



# FOODSERVICE CLEANING RESOURCE GUIDE



Solutions for a Healthy and  
Successful Operation



# WHY CLEAN MATTERS

## Facts & Insights



### CONSUMERS EXPECT CLEANLINESS

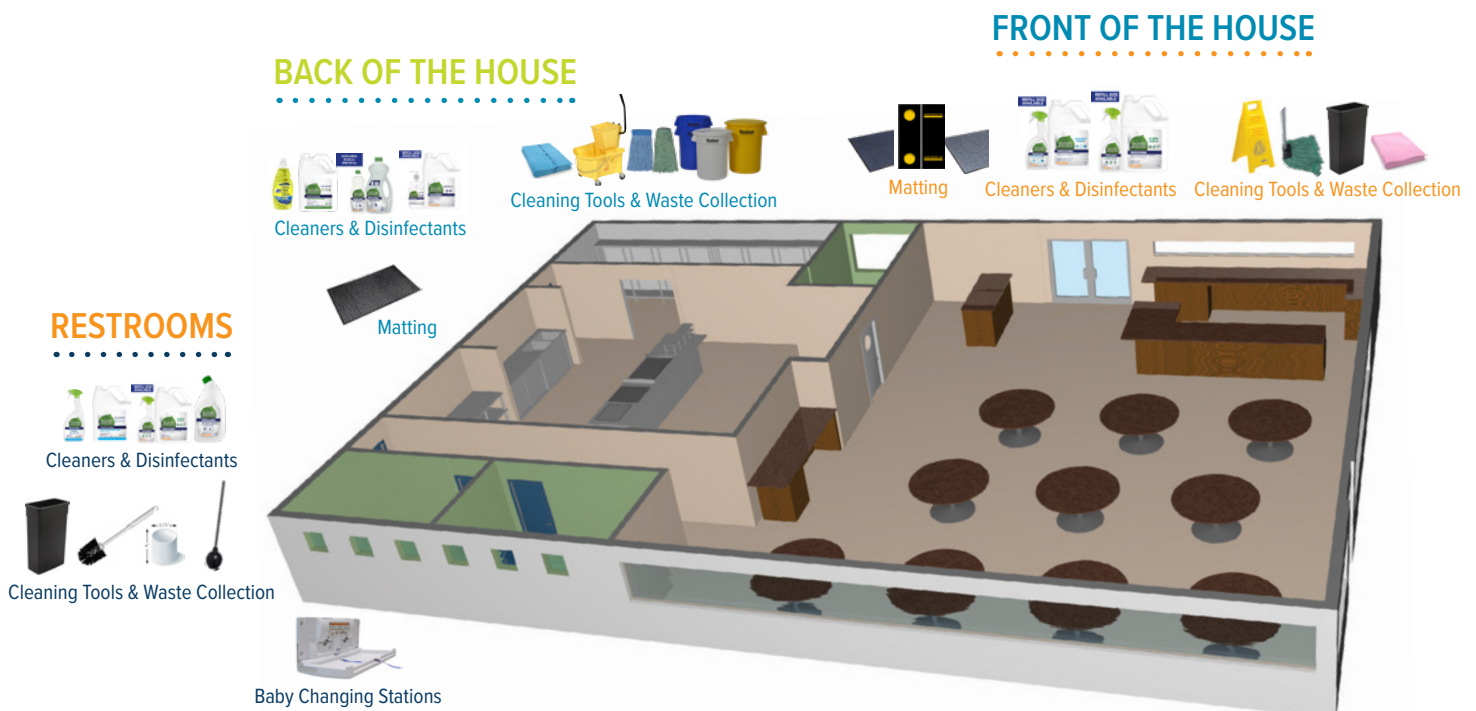
- When choosing a restaurant, 93% of consumers say restaurant cleanliness is important or very important<sup>1</sup>
- 86% of US adults equate the cleanliness of a restaurant's restroom to the cleanliness in the kitchen<sup>2</sup>
- More than 80% of consumers would avoid a restaurant with a dirty restroom — not just avoid the restroom, but avoid the restaurant altogether<sup>3</sup>
- 71% of consumers expect restaurants to regularly/visibly wipe down tables, kiosks and other frequently touched objects<sup>4</sup>
- 54% of consumers expect restaurants to provide disinfecting wipes for them to use<sup>4</sup>

### 5 AREAS MOST OFTEN FOUND DIRTY IN A RESTAURANT<sup>2</sup>

- Dining Room Tables/Chairs
- Restroom Toilet
- Litter on Tables/Floors
- Dining Room Floors
- Restroom Floors

**Seeing clean is believing - consumers want to see the steps you take to keep your facility clean & sanitized.**

### TYPICAL RESTAURANT FLOOR PLAN



1. Restaurantbusinessonline.com April 2019  
2. Cleanlink.com December 2010  
3. QSR Magazine September 2013  
4. Datassential

# CLEANING & HYGIENE

Meeting Expectations



## THE FOUR MAIN WAYS TO KEEP YOUR FOODSERVICE ESTABLISHMENT CLEAN AND SANITARY\*



**HAND WASHING** — The primary method of preventing your staff and customers from getting an illness.



**CLEANING SURFACES** — Removing soils and food from surfaces is the most vital part of the hygiene process as it prevents pathogens from having an environment to thrive.



**SANITIZING FOOD CONTACT SURFACES** — Follow public health standards and requirements by lowering the number of germs on surfaces or objects to a safe level, but not as thoroughly as a disinfectant.



**DISINFECTING TOUCH POINTS** — Killing germs or pathogens on a surface after cleaning can further lower the risk of spreading infection.

THESE IDEAS AND OTHERS CAN BE FOUND AT [QSR MAGAZINE](#)

[NATIONAL RESTAURANT ASSOCIATION REOPENING GUIDANCE](#)

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