

LJR
Hospitality
Ventures

& **starr**
design

©copyright 2020 starr design, pllc

creating a
POST Pandemic Playbook
2nd edition

HOW RESTAURANTS WILL NEED TO **ADAPT**
TO KEEP GUESTS HEALTHY & HAPPY

PURPOSE OF RESTAURANT DINING

POST Pandemic Playbook
HOW TO ADAPT YOUR BUSINESS

why do we use RESTAURANTS?

SOCIAL



CONVENIENCE



ENTERTAINMENT/
ESCAPE



these will not CHANGE!

*"...the need to constantly evolve, take in new information,
and not be afraid to break out of the parameters that currently exist"*

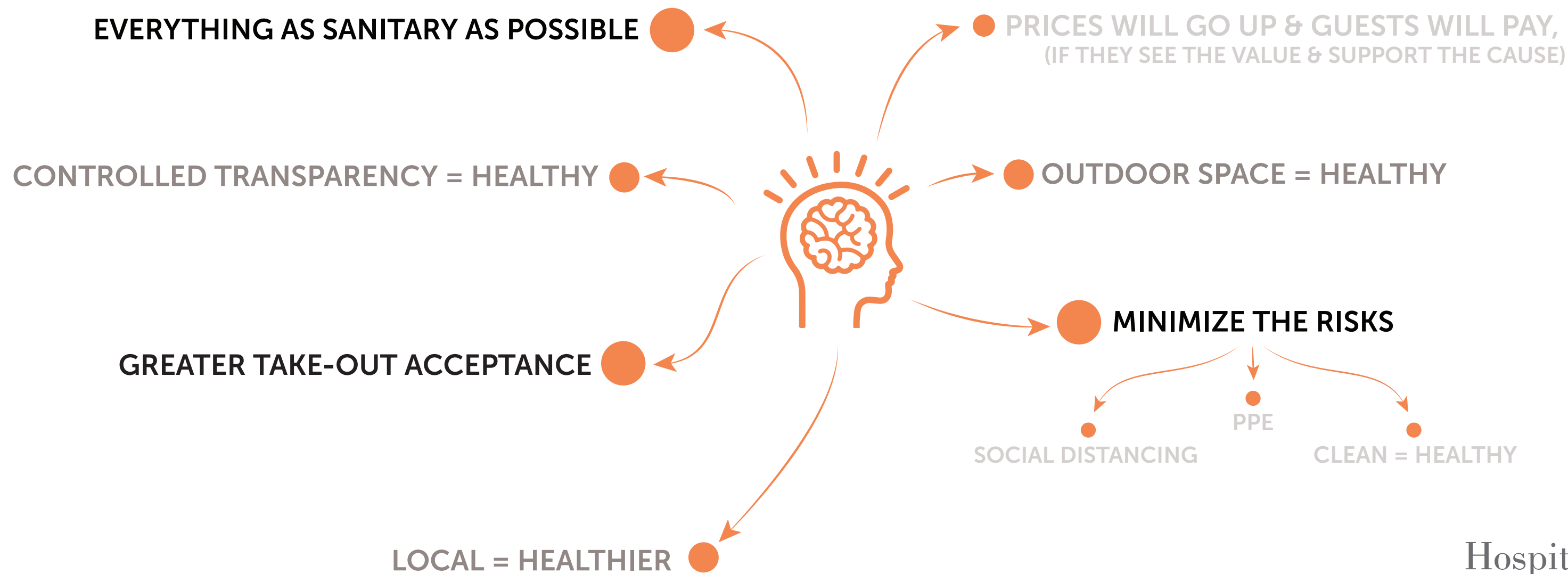
Lt. Gen. Rick Lynch

LJR
Hospitality
& Ventures
starr
design

NEW & CONSTANTLY EVOLVING MINDSET

POST Pandemic Playbook

HOW TO ADAPT YOUR BUSINESS



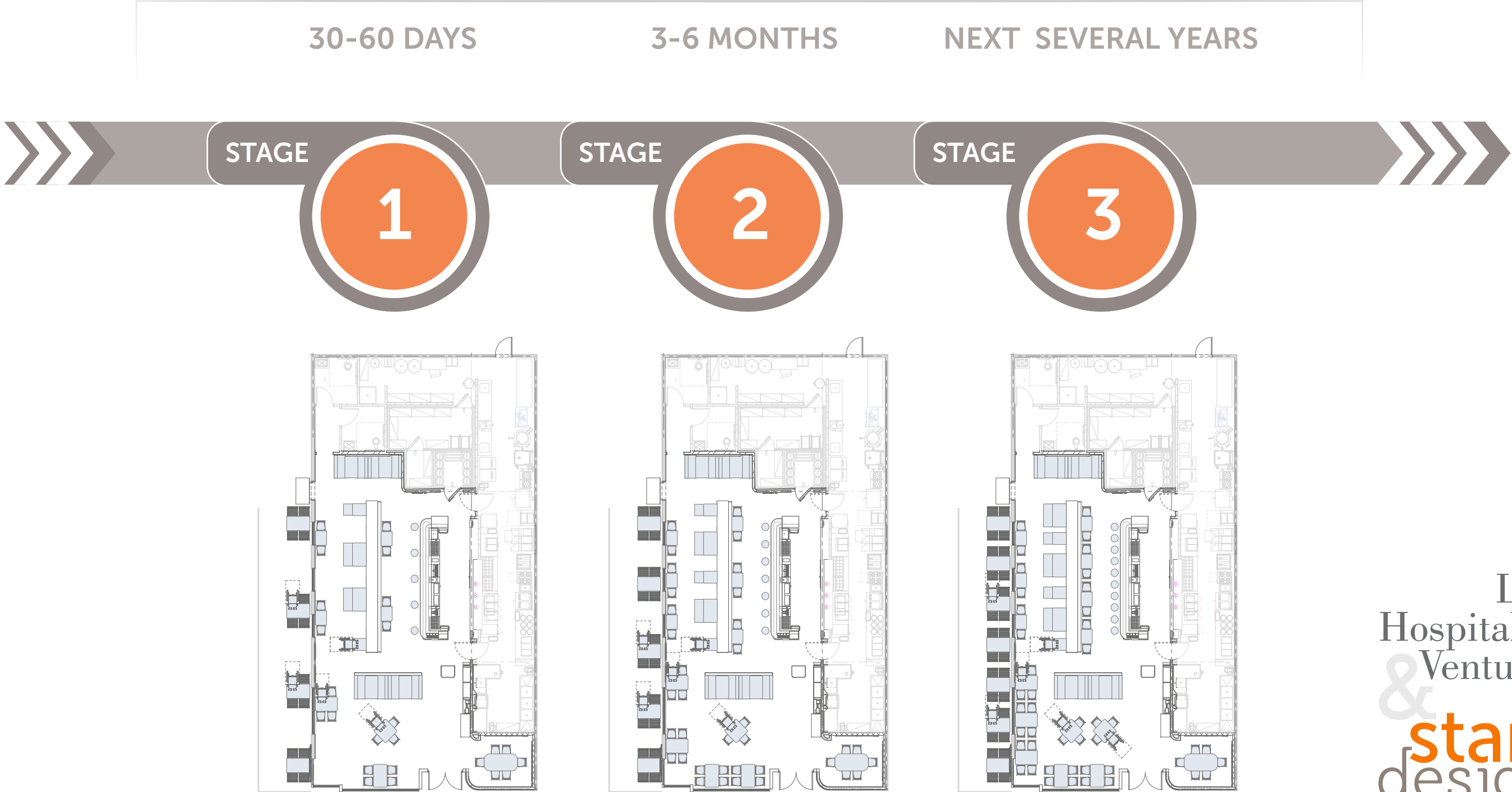
PERCEPTION OF THE NEW NORMAL

POST Pandemic Playbook HOW TO ADAPT YOUR BUSINESS

- 76% OF GUESTS BELIEVE THAT A RESTAURANT'S CLEANLINESS AND FOOD SAFETY WILL MATTER MORE AFTER COVID-19
- 69% WILL AVOID CROWDED PLACES: EVEN IF THE GOVERNMENT SAYS IT'S SAFE, THEY WON'T BELIEVE IT
- 66% WILL STILL AVOID SELF-SERVICE FOOD [AND BEVERAGES] LIKE BUFFETS, SALAD BARS, [BEVERAGE FOUNTAINS], ETC.
- 52% BELIEVE THAT THEY WILL STICK WITH WHAT THEY KNOW AND NOT TRY NEW RESTAURANTS OR MENU ITEMS
- 43% BELIEVE THAT HEALTH RISKS WILL KEEP THEM FROM EATING AT SIT-DOWN RESTAURANTS WHEN ALLOWED
- 35% WILL SPEND MORE TO HELP RESTAURANTS AND ECONOMY RECOVER
- 25% INCREASE RESTAURANT SPENDING IN ORDER TO SOCIALIZE MORE
QSR – WHEN COVID-19 ENDS, HERE'S HOW RESTAURANTS WILL WIN - [DANNY KLEIN](#)
- 55% OF ALL CONSUMERS EXPECT TO SEE HAND SANITIZER IN RESTAURANTS TO MAKE THE FEEL "SAFE AND COMFORTABLE," AND ANOTHER 46% SAID THEY'D LIKE TO SEE STAFF "VISIBLY CLEANING" HIGH-TOUCH AREAS
[HEATHER LALLEY](#), TECHNOMICS
- 61.9% OF RESPONDENTS WANT RESTAURANT STAFF TO WEAR BOTH MASKS & GLOVES
 - 39.1% WANT THEM TO WEAR THEM FOR 30 DAYS
 - 20.8% WANT THEM TO WEAR THEM FOR 60 DAYS
 - 15.3% WANT THEM TO WEAR THEM INDEFINITELY
- 50.9% OF RESPONDENTS PLAN TO DINE-OUT THE SAME AMOUNT [AS BEFORE THE PANDEMIC]
- 45.9% PLAN TO DINE-OUT LESS THAN BEFORE
- 3.2% PLAN TO DINE-OUT MORE
- 76.3% FEEL THEY WILL GET BACK TO THEIR NORMAL DINING-OUT ROUTINE WITHIN 90 DAYS [OF OPENINGS]
QSR – WHAT CUSTOMERS WANT FROM RESTAURANTS AS THEY REOPEN - [DANNY KLEIN](#)

STAGING TO A NEW NORMAL

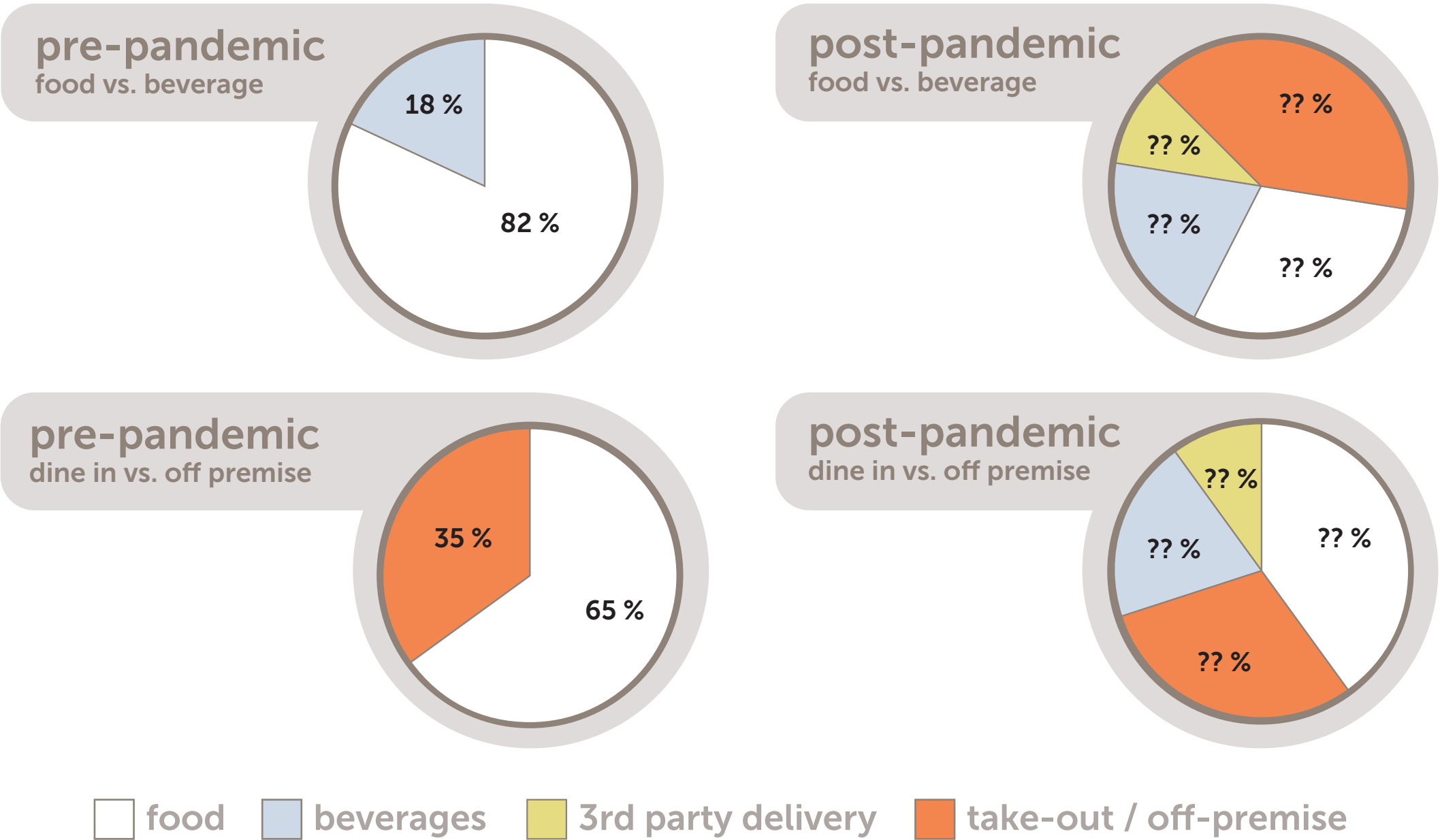
POST Pandemic Playbook
HOW TO ADAPT YOUR BUSINESS



RE-IMAGINED SALES MIX

HOW DO YOU MAKE MONEY AT: 60%, 75%, 90% OF NORMAL SALES VOLUME?

WHAT DOES THE NEW SALES MIX LOOK LIKE?



RE-IMAGINED PROFITABLE OPERATIONS

- SUPPLY CHAIN AND REDUCING SKUS
- MENU ITEM SELECTION & PRICING
- OPERATING HOURS
- ADDITIONAL MEAL PERIODS
- MORE EFFICIENT LABOR MODELS
- AUTOMATED KITCHEN EQUIPMENT
- SELF OR SHARED DELIVERY MODELS
- MINIMIZING OPERATING EXPENSES
- PROJECTING NEW PROFIT & LOSS STATEMENTS

POST Pandemic Playbook
HOW TO ADAPT YOUR BUSINESS

LJR
Hospitality
& Ventures
starr
design

REQUIRED CHANGE

POST Pandemic Playbook HOW TO ADAPT YOUR BUSINESS



- CONTROL THE ENTIRE PROCESS
- LIMIT THE NUMBER OF GUESTS
- MINIMIZE CONTACT W/ GUESTS, STAFF & SURFACES
- CONTACT-LESS PAYMENT
- HIGHLY CONTROLLED & CLEARLY LABELED TAKE-OUT SYSTEM
- RAPID PICK-UP PROCESS
- LIMITED / SIMPLE / VARIED MENUS FOR DIFFERENT PURPOSES
- SANITIZING BETWEEN GUESTS
- MICRO SOCIAL DINING ENVIRONMENTS
- REDEFINED BAR EXPERIENCE
- REPLACE WATER, TEA & SODA REFILL PITCHERS
- REPLACE SELF-SERVE BEVERAGE STATIONS
- RE-TRAINING STAFF

.....and additional changes as they arise

TIMING IS EVERYTHING

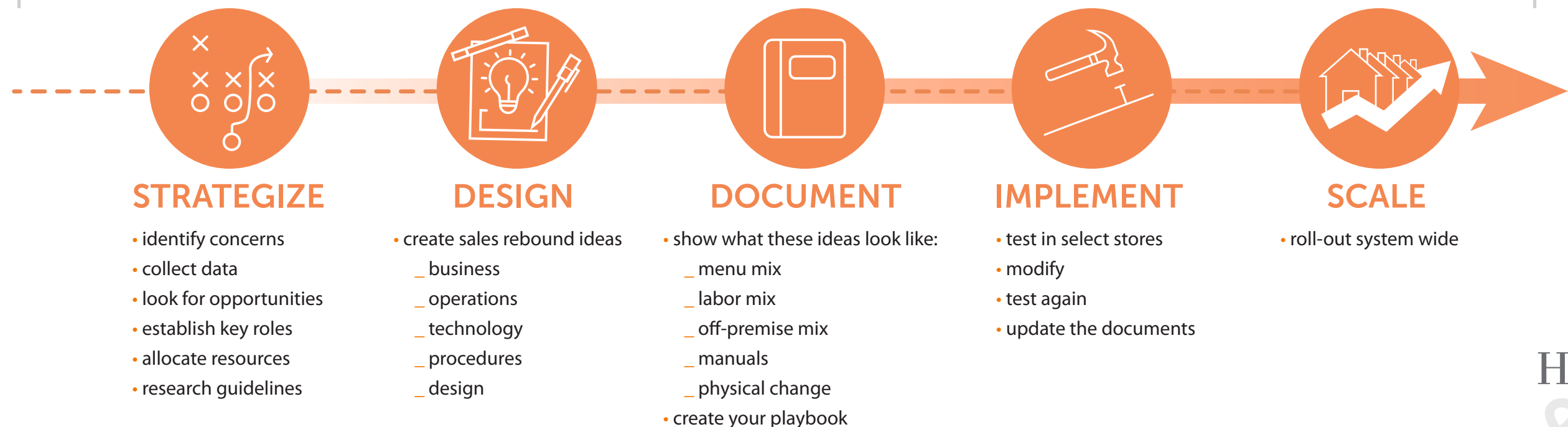
POST Pandemic Playbook
HOW TO ADAPT YOUR BUSINESS

ONE CHANCE TO MAKE A NEW 1ST IMPRESSION

IT HAS TO FEEL GREAT & SAFE

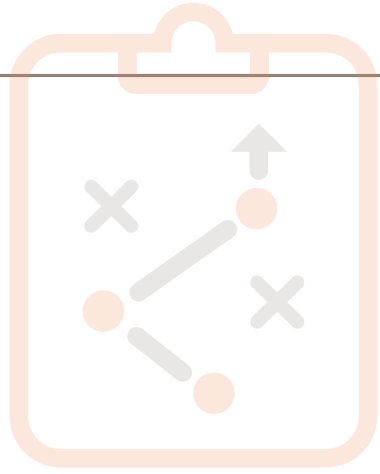
WHAT'S YOUR SCHEDULE TO ADAPT & IMPLEMENT?

remember, these changes take time.



LJR
Hospitality
& Ventures
starr
design

STRATEGIES



POST Pandemic Playbook

HOW TO ADAPT YOUR BUSINESS



CONTROLLING ENTRY



RESERVATIONS



NO-WAIT SYSTEM



GREETER AT DOOR TEXTING YOU WHEN TO ENTER



CONTACTLESS COMMUNICATION



THROW AWAY MENUS



MOVABLE MENU BOARDS



QR CODED MENU APPS



BILL PAY MOBILE APPS



SIGNS ON TABLES AFTER THEY'RE SANITIZED



WHITE BUTCHER PAPER THAT GETS REPLACED BETWEEN GUESTS



ADAPTING DINING



MICRO SOCIAL DINING ENVIRONMENTS



STRONG CONNECTION TO THE OUTDOORS

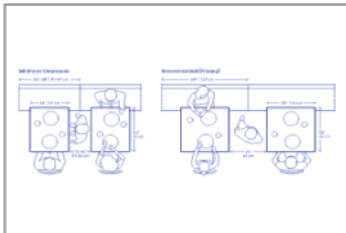
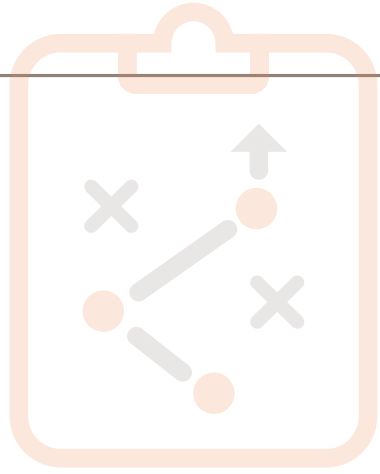


MORE BACK-TO-BACK TABLES / BOOTHS



UNDERSTANDING "6 FEET" VS. 50% or 75% of OCCUPANCY MANDATED BY THE GOVERNMENT, IN SOME CASES RESTAURANTS CAN'T ACHIEVE THAT OCCUPANCY AND MAINTAIN THE 6 FEET MANDATE

STRATEGIES



POST Pandemic Playbook

HOW TO ADAPT YOUR BUSINESS



TRAFFIC CONTROL BETWEEN GUESTS & STAFF



DEFINED QUEUING AND WAITING AREAS



WIDER SERVICE AISLES



VISUAL RE-ASSURANCE



GLASS / FABRIC / DECOR PANELS BETWEEN TABLES



EVIDENCE OF CONSISTENT CLEANING BETWEEN GUESTS



MORE SPACE BETWEEN PARTIES FACING EACH OTHER (FRONT OR SIDE)



LIGHTER, BRIGHT "CLEANER" FINISHES



FRICTIONLESS OFF-PREMISE



CURBSIDE PICK-UP



SELF DELIVERY RATHER THAN 3RD PARTY



RE-INVENTING "THE BAR"



PENINSULA BAR TABLES IN LIEU OF TRADITIONAL BARS



BELLY UP BAR QUEUING AREAS



MORE SELF-CONTAINED COCKTAIL STATIONS



RETAIL = OPPORTUNITY TO GROW SALES



SAUCES, JAMS, BAKERY PACKS, ETC



HIGH STYLE SHIRTS, SCARVES, AND DISTINCTIVE MERCHANDISE

WHAT SEEMS TO BE WORKING & WHAT'S NOT

POST Pandemic Playbook
HOW TO ADAPT YOUR BUSINESS



GOLDSILVER RULE -- TOO MUCH, TOO LITTLE, JUST RIGHT
-- CAN'T OFFEND PEOPLE WITH SLOPPY SAFETY

- ✓ YOU NEED THE TRUST OF THE INFLUENCER'S -- PEOPLE ARE STILL HESITANT
- ✓ WIPE EVERYTHING
- ✓ WEAR MASKS & GLOVES
- ✓ DINE-IN "KIT"



UNIQUE OUTDOOR SPACES - WITHOUT OVERCROWDING

- ✓ MAKE IT WORK FOR THE STAFF & THE GUEST -- SERVER STATIONS
- ✓ RENT TENTS, PLANTS
- ✓ ACCOUNT FOR THE WEATHER -- GET CREATIVE
- ✓ ALTERNATE MENUS & PRESENTATIONS



OFF PREMISE BUSINESS SEEMS TO BE HOLDING UP
-- PAY ATTENTION TO FLOW



WORK WITH LANDLORDS TO CHANGE THE DIALOGUE
-- TO INCREASE SALES TO BE ABLE TO PAY MORE RENT

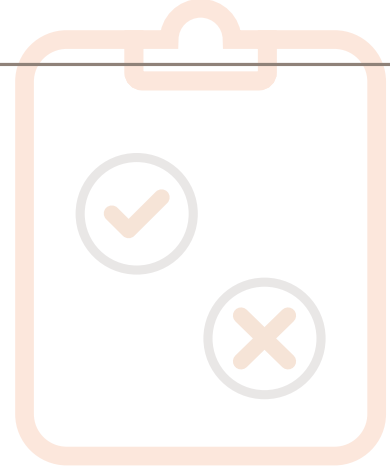
- ✓ MORE DESIGNATED CURBSIDE SPACES
- ✓ MORE CREATIVE OUTDOOR OPPORTUNITIES
- ✓ COMBINED ENTERTAINMENT OPPORTUNITIES



IT'S GOT TO BE UNIQUE & CRAVABLE -- BE REMARKABLE
-- GUESTS ARE RESPONDING TO "LOCAL"
-- SERVE ITEMS THE AVERAGE PERSON WOULDN'T MAKE AT HOME

LJR
Hospitality
& Ventures
starr
design

WHAT SEEMS TO BE NOT **WORKING**



NOT UTILIZING SPACE CORRECTLY



NOT ADHERING TO SPACING REGULATIONS



POSSIBLE CAUSE OF CONTAMINATION



PAGING SYSTEM BECOMES UNSAFE



NOT ADHERING TO SPACING REGULATIONS



SERVER NOT WEARING PPE CORRECTLY



SELF SERVE BEVERAGE STATIONS



AWKWARD FEELING



AWKWARD/ CONFINED DINING SPACE

POST Pandemic Playbook HOW TO ADAPT YOUR BUSINESS

LJR
Hospitality
& Ventures
starr
design

BEST STRATEGY IS FLAWLESS EXECUTION

POST Pandemic Playbook HOW TO ADAPT YOUR BUSINESS



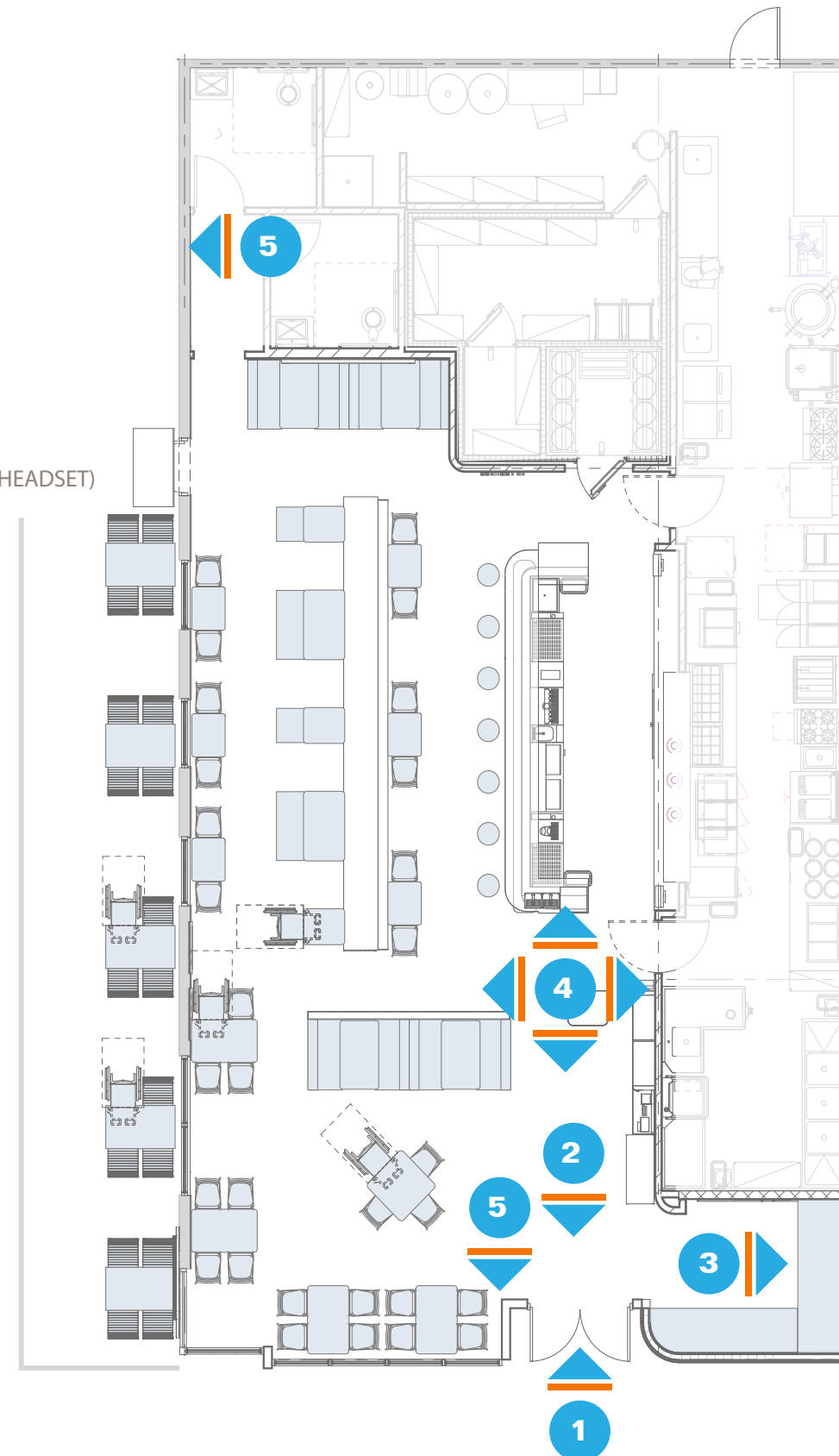
- 1 **EXTERIOR HOST/HOSTESS STAND**
 - GREETES CUSTOMER (CONTACTLESS)
 - TAKES CUSTOMER'S NAME
 - GETS CELL PHONE NUMBER (REPLACES PAGERS)
 - COMMUNICATE WITH INTERIOR HOST/HOSTESS (HEADSET)

- 2 **INTERIOR HOST/HOSTESS STAND**
 - COORDINATES WAIT LIST WITH EXTERIOR HOST/HOSTESS (HEADSET)
 - COORDINATES WITH BUS TEAM (HEADSET)
 - COORDINATES WITH ROAMING MANAGER (HEADSET)
 - a. QUALITY ASSURANCE OF CLEAN TABLE
 - b. OPTIMIZE SEATING CAPACITY/ SPACE
 - c. CUSTOMERS POINT OF CONTACT FOR ISSUES

- 3 **TO-GO STAND**
 - COORDINATES WITH EXTERIOR HOST/HOSTESS (HEADSET)
 - COORDINATES EXPO/ TO-GO COORDINATOR (HEADSET)
 - COORDINATES WITH ROAMING MANAGER (HEADSET)

- 4 **ROAMING MANAGER**
 - COORDINATES WITH EXTERIOR HOST/HOSTESS (HEADSET)
 - COORDINATES WITH BUS TEAM (HEADSET)
 - COORDINATES EXPO/ TO-GO COORDINATOR (HEADSET)
 - COORDINATES WITH KITCHEN (HEADSET)

- 5 **SANITIZER STATIONS**



LJR
Hospitality
& Ventures
starr
design

HOW WE CAN **HELP**

POST Pandemic Playbook
HOW TO ADAPT YOUR BUSINESS

let's talk...

letstalk@starrdesignteam.com
steve starr, aia, fcsi

let's
connect



LJR
Hospitality
Ventures & **starr**
design

©copyright 2020 starr design, pllc