

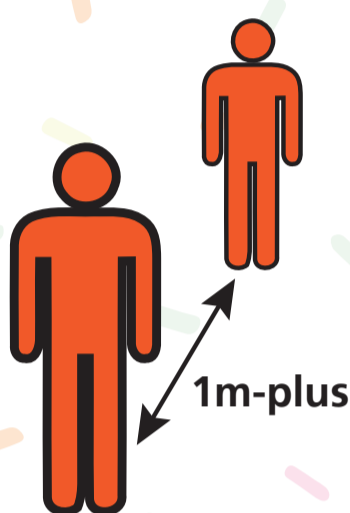
SOCIAL DISTANCING *Checklist*



Keep it Clean

A sanitized bakery keeps your customers safe while ordering sweet baked goods.

- Sanitize high touch-point areas like payment terminals, counters, door handles and cash registers
- As you re-open, remember to sanitize table condiments, tabletops and reusable menus between seatings
- Promote hand washing and provide hand sanitizing stations for employees and guests



Smart Social Distancing

For your safety and your customers', use signage to remind them to keep their distance.

- Place floor stickers 1 meter- plus apart leading to your checkout
- Include posters around your bakery as additional reminders to practice social distancing
- Consider only allowing a select amount of people in your store at once to limit crowding

Download our social distancing tools on:
dawnfoods.com



Easy Ordering and Pick Up

Online ordering and takeaway options are great ways to serve customers while social distancing.

- Use individual and to-go packaging for easy grab and go options
- Have customers call when they arrive
- Dedicate parking spots for curbside customers
- Create an online ordering system using low-cost sites like Wix or Shopify

Did You Know...46% of people would be very willing to order via a takeaway method?



Focus on Favorites

Offer products your customers love. Think about classic best sellers like chocolate chip cookies and chocolate cake.

- Reduce menu size to minimize inventory waste
- Create recipes that use one mix multiple ways
- Consider smaller portion sizes like cupcakes or individual slices of cake
- Put together take-home kits that families can decorate or bake at home

76% of consumers have no problem with a reduced menu.



Communication is Key

Communication is key to letting customers know they can still order their favorite treats.

- Let customers know your safety measures
- Share updated menus and product availability
- Keep customers updated on your hours of operation and any business changes
- Post photos of your products to stay top of mind

Want more information on social media in the age of COVID? Visit www.dawnfoods.com