

BRAND POINTS PLUS



To our Valued Brand Points PLUS Operators during COVID-19



During these unprecedented times of uncertainty in our world, we are all trying to find ways to protect our place in the community.

Like you, we at Brand Points Plus are feeling the need to remain connected even when told to practise “social distancing.” I want to assure you that we are doing everything we can to support our valued customers during this time of need.

That means taking practical steps to help you weather this storm. Here are some of the initiatives we’re working on and will be sharing through e-blasts and a special section on our website devoted to COVID-19 strategies:

- **Offering workable ideas** to keep your restaurant open and surviving while not being able to invite guests into your establishment.
- **Switching from eat-in to delivery and takeout**, and deciding whether to use an outside delivery service or Do It Yourself.
- **Ramping up your social media** to maintain sales and retain customer loyalty.
- **Re-staffing, not un-staffing.** Don’t lay off your staff, redirect their efforts to build takeout and delivery, and make them ambassadors for your business.
- **Keeping your restaurant super-clean**, safe and virus free while building takeout and delivery.
- **Finding the right products.** Revamp your menu for takeout and delivery and use the best packaging for portability.
- **Getting app-happy.** Understanding payment and ordering platforms.

BP+ Points can help

Now is also the time to get the most out of your BP+ points. Redeem them for rewards to support your business through this time. Get VISA gift cards and gas cards to support your delivery service; redeem for thermal bags and other items to support your takeout and delivery strategy. And don’t forget, if you can’t find what you are looking for in our rewards catalogue, let us know what you need. If we can source it, you can use your points towards it!

New!

We also have a new electronic gift cards strategy to get your gift cards to you in real time. We’ll be in touch soon with more information on this initiative.

As your valued partner, we are working full time to find the solutions to help you maintain your business. **We are in this together!**

Brian Hopkins
President/CEO

Greenbridge Foodservice & Brand Points PLUS