

KITCHEN HYGIENE

ALL WRAPPED UP

93% of chefs think Wrapmaster® dispensers are safer and more hygienic than cardboard cutter boxes*



**Easy to Clean
& Sanitize**



**Dishwasher
Safe**



**Safe to
Use**



SAFETY FIRST

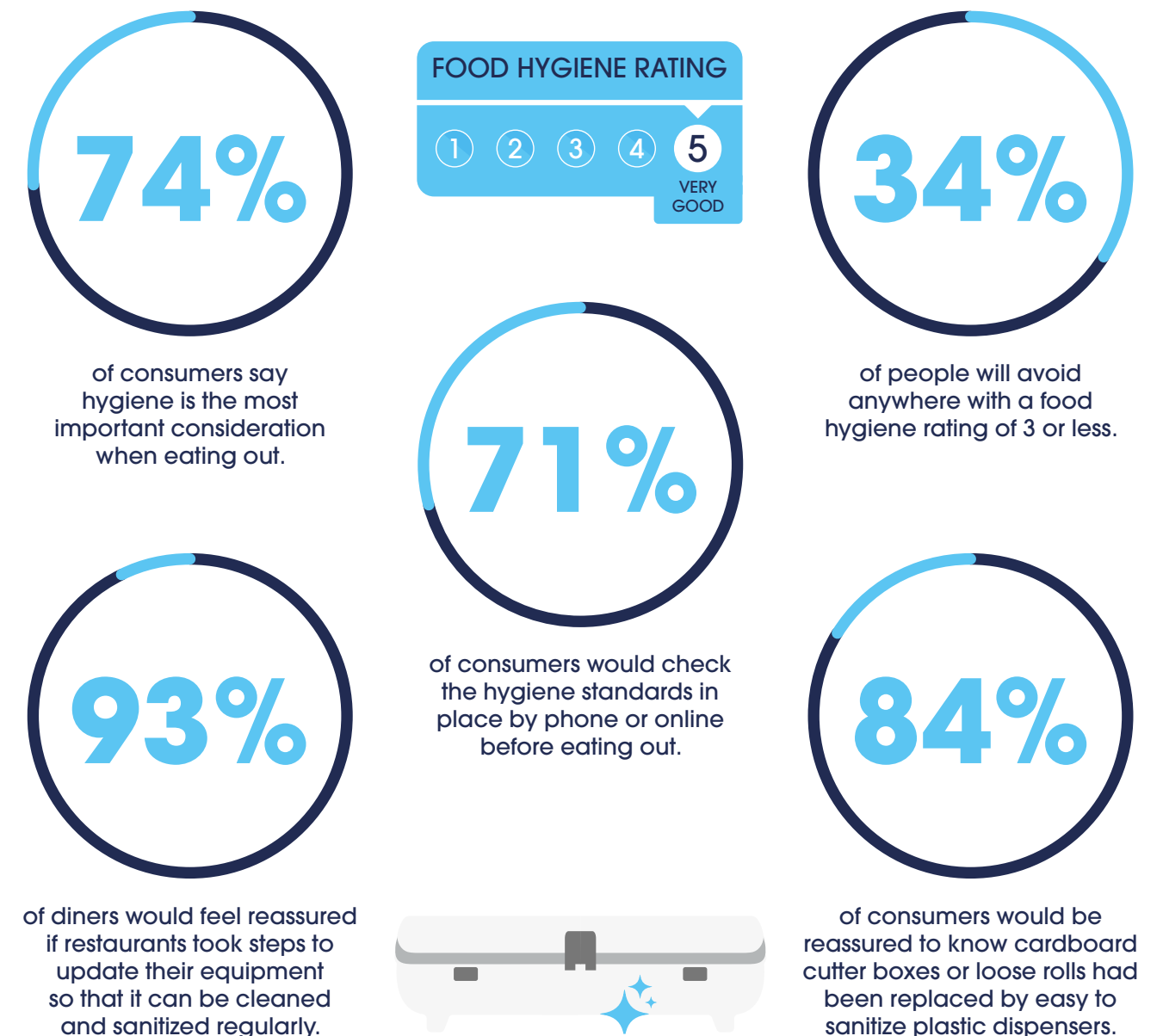
Now more than ever, hygiene is top of mind with consumers and operators alike. Driving the foodservice industry to find new ways to improve the hygiene and safety procedures within their professional kitchens. Indeed, research from CGA Business Confidence Survey (May 2020) found 80% of operators surveyed expected increased hygiene demands.

Here you will find results of the latest research from Wrapmaster® on consumer attitudes to eating out in the wake of Covid and the 'new normal'. Along with a look at how operators can make simple changes to help ensure exceptional kitchen hygiene, at a time when it is more important than ever.



HYGIENE, THE NEW WATCH WORD

It is safe to say 2020 has shone the spotlight on foodservice hygiene. In current times more than ever customers need the reassurance of the 'theatre of cleanliness', (where operators clearly highlight their hygiene practises), both front and back of house. As well as the reassurance of strong scores on the doors ratings to help select where they eat out or order from. In fact, recent independent consumer research shows...



Source: Independent consumer insight, Toluna July 2020, sample 300 consumers.

TOP TIPS FOR KITCHEN HYGIENE

Audrey Deane from Safer Food Scores has been working within the food industry for over 25 years. Our WRAPSAFE Hub boasts six specialized videos presented by Audrey and dedicated to helping kitchens stay clean, safe and hygienic. Available at www.wrapmaster.global/usa/wrap-safe/

Here are Audrey's 10 Top Tips for Kitchen Hygiene:

- 1** Always wash food in the correct sink to remove any bacteria or viruses present.
- 2** Clean and sanitize your kitchen before, during and after service with a deep clean at the end of the day.
- 3** As well as washing your hands regularly, always wash your hands when entering the food room and especially before preparing ready to eat foods.
- 4** If you are not going to use your prepared foods straight away ensure you cover them with Wrapmaster® cling film and place them immediately back in the fridge, with the correct color coded sticker.
- 5** Have a Wrapmaster® dedicated to each kitchen area (using the handy stickers) to avoid cross contamination between stations.
- 6** When not in use, protect smaller items of equipment from contamination by keeping them in the correct kitchen area in a plastic box.
- 7** Ensure your team are well trained on your processes and practises relating to ensuring a Covid safe kitchen both for their safety and your customers.
- 8** Ensure the kitchen is well ventilated and staff wear any PPE deemed necessary by your risk assessment.
- 9** Set-up shift bubbles or fixed teams and stagger start, finish, and break times to reduce the likelihood of clusters of staff in common areas.
- 10** Avoid cardboard cutter boxes as these can harbor bacteria and viruses. Instead, Audrey recommends using Wrapmaster® dispensers as the plastic casing protects your kitchen wrap, can be cleaned easily and 100% disinfected in a commercial dishwasher with a rinse temperature of above 176°F / 80°C to effectively sanitize.

HOW WRAPMASTER® CAN HELP

Along with kitchen best practise, the award-winning Wrapmaster® range, endorsed by the Craft Guild of Chefs, is the simple solution to keeping kitchens and teams safe. The original and best dispensing system for film, foil and baking parchment, Wrapmaster® is easy to sanitize and can be 100% disinfected in a commercial dishwasher – unlike cardboard cutter boxes and loose rolls which can absorb and harbor germs. Easy to use, Wrapmaster's® concealed blade means hands are always safe and there is no risk of injury or cuts during service.





REMEMBER...

93% OF CHEFS

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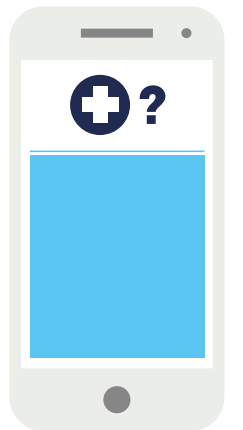
3 OUT OF 4

consumers say hygiene is the most important consideration



71%

would check the hygiene standards in place by phone or online before eating out

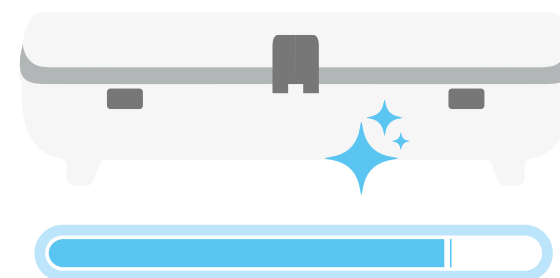


81%

would be reassured to know cardboard cutter boxes or loose rolls had been replaced with easy to sanitize plastic dispensers

93%

want to see operators update equipment so that it can be sanitized regularly



Source: Independent consumer insight, Toluna July 2020, sample 300 consumers.
*Independent Chef Panel Research, 100 participants July 2020.



ISN'T IT TIME YOUR KITCHEN STARTED USING WRAPMASTER®?

To find out more about the range and how Wrapmaster® can help improve hygiene and safety in professional kitchens visit

WWW.WRAPMASTER.GLOBAL/USA

