

On-Premise Re-Emergence Guide

Re-Imagine. Re-Tool. Re-Open.

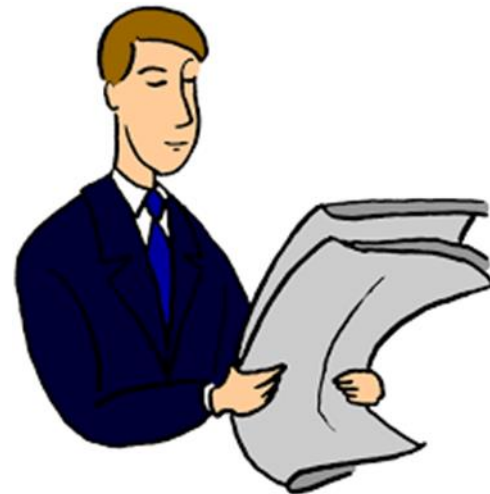


As the On-Premise community begins a highly anticipated re-emergence and adapts to a changing environment, it is imperative to share the knowledge we have learned. Allied Beverage Group, as your partner, is committed to sharing relevant information that will help you open in this new environment.

This guide is meant as a reference to navigate the climate. Understanding vital subject matter to help your guests feel safe and comfortable will provide a foundation for sustained success.

What is Covered in this Guide

1. [Re-Tool Takeout/Delivery](#)
2. [Re-Visit your Beverage Menu](#)
3. [Re-Opening Using Touchless Concepts](#)
4. [Re-Examine Safety](#)
5. [Back In Business](#)
6. [Links & Other Materials](#)



Re-Tool Takeout/Delivery

Cocktails To-Go

- Now approved in New Jersey!

Offer Cocktail Kits & Wine-to-Go Packages

- Cocktail kits including recipe and garnishes. Wine options in cans or bottles.

Develop Dinner Packages

- Include wine and spirits options

Give Contactless Delivery Option

- Text alerts when arriving, payment and tip handled before delivery.

Create Curbside Pick-Up

- Give order updates via text, pre-paid touchless option, clearly marked parking spaces for pickup.

Design Pick-Up Zones Inside the Restaurant

- To maintain social distancing, send updates via text or app to inform guests when to enter for pick up.

Limit Menu Choices

- Limitations will ensure quality of your menu options and help control the cost of acquiring goods.

Beware Of Changes In Diner Behavior

- ☐ Fear of public spaces
- ☐ Increased vigilance over hygiene
- ☐ Limited Spending
- ☐ Increased digital interactions
- ☐ Increased take-out and delivery to remain on demand for near future
- ☐ Desire to connect

Maximize Meal Kits For Takeout!

[Click Here](#)



Re-Visit Your Beverage Menu

This is a great time to start thinking about what your offerings should include once dine-in service resumes. Identify items that were underperforming before the pandemic and consider taking this opportunity to replace them.

If you need wine and cocktail guidance, reach out to your ABG Representative.



Re- Imagine & Re-Evaluate

Safety, Speed-of- Service, & New Revenue Streams

Safety

Glassware- [silicone foldable cups](#), [collapse able cups](#), and BYO options.

Single Serve Options: There are many canned cocktail and wine options [offered here](#)

Vessels: Lets make it fun! [Juice Bottles](#), [Plastic Pouches](#), [Mason Jars](#), and [Glass Flasks](#)

Speed-of-Service

Easy Cocktails- consider 2 to 3 step cocktails to cut down on time to expedite.

Cocktails On Draft- a triple threat, speed of service being one of the greatest traits. [Offered Here](#)

New Revenue Streams

Cocktail Kits: offer cocktail kits made to package up and take home, [find examples here](#)

Profit Margins: Evaluate the performance of your cocktail and wine lists. Use your POS system to identify and replace low-selling items. Locate your highly profitable items and feature them on your menu.

Cocktails on Tap

The Triple Threat

Safety

- Easily present cocktails in enclosed vessels right off tap. Drink pouches, glass flasks, mason jars, enclosed bottles.

Speed of Service

- Average speed of a cocktail to be made is 45-90 seconds. ***A cocktail on tap is a 5 second pour.***

Cocktail Profit Margin

- Cocktails on tap produce 150% more profit margin than draft beer on average.



Re-Opening Touchless Concepts

QR Codes

QR Codes are versatile enough to be printed anything.

- Bar Menus
- Placemats
- Floor Stickers
- Posters
- Window Stickers

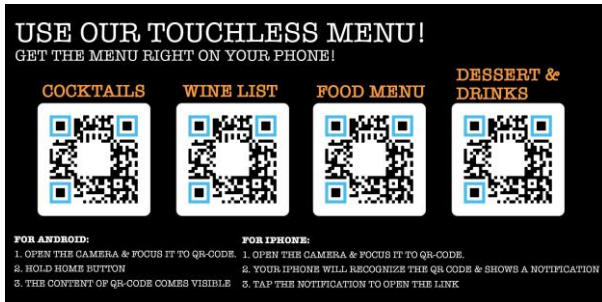


Table Tents w/ Wipes

Dual purpose while giving guests access to anti-bacterial wipes



*Wipes not included

Wall Menu Postings

Allows guests to review offerings without contact.



Re-Examine Safety

One of the biggest challenges facing restaurateurs will be convincing patrons to feel safe about dining in your establishment.

Laser Beam Focus on Safety

- **Visible hygiene practices:** Install visible hand-washing stations
- **Sanitation kits:** Provide personal sanitation kits at each table.
- **Social Media to communicate good practice:** Consider posting sanitation practices and procedures.
- **Canned/Bottled/Pre-packaged Beverages:** Provide a sense of security to guest. (Cocktail on Tap and ready to drink options are an opportunity.)
- **Consider Reformatting Your Dining Room:** According to CDC, guidelines of social distancing will be paramount in creating a comfort level for your guests.

Contactless is King

- **Payment methods:** Avoid cash if possible. Payment options should be restricted to contactless methods, such as smartphones, fobs and other tap-to-pay and mobile devices.
- **Digital is the preference:** Guests rely on digital tools & will expect restaurants to follow suit.

As You Plan to Re-Open, Keep in Mind...

- You will need to re-think your approach to technology, cost controls, menus, service and operations.
- New revenue streams will be critical moving forward. Experiment and develop new approaches during this re-emergence..
- Diners will likely be more cautious of where they go and how they spend for the foreseeable future



new normal

Resources & Links:

[Staff Health Check In Sheet](#)

[CDC GUIDELINES](#)

[On-Premise Re-Open Checklist](#)

[NJ Health](#)



Back in Business!

Shout it from Every Social Media Platform



Announce Your Return to Business!



156 likes

bcn_houston We can't wait to welcome you back into our dining room! We are currently evaluating the safest way to re-open. In the meantime, we will continue to provide TAKEOUT + DELIVERY from our sister restaurant MAD.

Stay Engaged. Respond to Your Fans!



lucytx Will you still be doing the family take out feast offer in the curbside? My family Loves that meal and all the diff choices!

1w Reply



bbitaliakitchen @lucytx yes! All of our takeout specials will remain on the menu for the foreseeable future.

Run Promotions. Generate Buzz!



144 likes

lochbarhouston We can't wait to open these doors next Friday! 🎉 As a thank you to everyone who makes a reservation for next weekend, we will be offering a complimentary \$25 gift card to each table that can be used on your next visit! Book now on LochBar.com or by calling 832-430-6601.

What to Communicate

- ☐ **The basics.** Share your hours, menu, and services offered.
- ☐ **Celebrate your staff.** Share your gratitude and excitement to be back together and/or welcome the new faces.
- ☐ **Entice your customers.** Run re-opening features or weekday promotions to boost traffic.
- ☐ **Generate buzz.** Consider celebrating with unique to-go packages or dine-in discounts and special offers. If you have a patio and outdoor dining—even better—host it there!
- ☐ **New offerings.** Promote any new offerings you tried during shelter-in-place.



monkeystailhou
Monkey's Tail



296 likes

monkeystailhou Monkey's Tail will reopen it's outdoor patios (front and back) tomorrow from 4 pm - 2 am. Swing by for some grub 🍔 🍟 and drinks 🍷 🍹 🍺

Links & Resources

Free Food and Safety Training and Resources

[Free ServSafe](#)

Beverage and Food Employee Crisis Fund, created by Allied Beverage Group & NJRHA for NJ Hospitality Employees:

[To Support Click Here](#)

[To Apply Click Here](#)

Join an Association!

- [NJLBA](#)
- [NJRHA](#)

National Links for Different Fundraisers, Charities, Assistance Programs:

- [Another Round Another Rally – There's always more to do, more to learn and more fun to be had.](#)
- [USBG foundation BEAP](#)
- [RWCF Crisis Relief Fund](#)
- [OFW Emergency Fund](#)
- [CORE Gives](#)
- [Rent Assistance](#)
- [Dining Bonds Initiative](#)
- [Go Tip 'Em!](#)
- [How to Apply for the Coronavirus Business Loan](#)

Digital Applications for Restaurants:

- [Digital App for Cell Phones for Menus, To Go, Contactless Pay](#)
- [ID Scanner \(for to go\)](#)