

EDENS PARTNER SUPPORT

COVID-19 UPDATES

RETAILER + RESTAURANT CREATIVE SOLUTIONS

During this unprecedented time, there's never been a more important moment for us to come together in solidarity. The EDENS team is working hard to protect the health of our communities and our American economy. As we work together and are adapting to a fluid retail landscape, below are creative solutions we are seeing across the retail industry. We will continue to share resources.

SUGGESTIONS FOR RETAIL



For soft goods, promote a try-it-on-at-home program through social media. Offer to drop it off at the customer's house, where the customer drops off what they don't want to keep from the collection (like a local PoshMark or StitchFix).



Provide no contact conveniences: delivery services; curbside take-out; free shipping; e-commerce; package do-it-yourself crafts, meals, games for families to do at home.



On social media: Host a class / tell a story about a product / teach a cooking class—put it on social with a promo about the product(s). Or offer daily discounted item(s) to be purchased through DM or on website, then deliver or mail.



Fitness/gyms: Offer online workouts for members + guests. It can be a live class feed, a video, family workout ideas, or outdoor fitness themes. Try presenting a pre-packaged subscription service for the next month that sends a workout per day.



Flower/gift shops: Send flowers and gifts to people who are sick, healthcare professionals, and missed family members. Promote on social media and offer shipping and/or delivery. Consider offering a FaceTime option during the delivery where the delivery person has the sender on FaceTime.



Schedule 15 to 30-minute time slots for customers to shop in-store on a one-on-one basis.

SUGGESTIONS FOR RESTAURANTS

1. **Restaurants should communicate their proactive efforts** to show the precautions they are taking to keep areas clean and sanitized.
 - i. Dedicated senior hours
 - ii. All employees wear gloves
 - iii. Have dedicated station for no-contact pick up
 - iv. Have visible cleaning occurring during all times
 - v. Shift to cashless + no touch payment to eliminate contact; have antibacterial wipes and a disposal container at the POS so that cards, keypad and pens can be wiped down
 - vi. On site signage for curbside pick up if possible
2. **Utilize social media** to communicate your followers and fans your enhanced sanitation procedures to help address their concerns about cleanliness and make them more comfortable.
3. **Sign up for meal delivery services** like DoorDash, UberEats, GrubHub, etc. GrubHub is waving the first \$100M of fees. Here is a helpful link to get you started: <https://edens.com/food-delivery/>
4. **Offer “pay-it-forward”** meals for kids, local families/residents in need, local hospital staff and first responders
5. Offer necessity gifts with meal orders (i.e toilet paper, paper towels, sanitizers and wipe).
6. **Add kid friendly options:** grilled cheese, mac & cheese
7. **Offer meals that will serve 4-6 people** for families
8. **Offer specials for upcoming holidays** including Easter, Passover, Mother’s Day, etc.
9. **Offer prix fixe** for 3-course meal
10. **Offer curbside pickup + no contact payment**
11. Ask your customers to buy direct + pick up vs other delivery services (offer discount or free dessert if they phone-in an order) – include a handwritten note to thank them
12. Offer discounted gift cards. Give employees a commission for any they can sell.
13. **Gift cards: Register your restaurant at Rally for Restaurants**—a grassroots initiative from restaurant technology companies, food service providers, people everywhere coming together to support restaurants in their time of need.
14. **Offer special discounts** such as
 - a. half-off for first responders and healthcare workers with ID
 - b. free delivery to senior living facilities, those who are ill, have underlying health conditions or are otherwise at risk, or within a certain mile radius
 - c. 20% discount on orders for 10 or more
 - d. one free kid’s meal with one adult entrée order
15. Partner with a kids toy store for a give-away or something for the kids – a boardgame, puzzle, play dough, etc.
16. **Offer a Grab-&-Go meals** at a certain price point to make it easy, reduce contact and long wait times

17. Offer “Staff” meal – a nightly team meal: healthy meal to go including protein, vegetables, starch. Serve 40 meals total – 10 free to those in a difficult situation the other 30 at \$20 per person. (or comparable for your restaurant)
18. **Learn about alcohol to-go sales in your state** and if you’re legally permitted to offer such a service. Pitch your local politicians to make an exception. A NY restaurant stated they sold 300 cocktails at \$12 a piece - an extra \$3,600.
19. **Sell curbside packs/growlers of beer/wine**
20. **Create “everything but the booze” cocktail programs** so guests can have a creative cocktail with their to-go orders. They will add the booze themselves where liquor delivery isn’t an option.
21. Coffee shops/bakeries: **Host an online baking class**. Create do-it-yourself packages for families to make cookies/baked items at home.
22. Create a crowdfund account to support employees and/or business to keep them afloat. For donors that give \$50 or more, invite them to a post-pandemic thank you dinner and/or discount off of a future meal.
23. Bars are hosting virtual happy hours, opening online tip jars to support their bartenders.
24. **Encourage your employees to register on local virtual tipping websites**, if available, that celebrate service industry professionals and offer a way for the community to support those who have been affected by this situation.
25. **Update your hours on your website, all social media, and third-party sites**. Not everyone has a Facebook or Instagram to check your profile and posts.
26. Start planning and promoting your grand re-opening.
27. Use time to renovate kitchens/restaurants and revamp menu to improve delivery friendly options. Offer and promote discounted gifts cards for delivery and reopening.