

# Foodservice Updates

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## The power of contests

Want to supercharge your following on social media? Or expand the trove of guest data you have at your fingertips? Try hosting a contest or giveaway. According to a study from Tailwind, this one move can help you boost your following 70 percent faster in three months than if you hadn't hosted a contest at all. A recent report from Entrepreneur suggests restaurant operators follow these rules for launching successful contests: Make it easy to run. Make it easy for guests to take part in it. Consider it not as an end goal but part of a larger strategy to support your marketing efforts (engagement or lead generation, for example). Finally, communicate the contest end point and result with guests upon the contest's completion. Let what is happening in your restaurant guide your contests. Looking to change your lineup of wines by the glass? Challenge your guests to suggest their favorite wine to be added to the menu. Looking to test the popularity of a new shareable appetizer board? Invite guests to like your Instagram or Facebook page for a chance to win a free one to share with friends — then ask for their feedback about it. Toast suggests a contest idea that can help a small restaurant rapidly expand its social media engagement: If you have a signature item on your menu, challenge people to vote for the one they want to eat that weekend. (Toast mentioned a small breakfast restaurant that challenged guests to take part in a Waffle Off, for which guests submitted their favorite waffle variety and the person who suggested the option that received the most "likes" won a free waffle that weekend. Even if just a few people vote, their sharing of the contest on Facebook generates exponential attention for the promotion.)



# AI helps ensure you waste not

Restaurant waste equals money lost. Artificial intelligence is helping operators increase the rigor of their waste management practices at a time when managing aspects of a restaurant operation is critical to staying in business. Restaurant Business reported recently that Taco Bell and KFC had adopted Yum Brands' "Recommended Ordering", a machine learning program that predicts and suggests recommended quantities of product to order each week. The objective of the tool is to reduce food waste and lower cost, but it also offers the potential benefit of lightening the load for managers tasked with making accurate orders each week.



## The simple online resource that restaurants must get

In the past few years, restaurants' virtual storefronts have become more important than their real-world storefronts. Your online presence — particularly your online menu — must not only provide viewers with the information they need to place an order. It also needs to be found easily in an online search, then it must present information in a user-friendly manner that is suitable for viewing on a mobile device and doesn't require visitors to do a lot of scrolling and clicking to find what they need. In a recent Forbes report, Oleh Svet of the software provider Computools advises restaurants have a mobile-optimized version of their menu in a small file size that loads quickly — since hungry people don't like to wait. Svet says trying performance tests like Lighthouse or PageInsight can help determine how well an online menu is doing in these areas. Optimizing the menu for search engines is important too. Svet recommends using AWS S3, AWS CloudFront or another content delivery network to help.



# Food Trends

## Turkey Burger With Goat Cheese And Arugula

### *Ingredients:*

- 1 Turkey burger patty
- 2 fl oz Ken's Signature Chipotle Mayonnaise Sauce (KE1183-2)
- 2 oz Goat cheese
- 1 Potato roll
- 1/4 cup Arugula



### *Instructions:*

1. Grill the roll and then brush the bottom with Ken's Signature Chipotle Mayonnaise Sauce.
2. Season turkey burger patty with salt and pepper and grill until it reaches a minimum internal temperature of 165°F.
3. Remove burger from the grill, top with goat cheese and drizzle with remaining Ken's Signature Chipotle Mayonnaise Sauce.
4. Top the roll with the burger and garnish with arugula.

Recipe and photo courtesy of Ken's

## Burgers, reimagined



Burgers are a blank canvas – and ripe for splashy presentations that make for eye-catching, mouth-watering photos. If your burger selection needs an injection of creativity, the potential combinations are endless. Change up the protein. While eggs may still be impractical, you can still stack a burger high with a mix of proteins or experiment with bread of different textures. Upgrade it with bacon or incorporate its smoky flavor into a jam. Try a new cheese, top with pickled or fermented vegetables, or offer a different take on classic onion flavor by preparing onions in a different way. A sweet or savory aioli can also offer greater variety without a lot of labor – search the US Foods website for a wide range of variations that can help elevate the flavor of your burgers.

## Norovirus on the rise

This has already been an intense year for norovirus. According to the CDC, positive tests for the illness peaked at 16 percent in January and the season still has time to go — the virus typically peaks sometime between November and April. Relative to other seasonal illnesses, norovirus is highly infectious and spreads easily, particularly in spaces like restaurants. An infected person can shed billions of particles from the illness, while just a few particles can make someone else ill. As a result, norovirus passes easily through even brief contact with others, by touching contaminated surfaces or consuming contaminated food or beverages. Make sure your staff illness policies not only enforce the sanitation practices required to keep illnesses at bay, but also ensure staff with symptoms of norovirus aren't allowed to work and create a larger number of absences on your team.



**#FoodSafety**

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## Can that food be served again?

Certain foods that have been served to guests can be served again to other guests – but those foods need to meet strict criteria. As [Statefoodsafety.com](http://Statefoodsafety.com) reports, food in an unopened package that shows no signs of contamination can be served again. So, undisturbed packets of condiments, creamer, sweeteners and crackers are all fair game. The same cannot be said of the bread basket that returns to the kitchen untouched.



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## Beware the quiet quitters

The past few years have marked an uptick in the presence of the “quiet quitter” — the employee who reports to work but isn’t engaged in their responsibilities, does the minimum required, and is simply waiting for the moment when they can move on. Gallup says quiet quitters comprise half of the U.S. workforce. According to a recent report from Fortune magazine, there is even a difficult subset of quiet quitters known for “resenteeism” — yet another signal of the times that refers to quiet quitters who resent having to remain in their role and then spread that low morale on to other team members. You likely have some quiet quitters on your staff, and while they can pose problems across sectors, they are dangerous to keep on a restaurant team because their behaviors can result in illness to staff and guests, injury, food contamination, or simply a surprise skeleton crew because they miss a shift without providing sufficient notice. But most employees don’t tend to start their jobs with this mindset, so there are steps you can take to minimize the chances of losing responsible staff in this way (and cultivating some valuable talent on staff in the process). Provide regular training that meshes with agreed-upon job responsibilities. Offer structure to the role, opportunities to learn on the job, and recognition and rewards for good performance. Communicate openly and give staff a sounding board for telling you how things are going. Have a non-punitive culture where staff feel they can ask questions openly and won’t be punished for making a mistake. You won’t be able to keep everyone, but you may improve your chances of turning a quiet quitter into a motivated employee.



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)