

Coronavirus (COVID-19) FAQs/Resources

(updated 4.9.20)

QUESTIONS

- [Is talentReef offering any monthly subscription deferment and/or discounting of services during this time?](#)
- [In the event of a store closure – note from Supply Chain](#)
- [Franchise Times: SBA Lenders to Administer Disaster Relief Funds for Restaurants and Franchise Businesses – get the details and lender contact information here.](#)
- [I have less than 50 employees, does that mean I am exempt from the Families First Act?](#)
- [Is there an application template I can use for team members requesting emergency paid sick leave and/or extended leave to care for a child who is out of school?](#)
- [I know there are six reasons an employee can request emergency sick leave, but has the DOL offered any more guidance about what each reason looks like?](#)
- [My employee has child care coverage part of the week. Can I allow them to take intermittent leave?](#)
- [Is there a recommended laundry detergent that would kill the virus when washing cloth masks?](#)
- [FDA link: Should employees in retail food and food production settings wear face coverings to prevent exposure to COVID-19?](#)
- [FDA link: How do I maintain social distancing in my food production/processing facility and food retail establishment where employees typically work within close distances?](#)
- [Can owners email their best practices to one place?](#)
- [Do we recommend limiting the number of guests in the store at one time?](#)
- [How do we clean and sanitize the POS?](#)

- Can an employer take an employee's temperature?
- How can I protect and/or mitigate the risk of potentially sick team members coming in to work?
- Should we pull items from the Grab-n-Go and have a sign that says to ask for the items at the check-out?
- Can I use a mobile device like Square to process credit cards with curbside pick-up?
- How can I safely manage the number of people in my stores, while still exceeding the guests' expectations?
- Should we be marketing that our product is safer because you cook it and therefore kill off the germs?
- I'd like to modify my store hours due to COVID-19's impact to my store, how do I do this?
- Can I still sign up to partner with delivery providers that services my store?
- How do I offer drive-thru and/or curbside only services to my guests?
- Should I remain open given the recent state and local mandates shutting down restaurants and bars?
- How will this impact the My Slice Rewards program roll-out?
- How should we continue to clean the stores with limited availability of the Purell Foodservice Sanitizer and the EcoLab TB Disinfectant Cleaner?
- What if we need to conduct deep cleaning in the store and I do not have the Purell Foodservice Surface Sanitizer or the EcoLab Disinfectant Cleaner?
- Am I required to provide paid time off to full and part-time team members under the new COVID-19 federal bill?
- Should we be changing our media plans?
- Can I opt to not be part of the royalty and ad fund deferral?
- When will I be billed for the deferred royalty and ad fund contributions?
- What should I do if a team member shows symptoms of Coronavirus?
- What if a team member tests positive for COVID-19?

- [Should I remain open given the recent state and local mandates shutting down restaurants and bars? What happens if a city or state issues a “shelter in place” order? Can we stay open?](#)
- [How do I let guests know that we are still open?](#)
- [My landlord reached out to me about rent abatement. What should I be thinking about?](#)
- [Delivery Provider Pickup Feature at 0% Commission \(for a limited time\)](#)
- [Could we get a universal cleaning steps guide, similar to the temperature checks, for the crew?](#)
- [What do I say if the Health Department calls and tells me to close my lobby?](#)
- [Sanitizer Use in the Stores?](#)
- [What are the state websites and hotline numbers?](#)
- [Marketing Messaging](#)
- [What are the text recommendations?](#)
- [LAUNCHED TODAY \(3/20/20\): The Uber Eats and DoorDash pick-up features for guests \(at a 0% commission fee for Franchise Owners\)](#)
- [INFORM / TAKE ACTION! Join the DoorDash #OpenForDelivery Initiative](#)
- [Can PMI do more to advertise that we are open and ready to service our communities?](#)

Please note, for the following two FAQs regarding Emergency and Medical Leave Expansion Act and the Emergency Paid Leave Act were compiled using multiple sources. The elements included in each act, how the federal government intends to implement and enforce them, and how they play with emerging state legislation is still very fluid. Before deciding how to address either for your organization, we would encourage you to reach out to an employment attorney and/or your benefits broker who could provide the answer most appropriate to your organization.

- [What is the Emergency Family and Medical Leave Expansion Act?](#)
- [What is the Emergency Paid Sick Leave Act?](#)
- [Employees signing waivers](#)

- [Can we do in-house deliver if they order online—does OLO has that option?](#)
- [Tips for managing stress and anxiety?](#)
- [Can PMI request to Department of Social and Health Services to allow SNAP customers to pay on line with their EBT card?](#)
- [Is there a wireless payment device available to take payment outside of the store?](#)
- [Can we reprogram our payment devices / POS to take credit card payment by phone?](#)
- [Update: DoorDash First Order, \\$0 Delivery Fee – Promotion Extension](#)
- [Marketing messaging \(3/23\)](#)
- [Updated Curbside sign \(with sign selection instructions\)](#)
- [In light of the “shelter in place” order, what would PMI recommend we use as explanation to local regulators that we do qualify as a grocer?](#)
- [Tax filing deadline: Are corporate returns deferred or just personal? Is the deferral for filing and paying or just paying?](#)
- [Are we transitioning away from in-store coupons on custom art requests? Why?](#)
- [Great American Takeout Social Campaign reminder](#)
- [For your toolkit: Additional signage to guide guests](#)
- [The Coronavirus Relief Bill: What’s in it for restaurants?](#)
- [Families First Coronavirus Response Act \(FFCRA\) Updates from FAQs sent out on Friday, March 20th](#)
- [What should I be doing about rent during the COVID-19 pandemic?](#)
- [Update on disinfecting wipes and towelettes – on back order as of 4/7](#)
- [We’re in this together: Franchise Owner highlights \(3/27\)](#)
- [DoorDash First Order, \\$0 Delivery Fee Reminder](#)
- [How can we expect the CARES Act—the Coronavirus Aid, Relief, and Economic Security Act—to impact Franchise Owners?](#)
- [Great American Takeout – Round 2](#)

- [Is COVID-19 a concern with takeout? Image answer below](#)
- [Local highlight – Supporting and serving the community](#)

Supply Chain

- [Urgent update from SYSCO/SYGMA \(3/25/20\)](#)
- [Will supply chain be disrupted?](#)
- [Should I stock up on inventory in case the DC runs out?](#)
- [Will the DC be able to get more inventory if they run out?](#)
- [Do our suppliers have enough inventory for the PMI system?](#)
- [What is Supply Chain doing about ensuring the right amount of inventory is coming from the supplier to the DC?](#)
- [What if suppliers cannot get raw materials to make our product?](#)
- [What are our suppliers doing to keep our food safe?](#)
- [Do we expect to see any product shortages?](#)
- [Are we seeing disruption to our supply chain? \(as of 3/23/20\)](#)
- [A message from Cintas – no signature required for delivery](#)

ANSWERS

- **Is talentReef offering any monthly subscription deferment and/or discounting of services during this time?**

In the interest of maintaining a strong partnership during this time, talentReef would like to encourage franchise owners experiencing financial hardship to email either accountsupport@talentreef.com or psnyder@talentreef.com (Patrick Snyder) to explore extended payment terms (e.g. from net 30 to net 60 days). talentReef understands some franchise owners are being hit harder than others and they are open to addressing those scenarios on a case-by-case basis.

- **In the event of a store closure – note from Supply Chain:**

In the event of store closure, call your suppliers – food, beverage, and any other vendor - to ensure they are temporarily stopping service for your store and ensure you are not charged for their services while closed. In addition, ensure you haven't already placed an order that will be delivered during your store closure.

➤ **Is there a recommended laundry detergent that would kill the virus when washing cloth masks?**

According to the Centers for Disease Control, launder items according to the manufacturer's instructions using the warmest appropriate water setting and dry items completely - <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html>

Just the friction from scrubbing with soap (any kind of soap) and water should suffice in breaking the coronavirus's protective envelope* and rendering the virus ineffective.

*The coronavirus has lipid layers that make up an envelope that protects the virus. If the envelop is disrupted, the virus is destroyed.”

➤ **Can owners email their best practices to one place?**

Absolutely – thank you for your teamwork! You are welcome to email best.practices@papamurphys.com to contribute your advice and we will make a point to share ideas out.

[RETURN TO ALL QUESTIONS](#)

➤ **Do we recommend limiting the number of guests in the store at one time?**

According to the CDC, to slow the spread of COVID-19 through the American population, social distancing measures should be practiced. 6 feet is a distance that is being readily adopted as an acceptable social distance. It is up to your discretion how you would like to promote this in-store. Below are options for your consideration:

For guests, some owners are choosing to limit the number of people in the store at one time according to the size of the lobby. For example, if you can fit three people in comfortable with 6 feet in between, then set your limit at 3. If you would like to implement this practice you can use [this sign](#), posted on the front door of the store to inform guests of the expectations.

For team members working in the back of house and on the makeline, we understand that maintaining 6 feet at all time is difficult depending on store design and size. You should continue to reinforce that when and where possible six feet apart is the desired distance (you may need to show them what that looks like), and reiterate how critical it is that they wash hands often and stay home if they show any [symptoms of the virus](#), or live with someone who does.

[RETURN TO ALL QUESTIONS](#)

➤ **How do we clean and sanitize the POS?**

Our recommendation on cleaning procedures for POS terminals is as follows:

Touchscreen Cleaning Procedures

1. Using a soft cloth dampened with isopropyl alcohol or a mild non-abrasive soap & water solution, gently wipe the touchscreen clean.
2. Wipe the screen and edges dry.
3. Make sure the glass and screen edges dry completely before using the unit.
4. Do not use sharp objects to clean around the edges of the touchscreen.

Please review further information [here](#).

For payment devices, please review the following information provided by Verifone:

Cleaning: Verifone devices should only be gently cleaned with water using a lightly damp microfiber cloth. Do not push down on multiple buttons at once.

NOTE: Do not use solvents, detergents, or abrasive cleaners. Please refrain from vigorously shaking the terminal(s) to prevent triggering the tamper alert.

Disinfecting: After cleaning, the devices may be disinfected using an alcohol-based wipe or alcohol-based cleaner applied to a microfiber cloth.

NOTE: Do not spray, coat or pour any disinfectant or other liquid directly onto the device

CAUTION: **Never use bleach, thinner, trichloroethylene, or ketone-based solvents – they can deteriorate plastic or rubber parts.**

[RETURN TO ALL QUESTIONS](#)

➤ Can an employer take an employee's temperature?

Yes – based on guidance from the EEOC you can. Additional information here:

https://www.eeoc.gov/facts/pandemic_flu.html

There is an abundance of risk associated with taking employees temperatures. PMI is not implementing in our CSD stores because:

- There's a very high risk of mishandling and opening the business up to unintentionally violating HIPPA and ADA guidelines.
- An individual could be infected without even having a fever. Having a fever is one potential symptom, not the only diagnosis.

[Here on FRESHnet](#) is an article from SHRM that illustrates additional concerns regarding taking employee's temperatures.

[RETURN TO ALL QUESTIONS](#)

➤ How can I protect and/or mitigate the risk of potentially sick team members coming in to work?

Have employees complete a daily self-assess based on the following questions:

In the last 14 days:

- Have you had any of these symptoms?
 - Fever great than 100
 - Difficulty breathing / shortness of breath
 - Cough
- Are you currently experiencing fever over 100, difficulty breathing or a cough?
- Have you had contact with anyone with confirmed COVID-19?
- Have you traveled to, or been in contact with someone who traveled to, any of the locations on the CDC's Level 3 Travel Health Notice?

<https://www.cdc.gov/coronavirus/2019-ncov/travelers/after-travel-precautions.html>

If they answer “yes” to any of the questions, please have them contact their healthcare provider. You should encourage employees to follow the normal call in procedure if they do feel ill, and have another employee cover their shift(s) until they are symptom free for 72 hours.

[RETURN TO ALL QUESTIONS](#)

➤ **Should we pull items from the Grab-n-Go and have a sign that says to ask for the items at the check-out?**

While the spreadability of COVID-19 on the surface of refrigerated plastic containers is a very low risk, we understand constant cleanliness monitoring of the Grab-n-Go is challenging. The following practice is an effective alternative.

You may remove products from the Grab-n-Go, replacing them with the attached print and post. It will direct guests to request and purchase the product at the POS. Keeping empty containers with the salad sleeves in the Grab 'n' Go, along with the print and post sign will assist guests with AOS selection.

[RETURN TO ALL QUESTIONS](#)

➤ **Can I use a mobile device like Square to process credit cards with curbside pick-up?**

Unfortunately, using Square is not an option.

Alternative: For phone-in orders, should team members feel comfortable, you can offer to the guests to meet at their vehicle, take the credit card, run it as a credit card in-store, then return it along with the guests' order to their vehicles. See also [Procedures for Curbside](#). Note, team members handling credit cards is not normally considered a best practice, but given the fluidity of this emergency situation we are presenting it as an option. Note, this is not likely a PCI compliant practice and the risk lies with the owner.

[RETURN TO ALL QUESTIONS](#)

➤ **How can I safely manage the number of people in my stores, while still exceeding the guests' expectations?**

In order to encourage social distancing & minimize lobby wait times, starting tomorrow 3/18, we will be turning off “ASAP” as a pick up option for guests on papamurphys.com and will set a default pick-up time for 30 minutes.

This change should allow for more prep time of online orders at the store, which in turn means customers should have their order ready for pick up at the designated time, limiting their time in the lobby. Please note that auto release will still be turned on. This is a global change and we realize that 30 minutes may not be enough time. This is a fluid situation and we’ll look at adjusting pick up times as needed.

[RETURN TO ALL QUESTIONS](#)

➤ **Should we be marketing that our product is safer because you cook it and therefore kill off the germs?**

Unlike some other viruses, such as norovirus and Hepatitis A, the coronavirus cannot survive in foods. According to the World Health Organization, there have been no reports to support the theory that the COVID-19 virus is spread through food. The respiratory viral risk in restaurants is more about being in the same location with another individual. Those individuals with the virus can deposit the virus on surfaces like tables, doors, benches, menus, etc. Following routine cleaning and sanitizing in the Papa Murphy’s stores and hand hygiene is the best defense.

The virus is not a foodborne virus. We are not planning on marketing the benefits of take and bake due to the virus—marketing messages will continue to focus on that our stores are open, offering online ordering, third party delivery and our delicious new triple pizza in addition to our other high quality, bake at home fresh pizza.

[RETURN TO ALL QUESTIONS](#)

➤ **I’d like to modify my store hours due to COVID-19’s impact to my store, how do I do this?**

Contact the PMI Store Solutions Support at 877-410-7272. Requests will be worked as received and in most cases completed within a few minutes. Should we experience a high volume of requests, completion of changes may take longer. We appreciate your patience. [For DoorDash](#), once changed in CFC or with PMI, Store Solutions revised hours will refresh the next morning. All other providers can be updated in your owners’ merchant portal in the menu or store hours section.

[RETURN TO ALL QUESTIONS](#)

➤ **Can I still sign up to partner with delivery providers that services my store?**

Yes. The [Getting Started with 3rd Party Delivery article on FRESHnet](#) in the Delivery section provides sign up links as well as an attachment that highlights which providers are available by store. For questions, please email delivery@papamurphys.com.

[RETURN TO ALL QUESTIONS](#)

➤ **How do I offer drive-thru and/or curbside only services to my guests?**

A number of state and local governments have implemented restrictions on how guests can obtain service (e.g. no dine-in). Additionally, we understand owners not impacted by these measures may still have a desire to implement low contact options like drive-thru and/or curbside only out of precaution. Below are options to address these scenarios.

For stores with drive-thru windows:

- Contact the PMI Store Solutions Support at 877-410-7272 and request the following:
 - A message to be placed on your store(s) olo site informing guests you have moved to drive-thru only. You may add curbside as an additional service.
 - Removal of the “pay store directly” feature if you currently have it enabled (this requires one business day to complete).
- Print and post this sign. See the “Drive Thru Orders” attachment [here on FRESHnet](#).

For stores that do not have a drive-thru window:

- Contact the PMI Store Solutions Support at 877-410-7272 and request the following:
 - A message to be placed on your store(s) olo site informing guests you have moved to drive-thru only (and curbside if applicable)
 - Removal of the “pay store directly” feature if you currently have it enabled (this requires one business day to complete).
 - Print and post this sign.

For crew procedures and scripting visit the [Procedures for Drive-Thru and Curbside Services Only guidelines on the FRESHnet](#).

[RETURN TO ALL QUESTIONS](#)

➤ **Should I remain open given the recent state and local mandates shutting down restaurants and bars?**

We believe, and our position for CSD, is that because we supply our customers **food for home consumption**, we operate in the same line of business as grocers and our ability to accept SNAP benefits is evidence of this classification. The state mandates are being instituted quickly and the exact wording may be confusing or conflicting. We encourage owners to stay open and serve their communities, but if there are any specific issues or concerns, please contact us via Legal@papamurphys.com for assistance.

[RETURN TO ALL QUESTIONS](#)

➤ **How will this impact the MySLICE Rewards program roll-out?**

We are incredibly grateful for the partnership and support our owners and their teams provided in the stores that launched last week and today. Currently we remain on track to implement according to our original MySLICE Rewards implementation schedule (100 stores went live today!). We are assessing the situation daily and should our decision change we will communicate to those impacted immediately.

[RETURN TO ALL QUESTIONS](#)

➤ **How should we continue to clean the stores with limited availability of the Purell Foodservice Sanitizer and the EcoLab TB Disinfectant Cleaner?**

As local and federal government agencies continue to implement evolving measures to prevent the spread of COVID-19 we are diligent in maintaining a clean, sanitary, and food-safe environment for our guests and team members.

Bulk QUAT Sanitizer

- The Bulk Sanitizer (QUAT) used in the three-compartment sink and for the sanitizer buckets can be used for cleaning and sanitizing surfaces in the FOH and BOH of the stores.
- The sanitizer must be between 200-400 ppm. If the concentration goes below the 200 ppm, change immediately.
- Ensure to monitor the concentration throughout the day and document on the Daily Food Safety Checklists at 11:00 a.m. and 3:00 p.m.
 - Increased checks of the sanitizer concentration need to occur with increased use.
- Document any other sanitizers or corrective actions being used in the stores in the space provided “List corrective actions.” If additional space is needed use the reverse side of the page to document additional sanitizers and corrective actions.

SANITIZATION (200-400 PPM)					
Check and record every 2 hours.					
Location	11:00 a.m.		3:00 p.m.		List corrective action
	Yes	No	Yes	No	
24. Three-Compartment Sink					
25. Red Sanitizer Buckets (1 BOH & 1 FOH)					

[RETURN TO ALL QUESTIONS](#)

➤ **What if we need to conduct deep cleaning in the store and I do not have the Purell Foodservice Surface Sanitizer or the EcoLab Disinfectant Cleaner?**

- If conducting needed deep cleaning based on team members COVID-19 positive test status and you do not have the Purell Foodservice Surface Sanitizer, the EcoLab TB Disinfectant Cleaner (found in the EcoLab Biohazard Response Kit), you can use unexpired household bleach please adhere to a dilution of 1/3 cup of bleach per 1 gallon of water.

Please be aware certain toppings will absorb specific strong odors. Use bleach only as a deep cleaning options if needed.

[RETURN TO ALL QUESTIONS](#)

➤ **Am I required to provide paid time off to full and part-time team members under the new COVID-19 federal bill?**

Lawmakers in the senate are currently finalizing the Families First Coronavirus Response Act. The excerpt below is taken from Time magazine. As more information regarding employer obligations becomes available we will share. In the meantime, please make sure you are following all state and local paid sick leave practices.

As initially proposed, the bill would provide workers with two-thirds of their wages, paid through the Social Security Administration, for up to 90 days of leave related to their own or a covered relative's illness caused by COVID-19. The program would expire in January 2021. The original draft would have permanently require private employers to provide seven days of paid-sick-leave accruals to full-time employees ([though this provision was removed](#)). Immediate sick-leave benefits would be provided to workers who get sick during the coronavirus pandemic, and employers would have to provide 14 days of paid sick leave to full-time employees when a public health emergency is declared. Part-time employees would be eligible to take paid sick leave for the number of hours that they would normally work in a two-week period. Changes to the bill will likely be made, however, before it is signed into law.

[RETURN TO ALL QUESTIONS](#)

➤ **Should we be changing our media plans?**

As we announced on Friday, we are highlighting online ordering, delivery and the convenience of 'at-home' meal options in our emails/texts/Facebook and Instagram ads to ensure consumers know we are available to serve them during this time. In addition, we will have scripts for live DJ endorsements that states we are open, have convenient online ordering, delivery, etc. Also, media is underway for the launch of our new Triple Pepp pizza and we recommend staying the course with your current marketing plans. Your field marketing team continue to review all market media plans and if there are any concerns with messaging and placement, they can discuss and explore options. More to come in the near future should changes be suggested. In the meantime, please reach out to your respective marketing field team leader with immediate questions/concerns.

- West region – [Emily Thompson](#)
- Central region – [Dana Misner](#)
- East region – [Matt Oberender](#)

[RETURN TO ALL QUESTIONS](#)

➤ **Can I opt to not be part of the royalty and ad fund deferral?**

We unfortunately do not have the ability to easily exclude any one owner from the deferred royalty and ad fund process being implemented so this will be in place for all owners for the 4-week duration.

[RETURN TO ALL QUESTIONS](#)

➤ **When will I be billed for the deferred royalty and ad fund contributions?**

Any deferred amounts will not be collected immediately after the end of the 4-week period but will be spread over a period of time to minimize any effect to owners. That period is still being determined but we will provide an update as soon as we have this finalized.

[RETURN TO ALL QUESTIONS](#)

➤ What should I do if a team member shows symptoms of Coronavirus?

(This information is also available here on FRESHnet: [“What Should I Do If a Team Member Shows Symptoms of Coronavirus \(COVID-19\)”](#))

Owners and team members should refer to the [Center for Disease Control’s \(CDC\) coronavirus \(COVID-19\) symptoms page](#) for the most up-to-date information on the virus, including a coronavirus self-checker tool. Currently, the CDC is reporting the **most common symptoms** are as follows:

- Fever
- Tiredness
- Dry cough
- Shortness of breath

Individuals may experience symptoms 2 -14 days after exposure. Most individuals recover from the disease with no needed special treatment; however, in severe cases individuals may develop emergency warning signs for COVID-19. These **emergency warning signs** requiring immediate medical attention and include the following:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion or inability to arouse
- Bluish lips or face
- Any other symptom that is severe or concerning

If a team member shows any of the above symptoms, they should home isolate.

For information purposes:

- Quarantine occurs when a person is believed to have been exposed to a disease but is not symptomatic, according to the CDC.
- Isolation occurs when a person is known or believed to be infected with a disease that is potentially transmittable, according to the CDC.

When can home isolation end?

A negative test result for COVID-19 would allow a team member to discontinue home isolation; however, with the shortage of tests, many individuals recovering at home will not receive tests. If a test is not available, the **CDC guidelines state the three things below must happen before someone should leave isolation:**

- No fever for at least 72 hours (three days of no fever without the use of medicines that reduce fevers) *AND*
- Other symptoms are gone (cough and shortness of breath have improved) *AND*
- And at least 7 days have passed since the symptoms first appeared

If a family member is infected with COVID-19 or suspects they have the coronavirus, the affected individual and the whole household should self-quarantine in the home for 14 days. If there is no confirmed case but symptoms continue, public health officials are advising individuals to err on the side of caution and to remain quarantined. Follow the same guidelines for home isolation.

A vast majority of those infected with the coronavirus will develop only mild to moderate symptoms.

Please review this guidance from the CDC for more details:

<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>

[RETURN TO ALL QUESTIONS](#)

➤ **What if a team member tests positive for COVID-19?**

Please view the Papa Murphy's protocol for handling a positive COVID-19 test result article [here on FRESHnet](#).

[RETURN TO ALL QUESTIONS](#)

➤ **Should I remain open given the recent state and local mandates shutting down restaurants and bars? What happens if a city or state issues a "shelter in place" order? Can we stay open?**

We believe, and our position for CSD, is that because we supply our customers **food for home consumption**, we operate in the same line of business as grocers and our ability to accept SNAP benefits is evidence of this classification. Therefore, we believe, our stores can remain open during a Shelter in Place recommendation or mandate. This however could change and we will keep the community updated as we learn more. The state mandates are being instituted quickly and the exact wording may be confusing or conflicting. We encourage owners to stay open and serve their communities, but if there are any specific issues or concerns, please contact us via Legal@papamurphys.com for assistance.

[RETURN TO ALL QUESTIONS](#)

➤ **How do I let guests know that we are still open?**

SIGNAGE:

You may print & post the attached "We're Open" sign.

HERE'S WHAT YOU CAN DO AT THE LOCAL LEVEL:

To remind the community we care, we're open, we're a great at-home option due to OLO and delivery, and we're locally owned & operated:

- Post to popular community boards and/or Facebook pages
- Reach out to local churches who may have newsletters
- Call your local T.V. station and radio stations
- Flyers or BB at local daycares (assuming they are not closed) – they do not fall under the school rule
- Local chamber of commerce
- Network – small business groups. These are usually at a community level
- Reach out to minority group non-profits
- Make your personal FB pages public and post asking friends and family to share your message
- **Co-ops that have media:** You may leverage your local agencies for additional spots or even to get on those local lists that stations are publishing.
- **Text Recommendation:**

Papa Murphy's: 25% Off \$20 online order @reg menu price. Code T31 <http://bit.ly/p25s>

Excl FAVES,XLNY @part locs Exp 3/31

Msg&DataRatesMayApply. STOP to end.

AND HERE'S WHAT PMI HAS DONE:

In effort to get the word out about Papa Murphy's services during this time, PMI has taken the following marketing measures:

Paid Facebook

- Converted messaging of 25% off ads to highlight online ordering – 3/13
- Launching an additional Olo and Delivery campaign focused around convenience benefits – 3/19

Organic Social

- We Care post – 3/18
- Olo-dedicated post on Facebook and Insta highlighting the benefits of online ordering and making it as easy as possible to eat at home – 3/19 -21

Email

- Message to customer database advising on steps we are taking to create a clean and safe environment sent 3/13
- We Care email being distributed to database 3/19
- Tailoring email communications to highlight Olo and Delivery while reminding about the Papa Murphy's being a great AT HOME solution.

Website/Mobile Site

- Posted 'We're Open' copy on web/mobile homepage banner

MEDIA MIX STRATEGY:

With people hunkering down in their homes, the field marketing team is working with all agencies to renegotiate radio buys – shifting spend to streaming, digital or TV as appropriate.

[RETURN TO ALL QUESTIONS](#)

➤ My landlord reached out to me about rent abatement. What should I be thinking about?

If your landlord has reached out about providing rent abatement or reductions during this time, then please feel free to take them up on whatever offer they are prepared to make. As the situation remains very volatile, and given we do not know what lies ahead, you should take every opportunity to minimize outgoings for the near term. If you have not heard from your landlord, then you should also consider proactively contacting them to ask them to consider providing some level of rent abatement or reduction for a period of time. The fact that MTY/PMI has provided a royalty and ad fund deferral is also something you can reference as evidence of the efforts we are making and the general concern we all have around maintaining businesses in this very unusual time. Be sure to have an email or other written documentation describing any agreements to avoid confusion later.

[RETURN TO ALL QUESTIONS](#)

➤ Delivery Provider Pickup Feature at 0% Commission (for a limited time)

Pick-up option for guests:

Uber Eats and Door Dash understand the importance of helping customers order food in today's environment. To help remove friction points for guests, we are taking advantage of their offer to add the pickup feature for guests at a 0% commission fee for Franchise Owners for a limited time.

Start Date: Uber Eats will activate Friday or Saturday. DoorDash may take 2-4 days.

End Date: Day prior to fee increase (Standard Pickup Fees: DoorDash 14% / Uber Eats 15%)

- 4/1 EOD for DoorDash, with the potential to be extended
- Uber Eats does not have end date at this time; they are going to support this as long as it is financially feasible

Delivery team will work closely with providers to make sure pickup is turned off prior to fee increase.

Operational details:

Team Member Script:

- GUEST states, *"I'm here to pickup my online order."*
- TEAM Member states, *"If you paid online or ordered through Uber Eats or DoorDash, you can find your order on the quick pickup station. I'm happy to help you locate your order if you'd like."*

Recommended:

Use a label maker or type up a label stating – **DELIVERY ORDERS** – place on the Quick Pick-up Station and allow 4-5 spaces (bagel boards) for these orders.

*AOS items for the most part have been removed from the Grab 'n' Goes or Murphy's Market – team members should double check their tickets to ensure everything is together. Ask guest, "if everything looks correct and is all there." Reminder that Delivery Drivers are not required to check that the order is correct as that is the stores responsibility.

Delivery? You betcha! Sign

Edit, print, and post the attached sign to let guests know what delivery providers your store partners with!

[RETURN TO ALL QUESTIONS](#)

➤ Could we get a universal cleaning steps guide, similar to the temperature checks, for the crew?

While this is evolving, you may refer to the attached checklist guideline to help remind your team members of best practices. It is up to each Franchise Owner to ensure you are meeting requirements set forth by the health department, local mandates, etc.

[RETURN TO ALL QUESTIONS](#)

➤ **What do I say if the Health Department calls and tells me to close my lobby?**

We have had one owner report the Health department has ordered their lobby closed. They have closed their lobby and are moving to delivery and curbside only. ([Refer to the FAQ and Freshnet for information on converting to curbside service](#)). If asked by the health department, emphasize that our highest priority is consumer safety, Papa Murphy's is a carry out only concept which sells primarily unbaked product for home preparation and consumption. Papa Murphy's is eligible to accept SNAP (EBT) benefits and therefore more like a grocery. In addition, be prepared to discuss the additional steps the store and crew are taking to implement social distancing best practices, limiting the number of guests in the lobby at any one time, increased sanitation of all surfaces in the store and monitoring crew health. Emphasize online ordering and carry out services for guests so that if the lobby is ordered closed, the store can remain operational. Papa Murphy's appropriate classification is debatable depending on the state, circumstances and individual inspector. Important things to remember when talking to any officials are that consumer safety is everyone's highest priority and our stores are acting socially responsible in this time of crisis.

[RETURN TO ALL QUESTIONS](#)

➤ **Sanitizer Use in the Stores?**

The use of the bulk QUAT sanitizer solution to clean both the FOH and BOH of the stores is only effective if the solution is dispensed to the correct concentration (200 – 400 ppm). Using the QUAT Test Strips verifies the concentration of the solution both in the sanitizing sink and the sanitizing buckets used for cleaning the FOH and BOH. A best practice to ensure proper concentration is to allow the sink to run and fill completely before filling the sanitizing buckets. This allows time for the QUAT chemical and the water to mixed to the correct portion.

[RETURN TO ALL QUESTIONS](#)

➤ **What are the state websites and hotline numbers?**

Please see attached document.

[RETURN TO ALL QUESTIONS](#)

➤ **Marketing Messaging (3/20)**

As you've seen, we are adjusting our marketing messaging to promote online ordering, delivery and curbside pickup where available. We SHOULD NOT have offers that state 'in-store only' redemptions. We need to show our compassion for the situation and not expect a guest to perceive they get a better deal in-store than online.

[RETURN TO ALL QUESTIONS](#)

➤ What are the text recommendations?

- Papa Murphy's: Dinner just got easier with online ordering! It's fast, fresh, & ready for pick-up. <http://bit.ly/p25s>
Msg&DataRatesMayApply. STOP to end.

- And, as shared yesterday:

Papa Murphy's: 25% Off \$20 online order @reg menu price. Code T31<http://bit.ly/p25s>
Excl FAVES,XLNY @part locs Exp 3/31
Msg&DataRatesMayApply. STOP to end.

[RETURN TO ALL QUESTIONS](#)

➤ **LAUNCHED TODAY (3/20/20): The Uber Eats and DoorDash pick-up features for guests (at a 0% commission fee for Franchise Owners)**

Please ensure that your staff is aware. As a reminder, here is the recommended scripting:

Operational details:

Team Member Script:

- GUEST states, *"I'm here to pickup my online order."*
- TEAM Member states, *"If you paid online or ordered through Uber Eats or DoorDash, you can find your order on the quick pickup station. I'm happy to help you locate your order if you'd like."*

[RETURN TO ALL QUESTIONS](#)

➤ **INFORM / TAKE ACTION! Join the DoorDash #OpenForDelivery Initiative**

Let's come together and let our communities know we are #OpenForDelivery

Tonight DoorDash is launching a #OpenForDelivery campaign. They will run a coordinated campaign across multiple channels including their marquee television spot <https://www.youtube.com/watch?v=2OZqe0fX2dc>, paid digital ads, a social media blitz, and a national and local press push.

How can YOU spread the word about your location?

#1: Take a photo outside of your store holding up a sign #OpenForDelivery

Please print the attached #OpenForDelivery sign (PDF) for this purpose.

#2 DoorDash [Twitter](#), [Facebook](#) and [Instagram](#)

Like and share, and then post your photo on DoorDash Facebook and Instagram campaign posts. Post copy suggestion: #OpenForDelivery Papa Murphy's Vancouver WA Andreson area store! **Make sure to replace the underlined store details with your own.

#3 Papa Murphy's [Twitter](#), [Facebook](#) and [Instagram](#)

Like and share the below National Papa Murphy's Facebook and Instagram posts and then post your person message attaching your photo. Post copy suggestion: #OpenForDelivery Papa Murphy's Vancouver WA Andreson area store! **Make sure to replace the underlined store details with your own.

APPROVED post: Like and share and then post your photo on the PMI Facebook and Instagram campaign with #OpenForDelivery Papa Murphy's Vancouver WA Andreson area store! **Make sure to replace the underlined store details with your own.



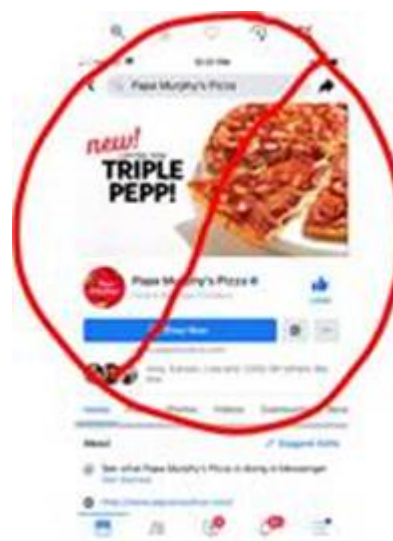
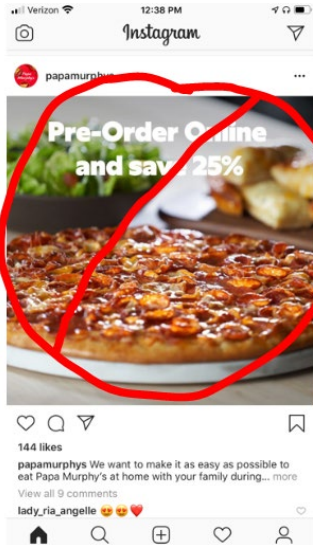
Social copy:

FB/TW – Times like these call for comfort. That's why we're here making the pizza you love and that's why our delivery partners are here to deliver it to you. Visit our website for the delivery options available in your area. #OpenForDelivery <https://bit.ly/2Uo3xKN>

IG – Times like these call for comfort. That's why we're here making the pizza you love and that's why our delivery partners are here to deliver it to you. Visit our website for the delivery options available in your area. Link in bio. #OpenForDelivery

UNAPPROVED posts

For this #OpenForDelivery campaign please don't post your photo or #OpenForDelivery message to any of our posts that include special pizzas or %/\$'s off as they don't don't apply to 3rd Party Delivery sites.



[RETURN TO ALL QUESTIONS](#)

➤ Can PMI do more to advertise that we are open and ready to service our communities?

As a reminder, both nationally and locally, we are focusing our messaging on online ordering, delivery and curbside pick-up (where available) to ensure customers know we are open and making it as convenient as possible for them to choose Papa Murphy's. This means that offers will not have any stipulations – therefore coupons can be redeemed online, call-in or in-store. As we don't know how long the COVID-19 situation will be upon us, we will continue to post/print coupons that don't have stipulations until at least June 30th as some print has longer lead times. We will address this as the situation evolves.

Beyond the advertising plans that are in place, now is a good time to use shaker boards to let consumers know you are open (especially in grocery/pharmacy store parking lots where any traffic would be). Also, consider displaying exterior flags, banners or signage that can draw attention to your store to help drive awareness that you are open.

[RETURN TO ALL QUESTIONS](#)

Please note, for the following two FAQs regarding Emergency and Medical Leave Expansion Act and the Emergency Paid Leave Act were compiled using multiple sources. The elements included in each act, how the federal government intends to implement and enforce them, and how they play with emerging state legislation is still very fluid. Before deciding how to address either for your organization, we would encourage you to reach out to an employment attorney and/or your benefits broker who could provide the answer most appropriate to your organization.

➤ What is the Emergency Family and Medical Leave Expansion Act?

This act amends the current Federal Medical Leave Act (FMLA) to allow paid leave for eligible employees who cannot work (or telework) because their minor (under the age of 18) **child's school or childcare service is closed** due to a COVID-19 emergency declared by a federal, state or local authority. The expanded FMLA provisions begins on April 2nd and expires on December 31, 2020.

As an employer, does it impact me? If you have 50 or more employees, the Emergency Family and Medical Leave Expansion Act (amends current FMLA) applies to your employees.

Who is eligible? An employee must have been employed for at least 30 calendar days to be eligible.

What do I need to know if it applies to my organization?

Starting April 2nd, Emergency Family and Medical Leave Expansion Act employers must give eligible employees up to 12 weeks of FMLA leave if the employee is unable to work (or telework) because they have to take care of their child(ren) due to COVID closures.

The first 10 days of leave will be unpaid. If the employee has a Paid Time Off (PTO) account, he or she may choose to use it. Employers cannot require an employee to use their existing PTO. After those 10 days, employers must pay eligible employees at least two-thirds of their rate of pay based on the number of hours the employee would otherwise have been scheduled to work.

How do I calculate this for my employees?

Calculation of paid-family-leave benefit:

- Salary employees should receive no less than 2/3rd salary
- Hourly employees should receive the average number of hours the employee would normally work (Normally work = average number of hours employee was scheduled to work during 6 months prior to taking leave)

Is there a monetary cap on how much the employee can receive?

The benefit cap is \$200 per day (\$10,000 max benefit).

What do I do when the employee is ready to come back?

If employee's job does not exist when leave ends, the employer must make reasonable effort to give the employee a comparable job that does exist, or for one year after the employer must reach out to the employee should another comparable job eventually open up.

[RETURN TO ALL QUESTIONS](#)

➤ **What is the Emergency Paid Sick Leave Act?**

Effective April 2nd, the Emergency Paid Sick Leave Act, requires employers with less than 500 employees to provide up to 80 hours of paid sick leave if an employee is unable to work (or telework) due to COVID-19. The Paid Sick Leave provisions expire on December 31, 2020.

Who qualifies to receive paid sick leave under this act?

Employer must provide the Paid Sick Leave (in addition to any Paid Time Off or Sick Time employee may already accrue) to employees who:

1. Are subject to a Federal, State, or local quarantine
2. Have been advised by a doctor to self-quarantine
3. Are experiencing COVID symptoms and are seeking medical diagnosis
4. Caring for a government-quarantined or doctor-quarantined individual
5. Taking care of a child due to COVID-related school closures

How do I calculate this for my employees?

Full-time employees would receive 80 hours, while part-time employees would receive their average hours over a two-week period.

If an employee is receiving the Paid Sick Leave due to #1-3 bullets salaried employees would be paid at their regular rate of pay, while hourly employees would be paid for the average number of hours the person would normally work (defined as the average # of hours the employee was scheduled to work during six months prior to taking leave).

If the employee is receiving the Paid Sick Leave due to bullets #4-5, salaried employees would be paid at 2/3 their regular rate of pay, while hourly employees would be paid 2/3's the average number of hours the person would normally work (defined as the average # of hours the employee was scheduled to work during six months prior to taking leave).

[RETURN TO ALL QUESTIONS](#)

➤ Employees signing waivers

We do not recommend asking employees to sign waivers to limit liability for crew members who get sick. Provided stores are actively taking all precautions to ensure a safe work environment and not acting negligently or in disregard of crew wellbeing the potential for liability is low. Therefore, if the waiver does not have a clear benefit to owner, the negative impact on crew members and their willingness to work, to be honest and forthcoming about their health symptoms, and the overall level of crew engagement would outweigh the benefit of asking members to sign the waiver.

[RETURN TO ALL QUESTIONS](#)

➤ Can we do in-house deliver if they order online—does OLO has that option?

We do not recommend in-house delivery as an option, due to several liability concerns. We would encourage owners to maximize 3rd party delivery assets.

[RETURN TO ALL QUESTIONS](#)

➤ Tips for managing stress and anxiety?

We know this is a challenging time for many, and your health is of utmost important. Please see image below for resources and recommendations.

MANAGE ANXIETY & STRESS

The outbreak of coronavirus disease 2019 (COVID-19) may be stressful for people. Fear and anxiety about a disease can be overwhelming and cause strong emotions in adults and children. Coping with stress will make you, the people you care about, and your community stronger.

Everyone reacts differently to stressful situations. How you respond to the outbreak can depend on your background, the things that make you different from other people, and the community you live in.



EVERYONE REACTS DIFFERENTLY TO STRESSFUL SITUATIONS.

PEOPLE WHO MAY RESPOND MORE STRONGLY TO THE STRESS OF A CRISIS

- Older people and people with chronic diseases who are at higher risk for COVID-19
- Children and teens
- People who are helping with the response to COVID-19, like doctors and other health care providers, or first responders
- People who have mental health conditions including problems with substance use

STRESS DURING AN INFECTIOUS DISEASE OUTBREAK CAN INCLUDE

- Fear and worry about your own health and the health of your loved ones
- Changes in sleep or eating patterns
- Difficulty sleeping or concentrating
- Worsening of chronic health problems
- Increased use of alcohol, tobacco, or other drugs

THINGS YOU CAN DO TO SUPPORT YOURSELF

- Take breaks from watching, reading, or listening to news stories, including social media. Hearing about the pandemic repeatedly can be upsetting.
- Take care of your body. Take deep breaths, stretch, or meditate. Try to eat healthy, well-balanced meals, exercise regularly, get plenty of sleep, and avoid alcohol and drugs.
- Make time to unwind. Try to do some other activities you enjoy.
- Connect with others. Talk with people you trust about your concerns and how you are feeling.

TAKING CARE OF YOURSELF, YOUR FRIENDS, AND YOUR FAMILY CAN HELP YOU COPE WITH STRESS. HELPING OTHERS COPE WITH THEIR STRESS CAN ALSO MAKE YOUR COMMUNITY STRONGER.

➤ **Can PMI request to Department of Social and Health Services to allow SNAP customers to pay on line with their EBT card?**

Official response from Fiserv regarding on-line EBT: “Fiserv is the only provider approved by the USDA for secure online acceptance of PINs for EBT transactions. However, we are currently limited to conducting pilots with half a dozen grocers including Amazon and Walmart in just four states for online redemption of EBT.

We can’t do anything until the USDA’s Food and Nutrition Service (FNS) elects to move beyond the pilot and allow more states and merchant categories other than grocery. We have advised them that we have gotten inquiries from our restaurant customers.”

We will continue to follow for updates and work to apply influence as we can.

[RETURN TO ALL QUESTIONS](#)

➤ **Is there a wireless payment device available to take payment outside of the store?**

We are currently researching options as well as the effort to acquire, integrate and deploy. We should have more information in few days. An alternative is to use a tablets and Olo to capture and pay for the order wirelessly.

[RETURN TO ALL QUESTIONS](#)

➤ **Can we reprogram our payment devices / POS to take credit card payment by phone?**

We are looking at the functionality to enable this at the POS. We will have better insight into this by end of day Tuesday. In the meantime, Olo is an option to capture and pay for phone orders.

[RETURN TO ALL QUESTIONS](#)

➤ **In light of the “shelter in place” order, what would PMI recommend we use as explanation to local regulators regarding why Papa Murphy’s should be allowed to remain open?**

Attached is a letter from Victoria which can be shared with local health departments or other officials regarding our business model and why Papa Murphy’s should be allowed to remain open. The regulations on these issues are varied depending on the state and local jurisdictions. This letter is intended to provide an overview of the business and efforts to keep communities and crew safe.

If owners want to provide letters that verify employment should someone be asked where he/she is going, this is can be as simple as acknowledging the team member’s employment with the store “as of ‘start date’ as a ‘job title.’”

[RETURN TO ALL QUESTIONS](#)

➤ Update: DoorDash First Order, \$0 Delivery Fee – Promotion Extension

Start Date: March 28, 2020

End Date: Approximately 14-21 days after start date (see below for date range explanation)

The DoorDash promotion budget has been doubled. Prior to the weekend's increase in delivery orders, we anticipated the promotion spend increase would allow this offer to be available for 2.5-3 weeks. At this time, we are projecting the budget increase to last 2-2.5 weeks. This offer will remain active up to 3 weeks or when we reach budget depletion – whichever comes first.

[RETURN TO ALL QUESTIONS](#)

➤ Marketing messaging

Use pop-up tents, flags and exterior banners to draw attention that your store is open. In some cases, this is a necessity to serve the guests as they have had to close the lobby, but it is a great way to show to drive-by traffic that you are open for business during this time.

[RETURN TO ALL QUESTIONS](#)

➤ Updated Curbside sign (with sign selection instructions)

If you are able to offer curbside for your guests, you may have already posted [this sign](#) we provided earlier to educate guests on how to order for curbside pick up.

Today, we have another option available for your use, which can be found here:

[Curbside signs for local printing – call for service – 3x4s](#)

[Curbside signs for local printing – call for service – 2x3s](#)

[Curbside signs for print service – call for service – 3x4](#)

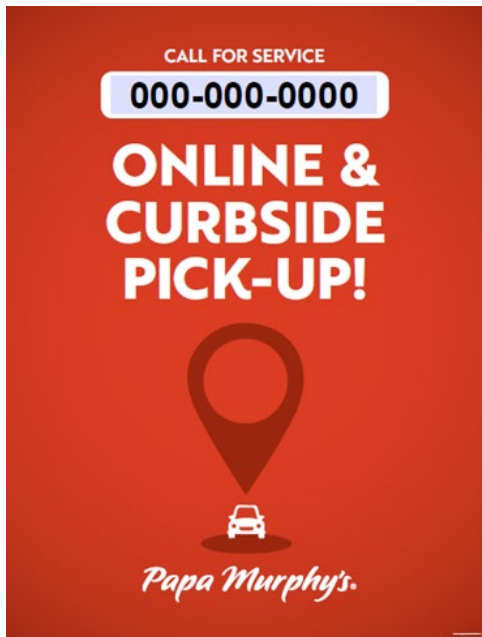
[Curbside signs for print service – call for service – 2x3s](#)

These files can be used as an a-frame or window poster and the goal is to highlight the phone number so guests can quickly call for their food.

Please use which of these signs is best for your store and circumstance. The Studio is prepared to version this messaging into a tactic that works best for your market. If needed, please submit an art request here:

<https://app.smartsheet.com/b/form?EQBCT=a7d39132f6e04dbe9373beb12f65f986>

Example of new editable sign option below:



Sign selection instructions:

First, please select the size of poster you would like (2x3 or 3x4). Next, decide if you would like to include your phone number in the printing by selecting a file with "editable" in the title. If you are not using an editable file, you may write in your number with marker once it is printed. If you are printing locally (such as self-print, FedEx, Staples, etc.), please select a file with just "bleed" in the file name. If you are having this printed by a professional print service such as KDM, please select a file with a "Crop-Bleed" in the title.

Files are labeled:

Local

Printing Service

[RETURN TO ALL QUESTIONS](#)

➤ Tax filing deadline: Are corporate returns deferred or just personal? Is the deferral for filing and paying or just paying?

Late on Friday (via Notice 2020-18), the IRS officially announced that, because of the ongoing coronavirus pandemic, tax returns due April 15 will not have to be filed until July 15 this year. The postponement applies to any "individual, a trust, estate, partnership, association, company or corporation" with a federal income tax return or income tax payment due on April 15 (affected taxpayer). Any affected taxpayer receives an automatic postponement of that deadline until July 15. They do not have to file Form 4868, Application for Automatic Extension of Time to File U.S. Individual Income Tax Return, or Form 7004, Application for Automatic Extension of Time to File Certain Business Income Tax, Information, and Other Returns. Under Friday's notice, no interest, penalty, or addition to tax for failure to file a federal income tax return or to pay federal income taxes will accrue between April 15, 2020, and July 15, 2020, for any return or payment postponed by the notice.

Friday's notice applies only to federal income tax returns and payments (including self-employment tax payments) due April 15, 2020, for 2019 tax years, and to estimated income tax payments due April 15, 2020, for 2020 tax years. The notice explicitly does not apply to any other type of federal tax or to any federal information returns. For state tax developments related to the coronavirus outbreak, see the AICPA list here:

[RETURN TO ALL QUESTIONS](#)

➤ **Are we transitioning away from in-store coupons on custom art requests? Why?**

We are transitioning from "In-Store Only" coupons/offers to online options on Custom Art Requests. Online coupons will state they are available for "Call-In" as well. This is in an effort to encourage customers to order online, and assures them they do not have to come in-store to redeem a coupon. We will follow these guidelines now through June 30th, 2020. Although this will temporarily limit coupon options, we strongly recommend following this practice for the health and safety of our guests and staff.

Below is a list of our online coupons available in print:

- \$3 Off FS (Online)
- \$4 Off FS (Online)
- \$2 Off Large (Online)
- \$3 Off Large (Online)
- \$2 Off Med (Online)
- \$2 Off Gluten Free (Online)
- \$3 Off LG/FS Signature (Online)
- \$3 Off LG/FS Gourmet Delite (Online)
- \$3 Off LG/FS Stuffed (Online)
- \$3 Off Large Pepperoni or Hawaiian (Online)
- \$3 Off Large Cowboy (Online)
- \$3 Off Large Chicken Garlic (Online)
- \$3 Off Large Gourmet Delite CBA (Online)
- \$3 Off Large Gourmet Delite HCM (Online)
- \$3 Off LG/FS CYO (Online)
- \$3 Off LG/FS Half & Half (Online)
- \$2 Off Keto & Crustless (Online)
- \$3 Off Keto & Crustless (Online)
- \$5 Off \$20 Order (Online)
- 25% Off \$20 Order (Online)
- BOGO FREE Dessert (Online)
- FREE Classic Cheesy Bread w/ purchase (Online)
- FREE Cookie Dough w/ purchase (Online)
- FREE Mini Murph w/ purchase (Online)
- FREE Scratch-Made 5-Cheese Bread w/ purchase (Online)

[RETURN TO ALL QUESTIONS](#)

➤ **Great American Takeout Social Campaign (3/24) reminder:**

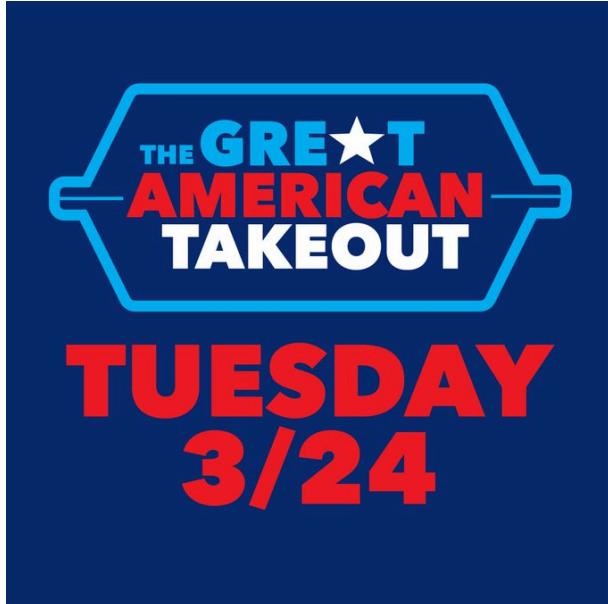
[Review the email](#) Kim McBee sent this morning (3/24), explaining how we are taking advantage of the Great American takeout Social Campaign, and how you can help! We encourage Franchise Owners to post/share the below social media content on your personal pages, letting the world know that Papa Murphy's truly is a local brand, and going through this situation alongside our valued guests.

Channels:

IG/FB/Twitter

Copy:

Please join us for #TheGreatAmericanTakeout and support your local restaurants and the community by ordering takeout or delivery. Be sure to share this with your friends and family!



[RETURN TO ALL QUESTIONS](#)

➤ **For your toolkit: Additional signage to guide guests**

Attached to the 3/25 email, please find two additional store signs available for your use if needed.

- 1) [Editable store hours sign options](#). You may use the sign that best fits your needs if your hours are changing.
- 2) [Drive-thru](#): An A-frame sign option to let guests know your drive thru is open, if applicable.

[RETURN TO ALL QUESTIONS](#)

➤ **The Coronavirus Relief Bill: What's in it for restaurants?**

The Coronavirus Relief Bill passed by the Senate late Wednesday – 3/25/20. Please note there are further approvals needed before this bill can come into effect. [In this Restaurant Business article](#), you will learn about the provisions most likely to be of assistance to the restaurant industry. The article breaks down information on: **business continuity and payroll assistance loans, loan forgiveness, special concessions for tipped employees, a bump in unemployment payments, more help for employees, deferred payroll taxes, other labor breaks, and assistance for big businesses.**

Read the article here: <https://www.restaurantbusinessonline.com/financing/coronavirus-relief-bill-whats-it-restaurants>

[RETURN TO ALL QUESTIONS](#)

➤ Families First Coronavirus Response Act (FFCRA) Updates from FAQs sent out on Friday, March 20th

Am I a covered employer?

Extended FMLA (EFMLA) and Emergency Paid Sick Leave (EPSL) is required of all private employers with 500 or less employees.

Is there a Small Business Exemption?

Private employers with fewer than 50 employees may qualify for an exemption, but only from the requirement of having to provide leave to employees due to school and/or childcare closures. Additionally, FFCRA regulations will be released in April that are expected to clarify the Small Business Exemption. So stay tuned!

Is there a tax benefit for providing Coronavirus-related leave?

Yes, there are two new refundable tax credits, designed to immediately and fully reimburse, dollar-for-dollar, for the cost of providing Coronavirus-related leave. Wages paid to an employee who takes leave under the Act (Paid Sick Leave and/or Expanded FMLA) for a qualifying reason, up to the benefit cap (\$200 per day; \$10,000 max benefit) per employee.

Applicable tax credits also extend to amounts paid or incurred to maintain health insurance coverage.

How do I take advantage of the paid leave tax credits?

Business can retain and access funds that they would otherwise pay to the IRS in payroll taxes. If an employer is paying out more in COVID-19-required leave than its payroll tax liability, the employer can immediately file for a refund. It is expected that the IRS will issue the form this week.

The IRS will post more information about these credits, once available, on its Coronavirus Tax Relief page (<https://www.irs.gov/coronavirus>). Eligible employers will be able to claim these credits based on qualifying leave they provide between April 1st and December 31st, 2020.

How does the tax credit work? (Examples provided by the IRS)

If an eligible employer paid \$5,000 in sick leave and is otherwise required to deposit \$8,000 in payroll taxes, including taxes withheld from all its employees, the employer could use up to \$5,000 of the \$8,000 of taxes it was going to deposit for making qualified leave payments. The employer would only be required under the law to deposit the remaining \$3,000 on its next regular deposit date.

If an eligible employer paid \$10,000 in sick leave and was required to deposit \$8,000 in taxes, the employer could use the entire \$8,000 of taxes in order to make qualified leave payments and file a request for an accelerated credit for the remaining \$2,000.

Equivalent childcare leave and sick leave credit amounts are available to self-employed individuals under similar circumstances. These credits will be claimed on their income tax return and will reduce estimated tax payments.

Please review the [attached document](#), which is a tool for “**Determining Eligibility for Leave Under the Federal Families First Coronavirus Response Act**” from Barran Liebman LLP.

[RETURN TO ALL QUESTIONS](#)

➤ What should I be doing about rent during the COVID-19 pandemic?

Given the economic impact of COVID-19, owners have asked about approaching their Landlords to ask for rent relief, rent abatement, extended payment terms or other assistance. Each situation is unique and owners can choose what they feel is appropriate given their situation and lease terms. Included is a [form letter](#) which can be used as a starting point for owners. Expect Landlords to ask for current sales figures or P&Ls to verify the financial impact. The yellow highlighted areas are things which may or may not apply depending on the local actions in response to the COVID-19. Please keep in mind this template is provided as a way to start a discussion with landlords and is not written with any specific research or review of individual leases, state law or pending emergency relief legislation.

[RETURN TO ALL QUESTIONS](#)

➤ Update on disinfecting wipes and towelettes coming soon!

4/7 UPDATE: As shared on 3/27, disinfecting wipes and towelettes were ordered through Ecolab. At the time the order was placed, there was enough for one case of each product for every store in the PMI system. Supply Chain has now learned that these items are on back order. We will inform you once it's confirmed when the disinfecting wipes and towelettes will be shipped to the distribution centers.

In this current global supply chain network climate, it is a challenge to secure items quickly if we had not previously sourced or secured volume for them. As is standard procedure, if other businesses have previously purchased these products or have a contract, they have priority. In addition, if there is a business that is considered a higher priority to service, such as healthcare, law enforcement, or grocery stores, they will also have priority.

The PMI Supply Chain team is working diligently to source disinfecting wipes and towelettes from multiple suppliers, and will keep you updated as we know more information.

Original 3/27/20 message: The Supply Chain team has secured disinfectant wipes and towelettes, and is anticipating these will arrive in the DCs early April. Supply Chain will send notifications as each DC receives these items.

Below, you will see the description/look of each item, pack size, and cost. We will have one case of each the wipes and towelettes allocated for each store. Should a store not want to purchase them, then we will make the remainder available to the rest of the market should they want more.

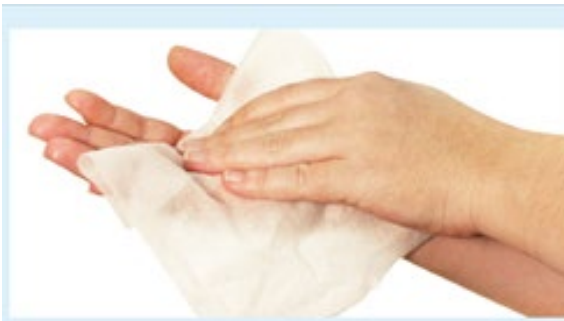
If we determine the system would like to continue this process, then we will work on continuing to supply disinfectant wipes and towelettes as a routine product item for our franchise system to purchase.

Wipes = Approximately \$78.00 per case to store

Towelette = Approximately \$95.00 per case to store



Disinfectant Wipes	Single Towelette
1111102	1111103
12 x 80 Count	2,000 Count



HAND SANITIZER WIPES

Having hand sanitizer wipes for customers is helpful to ensure you are providing **effective solutions to prevent the spread of illnesses.**

DISINFECTANT WIPES

Disinfectant wipes are a **convenient solution** for employees to use on high touch point, non-food contact surfaces that need to be regularly disinfected.



[RETURN TO ALL QUESTIONS](#)

➤ **We're in this together: Franchise Owner highlights (3/27)**

Katie Cox and her family spread a message of good will in their local news. This was an extra value spot Kansas City got with their local CBS affiliate. Check it out [here!](#)



And in Illinois, Amy and Scott Arp are showing their true dedication to service, supporting their community by delivering pizzas:



Amy Scharp Arp

Yesterday at 8:04 PM · 🌐

Papa Murphy's delivered over 100 pizzas to the Kickapoo, Brimfield, Elmwood areas tonight to families stuck at home. Thank you so much to everyone for your support of our small business ❤️



👍❤️ Kate Anderson and 34 others 8 Comments 1 Share

👍 Like 💬 Comment ➦ Share

[RETURN TO ALL QUESTIONS](#)

➤ **DoorDash First Order, \$0 Delivery Fee Reminder**

The DoorDash First Order, \$0 Delivery Fee promotion starts this Saturday, 3/28.

Promotion Details

- FREE Delivery for First Time DoorDash Papa Murphy's Order
- \$15 minimum order amount, limit one order

- Start Date: 3/28
- End Date: was 4/6; budget increase will hopefully allow the promotion to run 14-21 days.
- Customer Emails:
 - Support Center: DMAs with 75% or more stores delivering with DoorDash will be included in the four (possibly 5) free delivery emails being sent on 3/28, 3/29 and 4/4, 4/6 with a tentative send on 4/13
 - DoorDash is sending an email on 3/28
- Support Center Email: Art will vary



FAQ

Q: What is the website address to access my DoorDash merchant portal?

A: <https://www.doordash.com/merchant/>

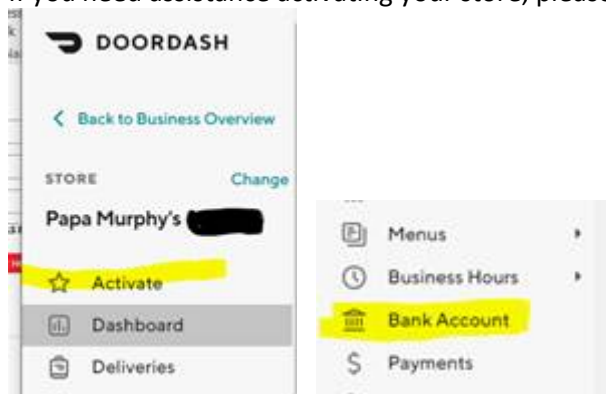
Q: How do I reset my DoorDash password?

A: Use this link to reset password <https://www.doordash.com/merchant/password/reset/>

Q: Is my store active on the DoorDash Site?

A: Log into the merchant portal to view your account.

- If you see the **Activate** under your store name, this means you are not active. Please click through to activate.
- If you receive a message that states banking information is needed, please complete the **Bank Account** section and then **Activate**.
- If you need assistance activating your store, please call DoorDash at 855-973-1040



The DoorDash Promotion FRESHnet article will be updated to confirm if another email will be sent on 4/13 as well as the end date upon funding depletion. <https://freshnet.papamurphys.com/s/article/DoorDash-First-Order-0-Delivery-Fee>

[RETURN TO ALL QUESTIONS](#)

➤ **How can we expect the CARES Act—the Coronavirus Aid, Relief, and Economic Security Act—to impact Franchise Owners?**

We understand there is an abundance of information to navigate, and we are currently working to synthesize and help bring the most pertinent pieces forward. We will discuss this further on the State of the Business call, and in the days following.” In the meantime, we have found the resources below to be useful in learning about the basic elements of the CARES Act and its’ impact on a franchise model.

- **The Coronavirus Small Business Guide from the U.S. Chamber of Commerce:** <https://www.uschamber.com/co/small-business-coronavirus>
- **The attached flow chart** from the International Franchise Association
- **This guide From Small Business Finance:** <https://cdcloans.com/blog/small-business-guide-cares-act/>

[RETURN TO ALL QUESTIONS](#)

➤ **Great American Takeout – Round 2**

We have another opportunity to promote ‘the Great American Takeout – Back for Seconds’ on Tuesday, March 31st. Attached is the graphic that you can copy and post on your social media encouraging your network/family/friends to support the restaurant industry by ordering takeout tomorrow.

We will be posting on social media as well.



➤ Is COVID-19 a concern with takeout? Image answer below:

COVID-19 AND FOOD SAFETY FAQ

IS CORONAVIRUS A CONCERN WITH TAKEOUT?

CDC, FDA and USDA are not aware of any reports at this time that suggest COVID-19 can be transmitted by food or food packaging. Current evidence shows the biggest risk of transmission of COVID-19 is being around individuals who are symptomatic (and to a lesser extent, infected but not showing symptoms.) Food businesses should be following employee health policies and health department recommendations to keep these individuals home.

WHAT ARE THE RISKS OF TAKEOUT OR DRIVE-THRU FOOD?

- There is no current indication that takeout or drive-thru meals will increase illness.
- This option is a good risk management choice, especially for high risk and elderly groups because it helps maintain social distancing and reduces the number of touch points.

WHAT ARE THE RISKS OF FOOD DELIVERED TO HOME?

- Similar to takeout, food delivery helps maintain social distancing and reduces the number of touch points between preparation and serving of food.
- Many delivery programs have also instituted no touch/no interaction options, which further reduces risk.

CAN I GET COVID-19 FROM TOUCHING FOOD OR PACKAGING EXPOSED TO CORONAVIRUS?

- The risk of transfer of viruses is very low, based on current research.
- To further minimize risk, handling food packaging should be followed by handwashing and/or using hand sanitizer.

WHAT HAPPENS IN YOUR BODY IF YOU DO INGEST CORONAVIRUS THROUGH FOOD?

- Coronaviruses are generally thought to be spread from person-to-person through respiratory droplets. It may be possible for a person to get COVID-19 by touching a contaminated surface or object and then touching their mouth, eyes, or nose, but this is not thought to be the major way the virus is transmitted.
- Currently, there is no evidence to support transmission of the virus directly by eating food that might inadvertently contain virus.
- In commercial food production, processing, and preparation, there are many best practices that are routinely followed as per federal, state, and local regulations. These are all designed to prevent foods from becoming contaminated with microbes from the environment, including viruses.
- The best thing a consumer can do is to continue using good food safety practices before preparing or eating food, like always washing your hands with soap and water for 20 seconds after using the restroom, and after blowing your nose, coughing, or sneezing.

➤ **Local highlight – Supporting and serving the community**

Matt Hancock—Area Supervisor for Marshall James in Knoxville—and his team generously delivered 100 free pizzas to those in need last week!



In this photo, the team is at the Salvation Army in Knoxville.

And in Minneapolis, Brian Parrish joined a group of community members to bring cheer to a senior center and made the local news – watch [this video](#) to learn more.



[RETURN TO ALL QUESTIONS](#)

Supply Chain

► Urgent update from SYSCO/SYGMA (3/25/20)

The COVID-19 virus continues to temporarily change the landscape of the distribution, supply chain and response processes across the globe, which in turn continues to impact our franchise community.

For Reference: PMI utilizes both SYSCO and SYGMA distribution centers (though we don't utilize all of their DCs). The concept behind SYGMA vs SYSCO differs in that SYGMA only distributes to restaurant type businesses whereas SYSCO distributes in addition to restaurants, retail stores, hospitals, etc., which is what they call their "street business."

Due to the large numbers of temporary business closures (70%) that utilize SYSCO distribution centers, a decision has been made by the Sysco Corporation to implement temporary changes. These changes are necessary for efficiencies and to better serve remaining customers who are still open for business through delivery/pick up. **Sysco is committed to ensuring our products are delivered, but we will need to be flexible to support their needs.**

- All of our SYSCO Centers will be re-routing deliveries. This will include the elimination of Wednesday and Saturday deliveries (Does not apply to Sysco Canada at this time)
 - Your DC will reach out to each store, via email and phone calls, with the new schedule. **NOTE:** Ordering windows will change and must be strictly adhered to.
- All of our SYGMA Centers will also be re-routing some deliveries; this will include the elimination of Saturday deliveries
 - **NOTE:** Ordering windows may change and must be strictly adhered to.
- If your store receives twice a week delivery, your DC will do their best to accommodate but would also ask to try to consolidate and receive once-a-week deliveries
- For SYSCO Centers only – Special-Order items will no longer be available to order. Supply Chain is working with SYSCO and Quality Assurance to find temporary acceptable stock alternatives and/or substitutes. In the case where there is no suitable substitute, that product will no longer be available. This would be items that are not routinely ordered in heavy quantities or are non-critical. All critical items that may be on the "special order" list are being evaluated at this time for some DCs and we're working to ensure these will continue to be available in whatever manner we can. We will be communicating with owners in each DC through internal Supply Chain communication processes as these issues emerge. (Does not apply to Sysco Canada at this time)

We appreciate everyone's patience and flexibility during this ever-changing climate. It is incredibly important that stores continue to order in their regular cadence and not over-order or stockpile product, as this impacts the entire system. We also are aware that some changes will cause a disruption for your store(s). Please know we're doing all we can to ensure the flow remains steady, which requires us to accommodate the distribution center where we can.

Supply Chain is monitoring Canada as well and is ensuring their flow of products.

Please note that should you have any questions or concerns, please communicate directly with Supply Chain at supplychain@papamurphys.com, as this will streamline the response time to you. Supply Chain will have the most up to date information to your specific questions.

Thank you,

Mina Mesi – Sr. Director, Supply Chain & Procurement
Kira Olson – Supply Chain Manager

[RETURN TO ALL QUESTIONS](#)

➤ **Should I stock up on inventory in case the DC runs out?**

No. Please do not stock up or over-order. Continue to order based on normal practices by following the yields and based on expected sales. Overordering will run the Sysco/SYGMA distribution centers out of stock and put a strain on the entire Supply Chain system wide. This will result in a lag in timing to get the products made, then sent from the supplier to the distribution center, then to the store.

[RETURN TO ALL QUESTIONS](#)

➤ **Will the DC be able to get more inventory if they run out?**

Yes. There is plenty of inventory with all our suppliers for the DC to place orders for. However, over-ordering will create a gap in the supply chain logistics and create potential delays in stock at the DC.

[RETURN TO ALL QUESTIONS](#)

➤ **Will supply chain be disrupted?**

Currently we see no interruptions in our Supply Chain system. Our suppliers have enough inventory to last anywhere from 2-6 months depending on the product. In addition, they have also secured enough raw materials to meet our needs.

This only pertains to inventory items that have criteria to meet and is required to be purchased through a specific vendor, like our cheese, sauce, pepperoni, chemicals, etc.

[RETURN TO ALL QUESTIONS](#)

➤ **Do our suppliers have enough inventory for the PMI system?**

Yes. All our suppliers have enough inventory to last 2-6 months depending on what the product is. They have secured enough raw materials to ensure they can meet the demands of orders based on our volume history.

[RETURN TO ALL QUESTIONS](#)

➤ **What is Supply Chain doing about ensuring the right amount of inventory is coming from the supplier to the DC?**

Understanding that sales are extremely volatile, the Supply Chain team in partnership suppliers and distributors are carefully analyzing sales data and changes in the market to determine appropriate inventory levels. We are monitoring to ensure there will not be obsolete inventory as well. If stores continue to stock up and there is a dip in sales, we then have a potential reduction in orders which will create too much inventory. This is a balance and we are continually monitoring and adjusting.

[RETURN TO ALL QUESTIONS](#)

➤ **What if suppliers cannot get raw materials to make our product?**

Suppliers have all secured enough materials to meet the demand of our orders along with their other customers.

[RETURN TO ALL QUESTIONS](#)

➤ **What are our suppliers doing to keep our food safe?**

Suppliers are adding additional hand sanitizer stations throughout facilities and are also heavily enforcing “sick policy” for warehouses. Employees that display fevers or other symptoms will be sent home for the immediate future. All areas are at risk much like all of us, but no supplier has confirmed they have any illnesses within their facilities to date.

[RETURN TO ALL QUESTIONS](#)

➤ **Do we expect to see any product shortages?**

There is plenty of product in our DCs and suppliers are still regularly delivering product to distribution centers. We highly encourage stores to not over-order or stockpile any product, as this will create issues for both our distribution centers and other stores.

[RETURN TO ALL QUESTIONS](#)

➤ **Are we seeing disruption to our supply chain? (as of 3/23)**

We are seeing a few distribution centers facing changes in routes and delivery times and days due to the unprecedented number of other concepts currently closed. In these instances, they are working to make sure that any changes have the least impact possible on your stores. The Distribution Centers will communicate to owners, via email, whenever this is necessary and in most cases the delivery time will change by just a few hours.

[RETURN TO ALL QUESTIONS](#)

➤ **A message from Cintas – no signature required for delivery**

“Cintas is committed to being a resource to our National Account customers during this COVID-19 crisis. As we are navigating through this, we wanted to make you aware of a **temporary** change to the process at the time of delivery. Normally, Cintas requires a signature on the SSR’s (driver’s) handheld Personal Route Computer (PRC) from a contact at the site during delivery. Some of our contacts at the local level, with social distancing and hand sanitation practices in play, do not want to handle the PRC or provide a signature at delivery. If the local contact voices these concerns, the Cintas Service Sales Rep (SSR) will write the contact’s name in the PRC signature block, along with the SSR’s initials and the time of the service. This will be a temporary process and we will again require a signature when we are through this difficult time.”

[RETURN TO ALL QUESTIONS](#)