

SIMPLE, STRAIGHTFORWARD ADVICE TO HELP OPERATORS RE-OPEN THEIR BUSINESS



CALLEBAUT[®]



WELCOME

TO CALLEBAUT'S SIMPLE YET EFFECTIVE
GUIDE TO HELP OPERATORS GET
THEIR BUSINESSES UP AND RUNNING
AFTER THE RECENT COVID-19 LOCKDOWN

Whilst a challenge for all, the hospitality industry has particularly suffered from being forced to close its doors to customers and the outside world.

But with recent measures looking positive for the reopening of outlets, the team at Callebaut wanted to support operators with an easy guide on what to consider for your venue operations, customer and staff well-being, as well as your new-look menu when changing your sign back to 'open'.

YOUR TEAM AND OUTLET READY

HYGIENE IS THE HERO

Back of house, encourage staff to increase frequency of hand washing, as well as more regular surface and appliance cleaning. Positioning antibacterial pumps around your outlet will help prompt staff and customers to clean more regularly.

GOVERNMENT GUIDELINES

Review your dining area and table spacing regularly and make use of any outdoor dining areas as much as possible. Where an outdoor area isn't available ensure you adhere to the current social distancing rules between tables – perhaps consider marking the floor with tape so staff can easily reset between services

ALLOCATE STATIONS

Creating a site map of your outlet with allocated stations for staff will help keep everyone spaced out with a clear role. Make sure each station is clear to customers to make staff movement and consumers seeking assistance a seamless experience.

Split staff into groups to ensure they always work with the same colleagues. Those on the same shift pattern will know who is responsible for which task and you will reduce contact with the rest of the team.

BETECH SAVVY

Make the most of technology to help your outlet go cashless (a card terminal can be inexpensive) and make it easier for customers to order via an app at their table. This can help limit non-essential contact between customers and staff.

Introducing pre-order and advance payment methods over the phone, via social media or an app before customers visit can also help to reduce both waiting and contact time.

PERFECT SIMPLICITY

Once your venue has measures in place ready to open, ensuring your dessert menu is what consumers are looking for is essential to boosting custom. Keeping your menu simple yet desirable with your best-selling dessert dishes will help drive footfall. After such a long break, customers will be looking for treats they couldn't replicate at home – perhaps one of our Peanut Butter Sea Salt Brownies or a luscious Belgian Chocolate Fondant. Keeping it simple and offering familiar chocolate favourites is a recipe for success!

A balanced menu with an offering of dishes suitable for different dietary requirements including vegan, gluten free and dairy free will help make your offering all-inclusive.

Keeping your menu simple but appealing with each dish having its own identity will help draw in customers of all ages, with the younger generation especially keen on enjoying tasty and instagrammable dishes.



OPENING YOUR DOOR

COMMUNICATION IS KEY

Keeping your customers up-to-date with the latest measures your outlet is taking via clear, attractive signage or social media will help to manage expectations when visiting your venue. Being transparent with consumers about potential wait times will help gain the patience your business and staff need to gradually get back to full speed during this challenging time.

QUALITY AND PROVENANCE

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Communicating which dishes include locally sourced produce and the provenance of ingredients on your menu e.g. 'try our deliciously sweet Chocolate Bread and Butter Pudding made using real Belgian chocolate for the ultimate indulgence' might just help sway a customer to indulge in a sweet treat or dessert.



MAINTAINING SUCCESS FOR YOUR BUSINESS

KEEP ON GOING

Constantly review current government guidance will ensure you keep both your staff and customers safe, whilst allowing your business to thrive, evolve and adapt through the phased easing of social restrictions

EVOLVE WITH THE SEASONS

Refreshing your menu with the seasons, but keeping your offering simple, will help create interest amongst regular customers as they will enjoy trying out new menu offerings which compliment the time of year.

FRESH TO YOUR DOOR

As your business builds back up its visitor base it's still important to cater to those who may not be quite ready to visit yet. By continuing to offer the same delivery service as during lock-down this will help build multiple revenue streams for your business, and make up for only being able to hold a limited amount of covers.

Remember to let customers know you're still delivering to them and to create more interest, perhaps offer a takeaway afternoon tea package or a dessert deal to encourage continued purchases from home.

Although it may be daunting, keeping safety measures in place that show a clear way of operating for both customers and staff, and communicating how you are operating will help encourage consumers to visit your outlet once its open and attract new customers through the door.





WHY NOT TRY OUR BRAND NEW RECIPES WHICH HELP PROVIDE **OPERATORS WITH EVERYDAY INSPIRATION FOR THEIR MENUS!**

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USING ONLY THE BEST INGREDIENTS, CALLEBAUT® HAS BEEN CRAFTING ITS FINEST BELGIAN CHOCOLATE FOR MORE THAN 100 YEARS.

Made with dedication passed on from generation to generation, Callebaut® chocolate enables chefs, caterers and operators in every channel to create outstanding all-day menus that encourage repeat visit time after time. To support chefs and operators, Callebaut® provides recipe inspiration, tools and point of sale materials to demonstrate the accessibility of real Belgian chocolate in a range of everyday applications.

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