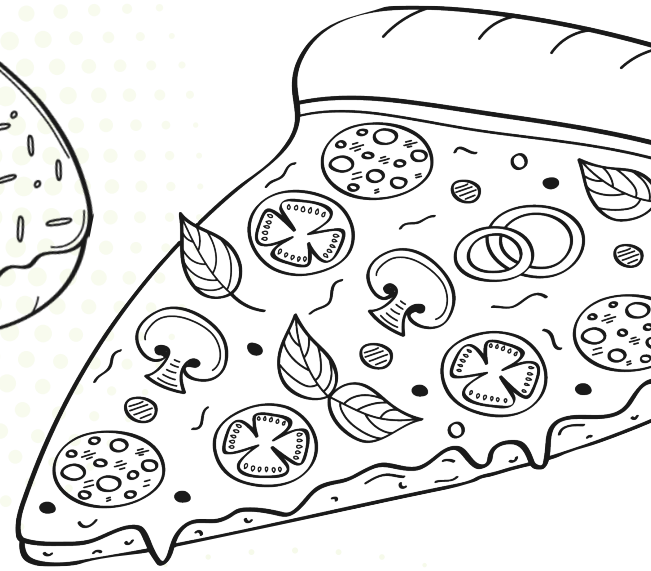
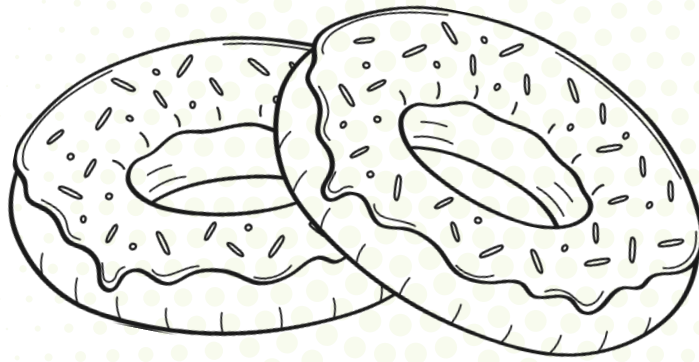




WHITE PAPER

THE NEW NORMAL

A Food Retailers' Guide to Surviving
in a Post-Pandemic World



Introduction

COVID-19 HAS CREATED a hygienic arms race among restaurants and food retailers. They must optimize *real* food safety for consumers to even consider their food. They must also create the perception in the eyes of consumers that they are at least as safe as their competitors. This, in part, is why all food retailers have publicly announced various changes to their cleaning and service policies in response to COVID-19. But the smartest food retailers will do more than that.

Customers Want to See it to Believe it!

Customers want to see public displays of cleanliness. Seventy-six percent of respondents reported that “[a] restaurant’s cleanliness and food safety will matter more to me after COVID-19.” Danny Klein, *When COVID-19 Ends, Here’s How Restaurants Will Win*, QSR (Apr. 2020), <https://www.qsrmagazine.com/consumer-trends/when-covid-19-ends-heres-how-restaurants-will-win>.

More than half (57%) of consumers will feel “more comfortable” eating at restaurants that visibly and repeatedly reassure them of their sanitary efforts. See *Coronavirus & the Impact on Eating*, DATASSENTIAL, <https://datassential.com/wpcontent/uploads/2020/03/Datassential-Coronavirus-3-12-20.pdf>.

Almost half (42%) of consumers report that they will feel “more comfortable” at restaurants that introduce “more food covers” and “more sneeze guards” following COVID-19. *Id.*

Similarly, 40% of respondents reported that they will feel “more comfortable” dining out at restaurants with “no open containers.” *Id.*

These numbers comport with common sense. How do you feel about food safety compared to before COVID-19?

The smartest retailers will grow, not merely survive, in the aftermath of COVID-19. This will require improvements to *real* food safety as well as *perceived* food safety. Improving both will accelerate recovery time and secure greater market share going forward, even compared to pre-COVID levels.

There are three steps to accelerating recovery time and securing greater market share going forward: (1) ensuring compliance with preexisting food-safety laws to strengthen *real* food safety; (2) implementing COVID-specific measures to further strengthen *real* food safety; and (3) utilizing marketing and merchandising to boost *perceived* food safety in the eyes of the public. These three steps are briefly described below

The first step requires ensuring compliance with preexisting food-safety laws.

1. This article does not constitute legal advice and should not be relied on as such. Please consult your preferred legal provider for specific legal questions arising from the COVID-19 situation.



This includes compliance with each state’s version of the Food and Drug Administration’s (FDA) Food Code, which alone should make *real* food safety adequate even against COVID-19.

The second step entails implementing COVID-specific measures to improve *real* food-safety against the particular hazards associated with COVID-19. This may be a belt-and-suspenders approach since preexisting laws generally apply to COVID-19 already. However, customers will be hypersensitive to food-safety going forward. And food retailers cannot miss an opportunity to remind customers that their safety is paramount. Accordingly, it will be necessary to implement additional COVID-specific safety measures going forward.

The third step seeks to improve *perceived* food safety in the eyes of the public. This will distinguish the contenders from the pretenders following COVID-19.

Every food retailer will increase *real* food safety after COVID-19 (steps one and two above), and most have done so already. However, after improving *real* food safety, the smartest food retailers will additionally take deliberate steps to improve the *perceived* safety of their food. They will do this because they know that the perception of food safety is just as important—if not more important—than *real* food safety in terms of customer confidence and revenue following COVID-19.

This three-step blueprint is discussed in greater detail below.

STEP ONE

Ensuring Compliance with Preexisting Food-Safety Laws

Now, more than ever, food retailers must prioritize *real* food safety. This starts by ensuring compliance with pre-COVID food-safety laws. Pre-COVID food-safety laws provide a robust food-safety framework that, implemented correctly, is likely sufficient to render food reasonably safe even against COVID-19. Accordingly, the first step to a successful “new normal” is ensuring compliance with the “old normal.”

Most states have generally adopted similar in-store food-safety laws, roughly based on the FDA’s Food Code (“Food Code”). The Food Code has long contained measures that are directly relevant to COVID-19. For instance:

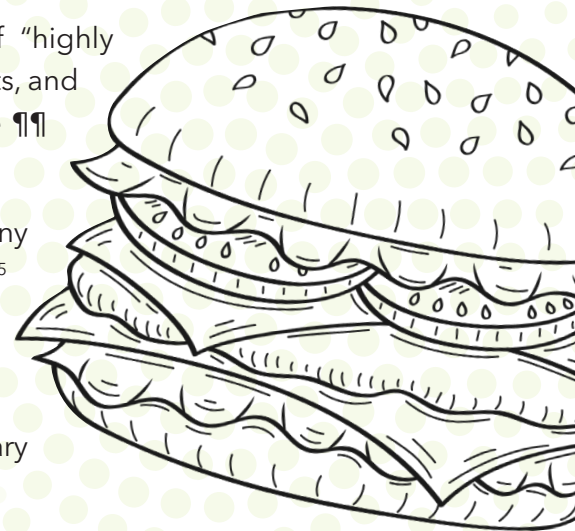
- The Food Code requires covers, lids, or shields to protect exposed foods from airborne hazards.² See, e.g., Food Code ¶ 3-306.11.

- The Food Code regulates workplace cleanliness as well as reporting of employee hygiene and illness. See, e.g. Food Code ¶¶ 2-401.12 (prohibiting employees from working near exposed food with a persistent cough or “discharges from the eyes, nose, or mouth”); 2-201.11 (requiring employees to report symptoms of illness, such as fever); 2-301.12 (establishing hygienic procedures such as proper handwashing).
- The Food Code requires employees to wear protective equipment, like gloves, when handling food. See Food Code ¶ 3-301.11.
- The Food Code establishes minimum cooking and holding temperatures for food to reduce the risk of pathogens. See, e.g., Food Code ¶ 3-501.16.
- The Food Code contains procedures for food service of “highly susceptible populations,” such as young children, older adults, and those who are immunocompromised. See, e.g., Food Code ¶¶ 3.801.11; 1-201.10.

Don't Forget the States!

Food retailers must ensure that they follow state food-safety laws wherever they do business. Pre-COVID food-safety laws vary by state. Federal agencies have published “model” food-safety guidelines. But constitutional police powers render those guidelines nonbinding on the states. Instead, individual states may adopt the federal food-safety guidelines in whole, in part, or not at all. As a result, food retailers must always consider the particular food-safety laws for every state in which they do business.

These provisions of the preexisting Food Code, along with many others, are directly applicable to protecting food from COVID-19.⁵ They provide the basic infrastructure needed to optimize food safety going forward. Accordingly, the first step to a strong COVID-19 response is general compliance with pre-COVID food-safety laws. For best results, food retailers should reassure the wary public of their long-standing commitment to food safety.



2. COVID-19 spreads via airborne hazards known as “respiratory droplets,” which are products when an “infected person speaks, coughs, or sneezes.” Interim Infection Prevention and Control Recommendations for Patients with Suspected or Confirmed Coronavirus Disease 2019 (COVID-19) in Healthcare Settings, CDC (Apr. 13, 2020), <https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control-recommendations.html>.

3. For even more pre-COVID employee hygiene measures, see Retail Food Protection: Employee Health and Personal Hygiene Handbook, FDA (Apr. 3, 2018), <https://www.fda.gov/food/retail-food-industryregulatory-assistance-training/retail-food-protection-employee-health-and-personal-hygiene-handbook>.

4. COVID-19 is believed to be “inactivated” between 132.8 to 149°F. See Genevieve Ko, Does Cooking Food Kill Coronavirus? An Expert Weighs In, LOS ANGELES TIMES (Apr. 24, 2020, 1:41 PM), <https://www.latimes.com/food/story/2020-04-24/does-cooking-food-kill-coronavirus>.

5. Even more related to COVID-19, although not in the Food Code itself, is the FDA’s pre-COVID consideration of new food-delivery and BOPIS (“buy online, pickup in-store”), which is exploding in the wake of COVID. See New Era of Smarter Food Safety, FDA (Nov. 19, 2019), <https://www.fda.gov/food/new-era-smarter-food-safety>.

STEP TWO

Ensuring Compliance with COVID-Specific Food-Safety Laws

After ensuring compliance with pre-COVID food-safety laws, food retailers should implement additional measures that specifically respond to COVID-19. Food Retailers can determine appropriate COVID-specific measures by performing hazard analyses at the company-wide, region-, or store-specific levels.⁶ Below are various COVID guidelines from the federal government, state and local governments, and the private sector to help guide food-safety responses going forward.

FEDERAL RESOURCES

Given the resources and sophistication of various federal agencies, there are many COVID-19 guidelines available.⁷ For instance:

- The FDA has published “Best Practices” for Food Retailers, [here](#); retail food protection more generally, [here](#); extensive guidance on food-safety after COVID, [here](#); and general guidelines for food retailers, [here](#).
- The CDC—to which the FDA defers on matters of COVID-19⁸—also maintains general COVID guidance, [here](#); specific food-retail guidance, [here](#); and guidance for food-delivery and BOPIS (“buy online, purchase in-store”) services, which have exploded since social distancing began, [here](#).
- The EPA maintains general COVID guidelines, [here](#).
- The Department of Labor maintains COVID guidelines, [here](#); as well as general workplace guidelines through OSHA, [here](#); and returning-to-work guidelines, [here](#).
- The Federal Trade Commission, which protects consumers from unfair, deceptive, or fraudulent messaging or advertising related to COVID-19, has COVID guidelines available [here](#).

STATE-AND-LOCAL RESOURCES

States’ constitutional police powers ensure that they retain the authority to adopt their own in-store food-safety laws. Therefore, food retailers must always closely track legal changes in every state

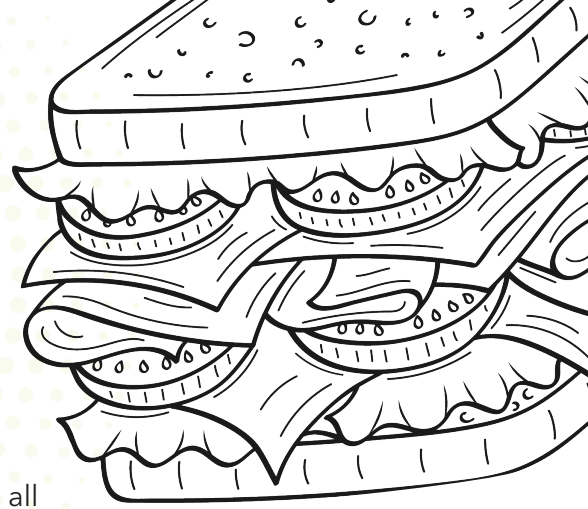
6. The FDA has published guidance on effective hazard analyses. See 5 Tips to Consider When Preparing Recommendations for Changes to Retail Food Policy, FDA (Dec. 6, 2019), <https://www.fda.gov/food/retail-food-protection/5-tips-consider-when-preparing-recommendations-changes-retail-food-policy>.

7. Neither the author nor his company endorse these sources or warrant their accuracy.

8. Best Practices for Retail Food Stores, Restaurants, and Food Pick-Up/Delivery Services During the COVID-19 Pandemic, FDA (Apr., 2020), <https://www.fda.gov/media/136811/download>.

9. Neither the author nor his company endorse these sources or warrant their accuracy.





where they do business. Fortunately, there are many resources to help monitor state-by-state changes to COVID law. For instance⁹:

- The National Association of County & City Health Officials maintains a directory of state and county health departments, available [here](#).
- The National Retail Federation synthesizes COVID laws for all fifty states, available [here](#).

NONGOVERNMENTAL RESOURCES

Various industry associations provide their own COVID-19 guidelines.¹⁰ For instance, the National Restaurant Association has published various best practices in response to COVID-19. Similarly, the National Retail Federation has published thorough guidelines applicable to all retail stores, available [here](#).

COVID-SPECIFIC MEASURES TO IMPROVE REAL FOOD SAFETY GOING FORWARD

There are various solutions that help food retailers comply with the above food-safety laws even after COVID-19. Some of them are discussed below. Ultimately, each food retailer must implement its own COVID-response based on its own unique circumstances.¹¹

Rethinking Food Canopies and Sneeze Guards

The Food Code requires display foods to be protected from airborne hazards by sufficiently “effective means.” Food Code ¶ 3-306.11. Many retailers do this with food canopies or sneeze guards. Unfortunately, every customer knows that sneeze guards do nothing to prevent airborne hazards from floating underneath the glass and onto the exposed food within.¹² COVID-19 is magnifying this problem.

COVID-19 spreads via airborne hazards, or “respiratory droplets.”¹³ Respiratory droplets come from people and can travel in the air for unknown periods. Although sneeze guards can block respiratory droplets approaching from above, they do nothing to block respiratory droplets approaching from the side, traveling underneath sneeze guards, and landing on exposed food.

Food retailers can utilize “air curtains” to mitigate this problem. Air curtains can create invisible

10. Neither the author nor his company endorse these sources or warrant their accuracy.

11. Each store must perform a post-COVID food-safety analysis. The FDA has provided guidance on effective food-safety analyses long before COVID. See 5 Tips to Consider When Preparing Recommendations for Changes to Retail Food Policy, FDA (Dec. 6, 2019), <https://www.fda.gov/food/retail-food-protection/5-tips-consider-when-preparing-recommendations-changes-retail-food-policy>.

12. Exposure to airborne hazards like this was a food-safety concern before COVID-19. For instance, the FDA has previously cautioned about the dangers of airborne hazards landing on exposed food. These include “microbes,” which can “originate from people” and travel “considerable distances on air currents.” Food Code ¶ 3-306.11, Annex 3.

13. COVID-19 spreads via airborne hazards known as “respiratory droplets,” which are products when an “infected person speaks, coughs, or sneezes.” Interim Infection Prevention and Control Recommendations for Patients with Suspected or Confirmed Coronavirus Disease 2019 (COVID-19) in Healthcare Settings, CDC (Apr. 13, 2020), <https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control-recommendations.html>.

Temperature Checks—An Icy Remedy

High temperature, or fever, is a common symptom of COVID-19. That is why the FDA has suggested that food retailers check employee temperatures before each shift. See *Best Practices for Retail Food Stores, Restaurants, and Food Pick-Up/Delivery Services During the COVID-19 Pandemic*, FDA (Apr., 2020), <https://www.fda.gov/media/136811/download>.

Others have even called for pre-screening of customers before entering a retail environment. *See, e.g.,* Operation Open Doors Checklist, NATIONAL RETAIL FEDERATION available at <https://cdn.nrf.com/sites/default/files/2020-04/NRF%20-%20Operation%20Open%20Doors%20-%20Checklist.pdf> (last visited May 7, 2020).

Although temperature-screening measures may preclude exposure to individuals who are manifesting symptoms at the time of the screening, the costs of these measures likely outweigh their benefits. Infected individuals can spread the virus regardless of their symptoms, and even when they are manifesting no symptoms at all. See *Grocery and Food Retail Workers Need to Know about COVID-19*, CDC (Apr. 13, 2020), [https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/grocery-food-](https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/grocery-food-retail-workers.html)

[retail-workers.html](https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/grocery-food-retail-workers.html). Temperature prescreening would not be able to identify those who are not presently manifesting symptoms. This means that temperature prescreening would not stop most in-store exposure to COVID-carrying individuals.

There are even bigger concerns when it comes to prescreening customers. Who would administer that test? A “bouncer”? Would customers really be willing to line up outside a food retailer like patrons at an exclusive night club? How much time would that take? What, if any, “VIPs” would be able to skip the line? What is the temperature threshold? Is high temperature really sufficient to establish a COVID-19 infection? Are there privacy concerns for adults? What about for children? How much would it cost? Who makes these rules? Who enforces these rules? There have already been deadly confrontations trying to enforce social-distancing measures. *See, e.g.,* Corey Williams & Mike Householder, *Michigan Security Guard is Shot and Killed After Telling Customer to Put on Face Mask; 3 Charged*, CHICAGO TRIBUNE (May 5, 2020), <https://www.chicagotribune.com/coronavirus/ct-nw-michigan-security-guard-face-mask-20200504-xprgct55fndc5g5brgb525ujdi-story.html>.

barriers that help prevent airborne hazards from traveling underneath sneeze-guards. The FDA explicitly states that “air curtains” do effectively protect against airborne hazards. *See, e.g.,* Food Code ¶ 6-202.15(D)(2) (including hazards as large and strong as “flying insects”).

Air curtains facilitate self-service food stations and promote the sensory appeal that attracts customers to self-service food in the first place. Air curtains promote the alluring sights and smells of your delicious food. There is no solid wall that blocks smell or obstructs the view of your food. Customers can reach through air curtains to obtain their food, meaning that self-service operations can continue as before.

FoodSignPros’ patent-pending Air Shield is the only food canopy or sneeze guard air curtain on the market. The Air Shield can be retrofitted onto almost any preexisting sneeze guard or canopy. It blows a wall of air that prevents airborne hazards from contacting your display foods. The Air Shield is a cutting-edge product that will impress your customers. *[See page 16 for more information]*

14. What Grocery and Food Retail Workers Need to Know about COVID-19, CDC (Apr. 13, 2020), <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/grocery-food-retail-workers.html>.

Making Facemasks Fun

Facemasks help prevent the transmission of COVID-19.¹⁴ They are relatively inexpensive. They are easy to use. They can be disposable or reusable. For these reasons, many food retailers will implement facemask policies going forward. The best retailers will make their facemask policies “fun.” There are a variety of ways to do this.

Food retailers can provide promotional facemasks for holidays—“red, white, and blue” in July, or “spooky themes” around Halloween.

Retailers who distribute facemasks to each customer upon entry could also consider “collectable” or “promotional” facemasks. Retailers could offer a reward for collecting a predetermined number or type of facemasks, which would increase the number of times customers enter their store. This could resemble McDonalds’ Monopoly promotion.

Food retailers can alternatively consider “branded” facemasks for their employees or customers. Facemasks bearing company logos, colors, or messaging could compliment preexisting employee uniforms and give a professional appearance.

FoodSignPros offers top-notch, fully customizable facemasks that are perfect for these concepts and more. They reassure customers that you care about their health. They will give you a competitive advantage going forward compared to “less fun” alternatives. *[See page 15 for more information]*

Environmentally Friendly Gloves

The Food Code requires employees to wear single-use gloves when in direct contact with ready-to-eat foods. Food Code ¶ 3-301.11. That same rule applies now as it did before. In fact, the FDA recently reaffirmed the importance of gloves to protect against COVID-19.¹⁵

Food Retailers can satisfy this glove requirement with FoodSignPros’ plant-based, environmentally friendly, compostable gloves. Almost half of U.S. millennials say that “one of the best ways for a brand or company to show that it represents their personal values is by following environmentally friendly practices.”¹⁶ Customers will love the added safety of our gloves and your company’s environmental focus. FoodSignPros’ gloves are comfortable, disposable, and perfect for improving food safety. *[See page 13 to read more about how you can save the world and make your food safer with our eco-friendly disposable gloves.]*

15. Questions & Answers for Industry, Food Safety and the Coronavirus Disease 2019 (COVID-19), FDA (Apr. 1, 2020), <https://www.fda.gov/food/food-safety-during-emergencies/food-safety-and-coronavirus-disease-2019-covid-19#april4>.

16. Isabelle Gustafson, C-Stores Seek Functional Packaging, Consider Sustainability, C-STORE DECISIONS (May 8, 2020), <https://cstoredecisions.com/2020/05/08/c-stores-seek-functional-packaging-consider-sustainability/>.

Put a Lid on It

Individual lids on food containers offer perhaps the ultimate protection against airborne hazards like COVID-19. Unsurprisingly, the Food Code has long recommended individual lids as a means of protecting otherwise exposed food.¹⁷

Food retailers can make almost half of consumers “more comfortable” by simply utilizing food covers such as pan lids. Almost half (42%) of consumers report that they will feel “more comfortable” at restaurants that introduce “more food covers” or “more sneeze guards following COVID-19.”¹⁸ Therefore, food retailers can make almost half of consumers “more comfortable” by simply utilizing food covers such as pan lids.

FoodSignPros offers patented, self-closing pan lids that do all of that and more. Our lids protect your food and automatically close immediately after use. This means that the only time food is exposed to airborne hazards is in the few seconds that the food is being actually extracted. We can implement custom graphics that reassure customers that their safety is paramount (“We’ve got you covered,” for instance). [See page 14 for more information]



Turn up the Heat on Roller grills

Food retailers must ensure that roller grill food reaches the proper temperature before serving. The FDA recommends holding hot foods at 140°F.¹⁹ This temperature seems appropriate against COVID-19, which is believed to be “inactivated” at temperatures between 132.8 to 149°F.²⁰

FoodSignPros’ Thermo Thimble makes it easy to monitor roller grill cooking and holding temperatures. Thermo Thimbles show your customers that your food is at the correct temperature and is safe to eat. They make your roller grill appear clean and full. Thermo Thimbles help merchandise roller grill items to increase revenue from even pre-COVID levels.

Dishwasher-Safe Reusable Menus

On May 21, 2020, the FDA released guidelines for reopening food-retail establishments after COVID-19.²¹ The guidelines recommend that high-touch items, such as “reusable menus,” be

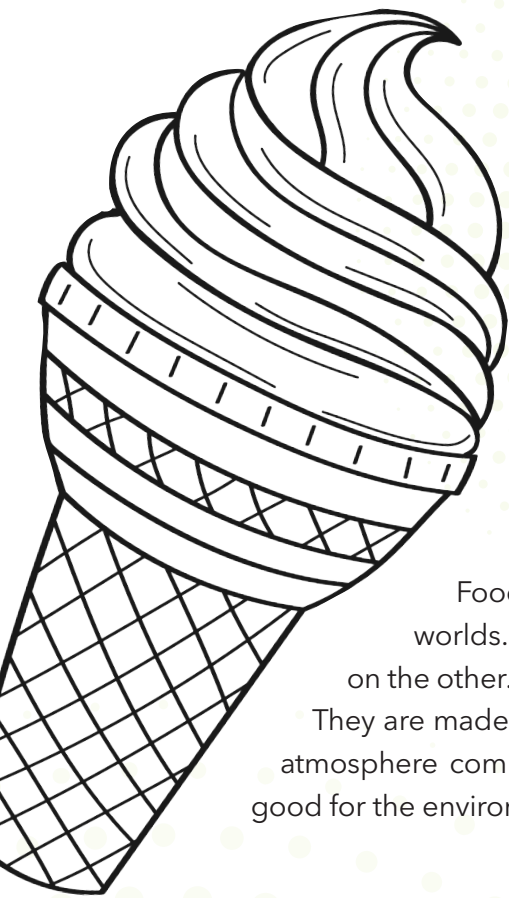
17. For instance, the Food Code recommends protection of food during preparation, Food Code ¶ 3-305.13; while being transported in-house, Food Code ¶ 2-401.12; while on display, especially against airborne hazards that can travel “considerable distances” and originate from “breathing,” “sneezing,” etc., Food Code ¶ 3-306.11, Annex 3; and also against cross-contamination of allergens while on display. Food Code ¶ 3-602.11(B)(5).

18. Coronavirus & the Impact on Eating, DATASSENTIAL, available at <https://datassential.com/wpcontent/uploads/2020/03/Datassential-Coronavirus-3-12-20.pdf> (last visited Apr. 28, 2020).

19. Serving Up Safe Buffets, FDA (Jan. 26, 2018), <https://www.fda.gov/food/buy-store-serve-safe-food/serving-safe-buffets>.

20. See Genevieve Ko, Does Cooking Food Kill Coronavirus? An Expert Weighs In, LOS ANGELES TIMES (Apr. 24, 2020, 1:41 PM), <https://www.latimes.com/food/story/2020-04-24/does-cooking-food-kill-coronavirus>.

21. Best Practices for Re-Opening Retail Food Establishments During the COVID-19 Pandemic – Food Safety Checklist, FDA (May 21, 2020), <https://www.fda.gov/media/137867/download>.



“appropriately washed, cleaned and sanitized, and changed after each customer/party is served.” Reusable menus are vehicles for pathogens. They are exchanged between customers and employees and, typically, rarely washed.

However, food retailers love reusable menus. They are more refined, less expensive, and more environmentally friendly than disposable menus. For these reasons, reusable menus are here to stay. It is no surprise, therefore, that the FDA specified that reusable menus should be cleaned after each use following COVID-19.

FoodSignPros’ dishwasher-safe reusable menus offer the best of both worlds. They are beautiful and refined, on one hand, and clean and hygienic, on the other. They are completely dishwasher safe—just throw them in after each use. They are made of sophisticated, semi-rigid plastic, and perfect for creating an upscale atmosphere compared to disposable menus. They are inexpensive, customizable, and good for the environment.

STEP THREE

The New Normal: Preparing to Win in a Post-COVID World

The first two steps above focused on improving *real* food safety. Unfortunately, *real* food safety, alone, will be insufficient to excel in the aftermath of COVID-19. This is because the objective, *real* safety of food is only secondarily important in terms of consumer confidence and revenue. The more important factor is the subjective, *perceived* safety of your food in the eyes of your customers.

Customers will not consume food if they do not perceive it to be sufficiently safe, even if it really is the safest food available. The smartest food retailers know this. They know that, as far as customers are concerned, food retailers that seem safer than their competition, are safer than their competition. Accordingly, the smartest food retailers will improve both the *real* and *perceived* safety of their food going forward.

In-store merchandising is the best way to improve *perceived* food safety. It creates a compounding effect between *real* food safety, on one hand, and *perceived* food safety, on the other. Consider FoodSignPros’ patented self-closing pan lids (mentioned above). Placing pan lids over otherwise uncovered food physically blocks pathogens from contacting the food within. That improves *real* food safety. Placing merchandising onto those pan lids, such as COVID-themed graphics and messaging, reminds your customers how much you care about their health and safety. That improves *perceived* food safety.

Pairing food safety equipment with in-store merchandising like this creates a positive-feedback loop that leaves a lasting impression in your customers. In-store merchandising explicitly informs customers of your efforts to increase *real* food safety, such as by installing new pan lids. They will then notice additional efforts to increase *real* food safety in other areas, each with its own custom messaging that reinforces your commitment to safety. They would then notice even more safety equipment, more safety messaging, and so on. This positive-feedback loop created by in-store merchandising is the fastest way to increase *perceived* food safety in the eyes of the public.

FoodSignPros can help you enjoy the compounding benefits of both *real* and *perceived* food safety. FoodSignPros specializes in printing custom safety graphics and messaging onto safety equipment itself (such as pan lids). FoodSignPros also specializes in food-safe signage to double down on, and profit from, your efforts to increase food safety. This all boosts *perceived* food safety, which is what will separate winners and losers following COVID-19. FoodSignPros can help create that separation, and more.

Conclusion

The food industry is locked in a hygienic arms race. For this reason, the “new normal” for food retailers will consist of an emphasis on both *real* and *perceived* food safety. This will provide short-term benefits such as quicker recovery times and larger market shares following COVID-19. It will also create long-term benefits such as a strong brand with high consumer confidence and a reputation as a leader in food safety. Not only will that benefit your wallet in the short term, but it will make you more prepared for the next pandemic to come.

SANITARY STATION WITH DIGITAL DISPLAY

Simple freestanding sanitary station provides all the PPE gear necessary to keep customers safe. Ideal for airports, grocery stores, convention centers, anywhere where large groups accumulate

FEATURES:

- IR temperature reading Sensor
- High res digital display (Provide results, advertisements, Regulations, etc)
- Automatic gel dispenser (Fits gallon jugs)
- Nitrite glove and face mask box holder



GAS NOZZLE GLOVES

The all natural, compostable gloves protect hands from grease, germs and bacteria while pumping gas. Customers will appreciate you providing them a Free Glove to pump gas.



FOOD SERVICE GLOVES

Pack of 500 All Natural, Plant-Based, Compostable Food Service Gloves available in convenient flex pack. Ideal for handling food and food prep for home or businesses.

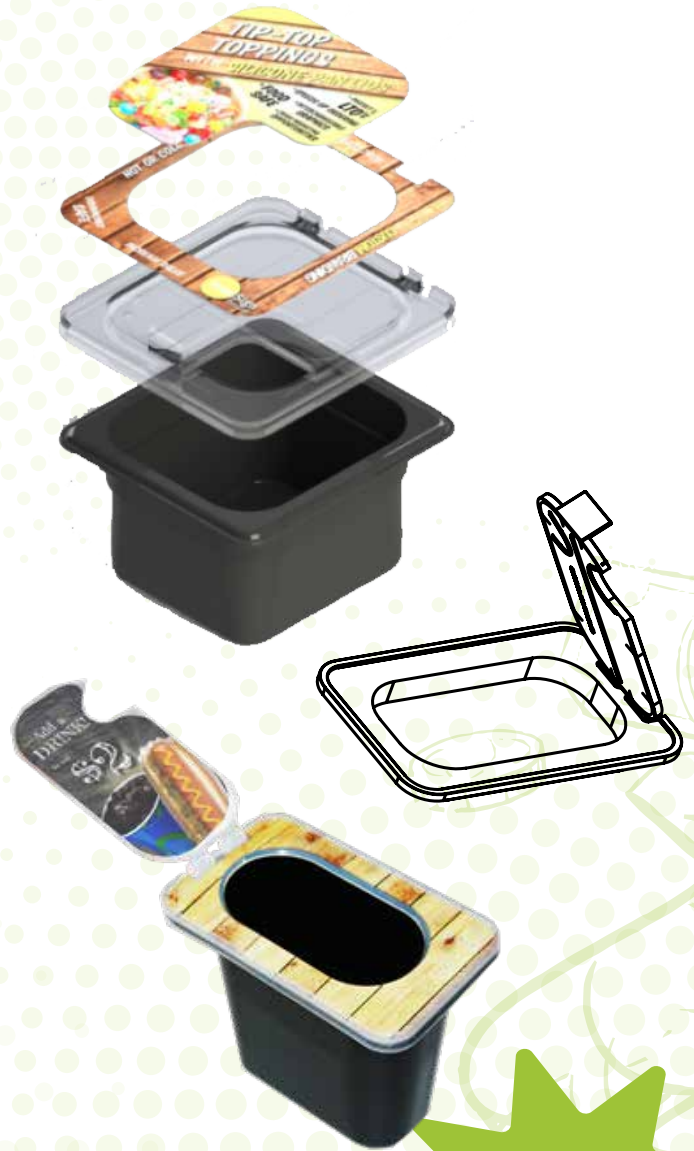
ALL NATURAL, PLANT-BASED GLOVES ARE:

- Made from Eco-friendly, all natural, plant based materials
- Designed to protect hands while pumping gas
- Better for our planet
- Available in Rolls of 100 or 200 compostable gloves
- Oversized to fit most hands
- Made In the U.S.A.!

SILICONE PAN LIDS

Our patented self-closing pan lids provide a degree of food safety and convenience that is unattainable from any other product on the market. Our lids cover individual food pans and protect their contents from airborne hazards and other debris. They are easy-to-use and automatically close the instant your customers obtain their food. Our pan lids boost sales by making even your most germophobic customers feel safe, secure, and excited to try your delicious food. Our pan lids are food safe (FDA approved), comfortably handle temperatures up to 300 degrees, and are completely dishwasher safe—just throw them in. You can add any logo, message, or design on any lid to your exact preference. Our lids can label food, show off new products or specials, enhance your brand with logos and slogans, or convey any other message. Our lids are soft and pleasing to the touch. They are completely silent. They retain a very “clean” appearance even after long periods of use. Our self-closing lids are the key to assuaging food-safety concerns following COVID-19!

- The only self-closing pan lid
- Keeps contents fresher--longer
- The only pan lid with full graphic opportunities
- Protects pan contents from germs and bugs
- Slot for spoon or other utensils
- Makes pans appear full and clean
- Complies with all FDA regulations
- Available to fit all standard SIZE food pans



**A TOPPING
DESTINATION!**



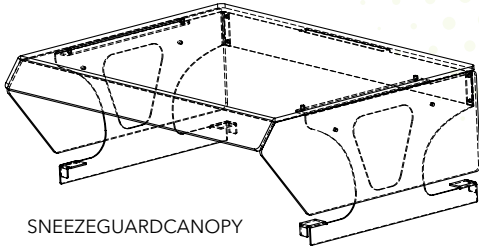
FACE MASKS

- 3-Ply Performance Material Face Mask
- Custom logos available
- Lightweight & Washable
- 100% Polyester Wicking Knit
- Encased Elastic Binding

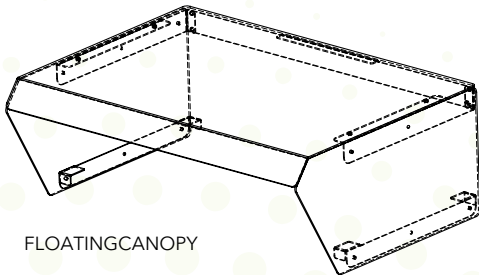




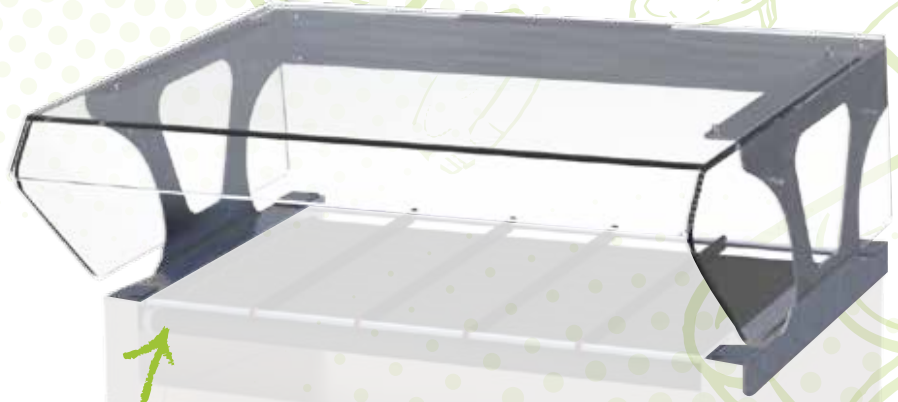
DESIGNER SNEEZE GUARD/CANOPY FOR ROLLER GRILLS



SNEEZEGUARDCANOPY



FLOATINGCANOPY



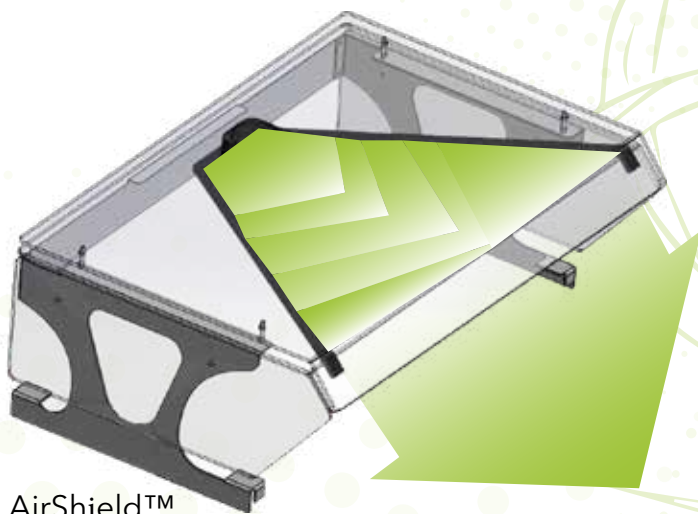
THE CADILLAC OF ROLLER GRILL COVERAGE



- Improve sales and boost confidence by showing your customers that you take their health and safety seriously!
- Winner of the "Best New Product" award in 2018, our Intertek-listed sneeze guards protect food from germs and other airborne debris.
- The only FDA-approved roller-grill cover available.
- Open-air design—offers protection without interfering with the fragrance and allure of your roller-grill products.
- Made with NSF-approved materials.
- Sleek-and-modern feel.
- Will not discolor from grease or heat.
- Dishwasher safe.
- High-heat resistant.

NEW

SNEEZEGUARD AIRSHIELD™



AirShield™

KEEPING
CUSTOMERS SAFE



- The AirShield™ protects your roller grill from airborne hazards while promoting the sales-inducing aroma of your favorite roller-grill products!
- Safety and profits! Regular sneeze guards offer no lateral protection against airborne hazards. Fully enclosed sneeze guards, on the other hand, offer lateral protection against airborne hazards but thwart what makes roller grills so profitable—the sensory stimulation and aroma of perfectly cooked, rotating, glistening food.
- Our patent-pending AirShield™ provides the best of both worlds—lateral protection against airborne hazards while promoting even more sales-inducing aroma than before! But don't take our word for it. Ask the FDA!
- The FDA explicitly recognizes air curtains as an effective way to protect food from airborne hazards.
- According to the FDA, airborne hazards, such as "microbes," often "originate from people" and travel "considerable distances on air currents." Food Code 3-306.11, Annex 3.
- For this reason, the FDA requires display foods be protected from airborne hazards by sufficiently "effective means." Food Code 3-306.11.
- The FDA explicitly states that "air curtains" do effectively protect against airborne hazards. (including hazards as large as "flying insects"). See, e.g., Food Code 6-202.15(D)(2)
- Therefore, the FDA holds that our sneeze-guard air curtain—the AirShield™ does effectively protect food against airborne hazards.
- Beyond that, the AirShield™ benefits both your wallet and the world. Food that becomes contaminated must be thrown away. See, e.g., Food Code 3.307.11(A)–(D). The AirShield™ reduces the amount of food that becomes contaminated. Therefore, the AirShield™ reduces the amount of food that you must throw away. That is good for both the world and your wallet!



WHITE PAPER

THANK YOU

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