

# Foodservice Updates

## In This Issue

- Who are the people in your neighborhood? | Taking it to the street
- | Safety changes that are here to stay | Safety seals that over-achieve | Integrate your tech | Does your tech remove the friction?

## Hospitality, reinvented

When you think of top-notch restaurant service, it probably doesn't look like it did in early 2020. It's yet another aspect of the restaurant experience that operators have had to reinvent. If you consider your menu alone, your ability to provide the kinds of options customers want is key to providing the kinds of memorable experiences that bring them back. Food trend specialists Innova Market Insights produces an annual report of top 10 trends for the year based on responses from consumers around the world. In their latest report, half of the trends listed are about the need to inform customers about the foods they are eating, explain what health-related benefits they can provide, and offer the option of customizing foods to particular dietary needs and preferences. The research found that 60 percent of global consumers care about where their foods come from – and if they meet key ethical, environmental and clean-label standards. They put their money toward the businesses that meet those standards: 64 percent of consumers surveyed said they have found more ways to tailor their life and products to their individual style, beliefs and needs. They support restaurants that can find ways to bring the restaurant experience home to them with restaurant-branded products, meal kits and sophisticated ingredients to go. And not so surprisingly in a pandemic, consumers are increasingly interested in their immune health and eating foods that meet their individual nutritional needs: 60 percent of respondents are increasingly seeking out food and beverage to support their immune health – with one in three saying their concerns about immune health increased in 2020 over 2019. When you consider your menu, look at it through the lens of consumer transparency and customization. What equipment and cooking processes will enhance not only the taste but also the nutritional value of the food you're preparing? How can your technology help you proactively select suppliers you're proud to promote to customers? How can your access to real-time inventory information help you prepare more dishes with fewer ingredients while also adapting to a range of nutritional needs? What special aspects of your menu are specific to your brand and can be packaged up and enjoyed at home?



## Does your tech remove the friction?

At a time when operators may feel removed from the customers they serve, technology is what can create the personal experiences that help customers feel appreciated (and instill loyalty). According to Technomic's 2020 Foodservice Technology Consumer Trend Report, 36 percent of consumers say they expect a restaurant app to be able to save their payment information and 39 percent expect the app to save their previous orders and present their preferred menu items. While it makes for a speedy, smooth ordering and checkout process, it's not only helpful to consumers; it also feeds your knowledge about your customer and lets you know what they like and when they like it – so when you're marketing to them, you have a clear sense of exactly what will entice them to return and when.



## Integrate your tech

When you trace the path of a customer order, how many potential directions could it take? How many different devices or people might it pass through? When restaurants are having to manage orders coming from their app, their website, a third-party delivery provider, their drive-thru or even from customers walking up to the store or calling in, they have many dangling threads to sort out. As this Restaurant Business report advises, your tech should integrate those threads seamlessly with a minimum of devices and steps – not just to help you stay on top of what orders are reaching you and when, but also to enable you to more flexibly adapt to new business conditions as they arise down the line.





## Mexican Street Corn & Cauliflower Bites

### *Ingredients:*

- 3 Tbsp Canola Oil
- 1 Qt Cauliflower, baby florets
- 2 C Corn Kernels
- 2 Tbsp Chile\_Lime Seasoning
- 1 tsp Kosher Salt
- 1 1/2 Tbsp Chipotle Peppers & Adobo
- 1/ C Plain Nonfat Greek Yogurt
- 1 1/2 oz. Lime Juice
- 3 C Cotija Cheese, crumbled
- 2 Tbsp Cilantro, Fresh and chopped
- 6 Lime Wedge

## Taking it to the street



For food lovers, warming weather means outdoor food festivals, street fairs and more opportunities to consume a wide variety of street food from around the world. Even if these occasions are put on hold yet again this year, you can still offer comforting, craveable, street food-inspired options to go. From enchiladas to samosas, and pierogis to paella, there are hundreds of possibilities that can showcase your creativity – and can be made vegetarian and vegan too.

# Food Trends

### *Instructions:*

1. Pre-heat a convection oven to 400 degrees F.
2. Combine corn kernels, cauliflower florets, chile-lime seasoning and kosher salt in a large mixing bowl.
3. Toss until cauliflower and corn kernels are thoroughly coated.
4. Transfer the mixture on a sheet pan lined with parchment paper.
5. Bake for 12-15 minutes or until corn is slightly charred and cauliflower is tender.
6. Serve immediately or transfer in to a storage container, cover and reserve under refrigeration until needed.
7. Combine chipotle peppers, Greek yogurt, and lime juice in a large mixing bowl; Whisk until ingredients are well incorporated.
8. Transfer the crema in to a storage container, cover, and reserve under refrigeration until needed.
9. For each Portion, top 1/2 cup(s) of chili-lime roasted corn/cauliflower with 1 Tbsp(s) of cotija cheese, 1 tsp(s) fresh chopped cilantro.
10. Drizzle with 2 Tbsp(s) of chipotle Greek yogurt crema.
11. Serve alongside a fresh lime wedge.

Recipe and photo courtesy of Danone



## Safety changes that are here to stay

COVID-19 has changed how we protect safety – and impacted consumer beliefs about the safety of indoor spaces including restaurants. A recent report in Food Safety News says while precautions like mask wearing and socially distanced seating will likely fade away with the virus, other precautions will remain. Frequent hand-washing, of course, and hand sanitizer stations are here for the long haul. Beyond that, expect a general elevation of the importance of cleanliness to your brand – a need to take things a step beyond what is required in an effort to sustain consumer confidence. With every investment you make or equipment servicing you schedule, consider how well it will help you manage safety – whether it's maintaining contactless payment and digital menus, bringing in new equipment and tools that are easier to clean, filtering the air in your facility, or managing labor in a way that considers the need for more frequent cleaning and sanitizing.



**#FoodSafety**

# #FoodSafety

## Safety seals that overachieve

Using a tamper-evident seal on your food for delivery is a small way to demonstrate your commitment to food safety – and an extra precaution you can take to protect food that is out of your hands during transit. These labels can serve multiple purposes, so you may be able to make yours work a little bit harder for you. Consider including reheating and handling instructions where needed, nutritional or allergy information, or even branding information such as your website, logo or social media handles on your labels. You can purchase food safety seals at Amazon.com <https://amzn.to/3uhqosr>



# Foodservice Updates

## Who are the people in your neighborhood?

As the pandemic has called for people to work, learn, eat and shop from home, attitudes about the best places to live have shifted too. The suburbs and some rural areas have experienced a lift as people have left cramped urban quarters behind. A survey conducted by Zillow last spring found that the rise in remote working was generating a property-buying spike in suburbs and smaller cities. What's less clear is how temporary that suburban shift will be. As a result, it's become a bit more difficult for restaurant operators to know who their customers are – and how their preferences may differ from those in pre-pandemic times. Your in-store technology should be providing real-time updates to help you manage business day to day, but it's important to keep an eye on the larger picture too.

Datassential's Firefly database is one new tool that lets users examine the restaurant landscape in any city or geographical region. It pulls from demographic data including average household

income, median age and other factors to help operators get a better sense of how their community is changing – and how they will have to adjust as a result. Overall, the suburban shift has much to offer restaurant operators, including greater flexibility with space, lower costs, and less competition from other chef-driven concepts. A recent report from US Foods says succeeding with current suburban diners is about offering value and variety, while accommodating their interest in being adventurous.



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)