

Foodservice Updates

In This Issue

- Do you need a loyalty program? | Classics with a twist | Stop one source of human error | Safer food storage | Tech-driven food labeling | What's your staff's tech IQ?

Prevent the Great Resignation

The Great Resignation continues across the hospitality industry. Figures recently released from the Bureau of Labor Statistics indicate that 6 percent of employees in restaurants and hotels quit their jobs in the previous month, a quit rate higher than virtually every other sector. But it doesn't necessarily have to be this way at your restaurant. In fact, if you are experiencing this, take the current environment as an opportunity to revamp your approach to hiring and retaining staff. Start with your brand and envision the kinds of people you'd like representing it. The hospitality coach Matt Rolfe advises operators to first zero in on how to clearly communicate your vision, your goals for the business, and who you serve. That will help you ensure you are attracting employees who are not just there for the pay and benefits but who have also bought into the plans for the business and the experience you're offering to guests. Make your job posting about serving others (how you develop employees and treat guests, for example) as opposed to emphasizing what you need. Then get specific about your business, brand and vision so your ad doesn't blend in with the many others out there now -- and be honest about your expectations. Finally, ensure that all of those elements flow through your operation day to day. If and when good people leave, ask for an exit interview to help you understand the reasons why -- and if it's due to a lack of opportunity or a cultural problem within your restaurant, proactively make changes.



Tech-driven food labeling

At a time when labor is stretched thin, something often has to give. But since that can't be food safety, operators are leaning on technology for help. One technology to watch is radio-frequency identification (RFID). Chipotle recently announced it would be testing RFID case labels to track its ingredients' path from suppliers to its restaurants. If and when food safety concerns arise, the labels can help operators track them to the source quickly. What's more, RFID labels promise to save time on inventory management by limiting the need for staff involvement (and the chances for human error).



What's your staff's tech IQ?

As the labor crunch wears on, robotic kitchen assistants have quickly become less novel and more mainstream as a growing number of quick-service brands have them preparing menu items from scratch. While technology is weaving its way through more restaurant tasks these days, humans are still needed to oversee operations and troubleshoot some tasks. Is your staff up to the job? For many restaurants, tech oversight is becoming a larger role. While you can likely turn to external tech support when equipment malfunctions, being able to make quick fixes in the moment and intuit the reasons for problems is also valuable. As you interview applicants and look to develop existing staff, consider how to help them adapt to the evolution of technology in your business – and to answer their questions about what may be required of them as you adopt new tools to support your front and back of house. At the same time, ensure you understand your external tech-support resources and what will actually be available to you in the moment you need it.





Mediterranean inspired pot roast

Ingredients:

- 5 lbs. Hillshire Farm® Chuck Pot Roast w/Au Jus and Onions, cleaned and au jus reserved
- 4 Tbsp extra virgin olive oil
- 3 cups onions, sliced
- 1 cup tomatoes, seeded, chopped
- 1 cup feta cheese
- 1 cup pitted Kalamata olives, cut into slivers
- 3/4 cup pepperoncini, sliced
- 1/2 cup small capers, drained
- 1/2 cup white wine
- 1 lemon, juiced
- 3 Tbsp fresh thyme leaves
- 3 Tbsp fresh oregano, chopped
- 2 Tbsp cracked black pepper
- 1 Tbsp sea salt Roland

Classics with a twist

Comfort food is always on trend. But as much as guests crave the nostalgic comfort of a dish they know well, they also want something creative and interesting – a step beyond what they might think about preparing at home. Making small adjustments can offer that interest and extend your menu. Consider how global spices, seasonal produce or new marinades or sauces might complement the classic dishes you serve.

Food Trends



Instructions:

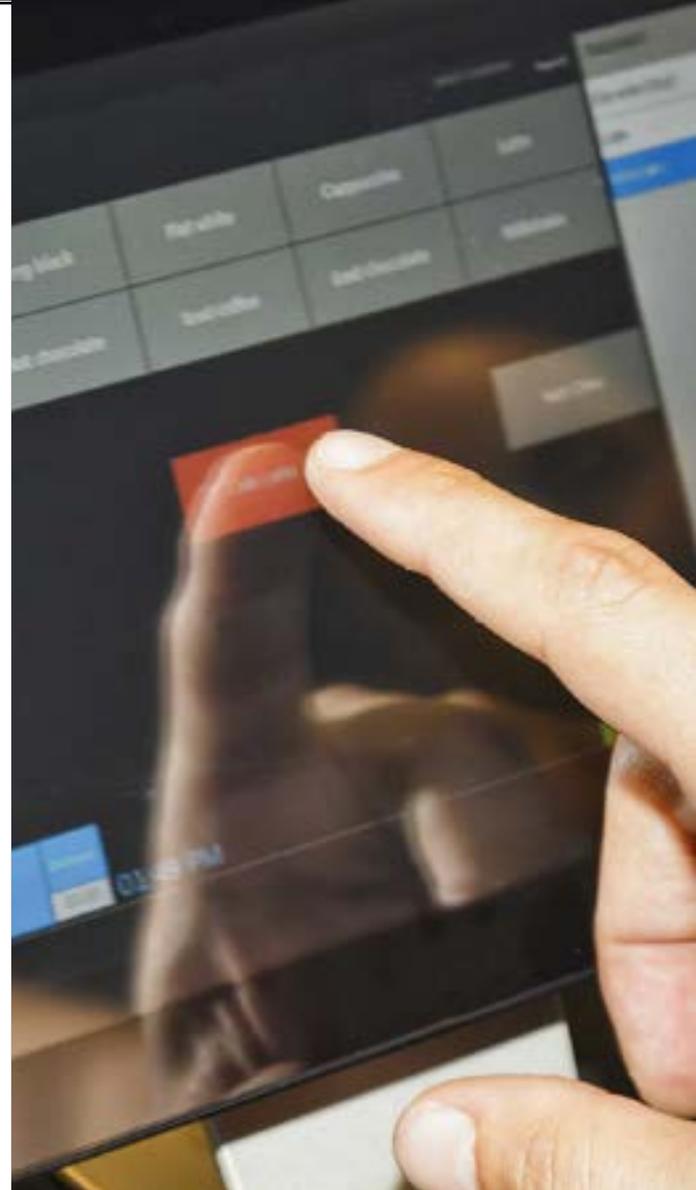
1. Remove and discard extra fat and connective tissue from pot roast; reserve au jus in a separate container.
2. Heat olive oil in medium stockpot over medium-high heat; add onions and cook, stirring frequently until onions are tender.
3. Add tomatoes and cook until pan is almost dry. Stir in reserved au jus and heat until 155°F.
4. Add pot roast and all remaining ingredients; stir gently and cook over medium heat until mixture is hot and meat is 145°F.
5. To serve, portion 6-8 oz. of meat over cous-cous, roasted potatoes or mashed potatoes.

Recipe and photo courtesy of Tyson



Stop one source of human error

Human error generates great expense in the restaurant industry. A recent report from FoodDocs indicates that on average, human error costs the service industry around \$30 per order. One widespread mistake is incorrect order taking, which can trigger anything from a negative review to a severe allergy. It's also preventable if you reinforce some manual and tech-driven checks. Advise staff to confirm verbal orders when they are placed (and also when they are served). If you're using a tech-based system to take orders, make sure the final screen lists the items clearly, along with any substitutions.



#FoodSafety

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Safer food storage

Food storage areas are a key source of contamination. If you're working in a small space – and many of us are these days as restaurant footprints shrink – ensure you're taking steps to prevent cross-contamination of foods with chemicals or with incompatible foods. That includes not storing any food items alongside cleaning supplies, keeping food in airtight containers, allowing air to flow around the items you're storing, rotating stock and removing waste promptly. In your cooler, keep raw meat, poultry and seafood on the lowest shelves to prevent those items from dripping onto other foods.



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Do you need a loyalty program?

You may not need one – yet. Without a doubt, nailing your loyalty program can pay off: Harvard Business Review reports that increasing your loyalty following by just 5 percent can drive profits up by between 25 and 95 percent. However, Fast Casual reports that although the average consumer belongs to 14.8 loyalty programs, they are active in only 6.7 of them. So while much has been said in recent months about how restaurants can use their loyalty program to set themselves apart and drive business at a highly competitive time, a loyalty program on its own can become simply a discount program – and no great help to you – if it's not deployed properly. That means tying it to consumer buying behavior, driving more frequent visits, and then learning more from those repeat visits. Your existing guests are your most important ones to focus on here. Before you get to launching a loyalty program, start with maximizing your tech stack – specifically your customer relationship management and customer data platform (CRM/CDP) – to collect information about your existing guests, what they buy from you and when. Once you're armed with those insights, you will have a clearer path to using that information to influence their future buying decisions (and making them truly loyal members of your loyalty program).



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