

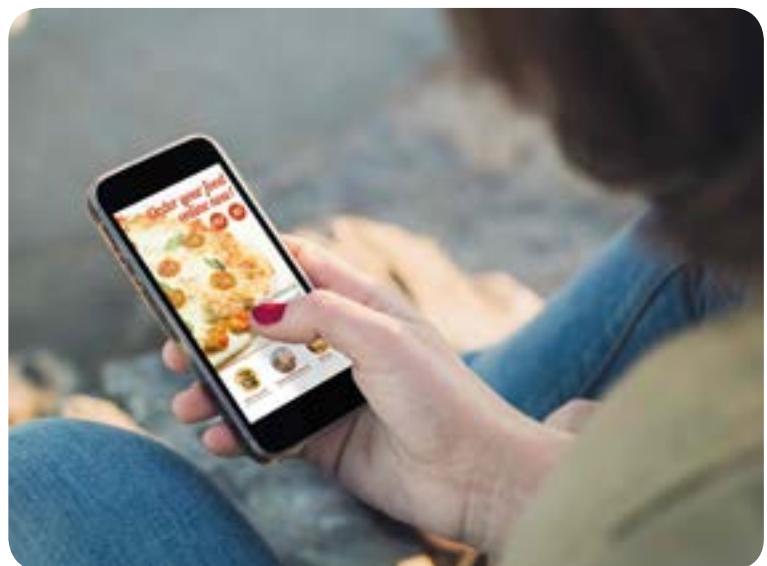
Foodservice Updates

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How direct is your marketing?

In the competitive environment restaurants are operating in right now, there is constant pressure to have a consistent presence on social media, provide enticing offers that encourage loyalty, convert business from third-party delivery apps – the list goes on. But in the rush to change consumer behaviors, there is also a lot of noise. Amid the constant promotion of restaurants, what's often missing is a clear, compelling call to action. At each step of your outreach to the public, what are you hoping your guests and followers will do? As you gain followers on Instagram, for example, what is the next action you want people to take? Download your app? Then provide a visual guide in a form of a quick video or carousel of images that shows them exactly how to do it. Join your loyalty program? Tell them why it's a good idea and how they can sign up. Place an order? Provide them with brief directions on the most friction-free way to do this. With everything, focus on compelling visuals and succinct text. Your restaurant should have its own internal calls to action. When you receive orders from third-party delivery companies, how are you taking steps to convert them to direct business? Consider placing a note in each bag that encourages them to order directly from you next time – and why that helps you and them. When they follow up by ordering from you directly, respond to that business with a prompt, personalized offer that immediately demonstrates a guest benefit (and minimize your involvement with automation tools – Bikky is one example – that can help you engage guests after an order).



The guest-centric value of kitchen automation

Could today's labor challenges turn the tide for robots in the kitchen? That's what Gary Stibel, founder and CEO of New England Consulting Group, predicts in the recent "Restaurant of the (Near) Future" report in Nation's Restaurant News. He said while robots will be more common in kitchens in the near future for labor and novelty reasons, they will also offer substantial value when it comes to micro-personalization. He says: "You'll be able to more easily select exactly what you want and instead of a bunch of people running around the kitchen, a robot will do precisely what the customer asks." If you look a few years into the future, how might your ability to offer micro-personalization to guests elevate your business? Could automation help take you there?



Business-boosting insights from data

You likely have guests whose habits you'd like to change: The one who regularly orders delivery from you even though he lives in your neighborhood, or the couple who visits semi-regularly who you'd like to see more frequently. Understanding and mining your data can help transform some of those guest behaviors in the direction you'd like. Allison Page, founder and chief product officer of the restaurant platform SevenRooms, told the Spoon recently that data is changing the game for restaurants by empowering them to build better relationships with guests. When you know the regular customer who orders delivery from you lives nearby, for example, you can entice him with a promotion of his favorite appetizer if he collects his order in person. If you know the favorite dish or wine of the couple who visits you only every now and then, you can invite them to a wine-tasting event or other experience featuring the wine they like along with a new dish you're promoting. What clues are your guests providing through the data they're sharing with you?

Food Trends

Fall's cooler temperatures call for cozy foods – and soups and stews are prime menu additions for restaurants right now. They are easy add-ons to a meal, they help operators incorporate the abundant produce of the season, and they are big-time efficiency boosters when it comes to your inventory. This season, consider soups and stews with plant-forward ingredients and lean proteins that combine comfort and health.

Soup's on



White Bean Turkey Chili

Ingredients:

1 ½ pounds JENNIE-O® Ground Turkey
1 small white onion, chopped
½ jalapeno pepper, seeded and chopped
3 garlic cloves, minced
1 tablespoons dried oregano
1 ½ teaspoons ground cumin
1 (15-ounce) can cannellini beans, rinsed and drained, divided
5 quarts chicken broth, divided
2 cups shredded cheddar cheese
Optional toppings: sliced avocado, quartered cherry tomatoes, or chopped cilantro



Instructions:

1. Spray skillet with nonstick cooking spray. P
2. reheat skillet over medium-high heat.
3. Add one pound ground turkey to hot skillet. S
4. tir to crumble, approximately 14 to 16 minutes. Always cook to well-done, 165°F as measured by a meat thermometer.
5. Sauté onions in a skillet over medium heat until tender.
6. Add jalapeno, garlic, turkey, oregano and cumin; cook and stir 2 minutes.
7. Transfer to large pot.
8. In a bowl, mash 3 cups of the beans; stir in 1 quart of the broth.
9. Stir bean mixture and the remaining whole beans and broth into turkey mixture.
10. Cook, covered, on low until bubbling and meat is tender.
11. Stir before serving. Serve with cheese and toppings, if desired.

Recipe and photo courtesy of Jennie-O



Wipe it right

As careful as your kitchen team may be about wiping up regularly, if they use rags that aren't washed, sanitized and/or replaced frequently enough, they run the risk of spreading pathogens around your facility and potentially contaminating food. Warm kitchens are especially effective breeding grounds for bacteria. Make sure your cleaning rags are replaced or washed daily and that between uses, you store wet reusable cloths in a container with sanitizer at the required concentration.



#FoodSafety

#FoodSafety

Be ventilation safe

Leafy greens and other vegetable row crops are a key source of E. coli infections. Indoor agriculture is on the rise – and it could provide restaurants with a means of minimizing the risk of foodborne illness and use of pesticides, while ensuring that the greens and other produce they want to serve is available to them year-round. Since indoor farming environments differ from conventional ones, there's a new food safety certification program specifically for leafy greens grown via controlled-environment agriculture (CEA). The CEA Food Safety Coalition says the annual certification, which involves such factors as a hazard analysis, a review of a facility's growing infrastructure and design, and an assessment of any pesticide use, can help educate regulators and consumers about the benefits of growing crops in controlled environments.



Foodservice Updates

Recreating the office lunch

As the pandemic continues, hybrid work arrangements look like they may be here to stay for many – if not most – companies around the country. Global research indicates that 72 percent of corporate leaders plan to offer hybrid models of working. How might your restaurant meet the moment? If your dine-in business lunch traffic continues to be low, could your business find a new way to attract the guests who used to come to you? Panera, for one, has been acting on a new strategy aimed specifically at remote workers. They are offering scheduled group ordering, as well as catering for companies with workers in different places. At a time when companies are trying to navigate how to maintain camaraderie across employee teams that may only see each other for a few days each week in satellite offices, offering a regularly scheduled catered lunch might be an appealing way to make the most of the time employees spend face to face. Or, you could target the large population of consumers working from home. The World Economic Forum said recently that up to 20 percent of the U.S. entire workforce will continue to work from home permanently, up from 5 percent pre-pandemic. If you're located in an area with condominium complexes where people are apt to be continuing to work from home, offering a scheduled building-wide delivery might enable you to attract lunchtime traffic – even if it's not in your dining room.



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