

STEP-BY-STEP GUIDE: Working with Restaurants and Grocery Stores



1. Initiate a strategic planning process

- Assemble the planning team (internal and external champions)
- Identify the expertise required (The OAA Nutrition Program, knowledge of public health, food safety, knowledge of the local restaurant and food retail landscape, etc.)
- Host a strategy session with the team – determine goals and objectives of partnerships
- Establish the target population – evaluate local data to determine demographic profile, geographic location, nutrition needs, aging services usage, etc.



2. Conduct a market analysis

- Identify grocery store or restaurant personnel with whom to meet
- Identify a range of reasonable meal costs
- Establish a physical visit of local restaurants in targeted communities to identify partnership opportunities



3. Identify a cohort of potential partners and review collected data

- Issue a Public Notice, Request for Proposals, or other public information, outlining the partnership opportunity, overview of the program and programmatic goals
- Identify partners that serve meals within the desired price point or partners that are willing to negotiate and serve target populations



4. Select and contract with identified partner

- Collaborate with identified partner and negotiate a mutually beneficial contract
- Share the following resource with the partner to ensure a broad understanding of how to engage with the Senior Nutrition Program network
 - [Step-by-Step Guide: Working with Restaurants and Grocery Stores for Meals](#)



5. Develop implementation procedures and launch partnership

- Review and finalize all product and programmatic specifications in the contract
- Schedule meetings to ensure continued communication
- Establish an implementation timeline and data management systems
- Prepare a protocol for meal delivery or pickup
- Promote the partnership to consumers