

# Foodservice Updates

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## What to do when an outbreak is traced to you

On July 4th weekend, a San Francisco wedding celebration reportedly became a breeding ground for COVID-19. Following a rehearsal dinner gathering of 40 guests at the Harborview Restaurant and Bar, the wedding couple and at least eight of their guests from across the country tested positive for the virus. But according to an Eater report that addressed reviews of the restaurant's policies for managing groups, as well as information relayed by a restaurant spokesperson, Harborview seems to have done everything right: They took such steps as spacing tables six feet apart, separating guests by household or family unit, plating food that they had previously served family style, and reminding guests to wear face coverings. After the outbreak, employees were tested and results came back negative. So what is a restaurant to do when it follows guidelines and takes the right precautions but must bear the brunt of bad publicity after an outbreak? Start by going on the PR offensive, collecting facts to demonstrate your commitment to safety, and sharing them with the media and on your social platforms. Partner with your health officials and describe what precautions you have taken, from new employee training procedures and protocols to virus testing to signage advising guests how to maintain safety – and publicize their findings in the news media, on your website and on your social networks. Take photos and video of your facility, introduce staff and talk about how your policies have changed since COVID-19. Finally, for the moment, rethink catering to weddings – and other gatherings where people set out to socialize and celebrate with friends and family, consume alcohol, and perhaps let down their guard and ignore precautions. They may be best left to large outdoor settings or until after a vaccine is readily available.



## Refine your COVID communication system

COVID-19 has turned the employee training rulebook on its head – and it’s a major area of investment among restaurant operators right now. A June survey of senior executives in retail and hospitality found that for 75 percent of respondents, employee training was their highest priority – well above even contactless payment (48 percent). At a time when fluctuations in COVID-19 cases are causing mandates to change at the state and local levels, it’s critical to be able to contact your team (and have them take appropriate precautions) before they even walk through your doors. Can you connect with your staff

at a moment’s notice? Before flu season adds to the strains of the past several months, now is the time to assess weaknesses in your communication protocols and ensure everyone on your staff receives alerts about important operational changes promptly – and understands how to adjust to new mandates as needed.



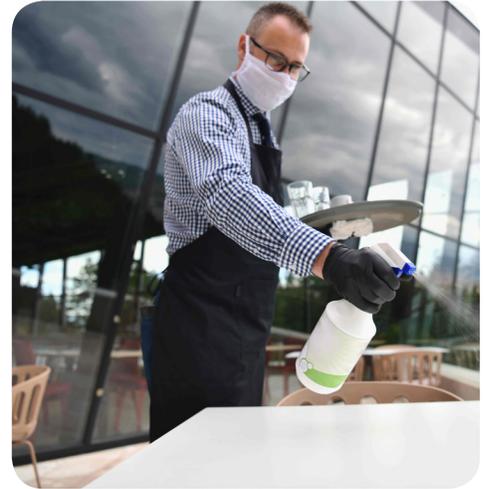
## Ensure your insurance has you covered



Your business likely looks a lot different than it did at the start of the year. Does your insurance? Your coverage may need to adjust to the current environment – and you may be able to negotiate more beneficial terms and payment options. QSR Magazine suggests contacting your advisor to discuss the possibility of a pay-as-you-go option and to ensure your worker’s compensation coverage has kept pace with changes to the number of people you have on staff. Finally, if you’re approaching renewal time, look for a business owners policy that bundles your liability and property insurance at a cost savings.

## Are you contributing to hygiene theater?

It's only natural to want to clean everything in sight during a pandemic – and restaurant operators, among other organizations, are embracing more frequent surface cleanings and deep cleanings in an effort to keep their business safe and project the impression that their restaurant can be trusted. Remember the true risk when focusing on operating in current conditions. A July article in the medical journal *The Lancet* said studies that found COVID-19 was likely to live on metal and paper for days were based on strong concentrations of the virus – in other words, 100 people would have to sneeze on the same area of a surface to recreate the testing conditions. Not so likely, right? So focus on the primary way the virus is transmitted: through the air. Assess indoor air circulation in your facility. Ensure your staff is ready to follow protocols on sneezing and coughing. Enforce the wearing of masks and the placement of people around your restaurant. A report from *The Atlantic* illustrates the risk of prioritizing the cleaning of surfaces as opposed to the air we're breathing. All of this is not to say it's not important to follow cleaning procedures that minimize the risk of contamination – just don't let them distract from common areas of virus risk transmission.



## Tech tools to track health

Like just about everything in a restaurant right now, technology is taking on employee health. New tools are helping restaurant operators test, record and even respond to employee health risks that may result in the spreading of a virus. Restaurant Business reports that DayMark's Task Management app and Receiving Module record employee health details, including temperatures taken with an infrared thermometer. If the system identifies the person as "sick", they cannot be assigned tasks. The same goes for a delivery driver, whose shipment can be refused if he doesn't pass the health assessment.



## Lavish them with lobster

At a time when consumers may need a little extra motivation to go out to restaurants, offering a special menu item they're not as liable to prepare at home can provide the extra incentive they need. Lobster can always step into that role -- and whether you serve it in a salad or a roll or steamed with a side of drawn butter, it's one of those foods that are symbols of summer.



## Create a sales gateway through your app

Is there an area where your restaurant can give a little bit in order to demonstrate customer benefits in the long run? According to this Bloomberg report for the Washington Post, Chipotle had offered free delivery for much of the second quarter to entice customers. Now it is beginning to charge for that service, but the company has found that customers who used Chipotle's



app for free delivery are now going on to use the app to place orders for pickup – especially when they are reminded that they can do this for free and for a typically shorter wait time. Chipotle is gaining new converts to pickup – as well as more customer data – all for charging more for delivery and communicating well through its app.

## Lobster Roll



### Ingredients:

- 3– Labriola® Pretzel Demi Rolls
- 2 tablespoons butter- melted
- Pretzel salt- as needed
- 1-1.25 lbs of lobster meat
- 1 celery stalk peeled and finely diced
- 2 tablespoons fresh lemon juice
- 1 tablespoon fresh chives, finely chopped
- 3 tablespoons Mayonnaise

### Instructions:

1. Preheat oven to 350° F
2. Cut lobster meat into 1/2 inch pieces
3. In a mixing bowl, gently toss lobster meat with lemon juice
4. Add celery, chives, mayonnaise, and cayenne pepper
5. Season with salt and pepper, cover and refrigerate for 30 minutes
6. Slice 1/2 inch wedge lengthwise on the top of each pretzel roll
7. Place pretzel rolls on parchment lined half sheet pan
8. Brush generously with melted butter and top with pretzel salt
9. Bake for 5 minutes
10. Remove from oven, cool slightly and fill with lobster mix

Recipe and photo courtesy of Jennie-O

Team Four/Value 4 provides customized Supply Chain Solutions and Business Consultancy to the foodservice owners and operators throughout the United States. To find out how we can help your business save money contact us at:

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