

Restaurant & Crew – Amidst COVID-19

STRATEGIES TO ADDRESS THE CHANGING LANDSCAPE

Suggestions and Best in Class

Be Competitive with Paid Sick Leave/PTO

When competing to attract and retain hourly workers, providing these benefits is becoming the norm, not the exception.

FSR – Olive Garden, Longhorn Steakhouse, and Cheddar's Scratch Kitchen gave 180,000 hourly employees paid sick leave.

QSR – McDonald's will pay quarantined workers two weeks of paid leave.

Amazon - increased pay to \$17/hour through April, and provides paid time off.

Drop the Doctor's Note

Removing this hoop builds trust and helps employees who are already losing money in tips/wages avoid a co-pay.

Provide Mental and Emotional Support

Create an open environment and empower your crew to voice concerns.

Direct them to/provide support for:

- **Headspace** (app)
- **AnxietyCoach** (app)
- **Happify** (app)
- **Modern Health** (a company that provides in-person/digital tools)

[Resource for Coping with Stress During COVID-19 Outbreak](#)

– World Health Organization



Need Additional Support? RestaurantOwner.com has created a free comprehensive COVID-19 Resource Directory specifically for independent and small multi-unit restaurant operators. Click [HERE](#) for more info.

RestaurantOWNER.com

Creatively Use Resources

Providing “free/reduced cost” meals for crews and their families – so food is one less thing to worry about.

WHO'S DOING IT?

Cooper's Hawk Winery and Restaurant (35 locations) offers free meals for its 5,000 employees.

Fazoli's (217 locations) offers discounted meals for ALL restaurant industry crew (not just Fazoli's employees)

Other resources to share with staff:

- Toilet paper
- Cleaning supplies

Drive Revenue with Takeout

Bud Light created a data tool to drive restaurant traffic by helping people find takeout by zip.

[Bud Light Takeout Tool](#)

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Adding a beverage to your order is one of the easiest ways to build your incremental check. Here's how...

did you know



26% of no beverage buyers added a beverage after being asked¹

Beverages are one of the most profitable items on the menu, yet they are left off Drive Thru and Takeout orders much of the time!

For Call-in or Drive Thru orders, empower your Crew to suggestively offer a beverage!

“Would you like an Ice Cold Coca-Cola to complete your meal?”

“Would you like a DASANI for your drive?”



Increase your check averages with in-app or online orders that include branded beverages!

Make sure branded beverages are included on your menus and remind consumers at checkout to add a beverage!

Creating 'Imaginary non-discounted Bundle' images can increase beverage sells.



Consumers were 20% more likely to purchase beverages and 30% more likely to purchase a meal when including a branded beverage in non-discounted combo imagery.²