



PROFESSIONAL

FOOD SAFETY ADVISORY COUNCIL

PRESENTS

FACT^{OR} FRICITIONLESS

What's on your table & digital devices?



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Increased Sales + Increased Usage =
INCREASED GERMS

GERMS PER SQUARE INCH



TOILET SEAT

50



KEYBOARD

3,300



DESKTOP

21,000



CELL PHONE

25,000

This is for 1 user per device

(Source: Dr. Charles Gerba, PhD microbiologist with University of Arizona;)

It's Lunch Time in America: Technology is spreading...**Front-of-House**

Tablets for waitstaff



Tablets on tables



Lunch Time in America: Digital devices in the **Back-of-House** as well...

- Computers, laptops to support
 - HACCP plans in the kitchen
 - Product, ingredient ordering
 - Recipes
 - Scheduling



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Lunch Time in America:
Do you know what **your guests** are doing?



This Is Frictionless?

“Providing a smooth, speedy and interaction-free flow between ordering, paying and receiving a meal, often with the help of technology.*”

**So...Countless Guests Touching the Same Tabletop Digital Device
Qualifies as Frictionless?**

The Sales: Turns: Germs Relationship

As sales increase, so do the number of tables turns daily. As the number of turns increase, so does the number of germs potentially present on those dining surfaces.



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Restaurant tabletops have more than **double** the bacteria count of diaper changing tables!*



268 CFU



106 CFU

*2006 press release Classy Kid, Inc. ,In tests conducted by Dr. Chuck Gerba, professor of Environmental Microbiology at the University of Arizona

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Gross! Just **5 %**
of Bathroom Users Wash
Hands Correctly



<http://www.dailymail.co.uk/health/article-2713388/Only-12-people-eat-washing-hands-despite-germier-park-bench-escalator-rail.html>

Only **12%** of people
wash their hands before
eating¹



Wash your hands before and after eating.
foodthya.wordpress.com

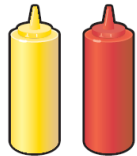
13 % would avoid
eating unless they had
washed or cleansed their
hands.¹

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Germs, Bacteria, Viruses, Foodborne Pathogens

Not only on your restaurant tables, now on your digital devices. Did you know that...



MUSTARD = 4,780
BACTERIA COUNT
almost 1/2
ITS COUNTERPART
KETCHUP = 8,880



JUST A DASH OF
PEPPER
CAN SPREAD
11,600
BACTERIA

SPRINKLING SOME
SALT
CAN LEAVE
3,750 BACTERIA
ON HANDS



PASSING
THE

SUGAR
CAN
TRANSMIT...

more than
2,300
GERMS



{ **185,000**
BACTERIA FOUND ON MENUS

100X GREATER THAN
THE AMOUNT ON AN AVERAGE
TOILET SEAT



Can you imagine what's living on your digital devices, not to mention those shared devices!

Current cleaning protocol:

- Multiple studies have shown that tabletops cleaned with reusable dishcloths/rags had significantly higher bacteria levels than the same tables, prior to cleaning
 - # of bacteria was **45X** greater on the surface after cleaning with the rag¹
 - unsafe levels of bacteria on **56%** of tabletop surfaces²

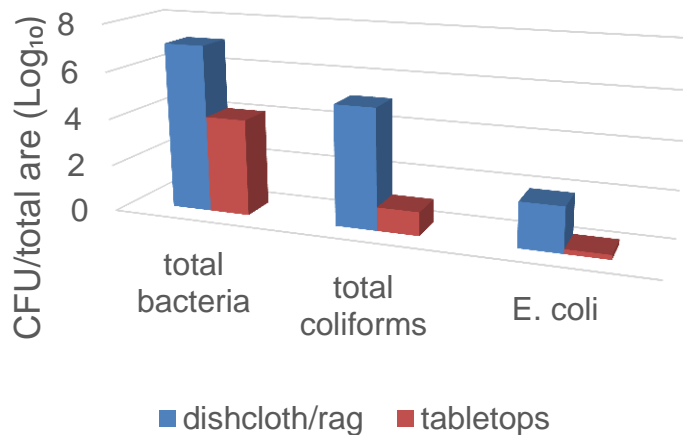


¹2006 study Food Protection Trends, Vol 26, No 11, page 786-792, M. Susana Yepiz-Gomez, Kelly R. Bright and Charles P. Gerba

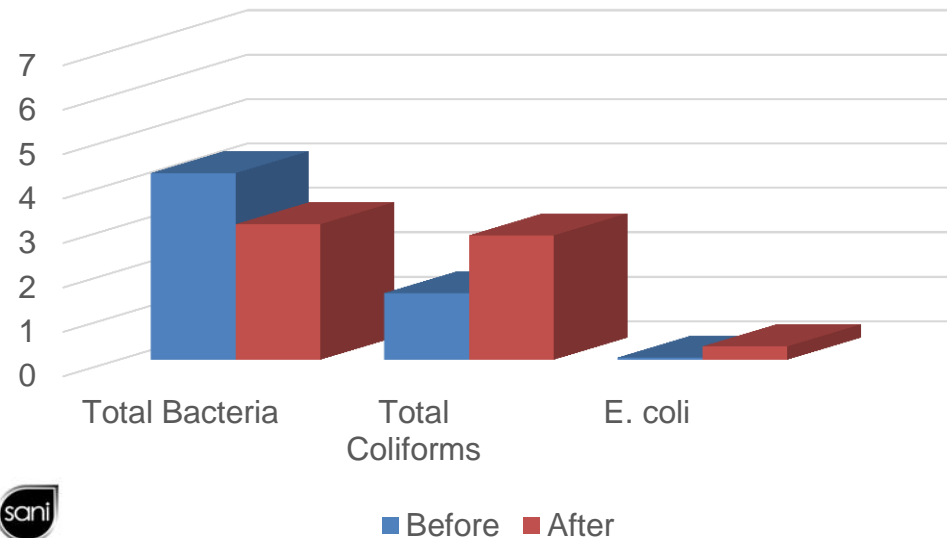
²2010 UK Health Protection Agency

Where are the germs?

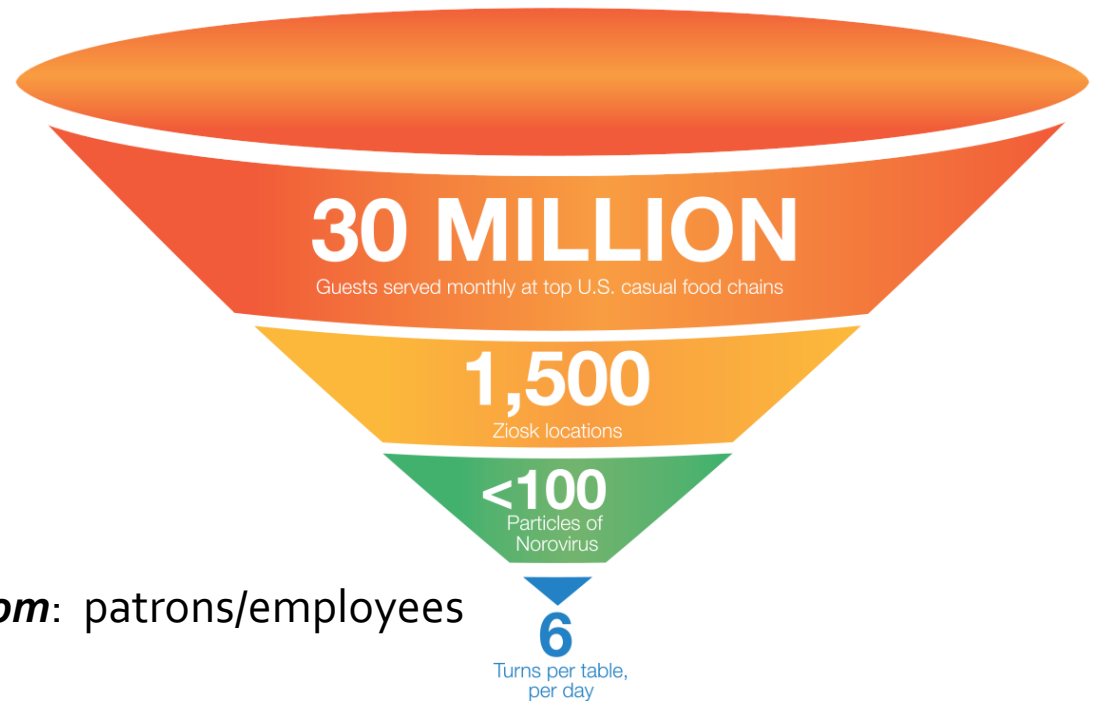
Bacteria levels found in dishcloths and on tabletops in restaurants



Bacteria found on tabletops before and after cleaning in restaurants



What is the magnitude of risk?



Potential germs transmitted from: patrons/employees

To: digital devices

To: over 30M customers/month

Germs, Viruses, Bacteria: they are lurking everywhere!



E coli?



Flu?



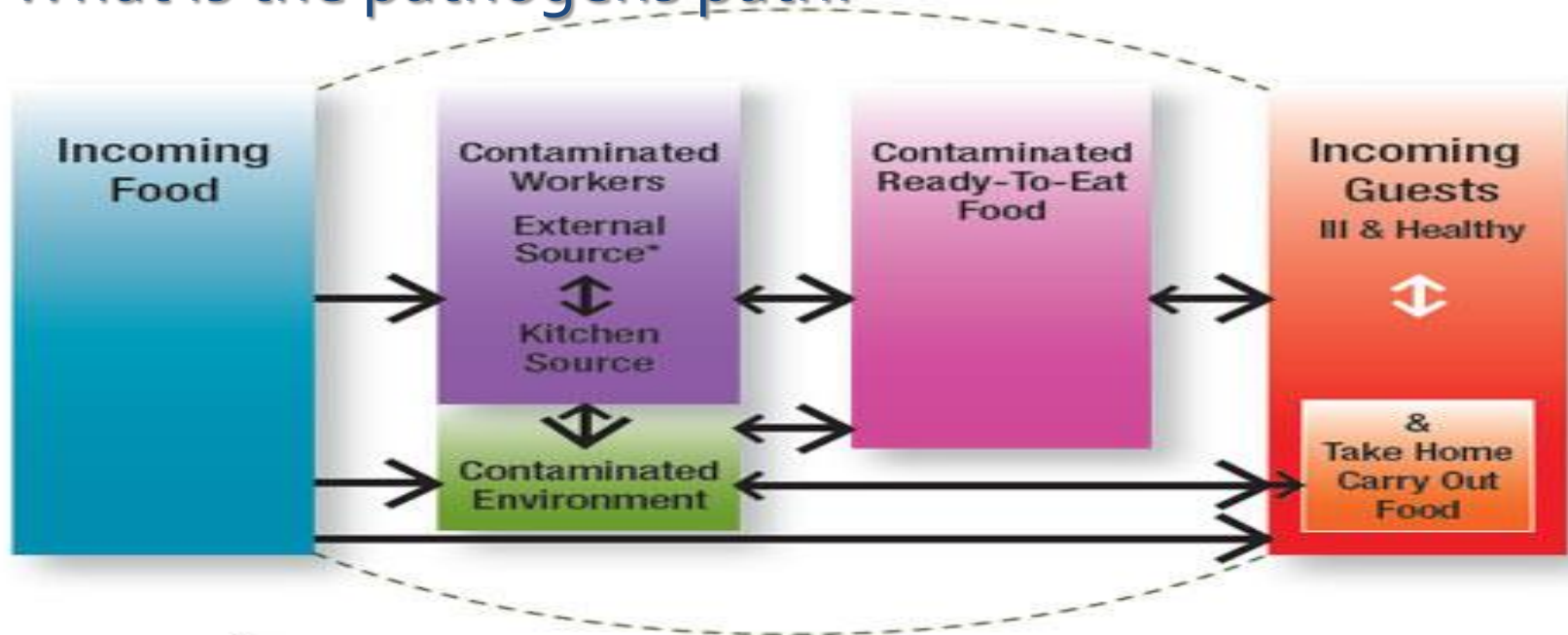
Salmonella?



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What is the pathogens path?



- ➡ Primary Pathogen Path
- ➡ Secondary Pathogen Path

Note: Up to 20% of Foodservice Customers are immune compromised.
(In Healthcare this number approaches 100%)

*Foreign travel, risky lifestyle, household or food exposure.
Based on Barry Michaels' 2002 Food Worker Study.

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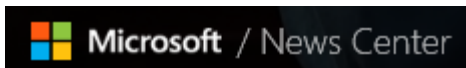
How is frictionless service growing?



the best known 'frictionless' service

U B E R

Frictionless service is found in **every segment and every kind of operation**, from casual-dining's tabletop tablets to high-end wine bars stocked with self-pour dispensers.



“Tabletop tablets provide a better experience for diners and valuable data for restaurants”



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Ziosk® inks deal to bring tabletop tablets to all **Abuelo's** restaurants



Applebee's plans to install by year's end 100,000 tablets made by E la Carte

45,000 tablets in 823



Buffalo Wild Wings to expand tablets to all 1,000 locations by 2015



Testing begins with self-serve kiosks in 100 stores



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And growing...



Full-Service Restaurants : Setting



Panera: Digital investments paying off

Operator "running a major technology organization," CEO Ron Shaich says

Investing in the Future



FRICIONLESS SERVICE FOR MILLENNIALS AT S&M

TECHNOLOGY
3 NEW TOUCHPOINTS FOR FRICIONLESS SERVICE



Ruby Tuesday to test tabletop tablets

Technology to include ordering, loyalty program sign-up, games
Ron Ruggless



Ziosk e-menus: Improving the restaurant experience for owners, diners... AND waiters



What are your guests saying?



Those Things Need To Go!

Dayton, Ohio Sep 14, 2015

First of all Red Robins food is delicious..Their burgers are yummy good.

But today when my mom and I had lunch for her birthday, we were disgusted with what we saw. These new kiosks at the table are a bad idea.....Sat there and watched several people licking their fingers as they enjoyed their juicy cheeseburger and then decides to scroll through the menu of the electronic device!!!! Ewwww. Wouldn't be so disgusting if these were sanitized after each table was finished but I sat there and watched not 1 single ziosk even being wiped down....Its appalling....This is a germ magnet....A kid magnet.....and impersonalizes the entire dining experience.

What are your guests saying?



Bryan Menell

June 14th, 2014

My whole family already has mobile devices that we brought ourselves, and each one is personalized for each of us with the games we like. And my mobile device only has my germs on it. I don't see my wife letting the kids touch it.



Grant

June 10th, 2014

It's dirty and disgusting. I mean how many dirty chip eating fajita hands have touched the screen before me today?? It distracts my kid during dinner and since he's a toddler I have no choice but to give it to him otherwise he throws a fit. And not once but always someone inevitably buys a stupid game by mistake (usually not my wife or I)

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Have Germs Migrated To These “Frictionless” Surfaces?

From
Tables, Counters, Menus

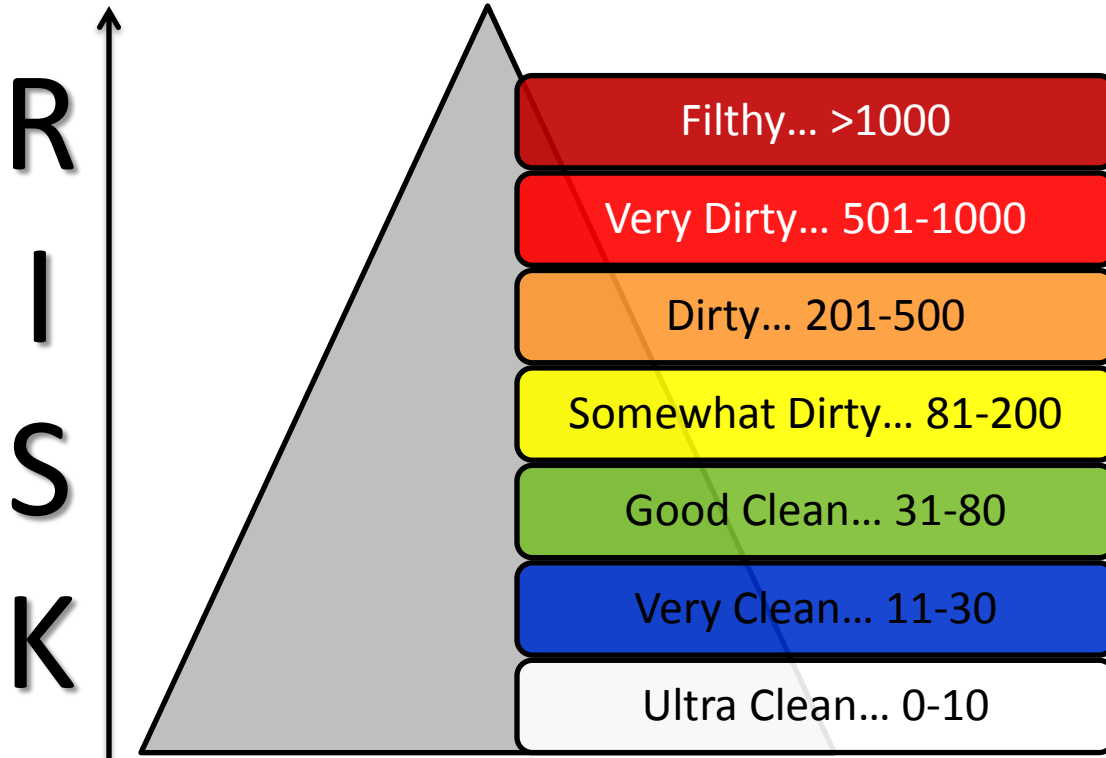


To
tablets, screens, kiosks



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Thresholds or limits are suggested values only and do not represent a standard for all industries and facilities.

200+ surfaces tested:

- **QSR – 19%**
- **Fast Casual – 14%**
- **Casual – 61%**
- **C-Store – 1%**
- **Other – 5%**



88 of the tested locations
are in NRN's Top 100

TEST PROTOCOL:

1. Swab
2. Measure RLU level
3. One Cleaning Wipe
4. Re-Swab
5. Second Measurement

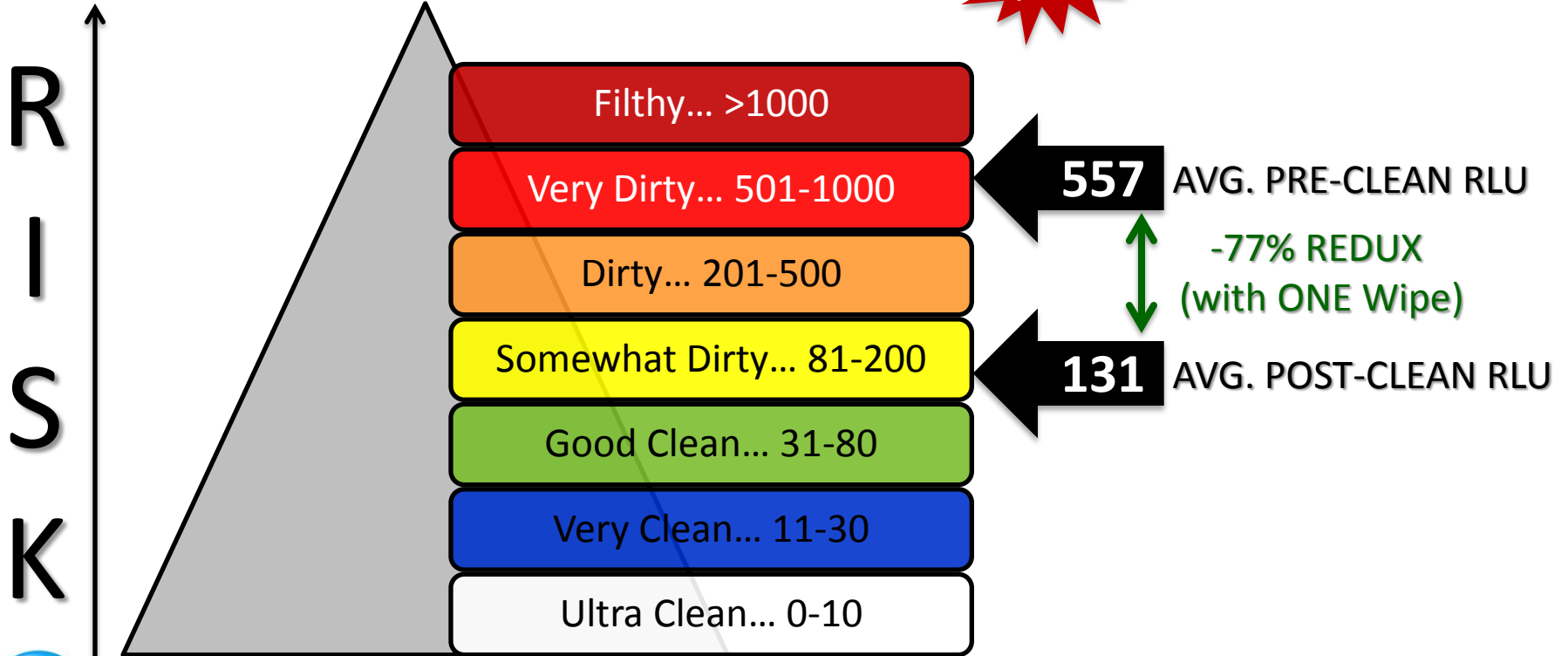


ALL SURFACES

FACTOR

FRICTIONLESS

Highest Recorded Pre-Clean Read
2,743 (Tabletop/Casual Dining Chain)



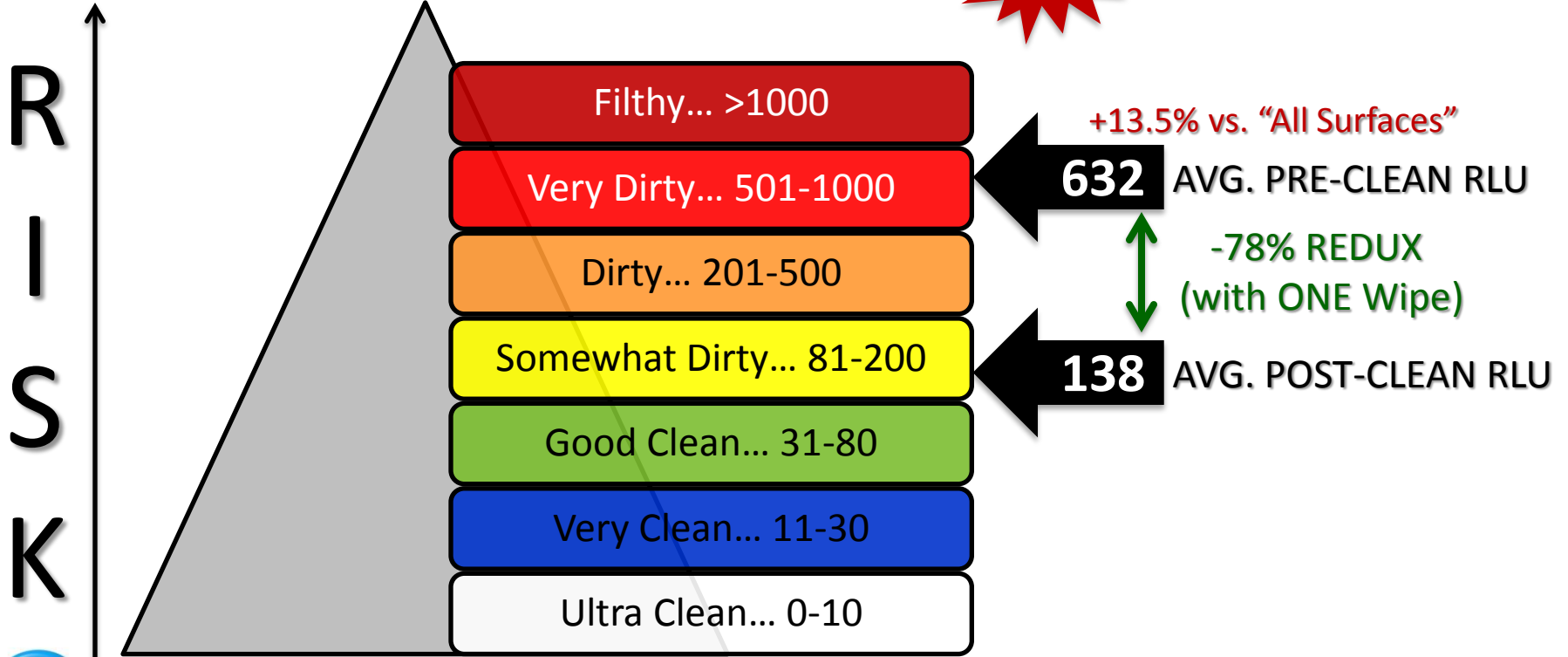
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FRICITIONLESS
SURFACES ONLY

FACT^{OR}

FRICITIONLESS

Highest Recorded Pre-Clean Read
(Soft Drink Kiosk/Fast Casual)
2,249



Thresholds or limits are suggested values only and do not represent a standard for all industries and facilities.

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It's time
to >>>>

Swipe *Right*



Shouldn't the way you clean
be as tech savvy as your business?

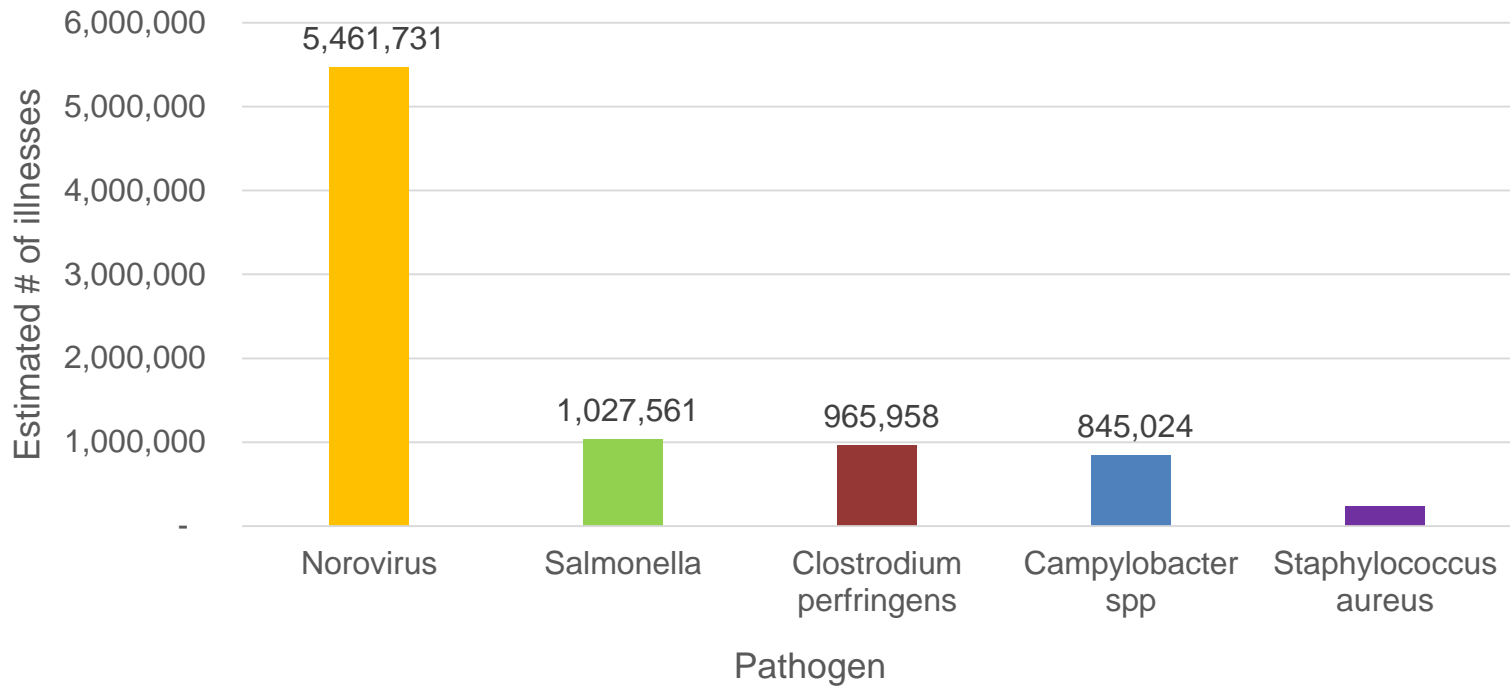
Protocol "Intervention:"

- ONE WIPE
- A FEW SECONDS
- MULTI-SURFACE CLEANER
- ELECTRONICS-RATED

INTRODUCING



Top 5 Pathogens Contributing to Domestically Acquired Foodborne Illnesses



What We Found On Tested Digital Devices At Concerning Levels:



- E. Coli
- Aspergillus
- Gram Negative Bacteria

-
- Are these **bacteria** living on the tablet at your operation?
 - Are your **customers** touching this when they use your self serve kiosk?

What comes next?

- Digital device growth & the evolution of dining has **created a new intersection**
- Treat these 'new' surfaces as an opportunity to **enhance the guest experience**



All Mixed Up
Air Dates: 6/28, 7/4, 7/11, and 7/18



The show will be airing on **Lifetime** TOMORROW @7:30AM!
[view promo here](#)

Food Safety in Action!



Experience food Safety.™



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THANK YOU!