

Steps for a successful Snap-Back!

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As you move forward with reopening or expanding your services, it's important that you strategize your snap-back plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!



Understand the rules.

- Reach out to your local resource agencies for the latest information and guidelines.
Suggested agencies: Local Health Department, Chamber of Commerce, State Restaurant Association, and [National Restaurant Association](#).

Communicate with your customers.

- Engage your customers in-house and online.
- Keep them informed of your hours, services, and special offerings.
- Let them know you care about their safety by promoting your sanitation practices.
- Get creative! Give them a reason to visit you and come back for more.
- Thank your customers for their support and tell them you value their business.

Streamline your business – smarter, faster, better!

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the 4P's: profitability, popularity, preparation, and portability.
- Review and reduce your inventory to minimize stand-alone items and excess stock.
- Consider staffing needs to accommodate your dining room capacity, updated menu, and available services.

Expand your services.

- Offer online ordering and payment services for contactless carryout and delivery.
- Create an on-site or virtual “marketplace” to sell signature items, family-style bundles, and take & bake meal kits for do-it-yourselfers.

Reconfigure your space.

- Redistribute tables and seating to reflect social distancing standards, creating a comfortable and safe experience for your guests.
- Avoid lobby crowding by limiting wait area capacity to 1 member per party.
- Designate parking spaces for convenient curbside pickup.

#foodservicestrong