

When Cleanliness Comes First, Guests Come Back for Seconds.

An unclean restaurant can have a lasting impact on customer perception.
Create a guest experience with cleanliness as the focus.

A study found patrons have a higher tolerance for poor customer service than bad hygiene or dirty premises. And the reasons consumers don't return are largely about cleanliness, not service.

66%

of respondents rated unclean or dirty premises¹

57%

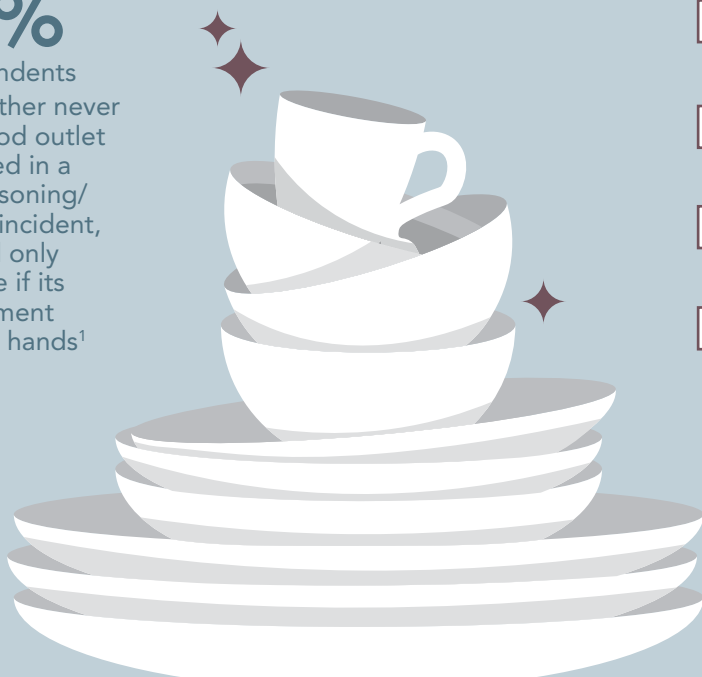
cited a low hygiene rating¹

16%

cited slow or poor service¹

75%

of respondents would either never visit a food outlet implicated in a food poisoning/hygiene incident, or would only visit once if its management changed hands¹



Have a Spotless Reputation

A clean front-of-house gives guests confidence of the cleanliness in back-of-house. Doing the little things right will keep customers coming back.

CHECK TO MAKE SURE YOU DO THE FOLLOWING:

- Wash and sanitize all surfaces including counters, tables and chairs
- Clean and disinfect restrooms throughout the day
- Dust corners, baseboards and wall décor
- Wash and sanitize menus and condiment dispensers
- Make hand sanitizer accessible at entryways or even tables
- Ensure employee compliance with proper appearance and clean uniforms
- Educate employees to follow all hygiene protocols

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