

# Foodservice Updates

## In This Issue

- Help guests beat the winter blahs | Easy entrée elevations | Give your facility a pest check | New tool takes a deeper look into food safety | Restaurants, reinvented | Tech tune-up time

## Deconstruct your day parts

Do you remember what your marketing plan looked like from last year at this time? Chances are if you reviewed it today, it would look pretty quaint, considering the countless ways operators have had to reinvent business this year. While the development of a vaccine has provided signs of hope for 2021, the winter season will still require operators to rethink the ways they appeal to their customers. Your breakfast and lunch menus may hold some untapped potential here. For many people this winter, dining out in the evening could be a non-starter if eating outside is their only option. At the same time, the pandemic has also changed lunch from being a quick break in the day to a welcome chance to reconnect with colleagues and get out of the house – particularly for the large swaths of people who continue to work from home. How can you rethink your winter promotions to help capitalize on those changes in our habits? Can you draw people out for a hot lunch outside or entice loyal customers with a lunch delivery subscription? Could you offer a special menu of specialty coffees, breakfast burritos or grab-and-go breakfast items a person could collect following their morning run or school drop-off? Even snack times have new potential this year. The increased numbers of people working from home – and experiencing more blurred boundaries between work and life – may result in guests being more open to picking up a late lunch or meeting a friend for a late-afternoon appetizer. How have the habits of your most loyal guests changed this year? Keep them in mind as you plan for what could be another few unpredictable months ahead.



## Restaurants, reinvented

Times of challenge spark new ideas and we're about to see an innovation boom in the restaurant industry – particularly when it comes to ghost kitchens. Technology companies, having assessed how the pandemic has forced restaurants to transform their sales models, streamline delivery and curbside pick-up, address labor challenges and take additional precautions to protect safety, are finding opportunities to help restaurants whittle down their operations so they can excel in those areas. Specifically, look for more opportunities for turnkey restaurant-in-a-box solutions that give operators the hardware, software and management technology to set up a mobile shop in a parking lot (and in the process, decrease the cost and risk of starting a business). Restaurant Technology News reports that companies like Reef Technology are focusing on “proximity-as-a-service” platforms for organizations ranging from restaurants to retailers to even healthcare testing centers. While such solutions lower the barriers to entry for people with little experience, they can also help experienced operators dip their toe in the water with ghost kitchens to determine their ideal sales model going forward.



## Tech tune-up time

As we wind down the year (and one for the history books at that), take a moment to review where you are as a business – and what changes need to happen for it to keep pace with the rapidly changing times. As the Spoon reported recently, digital sales will comprise 54 percent of all quick-service and limited-service restaurant sales by 2025, according to research from Incisiv. That's a 70 percent leap from where we were before the pandemic. If your restaurant has been delaying the adoption of tech – particularly to help streamline guest ordering and fulfillment – it's no longer a nice-to-have but a must-have feature that will help your restaurant survive. Talk to Team Four about how you can take small steps to adopt technology to bring more efficiencies to order management in 2021.





## Easy entrée elevations

You don't have to make regular changes to key ingredients and seasonings to add interest to your menu. Even adding unexpected textures, adjusting pasta shapes and swapping in new colors of produce can help elevate a dish into something people are more excited to order. As you review your menu, where are there easy opportunities to make a dish into something more special – something a step above what a person might prepare at home?

# Food Trends

### Pipette alla Bolognese

*Ingredients:*

1 ¼ box Pipette  
2 celery stalks  
2 carrots  
¾ onion  
6 ounces Italian Pancetta  
3 tablespoons extra virgin olive oil  
1 ½ pound ground beef 80% lean  
¾ pound ground pork  
¾ cup dry White wine  
½ cup tomato paste  
4 cups water  
¾ cup Parmigiano-Reggiano cheese, grated



*Instructions:*

1. In a Food processor, process the vegetables and pancetta until they are finely ground.
2. Add the ingredients and olive oil to a medium sized pot and cook for 10 minutes over medium heat.
3. Add meat and brown well, about 15 minutes. De-glaze with the white wine; evaporate completely then cover with water. Add tomato paste and bring sauce to a simmer.
4. Cook for approximately 2 hours, the sauce should be thick and the meat should be very tender.
5. Cook pasta according to package directions and drain.
6. Toss pasta with sauce then remove from heat and add the cheese.

Recipe and photo courtesy of Barilla



## Give your facility a pest check

This has been a year when restaurants have had to do more with less – and it's understandable if overdue maintenance and repairs have had to take a backseat to other concerns. But the colder weather means that your restaurant could quickly become a warm haven for pests (and a problem for business) if you don't take precautions to discourage them from entering and multiplying. Be alert to potential signs of a problem – such as gnaw marks or feces – and have an exterminator in as soon as possible if you discover them. Seal off cracks and crevices around and inside your facility and regularly check hidden areas where pests might lurk, such as around pipes and under or around appliances.



#FoodSafety

# #FoodSafety

## New tool takes a deeper look into food safety

This year has provided a stark wake-up call about the importance of protecting the safety of our food. Up-and-coming technology called hyperspectral imaging, which can detect pathogens in food, optimize the uniformity of a product's quality and even help with precision agriculture, has been gaining ground rapidly in the food safety industry this year. In the coming months, it's an additional feature to watch for and discuss with food suppliers and distributors, particularly as more foodservice operations adopt speed-scratch food products to help boost efficiency. Learn more about the technology here (<https://bit.ly/2JcwyHC>).



# Foodservice Updates

## Help guests beat the winter blahs

If you typically do a bustling business around the holidays with corporate events and private parties, many of the organizations and people you serve may have leftover budget dollars – and more certainly, some pent-up demand – for fun and festivity. Even if you can't host parties in the same way you could last year, can you find ways to help people connect with each other?

Consider creating a series of virtual events that companies can offer their employees to keep them engaged with their work and colleagues.

Double down on your social media presence with behind-the-scenes videos of your chef giving winter menu planning tips, contests to generate more engagement with your brand, or winter-themed promotions designed to increase your pick-up business. (The Rail offers some tips on driving engagement through Instagram Stories at <https://bit.ly/3o5FCx1>) Create a pop-up wintertime-only concept to bring people out and test new menu ideas. Offer limited-time-only offers of meal or appetizer bundles for families watching movies or games at home on the weekend. Or, help pave the way back to some kind of normalcy in 2021: Restaurant Business reports that the Brazilian steakhouse brand Fogo de Chao launched a "Journey Back to Joy" winter wonderland event to help engage and energize employees. Rethinking this concept as a weekend celebration for guests could work too, if outdoor events are happening where you are.



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)