurant photos. It seamlessly integrates with Facebook so your images show on both platforms. High quality photos are a must. Take your menu photos one step further – encourage your customers to upload their favorite items. Always use hashtags on Instagram. They are relevant and prevalent.

## Get Listed on Yelp

Yelp is a site where users leave reviews of restaurants and read your restaurant's reviews. If you don't have a Yelp page yet, claim it by submitting your business details to show you are the owner. Respond to reviews and participate in advertising if you choose. Don't forget to add quality photos.

# Checklist

## SERVICES

- Delivery Services
- TVs/cable
- Internet
- POS Systems
- Linen Services
- Garbage Service
- HVAC
- Grease Trap Service
- Cleaning Services
- Bookkeeping
- Marketing

## DEEP CLEANING

### Kitchen

- Walls and Floors
- Coolers/Freezers
- Equipment
- Smallwares

### Front of House

- Floors, Walls, Windows
- POS
- Tables and Chairs
- Steam Clean Carpets

## SOCIAL MEDIA AND MARKETING

- Update website
- Update social media platforms, Facebook, Instagram, Twitter
- Start promotional campaign of opening and changes
- List your restaurant on [Dinein@Home.ca](mailto:Dinein@Home.ca)

## EQUIPMENT CHECK

- Pop Machine
- Coolers
- Ice Machine
- Hood Vents
- Coffee / Espresso
- Kitchen Equipment

## MENU

- Update menu items
- Recipes
- Update POS for menu items
- Print menus
- Add Menus to Social Media

## INVENTORY

- Update suppliers
- Update delivery days
- Dispose expired product
- Update inventory

## SOCIAL DISTANCING AND SANITATION

- Pick up and order area – create line up with proper distancing
- Sanitizer stations for customers and staff
- POS payment station for contact free payment
- Remove tables and chairs to assist in social distancing

## COVID Product Guide



561058  
ALPINE RINSE SANITIZER QUAT  
PINK - 2/4LT

*To disinfect hard, non-porous surfaces, add 16ml/litre of water. Treated surfaces must remain wet for 10 minutes. At this level, Sanni Rinse is also virucidal and fungicidal.*



561505  
ALPINE SANITIZER QUAT READY TO  
USE 12/1LT



561477  
WOODWY HAND SANITIZER LIQUID  
X-PURE - 12/500ML

*X-PURE LIQUID HAND ANTIMICROBIAL is an Alcohol Based Hand Sanitizer (ABHS) containing 72% Alcohol as the active ingredient. Formulated with emollients to enhance the feel of skin and allow frequent use.*



562129  
DISINFECTANT VERT2GO SABER RTU  
12/1LT

*VERT-2-GO SABER is a powerful disinfectant cleaner that kills non-enveloped viruses such as Norovirus, Influenza, MRSA and VRE in only 5 minutes and sanitizes in 30 seconds.*



## COVID Product Guide



549865  
CALIBRE SALES MASK FACE 3PLY  
PLEATED - 10/50EA



555363  
HYFIVE POLY GLOVE, MEDIUM  
20/500EA



555366  
HYFIVE POLY GLOVE, LARGE  
20/500EA



555372  
HYFIVE LATEX GLOVE, LARGE  
POWDERED - 4/100EA



619000  
HYFIVE VINYL GLOVE, POWDER  
FREE, SMALL - 10/100EA



619005  
511 VINYL GLOVE, POWDER FREE,  
XL - 10/100EA



619467  
HYFIVE VINYL GLOVE, MEDIUM  
4/100EA



619477  
HYFIVE VINYL GLOVE, LARGE -  
4/100EA



619480  
HYFIVE VINYL GLOVE, POWDER  
FREE, MEDIUM - 10/100CA



619485  
HYFIVE VINYL GLOVE, POWDER  
FREE, LARGE - 10/100CA



811400  
THERMO LATEX GLOVE, NO  
POWDER, SMALL - 10/100EA

## COVID Product Guide



801934  
RABCO ALCOHOL SWABS/WIPES - 1/200EA

- 200 single use packets
- Antibacterial sterilization of thermometer probes to prevent cross-contamination
- 1 1/5" x 2 1/5"/3 x 5.5 cm pads
- Each wipe saturated with 70% Isopropyl Alcohol



811617  
THERMO PROBE WIPE 3" X 5"  
400EA - 1/1EA



810526  
RABCO ALCOHOL SWABS/WIPES - 90/1EA

- 90 Count
- Anti-bacterial sterilization of thermometer probes to prevent cross contamination
- 3.5" x 5"/9 x 13 cm Pads
- Each wipe saturated with 70% Isopropyl Alcohol



829182  
TAYLOR PROBE WIPES FOR  
THERMOMETER - 1/100EA



812169  
MASTER LYSOL DISINFECTANT  
WIPE, CITRUS - 4/80CT



812166  
THERMO FOREHEAD  
THERMOMETER - 1/1EA



807804  
METRO BUS CART BLUE  
35.38X34.3X23.5 - 1/1EA



824050  
METRO UTILITY CART BLACK  
1/1EA



828595  
OMCAN TRAY 12X16 BLACK  
1/1EA



828599  
ULINE TRAY CORRUGATED  
15 X 12 X 2 - 50/1EA

## COVID Product Guide



828602

ASTOR PORTABLE HAND WASH SINK - 1/1EA

- *Stainless Steel Construction*
- *Automatic Faucet (Battery Operated)*
- *Automatic Soap Dispenser (Battery Operated)*
- *Automatic Hand Towel Dispenser (Battery Operated)*
- *Accommodated 2- 5 Gallon Water Reservoirs 1- Fresh Water / 1- Grey Water*
- *120V*
- *Water Pump W/ 6'-0" Cord & Plug*



812159

GLOBE FACE SHIELD

1/1EA



812170

ASTOR SELF SERVICE TABLE SHIELD

29 3/4 x 23 3/4" TALL - 1/1EA



812171

ASTOR FULL SERVICE TABLE SHIELD

29 3/4 x 23 3/4" TALL - 1/1EA



812180

CASHIER SHIELD W/FEET 24X 32

1/1EA



812181

CASHIER SHIELD W/FEET 32X36

1/1EA

*Due to high demand on the products, there may be a delay in receiving your order. Please contact your Sales Representative for more information.*

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