

READY TO SERVE SAFELY CAMPAIGN TAKE THE PLEDGE – BE PROMOTED!

Overview

Knowing that coronavirus cases will likely increase significantly during the fall and winter, restaurants will face one of their biggest challenges to date: Consumer confidence in the safety of dining in restaurants during a global pandemic. Because the survival of so many restaurants is at stake – the Wisconsin Restaurant Association created the “Ready to Serve Safely” statewide marketing campaign to rally public support for restaurants and increase the number of diners to restaurants for dine in, carry out, delivery and curbside experiences.

The core of the campaign features and promotes restaurants who have committed to following all public health safety guidelines, state/local mandates and best COVID-19 mitigation practices. By showcasing the extensive precautions taken by many restaurants, we hope to change the public perception that restaurants aren’t safe.

To participate, restaurants must sign the “Ready to Serve Safely” commitment and follow specific safety protocols and compliance criteria. The requirements are easily achievable and line up with what most restaurants are already doing.



Why Participate?

Restaurants who take the Ready to Serve Safely Commitment pledge will receive the following benefits:

- Receive increased exposure to potential customers
- Be recognized as a responsible and safe place to dine
- Be listed on the safediningwisconsin.com website as a participating restaurant
- Be promoted statewide in the “Ready to Serve Safely” public awareness campaign
- Receive a Digital Marketing Toolkit, including social media posts and email templates
- Receive “Ready to Serve Safely” posters available to print and display at restaurant
- Receive a Record of Commitment to print and display at restaurant

What Do I Need to Do?

- 1 ▶ Review the “Ready to Serve Safely” commitment safety measure checklist at safediningwisconsin.com
- 2 ▶ Ensure you meet requirements and continue to implement all criteria
- 3 ▶ Take the pledge by completing the online form at safediningwisconsin.com
- 4 ▶ Once your WRA membership is confirmed, you will receive a Restaurant Toolkit
- 5 ▶ Continue to adhere to safe dining criteria and enjoy being promoted as a safe dining establishment

This program is available to WRA members only and is free!

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