

# Foodservice Updates

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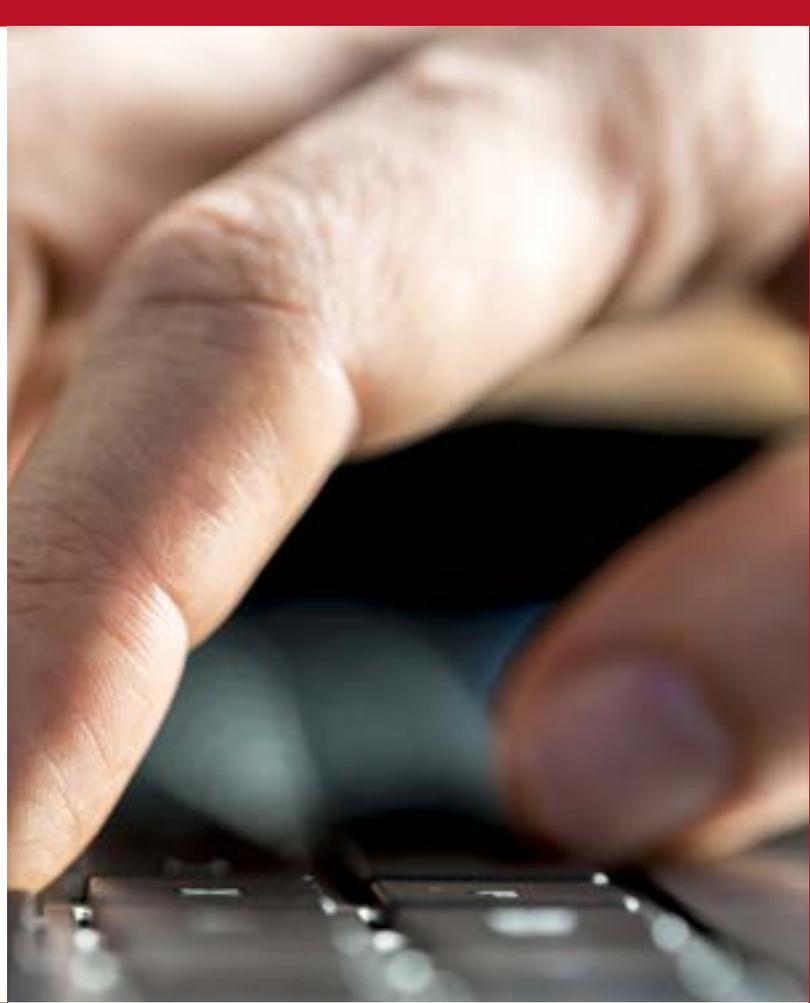
## Could rotating pop-ups work for you?

“I don’t have restaurants anymore; I have websites.” That’s what Mike Friedman, chef at the Washington, D.C. Italian restaurant Red Hen, told Eater recently. Last summer, Friedman and his partners at Red Hen and two additional restaurants didn’t feel safe bringing guests back indoors to dine – even when it was allowed – and they instead reinvented their business model to fit the times. That has meant making food that practically generates its own online content. On a rotating basis, the partners launch new pop-up concepts around different regions of Italy and offer food and wine from that region for takeout and delivery. The regularly changing pop-ups create new content for their social media and email newsletter. (What guest wouldn’t want to check out how they are integrating Sicilian citrus into their menu or what red wine will be paired with their Tuscan-themed pop-up?) In the current environment when guests aren’t coming to dine inside your restaurant, can you flip the script and make your website, social media and newsletter create the kind of vibe and excitement around your food that you once thought could only be experienced onsite? The benefits of rotating pop-ups include being able to use a simple, scaled-down menu for a set period of time, having ongoing reasons to get in touch with your customers and promote what you’re doing on a regular basis, and securing a steady stream of customers. You can entice customers with new options – and convince them to order from you now, before their current favorites rotate off the menu.



## Can they trust you with their data?

We're swimming in a growing pool of consumer data – and increasingly, that data will help you understand your customers better, offer them new conveniences and predict what menu items and promotions they will love. But consumer protections around their data are growing too, requiring people to “opt in” to what you offer (and simultaneously reminding them that you are tracking their preferences). When customers use your technology, whether it's to place an order or join your loyalty program, be clear about how you plan to use their data and what the benefit is for them. Will it make their ordering process lightning-fast? Enable you to bring a packaged order outside as soon as the customer approaches your driveway? Put your intentions in plain English as much as possible and mention that they can opt out (and help them understand why they wouldn't want to).



## Get ready for A-commerce

Imagine driving home one day and telling the voice-powered assistant in your car to order your favorite pizza from Domino's so it's ready for curbside pickup when you drive in. Or asking it to make dinner reservations for your anniversary, which always springs to mind during your morning commute but gets forgotten once you arrive at work. This is A-commerce, or auto commerce, and a new study from Rakuten Ready predicts this new form of initiating transactions will become a growing force for businesses in the next five to 10 years. While A-commerce may sound futuristic, by preparing your business for it now, you can reap benefits in the near term and more easily incorporate it into your business model when it becomes more widespread. The study advises restaurants to start experimenting with simple voice-powered mobile applications and business models now. For example, update your Google My Business account to make sure your restaurant is easily found in local listings. Using geolocation tools, which will be central to A-commerce, can also serve you now by helping you develop and fine-tune your local online marketing plans while streamlining curbside pickups.





## Two Good Vegetable Pad Thai

### Ingredients:

- 1 1/2 quarts Linguine Pasta, cooked and chilled
- 1 1/2 C Snap Peas, Fresh blanched, chilled and halved
- 1 1/2 C Carrots, Fresh, blanched, chilled and julienne
- 1 1/2 C Red Bell Peppers, julienne and sautéed
- 1 1/2 C Radicchio, thinly sliced
- 2 Tbsp Cilantro, Fresh, chopped
- 2 Tbsp White Sesame Seeds, toasted
- 6 Tbsp Roasted Peanuts, Salted and crumbled
- 1/2 C Peanut Butter, Creamy
- 2 Tbsp Ginger, grated
- 1/2 C Soy Sauce
- 1/4 C Lime Juice
- 1 Tbsp Red Pepper Flakes
- 6 Tbsp Granulated Sugar
- 1/2 C Plain Low Fat Greek Yogurt



## Plan your menu plants-formation

Plant-based and plant-forward meals continue to be on trend this year, with more people turning to these meals for help with their health and fitness goals. You can help by boosting the vegetable quotient in your menu – and not just in your salads. Consider transforming some of the comfort foods on your menu into more plant-forward, heart-healthy options that don't sacrifice flavor. Create a stand-in for a Bolognese sauce with a hearty blend of lentils and vegetables, create a superfood stir-fry with extra greens, or add plant power to mac and cheese by incorporating seasonal produce.

# Food Trends

### Instructions:

1. Combine peanut butter, ginger, soy sauce, lime juice, red pepper flakes and granulated sugar in a medium sauce pan set to medium high heat.
2. Cook over medium high heat while whisking periodically for 4 minutes or the sauce is creamy reaches a simmer.
3. Remove the sauce from the heat and whisk in the Greek yogurt; Continue to whisk until sauce is smooth and creamy.
4. Transfer the sauce in to a storage container, and allow to cool. Cover and refrigerate until needed.
5. Combine cooked pasta and yogurt Thai peanut sauce in a large mixing bowl; Mix until pasta is thoroughly coated.
6. Add snap peas, carrots, red bell peppers, and radicchio to the mixing bowl; Gently fold the mixture until ingredients are thoroughly mixed.
7. For each portion, top 2 cups of pad Thai with 1 tsp(s) of fresh chopped cilantro, 1 tsp(s) of toasted white sesame seeds, and 1 Tbsp(s) of crumbled roasted peanuts.

Recipe and photo courtesy of Danone



## Set safety boundaries

Are your customers always right? Of course not. But for decades, many restaurant operators have behaved this way, aiming to accommodate anything customers request or demand (and sometimes taking abuse in the process). Many customers have adopted the expectation that this is okay. But the pandemic may spur a change in thinking. Right now, your ability to operate safely and continuously, retain your employees, minimize staff illness and prevent the spread of the virus requires firm boundaries. What lines are you unwilling to cross for customers? Consider how you would respond to everything from lapse in social distancing in your dining room to a tantrum from an unmasked customer. Be clear about your policy with employees, provide language to help them handle a difficult situation professionally, and back up your team as needed. (This applies to abuse you receive from customers online too.)



[#FoodSafety](#)

## Handwashing and its supporting players

It's that time of year again when hand cleanliness becomes even more important – and that would be true even if we weren't in a pandemic. While there may be more hand sanitizer and disposable gloves around your facility right now, don't let them lull your team into a false sense of security. They work best in combination with handwashing, so think of handwashing as a lead actor and sanitizer and gloves as supporting characters, elevating the safety of already-washed hands. The Centers for Disease Control advise that proper handwashing requires these five steps: Wet hands with clean, running water; apply soap and lather hands on both sides, between fingers and under nails; scrub for at least 20 seconds; rinse hands well under clean, running water; and dry hands on a clean towel. Add sanitizer for extra protection after handwashing – not in place of it. Change and dispose of gloves between key prep tasks, like handling meat and chopping vegetables, and wash and dry hands thoroughly in between.



# Foodservice Updates

## The pandemic pivot

Restaurant operators are natural creatives, but who would have thought that the past year would have required so much creativity – less for planning special events and more for just figuring out how to keep business afloat? The past year has hit caterers especially hard – and required near-constant reinvention across the hospitality sector. As we emerge from the pandemic, it's likely that restaurant operators will continue to need new operating models and diverse streams of income to fortify themselves going forward. How can you make your business as nimble and adaptable as possible for the long haul? It might involve converting or scaling down your existing real estate for new purposes. Perhaps you can convert your food truck into a door-to-door meal delivery service. Or your former events business into a smaller specialty meal-and-dessert service for virtual meetups. Have a team with big personality and ideas? Create a series of YouTube videos that feature them showing viewers how to throw a festive dinner party at home – and offer a corresponding dinner-and-wine kit available for purchase. Becoming a more nimble operation may involve simply adopting technology to help fine-tune your inventory management, minimize waste and manage labor. Returning to business as usual shouldn't be a long-term plan for any restaurant business, so what incremental changes can your business make this year to create new revenue streams and cushion against future challenges?



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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