

The Magazine of the Wisconsin Restaurant Association

A collection of ideas, best practices and industry data to help foodservice operators do things differently during COVID.

# WR

**Special  
Digital Edition:**

COVID-19 Playbook  
of Business Ideas

**WISCONSIN RESTAURATEUR**

Winter 2020

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# SAN-FAN

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**Scott Nelson**

Area Sales Manager  
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# Welcome to this digital playbook that provides IDEAS, SOLUTIONS and CONNECTIONS for doing business during COVID-19.



COVID took us by surprise and disrupted the world. 2020 was a blur of negativity and worry. It was definitely a “1 star” review kind of year! But with all of the bad that we experienced in 2020, there have been some silver linings. There have been forced changes that have truly made a difference. Some changes have helped pay another bill, kept businesses in touch with their customers or have helped keep a few more team members employed. Strong community support and the drive to buy local are top of mind these days.

We at the Wisconsin Restaurant Association hope that you find this COVID-19 Playbook a source of inspiration. Our goal is to give you ideas on how to do things differently in your business during a time when dining out has been redefined. We hope this

Playbook inspires you on how to drive revenue from different sources, how to connect with customers differently and how to keep your staff and customers safe and healthy.

Please visit us at [www.wirerestaurant.org](http://www.wirerestaurant.org) for the latest industry updates.

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*Dedicated to the success of the foodservice and hospitality industry*



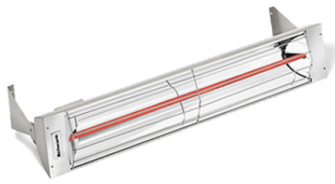
## Extend your patio season

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# Keep It Cozy with an Outdoor Experience

by Dawn Faris

Vice President of Membership and Business Development

**B**ubbles, igloos, pods, yurts, domes and tents. There's lots of different terms for those fun, temporary structures that we're seeing pop up outside of restaurants these days. Operators are looking to extend their season for outdoor seating as far into the winter as possible and are hopeful that these plastic or fabric domes are going to help them do just that.

Guests are hungry for something unique and different to do. Embrace a Wisco winter and give them an outdoor activity that keeps it comfortable and fun!

Before COVID some restaurants had successfully expanded their dining room space with the use of these pods. While you may add this to your business plan now out of necessity to satisfy consumer desire, the good news is that you can continue to benefit from this investment on into the future. Most are easy to take down, store and reassemble for the next season.

We have seen some structures range in price from \$1,000 - \$2,200. Like with anything, we're sure there are other options that are more of a Cadillac version and are pricier... as well as some that can be created as more of a DIY project, giving you a more budget friendly option that makes it easier on your pocketbook if you're seeking multiple units.

And if you don't want to make that investment in purchasing a structure but you have outside space available to work with, consider creating firepit pods as a less expensive option. You can apply much of the same opportunity with igloos as you can with reserved firepit seating.

Here's some tips to consider if you're offering an outside experience:

## RESERVATION SUGGESTIONS

- This outdoor experience has limits on how many you'll be able to seat in a day. So don't be afraid to protect yourself and ask for a deposit upfront! Most require a non-refundable \$100 deposit that will be used toward their F&B on the day of their experience. If a prix fixe menu, some operators will collect all of the money upfront.
- Minimum spending requirements are common.

- Take care of your servers and indicate that there will be a 20% minimum service charge added on.
- Reservations should have a specific end time so you know your cleaning schedule and can rotate as many reservations through as possible in a day. Most offer 90 minute - 2 hour reservation timeslots.
- Consider having the customer advance order their food and beverage selections so you can have it ready for them at the beginning of their reservation. That helps keep their hut warm, reduces your staff's interaction with the guests and allows your customer to really relax and enjoy their time with you. If you go this route, make sure to collect payment upfront in case they're a no show the day of.
- If you're already using OpenTable for your online reservations, look into their OpenTable Experience. This option allows you to have customers pre-pay, select add-ons and talk them through what to expect the day of their visit.

## MENU & UPCHARGE IDEAS

- Offer a special menu for your outdoor customers that fits that style of dining. It's not advised to have all of your indoor menu options available for outdoor dining.
- Remember: Your food will have to travel from your warm kitchen through the frigid temps of Wisconsin to get to your outdoor dining. Offer food that will travel and hold well for this situation.
- Appetizers, desserts and drinks are very popular options for this type of outdoor experience.
- Keep in mind that parents are looking to entertain their kids, too. So have family-friendly options like s'more kits and hot chocolate with all the fixings...along with hot toddies and other grown up drinks for the parents.

## ATMOSPHERE & COMFORT

- Promote BYOB—Bring Your Own Blanket. Make some extra money by selling comfy blankets...maybe even with your business logo on it! Or provide blankets that are washed after each use. If you decide to do the latter, make sure its highly promoted that you are careful to wash after each guest.
- Theme your igloos. Inexpensive carpets, creative centerpieces and unique seating can all add to the overall experience and make your guest's visit Insta worthy!

**Here's how others in the industry are promoting their outdoor experiences...**



- It's amazing how a simple strand of twinkle lights can make it a magical night.

## KEEP IT SAFE

- Stage reservation times to allow for proper cleaning and ventilation. 30 minutes is usually appropriate.
- Wipe down all contact services.
- Promote what your cleaning practices are so guests can be assured it's clean, fresh and sanitized.
- Ask guests to wear masks whenever staff is present inside the pod.

## REGULATIONS TO THINK ABOUT

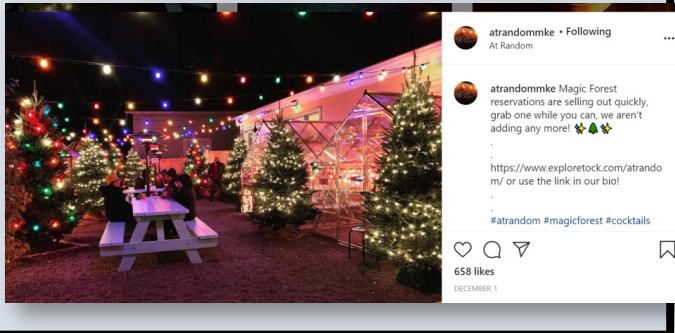
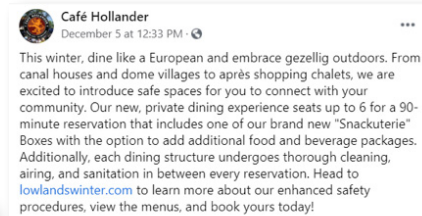
- If using a fully enclosed unit, flames shouldn't be used because of fire and carbon monoxide risk.
- Tents or outdoor dining igloos are considered an enclosed space and are therefore considered part of your dining space which must adhere to capacity rules.
- Always check with your local fire department regarding safe ways to heat your outdoor dining spaces.
- And check with your building and streets departments to see if any special permits are necessary in your municipality for outside customer experiences.



# A collage of social media posts to unleash your creativity

Hospitality professionals have had to get really creative this past year to face adversity head on. Here's a few of our favorites that we thought you might enjoy.

## Reimagining a brand. Bars that are creatively taking business outdoors.





# Making the most of tables closed for social distancing.



When Maison Saigon felt empty, the owner added stuffed pandas to promote social distancing in a fun atmosphere. *AP Photo/Wongthet/REUTERS*

"This would allow plenty of space between real guests and elicit a few smiles and provide some fun photo ops."



Mannequins at the Inn at Little Washington in Washington, Va. *-AP Photo/Steve Helber*

Dawn Renz Faris added a 3D photo — **Eating dinner at Craftsman Table & Tap.**  
December 5 at 6:53 PM · Middleton · 🌐

Kudos to **Craftsman Table & Tap** for being festive and creative with their tables that have to be closed for socially distancing. It was such a nice welcome when walking through their door for dinner tonight to see their winter tablescapes.



Move your mouse to view the photo in 3D

**Chef Rick Bayless**  
November 25 at 9:38 AM · 🌐

**BIG NEWS:** I'm launching a brand new **YouTube** member channel! Proceeds from channel memberships (\$4.99 or \$9.99/mo) will support our restaurant staff in these crazy times. Join now and get:

- 👉 \*Live\* cooking classes
- 👉 Live Q&A video chats
- 👉 Two weekly recipe videos
- 👉 ... See More

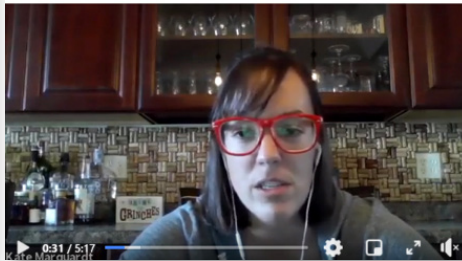


**The Lone Girl Brewing Company**  
December 3 at 9:52 PM · 🌐

Our awesome Meal Kit providers gathered virtually this week to share the meal kit contents with you! **CLICK** to watch the show! You won't want to miss this month's **AMAZING** meal! Orders due by end of day on Sunday, December 6th with kit pickup on 12/9 and 12/10. It's a great way to **SUPPORT LOCAL!**

And now a word from **Mad City Chefs, Roth Cheese, Bailey's Run Vineyard,** and **The Lone Girl Brewing Company.** Also a shout out to **Gail Ambrosius Chocolatier** and **Nutrack** who will also be participating.

ORDER your meal kit or get more info TODAY  
<https://bit.ly/EatDrinkDec2020>



# Virtually hanging with customers.



# New ways to capture business.



**Lucille**  
December 11 at 12:16 PM · 🌐

Wisco weekends holiday style = Snowball Old Fashioned! 🍷

Psst... Snowball Old Fashioneds are also available for sale as take home cocktail kits! They serve around 15 cocktails and make great gifts. 🎁



**Buck & Honey's**  
November 15 at 9:23 AM · 🌐

Your to-go orders help keep independent local restaurants going. Thank you!  
Take advantage of our Sunday special. Have a super day! 🍕  
#bomberspizza... See More



**Lost Whale is at Lost Whale.**  
November 29 at 1:35 PM · Milwaukee · 🌐

After months of back and forth, many calls to our city officials, an ever changing game plan, \$\$ we don't have, and safety as our #1 priority...This is our best way to welcome you back to Lost Whale.

Link to book is live (in bio) and ready for ya! Also @pufferfishmke will remain open for as long as this Wisconsin Winter will allow! See more details below, and honestly...Go Pack Go 🍷🍷🍷

## The Nightmare Before Christmas Private Cocktail Experience

We welcome you back inside Lost Whale for our private The Nightmare Before Christmas cocktail experience! This is a Private 2 Hour Reservation for 4 - 8 people to experience our holiday-themed Cocktail Menu and transformation to Halloweentown. The pop-up runs Dec. 3rd - Dec. 24th and with only 1 group at a time, reservations are extremely limited. So book early and often!

#milwaukee #sundayvibes #lostwhalemke #pufferfishmke #nightmarebeforechristmas #popup #holidaze #socialdistancing #sundayfunday #gopackgo #cocktails #private

**Nineteen09**  
December 10 at 5:06 PM · 🌐

We have some pretty awesome customers allowing us to put together gift boxes for their employees in lieu of holiday parties. We're so appreciative. #bringbackchristmasparties #christmas2020 #winebar #crossplainswi





## Consumers are expected to continue using takeout and delivery

*Reprinted with permission from the National Restaurant Association; surveys taken between Feb and Nov 2020*

Consumers increased their usage of takeout and delivery during the pandemic, and this trend will likely continue during the winter months.

With on-premises restaurant traffic significantly curtailed during the pandemic, the availability of off-premises options took on added importance for both restaurants and consumers. Many restaurant operators added new off-premises options in recent months, and consumers responded by increasing their usage of takeout and delivery.

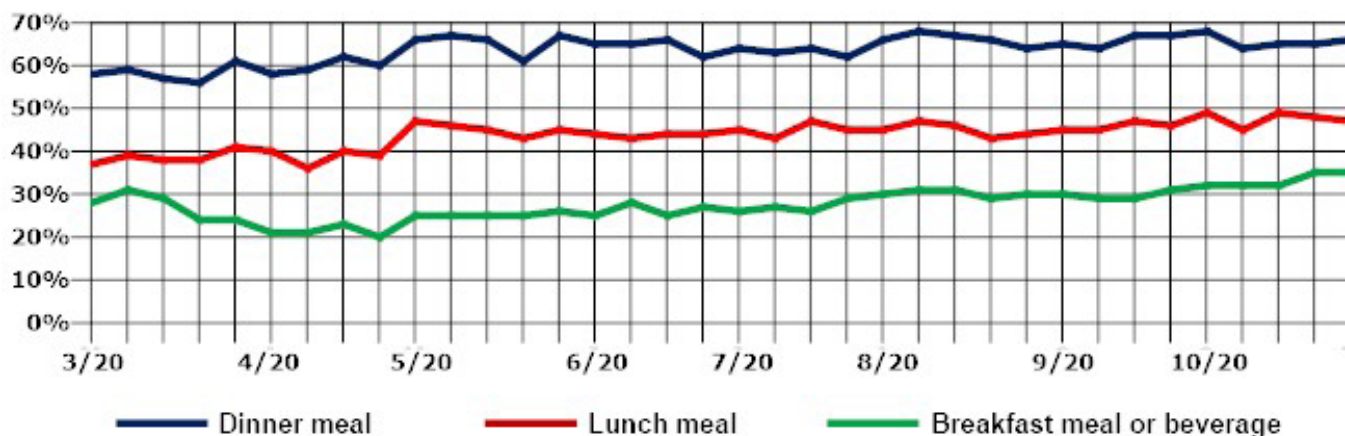
The uptick in off-premises frequency was visible across each of the three major dayparts in recent months. Sixty-six percent of adults said they ordered takeout or delivery for dinner last week. This was up from 58% during the last week of February. The proportion of adults using takeout or delivery for dinner trended higher after the first few weeks of the initial lockdowns, before plateauing in the mid-60% range in early-May.

The trendline was similar for lunch. Forty-seven percent of adults ordered takeout or delivery for lunch last week—a level that has held relatively steady for the last six

months. In late-February, only 37% of adults said they ordered takeout or delivery for lunch.

The proportion of adults picking up a breakfast meal or beverage from a restaurant or coffee shop declined during the first several weeks of the pandemic, likely because many people were not going into work. However, this indicator trended higher in recent months, and reached a pandemic high of 35% last week.

### Percent of adults who used restaurants for these off-premises meal occasions during the previous week

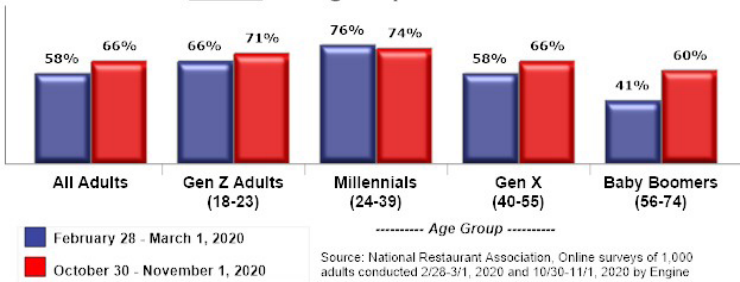


Source: National Restaurant Association, weekly surveys of 1,000 adults conducted by Engine

Looking specifically at the dinner daypart, the largest increase in off-premises frequency was seen among older consumers. Sixty percent of baby boomers said they ordered takeout or delivery for dinner last week – up from just 41% in late-February. Sixty-six percent of Gen-Xers purchased takeout or delivery for dinner last week—up 8 percentage points from the last week in February.

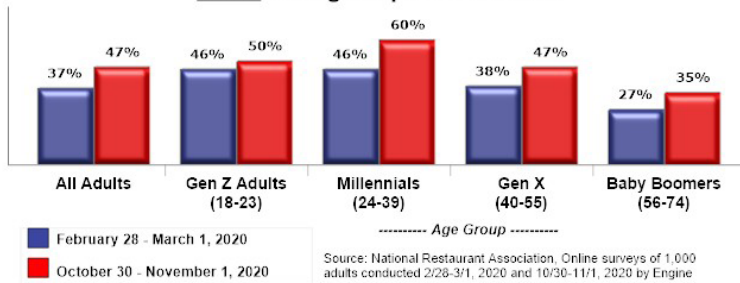
Millennials and Gen Z adults continue to use takeout or delivery during the dinner daypart at higher rates than their older counterparts. However, there wasn't a significant difference between last week's level and their late-February readings.

**Percent of adults who ordered takeout or delivery for dinner during the previous week**



For the lunch daypart, the largest increase in off-premises frequency was registered by millennials. Sixty percent of millennials ordered takeout or delivery for lunch last week—up from 46% during the last week of February.

**Percent of adults who ordered takeout or delivery for lunch during the previous week**



Looking ahead over the next three months, the expectation is that consumers will maintain their off-premises usage of restaurants. Among adults who ordered takeout or delivery for lunch or dinner last week, 32% said they expect to increase their frequency during the next three months. Only 22% plan to cut their off-premises frequency for lunch or dinner.

Millennials and Gen-Xers were the age cohorts most likely to signal an increase in their off-premises frequency during the next three months. Urban residents and individuals in higher-income households are also likely to boost their usage of takeout and delivery in the months ahead.

**Consumers' expectations for how frequently they will order takeout or delivery for lunch or dinner during the next three months, compared to right now**

*Base: Adults who ordered takeout or delivery for lunch or dinner during the past week*

	About the same as now	More frequently	Less frequently	Differential (More - Less)
All Adults	46%	32%	22%	+10%
Men	41%	38%	21%	+17%
Women	51%	25%	23%	+2%
<b>Age Group</b>				
Gen Z (18-23)	37%	36%	27%	+9%
Millennials (24-39)	33%	42%	25%	+17%
Gen X (40-55)	41%	37%	22%	+15%
Baby boomers (56-74)	64%	17%	19%	-2%
<b>Region of the Country</b>				
Northeast	41%	35%	24%	+11%
Midwest	49%	29%	22%	+7%
South	48%	31%	21%	+10%
West	46%	32%	22%	+10%
<b>Type of Community</b>				
Urban	32%	45%	23%	+22%
Suburban	53%	27%	19%	+8%
Rural	58%	15%	27%	-12%
<b>Household Income</b>				
Less than \$50,000	50%	22%	27%	-5%
\$50,000 to \$99,999	51%	28%	21%	+7%
\$100,000 or more	31%	57%	12%	+45%

Source: National Restaurant Association, online survey of 1,000 adults conducted by Engine, October 30 - November 1, 2020



Read more analysis and commentary from the Association's chief economist Bruce Grindy.



# Survive—Show You Care— Keep Your Customers



**HealthShield™**  
PROTECTING LIVES, ONE HEALTHSHIELD AT A TIME™

It is time to make your customers feel safe and comfortable. They have choices where to go and it may end up being next door. We have been following the dilemma for restaurants/taverns and the frustrations of not knowing whether they are “coming or going”. The constant changing requirements for social distancing and limited capacities are frustrating. Understandably with looming financial disaster, establishments do not want to spend any dollars right now. We understand it. However, there is no point in stressing over 25% or 50% capacity restrictions if the customers do not come in or never return!

We have been interviewing, receiving testimonials and collecting data from restaurants and other establishments that understand the financial investment it takes to keep their customers feeling safe and comfortable. Proprietors have found that they will retain their long term customer base, build new customers and give nervous customers a place they can go to knowing that the establishment cares. They believe the short term investment will have multiple long term gains. HealthShield™ barriers are the key!

We have found that restaurants are not always thinking about the less obvious locations to utilize HealthShield™ barriers. Locations to be considered are all high traffic areas such as restrooms, entries/exits, host/hostess stands, checkouts and most obvious....table, bar & booth separators. HealthShields™ protect ALL!

The small investment now into HealthShield™ protective barriers will pay high dividends long term. The shields can be more than a short term fix. It is not only about Covid, it is about investing in what may be a “new normal” way of operating. Take advantage.....Turn a negative into a positive.

HealthShields™ can be customized with printing, etching and shaping to coordinate with and enhance your atmosphere. From design to installation, a qualified supplier will help you choose the right HealthShield™ for your establishment

Now can be the time for you to invest in your customer and control your destiny.



*This editorial content provided by:*

*Universal Presentation Concepts*

[healthshield.care](http://healthshield.care)

608-222-5658



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PROTECTING LIVES, ONE HEALTHSHIELD AT A TIME.

Learn more at [www.healthshield.care](http://www.healthshield.care)

**“Placing the HealthShield™ barriers has helped to keep our business going. They make our customers and staff feel safer and more comfortable. We know that they are choosing St Paul Fish Company over our competitors due to the HealthShields.”**

**Tim Collins,  
St Paul Fish Company**



## MAKE YOUR CUSTOMERS FEEL SAFE AND COMFORTABLE



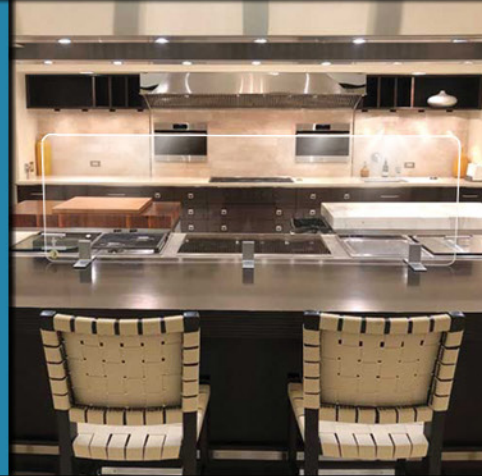
**“Our HealthShield™ BarFlys and Bar Shields not only make our taproom safer for our customers, they also look great. We can stay open in a safe manner”**

**Toni Eichinger,  
Black Husky Brewing**



**“The shields are working great! Very easy to clean and move.”**

**Pawel Siemion,  
Subzero Corporate Chef**



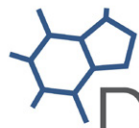
**“Thanks for your HealthShields™! They have proven VERY effective in making our guests feel safe. We had our Logos printed on them and not only are they making our guests comfortable but they look GREAT!”**

**Susan & Rick Hubanks,  
Angelo's**





## Restaurants Have Financial Options Even Now



DEMARB | BROPHY LLC

Practice of Law. Caffeinated.

**W**hen should you talk with a bankruptcy lawyer about your business? Probably now. Filing bankruptcy can help your business and you. A business bankruptcy can be a reorganization to make the business leaner and stronger into the future.

In the alternative, it can allow you to sell your business at a higher value while you continue to operate. It can even do a combination of those things.

A bankruptcy plan of reorganization can reduce the amount of your mortgage or equipment loans, permanently. For example, if you owe \$200,000 on your equipment loan, but the equipment is only worth \$125,000, then the plan could reduce the amount of the equipment loan to \$125,000. The plan could modify the interest rate, too. Right now, the value of equipment for restaurants and bars is low. Timing is important. By filing for bankruptcy now, you may be able to reduce the amount of your monthly payments going forward.

As an alternative, a bankruptcy allows you sell your business while it is operating, maximizing its value. Recently, we filed a Chapter 11 bankruptcy the day before a business's eviction hearing. The owners knew they wanted to head toward a sale. By filing the Chapter 11 we halted the eviction process, allowed the company to continue operating and pay its employees, and signaled to the market that there would be a sale of the operating business.

That bankruptcy process ended in a successful sale. The company will pay its creditors five times more than it would have if the eviction had continued and the Chapter 11 had never been filed. The owners of the company substantially reduced the amount of their personal guarantees. The owners even decided to stay on with the buyer as employees. The business will keep serving loyal customers and using local vendors.

Banks and other lenders often will work with you in the bankruptcy process. Lenders are in the business of making loans, not selling equipment sitting in closed restaurants. When they do have to sell equipment, it is expensive for them. Lenders are going to be

overwhelmed with restaurant and bar equipment in the coming months, so the value for that equipment will drop. Even when lenders are impacted by the bankruptcy, they often prefer the bankruptcy process because they get a higher return, even over time, than if they sell your equipment themselves.

Reorganization and/or sale approaches will not work for every business, but they will work for many. Business situations are complicated. You need a lawyer experienced in the process. Before you spend your last business or stimulus dollar, cash in your retirement, or turn over your keys to your landlord or lender, please call a business bankruptcy attorney. You have options.

*This editorial content provided by:*  
DeMarb Brophy LLC  
[www.demarb-brophy.com](http://www.demarb-brophy.com)  
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## PROTECT THE PEOPLE WHO MATTER MOST

WE KILL THE GERMS THAT KILL YOUR BUSINESS...

INCLUDING CORONAVIRUSES!

*Enviro-Master is the nation's premier commercial health and safety company specializing in preventing the spread of disease and controlling odors. Our electrostatic spraying service is 99.999% effective in killing germs with our EPA registered, food safe category D, disinfectant. This state-of-the art technology addresses dangerous disease-causing pathogens such as MRSA, Norovirus, Influenza and Coronaviruses.*

***Enviro-Master's service includes electrostatic spraying of a disinfectant containing active ingredients that are food safe & EPA-registered to kill Coronaviruses.***

***We have weekly and on demand spraying service plans. We recommend bundling with our weekly restroom Sani-Service which allows you to display our "It's safer Here!" window cling. Show the world you have taken those extra steps to keep your establishment safe for your employees and customers.***

***Enviro-Master***<sup>®</sup>  
Services  
***of Milwaukee***

**Call for a free consultation 262-278-0454**

# Restaurant Technology Shift: From Convenience to Safety Measure



## The Word of the Year: Pivot.

Our journey through 2020 at Helvetia Systems looks a lot like many of yours, with many decision points and pivots in order to remain viable in uncertain times. It started with a complete lockdown of dine-in restaurants, which meant adapting our services to offer online ordering free of charge to over 30 locations. When the lockdown was lifted, it meant setting up contactless payments and tableside ordering for dine-in restaurants and outdoor patios. Now as winter approaches again and the pandemic shows no signs of relenting, we are once again turning to online ordering and delivery dispatch services to help restaurateurs better serve their customers and stay in business.

## Pre-pandemic Times

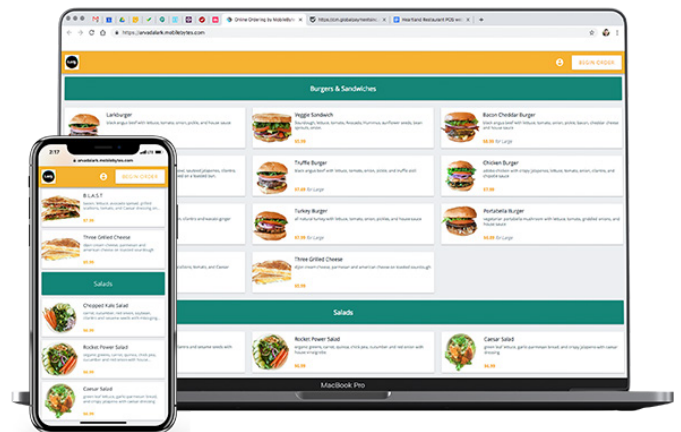
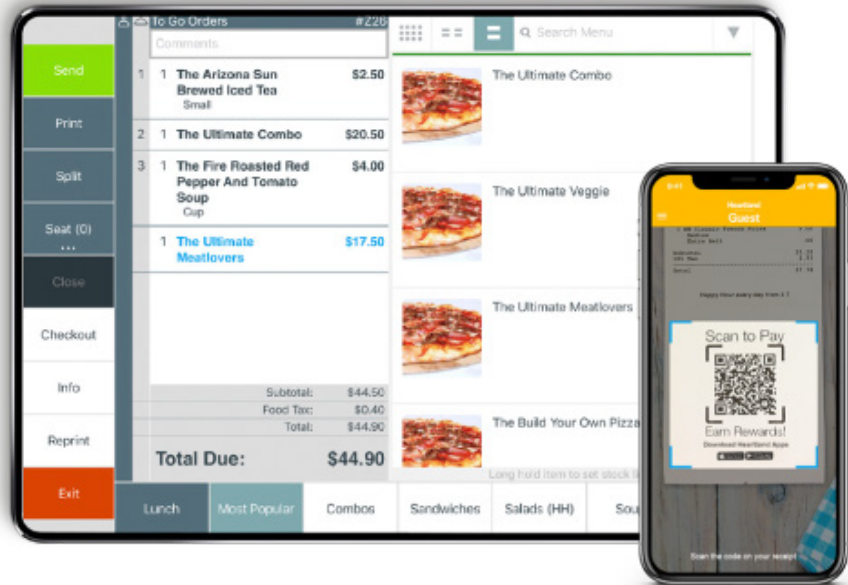
Before March 2020, the restaurant industry was already going through a transformation. Delivery services such as Uber Eats and Grub Hub were turning the dining experience increasingly into a stay-at-home phenomenon, especially for the “Netflix and Chill” crowd. We had the perfect solution for restaurants who recognized this shift: online ordering, a guest app, delivery dispatch and even kiosks all built into one base product. It is the ultimate in convenience for any consumer who wants to order, pay and receive their food without any physical interaction.

## March 2020 to Today

At the time of the lockdown, restaurants were trying anything to stay in business until things got back to normal. So restaurants that did not buy into the “convenience” factor before March 2020 were now making the pivot and offering expanded carry out options, curbside and even home delivery. Suddenly, the features we had been offering as “convenience” were becoming “safety” features. A large number of restaurants embraced that technology and made the leap. And consumers embraced it too. Why risk exchanging cash or credit cards, when you can scan a code on your guest check and pay with your own smartphone? Furthermore, where once it was seen as unconventional to order carry out or delivery from a fine dining restaurant or supper club, it now became a normal ritual. Consumers were relieved to have a way to continue to support their favorite establishments, and to do so safely.

## Post-pandemic Times

Now a solid 8+ months into the pandemic, it is clear that temporary measures are not going to get us through this. Most restaurateurs have gone through many decision points and operational shifts as the infection rates continue to climb and mandates change on a seemingly daily basis. For many, the decision to close permanently was the right decision. However, for those that embraced technology, what became the new normal during 2020 is seemingly here to stay. Consumers will expect to have all the conveniences available to them now continue in post-pandemic times. Safety will still be top of mind long after COVID is eradicated, and newly discovered convenience options will remain a driving factor for many.



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# Make it safe and they'll come back in.



UV-C light: the best, most proven technology for persistent, continuous purification of air from bacteria, germs, and SARS-CoV-2 transmitted through the air.

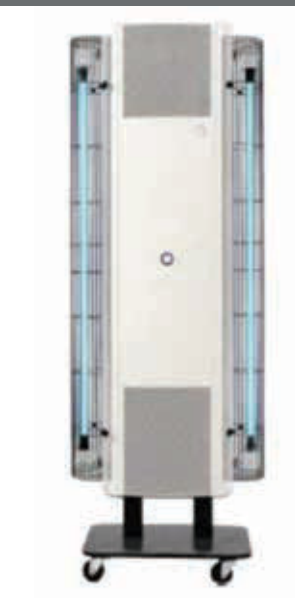


## In the front of the house



Ensure the highest levels of air hygiene with continuous, 24-hour disinfectant action — encouraging customers to return to dine in your healthy environment.

## And in the back, too



Mobile purifiers go anywhere you want, providing immediate and safe disinfection without liquids or chemicals. Keep your whole staff as safe as possible, potentially reducing employee absences due to sickness.



## In fact, there are lots of ways to clean your restaurant and keep it clean.

We offer a comprehensive range of solutions designed to disinfect pretty much everything: air, surfaces, and even individual items. You can save time, money, and get back to what you do best: *making and serving quality food!*

Contact us today for a free, no-obligation consultation. Products, retrofits, and financing, too — we can help!

Tim Rankin  
[tim.rankin@epartslighting.com](mailto:tim.rankin@epartslighting.com)  
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# Ice on the Menu

**Y**ou've seated your customers and the busser promptly fills your guest's glasses with ice water; the first food ingredient they will consume with their meal. When we think about food preparation and sanitation, ice is often overlooked, but as the food first consumed by many customers, ensuring its safety is of critical importance.

## The Biofilm Invasion

Most ice machines use air for cooling, drawing in contaminants from the surrounding kitchen environment. With the air come microscopic particles such as grease, yeast, bacteria and viruses which settle into the darkest corners of your ice machine, banding together to form grey or pink colonies that we politely call "biofilm." This unwanted guest is not only difficult to remove, but it can contaminate your ice, leaving it with dark specs and a foul odor.

## The Path to Safe Ice

The critical area of your ice machine is the foodzone – the area where ice is made. Easily forgotten, the foodzone is tucked inside the machine, behind the front panel. Regular cleaning of this area is essential to producing and storing safe ice. Thankfully, there are solutions designed to help you win the battle against biofilm!

LuminIce® is one such device. Available on Manitowoc® Indigo® NXT and Neo® machines, LuminIce uses UVC light, similar to the technology adopted by airlines and in healthcare facilities, to combat airborne viruses and bacteria. A recent study published by the [Vagelos College of Physicians and Surgeons at Columbia University](#) found that conventional spectrums of germicidal UVC light (254 nm) light have been up to 99.9% effective at neutralizing airborne seasonal coronaviruses which are structurally similar to the SARS-CoV-2 virus which causes COVID-19.

LuminIce® provides 24/7 defense against microscopic invaders, constantly circulating air inside the ice machine, and passing it over a series of UVC lights to sterilize it. The treated air is released into the foodzone where it inhibits the growth of viruses, bacteria, yeast and other common microorganisms. As a result, your machine will stay cleaner longer, with faster and more effective wipe downs. Many businesses find that using this device also saves them money by reducing the frequency of professional cleanings!

## Practice Safe Ice

Tucked away on the far end of your bustling kitchen, your ice machine is easy to forget. With LuminIce, you don't need to put cleaning on the back burner. When you invest in LuminIce, you're not only investing your business, you're ensuring a great, and safe, customer experience. Think of it as your "Employee of the Month". The one who is always there, working behind the scenes to make sure that things run smoothly and leaves your guests smiling. Best yet, this employee saves you money, and never asks for a day off!

For more information, please contact Kim Eickert at Stevens Equipment Supply via phone: (920) 286-1009 or email [keickert@stevensequip.com](mailto:keickert@stevensequip.com) with branches located in Green Bay and Milwaukee, WI.

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This establishment invests in the health and safety of its employees, customers, and vendors, by utilizing Rose Pest Solutions' Sanitation Solutions

**Virus Sanitation Services**

To prevent the spread of disease, this establishment has been sanitized by Rose Pest Solutions utilizing an anti-microbial product providing lasting sanitation and protection against viruses and bacteria, including CoV-2.

For more information, contact Rose Pest Solutions at **1-800-GOT-PESTS?**

## Sanitation Services are Essential

**W**e are currently navigating the largest medical dilemma since the 1920's. We're all learning to adapt, using guidelines by CDC and local health resources. Right now, more than ever, concrete procedures, safety requirements, and proper training for sanitation are the keys to restoring a healthy living.

### What is a sanitation service?

A professional sanitation service involves treating an environment with a product formulated to reduce or eliminate levels of bacteria and viruses on surfaces. The service has many benefits, especially if your commercial facility is essential and still open. Many companies now provide this type of service.

### Are all sanitation services the same?

When requesting quotes, make sure you're comparing apples to apples. Some products don't last over time. Some services have no guarantee. The product that is used for Rose Pest Solutions' Sanitation Services continues working for at least 30 days once applied. It is an antimicrobial, approved by the CDC to effectively kill the SARS-CoV-2 virus, and is the only product of its kind approved by the FDA. Swab tests are done before and after the treatment to record readings and ensure the environment has been effectively treated. A public-facing window cling is also provided to let your patrons and employees know that the environment is healthy.

### Why would a pest control company be doing sanitation services?

The pest control industry is a vital protector of public health. Often times, sanitation issues are the root of certain types of pest problems. Maintaining healthy environments is what local family business, Rose Pest Solutions does best. Rose has been protecting commercial businesses from health threats in Chicagoland longer than any other company. Their experts have thoroughly researched the sanitation process and best practices for performing Virus Sanitation Services. If you currently have a pest control program in place for your facility, reach out to your service technician today and ask if they also offer Virus Sanitation Services.

### Is this sanitation service available for homes too?

The main objective of providing this service is to provide safe, reliable, healthy solutions to commercial clients while assisting them in re-opening and remaining open for years to come. This service is not currently offered to residential environments, such as apartments, condominiums, or single-family homes. Available to all commercial businesses, Rose's Sanitation Service will assist restaurants, offices, retail stores, commercial warehousing, and any other commercial environment to eliminate any concern over the presence of the SARS-CoV-2 Virus. safety, security, and peace of mind are what Rose Pest Solutions' Virus Sanitation Service promises.

Contact Rose today to schedule a complimentary inspection and free quote for Virus Sanitation Services. (800) GOT-PESTS?

[www.rosepestcontrol.com](http://www.rosepestcontrol.com)

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\* Waiting for EPA approval of submitted data showing efficacy against SARS-CoV-2. Sani Professional® No-Rinse Sanitizing Multi-Surface Spray and Sani Professional® Disinfecting Multi-Surface Wipes are on EPA's List N: Disinfectants for Coronavirus (COVID-19).

\*\*See Technical Data Bulletin for details.

# Prevent Your Next Cooler From Breaking Down & Losing Your Inventory



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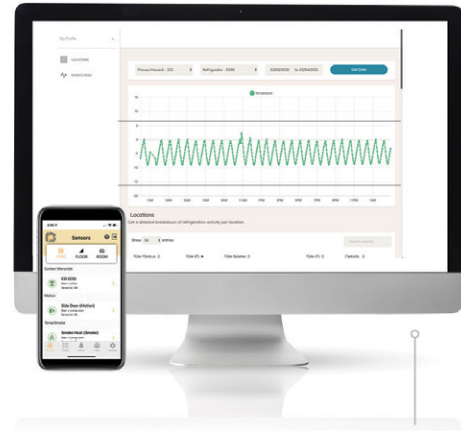


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If you've ever had a refrigerator or freezer break down, or discarded inventory because a door was left open, you know the disruption, cost, and potential danger of these scenarios. Unfortunately, if you're closed part-time due to COVID, you're more likely to miss breakdowns and lose inventory.

While many rely on a thermometer and record temperatures on paper, there are more effective and efficient ways to safeguard inventory, comply with regulations and reduce labor costs.

OneEvent<sup>®</sup> protects cold storage inventory in two ways. First, the OneEvent system using Internet of Things technology, or (IoT), provides remote, real-time monitoring through a cellular gateway which collects data from temperature and door sensors. Data is stored and analyzed in the cloud.

When OneEvent learns that a temperature has exceeded your pre-set limits and an excursion has occurred, you get notified. Alerts are sent to a mobile device via email, text or push notification, empowering you to correct the problem before your inventory is affected.

The OneEvent algorithm and our predictive analytics system, Thermo Heartbeat<sup>™</sup>, provide the second innovative method of protection. By collecting and analyzing data using predictive analytics, OneEvent's Thermo Heartbeat detects whether a refrigerator or freezer has issues maintaining proper temperature, and can predict if a unit will exceed its temperature limits up to 30 days in advance.

The Thermo Heartbeat provides essential information about your refrigerators and freezers including:

- The refrigeration unit is running normally
- The unit is running too cold or too warm
- The unit's temperature is drifting and will result in an excursion

Additionally, the OneEvent App provides 24/7/365 access to data from every sensor in your system.

Our dashboard tracks and displays both sensor data and system health in an easy-to-navigate desktop format. With its robust ability to sort, report and share visual

displays, productivity is increased, allowing you to focus on what's most important to you.

Our clients tell us our system reduces the strain on their staff and saves them money, preventing expensive after-hours or rush service charges from their refrigeration repair company.

Additional protection and increased peace of mind is available through the full range of sensor technology we offer. Contact us for more information.

Predict. Alert. Prevent.<sup>™</sup> Get OneEvent's advanced (IoT) Technology with predictive analytics and preserve your property and reputation, save money, and most importantly, enhance the safety of those you serve.

Upgrade today and better protect what's most important to you. Contact us for a quote, or to learn more. Thank you.

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# Protect your customers, staff & business with Health & Sanitation products from Oak Street



## Automatic Sanitizer Dispenser with Table Top Stand

TTS-D (10.75" W x 9.5" D x 18" H)  
DISPENSER (5.5" W x 4.56" D x 11" H)

- Robust laser cut steel stand with machined bend
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Available in portable:

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- Mounting hardware included (mounted model)



## Portable Sink with Automatic Faucet & Manual Soap Dispenser

Available in Hot/Cold Water  
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- 2 x 4.5 gallon capacity tanks (1 fresh water; 1 waste water)
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*Cabinet Dimensions:*  
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*Basin Dimensions:*  
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Rebecca DeMarb is an attorney and partner with DeMarb Brophy LLC. Together with her team, she represents businesses statewide, and especially businesses in financial trouble.

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Commercial cleaning, using EPA List N products and/or UV-C light disinfection in conjunction with applications of a water-based antimicrobial agent to prevent the return or survival of the harmful pathogens, bacteria, and microbes for 90 days.

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[mlubahn@ruralins.com](mailto:mlubahn@ruralins.com)

Rural Mutual continues to do business as usual, but not in the usual way. Our local agents have adapted to safely service their clients via social distancing appointments or virtual meetings. Contact a local agent at [RuralMutual.com](http://RuralMutual.com).

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Sani Professional No-Rinse Sanitizing Multi-Surface Wipes are waiting for EPA approval of submitted data showing efficacy against SARS-CoV-2.



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**Size** 11.75" high x 9.5" wide x 10" deep  
**Weight** 7.6 lbs

SO WHAT IS ACTIVEPURE® TECHNOLOGY? ActivePure is based on technology originally developed by NASA. It is proven to reduce over 99% of surface micro-organisms and dramatically reduce airborne contaminants and allergens in the air. In 2017, ActivePure® Technology was inducted into the (NASA) Space Technology Hall of Fame by The Space Foundation.

A window cling is provided for your business letting customers know that your business is protected 24/7 by ActivePure Technology.



# READY TO SERVE SAFELY COMMITMENT

The Ready to Serve Safely Commitment is a formal pledge made by Wisconsin's restaurateurs to take extensive precautions to prevent the spread of COVID-19 and provide the safest environment possible for their customers and staff.

**In order to be an approved restaurant, a restaurant **MUST** commit to the following:**

## Follow FDA, CDC and EPA COVID-19 guidelines:

1

- Appropriate cleaning and sanitation operations
- Monitoring employee health, require employees who are sick to remain at home
- Employee face coverings required
- Appropriate protective equipment installed
- Socially-distanced tables

## Employee training on food safety, sanitation and COVID-19 mitigation practices:

2

- A manager must complete ServSafe Conflict Deescalation and ServSafe Reopening Guidance: COVID-19 Precautions courses available free on [servsafe.com](https://www.servsafe.com) website. We recommend that you display the Record of Training that you receive from the ServSafe program in your restaurant so that customers can see it.
- Have one person per location with a valid ServSafe Food Protection Manager certification.
- All employees trained on appropriate cleaning and disinfection, hand hygiene, proper face covering and respiratory etiquette.
- ServSafe Take-Out and ServSafe Delivery training videos are optional but highly encouraged if they apply to your operation.

## Adhere to the Wisconsin Restaurant Association pandemic guidance:

3

- Follow all food safety and sanitation practices, including training employees on COVID-19 mitigation procedures.
- All staff will pass a health check or complete a health survey prior to each shift.
- All indoor and outdoor seating options will comply with the appropriate social distancing guidelines.
- Hand sanitizer or hand washing stations will be available upon entry and exit.
- Common areas will be cleaned and sanitized regularly.
- All tables and chairs will be cleaned and sanitized after every use.
- Place settings, utensils, menus, and condiments will either be single-use or will be cleaned and sanitized after every use

## Adhere to Wisconsin and local health department orders or mandates:

4

- Capacity limits/social gathering limitations
- Wearing of facemasks indoors by employees and customers, except when seated at table

## In return, restaurants pledging to follow the Ready to Serve Safely Commitment will:

- ▶ Receive a Digital Marketing Toolkit which includes social media posts and email templates
- ▶ Receive "Ready to Serve Safely" posters available to print and display at restaurant
- ▶ Be promoted statewide in the "Ready to Serve Safely" public awareness campaign
- ▶ Be listed on the "Ready to Serve Safely" website as a participating restaurant
- ▶ Receive a Record of Commitment

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*Need info on joining WRA?*  
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dfaris@wirerestaurant.org  
608.444.9481

*Want to be included in our next issue?*  
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Engage with us at:

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**W I R E S T A U R A N T . O R G**