



RESTAURANT RECOVERY IN THE MIDST OF PANDEMIC



How to manage risk, evolve your model, and emerge from a global pandemic safely and profitably



RESTAURANT RECOVERY

On this session...

Mike Robinson, Proof

Stan Stout, Proof

Kaleena Goldsworthy, Proof

Mia Littlejohn, Proof

Bailey Cole & Kristiana Mallo, Cashew

Brandon Ellis, ChatterBox Cafe

Sanders Parker, Flying Squirrel

WE'D LIKE TO GET TO KNOW YOU!

Who are you and where do you work?

What are you hoping to get out of this session
and StartUp Week 2020?





FOOD AND BEVERAGE RECOVERY COURSE

Proof Bar and Incubator and the TSBDC launched the first Restaurant Recovery Course In June, 2020

We've worked with over 30 companies with this near-daily evolving course.

Our goal today is to talk through our outline of our course to assist food and beverage operators and owners who may be here, and also to discuss how some local Chattanooga establishments have innovated and evolved since the pandemic.



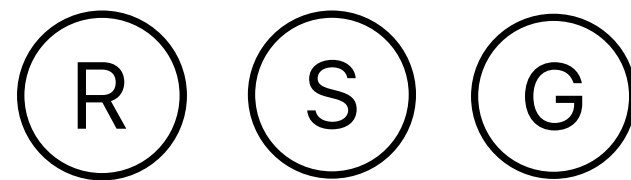


HOW OUR COURSE WORKS

✓ Weekly Content

Every week, we meet to discuss content relevant to all businesses in the food and beverage industry.

We will work through three stages: Recovery, Stabilization, and Growth.



Critical
Success
Factor

✓ Homework

At the conclusion of each session, there will be 'homework' assigned to each business. This homework is crucial to your progress in this cohort. Everything builds off of everything else.

✓ Q&A

You will find questions posed throughout our content. We invite all of you to share your experiences, what has worked for your company, or what has not worked with your company. Together, we can come out of this stronger.

✓ Follow Up (1-on-1 meetings)

We offer 1-on-1 meetings with all of the attendees to focus on specific areas of need or to help you work through the homework assignments.

After each session, you can schedule these with us whenever is convenient for you and your operation.



THE NEW NORMAL: WHAT IS IMPORTANT TO GUESTS?



Pre-Covid

- Food and Beverage Quality and Consistency
- Guest Services and People
- Facility Quality
- \$ Value and Choices
- Ambiance

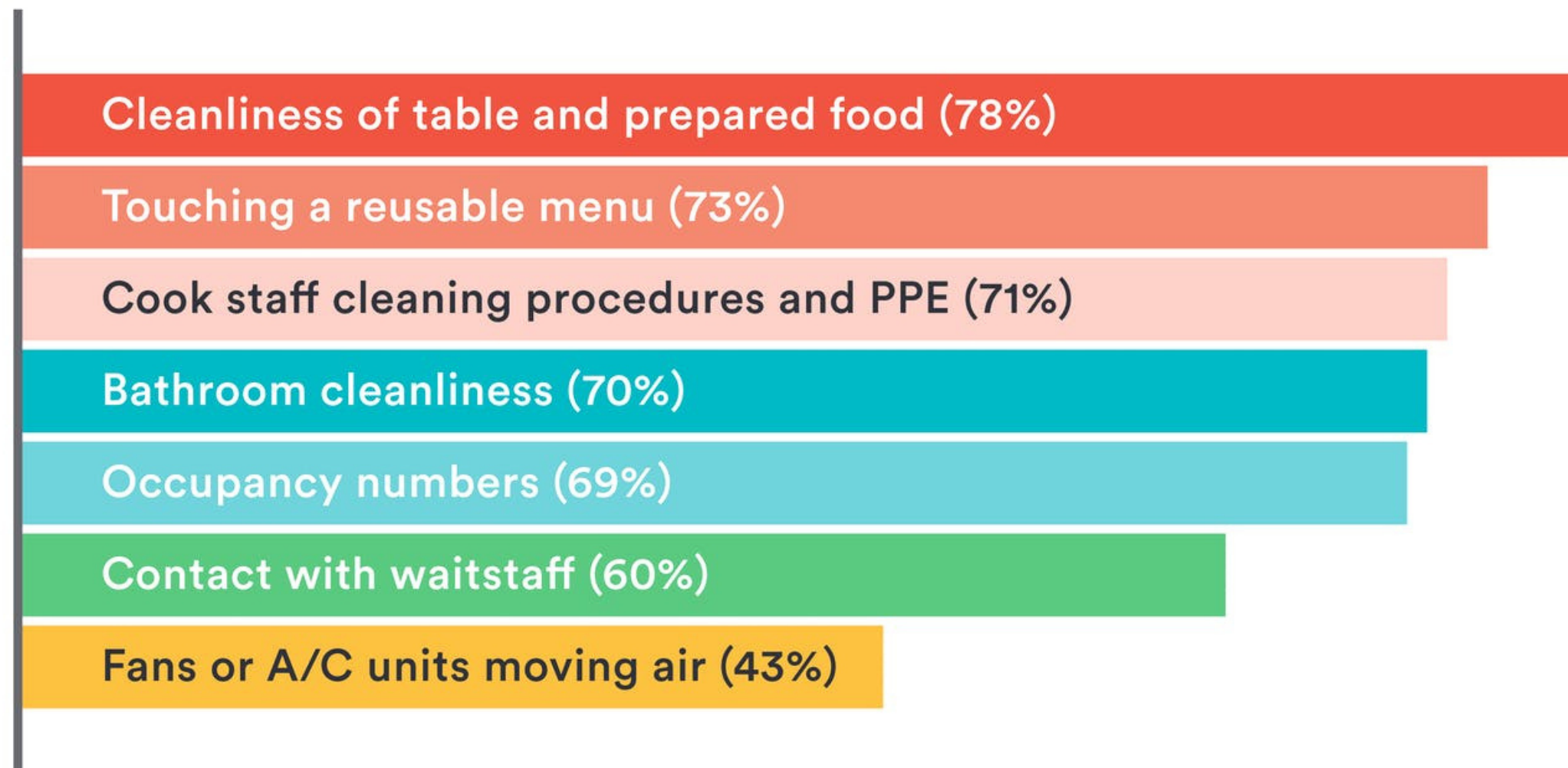
Present Day

- Food and Beverage Quality and Consistency
- Guest Services and People
- Facility Quality
- Adherence to Regulations
- Guest Communications

**What are you
doing differently
than before?**

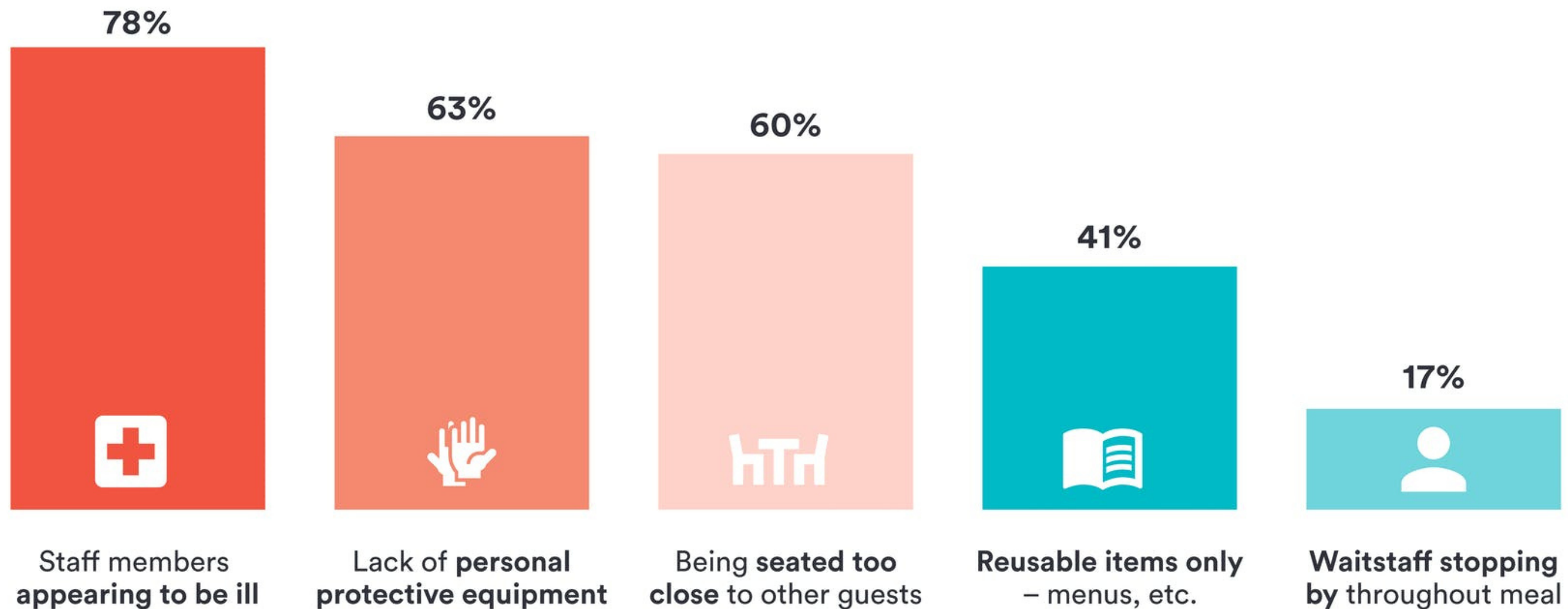
CUSTOMER CONCERNS

What concerns do you have with dining out post-COVID-19?



CUSTOMER CONCERNS

Are there any red flags that would result in you not returning to a restaurant?



HONESTY AND
TRANSPARENCY ARE VITAL



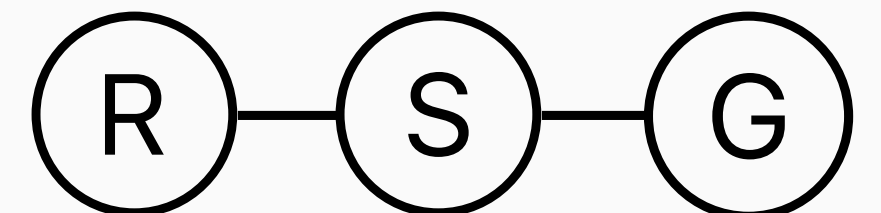


RECOVERY MODEL



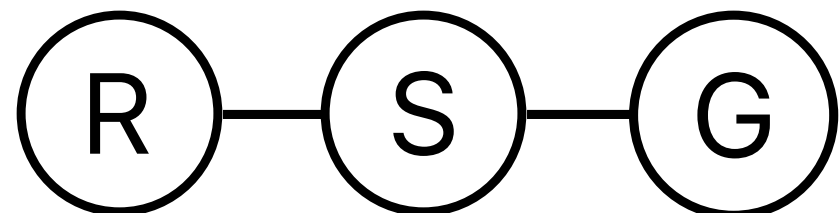
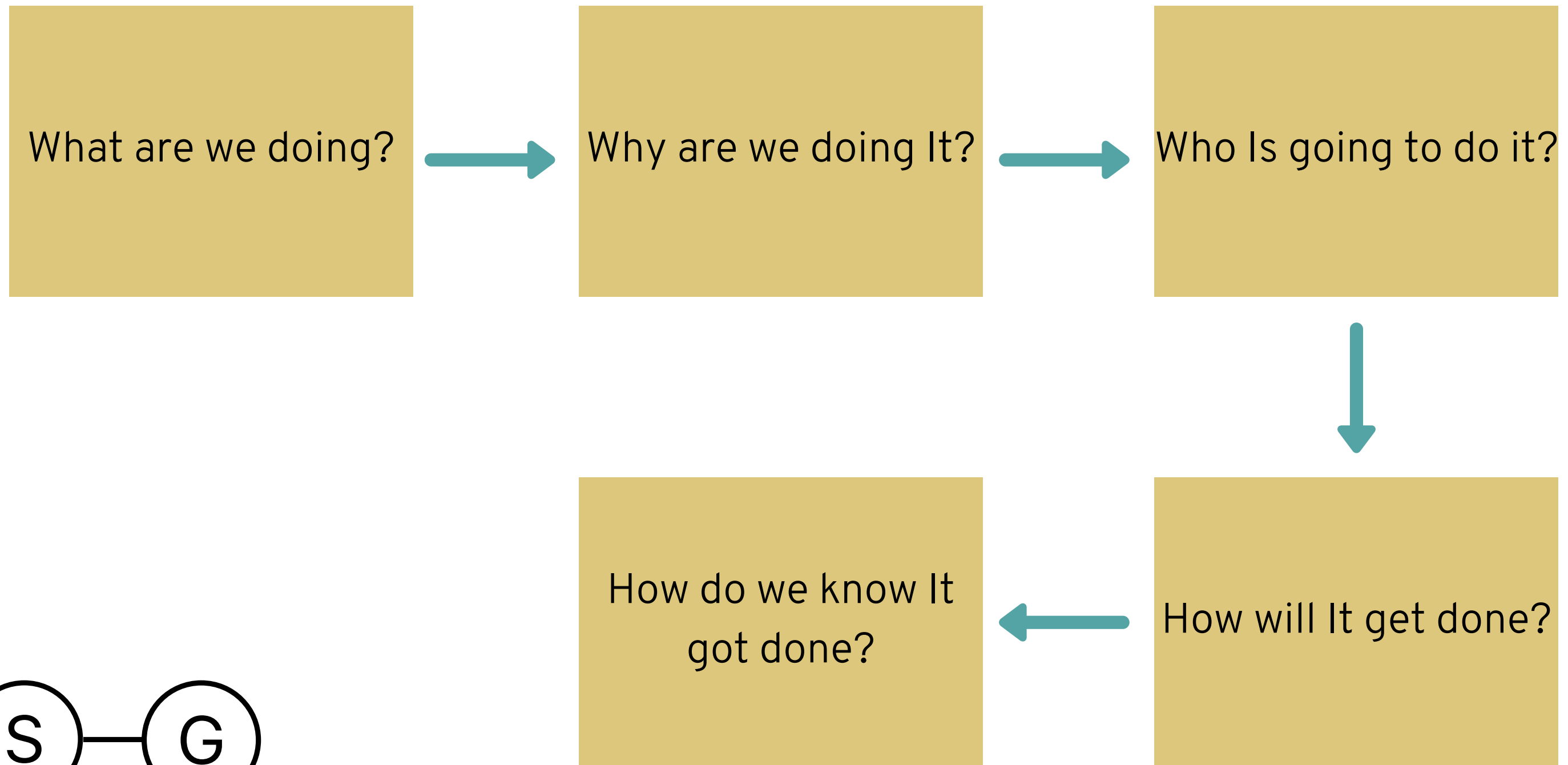
Strategic Enablers

- Leadership
- Financial Management
- Communications
- Risk Management



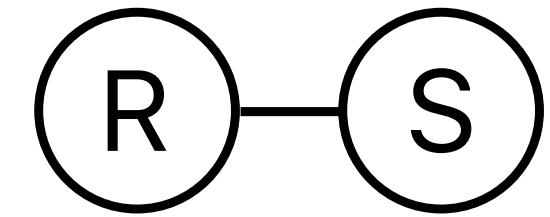
THE BASICS OF EXECUTION

These questions apply to all of our strategies and tactics.
They must be answered with clarity and some level of details.

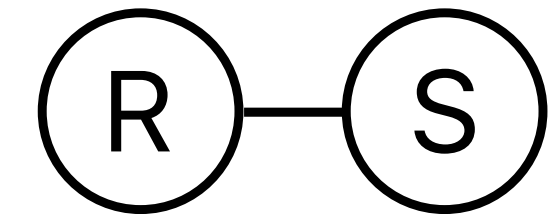


RECOVERY COURSE OUTLINE

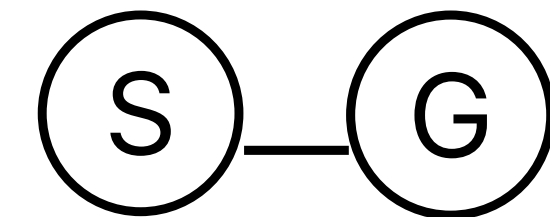
Week 1, Part 1: The New Normal; Evaluating Your Company
Week 1, Part 2: Reopening, Regulations, Risk Management



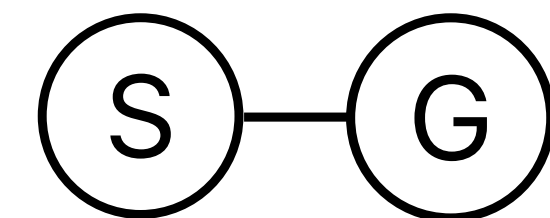
Week 2, Part 1: Financial Foundation, Menu and Supply Chain
Week 2, Part 2: Guest Speaker: Financial Aid Expert



Week 3, Part 1: Focus on People (Staff, Guests, Marketing)
Week 3, Part 2: Social Media and PR Expert



Week 4, Part 1: Leadership and Strategic Enablers
Week 4, Part 2: Guest Speaker: HR Expert



TO SUCCEED IN THE NEW NORMAL

- What Is your vision for this New Normal? You need to have a plan and be able to execute on it consistently.
- It starts with your guests... What Is important NOW and how can you change and adapt? The old model Is no longer relevant.
- Understanding the Impact of social media on how we do business and how we respond to Issues.
- Separate yourself from your competition. Everyone says the same things, so what are you doing on a consistent and effective basis that Is better and different?



BEFORE YOU CAN SUCCEED, YOU MUST UNDERSTAND...



Your finances.

What your
customers want
and need.

Your marketing
outreach - and
stay on top of It!

How to educate
and empower
your staff.

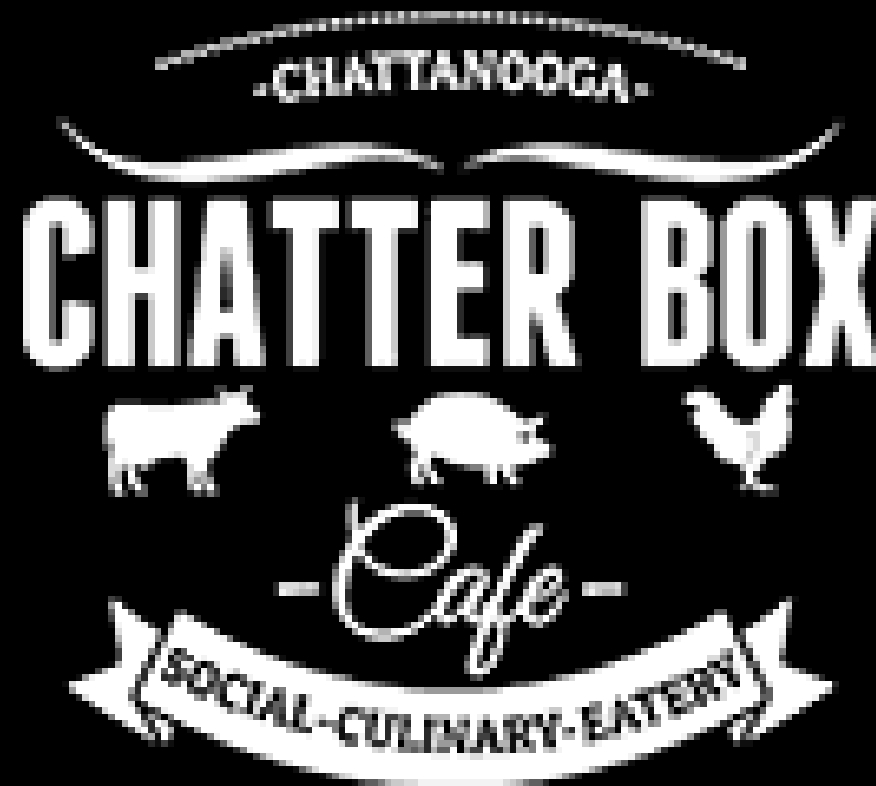
The importance
of being transparent.



Our guests...



BAILEY COLE AND
KRISTIANA MALLO
CASHEW



BRANDON ELLIS
CHATTERBOX CAFE



SANDERS PARKER
FLYING SQUIRREL



THANK YOU

Proof Bar and Incubator

422 E MLK Blvd.

Open Wednesday - Saturday 5pm - 10pm (w), 11pm (th - s)

www.proofincubator.com

mike@proofincubator.com

