

# RESTAURANT RESET

Adjusting to Capture Opportunity & Avoid Risk in the COVID-19 Era

## RESTAURANTS ADJUSTING TO A "NEW NORMAL"

### DINE-IN IS DOWN

June 2020 vs. June 2019

**62% DECREASE**

in FSR dine-in-traffic<sup>1</sup>

All 50 states

HAVE INDOOR DINING RESTRICTIONS (25-50% capacity)<sup>2</sup>

### BUT CUSTOMERS ARE STILL DINING OUT

**154% INCREASE**

in FSR carry-out traffic vs. 2019<sup>3</sup>

**OUTDOOR DINING**

traffic is growing in most states<sup>4</sup>

## MAKING THE MOST OF SPACES

Restaurants are rapidly shifting operating models and making changes to their facilities to adjust to changing traffic patterns and capture emerging opportunities.

### OPTIMIZING FOR TAKE-OUT

Converting entryway, vestibule and/or patio spaces for safe, streamlined food pick-up.

### ADDING OUTDOOR SEATING

Expanding patio spaces; converting parking lot or sidewalk to seating space.

## CHANGING FACILITY USE PATTERNS CREATE NEW RISKS

The exterior of a restaurant plays a crucial role in pest mitigation, providing an effective barrier against common pests that can introduce pathogens and other food safety & public health risks into the restaurant. As restaurants embrace carry-out demand and focus on outdoor dining, changing spaces can attract pests that negatively impact the customer experience – and increase the likelihood of pests finding their way inside the building.



### CHALLENGE: LIMITED INSIDE ACTIVITY

Food and other pest attractants are still present in the interior dining spaces of restaurants. Less activity in these areas make them more attractive to common pests like rodents, and also make it more likely that a small pest issue will go unnoticed, growing into an infestation.

### MAIN PEST RISK: RODENTS, OCCASIONAL INVADERS

Rodents transmit many dangerous pathogens, and most guests do not differentiate between occasional invaders like ants and other pests that do carry diseases.

### SOLUTION:

Maintain regular cleaning of interior spaces, seal off all holes and gaps around foundations, keep vegetation trimmed back, and leverage an effective outside-in approach to proactively prevent pests from entering your facility.



### CHALLENGE: INVITING SMELLS ON EXTERIOR

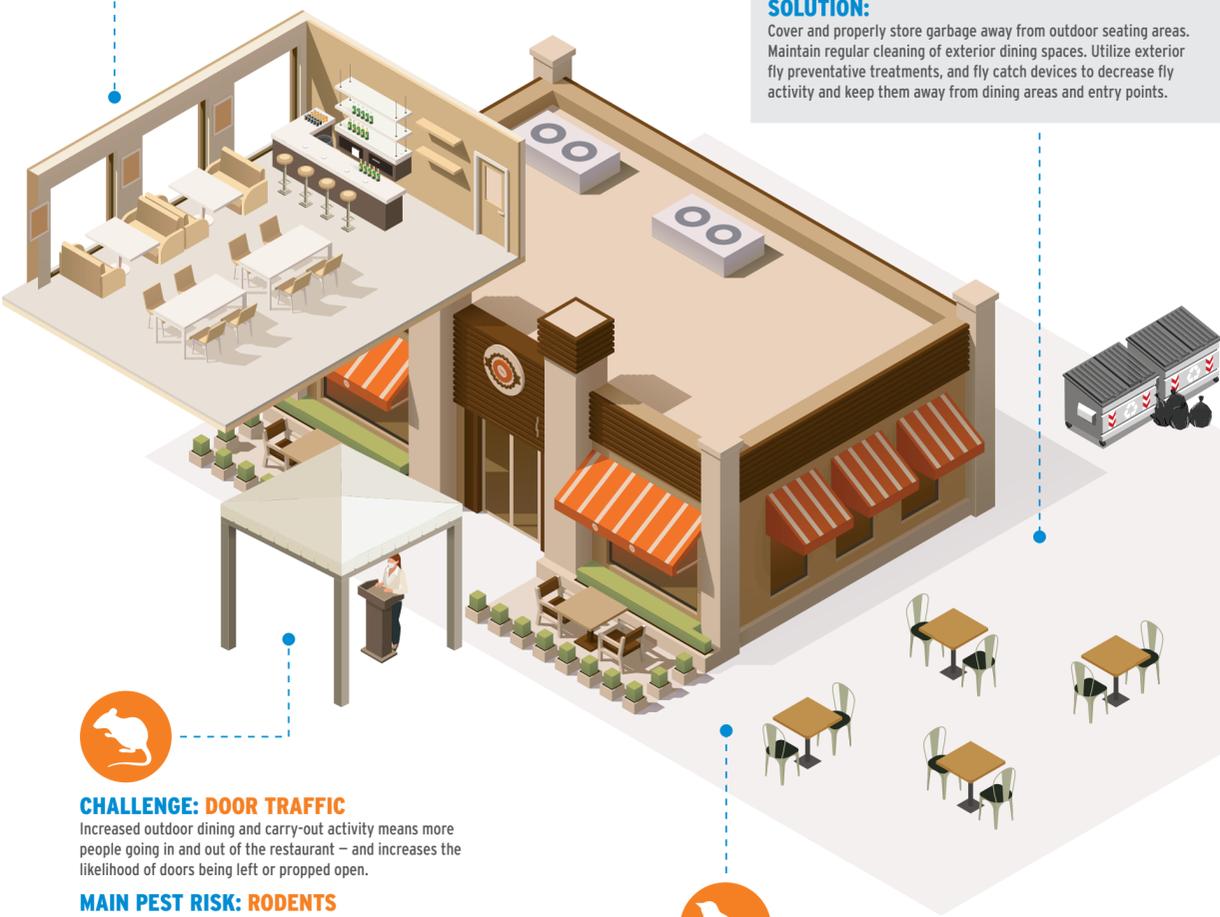
Garbage smells always attract pests and create an unpleasant guest experience. But increased outdoor dining and carry-out activity create pleasant food smells that attract pests to outdoor dining spaces and entry points.

### MAIN PEST RISK: LARGE FLIES

Large flies can harbor more than 200 pathogens, easily spreading them to food and food contact surfaces with their sticky feet.

### SOLUTION:

Cover and properly store garbage away from outdoor seating areas. Maintain regular cleaning of exterior dining spaces. Utilize exterior fly preventative treatments, and fly catch devices to decrease fly activity and keep them away from dining areas and entry points.



### CHALLENGE: DOOR TRAFFIC

Increased outdoor dining and carry-out activity means more people going in and out of the restaurant – and increases the likelihood of doors being left or propped open.

### MAIN PEST RISK: RODENTS

Rodents are known to transmit more than 35 diseases to humans, and rodent activity can cause food inventory, structural and brand reputation damage.

### SOLUTION:

Keep doors closed whenever possible, add door sweeps and regularly inspect doors and entryways for holes and gaps. Leverage proactive rodent exclusion services from your pest management provider.



### CHALLENGE: FOOD WASTE ON EXTERIOR

Increased outdoor dining likely means more food dropped and beverages spilled on the exterior of the facility, which attracts pests.

### MAIN PEST RISK: BIRDS

Bird droppings can spread an array of pathogens and foodborne illness to food and food contact surfaces.

### SOLUTION:

Clean outdoor seating areas more frequently and leverage proactive bird mitigation strategies from your pest management provider.

## PEST ISSUES ARE MORE DAMAGING THEN EVER

Pest activity always presents the very serious risks of food safety & public health incidents, regulatory fines and even potential shutdown. But today, heightened public sensitivity around public health and food safety make restaurant customers awareness to cleanliness more than ever, and amplify the potentially damaging effects of pest issues inside – or outside – a restaurant.

**76%**

of consumers say restaurant **CLEANLINESS AND FOOD SAFETY WILL MATTER MORE** after COVID-19.<sup>5</sup>

**86%**

say that **VISIBLE EVIDENCE OF CLEANLINESS** is most important to feeling safe.<sup>6</sup>



**A SINGLE PEST SIGHTING**

can destroy a restaurant's reputation for cleanliness and food safety.

## 3 WAYS TO PROTECT YOUR GUESTS & BUSINESS

1



Engage with a **PROACTIVE PEST PARTNER**

Ecolab will help you win the fight against pests with our proactive, outside-in approach that addresses your unique pest needs and helps prevent issues from developing.

2



Consider a **CLEAN-OUT SERVICE**

With lower activity due to shut down or reduced-capacity requirements, pest risks increase. Partner with Ecolab to help you get a fresh, pest-free start.

3



Support staff with **DISINFECTION SERVICE**

Ecolab's Disinfection Service provides a higher level of protection for your guests – and takes some of the burden off your staff.

## VISIT OUR RESTAURANT RESET TOOLKIT

1. NPD Group  
2. National Restaurant Association  
3. NPD Group  
4. National Restaurant Association  
5. <https://datassential.com/wp-content/uploads/2020/04/Datassential-Coronavirus13-04-16-20.pdf>  
6. [https://www.measureprotocol.com/hubs/pdf/Measure\\_Protocol\\_Covid\\_Restaurant\\_Report.pdf](https://www.measureprotocol.com/hubs/pdf/Measure_Protocol_Covid_Restaurant_Report.pdf)