

BACK TO BUSINESS:
Safer Together!



Safely Serve Bulk Across Your Operation

Bulk products fulfill many needs in a foodservice operation, including keeping costs down, and allowing for product variety and consumer customization. We know there are increased concerns around safety and sanitation, and that's why General Mills and Ecolab have partnered to provide guidance for helping serve bulk products safely.

Bulk Serving Solutions

Along with serving options, we've included steps to help make these solutions as safe and clean as possible to help build your consumers' confidence.



Perceived Risk

Cost

SANITIZED SELF-SERVE

Consumers serve their own product

- Cereal dispensers
- Parfait bars
- Baked good trays

STAFF SERVED

Staff member serves consumers

- Cereal Dispensers
- Made-to-order parfaits or sandwiches
- Baked goods

PRE-PORTIONED BACK OF HOUSE

Staff member pre-ports or makes product back of house

- Portioned bulk cereal
- Parfaits and smoothies
- Sandwiches
- Baked goods

SINGLE SERVE

Staff member pre-ports or makes product back of house

- Cup, Bowlpak or Singlepak Cereal
- Cup Yogurt
- Individually Wrapped Baked Goods

GENERAL MILLS Bulk Products

Our bulk serving solutions work well across the top General Mills bulk product offerings

CEREAL

General Mills has 5 of the top 10 cereal brands, including the top Granola brand ¹



YOGURT

General Mills is the leading yogurt manufacturer in Foodservice ²



FROZEN BAKED GOODS

Pillsbury is the #1 brand in frozen biscuits, muffins, cinnamon rolls ³



Source 1: NPD Supply Track, RTE Cereal, Total Foodservice, L12M through Feb 2020. Top Brands: Nature Valley, Cheerios, Cinnamon Toast Crunch, Cascadian Farms, Lucky Charms.
Source 2: NPD SupplyTrack, Total Yogurt in Total Foodservice, 12 months ending Dec. 2019, 37% of category dollars.
Source 3: NPD SupplyTrack, Foodservice, 12 months ending Feb 2020.

How to Make it Safe & Clean

SANITIZED SELF SERVE

Making it Safe:

- Display signage to direct consumers' actions & highlight the cleaning procedures.
- Minimize guest handling of utensils and dishes.
- Provide hand sanitizer before & after self-service.
- Protect food behind a sneeze guard, where applicable.
- Provide physical barrier, such as bakery paper, wipe or glove, for guest use.

Keeping it Clean:

- Staff member disinfects dispenser handle or replaces serving utensil after each use, when there is a break in consumer traffic, or schedule frequent disinfection of high touch areas.
- Thoroughly clean & sanitize display area/dispenser at the end of each use and service. Ensure equipment dries completely.

Tip!

Ask your General Mills sales rep about merchandising solutions for quick and easy product dispensing

STAFF SERVED

Making it Safe:

- Set service area up 6 feet away from consumers; floor graphics are helpful.
- Staff member wears gloves and mask to exude safety.
- Provide hand sanitizer upon entry & exit of cafeteria space.
- Display signage to highlight the cleaning procedures.

Keeping it Clean:

- Thoroughly clean & sanitize equipment (dispensers, trays & serving utensils) at end of service, either in a 3-compartment sink or through dish machine. Ensure equipment dries completely.
 - If equipment cannot be washed, follow process to clean, disinfect, rinse and sanitize.
- Thoroughly clean & sanitize display area at end of service.

PRE-PORTIONED BACK OF HOUSE

Making it Safe:

- Staff member wears gloves and mask while portioning Back of House and replenishing offerings Front of House.
- Use disposable packaging solutions with lids/covers.
- Minimize guest handling of utensils.
- Display signage to highlight the cleaning procedures.

Keeping it Clean:

- Ensure Back of House staff follows appropriate personal and environmental hygiene
- Periodically clean and sanitize all hard surfaces in Front of House using appropriate solution (food or non-food contact) during service.
- Thoroughly clean & sanitize display area at end of service.

SINGLE SERVE

Making it Safe:

- Staff member wears gloves and mask while shelving single serve items
- Provide hand sanitizer upon entry & exit of cafeteria space
- Minimize guest handling of utensils
- Display signage to highlight the cleaning procedures

Keeping it Clean:

- Ensure Back of House staff follow appropriate personal and environmental hygiene
- Periodically clean and sanitize all hard surfaces in the Front of House using appropriate solution (food or non-food contact) during service
- Thoroughly clean & sanitize display area at end of service

WHAT YOU NEED TO KNOW:



- It may be possible to get COVID-19 by touching a surface or object, but this is not thought to be the main way the virus spreads ⁴
- Because of poor survivability of coronaviruses on surfaces, there is likely very low risk of spread from packaging or surfaces ⁴
- There is a consumer perception that shared objects are less sanitary.

WHAT THIS MEANS FOR YOUR OPERATION:



- Though surfaces are not thought to be the main way COVID-19 spreads, the CDC continues to recommend frequent cleaning and sanitation as well as disinfection of high-touch surfaces.
- Visible changes and action within your operation can help ease consumer concerns about safety and cleanliness.

Cleaning Specifics from Ecolab

CLEANING GUIDANCE

CEREAL DISPENSERS

- Filling Area: Clean & sanitize after filling dispenser.
- Dial or Lever
 - Treat as a non-food contact surface
 - Disinfect periodically as it is a high-touch surface.
- Dispensing Shoot Area
 - Treat as a food contact surface.
 - Sanitize at the end of service.
 - Ensure the area fully dries.
- Full Dispenser
 - Clean & sanitize in 3-compartment sink or dish machine, if possible.
 - Allow to fully dry.

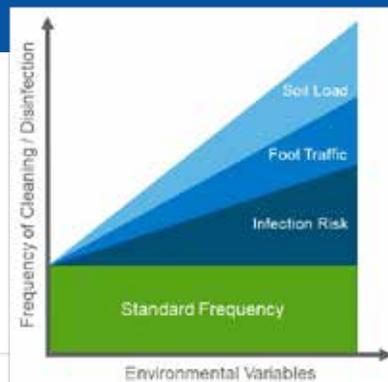
YOGURT BAR & FRESH BAKERY CASE UTENSILS

- Treat as food contact surfaces.
- Replace serving utensils periodically throughout service.
- Sanitize at the end of service & ensure utensils fully dry.

CLEANING FREQUENCY

Consider the following variables when determining the frequency of cleaning and disinfection in each area of your operation. Frequency is determined by your site's unique needs and should be re-evaluated as variables change.

- Infection Risk
- Foot Traffic
- Soil Load
- Guest Satisfaction



Considerations

TOTAL COST

PRODUCT COST + LABOR COST + PACKAGING COST + CLEANING COST

When deciding which serving solution is right for your operation, it's important to consider the following:

- Guidance from local government
- Comfort level of your consumers
- Available labor
- Cost Implications

Make it easy to Grab & Go!

If you're looking to de-densify your facility, you can easily convert these options to grab & go with the right packaging & stickers.

• OFFER DISPOSABLE PACKAGING •

CEREAL



ECO - PRODUCTS
ITEM #: EP -SB18



PACTLV
ITEM #: YL2512



ECO-PRODUCTS ITEM #:
EP- FLCC, EP-CC12-GS

YOGURT



RESTAURANTWARE
ITEM #: RWP0436C



ECO-PRODUCTS
ITEM #: EP-CC13,
EP-CC12-GS, EP-FLCC

SANDWICHES & BAKED GOODS



RESTAURANTWARE
ITEM #: RWA0014NB



ECO-PRODUCTS
ITEM #: EP-LC6



RESTAURANTWARE
ITEM #: RWA0153

STICKERS:

Use stickers to label to-go containers or secure the seal.



Ask your General Mills sales rep about our available stickers!

Let us know how we can help!



Please reach out to your General Mills sales representative with any questions or visit generalmillscf.com/contact-us. You can contact Ecolab Customer Service with any questions about cleaning processes or products at 1-800-35-CLEAN. www.generalmillscf.com/COVID | www.ecolab.com/coronavirus-foodservice