

Today's Restaurant

FLORIDA'S FOODSERVICE INDUSTRY NEWSPAPER

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Engaging millennials to grow your restaurant

By Brad Rukstales

President and Chief Executive Officer, Cogensia



Brad Rukstales — President and Chief Executive Officer, Cogensia

There has been a big interest in understanding and relating to Millennials, across societal, economic, and relational dimensions. This is because of the significant impact that technology has had in their lives as they were growing up, which fundamentally changed the way they understand and think about their world. They are also starting to get into the time of life where they spend and accumulate wealth, making them more important to marketers. Most importantly, they are defining a shift in world view that will impact the generation that follows, and perhaps beyond.

While I won't be a practicing sociologist anytime soon, I can point to three specific aspects of millennials that marketers need to be aware of: authenticity, convenience, and natural. While all three are appreciated by all consumers,

See **MILLENNIALS** page 10

How to creatively build lasting relationships at your local restaurant

By Mitchell Hipp

Vice President, Rewards Network

Restaurant industry news might have seemed confusing last year. Restaurant visits were down, but same stores sales were up. Fewer people were eating out, but those who did spent more money. Yet, there is definitely good news — National Restaurant Association research shows that 39% of consumers say they'd like to eat out more.

So how can a local restaurant stand out from the competition, attract new customers, and create a loyal following? The key is to give guests something they can't get anywhere else. Unique touches not only enhance the dining experience but can also help your restaurant grow a loyal customer base. Here are five ways to get creative with your local efforts:

1. Upgrade your décor with local art

Community-focused customers can often identify their favorite artists by sight, if not by name. Reach out to area artists whose work complements your ambience and ask if



Stephen Tulloch

Call out your partnerships with neighboring suppliers on the menu, or hang a chalkboard map that highlights these local links.

they would like to exhibit on your walls. Providing this free gallery space shows your support of neighborhood artists and gives your guests something to talk about. You could even host a "gallery opening" for each new exhibit. If possible, label the artwork with price tags and contact information so customers can purchase their favorites.

2. Go local on your menu — and behind the bar

Hyper-local sourcing (including your own on-site garden) for food and spirits are among the top 10 food and beverage trends for 2019. Guests cheer for regional menu items, too — a whopping 75 percent say they're drawn to food that's sourced from their area. Call out your partnerships with neighboring suppliers on the menu, or hang a chalkboard map that highlights these local links.

3. Make your establishment a place where "everybody knows your name"

Restaurant patrons say it's most important for servers to interact in a friendly, hospitable, and authentic

See **RELATIONSHIPS** page 11



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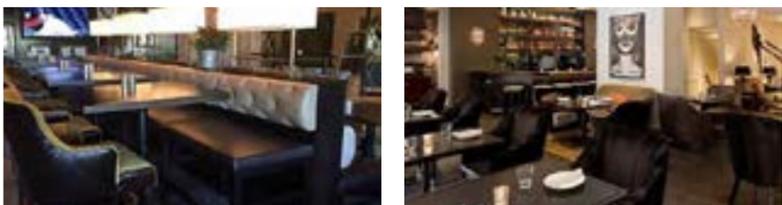
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Appell Pie

The world's cuisine

Howard Appell ♦ Today's Restaurant Publisher

If you believe the story of the Bible that we all come from two people, Adam and Eve, then we are all related. We must have similar desires, likes and dislikes and the taste for the same foods.

Assume the story to be true. The children of Adam and Eve were scattered to all points on the earth and new societies were built. Let's forget about the Tower of Babble for now. Assume it to be true and accept the fact that there are many different languages around the world. Still we are related.

Through thousands of years, all of these diverse cultures have developed their own customs and cuisines. Still we are related. Similarities exist throughout the world in architecture, learning, family values, and cuisines.

We are related by the simplest of items, a flat doughy substance. Some know it by bread, some by pita and some by crepe. It is the common thread of cultures around the world. Sure it has different sizes, thickness and shape but it is a standard around the world.

The French know it as a crepe. Fill it with cheese or fruit and an Eastern European will recognize it as a Blintzes. (Both are great with sour cream.)

The Chinese fill it with vegetables, pork and shrimp and deep-fry it to make an egg roll. In the Middle East it is thicker and made to be a pocket for fillings, known as pita. Pita bread is filled with all sorts of vegetables and meats depending on the country. In Mexico and the Hispanic world the enchilada is a crepe filled with beef, chicken or cheese, covered with sauce and cheese. The burrito is an even larger crepe filled with even more

meat and salad. Some seem to weigh 5 or 6 lbs. Are you getting the point? In Italy Manicotti is a crepe filled with cheese and covered in tomato sauce and cheese and baked to perfection. I am so hungry now. In America we popularized the wrap. A crepe filled with all the popular lunch meats and salads. We like to call it a healthy sandwich. Ravioli and Perogi are basically the same item. Just different sauces and fillings. Still we are related.

Most people who hate are hungry. Feed the people and save the world.

All of these dishes have similarities and all have differences. If we can manage to bring all of these differences to a dinner table and celebrate them with our brothers and sisters we may be able to live in peace one day. If you find that you like perogies, when you have eaten ravioli your whole life, and that it did not change you in any way except to make you more appreciative of the differences in people, than the "crepe, pita, flour circle," may just be the most powerful tool to bringing peace to the world.

Most people who hate are hungry. Feed the people and save the world. Dine with a family member. After all, we are all still related.

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The Foodservice Industry Authority

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What's Going On

Important new products, corporate news and industry events

IFT Food Expo will be held this year at the Ernest N. Morial Convention Center in New Orleans June 2-5. There are over 1,000 exhibitors and about 23,000 attendees that gather at IFT Food Expo every year to explore food science and technology. The expo will also host more than 100 educational sessions developed by industry leaders, aimed at professionals who want to keep up with the latest research in food science. For all details call 800.462.9440 or visit them online at www.itevent.org.

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◆ **OpenClean Technologies just announced that the world's first hand sanitizing door handles that easily integrate with or replace existing restroom door handles to make hand sanitization easy, intuitive and accessible, are now available.** These hand sanitization door handles, which are available in two versions - TurnClean® and PullClean® - allow patrons and staff members at restaurants, bars, hotels and buildings to leave restrooms safely and hygienically, ensuring clean, sanitized hands each time. While clean hands can



regularly, because even with multiple dispensers in the restroom, they simply

dramatically reduce the spread of germs and infections, one of the biggest obstacles is getting people to use sanitizer

forget. With these TurnClean and PullClean, users will experience a "behavioral" design that places hand sanitizer in their normal pathway as they exit the restroom (it's in the door handle), replacing two separate actions (sanitizing and then opening a door)



According to the National Restaurant Association, **Mother's Day is the most popular day of the year to dine out. But your restaurant marketing efforts don't have to end there.** Savvy restaurant owners and operators know that there are many special days in May that can be used with promotional activities. Mother's Day isn't the only day in May that your restaurant can honor someone special. There's also the International Day of Families, Brothers and Sisters Day, Visit Your Relatives Day, International Firefighters Day, International Nurses Day, School Principal's Day, National School Nurse Day, National Receptionists Day, and National Waiters and Waitresses Day. Also is Military Spouse Appreciation Day and Memorial Day. May is also Military Appreciation Month. The entire month is devoted to food as May is National Asparagus Month, National Barbecue Month, National Chocolate Custard Month, National Egg Month, National Hamburger Month, National Salad Month, National Salsa Month and National Strawberry Month.



into one seamless movement. More info at open-clean.com/products.

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US restaurant sales are on track to grow 3.6% to a record \$863 billion this year, according to the National Restaurant Association's annual State of the Restaurant Industry Report. "The restaurant industry is on a continued growth trajectory, driven by an expanding U.S. economy and positive consumer sentiment," the organization's President and CEO Dawn Sweeney stated.

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◆ **Huey Magoo's is expanding with the announcement of five new stores opening in the South Florida region starting this year according to president and CEO Andy Howard.** New Huey Magoo's franchisees and construction, manufacturing and sales professionals Tyler and Bob Cafferty and family will join the Magoo's team to bring the Central Florida based brand to South Florida. They will open the five restaurants over the next five years in the following targeted areas: Boca Raton, Coral Springs, Sunrise, North Ft.

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

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Major league baseball fans will enjoy 18.3 million hot dogs at ballparks in 2019

Washington, DC - When it comes to what we eat at Major League Baseball (MLB) parks, the top dogs for well over a century have been hot dogs and sausages—and once again, they will reign supreme in 2019. According to a survey by the National Hot Dog and Sausage Council (NHDSC), MLB fans this season are expected to consume about 18.3 million hot dogs and nearly four million sausages.

“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 Mittenenthal. “They are delicious, convenient and nostalgic. What would America’s pastime be without these most American of foods?”

While it might not take the sting out of two straight World Series losses, 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.

Taste buds at historic Wrigley Field will be transported cross-country by the Chicago Cubs’ new “Southwest Fiesta Specialty Hot Dog”...

The Dodgers’ rivals up the coast take this year’s sausage crown as San Francisco Giants fans are expected to “polish” off 450,000 sausages, with Cubs fans not far behind at 400,000.



As in past years, the Brewers’ Miller Park is the sole MLB venue where sausage sales will outpace hot dogs.

While old favorites will always be on the menu, the coming season will also throw some culinary curveballs.

“In 2019, hot dogs will continue to prove their versatility at ballparks nationwide with versions that reflect our dynamic culture and changing tastes,” Mittenenthal said. “It’s exciting and mouth-watering to see new takes on old classics that definitely are not your granddad’s dog!”

New Offerings in the Updated MLB Hot Dog & Sausage Guide:

The Arizona Diamondbacks continue to bring their A-game, teaming up with Sports Illustrated for a new trio at Chase Field. These include:

- ◆ The “SI Cover Dog,” an 18-inch brat with a highly eclectic array of toppings: jalapeño-apple coleslaw, fried mac and cheese, barbecue aioli, house-cured beer pickles and green onion.
- ◆ The “Big Jalapeño Popper Dog,” a foot-long hot dog with roasted jalapeño cream cheese, bacon, crispy jalapenos, and onions.

- ◆ The “All Day Breakfast Dog,” which heaps hash browns, country gravy, cheddar cheese, bacon, fried eggs, hot sauce and green onion onto an 18-inch hot dog.

“South of the border” is a common destination at MLB parks, witnessed by the Los Angeles Dodgers’ new “Dodger Sausage,” which stuffs a grilled, al pastor sausage with pineapple chunks and tops it with pineapple salsa and cilantro-lime crema. Then there’s the nearly half-a-yard-long “Going Yard,” a 16.5-inch jalapeño cheddar sausage topped with grilled onions, roasted corn and avocado relish, drizzled with sour cream.”

Taste buds at historic Wrigley Field will be transported cross-country by the Chicago Cubs’ new “Southwest Fiesta Specialty Hot Dog,” a beef frank topped with chili-lime crema, pico de gallo, tortilla strips and house-made pickled peppers. It’s a spicier cousin of the “Chicago Dog,” a classic comprising a beef hot dog with yellow mustard, neon relish, fresh tomatoes, pickle spear, diced onions, and celery salt on a poppy seed bun.

Elsewhere on the compass, the inspiration for the Detroit Tigers’ latest

entry comes from the East: the “Coney Dog Egg Roll,” a new spin on an egg roll stuffed with cut-up hot dogs and chili, drizzled in mustard and sprinkled with onions. You can bet it will rev up the crowds in Motor City!

San Francisco Giants fans at the newly renamed Oracle Park will partake in the “Pineapple Polish Sausage,” a sweet and savory mix of pork and pineapple chunks that combine to make an instant classic. For those who prefer the added convenience of their food on a stick, organic corn dogs are debuting in 2019.

Also hailing from the Lone Star State, the Texas Rangers are debuting the “RWB (Red, White & Blue) Dog.” This patriotic peculiarity is a beef frank, flanked by red and blue pickle relish, pleasing the palate with a blend of savory, sweet and spicy.

While everything might be bigger in Texas, it’s the Minnesota Twins are lowering the “Boomstick” on Target Field. It’s a two-foot-long beast smothered in chili, nacho cheese, grilled onions and jalapeños that got its start with the Rangers—keying off the nickname of slugger Nelson Cruz—who not coincidentally is now batting for the Twins.

For more on annual consumption data, and hot dog and sausage facts and culture, visit www.hot-dog.org.

About the National Hot Dog and Sausage Council: Established in 1994 by the American Meat Institute, the National Hot Dog and Sausage Council serves as an information resource to consumers and media on questions related to quality, safety, nutrition and preparation of hot dogs and sausages. The Council also celebrates hot dogs and sausages as iconic American foods. 

Eric Mittenenthal is Vice President of Public Affairs at North American Meat Institute and President of the National Hot Dog & Sausage Council. He can be reached at 202.587.4238 or email him at emittenenthal@meatinstitute.org.



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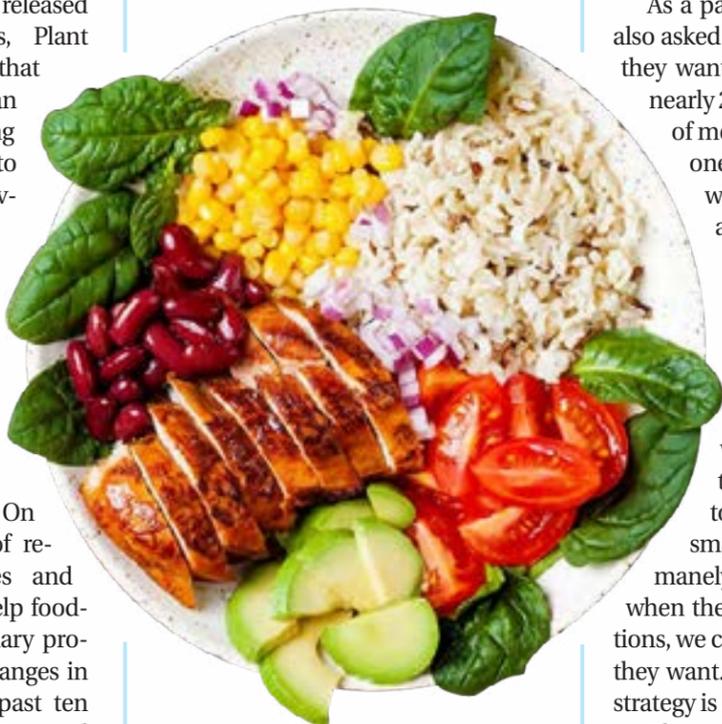
New study finds diners want to eat meat in smaller portions not less often

Lenox, MA - A new study released today by Changing Tastes, Plant Forward: A Decade On, finds that a significant share of American diners are interested in eating less red meat and they want to do so by eating smaller servings, not eating it less often. The report examines how consumers eat today, how they would like to eat in the near future, and what they would like to see on restaurant menus with respect to meat, poultry, fish and plant-based choices.

Plant Forward: A Decade On brings together two years of research by Changing Tastes and Datassential conducted to help food-service companies and culinary professionals understand the changes in diner preferences over the past ten years and since the Plant Forward concept was launched by founder Arlin Wasserman at a culinary competition at the James Beard House in recognition of Earth Day 2009.

The study finds that 16% of adults who considers themselves meat eaters would like to change how they eat in the future. The top choices for doing so are to eat smaller portions or to eat fish and seafood instead. Antibiotic use and animal welfare conditions are the most significant concerns that consumers have about eating meat, fish and poultry. But relatively few diners consider themselves vegan or vegetarians or want to adopt a vegetarian or vegan diet. Rather, diners favor humanely and sustainably raised meat, poultry and seafood even as they also seek smaller portions and want to eat meat as often as they have been.

"Plant Forward was created a decade ago as a simple culinary strategy to help big foodservice companies address two problems: how do we reduce our carbon footprint and address



climate change, and how can we afford to serve humanely and sustainably raised meat? The answer to both is by slightly reducing portion size," said Arlin Wasserman, partner at Changing Tastes. "Shifting the portion of meat and plant-based ingredients on the plate seemed easier to get a lot of people to eat a bit less meat rather than to convince even a small share to eat vegetarian meals."

According to Steve Petusevsky, culinary strategist and author of the Whole Foods Market Cookbook, "Plant Forward is the next chapter in a decade's long evolution in healthy cooking and conscious cuisine that originated with health foods. Americans are now embracing a style of eating and cooking which echo ancient culinary traditions that have developed over centuries in many other parts of the world. We are now at a most exciting time in American cuisine, which creative chefs have embraced and continue to explore with vigor and passion."

As a part of the research, the firms also asked consumers how much meat they wanted in a sample dish. While nearly 25% wanted a quarter pound of meat, more than half preferred one or two ounces combined with vegetables, grains, lentils and beans. The preference for smaller portions of meat was consistent across gender and age.

According to Arlin Wasserman, "What we're seeing is a new bargain with a significant share of the dining public. They want to keep eating meat, just in smaller portions that are humanely raised and antibiotic free, when they eat out. With smaller portions, we can afford to serve them what they want. It's what the Plant Forward strategy is designed to achieve."

The study also finds that most diners do not eat vegetarian meals in restaurants and prefer to do so at home. However, those who are

interested in eating plant-based meals are much more interested in scratch cooked dishes. Diners by about 2:1 favor scratch cooked vegetarian options over processed meat replacements when eating out and also would rather eat them at home. 

Changing Tastes is a values-driven consultancy firm that provides business strategy and culinary consulting to Fortune 500 companies, growth stage restaurant and hospitality firms, investors, and the philanthropic sector. Its work has catalyzed some of the most significant changes in the US food industry including reaccelerating growth in the natural and organic food industry by developing a new marketing strategy focused on personal health benefits, helping the leading US restaurant companies address antibiotic use in livestock production, and pioneering the now popular plant-forward dining strategy.

Datassential is a leading market research firm for the food industry based in Chicago. The firm combines research with expert insights from a team of creative, inquisitive problem-solvers and food lovers. Datassential is a full-service firm offering both syndicated and custom research solutions to a number of Fortune 500 clients. Datassential maintains the Opera™ Panel, the largest database of foodservice purchasing and menu decision makers, and has the largest and most accurate menu database and flavor analysis tools in the marketplace.

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What's Going On from page 3

Lauderdale, Pompano, Coconut Creek, Margate, and Tamarac. The first 1875 square foot location is slated to open in June 2019 in Sunrise at 9440 West Commercial Blvd. News of Huey Magoo's expanding to South Florida comes shortly after the brand announced its big plan to open up to 46 stores in the Greater Atlanta region also starting this year.



Eco-Products, a Novolex brand and Certified B Corporation, is a leading brand of foodservice packaging made from renewable and recycled resources. Its products are, relative to traditional counterparts, gentler on the environment because they require fewer virgin resources to produce, and make an option upon disposal. Visit www.ecoproducts.com to learn more.

Eco-Products recently announced a groundbreaking new line of molded fiber plates and containers. This new line – called Vanguard™ – demonstrates the company's continued leadership and innovation in foodservice packaging. Made from sugarcane, microwave friendly, and effective in both hot and cold applications, the Vanguard™ line is also water and grease resistant. It has been designed to meet the forthcoming requirements of the Biodegradable Product Institute for compostability certification that will go into effect on January 1, 2020. "Our goal has always been to provide a breadth of options for foodservice operators looking for environmentally preferable packaging," said Sarah Martinez, Director of Marketing for Eco-Products. "The Vanguard™ line of products is another proud addition to our offering."

Hotel Happenings

The original Greenbrier Hotel (est. 1940) is in the process of being reimagined as Palihouse Miami Beach, offering 71 oversized residential-style rooms and studios, most with kitchenettes. Palihouse Miami Beach will feature Greenbrier Swim & Social, a lobby lounge, cocktail bar, front patio and outdoor pool area serving an all-day food and drink menu. Hotel guests will also have access to a beach club and waterway boat dock. Palihouse Miami Beach is located at 3101 Indian Creek Drive and is opening in June. The hotel can be reached at 323 327-9702.



A new kind of kitchen workstation from Vulcan, the manufacturer known for quality, energy efficient commercial cooking equipment, has once again been honored as an innovative, award-winning product. **The National Restaurant Association (NRA) has named Vulcan's Versatile Chef Station as a recipient of the Kitchen Innovations 2019 Award** presented by the National Restaurant Association Restaurant, Hotel-Motel Show. The VCS, designed to provide kitchens with versatility and precision, is one of 25 products highlighted as part of the show's 15th annual awards showcase. The VCS is a compact, heavy duty, multi-function cooking station that allows chefs to maximize every inch of space while streamlining their workflow. The award from the NRA Show follows one bestowed in October when the VCS won the 2018 StarChefs International Chefs Congress Innovator Award for Heavy Equipment, and one in November when it received the Editor's Choice Award in the New Equipment Category at the Hotel Experience Show. "The response we've received from introducing the VCS to the National Restaurant Association, as well as the International Chef's Congress and HX18, has been phenomenal," said Chris Stern, Vulcan's Business Unit Manager for Ranges. "Professionals appreciate that with the VCS they can cook anything from seared tuna to tempura to pasta in this one, easy-to-use, compact piece of equipment." Vulcan is part of ITW Food Equipment Group (NYSE: ITW). For more information, visit www.vulcan-equipment.com.

Oviedo on the Park "Oviedo's New Downtown" will open Late 2019 - Early 2020. The Factory Food Hall will consist of 10 artisanal "micro-restaurants" run by local chefs, existing and aspiring restaurateurs, and food truck owners whose menus reflect imaginative and high caliber fast-fine dining offerings. The Factory Bar will be the jewel in the center of the space offering distillery-inspired craft cocktails and a selection of craft beers and wine. For Micro-Restaurant leasing information, contact ACRE Commercial Real Estate at www.ACREFL.com or call 407.392.2055.

OVLO EATS

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Roll-A-Cover has had a busy couple of months installing retractable roof systems, retractable glass roofs and retractable enclosures all around the country. As a result, these new Roll-A-Cover clients will be able to experience the outdoors year-round, even when their retractable roof system is closed due to bad weather. Views of the sky will also create a nice ambiance for guests. Roll-A-Cover, International is America's largest manufacturer of trackless retractable enclosure products. Roll-A-Cover has earned 14 North American awards for its retractable enclosure products and is continuing to cover restaurant patios, rooftops, and swimming pools across the globe. For more information visit www.rollacover.com or call 866.393.7292.

A restaurant can manage its brand online reputation by responding to both positive and negative reviews. Never delete bad reviews or reward good ones as the former action can look like there's something to hide and the latter violates the rules of most sites, writes Anvil Media's Kent Lewis. If a consumer shares a bad experience, acknowledge the problem, apologize and ask for their feedback on how to fix the issue, he recommends. When people are looking at reviews on Yelp, or the website, they want to know where they will dine and how the restaurant/bar/café actually is. It will help the establishment in the long run.

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Ovlo Eats, opened its doors on April 18th. The anticipated concept combines the ease and consistency of fast casual dining with the hospitality, culinary technique and innovative flavors found in the fine dining sector. Ovlo Eats offers high-quality, thoughtfully-curated cuisine with the convenience of fast-food dining, and serves lunch and dinner daily with carry-out and curbside pickup, delivery to launch soon. "Ovlo Eats has been in the works for just over two years. We're thrilled to finally open our doors and share our concept with the community," says partner Steve Stolberg. Beyond Stolberg, the team behind Ovlo Eats includes partner Josh Bernstein, who has

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When things don't go your way

John Tschohl ♦ Today's Restaurant Contributor



Your journey towards your goal may not be as easy as expected, but the twists and turns you are facing is what makes it worth while. Some of the greatest successes are by the people that dared to fail...but they did not give up!

Thomas Edison's teachers said he was "too stupid to learn anything." He was fired from his first two jobs for being "non-productive". As an Inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. When a reporter asked, "How did it feel to fail 1,000 times?" Edison replied, "I didn't fail 1,000 times. The light bulb was an invention with 1,000 steps."

"Our greatest glory is not in never failing but in rising every time we fall."

— Confucius

Many people respond to a crisis by being overwhelmed by stress, which turns to fear. It is easy to be afraid when you have a crisis situation in your business, but if you remain brave, your employees will be too, and together a strong team will be able to turn anything around. For example, Fred Smith the founder of Federal Express, received a "C" on his college paper detailing his idea for a reliable overnight delivery service. His professor at Yale told him, "Well, Fred, the concept is interesting and well formed, but in order to earn better than a "C" grade, your ideas also have to be feasible. And, Walt Disney was fired by a newspaper editor because "he lacked imagination and had no good ideas." He went bankrupt several times before he built Disneyland. In fact, the proposed park was rejected by the city of Anaheim on the grounds that it would only attract riffraff.

From rejection to workplace screw-ups, everyone has experienced that all-too-familiar gut-wrenching numbness. The great paradox is that the people who enjoy the most successes often endure the greatest failures.

A few common sense things to remember:

Don't lose confidence in yourself when things don't go as planned. I cannot stress this enough and talk about this in my book "Moving Up". We are all

a work in progress. But if you don't take the time to critique yourself and your behaviors along the way, you run the risk of becoming complacent. Improve your relationships with people because it is your relationship with people that make you successful in both life and business. If you discover that the same issues continue to arise, it's time for some tough self-examination.

It takes hard work to make dreams into reality. If you set clear goals, have self-confidence to act, believe you will succeed over time you will get to where you want to go. Sitting still is easy. Make sure you look at all aspects of your life and make some changes. Get regular exercise. The benefits are a sense of health and youthfulness, increased physical and mental energy, wellbeing, productivity..and success.

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

— Thomas Edison

Out-learn the competition. Be obsessed with learning and be a voracious reader.

Get plenty of rest. A habit of successful people should include an early start and will also allow you to get more done. There are always people that we can learn from. Everyone has a mentor that helps them on their path to success. If you believe in yourself, there is no one more qualified than you to jump on opportunities that come up!

Make time for your family. You don't have to give up your personal life and enjoyment completely. Make a schedule that includes time for work and also time for weekends away, hobbies and family life. Too much of anything isn't a good thing. To reach for success and to overcome hardships or

failures, we have to strive for the best we can be in every aspect of our lives, including how we feel about ourselves, and how we treat others. If we are willing to try, to get back up after falling and we take advantage of opportunities, those bad moments can be nothing but a footnote in our success story. 

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 has written several books on customer service including *Moving Up, A step-by-step Guide to Creating Your Success* and has available the 13th edition of *AETCS*. Both books are available on Amazon. 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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Restaurateurs — Stop losing money!

Al Kushner ♦ Today's Restaurant Contributor



Restaurants have two major tax incentives available to them, yet most are not taking advantage and consequently losing money. The main programs that most in this industry are missing out on are:

1. Engineering-based Property Cost Allocation
2. Property Tax Reduction

Engineering-based cost allocation

Engineering-based cost allocation identifies opportunities for federal, and in some cases, state tax advantages to owners of commercial industrial real estate by accelerating the depreciation on their property.

Our studies indicate the average Restaurant in the United States is being overcharged by 10% on their property taxes.

Taxpayers are typically correct in depreciating personal property such as equipment and furniture over five or seven years, but they often neglect available federal and state tax benefits by erroneously depreciating their entire investment in constructing or acquiring a building over 39 years. To do this correctly, one must hire an experienced engineer with a thorough understanding of construction finance. The engineer will review all blueprints, architectural drawings, and electrical plans to isolate structural and mechanical components from

those that are considered personal property in addition to identifying architectural and engineering fees that can be segregated. The resulting cost allocation report will allow a taxpayer to:

- ♦ Adjust the timing of deductions thus maximizing tax savings
- ♦ Create a complete audit trail to resolve any IRS inquiries
- ♦ Capture immediate retroactive savings on qualifying properties
- ♦ Reduce real estate tax liabilities significantly

Property Tax Reduction

Probably the most frustrating bill that comes each year (or in some cases, twice each year) is the property tax bill. As of this writing, our studies indicate the average Restaurant in the United States is being overcharged by 10% on their property taxes. There are many reasons Restaurants are overcharged but mainly it is the result of improper assessments by the municipality. If you own a Restaurant and are paying property taxes over \$50,000 per year, you should have a review completed on your facility. Reductions in this area are direct to your bottom line!

If you have not had a thorough review on your facility, especially as it relates to the areas of Property Cost Allocation, and Property Tax Reduction, you are likely losing money that should remain in your pocket. **TR**

Al Kushner has worked with many restaurants to uncover tax incentives and credits that allowed their restaurants to expand, hire additional staff and reinvest in their business. Your restaurant should be taking advantage of the potential money that is available for them today. Call 561-909-6975 or visit www.KushnerConsultants.com

'Bad hygiene' biggest turn off for customers

Bad hygiene has been ranked the biggest turn-off for customers dining in both restaurants and hotels, a new study finds.

A survey of over 2,000 adults conducted by Big Domain shows that the majority (56%) would make a complaint or request that money is taken deducted from a bill if they found an object in their food (such as a plaster or hair).

Almost half (49%) claimed that receiving a cold meal would also be cause for complaint, followed by receiving something different to what they ordered (42%) and because the quality of the food is not what they expected (35%).

Almost a quarter (24%) of adults admit to never leaving a tip for any kind of service at all, and for those that do, the average tipping rate is between 6% and 10%.

Younger people appear to be the most generous, with those aged 16 to 24 tipping between 16-20% on average. The most 'tight-fisted' age group is 55 years and over, with 16% leaving no tip at all.

Bad hygiene has been ranked the biggest turn-off for customers dining in both restaurants and hotels, a new study finds.

Belfast is the most generous city, with more than 9 in 10 (92%) people saying they would always leave a tip in a restaurant, followed by residents in Glasgow (91%), and London (89%). People in Sheffield would be least likely to leave a tip, with just 72% of its residents stating they would always leave extra for gratuity.

The data also shows how 43% of people said they feel uncomfortable when a service charge is automatically added to their bill, and over a quarter (26%) will not leave a tip if they don't believe it will go to the individual that served them.

One in 10 people admit they would 'rather keep the money for



themselves' than add it to the bill, and a further 10% said they always leave a tip because they think it's 'polite' and 'the right thing to do'.

People's tipping habits do, however, change when abroad, suggesting that generosity is increased when on holiday. For example, just 6% of respondents said they don't leave a tip in a restaurant when on holiday, compared to almost a quarter (24%) that don't when dining in the UK.

Men and women also tend to become more generous towards other services abroad and tend to tip hotel staff 50% more when on holiday than they would to hotel staff in the UK. (34% vs 15%.) This is also the case for bar staff, with just 12% of people tipping them in the UK and 20% doing so when abroad. **TR**

Article by: Big Domain (owned by Travel Chapter) Travel experts Big Domain — online at www.thebigdomain.com.

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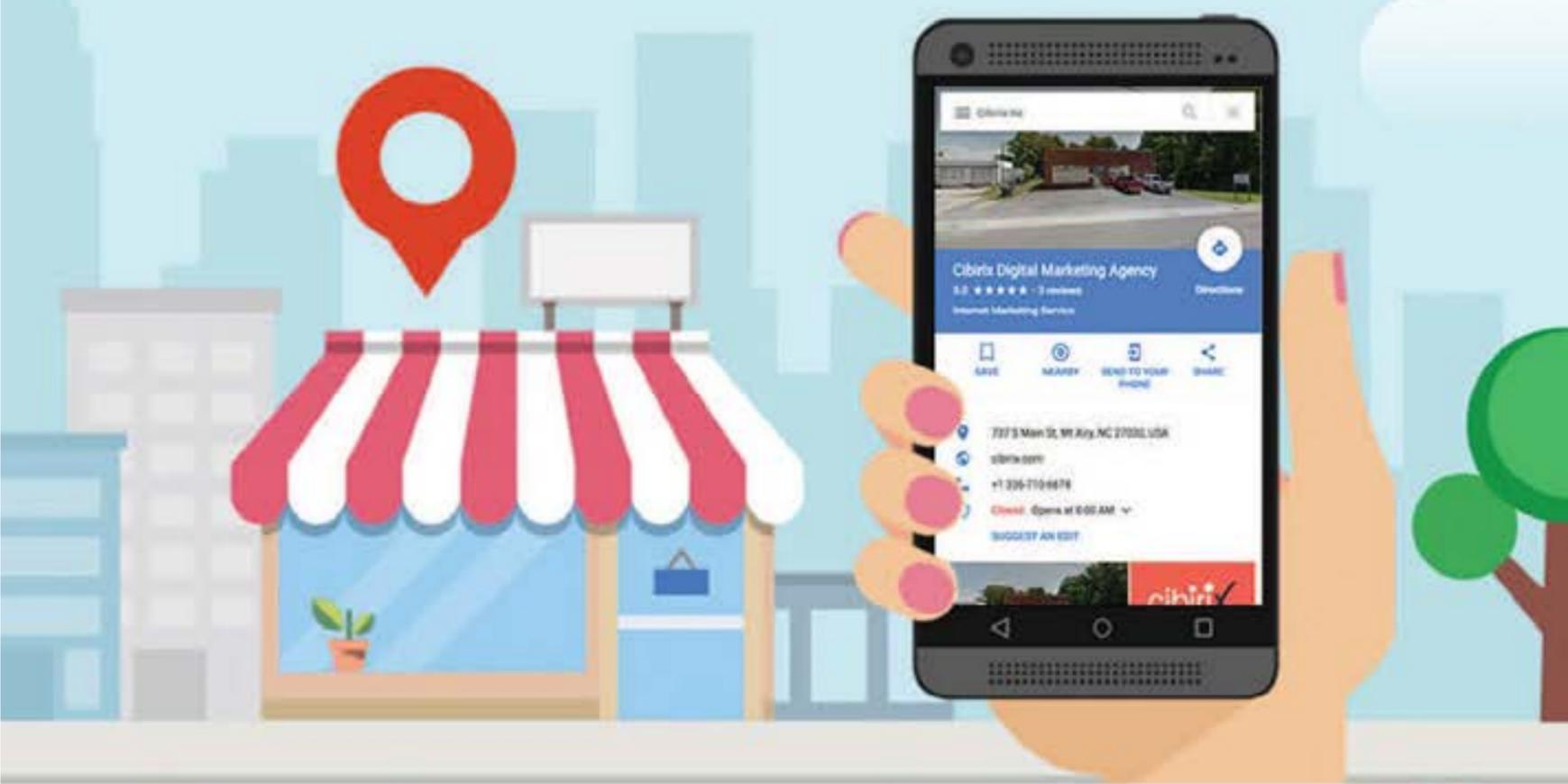
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The Little Beet opens first Florida location

Miami - The Little Beet, a plant inspired fast-casual restaurant, announced the opening of its newest restaurant in the Aventura Mall, located at 19501 Biscayne Blvd, marking the concept's first location in Florida. The Little Beet will provide guests with plant inspired, gluten free, unique flavor combinations and high-quality ingredients.

Recently named as a Top Emerging Restaurant Brand, The Little Beet plans to open 15 more restaurants by the end of 2020.

Since The Little Beet's founding in 2014, the New York-based restaurant brand has grown to nine locations across the East coast with locations in Manhattan, Long Island, Westchester, Miami, Washington, D.C. and Arlington. The Little Beet at Aventura Mall will be the wellness brand's tenth location. Recently named as a Top Emerging Restaurant Brand, The Little Beet plans to open 15 more restaurants by the end of 2020.

"We're aggressively looking to expand in new, exciting markets and Aventura Mall presents the perfect location for our brand," said Becky Mulligan, CEO of The Little Beet. "Our menu items at the South Florida-based location will range from Yuzu Poké Bowls and Chef Made Bowls to a Make Your Own Plate concept that includes a choice of three veggies, one protein, a sauce and garnish."

The Little Beet at Aventura Mall is conveniently situated inside one of Florida's most popular shopping centers and second-largest shopping mall in the U.S. by retail space. Defined by culture, style and taste, Aventura Mall transformed its food court into an eclectic food hall in 2018 and provides the perfect space for diners looking for an upscale fast-casual restaurant with a variety of options that support a healthy, active lifestyle. 

About The Little Beet: *The Little Beet - the-littlebeet.com - is a plant inspired, fast-casual restaurant committed to serving wholesome, delicious food and living well. Our mission is to give people access to better food and provide the knowledge they need to make healthy choices for their mind, body and lifestyle. Founded in 2014 in New York City, The Little Beet is owned by NYC-based restaurant group Aurify Brands. With locations throughout Manhattan, Long Island, Westchester, Miami, D.C. and Arlington, the plant inspired, seasonal menu is 100% gluten-free, mostly vegan and always prepared fresh in-house. The culinary team draws inspiration from global flavors and incorporates exciting, nutrient-rich ingredients into every tasty bite. All ingredients are carefully sourced from farms and food purveyors you can trust.*



Millennials from page 1

they have a deeper impact on this generation. Of course, it (almost) goes without saying that value for money is important.

So how does a marketer engage millennials? Well, unfortunately you can't just "act authentic!" If your brand wants to align with the needs of this generation, you need to look at menu, sourcing (farm to table, all natural), and other aspects of the in-location experience that align with these values. This may require real changes that challenge the business. However, it also is an authentic conversion worth talking about! Does your website align with your in-store experience and story? Do all channels connect with the same level of authenticity?

expectation, in their technology-enabled lives, that brands know who they are and are using that information pro-actively. Many will opt-in to eclubs and loyalty if your brand appeals to them. This gives you the chance to track their behaviors and customize offers and communications to their habits and interests.

It would seem to any marketer that reaching Millennials requires nothing more than social media, an eclub, and a good website. These are critical components, and budgets spent on social are typically great investments. These are also good channels for engaging or re-engaging your current customers. However, it has been fascinating to watch the response to direct mail by Millennials. This channel works well because the volume of mail has dropped so dramatically. Now, when a restaurant sends a postcard with a glossy picture and great offer, with an introduction to the brand, it stands out like never before. If you have not experimented with this channel, this may be the time to start!

Be authentic, focus on the customer experience, and engage customers through multiple channels and be where they are (while being authentic), and you are on your way to building your business for the coming generation, and beyond. **TR**

Understanding customers at an individual level gives you the opportunity to customize and personalize experiences.

When it comes to convenience, free wifi enables sharing those photos of the food and fun at the table. Tabletop ordering, online ordering and delivery are some obvious tactical components that you can undertake, but each has complications and economic impact that must be weighed.

Where convenience really is important is the guest experience. How easy is it to engage with your brand? How many clicks does it take to get to an action? What do you know about an individual customer to make for a better experience? Understanding customers at an individual level gives you the opportunity to customize and personalize experiences. While this is true for all customers, Millennials have an

Brad Rukstales, President and Chief Executive Officer, is a visionary leader who knows the transformational impact data-driven strategies can have on an organization. From a solo consultant in 2002 to accomplished business leader with over 30 technical employees, he has built Cogensia into a powerhouse marketing firm with all of the capabilities needed for companies to implement data-driven marketing.

Brands such as Houlihans, Applebee's, Red Lobster, Del Frisco's, Morton's, CenturyLink, and ADT have looked to Brad and Cogensia for leadership in their data-driven strategy development and 1:1 communications. Restaurants credit Cogensia with driving 3%+ revenue growth. From identity management to database, analytics, and personalization, Cogensia brings data to life for marketing and customer experience management.

Brad can be reached at 847.805.9800 or www.cogensia.com.

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18-21 ♦ The National Restaurant Association Show

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June

2-5 ♦ IFT Food Expo

Ernest N. Morial Convention Center ♦ New Orleans, LA ♦ 800.462.9440 ♦
www.itevent.org

July

16-17 ♦ The Digital Food & Beverage Show

Hyatt Regency Austin ♦ 208 Barton Springs ♦ Austin, TX ♦
Foodandbeverage.wbresearch.com

September

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Relationships from page 1

way. Make this a cornerstone of your restaurant's reputation and encourage your staff to get to know their guests. For example, anticipate your regulars' routines by asking if they'd like to order their usual appetizer or cocktail. These guests will spread the word about the warm neighborhood vibe — in fact, 80 percent of customers recommend a business to friends and family after a great experience.

4. Join a dining rewards program

Today's consumer is motivated by incentives, such as a perk for frequently dining at the same local restaurant. A punch card program is nice, but if guests can easily earn rewards each time they swipe their credit card, they'll come more often and probably spend more. Partner with a dining program that can be linked directly to diners' payment cards, and doesn't require separate membership cards or software systems. These type of restaurant loyalty programs provide customers with the convenience they crave just as much as your food.

5. Sponsor a local sports team

No, you don't need an NBA-sized budget for this one. Plenty of recreation league groups, from kickball

teams to volleyball squads, would happily wear your name and logo on their T-shirts. Offer group specials after games, and you'll gain a loyal crew likely to bring friends along — and return during the off-season. Post a callout for teams on social media, chat up regulars to gauge interest, or reach out to local park districts to find a group.

There are so many ways to create local relationships. The most important thing is to be authentic and creative — the results will be well worth your effort. **TR**

Mitchell Hipp is vice president for Rewards Network's south division, responsible for driving growth across 10 states while leading a talented team of regional managers who oversee more than 50 sales representatives in the field. He manages increased merchant acquisition and retention, as well as recruitment of top sales talent, training and development of sales leaders, budgets, P&L performance management, and delivering exceptional support to the hospitality industry. Prior to Rewards Network, Mitchell has had a long history of helping restaurants succeed and grow, focusing on marketing and financial support that allows restaurant owners to do what they do best. He was vice president of sales at Vector Solutions, as well as director of sales at LivingSocial, running their outside sales teams. Mitchell also launched the pilot program in their restaurant division for card-linked offers nationwide, opening major markets.

Mitchell Hipp can be reached by phone at: 866.388.7349 or you can email her at: restaurants@rewardsnetwork.com.

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What's Going On from page 6

spent more than a decade in operations with some of the nation's highest-volume restaurant brands such as Darden and Aramark and chef/partner Jeremy Shelton, formerly of Macchialina, Steak 954 and Buccan. Ovlo Eats is located at 7626 Peters Road in Plantation.

◆◆◆◆◆
TooJay's Deli newest restaurant, located at 2980 N. Federal Highway in Ft Lauderdale is opening May 4th. "We

are very excited to introduce our authentic, New York-style deli to Fort Lauderdale and to become a part of this dynamic community," said Maxwell Piet, TooJay's president and CEO. "We invite our new neighbors to visit us and enjoy our simply great food and friendly service." The 5,000 square-foot restaurant has indoor seating for 132 guests. Its bakery counter figures prominently in the contemporary design, welcoming guests with a selection of freshly baked pastries, cookies and cakes. Likewise, the deli area is designed to showcase TooJay's famous, sliced-to-order meats. The Fort Lauderdale restaurant is TooJay's fifth in Broward County and the company's 29th throughout Florida. Founded in 1981, TooJay's currently serves guests in Palm Beach and Broward counties, Collier County, the Treasure Coast, the West Coast of Florida, the Orlando area and The Villages. The next new restaurant is expected to open in Dania Beach in 2019.



◆◆◆◆◆
Bananas Smoothies & Frozen Yogurt®, the quick-service brand known for serving real fruit smoothies with over 30 locations nationwide, announced an exciting new exploration into the field of sustainability, as it begins testing **carrot straws for use in its smoothies and fresh squeezed juices.** Recent estimations using trash collected on U.S. coastlines during clean-ups over five years show that there are nearly 7.5 million plastic straws lying around America's shorelines. These straws are damaging not only aquatic life nationwide, but are also polluting America's natural resources, causing

long-lasting damage to the country. While many businesses have taken to banning straws altogether, Bananas Smoothies & Frozen Yogurt wanted to explore alternative options that still take guests who need to use straws into consideration – creating the first prototype for the carrot straw, a hollowed-out carrot that performs like a plastic straw but can be either eaten or composted after use. "As I'm sure everyone is well aware, plastic



straws are one of the world's top polluters, damaging our national resources irreparably," said Andrew Steinberg, Chief Operating Officer, Villa Restaurant Group. "At Bananas Smoothies & Frozen Yogurt, we feel for the sea turtles and all our ocean creatures. As such, we wanted to begin thinking about an alternative to the simple plastic straw we use so often in smoothie and juice consumption. We've started testing a prototype for a

carrot straw in the hopes that one day we may be able to serve all our nutritious juices, smoothies and more with a healthy, edible and ultimately environmentally friendly straw option nationwide." For more information visit www.greenleafsbananas.com, or follow along with them on Instagram @greenleafsbananas.

At this time, Bananas Smoothies & Frozen Yogurt is still in the testing and planning phase of product design.

◆◆◆◆◆
Catania Oils, leading processors and packers of edible oils including olive, vegetable, blended and specialty oils, today

announced the launch of its newest product, **Catania Oils Liquid Butter Alternative.** The recent announcement highlights Catania's pledge to deliver innovation and quality products to all its customers; in this case, restaurateurs

who want a more convenient and healthier alternative to butter. Catania Oils Liquid Butter Alternative is different from its competition as it's the first Liquid Butter Alternative that uses Olive Oil and Sea Salt for improved taste and consistency. The product ships in one-gallon jugs/three per package and is used for sautéing, enhancing sauces, frying and baking. The addition of olive oil provides additional health benefits to Catania's new Liquid Butter Alternative and enhances the flavor of the product. Catania Oils is a privately-held fourth generation family business that expanded from its modest roots in the early 1900's to a multi-million-dollar supplier of quality oils for retail, food service, and bulk customers. The company provides both branded and private label oils. For more information visit www.cataniaoils.com.

◆◆◆◆◆
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Above: The wine auction
Left: Deanza Hodge, Executive Chef with Simba Joseph, The Dubliner

Boca Bacchanal Grand Tasting

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Above: Deep wine discussion was popular amongst participants



Left: Gourmet Phile, Blair Leavell



Oceans 234 group preparing for action.

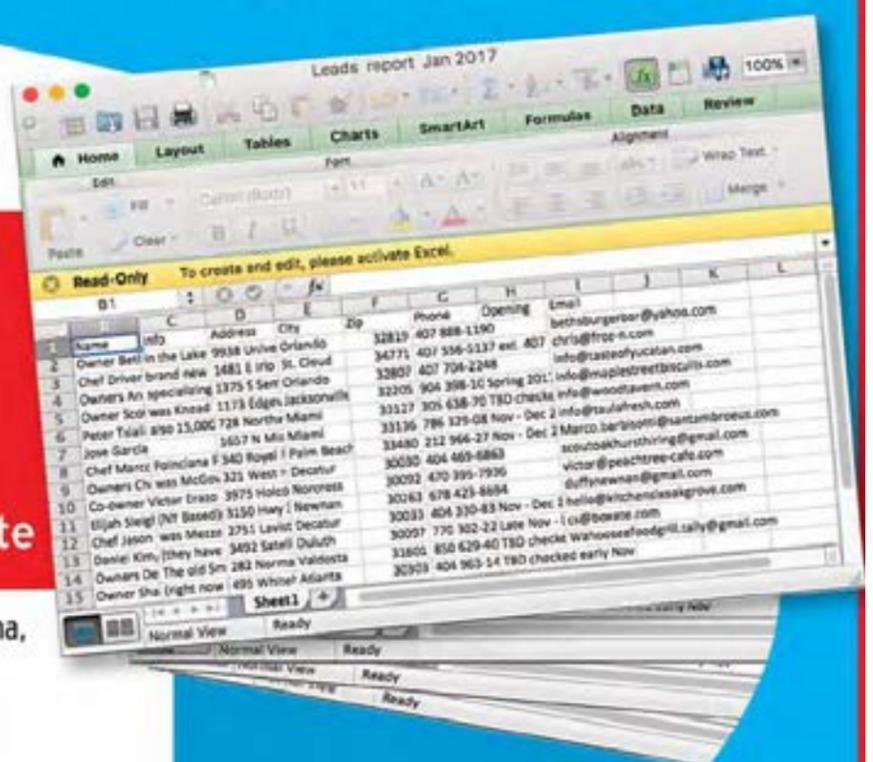
Adam Chieffalo, Managing Partner, Bonefish Grill, Boca Raton



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Trade Show News Network names all three Clarion UX Shows to list of top 250 U.S. Events

Trumbull, CT - The world's leading online resource for the Trade Show industry, Trade Show News Network has announced its 2018 Top 250 US Events which included all three Clarion UX Restaurant & Foodservice Shows: the International Restaurant & Foodservice Show of New York, the Western Foodservice & Hospitality Show, and the Florida Restaurant & Lodging Show. The 2018 TSNN Top Trade Show List is exclusively sponsored by Expocad and the Orlando/Orange County Convention Center.

"We want to thank Trade Show News Network for recognizing all three of the restaurant & foodservice shows we produce. We work closely with our partnering associations in New York, California and Florida to create exciting special events, stimulating education programs and trade show

The Florida Restaurant & Lodging Show will be held at the Orange County Convention Center, in Orlando September 15-16



floors with the latest products and services for our attendees and appreciate the acknowledgement by being named among the top events in the US," Tom Loughran, Vice President, Clarion UX Food & Beverage Group.

The International Restaurant & Foodservice Show of New York, sponsored by the New York State Restaurant Association (www.nysra.org) was recently held on March 3-5, 2019 at the Javits Convention Center in New York. There were 14,105 industry professionals at the 2018 show, as well as 520 exhibitors. Since 1993, the trade shows and conferences have provided thousands of industry professionals with access to the hottest menu trends, state of the art design and decor, a renowned education program, special events, and hundreds of leading vendors and purveyors dedicated to serving the restaurant & foodservice community.

The Western Foodservice & Hospitality Expo, sponsored by the California Restaurant Association (www.calrest.org), will be held on August 25-27, 2019 at the Los Angeles Convention Center. Last year's event had 408 exhibitors as well as 8,523 industry professionals. The trade show and conference gathers thousands of restaurant and foodservice professionals to gain experience and knowledge on how to become more informed, more educated, more competitive, and more profitable in the industry.

The Florida Restaurant & Lodging Show, sponsored by the Florida Restaurant & Lodging Association (www.frla.org) will be held at the Orange County Convention Center, in Orlando, FL on September 15-16, 2019. Last year's show had 300 exhibitors and 6,471 industry professionals. The trade show and conference provides restaurateurs, foodservice

professionals, caterers, dietitians/nutritionists, and retailers access to the latest products, services, education, culinary demonstrations and special events.

The three trade shows are owned and managed by Clarion UX (www.clarionux.com), which produces 37 events across 13 sectors of both trade and consumer events. Clarion UX, which is the U.S. division of Clarion Events, UK, and backed by The Blackstone Group has become one of the fastest growing event companies in the U.S. with aggressive growth through both acquisition and launch. Clarion acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion UX has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ. 

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Restaurant, business and property happenings in Florida

8 operating cost rent issues for restaurant tenants

By **Jeff Grandfield and Dale Willerton**

The Lease Coach

Restaurant tenants are rarely happy with their operating costs; at best, they're ambivalent to them and, at worst, they're upset with them. The two issues that most upset restaurant tenants are everincreasing operating costs and the landlord's lack of attention to fully maintaining the commercial property.

Restaurant tenants can, of course, request a limit on the amount that operating costs can be annually increased, but landlords resist this because these are supposedly true costs passed onto the tenant and not normally a profit center for the landlord. Restaurant tenants should also watch out for other issues buried within operating cost clauses that can cost them dearly. We have detailed these in our book, *Negotiating Commercial Leases & Renewals FOR DUMMIES*, and summarized them below:

Administration Fees: If restaurant tenants are paying the property

manager's salary through operating costs, but the landlord adds a 15% administration fee to CAM costs, this can be considered double-dipping (or double billing for – essentially – the same service). Landlord operating cost reports to tenants: Many landlords provide only superficial operating cost information to tenants. Sometimes these reports are not only insufficient for the tenant but are not sent out in a timely manner.

Occupancy levels and occupancy costs: A lease agreement may state that operating costs are charged back to tenants assuming that the property is 95 – 100 percent leased and occupied. This means that if the property is only 70 percent occupied, those tenants carry 100 percent of the operating costs.

Proportionate share misallocations: With most restaurants being located on the main floor of a property, your customers may never need the building's elevator / escalator. In this case, should you have to pay a proportionate share of elevator / escalator

maintenance? Just because a tenant occupies a certain percentage of the building doesn't mean that they're equally responsible for all operating costs as well.

Reconciliation billing: The industry norm is for landlords to budget future operating costs and then reconcile once per year. Restaurant tenants can get walloped with unexpected reconciliation statements from landlords with only 15 days to pay or be found in default. Negotiate so that you are allowed to repay these overages over time (perhaps six months). **Tenant audit rights:** The landlord has a fiduciary responsibility for accountability to the tenants for the money collected from and spent on behalf of tenants. The lease should include tenant audit rights – allowing you to examine the landlord's books.

Underestimated budgets on new properties: If you're leasing commercial space in a new building, don't be surprised if the operating costs jump 25 to 50 percent more after the first or second year. Landlords have been

known to under budget operating costs on new properties to help their pre-leasing program.

Utilities: Electricity, natural gas, and water may be provided by the landlord or separately metered for each tenant. In some cases, the landlord may have one meter on the property and a check meter on each tenant's unit to measure consumption. If you're paying your own utilities to the utility company, you'll have your own meter. In many cases, the landlord bills back utilities to tenants in operating costs. Make sure that you know – in advance – what the lease agreement calls for so that you don't have to pay twice. 

For a copy of our free CD, *Leasing Do's & Don'ts for Commercial Tenants*, please e-mail your request to DaleWillerton@TheLeaseCoach.com.

Dale Willerton and Jeff Grandfield - *The Lease Coach* are Commercial Lease Consultants who work exclusively for tenants. Dale and Jeff are professional speakers and co-authors of *Negotiating Commercial Leases & Renewals FOR DUMMIES* (Wiley, 2013). Got a leasing question? Need help with your new lease or renewal? Call 800.738.9202 or e-mail DaleWillerton@TheLeaseCoach.com / JeffGrandfield@TheLeaseCoach.com or visit www.TheLeaseCoach.com.

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