

Foodservice Updates

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Text for success

It's Friday afternoon and just as you're starting to get hungry and think about what's for dinner, your phone pings you with a text offer from your favorite pizza place. Even though you hadn't been thinking about pizza, suddenly this restaurant has jumped to the front of the line of potential restaurants where you consider ordering take-out. This year, more restaurants are putting themselves in a position to win business like this as the competitive landscape for restaurants has matured and broadened. Restaurants now need to stand out from not only other brick-and-mortar restaurants but also from ghost kitchens and even competition in the form of grocery stores, meal kit companies and even gas stations vying for foodservice business. A well-timed text can help. But in order for restaurants to craft SMS marketing campaigns that target the right customers at the right times, they first need a strong SMS database of contacts. Make sure that at your restaurant, you're not leaving any gaps where contact information can be collected. In-store, ask customers during a purchase if they want to receive promotional offers from you via text. If you send an email newsletter, use those communications to prompt recipients to opt into texts and access special deals. If you take orders on your website, ask customers to tick a box as part of the checkout process to receive the promotions. Finally, use your social media platforms to promote your text promotions – try posting a dedicated number or key word that viewers can text to easily opt into your offers.



Pay your team on demand

At a time when restaurant operators are scrambling to attract and retain staff, every little tool designed to make restaurant jobs worthwhile can help. One such tool is an on-demand payment app that can give employees instant access to the wages they have earned that day. A number of large brands have signed on to use on-demand payment systems including Branch, DailyPay and Instant. Beyond immediate payment of wages, an on-demand payment app might be used to distribute tips or bonuses, as well as to provide financial management tools to employees. As a result, they can help lighten the load on restaurant managers too.



Bring the right tech mix to your service

Now that people are coming back to restaurant dining rooms, operators are having to determine exactly how much of their in-person service to bring back and which tasks to relegate to technology. Choosing what to do is about understanding your customers and the experience they would like, as well as your time challenges. A recent Restaurant Dive report indicates, that might be about shelving the QR codes in favor of paper because guests want to hold a menu in their hands, but keeping self-payment options because of how much time they save you when you're trying to turn tables. Finding the right balance might also require you to be more methodical about when your staff have in-person interactions with guests to help reinforce the experience you'd like them to have with you.



Bowl bound

Consumers are still crazy about bowls, and for good reason: They often pack a lot of nutrients into one satisfying, colorful, easy-to-eat, easy-to-transport dish. They also present restaurant operators with exciting possibilities for every daypart, all while boosting a kitchen's efficiency with a collection of ingredients that can generate seemingly endless combinations. Try offering a traditional savory bowl with grains, greens and textural elements like nuts or seeds, plus extra elements like feta, halloumi, herbs or dipping sauces. Or, invent your own version with a handful of your most popular ingredients.

Food Trends

Turkey & Ramen Bowls

Ingredients:

- 1 1/2 quart Watermelon, Fresh, peeled and diced
- 1 1/2 tsp Toasted Rosemary, chopped
- 1 1/2 tsp Poppy Seeds
- 1 1/2 tsp Fresh Cracked Black Pepper
- 1 1/2 tsp Fresh Mint, chiffonade
- 1 1/2 C Vanilla Lowfat Greek Yogurt
- 3 Tbsp Honey



Instructions:

1. In a medium mixing bowl, combine greek yogurt and honey.
2. Whisk until ingredients are well incorporated.
3. Transfer the yogurt in to a storage container, cover and reserve under refrigeration until needed.
4. For each portion top 1/4 Cup of honey greek yogurt with 1 cup of diced watermelon.
5. Garnish each portion with 1/4 tsp(s) of toasted rosemary, 1/4 tsp(s) of poppy seeds, 1/8th tsp(s) of fresh cracked black pepper, and 1/4 tsp(s) of chiffonade mint.
6. Serve

Recipe and photo courtesy of Danone



Should you rotate your sanitizer?

If you're having problems with food safety and contamination, could your sanitizer be to blame? While microorganisms may develop resistance to sanitizer, but chances are better that your challenges are due to other issues around your facility. According to a Food Safety Magazine report, it's more important to focus on following each step of the cleaning process, addressing problems with poorly designed equipment with crevices that can harbor microorganisms, applying your sanitizer over the entire surface, and being aware of biofilms that can form on surfaces and encase a microorganism (and require a different kind of treatment).



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Is your restroom ready?

Even before the pandemic, restaurant guests would make assumptions about the state of the restrooms and what they might indicate about the restaurant's commitment to food health and safety. Now that guests are all the more aware of cleaning and sanitation practices, as well as the ways in which viruses can spread, it's important that your restaurant presents you well. If your restaurant has high-traffic periods, make sure you have larger dispensers that help ensure you won't get caught short on soap and hand towels. Replace air dryers. Finally, develop a clear checklist of maintenance tasks and have your staff check restrooms at regular intervals.



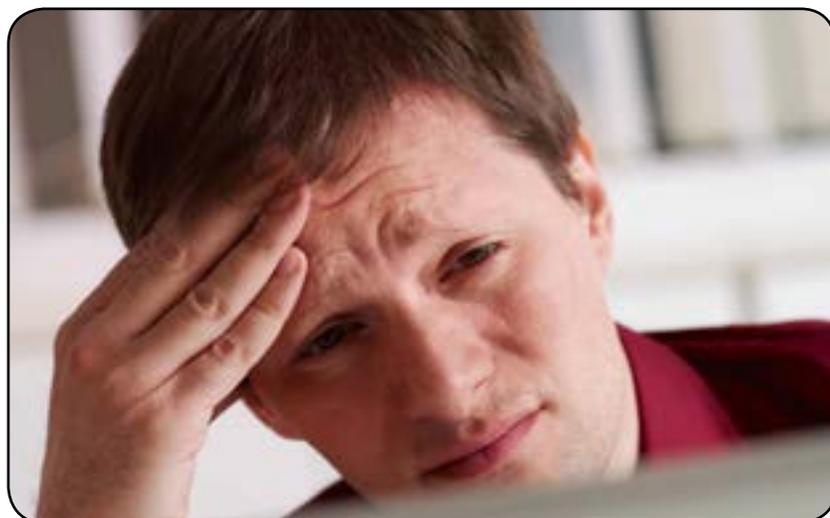
Foodservice Updates

Making restaurants healthier places to work

At a time when labor challenges are at an all-time high in the restaurant industry, a number of brands are taking a look at the experience of restaurant work and improving the aspects that need help. One of the areas moving to the forefront right now is employees' mental health, which has been hit hard during the pandemic. Historically, the restaurant industry has not been known for its focus on employees' mental health needs – and to be sure, mental health has been a growing concern for employers across industries during the pandemic – but now a number of restaurant

brands are trying to change that as a means of attracting and retaining staff. Last fall, Noodles & Company added free in-person and online counseling sessions to its benefits plan. In May, Chipotle, which already offers in-person, phone or virtual visits with a licensed counselor for employees and their families, announced it was also bolstering its support of mental health via a new virtual platform called Strive. A Restaurant Business report says the Strive platform provides one-on-one coaching and support, and according to Chipotle, “gamifies each employee’s wellness experience” by giving them an opportunity

to win gift cards and save money on health insurance, among other benefits. While such benefits aren't widespread across the industry, they may gain momentum as restaurants vie for staff and need to think of creative ways to enhance the working environment for employees. Further, mental health benefits aren't the only ways restaurants can improve upon a culture that needs a boost. As this Restaurant Dive report indicates, restaurants that have simply communicated clearly and considered employees' home situations and financial concerns throughout the pandemic have had an easier time retaining people.



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