

Kitchen Open Resources

Resources to help your business
stay open during the
coronavirus (COVID-19) pandemic

Inside you'll find:

- All the links from the book
- Other resources I couldn't fit in
- Resources suggested by readers of the book

Jamie Jack
"Connecting Businesses to Customers"

Welcome!

My name is Jamie Jack. I'm a social media manager who formerly owned a specialty food store, and I wrote *Kitchen Open* because I want to help restaurants consider their options as we navigate uncharted waters during the pandemic.

You are doing your best to figure out what to do, both for your restaurant and your customers. I'm glad you discovered my book, and I hope it offers practical suggestions that will help you stay afloat during these times—or reconsider reopening if you are closed. Good for you for wanting to understand more about your options and communicating with your customers!

This resource list has all the links in the book and a few new ones as well.

- Links to articles you might find useful as you consider your options.
- Links to other companies that offer offbeat solutions to consider.
- Links to information hubs with info about restaurants and/or the coronavirus.

Know any other companies offering solutions that might help your fellow restaurateurs find the best solutions ... or fellow restaurants that are doing something different? Contact me through my social media agency page and let me know! <https://www.facebook.com/SocialSynergyLocal>

Take a few minutes, and flip through this resource list. I hope you it helpful.

Turn the page, and get started!

Resource List

My Resources

Get a Hold of Me: <https://linktr.ee/jamiejack>

My Social Media Agency Page: <https://www.facebook.com/SocialSynergyLocal>

Facebook Group for this Book:

<https://www.facebook.com/groups/restaurantkitchenopen>

Kitchen Open Resource Page: <https://www.socialsynergylocal.com/kitchen-open-resources>

Chapter 1 Resources: Goals

Download the workbook, which includes worksheets for the exercises in this chapter.

[Free “Yes, We are Open” social media graphics](#)

[Free “Sorry, We’re Closed” social media graphics](#)

Free stock Open sign images [Unsplash.com](https://unsplash.com) | [Pexels.com](https://pexels.com)

Free stock Closed sign images [Unsplash.com](https://unsplash.com) | [Pexels.com](https://pexels.com)

Chapter 2 Resources: Dining Options

[National Restaurant Association: Official Orders Closing or Restricting Foodservice](#)

[National Restaurant Association’s COVID-19 resource page](#)

Useful Articles about Dining Options

Takeout

- [Tips for Successful Takeout](#)
- [How to Start a Restaurant Takeout Business](#)
- [Three Things Restaurants Can Do to Increase Takeout Orders](#) by Grubhub (definitely biased toward themselves, but still some good ideas)

Curbside Pickup

- [Curbside to Go](#)
- [4 Steps to Curbside Pickup](#)

Setting up In-House Delivery

- [A Step-by-Step Guide to Adding Delivery](#)
- [How to Set Up Delivery Service for Your Restaurant](#)
- [How to Start a Restaurant Delivery Service](#)
- [5 Questions to Ask Before Adding Delivery to Your Restaurant](#)

Services You Might Want to Add

Online Ordering

Gloria/Global Food [partner link](#) | [non-partner link](#)

Gloria/Global Food offers a free online ordering system that you can attach to your Facebook page and your website; they do offer premium services, but the basic, robust system is completely free. The partner link goes to my page at Global Food for signup, and the second goes straight to the company's website. Sign up at whichever you prefer. If you sign up through my page, you'll be added to my dashboard. This way, I can help with some of the setup, like linking your new ordering system to your Facebook page for you and possibly adding your menu if it isn't too complicated. I do make a small percentage if you purchase any premium options through them ... and nothing if you don't! Feel free to go either way. I do adore this service, and I think you will, too!

Third-Party Delivery Platforms

NOTE: Not every platform will be available in all areas. Explore on the general website to see if they serve your area.

<p>Grubhub</p>	<p>Sign Up Options: Delivery POS</p> <p>Learning</p> <p>Marketing Articles (most not about Grubhub specifically)</p> <p>Operations Articles (most not about Grubhub specifically)</p> <p>Basics Articles (knowledge base for getting up and running with Grubhub)</p> <p>More Resources (both Grubhub specific and general)</p>
<p>DoorDash</p> <p>(available in US, Canada, and parts of Australia)</p>	<p>Sign Up</p> <p>COVID-19 Merchant Resource Center</p> <p>Free Printable Window Graphics</p> <p>Current Financial Assistance Program</p> <p>50% Commission Reduction Program (through end of May)</p>
<p>Uber Eats</p> <p>(available US, Australia, and 12 other countries)</p>	<p>Sign Up</p>
<p>Postmates</p>	<p>Sign Up</p>
<p>Delivery.com</p>	<p>Merchant Info Page (sign up at the bottom)</p>

US Regional or City Only Third-Party Delivery Platforms

[Caviar](#) (affiliated with DoorDash)

[ChowNow](#)

[My Town 2 Go](#)

[Foodrunners.net](#)

[FeedNow](#)

[Seamless](#) (affiliate with Grubhub)

[Bite Squad](#)

International Third-Party Delivery Platforms

International Platforms

[Foodora](#) (available in Canada, Norway, Finland, Sweden, Romania, Bulgaria, Pakistan, Bangladesh, Singapore, Malaysia, Thailand, Hong Kong, Taiwan, Philippines)

Canada

[Skip the Dishes](#)

[Foodora](#)

UK

[Just Eat](#) (offering 25% to all NHS workers; nice!!)

[Deliveroo](#)

[FoodHub](#)

Australia

Uber Eats & DoorDash offer delivery in parts of Australia

Australian Third-Party Delivery Platforms

[Deliveroo](#)

[Menulog](#)

[Australian Good Food & Travel Guide](#)

Offbeat Services Not Mentioned in the Book

[BringgNow](#) (free software-as-a-service that is meant to simplify working with different ordering and delivery systems)

[OneDine](#) (free [except for credit card transaction fee] enhanced curbside pickup)

Chapter 3 Resources: Creative Ideas

Restaurants Mentioned

Lazy Dog restaurant chain

Website: <https://www.lazydogrestaurants.com/pantry>

Facebook Page: <https://www.facebook.com/LazyDogRestaurants/>

Hop DeVine

Website: <http://www.hopdevine.net/food-menu/>

Facebook Page: <https://www.facebook.com/hopdevine/>

Canlis

Website: <https://canlis.com/>

Facebook Page: <https://www.facebook.com/Canlis.Seattle/>

One of piano livestreams: <https://youtu.be/PaAtQAiC3cl>

eGift Cards and Certificates

[SquareUp](#)

[Kabbage](#)

Gift Card Directories

[Dining Bonds](#) (sell your gift cards as a discounted “bond”)

[Rally for Restaurants](#)

Branded Merchandise

[Innovacity Media Restaurant Swag](#)

Chapter 4 Resources: VIP or Loyalty Programs

Pay-per-email-address email management: **Aweber** [affiliate](#) | [non-affiliate](#)

Pay-per-emails-sent Email Management

[MailJet](#)

[MailGun](#)

[SendGrid](#)

SMS Companies

[Clickatell](#)

[Twilio](#) (this is the ones that works with Sendiio)

[ClickSend](#)

Keep-it-all-under-one-roof solution: **Sendiio**: [affiliate](#) | [non-affiliate](#)

Chapter 5 Resources: Optimizing the Box

Free online graphic design tool: [Canva](#)

Outside graphic designers

[Upwork](#)

[Fiverr](#)

Online printing companies

Remember to look for any online coupons for these companies before you order!

[Print Place](#)

[Print Runner](#)

[Vistaprint](#)

Chapter 6 Resources: Your Website

[Google My Business](#)

Chapter 7 Resources: Static Parts of Facebook Page

[Free Facebook restaurant cover designed by me](#)

Facebook resource pages for COVID-19 or restaurants:

[How to stay connected with customers, including templates and graphics you can use](#)

[Responding to COVID-19 for Restaurants and Cafes](#)

Business Resource Hub: <https://www.facebook.com/business/boost/resource#>

Setting Up Your Facebook Page Articles

- [New Facebook Pages](#)
- [Steps to Create a Facebook Business Page](#)
- [Facebook Business Page](#)

Chapter 8 Resources: Changing Parts of a Facebook Page

[Free “We’re Open” social media graphics](#), 66 made by me!

[Free “Sorry, We’re Closed” social media graphics](#)

Free meme generator: [ImgFlip](#)

[Canva.com](#)

[Unsplash.com](#)

[Pexels.com](#)

Chapter 9 Resources: Leveraging Facebook Features

None yet!

Chapter 10 Resources: Other Social Media

[Ubiquiti](#)

Chapter 11 Resources: Prioritizing Your List

None yet!

Information Hubs and Other Resources

Each of these have different types of information they offer. All do have general information, but some will have information about the solutions they provide.

Toast.com	<p>Updated weekly, this has 4 sections with links to articles in them: Taking Care of Your Staff, Communicating with Guests, Managing Your Profits (more about business than profits), Sanitizing Your Restaurant</p>
National Restaurant Association COVID-19 Resource page	<p>FAQ, resources, and news articles</p>
COVID-19 Merchant Resource Center at DoorDash	<p>Info about their financial assistance programs (including 50% commission reduction), how to update, sample communications, ideas for enhancing your menu, and more</p>
<p>Facebook</p>	<p>Facebook has several information hubs to do with COVID-19, including a page specifically for restaurants.</p> <p>Facebook post templates and graphics to stay connected with your customers</p> <p>Business Resource Hub (including COVID-19 specific info)</p> <p>Restaurant & Café page (with COVID-19 info)</p>
Touch Bistro	<p>Articles on a variety of operational topics</p>

Check the [Kitchen Open resource page](#) often, as I will be updating this guide and the page when needed.