

# Foodservice Updates

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## Striking the right balance on price

How much of a price increase is too much for guests? Amid record-setting inflation, it's a question that many restaurant operators are struggling to answer. A recent study by Revenue Management Solutions may provide some insight into the tipping point. While the research focused on quick-service restaurants, it provides a starting point for assessing price across the menu in other restaurant categories and an incentive to maximize profitability and value. QSR Magazine reported that RMS analyzed in-store price increases during the second quarter of this year over the second quarter of last year at 25,000 quick-service restaurant locations across the country. It found that net sales hit their highest point at around 13 percent. Beyond that, price increases negatively impacted traffic so much so that net sales began to decline. Further, some locations found that declines in traffic began at around the 6 percent increase mark. While this study represents one data point to consider, it reinforces the need to ensure your individually priced items maximize profitability when it comes to ingredients and labor. Where you have menu items that can easily be bundled to boost check totals, emphasize value – consumers continue to seek it out as a means of justifying food spending.



## Let guests choose their own tech

Your guests have clear, distinct preferences about what they order from you – so why should it be any different when it comes to how they order from you? You may serve guests who are technology phobic right alongside others who are early adopters of the latest gadgets. Neither kind of guest should feel alienated during the process of ordering from you. Whether you are accepting an order from your drive-thru, a tabletop tablet, a guest's mobile phone, someone sitting in your dining room, or from some other source, you can earn your guests' loyalty by providing some flexibility in how they order. When your guests place an order with you, do they feel this flexibility – or do they feel pushed in a certain direction? Can you accommodate a range of preferences without compromising order accuracy, speed and data quality?



## Investing in tech for 2023? Make sure you have a cloud-based POS first.

Despite the steep rise in restaurant technology that restaurants have adopted in the past two years, a majority of restaurants still have a long way to go when it comes to reaping sufficient benefits from it. According to a survey of 300 independent and small chain restaurant operators in August by Technomic (on behalf of SpotOn), while 56 percent of independent restaurants use technology to manage certain aspects of their business, 81 percent still rely on legacy POS systems. These systems are often incompatible with add-on software that can help a restaurant get a tighter handle on critical functions like cost management and staffing. They are also the nervous system of a business, so if they aren't offering the functionality they could, any added tools will be limited in the value they provide. Before investing in any new software or tools, ensure you're building from a cloud-based POS system that can grow with you – and more readily adapt to new technology as it becomes available.







## Plant-Based Chimichanga

### Ingredients:

- 1 ea 8' in. Flour Tortilla
- 3 tbsp Black Beans
- 2 tbsp Pico de Gallo
- 1 tbsp Guacamole
- 1/3 cup So Delicious Dairy Free Cheddar Shreds
- 1 ea 8' in. Bamboo Skewer
- 1 ½ tbsp DairyFree Sour Cream
- 1 ½ tsp Fresh Cilantro

## Try a plant-based reinvention

In 2021, U.S. retail sales of plant-based foods grew 6.2 percent following a record year of growth in 2020, bringing the total plant-based market value to an all-time high of \$7.4 billion, according to data released from the Plant-Based Foods Association, The Good Food Institute and SPINS. Compared to total retail food sales during that time frame, plant-based food retail sales grew three times as fast. Consumers have an appetite for plant-based foods and are continuing to be open to trying plant-based versions of foods traditionally prepared with meat. Consider how you might apply this approach to your menu in even the meatiest of dishes. Where might you reinvent an appetizer or entrée with plant-based ingredients in place of meat, all while keeping the flavor and texture of the dish intact?

# Food Trends



### Instructions:

1. Pre-heat a deep fryer to 350 degrees.
2. Spread Guacamole on an 8' in. flour tortilla. Top with black beans, pico de gallo and dairy free cheddar shreds; Roll in to a burrito and weave a bamboo skewer through the open end to seal shut.
3. Deep fry the burrito for 3 minutes or until the exterior is golden brown and crispy.
4. Cut the Chimichanga in half on a bias before drizzling with dairy free sour cream and garnishing with pico de gallo and fresh chopped cilantro.

Recipe and photo courtesy of Danone

## Don't let food safety training slide

The pandemic brought about a number of direct and indirect challenges to food safety in restaurants. It ushered in new regulations, as well as increased staff absence and turnover, which have added a new wrinkle to food safety – and have made ongoing training all the more important. Despite that, many managers of quick-service restaurants have had to cancel or delay employee training, according to a survey of quick-service operations in the U.S. and other countries by the National Sanitation Foundation International. The research found that a lack of immediately available training, as well as inconsistent quality of courses, have had a detrimental impact on food safety. Has your food safety training been delayed or compromised in recent months? As you consider functions to automate or outsource, where might you make food safety less dependent on having staff on hand to provide training? What repetitive tasks and training could you automate or delegate to video aides to ensure they don't fall through the cracks?



**#FoodSafety**



# #FoodSafety

## Traceability and transparency through 2D tech

In an era when news about foodborne illness at a restaurant can spread faster than the illness itself, operators need to know the origins of the food they serve – and to be able to access those details quickly. To enhance communication with supply chain partners, many suppliers are adopting two-dimensional barcodes, such as QR codes, in place of traditional barcodes on products. As a Modern Restaurant Management report indicates, 2D barcodes bring together a far more substantial amount of data, enabling chefs to quickly pull up such details as a product's country of origin, fair-trade practices and sustainability, among other information. Having a greater depth of information about a product enhances recall management, allowing suppliers to pull products from the supply chain and alert customers more quickly. Restaurant operators, in turn, can share this information with guests looking for greater transparency about their food.



# Foodservice Updates

## The anything-goes menu

The past couple of years have brought about a shift in what – and when – consumers eat. While they have hurried back to restaurant dining rooms for conventional meals, they have also embraced snacking in a new way. Eating several mini meals throughout the day is just about as common as eating three squares. A recent Nation's Restaurant News report notes the growth in small plates and shareable items on menus around the country, including savory items like deviled-egg flights to sweet items like fried cookie dough bites. As a result of consumers' greater openness to smaller, shareable plates, the boundaries between dayparts have come down. Most any new idea can find a place on the menu. This change opens up opportunities for restaurants looking to adjust opening hours, pivot to new formats, launch inventive limited-time offers, or simply entice people to order at different times so an operator can spread the lunch and dinner rush more evenly across the day (and perhaps make do with less labor). Focusing on snacks and shareable items also helps restaurants emphasize the experience of enjoying restaurant food with others – something which, during these times of high inflation, can help entice consumers to order from a restaurant instead of preparing food at home.



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)