



Helping your hotel 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** – consider what impact social distancing will have on your business and how you adapt. You may need a queuing system at check-in, or to create a 'deliver-room' style room service only offer. If your bar is closed you could create a pre-dinner drinks offer for bedrooms. Separating your tables and introducing set seating times might be a way of social distancing in your restaurant, we can support with hygiene screens.
3. **Simplify your menu** – you may be running with reduced staff and skill levels in your kitchen. By simplifying your menu down to your bestsellers and optimising ingredients, you can still offer customers a quality food and drink offer. We can support to develop a new menu that's operationally and cost efficient for you.



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. Think about how is best to reprioritise schedules and job roles to suit this.
5. **Your customers** – it's unclear how consumers are going to react once we get back to normal, but it's likely that it will take a while for consumer confidence to increase. Your customer base may have changed slightly so it would be good to plan for who you think will start spending with you first and whether their needs have changed.
6. **Hygiene factors** – ensuring your outlet has hygiene processes and products in place will be paramount to reassuring your customers and supporting the recovery effort. Simple changes like cash-less payments and switching from top down sauces to individual sachets will help reassure your customers.
7. **Finance** – ensure you have made use of the government finance packages on offer and have optimised your menu for re-launch to help manage your cash flow for re-launch. Simplifying your menu down to your customer favourites you are still able to offer customers a quality food offer. We can support you to drive efficiencies in your range and support your menu planning to manage your costs.



Re-launch

8. **Advertising your hotel** – there is a fantastic opportunity to market your business with new messaging that connects with your customer base. Build your marketing plans now and focus on the reasons your customers come to your business in the first place.
9. **Retaining customer loyalty** – consumers are likely to be wary so building customer loyalty and trust will be paramount. Why not consider implementing incentives, gift vouchers, loyalty apps or cards.
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/hotels](https://www.bidfood.co.uk/hotels)





Hotels

Supporting your business

It's tough right now and we understand the challenges you face. We're all in this together. Our supply chain is strong and stable and our team are here to help.

Launching a 'deliver-room' style offer

If there's one thing for certain, taste buds haven't changed! Your customers will still expect to enjoy tasty food and drink at your hotel even if this means enjoying in the comfort of their own bedroom.

If you're planning on offering a deliver-room service for breakfast and dinner, we offer a full range of packaging essentials and can support with menu ideas. And, if you need help with sustainability, our handy guide will help you to make the right choices.



Maximise your resources

It's the right time to streamline your menu and optimise your ingredients. We have thousands of products to choose from cost, quality and ease are important elements. To help you we've pulled together products from our core range into a simple guide.



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 hotel.



Brands to help you get back to business

UNITY

A hand-selected range of beers, wines and spirits to raise a toast to the end of lockdown.



Are your customers missing their favourite steak? More than 250 meat products to suit all occasions.

Catering Supplies



Our range boasts a wide range of hygiene products to support your hotel's hygiene processes.

Support tools

You may not have visited our website for a while, so we thought we'd remind you of the library of brochures available, to support you and your team. For example:

Room essentials – your complete room service product range

Events & celebrations – planning for delayed celebrations with that extra special touch

Breakfast – plenty of ideas for breakfast to go

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