

Labor Efficiency Unleashed: Solutions to Change the Way Your Team Works

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ECOLAB[®]

 **IFA**
INTERNATIONAL FRANCHISE ASSOCIATION



A global leader in water, hygiene and infection-prevention resources

47,000
associates

40
industries

170+
countries

1,200+
scientists

1,000+
digital experts



WATER
1.1 trillion
Gallons managed



FOOD
36%
World's food supply protected



CLIMATE
22%
World's power generated



HEALTH
57 billion
Hands cleaned

Understanding your needs

*Your partner in navigating
an evolving industry*

Key challenges

Protecting brand reputation



Almost half (45%) of consumers are unlikely to return to a restaurant that had a food safety incident.¹

Rising guest expectations for visual cleanliness



86% of consumers say a business's commitment to public health and safety factors into their decision to patronize that location.²

Attracting & retaining staff amid ongoing labor crunch

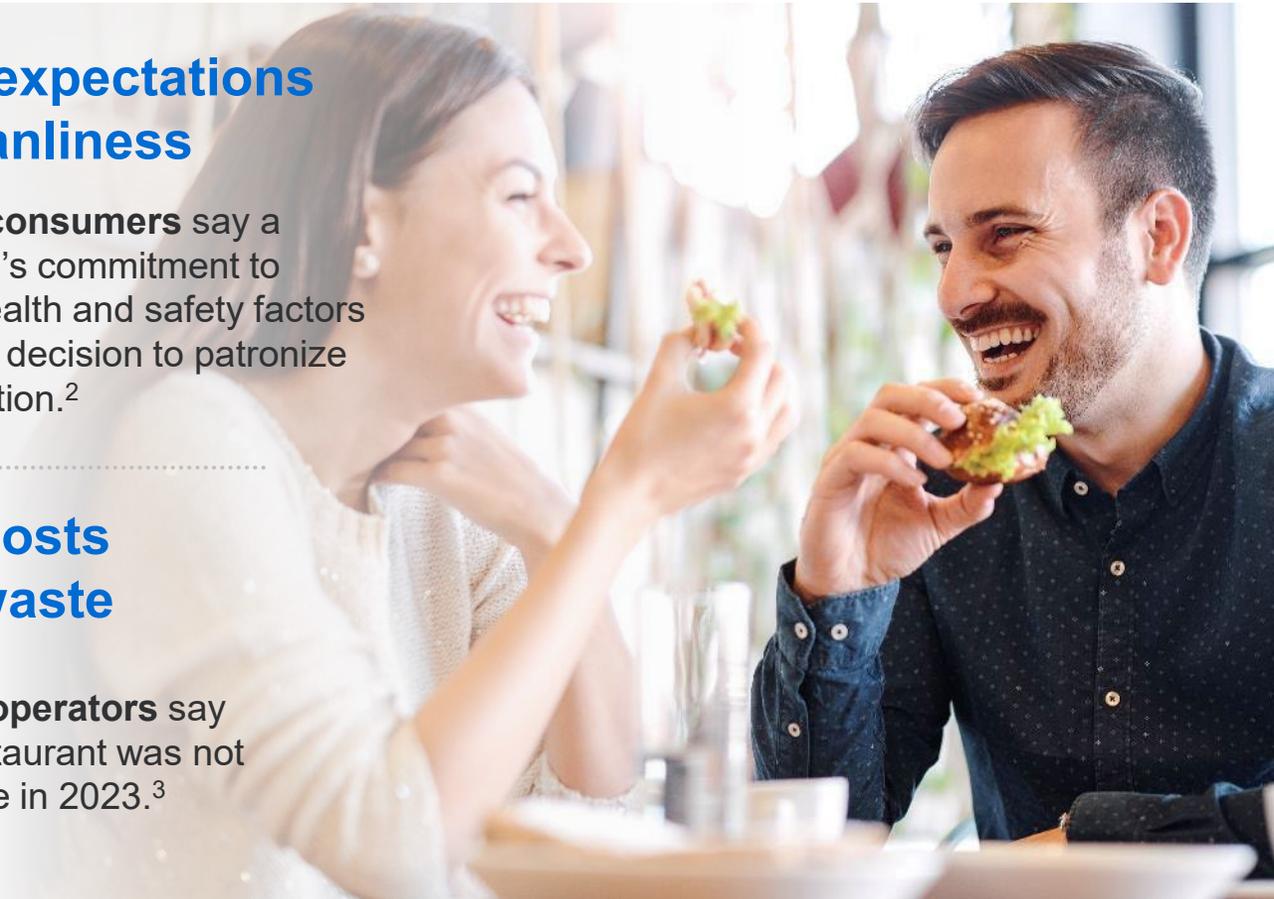


45% of operators say they can't support demand with current staffing.³

Controlling costs & reducing waste



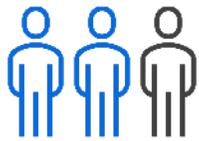
38% of operators say their restaurant was not profitable in 2023.³



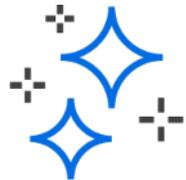
What are the biggest challenges in your business?

Guest experience: Cleanliness is critical

RISING GUEST EXPECTATIONS FOR VISUAL CLEANLINESS



61% say they wouldn't return to a business that was unclean, compared to 35% that won't come back after poor customer service.¹



Cleanliness and sanitation are among **the top considerations** when consumers are choosing a restaurant.²

1. OnePoll Survey, January 2024.

2. Simon-Kucher & Partners. "The New Normal for Restaurants." March 2021.

Operational efficiency: Challenging labor market

ATTRACTING & RETAINING STAFF AMID ONGOING LABOR CRUNCH



45% of operators say they can't support demand with staffers currently on hand.¹



1 in 5 restaurant job openings were filled by first-time employees in 2022.¹



The whole foodservice industry will need to fill about **2.6 million vacant positions** every year through 2032, according to the U.S. Department of Labor.²

1. 2024 National Restaurant Association State of the Industry Report

2. [U.S. Department of Labor](#)

Operational efficiency: Protecting the bottom line

CONTROLLING COSTS & REDUCING WASTE



38% of operators say their restaurant was not profitable in 2023.¹



98% of operators say labor costs are a “significant” or “moderate” challenge.¹



87% of operators say utility costs are “significant” or “moderate” challenge.¹

1. [2024 National Restaurant Association State of the Industry Report](#)



Making 'doing more with less' look easy

Efficient, sustainable equipment and cleaning solutions are always on the menu



CLEAN SPACES



Clean, shining wares that inspire confidence



Powerful chemistry that quickly cuts through tough grease



Water systems that enhance food and beverage quality



PROTECTED REPUTATIONS



Food safety audits & regulation expertise to stay ahead of risk



Sanitizers for food-contact surfaces with fast SARS-CoV-2 kill times



Digital insights & training on cleaning performance for continuous improvement



OPTIMIZED OPERATIONS



Fast-acting solutions for busy kitchens

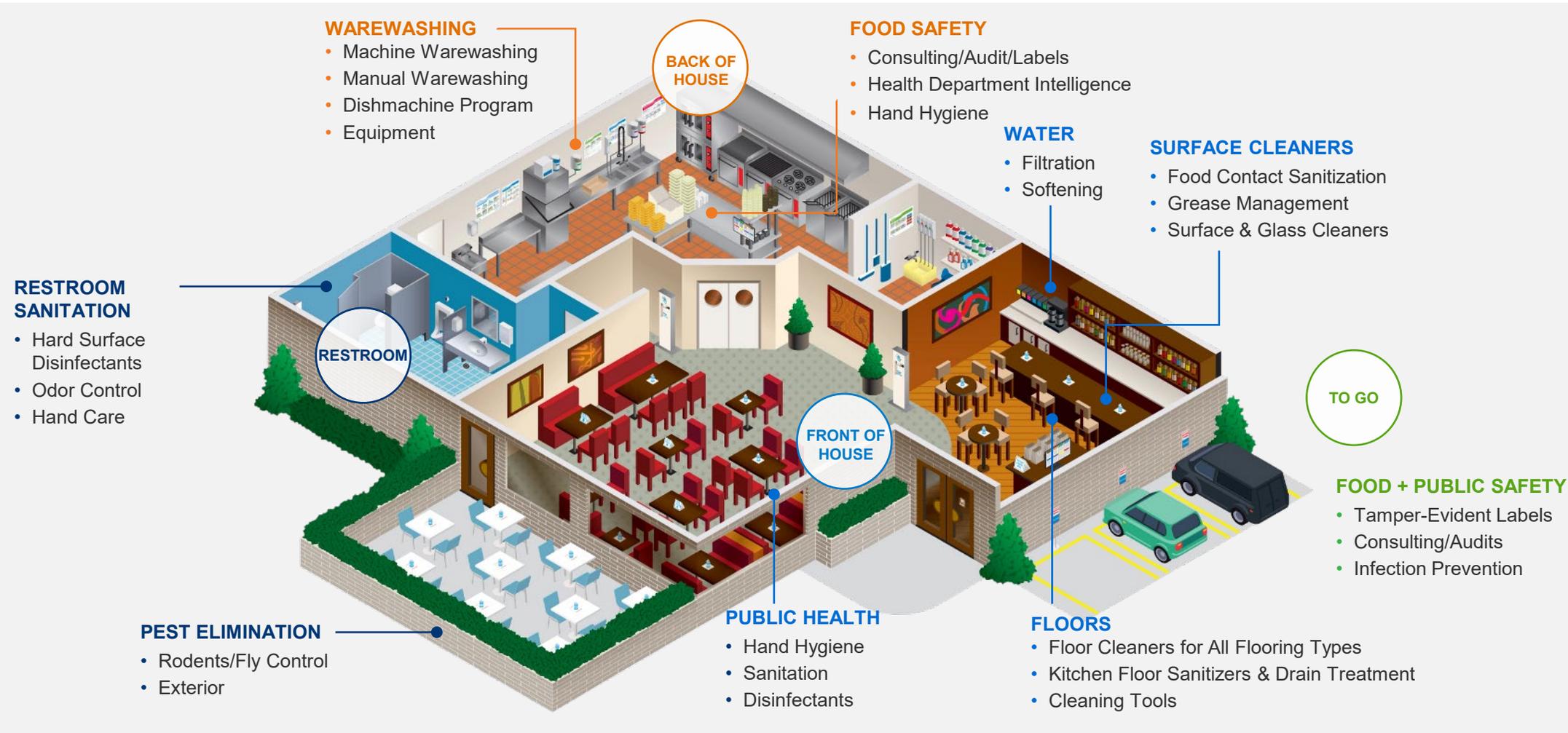


One-pass warewashing to save time, water and energy



Simplified floor care solutions that cut grease, reduce fruit flies¹ and save time by reducing steps

Innovative programs – what we offer



PLUS



EXPERTISE & INSIGHTS

- On Site Service and Expertise
- Ecolab Science Certified™
- Labor Savings & Program Simplification

Ecolab Digital Training

➤ Ecolab's enhanced digital training includes over 50 videos easily accessed through any device



Scan the QR code to demo the training for yourself!

Enable increased safety, brand protection and efficiency

3-minute average video length

Available in English and Spanish

Accessible via any smart device

Training focused on troubleshooting, cleaning procedures and safety



64%

Of operators say they **do not have enough staff** to meet demands¹

85%

of foodservice operators say they are having a **hard time filling BOH positions**¹

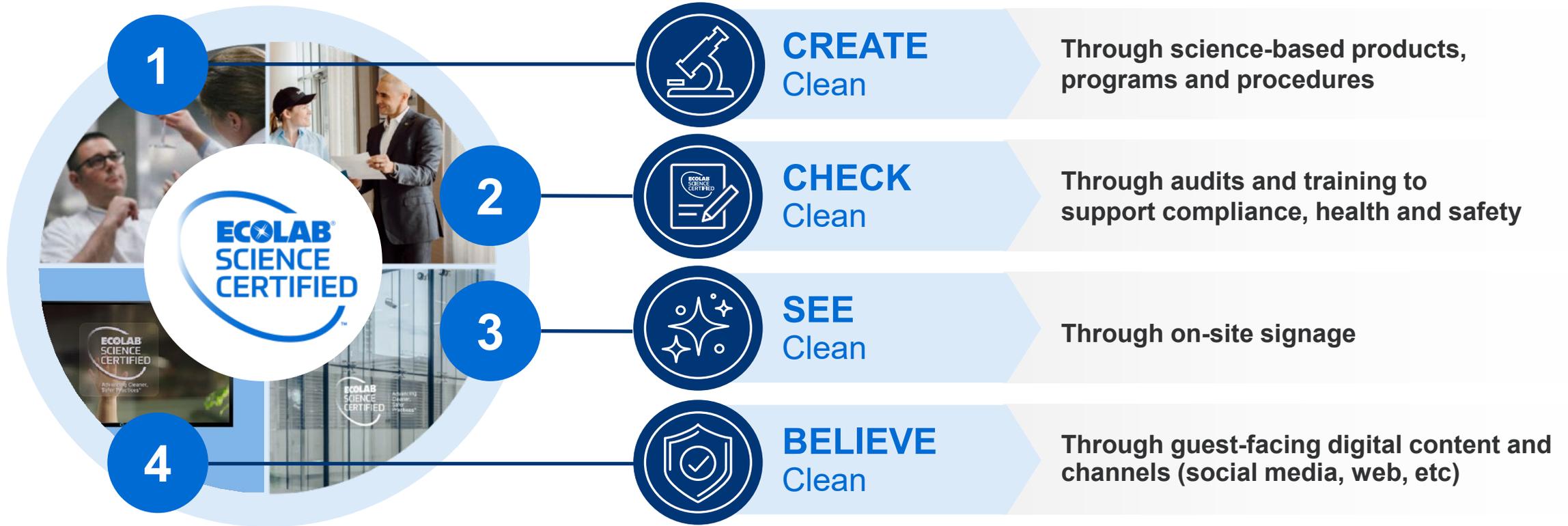
¹National Restaurant Association 2023 State of the Industry Report

Discover Ecolab Science Certified



A comprehensive, science-based food safety and public health program, designed with operational efficiency in mind, to help deliver a higher level of cleanliness and confidence

THE PROGRAM HELPS DRIVE IMPACT IN 4 WAYS:



Impact to staff, consumers and your topline

A comprehensive program to help you do more with less

ATTRACT AND RETAIN TALENT



78%

of restaurant workers say an ESC restaurant would be **better to work at** than one without ESC*

PROVIDE POSITIVE GUEST EXPERIENCES



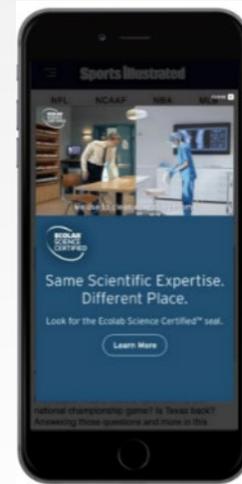
86%

say a business's **commitment to public health and safety** factors into their decision to patronize that location

71%

of patrons are **concerned** that **businesses** will **reduce the health and safety practices** in the future

DRIVE FOOT TRAFFIC



↑ 8-18%

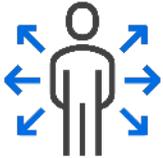
Restaurant-goers age 35-44 who saw the ESC ad **increased their visits to ESC restaurant locations by 8%****

*Qualtrics proprietary worker study conducted December 2022 (paid for by Ecolab)

**Source: "Consumer Sentiment Study," March 15th, 2022 (paid for by Ecolab)

***Compared to consumers that didn't see the ad. Paid for by Ecolab: FourSquare traffic study – March – June 2022

Ecolab: There for you



Partnership

We work as an extension of your team, applying our extensive expertise and service to help you drive measurable results.



Customized

We tailor our programs and service to meet your specific needs and goals — and adapt as the industry and your organization evolves.



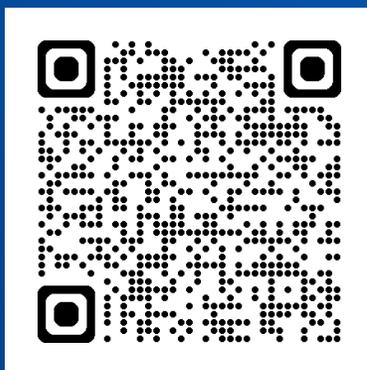
Outcome Driven

We focus on outcomes you can see and measure — from guest experience to financial performance.

**Helping you increase operational efficiency
through better employee training & solutions**

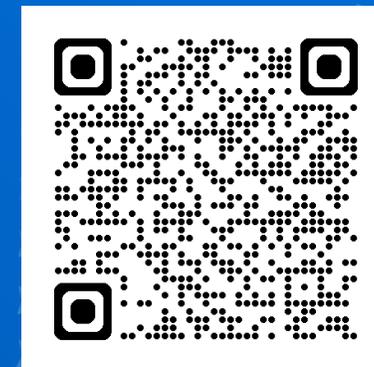
Thank You!

 **Learn more
about our
solutions**



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LinkedIn!**



ECOLAB[®]
PROTECTING WHAT'S VITAL[™]

