

US Foods, Society Insurance offer resources

CUSTOMERS OF US FOODS CAN take advantage of the broadline distributor's "Make It This Winter" platform, which includes one-on-one consultations with US Foods experts, informational webinars, new outdoor dining products, and updated online materials and tools for restaurant operators to tackle the ongoing challenges brought on by the Covid-19 pandemic.

US Foods rebranded its "Make It Now" site as "Make It This Winter." The platform will continue to house a variety of helpful Covid-related materials as well as evolving resources to address new and emerging challenges. In addition, the site has been updated to make it easier for restaurant operators to search key topics such as "off-premise," "dine-in" and "competitive menu" so they can quickly find what they need.

New COVID-19 resources on the site include:

- An array of new outdoor dining products, including heaters, outdoor furniture and dining tents.
- New resources include employee wellness check questionnaire guidance, what to do when an employee gets sick with COVID-19 and COVID-19 communications templates to help operators communicate a COVID-19 positive employee or customer. The company has also added a "Deep Cleaning Checklist" and guiding principles for managing indoor air.
- Webinars: The Operating Safely webinar addresses issues such as what to do if an employee gets sick and how to communicate with customers. With a continued focus on off-premise dining, US Foods also recently launched "Promoting Delivery and Ghost Kitchens," which focuses on ghost kitchens and how to stay in front of diners during the winter season and beyond. The US Foods Ghost Kitchen program also recently expanded its concept offerings from six to 12.

View all of the available resources or schedule a one-on-one consultation

with a US Foods Restaurant Operations Consultant or Food Fanatic Chef at usfoods.com.

Improving customer satisfaction in food pickup

Editor's note: The following suggestions are from Society Insurance.

The restaurant and bar industry has made a major pivot toward a contactless delivery and carry-out business model in order to maintain profitability. Some restaurants have seen and will see more success than their competitors because of how well they've been able to maintain customer satisfaction. So here are some tips to improve the food pickup experience at your restaurant.

Ensure a seamless customer journey

"Customer journey" is an all-encompassing term that describes a customer's experience from the second they lay eyes on your brand until they have made a purchase. The goal of any business is to make that journey as quick and convenient as possible. Some easy ways to do this are:

- Including downloadable menus on all social channels and website homepage
- Clear, concise calls to action (CTA) on website for ordering/pickup
- Updated business hours/delivery info on Google My Business profile
- Pickup and delivery protocols displayed prominently on digital channels (social, website, app, etc.)
- Utilizing third-party delivery apps (though, it may not be right for every business)

While most restaurants have traditionally relied on local foot traffic, people now prefer to do everything online—from browsing the menu, to ordering and paying. Contactless delivery to minimize the amount of time spent in the restaurant is trending, so having the infrastructure to support it is crucial.

Food prep and order tracking

A recent survey from Rakuten Ready found that two of the most

important factors for customers when placing online orders are knowing when the order is ready and clear details on how to pick up the order.

Third-party delivery services give live updates on an order's status from when the food is being made to when it's ready for pickup, and show exactly where the delivery driver is via GPS tracking. The reason behind this is simple: keeping the customer engaged and in-the-know about their order increases transparency, and therefore, trustworthiness. If you can't set up infrastructure for GPS delivery tracking, consider text message updates instead.

Customer engagement through transparency

There are ways to build trust with your customers other than order tracking. Rethinking your marketing efforts to concentrate on aspects of pickup and delivery orders should be your new priority. Ask yourself these questions:

- Do we provide details on pickup and delivery protocol on our website and Google My Business profile?
- Do we provide accessible, up-to-date employee health policies?

• Are we leveraging social media accounts to provide timely updates regarding in-store policies?

People want to see that you're taking their health concerns seriously, so give them peace of mind. Open, honest, and frequent updates will win customers.

Remain contactless

With delivery, the driver can leave the food at the doorstep and either call, text, or send a picture confirmation that the food has arrived. Although it may be a new procedure, it really isn't more difficult.

According to the study by Rakuten Ready, "Customers want minimal wait times with their orders when they arrive. They also want very clear contactless protocols like designated pickup parking spots or pickup areas, social distancing and contactless handoff."

By implementing curbside pickup, designated outdoor pickup areas, or other socially distant methods of food pickup/delivery, you signal that you are dedicated to making the dining process as easy and safe as possible. **FSN** Society Insurance offers business insurance including restaurant, bar and hospitality insurance.

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FEATURE PROPERTY INFORMATION

PERKINS MOUNTAIN IRON

ASKING SALE PRICE: \$1.275 million with real estate
ASKING FOR LEASE: \$8,500 PM NNN
RENT: \$8,500 per month triple net
LEASE: 5 years with five year option
PROPERTY TAX: 2020 \$27,602
TERMS: Cash or terms acceptable to Seller
TYPE OF BUSINESS: CLOSED

SIZE: Building size – 5,745 square feet approx.
SEATING CAPACITY: 200
EQUIPMENT: Fully equipped
PARKING: 72
YEARS ESTABLISHED: Built 2009
REASON FOR SELLING: Closed
ADDITIONAL COMMENTS: City of Mountain Iron on Highway 169. Located in front of Walmart and next to Holiday Inn.

COMMISSARY KITCHEN MPLS.

ASKING PRICE: \$249K
RENT: Multiple stores
LEASE: Two years with 2-5 year options
TERMS: Cash or terms acceptable to Seller
SIZE: 70 x 37 square feet
PARKING: Ample
EQUIPMENT: List available

REASON FOR SELLING: Other interests
ADDITIONAL COMMENTS: Multiple stores located in this building. Excellent equipment package

FEATURED LISTINGS

- ▲ **NEW!** Dwnnt Mpls Full Liq. 250K Rent only \$2,500 PM
- ▲ **NEW!** Ethnic Blaine Seats 75 Ask 60K
- ▲ **NEW!** Oriental Rest. Hopkins Large Patio 150K
- ▲ **NEW!** Convenience Store in Coon Rapids 85K plus Inventory
- ▲ **NEW!** Neighborhood Rest. Full Liq No.Sub incl. Bldg & Home 1.1Mil
- ▲ **NEW!** DinkyTown seats 75 Ask 275K Beer/wine
- ▲ **NEW!** Ethnic Chaska Full Liq 150K Seats 60
- ▲ **NEW!** Bar & Rest. In IGH Asking 150K
- ▲ **NEW!** Oriental Full Liq. 100K Dwnnt MPLS
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