

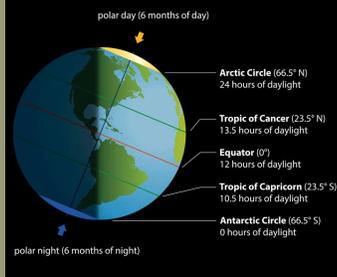
June 2020
Newsletter



1900 Phillips Field Road
Fairbanks Alaska 99701
(907)458-0000
fax (907)452-2201
(800)478-2371



summer solstice



The Summer Solstice is Saturday, June 20th, 2020 at 1:44PM ADT

SOLSTICE ACTIVITIES:

Virtual Midnight Sun Run
Plot your own course, June 19th- June 22nd. Register to enter the costume contest

Yukon 800 Marathon
Start: Pikes landing 11am, Saturday June 20th
Finish: About noon, June 21st



~~CANCELLED:~~
Downtown Midnight Sun Festival

Goldpanner Midnight Sun baseball game

ALASKA IS OPEN, BUT WITHOUT TOURISTS

The Good:

On May 22nd, the State of Alaska lifted restrictions on restaurants. This means that all restaurants can legally operate at 100% capacity.

The Bad:

Without any cruise ships docking at South Central Alaska ports this summer, the loss to Alaska business is huge. This means less business for

some and closure for others.

The qualifications:

Precautions are still necessary to create a safe and comfortable atmosphere for your guests. All businesses, especially restaurants will be creating their own safe procedures as we learn to live with the covid-19 virus without creating an overwhelming amount of

new cases. See page 2.

Alaska will not be celebrating Summer Solstice the same way this year, but we will all be enjoying the long hours of daylight anyway.



RECIPE: TACO CUPS

This recipe features Spicy Taco Meat from Wampler's Farm. This is all natural, fully seasoned, and ready to cook. It contains no sugar, no nitrates, nitrites or MSG

SERVINGS: 6

INGREDIENTS

- 8 corn tortillas
- 1 roll (16 oz.) Wampler's Pork Spicy Taco Meat (#104030), cooked
- ¼ cup frozen corn kernels, thawed
- ¼ cup canned black beans, drained and rinsed
- ½ cup chopped tomatoes
- ½ cup shredded Jack/Cheddar cheese
- 8 pickled jalapeno slices

Garnish: sour cream, cilantro leaves, guacamole

DIRECTIONS

1. Heat oven to 350°F.
2. Using a 3 ½-inch biscuit cutter,

- cut tortillas into 8 smaller circles. Place each tortilla in lightly greased muffin tin cups. Lightly spray with cooking spray.
3. Bake 10 minutes.
4. In large bowl, combine taco meat, corn, black beans, and tomatoes. Spoon mixture into tortilla shells. Sprinkle with cheese and top with jalapeño slices.
5. Bake 10 minutes or until heated through.



MARKETING TIPS

So now that you have reopened, how can you make sure that your customers know that you are open and that they should come back? Whichever platform you use, be sure to emphasize your cleaning routines and your other safety protocols.

The internet: Keep your website current. Post changes on your homepage. Claim your "Google my Business" and make sure your hours are current.

Social media:
Facebook- Post frequently. Tag local news media outlets so they can publicize your newsworthy changes. Anything related to Covid-19 is newsworthy including changes in how the public is reacting to dining out again.
Instagram- Engage your customers by asking them to post their pictures to your account.

Email:
Build an email database by creating a loyalty program. Email your loyal customers with special discounts.

Text messaging:
Use apps like WhatsApp to post not just text messages but also videos. Make a video about your current promotion

Support the community and use all the above platforms to talk about it. Create a promotion that donates either money or food to a charity for every promotional item that you sell. Your customers will support businesses that are part of the community.

REOPENING YOUR RESTAURANT

Since May 22, the state of Alaska has lifted restrictions for business including restaurants. This is great news for restaurants who want to welcome back their customers and for Alaskans eager to dine out. As soon as restrictions were lifted here, Fairbanks came out to eat. However, just because it's legal to reopen doesn't mean you shouldn't be smart about it.

The CDC still recommends a list of guidelines to slow down the spread of the Covid 19 virus and it makes sense to follow at least some of these guidelines.

A recent national survey showed this breakdown of guests that will return:

Top 33% - Early Adapters This group includes those who are willing to take risks and don't want to let the pandemic change their lives.

Middle 33% - Wait & See This group is more cautious and is not in a hurry to join the crowd.

Bottom 33% - No Chances This group is mostly older people and others in high risk categories.

How do you get **all** these groups back in your restaurant? By offering hospitality to your guests, which means that you want them to feel safe and to be safe. You must be vigilant about cleaning, sanitation and personal hygiene and you must show this to your guests. Let them see the servers applying hand sanitizers; let them see that you are disinfecting the tables and other surfaces. Make sure they see you sanitizing menus and condiment bottles before presenting them. Post signage describing your improved cleaning schedules. Also post signs that make clear any changes in policy such as reservations, hours of operation, methods of payment, etc.



RESTAURANT CHANGES IN THE REST OF THE COUNTRY

WHAT YOU WON'T SEE:

Leather bound menus

Self-service stations such as

- Buffets
- Salad bars
- Soda and other beverage fountains

Dessert trays and carts

Table side preparation like scratch-made guacamole, a tradition at many Mexican restaurants.



WHAT YOU WILL SEE:

Disposable paper or electronic menus

One-way buffet traffic where team members will serve guests cafeteria-style.

Physical barriers and partitions between tables and in front of cashier and hostess stations

