

# A Taste of How Some Restaurants Are Adapting

Cue the Ideas to Keep your Business Going and Customers Coming Back!

## Support the Community

**Anella** in NYC is offering pay-what-you-can meals of burgers and eggplant parmesan as well as offering other dinners at discounted prices.

**Spirit Hound Distillery** in Lyons, CO, is making hand sanitizer using a 191.8-proof, 100 percent ethyl alcohol grain-neutral spirit made from corn and donating it to local firefighters and local businesses.

The **Chefs Garden** and **Pure Bred Lamb** are collaborating with renowned chefs to create a line of premier provision boxes featuring the best of their farms. A percentage of every purchase will be donated back to the Keller Restaurant Relief Fund, Hand in Hand by DB and Heart of the House Foundation.



**Feed Our Frontline, Fund Our Fooderies**; a crowd funded campaign seeking donations to feed frontline healthcare workers with \$50 gift cards purchased from local Twin Cities, MN restaurants.

## Consider the Entire Family

Dinner is now the top restaurant daypart. (Before Coronavirus, lunch has always been #1) Restaurants should consider optimizing their menu for dinner traffic, including a focus on family meals or packages that provide the consumer additional meals for tomorrow.

**Chicago's Pacific Standard Time** emailed customers with an announcement that they'd be introducing PST Family Meals as a way to answer the age-old question of "what's for dinner?" in a time with "schools closing, chaos in grocery stores, and just the general fear of the unknown."



## Changing it Up

**Canlis** has been a fine dining institution for nearly 70 years, but that didn't stop them from switching up their entire business model – now saying, "fine dining is not what Seattle needs right now." Bagels and coffee in the mornings and then offering a succinct five-item lunch and dinner menu available for drive-thru orders featuring items like burgers, veggie melts, and fries.

**The Dampwerk Distillery**, a local Minneapolis distillery, decided to create a cocktail experience for people at home by offering cocktail kits for pick-up.

**Spoon and Stable** in Minneapolis, MN is known for a signature late night ramen dish, sold exclusively on Saturdays. This dish is now available for take out on Saturdays, making it available to those who don't stay out late but always wanted to try it!



## Accommodate Working and Being at Home

**Provenance Restaurant** in Newport Beach, CA, started offering meal kit services after the state banned dine-in options, and currently serves two take-and-bake meals in larger portion sizes as well as in individual meal kit portions.

**Travail** in Minneapolis, MN, normally a multi-course sit down restaurant, is offering a set weekly meal. Available for pre order, customers finish cooking at home with help from demo videos on their website.

## Creating Virtual Experiences



Fast casual chain Chipotle is tackling social distancing with "Chipotle Together" virtual hangouts on Zoom, and offered free delivery and tamper-evident packaging seals even before states began restricting dine-in operations.



All Together Now, a cafe and market in Chicago, is open for delivery, pickup, and takeout and also has a wine and cheese hotline customers can call for personalized recommendations for wine, cheese, and other products.

Sources: Datassential Foodbytes: Operator Response to COVID-19 Kantar, media reports, social media and company websites

