

KEEPING IT KLEEN

AN INNOVATIVE PROGRAM TO HELP DRIVE PROFITS, EDUCATE EMPLOYEES AND PREPARE FOR A HEALTH INSPECTION!



BY LINDSAY OTT

HAVING A CLEAN RESTAURANT IS A CRUCIAL COMPONENT OF A SUCCESSFUL OPERATION:

to increase customer value perception, to keep employees and guests healthy, and – perhaps most important – to prevent a possible disaster that a foodborne illness could mean for your restaurant. Maines and Restaurant Results Inc. have developed the innovative Keeping it Kleen program due to the increased scrutiny of food safety and sanitation in restaurants not only by government officials but also the consumer.



Why a Clean Restaurant Matters More Than Ever

By now you've heard the buzz about social media, but have you considered how this new word-of-mouth medium could impact your restaurant in the event of a foodborne illness outbreak at your restaurant? A foodborne illness outbreak can not only destroy your business, it can harm your customers: In 2010, the CDC estimates that over 76 million Americans suffered from a foodborne illness, 325,000 were hospitalized and an estimated 5000 people died.

A Proactive Approach

Keeping it Kleen takes a proactive approach to sanitation and food safety and also integrates strategies for dealing with an unexpected situation through a corrective action plan. The approach involves outlining proper cleaning from the right chemicals to use, to training your staff in how to clean thoroughly. Be ready for anything with expert guidance from Keeping It Kleen's team of sanitation specialists. Keeping It Kleen will provide education (including ServSafe Certification Training), suggest best practices, and outline strategies to keep your restaurant clean, up to code and profitable.

Health Inspections 101: *What They Look For!*

The follow information was taken from a document released by New York State, outline what health inspectors look for:

- ✓ **CRITICAL ITEMS** – These are literally “red” flag items denoted in red on inspection sheets. Examples include improper hand-washing, cooked foods not immediately chilled, commercial dishwashers not using the correct sanitizer concentration, and cross-contamination between cooked and uncooked products.
- ✓ **NON-CRITICAL ITEMS** – While not as severe as a red mark, non-critical issues – such as improperly labeled food storage containers, out-of-date operator permits, malfunctioning meat thermometers – are a serious problem.
- ✓ **POTENTIALLY HAZARDOUS FOODS** – Meat, poultry, seafood and ready-made foods require special handling – inspectors will ask for records to prove you're doing it right.
- ✓ **MANAGER AND STAFF KNOWLEDGE** – Restaurant owners must know their local health codes and the inspector will ask questions to test your knowledge!
- ✓ **EMPLOYEE HEALTH** – sick employee is a serious threat to your restaurant – not to mention your inspection. Send a sick employee home immediately because person-to-person contact is the leading cause of foodborne illness and inspectors have the authority to check a worker's medical records!

BE PREPARED AND KEEP IT KLEEN!

Ask your Account Manager about this innovative, preventative, and powerful program today!