

KEEPING IT KLEEN

— *and Profitable*

The best way to ensure food safety!

Food-safety violations can happen very easily. Avoiding them is key to maintaining your most valuable asset: your reputation. And it takes only one employee to ruin it. The Keeping It Kleen program provides the tools for a pro-active, team-based approach to minimizing the risks of food-borne illness.

Keeping It Kleen includes step-by-step, engaging videos covering key areas such as passing the health inspection, personal hygiene, food handling, storage, and food preparation. The program is customizable—restaurant managers can choose which videos to assign to each employee, based on job function and experience level. Employees receive the links via e-mail, watch the videos, and take the online tests. When they pass, they get a certificate.

The program includes a “dashboard” for managers to track employees’ progress by name. This makes it possible to pinpoint weak areas, and fix errors, before a customer – or the Health Department – notices any problems.

The average employee turnover rate is 113 percent.

“It’s a new generation of employees out there,” says Julie Lovelass, Director of Operations for Keeping It Kleen. “Keeping It Kleen training is designed for experienced workers as well as recent hires, and it’s also available in a Spanish-language version.”

It’s more reliable than “winging it,” and less tiresome than watching your employees constantly to ensure they’re following the rules. But it doesn’t include the high cost, intimidating tests, or unnecessary extras that come with the Servsafe curriculum and other food-safety programs available until now.

“Servsafe is like a college-level course, while Keeping It Kleen can be compared to a vocational school program,” says Julie. “Servsafe is more technical; it costs more, requires a major time commitment, and is often mandatory, whereas Keeping It Kleen is a voluntary program that managers can use to quickly bring all of their employees up to speed regardless of abilities.”

Employees Must
Wash Hands
Before Returning
To Work



Hand-washing is no laughing matter. In one study by the Centers for Disease Control, 72 out of 81 outbreaks of food-borne illness – almost 90 percent – could be traced back to improperly cleaned hands.





Albany will soon be the second municipality in the state to mandate public display of health inspections.

Starting July 1, restaurants in Albany County will be required to post a prominent sign near the front entrance to announce a simple, clear verdict of county health inspections: excellent, good, fair, or unsatisfactory. The form must be displayed prominently on the front door or window at a height of 4 to 6 feet.

“This provides the consumer with important information that might not otherwise be readily available or as easily understandable,” said Christopher Higgins, a Democratic county legislator who led the fight to have inspection results posted in restaurants. “If you see a place has a ‘fair,’ you might choose to go next door or down the block to another eatery with a better rating... Ultimately I think this will make restaurants more competitive.”

Inspire a lifestyle of healthy sanitation practices.

It's not all about avoiding problems. Keeping It Kleen is a community of restaurants that want to inspire a lifestyle of healthy sanitation practices in the restaurant industry. The program also includes tools for sharing ideas about using social networks and websites for self promotion.

Go to KeepingItKleen.com and see for yourself. The few minutes it takes could transform your thinking about food safety, and help you position your restaurant for added profits as well as any new food-safety legislation that municipalities are likely to introduce.

Visit www.keepingitkleen.com



In New York, where the Health Department gives out a letter grade on the health inspection, only one percent of diners said they'd eat at a restaurant that received a "C" grade. And in Los Angeles, an "A" grade translated into six percent or more in added revenue.



Visit us at the Maines Food Show for an opportunity to talk directly with a health inspector!

What's the best way to make sure that your restaurant is in tip-top shape for your next health inspection? Stop by the Keeping It Kleen booth at the Maines Food Show, May 15-16 at the Turning Stone Resort • Casino, and get valuable insight directly from a health inspector. Get the Health Department perspective and find out what they are looking for so you can go back to your restaurant and address any food-safety issues.

Pass your next inspection, improve food safety, and maintain your reputation.