



Powering **Human Care**

RETAIL COMEBACK PLAN

Sodexo Healthcare's Relaunch Strategy



Living with COVID-19 | The “New Normal”

Never before has the world seen a pandemic despite such advanced medical care. As the world adjusts to a reality filled with social distancing and protective equipment requirements for grocery shopping, we see profound impacts on consumer behavior and expectations.

Sodexo Healthcare has been confronting the coronavirus since Day 1 in Wuhan, and we continue to combat COVID-19, in partnership with our client hospitals, through infection prevention, facility management, and food safety. This guide serves as a starting point for our client hospitals to understand our foodservice reopening strategy. As time passes and conditions continue to evolve towards normalcy, additional guidance will be provided on expanded offerings and operational norms.

New operations protocols pull from science, data, and consumer insights, particularly:



Food Safety First Mentality: Consumers have a heightened understanding of safe food handling practices and expect service providers to have exemplary practices in this area.

Improved Take-out/Delivery Packaging: In our new post COVID 19 world, packaging will need to be tamper evident and maintain the food’s temperature, moisture and presentation.

Individual vs. Shareable: Buffets, self-serve, shareable platters and bulk products are not options for the immediate future. Consumers expect individually packed and served meals to provide them with the confidence that meals have been safely prepared and delivered.



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General Operating Guidelines



The Covid-19 world has created many new consumer expectations, concerns and preferences. Now is our opportunity to adapt Retail operations to the “New Normal” and meet the needs of clients and patients, as we empathize with their needs.



Gamechanger: All food and beverages must now be served by an employee or packaged for Grab & Go.

We will deliver by:

- **Ensuring that all employees packaging and handling food are trained in Food Safety and observe all Sodexo procedures on safe food handling including proper refrigeration and hot holding of all perishable goods at all times per Sodexo HACCP food safety policies.**
- **Having employees wear proper Personal Protective Equipment.**
- **Observing social distancing guidelines to ensure six feet between guests in any pick-up or service areas.**
- **Encouraging contactless payment if possible.**
- **Avoiding reusable plates, utensils, cups, glasses & trays.**
- **Not operating Self-Service formats. This means all hot/cold dispensed beverage stations, condiment stations, yogurt machines and toppings bars must be served by an employee. As an alternate method of service, individually portioned sealed containers or Portion Control Packs (PCs) may be used. Salad Bars and Hot Bars will not be made available.**
- **Not allowing customers or employees to congregate in dining or service areas.**



Retail Cafe Weekly Menu

Starting up your retail operation begins with the core five week cycle menu. The menu items available for purchase have been selected based on their ability to fulfill the most common needs and wants of hospital staff and guests in today's unusual conditions, as well as provide a program that is simple to prepare and execute.

The Week at a Glance Menu includes culinary concepts that have been optimized for business restart. These are a great way to augment your core menu and offer variety and innovation.

Get your hospital back in the normal rhythm with the core, five-week cycle. A summer promotion program will be released and will add yet another layer of variety to offerings.



Gamechanger: Stick to the menus. It will benefit you, your consumers and your clients.

Use the Sodexo-provided menu as the items and ingredients have a high likelihood of remaining consistently available through our supply chain. These products are sourced through a minimum number of approved Sodexo vendors meeting our food safety liability indemnity. In addition, keeping to a fixed set of menu items will simplify both the production process as well as restocking of product from our suppliers.





Avoid Self-Service

We can no longer offer traditional self-service style items with the exception of prepackaged goods. We will use signage to clearly indicate offerings that are not available and manage consumer expectations through communication.

Adapting the retail space to eliminate self-service:

Salad bars and hot food bars will no longer be used for the traditional self-service style food offerings.

Instead, the equipment will be leveraged to display additional prepackaged options and items such as Simply To Go sandwiches, salads and reheatable meals.

Salads, soups and hot beverages will be offered at an assisted service counter where the product is delivered to the guest by a Sodexo employee upon ordering.

Both traditional and smart fountains for cold beverages will be closed to consumer use until further notice.



Consumer Packaged Goods



Consumer packaged goods remain an important part of Retail. A product assortment has been chosen that has a high likelihood of remaining consistently available through supply chain. These products are sourced from approved Sodexo vendors that meet our food safety liability indemnity.

As our menu mix shifts toward takeaway, cooler space for grab and display may become limited. Instead, we will use former salad bar and cold bar spaces for additional display areas.



Gamechanger: In the Covid-19 world, consumers will be looking to us for grab and go as a safe and comfortable option.

Simply to Go

Augment the core five-week menu cycle with the Simply to Go range of products. This is a time-tested and proven concept that will provide consumers with a variety of convenient grab and go options.

Simply to Go guidelines have been designed to meet regulatory standards in terms of labeling, but also-and equally importantly; our consumer needs.

simply
to go



DELIVERY ON THE GO



On the Go: Grocery, Meals & Delivery

Social distancing is key to protecting the health of your patients and staff during these challenging times. Smart ways to reduce exposure risk include mitigating or reducing the flow of travel to food establishments outside the hospital. Here are some options we can provide:

Grocery To Go

A selection of packaged items and grocery style products available on site, so staff don't need to make trips to the grocery store after work.

Meals To Go

A selection of menu modules including Simply To Go products, Take Home Meals and Daily Chef Specials to minimize staff visiting outside restaurants and other food outlets.

Delivery On The Go

A selection of Simply To Go Meals and a la cart items offered through Click & Deliver to individual collection points. Ordering options include Order forms, Sodexo Surveys, Catertrax and Bite.



Social Distancing Guidelines

Social Distancing is part of the “new normal.” Here are some key approaches we will be implementing in common spaces.

Crowd control

- Limiting access based on people per square foot.
- Restricting non-essential physical contact as much as possible.
- Implement stanchions to control/guide traffic flow.

Cafe

- Using floor markings to facilitate compliance with the physical distancing, particularly in the most crowded areas, such as serving counters and checkout stations.
- Where applicable, introducing plexiglass barriers at POS and counters as an additional level of protection for staff.
- Utilizing floor markings or guidance for traffic flow and lines at stations.

Dining room

- Removing half or more tables from a dining area and spreading remaining tables throughout the available seating space
- Removing chairs from every other table.
- Blocking entrance to every other booth (e.g., by visible tape)
- Affixing a sign on every other table or booth stating clearly that it is closed and not available for guest' use.
- Following government guidelines for number of guests that can be seated together. Tables cannot be combined to accommodate more seating than allowable by government guidelines.
- Observe social distancing guidelines to ensure six feet between guests in any pick-up or service areas. A graphic has been included that can be used for signage to indicate a safe distance.

Consumer Communication

As patients and staff navigate through retail environments, we can make the experience more engaging and interactive through the use of powerful print and digital communication focused on the consumer journey.

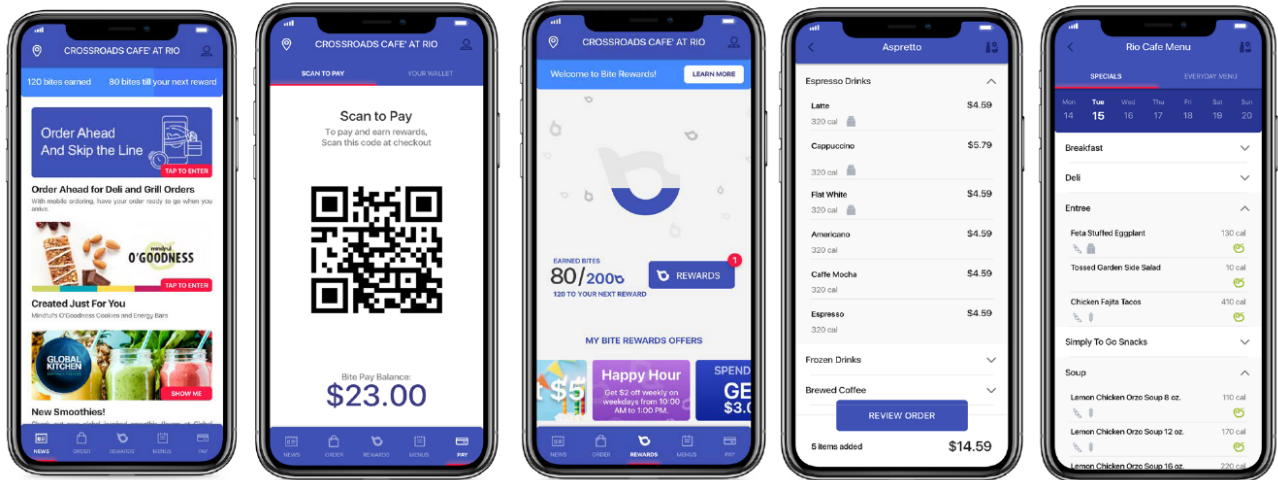
Communicating about our changing service delivery and menus, along with supporting information will be imperative for the successful relaunch of ancillary services, and to support the consumer experience as they navigate a changing environment.



Consumer Technology

Social distancing is key to protecting the health of your patients, clinicians and staff during these challenging times. Smart ways to reduce exposure risk include mitigating or reducing the flow of consumer travel to food establishments outside the Sodexo site, and even within your own walls.

Sodexo's proprietary consumer facing app, Bite, comes in different tiers providing different levels of functionality including menu & nutrition, ordering, loyalty and digital wallet.



Catering



Simply to Go catering is the perfect solution for catering; each meal is individually packaged and sealed with a tamper evident seal. Only guests handle the meal that was specifically prepared for them.

This program leverages the Simply to Go brand and consumer loyalty created by the solutions deployed in the cafeteria. Simply to Go is a terrific catering solution with fresh, simple meals boxed fresh and augmented with convenience items, such as baked goods, packaged yogurts and energy bars.

If your hospital doesn't currently have a Simply to Go program, this is a simple program supported by optimized menus, step-by-step instructions and packaging guidelines that operations teams can easily follow to stand up a catering option.

Doctors' Lounges

Given the many varieties of services offered within doctors' lounges, we can offer Simply to Go, Meals2Go or consumer packaged goods in any combination.

We will provide a server for any previously self-dispensed beverages and wrap any individual whole fruit and encourage contactless payment if possible.

As with other services, self-service buffet style offerings are discouraged.



Patient Nutrition



There are two options available for Patient Nutrition.

One is the full National Patient Menu and the other is a Covid-19 response reduced offering version that has been optimized for supply chain availability and production capabilities.

The full menu includes both room service and host/hostess options.

Depending on your circumstances, you may elect to run the Covid-19 menu before transitioning to the full menu range, when appropriate.

Powering Human Care

To learn more about our
Living with COVID strategies,
and how we can support your hospital,
please contact your Client Executive.

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