

Foodservice Updates

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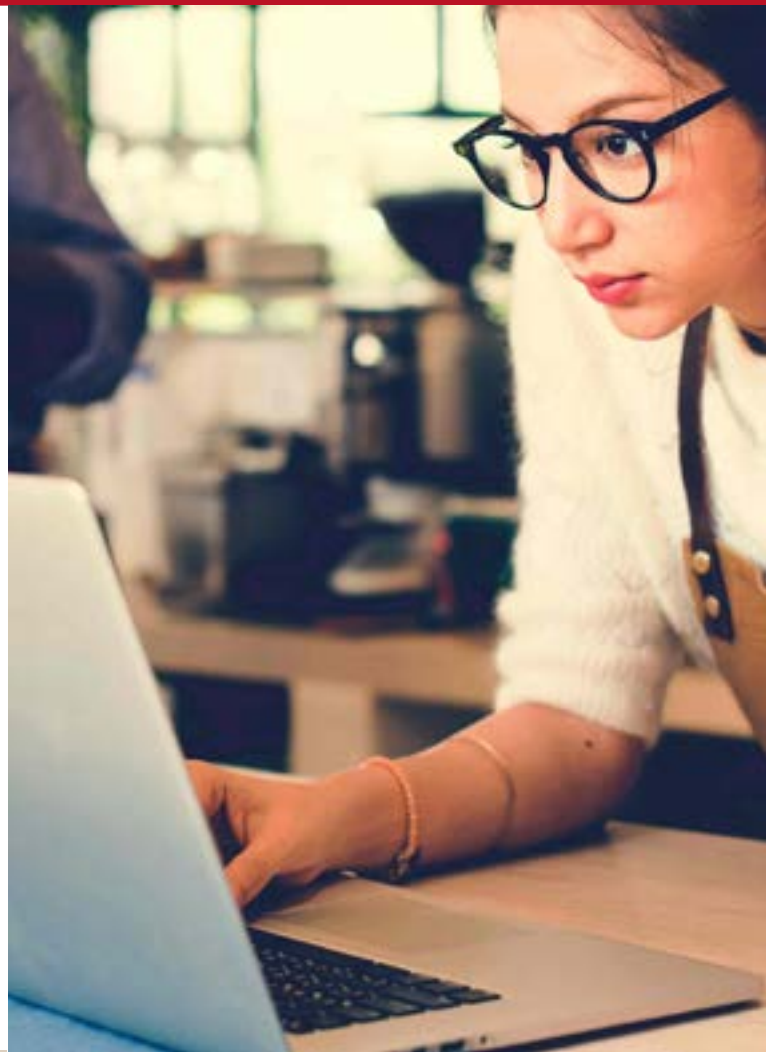
Pre-holiday promotion analysis

There is still time for restaurants to develop a plan to capitalize on the coming holiday season. But at a time when the economy is uncertain, consumer spending is in flux, and inventory is unreliable, it's critical to lean on your marketing programs, as well as your data, to generate interest and sales in the places where they are most likely to bring in profits. Consider what combinations of offerings and experiences your restaurant can promote this season – including onsite events, offsite catering, VIP dining packages or other high-end experiences, meal/dessert/wine subscriptions, gift cards, and items you can sell at retail. But before launching a wide range of programs, study your audience. For your most loyal guests, offer personalized offer now that helps you gather data for upcoming promotions. Launch an offer to help convert regular guests to your loyalty program so you can better study their purchasing patterns too. What audience best suits each promotion? What channels can you use to reach them? What holiday menu items have been most popular with those guests in the past – and where are the best places to feature those items again? Where can you generate the best combination of value and experience with the resources you have available – and how should you allocate your budget accordingly? What promotions are best left to another season or year?



Does your data connect the dots?

Your business should allow you to collect a wide range of data about your restaurant, but more importantly, it needs to help you make connections between those disparate pieces of information, enabling you to make apples-to-apples comparisons across your locations. Looking at your business, are there processes that are either manual or are occurring in some locations but not others? Eliminating the loose ends will help you to see clearer patterns across such areas as employee and store performance, guest response to your promotions, and average check totals – and will empower you to make more informed conclusions across your business.



Fed's new rule promotes cost savings and data security

A new rule issued by the Federal Reserve brings consistency to how debit card transactions are processed online or in person – and it comes as welcome news to many restaurant operators that had to pivot to accommodate contactless payments over the course of the past two years. The rule requires debit card issuers to enable at least two unaffiliated networks to process all debit card transactions, including “card not present” (CNP) or online payments. CNP transactions have historically cost more for businesses to process than in-store payments. The National Restaurant Association believes that the shift to more unaffiliated networks could translate to less expensive swipe fees for CNP debit card transactions. Further, the rule will also incentivize card payment networks to improve their fraud-prevention capabilities and help operators identify theft and data breaches more readily.





Gluten-free flavor

While the number of people who must avoid gluten remains small, about 20 percent of consumers try to reduce or eliminate gluten in their diets simply because they believe it is a healthy choice. As this has happened, the flavor and nutritional profiles of gluten-free products have exploded, making gluten-free items more interesting menu choices. Seeds, nuts, beans, fruits and vegetables now serve as the foundation for gluten-free flours. On your menu, how can the tastes, textures and nutrients across the full range of gluten-free flours complement ingredients throughout your menu?

Food Trends

Gluten Free Smoked Salmon Flatbread

Ingredients:

- 1 Rich's 12"x5" GF Seasoned Cauliflower Flatbread
- 2 oz. Cream Cheese, softened
- 1/2 tsp Everything Bagel Seasoning
- 4 oz. Rich's Plant Based Mozzarella shreds
- 1 1/2 oz Red Onion, sliced julienne
- 4 oz. Smoked Salmon, sliced
- 1/2 Tbs Capers
- 1/2 tsp Fresh Chives, thinly sliced



Instructions:

1. Remove the Rich's 12"x5" GF Seasoned Cauliflower Flatbread from the freezer
2. Top Flatbread with 2 ounces softened Cream Cheese spreading to a 1/2" from the edge, sprinkle Everything Bagel Seasoning on Cream Cheese
3. Add 4 ounces Plant Based Mozzarella shreds and 1.5 ounces Red Onion to the Flatbread
4. Bake in 400°F oven for 5 minutes or until Flatbread is crisp, Onions are cooked through and the cheese is melted
5. Immediately top hot Flatbread with Smoked Salmon and Capers
6. Portion Flatbread into eighths and top with chopped fresh Chives

Recipe and photo courtesy of Rich's

Mix up food safety training for best results

Your staff's time is precious. When it comes to food safety, you want to be able to make the most of the time they put into it. It can help to deliver content in a mix of contexts – through classroom-style instruction and on-the-job training – and ensure the training material is best suited to those contexts. As The Rail reports, theoretical training – such as HACCP training or any training that needs to happen over an extended period – is best saved for the classroom. Brief demos of cleaning tasks or temperature measurement are best retained when presented on the job, where staff can observe the task in the context of their shift. Looking at your current training program, is the content delivered in the way it's most likely to be absorbed and retained?



#FoodSafety

Reinforce the foundation of your food safety culture

A Gallup poll found that as of last year, engaged, enthusiastic employees comprised about 30-35 percent of the workforce, while disengaged employees comprised about 15 percent. That left 50-55 percent of employees feeling indifferent to their jobs. In other words, the majority of employees felt so-so, at best, about their work. In foodservice, that means that employees' attention to doing their jobs well, including maintaining safety standards, is likely suffering as a result. A Food Safety Magazine report advises foodservice operators to first focus on employee well-being before more tactical training when building a food safety culture. That involves asking whether staff have a manageable workload, with sufficient time away to recharge. It also requires operators to find ways to make work meaningful – to demonstrate why even seemingly mundane food safety tasks matter. Finally, in cases where results aren't where they need to be, the team needs to be led differently, with new approaches that invite them to tap into new skills or improve existing ones.



Foodservice Updates

Build a better LTO

Restaurant operators have been offering more limited-time offers (LTOs) this year than last year – and according to Datassential research, 54 percent of operators say they are a central part of their business. In uncertain economic times, they can be a valuable tool for gaining control, enabling operators to test new menu items, make use of limited ingredients amid supply chain strains, and simply have something new, interesting and urgent to offer and promote to guests. The fall months tend to feature a litany of LTOs at restaurants, but the season shouldn't dictate your plans. Datassential advises operators to think beyond seasonal ingredients when planning LTOs, opting for fresh, high-quality ingredients or new flavors before items that people typically associate with the season. Consider having guests themselves vote for their favorite LTO or invite them to provide feedback about items you're testing – it can help you not only secure guest buy-in but also offer an experience that will better connect them to your brand. Use LTOs as opportunities to upsell profitable items on your menu – like a specialty cocktail that pairs well with the LTO and can be promoted alongside it. Finally, it's most important to build LTOs that suit not only the guest but also the times: Make sure your offers are foolproof to prepare with the staff, skills and ingredients you have on hand.



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