



Post COVID-19

# Creativity at work

## RESTAURANT REOPENINGS

A restaurateur's 2 greatest fears

1. Will my customers come back?


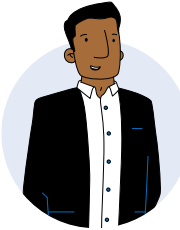
52%

2. Will my restaurant be viable with all the new health measures?

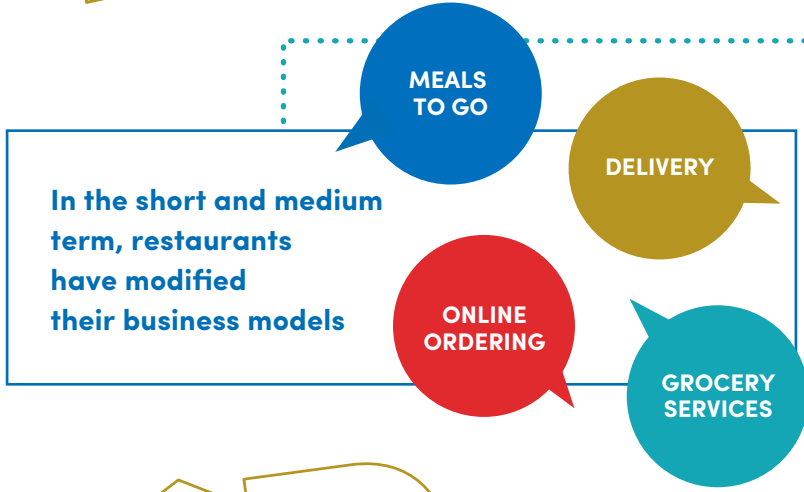
22%



Since the start of the crisis, 1 out of 2 respondents have set up delivery or takeout services

2x more consumers are using digital services for the first time



3 important key words: INNOVATION, CREATIVITY, REINVENT

# 4P

Rethink and re-evaluate your menu with the 4Ps in mind

- Profitability
- Popularity
- Preparation
- Portability

## 3 ideas for optimizing your profitability

1 Reduce the number of menu items available

2 Reduce the number of ingredients

3 Choose fully cooked and ready-to-eat items