

# Foodservice Updates

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## Reinventing personalized customer service, Amazon-style

As the contactless restaurant experience has become the norm over the past year, some restaurant operators may worry about permanently losing the kinds of quality in-person connections with consumers that once helped them build and sustain relationships. As we emerge from the pandemic, how will restaurants be able to deliver personal service in an era where physical distance, minimal conversation and touch-free experiences continue to be encouraged? The good news is that while technology enables more low-contact experiences, it also helps businesses get more personal – and restaurants can use it to build relationships in new ways. To a great extent, consumers have lived their lives online throughout the pandemic. They have become more accustomed to the Amazon experience – being able to order an item in a minimum number of clicks, having the site predict what they are apt to enjoy, and being less suspicious about having companies track the items they buy and enjoy. Some restaurants are literally using Amazon Web Services (AWS) to provide an Amazon-style experience. Using that kind of approach – and there are many services that can provide it – a restaurant with a strong command of its customer data can direct different targeted promotions to people whenever they happen to be in the neighborhood or on the days they are apt to crave a particular order. What better way to deliver personal service than to predict what a person wants before they even know they want it?



## Take baseline cybersecurity precautions

Cyberattacks have been climbing during the pandemic. Restaurants are likely to be an attractive target for criminals for a couple of reasons: Operators have transferred more of their processes online during the pandemic, all while they are trying to cut costs (and perhaps investing in only rudimentary cyber protections as a result). In a recent episode of The Main Course podcast, litigator and cybersecurity expert Jacey Kaps weighed in on what operators should be doing to protect their data right now. At a minimum, he said, they should have a written data security plan that details how they collect and store data, how often they update software and firewalls, how they ensure vendors are using best practices and how they train employees on data security. That last part is likely the most important – network security expert Max Cline of Netsurion told Fast Casual that employees are always the weakest link in the chain and must be trained to identify potential cybersecurity problems.



## Is your business on track for a more tech-focused future?

The past year has changed how restaurants compete. Restaurant success has become less about décor or even brand and more about how smooth, fast and engaging the process of ordering and accepting food is for the consumer. These changes may be permanent. This QSR magazine report predicts a more tech-focused future for the industry – with less differentiation on price across restaurant categories and more differentiation on the efficiency of customer interactions than there has been in the past. That means it's become all the more important to have digital architecture and a user interface that presents your food in a compelling way, makes it easy and fast to place orders, enables customization to customer preferences, and includes a reliable “last mile” off-premise solution for getting food to customers.





## Zwiebelkuchen (German Style Breakfast Sausage and Onion Pie)

### Ingredients:

- 6 Jimmy Dean Sausage Crumbles  
or
- 6 Rudy Farm Whole Hog Roll Sausage 4/6lb.
- 1 lb Thick-cut bacon, diced
- 2 Large onion, chopped
- 1 lb Unsalted Butter
- 2 oz Caraway seeds
- 1 qt Heavy cream
- 3/4 cup Scallions
- 3/4 cup Julienne Leeks
- 3/4 cup Roasted Red Peppers

## Benefit from blended day parts

Even as the pandemic looks to be winding down, consumers will likely hold on to some habits and patterns they adopted in the past year – working from home more often, for example, or flexing their meal schedule. As a result, restaurant operators may see a need to blend their day parts by extending their breakfast menu beyond the morning hours or developing new dishes that can work at various times of day. Blending day parts can help kitchens make the most of their inventory by spreading it out farther – and simply give guests more reasons to order throughout the day.

# Food Trends



### Instructions:

1. Sauté the sausage crumbles, onions, tear drop tomatoes, sliced leeks and bacon in butter until the onions are translucent; be careful not to burn the bacon! Once the onions are translucent, slowly stir in the cream and remove from heat and let cool.
2. Add Thawed pie crust into pie tin, Let's pour the filling into the pie crust. Pop the zwiebelkuchen into the oven for about 40 minutes. You will know it is done when the eggs have firmed up. Then remove it from the oven and let it cool.
3. Garnish with Thinly sliced scallions.

\*Healthy Alternative Jimmy Dean Turkey Link or Patties

Recipe and photo courtesy of Tyson



## Streamline food safety between guests

As restaurants welcome guests back into their dining rooms, operators are likely to have to stretch to accommodate the demand, making it easier for safety to fall through the cracks. Using digital checklists can help you uphold your safety standards and avoid a pile-up of risks throughout a shift. If your servers are using tablets to take orders, add a digital food safety app that provides a quick, easy-to-reference rundown of the cleaning and sanitation tasks that need to be done between guests – such as wiping down tables, chairs and any tabletop items.



**#FoodSafety**

## Clean greens

Leafy greens and other vegetable row crops are a key source of E. coli infections. Indoor agriculture is on the rise – and it could provide restaurants with a means of minimizing the risk of foodborne illness and use of pesticides, while ensuring that the greens and other produce they want to serve is available to them year-round. Since indoor farming environments differ from conventional ones, there's a new food safety certification program specifically for leafy greens grown via controlled-environment agriculture (CEA). The CEA Food Safety Coalition says the annual certification, which involves such factors as a hazard analysis, a review of a facility's growing infrastructure and design, and an assessment of any pesticide use, can help educate regulators and consumers about the benefits of growing crops in controlled environments.



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## Restaurants deliver a comeback

After a tumultuous year, restaurants are coming back in a big way – though the landscape is looking different than it did before the pandemic. According to Yelp’s Economic Average report released in April, which tracks the number of restaurants listed on Yelp by restaurant operators and consumers, more new restaurant businesses opened in the U.S. during the first quarter of 2021 than at any other period over the last 12 months. The restaurants across the nation that experienced the most growth during the quarter, the report said, tended to be those that offer takeout, outdoor dining and other Covid safety precautions. Restaurants with food-delivery services experienced the greatest increase – a 22.1 percent spike. This trend is likely to last for some time – at least for restaurants beyond fine-dining establishments – particularly as consumers have taken on new habits over the past year. Does your restaurant have a seamless system when it comes to offering food for off-premise consumption?



A Restaurant Business report says it will continue to be important for operators to streamline their processes – e.g. continuing to offer curbside pickup and trimming menus to include items that travel the best, as well as leaning on data a bit more to predict traffic surges and lulls, craft new promotions to drive demand, and manage orders coming from multiple sources.

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