



brain &
poulter

Australia's No. 1
Food Consultants

*Big Ideas
on Food*

**YES
WE DO
TAKE
AWAY
PIZZA!**

CHAIN
TAKEAWAYS
FROM 4 - 9PM, WED TO SUN

*Food Done
Right!*



CoVID-19 Triage Package Introduction for Participants

March 2020

THIS IS NOT BUSINESS AS USUAL. THIS IS BUSINESS UNUSUAL. OUR CUSTOMISED COVID-19 TRIAGE PACKAGE WILL HELP NAVIGATE YOU THROUGH THE PANDEMIC.

With the changes announced by the Federal Government at 9pm Sunday 22nd March, B&P has created a Triage Package that you can use in preparing your F&B outlets for "Business Unusual".

We have collated a 45 minute Triage Package including a checklist and best practice examples from at least 50 F&B retailers (and counting) on ways to promote takeaway/delivery and reduce back of house costs.

The 45 minute mentoring sessions to build an individual ACTION PLAN for each tenant are available Australia wide.

B&P has collated some 50 best practice examples of how Food Catering and Food Retail Speciality tenants can prepare their business to stay as connected and accessible to as many of your customers/students or commercial tenants as possible during the current CoVID-19 pandemic.

In a 45 minute Zoom session one-on-one, a B&P food expert will provide the following "on point" demonstrable best practice examples and build a CoVID-19 SURVIVAL PLAN specific to your business to implement immediately.

Each session is structured around the following CRITICAL FACTORS:

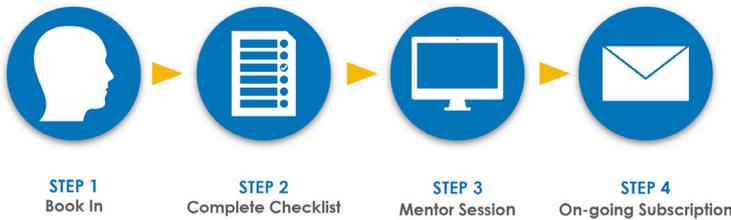
Minutes	Activity
5	<ul style="list-style-type: none"> • CoVID-19 Checklist – review of your pre-submitted 31 point questionnaire to ascertain how many best practice steps you already have put in place to combat the impact of CoVID-19 on sales and profits and where the immediate opportunities lie for you.
10	<ul style="list-style-type: none"> • Customer Interface strategies • (Food Retail, Food Court and Takeaway Shops only as of midday 23/03/2020) • Hygiene regimes for cutlery, ordering, service and payment • How to downsize merchandising displays and still look abundant • Communicating your CoVID-19 hygiene practices to customers • Best practice examples from social media channels on promoting takeaway options
10	<ul style="list-style-type: none"> • Back of House • Managing supply chain issues • Best practice methods for reducing menus and costs • How to minimise labour costs
10	<ul style="list-style-type: none"> • Delivery/Click & Collect • How to onboard a third-party delivery provider • How to select the most profitable menu items • Bundling recommendations to drive increased average transaction values • Best practice examples from social media channels on promoting takeaway options
10	<ul style="list-style-type: none"> • Action Plan



“Brain & Poulter was absolutely fantastic for our Café in turning around the tenant’s attitude and refocusing the business. After the consultancy finished the tenant is now installing new menu boards and has repositioned the business to suit the local area market.”

Melanie Hodge,
Centre Manager,
Mirvac Asset Management

How We Will Transform Your Business Into A Takeaway Hero in 4 Easy Steps



Here's how it all comes together.

Step 1 - Book In

Click on the link you will receive and select a time to meet with your F&B mentor. You can select times from 7am to 7pm Monday to Saturday to suit your schedule. Book soon as places are filling fast. You will then receive an email with the link to your Microsoft Teams meeting. You don't need a Microsoft Teams account to use this service but you will get the best from the session if you connect from a desktop or laptop using a camera and microphone.

Step 2 – Complete The Checklist

On the calendar booking, you will see a green button to complete the checklist. Click and complete the 31 point checklist so we know before the mentoring session where we can focus our help and advice most. We will send you a link to the checklist again in the confirmation email. You can choose to upload your menu at this time too. If you don't complete the questionnaire, we can't start the session and you may have to reschedule.

Step 3 – Mentor Session

5 minutes before your session starts, log onto the mentoring videocon session via the Microsoft Teams link and receive specific tailored strategies to develop an Action Plan.

Step 4 – On-going Subscription

Your landlord may have included an on-going subscription to our services. We will be in touch if this is the case. An on-going subscription includes email catch-ups on your action plan along with podcasts and a monthly update of the package.

If you have any troubles, reach out to Brain & Poulter via email covid19trriage@brainandpoulter.com.au