

# EMERGENCY MEASURES TO KEEP YOUR BUSINESS AND CUSTOMERS SAFE DURING THE COVID-19 PANDEMIC

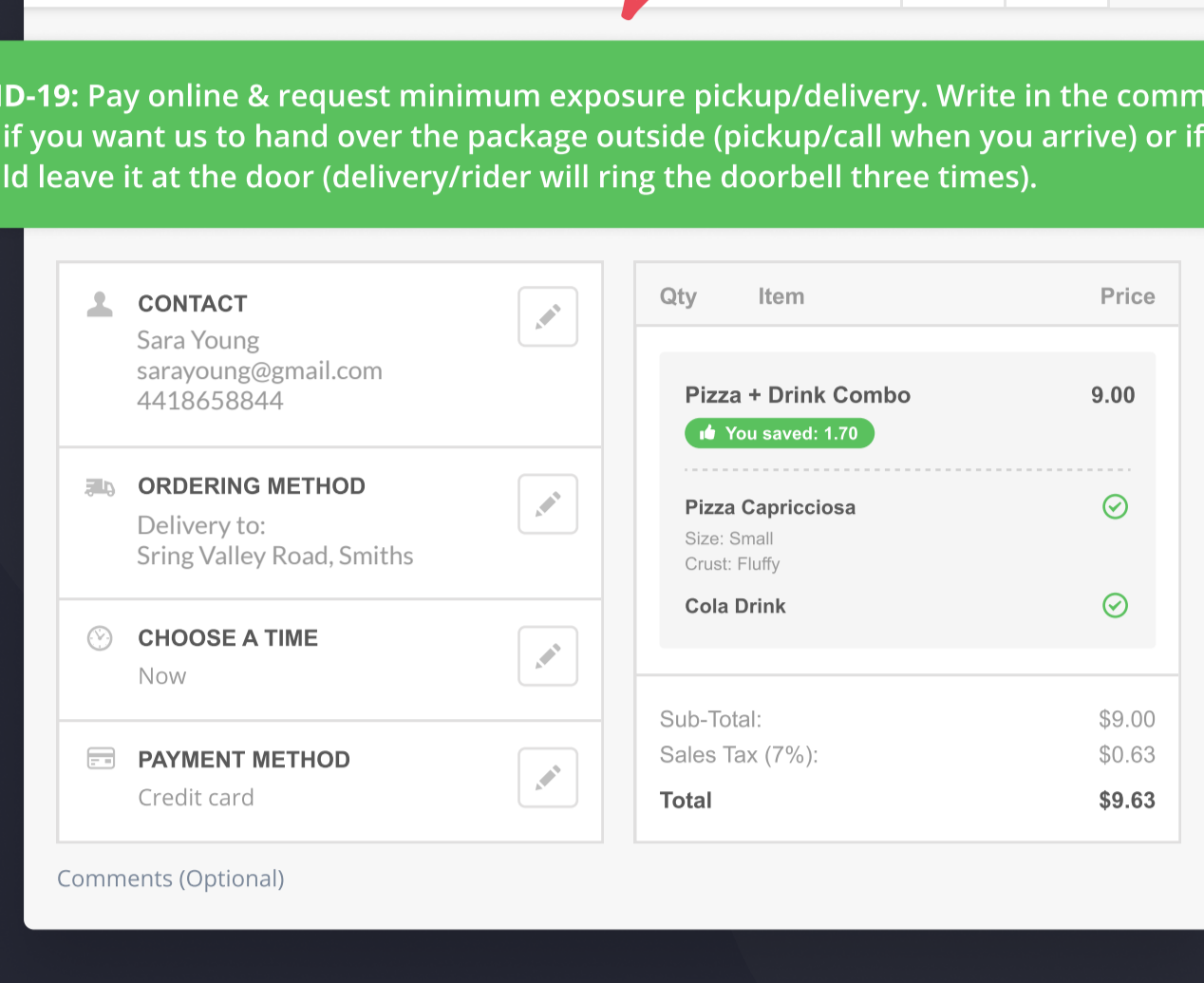
## How Can Restaurants Defend Themselves Against the Escalating Coronavirus Crisis?

Apart from COVID-19's devastating effects on people's health, the virus has taken its toll on businesses as well, especially within the restaurant industry.

So what emergency measures should restaurants take against the Coronavirus pandemic to avoid folding their restaurant businesses?



**COVID-19:** Pay online & request minimum exposure pickup/delivery. Write in the comments field if you want us to hand over the package outside (pickup/call when you arrive) or if we should leave it at the door (delivery/rider will ring the doorbell three times).

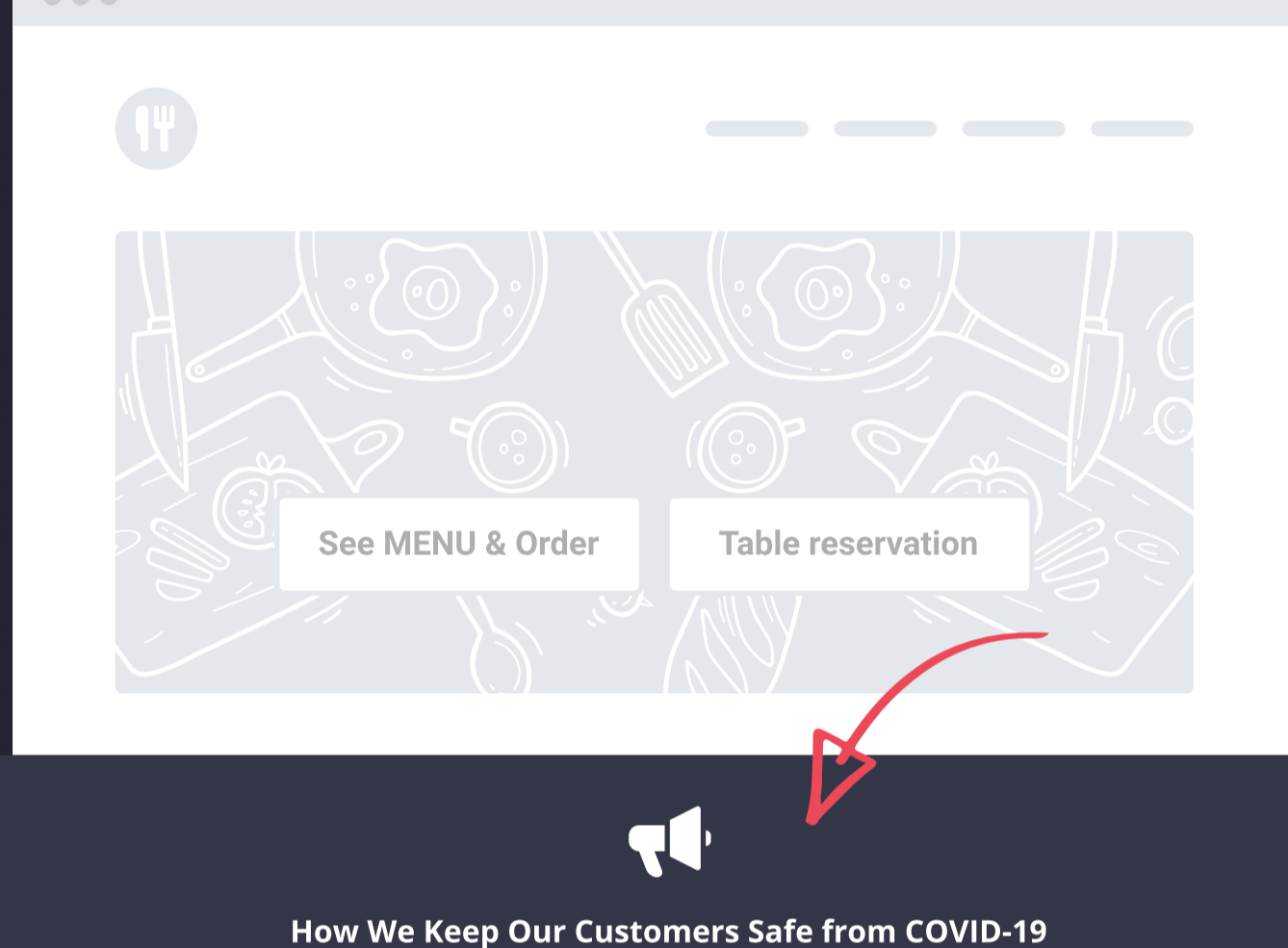
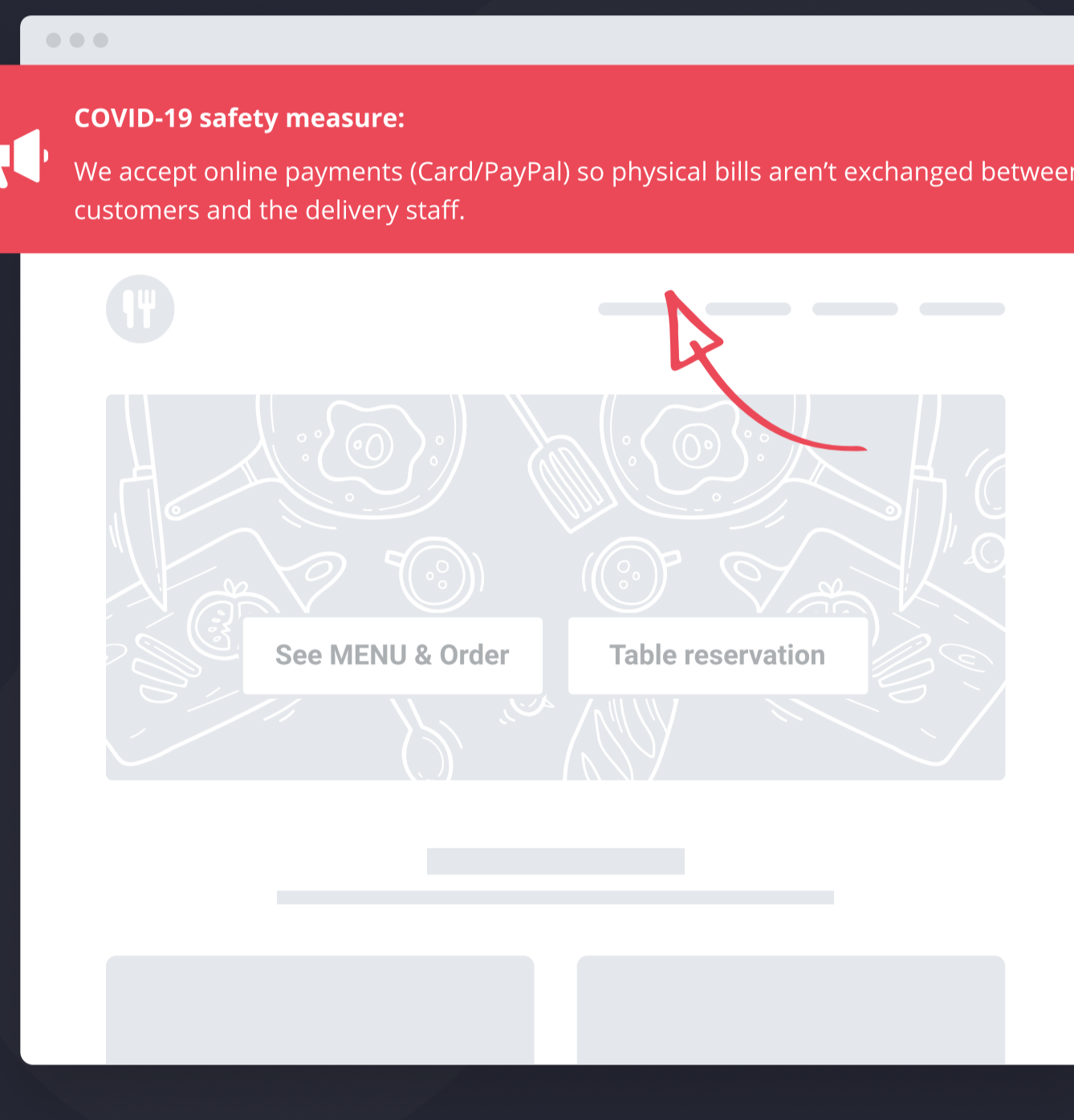
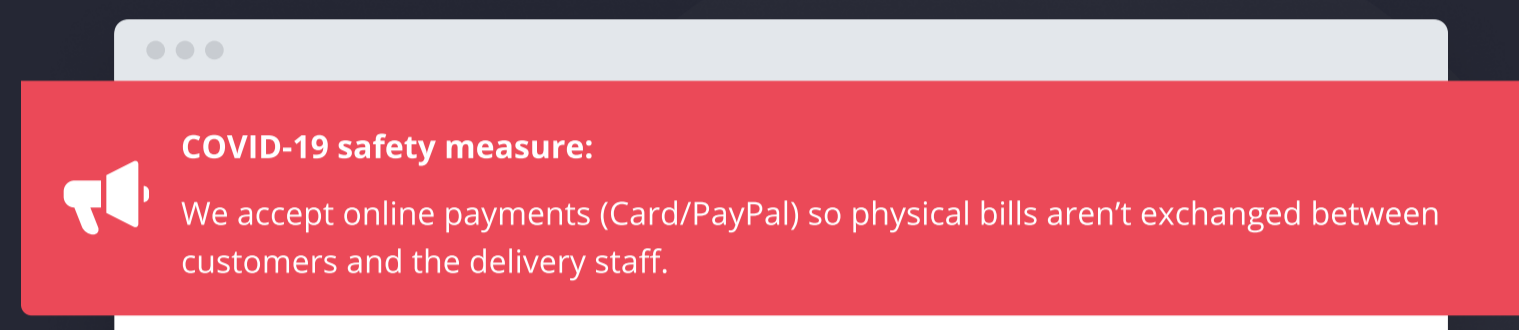


## Offer minimum exposure takeaway at checkout.

Once you've implemented such service, just add a message for your food clients at the top of the cart to show them those safer options. Be ready to meet clients at your restaurant entrance or on their nearby parking place if they choose pickup. Last but not least, **contactless delivery** is the best option restaurants have at this time.

## Offer cashless payments by card

Contactless delivery goes hand in hand with online payments or payments via card. Limit the interaction between your customers and staff and physical bills to avoid spreading the infection. Let customers know they can pay online by posting the message on your website, in a highly visible place.



### How We Keep Our Customers Safe from COVID-19

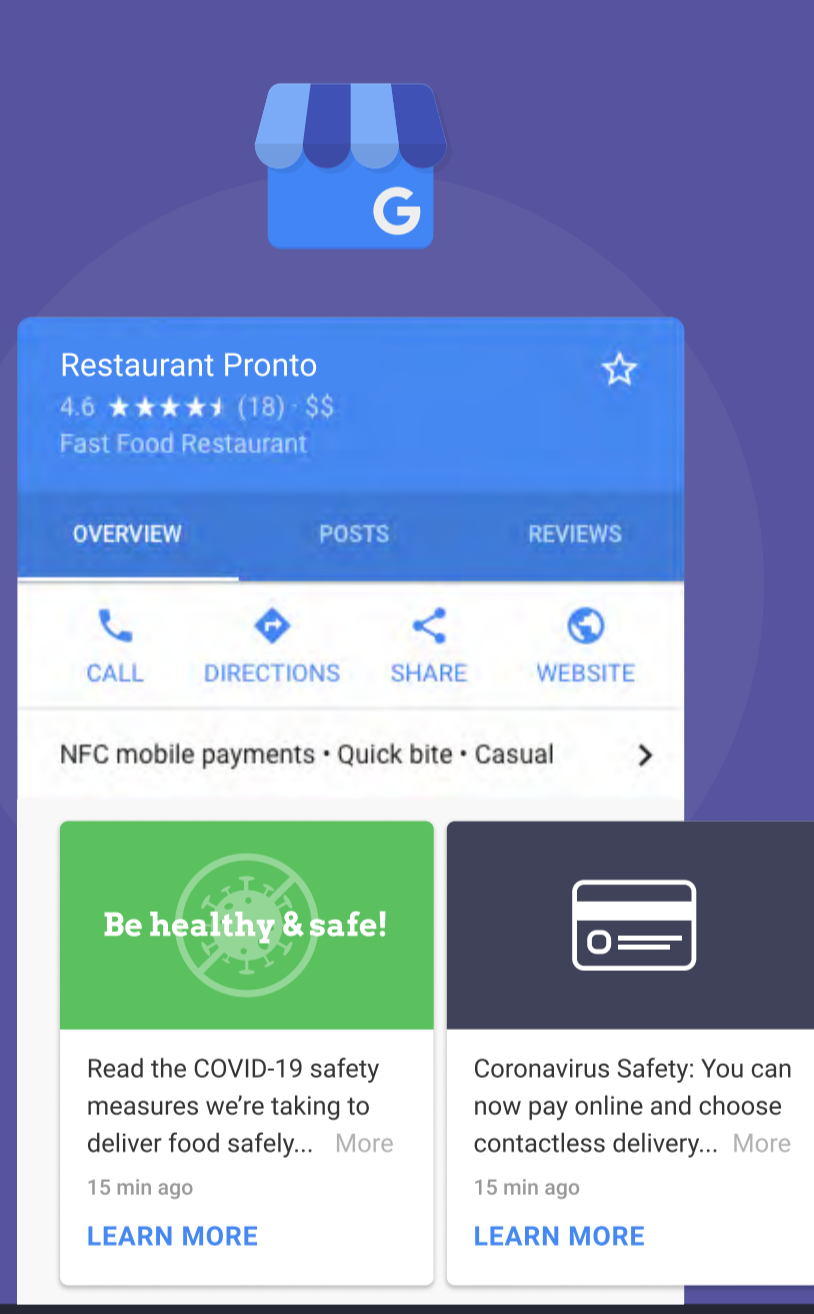
We observe all the food industry hygiene standards such as HACCP, GHP, FAO Hygiene code and the food storage principles. We carefully respect the 4Cs of food safety: Cleaning, Cooking, Chilling and Cross-contamination. Our staff received proper on-the-job training on the matters of personal hygiene and COVID-19 prevention. So far, no staff member has been exposed to any person tested positive for Coronavirus.

## Reassure your website visitors that you took all necessary COVID-19 safety precautions

More customers will probably visit your website rather than your restaurant right now. Put their minds at ease by letting them know what you and your staff are actively doing to prepare their food safely. Add an in-detail safety measure note on your website's homepage.

## Update your business information on Google

Google advises businesses to update their information on Google My Business (GMB) to keep customers up-to-date. If you've closed your operation or changed your opening hours, make sure they're updated on GMB.



## Highlight safety one post at a time

Similarly, if you want to share any COVID-19-related information with customers, use the Posts feature. You can share the safety measures you're taking there as well.

## Spread the word on social media

Post the flyer on all of your social media profiles to inform your customers about your **contactless delivery options**.

We've also created variants of the **safety seal sticker** for you to post on Facebook, Twitter & Instagram, along with the flyer text.

## Avoid cross-contamination between raw and cooked food

At the moment, there is no evidence that food transmits COVID-19.

However, the World Health Organization recommends **cooking meat thoroughly** & advises on **separately storing the raw food** in closed containers, since they may contain harmful bacteria.

## Email COVID-19 safety measures to your existing customers

Send them an email letting them know **it's safe to order food from your restaurant**.

To do that, simply retransmit the safety measures on the flyer.

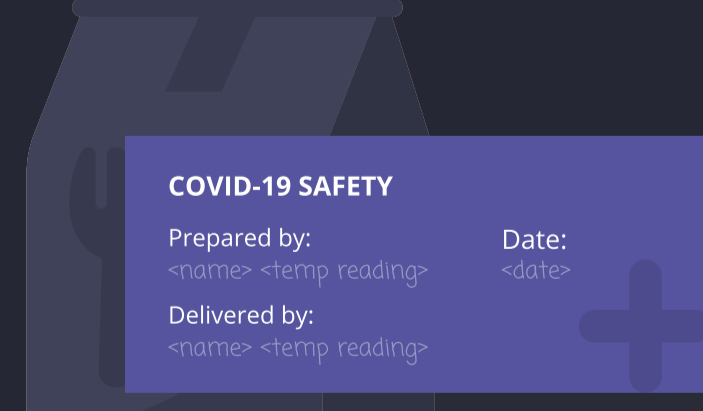
## Ask your staff about delivery to avoid folding your business

Talk with them about **delivering food** rather than staying in complete lockdown. If possible, **distribute flyers** to all nearby households to let them know that now they can order online on your website. Start easy: just **deliver at close quarters for a while** (500m far from your restaurant) to minimize exposure.



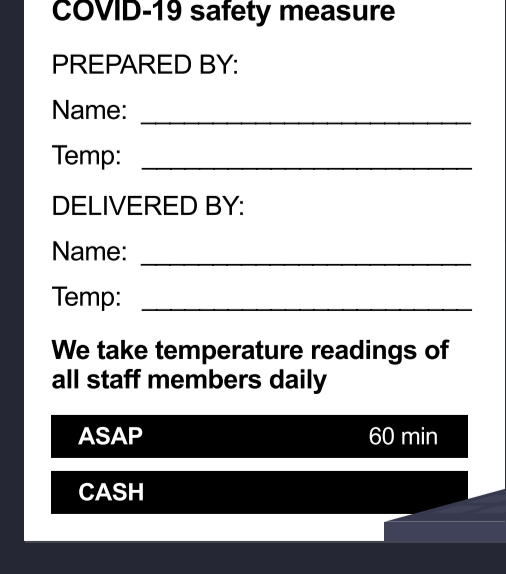
## Add a food sticker on every bag

**No-touch packaging** is an additional safety measure that you can implement to let customers know no one else has touched their food from the moment it was placed in the bag. Combine this with the health cards, and they will know everyone who came into contact with their food is Coronavirus-safe.



## Staple the health-check card to every delivery bag

Right now, the most important thing for your clients is to know the people who prepare and handle their food **are not infected with Coronavirus**. Staple a health-check card to every delivery bag featuring the name and last body-temperature check of the involved cook and the delivery person.



## Add a health section on the receipt

If you're not ready with the health-check cards, don't worry. You can put the same health info on the receipt to reassure customers about food safety.



## Put a COVID-19 safety measures flyer in each bag

Compile the list of all safety measures that you are taking as a restaurant owner. Also add extra actions that a customer can take themselves to order food safely. Put them on a flyer and add one in each takeaway bag.