



**Shorthouse**  
HOSPITALITY INTERNATIONAL

# FOOD & BEVERAGE OUTLETS

## THE NEW NORMAL | 10 CONSIDERATIONS

This article is written with a view to give guidance to anyone managing food and beverage outlets across the world beyond COVID-19.

10 key considerations to keep in mind when designing future outlets, to address what a “new normal” based on the very latest Covid-19 market intelligence.

We’ve created (a) the **DRIVE AHEAD** acronym to help remember what you’re trying to achieve and (b) the infographic highlighting the considerations.

	<b>D</b>	<b>1. CLICK &amp; COLLECT</b>   With Starbucks, Costa and Greggs running UK drive-thrus, supermarkets offering click & collect, workplace providers ought to <b>DELIVER</b> click & collect to reassure your people how you’re going to protect them.
	<b>R</b>	<b>2. TOUCHSCREENS</b>   Heightened hygiene awareness may cause customers to be wary of public touchscreens to order and pay for goods in spreading coronavirus, so <b>REMOVE</b> and replace with other methods.
	<b>I</b>	<b>3. PROTECTIVE SCREENS</b>   Highlighted as a protection against numerous viruses, protective screens are almost a standard feature of the supermarket. <b>INSTALL</b> them so they’re a feature of your restaurant servery (and tables).
	<b>V</b>	<b>4. CONTACTLESS PAYMENT</b>   Follow the retailers and <b>VALIDATE</b> ‘walk out’ technology ‘ & reduce: (a) staff/customer contact, (b) staff, (c) customer journey time for a more efficient service reducing the risk of spread.
	<b>E</b>	<b>5. SIGNAGE &amp; STICKERS</b>   Digital signage allows greater flexibility but investment must be made to <b>EDUCATE</b> customers into the new social distance measures, customer journey, menus and safety – eye and floor level.
	<b>A</b>	<b>6. FIXTURES &amp; FITTINGS</b>   Can your restaurant flex tables, chairs, stools and bench layouts to meet short and long-term physical distancing requirements? If not, <b>ACCOMMODATE</b> freestanding tables and benches to adapt.
	<b>H</b>	<b>7. TONE OF VOICE</b>   Tone is often overlooked. During the pandemic, it’s clear who’s created a reassuring tone of voice. <b>HUMANIZE</b> customer messages to navigate a ‘new normal’, communicate clearly, perhaps upload a video.
	<b>E</b>	<b>8. DARK KITCHENS</b>   Many of us rely more upon home delivery, so prompt workers to re-evaluate physical shopping after work. <b>EVOLVE</b> your home delivery capability: reassess staff/space, build a dark kitchen & give take-away.
	<b>A</b>	<b>9. ZERO-WASTE</b>   Foodservice providers have ramped up packaging/food waste initiatives but must <b>ACHIEVE</b> more to save money, avoid over-buying/storing, correct food labelling, help the environment & benefit the community.
	<b>D</b>	<b>10. DIGITAL COMMS</b>   Follow the retailers & <b>DISPLAY</b> well-positioned screens, clearly and prominently communicating customer updates, investing in personalisation, artificial intelligence, voice recognition & an app.

