On-Premise Re-Emergence Guide

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

NEW JERSEY GUIDE



The On-Premise community is gearing up for the opening of outdoor dining on **June 15th!**

As your partner, we are committed to sharing relevant information that will help you re-open in this new environment.

The attached Re-Emergence Guide is a reference source. We hope this guide helps you to maintain the safety and comfort of your guests to launch a successful re-emergence!

Executive Directive from the NJ Department of Health Regarding Outdoor Dining- Click Here

What is Covered in this Guide Vol.2

- 1. Outdoor Dining Tips & Suggestions
- 2. Restaurant Service Suggestions
- 3. Announce Your Safety Plans
- 4. Menu Templates
- 5. Links & Other Materials



Outdoor Dining Tips & Suggestions

Touchless Menu Ideas

Go Digital

• QR codes or text the menu

Hang Your Menu

• In place of menus, hang chalkboards, vinyl, and print

Project Your Menu

• Project menu on walls and sides of buildings

Use Your TV's

• Show your menu options

Outside Restaurant Setup

Design Your Distancing

Creative solutions to match your ambiance or décor

- Palm trees, stuffed animals, and mannequins' in-between tables
- Social Distance your check in station

Simplify Table Settings

Provides a sense of safety for your guests

- Pre-wrapped silverware/ Glassware
- Single use condiments provided as needed

Show Proof of Sanitation

Let guests know that you are taking every precaution

- A sticker confirming the table is sanitized
- Sanitize table upon sitting

Get Your Interior Ready!

Don't forget customers will see the inside too

- Sanitizer stations in restrooms
- •Visible cleaning schedule for guests to see
- •Floor stickers guiding guests



Get Creative!

Movies While Dining!

Consider projecting movies to a screen outside

Go Live!

 Comedians, DJ's, bands, etc

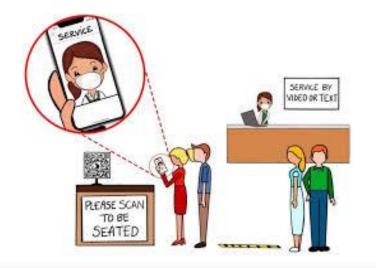
Bingo!

 Start a weekly bingo, with small fun prizes

Outside Trivia Night!

Outside trivia, keep guests engaged while dining

Restaurant Service Suggestions





Reservations/Time Limits

- Notify guests of time limit on tables/ 90minute reservations.
- Consider reservations only

Limit Menu Items

- Pick items that increase speed of service
- Consider a pre-fixe menu
- Pick items that work for "to-go"

Re-Think Your Beverage Offering

Speed of service and safety is paramount

- Cocktails & Wines On-Tap
- Single serve wines and cocktails
- Frose & frozen cocktails

Innovative Beverage Packaging

 Pouches, Cans, Mason jars, <u>Milk bottles</u>, Honey Bears

Ask Your Local Government

Understand the local government rules and regulations

- Open containers
- Where are they allowed?

Tents Allowed

 Are tents allowed and if so, what is the occupancy limit

Expansion to outside areas

 parking lots, streets, side streets, sidewalks and boardwalks

Outdoor space will be critical. Ask if and where you can expand!

Announce Your Safety Plans

Communication is key! Share your vital safety vision with your guests

Taking Action Example Announcements

- Ponce City Markets
- Darden Restaurants
- The Cheesecake Factory
- Marriott International
- Dave & Buster's
- NJRHA Industry Promise





Menu Templates

New menu layouts and offerings should be "to-go" friendly and more limited for speed of service. See examples of recommended menu templates- click here

COCKTAILS

NEIGHBORHOOD FAVS

Cocktails \$10

Cocktails TO-GO (16 oz) \$18

The Classics

MARGARITA

El Jimador Tequila, Triple Sec, Agave and Fresh Lime Juice

NEGRONI

Plymouth Gin, Campari, Sweet Vermouth

Neighborhood Favs

SANGRIA Signature Recipe

RUM BUCKETS

Cruzan Pineapple, Mango, Spiced Rums, Pineapple Juice, Orange Juice & Grenadine

PICK YOUR PEPPER MARGARITA

Tanteo (Jalapeño, Habanero or Chipotle), Agave & Fresh Lime Juice

THE CLASSICS

Cocktails \$12

Cocktails TO-GO (16 oz) \$20

COCKTAIL KITS

(KIT COME WITH INGREDIENTS, GARNISHES, RECIPE CARD & STRAWS)
375ML KIT PRICE (MAKES 6-8 DRINKS)

Tequila Cocktail Kits

TEQUILA SUNRISE

Don Julio Blanco, Fresh Orange Juice, Grenadine

BLOODY MARIA

Patrón Silver, Signature Bloody Mary Mix Served with Celery, Blue Cheese Olives, Lime and Spicy Salted Mix

PALOMA

El Jimador Reposado, Q Drinks Grapefruit Soda, Agave, Salted Rim Mix

MOJITO-RITA

1800 Silver, Lime Juice, Simple Syrup, Q Drinks Club Soda, Mint Leaves

Links & Resources

Free Food and Safety Training and Resources

Free ServSafe

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

To Support Click Here
To Apply Click Here

Join an Association!

- NJLBA
- NJRHA

National Links for Different Fundraisers, Charities, Assistance Programs:

- <u>Another Round Another Rally There's always more to do, more to learn</u> and more fun to be had.
- USBG foundation BEAP
- RWCF Crisis Relief Fund
- OFW Emergency Fund
- CORE Gives
- Rent Assistance
- Go Tip 'Em!

Digital Applications for Restaurants:

- Digital App for Cell Phones for Menus, To Go, Contactless Pay
- ID Scanner (for to go)
- Bar Magic's Revival Guide For The On Premise

Miscellaneous

- Covid 19 Sign For Entering Restaurants
- Staff Health Check In Sheet
- Black Sheep Restaurants Covid 19 Playbook
- On-Premise Re-Open Checklist
- NJ Health