



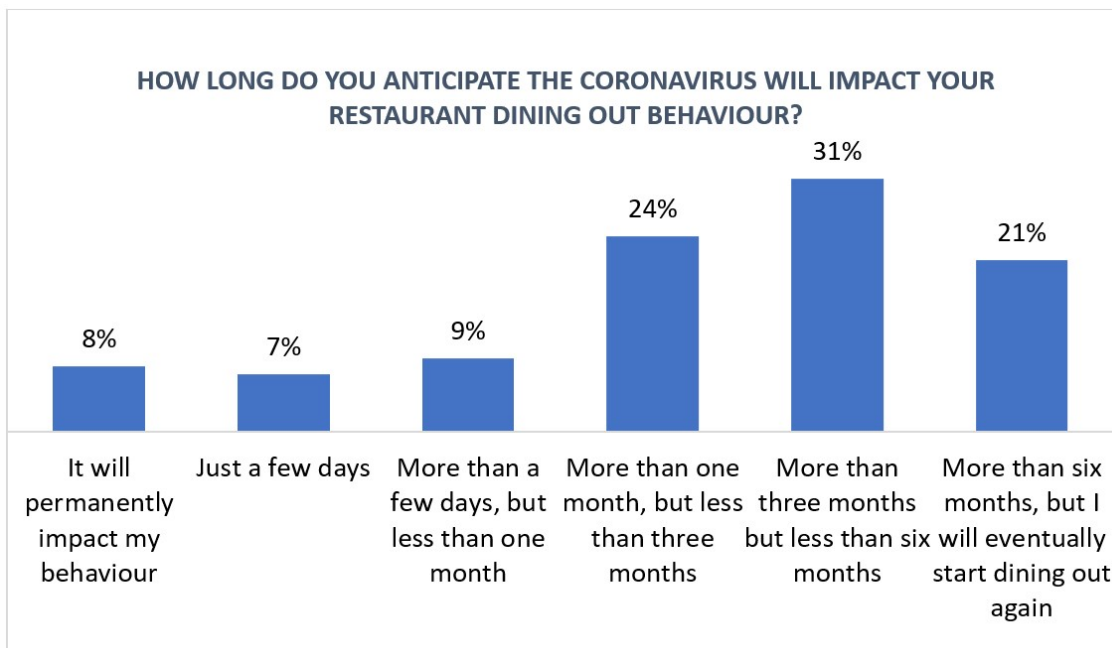
How To PIVOT Back In The Post Pandemic World

by Jane Auster

Eventually, the pandemic will end and it will be time to make the transition to a "new normal." The new normal will look different for different types of operations. For some it will be a return to the old format, but for others it might be an opportunity to try something different, or to continue with some of the changes introduced during COVID-19.

Those who have successfully pivoted to takeout & delivery with simplified, streamlined menus are likely to stick with their new format with a gradual shift back their previous brand identity.

Getting diners back into restaurants may prove challenging, according to Technomic, Inc. and Caddie Inc. research on COVID-19 and consumer behaviour. "Most consumers believe that it will take between two and five months for them to return to previous dining-out behaviours. This reluctance to envision revisiting restaurants anytime soon is likely due to Canada still being in the middle of the country's coronavirus battle. As of now, millennials and males are the demographics most likely to return to their normal restaurant behaviour within just a few days of virus concerns subsiding."



According to Jeff Dover, principal of foodservice consultancy *fsSTRATEGY Inc.*, there are a number of things operators should be aware of in transitioning to the "new normal," post-COVID-19.

- **Cleaning and sanitizing** will be key. This has to be done for obvious health reasons and to give your staff and customers comfort. I can see servers wearing gloves or masks. I suspect condiment stands won't happen. Condiments won't be on tables – they will be brought each time and sanitized in between guests. There will be lots of sanitizing.
- **Social distancing** is here to stay – in lines, with fewer in-restaurant tables, cashiers behind plexiglass, etc.
- **Single use plastics** will make a comeback. Health and safety will trump the environment, at least in the short term.
- **Delivery and curbside pickup** will be here to stay. I think this will be an opportunity to grow the business and some customers won't be ready to return to normal dining for a while.

Brand Points PLUS is committed to bringing you ongoing information as the situation develops, including a comprehensive guide to navigating the new normal which will be published in the coming days. For up to date information, check our [Resource Centre](#).

