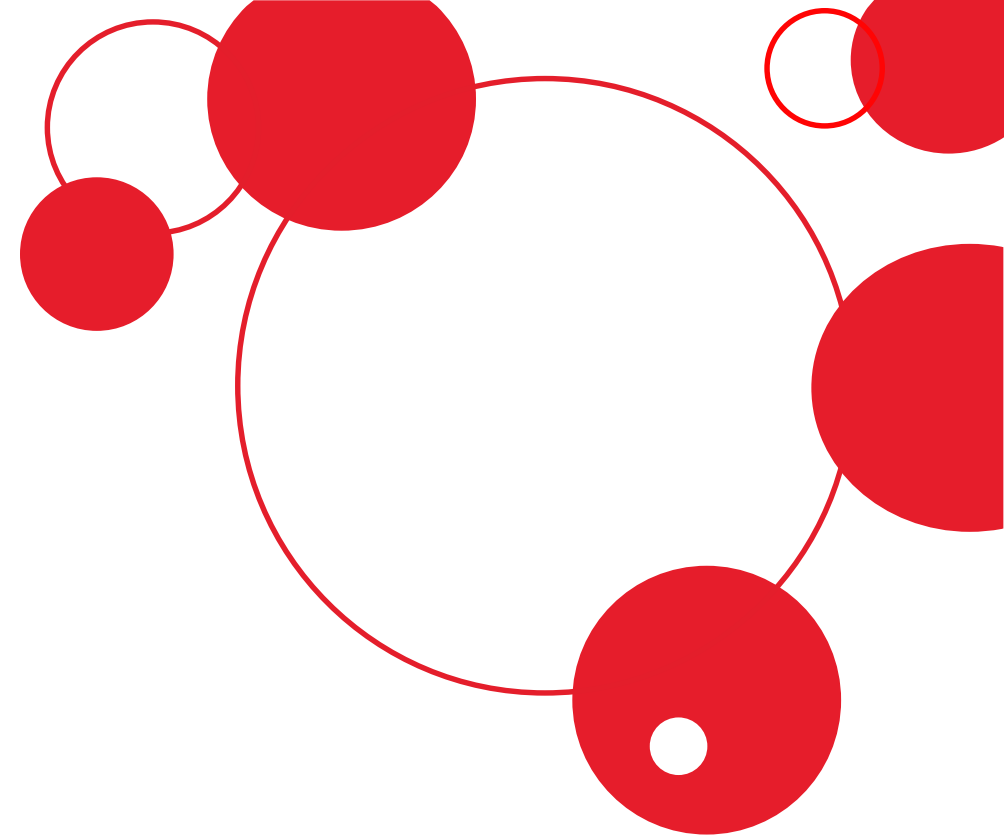


Restaurant Responses to COVID-19



In-Market Examples



Communicate Safety Measures

Who is doing it:

Pizza Nova Pizza

What it is:

Pizza Nova is promoting “contactless” delivery & Pick-up to ensure safety of its customers and staff are priority

Customer Rationale:

Safety

Guest Rationale:

Continued loyalty to offer great pizza and customer peace of mind

Safety



Community Support

Who is doing it:

Toppers Pizza

What it is:

Promoting their support to @FeedOntario through their combo activations and check out donation process

Customer Rationale:

Supporting local and acknowledging the customer donations

Guest Rationale:

Feeling good about supporting a community initiative and local restaurant

Community



Creating a unique experience for diners wanting to recreate favorites at home

Off Premise Promotions

Who is doing it:

Noodlebox

What it is:

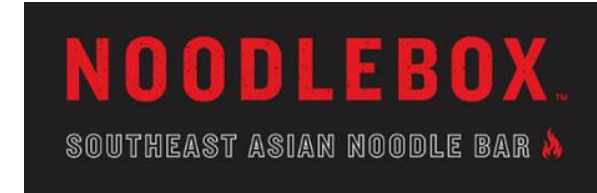
Packaging on-premise noodles into pre-portioned take-home format so that customers can take part in creating their restaurant favourites at home

Customer Rationale:

Creates an incremental revenue stream that still emphasizes brand/taste that dine-in customers enjoy

Guest Rationale:

Provide a unique experience in a safe and responsible way



Finding ways to take Fine Dining “curbside”

Who is doing it:

The Buco Pizzeria + Vino Bar – Buco2Go

What it is:

Delivering a fine “dining” experience through order ahead & curbside delivery and Skip the dishes. Launched a social media campaign with Buco2Go at limited locations

Customer Rationale:

Find a way to generate sales and revenue by focusing on take-out/curbside

Guest Rationale:

Supporting Local businesses with priority focus on social distancing

Off Premise Promotions



Supporting communities and bringing joy to families

Who is doing it:

Cinnzeo Bakery Cafe

What it is:

Weekly product donations to community organizations in need. Cinnzeo is also delivering orders for customers looking for a special treat at home

Customer Rationale:

Community support through product donation and bringing joy to families one cinnamon roll at the time

Guest Rationale:

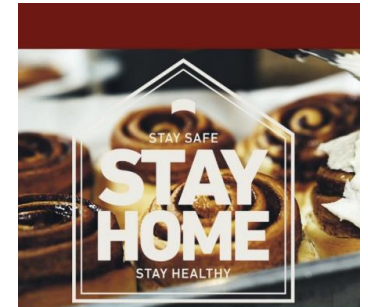
Customers are happy that they can indulge with Cinnzeo rolls at home, while supporting a socially responsible company supporting the community

Donations and promotions

In the mood for sweet treats,
savory snacks
or gluten-free baking?



Our menu offers all-day treats,
breakfast and lunch options.



Here's to supporting
traditional baked
goods of
uncompromising
taste and quality.



Our team is working hard
to give warm rolls to
those in need during the
COVID-19 pandemic ...
all while we practice
social distancing!



20 boxes of minirolls
donated to COVID-19
volunteers & Inglewood
Community Association!

@calgaryica

Healthy at Home & Community Support

Initiatives

Who is doing it:

Freshii

What it is:

Freshii is engaging and fueling Canadians in new ways and providing opportunities to support frontline workers and WE Charity. Freshii has launched their new Grocery Bundles, curb side pickup available at all locations, and ways to donate meals to frontline workers or a child in need

Customer Rationale:

Find new ways to engage and fuel Canadian consumers while supporting local communities during this challenging time

Guest Rationale:

Convenient access to healthy food at an affordable price, and a channel to support frontline workers or WE Charity.



freshii Did you know we have curb side pick up available? Order online at freshii.com, on our app, or call your local restaurant to place an order. Call us when you arrive and we'll bring your meal right to your car. We all need to do our part to stay healthy and energized during this time and support our communities.



<https://try.freshii.com/donate/>

Capitalizing on weekend promotions

Off Premise Promotions

Who is doing it:

Mr Greek

What it is:

Utilizing special weekends (Mother's Day, Father's Day, Long Weekends, etc..) and creating new family deals

Customer Rationale:

Taking advantage of special weekends and a focus on bundle value proposition

Guest Rationale:

More willing to eat out on a special occasion weekend and enjoy supporting the foodservice industry



Managing outpouring of community donations

Who is doing it:

Hamilton Health Sciences

What it is:

HHS Admin having donations centrally managed

Customer Rationale:

Ensuring infection control, organized deliveries, and equitable distribution of donations

Guest Rationale:

Building goodwill and confidence in HHS operations, including foodservice provider and vendors

Supporting front-line workers



Communicating Safety Through Packaging

Who is doing it:

Mamma's Pizza

What it is:

Mamma's Pizza will be applying safety seals to all pizza, pasta and calzone boxes as well as all bags

Customer Rationale:

- Add measure to ensure food is delivered safely via contactless/no contact delivery procedures

Guest Rationale:

- Seals will be applied in the restaurant to ensure safe delivery

Communications



FEED THE CANADIAN FRONTLINE WITH BARBURRITO

Who is doing it:

BarBurrito

What it is:

BarBurrito Canada is saying thank-you to the courageous frontline workers and they are inviting the community to help as well. For every donation of \$5, the community can supply a burrito to a frontline worker. BarBurrito will match each donation, dollar for dollar, up to \$25,000. Goal: donate 200 Meals to 50 Hospitals across Canada

www.gofundme.com/f/barburrito.

Communications



Off Premise Promotions

Who is doing it:

Au Coq

What it is:

Window decal installed on store front promoting \$1.00 fountain beverage with the purchase on any meal (dine-in currently not available / take out only).

Rationale:

Drive incidence, traffic via take out & value to customers



Off Premise Promotions

Who is doing it:

Firehouse Subs

What it is:

Double Sided Bounce Back Coupon

Rationale:

Drive incidence, traffic via take out & value to customers



FIREHOUSE SUBS

Free Medium Sub

With the purchase of a medium or large sub, medium *Coca-Cola freestyle* fountain drink, and chips or cookie.

Visit FirehouseSubs.ca to order now.

Valid for online, carryout and phone orders. Discount applied at restaurant. Show flyer to redeem. Not valid for delivery. Expires June 30, 2020.

*At participating locations. For a limited time only. Subject to availability, while supplies last. Discount applies to the lower cost sub. Approximate retail value of free medium sub is \$9.32. Plus applicable taxes, deposits, levies and fees. Products must be purchased together to qualify. Single units at regular price. Not valid in conjunction with any other offer. The trademarks that appear are the property of their respective trademark owners. CASHIER CODE: SUB\$5SUBSIDEDRINK



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Off Premise Promotions

Who is doing it:

Mandarin

What it is:

4 complimentary Coca-Cola beverages with min. purchase via takeout/delivery

Rationale:

Finding ways to pivot during COVID business closures - driving traffic/incidence & customer value via take out and delivery

