5 WAYS TO REVITALIZE RESTAURANT DINING

Consumers navigating pandemic life miss few things more than eating out in restaurants. 1 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.

Reassure customers of your safety and sanitation practices.

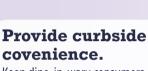
Consumers said the three measures most likely to make them feel safe dining out are:



Employees

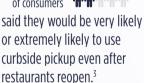
Wearing Masks

Common Areas Cleaned Regularly²



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

50% **††**†





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

40% Comfort/ Classic Foods

35% Build-Your-Own Meal Kits

32% Healthy/Betterfor-You Foods









Deal!

Family

Meal

Promote family meal deals.

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

4 in 10 ordered a family meal bundle at least once while self-quarantining

38% expect to continue ordering these bundles as state-regulated restaurant restrictions ease

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:



Employees Takeout and Delivery²

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





- Datassential, https://datassential.com/coronavirus/
 ONE TABLE: Consumer Insights and the Path Forward (Datassential, May 2020), https://datassential-ONE-TABLE-Consumer-Report-F.pdf
 8,511 Customers Surveyed: The Truth You Must Know Before Your Restaurant Reopens, https://blog.vipinsiders.com/the-truth-you-must-know-before-your-restaurant-reopens/