

# REBUILDING CUSTOMER TRUST IN FOODSERVICE

A webinar hosted by entegra Procurement Services

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Consumer surveys say many diners will be cautious about eating away from home over the coming year. As food operators begin to navigate a post-quarantine environment, they must regain customer trust. These key takeaways from our webinar provide practical advice on ways to win back your regulars and gain new customers.

Webinar panelists included **Marc Lane**, Director of Operations, Innovative Food Brands, **Dr. Ruth Petran**, Senior Corporate Scientist, Food Safety & Public Health, ECOLAB and **Pete Mrvos**, National Account Manager, Pactiv. Moderator for this webinar was **Nancy Wollensak Gilboe**, entegra Business Development.

## CLEAN/SANITIZE/DISINFECT

### Definitions:

- Cleaning removes soil so chemicals can reach the virus
- Sanitizing reduces the population of micro-organisms in the environment
- Disinfection destroys or inactivates the virus

### Foodservice will be using more and stronger cleaning products

- See the list of disinfecting products registered by the U.S. Environmental Protection Agency (EPA) known as the EPA's "[List N](#)."
- Follow instructions on label for application method and contact time
- For safety of user, wear proper PPEs as required on the label

“Clean first, removing dirt so disinfectant can reach the virus – then sanitize or disinfect. Be sure to use the proper PPE when using stronger chemicals!”

Dr. Ruth Petran, ECOLAB

## COMMUNICATION

- Health and safety are now integral to your brand identity
- Make sure signs are posted in your operation to clearly indicate safety procedures and expectations of customers, such as counter cards, wall posters and social distancing floor markers
- Clean and sanitize in a way that is visible to your customers to build a sense of safety and trust
- Promote your adherence to best practices through professionally done signage
- Use social media to be transparent about your efforts
- Constantly refresh your imagery and messaging around what you are doing to create a healthy and safe environment

“Restaurants have always been an aseptic environment – we’ve always cleaned and we’ve always sanitized. In a sense, we’re moving back to basics.”

Marc Lane, Innovative Food Brands



## PROCEDURES/PROCESSES

- Never let go of the basics: **WASH HANDS OFTEN and KEEP HANDS AWAY FROM YOUR FACE**
- Utilize Ecolab's [Corporate Operational Readiness Checklist](#) and the [General Manager Foodservice Reopening Checklist](#) to ensure comprehensive preparedness to safely resume operations
- Refocus on cleaning and disinfecting procedures already in place
- Use disposable gloves – but remember that gloves are only as good as what you touch and how often you change them; follow proper procedures when putting on and taking off
- Enforce social distancing for staff and customers using footprint and traffic markers
- Face protection – masks and shields – will become a way of life in our business
  - When policy or regulations require masks, politely request customers wear them; provide them to customers who need them
- **STAFF HEALTH IS INCREDIBLY IMPORTANT**
  - There is always the possibility of transmission to customers and co-workers, even when no symptoms are present
- Set up hand sanitizer stations – preferably with contactless distribution – at entrances
- Consider providing paper bags for customers to store masks while eating
- Eliminate touchpoints by moving to cashless payment whenever possible
  - Use cup and gloves for contactless exchange of currency
  - Disinfect credit/debit pin pads after every use
- Provide adequate facilities for disposal of masks and gloves, in front and back of house

## SERVICE/PACKAGING

- Eliminate self-service in favor of over-the-counter service for everything, including straws, napkins and cutlery
- Create a great guest experience through packaging; the first impression of your food may now come through the look and feel of your take-out packaging
- Whenever possible, use packaging that serves as microwave dish, plate/bowl and storage container
- Demand for tamper-evident packaging is rising
- More demand for packaging means more waste, so consider sustainable choices like [these](#) from Pactiv.
  - Reduce waste by using products that use 50 percent mineral materials
  - Recycle by using PET containers with minimum 25 percent post-consumer content
- Use third-party pickup stations, double bag and/or use tamper-evidencing stickers
- Banquets and buffets will move from self-service to pre-packaged service; use transparent lids to highlight contents and seal the dish for takeaway

“To the degree possible, make take-out meals appear before the customer exactly as they would in the restaurant. Packaging should be part of your ingredient list.”

Pete Mrvos, Pactiv