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Ensuring the safety of mobile restaurant employees starts with technology

By Chris Holbert

CEO SecuraTrac

A quick online news search will illustrate for any restaurant owner that food deliveries could be putting the safety of their employees at risk. In October 2018, a food delivery service driver in California was stabbed in the arm by a customer who was angry about an order. A pregnant pizza delivery driver was attacked at gunpoint in June 2018 in Atlanta. And in January 2019, a Chinese restaurant delivery driver was stabbed from behind in Boston while dropping off an order.

In emergency situations there is a better solution than traditional cell phones or smartphones.



Chris Holbert

When an employee is inside a restaurant, it is easier to mitigate risks for injury and harm, but delivery drivers and staff who work catering events may encounter dangerous situations at any time. It also becomes increasingly more difficult to know when a worker needs emergency assistance.

While proper training in safety procedures remains crucial, providing mobile workers with the right tools to request and receive help in an emergency situation is essential. According to the Pew Research Center approximately 95 percent of Americans now own a cell phone of some type and more than one-third own a smartphone. While these devices provide many conveniences, in emergency situations they remain highly limited, especially in environments that have poor reception or that limit a user's ability to reach and operate the device.

For example, a cell phone is not able to detect if someone slipped and fell, is trapped in a room with a threatening person, was in a car accident or experienced one of the thousands of other emergencies that can occur on the job. With a cell phone the user is still required to be conscious and within range of the phone to be able to make a call for help.

In emergency situations there is a better solution than traditional cell phones or smartphones. These situations are good candidates for easily

See **SAFETY** page 13

NFL linebacker Stephen Tulloch opens Circle House Coffee in Flagler Village



Stephen Tulloch

Fort Lauderdale, FL - After 11 seasons in the NFL, South Florida native and philanthropist Stephen Tulloch's newest endeavor Circle House Coffee opened March 9th. Circle House Coffee had a Grand Opening Party on that day. Guests met current and retired NFL stars Frank Gore, Lamar Miller and several others. The event also featured a DJ, face painting, corn hole, food trucks and free 8 ounce cups of coffee. The Grand Opening Party was open to the public.

Circle House Coffee is located at 727 NE 3rd Avenue in Ft Lauderdale. The community based coffee shop and drive-thru is located in the heart of Flagler Village. The Coffee Shop is located on the first floor of the three-story building and also has outdoor patio seating with plenty of on-site parking. "We are very excited to celebrate our Grand Opening with the community. We look forward to the team at Circle House Coffee making an impact," said Circle House Coffee Founder Stephen Tulloch.

Circle House Coffee is a place where the community can come together to enjoy a handcrafted coffee, beer, wine and delicious food options including sandwiches, pies and pastries. Circle House Coffee is also the first coffee shop in Flagler Village to offer the option of drive-thru service.

In his transition to life after football and continuing his love for giving back, the retired NFL Linebacker created Circle House Coffee in 2018. During his NFL career, Tulloch found coffee to be the key to fueling his day. This concept

See **CIRCLE HOUSE** page 15



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Appell Pie Play Ball

Howard Appell ♦ Today's Restaurant Publisher

The 2019 baseball season is finally here. I've been waiting six months for this day to arrive and give me the opportunity to watch young guys play baseball and hear how they intend to spend their four hundred million dollars. How many mansions will be built in Miami, Las Angeles along with Penthouses in Trump Tower in 2019/20?

Someone mentioned to me that life has Seasons and you don't realize it until you get older. Well I thought about it and baseball has always been in my life during my seasons. The spring season I think relates to the years between five and fifteen when you watch in awe of the players and dream of going to a game to see them play in person. Summer is baseball time. You are in your teens or twenties


*Just how many
hot dogs are served
in a major league
season around
the country?*

and you go to the games and say to yourself I can do that. Fall is when you realize that you are getting older and some of the players could be your sons. Winter is a mind blower, you realize that some of the players are the age of your grandchildren.

Enough of the philosophy, why are we talking about baseball anyway, the food of course! Specifically the hot dog. When I was in my spring and summer seasons in Yankee Stadium and Shea Stadium in New York, the hot dog vendors in the stands would sell hot dogs out of a stainless steel hot

box strapped around their neck and pass them down the aisle to the hungry fans. Talk about a tough job in the summer of New York.

I wondered how many hot dogs are sold each season in the ballparks around the country. I remember the New York hot dogs were boiled in water with red grease floating on top. No gloves were worn by the vendors opening your bun and collecting cash all day with his bare hands, it added to the flavor and smell, we all survived.

Just how many hot dogs are served in a major league season around the country? Funny you should ask. Here are the stats courtesy of The National Hot Dog and Sausage Council: It's Doggone Impressive! Major League Baseball Fans Will Enjoy 18.3 Million Hot Dogs and Nearly Four Million Sausages at Ballparks in 2019. "It's easy to see why hot dogs and sausages have been stadium staples since the very beginnings of Major League Baseball itself," said NHDSC President Eric Mittenhal. "They are delicious, convenient and nostalgic. What would America's pastime be without these most American of foods?" the Los Angeles Dodgers will still top the big leagues wiener-wise, with projected sales of 2.7 million hot dogs at Dodger Stadium. America's "Second City" is a distant runner-up, with 1.2 million hot dogs waiting to be consumed at the Chicago Cubs' friendly confines of Wrigley Field. Mittenhal stated. I would have though New York would be tops but no ketchup is topping a New York Dog like they do in Los Angeles. My wife, raised in California, eats chili dogs. That goes against everything that mustard and sauerkraut stand for. No matter how you eat them you will always remember them when you think about going to the games and dreaming of playing our nation's pastime and how you would spend four hundred million dollars. 

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What's Going On

Important new products, corporate news and industry events

BrewFirst is a leading high-end craft beer brewing system. The system has allowed restaurants, hotels, clubhouses, and catering halls to create their own signature beers, in any

flavor profile, including, IPA's traditional ales, strong porters, stouts, pale ales, ambers, heavy bitters, and fashionable golden ale in-house. Owner, Darryl Cohen, and his team have designed the model to make it even more efficient. Not only do they help companies acquire licensing to sell beer but they have upgraded their system that now allows for brewing light craft beer in just 3 hours. The only requirement is that 2,500 square feet of space for the machine that is needed. The whole system only requires a two-

phase power, a water supply and drain for installation. Not only can owners serve the freshest beer at an enormous savings but in many states, they can self-distribute.



◆ **The NAFEM Show, the world's leading biennial showcase of innovative foodservice equipment and supplies**

for food prep, cooking, storage and table service, started off the year by breaking its record for attendees, exhibitors and the most exhibit space in the show's history. Held at the Orange County Convention Center in Orlando in February, The NAFEM Show had 643 exhibiting companies, up eight percent from 2017, that

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and supplies business." Show highlights included the WHAT'S HOT! WHAT'S COOL!® What Works! product lounges. This year, 23 unique, innovative solutions were featured in four lounges throughout the show and included equipment and supplies that helped foodservice operators improve production, reduce energy consumption, and eliminate bottlenecks and labor costs. In 2021, The NAFEM Show heads to New Orleans, Feb. 4-6, Ernest N. Morial Convention Center. For more information visit thenafemshow.org.



◆ When clients and customers come calling, the last thing they want to experience

are the odors caused by a restaurant processes—or their people people. That's why pleasant-smelling ambient air is a crucial, but often overlooked, part of projecting a positive image. **HOSPECO®, celebrating 100 years in 2019, offers AirWorks® 3.0 Passive Air Care Dispensing System** as its newest innovation in passive air care—providing a consistently fresh and inviting environment while meeting the needs of



See **WHAT'S GOING ON** page 6

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Winghouse Bar & Grill uncovering opportunities with innovative draft technology

Winghouse partners with BeerBoard to improve efficiency, policies and revenue through real-time data and insights

Largo, FL – In his first days as President and CEO of WingHouse Bar & Grill, Dennis Prescott went on a tour of the chain's lineup which included conversations with team members at every level, a review of menu offerings and surveying the physical and operational buildout of each of the brand's 24 locations.

"We found changes were necessary to elevate our brand to a modern experience for both our team members and customers," said Prescott, who joined the Florida-based operator in late spring of 2017. New equipment, re-vamping the menu and updating the interiors and exteriors of locations were all part of the initial upgrades. Once those early changes were in place, Prescott and his team turned their attention to the company's operational processes with the goal of ensuring each restaurant was running at optimal levels for efficiency and revenue generation; each shift, every day.

That is where WingHouse turned to BeerBoard, which provides unprecedented insights for a retailer's velocity, performance and return within the draft beer category. Through its patented SmartBar platform, BeerBoard generates real-time insights, trend-driven analytics and integrated inventory for bars and restaurants.

"WingHouse is a brand driven through its alcohol sales, and specifically draft beer," noted Prescott. "When we first partnered with BeerBoard, we started with two test stores, both of which are our top performers. We immediately engaged with the SmartBar platform and stayed on top of it. We learned a lot, quickly.



BEERBOARD

Immediate Results

At the outset, the goal was to make sure the WingHouse draft systems were pouring at optimal levels, maximizing the volume and revenue for each keg of beer on tap. On average, WingHouse features a 12-tap lineup, with 10 mandated brands on tap.

As a result of the insights generated from their location data, Prescott and his team discovered certain stores were experiencing issues from a variety of variables, including outdated

equipment, underperforming glycol and faulty tap handles. Once those myriad issues were resolved, attention from the WingHouse leadership dialed up to another level.

"With insights in-hand, we were able to turn our focus to policies and team performance, gearing them around accountability," said Prescott. "We were able to quickly pinpoint

where we had issues - was the bartender pouring the beer correctly, were they ringing in the correct beer? With BeerBoard, there was no room for excuses. We made process improvements, always with the goal of running as efficiently and profitably as we could be. The results continued to build and made a case. BeerBoard was a big part of that."

Prescott shared a specific example of how the insights immediately translated to both process and revenue gains. "At one location, we had a bartender pouring four pints of beer, but ringing the transaction through as one pitcher of beer poured, all because they thought the two were equal in terms of the volume poured," he said. "Think about that - we were pouring over 56 ounces of beer, but only charging for 46 ounces. We were giving away a pint of beer - over and over and over again."

Moreover, the accountability was not just behind the bar, but resonated throughout the restaurant. Prescott referenced points such as why line cleaning was being done on a Friday when it's traditionally the biggest draft day of the week; were staff members quickly alerting management to issues with the draft system; and how much beer was the kitchen using and which menu items was it being allocated to.

"For us, it was a chance to upgrade the education process throughout the

entire restaurant," he said. "We've made the necessary changes to our policies while also uncovering opportunities."

Realized Opportunities

Like many bars and restaurants across America, sporting events, and especially football season, are prime time for pouring draft beer. WingHouse is no exception and Prescott shared two examples of how the concept utilized insights from BeerBoard to make strategic decisions - both in the immediate and for the future:

#1: This past fall, the brand rolled out an aggressive program on pricing which featured deeply discounted pints of Budweiser and Bud Light products. During that quarter, WingHouse grew its Bar mix by increasing transactions and traffic at a time when third-party delivery and to-go sales keep building. On the heels of that success, a similar program is now in the works for this March, when the NCAA Basketball Tournament takes center stage.

Prescott's comment: "Draft beer cost-of-goods (COG) should be the lowest among alcohol. With BeerBoard in place, we are now paying attention. The better we add to the success of our draft margins, we then have the luxury of maintaining attractive and aggressive pricing promotions and campaigns. We won't get caught like so many, who are continually forced to raise prices. We will be able to keep them in check."

#2: Its Tampa store is located next to Raymond James Stadium, home of the NFL's Tampa Bay Buccaneers. The game weekend when the rival New Orleans Saints were coming to town, WingHouse put a Louisiana-based Abita brand on tap for the out-of-town fans. It became a great event, "where Mardi Gras meets Gasparilla (Tampa's version of Mardi Gras)."

Prescott's comment: "'The New Orleans fans were absolutely thrilled. Just as important, we had complete visibility on the handle and knew the exact amount of product we turned over. Moving forward, we can make those informed decisions for specials, events and ultimately sell more beer."

See **BEERBOARD** page 14

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For the health of our oceans: Why we should switch to eco-friendly paper straws

By Robert Stillman

CEO of FarFromBoring Hospitality

As a hospitality industry professional, you know the importance researching the highest quality products at the best price for your restaurant and customers. You are already committed to reducing restaurant waste and making business decisions that are best for the environment. Reducing your usage of plastic goods, particularly plastic straws, is a huge step in the right direction, not only for the financial health of your business but also the health of your customers and the planet.

Unfortunately, plastic straws rarely make their way into recycling bins. Discarded straws wind up on our beaches and in waterways. It takes a single plastic straw about 200 years to fully decompose, and they get trapped in a lot of hidden places, such as under rocks and sand. According to the Strawless Ocean initiative via the website lonelywhale.org, in the U.S. alone, we use more 500 million plastic straws every day. Many of us have seen the video of a sea turtle with a plastic straw embedded in its nasal cavity and other reports of dead animals with stomachs full of plastic items. In the unlikely event that a paper straw makes it to the ocean, the harm to marine life will be minimal. Paper straws don't have the kinds of chemical additives such as coatings or flavorings that interfere with the recycling process if they do make it into recycle bins, and if they wind up in landfills, paper straws only take 45-90 days to decompose.

As you know, regulatory laws are changing. If you're already considering a switch to paper straws, you might also want to take a look at your local legislature. Plastic straw bans are in nine California cities including Alameda, Berkeley, Carmel, Davis, Malibu, Manhattan Beach, Oakland and San Luis Obispo. West coast cities such as Seattle and Edmonds, Washington and




This global nonprofit is working to end hunger, poverty, and deforestation by planting trees in rural areas around the world.

Vancouver, Canada have implemented the ban as have east coast areas like Monmouth Beach, New Jersey, NYC and Washington D.C. Soon, Tampa, Delray Beach and West Palm Beach will be adding their names to the Florida list of cities that are banning plastic straws entirely including: Fort Lauderdale, St. Petersburg, Coral Gables, Fort Myers, Miami Beach, Hallandale Beach, Sanibel, Marco Island and Pinecrest Village.

Despite knowing the environmental advantages to paper straws, you may have heard customer horror stories of paper straws so flimsy that they last only 15 minutes in a drink, especially a hot one. Or about paper straws that impart a nasty taste and tend to be expensive. FarfromBoring Hospitality's Rhino Paper Straw are engineered with high-quality cellulose paper to ensure they stay in tip-top shape for four hours after they are first submerged in liquid. Cellulose is a naturally occurring, indigestible sugar that helps plants stand up tall. Designed to last three hours in a single drink, Rhino Paper Straws are sturdy, gluten-free, colorful, personalized, affordable, packed in biodegradable plastic and shipped the next day. Our straws come from quality-controlled factories and are torture-tested to ensure they are of the highest quality.

Based in the oceanside community of Boca Raton, Florida the company is assisting the growing ecological movement in three unique ways. "First, we buy back plastic straw inventory from

restaurants that are ready to switch paper. Second, we offer monthly incentives such as a percentage off for every box purchased. Finally, for every box purchased, we make an extra donation to support sea turtles/sea life in addition to our year-long commitment to supporting the work of Trees for the Future (trees.org) with every case sold." Stated Robert Stillman. This global nonprofit is working to end hunger, poverty, and deforestation by planting trees in rural areas around the world. Currently, and through 2019, we are set up for helping to re-forest six locations in Africa. Since 1989, Trees for the Future has planted more than 150 million trees in developing nations.

The world is truly a magnificent place. As leaders in the restaurant industry, we can work together to help protect the planet for generations to come by making the shift today from plastic to paper straws. 

For more info on FarFromBoring Hospitality's paper straws, contact 866-751-7766 or visit them online at www.paperstrawwholesalers.com.

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What's Going On from page 3

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Hotel Happenings

Sunseeker Resort, the largest hotel-condo resort on the Gulf Coast, is coming to Charlotte County. This project represents an \$450 million phase one investment from Allegiant Travel Company and will feature over 783 harbor front resort units, unique bars, restaurants and cafes.



The recently reopened **Postcard Inn Beach Resort & Marina in Islamorada**, proudly announced the promotion of **Ryan Wisely** to executive chef. Previously serving as the executive chef of Amara Cay Resort, Postcard Inn



Chef Ryan Wisely

Beach Resort & Marina's sister property, Wisely will oversee the day-to-day operations of the culinary program for the resort including its three onsite restaurants, Ciao Hound Italian Kitchen & Bar, Tiki Bar and the soon-to-reopen Raw Bar.



Aureus, Inc., a food brand development company focused on acquiring and growing well-established food brands, recently announced that the Company has entered into a binding, definitive agreement to acquire 100% of Yuengling's Ice Cream Online Distributors, LLC. As part of the acquisition, Aureus, Inc. will also receive a 33% ownership stake in Yuengling's Ice Cream Company. Yuengling's Ice Cream Online Distributors, LLC, is the exclusive online purveyor of the nationally recognized Yuengling's Ice Cream brand. YIC - Online also maintains an ongoing Retail, Wholesale and Food Service sales, distribution and fulfillment partnership with the Pennsylvania based Yuengling's Ice Cream Corporation, focused on expansion efforts in the Southeast, Midwest & Western United States.



Bluewater, a world leader in water purification technologies and solutions for homes, businesses and public dispensers, has been honoured with a 2019 Kitchen Innovations award for its powerhouse Bluewater Pro 400 professional kitchen water purifier. For over ten years, the U.S. food services industry has trusted the Kitchen Innovations award to recognize products that 'meaningfully improve the back of the house' and 'positively impact' commercial kitchen operations. "We are honoured that the benefits delivered to restaurant kitchens and other catering operations by the Bluewater Pro 400 have been recognised with a 2019 Kitchen Innovations Award," said Lin Guo, head of Bluewater sales in North America.



Innovated and made in Sweden, the Bluewater Pro 400 harnesses a unique, patented reverse-osmosis technology called Superior-Osmosis™ that enables it to generate up to 1,825 gallons of direct-flow water a day despite its compact, space-saving size. Visit bluewatergroup.com for all information.



Bruce Silver is recognized as one of the nation's leading PEO brokers, with over 35 years of experience in the insurance, employee benefits and HR Outsourcing industry. "I have seen many HRIS and employee management systems as the industry has evolved over the last 30 years. The Hospitality and Food Service workforce presents the most challenging requirements of any business. ShiftPixy is the first comprehensive solution to address every aspect of finding, employing, and managing their employees. I am excited to introduce the ShiftPixy platform, it's a game changer". ShiftPixy blends a completely integrated workforce management platform that addresses the complexities of staffing a Hotel or Restaurant. Employee administration and compliances are combined with a powerful scheduling and recruiting platform that gives Hotel, Food Service and Restaurant operators' real-time access to an army of mobilized, contingent shift workers. Contact Bruce Silver at 561-843-4333.



To offer operators more types of fruit fusions, which grew on menus by 9.5 percent in one year, **Knouse Foods has introduced a line of Musselman's® Apple Butter Fusions** to join its original flavor, the top-selling apple butter in the United States. The six products—Salted Caramel, Sriracha, Creamy Horseradish, Mango Habanero, Dijon Mustard and Asian—cover a broad range of flavors, which have been increasingly used and ordered in foodservice. All of them are transfat free and contain no high-fructose corn syrup, and almost all are also clean label, gluten free and vegan.* For cooking, spreading and baking,

apple butter is a healthier alternative to condiments, oils, butters and sugars. Whether on their own or with other ingredients, Apple Butter Fusions can become dips, dressings, spreads, marinades and more in unique menu items for all dayparts. There's no prep work needed, and the convenient, squeez-

able plastic bottles are shelf stable. Knouse Foods is an established, grower-owned fruit co-operative and food processor for apple- and fruit-related products. The co-

operative includes fruit growers in the Appalachian region of Pennsylvania, Maryland, Virginia, West Virginia and the Midwest. Known for its environmental stewardship, Knouse Foods is committed to ensuring all of its products meet the highest standard for taste, quality and consistency. Product brands include Musselman's® and Lucky Leaf®. For more information, visit knousefoodservice.com.



Chef Michael Beltran, renown for the soulful cooking at the charming Coconut Grove eatery Ariete, where he is also the owner, will expand his presence in the Grove with the opening of Chug's, a one-of-a-kind Cuban diner in the former The Bookstore and Kitchen space. Set to open early this month, the new eatery will be Chef Beltran's take on a traditional diner, serving up inventive Cuban-inspired breakfast, lunch, dinner and treats at prices designed for every day, and multiple day, visits. "I want people to feel as at home at Chug's as I in Coconut Grove. It's where I've built a life and made my living with Ariete for more than three years. Chug's was designed specifically with this neighborhood in mind. And I hope it's something the locals embrace as their own." Chug's is located at 3444 Main Highway.



Chicken Salad Chick, a southern inspired, fast casual chicken salad restaurant concept, announced it will be expanding in Florida with its newest location in Vineland Pointe. Located at 11587 Regency Village Drive, the Orlando area restaurant marks Chicken Salad Chick's 20th in Florida, with four additional locations slated to open this year. Spearheading the Orlando area growth is husband and wife duo, Glenn and Jennifer Pilson of TAB Holdings, LLC, who plan to expand their footprint into Windermere later this year. The Vineland Pointe location opened last month.



ArrowStream, a leading technology provider to the foodservice industry, announced the launch of **Operator Collaboration**, a new application that connects suppliers to ArrowStream customers that collectively represent \$20 billion in annual product spend. Suppliers benefit from this connection through improved access to sales opportunities, a platform to market their products to restaurant chains, and collaboration tools that streamline the



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Today's Restaurant

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Café D'Avignon signs first Florida franchise deal

The New York-Based Coffee Shop And Bakery Will Open Five Locations In Greater Orlando Area

Café D'Avignon, New York's fastest-growing local bakery and café known for their exquisite execution of French and American pastry classics, has signed its first franchise deal that will bring five locations to the greater Orlando area. This happened last year. The Florida outposts will be the concepts first outside of New York, where Café D'Avignon currently operates a wholesale bakery and three retail locations, one within the prestigious Plaza Food Hall. Florida franchisees Alex Nikitin and Maxim Dreev have an aggressive growth strategy for the new locations and plan to open two Café D'Avignon outlets in the first year.


The partners have set their sights on opening at mass-gathering locations in busy neighborhoods. They're actively looking for available space at airports, amusement parks, and high volume food halls, where they feel the fresh, simple, and ingredient-centric approach of the concept will be well received.

"It's very exciting for us to be the first partners with Café D'Avignon, and also the first to expand the concept

Café D'Avignon is partnered with Fransmart, the industry leading franchise development company behind the explosive growth of brands like Five Guys Burgers and Fries, The Halal Guys, and Qdoba Mexican Grill, as their exclusive franchise development partner to grow the brand.

The budding café was conceived from wholesale bakery Pain D'Avignon, which began in 1992 when five childhood friends emigrated from Yugoslavia with a shared dream of bringing traditional European bread making to the U.S.'s East Coast. Over the last 25 years, Pain D'Avignon has distributed bread and pastries to highly-acclaimed hotels – namely The Plaza Hotel, Four Seasons, Mandarin Oriental, among others – and Michelin-starred restaurants across New York City. The concept was named an 'Essential New York Bakery' by EATER NY and has been included in The New York Times, The New York Post, Parade, and QSR Magazine and now Today's Restaurant News, to name a few.

Café D'Avignon's varietal menu features sweet and savory freshly-baked pastries, breakfast and lunch sand-

flavorful foods that are focused on the quality, not quantity, of ingredients used. Café D'Avignon's mission is to create simple, natural, and high-quality offerings to everyone from sophisticated foodies to people who have never eaten good, homemade breads. 

About Café D'Avignon: Café D'Avignon, New York's fastest-growing local bakery and café, is known throughout the city for serving authentic, handmade breads and pastries. Over the last 25 years, the concept has supplied baked goods to some of the top restaurants and hotels in New York City and has been recognized by numerous notable news outlets since its conception. Café

D'Avignon operates three retail stores throughout New York City, and will be opening five franchised locations in Orlando beginning this year.

About Fransmart: Fransmart is the global leader in franchise development, turning emerging restaurant concepts into national and global brands for over 10 years. Company founder Dan Rowe identified and grew brands like Five Guys Burgers & Fries and Qdoba Mexican Grill from 1-5 unit businesses to the powerhouse chains they are today. Fransmart's current and past franchise development portfolio brands have opened more than 3,000 restaurants in 45 states and 35 countries. Fransmart and their partner brands are committed to franchise development growth—as of 2015, over 1,000 new restaurants are in development across their current portfolio.



outside of New York," said Operating Franchisee Alex Nikitin. "In a time where the coffeehouse market is saturated with big players, we think Café D'Avignon fills a need for high-quality, handmade breads and pastries served alongside coffee that is equally as good. They've experienced decades of success in one of the toughest markets in the country, New York City, so we have no doubt that Café D'Avignon will find prosperity in Florida."

wiches on homemade breads, classic French quiches, and a coffee program showcasing Stumptown Roasters. Their gourmet baked offerings, which are baked fresh throughout the day, present French classics, like croissants, pain au chocolat, and kouign-amann, alongside American favorites, such as sticky buns, smoked salmon sandwiches, roasted turkey clubs, and more. Ingredients are sourced from local purveyors to create wholesome,

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The Spirit of Hospitality

How to add the missing ingredients your business needs

By Larry Stuart

Every company wants more engaged customers. Research has proven that an engaged customer is very different from one who is only satisfied. Engaged customers keep coming back; they are more tolerant of mistakes; they tend to spend more; and they share their excitement with their friends.

It would be safe to say that no one knows more about how to accomplish this task than Larry Stuart, author of *The Spirit of Hospitality: How to Add the Missing Ingredients Your Business Needs* (Morgan James, December 11, 2018). Some authors study a subject and then write a book about it. But Larry Stuart has lived it. He has spent a lifetime serving others at the highest level and seeing the outsized impact of doing so at Disney, NASCAR, Hilton, and Southwest Airlines, just to name a few.

In his new book, he reminds us from his firsthand experience of the lost art of servanthood, the power of putting others first, and the economics of doing so for every organization. Stuart lays out the case in riveting detail with stories and insight drawn from his more than 30-plus years in the hospitality business. His thesis is clear and inarguable: The secret ingredient to building a tribe of highly engaged advocates of your brand and your products is the spirit of hospitality. And, make no mistake: the serving of others has to be the primary driver and it must be in the DNA of your organization. Money will come, but if the only reason you decide to do this is because of money you will find it unsustainable. The cart may be money, but the horse is kindness.

Stuart also makes clear that technology and robots cannot do what Stuart identifies as the 7 critical elements of the spirit of hospitality:

- ♦ Kindness
- ♦ Humility
- ♦ Encouragement
- ♦ Generosity
- ♦ Gratitude
- ♦ Accountability
- ♦ Unity

Q&A with author Larry Stuart *The Spirit of Hospitality*

Q. Why did you decide to write this book?

A. It's very simple, really. The spirit of hospitality has gone missing from almost every aspect of life, and I wanted to not only remind people of its beauty, but show them how to have it in their own organizations and lives. I've lived it. I've seen its power to connect people to each other and to companies. I know firsthand what it looks like and what it can do when it is religiously practiced.

Q. The Spirit of Hospitality is filled with compelling stories and practical how-to's. Where did those stories come from, and how did you learn how to do this for yourself?


A. It started early for me. My father was the famous tenor Enzo Stuarti and our house was filled with the famous artists and entertainment journalists of the day. My job was to take good care of



Larry Stuart

them, shine their shoes, wash their cars and serve hors d'oeuvres. When my father was on tour, I was his sound and light man. Once, in Bermuda, my dad asked a hotel owner if he would teach me about the hotel business. It was an unforgettable experience for me. I worked there for a year and did everything imaginable and really learned the hotel and restaurant business from the ground up. I learned right then and there that great service wins the day every time. You have to deliver it no matter how you feel or how difficult it may be. Then, I went to Cornell and got my formal education on the subject. From there, I went out into the world and used all of what I had gleaned from these amazing experiences and helped bring the spirit of hospitality to the greatest names in the business. A real privilege.

Q. What do you hope to accomplish with this book and your work?

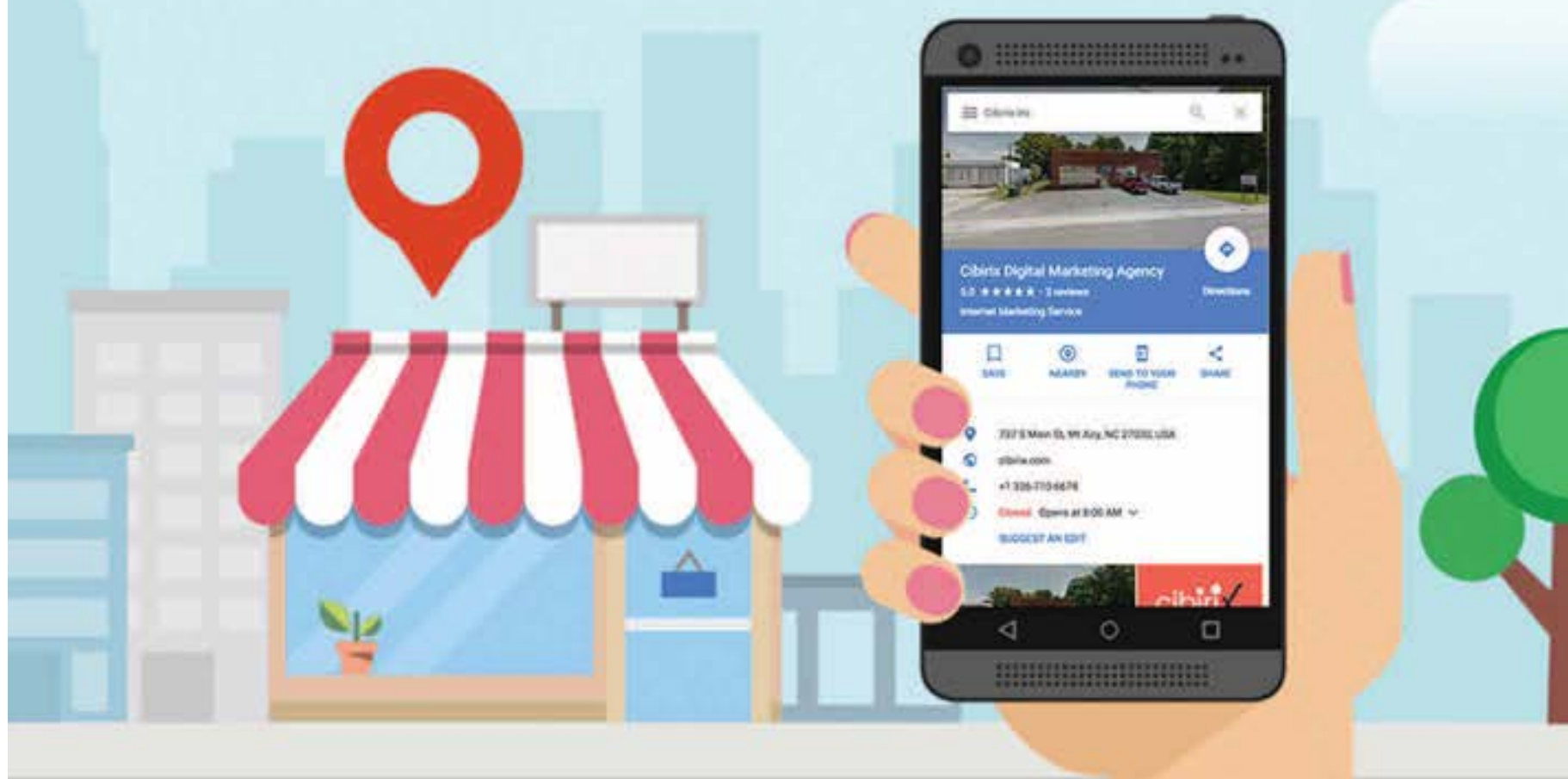
A. I'd like to think this book will serve as a guide to a kinder and gentler world. The idea of serving others has somehow gotten a bad rap. The truth is, it's really the only way the world works well; the only way to stay married; the only way to build a sustainable business; the only way to be a good friend. I'm hoping this book and all the stories in it will spark the spirit of hospitality that lives in everyone. If this works, it should be evident when you walk into a McDonald's sometime or check into a hotel. Every company wants engaged customers, those people who strongly connect with you and your brand and keep coming back and spending more and telling their friends about you. Yes, there's more money to be made and I wanted to remind business readers of that truth. People have lots of choices these days, and they don't have to choose you. The spirit of hospitality will tip the scales in your favor in a way that nothing else will. 

About Larry Stuart: Larry is currently the CEO and president of LS Hospitality. He holds a Bachelor of Science degree from Cornell University School of Hotel Administration. Over the years he has positively impacted his teams and brands that include the Walt Disney World Dolphin, NASCAR Café, Motor City Casino Hotel, Hilton Worldwide, Loews Hotels at Universal Orlando Resort, and Southwest Airlines. He has recently written his first book, *The Spirit of Hospitality*. "My hope is that the book will be an inspiration and a guide," he says, "to help us get back to a kinder and gentler world, one where we unconditionally serve our neighbors, or families, our customers, and our friends." Larry can be reached at www.LarryStuart.com.

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What's Going On

from page 6

contracting process. Based in Chicago, ArrowStream powers the intelligent foodservice supply chain with its tailored solutions for supply chain collaboration, visibility, sourcing and quality management. ArrowStream serves hundreds of restaurant operators, distributors and food manufacturers across North America. Visit them online at arrowstream.com.



◆ Miami Grill® – the trailblazing, fast-casual restaurant group known for its fresh, modern approach to South Florida's flavorful fare – has opened the doors of its **first Miami Grill® & Bar restaurant concept** in a 4,048 square foot space at ONE DAYTONA, the Daytona Beach area's energetic retail, dining and entertainment destination. Located at 260 Daytona Blvd, this is the first official Miami Grill® & Bar to open as well as the first time the restaurant group will be offering guests this hybrid restaurant concept, in which both Miami Grill® and sister brand, Salad Creations, will operate in the same restaurant space. The new Miami Grill® & Bar location at ONE DAYTONA boasts a curated list of signature cocktails, enhanced menu of appetizers, and a vibrant look designed to tastefully reflect the energy of Daytona Beach and the influence of South Beach. "We're excited to enter the Daytona Beach market," says Miami Grill® CEO Richard Chwatt, "ONE DAYTONA is an ideal venue for expanding our brand in Florida, and another positive step in our overall success." "Miami Grill® & Bar is a great addition to the unique line-up of shops and restaurants we have here at ONE DAYTONA," said Roxanne Ribakoff, ONE DAYTONA General Manager. "Their diverse menu and fun, casual atmosphere allows us to expand the variety of dining options for our guests."

◆ Trends indicate that healthy, meatless menu options will continue to grow in popularity, **The Sunflower Family was founded in 2013 in Germany to facilitate an easier (and tastier) transition to plant based nutrition.** With the establishment of a USA office in Palm Beach Gardens, the company introduced an innovative Haché – a substitute for ground meat made from organic, textured sunflower protein, and a better alternative to soy! The granules do not need soak time. Just add water or broth and start cooking to include in your favorite recipes. Since the Haché is made only from

organic sunflower seeds, this vegan product is free from all major allergens – including gluten, soy, peanut, and dairy; and performs just like ground meat! The 22 pound restaurant pack is shelf stable with a two year shelf life. To learn more visit sunflowerfamily.us.



◆ **Crave Hot Dogs and BBQ** are fast casual hot dog and BBQ restaurants that offer BBQ sandwiches and sliders, hot dogs, brats and sausages with tons of topping options, an array of sides and a self-serve beer wall. The self-serve beer wall will offer anywhere from 18-32 taps which include domestic and local craft beers, a white and red wine option as well as cider.

Crave has secured locations in Georgia,

Florida, Oklahoma, North Carolina, Washington DC, Louisiana, Texas and more.

This week they have signed a franchisee in the Tallahassee, Florida market "We are pleased with our expansion thus far and are excited for what 2019 has in store for us," said

Samantha and Salvatore Rincione, Founders. Crave features self-order kiosks along with an APP for IOS and Android to collect loyalty points, order ahead and have delivery.



◆ **The Habit Burger** now has drive-thrus at 35 of its locations as of the end of 2018, The fast casual burger chain plans to open 21 to 23 company-owned locations this year, of which a third will be **on the East Coast.** Two-thirds of the new stores will have drive-thrus. For details and information on this chain visit habitburger.com.



Buzzed Bull Creamery offers alcoholic and nonalcoholic infused ice cream and other frozen desserts. Harnessing the power of liquid nitrogen, the innovative process provides a fully customized frozen dessert that's hand-crafted. Desserts range from fresh ice cream, frozen yogurt, sorbets, coffees and nitro milkshakes. From sizing, flavors, mix-in's and alcohol, our guests can create their ideal frozen delight made entirely possible by liquid nitrogen. The operation at Buzzed Bull Creamery is a relatively simple one and restaurant experience is not needed to own one. **This past year Buzzed Bull has signed franchisees in Georgia, Louisiana and Florida.** They plan to sell 25+ units this year and grow regionally across the US. **Emerging Franchises** is working with Buzzed Bull to assist them in their expansion goals and help them achieve their goals.



Want to submit information to the **What's Going On** column? E-mail your company, product, service or event info to terri@trnusa.com.



Train your entire workforce with the Service First video library

John Tschohl ♦ Today's Restaurant Contributor



Management must drive a Customer Service Training Program continuously for all employees. One shot programs die after a few months. Continued training is the only way to create World-Class Service and a Service Culture.

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- ♦ Discussion Guide to accompany each video
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- ♦ Certificates of Accomplishment

Benefits of The Service First Video Library Include:

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- ♦ It's so user friendly you don't have to invest in experienced facilitators
- ♦ Fresh and relevant video examples
- ♦ A solid foundation for future customer service training

Order the Service First Video Library now. Free shipping worldwide via federal express. The Service First Video Library can be delivered on 12 DVDs or a Flash drive with Free shipping!

For over 45 years, Service Quality Institute has provided customer service training programs and strategies to businesses all over the World. John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries.

John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.



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Three ways restaurants can give back to the local community

By Kaylee Davis

National Sales Manager, Round Eye Supply

It's crucial that restaurants give back to the community.

Because as a restaurant, you're not just a place where people come to eat food—you are a community in itself. So being involved in your local community is one of the most important things you can do.

As a business, you can have a big impact in the lives of others. And giving back not only comes with the satisfaction of making a difference—it also benefits your restaurant. Over 90 percent of consumers are more likely to trust and be loyal to socially responsible businesses.

This Is Why Restaurants Are Inextricably Linked to Communities

Therefore one of the key selling points of any restaurant is to always give back. Be supportive of your community, because after all they are showing up to spend their time and money in your establishment.

Let's go over the top 3 ways you should be getting involved with your local community;

1. Charitable Events

Food drives. Fundraisers. Holiday dinners for the hungry. Can you imagine not only the amount of publicity but good feelings and positive impact you create when you give back this way?

Also, local food banks really benefit from partnerships funded through restaurants. Plus, since you are a restaurant, you get one of the best traffic flows anywhere aside from retail. It's just more contained and focused, hence why actual charitable events will do so well.

With some simple event management strategies in place, your restaurant could be well positioned to deliver tremendous benefits to a community given the amount of inventory you possess with the willingness to devote gifts and donations to the needy. Food drives match well with restaurants. Fundraisers do well with food items. And, of course, nothing beats a great holiday dinner as a way of saying thank you to your community.

2. Donations

When you provide food for people, which is one of the most basic necessities in life, you are making a massive impact in the lives of others. And that's the number one signifier that you are a business with a heart. So donate your unused food as much as possible. You need to get rid of it anyway, so why not give it to those in need?

You could also donate a portion of your profits, or even gift cards, as tax-deductible write-offs, made to charities of your choosing. One of the coolest things to do is let your customers know as well, and they

may also pitch in. Getting your name out there as a staple community reminder of goodness makes for great respectability and reputation. Then, whenever someone sees or hears about your restaurant, they'll put two and two together; good food, and great people.

Generally speaking, nonprofits do hold their donors at high esteem. When your restaurant donates, not only do you get a deduction, but you get the recognition as well. As far as long-term publicity and support goes, you can't beat that—and that's from just one single donation you chose to make.

3. Military Discounts

Now, of course, this isn't necessarily a donation—but when you think about it, it's a direct offering to how much you love your community, and especially your country. When you honor your red, white, blue and the camouflage of the armed forces protecting your freedom, nothing spells success, esteem and respect better than that. And, it feels wonderful.

It definitely creates a lasting impression among families—especially if those families are of the military. They'll always know as soon as they walk through your doors, they're going to be appreciated beyond what the bill will say after they're done eating.

So much of your reputation, building a loyal community and making your customers feel appreciated is via word of mouth. When people say that this restaurant owner holds high esteem for the military, military families and law enforcement, others will listen fondly and visit just to even order a high-quality cocktail or an appetizer.

Those individuals who heard about what you do for the community then come back for more, because it then all makes sense—the honor and positive feedback connects with that individual, and now they're all on-board with constantly coming back for the good feelings associated with sitting at the bar or a table just to relax. Presentation, reputation and feedback; they go a long, long way.

It's so important to give your guests a sense of home that speaks to the heart, through charity. It's part of a best practice for all businesses—not just restaurants—to always give back. Not only for your community, but your business. Follow any of these ideas and you will put some meaning behind the food you serve. **TR**

Kaylee Davis is the National Sales Manager at Round Eye Supply, one of the largest eCommerce stores providing bulk food, kitchen equipment & supplies across the nation. They supply over 30,000 foodservice and nationally recognized food brand items to restaurants, bakeries, cafes, coffee shops, hotels, personal chefs, home bakers, event coordinators, and anyone in a foodservice or restaurant style setting. They are located at 401 Industrial Park Drive NE in Lawrenceville, GA. For more information visit the website at roundeyesupply.com.



fresh&co looking to toss new flavors in South Florida

Healthy fast-casual restaurant concept targets the Sunshine State as part of national expansion

New York, NY - fresh&co – a healthy fast-casual franchise recognized by New Yorkers for its chef-inspired, locally-sourced and seasonal menu – has announced plans for further expansion outside of its home state after the launch of its franchise opportunity. Company plans call for targeted expansion into Southern Florida.

While no locations have been formally announced, fresh&co co-Founder and CEO George Tenedios believes the region can hold as many as 25 locations – both corporate and franchisee owned with multi-units available to purchase. The restaurant plans to establish a presence throughout Southern Florida with special attention to the communities of Miami, South Beach, Fort Lauderdale, Boca Raton, Jacksonville, Tallahassee, Daytona, Orlando, and West Palm Beach over the next several years.

“We believe in a better food future, based on local and organic farming. We believe in supporting local suppliers, cooking from scratch, and eating seasonal ingredients that are so fresh you actually can taste the difference,” said Tenedios, noting that 66 percent of American consumers say they are more likely to visit a restaurant that offers locally sourced food items. “Since opening our first fresh&co in 2010, we have taken pride in creating seasonally inspired menus that highlight the best produce. South Florida is one of the nation's epicenters for new flavors and food trends, and we can't wait to be a part of the community to introduce fresh&co's flavors.”

fresh&co's chef-inspired menu uses seasonal, local and organic ingredients from carefully chosen suppliers and growers to create flavorful meals that accommodate an array of dietary choices and needs. Staying

true to its Just made. Just for You. ® slogan, the brand has collaborated with both chefs and nutritionists to design a natural, healthy, and delicious menu that offers options for carnivores, vegetarians, vegans and those with gluten intolerances. From salads and quinoa bowls to home-made soups, fresh-made sandwiches and cold-pressed juices, fresh&co is the go-to spot for hungry consumers who want a healthy meal – fast.

“People want to consume delicious and wholesome food,” expressed Tenedios. “They also want to know what they're eating, how it is good for their bodies, and where it's coming from; fresh&co answers all of those demands. Our menus are seasonally inspired and curated by professional chefs, and we use locally sourced ingredients. South Florida residents will know they are being served real, wholesome and trustworthy food”

In addition to partnering with local suppliers, fresh&co acquired its own farm in Orient, New York where they supply fruits and vegetables directly to their NYC restaurants to provide the ultimate from-farm-to-desk® experience.

fresh&co only uses vegetarian-fed, hormone-free poultry and meats, along with non-GMO, natural, and wherever possible, organic ingredients. The restaurants serve three meals a day, and snacks and juices too, for round-the-clock visits. **TR**

About fresh&co: Founded in 2010 and franchising since 2018, fresh&co was established to answer the consumer demand for healthier food options that are easily accessible and affordable. fresh&co operates as a healthy fast-casual restaurant focused on serving a diverse chef-inspired menu that offers seasonal items, vegetarian, vegan, and gluten-free options for breakfast, lunch and dinner using all locally sourced ingredients. Today there are 19 locations open and operating throughout New York. For more information visit www.freshandco.com.


Safety from page 1

worn devices (i.e., wearables or wearable devices) that automatically report changes that could indicate an emergency. Or, a device that a worker could easily utilize to express the need for help without having to speak or make much of a movement.

Mobile Personal Emergency Response System (mPERS) devices are small communication technologies that everyone has probably heard of before, but never realized were useful in the workplace. They are similar to the emergency help buttons that seniors have worn for years. The technology only used to work inside a home, but advances have turned it into an option for monitoring the safety of mobile employees like delivery drivers and catering staff. Today, mPERS devices could be carried by restaurant employees while on deliveries or working offsite to provide them with an easy way to report an emergency situation.

mPERS devices are small and lightweight. They provide state-of-the-art location technologies, and also offer built-in fall advisory capabilities. mPERS devices can also eliminate the need for the worker to initiate a call for help. Instead, they can trigger one automatically if a fall is detected or if the employee is tackled to the ground. If an employee is attacked, they can easily reach for an mPERS device that is in their pocket, attached to their belt or worn around their neck on a lanyard to press the emergency alert

button and trigger a call for help. Cloud-based technologies make it possible for Central Stations to immediately respond to a call for help or devices could be connected to the restaurant for a manager to respond. Instead of reaching for a cell phone, dialing and then holding onto the phone to communicate a need for assistance, mPERS devices condense all these steps into one press of a button. Once connected the device functions as a speakerphone so responders can hear what is happening at the employees location and verbally respond if appropriate.

Whatever wearable device makes the most sense for a particular company, the most important factor is that business owners and managers take advantage of these new technologies that could save lives and improve the safety and health of their lone worker, mobile employees. 

Chris Holbert is the CEO of SecuraTrac. As the CEO, he is responsible for leading the company's vision of developing, marketing, and selling a suite of mobile health and safety solutions that bring families closer together and improve employee safety through state-of-the-art location-based services and mobile health technology. He is a dynamic business leader with a proven track record of building companies through the integration of business and technology.

He has served as a CEO, COO and CIO for privately held and publicly traded companies. Prior to starting SecuraTrac in 2008, Chris was the COO and CIO of LaunchPad Communications, served as the CIO for North American Scientific, Inc. and held senior consulting positions for Ernst & Young, LLP and American Management Systems, Inc.

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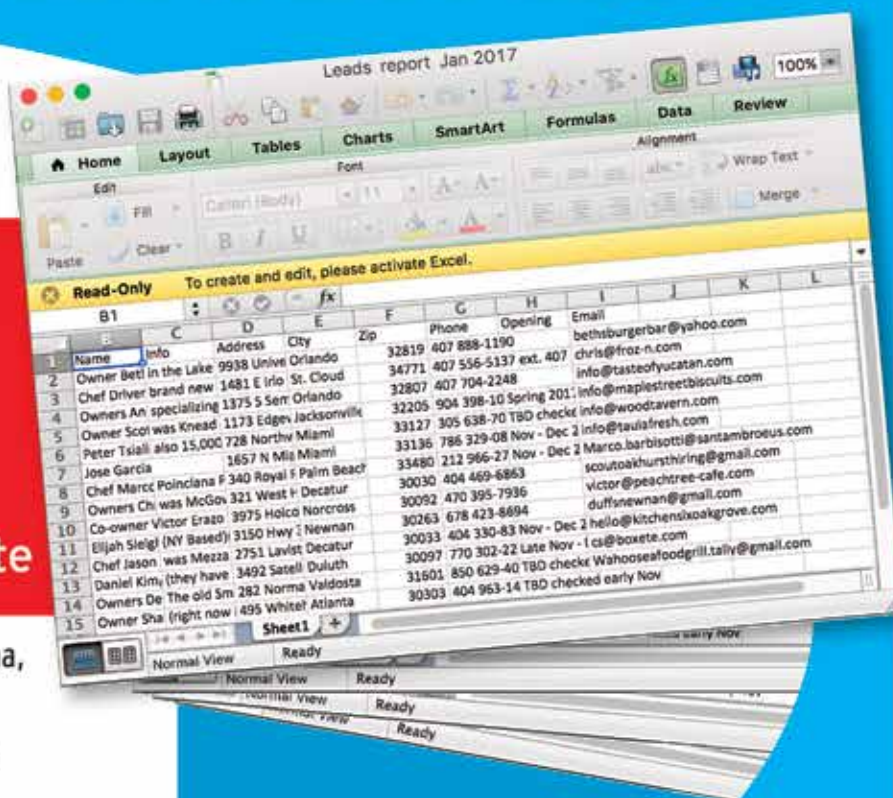
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Fourth launches end-to-end restaurant and hospitality HR, benefits and payroll services

Tampa, FL – Fourth, the provider of the industry's leading hospitality operations platform, today announced the launch of its full-service HR, benefits and payroll services in the U.S. market. In addition to its complete hospitality operations platform with sales forecasting, scheduling, purchase-to-pay & inventory capabilities, Fourth now offers full-service payroll, benefits and HRO services, following its recent acquisition of Choice HR. By combining the power of its advanced hospitality management technology with deep HR expertise, Fourth enables operators to simplify their processes, optimize profits and improve employee engagement all while managing complex HR and payroll compliance.

"Labor management and payroll processing are a burden for many restaurant companies," said Chris Sullivan, founder of Outback Steakhouse. "Combining restaurant workforce and scheduling technology with HR and payroll processing services solves a major problem for many companies. I have always believed it was possible for this to be done better and excited to see how this will revolutionize our industry."

According to the latest data from the Bureau of Labor Statistics, the turnover rate in the restaurant industry holds

firm at around 70 percent. In addition to workforce management challenges and day-to-day operations, restaurant operators are also spending countless hours navigating increasingly complex HR and compliance issues. Traditionally, operators have relied heavily on multiple technology platforms, or worse, pa-


per and spreadsheets, to manage these tasks, resulting in unmanageable amounts of siloed data. Fourth's hospitality operations platform breaks open these data siloes, providing complete visibility across the entire business in real time. Additionally, by providing unmatched access to full-service, hospitality-specific payroll, benefits and HR services, Fourth enables operators to focus on improving business outcomes rather than onerous HR matters.

"As we roll out Leon in the U.S., we are so grateful to be in the safe hands of Fourth," said Glenn Edwards, managing director at LEON USA. "We truly believe we'd be a bit lost and certainly failing in the hands of a non-hospitality specific payroll service provider. The support from our dedicated

and machine learning to factor in historical trends, weather and local events. By calculating a daily baseline forecast at 15-minute intervals by sales item, Fourth's demand forecasting capabilities enable customers to ensure they have the labor and the inventory to deliver a great guest experience – every time.

◆ **Analytics and Reporting Dashboard:** Fourth's intuitive platform features interactive graphs and charts that are automatically populated based on the unique KPIs of the business. With all the information an operator needs stored on the Fourth platform, CEOs, CFOs and managers can easily turn data into actionable insight at a click, leading to better business decisions.

"As former hospitality professionals ourselves, we understand firsthand the challenges that today's operators face, including labor and evolving compliance issues," said Simon Bocca, chief operating officer at Fourth. "Now that the integration of Choice HR is complete, we are enabling operators to streamline HR processes and more effectively manage their workforce. Because our technology is so deeply rooted in the industry, it genuinely transforms the way our customers can operate, eliminating time-consuming manual processes and freeing them to spend time where it matters – with their team and their customers."

Fourth continues to expand its footprint in the U.S., currently recruiting an additional 25 employees to its 70-person team in New York and Florida. 


About Fourth: Fourth provides complete, end-to-end hospitality management solutions, including the industry's leading hospitality operations platform as well as full-service payroll, benefits and HR services. Underpinned by advanced demand forecasting, predictive analytics and collaboration tools, Fourth enables operators to optimize profits, enhance guest satisfaction and improve employee engagement all while managing risk and compliance. Founded in 1999, Fourth serves more than 1,200 customers in 60 countries, including many of the world's most famous hospitality brands such as Burger King, Mandarin Oriental, Loews Hotels, Bar Louie, Shari's, Soho House and Food First. To learn more, visit www.fourth.com or follow on Twitter @fourthnews.


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Fourth's complete, end-to-end hospitality management solutions include:

◆ **All-Inclusive Hospitality Operations Platform:** The Fourth platform seamlessly integrates with every major POS system, finance platform and many industry specific third-party applications. With one user name and password, operators can quickly access a wealth of reports and dashboards.


◆ **Full-Service Payroll, Benefits and HR Services:** Eliminating the need for multiple systems, Fourth brings advanced hospitality operations management technology as well as full-service payroll, benefits, workers compensation and HR services together, providing managers the freedom to focus on improving business outcomes rather than tedious HR matters.

◆ **Advanced Demand Forecasting:** Rather than simply cataloging historical data, Fourth's complete platform provides unrivaled advanced demand forecasting - using predictive algorithms

Beerboard from page 4

What's Next

WingHouse plans to have BeerBoard's SmartBar platform installed at each of its 24 locations. Prescott says, "Seeing significant results and getting costs in-line for our first two stores, it was a no-brainer to say yes to rolling out this platform system-wide. We can't wait to realize the opportunity for better policies and systems at each of our locations.

"We are going to continue taking a deep look at beer, liquor and wine sales," Prescott said. "With the support from BeerBoard, we will bring the WingHouse Bar + Grill to a new level of success." 

About BeerBoard: BeerBoard manages over \$1 billion in retail draft beer sales and 45,000 products through its industry-leading data and insights platform. Installed at thousands of client locations, its services include SmartBar, which generates real-time insights and trend-driven analytics; BeerBoardTV, a digital consumer-facing menu display; BeerBoard Menu, automated print and website menus; and BeerBoard Mobile, a mobile application designed for consumer interaction. BeerBoard's client list features high-profile industry leaders Buffalo Wild Wings, Hooters, Twin Peaks, Applebee's, Mellow Mushroom and BJ's Restaurant & Brewhouse. BeerBoard also partners with major brewers for data and insights, including Diageo, Lagunitas, Stone Brewing, Founders, Labatt USA, Genesee, Pyramid and Magic Hat. BeerBoard is headquartered in Syracuse, NY, and has offices in New York City, Denver, Minneapolis and Atlanta.



Real Estate

Restaurant, business and property happenings in Florida

Cohen Commercial Realty finds the spot

Bryan S. Cohen and Christopher Haass of Cohen Commercial Realty, Inc., represented Bolay in successfully procuring five new locations around South Florida: The following are the Bolay locations.

The first is a 3,007-square-foot space located at 7152-B Beracasa Way in Boca Raton. They join a new LA Fitness-anchored center for their second location in the area. A 2,600-square-foot space located in West Boca Raton. They are joining the Lucky's Market first location in Palm Beach County just east of Glades Road and State Road 7. This will be Bolay's third location in Boca. Then a 2,908-square-foot space located at 15137 NW 67th Avenue in Miami Lakes and a 2,450-square-foot space in Cobblestone Plaza located at 14810 Pines Boulevard in Pembroke Pines. They join the Whole Foods-anchored center just west of I-75. Finally, a 2,600-square-foot space located at 5320 Donald Ross Road in Palm Beach Gardens in the new upscale Alton Town Center. Cohen Commercial represented the tenant in these transactions. Bolay is a quick-service restaurant specializing in gluten free and healthy foods.

They also represented 3 Natives in successfully procuring two new locations in South Florida. The first is a 1,330-square-foot space located at 7166 Del Mar Village in Boca Raton. This is their second location in Boca Raton. The second is a 1,303-square-foot space located at 14810-B Pines Boulevard in Cobblestone Plaza in Pembroke Pines. They join the Whole Foods-anchored center just West of I-75. Cohen

Commercial represented the tenant in these transactions. 3 Natives is an Acai and Juice Bar that combines tastiness with healthiness.



Bryan S. Cohen and Christopher Haass of Cohen Commercial Realty, Inc., represented Rocco's Tacos in successfully procuring two new locations in Florida. The first is a 5,487-square-foot restaurant space located at 9123 Strada Place in Naples at the upscale shopping center Mercato. Other tenants include Whole Foods, Blue Martini, and The Capital Grille. The second is a 6,452-square-foot restaurant space located at 2223 North Westshore Boulevard at International Plaza in Tampa. International Plaza hosts other tenants including The Cheesecake Factory, and California Pizza Kitchen. These are stores 8 and 9 in their planned expansion around Florida. Cohen Commercial represented the tenant in these transactions. Rocco's Tacos offers a full taste of Mexico within a fun casual environment.


They also represented Dandee Donut Factory, of Marblehead,

Massachusetts, in successfully procuring a new lease term with options for a 2,500-square-foot restaurant space. It is located at 3101 N State Road 7 in Margate. Cohen Commercial represented the tenant in this transaction. Dandee Donut Factory specializes in old fashion donuts and high-quality specialty coffee.

Another restaurant they recently represented is Lynora's of West Palm Beach. They successfully procured a new lease term with options for a 2,640-square-foot restaurant space. It is located at 5320 Donald Ross Road in Palm Beach Gardens in the new upscale Alton Town Center. This is their third restaurant location in Florida. Cohen Commercial represented the tenant in this transaction. Lynora's is a gastropub that serves gourmet wood-fired pizzas & modernized Italian dishes in a stylish setting.

They also recently represented Moon Thai, of Coral Gables, in successfully procuring a new lease term with options for a 3,500-square-foot restaurant space. It is located at 5320 Donald Ross Road in Palm Beach Gardens in the new upscale Alton Town Center

also. Cohen Commercial represented the tenant in this transaction. Moon Thai is a high-quality Thai and Japanese restaurant that uses fresh organic ingredients.

Lastly, they represented Stage, of Palm Beach in successfully procuring a new lease term with options for a 3,714-square-foot restaurant space located at 2000 PGA Boulevard, Suite 5502, in Palm Beach Gardens. Cohen Commercial represented the tenant in this transaction. Stage is a modern, upscale, small-plates spot from Miami chef Pushkar Marathe. 


About Christopher Haass — Christopher Haass is a South Florida native. He has more than 20 years of corporate finance and sales management experience. Mr. Haass makes it a point to leverage long term relationships and to add value to his clients. Mr. Haass currently specializes in Tenant Representation and focuses on site selection. His notable clients include Rocco's Tacos, Bolay, 3 Natives, and Lynora's.

About Cohen Commercial Realty, Inc. — Cohen Commercial Realty, Inc., and Cohen Commercial Management, LLC, are full-service commercial real estate brokerage firm and management companies dedicated to fulfilling client needs quickly and efficiently throughout the entire state of Florida. Visit Cohen at Cohencommercial.com for more news.

Circle House from page 1

will bring people together and awareness to both local and global needs. While playing in the NFL, he started the Stephen Tulloch Foundation giving back to under privileged kids and helping people affected by Cancer. The four times Walter Payton Man of the Year Community Service Team Award recipient has a passion for giving back and paying it forward. Some of his projects include treating 55 kids affected by Cancer to every home game, adopting families for the holidays, author of a children's book "The Little Linebacker" Story of Determination and most building a school in his Mother's hometown of Westmoreland, Jamaica. Tulloch grew up in Miami.

Circle House Coffee's philanthropic vision and mission is to serve its local and global communities. Circle House Coffee will partner with local and global charities throughout the year. The organizations are

selected by Circle House Coffee and the Stephen Tulloch Foundation to receive funds from the Coffee Shop's "Round Up for Charity" program. The featured charities will also receive a portion of the proceeds from merchandisesales. The Dolphins Cancer Challenge (DCC) was founded in 2010 by the Miami Dolphins organization as the signature initiative of the Foundation's health area. The DCC's mission is to improve people's lives through financial support for innovative cancer research at South Florida's only academic-based cancer center — Sylvester Comprehensive Cancer Center, part of UHealth — the University of Miami Health System. Since its inception, the DCC has raised more than \$27.5 million, donating 100 percent of the participant-raised funds to Sylvester. 

For more information, call 305.943.6799 or visit www.DolphinsCancerChallenge.com.

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