

Welcome Back

GUIDE TO REOPEN YOUR RESTAURANT





#InThisTogether

The Covid-19 crisis has created issues for foodservice unlike anything seen in modern times.

Ginsberg's Foods is proud to support our customers, family and friends during these times. More than ever we must take extra precautions to keep customers and staff safe as the country reopens.

For over one hundred years, Ginsberg's has been there for you and we will continue to be with you.

Table of Contents

Running a successful independent restaurant is hard work and takes a lot more than just creating and serving great food. A successful restaurant needs a game plan.

5 Business 101

6 Safety/hygiene/sanitation

9 Front and Back of House Cleaning Checklist

11 Cleaning Procedure Guides

12 Hospitality/celebration

14 Promoting/social media

15 "How to" - The "NEW" norm, accuracy, getting repeat business, menu refinement, staffing, delivery and other key considerations.

17 Ginsberg's Policies and Procedures

Business 101

IF YOU HAVEN'T DONE SO, IT'S NOT TOO LATE, DO IT TODAY

FINANCIAL

Control expenses and anticipate changes that need to take place

- Seek funding options
- Leases - Ask landlord for rent deferral/renegotiation and review equipment leases
- Seek payment options/deferrals on utilities and other expenses
- Reach out or petition local/state regarding sales tax deferments, etc.
- Insurance - file a business interruption claim and renegotiate insurance premiums and reduce workers' compensation premiums if labor force has been reduced. Check on employee coverage options.

MARKETING

More than ever your customers need to hear from you

- Reach out regularly
- Use Social Media and all platforms to promote, update and share what precautions are being taken for their safety
- Use your voice as a business person to influence government to support the industry

OPERATIONS

It's a NEW world and our industry must change with it

- Safety, safety, safety
- Frictionless Curbside Pick-up
- Dayparts affected by changes: more working from home, impacting breakfast and lunch business
- Now is the time to review all aspects of the operation
- What worked for your operation may change, what is possible going forward?
- Turn your inventory/sell what you have, especially perishables
- Keep Ginsberg's Foods in the loop (pre-orders, certain requirements, overall needs, etc.)
- Staffing - anticipate needs now and in the future.
- Outdoor Dining will add social distance seating and attract drive by traffic

OTHER

[Great Menus Start Here](#) site has a myriad of menu ideas, How to's and industry information for Operators.

Safety/Hygiene/Sanitation

RESTAURANTS HAVE ALWAYS BEEN A PLACE FOR SOCIAL GATHERINGS. NOW CURBSIDE AND TAKEAWAY HAVE BECOME THE NEW NORM. TO GET PEOPLE BACK IN OUR RESTAURANTS, YOU NEED TO DEMONSTRATE TO THE GUESTS YOU HAVE A SAFE ENVIRONMENT. SHOW YOUR GUESTS YOU CARE ABOUT THEIR SAFETY.

Standards/Policy

- “No Touch” protocols and services
- Follow all CDC and health department guidance on food safety and handling
- It’s critical to receive/maintain a superior health score, whether a letter grades or numeric system. Your job is to score an “A” or 100%. Post it. Guests need to know your score. Market all your precautions and procedures being used.
- All staff needs to be retrained and held accountable for all new standards
- Establish a new PTO and sick employee policy. Make sure if an employee is sick, they stay home. Develop policies that encourage sick employees to stay at home without fear of reprisal, and ensure employees are aware of these policies. Your guests will notice and will be hypersensitive.
- Ensure most/all employees, management and ownership have taken ServSafe Food Handler training and passed certification. Be proud, promote it on-site and on all digital mediums.
- Ensure your teams are properly washing their hands frequently. Don’t assume they know how, provide training. Mobile phones are often uncleaned, limit cell phone usage at work.
- If you continue to have menus, clean and sanitize them after each use. Consider single use paper menus or provide easy access to your menu on a guest’s mobile device. ([check out MarketByte](#))
- If asked, remind guests there’s currently no evidence COVID-19 being transmitted through food.
- Everyone reacts differently to stress. Make sure employees are aware of mental health services your company provides or other mental health services in your community.
- Limit the number of your Suppliers. If you are “shopping” the best price, now is the time to reduce your Suppliers to a small amount that are best in class that follow all CDC and health department guidance on food safety, sanitation and distribution.
- Limit access to kitchen to only approved staff and suppliers



Operations

- New or expanded government mandates are expected
- Employees will want to feel safe, provide an environment where their needs are met
- Ensure staff has access to gloves and masks
- In addition to a hand washing sink, set up sanitizer stations in back-of-house
- Have hand sanitizer stations/bottles throughout the establishment
- Create how to or turnkey programs for best-of-class curbside or to-go programs
- Partnerships with non-competing Operators to pool staffing or even other services
- After bussing/cleaning the table, consider placing a small sign signifying sanitation was completed. Don't forget the seats.
- Train staff for proper glove use. Perhaps a certain color glove such for specific tasks.
- Make sure restrooms are regularly cleaned throughout the day and stocked with soap, sanitizer and paper towels and empty the trash.
- Place trash receptacles near or just outside the door to dispose of handtowels used for opening or closing the door.

Pre-Planning

- Consider all possible changes and the effect on your operation.
- Do not use old product. Be prepared to share with your guests that your food is fresh.
- Plan a menu that you can execute flawlessly. Work with Ginsberg's to ensure we have your required items.
- Create an opening order in advance for Ginsberg's to ensure availability.
- Review all "touch points"
- Consider a "touch-free" environment for your guests
- Sanitize/wipe your credit card machine after every use or go touch-free
- Clean carpets, floors, windows, front and back of the house thoroughly. Let your guests see you care and have provided a clean and safe restaurant.
- Make your guests comfortable, modify your table layout for proper social distancing

Things to consider

- Limit or prohibit any bare-hand contact with food or customers
- Explore new revenue ideas
 - Add dayparts
 - Drive-through where possible
- Consumer order taking/communications methods reviewed, can you improve?
- Consumer ability to know sanitization process/safety protocols taking place
- Process for waitlist with estimated times for limited seating
- Shareables might not be popular, individual desserts or appetizers may prevail
- Consider handing a guest their cup, lid, and straw for self-service beverage dispensing
- All drinks might go in a To-Go container with lids, even when consumed on premise
- Always deliver cleaned condiments and spices with the meal, not left on the table
- Self-service condiments - keep behind counter and ask if any are needed with an order rather than having them in an open and shared location

- Use pre-packaged condiments for To-Go and if extras are requested.
- Remove napkin dispensers from tables
- Removing any self-serve areas like beverages, salad and condiment bars
- Silverware brought out after the guests are seated or with the meal while wearing gloves.
- Use tamper evident/tamper proof packaging for To-Go
- Expand your waiting area or consider moving it outside to ensure social distancing
- Plate covers for meals, remove at tableside to ensure hygiene and temperature

Visit our [dedicated webpage](#) for government guidances, checklists, products, trainings and videos to help you reopen.

Front-of-House Cleaning Checklist:




Every 4 Hours	
<input type="checkbox"/> Replace sanitizer in sanitizer buckets	<input type="checkbox"/> Replace sanitizer towel
Daily	
<input type="checkbox"/> Wipe down the walls where needed	<input type="checkbox"/> Wipe down all counter surfaces
<input type="checkbox"/> Clean & Sanitize the tables	<input type="checkbox"/> Clean seats and benches
<input type="checkbox"/> Inspect and wipe down the condiments and salt and pepper shakers	<input type="checkbox"/> Clean the interior and exterior of all the trash and recycling bins
<input type="checkbox"/> Take out the trash and recycling	<input type="checkbox"/> Vacuum carpets
<input type="checkbox"/> Clean wonderbar	<input type="checkbox"/> Clean Host/Hostess Station
<input type="checkbox"/> Sweep and mop the floors	<input type="checkbox"/> Clean and sanitize your bathrooms by: <ul style="list-style-type: none"> <input type="checkbox"/> Clean & Disinfecting the toilets <input type="checkbox"/> Wiping down the sinks <input type="checkbox"/> Emptying out feminine hygiene product bags <input type="checkbox"/> Taking out the trash <input type="checkbox"/> Sweep and mop the floors <input type="checkbox"/> Refill hand soap and towel dispensers
<input type="checkbox"/> Clean entry way and door	
<input type="checkbox"/> Wash, Rinse, Sanitize bus tubs	
<input type="checkbox"/> Clean drive-through window	
<input type="checkbox"/> Wash cloth napkins, tablecloths, and wait staff aprons in washing machine & dry	
Weekly	
<input type="checkbox"/> Dust and wipe down the light fixtures	<input type="checkbox"/> Wash glass windows and doors
<input type="checkbox"/> Disinfect the door handles	<input type="checkbox"/> Wash, Rinse & Sanitize Sanitizer Buckets
<input type="checkbox"/> Clean Windows Inside	<input type="checkbox"/> Clean bottles & counter in bar area
	<input type="checkbox"/> Clean Parking lot
Monthly	
<input type="checkbox"/> Dust any decorations or wall art	<input type="checkbox"/> Check the ceiling for cobwebs
<input type="checkbox"/> Wash dining area walls	<input type="checkbox"/> Clean Door Thresholds
<input type="checkbox"/> Clean HVAC vents	<input type="checkbox"/> Clean menu boards
<input type="checkbox"/> Clean sidewalk between backdoor & dumpster	<input type="checkbox"/> Clean Windows - Outside
Bi-Annually	Annually
<input type="checkbox"/> Deep clean outside menu boards or signs	<input type="checkbox"/> Deep Clean Drive-Thru pad
<input type="checkbox"/> Clean Sidewalks	

Back-of-House Cleaning Checklist:

Daily	
<input type="checkbox"/> Wipe down walls	<input type="checkbox"/> Clean & Sanitize food prep surfaces
<input type="checkbox"/> Clean the grill, griddle, range, flattop, & fryer. Make sure to clean underneath equipment	<input type="checkbox"/> Wipe down other equipment, such as coffee makers, microwaves, toasters
<input type="checkbox"/> Clean range hood	<input type="checkbox"/> Take out the trash and recycling
<input type="checkbox"/> Clean beverage dispenser heads on the soda fountains.	<input type="checkbox"/> Wash utensils, smallwares, flatware, and glassware and let them air dry
<input type="checkbox"/> Clean Cooler Doors & Handles	<input type="checkbox"/> Clean Prep Line and Holding Stations
<input type="checkbox"/> Clean trash cans	<input type="checkbox"/> Sweep and mop the floors
<input type="checkbox"/> Sweep walk-in refrigerators and storage areas	<input type="checkbox"/> Wash uniforms in the washing machine & dry
<input type="checkbox"/> Clean sinks (Handwashing, Prep, 3 Compartment & Mop sinks)	<input type="checkbox"/> Wash rags, towels, and aprons in the washing machine & dry
<input type="checkbox"/> Clean waste disposal area & dishmachine	<input type="checkbox"/> Refill soap dispensers and refill paper towels
<input type="checkbox"/> Wash, rinse & Sanitize Ice Scoops and Ice handling equipment	<input type="checkbox"/> Clean & sanitize and in place equipment (meat & cheese slicer, mixer, etc)
Weekly	
<input type="checkbox"/> Clean and sanitize the walk-in refrigerators	<input type="checkbox"/> Clean exterior of ovens, fryers & steamers
<input type="checkbox"/> Clean ovens, including the walls, door & racks	<input type="checkbox"/> Empty reach-in coolers /clean & sanitize interior
<input type="checkbox"/> Clean out grease traps	<input type="checkbox"/> Clean Floor Drains
<input type="checkbox"/> Calibrate thermometers	<input type="checkbox"/> Boil-Out deep fryers
<input type="checkbox"/> Delime Dishwasher, sinks and faucets	<input type="checkbox"/> Clean the can opener
<input type="checkbox"/> Boil out the deep fryer	<input type="checkbox"/> Clean any anti-fatigue mats
Monthly	
<input type="checkbox"/> Deep Clean behind the hotline	<input type="checkbox"/> Clean walls and ceiling to remove buildup
<input type="checkbox"/> Clean range hood vents	<input type="checkbox"/> Empty and sweep out the freezer
<input type="checkbox"/> Clean under racks in dry storage area	<input type="checkbox"/> Clean HVAC vents
<input type="checkbox"/> Clean the drain pans, refrigerator coils and air filters on refrigeration units	<input type="checkbox"/> Run cleaning chemical through coffee -espresso machine to remove built-up
<input type="checkbox"/> Update your safety data sheets	<input type="checkbox"/> Replace pest traps
Bi-Annually	Annually
<input type="checkbox"/> Empty, clean, sanitize and descale ice machine	<input type="checkbox"/> Clean the pilot lights on any gas kitchen equipment (Be sure to follow the manufacturer's instruction).
<input type="checkbox"/> Empty, clean and sanitize the freezer	<input type="checkbox"/> Check the fire extinguishers
<input type="checkbox"/> Calibrate thermostats and ovens	<input type="checkbox"/> Check fire suppression system

For more guides [click here](#)

DINING AREA TABLES

Tools Needed		Products Needed	
<ul style="list-style-type: none"> • Disposable Towels • Clean towel • Sanitizing Towel 			
		Multipurpose Cleaner	Sanitizer/Disinfectant
Cleaning Frequency: Between customers			
Tip: Never let a customer sit on a dirty or unsafe chair			
Step 1	Inspect tables to make sure they are safe and do not have broken elements. Remove any unsafe tables from customer area		
Step 2	Clean any gross soils from tables with disposable towels		
Step 3	Spray Cleaner on table surfaces to be cleaned		
Step 4	Wipe surfaces clean with clean towel making sure table sides are cleaned along with the table top.		
Step 5	Spray with Sanitizer/Disinfecting solution		
Step 6	Allow to Air Dry		
Step 7	Spray table legs and supports with Multipurpose cleaner		
Step 8	Wipe table legs and supports clean with clean towel		



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*Remember the words of Walt Disney:
"People can feel perfection."*
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Hospitality/Celebration

RESTAURANTS ARE A PLACE TO CELEBRATE, CREATE MEMORIES, MAKE DEALS, ENJOY GREAT FOOD, GATHER AND ENJOY. PROPERLY SERVICE YOUR GUESTS AND THEY WILL COME BACK.

Remember the 5C's

- CARE - Care about your guest
- CUSTOMIZE - Everyone is different and will engage in their own way
- COURTESY - Use your manners, smile!
- CLEANLINESS - Enough said!
- COMMUNICATION - Consistent, honest, transparent messaging on platforms

Exceeding Expectation

- Bring back staff members that you know and trust. You can't fake excitement or hospitality.
- Expanded benefits/perk for employees. Competing for the "best" employees will increase
- Operate a clean, well-organized restaurant
- Always greet your guests as they arrive; if they're regular guests, learn their names and greet them by name
- Offer sincere Welcome and Thank You!
- Your host should explain the "new normal" within the restaurant and stress key points you want guests to know
- Make sure the food is correct
- Deliver the right experience for that guest, everyone's expectation may be different
- At the end of the meal deliver a thank you note from the owner or manager with a personal invitation to come back
- Whenever possible make follow up phone calls to ensure satisfaction. Call, not a survey. Remember, we're in the hospitality business.

How to/Suggestive Selling

- Proprietary/signature To-Go items
- If you have been closed or only providing limited service, consider a small reopening event. This will help give the kitchen some needed refreshers and also promote your business to locals.
- If you don't have a rewards program, it's time to establish one - this creates loyalty
- Collect as much contact information (mobile numbers and email addresses) as possible
- Offer promotions, such as BOGO (buy one get one), free dessert or appetizer to bring back reluctant consumers
- Include a featured side or app that is cost-effective for free as a thank you
- Capitalize on the "family" connection by offering kids a free meal or a free dessert
- Consider cross-merchandising with other local businesses; bring movie ticket or hairdresser receipt to get a drink, dessert, etc.
- Tap into your social responsibility/community give-back programs; sponsor first responders, health care workers, etc. with meals or donations or meals
- Create bundles or kits to increase check amounts
- Offer DIY cooking kits, recipe tips or a virtual chef cooking class
- "Chalk the Walk" campaign to draw folks in as walking by using color chalk/graphics/humor

Promoting

NOW MORE THAN EVER IS THE TIME TO PROMOTE YOUR RESTAURANT!

MEDIA/RESOURCES

- Marketing and promotions are more critical than ever, it is the time to increase spend/time
- Promote your restaurant on all forms of social media
 - Check grammar
 - Post pictures of your meals
 - Use video clips where possible
 - Geo target ads to ensure best result from spend
- Monitor your social media to assess areas to improve and what is being said.
- Consider bundling, meal deals, family choices and price points
- LTOs - focus on simplicity and what works seamlessly
- Set up or edit your restaurant's Google + account to provide details when your business is searched
- Your local Chamber of Commerce for a great way to promote your business
- Use local media
 - Send food to station
 - Provide a "local" story
 - Sponsor remote telecast
- Leverage local food writers and bloggers

SYSTEMS

- Review your phone system; enough lines, "on hold" music, "Thank You" messaging and advertising
- Make sure your website is up to date
 - Have current menu, hours and all contact information
 - Showcase your refreshed, clean, safe restaurant and cheerful staff
- Review online ordering system for overall ease, pictures, videos, etc.
 - If you don't offer online ordering now is the time!



HOW TO

ACCURACY, GAINING REPEAT BUSINESS, MENU REFINEMENT, STAFFING, DELIVERY AND OTHER FACTORS ARE IMPORTANT. EVEN BEFORE COVID-19, CURBSIDE SERVICE, TO-GO AND DELIVERY HAVE BEEN GROWING IN POPULARITY. IT IS CRITICAL TO GET IT RIGHT, AS WELL AS TO ENSURE THAT YOUR TO-GO BUSINESS DOES NOT OVERPOWER THE DINE-IN BUSINESS. REMEMBER, THIS IS HOSPITALITY. A BAD EXPERIENCE CAN LOSE GUESTS AND CAUSE BAD PRESS. MAKE IT SPECIAL. CREATE A CELEBRATION. EXCEED YOUR GUESTS' EXPECTATIONS AND THEY WILL COME BACK

Curbside/To-Go

- Know how much To-Go you can handle - too much and you end up hurting the dine-in guest and their expectations
- If possible, have dedicated To-Go staff when dine-in resumes
- Have a separate area for To-Go orders
- Offer convenient in and out parking and entrances with proper signage
- Offer proper takeout packaging and make a lasting impression
 - Does your packaging match your business model, casual or fine dining?
 - Use Secure-it labels for tamper-proof
- Provide appropriate To-Go flatware
- Use high quality To-Go packaging. Compostable may be required or preferred by guests.
- Include reheating or preparation instructions

Get It Right

- Differentiate yourself; focus on experience, convenience and safety
- Remember, serve HOT food HOT, COLD food COLD!
- Have a process to ensure the order is correct
- Be polite and say thank you
- Brand your business with your To-Go bags
- Build connections with your customers, write a note on a takeout packaging
- Make sure to ask about any dietary restrictions, preferences
- Ask if they are celebrating an occasion, if they are include a free dessert
- If legal in your area, ask for a cocktail order or suggest wine pairings
- Use To-Go as springboard for dine-in on a future date with an offer or discount
- Consider partnering with other local businesses for promotions
- If you use a 3rd party delivery service (i.e., Uber Eats, Grub Hub, etc.) test them. Have a friend/family member order a meal. See how it arrives. Don't let a third party hurt YOUR business.



Ginsberg's Policies & Procedures

YOU CAN FEEL CONFIDENT THAT GINSBERG'S FOODS HAS ENACTED ALL PROCEDURES TO MAINTAIN A SAFE SUPPLY CHAIN TO YOU AND ULTIMATELY YOUR CUSTOMERS

First Order

- Please contact your sales rep or customer service in advance to place your first order. Your sales rep will work closely with you to determine availability of products for your food establishment on your first order. Please keep in mind there may be quantity limits on cleaning and other supplies to make sure all our customers have the opportunity to get the products they need.
 - Sales representative are expected to perform as much of their job responsibilities as possible through the use of telephone, text, email and other electronic means to keep direct interactions with their customers and others to a minimum. If a Sales Rep has to enter a customer establishment, all reasonable safety measures should be applied to maintain personal safety (i.e. wear a face covering, maintain 6 ft. social distancing, wash hands frequently, limit interaction to as few individuals as possible, etc.)

Services - available through the [customer portal on Ginsbergs.com](https://www.ginsbergs.com)

- Customers are encouraged to use contactless ordering through our online ordering application available for pc or mobile.
- Our convenient and contactless online bill pay service is available 24 hours for you to apply payments.

Facilities Safety Procedures

- Employees must ensure they are maintaining a minimum 6 ft. distance between one another unless safety or core function of their work activity requires a shorter distance.
- The company has provided employees with appropriate personal safety items, including acceptable face coverings, sanitizers and gloves.
- A tele-work program has been established to ensure that no more than 50% of a specific administrative department's workforce is within the facility at any one time. In-person meetings and gatherings are discouraged.
- Daily, we have a facility attendant that is designated to perform increased sanitation duties throughout our facility, including but not limited to the frequent cleaning of shared surfaces, equipment and tools.
- Ginsberg's delivery drivers no longer need to enter the building. All communication and paperwork is provided to them through a window to minimize any potential exposure to other members of our team.
- Daily, delivery drivers are responsible for cleaning and sanitizing the interior of their tractors and touch points on the trailer. Tractors are periodically rotated out of service to perform a thorough cleaning.
- All visitors that are not business critical are restricted from the facility. "Business essential" visitors needing to enter our facility are required to complete a COVID-19 screening assessment prior to being granted access and are expected to wear a face covering when 6 ft of social distance cannot be maintained.

Will Call Pickup Safety Procedures

- Exposure at the Will Call window has been minimized through the installation of a plexiglass shield and the requirement of employees to wear a face covering.
- Employees have been issued protective gloves and face coverings.
- Only one customer is allowed in the Will Call vestibule at a time, with signs posted at the entrance to advise the customers of such.
- Employees place customer orders at the dock and customers are required to load their own cars to eliminate direct contact between our employees and the general public.

Delivery Safety Procedures

- All drivers have been issued protective gloves and face coverings and are required to wear them whenever coming into direct contact with the public.
- Deliveries to customer locations have been modified to leave product as close to the entrance door as possible with minimal interaction with our customer's employees.



Ginsberg's Foods
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