



**COME BACK**



**STRONGER!**

## A REOPENING GUIDE FOR RESTAURANTS

Ideas, advice and inspiration for foodservice professionals opening their doors after COVID-19 closure.





# REOPEN TO NEW POSSIBILITIES

The foodservice industry has faced the COVID-19 crisis with courage and resiliency. Venturing into the “new normal,” restaurant owners and operators everywhere are looking to serve their on-premise guests more safely and efficiently—and we’re here to help.



**We’ve created this guide as a resource for all things reopening, readjusting, and everything your restaurant may need in between.**



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## SAFETY FIRST

Guests may have some reservations about dining out in public again. Help put them at ease by sanitizing surfaces often, and implementing some of the following safety measures.

### LET'S TALK

Use social media, email blasts, or eye-catching flyers to communicate your safety efforts to diners.

### SELF-SERVE SAFELY

Provide individual serving tongs and plates for guests to enjoy shareable dishes with minimal contact.

### FAMILY MATTERS

Consider portioning out family-style dishes into smaller serving sizes for each individual diner to enjoy.

### TAKE IT APART

Recreate deconstructed versions of favorite dishes. Loaded Nachos can now be a fun Build-Your-Own for guests.



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# SERVE SMARTER

Now more than ever, it's important to operate with a menu that both stands out and works to keep overhead costs low. A grand reopening can be the perfect occasion for rethinking your menu.



## FAMILIAR FARE

Your guests are likely craving familiar comfort food. If there's a dish your restaurant is known for, promote it! Consider experimenting comforting sides like waffle fries or onion rings to help beloved entrées shine even brighter.

## VERSATILITY MATTERS

When crafting new dishes or searching for inspiration, look for ingredients that can be repurposed in a variety of dishes. This not only simplifies labor and prep, but reduces inventory and helps to save freezer space.

## KEEP IT SIMPLE

Make sure your recipes are not reliant on hard-to-source ingredients.

## THE BEST OF THE BEST

Consider scaling your offerings back to something as simple as your top 10 best-selling dishes. Focusing your time, labor, and resources on items you know diners love can help boost your bottom line.



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# MENU IDEAS

Let the following ideas serve as inspiration for simple updates you can make to existing offerings, or how to make basic ingredients work harder.



## Chipotle Cajun Chicken Sammy

Spice-seasoned chicken breast with red onion, lettuce, tomato and chipotle mayo on a toasted bun – add another kick with Redstone Canyon Waffle Fries

## Dip'n-Quiles with Mushrooms

Super crispy Dip'n Wedges® topped with mushrooms, tomatillo salsa, red onions, and sour cream

## BBQ Shrimp with Spicy Onion Straws

Tender shrimp tossed in sweet sauce and served on a bed of crisp-fried onions and shredded cabbage – with BBQ ranch on the side

## Far East Vees

Crunchy Dip'n Wedges® drizzled with Kewpie mayo and sprinkled with scallions and sesame seeds

## Crispy Avocado Quesadillas

Seasoned avocado slices, red onions, red and green peppers, smoked chile con queso folded into a toasted flour tortilla – pico de gallo and sour cream come along for the ride

## Southwest Burger

Angus beef with poblano mayo, bacon, lettuce, tomato, onion, pickles and spicy onion straws



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# McCain FAVORITES

The following potato products and appetizers can be repurposed across a variety of entrées, starters and more. Plus, they keep prep and labor simple—drop them in the fryer and get cooking!

## POTATOES

From invisible coating to visible batters, these stay crisp longer



McCain® SureCrisp™ fries are consumer-preferred over other clear coat brands\*

- McCain® Redstone Canyon®
- McCain® Ultimate®
- McCain® Extra Crispy
- McCain® Dip'n Wedges™
- McCain® Fresh Style Chips

## APPETIZERS

- Anchor® Avocado Slices
- Anchor® Breaded Cauliflower
- Anchor® Cheese Curds
- Anchor® Mozzarella Sticks
- Anchor® Poppers™
- Brew City® Beer Battered Onion Rings
- Golden Crisp® Sweet Corn Nugget
- Moore's® Onions



### McCain® Redstone® Canyon Waffle Fries

Skin-on waffle-cut fries coated in a savory red batter to deliver greater plate coverage and balanced flavor for guest appeal.



### Moore's® Gourmet Breaded Onion Rings

Thick sweet yellow onions lightly coated with Japanese-style bread crumbs.



### Anchor® Wisconsin Cheese Curds

Fresh Wisconsin cheese curds lightly breaded that delivers house-made appeal and authentic goodness in every bite.

For more information on any of the products you see here, visit [mccainusafoodservice.com/products](http://mccainusafoodservice.com/products).

\*McCain Proprietary Quantitative Consumer Research, 2018



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# DRIVING PROFITS ON & OFF-PREMISE

With factors like varying state government timelines, guests' comfort levels, and labor resourcing, many restaurant owners and operators may be juggling complex on and off-premise operations at the same time.

**Here are a few to-go tactics that can help bring guests back into your dining room.**



## SPREAD THE WORD

Include inserts in all takeout and delivery orders that announce your dining room's reopening, and the safety measures you're taking inside.

## SERVE UP COMFORT

Retool your menu to focus on comfort foods that guests might be craving, but lack tools or know-how to make at home.

## ENTICE DINERS BACK IN

Develop exclusive on-premise offers, like a special weeknight dine-in discount. Or, consider offering dine-in credits, like \$5 off a dine-in meal for every \$10 spent on takeout.

## DELUXE DOGGIE BAG

Offer dining room guests a special takeaway offer, such as discounted dessert or an additional appetizer to-go.



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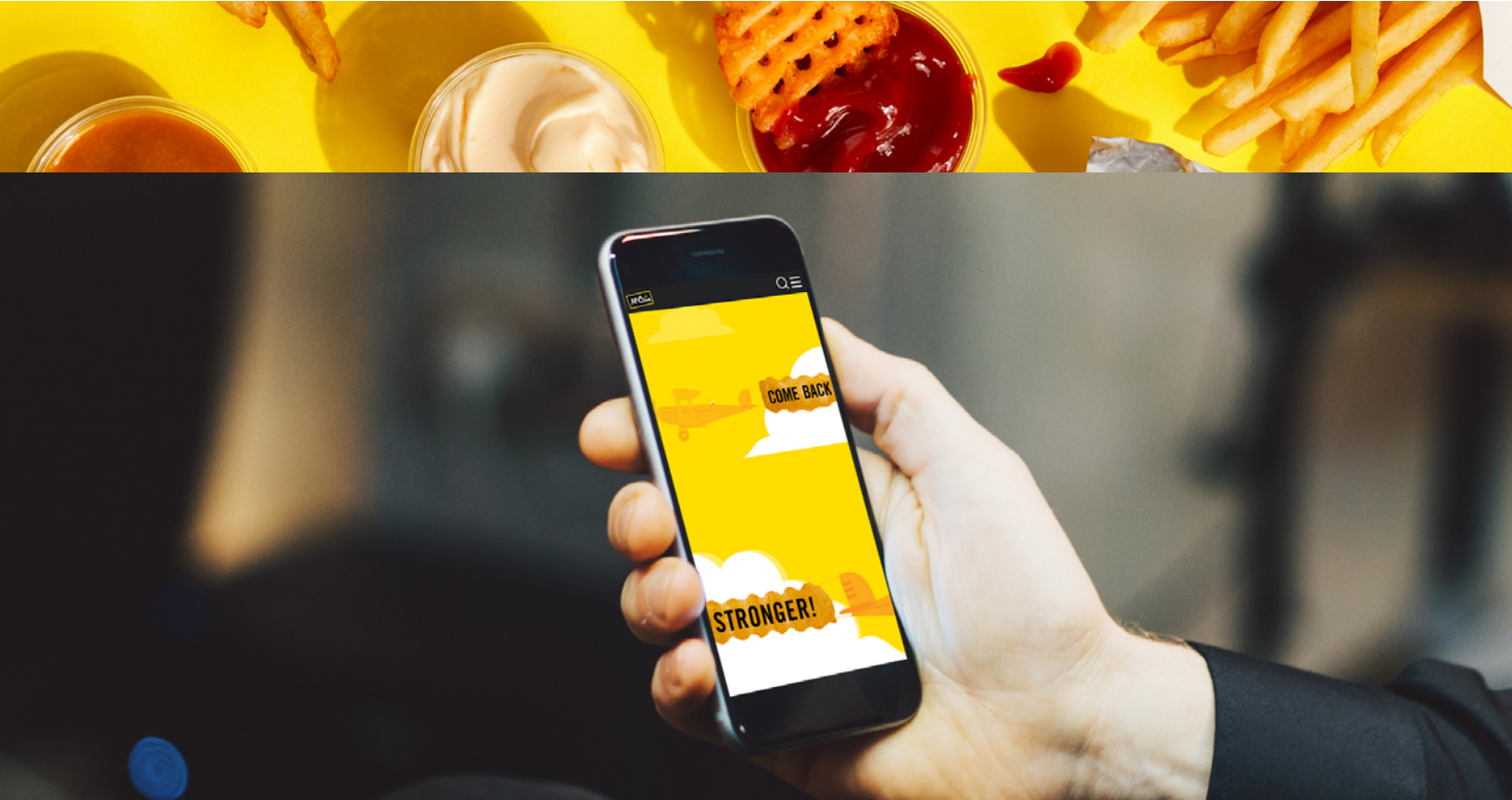
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Have questions? We have a number of ways to get in touch.

#### More Reopening Resources.

For more informative reopening tips, ideas and advice, visit our content hub at

[mccainusafoodservice.com/reopening](http://mccainusafoodservice.com/reopening)

VISIT HUB

#### Culinary Questions?

Ask A Chef Hotline  
is open  
M–F, 9AM–5PM EST.  
**1-800-660-7884**

CALL NOW

#### Everything Else.

For all other questions, contact your local McCain Sales Representative. Click **FIND REP** to locate yours, or visit

[mccainusafoodservice.com/sales-rep-lookup](http://mccainusafoodservice.com/sales-rep-lookup).

FIND REP

# STAY SAFE, AND STAY STRONG!



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