

GermErase 24HR - Restaurant Case Study – Ekte Nordic Kitchen

Ekte Nordic Kitchen is a Nordic-inspired restaurant situated along the Bloomberg Arcade right in the heart of Bank. Established in 2018 by Danish-born restaurateur, Søren Jessen, Ekte (meaning 'genuine or real' in Norwegian) brings an authentic taste of the Nordic regions to the city of London. Ekte's food offering is overseen by Swedish-born Chef, Robin Freeman, and constantly changes to embrace seasonal and local produce. As well as celebrating what each season has to offer, each dish respectfully nods to Nordic tradition, culture and landscape, using carefully and sustainably sourced ingredients from British suppliers, served with minimum fuss.

Background

In the context of managing staff and guest safety through the COVID-19 pandemic, Ekte was looking to simplify the front of house cleaning and sanitising protocol by replacing surface disinfectant and hand sanitiser with one product.

The principal objective was to find a product that offered the maximum efficacy while being pleasant to use, kind to skin and entirely odourless so that it would not impact the customer's experience in any negative way. It was also important to Ekte to maintain its high environmental standards therefore they wanted a product that would minimise the chemical footprint and the use of virgin plastic.

The Trial

Ekte selected GermErase 24HR, a multi-purpose product that offers high efficacy to sanitise and protect both surfaces and skin. It has been proven in laboratory tests to kill SARS-CoV-2, the virus that causes COVID-19, in under thirty seconds as well as killing a wide range of other germs.

GermErase visited the restaurant to train the staff how to use the product and explain the principal differences from their existing product. The demonstration showed how to use the product in a trigger spray on all touchpoints and surfaces including tables, chairs, door handles, and blankets and how to dispense from a foamer pump to sanitise hands.

The product was delivered ready-for-use in convenient, stackable five litre bottles, which could then be decanted into refillable 750ml trigger sprays for surface use and 600ml bottles with foaming heads for use by customers and staff on their skin.

The 24-hour protection offered by the product meant that it only needed to be used once before the restaurant opened as part of the preparation for the day. Each morning surfaces were sprayed, wiped to ensure even distribution of the product, and allowed to dry. This ensured that every treated surface could be guaranteed free of germs for the following 24 hours.

Between customers tables could now be sprayed and wiped with either water or a mild detergent solution to remove debris, instead of requiring further sanitiser product. This

minimises the use of chemicals and ensures odours do not interfere with the customers' enjoyment of Ekte's delicious menu.

Foamer pumps around the restaurant and in the washrooms allowed staff and customers to sanitise their hands and protect their skin between washes

The Outcome

- **Customers** liked the non-sticky feeling of the sanitiser and felt comforted by the notices informing them the restaurant was thoroughly cleaned.
- **Staff** preferred the simple cleaning procedure and felt safer. Moreover, they did not suffer from the problem dry skin they had when using alcohol gel continuously.
- **Management** felt that they had done as much as possible to make customers and staff safe and were delighted to have found a product with a lower environmental impact as well as offering the efficacy and protection they needed

Quotes

"I have been delighted with the new product, which simplifies our cleaning routine and has made such a difference to the staff, who were not keen on having to use drying alcohol gel on their skin all day. We can offer our customers total confidence that Ekte is free of COVID and any other germs without having to spray constantly or use unpleasant, dangerous chemicals."

Fernanda Crestani Vargas, General Manager

"My top priority is to ensure that our guests have a wonderful experience and enjoy delicious food and wonderful service in a convivial environment without having to worry about anything else. Using GermErase we can all relax and stay focused on all the things that make Ekte and our sister restaurant, 1 Lombard Street, so special."

Soren Jessen, proprietor