

Restaurant & Bar COVID-19 Tips

Provided by the Small Business Center Network of North Carolina

****Updated on 4/2/2020**

The information provided on this website does not, and is not intended to, constitute legal advice; instead, all information, content, and materials available on this site are for general informational purposes only.

Governor Cooper announced that restaurants and bars are closing as of 3/17/2020 for dine-in service due to COVID-19. See below for tips and ideas for continuing business operations.

Restaurants & Coffee Shops can:

- Look at your cash flow. How much cash do you have on-hand and how much will you need to stay operational for minimal orders and pay your bills?
 - What expenses can you negotiate? Talk to your landlord and ask for a reduction.
 - Talk to your lender and ask for relaxed terms.
 - Talk to your food suppliers and ask if they have any food items that they need to sell at a reduced cost that you can use.
- Create a sales strategy. What can you sell easily?
 - Offer curbside pickup & to-go orders.
 - Can remote employees take orders via phone? Keep your main phone line open by calling customers back from a different phone to take their order.
 - Can your serving/front of house staff make deliveries? If so, charge a mandatory tip or delivery fee that goes straight to the driver. See [here](#) for additional requirements for drivers.
 - Take payment via phone only.
 - Do front porch drop-off and confirm receipt via phone before departing the place of delivery.
 - Create easy add-ons/upsells for customers. Think frozen entrees, soups, bread, dessert.
 - Sell packages of multiple meals at once.
 - Add beer and wine as an add-on to-go option. See ABC Retail Guide: <https://portal.abc.nc.gov/Web%20Documents/Sections/Education/Publications/2.%20ABC%20Quick%20Guide/ABC%20Quick%20Guide%20Overview%20of%20>

****Beer & Wine:** If you hold an on-premise beer or wine permit(s), you can also sell beer or wine to be taken off the licensed premises if it's in the manufacturer's original container.**

- Offer gift card sales to every paying customer.
- Give customers the option to donate a meal to a hungry neighbor and coordinate with your local food bank to provide said meal.
- Add an e-gift card option and promote it heavily through your regular sales channels.
- Communicate with your customers and ask them to continue to be a part of your restaurant family. Email, call, message them, update your social media. Rally your community, tell them the truth about the amount of support you need, ask them directly for their support.

Bars & Breweries can:

- Follow the suggestions above for cash-flow management.
- Partner with food trucks to offer beer & food to-go.
- Offer gift card sales to every paying customer.
- Create a robust communication plan with your customer base. Invite them to have a virtual beer or beverage of their choice and partner with a local comedian and broadcast LIVE on your Facebook or Instagram.

Digital Marketing Tactics / Samples

Hashtags Stay on top of trending hashtags in your area and industry. Use them in your posts. As of 3/18/20, hashtags used locally include:

- #shopsmall
- #carryoutmenu
- #takeoutmenu
- #togomenu
- #covid19nc
- #supportlocal
- #staywell

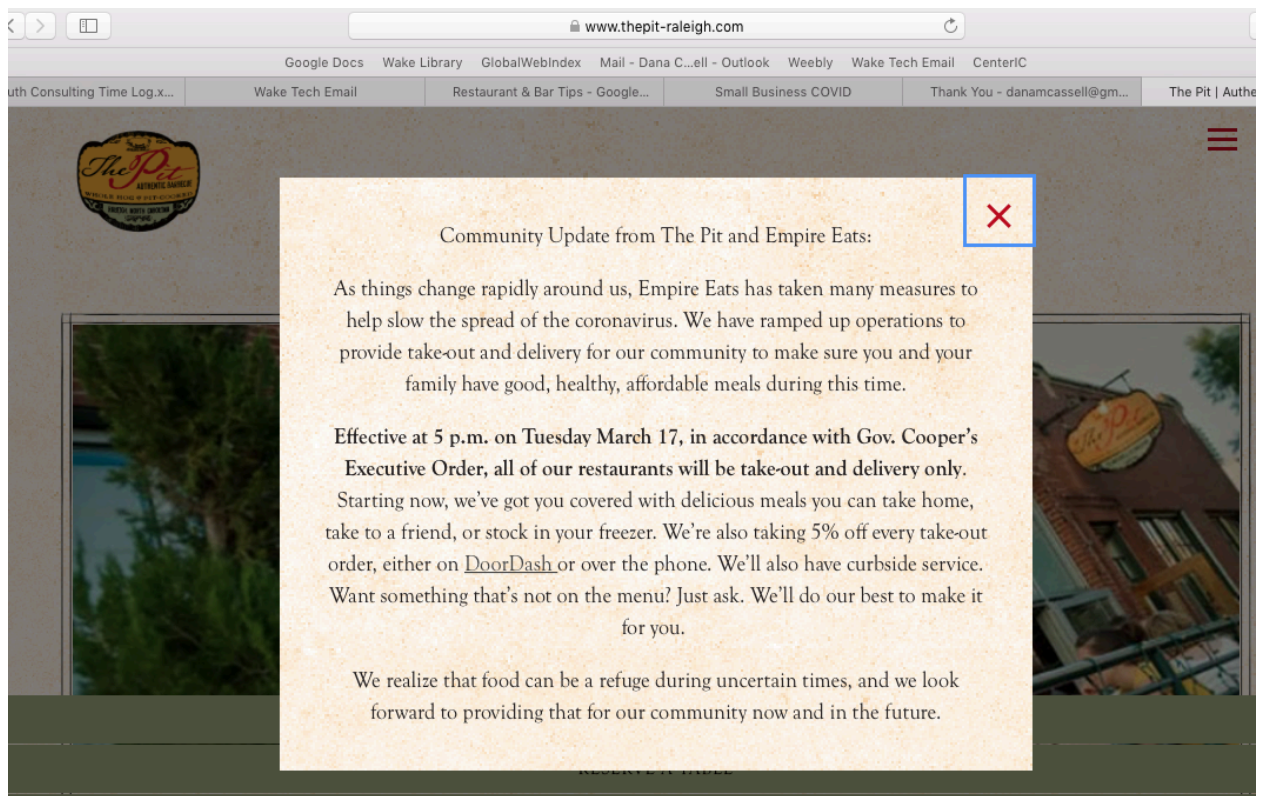
Website Landing Pages Consider developing a Landing Page on your website to further explain your offering or safety protocols

Wendy's: <https://www.wendys.com>

Chipotle: <https://www.chipotle.com/covid19>

Chick-Fil-A: <https://www.chick-fil-a.com/corona-virus>

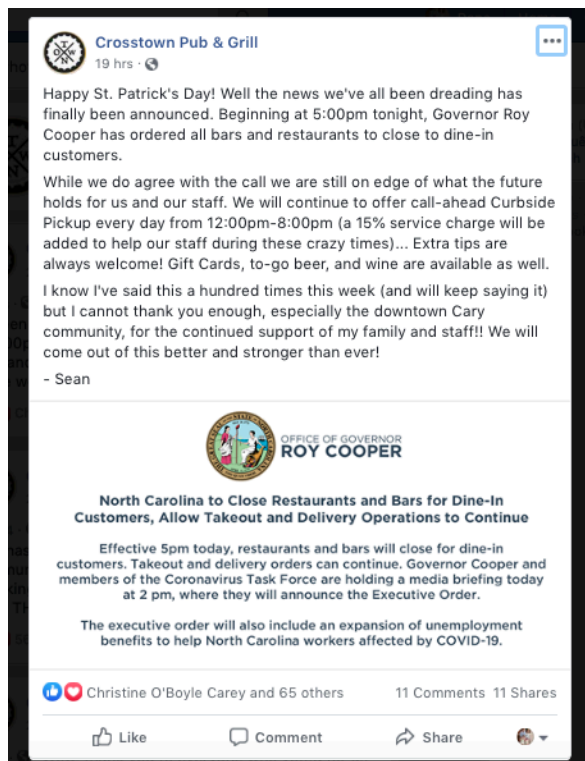
The Pit: <https://www.thepit-raleigh.com>



Social Media

Sample Wording: "We are thrilled to offer you curbside pickup or delivery services. Please call xxx.xxx.xxxx to place your order. Don't forget to ask about our buy one, freeze one special and we have special bottles of wine to match your meal."

Examples of Local Restaurant Posts





Corbett's Burgers & Soda Bar in Cary

15 mins · 🌐

You all know the new rules in effect, no dining in. Order Online for pick up and delivery thru Corbettsburgers.com
We have Curbside Delivery Option if you like under the Online Ordering button and Delivery will offer a No Touch Delivery option. We would love it if you tried the online option instead of calling in orders to minimize contact with payments. We are going to try and stay open as long as we can so we will be trying out some neat ideas over the next few days. So be on the lookout for Doughnut Burgers, Free Fountain Drinks, Discounts, Triple Patty discounts & whatever we can think of. But Wednesday we are just going to see how this new phase in business will work. But we are committed to serving our great loyal customers and keeping as many people employed thru this as possible and doing it as long as it seems like the safe thing to do.

**SAVE
TIME | ORDER
ONLINE**



Sassool - Cary

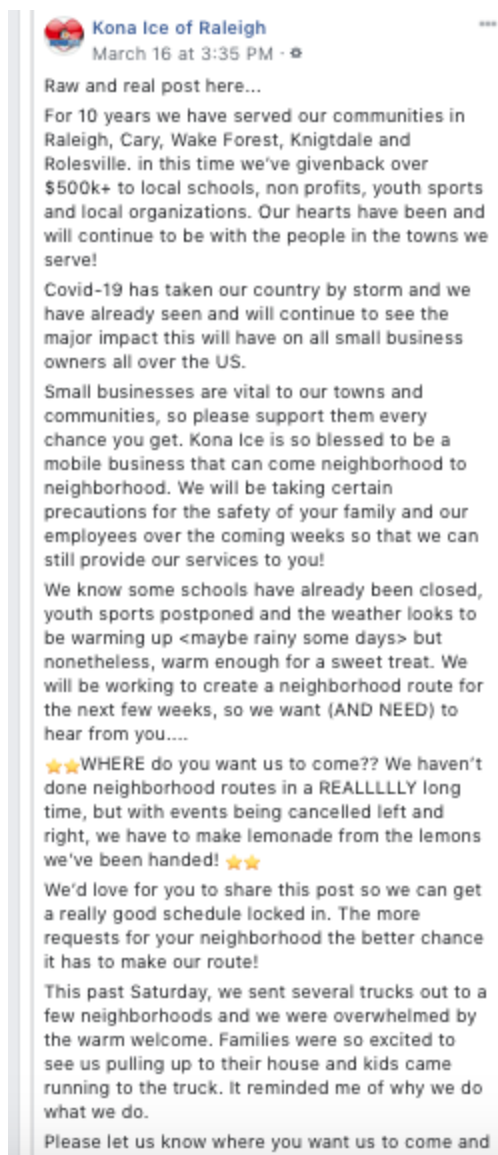
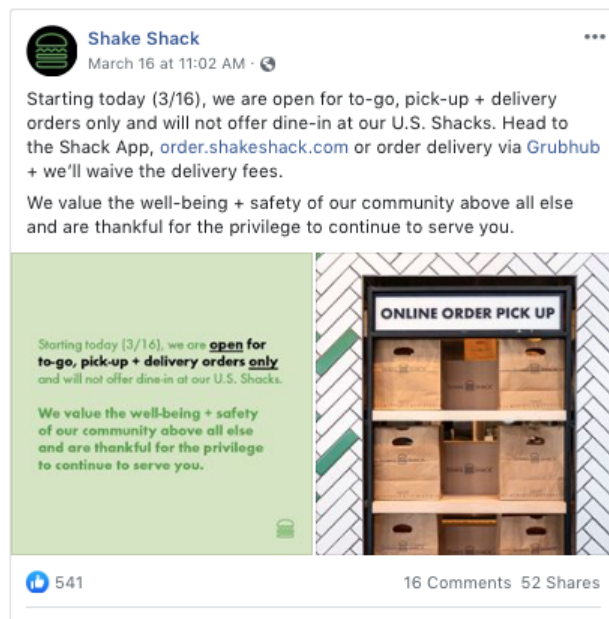
13 hrs · 🌐

Governor Cooper has announced that dine-in service at all restaurants and bars in North Carolina must close effective at 5:00pm on 3-17-20 in an effort to prevent the spread of COVID-19. Sassool will now be offering curbside and pick-up options or delivery through DoorDash and TakeOut Central. We want everyone to stay well at home, but if you venture out to pickup food, give us a call (919) 300-5586!



Donna McArthur Dieckman and 8 others

1 Share



To request confidential 1x1 counseling at your local Small Business Center, [click here](#).

Additional Resources:

North Carolina Restaurant & Lodging Association

<https://www.ncrla.org/coronavirus/>

Tourism Industry COVID-19 Resource Group

<https://www.facebook.com/groups/TourismCOVID19/?fref=nf>