

# Foodservice Updates

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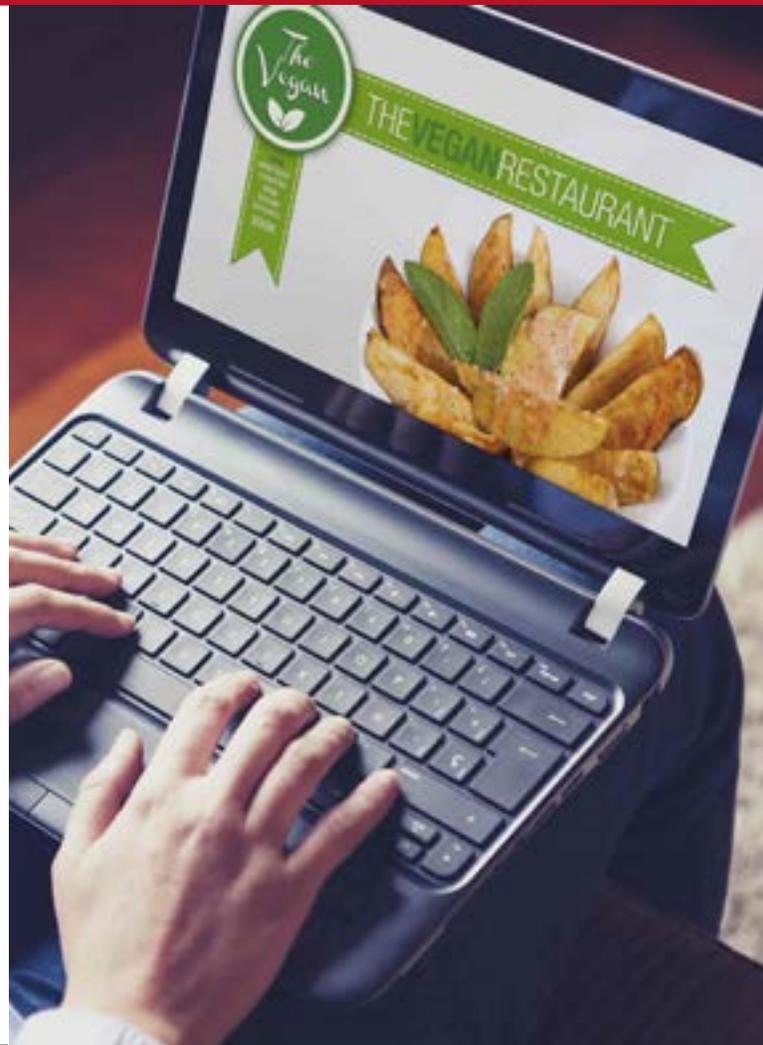
## Take the heat out of vaccine mandates

In recent months, the Covid vaccine has become political – and therefore a heated topic of conversation. Across the country, a restaurant’s (or a municipality’s) decision to mandate vaccines for employees and/or guests has resulted in some unpleasant confrontations – between operators and employees and between guests and employees – and all at a time when restaurants are already struggling to attract and retain staff. While some of these confrontations have been difficult to avoid, a restaurant can decrease the likelihood of conflict by taking steps to communicate clearly, and in advance, with employees about vaccine mandates. A recent report from Human Resource Executive provides some tips. It’s most critical to get out in front of the mandate by discussing it with employees, listening to their concerns and providing them with ample lead time to act. If people are resisting, understand their concerns and personalize your communications around them – they may need to hear the message from someone they can more easily relate to. Also appreciate that an employee may have a valid reason to not get a vaccine, so speak to your legal advisor about how to frame communication about that with staff. In advance of a mandate, determine the consequences of not complying – this goes for employees as well as guests – and find gentle ways to communicate about it. Again here, it helps to get out in front of the mandate and avoid surprising a person with a consequence wherever possible. Finally, while President Biden’s rule about vaccine mandates has made this a more urgent topic of conversation at restaurants, try to keep your conversations with employees politically neutral and focused on the well-being of your team, business and the industry overall.



## Simplify your site

You've probably had the experience of using your phone to access a website, only to get frustrated at the amount of scrolling and clicking required. According to new research from Paytronix Systems Inc. and PYMNTS, 67 percent of average restaurant sales are generated by orders placed digitally or by phone for off-premises dining. With more restaurants relying on QR codes for the placement of orders, there has even been an increase in on-site orders being placed on restaurant websites via mobile phones. Unless your website is already easier to navigate on a mobile phone than a third-party delivery app might be, that's a lot of scrolling your guests would like to avoid. That's all the more reason to streamline your site. A landing page with a few simple links to key information may be all you need. When you update your website, make it a priority to check how it works on a mobile phone. Your guests should be able to find what they need with a minimum of scrolling and clicking.



## All-in-one tech

What's next in customer-facing tech? Industry analysts say siloed tech solutions are out and all-in-one solutions are in. That means that any new tools and systems you adopt should be, above all, adaptable – to a range of surroundings, to the addition of new employees and sales streams, and to new applications that work alongside them. A new report from Restaurant Business also advises that new tools be payment-enabled and designed for easy transport. Servers should be able to carry them from tables to the drive-thru to curbside easily and without worrying about losing battery charge, and to process payments on the fly without having to return to the POS.



## Italian meatballs & spaghetti

### *Ingredients:*

Meatball, beef pork 1 oz Italian cooked frozen -  
advancepierre - 160/1 oz  
1 ½ cup olive oil  
2 medium onion , finely chopped  
10 garlic cloves , crushed  
¾ cup fennel seeds  
large handful parsley , leaves chopped, stalks finely  
chopped  
5 peeled zucchinis  
5 Lbs. Spaghetti  
4 lemons , zested and juiced  
grated parmesan , to serve



## Add some classic comfort to your menu

Sometimes, your guests may not be looking to eat what's new, unusual or on-trend. Comfort foods have their place on the menu too. Dishes that are rooted in nostalgia and remind people of childhood, of family recipes, or of simpler times can be powerful offerings – and can attract a loyal following. Is there a dish on your menu that is asking for a classic reinvention?

# Food Trends

### *Instructions:*

1. Heat the oil in the frying pan, add the meatballs and fry for 5-8 mins, turning occasionally, until golden brown and warmed through. Set the pan aside.
2. Bring a pan of salted water to the boil and cook the spaghetti for 1 min less than pack instructions. Transfer the pasta to the pan of meatballs, sloshing in some of the cooking water as you go.
3. Add the zucchini ribbons to the pan and put it back over the heat. Toss the pasta and meatballs with the zucchini ribbons in the pan with a ladleful of pasta water and add the lemon juice.
4. Season well, tip into bowls and scatter over the chopped parsley leaves, lemon zest and a generous grating of parmesan
- 5.

Recipe and photo courtesy of Tyson



## Communicate your cleanliness as we count down to cold weather

Research from the National Restaurant Association found that 78 percent of restaurant operators are experiencing a decline in customer demand for indoor, on-premises dining because of the delta variant spike. While there are still some weeks remaining when outdoor dining is a comfortable option for guests, consider how you will fortify your business for the winter when it comes to Covid safety. If you are taking steps to purify the air in your dining room, encourage ventilation, enhance your procedures for cleaning and sanitizing high-contact areas throughout your facility, or winterize your outdoor seating area, share your plans with guests on your website, mailing list and social media so guests know you're a safe bet when they need a restaurant food fix in the months ahead.

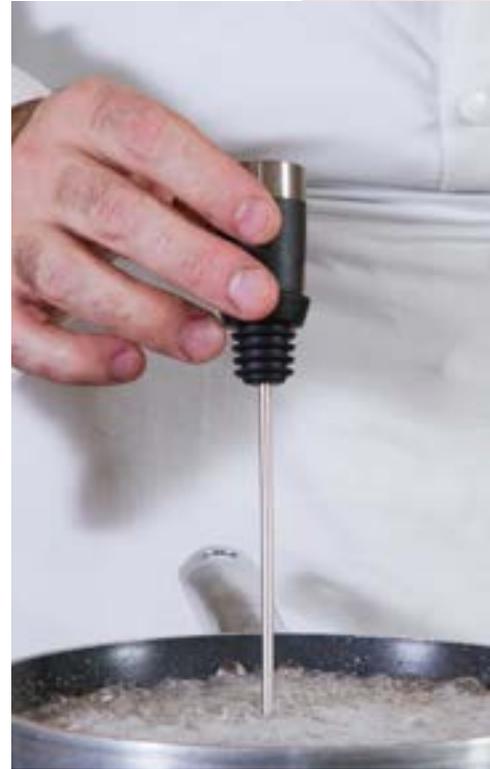


**#FoodSafety**

# #FoodSafety

## Do you have a food safety culture?

There is a difference between knowing a food handling procedure is safe or unsafe and having a food safety culture. In the latter scenario, food safety is something your team lives and breathes. It flows from the top down, so managers understand and model it for the rest of the team every day, which is critical if staff turnover is high and you have new workers joining you frequently. When there is an inspection on the horizon, an operation with a strong food safety culture doesn't require a crash course in food safety. When you look at your operation, where do you see room to make adjustments that can model a strong food safety culture on a daily basis for the rest of your team?



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## Loyalty 2.0

Restaurant digital orders feed loyalty programs – and restaurant digital orders skyrocketed 124 percent in the year ended in March, according to market researcher NPD Group. As a result, for many restaurants looking to retain the large number of guests who have been coming to them throughout the pandemic, keeping them

interested has been about zeroing in on loyalty – making the experience more memorable, personal and high-value for guests. Like many facets of the restaurant industry, loyalty programs are getting a makeover for changing times. For some of the larger brands, that has meant dropping tier levels, using technology to pinpoint a guest's arrival (and automatically pulling up their food preferences), adding new payment options and taking cues from more mature loyalty programs – like those run by airlines and hotel groups. For instance, restaurant consultant Aaron Allen told CNBC that he expects restaurants to become more savvy about offering restaurant rewards

points – akin to how Hilton Honors matches the rewards status for customers of rival hotel businesses. It's much easier to retain an existing customer than attract a new one, so how can you adjust your loyalty program to make your restaurant experience as seamless and pleasant as possible for your existing guests? Ask your best guests what they like about your business and try to expand upon it. Personalize your service and track order histories with the help of technology. Finally, study what your competitors are doing – they may highlight what you do well or could do even better.



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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