

Take Cleanliness to the Next Level

A positive guest experience is about more than just the food – it's also about providing a clean, inviting atmosphere for all the senses. From the food on the plate to the music in the air, how you impact your guests' senses can make or break your business. And providing an overall feeling of cleanliness puts guests at ease and sets the table for an enjoyable experience at your restaurant.

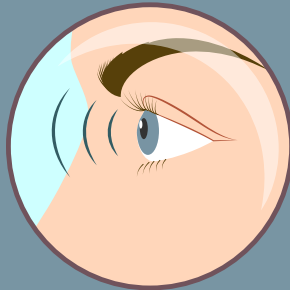
How a Clean Restaurant Impacts the Five Senses:



HEARING:

MAKE YOUR MENU SOUND GOOD

Sound may be the least considered sense when it comes to cleanliness, but it plays a considerable role in mood and perception. While every establishment has its own style, pleasant music and moderate noise levels generally create a positive and relaxed dining experience.



SIGHT:

ENSURE A TIDY FRONT & BACK OF HOUSE

You may have nailed down the perfect lighting and color scheme, but it's important to remove clutter, straighten chairs, clear tabletops, and clean windows. Keep items like cleaning supplies and dirty dishes out of sight. Employee personal hygiene and appearance can also affect a guest's visual experience.



SMELL:

KEEP FOOD AT THE FOREFRONT

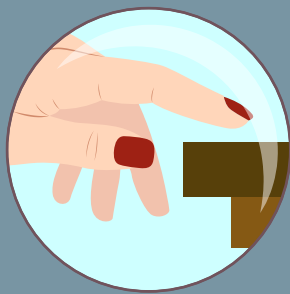
The smell of food coming from the kitchen awakens the appetite and increases anticipation for a great meal. Pleasant food aromas should take center stage inside the restaurant. Choosing fragrance-free cleaning products can help guests focus on the food, and not on overpowering odors.



TASTE:

THE TOP PRIORITY

Taste obviously gets the most attention in a restaurant setting. To ensure that guests enjoy food without distraction, cleanliness in front and back of the house is key. A clean environment will always make everything taste better.



TOUCH:

AVOID STICKY SITUATIONS

Sticky residue on a menu or crumbs on the table can leave a bad first impression. The right surface sanitizer can make a difference, helping to quickly and easily kill common pathogens throughout the establishment.



Create a
Winning
Guest
Experience.

Considering the full sensory experience as it relates to cleanliness can help you satisfy guests and create repeat customers. With the right cleaning products, proper hand washing protocols, and detailed sanitary procedures, you can create a multi-sensory experience that creates a welcoming atmosphere.

Sources: Nutrition & Foodservice Edge. "Targeting the 5 Senses in Your Dining Program." March 2016. <https://spoonuniversity.com/lifestyle/sound-affects-food-taste>
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