

# Foodservice Updates

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## Menu inflation calls for restaurants to reinforce their value

Amid supply shortages, rising food prices and wages, and inflation increasing at the highest rate since 1982, restaurant operators have had no choice but to pass some of their costs on to customers. Accordingly, menu price inflation hit a 39-year high in November. Data from the U.S. Bureau of Labor Statistics indicated that prices for limited-service restaurants, which have been hit especially hard by labor shortfalls, have increased nearly 8 percent in the past year, while prices for full-service restaurants have increased 6 percent. While the environment continues to pose challenges to restaurants, there are steps operators can take to strengthen their position. In the back of the house, it's more important than ever to have a keen grasp of menu costs and to use forecasting tools for inventory and sales in order to minimize waste and find suitable substitutes for ingredients that aren't available. In the front of the house, it's crucial to show customers that you provide an experience worth paying for – and one that many of them continue to crave as the pandemic keeps people at home. Consider how to make your offerings special – by elevating the dining experience in-house and developing creative menus that guests wouldn't prepare for themselves at home. Finally, while you don't necessarily want to draw guests' attention to price increases, you can share the efforts you are making to contain costs and source quality ingredients. After all, consumers are paying more at the grocery store now too – so a higher bill at their favorite restaurant shouldn't come as a shock.



## Use tech to trim the line

If your restaurant has added a drive-thru or simply has more customers forming a line outside your door to place and collect orders these days, consider extending your wi-fi coverage to the area surrounding your facility. By having your staff walk back through the line to take orders and payments, you can not only cut wait times but also gain an opportunity to upsell your menu to hungry customers.



## How photos can boost your efficiency

Do you use photos of menu items on your website? If so, how well do they represent the dishes you offer? Having clear, accurate photos of your menu items (both in online and in-store menus) saves time for your staff, who don't have to answer questions about what a dish is like. What's more, it can also drive other important efficiencies behind the scenes: According to research from Zuppler, compelling photos can elevate your effectiveness online. Having labeled images of menu items can boost your ranking in Google searches and also improve conversion rates, since fewer people abandon online shopping carts when they see a photo of what they are buying.





## BBQ Pork & Pimento Cheese Eggrolls

### Ingredients:

#### Comeback Sauce:

- 3/4 cup Mayonnaise
- 1/4 cup HEINZ KETCHUP
- 1/4 cup HEINZ CHILI SAUCE
- 1 tablespoon Lemon Juice
- 1 teaspoon L&P WORCESTERSHIRE SAUCE
- 1/4 teaspoon Garlic Powder
- 1/4 teaspoon Paprika
- 1/2 teaspoon Dry Mustard
- 1/2 teaspoon Hot Pepper Sauce

#### Eggrolls:

- 1 pound Ground Pork
- 1 cup Carrot, julienned
- 1 cup Celery, julienned
- 1 cup Onion, sliced
- 4 cups Cabbage, shredded
- 1/2 cup KRAFT BBQ SAUCE-
- 10 each Eggroll Wrappers
- 12 ounces Pimento Cheese (see 12/27/21 recipe)

## Familiar ingredients in surprising packages

Creating a new menu favorite doesn't have to be about incorporating the very latest flavor trends. It could be about taking existing menu items and presentations that your guests already find appealing, then translating them into something new. Consider formats like sliders, egg rolls, spring rolls, tacos or burritos – comforting, craveable hand-held foods that can be eaten on the go – and try filling them with new ingredients that surprise.

# Food Trends



### Instructions:

1. Prepare the dipping sauce by mixing together all the ingredients and hold for service.
2. Over medium heat cook the ground pork until it begins to brown and is crumbled.
3. Add the carrot, celery and onion. Cook over medium heat for 5 minutes.
4. Add the shredded cabbage and continue to cook for 5 minute or until the cabbage begins to wilt.
5. Stir in the BBQ sauce and then remove from the heat and allow the mixture to cool completely.
6. Lay out the eggroll wrappers with the corners pointing towards you.
7. Place a tablespoon of the pimento cheese in the center of each wrapper. Top the cheese with a heaping tablespoon of the vegetable/pork mixture.
8. Bring the left and right corners of the wrapper to the middle of the filling. Dab a little water on the tips of these corners and along the edges of the flap away from you.
9. Roll the point closest to you up and over top of the filling and to the end of the wrapper.

Recipe and photo courtesy of Kraft Heinz



## Winter weather safety prep

Extreme weather events can threaten food safety if they cause power outages. If you have winter storms or other severe weather events in your forecast, take some steps beforehand to help make sure your food stays protected. The organization Food Safety Training Certification advises freezing extra containers of water and gel packs to keep food cool if the power goes out, to group foods together in the freezer to help them stay cold longer, and to freeze items like milk, fresh meat and poultry that you don't need immediately. Buying block or dry ice may also be worthwhile to keep the refrigerator or freezer cold if an outage is expected to last for a prolonged period.



**#FoodSafety**

# #FoodSafety

## Make sure temp workers are safety aware

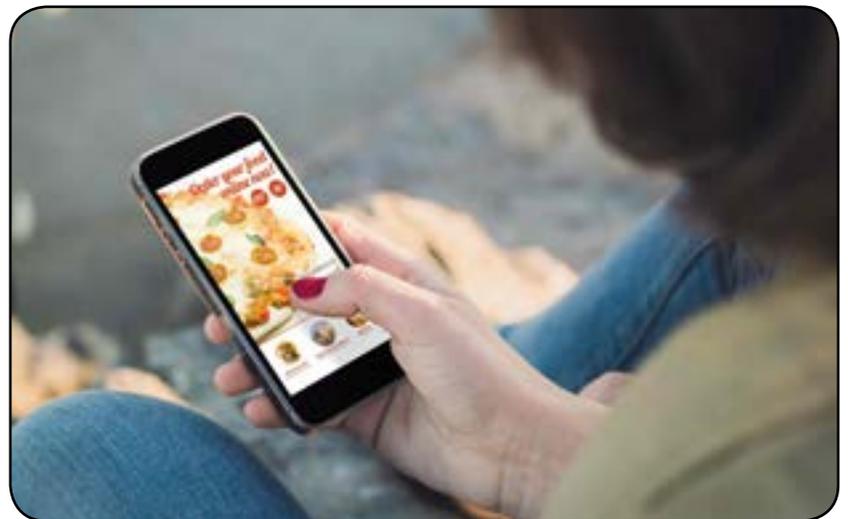
If, like most foodservice operators, you are struggling to keep your business fully staffed, make sure to assess how your food safety training procedures need to be adjusted for any temporary workers coming on board to fill shifts. Your procedures must also account for changes in how safety tasks are spread out among smaller numbers of staff if that is the case. Since temporary workers are likely less familiar with your food safety measures, they will need more step-by-step guidance to uphold them – ideally in an online, automated form they can review as needed without other staff having to take time out to address questions.



# Foodservice Updates

## Eliminating the snags on restaurant app orders

At a time when every extra bit of profit is critical, it's important for your customers to be ordering food from your restaurant app and, ideally, collecting their order from you – as opposed to calling a third-party delivery provider to bring it to them. If you're trying to convert guests from third-party channels right now, focus on offering a good introductory deal that will entice people to order via your restaurant directly, then making it as easy as possible for them to stay with you as opposed to reverting back to the third-party app. That could mean placing a flyer in every third-party order bag that leaves your restaurant and including a coupon for a substantial discount off of a future restaurant-app order, as well as a QR code that the recipient can scan to get your app. From that point, you will have an entry point you can use to send subsequent offers they can redeem when they use your app and/or collect an order curbside. And while those offers may not be as substantial as the initial one, they can still provide a discount from what the customer would have to pay a third-party provider. You can also continue to use the data you collect from your app to make your offers increasingly customized. When you test the experience of ordering through your app and compare it to the ease of ordering via a third-party provider, where are the snags? Ironing them out should mean the difference between retaining the customer ordering via your app and having them return to the third-party app on subsequent orders.



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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