

Synapse Libate & Learn: Restaurants: How the Industry is Coming Together

07.14.2020

Thank you to our panelists!

- Eileen Rinkus
- Nick Vojnovic President/Majority Partner - Little Greek Fresh Grill
- Danielle Vona CMO - Outback Steakhouse

Watch the episode again, or share with your peers: <https://vimeo.com/synapsefl/review/438682606/35f357215f>

What are some of the positives for restaurants coming out of COVID?

- Once pivoted to curbside and pickup only model, sales increased.
- Access to new customers who didn't want to go out to shop.
- There are more conversations and collaboration between brands.
- 80 deliveries a week increased to over 300 a week.
- People have come together in a way never seen before to support local and corporate restaurants.
- Because employees were not furloughed, opening back up was expedited.
- Curbside pickup increased significantly.

How has delivery services helped/hurt business?

- Total number of sales increased from the sudden drop off.
- Most delivery companies have fees that greatly cut into margins.
- Initially, there were issues with delivery drivers getting into the customer food. This was solved by using labels to seal the bags and prevent tampering.
- Stores lose control over the quality control process once food leaves the location.
- UberEats takes 20% of food revenue.

How have your cleaning and sanitation practices changed?

- Stringent adherence to social distancing guidelines.
- Mask usage enforced.
- New and increased cleanings of touch points.
- Ensuring all employees are up to date with current state mandates.

How has this affected employees at your restaurants?

- Employees were kept on payroll and given new, temporary roles.
- New recipes and menu items had to be learned, including prep work.
- Fewer people in the location required new tasks and skills to be learned and shared among the staff.
- Some employees chose to take unemployment and did not want to come back due to the federal and state unemployment funding.