

Foodservice Updates

In This Issue

- Make your pantry work for you | Spice is nice | Provide the right safety tools | Take care of your air | Could your tech respond to that review? | Making the tech connection

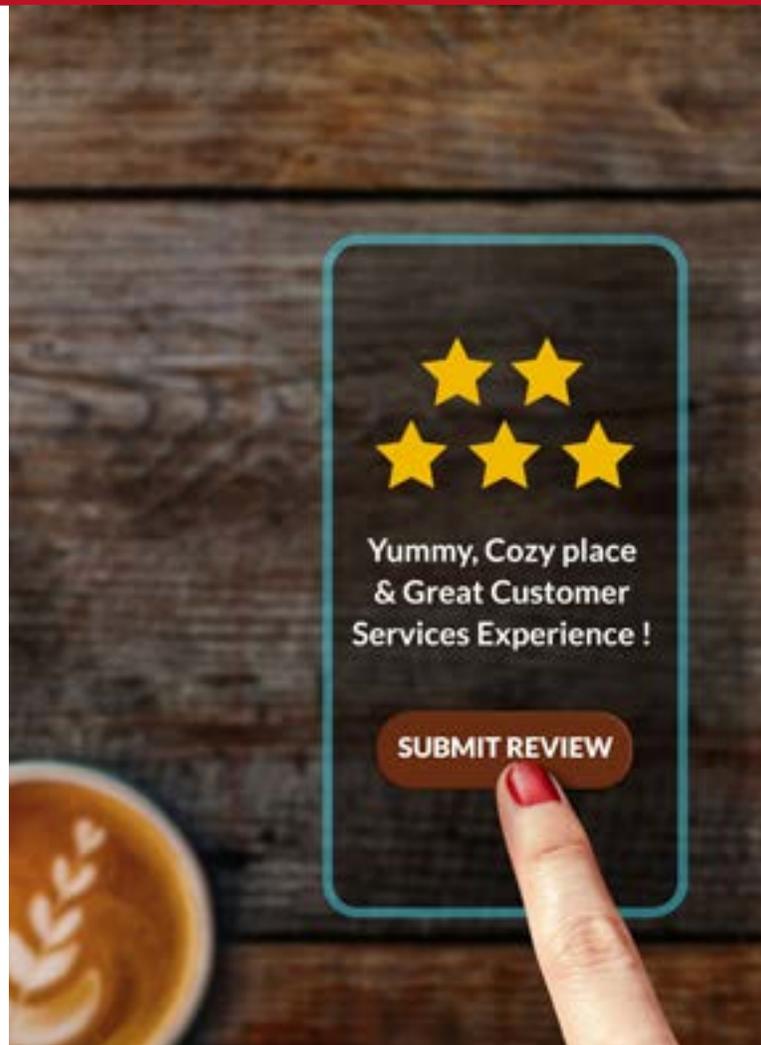
Look for the trend hiding behind your tech

There is no shortage of news headlines about the need for restaurants to analyze their data – and to adopt technology that can provide clues about what is going well and what isn't. But as restaurant operators struggle with labor challenges, adopt new tech to help ease them, and double down on data analysis to better understand performance, it's important to remember the human element. Specifically, restaurants need to balance their data analysis with a more subjective review of the guest and staff experience. A recent blog post from restaurant consultancy Aaron Allen & Associates relayed the experience of the company's CEO, who had visited a higher-end national steakhouse chain. He wanted to place a \$100-plus takeout order, but there were only two staff members trying to serve the more than 60 guests in the bar area. After waiting for nearly half an hour to place his order, he gave up and left. The especially unfortunate part about this anecdote – and what it could mean for the industry going forward – is that the restaurant's metrics for the night surely didn't track the guests who left without food, or the staff members who were burning out from the workload or unaware of the people they didn't have time to serve. According to their data, it may have been a high-performance night. The industry is at a telling turning point right now: Restaurants are trying to find their footing with smaller teams, and in many cases, are finding ways to use technology to squeeze out profits and otherwise make the current business climate more manageable. But while there are clear benefits to these new systems and ways of working, don't forget to take a longer view and anticipate the consequences you may not be seeing – the ones your tech stack can't track.



Could your tech respond to that review?

Digital restaurant orders continue to be high, making your restaurant's online presence especially important. That extends to what people are saying about you online, but when restaurants are strapped for staff, responding to every review with a professional, sensitive, well-thought-out answer can feel like one task too many. If that's the case for you, artificial intelligence may be able to provide some relief. In a recent report from Pymnts.com, Paytronix CEO Andrew Robbins said smart use of AI can help expedite and automate the process of responding to reviews. Much like an extension of how AI is used in drive-thrus and customer service call centers, AI may be able to process the words used in a review and craft an appropriate response – with minimal time and involvement from you.



Making the tech connection

Recently, Wing Zone announced a new type of franchise partnership with Wavemaker Labs, the technology incubator that launched Miso Robotics (maker of the famous burger-prepping Flippy robot). Wavemaker Labs will eventually open 20 Wing Zone Labs locations around Los Angeles that will be a cross between franchised stores and technology incubators. Their motivation is to develop a new process for automating the range of tech tools and systems used by Wing Zone – with fewer piecemeal tools and more start-to-finish systems that offer a connected, streamlined experience. It's a sign of what's to come for the industry. As David Bloom, Wing Zone's chief development and operating officer, told Nation's Restaurant News, the partnership is not simply about introducing more robotics: It's about using artificial intelligence to take an order, then having that order sent directly into the POS system, which gets sent to robots to cook, then gets sent to heated locker systems for pickup or delivery. It's about improving the process, start to finish. When you adopt new technology, consider how it will mesh with your existing systems to iron out bottlenecks and improve your process of taking orders, preparing food and getting complete orders to guests





Spicy Dragon Burger with Sriracha Lime Ketchup

Ingredients:

- 1 2/3 cups Cabbage, finely shredded
- 1 2/3 cups Shredded Broccoli Slaw
- 1 1/2 tablespoons Green Onion, sliced
- 2 1/4 tablespoons Rice Wine Vinegar
- 2 1/4 tablespoons Vegetable Oil
- 1/4 teaspoon Salt
- 1/8 teaspoon Black Pepper
- 2 pounds Ground Beef
- 1 1/8 pounds Ground Pork
- 1 1/2 teaspoon Chinese Five Spice Powder
- 1 cup HEINZ KETCHUP
- 2 tablespoons Sriracha Sauce
- 1 tablespoon Lime Zest
- 10 each Sesame Rolls, toasted

Spice is nice

Could you turn up the heat on your menu? Your guests' taste buds may welcome it. As plant-based dishes have grown in demand, spices have become ever-more-important contributors of global flavor. Whether you're serving up Asian flavors like gochujang, Latin American fare or American-style barbecue, consider giving some kick to your menu by creating spicy variations on a dish.

Food Trends



Instructions:

1. Mix the cabbage, broccoli slaw, green onion, rice wine vinegar, oil, salt and pepper. Hold for service.
2. Mix together the ground beef, pork and five spice powder and form the mixture into 5 ounce patties.
3. Cook the patties over medium heat until desired doneness flipping half way through.
4. While the burgers are cooking mix together the ketchup, sriracha and lime zest.
5. Assemble each burger by topping the bottom half of each roll with a cooked burger and 1/4 cup prepared slaw. Generously smear the top half of the roll with the spiced ketchup and cap off the burger.

Recipe and photo courtesy of Kraft Heinz



Provide the right safety tools

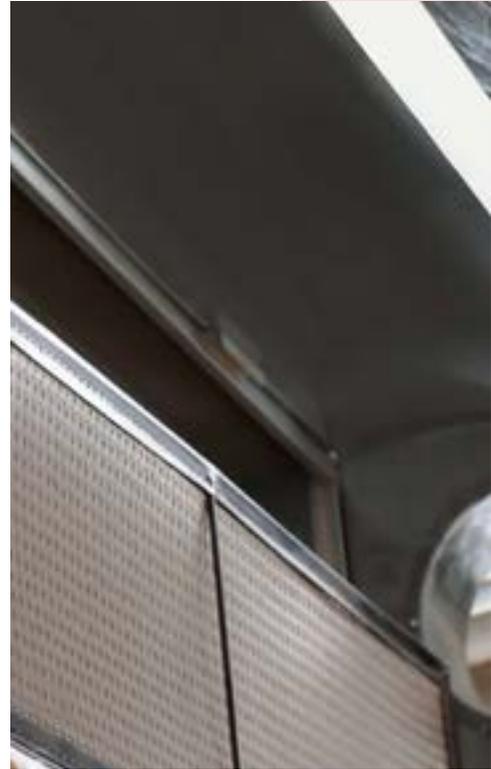
If you're hiring a lot of temporary staff over the summer months, it's especially important to make food safety front-of-mind for them. While your ongoing training is an important piece of that, you can set your team up for success by giving them the right tools for safe food handling and storage, as well as proper equipment care. Keep sinks stocked with soap and paper towels, provide ample disposable gloves or other protective items for food handling, and post signage to remind staff of the times when washing is required and to refrain from eating, drinking or smoking around food preparation areas. Check shelving to ensure food items can be stored six inches off the floor, designate separate areas for cleaning solutions, and calibrate appliance thermometers to ensure food is being stored at the proper temperature. Make sure there is a sanitizer bucket with a submerged towel at each station, and a supply of test strips available to help staff keep equipment and preparation surfaces clean.



#FoodSafety

Take care of your air

In the heat of summer and amid the abundance of outdoor dining options, it can be easy to forget that Covid is lingering. As you prepare for managing business into the cooler months when we can expect to see spikes in infections, thinking about protecting and improving the air quality in your restaurant can make your business safer for guests. A recent Centers for Disease Control and Prevention report said the presence of Covid-19 was 35 percent lower in rooms that had improved ventilation via opening doors or windows, as well as those using forced ventilation through fans near windows or fresh air intake via HVAC systems. Using those methods in combination with mechanical filtration was even more effective. Making big improvements in indoor air quality doesn't have to be costly: A Hospitality Tech report advises the use of mobile air purifiers with HEPA filters as an economical way to improve indoor air quality, as well as monitoring the capacity of dining rooms and taking steps to minimize crowding.



Foodservice Updates

Make your pantry work for you

Rare, difficult-to-source ingredients are so 2019. At a time of high inflation, supply-chain strain and increased awareness of carbon footprints, it has become far more fashionable – and yes, far more necessary – for restaurants to take a pantry-to-plate approach. That means creating mindful menus that make the best use of ingredients you have in plentiful supply each season. Most items you order should be workhorse ingredients with a range of applications – as the star of one dish and a supporting player in another, for example, or as a reliable contributor of depth, texture or nutritional content in a variety of dishes. As an extension of that, now is a good time to review your portion sizes, find creative ways to use every part of an ingredient, and repurpose any leftovers into interesting specials. Food waste costs the hospitality industry over \$100 billion a year, and more than 70 percent of that waste occurs before it even reaches a guest's plate. Adopting tools that automate your inventory management, ensure you're spending money on the best-value ingredients available, and precisely measure the size of a portion can help you ensure you're not leaving money on the table.



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