

The Guide to Selling Print to Restaurants

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Businesses Are Reopening

As our economy recovers, local businesses are reopening, including food and beverage businesses such as the following:

- ▶ Restaurants
- ▶ Fast food joints
- ▶ Cafeterias
- ▶ Food courts
- ▶ Cafés
- ▶ Pubs
- ▶ Bars
- ▶ Bakeries
- ▶ **And more**

To reopen, these businesses need to meet new health and safety guidelines. Print businesses can make following new requirements easier for food and beverage locations. This guide shows how you can do so using print products. We divide their needs into five categories.

- 1 Staff Needs
- 2 Cleaning & Sanitizing
- 3 Food Safety
- 4 Physical Space
- 5 Marketing



1. Staff Needs

Businesses need to keep their staff members safe and healthy.

- ▶ [Face shields](#)
- ▶ [Protective shields](#) (for cashiers, open kitchens, bars)
- ▶ [Apparel with social distancing messages](#)
- ▶ [Labels for lockers](#)

They also need to train their staff to adhere to health and safety measures.

- ▶ [Decal posters with reminders for proper hygiene](#)
- ▶ [Booklets](#) and [brochures](#) for training (new or existing) staff on new practices
- ▶ [Booklets](#) for company policies

They may also need to hire new employees.

- ▶ [Signage](#) to show they're hiring
- ▶ Staff screening questionnaires
- ▶ [Calendars](#) to help schedule shifts

Staff members also need materials to help them with their daily responsibilities.

- ▶ Logs for contact information, check-in time, and reservations
- ▶ [Notepads](#) to take orders



2. Cleaning & Sanitizing

Food and beverage businesses need to know when areas or equipment were last cleaned.

- ▶ Logs for cleaning/sanitizing
- ▶ [Labels](#) for last cleaned dates (for equipment, washrooms, etc.)
- ▶ Inspection tags to certify when inspections were last performed

It is important for them to communicate what and where the cleaning supplies are.

- ▶ [Labels](#) for cleaning solutions (product name, WHMIS)
- ▶ [Labels](#) for cupboards and other storage areas



3. Food Safety

Businesses handling food and beverages need to know important information about their supplies.

- ▶ [Labels](#) for food containers showing delivery dates and expiry dates
- ▶ [Labels](#) showing ingredients, including potential allergens
- ▶ [NCR forms](#) for ordering & receiving supplies

They also want their clients to know that they take food safety seriously.

- ▶ [Labels](#) for packing food and beverages for takeout or delivery
- ▶ [Labels](#) for condiments at self-serve stations



4. Physical Space

Businesses that have dine-in options need to communicate measures for social distancing.

- ▶ [Decals posters](#) asking clients to cooperate with measures
- ▶ [Table decals](#) to show which tables/chairs are not in use
- ▶ [Decals](#) and other [floor graphics](#) for lineups and foot traffic

New legislation has affected seating. In some states and provinces, indoor seating is allowed.

- ▶ [Indoor signage](#) for health and safety instructions for customers
- ▶ [Indoor signage](#) to indicate pickup counters
- ▶ [Indoor signage](#) with directional arrows to manage foot traffic flow



4. Physical Space (cont.)

In other states and provinces, restaurants can only seat customers outdoors.

- ▶ [Outdoor signage](#) showing designated dining areas
- ▶ [Outdoor signage](#) showing curbside pickup areas
- ▶ [Outdoor signage](#) with directional arrows to manage traffic flow
- ▶ [Outdoor signage](#) to show where customers can park

When the business is ready to start inviting customers in again, they will need to show that they are open.

- ▶ [A-frame signs](#) for sidewalks to show hours open
- ▶ [Banners](#) for welcoming and reopening



5. Marketing

Businesses will be working hard to try to win back their customers.

- ▶ [Postcards](#), [flyers](#), and [brochures](#) for direct mail announcements and ads
- ▶ [Brochures](#) for takeout menus
- ▶ [Car magnets](#) for catering services

They will use in-store items for marketing purposes too.

- ▶ [Tent cards](#) to show special offers
- ▶ [Laminated postcards](#) for easy-to-clean menus
- ▶ Disposable paper menus
- ▶ Disposable paper table mats with ads or special offers
- ▶ [Indoor signage](#) to show health and safety certifications
- ▶ [Outdoor signage](#) showing menus or special offers

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