

Restart Quick Guide



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This list of action items is provided as general guidance and is based on information gathered from government agencies and municipalities across the country. In addition to resources from the FDA and CDC, we recommend that you also reference any state and local protocols in your area to ensure proper compliance prior to opening.



PROTECT YOUR CUSTOMERS

- ☐ Make hand sanitizer available at the entrance to your operation.
- ☐ Keep parties at least 6 feet apart at all times.
- ☐ Limit groups to no more than 6 per table.
- ☐ Enable contactless payment if possible.
- ☐ Use disposable menus or digital menu boards.
- ☐ Provide condiments only upon request and in single-serve portions.
- ☐ Do not leave flatware, glassware or other items on an unoccupied table.



PROTECT YOUR EMPLOYEES

- ☐ Train all employees on proper cleaning, disinfection and hand hygiene.
- ☐ Screen employees for illness before coming into restaurant.
- ☐ Wash hands upon entering operation and between customer interactions.
- ☐ Maintain 6 feet of separation between all individuals.
- ☐ Offer masks for employees or encourage face coverings.



HEALTH PROTOCOLS

- ☐ Disinfect all items that come in contact with customers. This includes tables, chairs, stalls and countertops between parties.
- ☐ Make hand sanitizer available at the entrance to your operation.
- ☐ Clean restrooms regularly, frequently, and keep a log.
- ☐ Post signage regarding safe hygiene practices.
- ☐ Assign someone to manage and control access to the restaurant to enforce social distancing and prevent patrons from touching door handles.
- ☐ Clean and sanitize restaurant daily.

What Are Your Re-Opening Plans?



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How can we help? Now, more than ever, we need to stick together, and our resources are at your full disposal. Please help us understand where you are in the process of re-opening so we can help you adapt to this new reality.

HAVE ANY DECISION MAKERS OR CONTACT INFORMATION CHANGED?

ARE YOU PLANNING ON MAKING MENU CHANGES FOR RE-OPENING?

HAS YOUR BANKING INFO CHANGED? ARE YOU SETUP FOR ONLINE BILL PAY?

ARE YOU OPTIMIZED FOR TAKEOUT AND CURBSIDE PICKUP TRAFFIC?

DO YOU PLAN ON CHANGING YOUR HOURS OF OPERATION?

DO YOU HAVE A DELIVERY OPTION AND THE PROPER TO-GO PACKAGING?

HOW DO YOU PLAN TO LET PEOPLE KNOW YOU ARE OPEN FOR BUSINESS?

HAVE YOU ADAPTED YOUR LOCATION TO SATISFY SOCIAL DISTANCING REQUIREMENTS?

DO YOU PLAN TO EMPLOY A NEW OR REFINED MARKETING APPROACH?

WHAT STEPS HAVE YOU TAKEN TO MEET AND MAINTAIN SANITATION STANDARDS?

WHAT IS YOUR SUSTAINABLE COMPETITIVE ADVANTAGE?

ARE YOUR EMPLOYEES SERVSAFE® CERTIFIED?

DO YOU OFFER ONLINE ORDERING AND CONTACT-LESS PAYMENT OPTIONS?

HAVE YOUR STAFFING REQUIREMENTS CHANGED?



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EMPLOYEE MANUAL TEMPLATE

CHECKLIST

- ☐ WELCOME STATEMENT for team members
- ☐ MISSION STATEMENT
- ☐ BUSINESS PHILOSOPHY or approach
- ☐ Reason for or HANDBOOKS PURPOSE
- ☐ EMPLOYMENT POLICIES
- ☐ NON-DISCRIMINATION STATEMENT
- ☐ AGE REQUIREMENTS due to alcohol sales
- ☐ SCHEDULES related to standards
- ☐ CONDUCT
- ☐ HARASSMENT
- ☐ SEXUAL HARASSMENT
- ☐ ABSENCE AND TARDINESS POLICY
- ☐ RESIGNATION and TERMINATION POLICY
- ☐ PAYMENT PROCEDURES- Time clock, tip procedures, payroll schedule, payroll deductions, personal information, lost paycheck policy
- ☐ BENEFITS- Family and medical leave, holidays, vacations, workers compensation, employee meals
- ☐ CUSTOMER SERVICE
- ☐ TELEPHONE COURTESY
- ☐ MANAGEMENT/EMPLOYEE RELATIONS
- ☐ MEETINGS
- ☐ TEAMWORK
- ☐ COMMUNICATION
- ☐ DRESS CODE
- ☐ SAFETY/SANITATION POLICY and PROCEDURES
- ☐ ACCIDENT and EMERGENCY SITUATIONS and PROCESSES
- ☐ HANDBOOK RECEIPT for employee to sign

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FRONT OF HOUSE CHECKLIST

OPENING CHECKLIST

- ☐ Turn on lights and music.
- ☐ Turn on P.O.S. system.
- ☐ Sign in or punch in.
- ☐ Refill receipt paper.
- ☐ Check uniforms for cleanliness.
Put on gloves and face coverings.
- ☐ Clean and sanitize menus.
- ☐ Take count of money in register.
- ☐ Sweep, vacuum and sanitize floors.
- ☐ Position chairs and stools to welcome customers.
- ☐ Clean and sanitize chairs, stools, tables and bar area.
- ☐ Clean and sanitize windows, doors and door handles.
- ☐ Check light bulbs to make sure all are operational.
- ☐ Check customer bathrooms for cleanliness and that they are stocked.
- ☐ Make sure service trays and tray jacks are clean and sanitized.
- ☐ Set beverage stations with clean glasses and flatware.
- ☐ Make sure tables are set for service.
- ☐ Check reservation list and look for special requests by customers.
- ☐ Check with kitchen to make sure all menu items are available and daily specials.
- ☐ Check to make sure to-go and delivery area is stocked and ready.
- ☐ Check to make sure parking lot, to-go spots, etc. are clean and ready.
- ☐ Turn over the sign to show you are open.
- ☐ Assign team member to check in and put away incoming deliveries.

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FRONT OF HOUSE CHECKLIST

CLOSING CHECKLIST

- ☐ Flip the sign to close.
- ☐ Clean and sanitize door and windows.
- ☐ Clean and sanitize menus, chairs, stools, tables and bar etc.
- ☐ Refill condiments and napkins.
- ☐ Empty and clean water pitchers and iced tea and coffee machines.
- ☐ Clean, sanitize and wipe down glasses and flatware.
- ☐ Empty trash, clean and sanitize cans and replace bags.
- ☐ Clean and sanitize bathroom sinks and counters.
- ☐ Print end of the day report.
- ☐ Close out register.
- ☐ Clean and sanitize floor areas.
- ☐ Make sure no food is left out.
- ☐ Check any cooler temperatures to make sure they are 40 degrees or less.
- ☐ Make a note for opening crew of needs to address.
- ☐ Clean and sanitize trays and tray jacks.

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BACK OF HOUSE CHECKLIST

OPENING CHECKLIST

- ☐ Turn on lights and equipment.
- ☐ Unlock coolers, freezers, dry storage area, and loading dock door.
- ☐ Turn on dish machine.
- ☐ Complete morning inventory checklist.
- ☐ Establish prep list for daily production.
- ☐ Assign prep tasks to line cooks.
- ☐ Issue side towels and aprons to team.
- ☐ Check for leftover items that can be used for specials.
- ☐ Post items that are not available.
- ☐ Pull all needed prep items for stations at one time to prevent back and forth in walk-in cooler and freezer.
- ☐ Check temperatures on reach-in line coolers to make sure they are 40 degrees or lower to safely hold food for shift.
- ☐ Clean and sanitize line coolers before service.
- ☐ Clean and sanitize cooking area after prep to prepare for cooking and service.
- ☐ Gather hand tools, sauté pans etc. for stations.
- ☐ Make sure printer paper is loaded or P.O.S. screen is on and ready for orders.
- ☐ Make sure plates for service are chilled or warmed and on station.
- ☐ Have a pre-shift meeting with front and back of the house to discuss daily specials.
- ☐ Assign a line cook to receive and put away any incoming deliveries.



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DISHWASHER CHECKLIST

OPENING CHECKLIST

- ☐ Make sure dish machine is on and needed chemicals are full.
- ☐ Set up three compartment sink.
- ☐ Empty and re-set three compartment sink every hour to keep clean and sanitary.
- ☐ Clean and sanitize kitchen, dining room and bathroom floors.
- ☐ Clean and sanitize handwashing station areas.
- ☐ Clean and sanitize bathroom surfaces and areas.
- ☐ Check towels and soap dispensers at hand washing stations.
- ☐ Check towels, soap dispensers and toilet paper in bathrooms.
- ☐ Check lights to see about bulb replacement.
- ☐ Clean and sanitize food delivery area.
- ☐ Clean and sanitize dumpster and trash area.
- ☐ Make sure trash cans have liners and are clean and sanitized.
- ☐ Make a list of any supplies to give Chef for ordering.
- ☐ Clean and sanitize parking lot and area outside of restaurant.

CLOSING CHECKLIST

- ☐ Clean and sanitize dish machine and three compartment sink.
- ☐ Put away clean dishes, glasses, pots and pans etc.
- ☐ Clean, sanitize, and empty trash cans.
- ☐ Clean and sanitize parking lot, outside of restaurant and delivery areas.
- ☐ Clean and sanitize bathrooms.
- ☐ Clean and sanitize floor areas.
- ☐ Re-load hand towel dispensers and soap dispensers.
- ☐ Clean and sanitize hand washing areas.
- ☐ Remove vent hood screens and clean and sanitize.
- ☐ Check out with Chef

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DO THE MATH: OVERALL FOOD COST

What's your percentage – and your chance to profit?



JUST THINK: Every percentage point you can come down on food cost, the more money you pocket. Every day, every week, year after year. And there's good news: Plenty of strategies make a difference here, from savvy ordering and inventory tracking to effective menu design to reducing waste in both the front and back of the house. Don't have a clue what your current food cost is? **THEN LET'S START HERE.**

28% TO 35%

Food cost generally incurred by profitable restaurants.

OVERALL FOOD COST (%)

FOOD COST % = (BEGINNING INVENTORY + PURCHASES – ENDING INVENTORY) / FOOD SALES

First, choose your inventory period, e.g. 1 week

Inventory value at the beginning of that period:

\$

+

Purchases made during that period:

\$

-

Inventory value at the end of that period:

\$

=

\$

÷

Food sales for that period:

\$

=

TOTAL FOOD COST

%

Making more money does not mean buying cheaper, it starts with understanding the levers for restaurant profitability.

SIZE MATTERS:

- Are your portions too big?
- Are a lot of customers getting to-go bags?
- Is product being returned to the kitchen?
- Is kitchen staff using portion control tools?
- Does your kitchen staff always follow recipe guidelines and plating examples?

PROFIT MARGINS:

- Are dishes priced accurately?
- What's your competition charging for a similar dish?
- Do you have a feel for your comps, or is waitstaff forgetting to charge for add-ons and substitutions?



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CHECKLIST: ONLINE MARKETING

Are you following industry best practices?



There's marketing – then there's marketing that works. That includes building customer traffic, reinforcing loyalty, leveraging positive feedback and positioning your operation against competitors. Want to achieve all of that? Ask yourself some questions to find out whether your online efforts set accurate expectations for guests – and how your marketing practices match up with today's best practices for selling yourself online.

ORDER UP

The number has probably changed even while you're reading this, but 37% of restaurants already offer online ordering.

WEBSITE STRATEGY

SEE HOW YOU MATCH UP BELOW:

	YES	NO
Does your restaurant have a website?	<input type="radio"/>	<input type="radio"/>
Is yours mobile, tablet and desktop friendly?	<input type="radio"/>	<input type="radio"/>
Are you using mobile optimized images?	<input type="radio"/>	<input type="radio"/>
Is the design optimized for search engines?	<input type="radio"/>	<input type="radio"/>
Are your address and phone number visible on every page?	<input type="radio"/>	<input type="radio"/>
Does your address open in Google Maps?	<input type="radio"/>	<input type="radio"/>
Is your phone number "one click to call"?	<input type="radio"/>	<input type="radio"/>
Do you accept online reservations?	<input type="radio"/>	<input type="radio"/>
If so, are reservations accessible on every page?	<input type="radio"/>	<input type="radio"/>
Do you include an email sign-up to collect leads?	<input type="radio"/>	<input type="radio"/>
Do you send regular e-newsletters to your leads?	<input type="radio"/>	<input type="radio"/>

WHATEVER YOU CHOOSE:

- Is your menu posted online in a friendly format?
- Are your food/bev offerings, ambience, parking, etc. accurately described?
- Is someone in-house on top of updates, e.g. specials, events and menu changes?

SOCIAL MEDIA STRENGTH:

- Do you use social media to engage with your customers?
- Have you claimed your business on the most popular review platforms?
- Have you ever used online advertising?



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DO THE MATH: TABLE TURNOVER

Measure and maximize your rates



Every operator wants to get the optimal number of table turns during any given shift. Obviously the more customers you serve, the better for your bottom line. And the less time customers have to wait for a table, the better the chance they'll rate your restaurant as delivering a great guest experience. Technology can also help (like POS systems and tableside payment), as can staff training. But the first step is paying attention! So if your grasp on your table-turn numbers is a little wobbly, begin with the exercise below.

During the dinner period, tables usually flip 3 times (every 1-½ hours) for a family restaurant; figure 2 hours for fine dining and 1 hour +15 minutes for a casual venue.

TABLE TURNS

OF PARTIES / # OF TABLES = TURNOVER RATE

First, choose your time period, e.g. 5 p.m. to 10 p.m. (5 hours)

No. of parties served during that period:

÷

No. of tables occupied during that period:

=

TURNOVER RATE

FOR EXAMPLE:

- 20 parties, 5 tables
- $20 / 5 = 4$ turns during a 4-hour period

TICK, TICK, TICK:

- Are servers getting to each table within 1 minute after seating?
- Is staff having issues turning tables during certain times?
- Are certain sections/servers turning more slowly than others?
- Are dishes being cleared as each guest finishes, rather than all at once?

ASK, ASK, ASK:

- Does staff query whether guests are returning, thus saving time explaining the menu?
- Are servers making tradeoffs with check average (e.g. missing the chance to upsell dessert)?
- Could you invite customers to move to the bar for a free drink, and free up their table?



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WAITSTAFF TRAINING

Is your program up to speed – and effective?



Even if you have a plan in place, it's probably time to revisit, because customer expectations are now higher than ever for restaurant service. Just as important: The benefits of thorough, on-point training. Higher check averages, more positive online reviews – training is relevant to several critical components of your business success. So make a new commitment to review and upgrade your training program.

HOW CAN YOUR SERVERS' SKILL SET BE IMPROVED?

STICK AROUND!

Staffers who are well trained are also more engaged on a daily basis – and thus more likely to stay with you longer.

"BUT I THOUGHT..."

- Are job duties clearly communicated?
- Are expectations of job success spelled out?
- Do servers understand the tone you want them to take with customers?
- Are you using several types of training to convey information and reinforce knowledge? (e.g. job-shadowing, demos, written/visual aids, role-playing)

"THAT HAS NUTS?"

- Do servers know the important details about allergens in dishes?
- Do they also understand the attributes of dishes, such as grilled vs. baked?
- Can servers answer questions about portion size, from number of scallops to how big the entrée salad is?

"WHAT SPECIAL?"

- Are you keeping waitstaff up to date on LTOs and menu changes, including pricing?
- Can servers describe mouth-watering sides, sizzling plates and layers of chocolate ganache, to upsell customers?