



DineSafe

TAKE-OUT & DELIVERY EDITION

*A resource created by the Ontario Restaurant Hotel & Motel Association
in collaboration with a committee of government & industry leaders.*

DineSafe.ca



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Introduction

To understand how to best navigate this unprecedented time and support restaurant and foodservice operators, the Ontario Restaurant Hotel and Motel Association (ORHMA) has been working closely with industry leaders, multiple government agencies, technology experts, legal advisors and key supply partners. Together, we have developed DineSafe, a catalogue of best practices to help guide your safe and successful reopening.

As an addition to the DineSafe guide and website initiative, ORHMA has gathered resources for establishments currently operating with take-out & delivery services. By following these recommendations, we can design safe and welcome spaces that inspire public trust, so our industry as a whole can not only survive but thrive.

More specifically, this practical guide to reopening is organized in the flow of a typical customer take-out experience, and it outlines required and desired health and safety deliverables, as well as elements you should uniquely consider for your particular operations such as menus, ordering options, packaging & departure, as well as bill and payments.

Recognizing the situation is quickly evolving, ORHMA is continuing to collaborate with the Province of Ontario, as well as other industry suppliers and specialists, and will continue to provide you with updated tools and resources. We encourage you to visit our website, www.DineSafe.ca for access to suppliers and resources needed to operate your business. We are here to assist you and the industry in any way we can, and welcome any questions, recommendations or requests you may have.

TAKE-OUT & DELIVERY ORDER FLOW

1. Menus

The Online Doorway To Your Establishment

Customers will be quickly able to determine if your business is one they want to invest in for their meals based on their interpretation of your offering, and possibly availability of past favourites. Great care should be taken in crafting this tool as, unlike dining-in, it is the sole representation they receive of the operation.

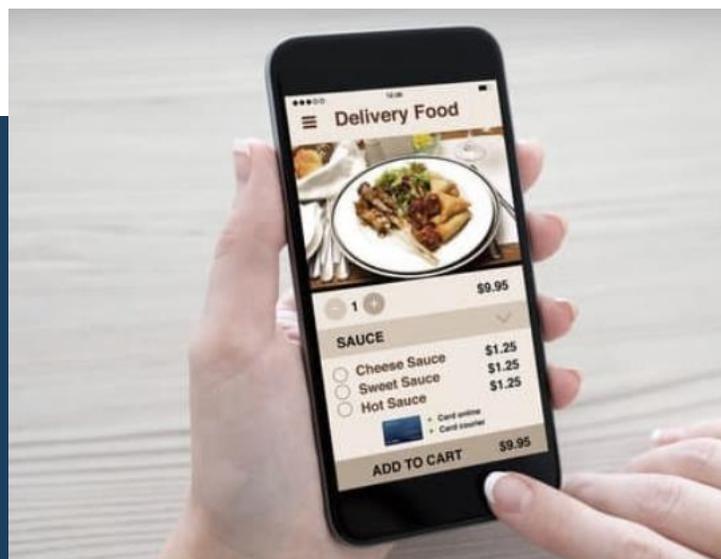
- Carefully consider an online menu layout. This will make it easy to review and in line with best practice layouts focusing on high margin items
- Consider limiting items to high demand ones you really excel at and are easiest to produce. A smaller menu is easier to manage and drive guests to
- Contact your suppliers and distributors to confirm availability of ingredients. The recent period of closure may have caused supply challenges. Confirm lead times on key ingredients as there are gaps in supply resulting in delays.
- If the full menu is not to be included, note that customers can call to inquire about other favourites
- Consider family style offerings as complete meals. This is a great way to increase average cheque amount and makes for easy choices rather than multiple options for each person
- Consider offering “DIY Meal Kits”. DIY Meal Kits supply the customer with all the fresh ingredients and a simple recipe guide for you to easily prepare your meal at home.
- Don't include items on takeout/delivery that will not travel well, such as nachos or fries with sauce or items that taste poor cold such as eggs. Your foodservice representatives can advise on alternate menu items that hold better (i.e. types of coated French fries)
- Wherever possible, provide description of key ingredients of actual item and ensure that it gets packaged in a similar size and description as represented/expected. If photos are used, they should accurately reflect what will be provided
- Promote takeaway and delivery in your restaurant so dining guests realize you offer this for future consideration

2. ORDERING

Make it easy, comfortable and clear from start to finish

It's easy to hold a conversation with waitstaff when they are interacting with you in person but takes consideration and talent to handle this well online or on the phone.

- Consider how to best take orders whether it be web hosted, call ahead or third party
- If orders are guest controlled online, ensure special requests and modifications can be easily added and where personalization and choice is part of the item, clear indications of their requirement or forced modifiers should be used.
- Ensure there is an effective way to communicate back to the customer with any questions and especially a well-considered time estimate.
- If taking orders by phone, ensure anyone taking the order is well trained on the items and typical modification and choices available. The order should be read back to the customer prior to finalizing. Unlike for dine in, there's no good way to correct any errors (even if made by the guest) after.
- Where non-POS integrated orders are placed, take extra care in transposing the order to the POS system and check again before finalizing.
- Ensure Culinary staff are diligent on ensuring that any special requests or notes are followed.
- Getting the timing right for when the order will be ready is critical. Remember that meals prepared far more quickly than anticipated may sit longer than is desirable, while long delays when the perception is a quick experience can also frustrate guests.



3. Preparing for Departure

The best menu items are only as good as how they are when they arrive at their destination.

Be vigilant about how your items are prepared for departure:

- Items that do not hold well with moisture or liquids should be packaged separately, such as croutons on salad
- Dressings and sauces should also be packaged separately. Err on the side of caution when considering if dressings or condiments are sufficient in the size of package available is questionable (salad dressing)
- Garnish items appropriately as if they were on plates in the dining area
- Take additional care to ensure that liquids, sauces and juices will not leak from their containers. You can do this by using packaging designed for holding liquids and then putting it in a separate bag
- Hold hot items in warmer or insulated bag prior to guest or driver pickup. Keep hot and cold items separate in packaging and bags
- Use packaging that is effective, professional and appropriate that fits with your operation's brand. Avoid Styrofoam.
- While cost needs to be a consideration, ensure the packaging reflects your brand. Printed labels and stickers are a great way to reinforce your brand and to add additional security in containers remaining fully closed
- Contact your supplier to examine samples options and ideally prepare sample orders in planned containers to ensure the result you expect.
- When deciding to either make all orders standardized with cutlery, condiments, etc. or by request, remember that a simple staff error can create a negative impression of the entire order.



4. Order Pick-Up

Your customer's view of what to expect from their meal.

Guests coming in to pick up items will receive an impression of things based on what they see and hear. Untidy or disorganized areas where hot food is seen sitting out waiting for them will not give an impression of a great meal they will be taking with them to enjoy while engaging well organized staff, double checking the order and any additional needs will.

- Have separate area for pick up, ideally curbside if possible. Alternatively use bar space if no other practical option exists. If this is not possible, have staff deliver orders outside of your main doors to keep your entrance clear
- If layout allows, create directional flow with distancing or separate doorways. Ensure all staff involved in the process are well aware of the approach, detail and importance of the area of the business. **Work towards a 100% touchless and distanced experience**
- Create an order checklist to be completed by staff on each order to ensure accuracy in advance of pick-up.
- Check all intended included items are in bags and once certain, consider a branded sticker or other seal to close the bag (if not simple plastic). Consider offering cutlery and condiments that you feel represent your restaurant appropriately.
- If guest pickup, have staff member review each item on the order that is contained in their bags
- Include a written future offer, or menu, with a letter of thanks with each....or a surprise item or small token gift such as brownies, cookies, promotional item or sample of an appetizer to encourage future purchase consideration.
- Consider a last-minute upsell add-on of a ready-to-go item such as dessert or appetizer option.
- Promote takeaway and delivery in your restaurant so dining guests realize you offer this for future consideration.

5. BILL & PAYMENT

Close with a comfortable “touchless” payment and an engaging personality.

We want guests’ last memories of their meals to be reassuring. To ensure they leave feeling both safe and satisfied, carefully consider your current practices of providing the bill and collecting payment.

- If your payment system does not currently accommodate touch-free payments either by card or phone, contact your payment processing provider for an update.
- For cashless payments, bring the terminal to your guest with gloves on, and visibly wipe down and sanitize it when the transaction is complete if touched.
- If payments are made through staff, consider touchless methods, such as tapping with cards or phones.
- Develop a plan for collecting gratuities and finalizing payments, such as having staff inquire or providing guests with disposable sticks/styluses to make selections with.
- If payments are made at a central cashier, install a plexiglass barrier. Also, replace wired payment terminals with wireless ones to increase access, and use touchless methods wherever possible. Many payment providers are also offering clear sleeves to be used on pinpads. These are easier to clean and offer protection to your devices from being damaged.
- Make sure staff thank customers for their business and leave them with an engaged last impression.

DELIVERY & REVENUE MANAGEMENT

The restaurant business largely relies on through-put and many establishments are required to serve a minimum number of guests daily in order to breakeven. During a time of significant restrictions placed on businesses, a delivery option offers restaurants an additional avenue to reach guests and increase through-put.

Third Party Delivery Companies

The largest holdup for most restaurant operators is the fee charged by third-party delivery companies, which are sometimes as high as 35%. Although this may seem tough to swallow, many will still find value in offering delivery when comparing that to the expenses of not offering

delivery. For example, a fine-dining or casual restaurant that serves a guest through delivery no longer has the expenses associated with the dining experience such as tableware, dishwashing, server or seater wages, music/TV subscriptions, among others. Yes, the margin on a delivery order will be significantly less than that of traditional service, but there can still be margin built into delivery if it is managed well.

Self-Delivery

In smaller markets, restaurants can do self-delivery. They can do this by hiring their own drivers or recalling laid-off staff who have vehicles to be drivers. One thing to be mindful of is that the insurance requirements for this are different and you will want to properly insure the staff member. Some restaurants also have success by partnering with a local taxi company, car dealership, or other fleet manager who can deliver orders for a flat fee.

Delivery Tips:

- Clearly mark bags with the order number, and ideally tape the receipt to the bag as well
- Ensure that bags are sealed to prevent any tampering
- Delivery couriers are the last face the guest sees before they enjoy their meal. Treat them like you would the guest
- Always review the order adjustments reports. Sometimes there may be mistakes by the delivery company or fraudulent claims. These can be appealed
- Feedback is a gift. Invite and act on feedback that is received. Remember that the rating the guest gives you impacts how high up you appear in the rankings on the delivery app, and this can have a dramatic impact on sales.

BEVERAGE ALCOHOL

1. SELLING BEVERAGE ALCOHOL WITH TAKE-OUT & DELIVERY ORDERS

ORHMA successfully lobbied and continues to work with government agencies to allow operators to offer alcohol beverage for resale to customers in an effort to help entice off-premise dining purchases and profitability.

As part of its broader package of measures to support Ontarians and businesses that have been significantly impacted by the outbreak of COVID-19, the Government has amended Regulation 719 under the *Liquor Licence Act* (LLA) to temporarily allow licensees (i.e., licensed bars and restaurants) to sell beer, wine and spirits as part of a food order for takeout or delivery. These changes are currently in effect until December 31, 2020. All liquor sales licensees are automatically permitted to begin selling liquor for take-out or delivery along with food – they do not have to apply, request permission, or notify the AGCO.

- All types of alcohol beverage may be sold for takeout or delivery, but must be purchased together with food. This includes beer and wine made under a brew pub or wine pub endorsement. The permitted hours of sale and delivery of liquor with food are 9 a.m. to 11 p.m.
- Liquor sold for takeout or delivery must be in a sealed and unopened container. There is no limit on the amount of liquor that may be sold for takeout or delivery.
- Liquor may be sold for takeout or delivery through a third party, such as a food delivery service or ordering platform, provided they are acting on behalf of the licensee.
- The licensee must ensure that any persons involved in the sale or delivery of liquor have completed Smart Serve training, including any third parties acting as agent for the licensee.
- Liquor cannot be sold or delivered to anyone under 19 years old or anyone who is intoxicated. Licensees, employees or agents must ask for and inspect identification if they think anyone is under 19 years old.
- Delivery agents are required to be Smart Serve certified. The liquor sales licensee remains accountable for the responsible sale and delivery.
- The licensee must ensure that liquor is not sold for takeout, or delivered, to anyone who is, or appears to be, intoxicated. This includes where the liquor is delivered by a third party on behalf of the licensee.
- Where a third party is acting as an agent for the licensee, the AGCO expects that the licensee and the agent have an agreement that addresses how the delivery will meet responsible sale and service requirements.
- The licensee must keep records of liquor that was sold for takeout and for delivery, and keep those records for one year.

2. BEVERAGE ALCOHOL PRICING

As part of the Government of Ontario's continued efforts to support businesses significantly impacted by the outbreak of COVID-19, the government has approved a change affecting liquor sales. ORHMA [recommended to government](#) that the minimum price for spirits, which was set at \$2 per 29ml, be lowered in an effort to avoid the perception of "price-gouging" and offer a more reasonable price for the sale of a full bottle with take-out and delivery orders.

Regulation 719 under the *Liquor Licence Act* (LLA) has been amended to reduce the minimum price of spirits sold by licensed establishments with food takeout and delivery orders by 33 percent. This pricing change applies specifically to spirits with an alcohol content greater than 14.8 percent. (not wine and beer)

The reduction in minimum pricing will be revoked on January 1, 2021, matching the duration of the temporary ability for bars and restaurants to sell alcohol with food for takeout and delivery which is in place until December 31, 2020.

The reduced minimum pricing structure for spirits is only applicable to takeout and delivery orders. If the declared state of emergency ends prior to January 1, 2021 and customers could be served in-house, the existing minimum price per serving for spirits would continue to apply to in-house service.

The minimum price has been reduced from to \$1.34 per 29 mL serving. For more information, visit the [AGCO website on pricing minimums](#).



Staff

Your team members, the faces of your business, are integral to your operations—and their safety, comfort and wellbeing should be a key priority. To keep your staff healthy and well, consider the following:

- Designate one key staff member to serve as your health and safety leader, who will be prepared to share and review processes and best practice, and answer questions. [Read more](#) for information on health and safety leaders and your business requirements.
- Similarly, designate one key staff member on every shift to oversee the cleaning and sanitation thoroughness.
- Consider having all staff members complete the National Restaurant Association's ServSafe Reopening Guidance: COVID-19 Precautions training video prior to returning, ensuring the entire team is familiar with the basics. Currently offered without cost, it provides a video learning module and will automatically issue a certificate following viewing. Register to [view the video on-demand here](#).
- Prior to their first shift back, each team member should sign a declaration, acknowledging the expectation that they will not come to work and will follow a specific notification process with the management, should they be at risk of having COVID-19. This includes if: they have any symptoms of COVID-19, including fever, cough, shortness of breath; have been in contact with COVID-19; and/or have travelled and are currently subject to 14-day quarantine. [Download a sample declaration here](#).
- Consider pre-shift temperature checks for all staff with contactless thermometers. If used, this should be recorded and filed. Official direction on this is still being considered by the Ontario Ministry of Health.
- Consider masks or face visors for front of house staff, as well as for back of house staff when they expect to be within two metres of each other.
- Consider posting a sign on your doors, requesting guests with symptoms of COVID-19 to refrain from entering the restaurant and to instead opt for takeout or delivery. Include messaging that clarifies that your establishment has the right to refuse service to anyone displaying COVID-19 symptoms in order to protect your other guests and staff.
- Develop a clear communications plan, should you or one of your team members feel compelled to refuse service to a guest displaying COVID-19 symptoms. This message should be delivered by a manager or supervisor.

Kitchen

Understandably, guests may worry most about what they can't see. Take great care to maintain a safe kitchen, and consider implementing the following recommendations:

- Use timers to remind staff to wash hands regularly.
- It is crucial that staff do not unnecessarily touch their faces and if they must they are required to immediately wash their hands.
- To encourage safe distancing, mark the floors with spacing stickers. Consider mandating staff who have to work in closer distances to wear masks or face shields.
- To limit contact on orders, designate a food expeditor, who will serve as the singular assembler of table orders for server delivery.

Sourcing

Thorough investigation into various sources for offerings, especially of personal protective equipment, has recently be done. We strongly advise that you discuss item availability with your existing suppliers, and where needed, consider alternative suppliers who are already established in the industry. Avoid those who have newly emerged, with items of questionable quality, inflated pricing or minimum order requirements. Should you require support on sourcing particular items, please contact us and we will be happy to assist. You may also find updated sourcing resources at [DineSafe.ca](https://www.dinesafe.ca).

Other

- Consider featuring a notice on your online reservation system, prompting guests to confirm that no one in their party has been exposed to or is experiencing any symptoms of COVID-19.
- Ensure you have sufficient supplies to accommodate increased printing demands.
- Record all visitors, including vendors and service provides, and times in case needed for future contact tracing efforts.

DineSafe / A Practical Guide for Reopening and for Creating Guest Confidence & Comfort

Reopening Resources

more at:

DineSafe.ca



A NOTE FROM OUR PRESIDENT

We are all in this together. ORHMA, our team members and our Board of Directors are here to support the needs of the industry and provide assistance to operators. Together, we will demonstrate our commitment to provide safe, comfortable dining experiences to past and future guests, and will rebuild a strong vibrant Foodservice Industry. It will take work and time, but there is no industry more resilient than ours.

Please check regularly for updated resources at [DineSafe.ca](https://www.dinesafe.ca), and if you have questions or require assistance, please email us at info@orhma.com.

Dine safe,



Tony Elenis
President and CEO, ORHMA

Please note: The Ontario Restaurant Hotel & Motel Association (ORHMA) has provided this document and associated resources in an effort to help operators with guidance items. Contents are recommendations only and ORHMA does not accept any liability for matters related to such guidance or application of guidance. Any matters related to operation of an establishment in regards to compliance with established or forthcoming regulations should be reviewed with qualified legal representatives. All recommendations in this document are subject to change based on government requirements pending.

HAVE QUESTIONS OR WANT TO CHAT?

Be in touch.

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