



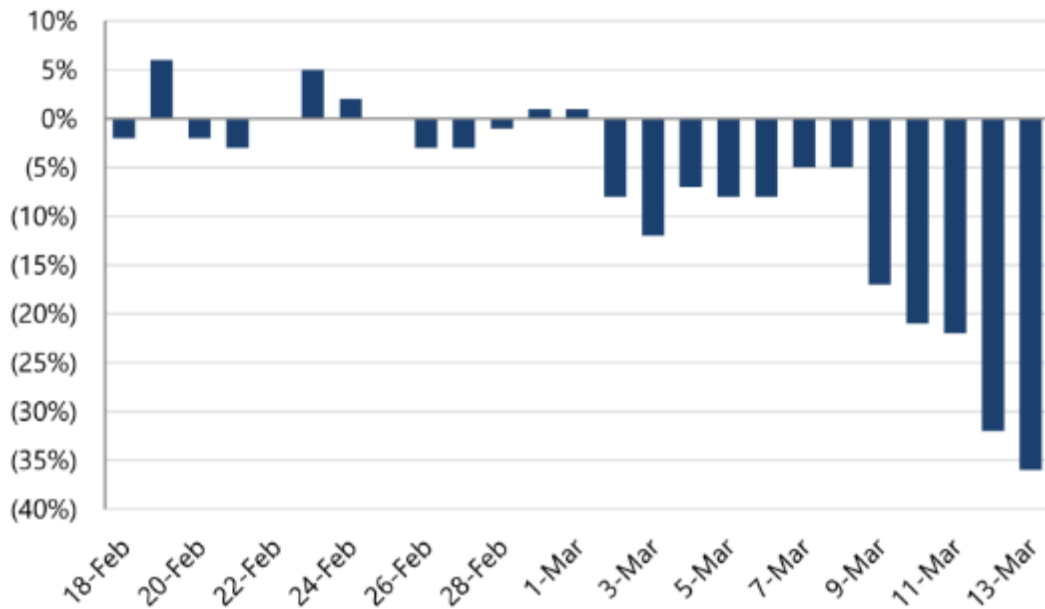
COVID-19 | OFF-PREMISE CONSIDERATIONS

WHAT WE'RE SEEING | OFF-PREMISE

SEATED DINING DECREASES AS A RESULT OF CORONAVIRUS: PUBLIC DISTANCING, GOVERNMENT MANDATES AND BUSINESS ACTIONS: SHIFTING TO TAKEOUT, DELIVERY, AND DRIVE-THRU ONLY

YoY Change in Seated Diners

Chart 1 - United States YoY Change in Seated Diners



ABC News @ABC · 10h

BREAKING: New York City Mayor Bill de Blasio says he will sign executive order "limiting restaurants, bars and cafes to food take-out and delivery. Nightclubs, movie theaters, small theater houses, and concert venues must all close." abcn.ws/2Qyo91Z

CORONAVIRUS: Governor orders restaurants, bars to do takeout/delivery only; King County issues other new orders

MARCH 15, 2020 7:30 PM | 55 COMMENTS | CORONAVIRUS | WEST SEATTLE BUSINESSES | WEST



Out of an abundance of caution and care for our team members, our guests, and our community, we will be closing the Chick-fil-A Covington and Chick-fil-A Salem Bridge dining rooms effective Saturday, March 14th at 4:00 pm until further notice. Our drive thru will remain open and we will do our best to ensure that you receive the speed and quality of service that you have come to expect.

In an effort to streamline your experience please download the Chick-fil-A One App for drive thru mobile ordering. The prepay function will help us speed up your drive thru experience. We also ask that you consider using a credit or debit card for payment in order to minimize cash-handling. Please also consider using our third-party delivery services: DoorDash for Salem Bridge and Uber Eats for Covington.

Taco Bell prepares to go 'drive-thru and delivery only' amid coronavirus outbreak

OVERALL ACTIONS TO CONSIDER DURING THIS TIME

STEP 1: OFF-PREMISE ONLY (drive-thru, takeout, delivery). Be ready with a rolling approach based on state/city lockdowns; but prepare the entire system **NOW**.

- Maximize drive-thru, takeout, and delivery communication now via email, app, loyalty programs, street signage or outdoor merchandising.

STEP 2: REVISIT SAFETY STANDARDS & COMMUNICATE. Consumers need reassurance on safety and precautions taken by restaurants. Overcommunicate these safety procedures. Go above and beyond so consumers are reassured.

- Please remember to familiarize yourself with public health standards and ensure implementation, and communication with employees and guests around actions they are taking
- Please take this time as an opportunity to clearly communicate to guests that you are taking the appropriate actions

STEP 3: REVISIT OPERATIONS

- Consider moving to limited menu, revised hours of operation, etc.

STEP 4: OVER COMMUNICATE TO EMPLOYEES. Over communicate to employees with clear, specific communication – (can't underestimate the feeling of uncertainty at this time across everyone)

- Provide crew with reassurances that they will be taken care of, re: hourly workers getting paid sick leave, etc.
- Urge sick employees to stay home.
- Increase personal hygiene, re: wash clothes after every shift (provide more uniforms), sing happy birthday 3xs while washing hands

CONSIDERATIONS | DRIVE-THRU

Drive-Thru Considerations

SAFETY & OPERATIONS

- Crew wearing gloves in DT while handling food and money
- Order ahead, skip the line, or curbside pick-up option via app
- Consider shortening hours to give crew time to clean outlets
- Reallocate crew, if available, to speed up drive-thru and ensure drive thru experience is positive (e.g. taking orders in the line, while remaining a safe distance and leveraging safety measures)

GUEST COMMUNICATION

- Leverage communication via real estate signs and window clings at DT to communicate:
 - Safety measures taken by restaurant
 - Options still available: e.g. delivery, takeout, drive-thru



Contact your Coca-Cola Account Team for more information around Drive Thru!

CONSIDERATIONS | RDI DELIVERY

Delivery Considerations

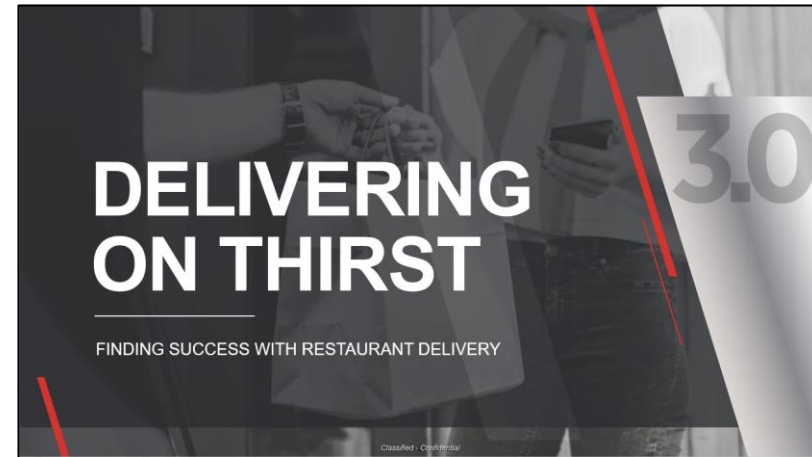
SAFETY & OPERATIONS

- Contact-less ordering and delivery available on app (included in RDI app)
- Crew wearing gloves when handing their food orders
- Add tamper evident material (e.g. tape to seal containers and cups)
- Reallocate crew to help ensure order accuracy
- Consider curbside pick-up for delivery drivers, or dedicate a section near entryway
- Consider shortening hours to give crew time to clean outlets

GUEST COMMUNICATION

- Communicate safety measures taken by restaurant
- Ensure all contact-less options are communicated via RDI platforms and digital communication

RDI Toolkit 3.0!



**Contact your Coca-Cola Account Team
for more information around
Restaurant Delivery Intermediaries!**

CONSIDERATIONS | TAKEOUT

Takeout Considerations

SAFETY & OPERATIONS

- Add curb-side pick up, so guests do not have to enter restaurant
- Crew wearing gloves when handing their food orders
- Contact-less pick-up option via digital or phone ordering, executed at a counter, rack, designated area, or communicating to drop off order outside
- Consider shortening hours to give crew time to clean outlets

GUEST COMMUNICATION

- Leverage communication via window & door signs during pick-up to communicate:
 - Safety measures taken by restaurant
 - Options still available: e.g. delivery, takeout, drive-thru
- Ensure order accuracy by repeating to-go orders when placed via phone or counter
- Consider offers for larger parties at home (e.g. buy a meal now and one for later). Consider dual occasion opportunities (e.g. lunch w/ people working from home)



Contact your Coca-Cola Account team for more information around the latest Takeout Toolkit!