

# Foodservice Updates

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## Your employee safety policy is good for business

At the start of the pandemic, many restaurant industry experts noted that “safety has become the new hospitality.” Nearly two years later, that continues to be true, and the beneficiaries of this hospitality are not only customers but also employees. In fact, at a time when hospitality employee turnover has hit record highs, FSR Magazine suggests operators make a concerted effort to market their employee safety. This is especially important as we approach the winter months. Think about it: If people are eager to get out of the house for a meal in the midst of flu season, they want to be extra sure that their server isn’t working while under the weather – or that they aren’t taking unnecessary risks by going out to enjoy a meal. Your employees (and prospective employees) also want some assurance that you are doing all you can to keep them healthy at work, while also respecting their need to miss a shift if they do become ill. Recent research found that the especially high turnover rate in the hospitality industry in recent months is due, in part, to employee concerns about getting sick while on the job. Consider what you can do to incentivize employee health – vaccination bonuses are just one example – and then promote your policy on your website and social media.



## Does your tech give guests control?

Many restaurants have added new guest-facing technology in the past 18 months – or at least considered adding it. According to the National Restaurant Association’s State of the Restaurant Industry report for this year, 40 percent of operators said they added tech solutions to their businesses. At the same time, there have been a dizzying number of options coming to market and operators have had more-limited resources to devote to additions. To ensure any new tech resource passes the litmus test for practicality, aim for it to simplify and smooth out the key pain points of the guest experience, yet fade into the background. How easy is it for a guest to use tech to view your menu? Can a guest quickly alert someone on your staff if they have a question? Can they place their order and pay without any delay? Can they split the tab with a friend who wants to pay another way? Consider any potential snag a guest may experience in the duration of their time with you – and how your tech can minimize it, shorten it or eliminate it.



## Limit increasing cyber risks

The challenges of the past couple of years have also created opportunities for restaurants – but any restructuring can also open the door to increased cybersecurity risks, particularly as data is migrated and new employees are brought on board. This has been especially true throughout the course of the pandemic as cybersecurity attacks have climbed for organizations of all sizes. The costs are high: According to IBM’s 2021 Cost of a Data Breach Report, the average cost of a data breach is \$3.28 million, with an average cost per each lost or stolen record of \$161. To help protect your business, consider hiring a risk management professional who can assess your data and systems, help you minimize any weak links, and enable you to train your staff to minimize your risks. Your cybersecurity procedures should ensure that know who is using your systems – every transaction should be linked to an employee, for example – and that sensitive information is protected behind firewalls and accessible only by those who need to view it. Make sure that cybersecurity training is ongoing for your staff – and that it includes information about how to avoid falling for phishing scams. Stand-alone cybersecurity insurance can provide some additional protection as well.



## Korean Kimchi Burger

### *Ingredients:*

40 each Seedless Cucumbers Slices  
1/4 cup HEINZ VINEGAR- APN# 6003743  
2 tablespoons Vegetable Oil 1 tablespoon Sugar  
1/2 teaspoon Salt  
1 cup HEINZ KETCHUP - APN# 6002364  
1 1/2 tablespoons Gochujang Paste 1/3 cup Sweet  
Chili Sauce  
3 3/4 pounds Ground Beef 10 each Rolls, toasted  
2 1/2 cups Kimchi, chopped 3/4 cup Cilantro

## Feast on functional foods

In the past couple of years, consumers have become increasingly aware of – and eager to ingest – foods that can best support their health. Fermented foods and beverages, which regulate healthy gut bacteria and support immune system functioning, continue to be in high demand. They are also smart choices for restaurant operators looking to make the most of excess produce and other ingredients on hand. This winter, is there room on your menu for additions like sauerkraut, kimchi, miso, yogurt or kombucha?

# Food Trends



### *Instructions:*

1. At least 1 hour before service, toss the cucumber slices with the vinegar, oil, sugar, salt and pepper. Refrigerate until assembly.
2. Mix together the ketchup, gochujang paste and sweet chili sauce. Hold for service.
3. Form the ground beef into 6 ounce patties and cook over medium heat until desired doneness.
4. Assemble each burger by topping the bottom half of each roll with a cooked burger. Top with 1/4 cup kimchi, 4 cucumber slices, cilantro sprigs, 1 1/2 tablespoons of the spiced ketchup and the top half of the roll.

Recipe and photo courtesy of Kraft Heinz



## Put sanitation on display

Cleaning was once something restaurant employees tried to keep hidden behind the scenes. But now, your guests take comfort in knowing what you do to keep your facility clean and limit the spread of illness. What's more, they are more likely to be watching what your team does to maintain safety between guests and during the course of a busy shift. Make your cleaning procedures a continuous part of your training and empower employees to take responsibility for safety within your business, knowing they have your backing. Wherever possible, employ digital tools to keep track of cleaning tasks that might be overlooked during a busy period and to provide regular alerts to staff about tasks that need to be completed.



**#FoodSafety**

## Protect against slips, trips and falls

Like last year, your business may be preparing to serve guests outdoors this winter – or at least to have more guests and delivery workers coming and going through your doors as they pick up orders in inclement weather. Make sure your facility is ready. Revisit how you will manage slick conditions outdoors in the case of cold weather or spilled drinks, ways you can prevent your indoor high-traffic areas from becoming slippery, and how you can limit the hazards of using areas adjacent to your restaurant – like shared parking areas or sidewalks being used for seating. Your cleaning procedures may need an update to address different seasonal risks.



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## Winter-ready restaurant promotions

While life has slowly opened back up in recent months as more people have received the Covid-19 vaccine, concern has lingered for families with children who are too young to receive the vaccine and others who have health conditions that prevent them from receiving it. As a result, this winter we can expect to see more families reforming the bubbles they created for support in the early months of the pandemic. It's something to consider when planning your menu and marketing promotions. For families, meal bundles will likely continue to be in demand for not only the holidays but for weekend meals throughout the winter. Think about offering soups and comfort foods that can be taken home to fill the freezer, promotions that offer discounted kids' meals with the purchase of adult meals, or to-go packages of appetizers, entrées, cocktails and desserts for small groups. At the same time, this winter could also present an opportunity for you to make your onsite promotions extra special for guests who don't fit those categories and are looking for a good excuse to go out. Consider offering prix-fixe meals for two, date-night cocktail specials or dessert samplers, bringing in musicians, or hosting private events with your chef or sommelier.



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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