

# Foodservice Updates

## In This Issue

- Packaging shortages? Consider a permanent option. | Rethink chicken | Don't trust the smell/taste test | New plan to respond to foodborne outbreaks | Not a ghost but a host | Consumers are embracing a low-touch, quick-pay experience

## Raise your social media game this year

As Covid-19 variants continue to add uncertainty to the in-restaurant dining experience, your online presence – and specifically your efforts to present your restaurant on social media – will be important to keeping your brand front-of-mind for existing and new customers. According to a new study from GlobalWebIndex, nearly half of all internet users discover new brands via social media, whether through ads, recommendations and comments from contacts, or through updates on brands' social media pages. Your consistency in posting engaging and valuable content will help boost your restaurant's visibility, so it's a good time to fine-tune your social media content schedule for the year ahead. Aim to post a range of types of content so you're providing a full picture of your brand and values – not simply a string of photos or ads. Here are some ideas to consider as you plan content: Go behind the scenes and feature a video of your chef preparing a signature dish or talking about the history of the restaurant. Release poll to find out which dishes your guests enjoy the most (or would like to see on future menus). Advertise a limited-time offer. Ask for guests' help in sending you job applicants (and reward them for any hires you make as a result). Profile a favorite supplier or complementary business – they may return the favor and introduce you to new potential customers. Share a positive online review. Promote a discount to entice people to order directly from your app or website. Post a fun fact about your city or neighborhood. Share what you're doing to protect people's safety, minimize waste and run a more sustainable business.



## Not a ghost but a host

To be sure, the pandemic has kickstarted rapid growth for ghost kitchens: CBRE projects they will account for 21 percent of total U.S. restaurant market share by 2025. But at the same time, we're seeing other new models emerge that are taking advantage of the kitchen real estate that has been left behind as restaurant traffic has retreated from urban locations. Restaurant tech provider Franklin Junction, for one, has created a global host kitchen network that matches restaurants or other hospitality businesses with host kitchens that have similar infrastructure and available capacity. The aim is to generate scale, sales and market share for the partner businesses in the process. As we adapt to the industry's ongoing evolution, pay attention to your excess – whether that is real estate or something else altogether. Chances are there are new opportunities to put it to use and generate new income streams that can be managed and monitored digitally.



## Consumers are embracing a low-touch, quick-pay experience

If there is one area of tech to focus on this year, you'll be in a good spot by smoothing out the process your guests must go through when placing orders and making payment – and finding low-touch, low-interaction ways of doing so. According to a new report from Oracle about consumer expectations for restaurant dining, 73 percent of restaurant patrons would like to reduce their use of cash, 49 percent would like to minimize their human interaction, 46 percent want to settle their bill on a mobile app, and 71 percent wouldn't mind if restaurants, at the time of online booking, communicated a limit to the amount of time guests could keep a reserved table. This is good news for operators struggling to keep labor. What aspects of your guest experience might be better managed by outsourcing them to tech this year?





## Tuscan chicken salad wrap

### *Ingredients:*

22 oz. Tyson® All-Natural\* Pulled Chicken  
10 Receta de Oro® 9" Reduced Sodium, Sundried Tomato Basil Flour Tortilla,  
1 1/2 cups Mayonnaise, light  
3 Tbsp + 1 tsp Italian Seasoning  
1 1/2 cups Cherry Tomatoes, oven roasted  
10 leaves Green Leaf Lettuce

## Rethink chicken

If you have chicken on your menu, you've no doubt become familiar with managing shortages and trying to find suitable substitutes. While it could still be some time before operators can comfortably offer chicken wings, incorporating other parts of the chicken onto the menu can help satisfy guests' craving for chicken in the meantime. Thighs, for example, are expected to be available in greater supply (and at lower cost) early this year, so consider slicing them up to boost the protein content of wraps, salads and pasta dishes this season.

# Food Trends



### *Instructions:*

1. Thaw pulled chicken
2. Sliced Cherry Tomatoes in half and place on parchment lined sheet tray, lightly spray with cooking spray, and roast at 375F for 10-15 minutes.
3. Let roasted tomatoes cool to room temperature. Can store under refrigeration until ready to serve.
4. In large mixing bowl, combine Thawed Pulled Chicken, Italian Seasoning add Mayonnaise until thoroughly combined. Hold under refrigeration until ready to serve

### To Build Wraps:

1. Lay tortilla flat and place leaf lettuce down the center
2. Using a #30 scoop, place chicken salad in the center of the lettuce and spread to the edges of the lettuce
3. Top chicken salad with 1/8 cup of roasted tomatoes
4. Fold in the ends of the tortilla then roll tightly and serve

Recipe and photo courtesy of Tyson



## Don't trust the smell/taste test

If you're facing ice storms, snowstorms or other severe weather that could knock out your power this winter, you may be in the position of having to quickly take action to protect the food and beverage you're refrigerating or freezing – and to determine what needs to be discarded. Don't trust your nose or your taste buds in these situations, since they can't necessarily detect when something is still fit to be consumed. You'll be in a better place to salvage your food and beverage if you take steps in advance to store them in a way that enhances quality and freshness from the start. One tool that can help is the [FoodKeeper app](#). Developed by the USDA's Food Safety and Inspection Service, with Cornell University and the Food Marketing Institute, the app (available for Apple and Android) lists optimal storage information for hundreds of items in your inventory.



[#FoodSafety](#)

# #FoodSafety

## New plan to respond to foodborne outbreaks

At a time when the supply chain is stressed, it's all the more important for operators to be able to know and trust the sources of the food they serve – and to be alerted quickly in case of problems. To support that process, the FDA recently announced its Foodborne Outbreak Response Improvement Plan, which includes input from (and an independent review by) the University of Minnesota School of Public Health. Food Safety News reports that the plan focuses on four areas of priority: tech-enabled product traceback, developing better systems around root-cause investigations of outbreaks, strengthening the analysis and dissemination of outbreak data, and making operational improvements to better evaluate the timeliness and effectiveness of foodborne outbreak investigations.



# Foodservice Updates

## Packaging shortages? Consider a permanent option.

Shortages of to-go packaging rank among the top supply concerns for restaurant operators right now. Prices, accordingly, have increased along with the shortages: A 2021 operator survey by Datassential found that 72 percent of respondents said the price of their takeout packaging had climbed significantly. Adding to the challenge is that some regions are cracking down

on the use of packaging materials like Styrofoam, all while consumers are also taking greater notice of restaurant packaging and supporting brands that have managed to find environmentally friendly solutions to the problem. (One case in point: apps like Jybe, which enables consumers to search specifically for restaurants that are making Earth-friendly packaging choices.) Could this year be the year your restaurant gets into reusable packaging options? Increasingly, it's becoming a feasible alternative for large multinational brands and smaller independents alike. For example, Restaurant Hospitality reports that in addition to

Burger King testing reusable Whopper containers and Starbucks testing a cup-rental option, small chains like Tiffin in Philadelphia are offering delivery containers that can be returned to a delivery driver on a subsequent order. Other smaller operators are partnering with the growing number of third-party suppliers offering food and drink containers that can be used, returned and reused.



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