

## Appetizers

FRLA Show  
to offer 5  
workshops



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to grow



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requirements



Brews at  
the Beach  
Beer Festival



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## Ravenous Pig's James & Julie Petrakis & food writer Heather McPherson to receive awards at the FRLA Show

Orlando, FL -The 2019 Florida Restaurant & Lodging Show will present their annual Torch and Beacon Awards to three inspirational leaders in the industry on Center Stage during this largest gathering in the Southeast for the food and beverage industry. The Beacon Award, recognizing an outstanding woman leader, will be presented to Heather McPherson, a former food editor, restaurant reviewer and multimedia journalist for the Orlando Sentinel. The Torch Award, honoring an outstanding chef and/or restaurateur will be presented to power couple James & Julie Petrakis, owners of The Ravenous Pig. The awards will be presented during the Florida Restaurant & Lodging Show, taking place Sunday, September 15 through Monday, September 16, 2019 at the Orange County Convention Center in Orlando, Florida

"Congratulations to James and Julia Petrakis and Heather McPherson for all they have achieved throughout their careers to bring them the recognition they deserve through these distinguished awards. We look forward to presenting this year's Torch and Beacon Awards on Sunday and Monday afternoon on Center Stage," said Tom Loughran, Vice President of the Clarion UX Food & Beverage Group. "These individuals are very talented and put their best foot forward in the restaurant industry and truly deserve this recognition."

The Torch Award, which symbolizes Illumination, Energy, Joy, Victory, Enlightenment, Hope and Education will be presented to James & Julie Petrakis on Sunday, September 15, 2019 at 4:30 pm on Center Stage by The Florida Restaurant & Lodging Show, and The Florida Restaurant & Lodging Association. This prestigious award was created to honor industry leading chefs and/or restaurateurs who embody outstanding knowledge and leadership, philanthropic and community efforts, extraordinary talent and creativity, innovation and inspiration. Today, James and Julie, are culinary leaders spearheading Orlando's burgeoning food movement with multiple concepts in Orlando, including: The Ravenous Pig (2007), an award-winning American Gastropub; Cask & Larder (2012), a Southern Public House featuring seasonal ingredients located in Orlando's International Airport; and The Polite Pig (2017), a fast-casual concept in Disney Springs combining local Florida flavors with wood-fired, smoked modern barbecue. The restaurant duo has received numerous accolades including five James Beard nominations. James and



*The Florida Restaurant  
& Lodging Show  
will take place  
September 15-16, 2019  
at the Orange County  
Convention Center  
in Orlando, Florida*

Julie Petrakis both grew up in Winter Park, Florida and graduated from the acclaimed Culinary Institute of America in Hyde Park, New York, where they met, married and became business

partners. While in New York, Julie maximized every opportunity, and accepted a position to work as a line cook at Tribeca Grill during her schooling. After graduation, Petrakis headed south and completed her externship at Atlanta's Bacchanalia (2001), where she grew her passion for baking and using fresh ingredients indigenous to the Southeast. After graduating James joined the opening team of Atelier at The Ritz-Carlton NYC, where he learned the mechanics of cooking in a bustling city kitchen. Years later, the husband-and-wife restaurant duo decided to return to their roots and returned to Orlando. For more info on previous Torch Award Winners, visit [flrestaurantandlodgingshow.com/torch-award-recipient](http://flrestaurantandlodgingshow.com/torch-award-recipient). For information about the Florida Restaurant & Lodging Show, visit the show website at [flrestaurantandlodgingshow.com](http://flrestaurantandlodgingshow.com).

*The Florida Restaurant & Lodging Show and Healthy Food Expo are produced and managed by Clarion UX, and sponsored by the Florida Restaurant & Lodging Association. Clarion UX 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.*

## When is a new restaurant investment worth it?

By Aditya Narula



Aditya Narula

Restaurants need to invest in order to keep growing. But what investments are really worth it? We've curated tips and best practices to help you decide.

Restaurant owners can't afford to sit still in a constantly shifting market. Growth requires keeping up with consumer taste and rethinking the value you offer your customers.

Often, that means investing in your business. But how do you know what investments will help your business the most? And what are some of the key considerations to take into account before spending?

See **INVESTMENT** page 14





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# Appell Pie New times

Howard Appell ♦ Today's Restaurant Publisher

If you are reading this column you are using a desk top computer, a laptop, a I Pad or your phone. That is amazing for more than one reason. Yes, the technology is unbelievable but the fact that Today's Restaurant is now available on all of these devices is almost a miracle.

After many months of starts and stops, and delays we are debuting our new website for this FRLA Show issue. [www.trnusa.com](http://www.trnusa.com). We have updated the look and made it easier to navigate around the site, but the biggest change is that when you open the site our current issue is right there for you to read each month.

*We encourage our readers to participate in asking for features that they may find interesting and helpful.*

Some of the changes are internal and our readers will not see the changes but we sweated over them and we are still a work in progress and plan to add new features as we go along. Our readers will experience the changes immediately by seeing some of our advertisers on the scroll just above the current issue. Links in advertising will enable you to click and visit websites instantly.

Our last major website revamp was over ten years ago. The technology over the ten years has grown so

quickly it seems any feature announced as new, became obsolete, overnight. Our old site was built on a platform that is not widely used any longer and had some big limitations for us. We have our fingers crossed that the current platform lasts for more than a few months. Lol.

We are still learning about all of the possibilities available to us on this new website but from what we have seen so far it's going to be fun adding fun new features to benefit our readers and advertisers. We have designed the front page to give advertisers the opportunity to be seen in an interactive banner slide below the revised menu bar and on the very top slider area along side of our name and logo just below the menu bar. The menu bar now is easier to navigate and can be expanded as we make further changes or additions.

The real advantage to this new website is the ability to make changes quickly based on feedback about features that work or don't work. We encourage our readers to participate in asking for features that they may find interesting and helpful. Everyone has an opinion on what they like and don't like on the design of a website they have seen. We need your input to make it better faster. Please feel free to contact us with your suggestions. We will consider all. If you need help with your website give me a call and we will put you in touch with the right person for your needs.

Websites, Social Media and Loyalty programs are all necessary tools to success in the business world today. Take advantage of them all to increase your sales and have fun doing it.

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P.O. Box 273264, Boca Raton, FL 33427-3264  
(561) 620-8888 ♦ Fax (561) 620-8821  
[howard@trnusa.com](mailto:howard@trnusa.com) ♦ [www.trnusa.com](http://www.trnusa.com)

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PUBLISHER.....	Howard Appell
ASSOCIATE EDITOR.....	Wesley Paul
CONTRIBUTING EDITOR.....	John Tschohl
CIRCULATION MANAGER.....	Eric Spencer
ADVERTISING MANAGER.....	Howard McKinney
ART DIRECTOR.....	Jim Pollard
SALES MANAGERS.....	Terri McKinney William Lagusker

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# What's Going On

Important new products, corporate news and industry events

## Georgia News

**Sam's Grill will open its first location in GA at 60 11th Street NE in Atlanta soon.** (California based since the 60's) Owners Fadi/Hani and Emad El Shawa are entering Georgia. It will be location in the brand new building there on the ground floor. 415.391.1539 is their original in San Francisco.



**Another Broken Egg Café, Orlando-based,** has doubled in size over the past five years, the result of a proven business model, strong, ever-growing team and rising trend of consumer interest in dining out for brunch. With visit frequency and guest satisfaction increasing, the brand is capitalizing on this growth potential with nine new deals from successful multi-unit franchisees and plans to operate 300 cafes by 2025. Chris Sutton will lead the development and execution of the training program. For more information go to [anotherbrokenegg.com](http://anotherbrokenegg.com).

## South Carolina News

**Le Macaron French Pastries** will open a location in Charleston. Details to come. Email [sebastian.strom@yahoo.com](mailto:sebastian.strom@yahoo.com) for more information.



In Simpsonville, a large mixed use development is planned at the Burdette Building, called **Burdette Central**, featuring a mix of retail and restaurant establishments. It was built at the turn of the 20th century, and is listed on the National Register of Historic Places. It should be completed by mid 2020. One of the tenants, Kaffiene Coffee Shop and

**Iron Hill Brewery & Restaurant** announced recently they have signed a lease in the Buckhead area of Atlanta. It will be located in Lenox Marketplace, with more than 7,770 sq. ft. that will feature their signature on-site brewing facility and also seating for about 250 in the bar area. The owners are Brewers Kevin Finn, Mark Edelson and restaurateur Kevin Davies. Their Corp office is in Wilmington, DE. They can be reached at 302.472.2739 or online at [ironhillbrewery.com](http://ironhillbrewery.com).

Innovation Center in Rome, Georgia. The new 5,500 square foot state-of-the-art center combines laboratory, culinary, sensory, pilot and ideation areas in one place. This new effective and efficient space will enable Southeastern Mills to innovate and experiment with food trends and flavors to inspire new product and menu innovation. To learn more, visit [semillsfoods.com](http://semillsfoods.com).

by ATCO Properties & Management, is an adaptive reuse project, re-developing warehouses and industrial buildings, some over 75 years old. The couple are also the owners of Uptown Yolk, in 7th Street Public Market.



**Award-winning chef Ashley Christensen is opening her first multi-unit concept next year in North Carolina.** It will be a fast-casual fried chicken restaurant, to be named. Three locations are planned by the end of 2020. The first location in University Hill in Durham will open in the spring, the Cary location will open by mid-year, and a third location is slated for Raleigh later in 2020.

Roastery, owned by Steve and Debbie Goss are from Florida. They could open here as soon as October 2019. Andy O'Mara is the co-owner of Sidewall Pizza, which will also open here.

## North Carolina News

**James Beard-nominated chef Greg Collier** has plans for a new restaurant to open late this year at Camp North End in Charlotte. Named Leah & Louise, it is to be a Juke Joint for their patrons. Camp North End, a project



**IRON HILL**  
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**Southeastern Mills** has announced the opening of its Culinary

## Florida News

**Southern Glazer's Wine & Spirits** ([southernglazers.com](http://southernglazers.com)), the world's

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

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# The FRLA Show will offer five workshops by top experts in the industry

*The Florida Restaurant & Lodging Show will take place September 15-16, 2019 at the Orange County Convention Center in Orlando, Florida*

Orlando - The Florida Restaurant & Lodging Show will be offering five educational workshops providing industry leading educational content that is practical and relevant for today's foodservice professional. The workshops provide comprehensive and immediately actionable solutions and ideas, and will run during the event on Sunday, September 15 and Monday September 16 at the Orange County Convention Center in Orlando.

"Education is a top reason restaurant and foodservice professionals attend the event and we are thrilled to be offering five stellar workshops that will provide a variety of insight and expertise," said Tom Loughran, Vice President of the Clarion UX Food & Beverage Group. "We are excited to announce a new workshop this year: The Tasty Trio which will be taught by three terrific women who own Florida businesses who will demonstrate their creation to engage the taste buds of customers."

## Schedule of workshops include:

**Profitable Menu Design:** (Sunday, September 15 from 9:30am-11:30am). A menu is a restaurant's number one marketing and profitability tool. Donald Burns, Author and Advisor will teach about menu size, fonts and colors, tips and tricks, pricing, designing on a budget, and menu rollouts.

**The Tasty Trio: Wine, Cheese & Chocolate Perfectly Prepared!** (Sunday, September 15 from 2:30pm-4:00pm) Wine, Cheese & Chocolate pairing by The Tasty Trio is an experience fueled by the passion of three ladies and three awesome, Florida owned businesses. Jill Ramsier, Co-Owner of Quantum Leap Winery; Tonda Corrente, Owner/President of La Femme du Fromage; and Lisa Wilk, founder of Orlando Uncorked Wine Events will guide attendees through 3 unique and harmonious pairings created to engage their tastebuds.

**AllerTrain:** an ANSI accredited, manager-level food allergy and gluten-free training course (Monday, September 16th from 8:30am-10:30am). This workshop informs foodservice professionals about the most common food allergens, proper protocol for preparing foods to avoid cross contamination, and special dietary needs. Beth Winthrop, MS, RD, Food Allergy Specialist will teach this workshop.

**Take Back Your Budget:** The Key to Profitability Workshop (Monday, September 16 from 2:00pm-5:00pm). David Scott Peters, restaurant coach and developer of the Restaurant Prosperity Formula, will teach how to build a budget the right way to be profitable, and focus on the single,

most-controllable number in any restaurant. Peters will show attendees how to put systems in place to not only control this number, but also to reduce it and make more money.

**Why Whiskey:** Tasting & Education Workshop (Monday, September 16 from 2:30pm-4:00pm). Tom Fisher, Whiskey Expert & Educator will offer owners of establishments, bartenders, and anyone who regularly works with spirits the opportunity to taste previously unreleased and new bourbons, he will also teach how to enhance a Bourbon and Whiskey program.

## Events taking place on Center Stage, including:

**Hip Sip:** Battle of the Modern Bartender Rum Edition (Sunday, September 15 from 1:30pm - 3:30pm) is an entertaining and exciting featured event where bartenders will demonstrate their creative and delicious Rum beverages in front of an esteemed judging panel.

**The Coaches "Hot Seat":** (Monday, September 16 from 10:30am-11:30am) Three of the industry's top coaches will select a restaurant owner and explore who, what, where, when, and why of their business operations. Join David Scott Peters, Restaurant Coach & Expert from the David Scott Peters Restaurant Prosperity Formula; Emma Vaughn, Local Outreach Manager for GoDaddy Social; and Darren Denington, Founder & President from Service with Style Hospitality Group. Click here for details.

**The Rapid Fire Challenge:** Meatless Monday Edition (Monday, September 16 from 3:30pm-5:00pm). Competitors from FitLiving Eats, Nick's Bistro and Our Urban Homestead will present a 20-minute demo of their meatless dish to a panel of three esteemed industry judges and live audience who will vote on the winner and crown the Rapid Fire Champion.

In addition to these workshops and special events, The 2019 Florida Restaurant & Lodging Show and Healthy Food Expo will provide thousands of industry professionals with access to an

See **THE SHOW** page 15

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# What's Going On from page 3

pre-eminent distributor of beverage alcohol, announced August 1, 2019 **an exclusive deal with Rock N Roll Tequila (rocknrolltequila.com), the award-winning, hand crafted, premium tequila brand, to distribute throughout Florida**, where the brand's footprint is growing rapidly. Rock N Roll Tequila is about to introduce its new traditional Liter bottle program to Florida with a heavy focus on the On-Premise. According to RNR Executive Vice President Chris Ferrone, "We elected to put the Liter Size into play because demand for it was shown in addition to our classy patented guitar bottles. This

was also done to showcase our incredible quality in the bottle that offers greater convenience to the bar and restaurant scene. In our Liter offering we continue to see a great demand for our original guitar design as well, so we look forward to the future and meeting the needs and demands of our growing customer base. The excitement by SGWS Florida mirrors the response we have experienced in our other markets for

both designs. Alongside our launch of the traditional Liter bottle, we are also working on innovative new concepts to put Rock N Roll Tequila on the map and promote it as a brand truly on the rise." Rocknrolltequila.com for more info.



◆ Most restaurants and bars secure patio furniture, liquor cages, supplies and other items with traditional combination or key padlocks that can be hard to track who has access, especially if an item goes missing. **Tapplock has created an easier way to manage physical security with a smart padlock.**



The Tapplock enterprise solution pairs the smart Tapplock one+ fingerprint lock with an enterprise management platform. Instead of using keys the Tapplock solution gives businesses the ability to load up to 500 employee fingerprints to one lock so all employees need to do is scan a fingerprint on locked equipment to access it. Access can be controlled via the platform with parameters set for day and time access, and the ability to add or revoke access permission at any time remotely if an employee is fired. The locks can also be unlocked remotely if needed and the platform stores access reports, so management always knows who was accessing what, when. For all details visit [tapplock.com](http://tapplock.com).



◆ In September 2019, **Michter's Distillery** will release its US\*1 Toasted Barrel Sour Mash Whiskey for sale to U.S. and export markets. While Michter's has released US\*1 Toasted Barrel Bourbon and US\*1 Toasted Barrel Strength Rye in the past, this will mark the first ever release of Michter's US\*1 Toasted Barrel Sour Mash Whiskey. When Michter's US\*1 Sour Mash was selected by The Whisky of the Year for 2019, it marked the first time that any whiskey from the United States had ever achieved this honor. This award winning whiskey is at the heart of Michter's US\*1 Toasted Barrel Sour Mash Whiskey. To make this special Toasted release, Michter's starts with

fully matured barrels of its US\*1 Sour Mash Whiskey and transfers the whiskey into specially toasted barrels for additional aging. "We've been very happy with how our Toasted Barrel Bourbon and Toasted Barrel Strength Rye releases have come out, and we discovered that our Sour Mash Whiskey is also wonderful for toasted barrel finishing," commented Michter's President Joseph J. Magliocco. Visit [michters.com](http://michters.com) for more details.



◆ **GRUBBRR, an out of the box solution for front and back of house restaurant efficiencies**, offers a lineup of ecosystem components that includes: self-ordering kiosks, point-of-sale systems, pay-at-table devices, kitchen display systems, online ordering, digital menu boards and food lockers. The National Restaurant Show held in May was the first industry appearance of the brand debuting its complete ecosystem. **Based in Boca Raton**, GRUBBRR is an emerging technology company that



delivers ordering solutions for small to large companies across different

verticals including QSR Restaurants, Fast-Casual Restaurants, Cafes, Bars, Food Trucks, Coffee Shops, Bakeries, Stadiums, Movie Theatres, and Golf Courses. GRUBBRR is a complete business automation platform. They offer a full ecosystem of products that sync in real-time, connected by a simple to use backend dashboard. Visit [grubrr.com](http://grubrr.com) for all information.



**A new, 60,000 sq. ft. food hall is coming to Delray Beach that will feature 35 chefs and operators.** According to Brand Story Communications, the groundbreaking is scheduled to occur this summer at the corner of Southeast Third Avenue and Southeast First Street. The Delray Beach Market will be housed in a four-story building and is being billed as Florida's largest food hall. It will also feature multiple outdoor spaces and a four-level parking garage. The food hall is slated to open in the fall of 2020.



See **WHAT'S GOING ON** page 12



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# If we fail to learn, we fail to grow

John Tschohl ♦ Today's Restaurant Contributor



*"If you are not willing to learn no one can help you. If you are determined to learn no one can stop you."*

— Zig Ziglar

I believe that learning is the fundamental activity in a successful and purposeful life. I have spent much time and money since 1979, learning about everything related to customer service. The result has led me to position myself as the leading service strategist and expert in the world. I have been given endless opportunities to learn and I realize that the more difficult the situation, the more likely I am to learn and take that inevitable leap to move ahead with confidence.

Mark Cuban is the epitome of this principle. In his early 20s, he bought a \$99 computer and taught himself how to program by reading every manual he could find. The result? A thorough understanding of the technology he was selling and the insight to make it better.

Mark Cuban has the kind of wealth that every startup and entrepreneur dreams of. He's also earned every cent of it himself. Listed on Wikipedia as an American businessman, investor, film producer, author, television personality, and philanthropist, the self-made mogul and star of Shark Tank founded his

first company at age 25 and is currently estimated to be worth around \$3 billion. Driven and determined, he knows what he wants and has the self-belief and ambition to make it happen.

Jeff Bezos and Steve Jobs were raised by adoptive parents and Nelson Mandela changed the world from a jail cell. Live as if you were to die tomorrow. Learn as if you were to live forever. ~ Mahatma Gandhi

Invest in your success. In my book, Moving Up, I constantly remind readers that it's about your life, it's about succeeding in whatever you choose to do. It can be anything you can dream of. It's about taking chances, being proactive and ready. Great things are not going to happen for you unless you believe it, see it in your mind and focus on that goal.

*"Unless you try to do something beyond what you have already mastered, you will never grow."*

— Ralph Waldo Emerson

I take great pride in learning from some really great people in my life. First is my mother. She passed in 2003 at the age of 102. She gave me the self-confidence and self-worth to reach my goals.

Other influencing people I have been blessed to share time with are the late Paul Meyer, leader of the Success

Motivation Institute. He taught me how to set goals, use visualization, affirmation and make money. He also gives credit to his mother. He states "My mother planted the belief in me that the riches of all creation belonged to me if I wanted them and claimed them."

*The process of learning from our mistakes is truly invaluable, and is something we need to run toward, not run away from.*


Vernon Hill, is an American businessman, the founder and chairman of Metro Bank, a UK retail bank with 66 stores, and assets \$28.6b. He taught me to never give up and to do what others wouldn't even think of doing. And, he's a good friend.

Also, Minnesota congressman, the late Bill Frenzel was on the House Ways and Means Committee. His gifts to me were priceless. He showed me the benefits of being a good listener and he was

humble. And was one of the most influential members of congress.

Learn from your mistakes. The process of learning from our mistakes is truly invaluable, and is something we need to run toward, not run away from.

Every successful company has ups and downs but the good ones look at it differently than the ones that choose to give up. Starbucks has experienced its share of failures and setbacks. When the economic downturn caused the coffee house industry to implode, Starbucks was ill-equipped to survive in a world where caffeine aficionados could no longer afford to drop \$5 on a cup of java. Despite the odds, the brand managed to refine its business model and adapt to changing economic circumstances.

In a sense, every day you either grow or die mentally. Learn about your company, learn about your products, and learn about your customers. 

*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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# NSF updates non-GMO certification requirements

Newly revised non-GMO program clarifies certification requirements to address emerging technologies and new regulations

Ann Arbor, MI – NSF International, an independent public health and safety organization, recently published an updated version of its non-GMO certification program to clarify requirements related to emerging technologies, align with new regulations and streamline the certification process. The program also has a new name to help consumers and retailers quickly identify products that meet non-GMO requirements.

Established in 2016 as NSF's Non-GMO "True North" protocol, the program was created to verify non-GMO claims on food and beverage, dietary supplement, cosmetic, personal care and household cleaning products. Today, the program is simply known as NSF's non-GMO certification program.

Developed and updated with input from regulatory, industry and non-GMO experts, the program has been revised to:

- ◆ Align with the language and terms used in the USDA's National Bioengineered Food Disclosure Standard (NBFDS), a new rule effective January 1, 2020 which requires food manufacturers, importers and retailers to ensure bioengineered foods are appropriately labeled. This rule prohibits undisclosed

genetically modified DNA from being present in the finished product.

- ◆ Streamline the certification process for brands and manufacturers by recognizing USDA organic certification as evidence of meeting NSF's non-GMO certification requirements. This includes the USDA's "Made with Organic" category and equivalent organic certifications from other regions such as the EU, Canada, Japan and Korea.
- ◆ Clarify that ingredients derived from GM microorganisms are not acceptable.
- ◆ Simplify the certification requirements for clarity, understanding and ease of use.

"The goal of NSF's non-GMO protocol is to provide clear production, testing and evaluation criteria for the accurate labeling of non-GMO ingredients and products," said Sarah Krol, Global Managing Director of Food Safety Product Certification at NSF International. "The new and improved protocol aligns with the USDA's National Bioengineered Food Disclosure Standard and recognizes National Organic Program requirements so that consumers who look for the NSF non-GMO mark can know with certainty what's in (or not in) their food, dietary supplements and personal care products."




*NSF International provides expertise and accredited food services across all supply chain sectors...*

Organizations, including those who grow, produce, manufacture, process and trade in food and beverage, dietary supplement, cosmetic, personal care and household cleaning products are eligible to apply for NSF's non-GMO certification.

In 2019, NSF International is celebrating 75 years of protecting and improving human health. The independent, global organization facilitates

standards development, and tests, audits and certifies products for the food, water, health sciences, sustainability and consumer goods industries to minimize adverse health effects and protect the environment. With operations in 180 countries, NSF is committed to protecting human health and safety worldwide. NSF International is a Pan American Health Organization/World Health Organization (WHO) Collaborating Center on Food Safety, Water Quality and Indoor Environment.

NSF International provides expertise and accredited food services across all supply chain sectors, including agriculture, animal feed and welfare, produce, processing, distribution, dairy, seafood, quality management software, retail and restaurants. Services include Global Food Safety Initiative, foodservice equipment and nonfood compounds certification, HACCP validation and inspection, label claims verification and certification, DNA and food package testing, product and process development, food fraud consulting and training, and organic and Certified Transitional certification through Quality Assurance International (QAI). Separately, we also offer expert auditing, consulting and training.

Additional information is available about NSF International's non-GMO certification program at [NSF.org](http://NSF.org). 

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### Upcoming industry affairs

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**4-6 ♦ The NAFEM Show**  
Ernest N. Morial Convention Center ♦ New Orleans, LA  
[thenafemshow.org](http://thenafemshow.org)

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## Inaugural Brews at the Beach Beer Festival announced

**The only Beer Festival on South Florida sand takes place December 7th, to benefit the Multiple Sclerosis Foundation**

Ft Lauderdale, FL - 66 Productions, producers of the Greater Fort Lauderdale Food & Wine Festival (GFLFW), has announced its inaugural Brews at the Beach Beer Festival. The festival, a GFLFW sanctioned event, will take place from 12 – 4 p.m. on Saturday, December 7, on the sands of Fort Lauderdale Beach at Sunrise Blvd and A1A. Brews at the Beach is centrally located in the heart of the craft beer revolution that is currently sweeping the South Florida region.

*A portion of  
all proceeds from  
Brews at the Beach  
will benefit the  
Multiple Sclerosis  
Foundation*

Featuring unlimited samples from a robust, well-rounded brewery line-up from around the world, live entertainment, artisan vendors and a variety of food for purchase, this event will solidify itself as Broward County's Signature Beer Festival. Participating breweries include Abita Brewing Company, Blue Point Brewing Company, Concrete Beach Brewery, Golden Road Brewing, and Kona Brewing Company, just to name a few (see below for an initial list of participating breweries).

A portion of all proceeds from Brews at the Beach will benefit the Multiple Sclerosis Foundation. The Multiple Sclerosis Foundation, known in the Multiple Sclerosis (MS) community as MS Focus, is a nonprofit organization focused on providing free

services that address the critical needs of people with MS and their families, helping them maintain the best quality of life.

Festival partners include 66 Productions, Greater Fort Lauderdale Food & Wine Festival, Ocean Wine & Spirits, Park & Ocean, Wild Thyme Oceanside Eatery, SFL Hops, AR Workshop Hollywood, Kip Hunter Marketing and Society 8 Hospitality Group.

#### List of breweries participating in the inaugural brews at the beach:

Abita Brewing Company; American Craft Aleworks; Anchor Brewing; Big Storm Brewing Company; Big Top Brewing Company; Blue Point Brewing Company; Brewing Life Kombucha; Castle Church Brewing Community; Concrete Beach Brewery; Descarga Brewing Company; Ellipsis Brewing; Golden Road Brewing; Gulf Stream Brewing Company; Hollywood Brewing; Islamorada Beer Company; Kona Brewing Company; Misfit's Brewing; Sapporo Premium Beer; Snake Venom USA; South Beach Brewing Company; Taylormade Brewing Company; The Tank Brewing; Unibroue; Veza Sur Brewing Company; Walking Tree Brewery & many more to be announced at a later date on their website. 

**About 66 Productions:** 66 Productions is a full-service event production company with a focus on attendee-based experiences, located in Hollywood, FL and owned by Kate Reed and Phillip Marro. Favorite events include the Greater Fort Lauderdale Food & Wine Festival, Hollywood Mardi Gras and now, Brews at the Beach.

**About the Greater Fort Lauderdale Food & Wine Festival:** Set to once again be a celebration of the food, wine, craft beer and spirits scene at unique venues in Broward County, the 2nd Annual Greater Fort Lauderdale Food & Wine Festival includes five days of signature events taking place between March 18-22, 2020, with various sanctioned events throughout the calendar year. For the latest information about the Greater Fort Lauderdale Food & Wine Festival visit [www.GFLFoodWine.com](http://www.GFLFoodWine.com).



# 6 reasons customers don't come back

David Scott Peters ♦ Today's Restaurant Contributor



Years ago, I came across a study called "The Spirit of Service." It was done by a foodservice industry association that is no longer around, but the information it provided me became a platform for explaining the importance of systems to restaurant owners and managers. In the study, they detailed six main reasons why customers don't come back. I have found this list to be timeless and held up in every restaurant. Here they are with ideas to counteract them.

## Reason No. 6

When you look at your customer attrition, you can count on the fact that you're losing around 1 percent of your customers to death. This is just the reality of it all. It's the one thing you can't do anything about.

## Reason No. 5

3 percent of your customers will move out of the area. If the customer moves hundreds of miles away, there's not much you can do. But in large metropolitan areas, moving may mean moving to a neighboring city that is still within an hour driving distance.

If your customer moves 45 minutes away, you have a choice: lose their business for good or fight like heck to get them in at least four times

a year. Staying in touch becomes extremely important.

Let's look at the economics of this. Let's say this customer used to come into your restaurant only 10 times a year. They'd always come in with at least one other person and spend an average of \$40 a visit. Every year they would spend at least \$400.

*Make sure every employee is trained and ready to give your customers the best experience they could possibly desire.*

If you've had them in your marketing database and have created a system where they can update their information with you and continue to receive your newsletter by mail and your e-mails, you might be able to get them to continue to come into the restaurant at least four times a year. So instead of losing \$400 a year, you've managed to keep \$160.

While that may not seem like a lot of money, when you multiply that over the lifetime of visits by that customer and then by the rest of the 3 percent who move, that can be a lot of money. Also look into new mover advertising in your surrounding community to capture those coming into the neighborhood.

## Reason No. 4

5 percent find new interests or friends. OK, I know you're thinking, "That's completely out of my control." While this is true, if you follow the example given in Reason No. 5, you will again magnify the importance of building up your customer database and staying in constant contact. Just remember interests and friends change, and they may come back.

## Reason No. 3

9 percent change for competitive reasons. This reason is the one most restaurant operators lose the most sleep over. But if you've done your job right and have a restaurant that is clean, has great service and great food, they will come back and usually do. It doesn't hurt to keep communicating with them with your monthly newsletter and e-mails. Remind them that they matter and continue to invite them back into your restaurant.

## Reason No. 2

14 percent change because they are dissatisfied with the restaurant. Let's cover a little bit of Restaurant 101 here. If you're doing these things, continuing that communication with your customers will likely bring them back in a few times.

1. Make sure your restaurant is in clean working order.

2. Make sure hot food is hot, cold food is cold and ticket times are in an acceptable range for your restaurant.

3. Make sure every employee is trained and ready to give your customers the best experience they could possibly desire.

If you aren't confident that you're meeting these basics, there are a couple things you can do.

1. Send your customers a survey via email, if you have their contact information. If you don't, you could hand them out at the end of meals and offer an incentive to complete the survey.

2. Monitor your social media comments and reviews on apps like Yelp. People tend not to be shy about sharing their experiences. If you find a consistent theme in reviews, don't be defensive. Embrace it and resolve the issue.

See 6 REASONS page 14

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## What's Going On

from page 6

(The full original article can be found on WPTV.com)



The 7th Annual South Beach Seafood Festival will take place on South Beach October 22-26, 2019. This Florida seafood festival will showcase some of the best talents of South Florida's leading chefs and culinary masterminds via a diverse group of events, where guests experience the best seafood in Miami and kick off world renowned stone crab season. Annually, brought to you by Breakthru Beverage and partners, and produced by CI Management, this event is touted by USATODAY as one of its Top 5 Specialty Festivals in the country, and by the Travel Channel as the best seafood festival in the US. The Festival benefits a great cause in Miami Dade County with CI Foundation's EAT SMART program, a program that provides healthy meals and nutritional guidance to Florida's youth with programs in Miami Dade County public schools. All details available at sobeseafoodfest.com.



Montrose Market in Clermont will open soon. It will house Sud's Saloon Bar, Golden Hills Coffee Roasters, Jour de Crepe, Morthan Cheese, Box Grill, One Utopia, Brazilian Bites Gourmet, Real Deal American Grill and Poke Kai. Montrose Market is located at 752 West Montrose Street.



The iPic Entertainment movie theater-restaurant chain has filed for Chapter 11 bankruptcy protection amid negotiations to reduce its debt burden through a restructuring process or a sale. Current management will remain in place to work alongside the Company's restructuring advisors and business will continue uninterrupted. Operations will be supported by debtor-in-possession (DIP) financing provided by the Retirement System of Alabama. The Company anticipates that the restructuring process will conclude in 90-120 days.



Bellissimo Foods Company, the nation's leading specialty foodservice provider, announced a corporate brand refresh, including updating their proprietary Bellissimo branded product line. "We have grown our business significantly the last several years and this brand refresh represents the natural evolution of that transformation," stated BFC Founder and CEO, Peter Thor. "Today, our BFC distributor network includes over 50 locally owned and operated distributors who proudly distribute the world's best Italian and

Mediterranean products, including exclusive distribution of our own Bellissimo brand. It was imperative that our branding reflect and promote BFC's mission to be the go-to partner for independent pizza and Italian restaurants." Distributor members of the BFC network collectively service more than 30,000 restaurants every week.



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Compeat, a leading provider of integrated restaurant accounting, back office, workforce, and intelligence management software, has announced the launch of their new product, Compeat Pay, that automates restaurant vendor payments. Compeat Pay removes the burden of manually paying bills for restaurant operators through automated operations including check, automated clearing house (ACH), and includes a built-in virtual credit card option that earns cash back for qualified Compeat Advantage customers. "Compeat Pay is a game changer for restaurant operators," says Jeff Stone, CEO of Compeat. "It's a risk-free way to save hours per week and reduce costs of check processing while enhancing payment security for our customers with no set-up, implementation, or recurring monthly fees for our qualified Advantage customers." Visit compeat.com.



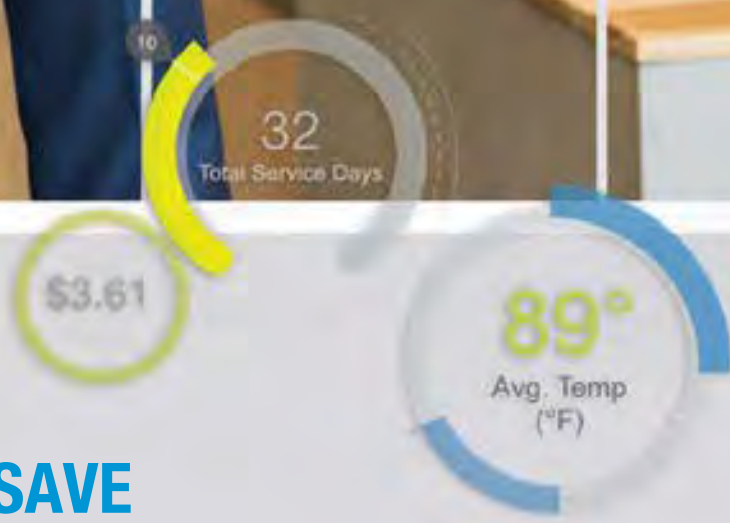
Today's Restaurant invites you to submit information for the What's Going On column at any time. Please e-mail your company or product information to terri@trnusa.com and try to keep the word count between

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See WHAT'S GOING ON page 13





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# Investment

from page 1

Based on our conversations with industry veterans and restaurateurs, here are three questions you may want to ask yourself when weighing an investment.

### Do you know what your target customer wants?

It may seem like a simple question, but given the complexities of the industry, it may require some thought and careful study.

Valerie Killifer, editor-at-large of Catering Insights, frequently speaks to restaurateurs who are seeking to expand their catering and delivery options. She's seen a polarization between customers who want convenience and those who are seeking a dine-in experience.



A restaurant like Dallas-based French bakery chain Le Madeleine, she says, has been able to bridge the gap by offering an in-house delivery service during limited evening hours.

"Those two ideas are very conflicting, because if you think of convenience, you think of, 'I just need to grab something to eat and go,' but if you think of experience, it's more like, 'Take your time and sit down,'" Valerie says. "It probably comes down to, 'Who are we serving?' Are you serving convenience sector guests or are you serving the guest that wants more of an experience?"

### Are you staffed for it?

When veteran Chicago chef Lamar Moore was working at a restaurant a few years back, he hired a cook from the burger chain Shake Shack. After one of his sous chefs asked why he would make a seemingly one-dimensional hire, Moore responded with two words: Happy Hour.

"We were getting ready to do a happy-hour program," Lamar says. "So I

said to my staff, 'What's our number one-seller during testing? Burgers. That's your burger guy.' And we can learn from him because he knows more about burgers than we do, because that's all he did, was just cook burgers."

As it turned out, that burger chef turned out to be one of Moore's best and most versatile cooks. "I still take some of the things that I learned from him into how we cook burgers," Lamar says.

### Have you asked?

Laura Hobson and her husband Johnny started their baked-goods business, Hobson's Homemade, in the small town of Maynard, Massachusetts, by circulating their products among friends and selling at the local farmer's market. And at every stage of their growth, they've solicited the advice of their customers.

Laura and Johnny have regularly relied on online surveys that they circulate through customer mailing lists and through links on their social-media sites. When they were considering a brick-and-mortar location for their business, they asked their customers when they'd be willing to visit, how often they'd come, and how much they'd spend.

They've since commissioned surveys to ask customers if they would come to their cafe at night, and to determine whether they should continue with entertainment like live music on the weekends. Laura's also working on another that would determine customers' preferred menu items and help them decide whether to expand into a larger space.

Laura calls them "future focus surveys."

"I've tried to be proactive and create very specific parameters they can answer within—do they live in town, or would you just buy a hot tea, or actually come buy food?" Laura says. "We've done it when we've been trying to consider a couple of different next steps. Because it's a small town, the community feels like they're really invested."

**About the Author and Company:** Aditya Narula is the head of customer success at Kabbage. Kabbage has pioneered a financial services data and technology platform to provide access to automated funding to small businesses in minutes. Since 2011, the company has helped more than 185,000 small businesses access more than \$7 billion

# 6 reasons

from page 11


### Reason No. 1

68 percent encounter an attitude of indifference or unconcern by one or more employees.

This means 68 out of 100 customers aren't coming back because of how your employees conducted themselves. 68!

Your training program has to not only cover the basics from food safety to steps of service, you need to make sure you train hospitality and the idea that the customer comes first!

If you do nothing more than tackle Reason No. 1, "encounter an

attitude of indifference," your business will literally explode! 

David Scott Peters is a restaurant coach and speaker who teaches restaurant operators how to cut costs and increase profits with his trademark Restaurant Prosperity Formula. Known as THE expert in the restaurant industry, he uses a no-BS style to teach and motivate restaurant owners to take control of their businesses and finally realize their full potential. Thousands of restaurants have used his formula to transform their businesses. Peters is also a coach and principal in The Largo Group, an accounting firm concentrating on the specific needs of restaurants. To learn more about David Scott Peters, his formula, his online courses or The Largo Group, visit [davidscottpeters.com](http://davidscottpeters.com).

Advertise in Today's Restaurant call: **561.620.8888**



# Upserve announces partnership with James Beard Foundation

Providence, RI - Upserve, the leading restaurant management platform, recently announced an industry-first partnership to sponsor the James Beard Foundation's Taste America® culinary series presented by Capital One®. A multi-city celebration that brings James Beard Foundation programs to great culinary destinations, this year's series will travel to 20 cities including New York City, Portland, Chicago, and Washington, D.C.

Through the James Beard Awards, unique dining experiences around the country, scholarships, hands-on learning, and a variety of industry programs that educate and empower leaders in our community, the Foundation has built a platform for chefs and asserted the power of gastronomy to drive behavior, culture, and policy change around food.

"This was a natural partnership given Upserve's mission to make chefs and restaurant owners wildly successful through our technology, and the James Beard Foundation's goal of celebrating, nurturing, and honoring chefs and leaders in the food industry. Our company is aligned to the James Beard Foundation's powerful message of embracing a food culture that is more delicious, diverse, and sustainable for everyone," said Andrea Kayal, Chief Marketing Officer at Upserve.

"We are delighted to partner with

Upserve, which helps restaurants succeed with smarter data," said Kris Moon, Chief Operating Officer of the James Beard Foundation. "Our shared goal of supporting the industry makes this partnership a natural fit and we are excited for its debut as part of this year's Taste America tour."

Upserve will begin its sponsorship at the Taste America® NYC kick-off on Wednesday, July 24 in New York City at Tribeca 360°, featuring seasonal bites and beverages crafted by 15 tastemakers from across the country.

"We're so proud of the dozens of Upserve customers who are James Beard Foundation Award nominees and winners across the country, including 'Best Chef' Sean Gray at Momofuku Ko in New York, Corey Lee at Benu in San Francisco for 'Best Chef-West,' and 'Best New Restaurant' Elle in Washington, D.C. to name a few. We hope that this partnership furthers our mutual commitment to chefs and the restaurant community," says Upserve CEO, Sheryl Hoskins. 

**About Upserve:** Upserve is the magic ingredient that helps restaurateurs become wildly successful, providing everything you need to manage a restaurant in a single hub. Upserve offers the market-leading cloud restaurant POS, actionable insights, transparent processing, automated inventory and ordering, workforce tools, and mobile restaurant management. Over 10,000 restaurants use Upserve to manage relationships with more than 57 million active din-

ers, process over \$9.9 billion in annual sales and serve over 36 million meals per month. Upserve is headquartered in Providence with additional offices in Denver and Tel Aviv.

**About the James Beard Foundation:** The James Beard Foundation's mission is to promote good food for good™. For more than 30 years, the James Beard Foundation has highlighted the centrality of food culture in daily lives. Through the James Beard Awards, unique dining experiences at the James Beard House and around the country, scholarships, hands-on learning, and a variety of industry programs that educate and empower leaders in our community, the Foundation has built a platform for chefs and asserted the power of gastronomy to drive be-

havior, culture, and policy change around food. To that end, the Foundation has also created signature impact-oriented initiatives that include our Women's Leadership Programs, aimed at addressing the gender imbalance in the culinary industry; advocacy training through our Chefs Boot Camp for Policy and Change; and the James Beard Foundation Leadership Awards, which shine a spotlight on successful change makers. The organization is committed to giving chefs and their colleagues a voice and the tools they need to make the world more sustainable, equitable, and delicious for everyone. For more information, visit [jamesbeard.org](http://jamesbeard.org) and follow @beardfoundation on Instagram, Twitter, and Facebook.

## The Show from page 4

expansive trade show floor offering the hottest menu trends, state of the art design and decor, a renowned education program, several culinary demonstrations, the presentation of the Torch Award and Beacon Award and much more. For more info visit [flrestaurantandlodgingshow.com](http://flrestaurantandlodgingshow.com).

The Florida Restaurant & Lodging Show and Healthy Food Expo are produced and managed by Clarion UX, and sponsored by the Florida Restaurant & Lodging Association. Clarion UX produces 40 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; Tulsa, OK and Fairlawn, NJ. 

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