

Top 5 Tips for Reopening

In this week's video, we speak with Damien Smith, our Heineken Ireland Sales Representative for South West Dublin, who brings us through top tips for restaurants and gastropubs who are preparing to reopen on or after December 4th.



1. Cold Room Management:

if your cold room has been switched off for the past few weeks it is important to restart your cellar at least 72 hours before reopening to guarantee draught beer quality. Check out our video on Cold Room management [here](#).

2. Glassware:

Glass care is really important for the quality of pints that you offer your customers. Make sure that you keep your glassware separate from plates and cutlery during the washing process as this can impact on quality of pints. Check out our video on Glasscare [here](#).

3. Social Media: Make sure that make full use of your social media channels to communicate to your customers about your outlet reopening, and to reassure your customers that you are taking all the necessary precautions to keep them safe when they visit your outlet.

4. Staff: If your outlet has been closed over the past weeks, make sure all your staff are trained on your new ways of working before reopening.

5. Keg orders:

Our Customer Service team are working hard to make sure you will receive your beer and cider orders on your normal scheduled delivery date. Please work with us to make sure this process runs smoothly by placing your order this week and being on site to receive your keg delivery.

How can Heineken Ireland help you?

- ◆ Check out how Swifty, the new mobile ordering and payment app for Irish pubs, can help your business [here](#)
- ◆ Communicating your new opening hours and COVID guidelines to your customers is a key step, and Social Media is the ideal way of doing this. Check out our free Social Media training for Publicans [here](#).