

nutripro®

NESTLÉ PROFESSIONAL NUTRITION MAGAZINE

Open for Business

Nutrition
to Go

A Menu for
the Moment

Crafting a
New Customer
Experience

 **Nestlé**
PROFESSIONAL



Where

DO WE GO FROM HERE?

COVID-19 may have played havoc with our industry, but the love people have for dining out is as strong as ever.

Despite the limitations, people are still eager to enjoy restaurant food and support their local businesses, many of which have played a part in their lives for years. And dining out (whether it takes the form of eating inside a restaurant or sharing a take-out meal at home) is still an important part of the way people relax and connect.

Since the emergence of the global pandemic, many people are more conscious about the role nutrition plays in their well-being. Eager to protect their health, they may be paying more attention to what they eat, choosing

plant-based foods and beverages, or looking for ingredients with functional or health benefits. This rising interest creates an opportunity for food service to offer healthier choices that welcome guests back and help them take care of themselves.

Faced with our current health concerns, food service establishments need to make significant changes—some to comply with local regulations, and others to make guests feel safe dining out again. However, as creative people and long-time innovators, chefs, restaurant owners, and other culinary professionals are up to the challenge.

In this issue, we'll discuss the new best practices for health and hygiene, ways to help your guests eat healthier, how to make the most of your takeout and delivery business, and how to leverage digital tools to reach your guests. Together, we can find new ways to operate safely and get back to doing what we do best.



80%

of consumers plan to eat and drink healthier as a result of the pandemic¹

27% of consumers are ordering takeout from restaurants they never ordered from prior to the pandemic²

63%

of Americans would pay more for health and safety when dining out³

56% say the activity they are most interested in is dining out again⁴

56%

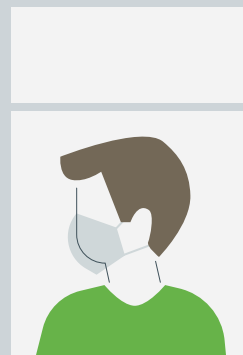
of consumers pay for products or services with cards or over phone instead of cash²

Best PRACTICES

FOR OUT-OF-HOME

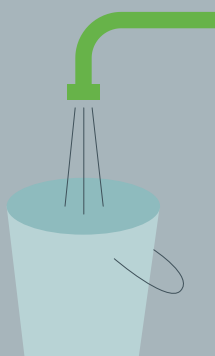
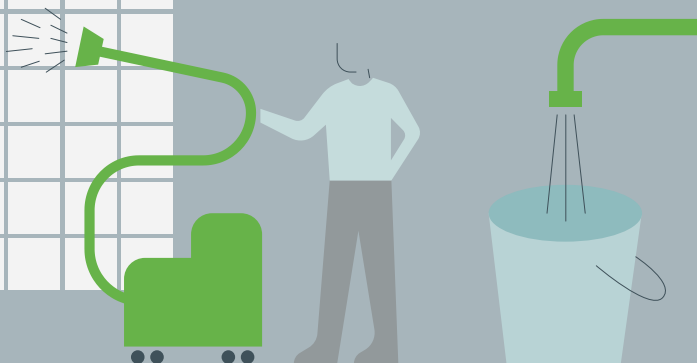
HEALTH

- Train your whole team on COVID-19, self-screening, wearing masks, washing hands, and physical distancing.
- Encourage your employees to monitor their temperatures and learn about your sick leave policies.
- Limit contact with suppliers when receiving deliveries.
- Look for ways to minimize contact between staff (adjust work zones or schedules to lower staff density in small spaces).



CLEANING

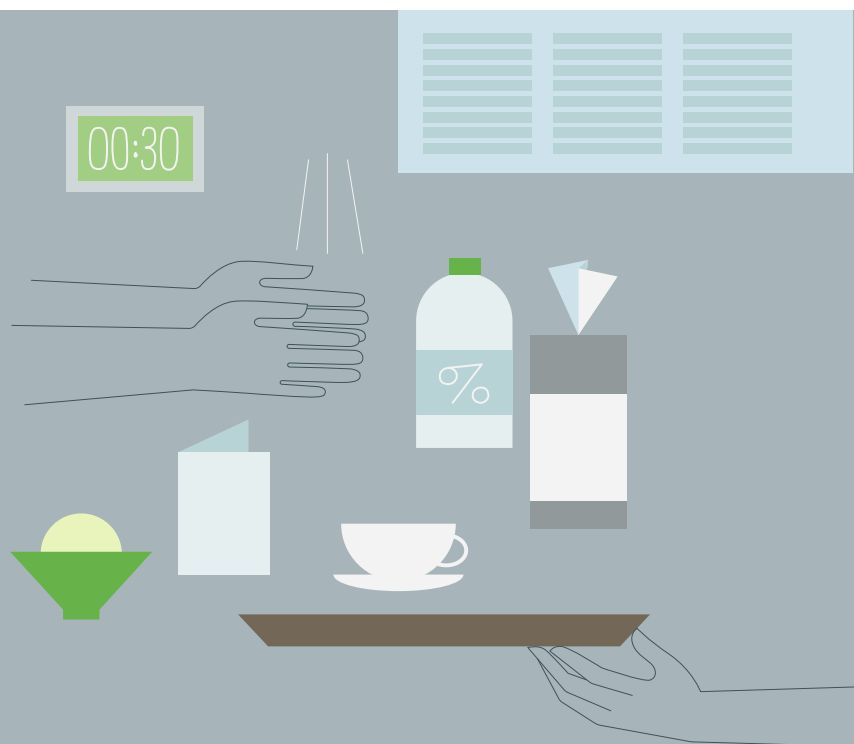
- If your business has been closed, thoroughly clean interior infrastructure, equipment, and utensils before you reopen.
- Schedule a thorough sanitation of all work areas, equipment (including vending and payment tools) and seating areas.
- Between seatings, clean and sanitize digital ordering devices, check presenters, self-service areas, tabletops, and common touch areas such as door handles and bathrooms.
- Provide sufficient hand sanitizers/disinfectant wipes for workers and guests.



When it comes to keeping guests safe, it's always good to start with hygiene, cleaning, and sanitation—practices that are already very familiar to restaurants. Due to COVID-19, there may be additional restrictions in place. In addition to complying with all government and public health regulations, here are some tips from sources trusted by worldchefs.org.^{5,6,7,8}

HYGIENE

- Wash hands regularly and between handling different foods, menus, or payment.
- Maintain an adequate supply of hand sanitizer and disinfectant wipes at entrance and within premises.
- Make masks available for all team members.
- If you use gloves, change them regularly.
- Limit physical contact between employees and guests.
- Make an extra effort to keep uniforms, hair, nails, etc. spotless.



FACILITY

- Prioritize outdoor seating and curbside pickup.
- Provide takeout, delivery, and drive through options for customers.
- Remove tables and chairs from dining areas to allow physical distancing, or install physical barriers to separate parties from each other.
- Limit the number of guests at a single table.
- Show parties to their tables one at a time.
- Reconfigure space, install partitions, or mark floors to limit worker and guest interaction. When limiting close interaction is not feasible, ensure that staff wear face masks.
- Increase ventilation wherever possible and raise the frequency of air renewal settings.





RETHINKING YOUR MENU

The current situation has changed what many of your guests want—and what you can provide. Thanks to economic pressures on both restaurants and consumers, safety concerns, a rise in working from home, and a new preference for takeout and delivery, many operators are adapting their menus—and those changes have been popular with the public. In fact, more than half of those who've introduced new offers plan to continue them after restrictions lift.⁹

Ten Simple Ways to Satisfy Your Guests

- 1. Shrink your menu.** Focus on your most popular items, removing low sellers, sharable foods, and self-serve. This makes it easier to operate with a reduced staff and trims your food costs and waste.
- 2. Provide more balanced choices.** Foods rich in fruits and vegetables, whole grains, nuts and seeds that are a "source of" vitamins A, C, B12, B6 & D, copper, selenium, folate, iron, or zinc support the normal function of the immune system.¹⁰ Adding these foods into your recipes makes your menu more balanced and lets you create dishes that people enjoy and feel good about eating during these challenging times.
- 3. Provide family-style meals.** A family meal including a main dish, dessert, and beverages appeals to parents who are juggling childcare, online learning, and working at home, and less caloric options may be welcome to those watching their weight during the pandemic. It's also an easy way to introduce side dishes or desserts that may become future favorites.
- 4. Increase grab-and-go items.** Individually wrapped breakfast foods, sandwiches, and bottled drinks make it simple for people to enjoy food while social distancing, eating outdoors, or in their own home.
- 5. Offer meal kits or take-&-bake.** From pizza ingredients to mixes for your signature dips, this approach gives guests the fun of reproducing their favorite dishes in the safety and comfort of home.
- 6. Earn trust through transparency.** In uncertain times, knowing exactly where food comes from may help guests feel safer. When possible, list the provenance of your produce, meat, and dairy to reassure them.
- 7. Focus on value.** With many consumers facing job losses and pay cuts, 46% are looking for more value items.¹¹ Think about upsizing dishes to provide a second meal or adding inexpensive sides to increase the value perception.
- 8. Or, offer a little luxury.** "Fancy" dishes can be an easy, affordable treat, a welcome change of pace, or a way to celebrate, even if people are at home. Think cheese platters, appetizers, or decadent desserts that most guests wouldn't be able to make for themselves at home.
- 9. Consider which foods travel well.** As takeout becomes a new habit, guests are learning which kinds of dishes travel well. If it's best served right out of the oven or freezer, leave it off the delivery menu to keep quality consistently high.
- 10. Choose takeout containers carefully.** Temperature insulation, leak-proof seals, and sizes and shapes that protect food during transport are key. Choose recyclable or compostable materials when possible. Stock a variety of containers to accommodate your whole takeout menu.

a new way
to handle
BEVERAGES



Consumers still crave coffee and other upscale beverages—but they also want extra measures to protect their health. How can you deliver everything they want?

IN PERSON:

When preparing and serving beverages by hand:

- Clean and disinfect equipment frequently.
- Wash and sanitize hands often.
- Stay at least six feet away from guests while preparing beverages.
- Clean reusable cups properly or use disposable cups.
- Use one hand to hold cups and avoid touching the rim or inside of cup.
- Offer online orders, pickup-only storefronts, curbside delivery, and/or expanded drive-through service.
- Set up touch-free payment systems.

VIA AUTOMATED MACHINES

These sophisticated machines solve multiple concerns:

- In a self-serve context, touchless ordering lets guests select and pay by phone.
- Beverages can be freshly prepared without the manual intervention of staff.
- Automation limits team size in the kitchen to provide better distancing for employees.
- Able to deliver the quality and custom choices that guests crave.
- Automated service makes grab-and-go delivery more efficient.
- 24/7 availability captures demand outside of regular meal times.

Thirsting for something different?

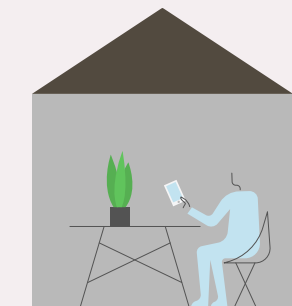
As food service operators, it is important for us to help guests make wiser, healthier drink choices. After months of home isolation, 32% of people said they were more conscious of their weight than before COVID-19.¹² We can help them by offering less sugary drinks like low-sugar fruit juices and coffee beverages.

Current conditions have also led to new trends in the beverage category, including more interest in functional drinks¹³ and a sense of well-being. You can make the most of these by considering these additions to your recipes:

1. Faced with a crisis, more guests are thinking about their health.¹⁴ Consider adding ingredients like green tea, rooibos tea, kombucha, and matcha to your menu.
2. Ingredients like rosemary, lavender, and chamomile are more popular as people may perceive them as soothing. These aromatic herbs can be a welcome addition to hot or cold tea.
3. Whipped cream, chocolate shavings, fancy garnishes, and decorative foam can feel like a treat or a return to normalcy, even if people are enjoying beverages on the go instead of sitting in a café or restaurant.

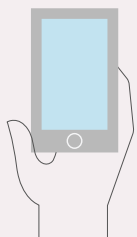
Customer *experience*

What else can you do to adjust to this new reality?
One method that successful entrepreneurs use is to
put yourself in the customer's shoes. By considering
every step of their experience, you can make people
comfortable and confident about dining out again.



RECONNECT WITH THE CUSTOMER

Use social media to show what you've done to retool your business and enhance safety. Create "coming soon" messages or countdowns to build buzz around your reopening.



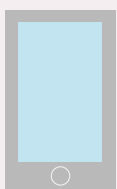
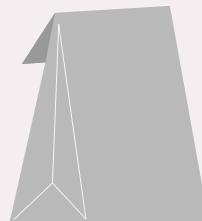
INVITE THE ORDER

Reach out to guests online and remind them how great it is to eat out. Try a campaign of social media posts, texts, and emails to promote specials, theme nights, new menu items, and takeout/delivery options. You can also provide incentives and a link or QR code to your online menu to make ordering fast and easy.



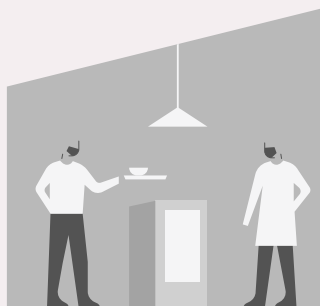
TAKEOUT/DELIVERY

Rely on digital tools to make ordering easy, reduce constant phone calls, and avoid touching menus and money. To avoid crowding, be specific about pickup times and text guests when their order is ready. Designate an area for pickup to maintain social distancing, and use touchless payment systems or clean screens after each use. You might also throw in a pack of hand wipes, a note about your sanitation practices, and a thank you for ordering.



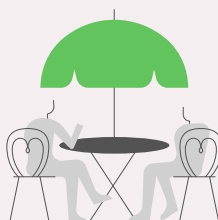
IN THE PARKING LOT

To stagger guests, set up signs to mark waiting areas, along with instructions and a phone number to call or text when they arrive. Post a QR code or link so they can browse the menu, place their order, and pre-pay before they enter to limit time indoors. Then call or send a text to let customers know when their table is ready.



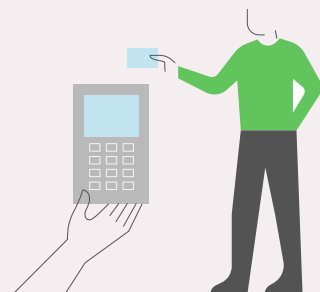
AT THE FRONT DOOR

Post a sign reminding guests that you comply with all local regulations. Remind them to wear a mask and use the hand sanitizer after they open the door, and keep a supply of disposable masks handy. You may also want to mark the floor or provide signage to limit interactions between guests and provide social distancing.



AT THE TABLE

Place chalkboards or digital menus at strategic points around the restaurant, or use disposable paper menus and/or a link to an online menu. Use a paper tablecloth and napkins, or change linens after each guest. Instead of presetting the table, bring wrapped glasses and utensils to the table or sanitize them in front of guests. You can also offer a bag or envelope to store masks while eating and provide disposable hand wipes.



AFTER THE MEAL

Use touchless payment systems to avoid handling cash, receipt holders, credit cards, and pens. If you can, assign a different door to exit. And of course, thank guests for trusting you and invite them back.

THINKING

like a startup

How has Nestlé customer and Two Michelin Star Chef Ghislaine Arabian adapted her restaurant during COVID?

Early on, she kept her staff at Les Petites Sorcières in Paris occupied preparing over 2,000 meals for an association feeding the community.

Later, she devised a three-course grab-and-go menu that changed every day, offered for approximately 20% less than the restaurant's normal sit-down meals and promoted via signage and social media.

When the restaurant reopened, she continued offering the grab-and-go option, which she has found satisfies guests and increases her revenue despite a reduced capacity due to social distancing.



Innovations Worth Trying

Whether you’ve been in business for a week or 50 years, the pandemic is forcing everyone to make a fresh start. Since the old way of doing business is on hold, it may be helpful to borrow some strategies from the tech world--another industry that’s used to thinking on its feet. With this approach, you don’t have to have a perfect plan to start putting solutions in place. Instead, you’re looking for simple, inexpensive solutions that you can adjust as you learn.

The Startup Method¹⁵

1. Build

It’s okay to start small. What’s the lowest-risk solution you can put in place as soon as possible?

2. Measure

Once you’ve taken a step, measure the results. How did it affect traffic? Sales? Guest satisfaction? Your employees? Your cost and benefits?

3. Learn

Stay flexible, adjusting as you go. Consider what worked well, what needs a tweak, and what other ideas you want to try. Then go back and start again with Step 1.
There’s always room to improve!

The best way forward for your business may not look like anything you’ve done before. Check out some of the creative ideas other restaurants around the world are trying:



Mediamatic in Amsterdam set up private glass greenhouses where guests can dine along the canal. Servers deliver food on planks that slide into the door.¹⁶



Canlis in Seattle, Washington has maintained its relationship with local farms by offering guests home delivery of a single meal option that changes every day.¹⁹



Clarity, a restaurant in Virginia, turned its parking lot into a drive-in dining service where a full table setting and meal meets diners in the lot.¹⁷



Italian restaurants are collecting diner information when reservations are made so they can quickly identify and contact other guests if one later tests positive.²⁰



Brooklyn Dumpling Shop delivers meals in a glass locker that guests can unlock with a code on their phones after paying.¹⁸



Shake Shack is launching a cook-at-home burger kit available through online order/delivery.²¹

reaching

OUT TO GUESTS

As people ease back into dining out, consumers are understandably more concerned with health and safety. You can reassure them by demonstrating how much thought you've already put into keeping them safe and showing them the changes, you've made at your business.

Communicating with guests is instant and easy with digital tools:

On your website

- Post a statement summing up changes you've made to keep guests safe.
- Promote online ordering along with takeout and delivery options.
- Enhance your online ordering system and/or link to third-party delivery options.
- Update your online menu with any changes you've made, and make sure third-party delivery partners have the latest version.

On social media

- Maintain a positive tone, showing how people can still enjoy eating out.
- Create family, date night, or other concept-based promotions.

- Offer a charity event where guests can buy a meal and donate one to a teacher or healthcare worker.
- Promote new options like take-and-bake dishes, meal kits, and beverage mixes.
- Engage your public with hashtags and contests.
- Capture contact information to build your guest list.

In email/newsletters

- Preview new online or phone-based ordering and payment systems to prevent confusion.
- Offer an interview with your chef on new menu options.
- Share tips on recycling or reusing takeout containers.

Connecting with your team:

As you make changes at your business, remember that your team will also need education and support. To ease the transition, try these strategies:

- 1 Schedule training** on new safety and sanitation protocol for all employees.
- 2 Make sure your staff knows** how to use new ordering and payment tools and how to team with delivery partners.
- 3 Update servers** on menu changes.
- 4 Use digital tools** to instantly alert staff of COVID exposure or restaurant closure.
- 5 Send frequent thanks** for their extra efforts and hard work.

ONWARD

Dining out is still an experience that people enjoy and want to be part of their lives. Even during a pandemic, convenience and cravings keep driving them to go out.⁹ The question is how we can make the most of that experience, despite our new limitations.

The key is to put yourself in their shoes, anticipating their concerns at every step and looking for ways to make dining out feel easier, safer, and more enjoyable. By showing your concern for people's welfare, comfort, and satisfaction with your food, you can rebuild trust and get back to feeding your community.

Let's get back to business again.

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Nestlé Professional
Nestec S.A.
Avenue Nestlé 55
CH-1800 Vevey
Switzerland

www.nestleprofessional.com

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Contact nutripro@nestle.com
for further information.

Editorial Team:

Ana Isabel Aragon, Raha Rajaei
Creative Direction: Mr & Mrs
Copy: Karin Lannon
Photography: Yolanda Gonzalez,
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