

Email templates for communicating with guests about COVID-19

Reach out to your guests to let them know about the precautions you're taking, and re-engage regulars with an email that includes special messaging or offers.

We created a few templates to help you stay in touch with your guests. All you have to do is adjust them to your specific restaurant and needs.

However and whatever you decide to communicate with your guests, we recommend a few basic points to follow:

- ✓ **Keep your message brief and authentic**
- ✓ **Share whose direction you're following** (e.g., "We are following the direction from the county health department.")
- ✓ **Include what steps you've taken or are taking, for example:**
 - "We have placed additional hand sanitizer stations at all entrances and other locations. Please use them."
 - "We are suspending our lunch buffet until further notice."
 - "We have removed condiments from the tables so the containers can be sanitized between uses."
 - "We have increased the distance between our tables."
- ✓ **Link to relevant resources** (e.g., the CDC or the county health department) for guests to stay up to date and get their questions answered

Template 1

Share the precautions your restaurant is taking

Amid concerns about COVID-19, we wanted to assure you that everyone's health and safety is our top priority.

To combat the spread of COVID-19, we have implemented the following measures at all of our locations:

- ✓ [Insert a bullet point on changes to your schedule or table distancing]
- ✓ [Insert a bullet point with delivery options and updated booking policies]
- ✓ [Insert a bullet point encouraging guests to buy gift cards for future use, if applicable]
- ✓ [Insert a bullet point on how you're increasing sanitation and hygiene efforts]

We understand that this is a concerning time for all of us, and we want to ensure that both customers and our staff feel safe, healthy, and supported.

Thanks so much for your support—our community means everything to us right now.

Thanks,
- [Restaurant name] Team

Template 2

Update guests on city or federal restrictions

As the number of confirmed COVID-19 cases increases, we have been closely tracking new developments and guidance from local and federal health officials. Our top priority is the health and wellbeing of our guests and community.

[If you're in a city with forced shutdowns] In accordance with local, state, and federal health recommendations, our restaurant will be closed until further notice. We believe it is in the best interest of our community and guests. We are actively monitoring developments and will take appropriate action should circumstances change.

[If you're in a city with mandatory capacity or large gathering restrictions] In accordance with local, state, and federal health recommendations, our restaurant will be operating at 50% occupancy. We believe it is in the best interest of our community and guests. We are actively monitoring developments in and will take appropriate action should circumstances change.

This is uncharted territory for us all, and we're making hard decisions across our community to ensure that we can do everything to ensure the health and safety of our community and guests.

Your support means the world to us—we look forward to seeing you soon.

Thanks,

- [Restaurant name] Team

For more resources, visit

restaurant.opentable.com/preparedness-resource-center

