



# Helping your coffee shop get back to business

We realise it's still a very challenging and uncertain time for your business. The market outlook might be uncertain, but as we approach the 'new normal', we want you to know we are here to help you start planning your reopening and ready to discuss getting your business back on track.

We've got plenty of new products, new ideas and inspiration to support you when the time is right.

***Let's get back to business.***

## Helping you to imagine the future

We know you'll no doubt be thinking about these areas, so we've developed a ten point process to help you review how your business might be different in the coming months and help plan for reopening.



### Review

1. **Timescales** – let us know your proposed timescales and reopening plan as soon as possible and we will work with you to manage your re-stock.
2. **Plan your space** – if you're planning to re-open fully, consider what impact social distancing will have on your business. You may have already adapted to a take-away only service and be looking to keep this running for the foreseeable future. Markers on the floor might keep customers a safe distance apart, you could also consider table layouts, screens and one way systems.
3. **Simplify your menu** – it might be difficult to manage your wastage levels at first. By simplifying your menu down to individually wrapped customer favourites, you are still able to offer customers a quality food offer but limit your risk. We can support with product suggestions and menu ideas.



### Re-set

4. **Your team** – it might not be possible for all of your team to come back in one go, so jobs may need to be split differently across team members or in different spaces to manage social distancing.
5. **Your customers** – of all the things consumers are likely to have missed over the last few weeks, their regular favourite cup of coffee is probably one of them! Coffee shops are in a prime position to get back to business quickly – your customers will be pleased to see you back open.
6. **Hygiene factors** – ensuring your outlet has hygiene processes in place will be paramount to reassuring your customers and supporting the recovery effort. Simple changes like introducing a more frequent cleaning schedule, implementing hygiene signs and removing any communal areas will help.
7. **Finance** – ensure you have taken advantage of the government finance schemes available. We can support you to streamline your product range, optimise your ingredients and create a simple menu to help manage cash-flow.



### Re-launch

8. **Advertising your outlet** – there is a fantastic opportunity to market your business with new messaging to connect with your customer base. Your customers will have missed their regular coffee, so offering a welcome back discount, or offering a limited time offer on your most popular choices will help. Don't forget the summer frappes and iced teas.
9. **Retaining customer loyalty** – consumers are likely to be wary so building customer loyalty and trust will be vital. Why not consider implementing incentives, gift vouchers, loyalty initiatives or click and collect.
10. **Future proof your business** – build resilience plans now should another lock-down occur. No one knows your business like you do but we are here to help you plan for the future.

Contact your account manager for more support  
or visit [Bidfood.co.uk/coffee-shops](https://www.bidfood.co.uk/coffee-shops)





# Coffee shops

## Take-away & packaging support

Offering a take-away only service might be the easiest way to maintain social distance in your outlet in the short-term. [We've pulled together product selections](#) influenced by the latest trends in food-to-go, linking ideal containers for hot or cold food and drink to help you offer the right container for your food and drinks.



## Helping you with social distancing

Social distancing means keeping two meters apart where possible and will be essential in the coming months as businesses start to re-open. Help restore consumer confidence in your business with our new range of solutions.

From sneeze screens to hand sanitisers, we have everything you need to run a safe and hygienic operation in your outlet.



You might be taking the opportunity to review your supply base. A modern and bold coffee brand, exclusively selected for Bidfood, The [Black+White Coffee Co.](#) offers a range

of delicious artisan coffee with quality you can trust at prices you'll love. The team provide full support including barista training, menu development, equipment and in-store design.



## The full coffee shop range

[Click here to see the full coffee shop range](#)



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#InItTogether

