

THE MAGAZINE FOR **RETAIL & RESTAURANT** MAINTENANCE, OPERATIONS & CONSTRUCTION

# RETAIL & RESTAURANT

MAY 2020

**FACILITY BUSINESS®**

## Building A Path Forward

*How The Home Depot navigates a pandemic and provides a playbook for retailers looking to reopen.*

**THE HOME DEPOT**

**Plus:**

- COVID-19 Case Study: MUTTS® Canine Cantina
- Anticipating A Return To Retail, Post-Pandemic
- Retail & Restaurant Construction On Pause
- Ghost Kitchens Are More Important Than Ever
- Best Practices For FM Teams During A Crisis
- Curbside Pickup & Mobile Apps Are Here To Stay
- Advice For Restaurants Converting To Delivery
- Dark Store Management During COVID-19



## RESTAURANT NEWS

### SHAKE SHACK TO RETURN \$10 MILLION CORONAVIRUS STIMULUS LOAN

**New York City** — Shake Shack will return a \$10 million coronavirus stimulus loan it received through the federal government's Small Business Administration Paycheck Protection Program (PPP). The New York City-based burger chain said it will return the funds after garnering capital through its investors. Shake Shack received the \$10 million loan April 10. Shake Shack operates 189 restaurants and employs about 8,000 workers.



### SLIM CHICKENS TO ENTER ALABAMA MARKET IN 2020

**Birmingham, Ala.** — Slim Chickens, a leading fast-casual franchise which features dine-in and drive-thru in the "better chicken" segment, will open its first location in Alabama in fourth quarter 2020. The forthcoming restaurant comes out of the brand's recent multi-unit franchise agreement in the Birmingham

market. Jeff and Andrea Goldt are the franchisees bringing Slim Chickens to the state and are multi-unit owners in the greater Atlanta area. The couple owns multiple fast-food restaurant franchises and has more than 25 years of restaurant ownership experience. The better-chicken brand has opened 100 locations across the United States, the United Kingdom and Kuwait. With more than 350 units in development, the fast-growing brand is well on its way to reaching its goal of 600 restaurants. In July, Slim Chickens attracted an equity investment from 10 Point Capital, the private equity firm behind segment leader Tropical Smoothie Cafe. Slim Chickens first opened in 2003 in Fayetteville, Ark. Today, Slim Chickens has opened 100 restaurants and has over 350 restaurants in development. The brand recently launched a strategic multi-unit franchise growth initiative to reach 600 units in 10 years.

### CHICKEN SALAD CHICK INTRODUCES POP-UP DRIVE-THRUS

**Auburn, Ala.** — Chicken Salad Chick, a Southern-inspired, fast-casual chicken salad restaurant concept, has quickly adapted operations to adhere to mandates across the nation suspending restaurant dine-in services by introducing on-line ordering, curbside pickup and local Quick Chick delivery options

at all locations. For added convenience and to further limit interaction while still providing residents with quality meals, Chicken Salad Chick has introduced pop-up drive-thrus and is currently testing third party delivery, at select locations. Quick Chick deliveries allow the brand to provide preordered and prepackaged sizes of their chicken salad flavors to more communities in the cities they serve. Restaurants choose a local meeting place, such as high schools and conveniently located parking lots to distribute the preordered Quick Chicks directly to guests in their vehicles. Regarding the new pop-up drive-thrus, restaurants that do not have a drive-thru have been setting up a tent in the front, side or rear of the restaurant where guests can drive up, order and have the meal delivered directly to their car. Additionally, Chicken Salad Chick is testing third-party delivery options and is partnering with a select number of services including Door Dash and Postmates to

make ordering takeout even easier. The Chicken Salad Chick concept was established in 2008 in Auburn, Ala., by founder Stacy Brown. Under the leadership of CEO Scott Deviney and the Chicken Salad Chick team, the company now has more than 155 restaurants currently open in 16 states.

### POTBELLY LAUNCHES POTBELLY PANTRY TO MAKE SANDWICHES AT HOME

**Chicago** — On April 6, 2020, Potbelly Sandwich Shop launched Potbelly Pantry, which allows fans to stock up on their favorite Potbelly staples, like its famous hot peppers, fresh hand-sliced meats, cheeses, breads and even pre-portioned A Wreck® and Italian sandwich ingredients. Orders can be made at Potbelly.com or through the Potbelly app for curbside pickup or delivery. Fresh deli meats come in one-pound servings, cheeses are packaged in 10-ounce servings and signature breads are assembled in packs of six loaves to



### THE IMPORTANCE OF STICKING TOGETHER DURING THE AGE OF SOCIAL DISTANCING



Kapoor

The restaurant industry was not only built on the idea of social gathering, but it relies on it to thrive and succeed, so in this time of social distancing amid the COVID-19 crisis, restaurant owners are facing situations we would have never dreamed of: empty dining rooms, laying off 75% or more of our staff, and scraping by whatever means possible to survive and going

back to basics.

The biggest struggle that restaurants have always faced — even before the COVID crisis — is that we operate on paper-thin margins and heavily rely on welcoming guests into our restaurants to gather for a meal and catering deliveries to companies and homes. Without guests able to dine in and the loss of all catering orders, we had to pivot our operations to support social distancing through takeout and delivery. Fortunately, our business has been built on take-out and deliveries since we began, so this wasn't too much different to what we

were already doing, but to operate in essentially a ghost kitchen mode is something we all had to get used to.

Of course, this has had the greatest impact on our amazing employees. In an attempt to make these trying times a bit easier for them, we are continuing health insurance for those who are already enrolled, and have connected countless team members with nonprofits and organizations to help them navigate things like rent, food and childcare — some who are accessing and completing applications as we speak. We've allowed staff to take a free meal home with them, either for themselves or for their friends and family who have lost their jobs or are in need. We continue to have open, transparent discussions with our employees about why things are changing and how we plan to weather this storm together, and most importantly, how we cannot wait to welcome them back to the Curry Up Now team in the future. Navigating this unprecedented situation when things are changing by the hour takes a psychological and emotional toll on us all, but we feel it is paramount that we do everything we can to support the people who make our industry great.

What has been especially inspiring during this uncertain time and serves a true testament to the spirit of this industry is the great movements that

have popped up on social media like #SaveHospitality, #StayInDineOut and #GreatAmericanTakeout. These have been built to rally around the restaurant industry and remind communities across the country that support for their favorite local restaurants is needed now more than ever. Although we've had to social distance ourselves these last few weeks and spend time apart from our loved ones, rockstar employees and others, it's been amazing to see people come together on social media to support the businesses they are passionate about. It's a great reminder to us all that by sticking together, we can make it through anything. We are especially thankful for our wonderful guests who continue to order from us and also those that are buying gift cards from our website.

I've been speaking to my peers, mentors and those I mentor during this amazingly tough phase and while there have been some tears and some laughter, we have pledged to help each other. We are all making many new friends and the support is incredible — something I haven't seen in many other businesses that I have run. We will overcome, we will prevail together, and all of our businesses will hopefully come out of this stronger.

— Akash Kapoor is founder & CEO of Curry Up Now.