

Pandemic Tutorial - Restaurants

"Selling to a Grocery Store"

This tutorial is intended to help restaurants to get started with evaluating their opportunities and planning to sell their production to grocery stores. The text and ideas within this tutorial shall only be used as examples as they are just intended to help you along the way and give you ideas how you can run your restaurant business during a severe time when you might have fewer customers or even are forced to be locked down due to the pandemic or some other severe situation in the future. You can use this tutorial as a source of information, but only as a guideline for further information and reading.

DISCLAIMER! You - who handle food are ultimately responsible for your own production and should always follow the laws and regulations that apply for your business at the place where you operate. If you are unsure of what to do - contact the authorities that normally issue your permits locally. Culinary Heritage takes no responsibility for the products sold or the legal aspects of this tutorial.

Permits and business venue

Before you start delivering food to the grocery store, you should probably contact your local authorities to inform them. As with all other food handling - the production facility needs to be approved for the handling of the specific food that are produced there.

If you start cooking food that shall be chilled or processed and packaged - it is different compared to if you serve it straight to your customer. You need to review your own control program for safe food handling

Limitations

If you are going to sell via a grocery store, do you also have to sell directly to the consumer yourself? There can be some level approvals, i.e. you can sell a maximum of xxx kg of food (can be differences in practice if it contains animal or vegetable ingredients) per week? Perhaps you can only sell to companies located in the same or neighboring municipality? If you cross that limit (quantitative or geographical) you perhaps need to register yourself as a food production plant where some other authority takes over the control of the business compared to how it is today?

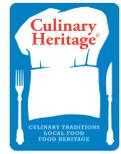
Staff

Think about how much your staff can work - for example, if you have laid off staff to a certain percentage, they probably will not be able to work again temporarily if there are such regulations.

- Do you have the right expertise available to make sure the food is handled properly all the way?
- How many portions / large quantities of food are you able to cook within existing premises?

Strategy

- When you think about what you can offer - think about what your guests appreciate with your restaurant! Do the guests have any favorites among individual dishes, any special sauce or part of a served dish that can be sold individually?
- Lunch boxes - with or without salad and dessert?
- Your best sauce or graving that comes in extra large package?
- Your special ingredients are sold in multi-packs along with a recipe for how the customer can cook the restaurant's classic at home?
- Can you make any package deals with the store regarding the ingredients?
- Can you make a package offer with a "goody foodie bag" together with one or some of your suppliers, where lunch box / dinner box is supplemented with other food items or drinks?
- Lunch box with several lunches ordered in advance, at your place or in the store. Picked up in the grocery store.
- "Food Grocery Box" with more luxurious appearance that is ordered in advance: 2 or 3 course for the weekend. Makes cooking easier for the customer with recipes and products matched. Can you offer



some hints, tips or ideas on matching beverages with or without alcohol to the food? There are many local breweries, orchards, wineries and other beverage producers.

Uniqueness with local products

Something that can make you truly unique among other "ready-made foods" is your local anchorage as a restaurant. This is the time when you really can think about how you can use local raw materials and connect with producers and suppliers in the local area. Think of products from both land and sea. Some local products are rarely marketed but this food can truly have a unique character and added value - especially since it makes the local economy roll for real!

Think seasonal as well as it is a great option if you want to cook a stew or soup - as it allows you to customize the ingredients according to what is available. By working with local ingredients, you gain an additional dimension in your dish and profile. Many want to support their local entrepreneurs, and it will be a great way for the customer to support both producer, farmer, fisherman, restaurant and shop at the same time!

Practically

- How do you get cooking food boxes into your current business? At the same time, before or after other cooking in the kitchen?
- How far in advance can you decide what you cook - can you send a week's food list to the store so the customers in the store already know it in advance?
- What quantities can you prepare per day? Per week?
- Cooling - It is important that the food is cooled down properly - prepare large quantities just enough to be able to cool.
- Packaging - The packaging must, as always, be approved for food and be sealed, so that it can be seen if it is opened before purchase. It is good if the lid is transparent so the customer can see the food in a good way on the shops shelf.
- Should food be packed before or after refrigeration?
- If the store you are going to work with already sells homemade food - ask them what kind of packaging they use.

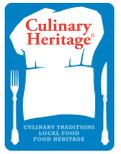
Transportation

- Can you bring the food yourself and keep the necessary cold chain, for example using cooling boxes?
- How far are you willing to drive?
- Do you need a refrigerated transporter to pick up from you?
- What times do you have to drive / pick up?
- Do you have contact with other transporters who anyhow drives a refrigerated transport on the route you need? Can you cooperate?

Labeling and Marketing

- Sales of prepackaged food in grocery stores normally requires strict labeling with ingredients (including allergens), information on best-before, contact details and more. For example, if you need to specify the contents of the ingredients that you use in the cooking, for example, if you have used a finished mayonnaise, the table of contents for it must also be included.
- Should you put on a list of ingredients yourself or can the store do it?

Example: In a shop that has started cooperation, the restaurant sends all week's food list complete with ingredient list in advance. The store inserts it into its own system of patches that they use in hot kitchens / deli dishes. The shop prints and puts on the etiquette. In this way, the box also gets a bar code and can be purchased in the self-scan if the shop have that.



- Take advantage of your local anchorage! Be clear in the information on the packaging that it is you as a restaurant who cooked the food.
- Conceptualize the specific cooperation. Can you call the collaboration something?
- Clear labeling on the shops selling shelf describing the collaboration, highlighting both you and the store's roles and commitment. Also highlight your local producers, such as farmers and fishermen, and suppliers.

Use social media - posts & tag

Use social media to spread the message - tag each other, and preferably the local suppliers you work with. This means that more people can share the information and your joint initiative. As a member of Culinary Heritage - don't forget to tag @CulinaryHeritage so we can spread the initiatives further as well!

Pricing

Pricing is entirely up to you and the store of course. In some of the already existing partnerships, restaurants and shops have chosen different arrangements. For example, one of the stores does not put out any margin at all, but sells at self cost basis just for promotion that they are helping out in a severe time as well as they know that customers will buy other items as well. However, common is that they all see the collaboration as an investment in long-term work, which can be developed and become more profitable for everyone eventually.

Long-term cooperation

Think about how you can already work to make the cooperation profitable in the long term. What can you think of doing together with the store later on? One shop was thinking about cooking evenings in collaboration between the store and the chef, or to develop the offer with luxurious weekend bags which they themselves are not able to offer in the same way as a cooperation between a restaurant and a grocery store can offer.