

Setting the stage for winter success

Ways to keep your customers happy and your business thriving.

Our Culinary team has put together some tips and insights that can help ensure your customers get those warm fuzzy feelings that keep them coming back for more—whether dining in, carrying out or having a meal delivered.



Sign up for the NRA ServSafe Dining Commitment at commit.servsafe.com. The purpose of the Restaurant Revival Campaign is to champion a safe return to restaurants at a time when it's needed most.



Make your patio a winter wonderland with patio heaters, cushioned seating, and winter-themed delights, like spiked hot chocolate and s'more-inspired desserts. For added buzz, you can promote a winter theme on social media and advertise it as BYOB (Bring Your Own Blanket).



If you can't store unused tables, rearrange them to create a unique display area for recognizing employees, announcing fundraisers, showcasing merchandise or telling the story of your company.



Up your technology game with online ordering and/or app ordering, online reservations, and delivery technology. 3rd party tech providers can get you up to speed faster.



Hire a third-party delivery service to help reach more customers; it will save you time and headaches that come with implementing your own delivery program.



Make sure your website has up-to-date hours and your most-current menu offerings, so there are no unhappy surprises.



Boost customer's peace of mind by doubling up on safety supplies and PPE for increased staff, extended hours and/or increased catering & events.



Train staff on equipment shut-downs to prepare for closures or changing hours of operation including managing your fryers in order to maintain oil quality.



Offer unique take-home meal bundles to make ordering easier for customers, and/or offer a build-your-own meal kit to so they can enjoy menu favorites in the comfort of their own home.



Refresh your catering menu with the latest holiday favorites, using time- and labor-saving recipes and ingredients. Consider using prepared and/or frozen meats.

Have Outdoor Furniture You're Not Using?



Make sure you winterize all your outdoor furniture before storing it indoors: vacuum fabric items, wash plastic items, and properly treat wicker and wood items with oil.