

# Foodservice Updates

## In This Issue

[Reach out to workers beyond Gen Z](#) | [Super bowls](#) | [Maintain equipment to protect safety](#) | [Don't be a magnet for pests this summer](#) | [Use tech to enhance connections with guests](#) | [Helping your restaurant satisfy third-party delivery algorithms](#)

## Cut these hidden costs

Battling rising costs has been a challenge for restaurant operators across categories this year. According to the National Restaurant Association's 2023 State of the Restaurant Industry report, operators have tried everything from adjusting operating hours and staffing levels to increasing menu prices and swapping out menu items altogether to manage these increases. One additional area of your operation where expenses are lurking is in energy and there are a number of steps you may be able to take to manage costs here in ways that guests don't even see. While some (though not all) require a significant up-front investment, longer-term savings should outweigh these costs. For example, there are opportunities to cut costs by swapping in energy-efficient ovens, dishwashers, refrigerators and other equipment that can significantly reduce your energy costs over time. On a smaller scale, turn off equipment like ovens and lighting when not in use, or use timers and sensors to power down these items when they aren't needed. Maintain your equipment regularly to make sure it's operating efficiently — cleaning air filters and replacing worn-out parts can prolong the life of your equipment and ensure you're reaping the most savings from it. Use a programmable thermostat to set controls for different times of day or areas of your operation. Also rethink light — make use of natural light where possible and use LED lighting elsewhere. It's another energy saver and lasts longer than alternatives. Finally, consider low-flow faucets and toilets to cut water bills.



# Tech Talk

## Use tech to enhance connections with guests

There can be a lot of fear mongering in the news when it comes to new technology and its potential for replacing people in the workplace, or removing the human touch consumers expect from businesses like restaurants . While automation is replacing more repetitive tasks in restaurants, it's more common for technology to recreate the kinds of work restaurants do — and help them make experiences feel more personal for guests, not less. You can do this in ways beyond mining guest data to send targeted promotions. Case in point: Ford Fry, the founder of Rocket Farm Restaurants, recently told Entrepreneur that he has gone from not knowing what Instagram was to hiring a team dedicated to the restaurant group's online presence. That has involved tasks like curating Spotify playlists that embody the restaurant brand and are played for visitors to the restaurant's dining rooms and website. Whether you have a dedicated team managing your online presence or not, how can you use tech tools to boost the connections you make with guests — and the connections they can make with each other?



## Helping your restaurant satisfy third-party delivery algorithms



Third-party delivery platforms can be kind of a mystery for restaurant operators. They can be critical in helping restaurants accommodate guest preferences for delivered food, but much is unknown about them. For instance, how will your restaurant appear on their site? What factors determine better placement and exposure for some businesses over others? As a recent report from Restaurant Business indicates, several factors play a role. The tiered pricing structures of some of these services can determine a restaurant's exposure on a platform, though selecting the lowest tier of pricing can offer more exposure on some platforms than on others, so it pays to shop around. Beyond that, your restaurant's speed of preparation, historical order size, order accuracy, regular promotion offers and customer reviews all help inform the algorithm too. Boosting your performance in each of these areas can appease the algorithm — it's hard to know if one factor is valued more or less than the next.

# Food Trends

## Super bowls

Bowl-based meals continue to be in high demand across day parts. They present a good opportunity for chefs to offer the health-conscious, plant-forward combinations guests are craving — and freshen up their menus with flavorful, in-season ingredients ranging from peas to asparagus. Help your bowls stand out with layers of texture and color, pops of flavor delivered by additions like global spices or fermented produce, and home-made signature add-ins on top of any speed-scratch ingredients you're using.



## Maintain equipment to protect safety

The steps you take to maintain kitchen equipment can help you avoid staff injury, costly repairs and downtime, and unsanitary conditions in your operation. If there are any areas of your business where you have delayed maintenance due to constraints in time or other resources, having an updated maintenance schedule and task list may help you prioritize critical items. First, draft a schedule outlining when key equipment needs to be cleaned and inspected based on its age and frequency of use. Then create a list of each piece of food preparation equipment in your operation, including everything from fryers and grease filters to ice machines and water filters. For each item, list the cleaning and maintenance tasks that must be completed and when, along with any special instructions needed. Then select dates for the completion of these tasks so you can track them — whether manually or through an online system that automatically alerts you to these tasks.



**#FoodSafety**

# #FoodSafety

## Don't be a magnet for pests this summer

Your waste management efforts can go a long way in not only saving money, but also deterring insects and other pests to your kitchen. Are there steps you can take now to ensure you're minimizing any food byproducts that are collected in your kitchen and must be discarded each day? Before the hot temperatures hit this summer, give your indoor and outdoor waste receptacles a deep clean — along with the surrounding areas — to clear any debris or liquid that may have leaked out.



# Foodservice Updates

## Reach out to workers beyond Gen Z

---

Inflation has changed the job market, bringing many workers back into it after they had retired, or offering flexible roles for others who shifted gears during the pandemic or left jobs for other reasons. Restaurants are hiring more of them — and are poised to continue to do so: According to data from the U.S. Department of Labor, average hourly earnings increased 5 percent in retail jobs and 7.5 percent in restaurants and bars over the past year, as compared to just 4.6 percent in other industries. In quick-service restaurants alone, the share of job candidates aged 30 and older climbed from 4 percent in 2021 to 7 percent at the end of last year. If you're looking to take on more staff, or even just diversify the candidates you attract, focus on your company culture in your outreach. Share stories about your team, promote your mission and values, and showcase your community involvement and commitment. Partner with community organizations and local colleges with continuing education programs to promote open positions. On social media, think local. For example, many local Facebook groups permit small businesses to promote themselves one day of the week — there may be potential candidates watching in places like this.



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)