

# Foodservice Updates

## In This Issue

- [Loyalty 2.0](#) | [Give your menu a health check](#) | [How's your food safety follow-up?](#) | [Mitigate your norovirus risk](#) | [Hybrid ghost kitchens on the rise](#) | [Keep your systems safe](#)

## Sign up some subscribers in the new year

For restaurants trying to generate some income stability in less-than-stable times, subscription services can provide important benefits for restaurant and guest alike. They can offer restaurants some guaranteed income when guest traffic can be down, as well as appeal to guests who are looking for a good value, a little help with weekday meals, or simply a pick-me-up to look forward to at the start of the year. (And while subscriptions aren't necessarily designed to be offered for purchase and left unused, we all have those subscriptions we sign up for and forget – and the business reaps some extra benefit as a result. Why not restaurants?) Is there room on your menu for some new subscription offers in 2023? If your weekday lunch business has been down, help your guests enjoy a weekly lunch entrée at home or at the office. Offer a warming winter soup and fresh bread combo, an easy-prep meal kit for busy weeknights, or a specialty cocktail or coffee subscription. Your subscriptions need not be for just people dining off-premises, either. You can offer a dine-in subscription that allows guests to plan ahead and look forward to a regular night out, or a monthly event for guests interested in trying the chef's newest experimental dishes. Finally, at a time when customization is king, take the opportunity to make each subscription more personal – by tapping into your data to account for food preferences or allergies in each order, or by simply including a hand-written note of thanks.



## Hybrid ghost kitchens on the rise

Restaurant operators have had to embrace doing more with less – but that doesn't just have to be about providing a smaller menu with a smaller staff and making it all work. Hybrid ghost kitchens have been on the rise in recent months – and they have the potential to help restaurants use their equipment, staff and ingredients to reach a wider audience. While ghost kitchens, or dark kitchens, were initially known for keeping their operations behind the scenes, these up-and-coming hybrid models are more transparent. They might openly operate a side brand out of the same kitchen that services the restaurant or collaborate with complementary restaurant brands to benefit from economies of scale. We're at a point where consumers simply value good food – whether it comes from a restaurant kitchen, home kitchen or the kitchen of a collection of multiple brands. This year, how can you tap into your tech to ensure you're making the most of the resources you have available?



## Keep your systems safe

As more of aspects of our lives have moved online, so, unfortunately, have threat actors looking to make money from that information. According to a study from the cybersecurity firm Surfshark, 108.9 million accounts were breached in the third quarter of 2022, a 70-percent increase over the previous quarter. Restaurants are natural targets for cyber crime because of the multitude of guest transactions and payroll details they manage and transmit across different channels every day. As you adopt and integrate new technology into your business, make security management a priority – to include prompt software updates and patching, the use of multifactor authentication and other controls to make it more difficult for someone to take advantage of critical data in your business, and ongoing employee training to prevent a cyber breach. Ensure your vendors have stringent controls in place too – and that you trust your tech providers to have your back when it comes to helping you keep your systems secure.



# Food Trends

## Cauliflower Crust Muffuletta

### *Ingredients:*

#### *Muffuletta Dressing (makes 2 ½ cups)*

½ cup Green Bell Pepper  
½ cup Red Bell Pepper  
½ cup Cauliflower Florets  
¼ cup Olive Oil  
1 cup Green Olives  
¼ t Salt  
¼ t Pepper  
1 t Cajun Seasoning

#### *Jalapeno Aioli (makes 1 cup)*

¼ cup Jalapeno, finely chopped  
½ Lime, juiced  
1 cup Mayonnaise

#### *Sandwich*

1 Rich's 10" GF Cauliflower Crust  
1 T Jalapeno Aioli (recipe below)  
½ cup Ham, shaved  
3 slices Salami  
3 slices Capicola  
2 slices Provolone Cheese  
¼ cup Arugula  
2 t Roasted Sweet Peppers, diced  
2 T Muffuletta Dressing (recipe below)  
1 Queen Olive  
1 Kalamata Olive  
1 Decorative Toothpick



### *Instructions:*

#### For Muffuletta Dressing:

1. Place peppers, cauliflower and green olives into a food processor and pulse until finely chopped (be careful not to puree).
2. Transfer the chopped ingredients into mixing bowl and gently fold in remaining ingredients until all is evenly incorporated. Set aside.

#### For Jalapeno Aioli:

1. In a bowl, mix all the ingredients with a whisk until well blended.

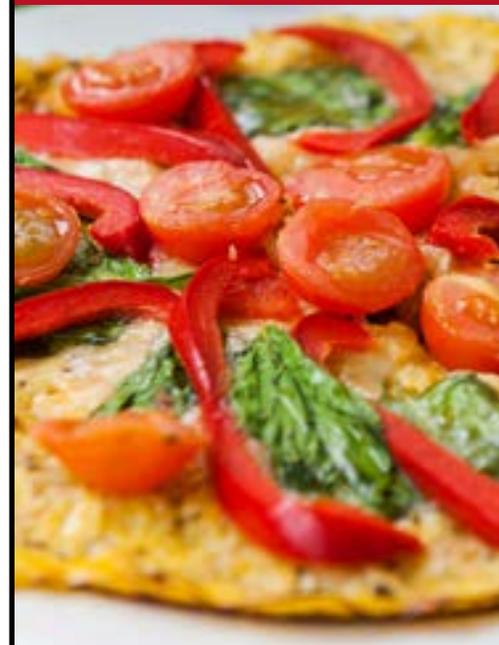
#### For the Sandwich:

1. Place cauliflower flatbread onto work surface and spread jalapeño aioli evenly across bottom half of flatbread.
2. Layer deli meats from bottom to top of flatbread. Place provolone cheese at the top of the flatbread.
3. Place roasted sweet peppers and muffuletta dressing across the middle of the flatbread and top with arugula.
4. Gently fold from bottom to top two times to close flatbread.
5. Place into sauté pan over medium-low heat and cook until golden brown on one side, then flip and toast the other side.
6. Place onto cutting board and cut on the bias, transfer to a plate and skewer with two olives.

Recipe and photo courtesy of Rich's

## Give your menu a health check

At the start of a new year, many consumers are taking a closer look at their diets – at least for a little while – and trying to make incremental changes to improve their health. Restaurants that can make health and nutrition as palatable as possible stand to win over these guests. As you review your menu for the year, consider how you can ramp up the nutrition of your options in natural ways – with higher concentrations of nutrient-dense vegetables, fiber- and mineral-rich flours in place of refined options, or chameleon ingredients like cauliflower as alternatives to traditional rice or pizza crust.



## How's your food safety follow-up?

Restaurants looking to improve or sustain their food safety records have several hurdles to clear right now: Even if the business has solid training materials and is keeping up with increased onboarding of new employees, the restaurant could still fall short on the follow-up and allow a problem to slip by simply because it was not tracked. When a food safety problem occurs in your restaurant, what corrective action is required? Who is responsible for correcting it? How will a problem be tracked to ensure progress and prevent recurrence? Documenting your food safety procedures from start to finish and clarifying how you will manage the back end of an issue can help you ensure that the steps you take early on to protect safety are supported with strong follow through and a clear set of corrective actions.



**#FoodSafety**

## Mitigate your norovirus risk

Little seems to spread more reliably than norovirus – or the fear of catching one. In a grab bag of seasonal illnesses, norovirus still stands out for its potential impact on businesses. According to a recent FDA study on norovirus prevention, excluding ill employees from the workplace had the biggest impact on consumer illnesses and also resulted in fewer norovirus cases. But the study also found that excluding ill employees was most effective when the business took extra precautions – such as increased handwashing in general, handwashing prior to the use of gloves, eliminating the need for employees to have hand contact with restroom surfaces, and improving the cleaning and sanitizing of restroom surfaces. Looking at these practices, is there room for your business to make changes? Doing so could help you dodge norovirus, along with other illnesses making the rounds this winter.



# Foodservice Updates

## Loyalty 2.0

Revenue from loyalty program promotions has grown 74 percent year over year – that’s according to new research from the restaurant tech company BentoBox. As consumers have become even more comfortable with buying from their favorite businesses online in recent years, businesses of all sizes have gained more streamlined, all-in-one tools necessary to capture a loyal following. As a result, smaller restaurants have been able to launch sophisticated loyalty programs just like their larger counterparts. In fact, this is a critical area of business growth that levels the playing field for restaurants in ways that aren’t otherwise possible. As Andrew Robbins, CEO of Paytronix, said in a recent Nation’s Restaurant New report, “McDonald’s plays a game of scale and smaller restaurants can’t compete with it when it comes to contracts, finding great locations, systems – all that stuff. But loyalty and digital guest engagement with loyalty as the centerpiece, you can compete with the big guys.” Of course, once everyone has a loyalty program, some refinement is needed to stand out. Even for small independents, this can happen through detailed personalization and segmentation. Start by analyzing your brand, your ideal guest and the values you want to project. What offers tick all of those boxes for your restaurant?



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:

1-888-891-3103 or visit our web site at [www.teamfourfoods.com](http://www.teamfourfoods.com) and [www.valuefour.com](http://www.valuefour.com)