

# Foodservice Updates

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## Taking care of your team

*Your practices around employee engagement and development can help you differentiate yourself.*

The need for many U.S. states to revert to tightening safety procedures due to rising COVID-19 infection rates has added yet another challenge to the list of obstacles restaurant operators are managing right now: How to manage fluctuating labor needs. At a time when many operators were rehiring – both to meet consumer demand and the requirements of the Paycheck Protection Program – the closure of dining rooms and renewed consumer wariness about the safety of eating out have made it necessary for operators to pull back on hiring once again. It raises the question of how restaurant operators and the industry overall can hang on to their top talent. Your practices around employee engagement and development can help you differentiate yourself. Focus on relationships. The co-owners of the a Baltimore based restaurant group told Restaurant Dive that during the temporary closure of 14 of its 15 restaurants, they called their hourly workers every week to check in, raised money (and matched it) for gift cards for those employees, and held weekly grocery giveaways for workers. Another operator assisted with employee transport via Lyft and also increased wages to demonstrate a willingness to invest in employees in not only good times but also in difficult times too. Of course, providing financial rewards isn't possible for everyone right now, so finding ways to make the work meaningful continues to be important. In a recent Eater report, a Miami restaurant manager said she is trying to take her current service model – which is basically that of a food fulfillment center that bags food and sends it out the door – and make it a meaningful one for employees who are used to making the in-restaurant experience memorable for guests. How can you make your current restaurant experience a meaningful one for your team?



# Partnerships are Paramount

*Contribute to what makes your community appealing to consumers.*

Whether we're talking about seniors isolated at home in recent months or businesses trying to navigate the challenges of lockdowns and a strained economy, it's clearer than ever that our relationships with other people and organisations can provide a lifeline. To support one another, businesses – particularly those with complementary needs – are creatively stretching the traditional boundaries we have grown accustomed to in an effort to keep the economy going. For example, a recent Foodservice Impact Monitor from Technomic said that to protect employees threatened with job cuts, McDonald's and the grocery store chain Aldi created an employee-sharing partnership in Germany. The agreement allows workers from McDonald's to sign up for temporary work at Aldi. It helps Aldi to manage the surge in business it has been experiencing and helps McDonald's to manage its reduced staffing needs at the moment – all while keeping people employed. Looking at your operation and how your need for staff and support likely ebbs and flows, how can you make the best use of the resources you have? You may have expertise, tools, staff or inventory that can benefit other businesses and organizations in your community. Whether you compete directly or not with those organizations, you collectively contribute to what makes your community appealing to consumers. Consider what you can offer and then tap into your local network to pool resources.



## Use tech to track delivery from start to finish



At a time when restaurant delivery has become critical for so many restaurants (even pre-COVID-19, off-premise orders were accounting for nearly 60 percent of foodservice occasions, according to the National Restaurant Association), new technologies that offer operators more control and monitoring of the delivery process are on the rise. They may help you zero in on the areas that need improvement and can help set you apart among competitors. Food delivery analytics software like ActiveDeliver, for example, pulls together onto a single dashboard data such as sales metrics that extract total sales for in-store, drive-thru and delivery customers, delivery metrics that illustrate trends in driver wait and travel times, customer analytics that track sales by new and existing customers and whether customer satisfaction is driven by specific menu items or delivery times, and a breakdown of food delivery fees and who is paying them. Whether you use technology designed to monitor your delivery or not, using your POS data to understand (and improve upon) the lifecycle of the delivery process will become increasingly important as you accommodate more off-premise sales right now.

## Paid sick leave by the numbers

The spread of COVID-19 – and the reality that employees in the U.S. may become ill or need to self-isolate in the coming weeks and months – has cast a spotlight on companies' paid sick leave policies (as well as those that lack them). A New York Times report said despite long-time concerns from restaurant owners, retailers and other employers, studies have found these policies to be effective: one study found that policies requiring paid sick leave reduced cases of flu by 11 percent in their first year and another found that the policies cost employers 2.7 cents per hour of paid work. The report said there has been no demonstrable decline in hiring or a reduction in wages or other benefits as a result of the policies. Granted, times are different as we operate during a pandemic and operators are being required to accommodate updated health and safety standards. However, your willingness to enforce policies to keep your staff and customers safe in the long term will also help protect your business as you manage the added challenge of flu season in the coming months.



## Double check your sanitizer protocol

The sanitizers you use to clean dishes and other surfaces in your kitchen are only effective when used at the advised temperature for a specific concentration – otherwise you may be spreading pathogens around your kitchen or using a chemical in a dangerous way. For instance, the 2017 FDA Food Code indicates that chlorine sanitizers with concentrations ranging from 25-49 mg/L should be prepared with water that's 120°F, concentrations from 50-99 mg/L with water that's 100°F and concentrations of 100 mg/L with water that's 55°F. Iodine sanitizers should be prepared with water measuring 68°F and quaternary ammonium compound sanitizers should be prepared with water measuring 75°F. Statefoodsafety.com advises using chemical test strips to confirm you're using the right concentrations and temperatures.



## Small plates, big flavor

Your menu of appetizers and small plates is an ideal place to test global flavors, experiment with a range of proteins and monitor the response to limited-time offers that have the potential to become menu

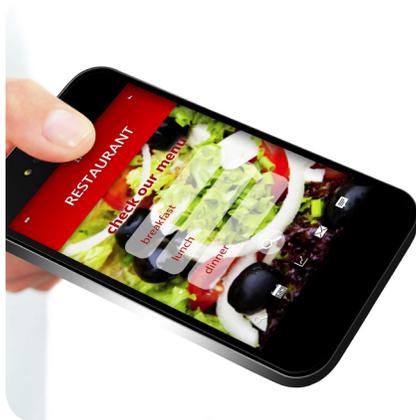


mainstays. Options like coconut shrimp with tangy tomato dipping sauce are easily shareable and offer up tropical flavor that's a little sweet, a little savory and very craveable.

## Get into a mobile mindset

By 2021, almost 50 million people will be using food delivery apps. It's a good time to understand how people are using your mobile app if you have one. Placing an order may be only one part of it. According to The Rail, while 32 percent of restaurant mobile app users are using them to order food, even more – 42 percent – are looking for information on coupons or other deals. Close behind are those looking up your restaurant's menu (38 percent) or searching for local food options (37 percent). These figures may change how you go about attracting people to your app – or in how you prioritize updating the information on it. Consider push notifications when you're running promotions to encour-

age customers to begin earning rewards. Understand – and continue to ask customers to confirm – which rewards appeal most to them. As for your menu and local profile, make sure your information and menu are up to date on Yelp, TripAdvisor and Google My Business.



## Coconut Shrimp with Tangy Tomato Dipping Sauce



### Ingredients:

- 24 each Large Shrimp, peel deveined and tail off
- 1 1/2 cup Unsweetened Coconut, finely shredded
- 1 each Lime, zest
- 1/2 teaspoon Salt
- 1/3 teaspoon Black Pepper
- 3 each Egg Whites

- 3/4 cup KRAFT CATALINA DRESSING
- 5 tablespoons Sweet Chili Sauce
- 2 teaspoons Sriracha Sauce
- 1 each Lime, juice

### Instructions:

1. Preheat oven to 400 F.
2. Prepare a baking pan by lining with parchment and lightly oiling.
3. In a mixing bowl combine the coconut, lime zest, salt and pepper.
4. Place 3 shrimp onto a 6" skewer and repeat with remaining shrimp.
5. Brush the shrimp skewers with the egg whites on both sides and then press into the coconut mixture to completely coat.
6. Place the coconut shrimp kebabs onto the prepared baking pan and bake for 8 minutes flipping half way through.
7. While the shrimp is cooking, mix together the Catalina Dressing, sweet chili sauce, sriracha and lime juice.
8. Serve the cooked shrimp with the sauce on the side for dipping.

Recipe and photo courtesy of Kraft Heinz

Team Four/Value 4 provides customized Supply Chain Solutions and Business Consultancy to the foodservice owners and operators throughout the United States. To find out how we can help your business save money contact us at:

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