

## Appetizers

New book offers formula for restaurant success



4

Eaton Marketing opens test kitchens in South Florida



7

Rouxbe offers free food safety course



13

Kalera opens Orlando vertical farming facility



14

## Entrées

Advertisers Directory.....	2
Appell Pie .....	2
Calendar Events .....	10
Classified Ads .....	14
What's Going On .....	3

# In the face of coronavirus disruption stay the course as much as possible

By Craig Ganz

While many industries will inevitably feel the sting of disruption stemming from COVID-19, restaurants are on the front lines of this pandemic. As consumers hunker down in their homes, demand is plummeting, the loss of income is threatening liquidity, and the debt obligations linger with an ominous eye. The National Restaurant Association estimates that in the next three months, the restaurant industry will face a \$225 billion loss and shed as many as 7 million jobs. To put this into perspective, the economy was considered to be at "full employment" just two short weeks ago.

Craig Ganz, a litigation partner in the Phoenix office of the national law firm of Ballard Spahr, has handled many matters on behalf of REITs and private equity groups as they relate to prominent restaurants that have fallen on hard times.

"Disruption due to COVID-19 is perhaps the worst single event that could have happened to the restaurant industry, and it's happening at what might be the worst time," Mr. Ganz said. "Rising labor costs and an increase in competition outweighed the increase in foot



Craig Ganz

traffic many restaurants saw over the past few years. As a result, the industry is susceptible to even minor headwinds."

While every individual situation is different, Mr. Ganz pointed out three things restaurant owners will want to keep in mind should they find themselves facing drastic circumstances.

Open lines of communication: If your restaurant is facing trouble, it's important to talk about that with your landlord, staff, and creditors. No one

likes admitting vulnerability, but silence doesn't help anything. "When a potential issue is known, it's easier to look for a solution," Mr. Ganz said. "It's a hard thing to discuss, but some degree of openness can really help." Mr. Ganz further elaborated that in the context of communications with your landlord "the time to have these discussions is not the day before month end, or two weeks after rent is due, instead these conversations need to occur early on so that you and your landlord have the ability to construct a workable and mutually beneficial plan."

Honor your commitments: "One of the worst things a restaurant could do is just unilaterally stop delivering on its contractual obligations," said Mr. Ganz. "I know some restaurant owners might think that's an option, given the disruption we're facing, but it will only make a bad situation far worse." Further Ganz said "simply turning off your ACH is about the worst idea possible, because it puts you in an immediate adversarial relationship with your landlord, who should be your ally and partner through these bumps in the road." Alternatively, Ganz suggests "coming to your landlord with a plan based on financial data that

See COVID-19 page 10

## Giardino Gourmet Salads inks deal to drive expansion across Florida



Miami, FL – Giardino Gourmet Salads, a premiere Florida-based fast casual concept focused on garden-to-bowl nutrition, announced it has signed an agreement with its largest multi-unit franchisees, Jaime Mitrani and Robert Fuerth, to join the brand's founders, Ody and Kenny Lugo, as part of the brand's new ownership

structure. This announcement comes on the heels of Giardino Gourmet Salad's 15-year anniversary, where it grew from a single Coral Gables restaurant into a nearly 20-unit regional franchise chain.

"Our team is incredibly proud of all we have accomplished over the last 15 years and the addition of Jaime and Rob

to our executive leadership positions Giardino Gourmet Salads for tremendous success as we head into 2020 and beyond," said Ody Lugo, Giardino Gourmet Salads creator and co-founder. "Since they first became Giardino Gourmet Salad franchisees in 2012, they have fine-tuned operations, run \$1 million revenue restaurants, and become the largest multi-unit operators with 5 restaurants across our entire system."

Miami natives, Mitrani and Fuerth's path to restaurant ownership began after Mitrani left his successful career as an attorney at the global law firm of Holland & Knight to pursue his dream of entrepreneurship. After looking into various franchise concepts, Mitrani joined forces with Fuerth and the business partners purchased their first Giardino Gourmet Salads restaurant in South Miami. Shortly thereafter, they built a new restaurant in Miami Lakes, and acquired

See GIARDINO page 10

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# Appell Pie

## Stay the course

**Howard Appell** ♦ Today's Restaurant Publisher

As I sit down to write this column we are all in the midst of the generational event that will change us forever. Who would have thought that the strongest country in the world would be brought to its knees by an unseen enemy that sent fear and worry through the land.

Humanity as we know it or thought we knew it has been faced with plagues and catastrophes from the beginning of recorded time and even before. Civilizations we don't know anything about lie beneath the oceans or the sands of time in Death Valley and deserts around the globe. The dinosaurs were wiped out by a meteor hitting the earth. We all heard about these events but thought nothing of it, it was ancient history. We are living in our grand and great grand-children's history and what happens now will forever be taught in schools around the globe.


Business and life will come back to "normal", some say by the beginning of April. Ironical that the Jewish holiday of Passover will not be a family event because of a plague. The President today said by Easter Sunday he expects people to be able to get back to work. Senior citizens however will remain in some sort of lockdown to protect the most vulnerable amongst us.

Business will re-open and restaurants and bars will again start to serve but which ones will survive? Which companies will survive the month or five week layoff? The ones that are well known! How many My Pillows can I buy in five weeks? How many doses of Otezla can I take? How many cars can I buy? My point is simple, advertising in the worst of times will pay off in the best of times. I remember a story about Pepsi Cola back in the early 1900's when sugar was not readily

available and Pepsi could not produce their new cola drink. Their ownership decided to advertise heavily even though they knew they couldn't fill the orders but they were creating a brand. Once the rationing was over they were a well-known and desired brand. Here is a link to the history of Pepsi Cola. <https://secure.footprint.net/cupages/pepsi/ThePepsiStory.pdf>

*I have been preaching this theory for twenty five years and it's now more important than ever.*

When the restaurants are finally allowed to open the public will be "hungry" for dining experiences and restaurants will be looking to purchase equipment or furniture, certainly food and beverages once again. Who will get the business? The restaurants and suppliers who recognized the "Pepsi" theory of overcoming the adversity with a view of the future. I have been preaching this theory for twenty five years and it's now more important than ever.

We need to get back to normal as quickly as possible without endangering the public. Scientist will come up with tests to see who has the virus, who has had the virus and new treatments and vaccines for all but it is up to each of us in the business world to fuel the engine of the economy with high test fuel. The My Pillow guy understands, I bought one. 

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## Index of Advertisers

BK Barrit .....	7	Oil Chef.....	2
Broward Nelson .....	3	Payrolls Plus .....	4
Cubanito Picantico .....	11	Pure Pour .....	1, 9
Delray Foodservice .....	2	Restaurant Marketing Services .....	7
Enviromatic .....	3	Thunderbird.....	16
Florida Restaurant Association .....	6	TRN Network Group .....	12
Franchise Consulting Company .....	6	Value Capital Financing.....	5
Hudson Robinson.....	15	Vinyl Repair Master .....	4



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# What's Going On

Important new products, corporate news and industry events

From the Publisher, Howard Appell and the Today's Restaurant News staff, we want to let the industry know that our hearts go out to the restaurants and everyone in this crisis with the coronavirus. We all suffer during this time as it is an unprecedented international war we are fighting with this virus.

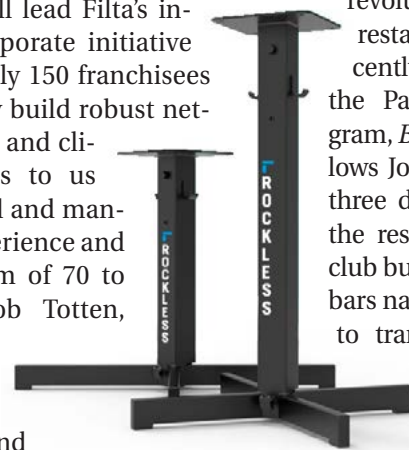


Preventing cross-contamination is critical in a foodservice environment, especially when you consider that 1 in 10 people fall ill every year from eating contaminated food and 420,000 people die each year as a result. Better cleaning and sanitation is crucial to eliminating this risk. That's where new **WypAll Foodservice Cloths** from Kimberly-Clark Professional come in. These disposable cloths offer 25% faster absorption, which leads to less wiping, a quicker dry and better cleaning. "Proper surface sanitization can only occur when both cleaning and sanitization are done correctly by employees," said Tracy Doucet, General Manager, Wiping and Safety business, Kimberly-Clark Professional. "A better-performing product can make all the difference." Visit [www.KCProfessional.com](http://www.KCProfessional.com).

work with franchise owners and take the sales burden of sales off them, freeing them up to work in client kitchens."



There are many reasons that restaurants and bars fail. A bad location, poor food or service, and the overall atmosphere can all play a role. When it comes to atmosphere, one of the most important, yet oft-missed issues, is the table itself. Wobbly tables are among the most aggravating and common sources of complaints among bar and restaurant patrons. **Rockless Table**, the revolutionary self-stabilizing restaurant table base, was recently featured on season 6 of the Paramount Network program, *Bar Rescue*. *Bar Rescue* follows Jon Taffer as he wields his three decades of experience in the restaurant, bar, and nightclub business to help give failing bars nationwide one last chance to transform themselves into profitable businesses. Rockless Table was an essential part of the featured bars' renovations. Rockless Table is the result of years of research and testing. Using



**Jessy Perrone** as inside sales manager. With nearly 13 years of sales experience, Perrone will lead Filt's industry-leading corporate initiative to support its nearly 150 franchisees nationwide as they build robust networks of prospects and clients. "Jessy comes to us with deep personal and management sales experience and recently led a team of 70 to success," said Rob Totten, Filt's COO. "Not only does he bring strong problem solving, people and team building skills to the table, Jessy is highly relatable. This unique combination of traits makes him particularly qualified and able to

**Central Park Food Hall is COMING SOON** to 551 Central Avenue in Downtown St Pete (formerly the Dome Grill). The three-story, 24,000 square foot project will have dining concepts on each floor with a focus on healthy eating and European cuisine. There will also be a ROOFTOP restaurant and bar.



Jessy Perrone

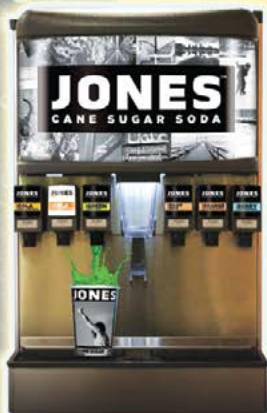
November 6-7 of this year, **The Gridiron Grill-Off** will take place in Pompano Beach. The Gridiron Grill-Off Food, Wine & Music Festival is one of the top food events in South Florida. It will feature a grilling competition and several top South Florida restaurants. Fans spend the afternoon tasting gourmet grilled bites and sipping on wines and spirits. There will also be a Florida BBQ Association-approved barbecue competition, a cornhole tournament, and more. Visit [gridironoff.com](http://gridironoff.com) for details.

**Filta Environmental Kitchen Solutions** (Filta), the world's restaurant kitchen and hospitality leader in active fryer management and environmental sustainability, has added

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

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# New book shows restaurant owners the formula for success

Written by a restaurant industry expert and coach, book outlines what the most successful restaurant owners do

Written by a restaurant industry expert and coach, book outlines exactly what the most successful restaurant owners do


The restaurant business is one of the toughest businesses. In an industry where most restaurants have a profit margin of less than 5 percent, one man teaches restaurateurs how to carve out

a 15 to 20 percent profit margin. David Scott Peters' bold promise is based on more than 16 years of helping independent restaurant owners around the world do it. Now he's teaching any restaurateur how to do it in his new book, *Restaurant Prosperity Formula: What Successful Restaurateurs Do*, available for pre-order now.

For restaurant operators interested in lowering food cost, controlling labor cost and building a reliable management team, this book provides step-by-step instructions on how to implement the most important systems to achieve these goals in any restaurant. In addition, Peters teaches the importance of cultivating a culture of accountability, where the details matter.

"Company culture is what it is all about. Clipboard systems are easy – that's just math and counting. Nothing new. The hardest part about this business is getting people to use the systems daily," said Peters. "It starts with great leadership and, to be clear, being a restaurant owner doesn't immediately qualify you for the job. But what I've found in my work with restaurant owners is those who are able to commit to changing the culture with systems are surprised by their own ability to lead."

Peters breaks the book down into the top 10 ideas every restaurateur must put into practice to gain full advantage of what he calls the "Restaurant Prosperity Formula™" and achieve success on all levels. Restaurateurs who follow the lessons in the book will build a management team and employees who know what the job is, how to do it, how well it should be done, and, more importantly, by when. This leaves room for the restaurateur to work on the business rather than in it and work toward the bigger goals they have.

*Restaurant Prosperity Formula: What Successful Restaurateurs Do* is available for pre-order now on Amazon. 

**About David Scott Peters:** David Scott Peters is an author, restaurant coach and speaker who teaches restaurant operators how to use his trademark Restaurant Prosperity Formula to cut costs and increase profits. His first book, *Restaurant Prosperity Formula: What Successful Restaurateurs Do*, teaches the systems and traits to develop to run a profitable restaurant. 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, his formula for restaurant success, his book, or his online courses, visit [davidscottpeters.com](http://davidscottpeters.com).



David Scott Peters

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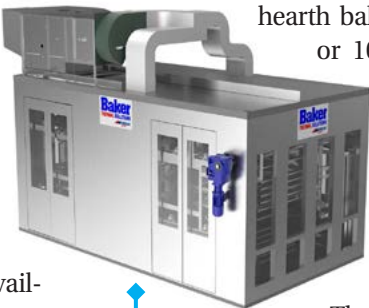


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# What's Going On from page 3

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inspections to on-site rebuilds for equipment with over 100 years of heritage. Baker Thermal is a Middleby Bakery company. To get more information visit [bakerthermal.com](http://bakerthermal.com).

General Mills Foodservice announced the launch of the Pillsbury Professional Online Community, a new resource to help foodservice professionals bring out their inner baker and make baking easier. Leveraging the Pillsbury brand with more than 150 years of baking expertise, the website will connect users to a community of baking experts and enthusiasts nationwide to share ideas, ask questions and collaborate in a supportive online forum with others who are passionate about baking. At Pillsbury Professional.com, foodservice professionals will have access to detailed information about how to bake a wide assortment of baked goods on foodservice menus, including standards of identity for each item, instructional videos and inspirational photography, along with many other features.



Restaurant Group is based in North Carolina, and is the parent company for Quality Huts and Quality Meats. Quality Fresca is the newest division for Quality Restaurant Group – [qualityrestaurantgroup.com](http://qualityrestaurantgroup.com) - that will operate the Moe's Southwest Grill locations added to their portfolio of restaurant brands.

A new casual dining restaurant with full alcoholic beverage service is coming to the Daytona Beach's riverfront. A five-year lease for a restaurant to open in city-owned space at Halifax Harbor Plaza has been approved. Broke & Famous LLC will rent commercial space on Basin Street. The new restaurant operator will rent 6,400 square feet of interior space, outdoor and also dock space will be theirs to use. Sandor Pap/owner of Broke & Famous LLC a new company will lease the space.

Greek from Greece (GFG) Bakery-Café, the authentic Greek fast casual phenomenon, has finalized a deal to open its first franchise location. Franchisee Dimitri Gouliaberis plans to open the new location this summer at a site near Drexel University in Philadelphia. GFG Bakery-Café continues to build momentum, launching recent expansions in New York, New Jersey, Connecticut, Florida and Pennsylvania that will more than quadruple the brand's footprint in the next year. This expansion will increase GFG Bakery-Café footprint to more than 40 stores, making them a dominant brand in Greek cuisine. With more deals in the pipeline, GFG Bakery-Café projects more than 100 units will either be open or in progress by the end of the year. They are working with Fransmart.



Moe's Southwest Grill®, an innovative fast-casual restaurant franchise that serves high quality burritos, quesadillas, famous queso and more, announced the transfer of 67 franchised locations in Florida, South Carolina, Virginia, Maryland and District of Columbia to Quality Fresca, a new division of Quality Restaurant Group formed to own and operate a best in class Moe's Southwest Grill franchisee group. In partnership with Matt Ailey, Founder of GenRock Capital Management, Matt Slaine, CEO of Quality Restaurant Group and Chris Grooms, Vice President of Quality Fresca, the restaurant group plans to roll out the updated brand design for the restaurants in the next 12-18 months. The series of transactions will make Quality Fresca the largest franchisee in the Moe's Southwest Grill portfolio. Backed by GenRock Capital Management, Quality

Vourla Mediterranean Cafe & Grill, with a full bar recently opened in the Naples Coastland Center Mall. It replaced the former Calistoga Bakery

See WHAT'S GOING ON page 12

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# Eaton Marketing open test kitchens to service South Florida

Eaton Marketing recently announced the latest in their brick and mortar efforts to bring the best in food and culinary services to their clients in South Florida. Located at 5345 NW 35th Avenue in Fort Lauderdale, they are uniquely positioned to help provide foodservice capabilities to the entire south Florida region.

"The south Florida market is one of the hottest in Florida, and it was very hard to get customers up to our corporate office in Clearwater," said Eaton Marketing president, Kevin Eaton. "We're so proud to be able to supply the

same level of service to foodservice operators, dealers, and consultants as we currently do in the Tampa Bay area."

The test kitchen will feature a full capacity of bar and beverage equipment suitable for holding demonstrations, menu development sessions,

parties, and more. It will contain a modular bar and beer system from Perlick, a Beech pizza oven, and a seven-foot hood for demonstrating both electric and gas equipment.

The south Florida test kitchen will also be manned by one of the latest

additions to our staff, Chef Matt McMeekin.

"We will be using the facility for clients that would like to test our equipment with their products," Chef Matt said. "We will host lunch and learns for local dealers and consultants, and we will also host fun networking events, as well."

Eaton Marketing kicked off the grand opening of the new space during a day-long celebration on March 11. Visit the company website online at [www.eaton-marketing.com](http://www.eaton-marketing.com) for more detailed information. 

## Industry Spotlight

### Eaton Marketing





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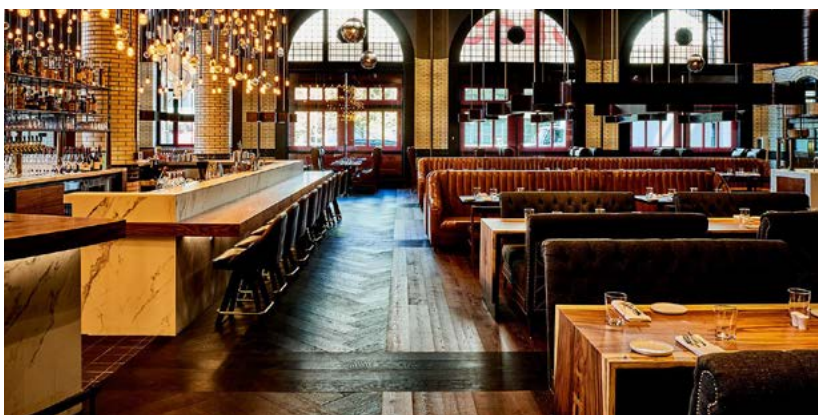
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TODAY'S RESTAURANT ◆ APRIL 2020 7



# The surprising way delivery services are impacting restaurant supply chains

By Brad Liddie

These days, it's almost impossible to miss restaurant delivery services. Go to a restaurant, and you'll see a driver waiting to pick up food to deliver; stop at a traffic light, you'll see a delivery vehicle waiting to hit the gas. According to a recent Forbes article, online food delivery is expected to mushroom to \$200 billion by 2025.

The revolution of delivery services is having a substantial impact on the traditional restaurant industry. While food delivery is nothing new, breakout services like Uber Eats and DoorDash have capitalized on what customers want most: convenience. One previously uncommon business trend in communities across the country is the emergence of "dark kitchens" – kitchens that sell meals exclusively through delivery.

One major risk shared by these innovative food preparers and the delivery services that partner with them is being abruptly left high and dry by broken equipment. In such a situation, a reliable supply chain is crucial – it's not as if they can go to the nearest big-box store and pick up a spare commercial oven.

Because they don't need front-of-house furniture and fixtures to appeal to drop-in diners, these delivery-only restaurants (also referred to as ghost

kitchens or virtual kitchens) can be located anywhere. As a result, many are choosing to save money by setting up in more industrial areas of cities. This allows for more kitchen space for back-of-house equipment than traditional restaurants, enabling more output for 24-hour food preparation.

Companies and brands looking to switch to this new type of dining establishment will need to be prepared, as the supply chain process changes drastically. This includes the logistics involved with kitchen technology and equipment moves, which will force operators to shift focus and find a third-party supply chain partner that can handle this new workload and be ready to respond on a moment's notice.

"The concern for many restaurants is that some third-party logistics (3PL) providers may not be able to meet the challenges of transitioning to a dark kitchen," said Brad Liddie, senior vice president of Global Logistics Operations at Suddath. "A trusted provider should be flexible and scalable enough to meet the demands of the marketplace."

In lieu of greeting patrons, dark kitchens are focused on speed and accuracy, and need technology that gets orders out the door promptly. With this significant shift in the restaurant industry, 3PLs are increasingly being called



Brad Liddie

on to deliver more equipment and technology and less furniture. If any equipment goes down, it is crucial to minimize output disruption. The trends of e-commerce are still impacting the globe, but 3PLs with a legacy in moving should be able to scale this new industry seamlessly.

"If a 3PL can act more as a project manager, then they can bring more to the table," Liddie says. "As the restaurant industry transitions toward a focus on delivery service, businesses will need to look for logistics partners who are experienced with high-touch project management to deliver everything from

specialty kitchen equipment to digital signage and kiosks. Choosing the wrong partner can really hinder an emerging business."

**Brad Liddie:** As senior vice president of global logistics operations at Suddath, Brad Liddie leads multiple teams that manage transportation of domestic and international freight forwarding for corporate clients with supply chain and 3PL management needs. As a 15 year veteran in operational leadership, Brad understands the unique requirements needed to implement strategic planning, LEAN culture and regulatory compliance. He holds an Executive MBA in global supply chain from The University of Tennessee in addition to the achievement of being Class Leader and recipient of the "Outstanding Executive of the Year" award during his degree program.

**About Suddath:** As a trusted global logistics provider, Suddath gives quick serve, fast casual, and full-service restaurant chains flexible and scalable end-to-end supply chain solutions. "We help restaurants meet project schedules by streamlining communication of all furniture, fixtures and equipment (FF&E) vendors, leveraging a wide breadth of services and network of vetted partners with global reach from origin equipment manufacturer to delivery."

A single point of contact coordinates services including ocean and air freight with customs clearance and foreign trade zone access, less than truckload and full truckload interstate transportation, and high-touch final-mile delivery through a nationwide footprint of warehouses. As a licensed non-vessel operating common carrier (NVOCC) and international freight forwarder with 60 years of industry expertise, Suddath's logistics business provides on-time FF&E support for openings, closures, roll-outs, tech deployments, rebranding and refreshes to meet restaurant brands' strategic objectives. Visit [Suddath.com/restaurants](http://Suddath.com/restaurants) to learn more.

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1	Name	Info	Address	City	Zip	Phone	Opening	Email		
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3	Chef Driver brand new	1481 E Irlo	St. Cloud		34771	407 556-5137 ext. 407		chris@froz-n.com		
4	Owners An specializing	1375 S Sem	Orlando		32807	407 704-2248		info@tasteofyucatan.com		
5	Owner Scot was Knead	1173 Edgev	Jacksonville		32205	904 398-10 Spring 201		info@maplestreetbiscuits.com		
6	Peter Tsiaili also 15,000	728 Northv	Miami		33127	305 638-70 TBD checke		info@woodtavern.com		
7	Jose Garcia	1657 N Mie	Miami		33136	786 329-08 Nov - Dec 2		info@taulafresh.com		
8	Chef Marcc Poinciana F	340 Royal F	Palm Beach		33480	212 966-27 Nov - Dec 2		Marco.barbisotti@santambroeus.com		
9	Owners Chi was McGov	321 West F	Decatur		30030	404 469-6863		scutoakhursthiring@gmail.com		
10	Co-owner Victor Erazo	3975 Holco	Norcross		30092	470 395-7936		victor@peachtree-cafe.com		
11	Elijah Sleight (NY Based)	3150 Hwy 3	Newnan		30263	678 423-8694		duffsnewnan@gmail.com		
12	Chef Jason was Mezza	2751 Lavist	Decatur		30033	404 330-83 Nov - Dec 2		hello@kitchensixoakgrove.com		
13	Daniel Kim, (they have	3492 Satell	Duluth		30097	770 302-22 Late Nov - 1		cs@boxete.com		
14	Owners De The old Sm	282 Norma	Valdosta		31601	850 629-40 TBD checke		Wahoosseafoodgrill.tally@gmail.com		
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# National dining bonds initiative aims to support restaurants facing financial crisis from coronavirus

Diners can invest in the future of the industry now, at a savings

Due to the impact that the coronavirus Covid-19 is having on the restaurant community, a team of restaurant industry veterans led by HP-PR and Hall PR have set into motion a nationwide initiative to help get funds into the hands of restaurants now.

To help ensure the survival of these restaurants, many of which are family owned, the PR industry has banded together to create a campaign called "Dining Bonds." These bonds work just like savings bonds, where guests can purchase a bond at a value rate today, to be redeemed for full face value in the future.

The dining bonds are being offered by participating restaurants across the

country at a suggested savings of 25% when purchased. For example, a \$100 bond will sell for \$75 and would be redeemed for full value on or after the redemption date, typically 30 – 60 days after purchase.

A dedicated website, [www.supportrestaurants.org](http://www.supportrestaurants.org), allows diners to search for and connect with participating restaurants while also letting restaurants sign on to the program. Transactions can then be handled directly between customer and restaurant, with individual restaurants setting their own terms and conditions and fulfilling the transactions.

"We're already seeing a number of restaurants close and are very


concerned about the future of the industry," said Helen Patrikis of HP-PR, and a co-founder of the Dining Bonds initiative. "We hope that these dining bonds help by bringing in much needed revenue to these restaurants now. No one wants to see their favorite restaurant close its doors, and this is a simple way of offering much needed support."

"This is a very challenging time, and we're experiencing something we have never had to deal with before," said Jennifer Petrocelli, executive director of The Preston House & Hotel, a participating restaurant. "We want to remain optimistic, so this initiative shows solidarity within our restaurant community and hopefully reassures our guests that if they aren't able to visit us at this point in time, we'll be here for them when things settle down."

Steven Hall, president of Hall PR and co-founder of the campaign, added, "This is a tremendous opportunity

for the community to show their love and support for the hospitality industry and to ensure the future of their favorite restaurants, not to mention the many people who may be forced out of work. Restaurants are a vital part of life; they are places of celebrations and romance, and have seen their guests through many highs and lows. We hope people will remember that now that their favorite eateries need their help. We're encouraging everyone to put these bonds to work and save restaurants!"

Dozens of restaurants have already signed on to the program, with many more expected to join. They range from fine dining to family dining and represent the vast array of restaurants that diners have to choose from on a daily basis.

For a full list of participating restaurants, to sign on as a restaurant, or for more detailed information, visit them at [www.supportrestaurants.org](http://www.supportrestaurants.org). 

## Calendar Events

### Upcoming industry affairs

Send your Calendar Event to Today's Restaurant!



## April

**2-5 ♦ Florida Winefest and Auction**  
Sarasota, Florida ♦ [FloridaWineFest.org](http://FloridaWineFest.org)

**26-29 ♦ Food Automation & Manufacturing Conference and Expo**  
True Spec Golf at Trump National  
4400 NW 87th Ave Doral, Florida

## May

**16-19 ♦ National Restaurant Association Show**  
McCormick Place ♦ Chicago, Illinois  
[NationalRestaurantShow.com](http://NationalRestaurantShow.com)

## September

**22-23 ♦ The Florida Restaurant & Lodging Show**  
OCCC ♦ Orlando, Florida ♦ 850.224.2250 ♦ [FRLA.org](http://FRLA.org)

## February 2021

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

## Giardino's *from page 1*

additional existing restaurants in Palmetto Bay and Kendall, which was followed by the acquisition of their newest restaurant in the Blue Lagoon business district.

"Assuming a larger equity stake in the future of the entire Giardino Gourmet Salads brand was the logical next step for us in our business progression," said Mitrani, Giardino Gourmet Salads Owner and Multi-Unit Franchisee. "As we enter a new decade, our mission remains to expand the brand into new and existing development markets across Florida while leveraging our multi-unit restaurant ownership experience to assist franchisees with streamlining operations and running profitable restaurants."


Under its new executive leadership structure, Giardino Gourmet Salads is actively looking to expand in cities across Florida such as Ft. Lauderdale, West Palm Beach, Orlando, Tampa and Sarasota. Founders Ody and Kenny Lugo, a former Miami-Dade County schoolteacher and Miami-Dade County firefighter respectively, developed their vision for the restaurant after realizing there was a genuine need across South Florida for fresh garden-to-bowl food. It was so popular; they opened a second franchise location a short time later. After realizing there was a growing demand for their idea of Nutritional Empowerment® as part of people's everyday lives, they saw an opportunity to expand the brand across Florida and eventually beyond through franchising.

"When we were searching for a company to invest in back in 2012, we knew we wanted a lifestyle brand that would resonate with millennials and carry over into other generations as well," said Mitrani. "Giardino Gourmet Salads fits that mold because there is a genuine need for real, simple, fast and nutritious food that is handcrafted for guests instead of traditional fast food.

Now as owners and part of the executive leadership team, there is no doubt we'll be able to sustain our current growth and future success for years to come."

Giardino Gourmet Salads features globally inspired salads, wraps, grain bowls, soups and sandwiches. What sets Giardino Gourmet Salads apart is its one-of-a-kind approach to the guest experience and its focus on Nutritional Empowerment. Every guest has the ability to customize an extensive variety of salads, wraps and grain bowls from more than 60 always-fresh ingredients including a range of freshly chopped leafy greens, vegetables, fruits, proteins, dozens of different dressings, homemade deli salads, sauces, daily baked homemade croutons, and rotating seasonal items.

Giardino Gourmet Salads remains focused on building restaurants across Florida where there is a need for fast casual alternatives. With nearly 20 restaurants open across the state and many more in the development pipeline, Giardino Gourmet Salads continues to grow by finding the right owners and real estate that sets the brand up for success while creating a memorable guest experience.

"We take development very seriously and that is reflected in the quality of our owners and the locations in which we operate restaurants," said Mitrani. "That's why we're so excited about what's in store for our brand." 

**About Giardino Gourmet Salads:** *Giardino Gourmet Salads – [giardinosalads.com](http://giardinosalads.com) - is the premiere fast casual salad concept focused on Nutritional Empowerment™. Founded in 2004, Giardino Gourmet Salads serves the widest variety of individually handcrafted and great-tasting salads, wraps and bowls that feature only premium ingredients such as freshly baked croutons and homemade deli salads. Giardino Gourmet Salads is consistently named among the top restaurant chains and brands shaping the fast-casual restaurant segment. Giardino Gourmet Salads currently operates nearly 20 locations across Florida with plans to continue solid growth across the state.*



# COVID-19 restaurant and small business impact

Specially developed insurance programs for restaurants adding delivery service

Guntersville, Alabama: The Upton Group, LLC a leading national insurance agency specializing in food delivery and restaurant insurance announced the creation of a new website for restaurants and small businesses impacted by government orders to shut down or go to delivery only service.

Restaurant owners and franchisees can visit [www.mydeliveryinsurance.com](http://www.mydeliveryinsurance.com) for more information.

There are 2 program options available for restaurants and small businesses who are negatively impacted by government actions that requires businesses to close or limit service to delivery.

**Qualified businesses include but not limited to:**

- ◆ Restaurants  
Independent or Franchise
- ◆ Grocery Stores
- ◆ Liquor Stores
- ◆ And Others

These restaurants and businesses need a specialized insurance policy.

Hired and Non-Owned Auto insurance provides third party liability coverage for the business when an employee uses their personal vehicle for business purposes such as delivering products (food, grocery etc...). The coverage sits excess of the driver's own insurance.

Jason Upton, President, said: "Today restaurants and small businesses all over the country are being forced to



close or limit service to pick-up and and/or delivery. The number of restaurants/businesses being impacted is growing almost daily. Our new insurance programs will bring these small business owners an option to remain open by offering delivery service.

As these restaurants/businesses do not currently offer delivery service, it is important that they partner with an insurance agency that knows the challenges and pitfalls adding this service creates to their business. The Upton Group, LLC has the experience to help businesses get a program up and running in a safe manner while proving the due diligence that is needed to only have safe delivery drivers on the roads in their community."

Upton continued: "With these services combined with the right insurance coverage restaurant owners can focus on their operations and together we will



get through these challenging days.

Delivery service is not easy. I myself spent 24 years with the largest pizza delivery company in the world, with 17 of those years as a franchisee. We leverage that experience to offer exceptional risk management consulting and risk transfer practices with leading carriers in the county."

Restaurant franchisees, owners and other small business owners can begin the process by visiting the website [www.mydeliveryinsurance.com](http://www.mydeliveryinsurance.com) or by contacting The Upton Group, LLC.

Upton concluded: "Our focus and commitment is to help impacted businesses get open or remain open by entering the delivery business and to protect everything they have worked for, which will ultimately save jobs and secure their families' futures."

**About The Upton Group:** The Upton Group, LLC is a leading insurance agency based in Guntersville, Alabama with a primary focus on pizza delivery franchises and other food delivery company's and restaurants. The primary specialized coverage for such business is hired and non-owned auto insurance. Other policies coverages include Property & General Liability, Workman's Comp, Employment Practices among other specialty lines. Jason Upton is a former pizzeria franchisee of 17 years. Jason leverages that experience to assist restaurant owners with all their risk management needs.

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# What's Going On from page 6

Café which closed a couple of years ago. Mr. Karsavuran will offer al fresco dining and a bar with a fireplace.



**Below are 4 of several of the Kitchen Innovation (KI) Awards 2020 Recipients from the NRA**

1. Tired of hauling buckets of warm water to melt down ice bins for cleaning and safety? Auto-Burn™ Technology, either integrated in the bin or modular in portable form, delivers a hot water stream to an ice bin that propels a whirlpool that churns and breaks up the ice much more rapidly than manual efforts. The **Omni-Rinse Auto Burn Technology For Ice Bin Melting** is now being sold to operators. Visit [omni-rinse.com](http://omni-rinse.com) for all detailed on this and other products.



**2. The Ventless Induction Down**

**Draft from Star Manufacturing is now available.** This new 208V range-top combines induction technology with the patented Wells Ventless System exhaust, creating a new solution for operators wanting prepare food in full view of customers without the constraints of typical, externally vented, air systems. Key specs include four 1800W hobs, a center-mounted downdraft ventless exhaust that leaves a clear view of cooking, and a self-contained four-stage filtering system. Go to [star-mfg.com](http://star-mfg.com) for all ordering information.



3. EVEREO®, the first ever “hot fridge” designed to preserve meals for days at serving temperatures comes from Unox. The unit's patented technology allows foodservice operators to preserve cooked food at hot temperature and ideal humidity for up to 72 hours. Among benefits: no energy-intensive cook-chill-regenerate processes, reduced handling labor, and virtually instant service time.



**4. The Wood Stone WS 3-Bay Gas Rice Cooker**

The 3-bay GRC uses standard 1/3 hotel pans to cook great rice every time with a single push of a button. With patent-pending boil sense technology and three programmable recipe cooking algorithms, the GRC uses an average of 40% less fuel than conventional rice cookers. Cooking in standard pans allows operators to cook, hold, and serve in the same pan. Online at [woodstone-corp.com](http://woodstone-corp.com).



**The KI Awards program** is judged by a panel of respected third-party experts from across foodservice representing some of the industry's best-known brands and organizations. All of these new product and more will be presented at the National Restaurant Show in Chicago in May.



◆ Wooster Products Inc has continually made quality anti-slip stair treads and walkway products right here in the USA since 1921. Their full line includes cast iron (Ferrogrit®), cast aluminum (Alumogrit®), extruded aluminum (Spectra, Supergrit®, Stairmaster® and Flexmaster®), pressure sensitive adhesive tape (Flex-Tred®), and coatings (WP-70®, Walk-A-Sured® and Safe-Stride®). Also they offer a line of photoluminescent (glow-in-the-dark) nosings and treads (NiteGlow®). They have products for new construction, renovation, even OEM applications. For all details visit [wooster-products.com](http://wooster-products.com).



◆ **Eco-Products®, a Novolex™ brand, is expanding its Regalia™ line of foodservice ware to feature new soak-proof, compostable half pans and lids** – ideal for restaurants, caterers and others seeking innovative, environmentally preferable solutions. The Regalia line will also now feature half pans made from sugarcane and lined with PLA — a plant-based, compostable material derived from sugarcane, bamboo and other renewables — for extra protection against leaks. They are available in one-, two- and four-compartment sizes, with a compostable lid that fits all of the pans. Eco-Products®, a Novolex™ brand and certified B Corp, is a leading provider of foodservice packaging made from renewable and recycled resources. With the goal of Zero Waste as part of the company mission, Eco-Products is using business as a force for good. Visit [www.ecoproducts.com](http://www.ecoproducts.com) for more information.



**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 info to [terri@trnusa.com](mailto:terri@trnusa.com) and try to keep the word count between 50-75 words. You can get free publicity for your company, product, service or event! Then check the rest of our website for more information, foodservice news, back issue PDFs, classified ads & more!



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# Rouxbe offering free food safety course

March 17, 2020, Vancouver, British Columbia - Rouxbe, the leading on-line culinary training program, is offering a free course on food safety to any foodservice organization. Learning about food safety is an important step in preventing illness from unsafe foods or through the transmission of disease from food handlers, including the coronavirus. The course is designed for professionals looking to learn more about food safety, as well as those in need of a refresher given the current outbreak.

"The global restaurant and hospitality industry is being significantly impacted by the coronavirus pandemic, as worries over the spread continue to increase," said Ken Rubin, Chief Culinary Officer at Rouxbe. "It's now more important than ever that those who handle food -- be it a high-end full-service restaurant chef or a member of a retirement home kitchen staff-- be up to date and fully immersed in keeping food safe. By offering this course free of charge, we hope many will take advantage of these lessons that, while always important, are even more critical at this time."

In addition to providing a general introduction to food safety, this course will address specific instructions that food handlers and operators should be aware of in regards to the coronavirus, and how it spreads. Specific lessons outlined in the course include:

- ◆ Introduction to Food Safety
- ◆ Handwashing
- ◆ Buying Food
- ◆ Storing Food

- ◆ Preparing Food
- ◆ Cleaning Up

Rouxbe is 100% online, and offers cooking courses to individuals as well as industry professionals. Organizations including Whole Foods, Marriott Hotels and Wegmans have trained their cooking staff using Rouxbe tools, along with hundreds of thousands of restaurant chefs and home cooks across the country. Rouxbe is recognized by the American Culinary Federation Education Foundation as a quality program, and by WorldChefs as Approved Quality Culinary Training.

"Foodborne illness is largely preventable, and it's critical that anyone involved in handling, preparing or serving food has an important job to play in limiting the risk to others," continued Rubin. **TR**

**About Rouxbe:** Rouxbe – rouxbe.com - the world's leading online culinary school, was founded in 2005 to train people of all abilities to become better, more confident – even healthier – cooks in kitchens around the world. With high definition videos, world-class instructors, peer support and interactive assignments, Rouxbe has set the bar as the new standard in culinary education, providing certificate-level instruction not only to quality restaurants and hospitality organizations, but also to serious home cooks and career changers. Rouxbe's revolutionary online platform delivers cutting edge e-learning solutions that drive and measure learning outcomes and engagement while providing effective, lower-cost alternatives for training professional cooks. Over 110 hours of foundational training are available in English, Spanish, French, Mandarin and Arabic to hundreds of thousands of cooks in 180 countries. Rouxbe programs are also recognized by both the American Culinary Federation Education Foundation and by WorldChefs as approved training programs.

# COVID-19 from page 1

it can review and understand." Ganz believes that "if you were at a 2-1, 3-1, or even 4-1 lease-coverage-ratio pre-virus, and you operate a chain of major drug stores, the landlord may view this request for rent abatement as more opportunistic than necessary. However, if you are a movie theater, a gym, or a mom-and-pop QSR, or in a situation where you have laid off the majority of your staff, than in these instances the landlord is likely to work with you."

Ask for help if you need it: Disruption from COVID-19 has changed things so dramatically and so quickly that even restaurant industry veterans might find themselves unsure of what to do. If you're in a

similar situation, asking for help is nothing to fear.

Ultimately, remember that a process exists for times like these, even if things seem very uncertain. "I've noticed that the lack of clarity parties perceive about their own circumstances is what causes a lot of worry," Mr. Ganz said. "Working through things and getting a sense of what the path forward may look like often brings a sense of relief." **TR**

*Craig Ganz is a Litigation Partner in the Phoenix office of Ballard Spahr. The information provided in this article does not, and is not intended to, constitute legal advice or create an attorney-client relationship. Instead, all information, content, and materials are for general informational purposes only.*

# Best new products

At the International Restaurant & Foodservice Show

New York, NY - Thousands of new products and services from 500 exhibiting companies for restaurants, caterers and foodservice establishments were introduced during the International Restaurant & Foodservice Show of New York, Healthy Food Expo New York and Coffee Fest that was held all together at the Javits Center in March. Several Awards were presented including:

- ◆ **The Best in Show Winner in the Featured Product Showcase** - RTE Cuisine for their Super Grain Medley. <https://rtecuisine.com/>
- ◆ **The 1st Place Runner Up** - Allie's GF Goodies for their Totally Free Granola. <https://alliesgfg.com>
- ◆ **The 2nd Place Runner Up** - Oumph! for their Plant Based Protein Chef Style [www.oumph.us](http://www.oumph.us)
- ◆ **Best In Show Winner:** Food Trends Experience - Homestead Farm Products for their local raw milk cheese and natural ice cream. [www.homesteadfarmproducts.com](http://www.homesteadfarmproducts.com)

**Coffee Fest People's Choice Winners:**

- ◆ **1st Place** - Lotus POWER UP Plant Energy Concentrate <https://lotusenergydrinks.com/>
- ◆ **2nd Place** - Java Melts for their individually wrapped flavored sweeteners. <https://javamelts.com/>
- ◆ **Best in Show for Pitch the Press** - PathSpot Tech for their Hand Scanner which instantly detects invisible signs of bacteria and viruses that cause foodborne illness

- <https://www.pathspottech.com>
- The other products selected that were pitched to the media were:**
- ◆ Balkan Bites for their Burek, a portable stuffed phyllo [www.balkanbites.co/](http://www.balkanbites.co/)
  - ◆ Cadco for their VariKwik Oven <http://cadco-ltd.com>
  - ◆ Choco for the Choco App which makes ordering and communication with suppliers faster and simpler. <https://www.choco.com>
  - ◆ Cube Methods for the TCIM250 Coffee Ice Machine [www.thecoffeeicemachine.com](http://www.thecoffeeicemachine.com)
  - ◆ Eco-Pliant for their Bamboo Fiber Straws <https://ecopliant.com>
  - ◆ Freaker USA for their Slippy, recycled coffee cup holders [www.freakerusa.com](http://www.freakerusa.com)
  - ◆ Hudson Valley Fisheries for their Steelhead Trout [www.newyorksteelhead.com](http://www.newyorksteelhead.com)
  - ◆ Makku for their Mekgeolli Traditional Korean Rice Beer <https://drinkmakku.com>
  - ◆ Mom's Magic Masala for their Fusion Spice Blend [www.momsmagicmasala.com](http://www.momsmagicmasala.com)
  - ◆ Revolution Gelato Award-winning, organic dairy-free gelato [www.revolutiongelato.com](http://www.revolutiongelato.com) **TR**

The 27th annual International Restaurant & Foodservice Show of New York - was held March 8-10, 2020 at the Javits Center in New York City. The show is owned and produced by Clarion Events, and sponsored by the New York State Restaurant Association. For more information on next years' event, visit [www.internationalrestaurantny.com](http://www.internationalrestaurantny.com).

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# Kalera opens Orlando vertical farming facility

Orlando, FL - Technology-driven vertical farming company Kalera announced the opening of its new state-of-the-art growing facility in Orlando. This new facility is the highest production volume vertical farm in the Southeast. The rapidly constructed facility also demonstrates Kalera's ability to quickly build and open farms around the US and the world. This new facility complements Kalera's initial HyCube growing facility located at the Orlando World Center Marriott and is centrally located in the heart of Florida, one of the largest tourist destinations in the world. The new facility has the capacity to supply millions of heads of leafy greens per year to consumers while also providing dozens of new high-quality jobs.

Originally announced at the end of August, Kalera was able to get its new growing facility up and running in less than six months due to a streamlined



design and construction process that illustrates the company's ability to quickly scale and expand its vertical farms. Kalera was able to retrofit the existing building with its proprietary technology to create the highest production volume vertical farming facility in the Southeastern United States. As Kalera accelerates its growth over the next few years, it will build additional facilities, expanding production capacity throughout the US and internationally.

"Adding a large-scale vertical farm to Central Florida was the next logical step for us as a company. We've spent years perfecting and fine-tuning our technology to place us as industry leaders in the

local farming ag-tech revolution," said Daniel Malechuk, CEO of Kalera. "Right now, we are leading the way in defining what pick-to-plate means for the future. In a sense, we are trying to perfect Mother Nature indoors by combining science and technology with farming."

"Kalera's business is built on good science. We're planting non-GMO seed, and over the past several years we have perfected plant and data science-driven methods to optimize the grow environment, nutrient mixes and distribution that make plants thrive," said Cristian Toma, Chief Technology Officer of Kalera. "We're excited to be able to meet customers' demands for cleaner, safer, non-GMO, pesticide-free leafy

greens that are fresher, boast a longer shelf life and higher nutritional value, and are grown locally with consistently high yields."

The company utilizes cleanroom technology and processes to eliminate the use of chemicals and remove exposure to pathogens. With indoor facilities situated right where the demand is, Kalera is able to supply an abundance of produce locally, eliminating the need to travel long distances when shipping perishable products. This means Kalera can ensure the highest quality and freshness by delivering product to customers within hours of harvest rather than days or weeks. Kalera's plants grow while consuming 95% less water compared to field farming.

Kalera opened its first vertical farm in 2018, the HyCube growing center, on the premises of the Orlando World Center Marriott to bring fresh, local produce to the hotel's visitors and customers. This farm has served as a successful model illustrating the place of vertical farms in the sustainable food movement.

**About Kalera:** Kalera is a technology driven vertical farming company with unique growing methods combining optimized nutrients and light recipes, precise environmental controls, and clean room standards to produce safe, highly nutritious, pesticide-free, non-GMO vegetables with consistent high quality and longer shelf life year-round. The company's high-yield, automated, data-driven hydroponic production facilities have been designed for rapid rollout with industry-leading payback times to grow vegetables faster, cleaner, at a lower cost, and with less environmental impact.

Kalera opened  
its first vertical farm  
in 2018...

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# Treat customers like life-long partners

John Tschohl ♦ Today's Restaurant Contributor



Over the years I have had some real “wow” experiences with businesses. People and employees that have treated me like a VIP every single time I have come in contact with them. Sad to say, the opposite is also true.

It seems that every time I have a great experience, there are numerous bad ones that make me wonder why some companies are still in business. Why anyone would ever consider going back to make another purchase. No courtesy, no warmth, no one cares, no speed, no follow-up, and no respect.

My book, “Achieving Excellence Through Customer Service” focuses on customers and your relationship. It’s a blueprint for a quality service program that increases profit by developing customer satisfaction and loyalty.

Why is loyalty so important? According to global management consulting firm, Bain and Co., repeat customers spend 67% more than new customers. This is due to both larger transactions and more frequent shopping. Even a 5% increase in retention can lead to a rise in profits of as much as 25-100%. You need to ensure that you continuously offer value to your customers to keep them coming back for more.

*We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better. ~ Jeff Bezos, Amazon*

Here are my 5 “Great Truths” about quality service:

1. Treat customers like life-long partners. Do it by listening to customers’ expressions of needs and wants. Then help them obtain the service or product that serves those needs and wants best whether they’re in your inventory or not. This is the proper procedure when you expect customers to return again and again over a long period.

A customer is the most important visitor on our premises. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so. ~ Mahatma Gandhi

2. Do not disappoint or anger customers.

*Dealing with people is probably the biggest problem you face, especially if you are in business. Yes, and that is also true if you are a housewife, architect or engineer. ~ Dale Carnegie*

3. See the business through customer eyes. Call it “empathy.” At

T.G.I. Friday restaurants, a chain of bistro type corporation familiarizes employees with customer perceptions with reports from mystery shoppers who routinely check out store image, merchandise and service from the customer point of view. Empathy is an important ingredient in the service business. How one handles a service problem is as important to customers as the solution to the problem itself.


*Make your product easier to buy than your competition, or you will find your customers buying from them, not you. ~ Mark Cuban*

4. Deliver more service than you promise or than customers expect.

This is a wonderful way to build customer loyalty upon their feeling that they got a “good deal.” Practice the “and then some” principle. Your products do all you say they will . . . and then some. Service is prompt, reliable and courteous... and then some. If a customer needs help once a sale is complete, help the customer . . . and then some. Delivering more service than customers expect is a subtle competitive tactic that competitors usually do not notice. In the process of

building volume you can confuse your competitors. They will not understand how you are doing it.

*Here is a simple but powerful rule: always give people more than what they expect to get. ~ Nelson Boswell*

5. Try to get better. Imagine a mental fluorescent sign that flashes the questions: “How are we doing?” (Fine, but we can improve.) And: “How can we get better?” (Apply the answers as if they were an action agenda.) 

*“People respond in accordance to how you treat them.” ~Nelson Mandela*


*The newsletter Quality Assurance Report states that only when a company knows exactly what kind of service its customers expect, delivers on those expectations 100 percent of the time, at a price that customers are willing to pay, while still getting an acceptable return, can the company claim to excel in customer service. 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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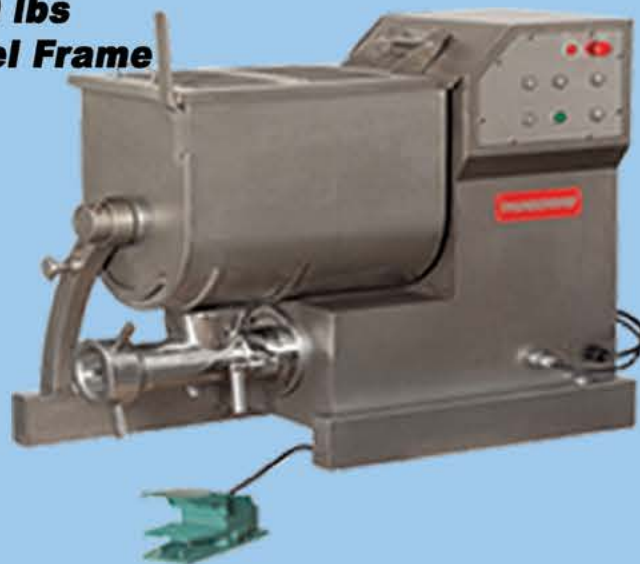
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