

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

[QR Code Info](#)
[Click Here](#)



SCAN ME

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/ 90-minute 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, [Milk bottles](#), [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](#)

Ways of Sharing

Email

Social Media

Your Website

Your Menu



WHAT YOU CAN EXPECT FROM US



Healthy Team Members
daily temperature checks



Clean Restaurants
tables disinfected after each visit



Social Distancing
reconfigured layouts



Protective Equipment
masks on every team member



Frequent Handwashing
hand sanitizers in every lobby

WHAT WE ASK OF YOU



Plan Ahead
with reservations or web-ahead seating



Do Not Congregate
in the lobby or bar



Give Fellow Guests Their Space
at least six feet



Wear a Mask
when not at your table



Utilize Mobile Pay
and table-top tablets where available

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

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

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

NEGRONI
Plymouth Gin,
Campari, Sweet Vermouth

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](#)

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](#)
- [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](#)