



ADVANCING CLEANER, SAFER PRACTICES™:

THE ECOLAB SCIENCE CERTIFIED PROGRAM



COVID-19 IS LEAVING A LASTING IMPRESSION ON CONSUMERS



QSR magazine

Restaurants' Greatest Competition Post COVID-19: Home

...

The true unknown of COVID-19 is consumer behavior. ... to each other, and to everything they're asked to interact (or not interact) with. ... "This means that after the lockdown, restaurants need to 'retrain' consumers to change



Food & Wine

What Will Make Restaurants Feel Safe in the COVID-19 Era?

Read More: The F&W Pro Guide to Coronavirus: What Restaurants Should Know ... "Your teams need to be ready to handle customers who do not ... to our guests, who have been



The New York Times

The Most Important Word in the Hospitality Industry? 'Clean'

According to the American Hotel & Lodging Association, an industry ... and consumer anxiety about getting sick — the world's largest hotel ... Topping it off is the American Hotel & Lodging Association's Safe Stay, a list of ... As



U.S. consumer confidence is shattered and **reopening alone won't bring it back**

70% of consumers say **sanitation and safety** will play a key factor in dining decisions¹

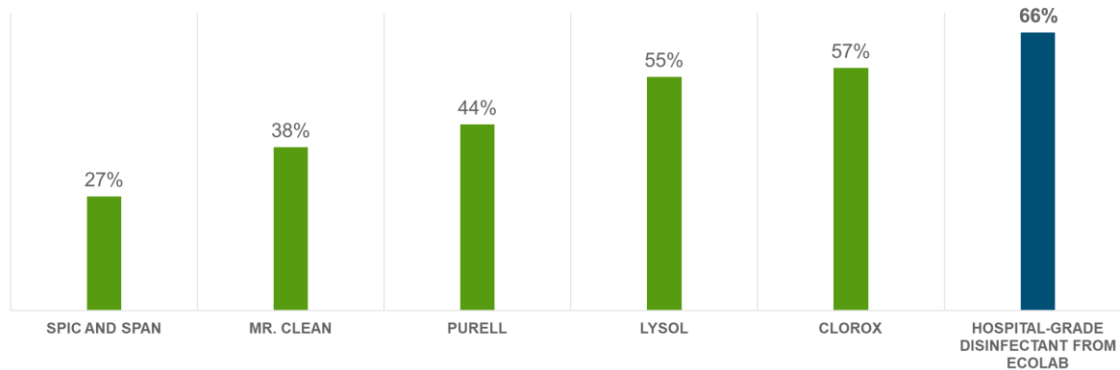
The first question that comes to mind when someone is making a decision to dine in: **'Am I going to be safe?'**

HOW CAN ECOLAB SCIENCE CERTIFIED HELP BWW?

GUESTS PREFER HOSPITAL DISINFECTANT



66% of restaurant guests feel “very safe” or “extremely safe” knowing hospital disinfectants are used^{1***}



OUTSIDE VERIFICATION HELPS DRIVE TRUST



Restaurant guests **feel safer knowing an independent third party* with cleaning expertise has audited** a restaurant's cleaning practices¹



Expertise in **healthcare and hospital cleaning ranked #1**** for independent verification¹



ECOLAB SCIENCE CERTIFIED GOAL



Provide an assurance program that verifies the right programs, products and procedures are in place to help reinforce the confidence of your guests and employees and help your sports bars grow



WHAT IS ECOLAB SCIENCE CERTIFIED?



AN END TO END PROGRAM TO DRIVE ASSURANCE AND BEST PRACTICES

1. CREATE CLEAN

Right Products & Programs, including
Hospital Disinfectants
Right Procedures

2. CHECK CLEAN

Elevated Training Platform
Annual Property Audit by EcoSure

3. SEE CLEAN IN ACTION

On-Site Collateral

4. BELIEVE CLEAN

Consumer Advertising Campaign

ECOLAB[®]
SCIENCE
CERTIFIED

ECOLAB SCIENCE CERTIFIED PROGRAM REQUIREMENTS



		Required Programs to Qualify	Required to be Purchased from Ecolab
Front of House	Surfaces	Hospital Grade Disinfectant**	Yes
	Floor		No
Back of House	Kitchen Hygiene	Degreasers, Food Contact Sanitizer	Yes
	Warewash	Machine Detergent, Rinse, Sanitizer, Manual Detergent, Food Contact / 3 Comp Sink	Yes
	Floor	Kitchen Floor Cleaner	Yes
	Food Rotation		No
Full Property	Hand Hygiene	Hand Soap, Hand Sanitizer	Yes
	Water Filtration		No
	Pest Service	Meeting local regulations and standards	No- but must be using a pest elimination provider
	Food Safety Audit Program	Food Safety management program	Ecosure mandated for all BWW today
	Employee Training	Food Safety & Public Health Protocols	No; BWW current training program meets requirement
Must Pass Ecolab Science Certified Audit completed by Ecolab's Ecosure audit team			

ECOLAB FUNDED MARKETING TO HELP PROMOTE PROGRAM TO GUESTS



No Charge Collateral for Sports Bars



Front Door Clings



Employee-Facing Certificate



Guest-Facing Certificate



Use of seal in sports bars and on brand social media as brand and Ecolab agree

Ecolab Funded Ad & Media Campaign

Continuous campaign running now - 2021



TV



Digital Audio



Display



Paid Search



Social



Sponsorships



Audience Targeting





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