

# Guests Expect More Now! Can You Meet Their Needs?

Guest experience is more important than ever and cleanliness has become critical to providing a great one.



**75%** of consumers will not patronize a retail foodservice establishment with negative reviews about cleanliness\*

## CUSTOMER EXPECTATIONS

### BEFORE:

- Good food/selection
- Atmosphere
- Discreet efforts to clean



### NOW:

- Visible cleaning of everything
- Good food/selection
- Atmosphere
- Access to complimentary, quality hand sanitizer and wipes
- Demonstrations around the establishment showing commitment to cleaning and hygiene

## TIPS FOR PROVIDING AN EXCEPTIONAL EXPERIENCE

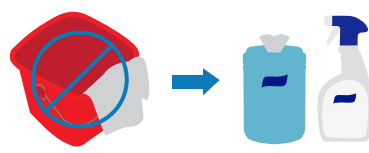


**Clean your surfaces**, from tables to shopping cart handles, often and in front of guests, using effective spray and wipe products that are safe for use on food-contact surfaces.

**Display a variety of messages**, from posters to floor and mirror clings, around the establishment to show them all the hard work you're doing to elevate your commitment to cleaning and hygiene.



**Offer plenty of sanitizer, placed properly**, from entryways, to near registers and restrooms, to around meats, because guests expect to find hand sanitizer in public — and are using it 2x more than in the past.<sup>1</sup>



**Ditch the rag and bucket**, which can do more harm than good and are often viewed negatively by guests. Replace them with aesthetically pleasing, all-in-one, disposable wipes or other ready-to-use products.



**Never disrupt your guests' enjoyment** with products that overload senses. With experiences centered around food, where all senses are involved, sanitizers can have a positive (or negative) impact.

**Use efficacious solutions**, as not all hand sanitizers are the same! Formulation counts and can mean protecting guests and employees ... or not.



## A TRUSTED BRAND CAN OFFER ADDED BENEFITS

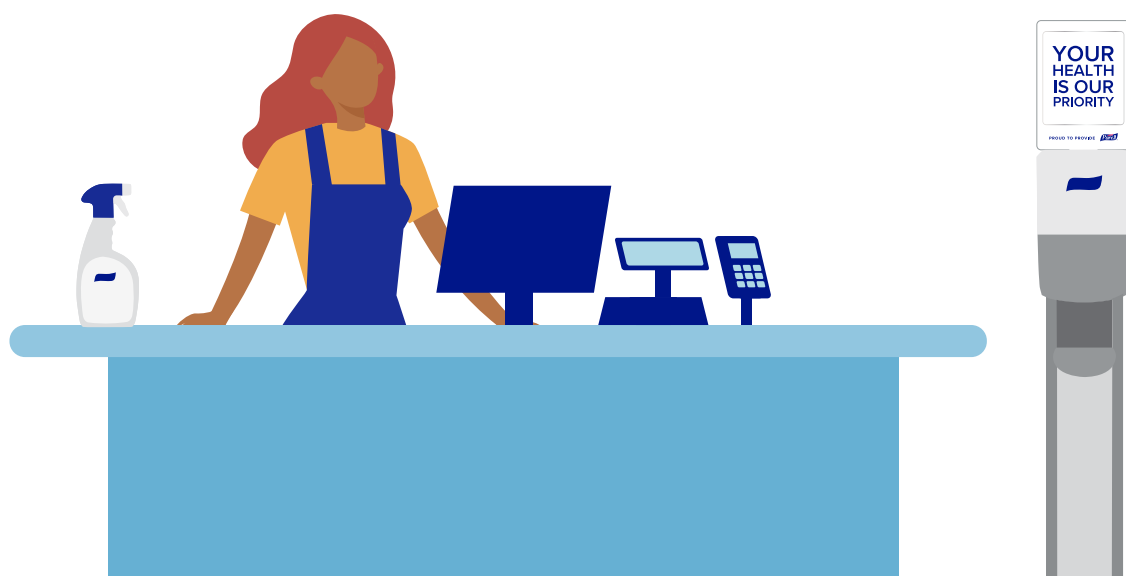
When you use a brand they recognize and trust, your customers can have an elevated level of confidence in knowing they made the right decision to shop or dine at your establishment.

**89%**

of guests said that **seeing PURELL® brand products** signals an establishment is concerned about their **health and wellness**<sup>2</sup>

**94%**

of employees have a more **positive impression of their employer** when PURELL® products are offered<sup>2</sup>



**Don't wait!**

Complete a **free preregistration** for the exclusive upcoming **PURELL® Brand Resource Guidebook**, "Elevating the Guest Experience for Today's World."



Visit [GOJO.com/Foodservice](https://www.gojo.com/foodservice) to learn more about products and services that can help.

\*<https://www.businesswire.com/news/home/20150609005439/en/Poll-Reveals-85-percent-Americans-Patronize-Business#VX3Dcfmqqr> | 1. Based on average use reported in public places, car, home, and at work comparing 2019 to April 2020. GOJO Industries, Inc., Internet survey, Market Research Report 015-096 North American Consumer Heightened Germ Awareness Wave.

2. Results based on a survey of 177 employees at a national chain, conducted May 2016 by GOJO Industries.