

BIBENDUM



GETTING BACK TO BUSINESS





Whether you have already opened your doors back up to the public or not, our teams at Bibendum are standing ready and waiting to support you.

Throughout the weeks ahead, we know that you will be busy navigating the complexities of government legislation, new safety measures, and restarting your business in a very changed world.

This booklet aims to take a step by step approach, to help make sure you are able to navigate this 'new normal' with success, all the while keeping your customers and your team as safe as possible. We want to help you be ready for the weeks and months to come, with the right range, service, and marketing support.

Unprecedented challenges are ahead of everyone in the industry, and we want to reassure you that we have everything in place to overcome these with you.

We hope you find this guide helpful, and please don't hesitate to get in touch for extra advice, or to find out more.



It is likely that official guidelines will change over time. We have included a library of useful links at the end of this booklet, where you can keep up to date with legislation.

GO TO THE
LIBRARY





STAGE 1

TIME TO PREPARE
Before you reopen



STAGE 2

BACK TO BUSINESS
Reopening your doors



NAVIGATING THE NEW NORMAL
Life post-lockdown



STAGE 3

TO THE FUTURE, AND BEYOND
Long-term planning





STAGE 1

TIME TO PREPARE

Before you reopen

RISK ASSESSMENT

SITE CHECKS

FIRST ORDERS

DRIVE FOOTFALL

CREATE CONFIDENCE

RAMP UP YOUR TECH

STAFF CHECK

PREPARE YOUR VENUE

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GET PREPARED

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RISK ASSESSMENT

Carrying out a simple risk assessment for your venue will help you identify and address potential issues that you may face when you reopen, as well as give you an idea of any relevant solutions that you should put in place for your business.



HEALTH SERVICE EXECUTIVE OFFER GUIDANCE ON COMPLETING THESE, AND TEMPLATES TO MAKE THINGS EASY FOR YOU, [HERE](#)



***Tip:** before you do this, make sure you're up to date on current government legislation, as this will influence what should be identified as a risk. This will be updated as time goes on, so keep checking!*

[SEE IT HERE](#)



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SITE CHECKS



Check all your equipment is still fully functional and working. If anything needs to be fixed by a contractor, it's best to know now!

Reschedule any Planned Preventative Maintenance visits that have been missed: it's likely health and safety measures will increase after opening.

Turn on **lights** gradually, to avoid power spikes

Check for signs of **pests**

Run your cellar **cooling system** for 24 hours, to check it's still working

Do a **line clean** for all dispense lines

Run **water** for five minutes out of all faucets to clear your pipes

Check **air conditioning** systems over 24 hours

Clean and sanitise your ice machine, glasswasher, and dishwasher

Check all your **fire alarms** and **emergency lights**

Deep clean and sanitise all areas in your venue ahead of reopening

FIRST ORDERS

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It's time to start building your stock levels back up. Some suppliers may have altered their timelines and delivery schedules, so make sure you're giving yourself enough time to stock up and prepare as necessary.

Bibendum remain open and operating, but some postcodes may have slightly altered delivery schedules.

GET IN TOUCH WITH YOUR ACCOUNT MANAGER TO SEE IF YOU ARE AFFECTED

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It's also time to check any existing perishable stock you have on site, to check it is still within date. Currently, many brewers are participating in a scheme to replace and refund unused stock of draught beer.

[CLICK HERE TO FIND OUT MORE AND SEE IF YOU ARE ELIGIBLE TO PARTICIPATE](#)



[CHECK OUT OUR RANGE OF CANNED WINE HERE](#)



Have you considered adding single-serve items to your list? Options like 175ml bottles or canned wine reduce the risk of cross-contamination, making it safer for customers and staff.

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DRIVE FOOTFALL

It's time to get promoting. If you have a CRM, use it to send emails to your customer base to let them know when you'll be re-opening, and encourage them to book tables to reconnect with friends and family that they may not have seen for a while.

AN EXTRA BENEFIT: *by taking table bookings in advance, you should be able to forecast how many staff you will need on and how big your first orders should be.*



Remember

all venues now need to record data about every customer who visits, to support NHS Test and Trace. Guests can provide this information when they book, or you can take it at the door.

[FIND OUT MORE HERE](#)



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CREATE CONFIDENCE

Think about how to keep both your team and your guests as happy and healthy as possible, by maximising their safety and protection.

Social distancing guidelines currently ask people to stay 1m or more apart. Reorganise your venue so that your floor plan aligns with this, but bear in mind areas like bathrooms, walkways, and kitchens. If it's not possible to guarantee a 2m distance here, offer extra solutions such as fitted barriers around tables and workstations, hand sanitiser, and one-way systems.

Make sure to signpost what measures you're taking around your venue, so customers can clearly see you're taking precautions and feel reassured.

IF YOU HAVE A KITCHEN OR A FOOD PREPARATION AREA, IT WILL NEED TO COMPLY WITH GOVERNMENT GUIDELINES, **WHICH CAN BE FOUND HERE**



Bear in mind that you may need to limit your bar and kitchen menus, to allow your staff to stay in fixed workstations, at least 1m metre apart from one another.

It's also time to stock up on PPE. Look at your risk assessment to determine what level of PPE is necessary for your staff to wear: it will increase their safety, as well as customer confidence that you are taking necessary precautions.

RAMP UP YOUR TECH

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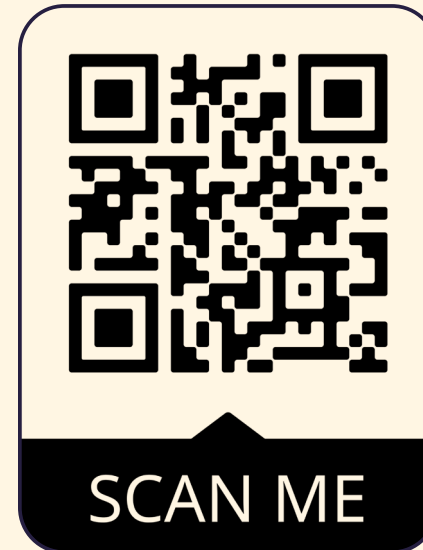
Technology will be your friend in this ‘new normal’. Digitise your menu and have it be accessible via QR codes on every table, limiting any unnecessary contact.

You can also use apps like LOCAL to have customers order and pay via their own phones, enabling your staff and customers to stay socially distant and safe.

[FIND OUT MORE ABOUT LOCAL HERE](#)



Contact your Account Manager to find out how you can get your menu designed and uploaded to LOCAL today.



To see how a QR code menu could work in action for you, check out the example here: just point your camera at the QR code to get started.

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STAFF CHECKS

After coming out of lockdown, it may be that several of your staff members' situations have changed. Things like changes to childcare, high-risk members of family, and bereavements may all be factors that affect their ability to return to normal working conditions. Be sure to check in with them and make sure you're prepared to help them all to return to work as best as you can.

Utilise your HR department for support and advice where necessary, and consider solutions such as part time work, staggered start times, and having non-necessary teams work from home.



Useful links

SHOULD THEY BE SELF-ISOLATING?

DO THEY NEED EXTRA SUPPORT?

ARE YOU BEING SURE TO TREAT EVERYONE EQUALLY AS THEY RETURN?



It's also worth getting your staff's opinions on your risk assessment, and the solutions you come to. They know your business better than anyone, and will be able to identify any areas for improvement.



STAGE 2

BACK TO BUSINESS

Reopening your doors

DELIVER AN EXPERIENCE

COST CONTROL

FORECAST, FORECAST, FORECAST

GET MARKETING

SPEAK TO SUPPLIERS

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DELIVER SEAMLESSLY

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DELIVER AN EXPERIENCE

Despite the changes to service, good hospitality will still be key! You want your customers to remember their first visit back for the right reason, and return. Map out a guest journey, to make sure you've considered every touch point and sales opportunity, so

you can brief your staff on how to make the most of their interactions – however socially distant they might be.

Use your booking system to forecast the right amount of staff, be prepared, and make sure you're on top of any new legislative measures.

COST CONTROL

We don't mean reducing your staff – that should always be a last resort. Instead, consider re-ranging your menus until the industry is more stable – focus on high margin, but low cost products. Invest in a menu engineering system that will give you instant live data on which dishes are working and which aren't, and simplify your offering so you're focusing on sales with high margin.

***BUT don't discount quality.** This will result in short term savings, but a long-term impact on guest experience.*

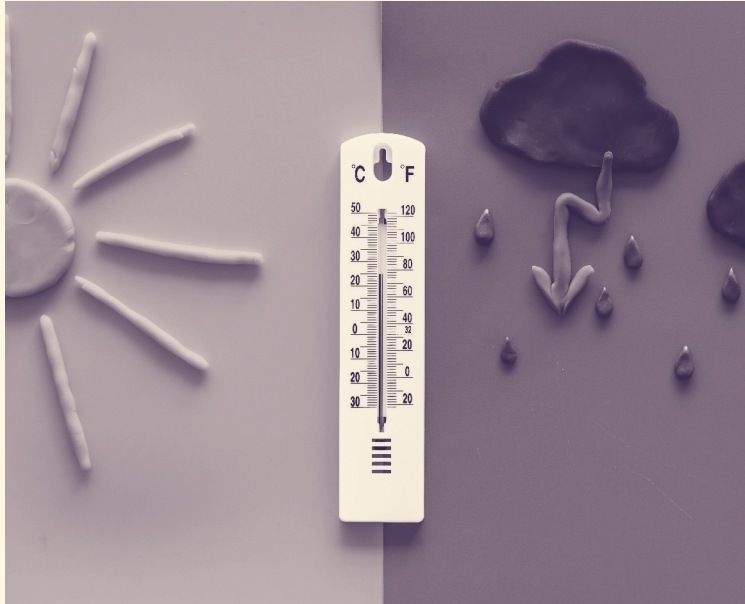
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FORECAST, FORECAST, FORECAST

You'll need to be flexible, and constantly monitor the situation in your venue for the next few weeks and months. You're starting from zero, and sales may well fluctuate for the foreseeable future, particularly if there is a second wave. Make sure you're using every data tool you have to check how you're doing, and if there's anything you need to change.

MAINTAIN CASH FLOW

Most people will be switching to card payments, rather than cash, so make sure your merchant POS system is set up to get the money in your bank account ASAP, to get your cash flow up and running again. Some venues have sold vouchers over the lockdown period: it's worth limiting the use of these in opening weeks, or adding some T&Cs on what they can be used for, until cash is coming into the business.

SPEAK TO SUPPLIERS

Many of your suppliers will actively be trying to help venues return to normality by working in a partnership model, offering extra promotional support or changing T&Cs at this time. Get in touch to see what's on offer and how this could help you hit the ground running.

GET MARKETING

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Now is possibly the most important time to make sure you're being seen and heard. Review your marketing channels; your social media profiles, your advertising campaigns, and revamp them if necessary. Focus on the things everyone wants to be hearing about: locality, fresh produce, great atmosphere, and a dedication to your workforce and guests' safety. Update your website with any relevant information, and make sure your staff tell guests when they're in-venue, too, to make sure you're making the maximum amount of noise to promote yourself.



MERCHANDISING

Merchandising will be key when you reopen, as you look to advertise new products or altered ranges to your customers in a quick, easy way that involves little human contact. Promotional material like chalkboards will be vital here – have a look below to see some solutions we're happy to put together for you, and get in touch with your Account Manager to find out more.



You can use these to upsell, promote new dishes or seasonal serves, and encourage your customers to try something new - all with no physical contact



STAGE 2

NAVIGATING THE NEW NORMAL

Life post-lockdown

REQUIREMENTS, REASSURANCE & RECRUITMENT

UPSELL

MONITOR THE LANDSCAPE

PLAN AHEAD

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STAY AHEAD OF THE GAME



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REQUIREMENTS, REASSURANCE, RECRUITMENT

*Some staff will need reassurance and motivation after a trying time. **Make time for them, listen to their concerns and be proactive about putting training plans in place.***

*Find out what online courses you can enrol your staff onto. **Bibendum offer a number of courses that are free to all our customers, and cover every level of expertise, whether you're training new staff or giving returners a refresher.***

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Where possible, be flexible with payment options; some of them will be facing cash flow issues. Have a defined tip system and share the policy with guests.

[FIND OUT MORE HERE](#)

*You may need to replace several members of staff whose circumstances might have changed; **rapid recruitment and training will be essential, so be prepared.***



Tip: First Aiders will have to update their training based on the new post-COVID guidelines.

[FIND OUT MORE HERE](#)

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UPSELL

Upselling will be the quickest way to increase spend per head in the weeks to come. 85% of the public are expected to be limiting their spending due to financial concerns after lockdown.

Give your guests the excuse to indulge a little after a period of confinement!

To increase this, look into using technology that allows guests to pre-order, like Access Collins – statistics show they spend up to 12% more when ordering in this way.

MONITOR THE LANDSCAPE

*Some businesses around you may have closed, others may be reopening, and some may be testing out new business models entirely. **Think about how this will affect your trade, and make sure you're prepared to respond.** For example – if a large office around the corner from you has closed, how will that affect your lunchtime service? Is it worth opening during those hours? Above all, make sure you have everything in place to make that as seamless a transition as possible.*

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PLAN AHEAD

There will be a steady shift in attitudes and behaviours over the next few weeks, so keep track of this and make sure your business is moving with the times.

But, we're in uncharted waters, so be aware that there might be a second wave. What worked for you last time, and what didn't? This is the opportunity to learn from your mistakes, and have a contingency plan to hand in case things do go wrong. For strategies that may work if you have to close again, make preparations now.

For example, if you think takeaway drinks could be an option, apply for an Off-Premise License now – they can take weeks to come, so sorting this out in advance could mean you're prepared if the worst should happen.

Or, if you think a takeaway and delivery service could work, make sure you know what the official guidelines are.

FIND THEM HERE



TAKE A LOOK AT THE LICENSES YOU MIGHT NEED TO APPLY FOR HERE





STAGE 3

TO THE FUTURE, AND BEYOND

Long-term planning

MARKETING CAMPAIGNS

EVALUATE YOUR MENUS

BIG DATA

ADAPT, AND EVOLVE

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MARKETING CAMPAIGNS

Focus your marketing efforts on campaigns to achieve maximum exposure and customer loyalty. After cash has started flowing into your business again, it's time to boost sales with seasonal activations, promotions and offers - get creative with how you boost sales, keep your guests excited with your offering, and get people through the door.

Record customer data, and use this to create personalised emails, to encourage return visits. Enquiry management technology can help you access enhanced tracking and reporting tools, which will allow you to improve your conversion rates drastically.

EVALUATE YOUR MENUS

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Now that the crucial period of returning to business has passed, it's time to plan for the future. Get a solid inventory management process in place, so that you can achieve food cost control. Identify and reduce all wastage, and mark this against sales data for the past six months, so that you can see exactly which products and dishes are working, and which aren't. Remove anything that isn't working, and don't forget to bear portion control in mind, either.

BIG DATA

Large sets of data will be coming into your business daily. Review all of it to give you the best overall view of how you're performing in the current market.

There are platforms available that will take data from all your reporting technology and deliver an overview to you.



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ADAPT, AND EVOLVE

The current situation has demonstrated the importance of omni-channel strategies. These are likely to continue to be important after restrictions lift, as customers have developed healthier or cost-saving behaviours that they wish to continue. So, it's vital that you continue to offer alternatives to the norm, whether this be delivery, click and collect, or event catering. It's all about retaining that cash flow; people will return to restaurants eventually, but it may not be immediate, so make sure you are catering to everyone's needs.



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LINK LIBRARY

click on the resource to get to the relevant website



2



LEGISLATION AND GUIDANCE

General Government Guidance
Food Preparation
Delivery and Takeaway
Employee Support

OTHER

Keg Return and Refund Scheme
Premise License Applications
Free Staff Training
First Aid Training
Support Services

3



RISK MANAGEMENT

Risk Assessment Guidance
Advice for Employers

We're to help to help you get back to business.
For more information please get in touch
with your Account Manager



www.bibendum-wine.co.uk
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