

# Rethink Your Menu for Snap-Back!

As you reopen your business and dine-in services, you will need to rethink and reengineer your menu to meet the new expectations of your customers.

Single-use, easily sanitized, digital display or contactless menus are recommended (or may be required) and serve as a clear indication of your commitment to safety and sanitation.

## Streamline Your Business

- Limit your menu offerings for maximum efficiency, and profitability, while focusing on strategically planned LTO's to drive business.
- Adjust your staffing needs to accommodate your reduced dining room capacity, limited menu, and available services.
- Continue to offer carry-out, curbside pickup, and delivery, along with other enhanced services, such as meal kits, take & bake, and specialty items.
- Create an on-site pop up shop or virtual "marketplace" to sell your signature items and pantry essentials.

## Rethink Your Menu Format

- Understand your customer. They will be looking to see the steps you're taking to ensure their safety and comfort – and this includes your menu format.
- Consider changing to a single sheet disposable paper menu, menu board, or digital display for best safety and sanitation practices.
- For dine-in service, introduce or enhance online ordering and payment options from the table.
- Offer your menu online and viewable via your customer's smart phone or tablet using a QR Code for contactless ordering.

