

# Foodservice Updates

## In This Issue

- Use tech to avoid leaving money on the table | Try a tasty new take on a trend | Picnic-ready food safety | Safer travels | Is POS coming through for you? | AI can help restaurants make smarter offer

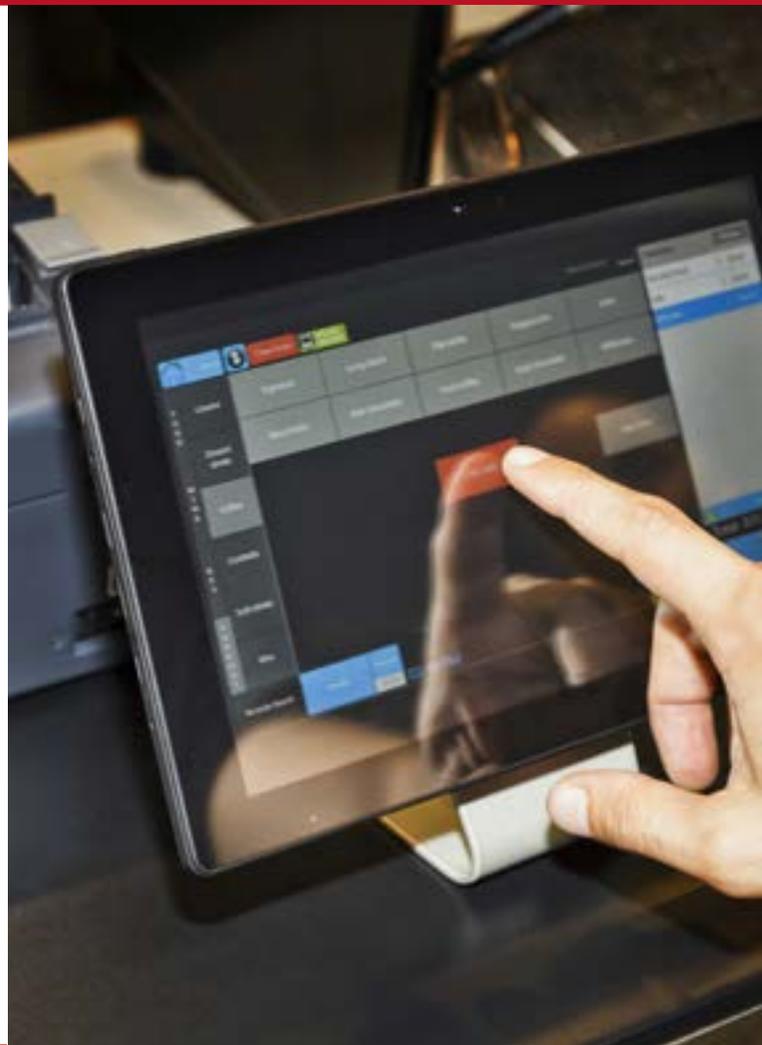
## Reinvent your space

Remember in the pre-pandemic times when select restaurants were making room for remote workers in their dining rooms during slow periods? The model seems to be making a comeback – and this time the timing could make even more sense for restaurant operators. Opening your doors to remote workers may help you make your real estate footprint more profitable in this transitional period when corporate employers are weighing the pros and cons of maintaining workspaces for employees and restaurant operators are trying to weigh the long-term viability of dining rooms. To make your space remote-worker friendly, first assess and upgrade your tech setup: Make sure you have ample outlets or portable charging stations available, a printer or scanner, and reliable wifi. Configure your furniture setup to accommodate individual workers who may need to sit for long periods or small groups that need to collaborate. Offer a limited menu of hot and cold drinks, small meals and snackable items – remote workers can make for a captive audience for new ideas or restaurant specials you’re testing. Make workspaces available for a subscription so you can generate steady, predictable income from guests – along with new data-driven promotions based on the orders they place in your dining room. (Considering using your dining room for remote workers? As Nation’s Restaurant News reports, WorkChew, Spacious and KettleSpace are among the players in the restaurant-as-workplace space – and could be good places to look when thinking about next steps.)



## Is POS coming through for you?

Your POS system is the nerve center of your restaurant – and when it's doing its job right, it can help your business and brand get back on track after a volatile year. Your system should help you drive consistency with your menu, manage third-party delivery vendors and associated costs, and smoothly integrate multiple order streams. It should help you manage the back end of your business remotely and from different devices so you don't have to be onsite to get a clear view of the business. Finally, after a year when a lot of restaurants have had to make on-the-fly adjustments that haven't necessarily been on-brand, your POS should unify your brand presence across multiple platforms so the face of your restaurant comes through whether customers are ordering curbside or via your app. Does your system support you as well as it should in all of these areas?



## AI can help restaurants make smarter offers

Using artificial intelligence in your restaurant isn't necessarily about investing in a robotic chef to flip burgers. Increasingly, it can help restaurants manage the nuances of customer data – something that can benefit any restaurant. A recent report from Nation's Restaurant News described how the brand El Pollo Loco is using an A.I. product called Merlin to help boost the capabilities of its loyalty program. By using A.I. to sift through reams of customer data, Merlin can help the brand get more strategic with the offers they make to customers – for example, suggesting items past customers are likely to order, but also not offering deals or discounts where it's not as necessary to retaining the customer's loyalty.



## Turkey & Avocado Bruschetta Toast

### *Ingredients:*

- 8 ounces JENNIE-O® All Natural Slow Roasted Dark Turkey, #8190-16
- 1 loaf rustic bread or baguette, sliced 1/2 inch thick
- 1/4 cup extra virgin olive oil, divided
- 1 clove garlic, peeled
- 1 clove garlic, finely minced or crushed
- 1 Roma tomato, diced or 1/2 cup quartered cherry tomatoes
- 1 large avocado, peeled, seeded and diced
- 1 tablespoon white balsamic vinegar
- 1/4 teaspoon sea salt
- 1/4 cup sliced basil
- 1 Persian cucumber, diced (optional)

Try a tasty new take on a trend



From grain bowls to smoothie bowls to avocado toast, there are a number of once-trendy dishes that have become so popular that they have carved out long-term spots on many restaurant menus. But keeping a menu item static for too long can make your menu feel stale – and also provide less new fodder for you to promote to guests. To keep your classics-in-the-making fresh, try changing them up with global seasonings or some surprising ingredients every so often – or even combining elements of two complementary dishes.

# Food Trends

### *Instructions:*

1. Preheat convection oven to 375°F.
2. Remove turkey from bag and shred with fingers.
3. Place pan in oven and cook until turkey is warmed through to 140°F as measured by a meat thermometer. Remove from oven and keep warm.
4. Preheat the broiler.
5. Place the bread slices on a cookie sheet and brush with a little olive oil.
6. Toast until golden brown.
7. Slice one garlic clove in half and rub over the warm toast.
8. In a medium bowl, combine 1 tablespoon olive oil, minced garlic, tomato, avocado, white balsamic, salt, basil, and cucumber.
9. Serve the toasted bread with turkey and avocado bruschetta.

Recipe and photo courtesy of Jennie-O



## Picnic-ready food safety

We're all eager to gather and eat restaurant food outside of the house – and this summer should usher in a happy return to those times. Make sure your food safety practices are up to speed, particularly if you're hosting barbecues or otherwise preparing and serving food outdoors. Summer heat makes it easier for foods to fall into the temperature danger zone (the range from 40-140°F where bacteria grow most rapidly). When the temperature surpasses 90°F outside, perishable foods such as cold salads, dips and cut produce are only safe for an hour. Hot perishable foods, including meat and poultry, should be kept at 140°F until they are ready to be eaten.



**#FoodSafety**

# #FoodSafety

## Safer travels

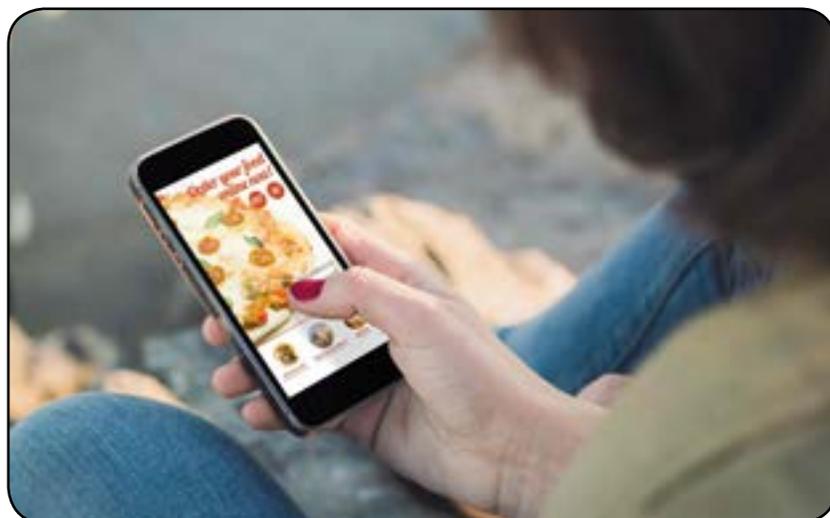
It can be a challenging task for restaurants to ensure a takeout dish measures up to the quality of an in-restaurant meal – even more so in months where the temperatures can reach extremes. Now that off-premise meals of all types are common – from catering spreads to meal kits to single takeout orders – your off-premise transport safety practices may need a tune-up. As the weather warms, double check your safety protocols (and those of third-party vendors) to make sure you’re protecting food in transit. Ensure cold foods are packed so they remain cold, are kept separate from warm foods and beverages, and that you’ve taken steps to avoid the cross-contamination of foods (by wrapping animal proteins securely and cleaning and drying any whole fruits and vegetables included in an order).



# Foodservice Updates

## Use tech to avoid leaving money on the table

COVID-19 has been especially tough on independent restaurants, with recent research from Paytronix indicating that independents have lost 10 percent of their customers since the pandemic began. But the good news is that according to the research, which surveyed 2,130 independent restaurant customers, the digital tools independent restaurants offer to manage orders, payments and customer preferences can help build business back up in a big way – and seemingly without requiring sweeping changes to the menu or other aspects of the business. Specifically, it found that consumers who order online spend 50 percent more than those who order in person. Further, half of all customers of independent sit-down restaurants said they would spend more if the restaurant offered a loyalty program. Offering online ordering and a loyalty program are not major adjustments for a restaurant to make – but they could generate a lot of revenue. How easy do you make it for customers to order online from you? What steps could you take to make it easier and faster to order from you on any device? (Consider the businesses that deliver your most user-friendly online ordering experiences, from Amazon to Domino's to small, independent businesses.) What incentives do you offer to get customers to return? If you have an existing loyalty program that rewards customers for repeat visits, could you take it a step further by personalizing it according to the preferences they have expressed in past orders?



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)