

Appetizers

The restaurant industry must act now



Aroma Joe's farm-to-sip coffee coming to Tampa



Hattie Maries offering U.S. franchising opportunities



Huey Magoo's sells 100th franchise



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Omnivore appoints Dan Singer COO and opens Tampa Bay headquarters

Clearwater, FL - Omnivore, the restaurant industry's leading digital connectivity platform, announced recently that Dan Singer has joined the company as Chief Operating Officer. The appointment, along with a new corporate headquarters near Tampa Florida, comes as a result of the company tripling its share of restaurant locations to over 19,000, and will serve as the baseline for ensuring strong customer support, efficiencies and similar growth in 2020.

Singer served for nearly 8 years as Vice President of Finance for FairWarning, a global privacy company. While at FairWarning, Singer led the Finance, Legal, IT, and Sales Operations teams and was part of the \$60 million growth equity investment from Mainsail Partners in June of 2018. His strategic approach and operational leadership in growing companies will be his focus as Omnivore continues to scale.

"I have been impressed with Omnivore's solid strategic growth and progressive performance as they help restaurants break through technology barriers," said Singer. "I am excited to



Dan Singer

Singer served for nearly 8 years as Vice President of Finance for FairWarning, a global privacy company.

be working with Mike Wior and the team as we take the company into its next phase of growth with operational excellence."

Omnivore's growth has come from multiple digital categories such as labor management, reservation management, online ordering, kiosks and pay at the table. However, Omnivore's ecommerce platform for restaurants, Menu Management System (MMS), has accelerated its growth as well as the company's app partners and restaurant partners growth. MMS enables restaurants to take full control of their ecommerce strategy while reducing friction with technology providers such as 3rd party delivery, online ordering, search engine ordering, social media ordering, kiosk ordering, and others that rely on digital menus with a need for the order to be directly injected into the restaurant's point of sale (POS) system.

"Myself and several members on the board have had the opportunity to get to know Dan, and there is tremendous value in his expertise and

See **DAN SINGER** page 10

Opportunistic operators scoop up Jeremiah's Italian Ice franchises

Orlando's beloved frozen treat brand sells 50+ franchises in under six months

Orlando, FL – After developing a cult-like following since its founding in 1996, and with 23 locations throughout Florida, Jeremiah's Italian Ice announced it is ready to share its decadent Italian Ice, premium Soft Ice Cream and signature Gelati treats

nationwide with its category-defining franchise opportunity. An opportunity 23 years in the making, Jeremiah's Italian Ice is poised to become the "Premier Frozen Dessert Franchise of the New Decade."

Within six months of announcing its highly anticipated franchise

opportunity, the family-friendly frozen dessert favorite has amassed non-stop demand and has sold more than 50 franchises to more than 20 franchisee groups, including its first out of state locations in Arizona, Texas and North Carolina. Among the 24 signed franchisees 14 are multi-unit contracts, and the brand is on track to have 100 stores open or in development in the next two years.

As dessert connoisseurs across the country will soon find out, Jeremiah's Italian Ice boasts over 40 flavors of indulgent high-quality Italian Ice as well as creamy Soft Ice Cream. A synthesis of these two core products – the Jeremiah's Gelati – is the showcase of the menu with layers of Italian Ice swirled with thick, homemade Soft Ice Cream, offering nearly limitless flavor combinations. The Gelati is much like Jeremiah's itself, respecting tradition while

See **JEREMIAH'S** page 14

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Appell Pie

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Howard Appell ♦ Today's Restaurant Publisher

I listen to talk radio when I am driving around the country and I heard a financial advisor speaking about credit cards and how to get out of debt quicker. We all have credit cards and I'm sure many of us don't realize the interest rate we are paying. The expert on radio stated that you should call your card company and ask for a lower interest rate. Tell them you have been offered cards with lower interest rates and if they don't lower yours they will lose you as a customer.


I spent at least 10 minutes going over the same points and coming back to he was not able to do it.

Sounds easy enough. He also said that you should be prepared to get a hard time from the "customer service rep" but that you should be persistent and ask for a supervisor. I thought I would try it on two of my cards. I pay my credit card bills on time, all the time and always more than the minimum, so I thought I had great case. The first company stated that it was not their policy to lower interest rates on customer generated requests and that my account would be reviewed in the normal course of business for rate reduction automatically. I asked for the supervisor and we went at it again. I was able get him to admit that he was incapable of changing the rate but that he would eliminate the yearly charge forever. He said I should call back in a month to see if he could do any better on the rate. He was trying to tell me to read between the lines for something. Call it a tie.

After having the conversation with the first company and hearing the company policy routine, I was ready for the second company. The next "customer service rep" was polite in reading me the same script I had heard in the first company. When I asked for a supervisor I was amazed at the identical response again. "My supervisor will tell you the same thing; it is not company policy blah blah blah." I finally got the supervisor on the phone and explained to him the following facts.

1. I have been a customer for many years
2. I paid my bills on time etc.
3. Other companies were offering me cards at much lower rates and if he didn't lower my rates they would lose me as a customer.
4. It was my company policy not to pay interest rates to his company when other companies were fishing for my business with lower rates.

I spent at least 10 minutes going over the same points and coming back to he was not able to do it. I kept asking to speak to the person who could make the decision but he always tried to foil the attempt. By this time I was enjoying the conversation and realized I was speaking to someone in India from an outsourced company. Now it wasn't the interest rate anymore it was just fun trying to get as far as I could with it. Finally he gave in and transferred me to the supervisor's supervisor. I began to lay out my case again in clear calm sentences. I was really getting into it when I heard the line go dead. Just like the chances of her company keeping my business.

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What's Going On

Important new products, corporate news and industry events

American Dream Miami is a megamall and entertainment complex that is slated to be located in Miami-Dade County, which will become the largest shopping mall in America. The project is being developed by Triple Five Group, owners of three of North America's largest malls, American Dream Meadowlands, West Edmonton Mall and Mall of America. The project shares its branding with American Dream Meadowlands in New Jersey. The location of American Dream Miami is part of the Everglades region near Everglades National Park but within Miami-Dade County's Urban Development Boundary. Triple Five Worldwide (Canadian based) will break ground on American Dream Miami in 2021

Chris Salman, CEO of ilFornino® New York, has unveiled a new line of "Napolcento Series" commercial wood-fired and gas-fired pizza ovens. Engineered for continuous restaurant use, The Napolcento Series is manufactured



in Modena, Italy. It is available in three sizes (40, 55 and 63 inches). With its dome shape and heat retention properties, it is able to produce authentic Neapolitan pizza. The oven comes in two fuel configurations: wood-fired only or dual wood and natural gas-fired fuels with electronic controls, offering ease of use and consistent temperature. For all information visit ilfornino.com.

Electrolux Professional's new flagships – SkyLine Cook&Chill and Line 6000 Washers and Dryers – have been awarded by the GOOD DESIGN® Awards Program.

The awards honor the yearly achievements of the best industrial and graphic designers and well-established global manufacturers for their pursuit of extraordinary design excellence and innovation. "Our new SkyLine Cook&Chill and Line 6000 Washers and Dryers have won the Good Design® award from The Chicago Athenaeum: Museum of Architecture and Design." For this year's historic 69th edition, over 900 new products and graphic designs were selected from over 47 countries in Europe, Asia, Australia and the Americas. Electrolux Professional – professional.electrolux.com - offers Food, Beverage and Laundry solutions for professional users.



and expanding the brand portfolio through strategic acquisitions.

Bryan S. Cohen, Allan Carlisle, and Chris McCarthy of Cohen Commercial Realty, Inc., announced the signing of Tea Spot to lease a 1,267-square-foot space in Plaza at Saint Lucie West located at 986 Southwest Saint Lucie West Blvd. Tea Spot will be serving teas, smoothies, and ice cream to its customers.

Tea Spot joins Pet Supermarket, Leslie's Pool Supplies, and IHOP. Cohen Commercial represented the landlord in this transaction. www.cohencommercial.com for all information.

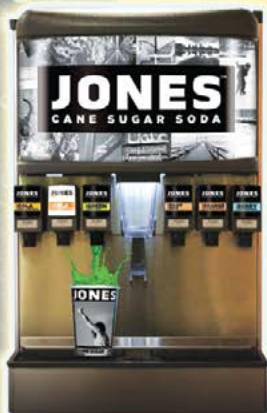
The Dinex Group has announced the appointment of Sebastien Silvestri as its first-ever Chief Executive Officer. A respected authority in the hospitality industry, Silvestri comes to Chef Daniel Boulud's award-winning restaurant group with more than 25 years of proven experience focused on development of bold marketing strategies, effective partnerships and branding tactics. In this newly formed position, his focus will be on defining the next era for The Dinex Group's entire collection of restaurants and brands

Yum Brands has entered into an agreement to acquire The Habit Burger Grill. The deal is expected to close by the end of Q2 2020. "We've emerged from our three-year transformation stronger and in a better position to accelerate the growth of our existing brands and leverage our scale to unlock value from strategic acquisitions," Yum Brands CEO David Gibbs said in a statement.

See WHAT'S GOING ON page 6

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We must act now to make the restaurant industry environmentally sustainable

By Michael Oshman

The industry needs to shift rapidly from a single-use throw-away mentality to a reusable mentality.

It's 2020 and time to have clear vision to tackle the planet's gravest environmental issues. Founded in 1990, the Green Restaurant Association turns 30 this year. Over 3 decades, the GRA has brought sustainability to the forefront of the restaurant industry. The positive changes have been dramatic. Recycling and composting are normal in many places in the

country. Vegetarian and vegan meats are mainstream. Energy-efficient lighting and equipment are prevalent. Bathrooms and kitchens have dramatically reduced their water consumption. Green Restaurant legislation has swept the country. Consumers are more educated and are demanding transparent and real change. That is the good news.

But, to tackle these issues completely, we need to shift from incremental to dramatic change. The industry needs to shift rapidly from a single-use throw-away mentality to a reusable mentality. And there are some great examples of restaurants already doing that. In this coming decade, we need to shift towards a safer and more sustainable food supply that does not depend on dangerous pesticides. Vegetarian and vegan food options on each menu need to cease being an interesting story and shift towards what is normal and expected. The technology is here. The demand from Millennials is here. The grave environmental issues are here. We have the perfect storm to solve these issues. The cost of inaction is far greater than the cost of action. We look forward to a successful year and decade working with the restaurant industry to take leadership in solving this planet's important environmental problems.

With that, the Green Restaurant Association is proud to announce a new tool to help millions of restaurant employees drive the change towards sustainability.

New Green Employee Certification

15 million people now work in the American restaurant industry alone. The Green Restaurant Association (GRA) just launched its Green Employee Accreditation Program. Restaurant employees and culinary school students can go to the GRA's free environmental education section and learn about the restaurant industry's environmental impact and sustainability solutions in the categories of:

- ◆ Sustainable Food
- ◆ Energy
- ◆ Waste

Founded in 1990, The Green Restaurant Association, an international nonprofit organization, has pioneered the Green Restaurant® movement as the leading voice within the industry, encouraging restaurants to green their operations using transparent, science-based certification standards. With its turnkey certification system, the GRA has made it accessible for thousands of restaurants to become more environmentally sustainable in Energy, Water, Waste, Food, Chemicals, Disposables, & Building. Operating in 47 States and Canada, the GRA works with restaurants, manufacturers, and distributors to fulfill its mission of greening the restaurant industry. The GRA has been recognized in thousands of media over the years, including Time Magazine, CNN, New York Times, Washington Post, and Fox News.



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Michael Oshman is CEO and Founder of the Green Restaurant Association. He can be reached by phone at 617.737.2215 or email at michael.oshman@dinegreen.com. Visit the company website at dinegreen.com.



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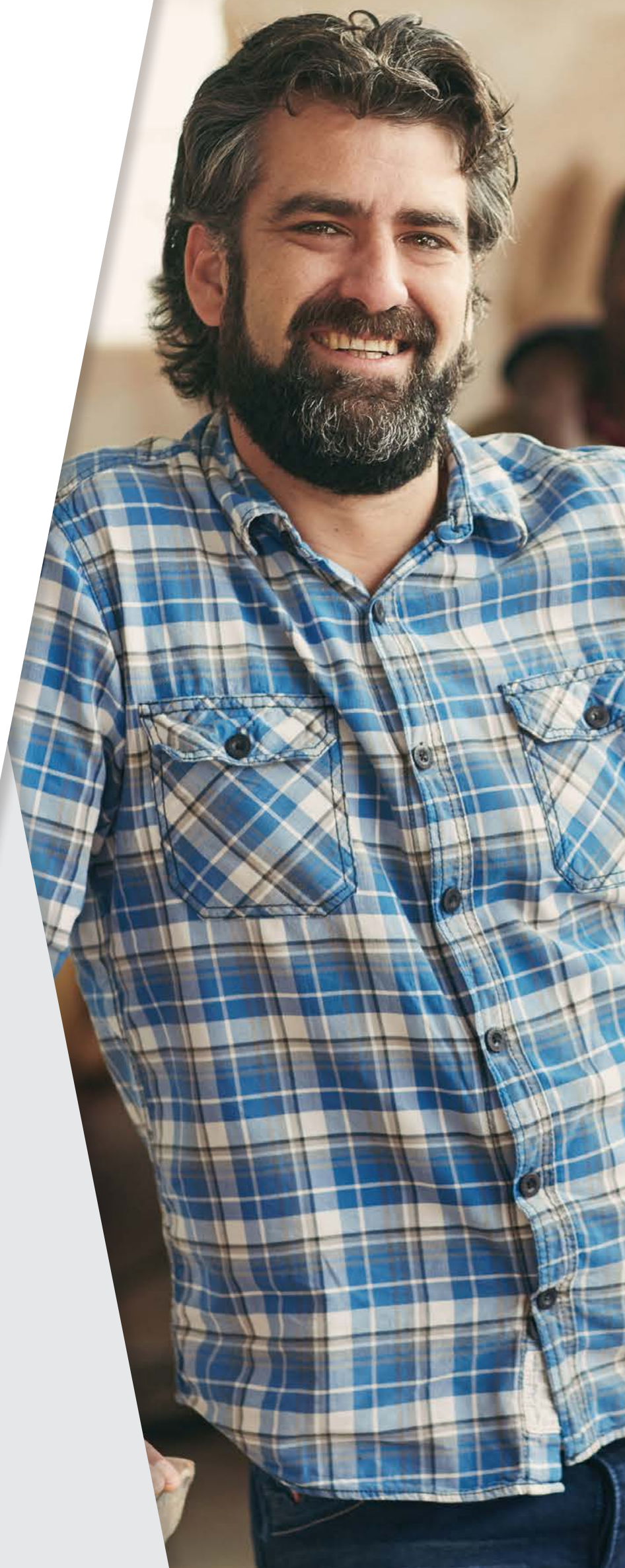


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What's Going On from page 3

According to a study on the Today show, tabletops are some of the germiest surfaces in public eating establishments. Instinctively, diners sense that the very cloths used to wipe down tabletops often contribute more bacteria to tables, not less. **Dining Elevated Uplifts** provide diners with peace of mind as they elevate utensils off of those surfaces, while they also heighten the overall dining experience. Also as a customizable accent, Uplifts can be engraved to enhance special event messaging. Germ-Free Eating with Dining Elevated: Dining Elevated flatware rests save your forks, knives and spoons from

ever having to touch the tabletop again! Dining Elevated rests literally uplift your flatware allowing them to lie on clean rests so that you don't have to place flatware on the tabletop (or your napkin or plate anymore.) Hospitality brands, restaurant supply distributors, top chefs, and even home decor experts are standardizing the use of cutlery rests industry-wide. "There is nothing out there like it and places like the W Hotel, Conrad Hotels, The Biltmore and celebrity chefs Bryan and Michael Voltaggio are

using these rests on their properties/restaurants and dining rooms -- and this is just to name a few." For more information visit diningelevated.com.



◆◆◆◆
Latitude Beverage, the company behind leading wine brand 90+ Cellars, is expanding its independently bottled spirits portfolio with the launch of **Wheel Horse Rye**. The whiskey was produced at O.Z. Tyler, a historic distillery in Owensboro, Kentucky, the site of one of the state's original permitted distilleries and a stop on the Kentucky Bourbon Trail. Wheel Horse is the first aged rye whiskey to come out of O.Z. Tyler since its reopening in 2016. For more information about Wheel Horse Rye Whiskey, visit wheelhorsewhiskey.com or follow @wheelhorsewhiskey on Facebook and Instagram.



◆◆◆◆
Edley's Bar-B-Que is family owned and is based in Nashville, TN. Todd and Virginia Ogletree, who are Jacksonville residents are opening the first location in Jacksonville at 5344 Ortega Blvd. This restaurant will be seat 152 and will be a casual dining experience. Almond Engineering will help to turn this piece of property into the Must Eat at Bar-B-Que Restaurant in Northeast Florida.

◆◆◆◆
Lincoln Culinary Institute, formerly known as the Florida Culinary Institute, provides outstanding culinary education opportunities for Florida culinary arts students. A division of Lincoln College of Technology, the school was founded in 1987, and has since become one of the country's highly regarded culinary schools. Lincoln Culinary Institute offers a hands-on curriculum for anyone interested in pursuing a culinary arts career. The Institute's many programs suit a variety of career aspirations within the hospitality field. The programs offered ensure that graduates have the

knowledge and skills necessary to succeed in the competitive food service employment sector. The school's International Baking and Pastry Diploma presents a good option for focusing educations on the sweet side of the industry. This program involves general culinary enlightenment, colored by a dessert-heavy curriculum that illustrates the most important aspects of working as a professional pastry chef. For example, students are instructed on the history of unique baking traditions, designing progressive dessert menus, and advanced confectionery skills.

The curriculum also illustrates the role of bakeries within the larger food service industry, and explores different types of dessert wines, for the purpose of constructing effective pairings. **This program is accredited by the American Culinary Federation.** For all details visit culinaryschools.org.

◆◆◆◆
Students, military servicemen and women and individuals pursuing a restaurant, foodservice or hospitality career can apply for scholarships and grants offered by the **National Restaurant Association Educational Foundation (NRAEF)**. Each year, the NRAEF awards nearly \$1 million in scholarships and grants to individuals across the country. Applications for post-secondary education and/or technical training will be accepted through March 15, 2020. "2020 is the Foundation's 33rd year of awarding financial assistance to people from all backgrounds interested in building a career in our industry," said Rob Gifford, president of the NRAEF. "With college and professional training costs on the rise, these scholarships and grants help hundreds of students and educators obtain the skills they need to be successful, no matter where their journey takes them." Scholarships range from \$2,500 to \$10,000 and can be used towards tuition and fees, books, room and board and other school-related expenses. The scholarships have no age

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

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Aroma Joe's bringing more of its farm-to-sip coffee to Tampa area

New England-based franchise signs development deal for two Tampa stores; Turns attention to statewide expansion

Aroma Joe's, one of the nation's leading handcrafted beverage chains, is bringing more of its farm-to-sip quality coffee and specialty beverages to Florida.

Co-founder Martin McKenna, has committed to opening two coffee house and drive-thru locations in the state's Tampa area, the first of which is slated to open in February 2020 in Land O' Lakes.

"We're in the business of serving positive energy to all coffee drinkers in a warm, friendly environment"

The Tampa development plans mark the launch of a larger Florida move for the New England-based franchise. Aroma Joe's opened its first Sunshine State location in Pompano Beach in April 2018 and is now focused on opening more stores

throughout Florida over the next several years. Initial target markets include Tampa, Miami and Jacksonville, with Orlando and Tallahassee part of a longer term growth strategy.

"Aroma Joe's is more than a coffee company. We're in the business of serving positive energy to all coffee drinkers in a warm, friendly environment," said McKenna. "The reception to the brand has been amazing in Pompano Beach and we look forward to becoming a statewide destination with independent attitude that energizes everyone's day."


Founded in 2000 and franchising since 2013, Aroma Joe's prides itself on having created a new standard within the coffee & espresso, beverage infusions and energy drink industries. The chain's proprietary coffee blends are craft-roasted in Maine and are Rainforest Alliance Certified, which means they are sustainably grown and ethically sourced. The menu includes handcrafted espresso-based drinks such as various lattes and mochas which can be customized with limitless flavor combinations.

Coffee not your thing? Aroma Joe's has a long list of flavor infusions with their RUSH energy drink, fresh Iced



Teas or an array of other beverages and their signature food offerings.

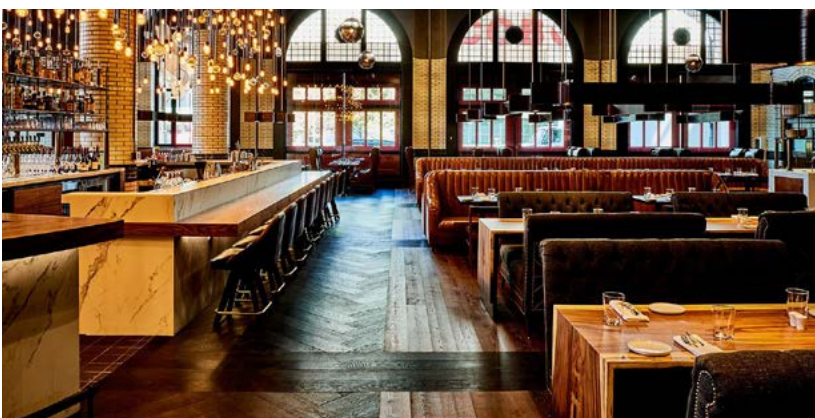
"Aroma Joes is where energy and refreshment meet," added McKenna. "Every generation of the family is finding that Aroma Joe's not only meets their daily needs but exceeds it. From age 2 to 102, we can find your perfect beverage. That's what we do, and we love what we do!"

The expansion plans come at a time when Aroma Joe's continues to rapidly expand its national footprint. Today, there are 67 locations open and operating in five states, with more than 20 additional stores in various stages of development. Company plans call for filling the Eastern Seaboard within the next 5-10 years. 

About Aroma Joes: The company was founded in 2000 and headquartered in Portland, Maine with 67 locations across Maine, New Hampshire, Massachusetts, Pennsylvania and Florida. The company began franchising in 2013 and is a local destination for handcrafted coffee and espresso drinks, unique infused blends, signature AJS RUSH Energy Drinks and a variety of all-day food offerings. Aroma Joe's - aromajoes.com - is fueling the modern world by serving positive energy in a friendly and upbeat environment by focusing daily on the customer, the community and the cup. <https://aromajoes.com/>

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Social media-famed Hattie Marie's now offering franchising opportunities throughout U.S.

Atlanta-based restaurant targeting those with a passion for providing service in the food and beverage industry

Atlanta, Georgia - Hattie Marie's Texas Style BBQ & Cajun Kitchen is now currently offering franchise opportunities to qualified candidates, effective immediately. Qualified applicants who are awarded the opportunity to own and operate a franchise will be provided with an exceptional business model, extensive training, and consistent, ongoing support from senior management.

With three Metro-Atlanta locations slated to open in 2020, Hattie Marie's offers a wide variety of BBQ dishes including: BBQ Ribs, Smoked Brisket, Pulled Pork, Smokey Sausage Links, Fried Catfish & Shrimp, Macaroni & Cheese, Potato Salad, Collard Greens and Texas-Style Gumbo.

Opened by Willie and Ramona Griggie, Hattie Marie's was created to honor Willie's late mother, Hattie Marie, who was originally from the southeast Texas town of Port Arthur. In the late 1980's, Hattie Marie brought her culinary talents to the masses and opened a bakery/catering service, Pie Face Bakery. Word quickly spread about the delectable dishes being prepared there and her business took off. She was forced to close her doors due to health complications, but many of her recipes and her cooking style live on through Willie and the rest of her children.



"With our concept, we've embraced our family's tradition while paying homage to my mother, the late Hattie Marie," says co-owner, Willie Griggie. "Hattie Marie's BBQ intends to bring the flavor and essence of South East Texas cooking to the entire United States through our recently created franchise opportunities."

Unlike some of the other "barbecue joints," Hattie Marie's smoke all of

their meats in-house daily. Hattie Marie's has already gained national recognition by having social media influencers, politicians, socialites, and entertainers walk through their doors, indulge in their comfort food and document their entire experiences on all social media platforms.

"We are seeking experienced single or multi-unit franchisees to acquire and develop locations in shopping areas,

Opened by Willie and Ramona Griggie, Hattie Marie's was created to honor Willie's late mother, Hattie Marie...

airports, colleges, and more," says co-owner, Ramona Griggie. "We bring strong financials and a culture that promotes community and great eating."

Hattie Marie's already has an established market presence and substantial market penetration in Atlanta. From that highly successful platform, the company is looking to initially expand the brand on a national level.

Running a franchise also puts you in the position to cater events in your local market area, including client meetings, holiday parties, graduations, corporate events, bachelor/bachelorette parties, and more. 

To learn more about becoming a Hattie Marie's Restaurant franchisee, visit the Hattie Marie's website at: www.hattiemariesbarbecue.com/franchise.



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Upcoming industry affairs

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26-29

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May

16-19

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Tampa Maid Foods unveils new Innovation Center

Featuring state-of-the-art R&D and Culinary Kitchens designed for innovation, collaboration and education

Lakeland, FL - Tampa Maid Foods has announced the opening of its new R&D Innovation Center in Lakeland. The new George Watkins Innovation Center, named in honor of the family-owned company's founder, has opened after more than three years of planning and development. The Center will now serve as a destination for Tampa Maid culinary innovation, new product development, collaboration and education.

Tampa Maid is now positioned to better respond to the changing needs of the food industry and innovate for the future.

The new space has been specially designed to serve as an incubator for innovation and prototype development for key foodservice and retail customers, helping to educate industry personnel on concept development and flavor trends. The state-of-the-art culinary

kitchen will also be used as a digitally-integrated teaching kitchen for meetings, menu ideations and collaborations, as well as an R&D facility to develop, test and streamline products for industry partners.

"We look forward to inviting our customers and industry partners into our new space to collaborate side-by-side with our food scientists to improve development time and speed to market roll-outs," said Nina Burt, Vice President of Product Development. "The custom-designed presentation kitchen features kitchen equipment commonly used by our clients to help us better replicate our customers' processes and allow for directed, customized application work."

With a robust portfolio of new resources and enhanced workspace, Tampa Maid is now positioned to better respond to the changing needs of the food industry and innovate for the future. "We are committed to evolving and growing our business alongside our customers," said Rod Van Wyngarden, President and COO. "And this latest advancement will help us to do so even more effectively."

To learn more about Tampa Maid and the George Watkins Innovation Center, visit www.tampamaid.com.

Dan from page 1

insight," said Chris Sullivan, Chairman of the Board for Omnivore. "Omnivore is in a strong position as the team executes the 2020 plan, and now having the headquarters in the Tampa Bay Area will create even better efficiencies with resources and talent."

Restaurants continue to elevate their digital strategies as part of their growth plans but it comes with complexity of integration and access to the fast evolving technologies and functionalities. Omnivore is well-positioned to help restaurants vet, identify, and most importantly quickly deploy these solutions to drive growth, optimize operations and minimize expenses.

"Restaurant technology is going through a stage of rapid evolution and deployment in the industry, new tools to manage this change is becoming a key element to building

a sustainable and flexible technology strategy. Omnivore is extremely proud to be first to market with an integration platform that directly addresses these new challenges," said Mike Wior, CEO of Omnivore. "We're pleased to have Dan's trusted leadership to help grow the company and deliver consistent results as Omnivore continues to bring added value to our restaurant clients and their guests."

About Omnivore: Omnivore empowers restaurant brands to digitize their guest and operational experience in a meaningful and sustainable way. They deliver an end-to-end suite of solutions built on data and insights that help optimize the essential elements of the digital restaurant experience; online ordering, pay at table, 3rd party delivery, kiosk/digital menu, reservations, loyalty, inventory, labor and analytics. All of these solutions completely integrate into the restaurant POS system for operational efficiency, future agility and leveraging of data. For more information, visit Omnivore.io.


Huey Magoo's announces 100th franchise sold

Huey Magoo's Chicken Tenders is starting the new year off strong. After celebrating the grand opening of three new restaurants company-wide last month, including the first stores in Georgia and South Florida, the popular and delicious Central Florida based chicken tenders brand continues widespread expansion throughout the Southeast with more restaurants set to open in Florida in Gainesville, St. Petersburg, Clearwater, Largo, Pinellas Park and Seminole, President and CEO Andy Howard announces today. This brings the total number of franchises sold to 100 in Florida, Georgia and Mississippi. Huey Magoo's is also close to signing up additional franchisees in the very near future.

New Huey Magoo's franchisee Ravi Basnet will operate three restaurants in Alachua County, with concentration on Gainesville. The first location targeted near the University of Florida is slated to open in late August/early September 2020. Basnet brings eight years in management of Taco Bell to Huey Magoo's growing team of distinguished franchisees. New Huey Magoo's franchisees and seasoned entrepreneurs Collie and Dametris Lightsey will open four restaurants in the St. Petersburg, Clearwater, Largo, Pinellas



and South Florida, plus our first stores with a drive-thru. As we look ahead and forecast at least 10 more Huey Magoo's restaurants to open in 2020, I can proudly say the best is yet to come for this truly phenomenal brand."

All the new franchises will offer guests Huey Magoo's signature grilled, hand-breaded or "sauced" premium chicken tenders, farm fresh salads, sandwiches and wraps, available as individual meals, meals for two and family-sized options. Each tender is always made fresh, all natural, with no antibiotics ever, no hormones, no steroids and no preservatives. All locations will feature Huey Magoo's sleek, industrial and relaxed design. 

"It's incredibly exciting to reach our milestone 100th franchise sold with the addition of our wonderful new franchisees Ravi and the Lightseys."

Park and Seminole regions of Florida. The first location is slated to open in October 2020.

"It's incredibly exciting to reach our milestone 100th franchise sold with the addition of our wonderful new franchisees Ravi and the Lightseys," says Howard. "We concluded an amazing year with 13 stores open company-wide and our comp store sales +16.2%. Six of the stores opened in 2019 alone, including our first restaurants in Georgia

About Huey Magoo's: Huey Magoo's was founded in 2004 by Matt Armstrong and Thad Hudgens, two southern boys with a passion for quality chicken and a penchant for serving others. Voted "Best Fried Chicken" and "Best of the Best Chicken Tenders", Huey Magoo's is rapidly expanding throughout the Southeast with multiple locations in the Greater Orlando area and expanding to South Florida, Tampa, Georgia, Mississippi and more. Huey Magoo's prides itself on providing fresh and tasty chicken tenders in a clean, family-friendly environment, while showing their love for people. Huey Magoo's delivers delicious, fresh, cooked-to-order chicken tenders, and they do it to perfection. Huey Magoo's gives back a portion of profits to not-for-profit organizations and community groups.

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What's Going On

from page 6

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surprised by and love is the flame-like responsiveness of these burners. "We worked very closely with several chefs in the product development," says Becky Guentner, category manager at

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Marc Falsetto, President of Handcrafted Hospitality, Charles Hazlett and Anthony Bruno/Pat Marzano, Founders of Anthony's Coal Fired Pizza have joined forces again, to bring the **4th location of Tacocraft Taqueria and Tequila Bar to life!** The Restaurant will be located in Downtown Ft Lauderdale. The 3,600 sq ft. modern Mexican venue will offer over 160 seats, a full liquor bar featuring over 150 Tequilas, indoor and outdoor seating, as well as a large outdoor Tequila Garden, which will feature communal tables, games, and an outdoor bar. This opening marks the fourth Tacocraft location. As well, the team recently announced a fifth Tacocraft location coming late 2020 to Plantation Walk. The group has four additional units in development throughout Florida and the Northeast. Handcrafted Hospitality is a full service hospitality group which has established a collection of award-winning hospitality and lifestyle concepts throughout South Florida including Miami, Broward and Palm Beach Counties. Concepts include ROK-BRGR, Tacocraft, Mercado Negro, Pizza Craft, The Apothecary 330 and Henry's Sandwich Station. Tacocraft will be located at 510 N Federal Hwy, Ft Lauderdale and will be open the 3rd quarter of 2020.

Vollrath. "It's invaluable to get direct feedback from professionals and be able to integrate that into your process to create a product that works in a real-life kitchen environment." Visit vollrath.com to learn more.

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RetailMeNot announced the release of the 2020 Restaurant Marketing Insights guide, providing a comprehensive look at consumer behaviors when dining out and the strategies restaurant marketers can execute in the New Year. In 2019, the restaurant industry experienced a surge of consumers opting to dine out, whether that was delivery, fast food or casual dining. Busy schedules and hectic lives are often cited as reasons for increased out of home dining, but RetailMeNot research shows discounts are ensuring consumers have a taste of out-of-home meals at least once per month. Dining out has become

a staple of Americans' monthly eating habits, with 83% of consumers eating a meal outside the home at least once per month, according to **RetailMeNot**. Americans now spend an average of \$281 on dining out in a typical month. Discounts and deals influence



Americans' out-of-home dining choices more than expected: 77% say a deal would make them more likely to choose to dine out.

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Hotel Happenings

The Karol Hotel, the first Tribute Portfolio hotel which opened in January in Pinellas County, announced the appointment of Jon Atanacio as Executive Chef. Chef Jon will direct daily culinary operations at the hotel's signature K Club Bar & Bistro and Vantage Rooftop Bar, while overseeing food and beverage offerings for meetings, corporate events, local catering functions and special occasions in the hotel's 7,340 square feet of event space. The Karol Hotel is marketed by Tampa-based Mainsail Lodging & Development and is located at 2675 Ulmerton Road in Clearwater and can be reached at 727.273.7850.

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Today's Restaurant invites you to submit information for the What's Going On column. E-mail your information to terri@trnusa.com and try to keep the word count between 50-75 words. Get free publicity for your company, product or service!



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A kitchen workstation from **Vulcan, the Versatile Chef Station** is available to the foodservice industry. The VCS is a compact, heavy duty, multi-function cooking station that allows chefs to maximize every inch of space while streamlining their workflow. Vulcan is part of ITW Food Equipment Group. For more information, visit www.vulcan-equipment.com.

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The Vollrath Company, a leader in the foodservice equipment industry, introduced recently the next generation of induction ranges that will convince the biggest skeptics. **The new 4-Series Countertop Induction Ranges** make a sweeping statement, matching or exceeding the performance of gas ranges in all key aspects. Temperature control is more accurate while time to boil is 28 percent faster than gas and 19 percent faster than competitive induction ranges. The main feature that chefs who are used to cooking with gas but take a chance on state-of-the-art induction technology are so



Online customer reviews and health inspections drive consistent good hygiene

Roughly 30% of New York City restaurant hygiene deteriorates within 90 days of health department certification

Eating out, ordering in or carrying out? Most Americans indulge in some form of restaurant eating. Consumers believe that cleanliness at these establishments is a key factor in determining where they satisfy their cravings.

While the local health department may make sure inspections are kept up to date, with so many new and existing restaurants, it can be hard to stay on top of them all. In New York City alone, there are 20,000 restaurants. New research in the INFORMS journal Information Systems Research says using online

reviews from the average person can help keep things in check.

The study, "A for Effort? Using the Crowd to Identify Moral Hazard in New York City Restaurant Hygiene Inspections," looks at hygiene inspections at New York City restaurants from 2010–2016 alongside the associated set of online reviews for the same set of restaurants from Yelp.

Health inspection programs are designed to protect consumers. They typically occur at long intervals of time, allowing restaurant hygiene to remain unmonitored in the interim. This research finds online reviews may be effective to gauge restaurant hygiene during these periods.

"Online reviews of restaurants can effectively identify cases of hygiene violations even after the restaurants have been inspected and certified, thereby identifying moral hazard," said Shawn Mankad, one of the study authors, from Cornell University.

Online reviews of restaurants can provide city regulators with information that can help identify restaurants that are likely to be at risk for important hygiene violations even after receiving high hygiene grades. They can also pinpoint restaurants that are consistently diligent about their hygiene practices.

Mankad, along with Jorge Mejia of Indiana University and Anand Gopal

of the University of Maryland, develop a social-media-based dictionary that captures the observed counts of hygiene-related words within online reviews of restaurants.

"Based on the dictionary word counts, we find that roughly 30% of all restaurants in New York City deteriorate in terms of their hygiene within 90 days of certification from the health department," continued Mankad.

"Augmenting the hygiene inspection regime with information from online reviews would enhance the effectiveness of these inspections long term."

See **HYGIENE** page 15

More frequent health inspections are not feasible given the growing number of establishments.

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9	Owners Chi was McGov	321 West F	Decatur		30030	404 469-6863		scoutoakhursthiring@gmail.com		
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11	Elijah Sleigl (NY Based)	3150 Hwy E	Newnan		30263	678 423-8694		duffsnewnan@gmail.com		
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Jeremiah's from page 1

creating the perfect dessert evolution for the new decade and beyond.

Since its origin, Jeremiah's Ice has developed itself upon the foundations of an engaging, family-friendly culture. Jeremiah's has ingrained itself within its local communities, serving as a staple hot spot for local residents and has forged a loyal following, regularly involved with community activities and catering events, from weddings and birthday parties to sporting events and school fairs. Jeremiah's has been recognized as one of Orlando Business Journal's 'Fast 50 of Central Florida,' one of the Orlando Sentinel's 'Best Bets' 9 years consecutively, and recently received the Orlando Foodie award for 'Best Frozen Treats' for the 10th straight year.

"We are a bold, playful brand. You feel the energy and vibrant spirit the moment you walk in," said Jeremy Litwack, founder and CEO. "We have an unlimited free samples policy because we want to better engage our customers and get them to try something out of the ordinary. It keeps them coming back because they know there's always something new for them to try."

With flavors ranging from Mango, Red Raspberry and Strawberry-Lemon to Pumpkin Pie and Scoop Froggy Frog™ (mint chocolate chip), Jeremiah's Italian Ice has the ability to indulge a wide spectrum of customer taste preferences, which leaves customers satisfied after every visit. Dubbed "edible art" by locals, Jeremiah's takes a

methodical approach to its creations, embedding maximum flavor in every bite and finding the perfect serving temperature to tantalize the taste buds.

"Combining the perfect layering of smooth Italian Ice with our rich and creamy Soft Ice Cream, our Gelatis showcase the continuous innovation and limitless flavor combinations that take us to the next level," Litwack said.

Litwack's relationship with Italian Ice traces back to childhood visits to the Jersey Shore, eating Ice on the boardwalk. In high school and college his passion for the product evolved into a business when he started serving "Water Ice" outside of the Philadelphia Mint to passersby on the street. While attending the University of Delaware, he decided he was going to pursue his entrepreneurial dream and began developing his own recipes and techniques. He brought his product to Central Florida after identifying an opportunity to create a market for authentic Italian Ice in the South.

About Jeremiah's Italian Ice: Founded in 1996 and franchising since 2019, Jeremiah's Italian Ice has come to be known not only for its superior frozen treats, but also its outstanding customer service, community involvement, and an exciting brand image that exudes the Jeremiah's motto - LIVE LIFE TO THE COOLEST®. Focused on delivering flavorful experiences to each and every guest, Jeremiah's is committed to serving its vibrant, flavorful treats up with a smile in a lively environment. With 23 thriving locations throughout Florida, Jeremiah's - jeremiahsfranchise.com - is offering franchises nationwide.

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What does a business coach do for restaurants?

David Scott Peters ♦ Today's Restaurant Contributor



What does a restaurant coach do? There seem to be a lot of restaurant coaches popping up these days. How are they different from a restaurant consultant? To me, the distinction is simple.

A restaurant consultant comes in for the short term to identify the problem, recommend solutions and then leaves. Usually what happens in restaurants is the consultant tends to be somebody who comes in and does the work for you. Although they should be teaching you the solutions, all too often, they come in, identify the issues, do the work for you, get everything up and running and then leave. During that process, the consultant doesn't bring anyone in on how to do it after the consultant is gone. No one has buy-in on the processes. No one believes it can be done without the consultant, all that money is wasted and the whole thing ends up ditched. Everyone just goes back to doing it the way they were doing it before. I usually recommend a consultant to restaurant owners who have money to burn and want something fixed immediately.

So, when is a restaurant coach the right solution?

- ♦ A restaurant coach is a longer-term engagement.

♦ A restaurant coach is going to teach you how to run your restaurant to be successful. You still get to be you, the independent restaurant owner, but you are going to make money doing it.


♦ A coach is going to push you to get more done. Whether as an owner, a manager, a server or a line cook, a restaurant coach pushes you to do more and get more out of your restaurant.

♦ A coach is going to keep you and your team on the path – on target with your goals. Your path might be to stay on budget, stay true to your core values, stay true to your concept, whatever it is you want to achieve to grow your business.

♦ A coach is going to get more out of you. A coach is over your shoulder directing you back to the path, reminding you what you need to do step by step to be successful.

The world's top athletes have coaches and wouldn't attempt to do it on their own. In the case of restaurant owners, you're the athlete in this analogy. You know how to run a restaurant, but the coach has an outside perspective and looks in to keep you on your path or to give you a different way to

look at things. They push you to be better and do better.

A restaurant coach helps you take your business to the next level, cost effectively, supporting you and encouraging you over the long term. 


David Scott Peters is a restaurant coach and speaker who teaches restaurant operators how to

use his trademark Restaurant Prosperity Formula to cut costs and increase profits. 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. To learn more about David Scott Peters, formula for restaurant success, or his online courses visit davidscottpeters.com.

Hygiene from page 13

Inspecting restaurants is costly and time-consuming and real-time changes in hygiene quality are difficult to observe through infrequent inspections. Continuous monitoring is not possible.

"Traditional techniques to detect and prevent moral hazard, such as rigorous inspections and a strong set of incentives, contribute toward decreasing these inefficiencies in the market," said Mankad. "However, we believe that techniques of text analysis within the domain of machine learning, alongside access to

crowd-sourced data from online review platforms such as Yelp, can further enhance the efficacy of hygiene inspections." 


About INFORMS and Information Systems Research Information Systems research is a premier peer-reviewed scholarly journal focused on the latest theory, research and intellectual development to advance knowledge about the effective and efficient utilization of information technology. It is published by INFORMS, the leading international association for operations research and analytics professionals. More information is available at www.informs.org or @informs.

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In the Market!**

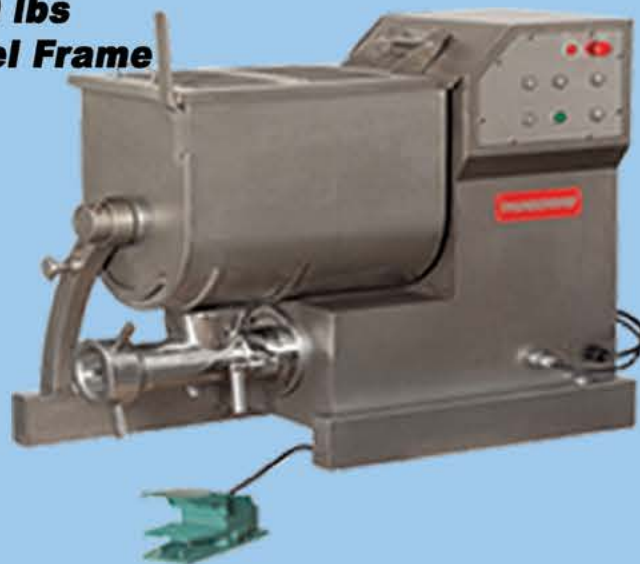
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#32, 6 Hp
Capacity: 60 lbs
All Stainless Steel Frame**



**Vertical Cutter Mixer
15 HP, 90 MIN. DIGITAL TIMER
TWO SPEEDS**



**Meat Grinders
12", 22" & 32"
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