

ENSURING CUSTOMER AND EMPLOYEE CONFIDENCE DURING COVID-19

FOOD SAFETY WEBINAR SERIES
SEPTEMBER 9, 2020



WELCOME TO RESTAURANTS RISE FOOD SAFETY!



Connection | Content | Community

- What is Restaurants Rise from Nation's Restaurant News?
 - [Direct access](#) to information, insights and solutions specific to the challenges the industry faces today.
 - Explore more at [RestaurantsRise.com](#) and [join the community](#) of more than 12,000 foodservice leaders.
- [Secure your spot](#) for Restaurants Rise powered by MUFSSO in October at [mufso.com](#).
- Partners like Ecolab [show deep support for the industry](#) at a time like this through thought leadership and commitment to operators. *Thank you!*

WE ARE ECOLAB

Ecolab is the global leader in water, hygiene and energy technologies and services

PROVIDING AND
PROTECTING
WHAT IS VITAL



CLEAN
WATER



SAFE
FOOD



ABUNDANT
ENERGY



HEALTHY
ENVIRONMENTS

Every day, we work to make the world
cleaner, safer and healthier

ADVANCING FOOD SAFETY TOGETHER TO HELP RESTAURANTS RISE

- Food safety is a top concern even during the pandemic.
- Protect your brand and build a resilient business by ensuring a strong food safety culture at your restaurant.



FOOD SAFETY MONTH WEBINAR SERIES



**Ensuring Customer and Employee
Confidence During COVID-19**

View On Demand



**Health Inspections: What You
Need to Know Now and Then**

View On Demand



**Demystifying Sanitation in Foodservice:
New Procedures and Approaches**

View On Demand



Food and Dining: The Future State

View On Demand

ENSURING CUSTOMER AND EMPLOYEE CONFIDENCE

Agenda

- Effectively managing COVID-19 risks during a recovery period
- Consumer insights and how it impacts your business
- Q&A



Ruth Petran, Ph.D., CFS

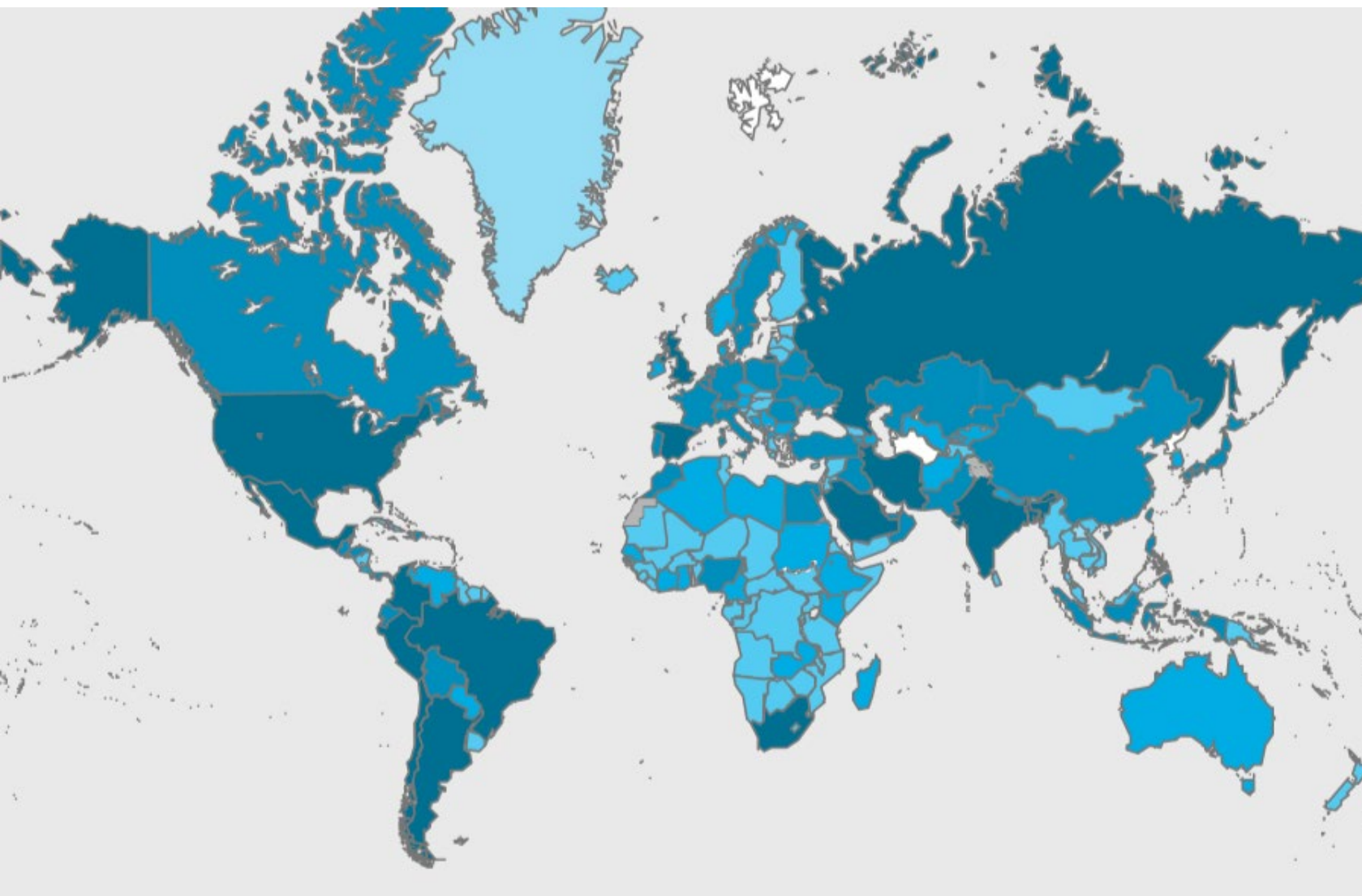


**Senior Corporate Scientist,
Food Safety and Public
Health at Ecolab**

- Provides **technical expertise & consultation** to global lodging and food service customers, trade and professional associations on food safety and public health issues.
- Identifies, translates and tracks **emerging trends** and **new control strategies**.
- A Certified Food Scientist.
- Executive Board member of International Association for Food Protection and Institute for Food Safety & Health.
- BS - Consumer Food Science, Cornell University
- MS - Food Science, University of Minnesota
- PhD - Public Health, University of Minnesota
- Prior to Ecolab, Dr. Petran had roles in research food microbiology, food safety and quality assurance at Pillsbury and General Mills, including in processing facilities.

A woman with short dark hair, wearing a white surgical mask and a green polo shirt with a white apron, stands with her arms crossed against a brick wall. The background is slightly blurred, showing an outdoor setting with warm lighting.

EFFECTIVELY MANAGING COVID-19 RISKS DURING A RECOVERY PERIOD



**Globally, as of 8
September 2020:**

- **>27 MM cases**
- **893,000 deaths**

CHALLENGE

How to optimally manage risks of a new illness agent that we are still learning about

APPROACH

Rely on classic risk assessment principles

Risk Identification → Risk Management

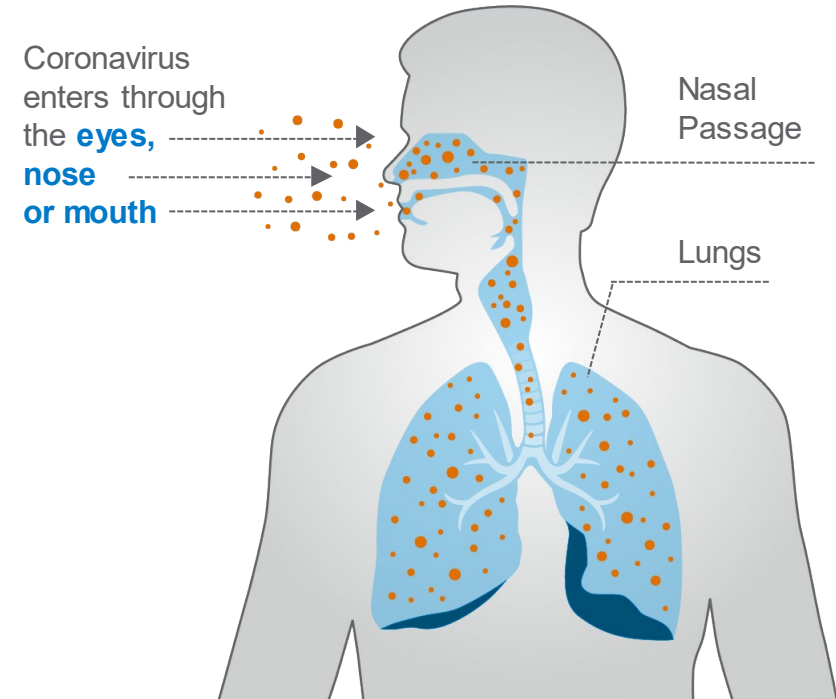
RISK IDENTIFICATION

➤ HOW DOES CORONAVIRUS SPREAD?

It depends on the particular coronavirus.

Human coronaviruses **spread by respiratory droplets from an *infected* person to others through:**

- **Droplets** from coughing and sneezing or even talking
- **Close personal contact**, such as touching or shaking hands
- **Touching** an object or surface with the virus on it, then touching your mouth, nose or eyes before washing your hands



Transmission from **person to person** is occurring **with COVID-19**. Surveillance continues.

FACT VS FICTION >> AIR TRANSMISSION

The virus that causes COVID-19 seems to be transmitted **efficiently through air**

> Actual disease incidence doesn't appear to be tied to air spread significantly, but research is ongoing

- Transmission is from infectious droplets
- Infectious dose from airborne particles is unknown.
- Aerosolization is a smaller risk in everyday situations most people will encounter.
- Risks are highest in aerosol generating procedures with highly infectious people (e.g., in healthcare)

> It is worthwhile to take some precautions:

- Optimize airborne engineering controls, such as what the CDC recommends.
 - Ventilation, filtration, and UV systems may remove small droplets and potentially associated viral particles from the air.
- Careful review is needed to determine how these might reduce transmission in everyday settings.
- None of these systems can replace the need for isolating ill people, social distancing, face coverings, regular hand hygiene, and appropriately directed cleaning and disinfection.

UNDERSTANDING RISK FACTORS

HOW NOVEL CORONAVIRUS ENTERS



EMPLOYEES



GUESTS AND CUSTOMERS

HOW NOVEL CORONAVIRUS SPREADS



**NOVEL CORONAVIRUS
IS SPREAD BY DROPLETS**

MADE WHEN INFECTED PEOPLE COUGH, SNEEZE OR TALK ¹



**TOUCHING CONTAMINATED PEOPLE,
OBJECTS OR SURFACES**

THEN TOUCHING YOUR EYES, NOSE OR MOUTH

DID YOU KNOW.....



An estimated
80%
of ALL infections
are transmitted by
hand?

CDC, 2014

Hand washing can
reduce the risk of
respiratory
infections by

21%

NIH, 2008

97%

Of people don't
wash their hands
adequately

USDA, 2018

RESPOND WITH RISK MANAGEMENT STRATEGIES

Follow CDC and WHO guidance to protect yourself and others:



Wear a mask as advised.



Wash your hands.



Stay home while sick.



Cover your mouth and nose.



Avoid close contact.



Clean and disinfect.

FACT VS FICTION >> TEMPERATURE MONITORING

Can thermal scanners detect COVID-19?

> No...

- They detect one of the symptoms of COVID-19 infection
- But there are many other causes of fevers
- Fever may not be seen in all cases of COVID-19

> Response

- Be aware of the various symptoms that ill people may have
 - ✓ Fever or chills
 - ✓ Cough
 - ✓ Shortness of breath or difficulty breathing
 - ✓ Fatigue
 - ✓ Muscle or body aches
 - ✓ Headache
 - ✓ New loss of taste or smell
 - ✓ Sore throat
 - ✓ Congestion or runny nose
 - ✓ Nausea or vomiting
 - ✓ Diarrhea
- Screen for them and/or ask employees and guests daily to attest to their health status
- If any symptoms are noted, they should stay home/isolate

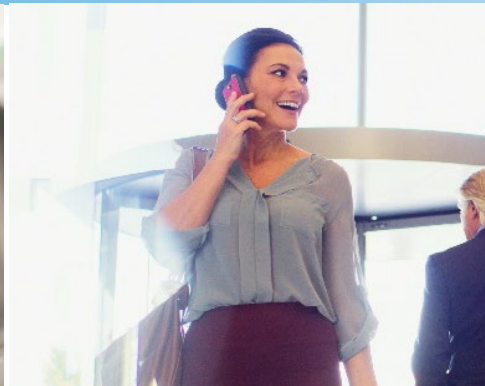


IMPLEMENT ENHANCED HYGIENE PROTOCOLS

TAKE ACTION



Public health recommendations focus on **standard infection control practices, training and compliance.**



PERSONAL HYGIENE

Wash hands frequently with soap and water. When soap and water aren't available, use an alcohol-based hand sanitizer.

Minimize close contact with people who have symptoms of respiratory illness.

Ensure proper use of personal protective equipment (PPE) where appropriate.

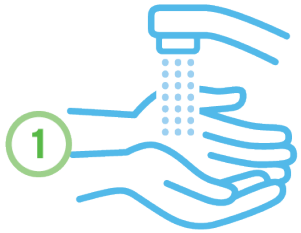


ENVIRONMENTAL HYGIENE

Clean and disinfect surfaces and high-touch objects with approved disinfectants.

PROMOTE PROPER HAND HYGIENE

HAND HYGIENE >> Hands are a primary mode of transmission so hygiene must be judiciously implemented.



WET

hands with clean running water, turn off the tap and apply soap.



LATHER

the back of hands, between fingers and under nails.



SCRUB

for at least 20 seconds.



RINSE

hands well under clean running water.



DRY

hands using a clean towel or air dryer. If available, use a towel to turn off tap.



IF SOAP AND WATER ARE NOT AVAILABLE,
use an alcohol-based hand sanitizer.

- Use sufficient product to wet entire hand.
- Rub onto all surfaces of the hands for 30 seconds.
- Let air dry. DO NOT RINSE.

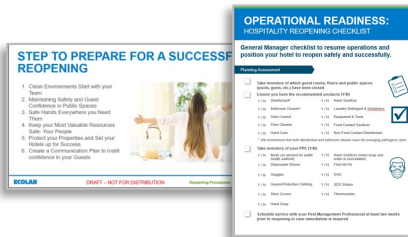
COVID-19 RECOVERY SUPPORT

Robust resources to help reopen and recover across the foodservice industry. Access these resources and more at Ecolab.com/coronavirus.

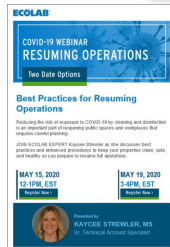


PREPARE ENVIRONMENTS

Re-Opening Checklists



Best Practices Webinars



EcoSure Assessments



ENABLE STAFF

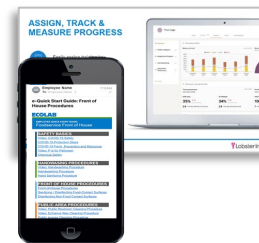
Cleaning Procedures



Product Innovation, Promotions & Support



Staff Training *Lobster Ink Rebound Program & Quick Start Guides*



ASSURE GUESTS

Window Clings & Signage



Flyers



RESTORE TRUST WITH YOUR CUSTOMERS

Make Hygiene Visible

- Prove you are in control
- Risk Identified
- High touch surfaces
- Communicate standards
- Display hygiene procedures

INVISIBLE → **VISIBLE**



KEY POINTS

- Consider the **relevant risks** related to actual transmission
- Sanitizers and disinfectants can help **manage risks**
 - Choose the right product
 - Use it properly, following the label
- **Verify implementation** of hygiene protocols
- **Ecolab programs** offer a way to help

ECOLAB SCIENCE CERTIFIED PROGRAM



Assurance program that verifies **the right programs, products and procedures** are in place to help ensure a higher level of cleanliness



**CREATE
CLEAN**



**CHECK
CLEAN**



**SEE CLEAN
IN ACTION**



**BELIEVE
CLEAN**

Helping people live more confidently in the places they stay, eat and play

FOOD SAFETY AND PUBLIC HEALTH RESOURCES

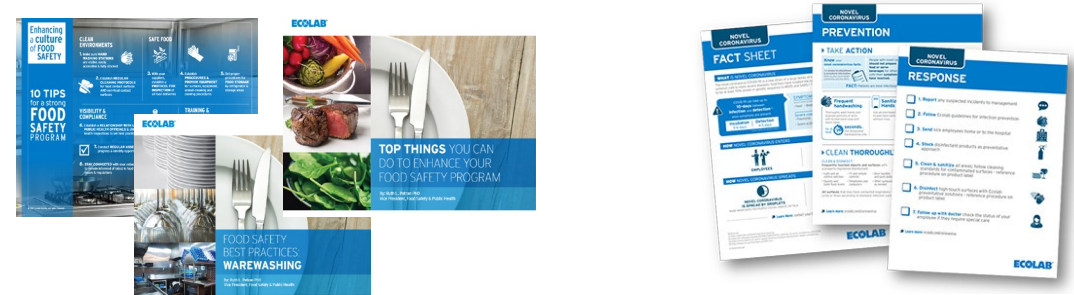
FOOD SAFETY AND PUBLIC HEALTH MATTERS WEBINARS



Quarterly and On-Demand Webinars

Food Safety and Public Health Matters webinar series informs and educates food service professionals on Food Safety and Public Health topics.

FOOD SAFETY RESOURCE LIBRARY



Food Safety Articles and Tips

Food Safety Readiness Kits

➤ Access these Food Safety Resources and more on [Ecolab.com](https://www.ecolab.com)



CONSUMER INSIGHTS AND HOW IT IMPACTS YOUR BUSINESS

Marie Molde, MBA, RD

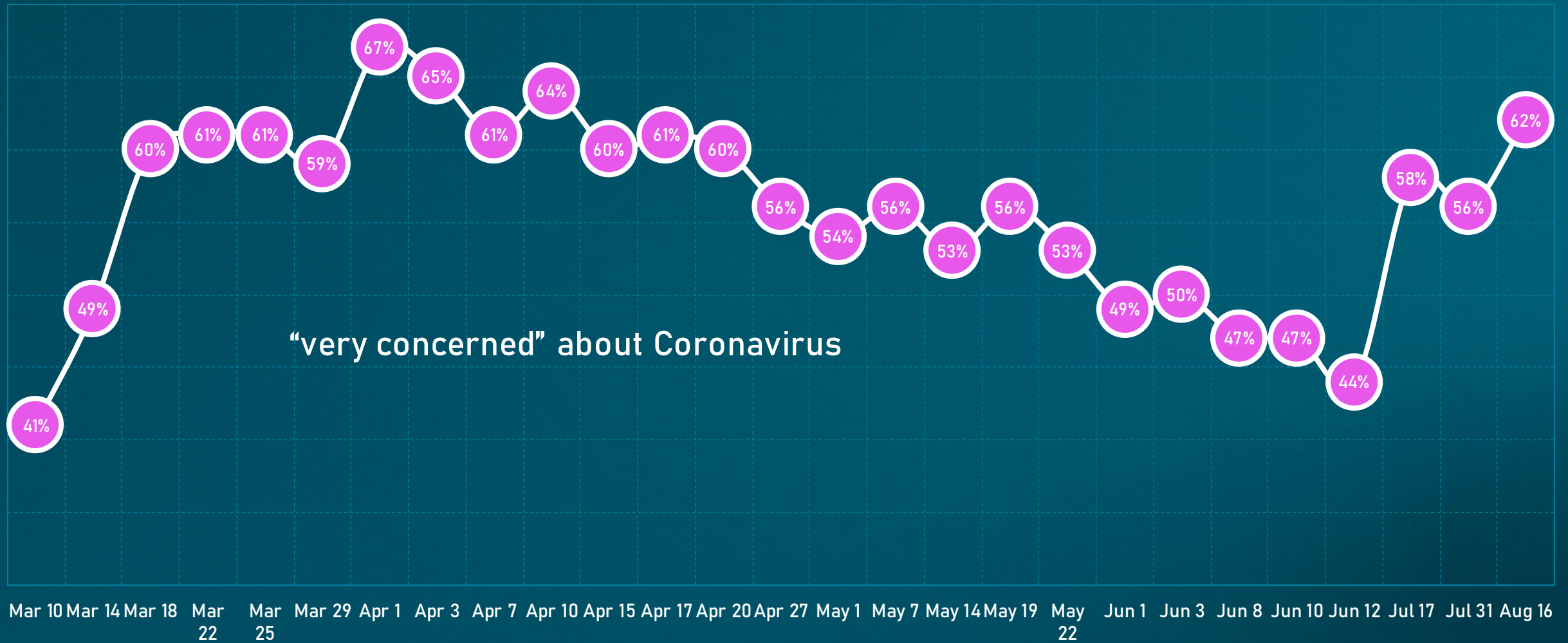


**Food Service & Consumer
Expert at Datassential**

- Brings a **unique culinary perspective** and health-driven point of view
- Provides **expertise & consultation** to foodservice and retail companies on menu, product development and better-for-you innovation
- Registered Dietitian
- Member of the Menus of Change Business Leadership Council, a group of leading chefs, food and foodservice executives, entrepreneurs, investors and social innovators **working to inform, support and confront issues** surrounding the food industry.
- MBA/RD from Dominican University

Restaurants Rise September 9th, 2020

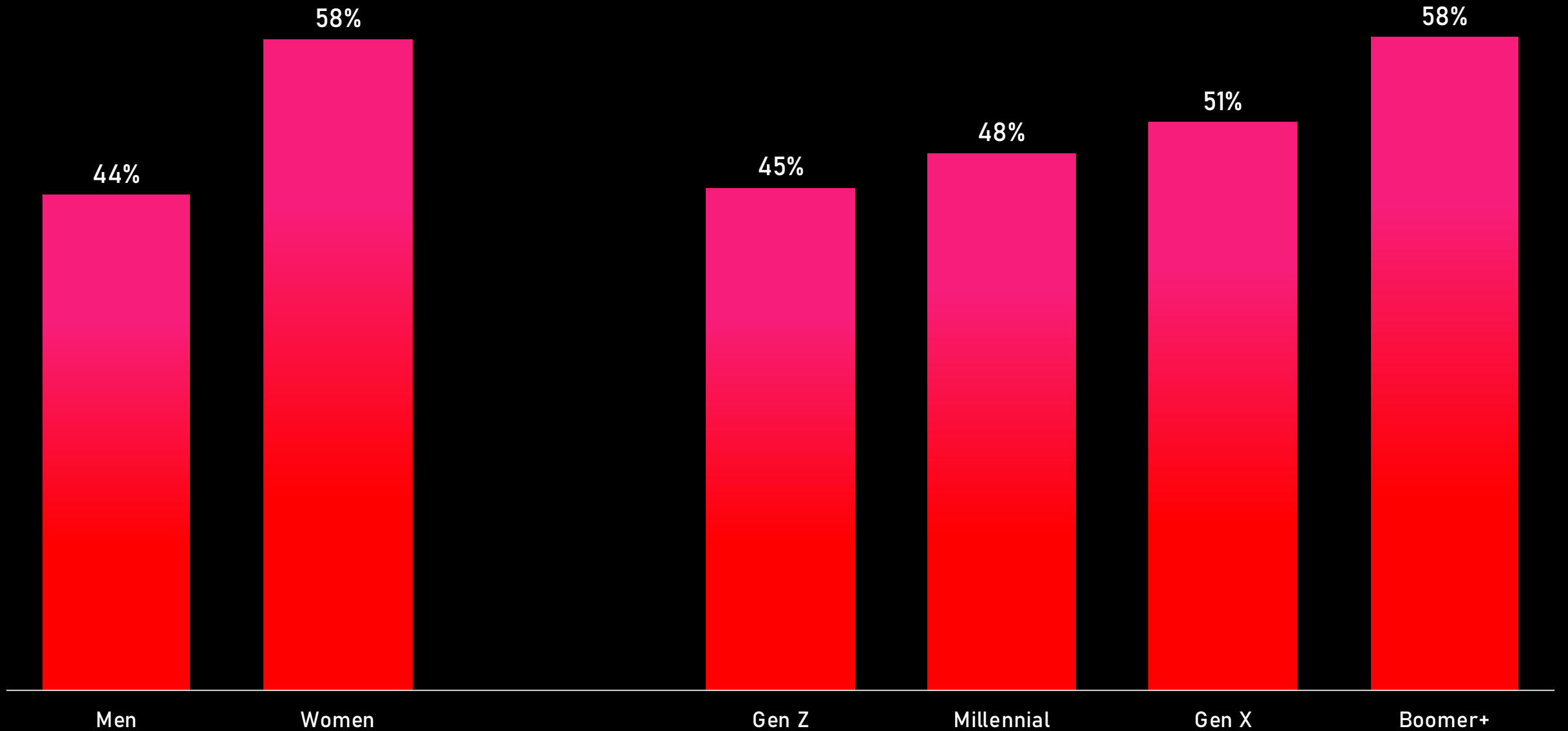




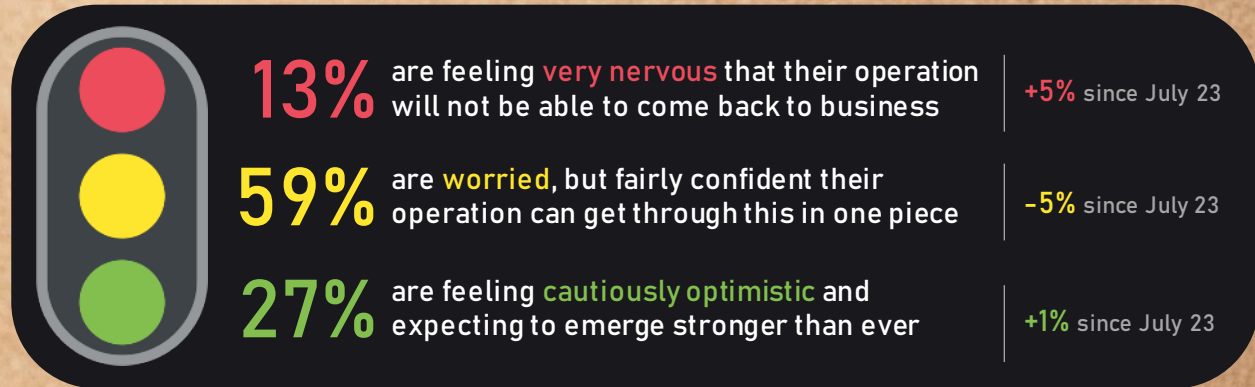
Avoidance of dining out remains steady as the crisis drags on.



“Definitely Avoid” Eating Out.



Operator worries about surviving this crisis are increasing.





Restaurants top the list of safe places to go



% who feel safe going there after shelter restrictions are lifted

Restaurants should **require** guests to follow safety guidelines
(distancing, masks, temperature checks, etc.)

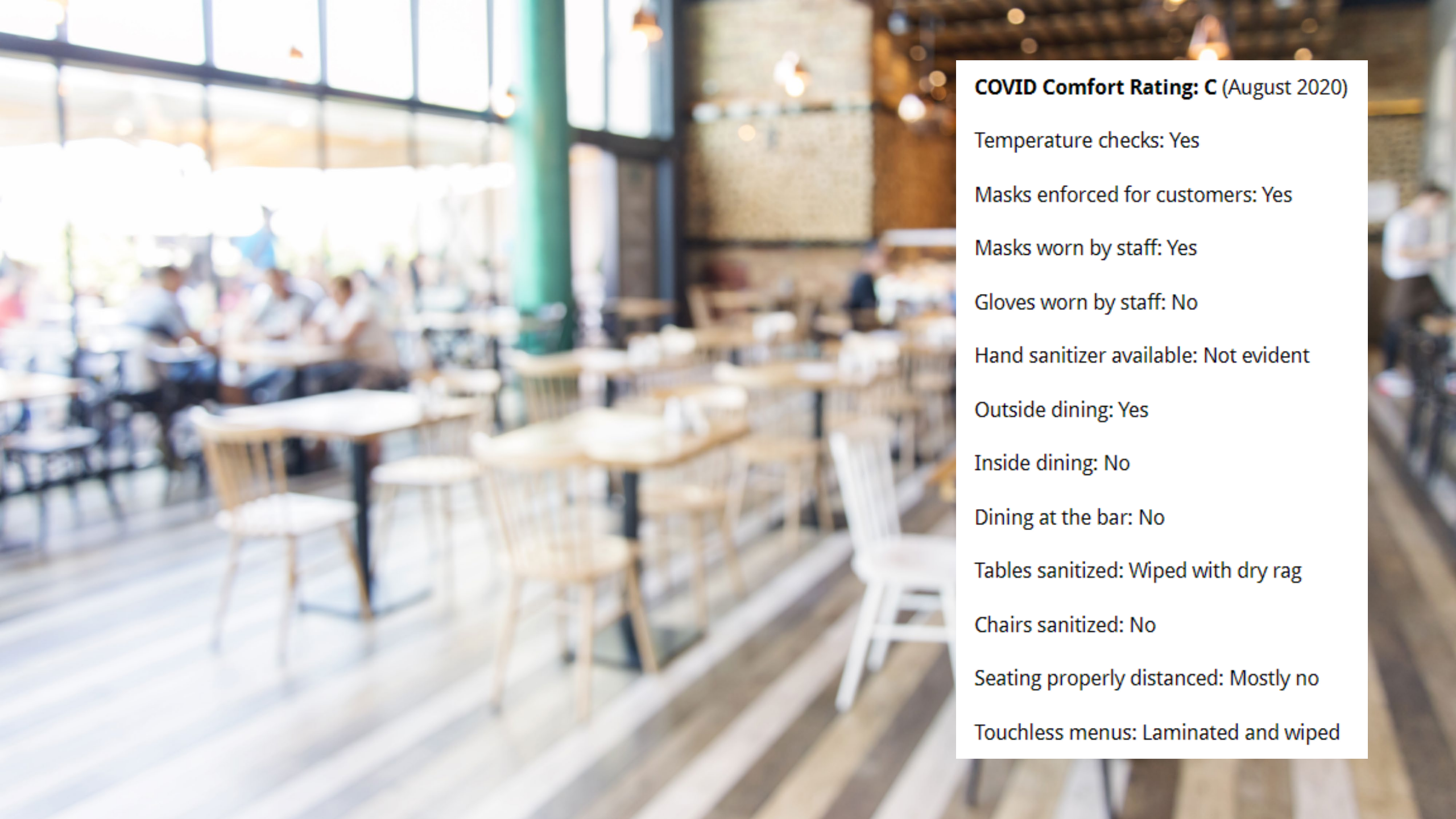
83%

Restaurants should **not be required** to follow specific safety guidelines
(guests should be responsible for acting responsibly)

31%

80%

I will be **more careful** to check
if places are strictly enforcing safety precautions
before deciding where to eat



COVID Comfort Rating: C (August 2020)

Temperature checks: Yes

Masks enforced for customers: Yes

Masks worn by staff: Yes

Gloves worn by staff: No

Hand sanitizer available: Not evident

Outside dining: Yes

Inside dining: No

Dining at the bar: No

Tables sanitized: Wiped with dry rag

Chairs sanitized: No

Seating properly distanced: Mostly no

Touchless menus: Laminated and wiped

//

This place was delicious and VERY CLEAN! The reopening is amazing!! Menu is scan to your cellphone and payment is pretty much hands free. During this covid pandemic they have done an excellent job with social distancing in all dining areas and the bus boys are cleaning champs!! They sanitize all tables and chairs after every customer is gone to give the new customers a calming comfortable dining experience!!”

//

There is no social distancing happening when you pick up your order! None of the employees are wearing a mask. This place is a covid trap waiting to happen. Do not order food here as they are not prepared for the demand or have a safe system in place. I would like an explanation from the owners as to why they are putting customers at risk not following CDC guidelines to wear a mask.



which THREE of the following will be your top considerations when selecting a restaurant to visit AFTER the time of Coronavirus?

Restaurant is clean and sanitary	50%
Great taste	43%
Value	35%
Good service / friendly staff	33%
Convenient location	28%
Locally / independently owned	23%
Supporting restaurants that need help	22%
Health / healthy offerings	19%
Variety	17%
Restaurant puts effort into sustainability	11%
Speed	8%

76%

“a restaurant’s cleanliness & food safety procedures will always matter more to me now than it did before.”

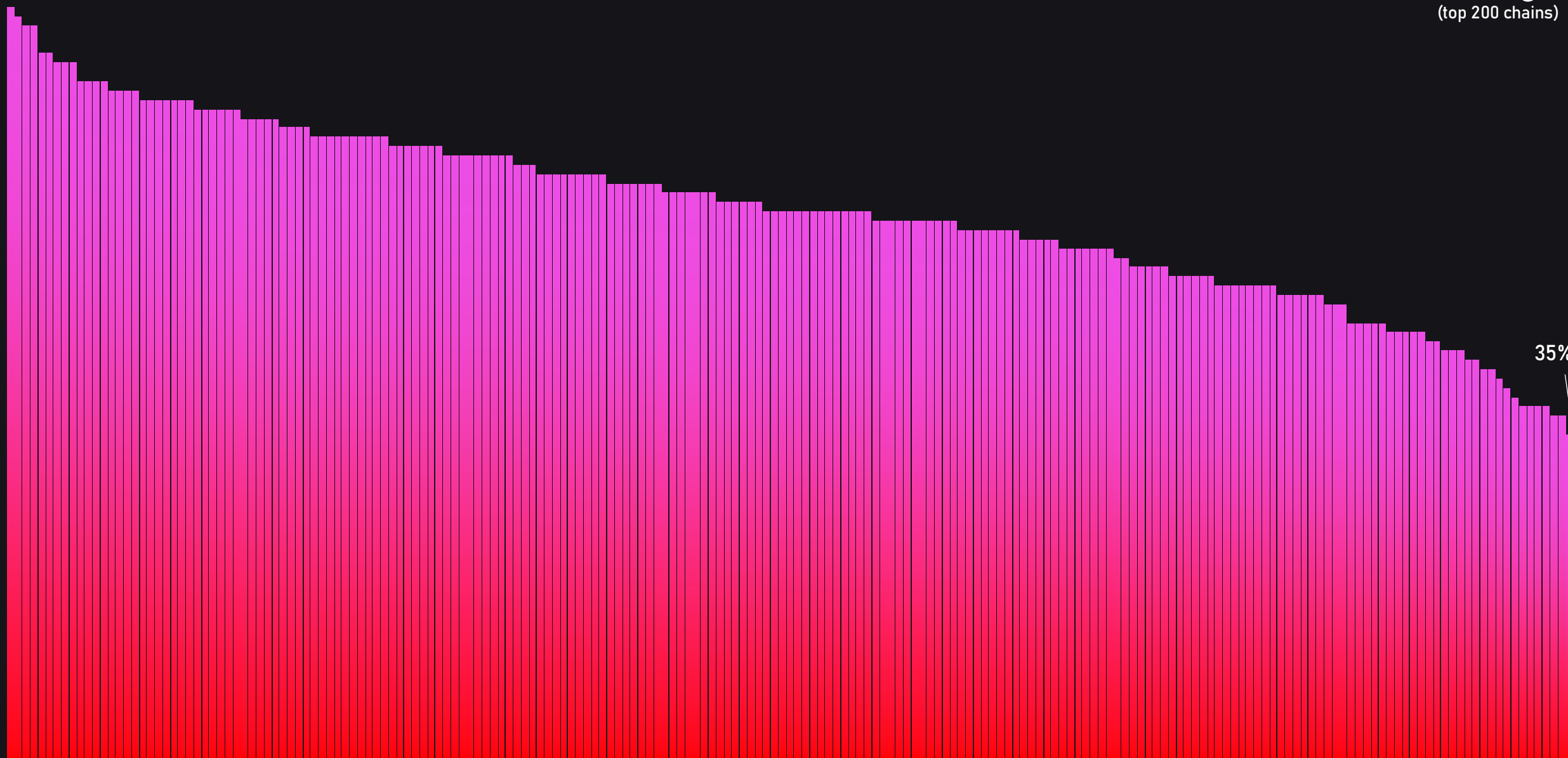


81%

BrandFingerprints

cleanliness ratings

(top 200 chains)





Everything takes a backseat to safety.

sustainability vs. SAFETY



visiting favorite restaurant vs. SAFETY



healthy items vs. SAFETY



affordability vs. SAFETY



quality food vs. SAFETY



great tasting food vs. SAFETY



after shelter-in-place restrictions are lifted, which do you think will be more important to you?

Clean and contactless required for dine-in.

NOT ENOUGH JUST ABOUT RIGHT TOO MUCH

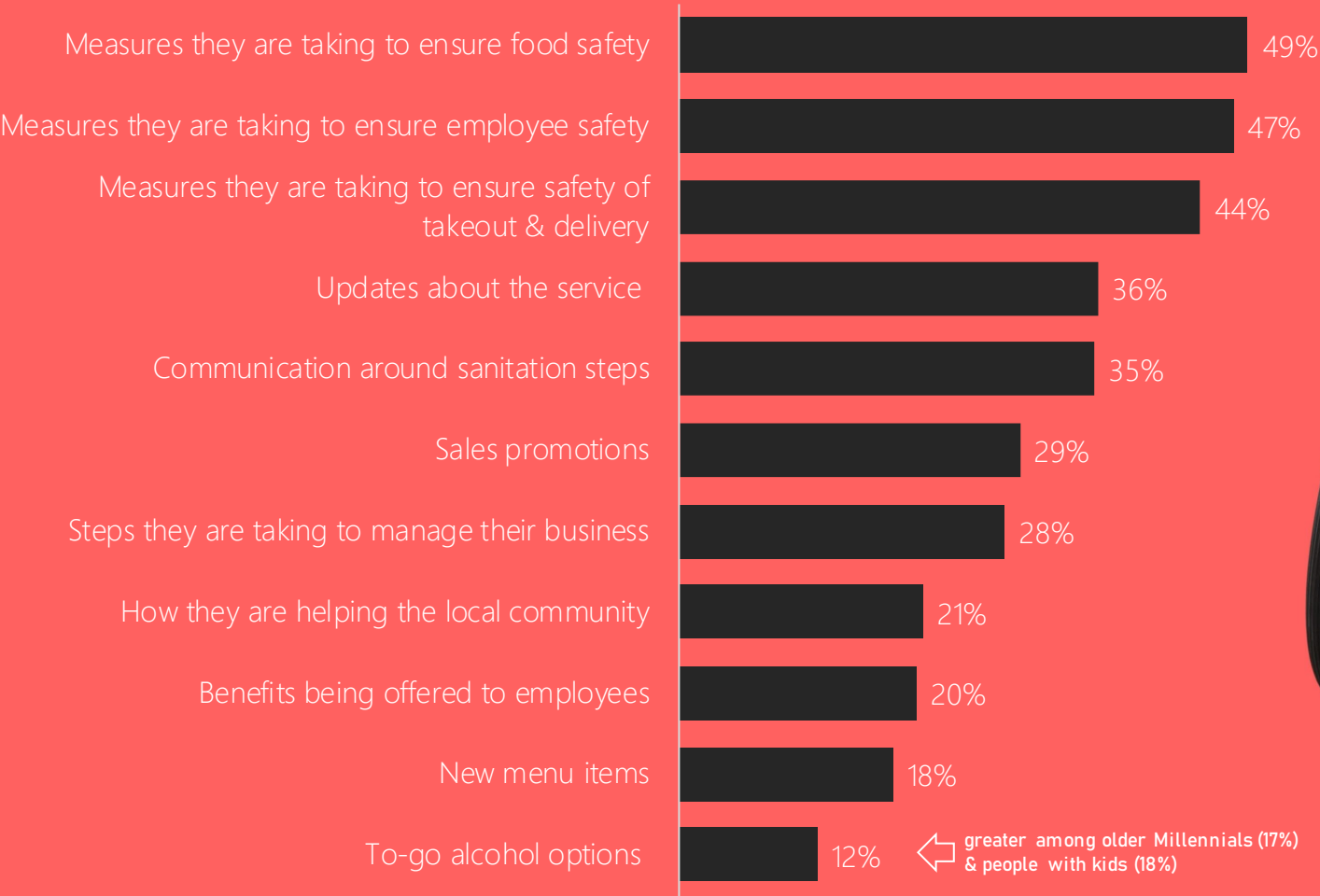
Restrooms are extremely clean	12%	83%	5%
Contactless payment available	7%	82%	10%
Common areas visibly wiped down regularly	11%	82%	6%
Sanitizing products provided to customers	9%	82%	9%
Contactless ordering available	8%	81%	11%
Spaced out tables	11%	79%	10%
Smaller capacity	12%	77%	11%
Signage explaining sanitation methods	12%	76%	12%
Employees wearing gloves	10%	76%	14%
Automatic doors at entrance & restrooms	9%	75%	16%
Plexiglass dividers at check-out	8%	75%	17%
Everything comes individually wrapped	9%	74%	17%
Employees wearing masks	10%	74%	16%
No self-serve buffets	11%	73%	16%
Disposable table linens / coverings	10%	72%	18%
Disposable plates & utensils	9%	72%	19%
No condiments bottles on the table	10%	72%	18%
Daily employee temperature checks	10%	72%	18%
Self-serve areas removed	11%	72%	18%
No communal / shared tables	12%	70%	18%
Knowing where food & beverages come from	10%	70%	20%
Required reservations to manage crowd	10%	67%	23%
Employees sanitize credit cards after touching	11%	67%	22%
Posting / displaying last time each area was cleaned	11%	66%	23%
Disposable menus	9%	63%	28%
Having a sink for customer use outside the restroom	12%	56%	32%



top 3 attributes that would make customers feel safe dining in (F1)

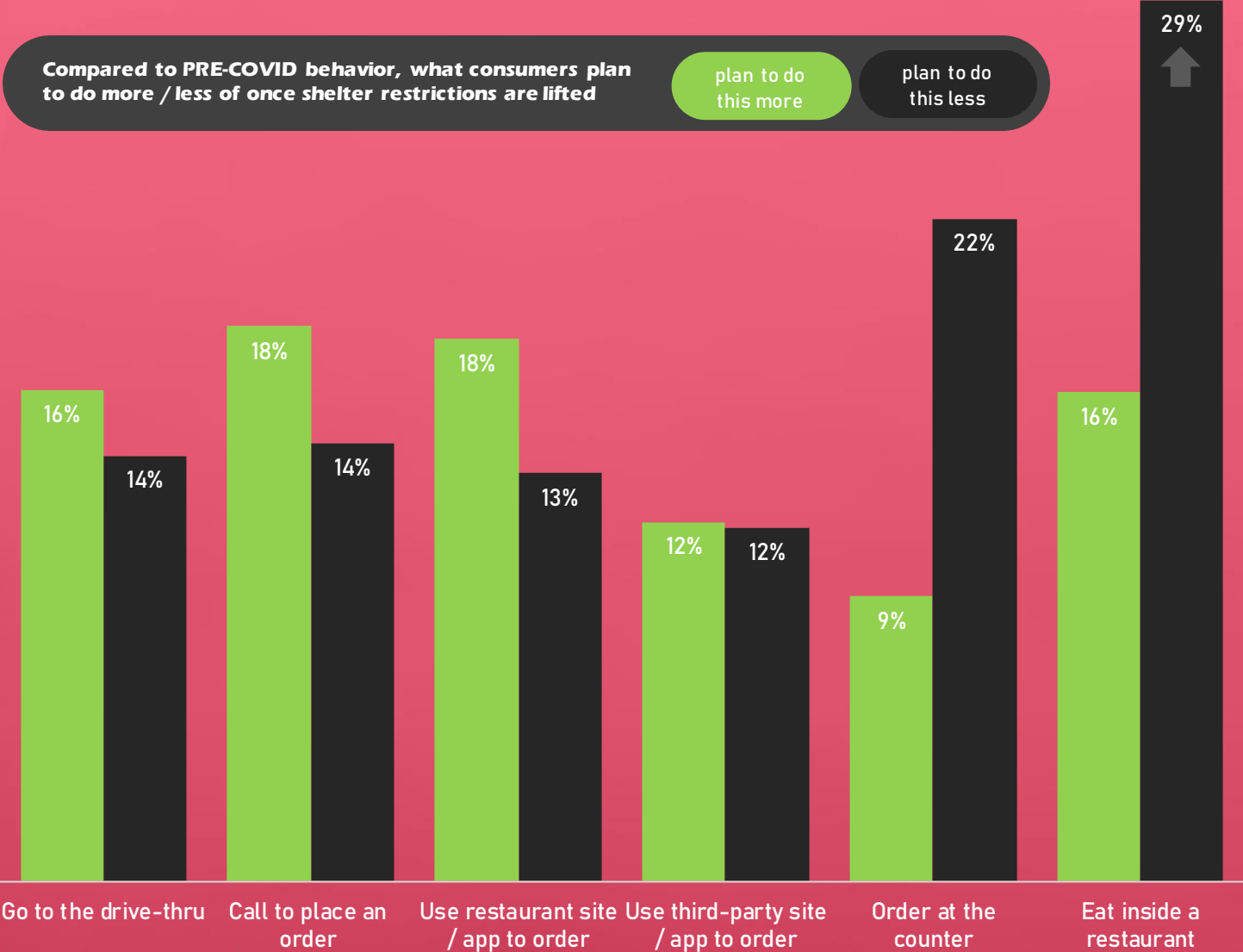
if a restaurant enacted any of the following after shelter-in-place restrictions are lifted, would it be...?

Communicate safety.



what type of information do you want to receive from your favorite food establishments?

Diners will continue to opt for “contactless” takeout options, which are more convenient.



Be ready to talk
about new takeout
packaging.



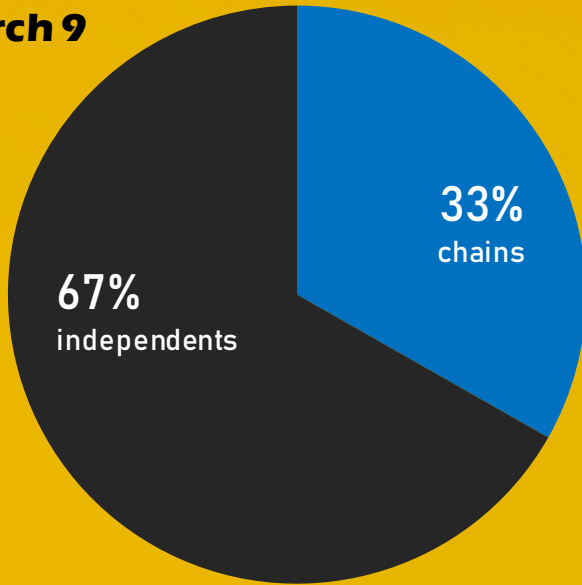
Since COVID-19 / coronavirus restrictions began,
have you had to switch what types of packaging
you are using for to-go/delivery orders?



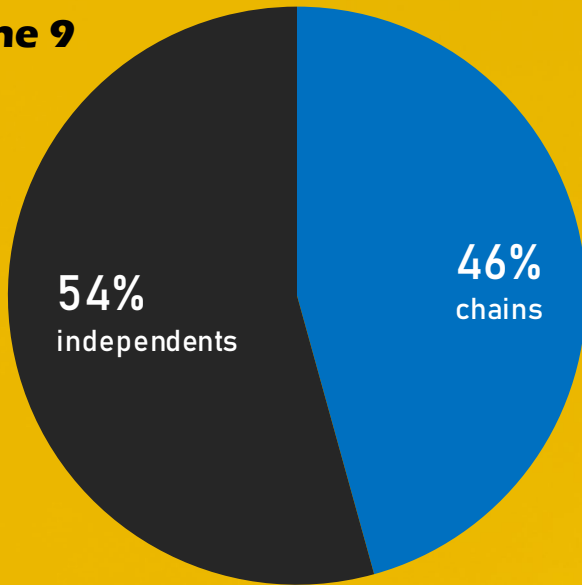
Updated food safety procedures

(wearing / changing gloves, scheduled cleaning / deep cleans, etc.)

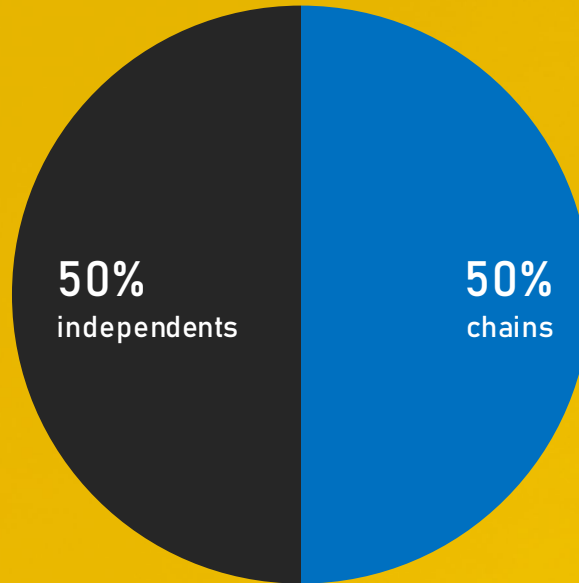
March 9



June 9



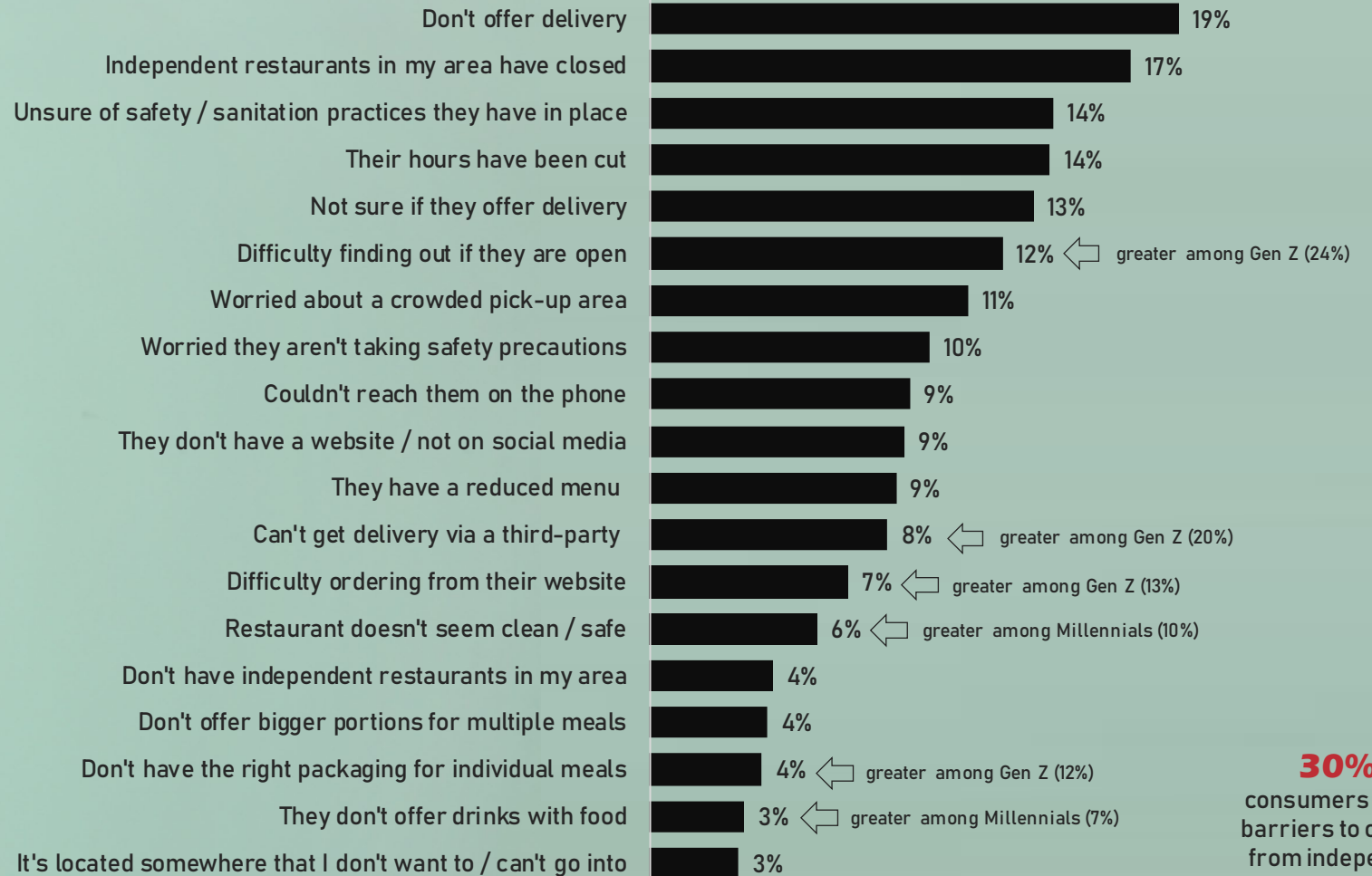
July 17



**where do you
feel safer eating?**



Lack of access keeps consumers away from independents.



30% of consumers have no barriers to ordering from independents

what issues have you had with ordering from independent restaurants during shelter-in-place restrictions?

Craving and routine are still important in a pandemic.

	REASON FOR CHOOSING	
They have the food I like	61%	
It's my "usual" place	34%	
They have online ordering	22%	
The food is easy to reheat	19%	
It's part of my normal routine	18%	
They are offering special deals	18%	← greater among Gen X (24%)
Independent restaurant I want to support	16%	
They offer contactless delivery	15%	
Available on preferred third-party delivery platform	13%	← greater among Millennials (19%)
It's my favorite place for special occasions	13%	← greater among older Millennials (19%)
Driver / employees wear masks when handling food	12%	
It's all that's available in my area	11%	
They advertised their safety / sanitation practices	10%	
Driver / employees wear gloves when handling food	10%	
They offer free delivery	8%	
Trying something new	8%	
They accept cash	8%	
They sell unique items like alcohol mixes	5%	← greater among older Millennials (9%)
They are doing charity / community work	4%	
They are allowing customers to order in bulk	3%	
They are selling grocery / household items	2%	

why did you choose **most recent place ordered from?**





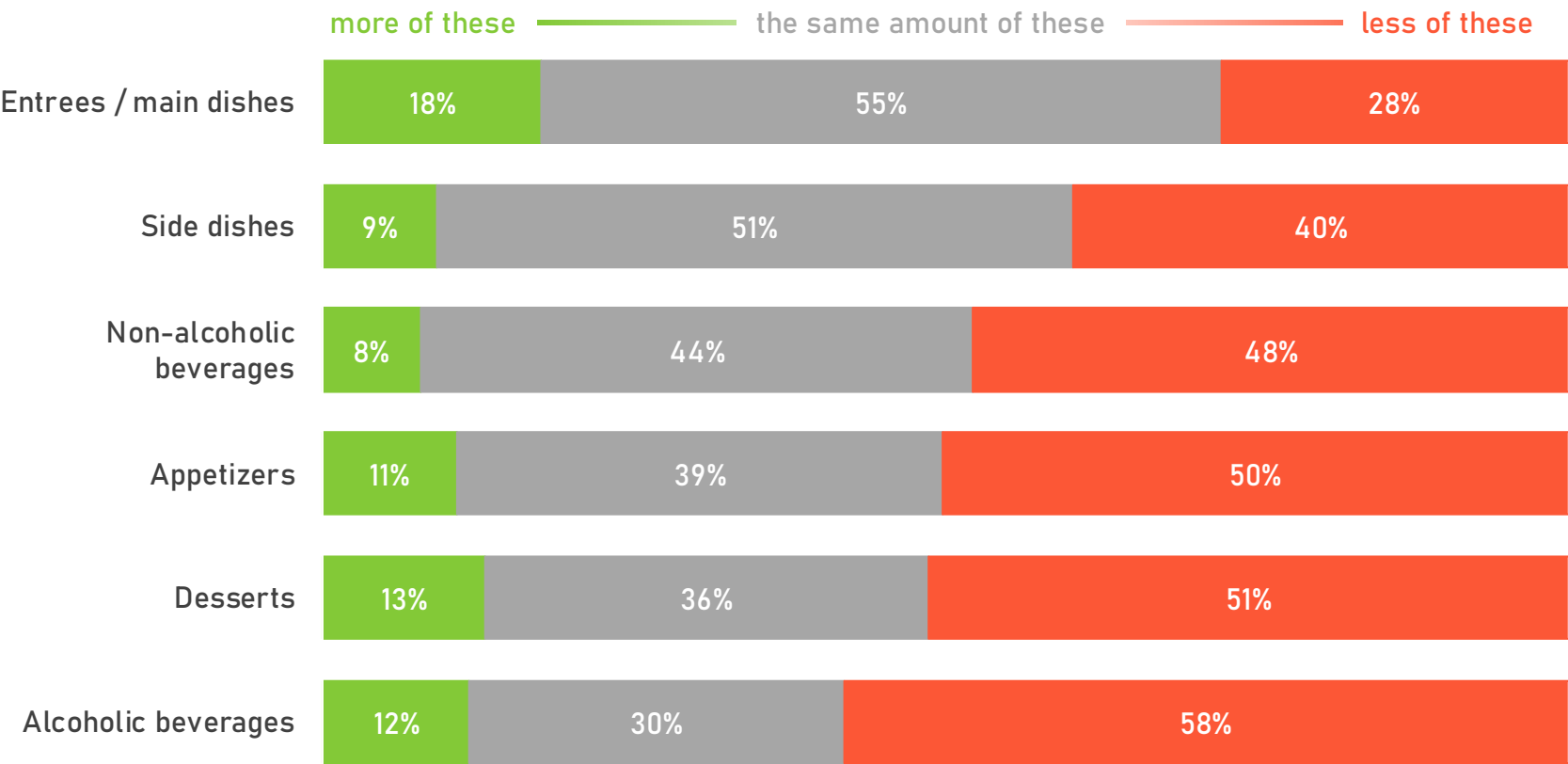
An opportunity to flatten the daypart curve.

do you plan on maintaining the following practices when eating out even after shelter-in-place restrictions have been lifted?

- 49% Washing your hands before eating
- 40% Bringing hand sanitizer with you
- 35% Avoid peak busy times at restaurants**
- 34% Avoid dining in large groups
- 29% Avoid buffets
- 27% Avoid communal tables / shared seating
- 24% Avoid eating open snacks
- 22% Bringing sanitizing supplies for the table with you
- 21% Avoid waiting in lobby / waiting area for a table
- 21% Avoid self-serve fountain / drink stations
- 19% Avoid using condiments at the table
- 18% Avoiding drinks from tap or fountain
- 14% Eating outside
- 12% Using phone / app to order and pay
- 11% Avoid appetizers or dishes to share
- 11% Use silverware even if eat with hands is easier
- 11% Avoid items you have to eat with your hands
- 11% Avoid cocktail parties / "passed" foods & drinks
- 9% Avoid using coasters, stirrers, etc.

Entrees and sides haven't seen nearly the hit that upsells have.

during the covid-19 / coronavirus restrictions, do you feel like customers are ordering more, less, or the same amount of the following types of items?



can't wait to have it

1	Cheeseburger	164.5
2	Steak	162.4
3	Burger	157.9
4	Pizza	156.8
5	Chinese Food	156.1
6	Sushi Roll with Raw Fish	151.3
7	Mexican Food	149.4
8	Sushi	146.8
9	Filet Mignon	146.3
10	Sashimi	144.9

want to get it from outside home

1	Japanese Food	147.3
2	Wonton	147.0
3	Kung Pao	146.7
4	Sushi Roll with Raw Fish	146.1
5	Wonton Soup	144.6
6	Moo Shu Pork	144.5
7	Cuban Sandwich	143.9
8	Calzone	143.9
9	Chinese Food	143.8
10	Chalupa	143.7



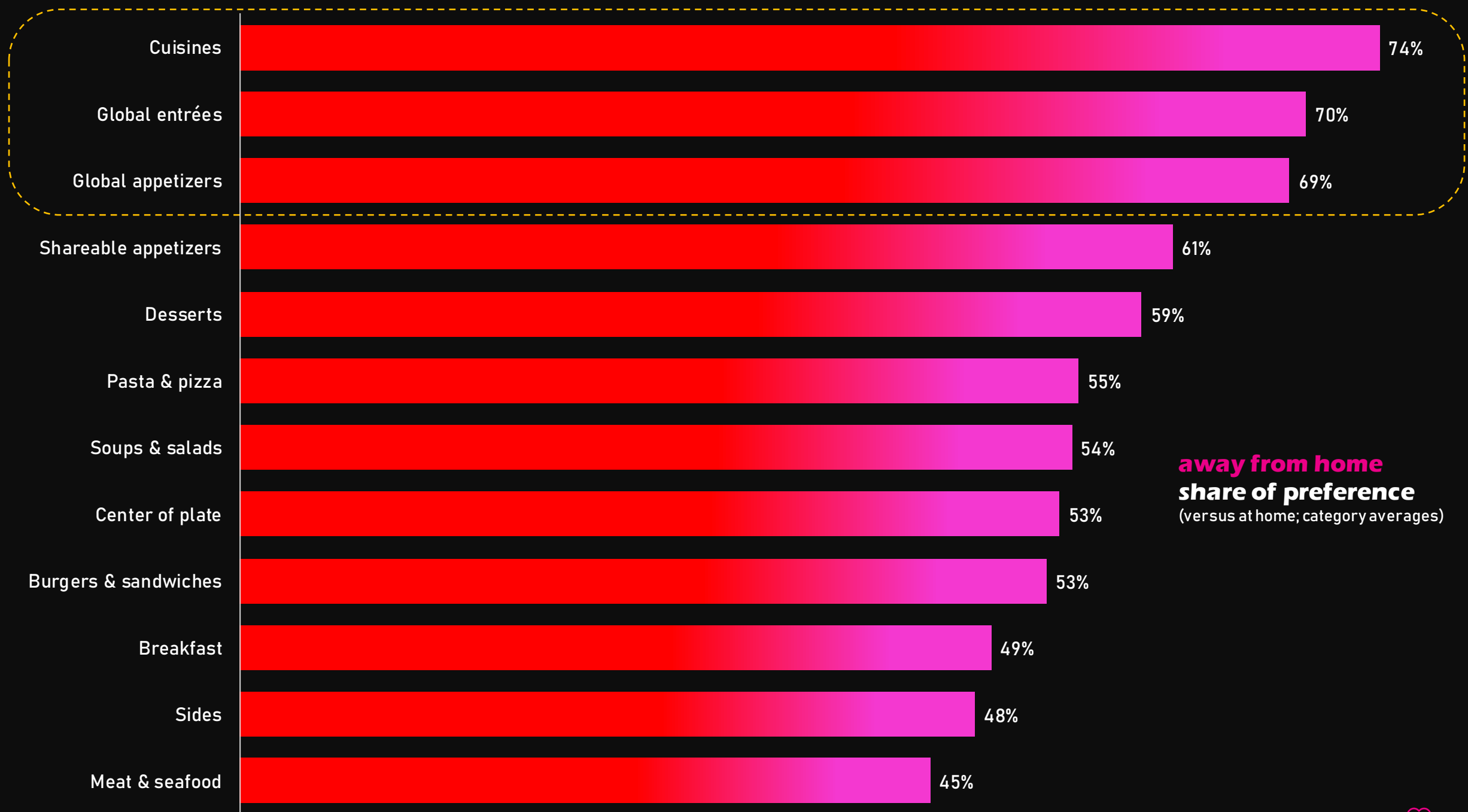
RESTAURANT FOODS

Most Excited For

(what people most crave and favor getting away from home)

1	Chinese Food	149.9
2	Sushi Roll with Raw Fish	148.7
3	Sushi	145.1
4	Soft Serve Ice Cream	142.0
5	Sushi Roll with Cooked Fish	140.1
6	Lobster	137.7
7	Pizza	137.7
8	Korean BBQ	136.5
9	Shrimp Tempura	136.0
10	Sashimi	135.7
11	Mexican Food	133.7
12	Asian Food	132.9
13	Crab Rangoon	132.8
14	California Roll	132.6
15	Meat Lover Pizza	131.9
16	Street Taco	131.6
17	Lobster Roll Sandwich	131.3
18	Filet Mignon	131.2
19	Japanese Food	130.9
20	Pho	130.9
21	Philly Cheesesteak Sandwich	130.7
22	Latte	130.6
23	Prime Rib	130.1
24	Milkshake	129.7
25	Iced Latte	129.4
26	Cheese Fries	128.6
27	Margherita Pizza	128.5
28	Cuban Sandwich	128.3
29	Crab	128.2
30	Loaded Fries	128.2





away from home
share of preference
(versus at home; category averages)



safety
from fear to caution
accelerated adoption

thank you

QUESTIONS



JOIN US > FOOD SAFETY MONTH WEBINAR SERIES



Health Inspections: What You Need to Know Now and Then



Mandy Sedlak

Food Safety and Public
Health Manager EcoSure
Ecolab



Steven Mandernach

Executive Director
Association of Food and Drug
Officials



Sandra Craig

Director of the Division of Food
and Lead Risk Assessment
South Carolina Dept. of Health



Elisabeth Wirsing

Senior Environmental Health
Program Manager
Vermont Dept of Health



Demystifying Sanitation in Foodservice: New Procedures and Approaches

View On Demand



Food and Dining: The Future State **View On Demand**

THANK YOU FOR ATTENDING

