

ADVICE FOR RESTAURANTS IN RESPONSE TO CONTINUED LOCKDOWN



TWEAK YOUR PRODUCT OFFERING

- 1 Keep things simple and scale back the amount of choice.
- 2 Think about solutions for families like meal deals.
- 3 Create special offers for price conscious customers.
- 4 Advertise and encourage upsell of alcohol to go with their food (if your license permits).
- 5 Incentivise repeat orders from customers with promotions.

EXAMINE ALL YOUR BUSINESS PROCESSES

- 1 Make sure you're taking even more care with hygiene.
- 2 Design an entirely contactless process for deliveries.
- 3 Ensure social distancing is upheld when people collect food.
- 4 Consider viability of partnering with online ordering platforms.

TALK TO CUSTOMERS VIA SOCIAL MEDIA

- 1 Facebook, Twitter and Instagram offer ways to stay connected.
- 2 Promote all your hygiene and non-contact processes.
- 3 Draw attention to special offers.
- 4 Communicate any positive community and charitable actions you're undertaking.

ACCESS ANY FINANCE AVAILABLE

- 1 Business loans and grants are being made available.
- 2 With HMRC agreement you may also be able to defer some tax payments.
- 3 Landlords are being encouraged to offer rent holidays, worth enquiring with yours.
- 4 You may also want to utilise the governments job retention scheme.

STAY ABREAST OF ALL THE LATEST NEWS

UK Hospitality has some great resources

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Propel provides a daily newsletter

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The government's website can be very helpful

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