

7 WAYS TO PREPARE YOUR RESTAURANT FOR REOPENING



CONTINUE TO MAKE THE MOST OF TAKEOUT & DELIVERY



Capitalize on the new takeout and/or delivery system you've put in place for consumers who may still be looking for it - it's a great way to generate revenue for your restaurant. Family meals and prepared meals can help you save on packaging, avoid delivery and/or third-party fees, and generate revenue for multiple meals rather than one or two. Meanwhile, a family gets a few days' worth of meals.

KEEP PROMOTING GIFT CARDS



The revenue from gift cards will help your restaurant until things start to regain a sense of normalcy. We recommend looking at past successful promotions and offering the same or similar deals via email and social media. Typically, gift card redemption is about 80% on average, so the remaining 20% is profit.

SWITCH TO DISPOSABLE MENUS & TABLEWARE



Disposable menus and tableware can help you keep things sanitary and send a message to your guests that they are in a safe and clean environment. If your disposable options are also earth-friendly that will go a long way with customers.

GET CREATIVE WITH LIVE EVENTS



If your restaurant features live music, trivia night or other entertainment, we recommend livestreaming the events on your social media platforms and on televisions in your restaurant. Displaying a special/ LTO promotion code during the livestream is a great way to entice patrons to visit. And be sure to promote the events on menus and table tents!

UPDATE YOUR MENU



It's the perfect time to revamp your menu, and widen your margins. Use your own POS data to research your historic menu trends, bestselling items and dishes that are more costly to execute. We have a team of experts who can help you refresh your menu and improve profits. Visit asmwaypoint.com to sign up for upcoming webinars on menu engineering and other exciting topics.

FOCUS ON CLEANLINESS



Make sure that when you reopen to the public that your restaurant is immaculate and pristine. Allow customers to see you wiping down tables and following safe health guidelines. We recommend having bottles of hand sanitizer on tables or by the front entrance and bathrooms. Follow local government guidelines and ensure that your staff is wearing masks and gloves when waiting on tables. This is a new environment that we are all facing together, so create training guides to educate your team and set your operation up for success.

COMMUNICATE WITH YOUR GUESTS



It's important to get guests excited about coming back and letting them know you're open for business. We recommend sharing recipe demonstration videos on your social media pages that teach basic recipes or show new recipes you are developing to get them excited about dining at your restaurant. Don't forget to post on social media to remind and update your customers daily about your menu offerings, ordering options, and health and social distancing procedures.

Email us at: contactus@asmwaypoint.com
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We care about your business and we are here to help.

