

## FIGHTING FOUL ODORS AT EMIL'S BISTRO & MARKETPLACE



The restaurant industry is tough, and in today's era of social media, it has become even more challenging to sustain a business when one bad Yelp review can spell disaster.

In addition to excellent food, odor management is a great way to ensure that your customers are satisfied with their restaurant experience. Otherwise, news of one foul odors incident could spread all too easily in the social media realm.

### THE ODOR CHALLENGES FACING EMIL'S BISTRO & MARKETPLACE

Located just outside of Nashville, Tenn., Emil's Bistro & Marketplace provides high-quality food in a casual setting, and is not taking any risks with its odor management strategy. The restaurant shares its dumpster with an adjacent high-end bed and breakfast, and foul odors ultimately became an issue.

### FRESH WAVE IAQ TO THE RESCUE

After trying various perfume-based solutions, such as Lysol sprays and other solutions that were merely masking the odors, the restaurant owners turned to

Fresh Wave IAQ for help. By applying Fresh Wave IAQ Spray Gel in the dumpster twice a week, they were able to completely remove any foul odors coming from the receptacle or the trash deposited into it.

Though as any restaurateur can attest to, odors are not always confined to the dumpster areas. Other odors, such as those from the restrooms, commonly make their way into other undesirable locales (like the dining room). The restaurant owners employ the Fresh Wave IAQ Gel products to completely rid the bathrooms of their bad smells.

Another area where unwanted odor can reside is the buffet hosted at Emil's Bistro & Marketplace. Raw vegetables, like cabbage and other scent offenders, often overpowers the rest of the buffet. As such, the owners simply place Fresh Wave IAQ Gel products underneath the buffet table to control any and all food malodors.

Thanks to Fresh Wave IAQ products, restaurants, like Emil's Bistro & Marketplace no longer have to worry about foul odors ruining the dining experience for customers – especially those with ready to fire off a tweet at any moment.



*Fresh Wave IAQ Spray Gel and Gel products remove tough trash odors instead of covering them up.*