

Preparing the Restaurant Industry to Reopen

V.1



Today's Speakers

Thomas Barr

Executive Director, Local First Arizona

Derek Boettcher

Senior VP of Operations, Kind Hospitality

Ty James Largo

CEO + Creative Director, Awe Collective



REOPENING FOR AZ

A Restaurant Guide

The valley's
newest key resource
to help you map out
the reopening
of your restaurant

Guidelines and advice from the experts
at Local First Arizona,
KIND Hospitality and Awe Collective

available for
FREE DOWNLOAD NOW
at

localfirstaz.com



The Operations of Reopening Your Restaurant

Derek Boettcher, Senior VP of Operations, Kind Hospitality

Make A Plan With Your Leadership Team



Maintain A Clean, Sanitized Environment At All Times



Maintain Proper Social Distancing Guidelines At All Times



Prioritize The Health, Wellness And Hygiene of Your Staff Members



Take Every Available Precaution With Regard To Food Safety



Messaging About Your Reopening, When You're Ready

Ty James Largo, CEO + Creative Director, Awe Collective

Thank Your Fans



It's OK To Not Be Ready



Humanize The Message, Show Faces

- Use video (iPhone)
- Show the space
- Show faces
- Show the process of reopening



Show The Love

- Food cost-friendly gift (maybe take home)
- Continue to encourage takeout



Things To Avoid

- Don't mention words like pandemic, COVID-19, outbreak, etc. People already know the problem, so focus on the solution.
- Use, but limit the word "safety." It's a box that should be checked, but not belabored. Focus on hospitality.
- "These uncertain times" or anything that has become white noise is ineffective.



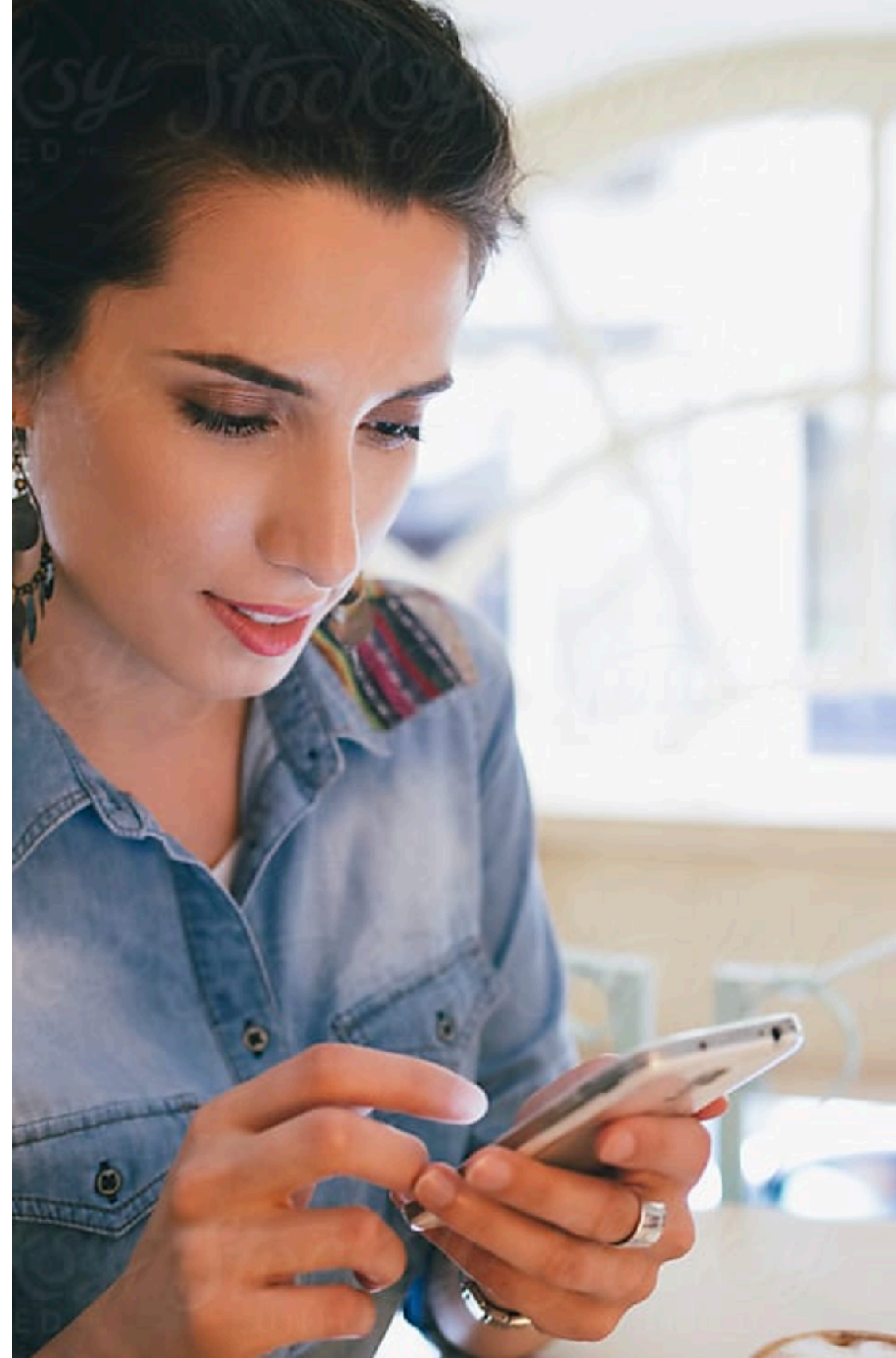
Don't forget internal communications

- Staff communication meetings are more important than ever for morale
- Celebrate the wins, update on areas to improve, and talk through the way they feel about the new operations



Use Your Resources, Again And Again

- PHOENIX Magazine is sharing social posts
- Send a note to media, it doesn't have to be a full press release
- Of course, stay connected with Local First Arizona



Ready Your Channels

- Temporary exterior signage
- Email marketing
- Text messaging
- Mailer or door hangers
- Social media (suggested ad buy)
- Promote via vendor's channels
- Promote via your location's channels
- Promote via your team's social media (if appropriate)



Audience Q+A

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**Thank You — Cheers To Your
Successful Reopening!**

