

Avery Dennison  
Printer Solutions

Freshmarx  
Intelligent Food Industry Solutions

# Reopening and Maintaining Restaurants in the Era of COVID-19:

Guide to Help Protect Your  
Employees and Customers

# Introduction

As restaurant businesses start to reopen, solutions exist that can potentially protect both employees and customers. The extent of these preventive measures reflects the severity of illness. Coronavirus, specifically COVID-19 (also called SARS-CoV-2) is an extremely infectious, respiratory illness. The primary mode of transmission is via respiratory droplets (sneezing or coughing from an infected person to others that are in close contact). Symptoms include fever, cough, and/or shortness of breath and usually appear 2-14 days after exposure to the virus.

There are both immediate reopening concerns and long-term strategic responses to the Coronavirus. The purpose of this white paper is to showcase solutions to support restaurants in the first stages of reopening and to address a fluid pandemic model that may necessitate future closings and partial reopenings.



**OPEN**

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**MON-FRI**

## Current Situation

Many of the steps to reopening a restaurant may be prescribed by local and national public health authorities. However, restaurants have an opportunity to create and implement an infectious disease plan that will work for their own management, employees and customers in both the short and longer term.

Throughout the reopening process and in a future marked by changed realities for post-crisis restaurant operations, there are urgent challenges for the restaurant industry that revolve around food safety and cleanliness, as well as ongoing needs to provide consumers with nutrition, ingredient and expiry labeling, especially in the grab and go space.

Technology exists to support reopenings and an uncertain future ahead. The Avery Dennison Freshmarx® suite of intelligent food industry solutions allows restaurants to address the current COVID crisis and future-proof their establishments. The Freshmarx suite of solutions goes beyond back-of-house to span end-to-end supply chain capability to meet post-pandemic industry challenges like labor shortage, food safety related to expiry, nutrition and ingredient labeling, inventory accuracy and food traceability and delivery/curbside models, as well as brand confidence.

# Phased Reopenings

Reopening has been happening in phases beginning with limited drive-thru, curbside take-out or delivery, followed by locations reopening with reduced seating capacity.

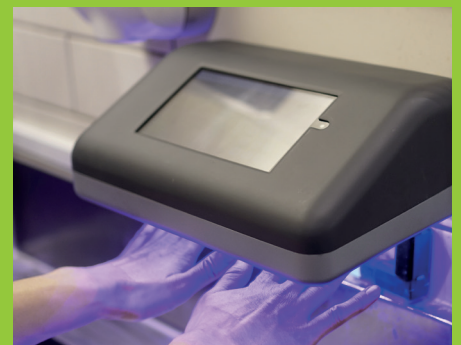
For take-out and delivery, restaurants can endeavor to assure customers that the food is safe. **Freshmarx® Delivery** meets customer expectations of fresh food delivered quickly and accurately and with the utmost precaution taken in terms of food safety. Tamper evident labeling offers consumers the confidence that their food has remained untouched since leaving the restaurant or store.

## Test + Clean + Disinfect

The most pressing challenges will surround maintaining the health of the workforce and customers, and the sanitary conditions of the entire restaurant. Employee screening protocols have been recommended by the CDC and other organizations.

One of these recommendations encourages workers to use good hygiene, washing hands for at least 20 seconds and using alcohol-based hand sanitizer, wearing a mask or face covering at all times and wearing disposable gloves that are changed several times a day. Guidance also includes the instruction that should people need to cough or sneeze, that they do so into their elbow, turning away from others.

The **PathSpot Hand Scanner** from Avery Dennison is a solution that supports personal hygiene and helps prevent foodborne illnesses caused by Norovirus, E-coli, Hepatitis A, Salmonella and others, identifying virus or bacteria before it's transferred from an associate's hands to high-touch surfaces or food they are handling.





There are several high-touch surfaces that have been highlighted by restaurant industry associations as requiring frequent disinfection. In the front of the house, these include door handles, hand-rails, tables, chair backs, and restrooms. In the back of the house, these areas are equipment, countertops, light switches, refrigerator/cabinet/drawer handles, break areas, cash registers, etc.

Industry-recommended sanitizing methods encompass cleaning dirty surfaces with soap/detergent and water, drying, disinfecting with effective chemicals, allowing sufficient dwell time. Cleaning chemicals that are proven to kill COVID-19 include alcohol-based wipes or spray containing at least 70% alcohol (ethanol), chlorine solutions (at least 1,000 ppm), quaternary ammonium, etc.

Managing sanitation efforts is imperative in keeping the restaurant safe for customers. Relying on manual, paper task tracking for these processes is error prone and difficult to keep track of. **Freshmarx® Task Tracker™** is a cloud based, customizable digital checklist application for any task execution such as cleaning and disinfecting the restaurant. This application eliminates paper logs, simplifies kitchen processes and can help ensure sanitation protocols are being followed. All checklist data is stored digitally and available for analysis to give visibility to completion and compliance.



## Social Distancing and Contact Reduction

Municipalities have been offering social distancing guidance for both customers and workers, for example, physical guides such as taped lines will encourage spacing at cash registers and ATMs and sneeze guards protect at cash registers, food pick up areas and workstations.

Many restaurants are able to offer customers a pay-ahead option for guests. However, because that method isn't feasible at all locations, frictionless checkout enabled by RFID labels for grab and go items in a cooler, is an ideal means to avoid customer-employee contact at checkout.



# Food Safety and Labeling

In addition to the increased post-pandemic restaurant protocols, it remains paramount to ensure food is safe and kept in temperature. **Freshmarx® Temp Tracker** is a cloud-based application to automate cold-storage temperature and humidity monitoring. With readings taken and recorded automatically via Freshmarx Sensors inside the devices, temperature data is transmitted between the cloud. Users will have the ability to view the data via dashboards on Freshmarx Central, the Freshmarx 9417+ or mobile devices, laptops and desktops. Text and email alerts are pushed when temperatures are out of range, enabling automatic and on-demand reporting for quick response.

The future of food safety is “The Connected Kitchen.” At the hub is **Freshmarx® Central** which marks a new phase of the Freshmarx suite’s evolution to make applications even more accessible and scalable to meet both present and future needs. Freshmarx Central functions as a gateway to all of the Freshmarx suite’s capabilities and greatly enhances the ability to use data to automate processes. With Freshmarx Central, critical data is gathered and logged in an industry standard format that can be shared by all partners throughout the supply chain.

Freshmarx® Prep is a proprietary intuitive food service software application designed for food labeling, date coding, nutritional calculations, employee training and food donation and waste tracking. Informed by Freshmarx® Edit, ingredients, menus and recipes are all brand-customized and configurable so updates are centralized and easily and securely pushed across restaurant locations and accessible from Freshmarx® 9417+, Freshmarx® Tablet and new Freshmarx® Central Systems.

Labeling food with ingredient and nutritional information will continue to be mainstays of back-of-the-house processes. **Freshmarx® Nutrition** offers an “all-in-one” food and nutrition solution to replace hand-calculating and labeling ingredient and nutritional information for grab-and-go foods, which is cumbersome and can be error-prone. Freshmarx® Nutrition, supported through a partnership with ESHA’s Genesis R&D® Food Formulation.

Longer term, when an emergent crisis inevitably occurs again, agility will help restaurants quickly adapt and shift their business models to gain efficiency and cost savings. Avery Dennison RFID Solutions demonstrate the company’s continued leadership in UHF RFID technology. RFID and other food tracking and traceability processes, improve food safety by offering increased visibility of inventory use-by dates. By ensuring the highest level of food safety, restaurants can offer consumers the confidence they crave.



# Communication and Training

In-depth training of employees will be necessary in re-opening. Training labor has historically been a huge challenge for operators, but in a COVID-19 world, this challenge is magnified.

Using **Freshmarx Central**, **Freshmarx 9417+** or **Freshmarx Tablet Systems**, operators can also review ServSafe rules with employees. Although the FDA does not consider COVID-19 a foodborne illness, the good hygiene rules ServSafe covers can be used to prevent the spread of coronavirus.

Freshmarx labeling systems not only provides greater ease in training, but has the capability to overcome language barriers and internal communications issues.



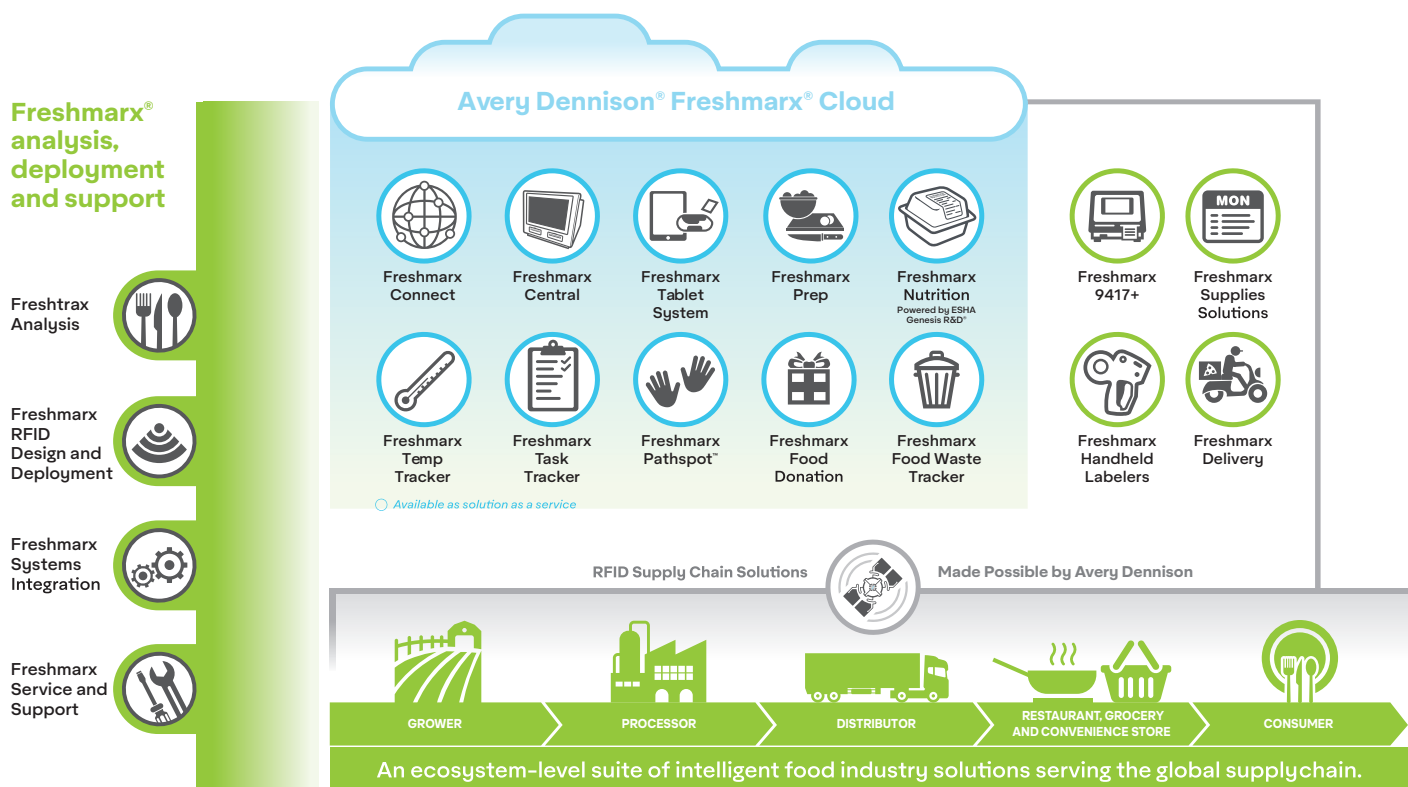
## Conclusion

Restaurants reopening today and maintaining a successful business for the future require attention to details that didn't even exist prior to March of 2020. FDA, USDA, and CDC websites will be providing updated guidance and the local health departments will continue to make additional recommendations.

It is also a time to explore technology that keeps customers and employees healthy and safe and the business viable and profitable.

# About Avery Dennison® Freshmarx® Intelligent Food Industry Solutions

Avery Dennison has a full suite of solutions encompassing the food supply chain from farm to consumer.



For more information about our Freshmarx® Suite of Intelligent Food Industry Solutions, please contact us:

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Harnessing the power of accurate, shared data throughout the food industry supply chain to enable labor efficiency, food safety, sustainability and enhance the consumer experience.

**Made Possible**  
by Avery Dennison

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