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| Unidine COVID-19 Client Update | View in browser. |



May 1, 2020

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Over the past two months, the coronavirus lockdown has altered normal operations. Unidine has used that time to begin preparations to support you as we move forward to re-open operations. Even with uncertainties, we will help you navigate the future of dining. While we don't yet know the federal or social context for reopening, as I stated in my prior communication, Unidine is developing customizable plans and recommendations for dining with social distancing.

These roadmaps will include comprehensive operating modifications for your consideration, customer communication templates, and a suite of post-COVID-19 safety awareness signage to post. Like a roadmap, there is no singular route back to re-entry. We're communicating and educating our management teams on services, safety, and hospitality recommendations early next week. Our operating teams will review the information with you and your key stakeholders. From there, a customized plan can be crafted that is flexible to the needs of your organization and is aligned with your goals.

I wanted to share some learnings from places that are further ahead of the coronavirus wave and ideas they deployed. Asia, particularly China, offers the best case study. They have made more significant steps towards normalization than any other impacted country. We have researched their approach and had five key takeaways:

1. Clear and visible signals are needed that convey we are in control of health and safety. This is critical to building customer trust.

2. Supporting our teams through reassurance, frequent communications, and training—and recognizing them for their flexibility and contributions.
3. We need to be prepared for ongoing variability and the potential start-stop of operations.
4. Leveraging the right technology encourages contactless exchanges with customers.
5. Consumers like to be given the means to protect their safety, therefore, providing the right guidance and tools is reassuring.

Additionally, here are some of the transformations happening with dining in Asia:

- Mandated limits on the proportion of people in any space
- Operations introduced in stages
  - For example, perhaps the bistro or coffee bar opens and then other on-site venues over time. If you only have one point of service, then open it in stages.
- Slow steady increases in volume over a period of 8 weeks
  - Allowing small numbers of people in a dining area each meal period
  - A limit of one chair per table and then 2 chairs per table
- Universal adoption of masks

Customers in these regions have responded to the slow return to a more normal dining experience with modified behaviors:

- Mindsets are split: about 50% welcome getting back to more normality and the other half remain cautious of any interaction
- People are nervous about trusting anyone other than themselves with their health
- Many people don't want to sit with or opposite each other to eat because they don't know where they have been or who they have been exposed to

We know the first cue to start ramping back up operations will be dictated by the CDC guidelines and conditions in your geography.  However, Unidine is prepared for that day and we have identified the following goals:

- Keep customers safe
- Support and protect our teams
- Encourage customers to dine with us

Everyone wins if there is a return to more-normal dining experiences.

I look forward to working with you in planning the near future. We recognize that developing clear plans that are well communicated will be key to our mutual success to keep the trust and confidence of our customers and teams. You continue to have the support of Unidine. Our teams are available to help you with any request as we work through this transition—together.

Please reach out to me with any questions.

Best Regards,
Richard B. Schenkel

Richard B. Schenkel