Discover what your diners expect from you on cleanliness and disinfection.
Our study revealed that restauranteurs who DO NOT use a disinfecting product as part of their daily cleaning routine fail to meet the expectations of 93% of potential customers - that’s a lot of potential business to be turning away when margins are so squeezed.

Jayne Clark, P&G Professional Sales Director, UK and Ireland
Restaurants risk losing customers if they don’t adhere to high hygiene standards and are more likely to be given poor reviews by regulatory bodies. People often expect the highest standards of cleanliness when it comes to choosing a place to eat. We now know this includes disinfection practices too. In our survey, 93% of respondents said that businesses need to do more than they already do to ensure their premises are germ free and over 90% expect business operators to disinfect every day.

“Visitors to facilities such as hotels and restaurants could be potential carriers of infection and any outbreak carries serious consequences. In particular priority must be given to cleaning and disinfection of frequent hand touch sites such as door handles, telephones and remote controls for example.”

Michelle Marshall
Editor, European Cleaning Journal

What You Can Do:

Understand that cleaning is not disinfecting.
Cleaning removes soil or dirt from a surface but doesn’t kill micro-organisms that can cause disease, odours and spoilage. You must both clean AND disinfect to reduce risk.

Efficient cleaning ensures the best disinfecting results.
Do it right the first time by removing all of the soil first, then let the disinfectant do its job. For efficiency, use a multi-purpose product that both cleans and disinfects in one go such as Flash Professional Multi-Surface and Glass Spray Cleaner.

Cleaning Steps Leading to Great Diner Experiences

- **High touch areas** - Door knobs, sink handles, hand rails, and trays. Removing these germs frequently reduces the spread of germs.
- **Food contact areas** - Cleaning cloths, chopping boards, utensils, fridge doors and kitchen work surfaces. Target these areas by disinfecting regularly.
- **Bathrooms are important** - 94% of our survey respondents agreed that bathrooms are the areas most in need of disinfection. Create a routine that ensures your bathrooms are inspected and cleaned regularly throughout the day.
- **Don’t forget about your tools!** - Sanitising your tools regularly can also help prevent the spread of germs.

We Recommend:

Our Flash Professional Multi-Surface & Glass Spray Cleaner has the science behind it that maximises simplicity.

It is formulated with surfactants and solvents designed to both remove greasy soils and dry streak-free.

Its disinfecting active ingredients (quats) can kill 99.99% of germs within 5 minutes contact time.
Salmonella and E.coli top the list of the most feared germs. High profile food poisoning stories in recent years have raised the awareness of these bacteria, making it high on the consciousness of consumers when they’re eating away from home.

Did you know?
The more times someone touches a contaminated surface & then touches areas on their face (eyes, nose or mouth), the greater the chance for transmission of human microbial pathogens

Source: Centre for Disease Control and Prevention (www.cdc.gov)

Results and insights are based on a Pan-European survey of 2,100 customers in November 2013

What You Can Do:
Wash your hands
The importance of proper hand washing is known, but unfortunately, often neglected. Make sure both you and your employees are washing your hands often. Consider hanging an instruction sheet next to the sink to help people learn the proper way to wash their hands.

Effective hand washing
- Wet your hands with clean warm running water. Use warm water if available.
- Apply enough soap to cover both hand surfaces.
- Rub hands together to make a lather and scrub all surfaces up to the wrists.
- Don’t forget the back of hands, finger nails and cuticles, which harbour huge quantity of bacteria.
- To be effective continue rubbing hands for 15-20 seconds.
- Rinse hands well under running water.
- Dry your hands using a single-use paper towel or air dryer to reduce the number of bacteria transferred by 99%.
- Use your single-use paper towel (or your elbow) to turn off tap.
Bathrooms Matter Most

Bathrooms may be a hidden room in your premises, but they have the biggest impact on your customers’ perception of clean. A bad odour is an obvious indicator that something is wrong and soil is left behind after cleaning - harbouring germs that cause odours. Diners consider bathroom hygiene as a reflection of overall quality standards, a negative bathroom experience can seriously tarnish an otherwise great reputation.

What You Can Do:

- Pinpoint problem areas within the bathroom cleaning process
  - Over 80 different types of germs can be found in the bathroom so it is vitally important to keep it disinfected.
  - Infection comes from surfaces that are frequently touched by hands - the toilet flush handle and seat, taps and door handles. Disinfect several times a day.
  - Don’t forget the grout - grouts can harbour bacteria which can be transferred easily. Surfaces with grouts should be cleaned with a disinfecting product regularly.
  - Signals of clean - pay attention to mirrors and doors. These are areas that customers notice and it’s easy to keep them clean with multi-purpose cleaners that leave a streak-free shine.

- Discover efficient and effective bathrooms cleaning & disinfecting practices
  - Avoid using the same cleaning cloth to wipe the toilet seat and the other surfaces.
  - Smell is a key indicator to customers of clean. Pay close attention to the smell of your bathroom. If there is no smell or it smells nice, it means you are doing something right!
  - Multi-purpose cleaners such Flash Professional Multisurface & Glass Spray Cleaner not only clean and disinfect, but leave behind a fresh smell that helps create a memorable experience for your diners.

We Recommend:
For effective cleaning use P&G Professional’s Disinfecting Sanitary Cleaner clean & disinfect in one go!
Kills 99.99% of bacteria and removes limescale.

Results and insights are based on a Pan-European survey of 2,100 customers in November 2013.

67% of diners say bathrooms are their top hygiene concern.
The complexities of rules and regulations surrounding disinfection practices in hospitality establishments, means operators and customers often turn to external organisations such as the Food Standards Agency (and their Scores on the Doors scheme) for additional support.

What You Can Do

Refresh your knowledge
In the UK, consult the Food Standards Agency (www.food.gov.uk), to keep up-to-date with the latest research on food-related diseases. On a European level, consult the independent European Food Standards Authority (www.efsa.europa.eu).

Form a good relationship with your local environmental health officer - they can advise on producing an efficient cleaning schedule for your premises and undertake trainings.

Maximise TripAdvisor
If you are proud of your establishment and the high levels of cleanliness standards you uphold, don’t be afraid to shout about it to your customers. Ask them to post a review on TripAdvisor if they enjoyed their experience and respond to negative reviews appropriately to help correct a bad guest experience.

“A good online reputation is vital for hospitality businesses. According to our TripBarometer survey, 93 percent of travellers say that online reviews have an impact on their booking decisions.”

Doros Theodorou, Commercial Director, EMEA at Trip Advisor

Customers choose based on Ratings & Reviews

59% of your diners trust local authorities for ratings on hygiene standards

“Very Good” Food Hygiene Rating

Results and insights are based on a Pan-European survey of 2,100 customers in November 2013
P&G Professional has a range of high quality antibacterial cleaning solutions to help operators keep up with disinfection standards in bedrooms, kitchens, bathrooms and dining rooms. Products are available in cash and carries as well as via distributors.

**Fairy Professional Antibacterial Washing Up Liquid 4L**
P&G Professional’s long-lasting concentrated liquid detergent with antibacterial properties for washing-up and pre-soaking of heavily soiled tableware, kitchen utensils, pots & pans. Kills 99.9% of bacteria on your sponges*

(*Starting with a new sponge and following Fairy Antibacterial usage instructions to help prevent germs spreading).

**Ariel Professional Antibacterial Laundry Powder 100sc 8kg**
P&G Professional’s multipurpose laundry powder is designed to kill 99.999% of bacteria including MRSA & E. Coli, E. hirae, S. aureus and P. aeruginosa at 40°C while providing fast and deep down cleaning even without pre-washing or pre-soaking.

**Flash Professional Multi-surface & Glass Spray Cleaner 750ml**
P&G Professional’s All in 1 Multisurface & Glass Cleaner for easy cleaning and disinfection in one go of most washable interior surfaces and shiny surfaces! Kills 99.99% of bacteria in 5 minutes contact time giving you great protection wherever you need!
Buy Direct from Distributors

Order P&G Professional’s brand new range of professional cleaning solutions direct from your distributor today:

- 15 easy-to-use, colour coded products now available in the new range
- Products available to order via distributors and delivered direct to businesses
- Concentrated formulations deliver a standard of clean diners will really notice

BUY TODAY!
Visit http://www.pgpro.co.uk/antibac

About P&G Professional

Procter & Gamble Professional® is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilising its parent company’s scale, trusted brands and strengths in market and consumer understanding.

P&G Professional features such brands as Fairy®, Flash®, Ariel®, Febreze®, Lenor® and Mr Proper®. Please visit www.pgpro.co.uk for the latest information about P&G Professional’s solutions.

For more information about P&G Professional, please visit www.pgpro.co.uk. To sign up free of charge to our members-only Academy, a best practice resource for hospitality businesses launched in 2013, visit www.pgpro.co.uk/academy

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KILLS 99.9% OF BACTERIA