



Crisis Management Plan

Prepared for South Kitchen + Bar

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CONFIDENTIALITY STATEMENT

The contents of this crisis management plan are reserved for the leadership and staff members of South Kitchen & Bar. The following plan includes confidential information that should not be disclosed to individuals outside of the organization. If this plan is discovered by an individual for whom it is not intended, it is strictly prohibited to copy, distribute or disclose any contents in this plan.

INTRODUCTION

This crisis management plan provides a clear procedure in the event that South Kitchen & Bar experiences a health and food safety crisis. Some instances to execute this plan include food-borne illnesses and bacterial contamination of food products. This crisis management plan is a resource for South Kitchen & Bar during crises and equips them with sample social media posts, press briefings and risk assessment procedures. This plan will prepare South Kitchen & Bar for crises and aid them to react in a way that mitigates damage to their brand and their parent company, Athens Food Group.

PURPOSE

To prepare South Kitchen & Bar to effectively mitigate health and food safety crises.

OBJECTIVE

To provide South Kitchen & Bar with the tools to resolve crises and control reputational damage. Establish crisis response procedures and a crisis management team.

BACKGROUND INFORMATION

- South Kitchen & Bar is a restaurant located in downtown Athens, Georgia, serving traditional southern comfort cuisine.
- Located in the historic Georgian Hall, which was constructed in 1908 and still has its original marble interior and stained glass windows.
- South offers a wide variety of foods to accommodate vegetarians, gluten-free diners and most allergies.
- South regularly rotates their sixteen beers on tap and offers a mix of local craft beers.
- Their seasonal cocktail menu designed by the staff changes every season and is one way South attracts customers.
- Part of Athens Food Group, which also includes Trappeze Pub, Georgian Hall and The Chapel Athens.
- Focus: Providing flavorful food and an upbeat atmosphere that reflects the vibe of Athens.
- Established: 2014
- Industry: Restaurants
- Phone: 706.395.6125
- Website: <http://www.southkitchenbar.com>
- Location: 247 E Washington St, Athens, Georgia, 30601
- Executive Chef: Jacob Blackwell
- Additional Chefs: Daniel Fetter, Logan Jepsen
- General Manager: John Arsenault
- Additional Managers: Indy Swirk (FOH), Zach Parker (Bar)
- Owner: Kirby Sims
- Company Size: 40-50 employees
- Social Media presence:
 - Facebook - 5.8k followers
 - Instagram - 3,972 followers



CRISIS HISTORY

An Athens-Banner Herald article published on September 6, 2023, called attention to South's health inspection, listing the restaurant as a "low-scoring" restaurant in Athens-Clarke County and citing several concerns the inspector discovered.

SOUTH KITCHEN & BAR: Score: 84. "Inspector Notes: 'Observed mashed potatoes at temperature of 47F after cooling in WIC for greater than 6 hours. Observed expired milk stored in WIC. Observed mashed potatoes cooling in deep and covered container set in WIC. Observed damaged floor tiles at threshold of downstairs WIC. Observed employee backpacks stored on food shelving at rear kitchen rather than employee lockers downstairs.'"

<https://www.onlineathens.com/story/entertainment/dining/2023/09/06/recent-health-inspections-for-athens-area-restaurants/70767206007/>

CRISIS FOCUS: Health and Food Safety

Why is it important?

Health and food safety is crucial for restaurants to practice to protect themselves, their customers and their reputation.

- If a customer is served contaminated food, it can lead to a food borne illness that harms the customer and the reputation of the restaurant.
- If regulations for food safety are not met, it can result in legal actions that disrupt everyday operations.
- Reports of food borne illnesses or safety violations can tarnish a restaurant's reputation, resulting in the loss of customers and revenue.
- Health and food safety practices directly affect the well-being of customers, as well as all restaurant employees.

ACKNOWLEDGEMENTS

We, the employees of South Kitchen & Bar, hereby certify that we have read and understand the guidelines provided in this crisis management plan. We understand we should follow these guidelines and the procedures outlined in this document should any of the detailed crises arise. Should we have any questions or concerns, we understand it is our responsibility to contact the developers of this crisis management plan and our supervisors and resolve any issues quickly and orderly.

By signing this acknowledgement, we agree to follow the crisis response procedures outlined in this document.

Employee name (printed): _____

Employee name (signature): _____

Date: _____

Employee name (printed):

Employee name (signature):

Date: _____

Employee name (printed): _____

Employee name (signature): _____

Date: _____

REHEARSAL DATES

Existing Employees:

All existing employees must attend quarterly crisis training meetings. These meetings are mandatory for all employees of South Kitchen & Bar. Employees will earn their hourly wage for attending. Crisis training meetings will review the crisis threats South Kitchen & Bar faces and how to best prevent these. The crisis management plan will also be reviewed to remind employees how they should proceed should a health or food safety crisis occur. All employees must resign the "Crisis Management Plan Acknowledgement" following each training.

New Hires:

As new team members are hired, they will participate in an online training to learn about crisis prevention and crisis response procedures. This training will be included with other online trainings like ethics and safe workplace habits that are required for all new employees. Following the completion of this online training, new employees will take a short quiz. After a new hire passes the quiz, they will sign the "Crisis Management Plan Acknowledgement" form.

CRISIS MANAGEMENT TEAM

Contact List:

Kirby Sims

Owner of South Kitchen + Bar

Phone: 770.645.2400

Email: kirby@athensfoodgroup.com

John Arsenault

Front of House Manager

Phone: 706.395.6125

Email: john@southkitchenbar.com

Jacob Blackwell

Athens Food Group Executive Chef

Phone: 850.341.4041

Email: jacob@athensfoodgroup.com

Media Spokesperson:

John Arsenault

Front of House Manager

Phone: 706.395.6125

Email: john@southkitchenbar.com

Crisis Control Center:

Should a crisis arise, the crisis management team will be contacted promptly and will meet at:

The Chapel Athens

100 Prince Ave, Athens, Ga 30601

Phone: 706.850.5935

KEY PUBLICS

Internal:

- **Staff Members:** Notifying the staff members if there is a food safety issue is imperative to the success of the restaurant and making sure they are aware of any issues at all times.

External:

- **Business Vendors:** Having an open honest relationship with the business vendors will help the reputation of the business. Alerting vendors is also important when pinpointing where an issue started and deciding how the business should proceed post-crisis.
- **Paying Customers:** The most valuable relationship and an asset to the success of the business. South Kitchen & Bar strives to always be honest about food safety and health inspections with our loyal customers.

Notifying Key Publics

Various communication methods will be used to reach our key publics to maximize the success of our communication efforts.

- **Social Media:** Platforms, including Instagram and Facebook will be used to keep customers updated about any health and food safety concerns and other announcements
- **Website:** Used to post updates about any announcements or upcoming events
- **Team Meetings:** Once a month, used to keep staff members updated on changes at South and any emergencies present
- **Individual Calls or Emails:** Used to communicate directly with customers about their complaints or to provide updates to those impacted by a health and food safety crises

SECONDARY PUBLICS

Emergency Personnel:

Athens-Clarke County Fire and Emergency Services:

Phone: 706.613.3360

Athens-Clarke County Police Department:

Phone: 706.613.3330

Poison Control:

Phone: 1.800.222.1222

Local Officials:

Athens-Clarke County Health Department:

Phone: 706.389.6921

Georgia Department of Health:

Phone: 404.657.2700

KEY MEDIA

Our media list is composed of different journalists, bloggers and social media influencers who report on different restaurants, food events and venues in Athens, Georgia. This list is a key way for South Kitchen & Bar to deliver accurate and trustworthy information about food safety concerns to their customers.

Traditional Media

Outlet	Contact	Title	Email	Social	Category
Athens Banner-Herald	Andrew Shearer	Arts and culture reporter	ashearer@onlineathens.com	Twitter: @cinemandrew	Food
Visit Athens Ga	Shannon Dominy	Communication manager at the Athens Convention & Visitors Bureau	SDominy@VisitAthensGA.com	linkedin.com/in/shannon-dominy-83224166	Journalist, food, novelist
Flagpole Magazine	Hillary Brown	Freelance food and music writer	food@flagpole.com	Instagram: @flagpole magazine	Journalist, food, culture
The Red and Black	Katie Hughs	Eat & Drink editor	editor@randb.com	Instagram: @eatanddrinkathensga	Food & drink

Social Media

Outlet	Contact	Title	Social	Category
Instagram	Lindy Simmons	Foodie	@lunchwithlind	Food
Instagram	Lee Evans	Influencer	@athensupdate	Food, Live music and events

OWNED MEDIA

Instagram: @southkitchenbar

South Kitchen & Bar has a strong following on Instagram with approximately 4,000 followers. The feed has a cohesive look that features both their food and beverage menu items. The brand consistently posts on this platform with over 1,350 posts, averaging about two to three posts a week. A post on Instagram during a crisis can include more informal messaging and be complimented by an Instagram story to draw followers to the feed. This platform can also utilize visual elements to complement the information in the caption.

Facebook: @southkitchenbar

South Kitchen & Bar's Facebook page has 5,800 followers and 5,700 likes on their page. This platform can be used to reach older audience members. However, South has not posted on this platform since 2022. It is essential that the company begins using the platform more regularly before using it as a way to disseminate information during a crisis. Posting consistently on Facebook shows key publics that the platform is a valid source of information. Messaging on this platform should use a more formal tone and include a longer explanation of the crisis.

Website: <https://www.southkitchenbar.com/>

The South Kitchen & Bar website serves as a home base for communication and contact information. Providing consistent updates on the web page ensures the public is informed and linking social media pages ensures transparent communications across all platforms.

EQUIPMENT & SUPPLIES

Kitchen Appliances:

- Oven
- Range
- Deep Fryer
- Grill/ Griddle
- Holding Equipment
- Broiler
- Toaster
- Microwave

Refrigeration:

- Refrigerator
- Freezer
- Ice Machine
- Beverage Dispenser

Storage:

- Shelving
- Bussing and utility carts
- Sheet pan racks
- Food storage containers
- Drying racks

Food Prep:

- Food processors
- Prep tables
- Mixers
- Blenders

Kitchenware:

- Knives
- Cutting boards
- Mixing bowls
- Pots
- Pans

Bar:

- Cups
- Glasses (for different types of drinks)
- Cocktail Shaker
- Mixers
- Bar mats
- Bar towels
- Refrigerator

Other:

- Napkins
- Straws
- Paper towels

Spaces:

- 2 Dining spaces
- 2 bathrooms
- Kitchen
- Office

Software:

- Toast
- Ubereats
- Sling

INTERNAL COMMUNICATION

Internal communication at South Kitchen & Bar includes the use of announcements sent on Sling, the schedule management platform South uses; announcements posted in staff only areas of the restaurant, like the kitchen; and mandatory staff meetings. Internal communication is essential to any successful business and crucial for delivering the high quality restaurant experience South is known for. Frequent communication among restaurant managers and staff members will ensure any concerns of health or food safety risks are dealt with and resolved in a timely manner. Internal communication also allows staff members, like servers and bartenders, to be made aware of present risks in order to properly inform customers. The crisis management plan includes a sample announcement made on Sling.

EXTERNAL COMMUNICATION

External communications are essential to inform stakeholders about crises. South Kitchen & Bar will need to communicate the extent of the crisis to the public to display transparency. Furthermore, South should list the actions the company is taking to mitigate potential risks to stakeholders and continue to update them about pertinent information throughout the crises. South should have a narrowly defined strategy to guide their communications, keeping key messages at the forefront of their content. The included sample press briefing, social media releases and web page pop-up are examples of external communication. The crisis management team should be focused on reputation management and restoring credibility, while remaining vigilant about commentary regarding the company on digital platforms.

KEY MESSAGES

Communicating key messages is essential to preserve and uphold the reputation of South Kitchen & Bar. When the company promotes strong key values, their publics will be better informed and educated on their mission.

- South Kitchen & Bar is committed to the safety of our customers by providing flavorful Southern cuisine that meets all federal and state regulations for food safety. It is important to us that our customers are satisfied with our food quality standards.
- We are working with federal, state and local authorities to investigate the cause of this outbreak and eliminate any further contamination.
- We are undergoing a comprehensive review of our food collection, production and storage processes to prevent this type of incident in the future.



CRISIS EMOTIONS & CRISIS COPING

It is important that the board, managers, and staff of South Kitchen & Bar are aware of the emotional effect a health or food safety crisis could have on customers. Employees should respond to customers with compassion and understanding to mitigate any further emotional impact.

Fear: It is likely that customers will be afraid of the possible consequences of food illnesses.

Anxiety: Feelings of anxiousness may arise as a result of the uncertainty of a customer's health status and the possibility of eating at a restaurant with a history of contaminated food.

Anger: It is possible that customers will be upset with the restaurant for implicating their health and emotions.

Betrayal: An incident like this could cause feelings of mistrust toward the company.

It is essential that South Kitchen & Bar provides victims experiencing these emotions with as much information as possible. Transparency will assist the company throughout the crisis. Additionally, South should employ Apology and Compensation crisis coping strategies to reflect the compassionate nature of the brand and the importance of the customer. Compensating victims for their experience will show initiative on behalf of the company and restore South's reputation.

INCIDENT REPORT FORM

This form will be posted on South Kitchen & Bar's website on the "Contact" page and should be used by customers to report any health or food safety concerns they have. Customers should also submit this form if they get sick following their visit to South, in order for South Kitchen & Bar to adequately track health issues related to their restaurant.

Incident Report Form

Please complete this form if you were dissatisfied with your experience at South Kitchen & Bar due to health or food safety concerns. That includes, but is not limited to: feeling sick after your meal, contracting food poisoning or salmonella after dining at South Kitchen & Bar, feeling dissatisfied with your food quality or feeling dissatisfied with the cleanliness of the restaurant.

Name:

Email:

Phone number (for follow up questions):

Date of South Kitchen & Bar Visit:

Please describe your issue or complaint:

Please list the items you ordered to the best of your ability:

Please leave any additional comments you have about your dining experience at South Kitchen & Bar that you wish to share:

Thank you. A member of our team will reach out in the next 48 hours.

CRISIS RESPONSE STRATEGIES

Should a health or food safety crisis occur at South Kitchen & Bar, the customers affected and the restaurant itself are both victims of the crisis. Health and food safety crises are typically accidental crises, as South follows all health and food safety regulations as outlined by state and local governments. However, these crises can also be preventable crises, for example South is not at fault for errors made by their food suppliers, like if poultry is not properly refrigerated while in transport to the restaurant. South should respond to all health and food safety crises with the repair strategies outlined below.

However, should rumors circulate about health and food safety issues at South Kitchen & Bar that are not accurate, meaning South finds no proof of an existing issue after inquiring among customers and investigating food storage and preparation procedures. South then must use denial strategies to best protect their reputation and reduce damage to their brand.

Response	Key Publics	Methods	Responsible Party
<p>Bolster Reputation</p> <p>Denial</p>	<p>Past and present customers of South, South staff members, South financial stakeholders, community members that visit other Athens Food Group properties</p>	<p>After investigating the rumor and concluding it is false, South will issue a statement on their website and social media pages to repair customer opinion of their brand and ensure customers and community members that there is no crisis present.</p>	<p>South Kitchen & Bar</p> <p>Rumor source</p>

Response	Key Publics	Methods	Responsible Party
Corrective Action	Affected customers, any customer that dined at South during the affected time period, kitchen staff, suppliers	An in depth investigation of South's kitchen and food preparation methods will occur in collaboration with state health officials. Vendors will also be investigated to determine if the issue arose from a suppliers' error.	South Kitchen & Bar
Apology	Affected customers, all past and current South customers	South will issue a public apology detailing the root of the crisis and what is being done to resolve it via their Facebook and Instagram pages and a pop-up on their website. South will also contact local media outlets to help spread the apology. South will contact those who dined during the affected time period directly, using data from credit card companies, to notify them of the crisis and apologize.	South Kitchen & Bar
Compensation	Affected customers, any customer that dined at South during the affected time period	All customers impacted by the health or food safety crisis will receive full compensation for their meal and any medical expenses. Should other customers that dined at South during the affected period fall ill, they will also have the opportunity to be compensated for their meal.	South Kitchen & Bar

TRICK QUESTIONS

How do you ensure your food is safe to eat?

Recommended response: Our company is committed to the safety of our customers. To ensure this safety, we comply with all food service guidelines set forth by the CDC and the Georgia Department of Public Health. These guidelines include but are not limited to: produce sanitation, temperature regulations, food storage, and contamination prevention. South Kitchen & Bar is committed to the highest quality service in compliance with these guidelines to provide the safest experience for our customers.

How are you ensuring that customers are informed of this information?

Recommended response: Our company is founded upon our relationship with our customers. We value transparency and are committed to informing our customers of any pertinent information. We have a robust response plan that includes communication through a physical posting in the restaurant as well as digital communications through our social media pages and website.

What happened to the victims of this food safety incident?

Recommended response: Customers affected by this food safety issue experienced nausea, stomach cramps, fever and chills. Any customer who experienced these symptoms was advised to seek medical attention and compensated through a full refund for their meal as well their medical bills. The final diagnosis for many customers was a case of food poisoning.

TECHNICAL JARGON

All restaurants utilize technical jargon that may be familiar to employees but is unfamiliar to outside parties such as customers and members of the press. This could lead to confusion and the spread of misinformation, so it is recommended to try to avoid these phrases when communicating with key publics. Be prepared to give a clear explanation of them when necessary.

Technical jargon relevant to South Kitchen & Bar includes but is not limited to:

- **Arch room:** The dining room in the back of the restaurant with a private bar. Often utilized for smaller private parties and special occasions.
- **Front bar:** This is the bar located next to the main entrance of the restaurant.
- **Back bar:** This is the private bar located in the arch room.
- **86:** The restaurant has run out of a particular item.
- **Dead:** When a drink has been sitting on the bar mat for too long and the bartender needs to remake it.
- **Runner:** A phrase yelled from the kitchen when they need someone to take food to a table.
- **POS:** Short for "point of sale." The software employees use to take customers' orders in.
- **Handheld:** The portable POS.
- **Front of house (FOH):** Refers to the bar and dining room and any part of the restaurant that customers can see.
- **Back of house (BOH):** Refers to the kitchen and storage areas in the back of the restaurant. Cooks, preps and dishwashers primarily work here.

LIST OF CRISIS WARNING SIGNS

A health or food safety crisis poses serious threats to customers' safety and the reputation of the restaurant. Here are a few potential warning signs:

- **Customer Complaints:** If multiple customers are reporting similar symptoms—such as nausea or diarrhea—after eating at the restaurant, it could suggest there is a food borne illness outbreak. Numerous complaints may lead to reputational damage as well.
- **Sick Employee:** Employees who are sick or experiencing any sort of symptoms should not be touching or preparing food as this can lead to contamination. If any employee is showing signs of illness, do not let them return to work until they are fully recovered.
- **Cleanliness Issues:** Unsanitary conditions in the kitchen or dining areas can be a sign of food safety issues. This can also lead to a reputation of uncleanness, causing people to distrust the food being served at the restaurant.
- **Health Inspection Violations:** If a restaurant does not pass the regular health department inspections, it can be a sign of food safety issues and cause widespread distrust among previous customers.
- **Improper Food Storage:** If food is not stored or cooked at appropriate temperatures, it can lead to the formation of harmful bacteria. Therefore, it is vital to ensure all food is being stored and prepared correctly.

Appendix



LIST OF RELATED SITES

The following list provides resources for the crisis management team's convenience to augment their crisis strategy. It features federal and state food safety regulations as well as a food safety crisis communication case study.

- Restaurant Website: <https://www.southkitchenbar.com/>
- Federal Rules & Regulations: <https://www.cdc.gov/foodsafety/index.html>
- State Rules & Regulations: <https://dph.georgia.gov/document/document/food-service-rules-and-regulations-511-6-1/>
- Health Inspections: <https://ga.healthinspections.us/stateofgeorgia/#facility>
- Chipotle Case Study: <https://medium.com/@kbreenconsulting/chipotle-attempts-to-recover-from-e-coli-pr-disaster-a-case-study-1023a31f29b0>
- Food Safety Resources: <https://www.food-safety.com/topics/302-case-studies>

SOCIAL MEDIA RELEASES

Instagram



southkitchenbar
Athens, GA

SOUTH KITCHEN + BAR UPDATE



58 likes

southkitchenbar Our commitment to excellence is unwavering! We recently faced a health inspection challenge, and we're tackling it head-on with a comprehensive action plan. Your safety and satisfaction remain our top priorities. Stay tuned for updates as we level up our game!

November 16

SOCIAL MEDIA RELEASES

Facebook



SOUTH KITCHEN + BAR Athens, GA
Yesterday at 4:45am · 🌐

Dear South Family, we believe in transparency and growth! We've encountered a health inspection hurdle, but fear not – we're rolling up our sleeves and implementing a robust plan to ensure your safety and satisfaction. Stay with us on this journey!

**SOUTH
KITCHEN + BAR
UPDATE**

👍❤️😬 64 7 Comments 2 Shares

👍 Like ↪ Share

View more 5 Comments

🟡 Write a comment... 🗨️ 📷 🗨️ 🗨️

INTERNAL ANNOUNCEMENT

Distributed as a Sling message to all employees:

South Kitchen & Bar utilizes an app called "Sling" for everything related to scheduling. Employees can add their availability for the week as well as request time off. When facing a crisis, important information can be provided through the app, so all employees are aware of the situation and can be updated regularly.

Dear South Kitchen & Bar Team,

I hope this message finds you well. We have recently undergone a health inspection, and unfortunately, the results were not as favorable as we had hoped. Due to this, we are implementing a plan requiring swift action. We are committed to rectifying the issues and upholding the highest standards of cleanliness and safety.

Immediate Actions:

- Staff Meeting: [Date and Time] - Discuss inspection findings and outline necessary steps.
- Training Sessions: Mandatory sessions to reinforce food safety practices.
- Deep Cleaning: Mandatory full-staff comprehensive cleaning of all areas.
- Updated Procedures: New protocols will be implemented; please familiarize yourself with them.
- Communication: Transparently inform customers of our corrective measures

Your commitment is crucial in overcoming this challenge. Let's use this as an opportunity to strengthen our dedication to excellence.

Thank you,

Front of House Manager
John Arsenault

WEBSITE POP-UP ANNOUNCEMENT

Use South Kitchen & Bar's website to post a pop-up announcement to make sure customers have full transparency and know the actions being taken.

247 E WASHINGTON ST, SUITE 101, ATHENS, GA 30601 706-395-6125

SOUTH
KITCHEN + BAR

ABOUT HOURS & LOCATION MENUS PRIVATE EVENTS GIFT CARDS ORDER ONLINE **RESERVATIONS**


Dear Valued Guests,
We're dedicated to providing you with an exceptional dining experience, and we want to be transparent about recent developments. Following a recent health inspection, we are actively addressing and resolving identified concerns. Our entire staff is committed to ensuring the best experience for our customers through immediate action:

- Protective measures: Through enhanced training and new protocols, we are taking immediate action to ensure we do not run into any further issues.
- Stay Connected: We appreciate your understanding as we work diligently to address these concerns. Stay tuned for updates on our progress.
- Speak up: If you have any questions or suggestions, please share them with us. Your feedback is invaluable.

We're dedicated to overcoming this challenge and continuing to serve you with excellence. Thank you so much for your ongoing support. We wouldn't be here without you.

Name - Required
Name

Email - Required
Email

f  JOBS CONTACT **EMAIL SIGNUP**

PRESS RELEASE



John Arsenault
706.395.6125

FOR IMMEDIATE RELEASE

-or-

john@southkitchenbar.com

For Release On: [Insert Date]

Social Media: @southkitchenbar

Insert Headline Here

ATHENS, Ga., Date – Summarize all relevant content into this opening if possible. Items to answer: who is affected, what type of food safety crisis (ex: food poisoning outbreak), when it happened, why it happened (ex: undercooked chicken), and how it happened (ex: improper food storage). The following paragraphs should elaborate on the first paragraph and bring more relevant details.

"Insert any quotes that may support why this information is newsworthy," said John Arsenault. "If there is a long quote, breaking up in this format is best. Quotes typically convey emotion."

Use the final paragraphs to close any points. Clear and concise is best. Close with a call to action (ex: For more information about the signs of food poisoning and how to treat them, visit our website here.)

About South Kitchen & Bar: Owned by Kirby Sims, South Kitchen & Bar is a restaurant serving traditional southern comfort cuisine located in downtown Athens since 2014. The menu pays homage to southern comfort food staples like fried green tomatoes and collard greens, infusing them with a modern twist. Complementing the food is handcrafted, quality cocktails and extensive beer and wine lists. Brunch is offered every Saturday and Sunday. For more information and reservations, visit www.southkitchenbar.com and follow our Facebook and Instagram @southkitchenbar.

###

SOUTH KITCHEN + BAR

Visual Press Kit



Hours

Lunch

11:00 - 3:00 PM Monday through Friday

Happy Hour

(1/2 priced select cocktails)

3:00 pm - 6:00 pm Monday through Thursday

Dinner

4:00 pm - 10:00 pm Monday through Thursday and Sunday

4:00 pm - 11:00 pm Friday and Saturday

Brunch

10:00 am - 3:00 pm Saturday and Sunday

Who we are

"South", as locals refer to it, boasts creative Southern cuisine in an iconic downtown setting. Inside the old Georgian Hotel, this award-winning restaurant offers an intensely unique and flavorful experience coupled with an ambiance that offers a little glimpse into the history of this quaint Southern town.

Mission

Our mission is to live true to our name. You'll find an array of traditional comfort food staples - each with a modern revitalization, as well as quality, handcrafted cocktails and an extensive selection of wine and local craft beer. Our sophisticated but approachable menu maintains a unique Southern charm that we can call our own.



@southkitchenbar
3,975 followers



706-395-6125



www.facebook.com/southkitchenbar/
5.7k likes | 5.9k followers



247 E Washington St, Suite 101
Athens, GA 30601
www.southkitchenbar.com/

POST CRISIS EVALUATION FORM

A post-crisis evaluation form is essential to assess the effectiveness of a crisis management plan and identify areas for improvement. As such, please fill out the following survey based on the efficacy of the CMP and return it to your supervisor.

Please rate how strongly you agree with the statements below regarding South Kitchen and Bar's Crisis Management Plan (1 = strongly disagree and 5 = strongly agree):

1. My contact information in the crisis management plan is accurate. 1 2 3 4 5
2. I know who to contact in a crisis. 1 2 3 4 5
3. I can identify key members of the crisis management team.
1 2 3 4 5
4. I understand my role and responsibilities on the crisis team if a crisis occurs. 1 2 3 4 5
5. I understand and agree with the designated crisis control center location. 1 2 3 4 5
6. I understand and practice South Kitchen & Bar's key messages listed in this plan. 1 2 3 4 5
7. I understand the list of potential trick questions and feel prepared to answer them. 1 2 3 4 5
8. I understand and feel I can explain the technical jargon required for our work. 1 2 3 4 5
9. I feel I can identify potential food safety crisis warning signs.
1 2 3 4 5
10. I will regularly review this crisis management plan. 1 2 3 4 5
11. I believe this crisis management plan is sufficient for a food safety crisis South Kitchen & Bar may encounter. 1 2 3 4 5

KEY TAKEAWAYS

A health or food safety crisis at South Kitchen & Bar needs to be responded to immediately and correctly to reduce the number of customers negatively impacted and to mitigate the reputational and financial damage to South.

Furthermore, proper crisis management is essential to protect Athens Food Group from larger post-crisis fallout.

- Clearly outline health and safety protocols for customers and employees
- Establish a clear and effective communication plan for internal and external stakeholders
- Update the crisis management plan based on lessons learned from each incident
- Update Facebook account regularly for it to continue to be a viable method of external communication during crises
- Focus on repair strategies when crises arise to remove source of crises and reduce future crises, while also restoring South's reputation and mitigating financial damage to Athens Food Group
- Ensure all external communications include South's key message and apologetic tones following a crisis

