

Foodservice Updates

In This Issue

- [Know your inventory inside out](#) | [Get creative with calzones](#) |
- [Clean your equipment without causing damage](#) | [More tech-driven, less laborious restaurant safety](#) | [The next step in contactless payment?](#) | [Using tech to perfect ordering efficiency](#)

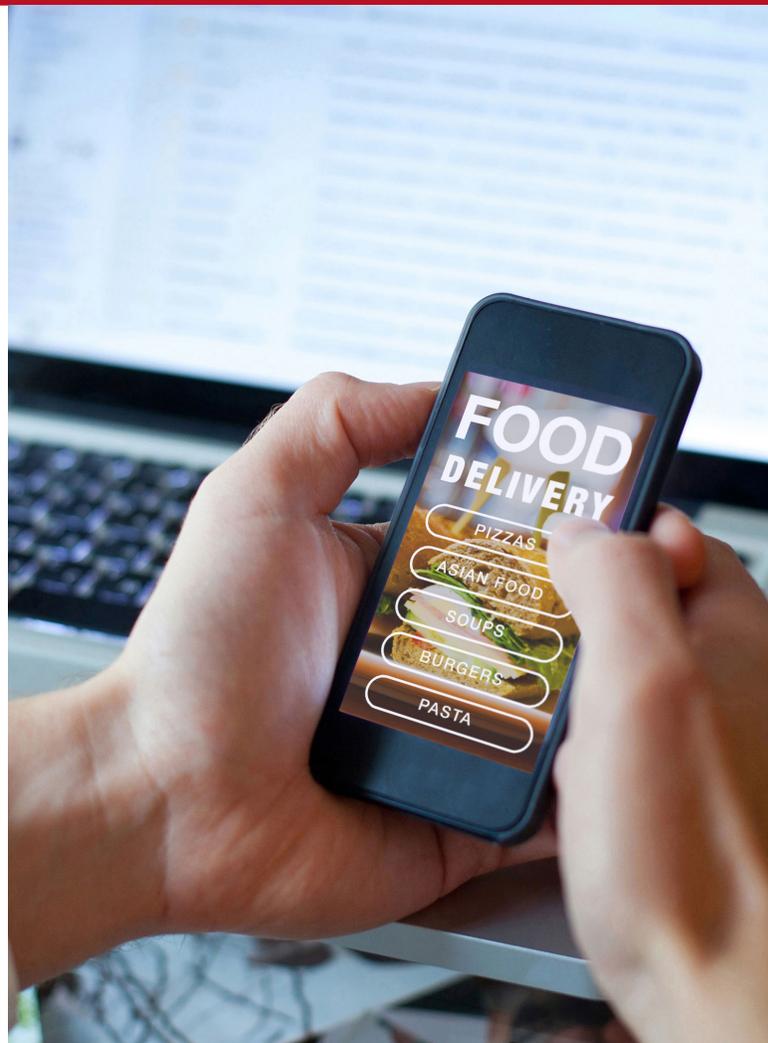
Could you be a ghost?

Even before the pandemic, ghost kitchens were on the rise for their ability to ensure faster, less expensive food preparation and more efficient delivery to customers looking for off-premise dining options. Now, many restaurant operators are looking at ghost kitchens as a critical way forward at a time of great uncertainty for the industry. They may be on to something: Recent research from Euromonitor found that the global market for ghost kitchens could reach \$1 trillion by 2030 – and in the process, capture big slices of industry segments including drive-thru sales, take-out foodservice, ready-to-eat meals, pre-packaged cooking ingredients, dine-in foodservice and packaged snacks. But when you've been running a traditional brick-and-mortar restaurant, what actions (and investment) are required to pivot to the ghost-kitchen model? Food distributor US Foods is aiming to give operators a hand with that transition through its newly launched US Foods Ghost Kitchens program. The company promises that for an average start-up investment below \$5,000, they can help operators open a ghost kitchen concept in about three weeks and achieve an average profit margin exceeding 35 percent. The program includes market research, marketing support, a digital technology framework, menu optimization and management guidance.



Using tech to perfect ordering efficiency

Does the technology you use help minimize the number of steps required for a customer to place an order? Off-premise dining is here to stay and major chains are focusing on perfecting the off-premise experience right now. That involves integrating new digital tools to make ordering easier and faster. Panera, for one, has a new integration with Google's Search, Maps and Assistant apps that allows people to order food for pickup and delivery directly from Google. Other large chains are likely to follow – and while the investment may not be as feasible for smaller brands, it's still important for the tech you use to bring efficiency to the process of ordering and connecting people with your food – whether that involves minimizing the searching, scrolling and number of clicks required for people to place an order online, or streamlining your pickup and delivery processes.



The next step in contactless payment?

Imagine not having to touch your credit card or mobile phone to make a payment. That's the reality for a number of restaurants and retailers in the Pasadena, Calif. area who recently launched PopID's facial recognition payment technology – and pandemic-related anxiety about contacting various surfaces may create more demand for such technology. After customers register an account with PopID, they can visit a restaurant and the system will scan their face, which will bring up their past orders, loyalty points and stored payment details. While drive-thru and walk-up kiosks will still require a customer to touch a screen for now, tableside orders and payments can be completely touch-free.





Get creative with calzones

Want to offer a fresh, interesting, easily customized option to your menu? Consider the calzone. While they are most often packed with traditional Italian produce, meats and mozzarella, they also provide a versatile base for a broad range of sauces, ingredients and global flavors. They're an ideal place to incorporate extra fall vegetables you have on hand – or to experiment with new flavor combinations.

Food Trends

Meat Lover's Calzone

Ingredients:

Calzone Filling:

Smoked mozzarella

Grated parmesan cheese

Slcd jal pk bf ppni 14/oz

Italian style meatball with sundried tomato and mozzarella cheese .75Oz
aidell 12lb

Beef, philly flat ribeye marinated - steak-eze - 40/4 oz steak-eze

Salami, sliced, hard, 80 -83 mm/slice, 88/lb., 2/5 Bag wilson contl dli

Sausage topping, all natural, italian style, small chunk, fully cooked, 2/5
lb.Bag

Sauce:

1 (28 Oz) can whole peeled tomatoes

1 Medium yellow onion, peeled & split in half

1 Tbsp extra-virgin olive oil

1 Tbsp unsalted butter

2 Cloves garlic grated or finely minced

1 Tsp dried oregano

Pinch red pepper flakes

Kosher salt

2 Sprigs fresh basil with leaves attached

Fresh flat leaf italian parsley

1 tsp SUGAR

Liquid smoke

Pizza dough:

Richs 16 inch pre-sheeted and proofed



Instructions:

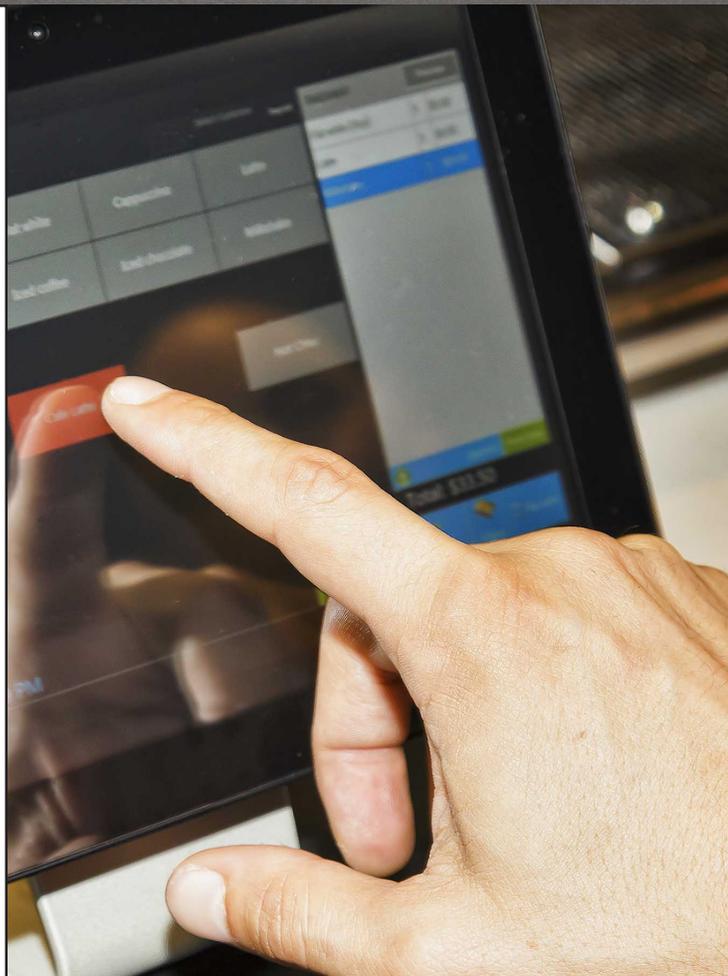
1. Place julienned vegetables in large mixing bowl, season with salt and pepper, chopped basil, chopped Italian parsley and add two Tablespoons liquid smoke, mix throughout all vegetables
2. For the Smoked Marinara: Spread tomatoes, onion and garlic out on a sheet tray and grill for 15-20 minutes. Remove sheet tray from grill and transfer contents to a medium sauce pan with olive oil, butter, and oregano. Stir to combine.
3. Add red pepper flakes, a large pinch of salt, basil and sugar. Bring to a simmer then reduce heat to lowest setting.
4. Cook stirring occasionally, until reduced by half, about 60 minutes. Discard onions and basil stems. Season to taste with salt. Allow to cool and store in covered container in the refrigerator for up to 2 weeks.
5. For the Pizza Dough:
6. For the Calzone: Turn single pre-sheeted and proofed dough out onto lightly flour surface. Gently press out dough into an 8-inch circle and transfer to a parchment lined sheet tray.
7. On half of each circle, spoon some of the smoked marinara sauce and top with cheese and toppings.
8. Moisten the edge of the dough with egg wash, then fold dough in half and seal edge by pressing with a fork. Lightly prick the top and brush with egg wash. Repeat process with remaining pizza dough and toppings.
9. Bake in convection oven for 30-35 minutes or until golden brown. Serve with smoked marinara sauce.

Recipe and photo courtesy of Tyson



Clean your equipment without causing damage

The coronavirus has brought new importance to the cleanliness of restaurant facilities – and you may well be cleaning surfaces more regularly now. Your POS equipment needs special care, since improper cleaning and disinfecting can cloud screens or damage other components. The National Restaurant Association advises following the manufacturer’s guidelines for all cleaning and disinfecting, but some general rules apply overall: Before cleaning equipment, make sure your hands are clean and dry. Use a clean microfiber cloth or soft towel – not soap – to clean visible marks on equipment. Don’t pour disinfecting liquids directly onto a POS surface; rather, use a solution that’s at least 60 percent alcohol on a soft towel or microfiber cloth, or use pre-moistened alcohol wipes.

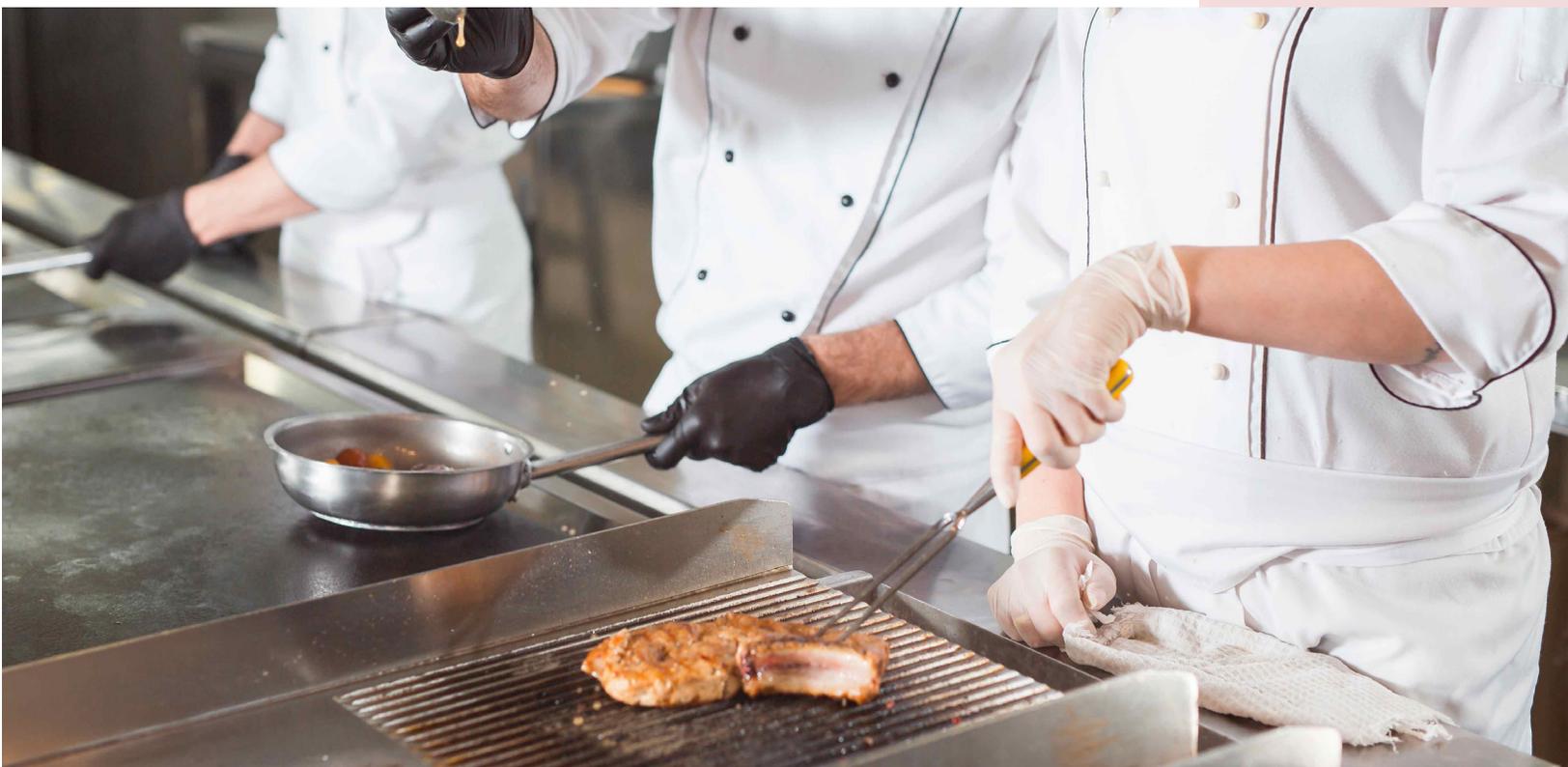


[#FoodSafety](#)

#FoodSafety

More tech-driven, less laborious restaurant safety

Safety is the new hospitality – but will the enhanced, labor-intensive cleaning practices brought on by the pandemic persist indefinitely? Chris Boyles, vice president of food safety for Steri-tech, told Modern Restaurant Management recently that he sees potential for growth in food safety technologies ranging from far UVC light to kitchen sensors – tools that both happen to lighten the cleaning load for staff. Far UVC light, with its ability to destroy germs without harming people, may be tested this winter as operators battle through both flu season and COVID-19. Meanwhile, Boyles predicts that the use of sensors to ensure food safety may expand as operators automate more of their food preparation processes going forward.



Foodservice Updates

Know your inventory inside out

This year has demonstrated the power of managing your inventory like a pro. As operators have had to shift to offering takeout only, inventing new business models, partially opening their dining rooms, and responding to evolving consumer habits all within the space of days or weeks, they have had to ensure their inventory can keep pace. The next several months could bring even more ups and downs for restaurant businesses, so what is the best way to ensure you've got enough (but not too much) of the right ingredients at the right time, when you your traffic may be difficult to predict? Befriend your freezer and stock it with batches of foods ranging from soups to sauces to vegetables in an effort to extend your inventory and minimize waste. Prepare some extra portions of frozen meals that can be promoted and sold individually to guests – or offer a promotion to dine-in guests who may want to purchase extra portions of their favorite fresh dishes. Consider brining vegetables as shelf-stable (and on-trend) side dishes – and preserve fall fruits in dried form or in sauces or chutneys. If you have operated as a grocerant in recent months, keep it going. Do a detailed assessment of each item on your menu to confirm its actual cost to make sure you're minimizing waste and maximizing profit.



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