

# Foodservice Updates

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## Protect your business from cyberattacks

As restaurants adopt more technology to efficiently manage everything from processing orders to monitoring appliances, they may also expose themselves to cyber risk. Cyberattacks have been on the rise during the pandemic as cyber criminals have tried to take advantage of vulnerabilities resulting from the widespread disruption to organizations: According to Check Point Research, there was a 50 percent increase in cyberattacks on corporate networks per week in 2021 compared to 2020. Hospitality businesses are especially attractive targets for cyber criminals because they process reams of guest payment information and may inadvertently provide easy gateways to launch an attack – such as a public wi-fi connection or an untrained staff member who opens a malicious email attachment. Make sure you're taking steps to protect your business through staff training and secure software and systems. For example, limit the number of people who can log on to your network. Train staff to be vigilant about emails they open – by only opening messages and attachments from recognized contacts. Have staff use complex passwords that must be changed regularly. Use a firewall to separate transactions in the front of the house and the back. Have a secure, password-protected wi-fi network for guests that is separate from your business network. Ensure your malware protection is kept up to date. Finally, you might also consider a cyber insurance policy, which can not only help you recover financial losses due to a cyberattack but also includes post-breach support from IT experts who can identify the source of the problem and help your business get back up and running with minimal interruption.



# What is your data telling you?

This year, make it a priority to ensure all of the data you collect in your business can tell you a story – about what menu items and promotions your guests are buying, about when you need to reorder an item in your inventory, and about how much waste you're generating (in food, energy and labor hours). One of the key benefits to the restaurant technology coming to market is that it can help operators pull real-time data about most every facet of the business – then translate that into actionable steps that can help you run your business more efficiently, squeeze out more profit and better weather the kinds of bumps the industry has experienced in the past two years. Looking across your operation, in what areas could you get a clearer picture of what's happening day to day?



## Consumers crave supply-chain transparency

The supply-chain challenges of the past couple of years have put food sourcing under a microscope, demonstrating to consumers the need to know the origins of the food they eat (and to operators the need to be able to monitor and shrink the supply chain). QSR Magazine predicts that a key trend for this year will be technology solutions that help operators strengthen their connections with suppliers, ensure supplier data integrity and share accurate data with guests. Can you tell your guests a clear story about the path your food takes between its source and their table?





## Funky Monkey Cheesecake Bites

### *Ingredients:*

- 1 Whole Sara Lee® New York Style Pre-Sliced Plain Cheesecake (16 slices)
- 2 1/2 C Peanut butter candy coating
- 3/4 C Dried banana pieces, coarsely crushed
- 10 Applewood smoked bacon slices, diced
- 3/4 C Dark chocolate, melted for drizzle
- 80 Lollipop sticks

## Design dishes for sharing

Your restaurant can provide a much-needed place for your guests to reconnect with friends and family this year. As you plan your menu, consider creating dishes that are presented in an easy-to-share form. Offering a dish designed to be shared with one or more table mates can help you entice guests to boost check totals with an added appetizer or dessert. Plus, offering a shareable item is an easier sell to guests looking to eat more mindfully in the new year.

# Food Trends



### *Instructions:*

1. Mix chopped bacon and crushed banana pieces in a bowl and set aside.
2. Cut each slice of cheesecake into 5 bite-sized pieces. Insert a lollipop stick into each piece.
3. Dip each piece of cheesecake into the peanut butter candy coating and then immediately into the banana bacon mix, completely covering the peanut butter coating. Place on a large baking sheet lined with parchment paper.
4. Repeat process until all pieces are coated. Place baking sheet in refrigerator, ensuring coating is set.
5. Pour melted dark chocolate into a piping bag.
6. Remove the coated cheesecake pieces from the refrigerator and drizzle with the melted chocolate.
7. Place back in the refrigerator to allow chocolate to set. Serve as ordered.

Recipe and photo courtesy of Sara Lee Bakery



## Make your staff norovirus-aware

While Covid variants continue to be front-of-mind for restaurant operators, it can be easy to forget about the other seasonal illnesses that can impact a restaurant, particularly norovirus (which, although it can strike at any time of year, is known as the “winter vomiting bug” for a reason). Norovirus causes more foodborne illnesses than all bacterial pathogens combined. You can prevent its spread in your restaurant by having a food safety plan that considers your entire facility, including restrooms, your dining room and supply areas in addition to your kitchen. Reinforce with employees the need to wash hands even more frequently than usual with soap and water, and keep stations well stocked with soap and paper towels. Conduct training with staff on cleaning and sanitizing surfaces, including the proper solutions to use, as well as the amounts, applications and schedule of use. Finally, schedule frequent restroom cleanings and give staff a refresher on what procedures must be used when cleaning up after someone has been ill in your facility.

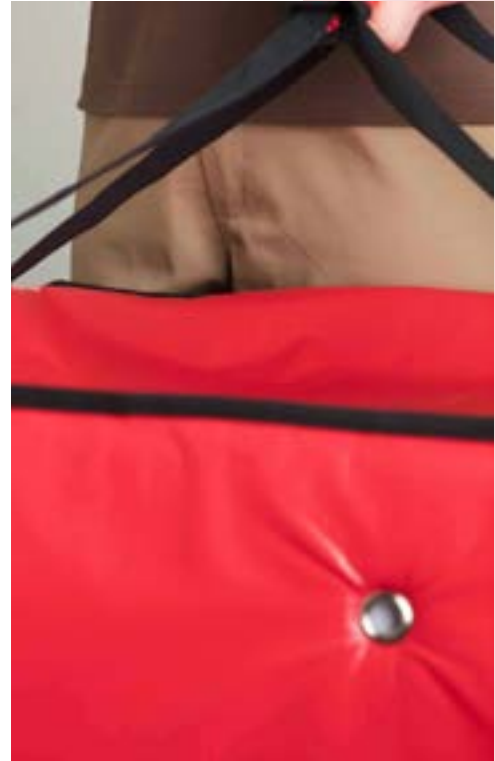


**#FoodSafety**

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## Ensure delivery orders are eaten at proper temperature

Restaurant delivery is a tempting option on cold, dark winter nights – but less so if that order arrives lukewarm. Any hot food you send out the door and into the cold risks entering the temperature danger zone if not protected. Make sure your delivery providers are taking care to shield food from the elements in sealed, insulated bags – and are delivering within a reasonable time frame. On your end, it may also be helpful to include reheating instructions with delivery orders to help ensure your food is eaten at the proper temperature following delivery.

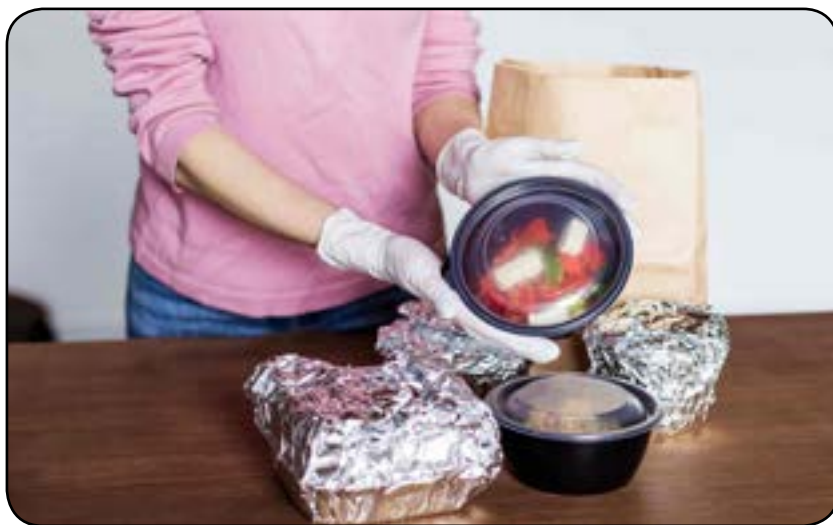




# Foodservice Updates

## Could meal kits be your secret sauce?

For a while, meal kits and semi-prepared meals offered by grocery stores and online foodservice businesses were considered offerings that could eat away at restaurant sales. But the pandemic has altered that perception, with more restaurants experimenting with new ways to prepare, package and sell high-quality meals that can be completed at home – and are likely a cut above what a person could pick up from their grocery store. This winter, offering variations on the meal kit could provide a reliable income stream for you when winter weather and illness makes it less appealing for people to dine out. According to research shared in a report from The Rail, 41 percent of guests would buy a make-at-home meal kit from their favorite restaurant. Further, 90 percent of meal kit users refer others to the service they subscribe to – so if you execute your kit well, your chances of gaining more business are good. Kits are also a powerful means of developing traction on social media: After all, if you make it possible for someone to prepare an eye-catching, restaurant-quality meal at home, that person is going to want to show off their perceived culinary skills to friends.



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)