



Helping your outlet get back to business

We realise it's still a very challenging and uncertain time for your business. The market outlook might be uncertain, but as we approach the 'new normal', we want you to know we are here to help you start planning your reopening and ready to discuss getting your business back on track.

We've got plenty of new products, new ideas and inspiration to support you when the time is right.

Let's get back to business.

Helping you to imagine the future

We know you'll no doubt be thinking about these areas so we've developed a ten point process to help you review how your business might be different in the coming months and to help plan for reopening.



Review

1. **Timescales** – let us know your proposed timescales and reopening plan as soon as possible and we will work with you to manage your re-stock.
2. **Plan your space** – consider what impact social distancing will have on your business. You may need to consider a one in, one out system, extended meal times with time-slots or offer more food to take-away. Sneeze screens, markers on the floor and designated areas would help keep customers a safe distance apart.
3. **Simplify your menu** – you may be running with reduced staff and skill levels in your kitchen. By simplifying your menu down to your customer favourites, you are still able to offer customers a quality food offer. To minimise contact, you could also consider moving to individually wrapped products.



Re-set

4. **Your team** – it might not be possible for all of your team to come back in one go, so jobs may need to be split across team members. You may need more people dedicated to cleaning, hygiene, and to restrict to only one person at the till.
5. **Your customers** – as the workforce returns, they are likely to be pleased to get back to a routine but it might take a while for consumer confidence to increase. Your customer requirements may have changed. They might be looking for more healthy options from you after time spent at home. Theme days and seasonal events will bring back a sense of normality but it is likely that planned meals from home will increase too. Providing a high level of consumer confidence will be key.
6. **Hygiene factors** – ensuring your outlet has hygiene processes in place will be paramount to reassuring your customers and easing their anxiety. Simple changes like moving from top down sauces on tables to individual sachets and individually wrapped food-to-go will all help to reassure your customers. Removing self-serve areas such as salad bars and buffet counters will also minimise contact.
7. **Finance** – ensure you have made use of the government finance packages on offer and have optimised your menu for re-launch to help manage your cash flow for re-launch. By simplifying your menu down to your customer favourites, you are still able to offer customers a quality food offer. We can support you to drive efficiencies in your range and support your menu planning to manage your costs.



Re-launch

8. **Advertising your outlet** – there is a fantastic opportunity to market your business with new messaging to connect with your customer base. Your customers might be more hesitant to venture to the high street, so thinking of ways to capture their attention and spend will be more important than ever. Read our blog on this [here](#).
9. **Retaining customer loyalty** – consumers are likely to be wary, so building customer loyalty and trust will be vital. Why not consider implementing incentives, gift vouchers, loyalty apps or cards. You could also offer a welcome back offer to show your appreciation?
10. **Future proof your business** – build resilience plans now should another lock-down occur. No one knows your business like you do, but we are here to help you plan for the future.

Contact your account manager for more support
or visit [Bidfood.co.uk/business-industry](https://www.bidfood.co.uk/business-industry)





Business & industry



Check out the business and industry blog

Read our blog [here](#).

Dedicated to the business and industry sector it's full of insights, thoughts and suggestions to help you develop your food and drink offer.

Looking for simple menu solutions?

If you are looking to take things back to basics to simplify your kitchen, costs and product requirements, we have ideas and support to help you create flexible and flavour filled recipes with store cupboard ingredients. Who is to say that you can't still be innovative and create really flavoursome dishes?

**FAST.
FLEXIBLE.
FLAVOUR.
BACK TO BASICS.**

Take away & packaging support

Offering a take-away only service might be the easiest way to maintain social distance in your outlet in the short-term. We've pulled together product selections influenced by the latest trends in food-to-go, linking ideal containers for hot or cold food and drink to help you offer the right container for your dishes.



Helping you with social distancing

Social distancing means keeping two meters apart where possible and will be essential in the coming months as businesses start to re-open. Help restore consumer confidence in your business with our new range of solutions.

From sneeze screens to hand sanitisers, we have everything you need to run a safe and hygienic operation in your outlet.



Contact your account manager for more support or visit [Bidfood.co.uk/business-industry](https://www.bidfood.co.uk/business-industry)

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