

A woman with brown hair, wearing a dark green long-sleeved shirt and a light-colored apron, is standing behind a bar counter. She is looking down at a smartphone in her hands. The background shows a well-stocked bar with various bottles and glasses on shelves. The lighting is warm and slightly dim, creating a cozy atmosphere. The text 'SEVENROOMS' is overlaid on the left side of the image, and 'Inspiration Guide' is overlaid on the right side, separated by two parallel white lines.

SEVENROOMS

Inspiration Guide

# WHAT'S INSIDE

*Creative ideas on how you can serve guests remotely*

- Drive revenue with creative to-go options and gift card sales
- Support your staff
- Leverage social media to engage guests and amplify efforts
- Use your Reservation Widget to provide updates





# Ethan Stowell

RESTAURANTS

**A message to our guests:** Per Governor Inslee's proclamation, we will be temporarily shutting down all in-store dining experiences. Currently, you may still order take-out and delivery from Ballard Pizza Company and Frelard Pizza Company. [ORDER NOW →](#)

We will continue to evaluate the situation and may offer additional take-out and delivery options in the near future. Please check back or follow us [@esrseattle](#) for updates.

During this hard time, please consider **buying a gift card** to show your support if you are able. Use code *ESR10* to enjoy a 10% discount on all gift card purchases or use code *ESR20* to receive a 20% discount on any purchase over \$200.

## Sell Gift Cards

Gift card purchases have become a popular way to generate revenue today and help ensure that guests will return in the future.

A few creative takes:

- Offer discounts based on purchase amount.
- Use a portion of proceeds to immediately pay staff.
- Promote as a great gift to send a friend.







**cote\_nyc** Hello neighbors & friends! Starting today, Cote is accepting email orders for Steak Care Packages, available for pick up at the restaurant. \$180+tax gets you 4x one pound steaks, our custom salt blend, ssamjang, and four pints of assorted banchan 🍴 !

How to Order:

- Email Prime@Cotencyc.com with your full name, cell phone number, and number of care packages desired. (you can also hit the email button on our profile).
- Specify what day/time you would like to pick up. Available daily from 12-6pm at the restaurant. The cut off for same day pick up is 11 am. •Pay directly at restaurant when you arrive.

Thank you SO much for your support. We are still sending assistance checks to every team member that was laid off. As a single unit restaurant, our resources are limited, and sales from these care packages will help us send assistance for as long as possible. 💕💕💕

Stay tuned for grilling tips from @chefdavidshim and more! & be on the lookout for Cote food & wine to-go through Caviar early next week.

Love, the Cote Team 🍴

# COTE

## Sell Meal Kits To-Go

Have a favorite menu item? Many restaurants are opting to do meal-kits instead of delivery or take-out


A few fun shake-ups we've also seen:

- Make it a naming competition! Add it to your menu and give credit to the winner.
- Allow guests to purchase the ingredients via takeout or delivery.
- Have a competition to see who can come up with the most clever substitution with low grocery supplies.




866-258-1890    SIGN IN    CREATE AN ACCOUNT    BRO POINTS

**EAT CLEAN BRO**    OUR MENU    BRO MERCH    GIFT CARD    BLOG    HOW IT WORKS    CONTACT US    🔍 🛒



NEW



## THE BUTCHER'S BLOCK - THE BLOCK BOX

**NJ, NY & PA DELIVERY  
CUSTOMERS ONLY**

\*LIMITED QUANTITIES AVAILABLE\*

The Block Box contains the following USDA Prime & natural meats:

- 1 ribeye
- 1 NY strip steak
- 1 double-cut pork chop
- 2 lbs of ground beef
- 2 lbs of sausage
- 1 lb of chicken cutlets

***\*DISCOUNT CODES NOT APPLICABLE. AVAILABLE TO NJ, NY & PA DELIVERY CUSTOMERS ONLY.***

\$150.00

-

1

+

🛒 ADD TO CART



## Partner up!

Collaborate with other restaurants, bars or companies in your area to amplify your efforts and create new partnerships that can benefit you long-term.

A few cool ones we've seen:

- A bar and restaurant partnering to offer a drink + food pairing.
- Local meal kit services partnering with restaurants.
- City commerce groups promoting your initiatives.





### FAMILY FUND

#### NOHO HOSPITALITY FAMILY RELIEF FUND

We never thought we would be forced into a position to temporarily close all of our restaurants – leaving us unable to provide continued financial support to our team members, who are the heart and soul of our company. During this unprecedented time, we need you, our community, most of all. So we are asking all of you, our loyal guests, to consider making a donation to our GoFundMe campaign in support of our team members through our NoHo Hospitality Family Relief Fund.

[DONATE NOW](#)

To help seed this initiative, for the next week through March 25th, 100% of every NoHo Hospitality gift card you purchase will go to our NoHo Hospitality Family Fund, supporting team members affected by this crisis. Treat yourself to a future night out at any of our restaurants! Our team needs your support now, more than ever.

[PURCHASE A GIFT CARD](#)

We so appreciate the countless messages we've received from you, asking how you can help. We hope you will join us in supporting these incredibly talented, hard-working people. We would be grateful if you would also pass this message along to others to help us reach our goal. Thank you so much for helping our team members. Like us, they can't wait to get back to our kitchens and dining rooms to welcome you in with warm hospitality.

**THANK YOU, FRIENDS!**

*Andrew Carmellini, Luke Ostrom & Josh Pickard*

# NoHo HOSPITALITY

## Create a Fund

We all know the best people are sometimes the hardest hit. It's not fair and we all know it, any many of your guests would love a chance to help.

A few things that have touched our hearts:

- A fund GoFundMe or fund for out of work employees to help.
- A form where guests can send known job opportunities to your staff.
- Gift card proceeds going directly to employees.





# Ethan Stowell

## RESTAURANTS

### Cross-Sell on Social

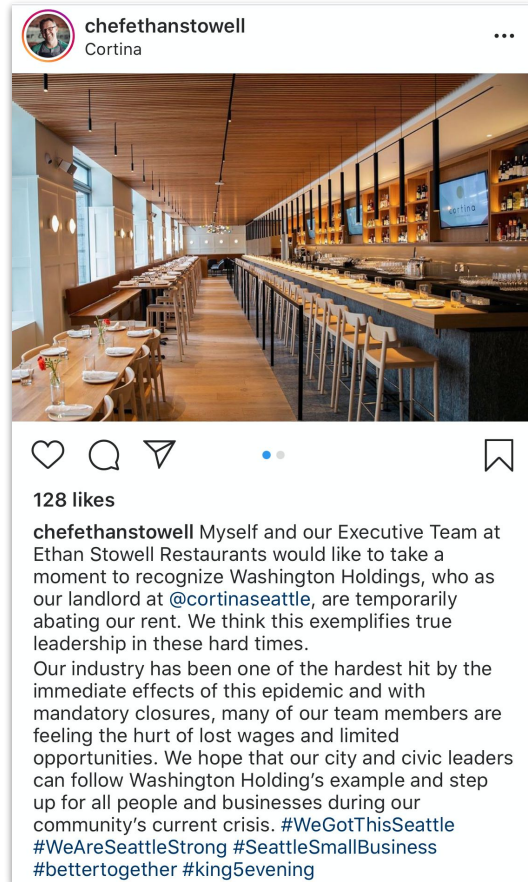
Use different accounts within your restaurant group to highlight where guests should go for take-out or delivery options

A few ideas we've liked:

- For meal kits, have one location a day create the meal kit but allow all locations to sell or deliver it.
- Find loyal guests from specific locations and promote the other locations meal kits — when we can all leave our homes again, they'll be more likely to try the new spot!







# Ethan Stowell

## RESTAURANTS

### Share Good News

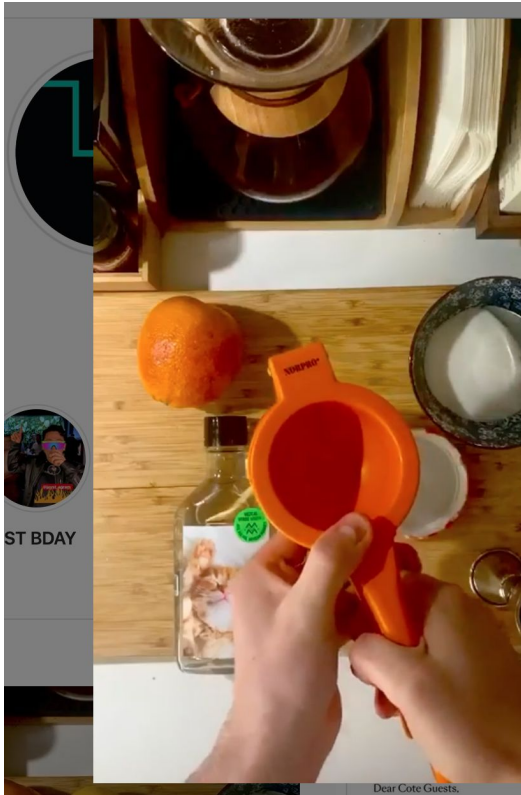
Things can get a little dark these days... but there's also a lot of good! Share anything positive that you or other businesses in your area are doing.

A few great things we've loved seeing:

- Restaurants donating food to shelters or people out of work.
- Landlords or services offering relief.
- Good deeds of community members going above and beyond to support staff or the restaurant community.







[Watch the video](#)



**undercote** Cocktails with Sondre -  
Quarantine Edition

You thought we were gone!! (ok physically yes, but we're always here in spirit!). While you're at home, you know, quarantining, we (Sondre) came up with some cocktails for you to make in the comfort of your 8x8 apartment!

We first present to you: Apocalypse Meow (remind me not to let Sondre come up with names)

ANYWAY! Read below:

Apocalypse Meow

2 oz Mezcal

Juice from half a lemon

Chai tea syrup (1/2 cup water, 1/2 cup sugar and 1 bag of Chai Tea. Heat until sugar is dissolved, then let it cool)

Before you start: Wash your hands, duh! Then mix everything together in something you can put a lid on (bonus points if you have an actual shaker at home). Add ice and shake! Serve in a cup of your choice and garnish with orange peel!

We'll be bringing these to you until Sondre runs out of alcohol in his apartment! Feel free to slide in his dms @mrkasin if you have any questions - keep them cocktail related, he's taken!

🍷🍹 CHEERS!

# COTE

## Instagram Live or TV Cocktail class

Share a recipe and show guests how to make a signature, or new, cocktail at home.

A few fun shake-ups we've also seen:

- Make it a naming competition! Add it to your menu and give credit to the winner.
- Allow guests to purchase the ingredients via takeout or delivery.
- Have a competition to see who can come up with the most clever substitution with low grocery supplies.



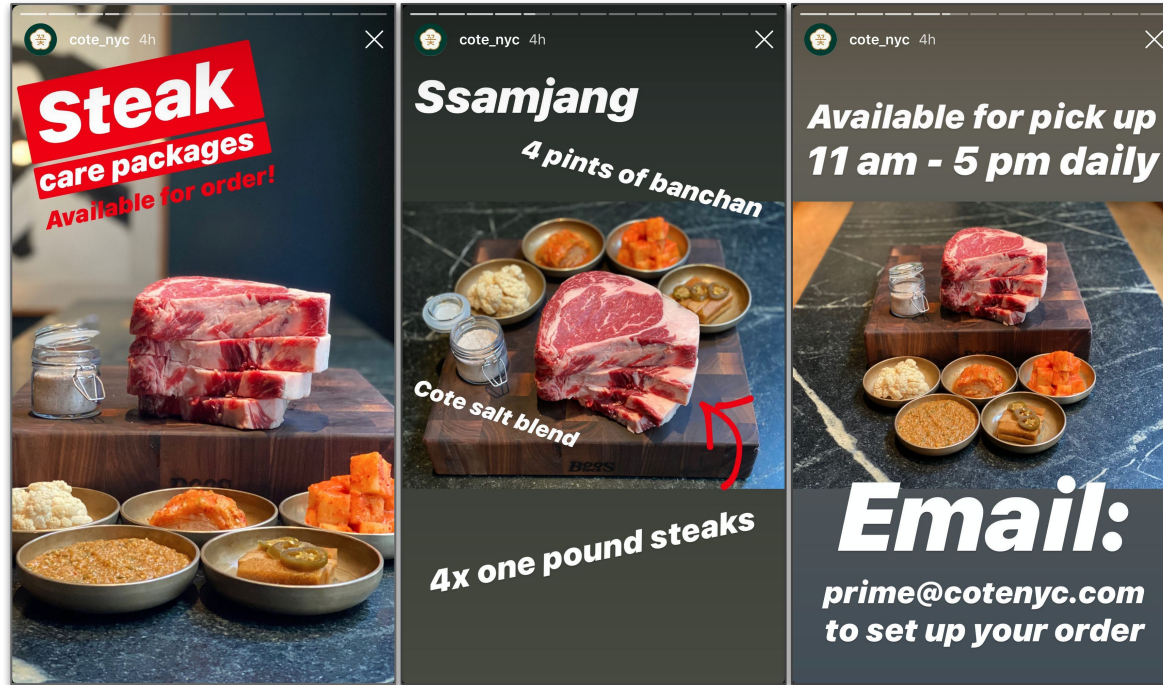


## Promote your initiatives

Use social media to promote your different initiatives, such as selling meal kits:


How to take it a step-further:

- Encourage guests to tag you and re-share their posts or stories.
- Make a competition to see who can plate it the best.
- Encourage them to host a remote dinner party and send the same meal kit to friends.



Crown Shy    Gift Cards    Menus    About    Private Dining    Contact

Starting today, Crown Shy will be closed for lunch and dinner service until further notice. As always, our priority is to ensure that both our guests and employees feel safe. It has become more evident that it is unsafe for Crown Shy to continue to operate. As a result, we join our peers in following the mandate of local government by halting service. We're ceasing operations because it's the right thing to do to slow the spread of COVID-19. Deciding to close our doors was one of the hardest decisions we've ever had to make. (It's certainly the hardest in our professional lives.) We opened Crown Shy to bring people together to break bread. We will do our darndest to get back to work as soon as it's safe to do so. Stay safe. Jeff Katz and James Kent



< Thu, Mar 19 >  
date

< 2 >  
guests

< 8:00 PM >  
time

Search

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## Use Your Reservation Widget

You can customize your SevenRooms Reservation Widget with language telling guests if you are closed, for how long and what else they can do to engage with you during this time.

Some updates we've seen here:

- Your planned closed dates.
- How guests can order take-out.
- How people can help your staff.
- Contact information if guests just want to reach out.

See how to set this up, and get more tips, [in this guide](#)

