

Preparing Your Restaurant for Warm or Cold Weather





Preparing Your Restaurant for Warm Weather

Seasonal changes don't just mean sunglasses and short sleeves. How your restaurant functions has to change as well! Check off these items as warm weather approaches this year!

Maintenance

- Clean your patio, outdoor awnings, and umbrellas
- Refresh your foliage and maintain your landscaping
- Clean your windows, doors, and all outside signage
- Have your air conditioning unit serviced for efficiency
- Install misters outdoors and ceiling fans indoors

Menu

- Focus on lighter fare: salads, sandwiches, flatbreads
- Create an iced drink menu — alcoholic and non-alcoholic
- Offer a limited-time offer (LTO) or a prix fixe menu
- Promote BBQ catering or assemble "picnic packs" for sale
- Keep your menu easy, quick-to-order, and simple to read

Management

- In case of hurricane: prepare emergency closure plan
- Target ad campaigns to reach both locals and tourists
- Oversee kitchen procedures to avoid spoilage, wilting, melting
- Keep guest seating balanced across all quadrants and servers
- Watch tickets and deposits more carefully as volume increases

Employees

- Staff appropriately: account for increased traffic
- Train temporary workers as thoroughly as full-time staff
- Keep focused on table turns and friendly, efficient service
- Be patient when dealing with grumpy customers in a rush
- Encourage upselling on cool drinks, even when waiting for a table



Preparing Your Restaurant for Cold Weather

The season change doesn't just mean boots and scarves. How your restaurant functions has to change as well! Check off these items as cold weather approaches this year!

Maintenance

- Check the weather seals on your windows and doors
- Use a shovel to keep walkways and the path to your door clear
- Have your furnace serviced for optimum efficiency
- Get your roof inspected for potential leaks
- Keep your loading dock/back entrance clear of snow

Menu

- Think hearty: soups, stews, grilled sandwiches
- Create a warm drink menu — alcoholic and non-alcoholic
- Keep choices in season: squash, pumpkin, Brussels sprouts
- Package holiday gift baskets or "survival packs" for sale
- Offer something worth braving the elements

Management

- In case of blizzard: prepare emergency closure plan
- Double-check and confirm food/linen deliveries in bad weather
- Monitor the temperature/atmosphere in front and back
- Advertise your party room or catering services
- Keep enough gift cards/certificates on hand for the holiday season

Employees

- Staff appropriately: cover vacations, adjust for slow times
- Provide extra space for boots, coats, and umbrellas
- Offer free flu shots to your employees AND their families
- Train team on closure procedures and telephone/text chain
- Make employee safety your number one priority



“Working with Rewards Network gives us an additional layer of brand awareness... Whenever you can reach out to more customers and bring more people into your business, it’s a win.”

— Ryan Dorchak
Cloverleaf Tavern, Caldwell, NJ

Want to learn more about how Rewards Network can help your restaurant grow?

Contact us today:

restaurants@rewardsnetwork.com
or visit **[RewardsNetwork.com](https://www.RewardsNetwork.com)**

© 2019 Rewards Network Establishment Services Inc. All Rights Reserved.

The information contained in this digital content is provided for informational purposes only and should not be construed as providing tax, legal, accounting, career, or other professional advice. You should consult your own professional advisors before engaging in any course of action. Rewards Network assumes no liability for your use of, or reference to digital content. Customers who provide testimonials are not compensated for their contributions. We make no express or implied warranties or representations through the statements and/or opinions expressed by our customers. Individual results on the Rewards Network platform will vary.

rewards
networkSM