

# Foodservice Updates

## In This Issue

- [Could the metaverse be for you?](#) | [Think local](#) | [New business streams call for new food safety protocols](#) | [Use food safety to boost staff morale](#) | [Use tech to carve out wider margins](#) | [Help wanted \(tech skills needed\)](#)

## Give them memories in a box

The prospect of a looming recession, along with rising prices on everything from food to fuel, have started to impact how consumers spend – and what budget items they feel they need to adjust to live within their means. While this means people are restricting their spending when it comes to buying takeout food, meals away from home, and travels to far-flung destinations, it also means they are looking to have memorable experiences with friends and family a bit closer to home this year.

That's where there is opportunity for restaurants to fill the gap. Take some cues from Hauste, a new company inspired by meal delivery boxes and motivated by the pandemic-era desire to bring restaurant meals home. As reported by Eater, Hauste develops downloadable dinner party guides – priced at \$16 or \$26 depending on the size of the gathering – that include shopping list, menu, recipes, music playlist, design inspiration, checklists, and in some cases, templates for name cards or invitations. What's more, the guides help the host get organized by breaking tasks down into the days and minutes leading up to an event. If you are a restaurant that prides itself on the in-person experience offered to guests, how can you repackage it as



the “staycation” version of that experience? By making it easier for your customers to host a polished, low-stress gathering, you're also creating opportunities for them to promote you on social media. Socializing and entertainment are still happening right now – and consumers are eager to connect. How can you find new ways to help them gather and celebrate in ways that feel like a great value and can therefore find a place in their budget?

## Use tech to carve out wider margins

Restaurants have to operate more efficiently than ever to eke out profits in the current economy. Having the capacity to offer automated, fast payments to vendors and employees alike can give a restaurant leverage – potentially enabling it to secure deals with vendors in exchange for early payments, as well as earning loyalty from staff who know they will get paid promptly after a shift. Beyond that, automated payment capabilities can help a restaurant operate more nimbly by responding quickly to shifts in supply. Do your systems enable you to pay people on-demand? At a time when a restaurant needs to use every tool at its disposal, the capability can deliver a competitive advantage.



## Help wanted (tech skills needed)

As restaurant businesses become more digitized and connected, they are calling for a new kind of employee: one who is just as comfortable monitoring sensors and responding to alerts from a range of applications as they are chopping and cooking ingredients. Ensuring your staff is well-versed in these changes will only help your business, since your technology is helping you do everything from monitoring food safety, to collecting and continuously learning from the data you collect. Modern Restaurant Management reports that there is a growing role for skilled technicians to train, manage and repair this technology in restaurants. Do your training and management procedures adequately account for the tech changes your business has made? When you consider your job descriptions, training and feedback from staff, where are there opportunities to close knowledge gaps and ensure you're reaping the greatest benefits from the technology at your disposal?



## Eastern Shore Crab Cake Sandwich

### *Ingredients:*

- 1 Buttery Brioche Buns
- 1 Jumbo Lump Crab Cakes 5 oz, formed into sandwich patties & seared
- 2fl oz Ken's Signature Creole Chili Pepper Sauce
- 2 slices Thick Ripe Tomatoes
- 1 oz Shredded Lettuce

## Think local

Ongoing supply-chain strains and rising food costs have pushed more restaurants to adopt slimmed-down menus with local, readily available ingredients. While it's been an adjustment for many, working on a smaller scale can help you become more nimble with ingredients and, in the process, weave some creativity and surprise into your menu. This all can elevate the experience you provide guests – something people are looking for from their discretionary spending right now. This summer, how can you take the foods that your region of the country is known for and create an experience around them that drives guests to your restaurant?

# Food Trends



### *Instructions:*

1. Toast roll until crispy & spread Ken's Signature Creole Chili Pepper Sauce (KE1128-2) on inside top and bottom of roll.
2. Place sautéed crab cakes on roll and top with lettuce and tomatoes.

Recipe and photo courtesy of Ken's



## New business streams call for new food safety protocols

Restaurant operators have had to get creative in developing new streams of income in recent years – but the food safety practices that govern one area of the business may not sufficiently cover another. In fact, the recent Institute for the Advancement of Food and Nutrition Sciences’ Annual Meeting and Science Symposium addressed food safety concerns associated with the rise of e-commerce, ghost kitchens, and delivery in food retail. For example, there are hundreds of vendors offering perishable meat products across the U.S., yet no federal regulatory oversight of these vendors and few barriers to entry for online meat and seafood vendors. A Food Safety Magazine report said consumers’ high level of trust many times does not correspond with the food safety precautions taken by the companies used for deliveries. Ghost kitchens, which often handles a wider range of cuisines and ingredients than an individual restaurant would, require extra vigilance when it comes to preventing cross-contamination. As you build new income streams into your business, how are you ensuring that the food safety culture you have developed in your restaurant also infuses these new paths between you and your customer?



**#FoodSafety**

# #FoodSafety

## Use food safety to boost staff morale

Food safety maintenance can be a thankless job – noticed most frequently after an inspection has revealed problems or a guest has become ill. September is Food Safety Education Month. As it approaches, plan to leverage the occasion to reinforce your safety procedures with your staff in a positive way. Consider having a safety quiz or a monthly/weekly on-the-spot prize for employees observed to be using key safety practices. Challenge employees to complete tasks that earn them food safety raffle tickets over the course of the month, with a prize drawing at the end. By making food safety more fun and less punitive, you may be able to set your business – and staff – on a positive trajectory when it comes to applying best practices.



# Foodservice Updates

## Could the metaverse be for you?

The metaverse is still in its early stages and consumers –and operators – may not fully understand it. But could the virtual world people access in the metaverse have real-world potential for restaurants? New research from PYMNTS and Paytronix found that it could, particularly among grab-and-go customers. Of the consumers surveyed who already participate in the metaverse or are interested in it, 38 percent said they would be willing to integrate restaurant purchases into this environment, including 51 percent of grab-and-go customers. Greater clarity about the connection between food and the metaverse may increase those numbers: A combined 21 percent of consumers surveyed who said they are not interested in buying food in the metaverse said it's because they are either unfamiliar with it or think it is complicated. If you're curious to see how the restaurant-metaverse connection evolves, or to understand it better, consider Chipotle, which is launching a Burrito Builder on the gaming platform Roblox. Players of Roblox can build burritos virtually to earn Burrito Bucks, then exchange that virtual currency for real food at a Chipotle restaurant. Marketing Dive reports that IHOP is tapping into the metaverse with a virtual loyalty program that allows users to earn digital PanCoins that can be exchanged for real-world pancakes. The startup Tablz has also developed a reservations technology that allows guests to virtually tour a restaurant and select their preferred table when making a reservation – something that could help enhance a dinner out on a special occasion.



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)