

# 5 WAYS TO REVITALIZE RESTAURANT DINING

Consumers navigating pandemic life miss few things more than eating out in restaurants.<sup>1</sup> But concerns about the safety of doing so are keeping roughly half of them away from reopened restaurant dining rooms.

Still, there are things operators can do to help reluctant consumers feel more comfortable returning to their favorite restaurants.

## Provide curbside convenience.

Keep dine-in-wary consumers patronizing your restaurant by offering curbside pickup.

50%

of consumers



said they would be very likely or extremely likely to use curbside pickup even after restaurants reopen.<sup>3</sup>



## Reassure customers of your safety and sanitation practices.

Consumers said the three measures most likely to make them feel safe dining out are:

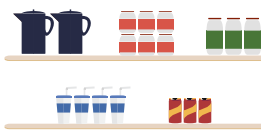


## Add menu must-haves.

To encourage takeout and delivery orders, consider menuing the items consumers are most craving:



## Menu



## Promote family meal deals.

Offering cash-strapped families affordable meal deals has proved to be appealing. According to consumers:



## Communicate openly.

Be sure to communicate best practices clearly to customers via in-store signage, on your website and social media channels, and in email.

Customers are most interested in hearing about the measures restaurants are taking to ensure the safety of:



Learn more about what consumers want from restaurants in the COVID-19 era on the Saputo Foodservice blog.