**CHART Virtual Training Forum (VTF) – Notes on Best Practices**

*Note: Updated information and resources gathered since these VTF notes were taken can be found on* [*CHART’s COVID-19 Resource Page*](https://www.chart.org/training-tools-and-resources/covid-19-resources.html)

**Creative New Business Opportunities in the Unique Environment**

Monday, April 6, 2020

**New Business Opportunities THROUGH the Crisis**

* Set up e-gift cards so people can send electronic gift cards to friends and families. Move away from just physical gift cards.
* Soup often comes to restaurants in large pouches. Re-brand the pouches as “Family Size Servings” and sell them directly to guests who want to take it home to heat up.
* Create meal kits that contain ingredients that guests can take home to prepare.
* Create family meals as a new menu item, or if you have them already, re-market them as an option for a family dining experience.
* Re-sell products from suppliers such as produce boxes, meat, cleaning supplies, etc. Your wholesale suppliers have no place to sell their products, so restaurants can re-sell them in a different form.
* Provide meal discounts for employees. This increases business while also providing a benefit to employees.
* Create promotional deals targeted at groups – military, veterans, senior citizens, etc.
* Pay employees to do other things, such as re-deploying them to work at hospitals and other places in need.
* Selling liquor

**New Business Opportunities AFTER the Crisis**

* Curbside – Will there be many more people working from home? This may increase both curbside pick-up and delivery
* Convenience – ease and access