



ATLAS METAL
making metal personal



EMBRACING VERSATILITY IN A WORLD THAT DEMANDS IT

As the foodservice industry navigates the COVID-19 pandemic, the need for highly functional and flexible serving lines has never been greater. Because of this, we're examining three equipment-related areas of opportunity operators should consider in order to enhance efficiency in today's climate.

GO FOR DISTANCE.

86%

According to Chicago-based Datassential, 86% of consumers plan to continue to maintain distance from others after the pandemic in order to minimize risk while dining out. That's why operators who are willing to pivot their setup will have the best chance at attracting customers. The question is, what are the best ways to pivot?

66%

TIME-OUT SELF-SERVE.

Datassential notes that 66% of consumers say they will continue to avoid self-serve food like buffets and salad bars, even after things go back to normal. Consequently, operations should consider shifting to a cafeteria-style setup where employees plate the food, which diners agree is less risky.



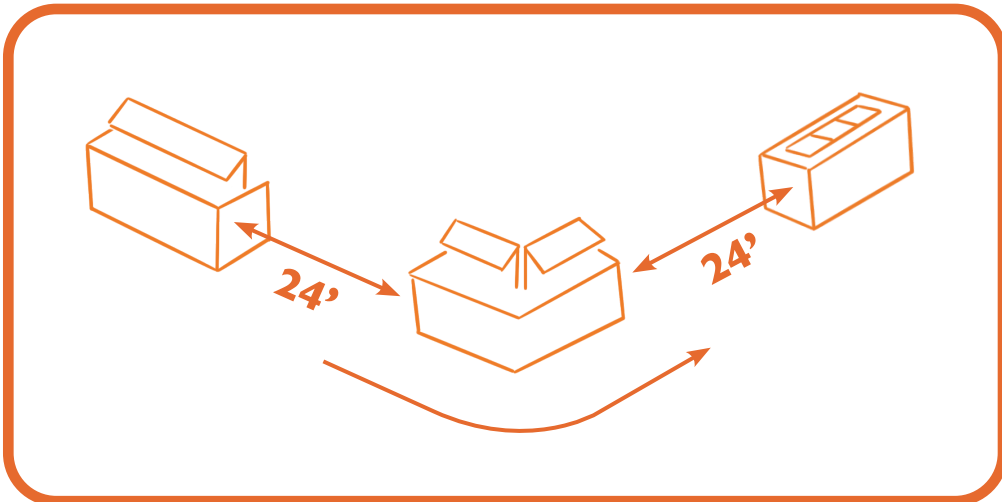
HELLO FLEXIBILITY.

To adjust to a cafeteria setup and create space for social distancing, operators should consider a modular serving line such as **INFINITI FIT** from Atlas Metal. Similar to Atlas's **CA** and **BL** modular lines, the premium INFINITI FIT units provide optimum maneuverability for ever-changing layouts.



SHOW ME A SIGN.

When it comes to guests' peace of mind, operators should remember it's better to over-communicate than under-communicate. Floor decals placed six feet apart, wayfinding arrows, mask reminders and "wash your hands" signage are all great ways to encourage safe behavior.



To encourage social distancing, maximize space between carts. At least 24 feet is recommended where possible.

Reduce bottlenecking and crowding with one-way traffic and related signage.

KEEP IT CLEAN.

42%

42% of consumers reported “clean and sanitary” as their top consideration when choosing a restaurant, according to Datassential. In other words, nearly half of those surveyed prioritized cleanliness over the taste of the food, ambiance and other considerations. That’s a big deal, and it’s worth unpacking to discuss the most effective ways to help guests feel safe.

NO SPOTS MISSED.

Heavy-duty casters on units like **INFINITI FIT** create an advantage over built-in equipment. The casters make it easy to move INFINITI FIT units, allowing for 360-degree cleaning on and around the units, ultimately affording a more hygienic environment.



HOW TO CLEAN ATLAS EQUIPMENT:



First, clean surfaces using hot, soapy water.



Next, apply non-chlorinated bleach or disinfecting spray.



Always clean in a uniform manner so you don’t miss any spots.

Visit [epa.gov](https://www.epa.gov) to find a list of sanitizers approved for foodservice.

PUT YOUR GUARD UP.

57% of Datassential respondents said that more food covers, sneeze guards and enclosed cold cases would make them feel safer. Operators will find it worthwhile to ensure all serving lines are protected. Atlas’s **CSG** line of food guards features options with all-welded stainless steel tubing and multiple panel types.

57%



FOCUS ON THE FOOD.

When it comes to the food itself, there are multiple ways that operators can maximize customer confidence and deliver on current safety trends.

58%

ROTATE AND REPEAT.

According to Datassential, 58% of consumers would feel more comfortable at salad bar or buffet locations if they were guaranteed that the food was rotated in regular intervals. Operators can make this easy on themselves with units that feature temperature-controlled bases, like Atlas's **INFFB** and **INFHB** lines.

SHOWCASE FOOD FRESHNESS WITH TIMESTAMP SIGNAGE!

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GRAB AND GO GALORE.

Perfect for “in-and-out” transactions that minimize human contact, grab and go is well positioned to dominate the foodservice industry for the foreseeable future. Operators can round out their menu with appealing grab-and-go offerings and modify modular equipment to house these choices.

When offering grab-and-go options, consider packaging with tamper-proof seals. Datassential reports that 1 in 3 consumers feel this is one of the most crucial packaging elements, followed by utensils sealed in plastic.

Keep breakfast sandwiches, pizza, appetizers and other items warm by placing them on a sheet pan or metal tray that's on top of a hot well.

Use cold wells for yogurts, beverages and pre-packaged meals such as salads and sandwiches.



LOOKING AHEAD.

COVID-19 aside, a universal benefit of modular systems is their ability to be realigned into one seamless serving line whenever desired. This means when we're back to normal, operators can take advantage of **INFINITI FIT's** proprietary “locking horns” technology, hidden-frame construction and long-lasting durability for front-of-house visual appeal.

To learn more about us, browse our products or get in touch, visit atlasfoodserv.com.