PUT SAFETY IN THE SPOTLIGHT

Best practices for keeping condiments on the table

Unique NON-REMOVABLE & TAMPERPROOF cap for safe and easy use.

www.kraftheinz-foodservice.com
The #1 thing restaurants can do to make consumers feel safe is to regularly and visibly wipe down things people touch. Consider leaving a table placement after cleaning noting “This table has been sanitized for your safety”.

During this time, almost 50% of guests are relying on recommendations from friends and family when it comes to discovering restaurants.

What’s most important to guests when returning to on-premise dining?

64% Seeing staff taking safety precautions and wearing PPE

49% Hand sanitizer at the table

What’s most important to guests when returning to on-premise dining?

Regularly update guest-facing channels with procedures, hours, and any menu changes.

49% of consumers are calling restaurants directly to learn more. Ensure staff know how to answer calls regarding COVID-19 procedures.

Single-use items should be discarded. Consider using rolled silverware and eliminating table presets.
BRINGING THE BEST EXPERIENCE TO THE TABLE

94% of consumers prefer it when condiment bottles are kept on each table. Ketchup is the first condiment consumers want to see.

Sanitize condiment bottles back-of-house in order to bring out clean bottles alongside appetizers or entrees.

Source: Datassential Independent Study, Consumer Condiment Claims, 2020

From Our Table to Yours! - Offer table top ketchup to-go with family pack meals or multi-serve meal kits. With consumers limiting trips to the grocery store, offer them the option to add a bottle of ketchup to their order for an incremental cost.

80% of consumers say that cleanliness impacts their overall condiment satisfaction, while only 49% are currently satisfied with the cleanliness of table top condiments - staff can help meet this concern by wiping down bottles in-between parties.

Source: Datassential Independent Study, Consumer Condiment Claims, 2020

Digitize your menu to minimize touch-points at the table - HEINZ YOUR MENU is a free tool that will produce a custom QR code which links to your menu.

To learn more: HeinzYourMenu.com

Condiment Bottles Consumers Want Automatically on the Table

Source: Datassential Independent Study, Consumer Condiment Claims, 2020

- Ketchup: 82%
- Hot Sauce: 53%
- Mustard: 52%
- Steak Sauce: 49%