



HOW TO ADAPT YOUR BUSINESS: Pop-up Shop Best Practices

With operators around the country affected by COVID-19, we've put together some ideas to help you start a Pop-up Shop in your empty dining rooms. A pop-up shop will not only help you earn some extra money to keep your business going and keep your staff employed, but also provides a valuable service to your community. You have access to a number of pantry items through your distribution network that your customers may not be able to find at the local grocery store.

SETTING UP YOUR SHOP

- Consumers are looking for pantry staples like eggs, toilet paper, bread, milk and flour. Check out your local grocer to see what shelves are empty to help determine your offering.
- Clear space in your dining room and set up the tables around the perimeter for easy shopping.
- Mark off 6 foot increments on the floor leading to the cash register.

KEEPING CUSTOMERS AND EMPLOYEES SAFE

- Provide curbside pick-up service for advance orders or include in delivery orders.
- Limit the number of guests allowed in the shop at one time.
- Provide hand sanitizer for customers entering/exiting the store and also at the cash register.
- Post your sanitation practices in multiple locations to further reassure customers. Download Grande's Keeping You Safe printable signage. [CLICK HERE](#)
- When possible, limit cash transactions and provide ways to sanitize credit cards after use.
- Ensure that cashiers wash/sanitize their hands or change their gloves after each transaction.
- Use your staff to monitor the shopping area to maintain regulated social distancing guidelines.

HOW DO YOU PROMOTE YOUR POP-UP SHOP

- Use Grande's customizable menu to create your shop's list of products and prices. [CLICK HERE](#)
- Post on social media and your website.
- E-mail campaign to loyal customers.
- Postcard or mailer sent to neighborhood residents.
- Box topper to attach to all pizza orders.
- Put a sign on the front door of your restaurant or add to your sandwich board.

WHAT INFORMATION SHOULD YOU PROMOTE?

- Be sure to include your pop-up shop hours.
- Include special hours for the elderly right after your "deep clean."
- There will be fewer crowds than at the local retailers to help with social distancing.
- Your shop's offering - make sure to update it daily in your promotions to ensure that people aren't coming to your location for something you don't have.

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