

Foodservice Updates

In This Issue

- [Bullish about breakfast](#) | [Inspire your guests to subscribe to you](#) |
- [Safe summer spreads](#) | [The right glove treatment](#) | [Improve your](#)
- [SEO](#) | [The next step in contactless payment?](#)

Find the good in a bad review

Restaurant reviews – both positive and negative – pack a punch. TripAdvisor found that 94 percent of U.S. restaurant diners base their dining decisions off of online reviews. The sweet spot for ratings is four stars and higher: According to Review Trackers, consumers don't trust businesses or restaurant operators with reviews of less than four stars, and 33 percent of diners won't eat at restaurants where the ratings on Yelp, TripAdvisor and Google are lower than four stars. A Harvard Business School study found that restaurants can boost their revenue by 5-9 percent for every star added to a Yelp review. Playing reviews to your advantage requires a deft response, particularly to your negative reviews (though potential brand ambassadors may be hiding out in both your positive and negative reviews). A thoughtful, calm, well-written response can turn a bad review on its head and make a reader – if not the reviewer themselves – want to give you a try. In a recent report from Modern Restaurant Management, Izzy Kharasch of the restaurant consulting company Hospitality Works advises operators go back through two years of online reviews for their restaurant and respond to each one personally. Thank the person for bringing a problem to your attention, apologize for not meeting their expectations, and invite them to contact you personally. Ask them back to your restaurant and check on them personally – you may or may not want to offer a free appetizer or round of drinks. Your treatment may motivate them to post a positive updated review and to recommend you to friends.



Tech Talk

Improve your SEO

While you may have a slick website that represents your brand well, it's only as good as its ability to draw people to your site and communicate the information they need. Is your website attracting the traffic you're looking for? First, focus on the local. In your About Us section, talk about your location – how you landed in your neighborhood and what background you have in the town or city – so hungry people nearby are directed to you when they search for restaurants online. Most restaurants have room to improve when it comes to optimization on Google My Business. Consider what factors about you might appeal to guests, from having a deck with a view to being a multigenerational family business. Finally, write website copy that incorporates keywords that are likely to be picked up in a search, but avoid cramming too many of them into a paragraph – not only does that feel inauthentic, but it doesn't optimize SEO either.



The next step in contactless payment?



Imagine paying for a sandwich by simply hovering your hand over a sensor – no credit card or device needed. Panera is bringing this functionality to a handful of its stores, with more to follow in the coming months. Through a new partnership with Amazon, in-store Panera guests can link their unique palm signature to their credit card. In the process, these guests can link to their rewards account as well, making it possible to access favorite orders with a wave of your hand. Further, Amazon claims that because the person must be physically present to use the feature, it's more secure and safe than biometric data. The new payment process could indicate where the conversation is going when it comes to securing shared data.

Income Streams

Inspire your guests to subscribe to you

More restaurants are taking some of the lessons learned during the pandemic and turning them into permanent efforts to drive revenue through new income streams. Case in point: new subscription offers have been popping up across restaurant categories, whether they be for unlimited coffee and tea from quick-service brands, or meal kits, cocktail kits, CSA boxes or high-end retail food products from fine dining restaurants. These offers can provide restaurants with some income stability and an opportunity to deliver perceived value to guests. Can you put together a subscription that offers value and also entices customers to tack on additional items when they order?



Safe summer spreads

Summer is the peak season for food poisoning, according to the Centers for Disease Control. The warm temperatures make it easy for chilled foods to enter the temperature danger zone and for foodborne bacteria to multiply. If you're preparing and serving food outdoors or transporting foods for service outside of your facility, take some extra precautions when storing, thawing and transporting animal proteins. Store raw meat, poultry and seafood separately from (and/or below) other foods when refrigerating – and keep them refrigerated until ready to grill. When transporting these items, keep them at 40°F or cooler. These foods should be thawed in the refrigerator, in cold water or in the microwave – never on the counter.



#FoodSafety

The right glove treatment

As effective as single-use gloves may be in protecting safety in your restaurant, they can also lull staff and guests into a false sense of security. If these gloves are part of the personal protective equipment your staff wears when serving food, ensure your team follows several procedures to ensure they are keeping food safe: Before donning gloves, wash hands thoroughly. Change gloves before touching ready-to-eat foods, before starting a new task, after handling raw meat and after four hours of continuous use. Gloves that are torn or become dirty outside of those times should be changed as well.



Foodservice Updates

Bullish about breakfast

In recent months, a number of restaurant executives have been seeing potential for rapid growth in the breakfast segment – particularly as people have returned to the office and to school with greater regularity after the pandemic. CEOs from brands ranging from Starbucks to McDonald’s to Wendy’s have spoken out about the strength of the daypart in earnings calls – and other brands are tapping into opportunities for both innovation and for showcasing fresh ingredients that the breakfast menu can deliver. Specifically, restaurant brands are offering creative twists on traditional breakfast dishes, featuring lifestyle-focused options for plant-based, gluten-free and high-protein diets, and even boosting check totals through new alcoholic beverage options beyond the mimosa. A recent Restaurant Dive report mentioned Snooze’s Bountiful Buddha Bowl, a plant-based concoction of a vegetables, black rice, quinoa, kale and golden raisins, as well as First Watch’s brunch-themed cocktails, including a Pomegranate Sunrise and Cinnamon Toast Cereal Milk. There is also room for growth in breakfast delivery as more brands adapt their menus and their technology to off-premise early morning diners.



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 and www.valuefour.com