

TRADING HOURS.
MONDAY - SUNDAY
12:00 - 23:00

Dawn®



Open for Business

Your guide to reopening and retooling your bakery in the new normal

Open for Business

Your guide to reopening and retooling your bakery in the new normal

Dawn is here for bakers

As always, Dawn is committed to safely supplying & supporting your bakery, especially during this uncertain time. We understand your concerns about the coronavirus so, in partnership with Retail Bakers of America, we have put together some resources, information, and inspiration to help you successfully navigate the COVID-19 environment.

More and more states are loosening restrictions on businesses. Retail and restaurant operations are close to being able to expand hours and operations, and this means that safety and adhering to precautions are now even more important.

As you prepare to reopen or adjust your operations, recognize that you will be making a new first impression with customers. At this critical time, more than ever, bakers must deliver a great customer experience, including not only offering delicious, fresh baked goods, but also presenting a clean, safe, and professionally run operation.

Note that this guide provides summaries of some available resources and general guidelines for reopening a bakery and does not supersede any laws under which your bakery operates. Always follow the health and sanitation regulations established by your local, state or national governments. All guidelines, templates and resources included in this guide should be reviewed by your legal counsel prior to use and distribution to ensure they are in compliance with the laws of your respective governing body. This checklist is meant to be customizable with applicable components being used as deemed appropriate by each individual bakery location.

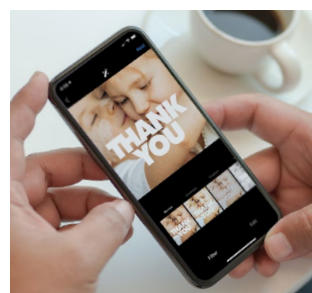


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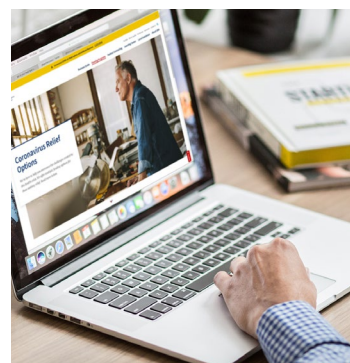
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Know Your Resources

Financial Relief May Be Available

Connect with your local chamber of commerce or local [SBA office](#) to understand what services and support they might be offering. From loan extensions to other financial incentives, local governments are coming up with creative ways to stabilize markets while the country is in quarantine.

In addition to local resources, there may also be state or federal programs available to help you with reopening. To determine which federal provisions might be available to help you with reopening, we've summarized the CARES Act, which includes significant provisions to help maintain and/or boost the economy by supporting both large and small businesses, as well as individuals. The summary below highlights elements within that plan that may be most relevant to you.



CARES Act Summary

Paycheck Protection Program Loans (emergency SBA 7(a) loans):

Creates an emergency loan program providing loans of up to \$10 million for eligible small businesses, permitting them to cover costs of payroll, operations, and debt service, and provides that the loans will be forgiven in whole or in part under certain circumstances. Section 1102

General Eligibility:

Program provides for \$349 billion to be used to guarantee loans to small businesses and other entities that have 500 employees or less. Available to businesses that existed on February 15, 2020 and had paid employees or paid independent contractors.

No Personal Guarantee:

No personal guarantee or collateral will be required in securing a loan.

Loan Amount:

The lesser of \$10 million or 2.5 times the average total monthly payroll (including benefits) costs from the one-year period prior to the date of application.

Loan Use:

Loan funds can be used to make payroll and associated costs, including health and retirement benefits, facilities costs, and debt service.

Loan Forgiveness:

Employers that maintain employment for the eight weeks after the origination of the loan, or rehire employees by June 30, would be eligible to have their loans forgiven, essentially turning the loan into a grant. Section 1106.

CARES Act Summary (con't)

Employee Retention Payroll Tax Credit:

Creates a refundable payroll tax credit of up to \$5,000 for each employee on the payroll when certain conditions are met. To qualify for the tax credit, the business had to either experienced a whole or partial shutdown or had seen a drop in revenue of at least 50 percent in the first quarter compared to the first quarter of 2019. The availability of the credit would continue each quarter until the businesses revenue exceeds 80 percent of the same quarter in 2019. Notably, employers receiving Paycheck Protection Program loans would not be eligible for these credits. Section 2301.

Delayed Payment of Payroll Taxes:

Allows employers to delay payment of the employer portion payroll taxes in 2020; payable in equal halves at the end of 2021 and 2022. Section 2301

Economic Stabilization Fund:

Creates a loan and loan guarantee program that sets aside \$454 billion for eligible business which is defined as a United States business that has not otherwise received economic relief in the form of loans or loan guarantees provided under the legislation. Mid-sized businesses that have between 500 and 10,000 employees are expressly eligible for loans under this provision. Although there is no loan forgiveness provision in this section, the mid-size business loans would be charged an interest rate of no higher than two percent and would not accrue interest or require repayments for the first six months. Companies accepting the mid-size business loans must retain at least 90 percent of their staff at full compensation and benefits until September 30.

In addition:

- The recipient intends to restore not less than 90 percent of the workforce of the recipient that existed as of Feb. 1, 2020, and to restore all compensation and benefits to the workers of the recipient no later than 4 months after the termination date of the public health emergency.
- The recipient will not outsource or offshore jobs for the term of the loan and 2 years after completing repayment of the loan.
- The recipient will not abrogate existing collective bargaining agreements for the term of the loan and two years after completing repayment of the loan.
- That the recipient will remain neutral in any union organizing effort for the term of the loan. Section 4003.

CARES Act Summary (con't)

Other Significant Provisions:

Direct Payments to adults of \$1,200 or less and \$500 per child (\$3,400 for a family of four) to be sent out in weeks. The amount of the payments phases out based on earnings of between \$75,000 and \$99,000 (\$150,000 / \$198,000 for couples). Section 2201.

Expanded Unemployment Insurance: Includes coverage for workers who are furloughed, gig workers, and freelancers. Increases payments by \$600 per week thru July 31, 2020 on top of what state unemployment programs pay. Section 2104.

Amendments to the New Paid Leave Mandates: Confirms the amounts that employers must pay for paid sick and family leave under the Families First Coronavirus Response Act are limited to the amounts covered by the refundable payroll tax credit – i.e., \$511 per day for employee sick leave or \$200 per day to care for another quarantined individual and for family leave (to care for a child due to school closures). Sections 3601 and 3602.

Legislative Resources:

<https://www.congress.gov/116/bills/hr748/BILLS-116hr748eas.pdf>

<https://www.help.senate.gov/imo/media/doc/CARES%20Section-by-Section%20FINAL.PDF>

Familiarize Yourself with Laws and Ordinances at the Local, State and National Levels



For an understanding of requirements that affect your bakery, become familiar with all federal, state and local regulations where your bakery resides. New regulations may require modifications to your business operations (such as closing down any dine-in area of your store) and require new safety policies that your staff will need to be trained on (like wearing masks and other personal protective equipment).

Given the uncertain environment, these laws and regulations are subject to change so it is critical to stay up-to-date on any legal changes that may affect your business and provide employee training on new laws or regulations applicable to their role.

Develop new operational policies and procedures

After determining requirements governed by your area's regulatory body (including your local health department), it's time to get to work developing new protocols to keep your employees and customers safe and modify your operations to support the changing needs.

Human Resources

- Establish processes and timeline for rehiring or re-acclimating laid off or furloughed employees.
- Amend job descriptions to include sanitation duties and other changes.
- Review compensation models and policies to determine if changes are required in the case of employee illness, late cancellations, etc.
- If an employee is confirmed to have COVID-19 infection, employers should inform fellow employees of their possible exposure to COVID-19 in the workplace but maintain confidentiality as required by the Americans with Disabilities Act (ADA).
- Consider using a hotline for employees to voice concerns anonymously.
- Check the SBA for additional resources <https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>

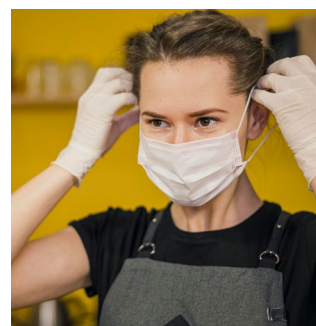
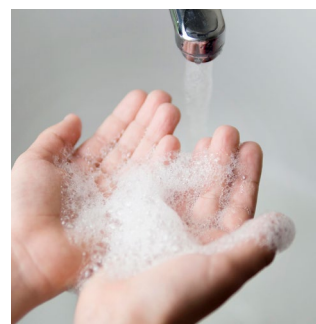
Staff Policies

- Establish necessary changes to employee scheduling patterns. Consider grouping staff together (e.g., Group A, Group B, Group C, etc.) with no work hour overlap in the event that staff members need to be quarantined due to COVID-19 symptoms or diagnosis.
- Set social distancing standards for employees in communal staff areas (e.g., food preparation areas, break rooms, hallways, etc.).
- Provide staff with an FAQ list and talking points on how to handle guest inquiries employees regarding sanitation, new policies, etc.
- Identify the protocol for employees to follow if they or a guest become ill or present signs of illness, including who to contact if employees become sick.
- Determine how social distancing requirements will be monitored and the process for managing guests who do not follow the requirements.
- Determine how capacity restrictions will be monitored and who will be responsible for monitoring.
- Implement flexible worksites (telework) for office staff to the extent feasible.
- Define uniform policy for all staff (including drivers, counter staff, bakers, etc.); a clean and well-organized look is critical to generate customer confidence in the professionalism of your operations.
- Check the CDC website for more information <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>



Staff Training and Education

- Thoughtfully welcome back employees.
- Establish wellness and sanitation “check-in” procedure at start of shift, including temperature check if applicable.
- Educate staff about updated sanitation practices and policies, including handling guest inquiries about those practices and policies consider highlighting the following information.
 - Make it clear that now more than ever EVERYONE is responsible for sanitation.
 - Distinction between cleaning, disinfecting.
 - Sanitation measures for protecting themselves including effective hand washing practices, proper PPE use, including accepted face mask type.
 - Proper use of disinfectants, including local, state, or national regulations, appropriate disinfectants for various surfaces, appropriate mixing of bleach or alcohol solutions.
- Establish staff areas of responsibility for cleaning and sanitation.
- Develop sanitation schedule corresponding to areas of responsibility.
- Provide proper hygiene stations for employees and moisturizers for their comfort to eliminate dry, chapped hands.
- Evaluate additional health and sanitation certification opportunities for staff.
- Designate a person who should administer and respond to COVID-19 concerns (employees should know who this person is and how to contact them).
- Check the CDC website for more information
<https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>



Review Your Facilities and Sanitation Materials

- Conduct a physical review of the space to ensure all essential systems are operational, including: Electrical, Water, HVAC, POS systems, Ovens, Mixers, and Refrigerators, and Music/sound systems.
- Verify that your hot water system can provide an adequate supply of hot water for increased hand washing and sanitizing.

Conduct a thorough review of your facilities:

- Keep surfaces clear and clutter-free to allow for frequent cleaning.
- Remove any shared publications, magazines, pens from both the front and back of store.
- Determine if changes need to be made to any self-service amenities, such as straw and napkin dispensers.
- If workstations are shared, print and post sanitation checklists to be completed during and at end of shift -- note differences in checklists that may be required for different groups of employees (e.g., drivers, bakers, counter staff).
- Evaluate your space to determine how social distancing will be managed (if applicable) in areas including: Entry/lobby, Customer Check Out, Bakery cases and viewing areas, Café and/or restaurant seating, Back of house and staff break areas.
- If customers are allowed inside, determine occupancy limits to ensure customers can maintain a safe social distance from each other and store employees. Set limits and remind customers to keep their space by using our [social distancing floor decals and in-store signage](#). (See download instructions on page 21) Also, consider installing a plexiglass shield in front of the register to separate employees from customers.
- Assign someone at the front door to open doors for customers, manage traffic flow into the store to ensure safe occupancy levels for social distancing, and answer questions to reassure customers.

Follow a sanitation checklist, like this one:

https://www.fmi.org/docs/default-source/food-safety/covid-19-cleaning-and-disinfection-for-human-touch-surfaces.pdf?sfvrsn=6fed8e1_0

Collect and prepare sanitation materials:

- Soap and hand sanitizer EPA-registered disinfectant (or equivalent, if outside U.S.) – A safe environment begins with clean hands. Hand sanitizer is available from Dawn to use in both the front and back of your operation.
- Disposable gloves – Protect your employees and products with food service gloves by stocking vinyl, nitrile and latex gloves in a variety of sizes. Ask your Dawn sales representative about availability in your area.
- Disposable gowns.
- Face masks – Enhance consumer confidence and staff safety while reducing the spread of germs within your facility.
- Household bleach (if applicable).
- Check the CDC website for more information
<https://www.cdc.gov/coronavirus/2019-ncov/community/clean-disinfect/index.html>

Review your on-hand ingredients:

If your store has been closed for an extended period of time, check that your supplies are in code and will deliver the quality you and customers expect.

- Check all expiration dates.
- Check the quality of ingredients not stored in original packaging (e.g., storage bins).
- Dawn Technical Support can help you validate the quality and freshness of your ingredients.

Determine any menu changes,

take inventory and place ingredient orders accordingly

- Consider eliminating bakery products that are no longer profitable and/or do not have the shelf life needed.
- Evaluate current menu for items that may need to be removed or altered based on availability.
- Merchandise popular items in window boxes, sealable bags and clamshell containers to keep the lines moving and getting people in and out quickly.
- For singles or couples social distancing, a full pie may seem impractical, so consider offering smaller 5-inch versions to help boost sales.
- Help consumers remember that they can still celebrate, just in different ways: Graduation parties and other celebrations will be smaller, so promote celebration cakes and desserts that are right-sized for smaller crowds. For more tips call your Dawn Sales representative and visit <https://www.dawnfoods.com/insights/not-too-big-not-too-small-just-right!-sell-more-by-mixing-up-portion-sizes-to-fit-today-s-appetites>
- Consider offering individually packaged cake products. Sales of individual cake slices, cheesecake slices, parfaits and cake bites are growing substantially.
- Smaller and single-serve treats can also become part of take-home kits, or frozen for baking and decorating at home. This gives your customers both the flexibility and indulgence they want in these highly unusual times. For more tips call your Dawn Sales representative and visit <https://www.dawnfoods.com/insights/today-s-packaging-needs>
- Determine if production staff and ingredients will be available to produce the menu item.
- If you are operating with a reduced team, consider earmarking one day for baking, where you can produce higher quantities of baked goods and freeze them for use throughout the week. Freezing isn't right for every baked good, and some are better frozen raw and some should be frozen baked. For more tips call your Dawn Sales representative and visit <https://www.dawnfoods.com/insights/meet-your-new-best-friend--the-freezer>
- Dawn's Technical Support can help you figure out how to reduce and add menu items to maximize opportunities, drive cost/labor savings, and match recommendations to the skill level of your staff.



Offer Curbside Pick-Up

To limit the number of customers in store at once and cut down on line crowding, consider offering call ahead orders with curbside pick up.

Curbside pick-up is a great revenue opportunity for bakeries in the “new normal”. Like No Contact delivery, this method of fulfilling a customer order supports the goal of social distancing gives confidence to your customers and helps protect your staff.

In Curbside Pickup customers’ orders for pickup, but instead of entering the store, they can call when they arrive, and a staff member will bring the food to the car.

To minimize staff/customer interaction, ideally this should be a credit- or debit-card only transaction with no signature collection required.



Step 1: Planning

Do you have the right layout for a curbside operation? The parking spaces for curbside pickup should be near a window or have a camera and monitor installed so you can monitor when customers arrive or where signage can be installed.

Step 2: Parking

The point of curbside pickup is added convenience, so don’t make people wait longer than necessary. Designate spaces for curbside pickup and post a sign on each so people know they’re reserved. This will also help advertise the service when customers walk by. Designated spaces mean staff will be able to locate cars quickly and easily as soon as they pull in.

Step 3: Payment

Make sure your payment system is set-up to process this order type. Whether online or over the phone, you need to be able to process orders and take payment, if possible, without physical contact with the customer. For more tips on payment processing visit <https://www.dawnfoods.com/insights/how-to-use-mobile-payments-in-your-bakery>

Step 4: Packaging:

You give up control over the order as soon as it’s handed to the customer, so make sure it’s packed properly. Do a few test runs to ensure delivery packaging is up to the task and won’t leak, break or spill. Take-out packaging that is stickered with your bakery logo, marketing messages and contact info gives orders a professional appearance and advertises your business. For more tips on packaging solutions visit <https://www.dawnfoods.com/insights/today-s-packaging-needs>

Offer Curbside Pick-Up

Step 5: Signage

Let your customers know where they need to go to pick-up with signage. Install markers to show where customers should park and any instructions they need to follow – ex. phone number to call or text.

Step 6: Training

Staff who take orders over the phone should be informed that Curbside Pickup now can be offered to Customers. To minimize staff/customer interaction, ideally this should be a credit- or debit-card only transaction with no signature collection required.

Designate staff to work the curbside pickup station so they can take the orders, facilitate their preparation, pack them and watch for customers' arrival.

When customers call, staff need to bring the order to the customer's car.

Remember to train your staff in hygiene and safety practices and make sure they wear a mask and gloves at all times.

Step 7: Promotion

Make sure that people know about your new service.

- Update your website with a description of your service and provide detail on what they have to do when they arrive.
- Download, print and [display signage for your storefront](#).
(See download instructions on Page 21)
- Promote the new service on your social channels [using these curbside social media posts](#)

Deliver Products

Directly to Customers

Food delivery is one of the fastest growing segments in the food industry because consumers seek convenience. That need for convenience still applies, and many consumers may still be hesitant to leave home for purchases. Help meet this consumer need by providing a delivery option. There are two paths you can take—create an in-house delivery service or work with a third-party provider.

In-House Delivery Service

Some benefits to setting up your own in-house delivery service are that there are no third-party fees to pay and you can drive customers to your own website/ordering system versus having to compete with other businesses offering similar delivery products on a third-party website. Here are some considerations to setting this up in-house:

Step 1: Evaluate your technology and point of sale system

How will orders be placed? Can customers place and pay for orders online or do they need to call it in and pay over the phone? If you're looking for a way for customers to place orders online, you will first need to set that up on your website. Here are some online ordering systems to consider:

- [MenuDrive](#)
- [Upserve](#)
- [ToastPOS](#)
- [Square POS](#)
- [Menufy](#)
- [Shopify](#)
- [ChowNow](#)

Step 2: Create your delivery menu

Some items may not work well for delivery so you may need to simplify or modify your delivery menu. Some ideas to consider:

- Establish minimum order requirements—this could be in dollar amounts or in quantities. For example, customers may only be able to order a dozen donuts for delivery versus 1 or 2.
- Consider listing only your most popular, best-selling items.
- Unless you can ensure delivery that keeps the product in tact, remove any meltable items such as ice cream or milk shakes from your delivery menu.
- Feature gourmet items that can be significantly marked up with little added expense. Learn more here <https://www.dawnfoods.com/gourmetdonut>

Dawn's technical service team can help with consideration of delivery and what items (product, packaging – holistic solutions) are best for delivery focus.

Step 3: Designate a space for delivery

After packaging an item to-go, you will need a consistent place to store delivery orders so that it's easy for drivers to quickly move in and out throughout the day.

Step 4: Train food delivery staff

Staff will need to be trained on what to-go containers each menu item should fit in and what additional items need to be added to each delivery bag. Drivers will need to be trained on how to carefully place food in cars to ensure items are not crushed or damaged en route.

Third Party Delivery Service

If instituting your own delivery system is not practical, consider partnering with a popular delivery service such as GrubHub, Postmates, DoorDash or UberEats. While these services do take a fee for the orders, this is the quickest way to jump start offering a delivery option for your customers.

Here's how to get started:

- [UberEats restaurant partner form](#)
- [Feature your business on DoorDash](#)
- [Partner with GrubHub](#)
- [Sell on Postmates](#)

Communicate Changes to your team

- Print and post new sanitation guidelines.
- Communicate with employees about the reopening strategy, including updates to menu and delivery and/or curb-side pickup.
- Communicate with employees about new internal employee policies or role changes.
- Provide key messaging points employees should communicate about the reopening (e.g., health and safety updates, changes to menu, etc.) and provide a list of FAQs you expect from customers so that all employees answer questions consistently.
- Evaluate a potential soft launch reopening to gather feedback from a specific audience prior to opening to the public (i.e. loyal customers, members, first responders, family members, etc.).
- Set up a process to gather feedback from employees during a minimum of the first four weeks of reopening to identify areas that need to be adjusted or revisited.
- Identify ways to visibly promote sanitation/cleaning activities (i.e. door hangers noting that sanitation is in progress and tent cards highlighting how often a space is sanitized).
- Distribute talking points to employees to ensure consistent messaging when responding to guest inquiries.

Staff Memo Template¹

Memorandum to Employees Regarding Temperature Screenings Template

MEMORANDUM TO: [INSERT BAKERY NAME]

Employees From: [INSERT SENDER NAME AND TITLE]

Date: [INSERT SEND DATE]

Re: Employee Screening Procedures

The health and safety of our employees and guests remain our top priority. As of [INSERT START DATE], [INSERT BAKERY NAME] will implement body temperature screening for all employees prior to the start of their work day as a precautionary measure to help reduce the spread of COVID-19. (If this is a mandate by your state/governing body cite those details here)

When you arrive to work, please immediately report to [INSERT LOCATION] before visiting any other areas of the facility. Private screenings will be conducted by [INSERT NAME OR POSITION TITLE] using a touchless forehead/ temporal artery thermometer. The employee's temperature and answers to respiratory symptom questions will be documented, and the record will be maintained as a private medical record.

Any employee who has a fever at or above 100.4 degrees Fahrenheit or who is experiencing coughing or shortness of breath will be sent home. [INSERT LANGUAGE ABOUT SICK LEAVE/PAY HERE FOR YOUR RESPECTIVE COMPANY]. The employee will be responsible for determining if a doctor's visit or call is necessary.

An employee sent home under this policy may return to work when he/she has been fever free with no respiratory symptoms for at least three (3) days without taking medicine to reduce the fever. If a doctor confirms in writing that it is safe for the employee to return, they may be allowed to return earlier than the three-day period. (It is recommended that a business consults with its legal counsel prior to deciding not to return an employee who has been medically cleared to return to work.)

If you have any questions regarding this new process, please contact [INSERT CONTACT NAME, PHONE NUMBER AND/OR EMAIL].

¹Template was provided courtesy of Retail Bakers of America

Communicate

that your bakery has reopened and promote changes to drive traffic

Now that the back of the house is set, your network needs to know! Think about the people and organizations who need to know you've reopened before developing a communications plan. Those may include local media outlets, Chamber of Commerce and Local Business Associations.

Everyone's in need of a little good news right now, and stories of local businesses rebounding from the pandemic make for great content. Let your local media and associations help you spread the word by proactively reaching out to let them know you've opened and are ready for customers. Use the press release template below.

Press Release Template²

[Contact Name and Title] , [Bakery Name]
[Phone Number] . [Email Address] . [Website]

HEADLINE EXAMPLE: [YOUR BAKERY NAME] SET TO REOPEN FOLLOWING COVID-19 SHUTDOWN

[CITY, STATE, DATE]— [INSERT BAKERY NAME] will reopen on [INSERT DATE] in accordance with the regulations and guidelines put forth by [INSERT GOVERNMENT ENTITY AND/OR PROFESSIONAL BODIES]. Management and staff have worked diligently during the bakery's closure to update its already rigorous sanitation and hygiene standards and implement new policies and procedures to promote the health and safety of customers and staff.

During these past months of uncertainty and change, we have been looking forward to the day when we can welcome customers back to [INSERT BAKERY NAME]. We are excited to announce that we are reopening our bakery on [INSERT REOPENING DATE] and will operate based on the reopening guidelines established by [INSERT GOVERNMENT ENTITY AND/OR PROFESSIONAL BODIES]. Our new hours of business will be [INSERT HOURS].

Our top priority has always been to bring an unparalleled safe experience to our customers, and our resolve is stronger now than ever before. Our team has been hard at work to raise the bar of hygiene and sanitation, as well as considering every step in the ordering process to ensure we meet your needs in a focused and safe manner.

A selection of the menu updates and ordering adjustments [INSERT BAKERY NAME] has made can be found below. [use bulleted list to detail the most critical updates made to your bakery's menu and ordering; see example below]

Revised Bakery Menu: [your bakery name] has revised its menu to include a simplified selection of bakery items

1. [item #2] 2. [item #3] 3. [item #4] 4. [item #5]

Revised guidelines for in-store pickup and/or curbside pickup:

1. PLACE YOUR ORDER ONLINE OR BY CALLING THE BAKERY 2. PROVIDE YOUR PAYMENT OPTION PRIOR TO PICK UP (Implement touchless payment options when available) 3. CHOOSE CURBSIDE PICKUP AT CHECKOUT 4. PROVIDE YOUR NAME, CAR TYPE, COLOR & LICENSE PLATE NUMBER

[INSERT QUOTE FROM OWNER/MANAGEMENT/CORPORATE FOCUSED ON GUESTS' PEACE OF MIND, GUEST EXPERIENCE, EXCITEMENT TO SERVE GUESTS AGAIN, ETC.]

[INSERT BAKERY NAME] will continue to follow local, state and national regulations regarding the safe operation of our bakery. As the bakery receives additional guidance, its policies and practices will be updated accordingly. Additional details can be found at [INSERT WEBSITE WITH HYPERLINK]. Customers interested in online ordering can do so via [INSERT DETAILS (i.e. booking website, phone number, etc.)].

²Template was provided courtesy of Retail Bakers of America

Communicate

with your customers

There are many different ways to let customers know you're back, both online and offline. Consider adding signage outside of your bakery or in the windows to let patrons know you are open and ready for business. If store hours or operations have changed, include those changes on your signage as well so customers know what to expect. Online, there are a number of places to update your information to maximize reach:

- **Google Local Business Listing:** This is what appears first in Google when someone does a local search for your business or industry, so it's important to keep this up-to-date and your hours of operation current. [Create a Google Local Business Listing here.](#)
- **Your Website:** Don't forget about the importance of your own website. Updating the landing page to announce you are open shows customers that you're back and ready to take their orders.
- **Social Media:** Start a "We've Missed You" campaign to delight your followers, reminding them that they can begin reordering all their favorite treats. Social media is currently the number one way to reach your current followers and gain new customers because people are spending so much time online while social distancing.

As you're working to drive traffic back to your bakery, remember that the pandemic has heightened consumer caution. In addition to promoting product offerings, remember to publicly share all that you've done and continue to do to ensure customer safety and set their minds at ease. Use social media to talk about your sanitation process and share photos of your [social distancing signage](#) and efforts in action.

Level-Up Your Social Media Skills

Whether you consider yourself a social media expert or are just starting to think about activating social accounts for your bakery, now is the time to ramp up your online presence. This can feel daunting given the daily shifts businesses are being required to make as COVID-19 impacts the world, but there are important reasons that social matters now more than ever. Here are some resources to help you level-up your social media game:

Why Social Media?

- **Connect and interact with your customers:** Let your business's personality shine!
- **Learn more about your customers:** Social media generates a large amount of data and analytics about your customers in real time.
- **Stay top of mind:** Most social media users log into their accounts at least once per day and many people check multiple times per day. Stay top of mind so you're their first stop when they are ready to make a purchase.
- **Build Awareness:** Establish your brand. If people don't know about your business, they can't become a customer. Social media boosts your visibility and lets you reach a wide audience.
- **Increase sales:** Encourage users to visit your bakery and even give them a promotion

Communicate

with your customers

Which Social Media should you pick?

Facebook vs Instagram

In the world of social media, there are many places you can be. One size does not fit all, and depending on your skill set and bakery demographics, some social media platforms may be better suited for you than others. Between Facebook, Instagram, Twitter, LinkedIn, Snapchat, Tik Tok, Facebook and Instagram should be your top two to consider for local bakeries.

Facebook

In the world of social media, Facebook is king. While its users skew somewhat older than all other social media platforms, it is by far the most popular and is used by over 2 billion people worldwide and gives you the best potential to cast the widest net.



- **Demographics:** Older demographic including the 65+ age group.
- **More informational:** Business hours, in-depth bio, upcoming events and more.
- **Larger audience:** Ad campaigns have the potential to reach a larger audience.
- **Several methods of interaction:** Feed ads, right-hand-side ads, business pages, groups, and a chat function.
- **Direct link Sharing**

Creating a Facebook Business Page

1. Go to www.facebook.com/pages/create
2. Fill in your business info including name and category
3. Upload your profile and cover photo. Tip: Use your logo as your profile pic
4. Add additional business details (Descriptions, Contact, Location, Hours, etc.)
5. Create your first post – Share something about your bakery (New items, special offers, etc.)
6. Publish your page! Select the green [Publish Page] button in the left-hand menu
7. Post to your page frequently – Let your customers know what sweet treats you have!

Communicate

with your customers

Instagram

Because of the highly visual nature of Instagram, food does exceptionally well on this platform. Restaurants and brands know that this platform was basically built for foodies, so if you're on Instagram and can be tagged in a post, it's a great way to get free advertising through the networks of your followers.



- **Demographics:** Younger demographic.
Largest age group between 13-29 years of age.
- **Engagement:** Smaller audience, but higher engagement.
- **Authenticity:** Focus on capturing authentic moments.
- **Strictly photo and short videos.**
- **All about mobile.**
- **Hashtags:** Increase searchability.

Creating an Instagram Business Page

1. Download the Instagram app from your app store
2. Create an account and choose your profile photo
Tip: Remember using your logo will help customers identify your page
3. Complete your profile information (Website, Description, Location, etc.)
4. Convert your profile into a business account
 - Go to your profile and tap the three-line icon
 - Select "Settings"
 - Choose "Switch to Professional Account" and follow the prompts
5. Share photos and videos from your bakery!

Tips for Better Posts

Be engaging

- Make customers want to come back.
- Respond to comments and messages as quickly as possible.
- Post questions asking your customers what they want to see in your bakery.
- Ask customers to leave a review- even give them an incentive for sharing.

Focus on your photography

1. **Embrace Natural Light** – Set up products in front of a large window and harness natural light, but try to avoid direct sunlight.
2. **Focus on the Hero** – Focus on the best-looking product.
3. **Create a Cohesive Style** – Match your bakery's website and social media feed look. Try apps like VSCO to edit your photos.
4. **Invest in Food Styling Tools** – Tweezers and pastry brushes are great for cleaning up a shot.
5. **Choose Props Carefully** – Add props that highlight the products. i.e. for a peach muffin, try adding a peach in the shot as a flavor cue.

Read more tips here:

<https://www.dawnfoods.com/insights/a-recipe-for-the-perfect-facebook-post>

Communicate

with your customers

Consider Using Social Media Paid Advertising

A little goes a long way: You don't need to spend a lot to get a good ROI on social media ads. Use any amount – Even a dollar a day can help spread awareness and capture customers.

Campaign Objective: Choose the goal of your social media advertising strategy.

Popular goals include: Choose the goal of your social media advertising strategy. Popular goals include: Increasing traffic, visibility, engagement, lead generation and sales.

Choose your copy and image: Be sure to match your copy and image to your campaign objective.

Choose your target audience: Select who you want to see your ad. Are they current customers, prospective customers, etc.?

Learn more about social media paid advertising:
<https://www.dawnfoods.com/insights/facebook-targeting-tips-for-bakeries>

If you are excited about the potential impact social media could have on business, but you are concerned that it might be too much for you to take on now, consider contracting this work to an expert near you (check [LinkedIn](#) for local professionals).

Source: Bakery Reopen Kit, Retail Bakers of America, May, 2020

We are in this together.

Dawn Foods would like to thank the [Retail Bakers of America](#) for their partnership on the Bakery Toolkit.

Retail Bakers of America

We are the [Retail Bakers of America](#) helping the baking industry flourish since 1918.

As a nonprofit trade association, the RBA is proud to cater retail bakers, allied suppliers, educators, students, and industry partners. With over 100 years of success and growth, the RBA continues to provide programs, support services, networking opportunities, and strategies that will help your bakery RISE to the top. As the fastest growing industry association, we are a baker's business partner. Advocating the retail baker by maintaining relationships with key industry partners, keeping you in the know about issues and policies that will affect your bakery, and bringing bakers together from across the country.

Dawn Foods is a Proud Sponsor of [National Bakery Day](#) with the RBA. Friday, September 25, 2020

You KNEAD an association that works for you - join the Retail Bakers of America today! www.RetailBakersofAmerica.org. Ask for the Dawn Toolkit Discount!

Downloading instructions for assets provided on Dawn's Brandfolder:

1. When linked to Dawn's Brandfolder site, select the asset you would like to download.
2. Click 'Download' in the lower left hand corner.
3. A zipped folder will appear in your 'Downloads' folder on your personal computer.

