

Foodservice Updates

In This Issue

Can you run an even leaner operation? | Chocolate is always a good idea | Separating pandemic safety from theater | Build an onboarding program that promotes safety | The benefits of serving the high-tech guest | From one screen, a consistent menu across platforms

Recreating restaurant career paths

Labor – specifically, the recruitment and retention of staff – is among the top challenges restaurant operators say they are facing this year, according to recent surveys from the National Restaurant Association. The pandemic has amplified operators' need for staff and also increased already-high quit rates in the industry. But on the positive side, it has also motivated many foodservice brands across the industry to creatively transform restaurant jobs into longterm careers. Two executives from Los Angeles-based Everytable landed on Nation's Restaurant News' 2022 Power List for developing a program to do just that – and it reflects Everytable's values to make healthy food more available in food deserts. In a recent webinar with Nation's Restaurant News, Everytable's Christine Hasircoglu and Bryce Fluellen discussed the company's new social equity franchising program, which includes elements that other brands might repurpose. They said that while women and minority groups are often the people working on the front lines of restaurants, their numbers dwindle at higher levels of restaurant leadership. Everytable set out to create new paths for leadership and ownership at their company by committing to hiring and promoting staff from within their company and their community – and also making franchise ownership a more achievable goal for these staff. To do so, Everytable partnered with philanthropic organizations to develop a program that guides candidates through a year-long, paid apprenticeship. It includes management and leadership courses, assessments and a final interview that, if successful, culminates in a franchise agreement for the person – and the seeds of a longer-term career in the industry. There are no up-front costs for the person upon the opening of the franchise (access to capital is often a major barrier to franchise ownership for marginalized groups), and the person signs an agreement to repay costs over a five-year period.



The benefits of serving the high-tech guest

At a time when restaurants are having to run on especially thin margins, knowing who your most profitable guests are can be a big advantage. According to a new survey of more than 2,000 U.S. consumers, you will likely do well by focusing on your higher-tech guests – and serving and rewarding them through your mobile app. More than half of survey respondents cited mobile app availability as central to their willingness to spend more money. What's more, your app can help secure their business for the longer term. An overwhelming 79 percent of respondents said they use mobile apps to connect with restaurant reward offerings. These guests are also the most likely to be interested in taking part in subscription offers.



From one screen, a consistent menu across platforms



Technology should help make doing business easier and more efficient – not add a layer of extra equipment and complexity. It helps when you can use a single interface to manage many streams of business. One new tool from Nextbite makes it possible to manage their menus across a range of third-party delivery providers from one interface – kind of like a kitchen display system for managing external delivery streams. The single interface comes in handy when you have to remove or add menu items amid supply fluctuations, update pricing to reflect price changes from suppliers, and altogether make your menu consistent across many platforms at once.



Tuxedo Cheesecake

Ingredients:

1 Whole Sara Lee® New York Style Pre-Sliced High-Rise Cheesecake (16 slices)
3 C Dark chocolate
6 Tbsp Vegetable oil
2 C Peppermint candies, divided
8 Mint leaves, if desired

Chocolate is always a good idea

Ask any chocoholic: Chocolate is a critical comfort food in times of stress. Right now, chocolate is weaving its way through menus in a growing range of flavors, colors and global profiles. A recent FSR Magazine report says we're in the midst of a chocolate craze, with 71 percent of North American consumers looking for new chocolate experiences, according to Dawn Foods. Regardless of your guests' preferences, there is a chocolate to meet your needs: Consider dark chocolate for its antioxidants, spice-infused varieties that offer global flavor, sweet-and-savory combinations, or less-expected varieties like ruby chocolate for guests looking to try something newer on the scene.

Food Trends



Instructions:

1. Coarsely crush 1 cup of peppermint candies and then set aside.
2. Melt dark chocolate and vegetable oil in a Bain Marie. Heat until chocolate is melted and mixture is smooth.
3. Dip each cheesecake slice in melted chocolate, only coating the sides of the cheesecake.
4. While the chocolate coating is still warm on the cheesecake slice, decorate the edges with the crushed peppermint candies.
5. Place cheesecake slices in the refrigerator for chocolate coating to cool and set.
6. Using remaining chocolate coating, pipe 3 small dots on top of each cheesecake slice and decorate with remaining whole peppermint candies to represent buttons.
7. Add mint leaves to create a bow tie if desired.

Recipe and photo courtesy of Sara Lee Bakery



Separating pandemic safety from theater

We've all got pandemic fatigue – and it's especially evident in restaurants, where people are gathering again with friends, mask-free, over their favorite food and drink. But restaurants are also at an important inflection point when it comes safety, having to decide how many lockdown-inspired protocols should remain – and perhaps putting off safety improvements that aren't immediately necessary. Many of those improvements have to do with ventilation – including system inspections and upgrades, new HVAC filters, and the use of small air filtration units throughout a restaurant that can help protect indoor air quality. A recent report in *The Atlantic* advises operators to take this time to make sure they are as ready as they can be to manage future variants or separate virus outbreaks (and to have a clear-eyed view about spending money on more-visible but less-effective protocols that fall into the realm of pandemic theater). What valuable safety lessons from the pandemic could you try to ensure don't get put on the back burner as concern about the pandemic recedes?

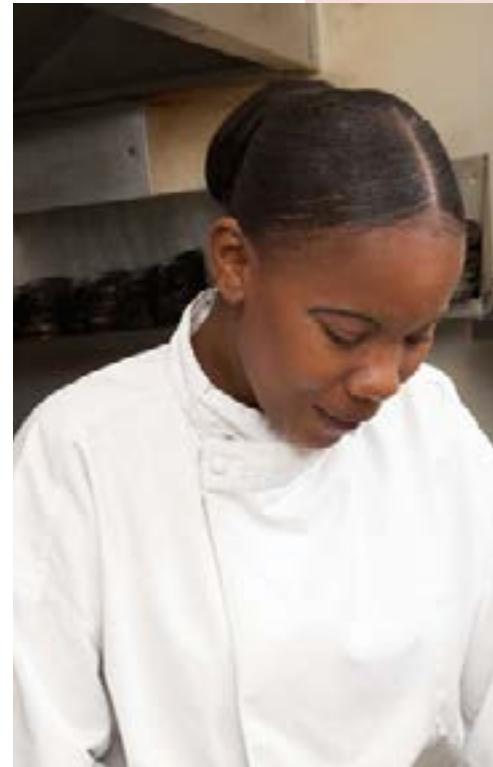


#FoodSafety

#FoodSafety

Build an onboarding program that promotes safety

If you're like most foodservice operators right now, you're actively trying to recruit staff – and perhaps in even greater numbers than you had to let go at the start of the pandemic. This means you're likely in the midst of trying to ensure a new, less experienced roster of staff is up to speed about your safety protocols and the day-to-day work of your restaurant. How well you handle the onboarding process plays an important role in an employee's experience with you: According to research from Modern Restaurant Management, management and communication are two of the factors that impact employee satisfaction the most. To ensure you're covering the range of methods in which people learn, combine written, digital and on-the-job training tools to communicate policies clearly. For example, you might offer a handbook at the outset that includes your Covid safety protocols, an overview of how your restaurant operates, your restaurant's values and ethos, guidelines for greeting and interacting with customers, sick leave policies, staff roles and responsibilities, and a review of your technology tools. Complement this with follow-up opportunities for Q&A, job shadowing with an experienced staff member, and digital reviews of training concepts on an ongoing basis. Expect mistakes and create an environment that makes it easy for new staff to admit to them and make adjustments.



Foodservice Updates

Can you run an even leaner operation?

At the time of this writing, it had just been announced that Congress would not be replenishing the Restaurant Revitalization Fund as part of the omnibus spending bill, which would have given about 200,000 foodservice businesses a critical lifeline to help manage the ongoing challenges the industry continues to face. So what now? Stephani Robson, an emeritus professor at Cornell University who studies the restaurant industry, recently said the pandemic's biggest lesson for restaurants has been to "be lean." Surely you're already doing a lot of that, or aiming for it, but can more be done? To be sure, technology can help in the effort, but only if implemented in ways that make life easier and faster for guest and staff alike, and can be scaled up, scaled back or otherwise adapted when the operation needs to change. Does your technology ensure you don't have too many staff working a shift? That you don't accumulate food waste before a dish ever reaches a guest? That you can make incremental adjustments with ease when you're short on a key ingredient and you need to incentivize guests to try another dish? If you can follow the waste in your operation – whether in food, time, staff or other resources – you may find some practices that can be improved and made leaner. Ask Team Four for help in uncovering them.



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