

# Foodservice Updates

## In This Issue

Ghost kitchens find a new captive audience | Pleasing presentations | Pest-proof your facility | Stay cool | Use tech to prepare for the future with precision | Use tech to flex with demand this spring

## Independents get a piece of the pie

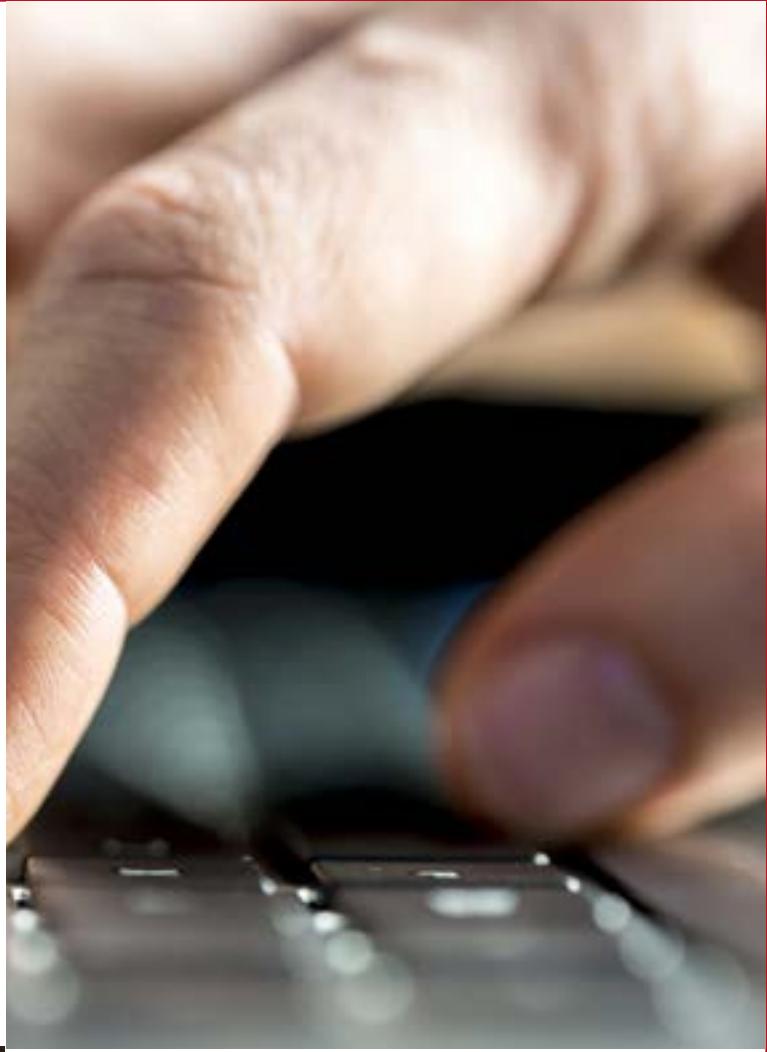
Times of challenge create opportunity – and more tech is emerging to help level the playing field for independent businesses trying to compete with large national and international brands. According to a National Restaurant Association survey, one-third of independent operators feel they are falling behind when it comes to using the technology that could support their business. But new products and payment structures are making these technologies more accessible for independents.

For instance, Slice, the online ordering platform for independent pizzerias, recently launched a POS system and online rewards system designed specifically for those businesses – many of whom have been slow to adopt technology while the likes of Domino's are tracking customer preferences, upselling repeat customers and enabling them to know when their delivery driver is on his way. A recent report from Food & Beverage magazine indicated that it's becoming more common for restaurant technology companies to offer lower up-front costs and subscription fees, as well as leasing options to accommodate operators that can't afford to make large investments in equipment up front. You may also be able to negotiate deferred payments and contracts that include consulting time. If cash registers and pencil-and-paper ordering is still the norm for you or if you're simply not getting the kind of real-time information you need from your system, now is a good time to approach restaurant technology companies to see what they can offer independent restaurants. The Restaurant Technology Network is a good source for information and resources including pro bono consulting and you can always ask Team Four for help in getting started too.



## Use tech to prepare for the future with precision

If you think about where you were at this time last year or even two years ago, wouldn't it have been helpful to be able to see into the future? How would you have adjusted your business and the systems you use to support it? Machine learning technology could be the next best thing by literally helping businesses predict the future and make the kinds of subtle day-to-day adjustments that can help them flex with challenges. For example, you may be swimming in data about your business – but do your systems allow you to make sense of it in the moment? Machine learning helps you assess your data so you can take precise, just-in-time actions. That means tracking how guests are ordering and paying today, what food trends they are responding to, and which promotions have the greatest impact on profits.



## Use tech to flex with demand this spring

In the past year, you've no doubt spent a lot of time perfecting your operation to handle take-out and delivery orders. As pent-up consumer demand now drives people back to restaurant dining rooms, will yours be ready? Managing off-premise and on-premise orders and in-restaurant traffic is likely to challenge operators as businesses reopen to more guests. Technology can help here – by managing in-dining room bookings, coordinating orders coming from many directions and enabling quick communication with staff on days when you need to ramp up or ramp down due to fluctuating demand.



# Food Trends

## Pleasing presentations

Could you create a new eating experience for your guests just by thinking about your menu presentation in a new way? Consider how the founders of Sushirrito created a sensation by making sushi portable. Now that communities are reopening again, more people will be looking to enjoy the experience of sitting in a restaurant dining room again or getting food on the way to an activity. How can your existing menu flex to meet the moment, and in the process, generate some new interest?



### Open Faced Beef Burger

#### Ingredients:

- 6 APF FC PUB Burger
- 6 Ball Park Flame Grilled Beef Burger 3oz
- 6 Swiss cheese (3/4 ounce each)
- 6 oz German-style coarse grain mustard
- 6 Pretzel rolls, split, warmed
- 6 Large Eggs

#### Sauerkraut:

- 1 Slaw Mix
- 1/2 cup White vinegar
- 3/4 cup Brown sugar
- to taste Salt & Pepper
- 4 oz Caraway seed



#### Instructions:

1. Combine Sauerkraut ingredients in medium saucepan. Bring to a boil over medium-high heat. Reduce heat; cover and cook 8 to 11 minutes or until cabbage is tender, stirring occasionally. Set aside.
2. In a medium mixing bowl, add slaw mix, white vinegar, brown sugar, and caraway seed. Mix until all slaw is evenly coated.
3. Spread mustard on bottom of rolls; top with swiss cheese and then top burgers with Sauerkraut. Serve open faced with fried egg.

Recipe and photo courtesy of Tyson



## Pest-proof your facility

As you open your doors to guests this spring, the windows and doors helping you ventilate your facility could also make it easier for pests to find their way inside. Check screens on windows and doors for holes and other damage, and if you have storage areas or outbuildings that haven't been used as frequently during the pandemic, check for rodent activity. Inspect the exterior of your facility for cracks and trim back any brush that could harbor pests close to your walls. Ensure any sticky spills aren't left for long periods, particularly if you have staff and guests circulating regularly between indoor and outdoor seating areas. Finally, since insects can hitch a ride into your kitchen on contaminated food, be sure to check your food deliveries for pest activity upon arrival and to store them promptly afterwards.



#FoodSafety

# #FoodSafety

## Stay cool

In warmer weather, your refrigerators and coolers have to work harder and it's easier for food to enter the temperature danger zone when it is left out to cool down prior to refrigeration. Make sure the doors of appliances are only opened when necessary and are closed promptly. It's also a good time to remind staff to avoid chilling bulky food items and to take steps to make it easier for large-volume foods to cool down. Divide hot foods into smaller containers for chilling and use ice baths to bring food temperatures down to refrigerator-ready temperatures quickly. To keep food out of the temperature danger zone, make sure hot foods cool down from 140 to 70°F within two hours and to 41°F or less within four hours.



# Foodservice Updates

## Ghost kitchens find a new captive audience

Among the many aspects of life that are evolving because of the pandemic is residential real estate – perspectives are changing about the best places to live and people are looking for their living environments to fill a wider variety of needs. While flight from urban areas might not be as pronounced as media reports might have you believe, according to a Barclays Capital report on commercial real estate, urban developers are still feeling the need to redesign communities to attract and retain residents in creative ways: Think multifunctional spaces that allow people to live, work, socialize, work out and eat without leaving the complex. As a result, these developments are becoming a growth area for ghost kitchens. The Spoon reports that the virtual restaurant network C3 has partnered with an apartment developer to serve up meals for delivery, as well as for onsite service in bars and pool areas at communities in Phoenix and Nashville, with other cities being added soon. If your restaurant is looking for a new niche, consider making a pitch to self-contained living environments – from extended-stay hotels to apartment complexes to senior living condominium communities. These facilities may not only have the kitchen space your business needs but also the concentrated demand for food that feels special



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