

Appetizers

CHART announces COVID-19 program



OpenClean offers sanitizing door handles



Companies offering free support during COVID-19 crisis



MyMenu giving away free QR Ordering



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Restauranteurs: Prepare a marketing plan for post-COVID-19 business

By Joe Bouch
President/CEO of 78Madison

It hardly seems fathomable that just a few weeks ago — virtually overnight — the concepts of “social distancing” and “stay-at-home” orders became the norm.

As we all know, that is the unusual world we are living in.

While I can't tell you when everything will get back to “normal,” we do know that the restaurant industry has not only survived past difficulties, but has always found a way to energize the human spirit in a way that everyone gets on board the “we can do this” train. A belief that we can shake the dust off our shoes and get the world's economy moving again — and dining out again.

But are there actions that restaurateurs can take now, to best prepare for business after the COVID-19 crisis?

Yes.

In terms of marketing, there are many steps you can take now — when you have the available time — to prepare for better days ahead:

- ◆ **Analyze Your Marketing Assets**

If you have not kept an inventory of your marketing assets (email



Joe Bouch

campaigns, photos, videos, blog posts, web, infographics, printed and/or e-brochures, digital and print menus, signage, presentations, white papers, etc.), now is a good time to start. Look at each piece with a critical eye. Then determine which assets and messages were the most effective in getting the desired results — such as the most traffic to your website, walk-in business to your restaurant, comments on social media, backlinks, or social shares.

Next, identify which images and

high-quality pieces you can repurpose for other channels. Note that there also may be opportunities for updating with fresh content, optimizing with new keywords or Call To Actions (CTAs), and adding internal links to new products or services.

- ◆ **Improve Your Strategy for Online Reviews**

If you have not formulated a plan for answering online reviews, now is the time to do so. We have all seen countless online reviews which restaurants have not answered. While you do not need to go back to answer each review, this is a good time to make sure your more recent reviews have a thoughtful response. Write a few template responses and then train a member of your team with your brand messaging so they can manage your online reviews going forward. Teach them how to respond to negative reviews and how to identify when it is necessary to escalate legitimate customer service issues to the right person. Also, provide to them the tools they need to get alerts and monitor the reviews.

See **MARKETING** page 10

Restructuring your commercial lease in times of crisis

By Jeff Howell

Safe to say, the world as it is today is a vastly different place than it was when you first signed your commercial lease. Unforeseeable circumstances— sometimes referred to as ‘force majeure’ or ‘acts of god’— have a way of complicating business. With the recent social distancing and subsequent economic slowdown caused by the COVID-19 outbreak, many restaurants find themselves struggling to stay afloat.

One of the most crucial issues to deal with is how to make your contractual payments— such as your lease expenses— when your company is bringing in little to no revenue. There are very few businesses that can afford to sustain these payments during times of extreme economic stagnation.

While it can seem harsh for your landlord to keep demanding payments, it has to be remembered that they're in a similar situation.



Jeff Howell

Landlords also have large expenses, such as property insurance and mortgages that they need to make monthly payments on; they rely on collecting rent from to make those payments.

Usually when a tenant stops paying rent landlords can either sue for the money or evict them. Under such

extenuating circumstances, however, these options may not be available to the landlord; instead, it can make more sense for you to work with your landlord to find a mutually beneficial arrangement.

Negotiating a temporary rent abatement in exchange for an early extension is a good middle ground that benefits both parties.

So, what would such an arrangement look like? Negotiating a temporary rent abatement in exchange for an early extension is a good middle ground that benefits both parties.

A rent abatement is an agreement through which the tenant is allowed to temporarily suspend their lease payments or reduce the amount they need to pay each month. This can prevent your business from declaring bankruptcy, while still having the potential for your landlord to receive some payment.

There's no hard-and-fast rule as to how much your rent will be reduced,

See **RESTRUCTURING** page 13








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Appell Pie

Memorial Day

Howard Appell ♦ Today's Restaurant Publisher

May is a month of great importance to me, it's my birthday month. I was born on May 30th the actual day that Memorial Day actually used to be celebrated on. I lived in Brooklyn New York and every year my parents would take me to the Memorial Day Parade on Eastern Parkway and tell me the parade was for me. I thought it was great to have my very own parade with tanks, jeeps and trucks all slowly moving past me. Soldiers from all branches of the military holding flags and marching in step while the bands played the theme songs of the Army, Navy, Marines, Air Force and Coast Guard.


"Howie's mother once told me that if you have nothing nice to say about someone, don't say anything"

When I was forty my party was a "Roast" and all of my friends and family had their turn to have a little fun at my expense. One by one they stood up and told stories about me or my family. Some funny some touching. One of my friends stood up at his table to relay a story about a conversation he had with my mother several years prior to the party and he thought it was the perfect time to repeat it to the assembled group. He began, "Howie's mother once told me that if you have nothing nice to say about someone, don't say anything" He then sat down! The laughter still rings in my ears.

For my 60th Birthday, Terri hired a yacht large enough to host sixty-five people at a sit down dinner complete with DJ, videographer, open bar and birthday cake. We rode up the Intracoastal from Pompano Beach to Boca Raton and back on the last cool night of the year before the summer heat in Florida. The whole party was a surprise to me and one that I will always remember because a couple from Boca got so drunk they ended up sleeping in their car after trying to find their way home unsuccessfully. The video is priceless.

Why am I telling all of these stories about my birthday? Well I thought it may be a small distraction from the COVID-19 crisis we all are facing in some way or another. I think the month of May in this year will represent the re-birth of our industry in some small way as Governors begin to roll out their plans to open their states safely and quickly. There is no one size fits all plan for all fifty states and no universal plan for every city within a state but relying on the scientific numbers from the experts we can hope and pray they get it right.

In the May issue of Today's Restaurant News www.trnusa.com we have several stories that outline the steps for a restaurant to open and succeed in this "New World" Those owners who are willing to see the changes needed and adapt technologies to help them will flourish while others will disappear. It's the way of the world.

Let's all celebrate the month of May with a parade of businesses opening again and the beginning of the formation of our new normal while remembering those who lost their lives to this plague making May the true memorial month. 

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What's Going On

Important new products, corporate news and industry events

The Staff at Today's Restaurant News want to let our readers and advertisers know that we care. We have been publishing for 24 years and you are our family. Sincerest wishes for health and a hopefully not so long turnaround for our Industry. It affects us all in so many ways. We are positive that when this is over, diners will be flooding the restaurants. Anything that we can do to let the word out about a new product, new restaurant coming or management changes, etc. please email us or call our office @ 561.620.8888 <http://www.tr-nusa.com>



Committed to spreading goodness in the communities they serve, **Sushi Maki and Canton Chinese Restaurants have partnered with several local foundations to provide 13,000 free meals to those who have been heavily affected by the COVID-19 crisis.** Local organizations, such as Templeton Family Foundation, The Kirk Foundation, National Christian Foundation and other private contributors, have rallied to support the Miami community by partnering with Sushi Maki and Canton to help provide crisis meals for families in need. The sponsors donated more than \$40,000 for 13,000 meals to be delivered to various community organizations, including Big Brothers Big Sisters of Miami, Branches, Ronald McDonald Charity House, Touching Miami with Love and other nonprofits in Little Haiti and Carol City, over the course of the crisis. Founded by Abe Ng and his family in 2000, Sushi Maki – sushimaki.com - has more than 20 locations in South Florida, including restaurants, Whole Foods Market stations, university dining and airport locations, with multiple new locations in the pipeline.

facilitate their inquiries to enlist emergency funds. SipScience's Co-CEO, Kris Boros said, "From fundraising to storytelling to PSA's we are all hands on deck in support of the hardworking men and women who work as servers, bartenders, cooks, bussers, valet, and more. It is times like these that the sentiment 'it truly takes a village' becomes a clear call to action that we must be there to support one another in every way possible." SipScience is a data analytics hospitality company that provides a first to the world picture about what is happening inside bars and restaurants so consumers, alcohol venues and brands can modernize their experience.



The National Restaurant Association has canceled their Show in Chicago this year due to the Virus. The 2021

National Restaurant Association Show will take place on May 22-25. Visit their website at Nationalrestaurantshow.com to learn more throughout the year.



SipScience a national data analytics hospitality company for consumers, bars, and restaurants announced that it will continue its initiative of exhausting all options to support hospitality workers —and raise awareness about

the need for immediate assistance from skilled volunteers to support the increased volume of applications and inquiries from the **USBG National Charity Foundation's Bartender**

Emergency Assistance Program (BEAP). With over 700,000 bartenders in the U.S. out of work, skilled volunteers are needed now more than ever to join the 300+ volunteers dedicated to BEAP. Qualified volunteers will be trained to vet thousands of incoming applications on a daily, weekly, and monthly basis and

Seabreeze Food Service is a family owned and operated Food Service distributor serving north east Florida, Gainesville, Tallahassee and southern Georgia. We offer over 4000 food service products for delivery and as part of our Will Call service from our distribution center on Edgewood drive in Jacksonville. Family Owned and operated,



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

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CHART announces COVID-19 membership access program to support hospitality trainers

Westfield, NJ – To support hospitality trainers in the COVID-19 pandemic, the Council of Hotel and Restaurant Trainers (CHART, www.chart.org) is providing free membership through a newly created Membership Access Program to new members, and is providing pay-what-you-can renewal for current members who are unable to renew their membership due to the crisis.

Hotel and Restaurant Trainers (CHART, www.chart.org) is providing free membership through a newly created Membership Access Program to new members, and is providing pay-what-you-can renewal for current members who are unable to renew their membership due to the crisis.

“Hospitality training professionals are at the forefront of helping the restaurant, foodservice, and lodging industries get back on their feet and get

employees ready to serve guests again in the coming weeks,” said Serah Morrissey, CHART President and Senior Director of Human Resources for the InterContinental Hotel MSP in Minneapolis, MN. “We want as many hospitality trainers as possible to have immediate access to the tools, resources, and network that they desperately need right now.”

CHART membership includes access to:


- ◆ Ask My Peers – a private, members-only online discussion group that actively shares solutions and best practices
- ◆ Virtual Training Forums – newly-created to address timely and critical COVID-19 topics
- ◆ Regional Training Forums – in-person and virtual meetings across the U.S.
- ◆ Hospitality Training Magazine – articles and member blogs with practical training content
- ◆ Hospitality Trainer Toolbox – an arsenal of research, publications, and ideas
- ◆ Member Directory – contact information for the nation's top hospitality trainers

APPLICATION INFORMATION:
New members must meet the eligibility criteria of being in (or recently in)


“We want as many hospitality trainers as possible to have immediate access to the tools, resources, and network that they desperately need...”

a hospitality training position for an operator business. Free membership will be offered through May 31, 2020 and will last for a period of one year.

DONATE: CHART, a non-profit association, is accepting donations to offset the cost of this program.

The hashtag for this program is #BetterTogetherCHART. 


About CHART: chart.org, a non-profit professional association founded in 1970, is the leading resource for the development and advancement of hospitality training professionals and their organizations. With more than 500 members from more than 300 multi-unit restaurant, foodservice, and lodging companies, CHART represents a workforce of almost three million. CHART includes all facets of hospitality training, learning, and performance professionals; from entry level to senior executive. CHART's mission is to develop hospitality training professionals to improve performance through access to networks, education, and resources. Follow CHART on Facebook or Twitter at @CHARTtrainers.



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What's Going On from page 3

Seabreeze Food Service has been serving Jacksonville since 1990. Seabreeze Food Service offers over 4000 food service products from brand names that are known and trusted. “We stand behind our products and our sales people know our products and how they can help restaurants and commercial kitchen operators over a wide variety of quality food products for reasonable costs.” Visit seabreezefoodservice.com online for more detailed information.



Mr. Shrimp Cajun Kitchen is hiring and expanding through South Florida, 2 more locations are being planned and coming soon. They currently operate 3 three locations in Lake Worth, Pembroke Pines and their 1st in Belle Glade, where they started in 1990. The restaurants are nice places. They are family owned/operated. Their menu is a curated expression of Louisiana favorites like seafood boils, fried shrimp,



FERBER

fish, conch and Cajun fries. Online at www.mrshrimp.co.



The Ferber Company should start construction this summer on the Northwest St. Johns County project. The Ferber Company Inc. announced earlier that it would develop the **70-acre Durbin Creek Crossing in St. Johns County** to include the coun-

ty's second Aldi grocery store, which will be about 19,000-square-foot Aldi. Other tenants include ABC Fine Wine & Spirits, First Florida Credit Union and more. Tenants are expected to open by fall 2021. The location is at southwest Race Track Road and St. Johns Parkway. Ferber Vice President is Tom Mundy. Mundy, vice president of retail development services, said the market already has a traditional power center along with several grocery-anchored neighborhood centers. The Ferber Company - ferbercompany.com - is a privately held real estate development and investment company that has built an impeccable reputation over four generations of success.



Gourmet Market at Magic Place, located at 5500 W. Irlo Bronson Memorial Hwy. in Orlando, is a huge, 30,000 sq. ft., food hall that will house about 20 independent restaurants and lounges. Magic Place, a stylish residential and commercial living/shopping mini-metropolis, is headed by the Italian design house, Pininfarina. The Gourmet Market will offer a number of different cuisines and local beverage offerings. Expect a late 2020 opening. Luis Claudio Sinelli is the President of the owners of Magic Development.

Rewards Network, a provider of loyalty-based marketing and financing services to the restaurant industry, has announced a partnership with Zuppler, an online ordering solution for restaurants. This partnership was

created to help Rewards Network restaurant customers immediately by bringing online ordering solutions to those who don't already have one, and making it available at a reduced rate. Zuppler is offering Rewards Network customers special pricing through June. For those customers who do have online ordering options, Zuppler provides some additional channels to diversify their takeout and delivery revenue stream. Zuppler is offering their solution at a reduced rate and with deferred billing to remove any financial barriers at this difficult time for restaurants. This partnership will also create a new channel for Rewards Network's members to place orders directly through Rewards Network dining programs. For more information on Rewards Network and Zuppler's partnership including pricing and terms, visit zupplerworks.com/rn-offer.



U.S. restaurant customer transactions declined by 41% in the week ending April 5 compared to same week year ago, following a 42% decline in the prior week ending March 29, which may be an indicator of the industry bottoming out, reports The NPD Group. The apparent “bottom” is likely due to the full effect of on-premise dining closures throughout the country and the industry's collective ability to convert to off-premise modes, like carry-out, delivery, and drive-thru. “The 41% decline in restaurant transactions is similar to last week and may indicate a bottom, we also need to be aware that further erosion could occur if consumers' economic situations worsen,” says **David Portalatin, NPD food industry advisor and author of Eating Patterns in America**. “To date, many consumers have continued to buy restaurant meals through delivery, takeout, and drive-thru to the degree allowed by the restrictive environment; but with rising unemployment, payroll reductions, and temporary furloughs, consumers may begin to think differently about their food budgets overall.” Visit



rewards network

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

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Diageo North America announces #TipsFromHome social pledge movement

Further support for the bar & restaurant community with a \$500,000 kickoff pledge

New York, NY - With thousands of hospitality workers across the country currently facing unprecedented challenges, Diageo North America is introducing the #TipsFromHome social program as an ongoing commitment to our friends in the hospitality industry by helping them get back to work at-home. An initial \$500,000 pledge is being committed to kick off the movement, and Diageo North America and its brands will donate up to \$500,000 more (\$1 million in total donations) through the duration of the program. This pledge is on top of more than \$2 million Diageo North America and its brands have donated to-date to North America organizations serving the hospitality industry, such as the USBG Foundation COVID-19 Relief Campaign of the Bartender Emergency Assistance Program. Diageo and its brands hope adults of legal age can join in raising a glass and a tip in honor of your local bartender that you miss seeing behind your favorite neighborhood bar.

#TipsFromHome will be powered by Diageo's portfolio of brands and will serve as a social media-based destination for engaging at-home content that also provides the ability to tip those in



the bar and restaurant community who are in need across a selection of national and local charities. The program will come to life through a range of virtual experiences such as kicking off with a series of Bulleit Bourbon cocktail recipe demos with bartenders from across the country featuring their creative spin on drinks crafted from pantry staples. There will also be a weekly "Cocktails De La Casa" segment featured on ABC's Jimmy Kimmel Live, which airs weeknights

11:35 pm EDT / 10:35pm CT. During #TipsFromHome experiences, Diageo will donate \$1 up to \$1 million, to the USBG every time someone shares a cocktail image using #TipsFromHome and #DiageoDonation.

"Hospitality workers have taken care of us for generations. They invite us through their doors, pour us drinks and help millions of people feel welcome on a daily basis. But now, it's our turn to help them," said Ed Pilkington, Chief Marketing and Innovation Officer, Diageo North America. "With #TipsFromHome, we are proud to give them an outlet to help continue practicing their craft, while also providing them with the economic support that they need during this time. Together let's come together to serve those who have always been there to serve us."

To learn more about when #TipsFromHome activations are happening, follow participating brands on social media - Bulleit Bourbon, Tequila Don Julio, Johnnie Walker, Tanqueray Gin, Ketel One Vodka, Ketel One Botanicals, Buchanan's Whisky, Smirnoff, Baileys Original Irish Cream, Seagram's 7, Captain Morgan, George Dickel Tennessee Whiskey and Seedlip Distilled Non Alcoholic Spirits and visit

<https://givz.com/tipsfromhome> powered by Givz. Givz is an online platform whose mission is to connect people who care with charities in need. Donations updates, participating charities and program details can be found on the Givz platform and will serve as a hub for charitable #TipsFromHome giving.

"The USBG Bartender Emergency Assistance Program is a vital source of emergency relief that has supported bar industry workers in times of crisis since its founding in 2015, including during natural disasters such as Hurricane Harvey, the California Wildfires, and now the current global pandemic, which sees nearly 700,000 U.S. bartenders without work," said Kim Haasarud USBG Vice President and USBG Foundation Board Member. "We are so proud to see this industry rally together to take care of its own, yet the need is far reaching and there is much more to do. Programs like Diageo's #TipsFromHome will continue to help bartenders care for themselves and their families despite the many lost shifts during this time."

Visit www.Diageo.com to learn more about ongoing relief efforts, both here in North America, and globally.

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OpenClean Technologies offers a full line of hand sanitizing door handles

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Chardon, OH – OpenClean™ Technologies has introduced the world's first hand sanitizing door handles that easily integrate with or replace existing restroom door handles to make hand sanitization easy, intuitive and accessible. Available in two versions - TurnClean® and PullClean® - OpenClean Technologies hand sanitization door handles allow patrons and staff members to leave restrooms safely and hygienically, ensuring clean, sanitized hands each time. The latest versions of both TurnClean and PullClean are now available for multiple markets, including restaurants, hotels, office buildings and bars, and can accommodate any restroom door.

While clean hands can dramatically reduce the spread of germs and infections, one of the biggest obstacles is getting people to use sanitizer regularly, because even with multiple dispensers in the restroom, they simply forget. With TurnClean and PullClean door handles, users will experience a "behavioral" design that places hand sanitizer in their normal pathway as they exit the restroom (it's in the door handle), replacing two separate actions (sanitizing and then opening a door) into one seamless movement. A



While clean hands can dramatically reduce the spread of germs and infections, one of the biggest obstacles is getting people to use sanitizer regularly...



pilot trial of a prototype of TurnClean in the Johns Hopkins Bayview Medical Center saw the rate of hand sanitation rise from 24 percent to 77 percent after it was installed.

"Nobody likes to touch a potentially dirty door handle after washing their hands," said Jon Horbaly, CFO and director of operations, OpenClean Technologies. "TurnClean and PullClean are breakthrough solutions to this longstanding problem. Our products allow hospitality patrons and staff to

easily sanitize their hands as they exit the restroom."

To use OpenClean systems: A tube-shaped cartridge is placed in the center of a hollow door handle, which releases a small amount of sanitizer when the black paddle is pushed. TurnClean and PullClean sanitizer cartridges are filled with a medical-grade hand sanitizer that kills more than 99.99% of germs. These easy to refill cartridges, which can be purchased from <http://www.open-clean.com/products> or an authorized distributor, contains 420 pumps per cartridge for PullClean and 500 pumps per cartridge for TurnClean.

Horbaly continued: "By installing our OpenClean systems, owners and operators of bars, restaurants and hotels can show they care about their customers' health and wellness, which ultimately helps patrons gain a greater assurance that all food safety protocols are being followed within the establishment." 

About OpenClean Technologies: OpenClean Technologies, a division of Altitude Medical, is based in Chardon, Ohio. Dedicated to making hand hygiene simple through innovative 'behavioral' designs, OpenClean hand sanitization systems encourage people to clean their hands every time they enter and exit a room, making hand hygiene easy and accessible. For more information, visit www.open-clean.com/products.

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◆ **Evaluate Your Digital Marketing**
Having a digital footprint is an important component of your marketing communications platform and is typically critical to success. Digital marketing also has the advantage of being faster, less expensive, and often more effective than traditional marketing. An email or social media campaign can connect a marketing message to your targeted audience for a fraction of the cost of a TV ad or print campaign, immediately. It is also a good time to consider finding mediums that will allow you to capitalize on underpriced attention, which can include thinking outside of the box.

◆ **Assess and Consider Updating Your Website**
Take this time to thoroughly review your website, identify information and photos that need to be updated, and/or fix your website. Evaluate competitor sites to see if there is more information or imagery that should be added. Or, determine if you need a new site altogether. Now is the time to get your restaurant ready for the next stage of business.

◆ **Dive into Social Media**
If you are currently standing on the sidelines when it comes to posting on social media or blogging, now is the time to start using these tools, particularly with tight marketing budgets.

◆ **Update Your Restaurant's "Google My Business" for Customers**
If you are operating with special hours, offering take out and/or delivery, or are taking special care to avoid the spread of coronavirus, let customers know what has changed. Update your hours and business description, share Google Posts with updates and offers, and make sure your contact information is correct.

◆ **Record Videos Now, for Social Media Use in the Future**
Now is a great time to record and/or at least make plans for your videos, as they are terrific for Search Engine Optimization (SEO) and can be used as a basis for other content too. This includes possibly embedding the video in a blog post, taking quotes from the video transcript and using them in the future alongside images on Instagram, or taking screenshots and utilizing them as images on social media.

◆ **Consider an Outreach Strategy**
Reaching out to your customers during the pandemic depends entirely upon your type of business, your existing relationship with customers, and the purpose of the communication. Are customers used to hearing from you regularly by email, social media or SMS (text) messaging? Do not let that relationship drop off — but be careful with the messaging and avoid crisis-related promotions. Get creative and think of

how you can offer reassurance, social connection, tangible assistance, or something helpful to your audience. Also, figure out ways to stand out and get noticed — to be different, but also relevant, compelling and authentic.

◆ **Interview Customers and/or Employees**
Consider using Zoom or Google Hangouts now to conduct and record video calls of your customers and/or employees about their experiences and knowledge of your restaurant, products, services, and culture. In the coming months, these videos and transcripts will be a rich source of insider info for your blog posts, social content, media releases, and more.


◆ **Brand Photo and/or Video Shoot**
If you are able to do so, this may be the perfect time to get your brand photo and/or video shoot completed, when things are less hectic. Also, as business has likely slowed for photographers and videographers, you probably will get a good price, but you also will be helping them at a time when they may need the work.

◆ **Look Outside**
If you want a fresh viewpoint, consider talking to an outside expert. Strategic collaboration with a partner who can complement what you are doing, share similar missions and values, and help put your business into

perspective, can ultimately help you think bigger and achieve bigger things.

◆ **Make Marketing a Team Effort**
If you are not already doing so, make marketing a team effort. Conduct a Zoom call with people from varied backgrounds and positions to brainstorm ideas. Talk and Listen. Now is the time to consider implementing new operating procedures and enact other valuable refinements.

◆ **Do a Deep Dive into Your First-Party Data**
Review your analytics. What do you know about your customers? What do you know about prospects that didn't pick you? What is in the analytics data that you have missed in the past — are they on iPhones, or all come from a certain part of the city? Compare offline and online trends and determine what you could change today that you have never had time to do.

Rather than stay idle wondering what happened, take a proactive approach and focus on the future. Don't allow your restaurant to turn a 2-month crisis into a 9-month business downturn because you laid low. Now is the time to invest in your company. 

Joe Bouch is the President/CEO of 78Madison, a full-service, Orlando, Florida-based marketing, digital, advertising, public relations and social media agency, which specializes in serving the hospitality industry. For more information, visit 78Madison.com, email info@78Madison.com or call (407) 788-7070.

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Companies team up to offer free support to restaurants during COVID-19 crisis

Diversified Foodservice Supply L.L.C., ("DFS") announced that they are expanding their free Do It Yourself (DIY) educational program. They have added free DIY advice with experienced service agents. Foodservice operators can call the DIY Tech Connect(SM) hotline to troubleshoot and repair common kitchen equipment without the need for an outsider to set foot in their kitchen. The program combines technical experience with modern technology. It's available to any Franklin Machine Products (FMP) or Tundra Foodservice customer and it's easy to use.



Customers needing help can simply call DIY Tech Connect(SM) hotline at FMP: 866-318-0360 or Tundra: 866-318-0350

"In reaction to what we are seeing in the marketplace, we knew we needed to immediately react and provide support to our restaurant customers," said Jeff King, President and CEO of DFS. "DFS is committed to quickly

innovate and bring new solutions to the marketplace to help our customers through this difficult time."

Experienced technicians are standing by Monday through Friday from 8am to 5pm to help assess the situation, determine if the repair can be a "DIY" repair and identify the parts and tools needed to complete the repair. Customers needing help can simply call DIY Tech Connect(SM) hotline at FMP: 866-318-0360 or Tundra: 866-318-0350. In most cases the order for the necessary parts will be shipped the same day. And as always, if expedited shipping is needed, it can be arranged at that time. Follow-up appointments can also be scheduled for when the parts arrive. 

About Diversified Foodservice Supply: Diversified Foodservice Supply, L.L.C., based in Mt. Prospect, IL, is a leading distributor of maintenance, repair and operations ("MRO") parts, supplies, and equipment to the U.S. foodservice industry, serving over 250,000 foodservice customer locations. DFS is uniquely positioned in the industry due to its strength in sourcing high quality parts from both original component and original equipment manufacturers. DFS currently operates through multiple brands including AllPoints Foodservice Parts & Supplies, Tundra Restaurant Supply, Franklin Machine Products, KNG and Restaurant Discount Warehouse. Its brands are consistently recognized as market leaders in service, quality, and value. DFS has a long track record of strong organic growth complemented by successful acquisitions. These acquisitions have helped to broaden its product offering and geographic footprint, enabling DFS to provide industry-leading selection and service to its customers.

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What's Going On

from page 6

npd.com for all information on this
and to stay up to date.



Chef Norman Van Aken and partners Tom and Kim Wood announced that they are re-opening their flagship restaurant on Sand Lake's famed Restaurant Row in the iconic **Dellagio Town Center**. Plans for a unique renovation of the 7,500 square foot space, revealed in first quarter 2020, will show a complete reimagining of the anchor space at the corner of Sand Lake Road and Della. Including a bold new look for 1,750 square feet of outdoor event space. The grand opening for NORMAN'S is targeted for late summer 2020.



As the coronavirus pandemic has led restaurants to shift to takeout and delivery and healthcare facilities to ensure sanitary meal delivery, **Hoffmaster Group, Inc. – hoffmaster.com - announced four new products to enhance food safety for the restaurant and healthcare industries.**

Individually Wrapped CaterWrap®: An extension of the current CaterWrap® line, disposable cutlery is pre-rolled in a napkin and individually overwrapped for ease and safety. Two wrapped CaterWrap® products have been added to the line;

White Peel & Seal Bands for Tamper Evidence: Intended for restaurants for takeout and delivery, this band wraps around a container, proving that the food package has not been tampered with; and Linen-Like® Ready-Set Napkin™: Great for nursing homes and assisted living facilities where residents are eating on-site, this napkin has an innovative pocket fold design where the napkin serves as a slot to hold and cover utensils. "Foodservice operations and institutions are looking for products to protect their customers and patients from germs and cross-contamination," said Andy Romjue, president of Hoffmaster's Foodservice Division. "Our customers have come to us asking for additional sanitary solutions, which is why we launched these products. These are trying times, and we want to help our customers and theirs as best as we can."



ShiftPixy (PIXY), a California-based gig engagement platform provider, has the company's initiative to catalyze digital infrastructure reinforcement and human capital management repurposing for multi-unit restaurant operators during the COVID-19 pandemic by leveraging the new Paycheck Protection Program (PPP) small business loans. As some of the hardest hit businesses by the global pandemic, restaurants across the

country have been forced to furlough or lay off most, if not all, of their employees in addition to closing their dining rooms. Further, many restaurants lack the proper delivery infrastructure to adapt to the current environment. The rollout of the PPP, offering two-year, forgivable loans, has created a unique opportunity – a life boat of sorts – for restaurants to invest in repurposing their staff to better serve delivery demand, which ShiftPixy is uniquely positioned to immediately assist in implementing. For more information on PPP loans, visit www.sba.gov. To get in touch with ShiftPixy, go to www.shiftpixy.com



Electrolux Professional has maintained its strong track record of winning submissions for the prestigious Red Dot Design Award, the international competition aimed at all those who would like to distinguish their business through excellent design. According to the motto "In search of



good design and innovation", the international Red Dot jury - composed of experts coming from all over the globe and different specialist areas - evaluated more than 6,500 smart and innovative entries from 60 countries (with more products submitted

to the competition in 2020 than ever before): the Electrolux Professional SkyLine Cook&Chill range has been awarded for its high quality design. "We are honored to once again receive the prestigious Red Dot Award: Product Design," says Michele Cadamuro, Head of Experience Design at Electrolux Professional. "This award is a welcome addition to the exceptional path that we have been building in product design. It clearly shows how Electrolux Professional can make the difference in the industry for its design excellence, which is always developed around innovation and customer needs. SkyLine incorporates these values, being a breakthrough combination of smart technology and human-centered experience." Visit Red Dot at WGO May 2020.rtf



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 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!



or for how long. That will depend on a series of factors such as:

- ◆ How well your business is currently doing
- ◆ Whether or not your landlord is able to reduce some of their own payment obligations
- ◆ How long the economic slowdown lasts

Leverage your relationship with your landlord and try to find a solution that works for both parties. Remember, your landlord most likely does not want you to declare bankruptcy. If that were to happen, they would need to go through a long, complicated legal process to try and get the money they were owed, and even then they would probably only receive a partial payment (with few if any new prospective tenants to lease the space). Given the current economic conditions (and the fact that many of the landlord's tenants are likely experiencing financial difficulties), they are highly incentivized to come up with an alternative payment plan.

With that being said, however, your landlord still needs to benefit from the agreement. This is where the extended lease comes into effect.

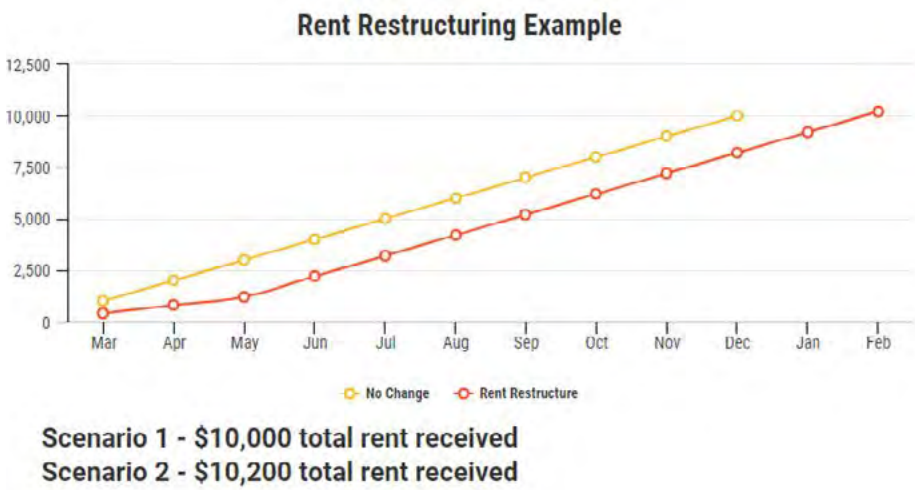
By extending your lease past what you had originally agreed, you're guaranteeing your landlord more revenue than they initially expected to receive when they signed you as a tenant. This extra revenue is meant to compensate

them for the missed payments that they're going to have to absorb during the period of abatement.

Ideally, the lease should extend long enough to make up for, or exceed, the abatement payments that they would have received. To illustrate

months. In exchange, they agree to extend their lease for two more months at the original \$1,000 payment. This brings their total rent paid up to \$10,200 over a 12-month period.

The total rent received by the landlord is very similar in both scenarios.



this, look at the following chart that illustrates two different scenarios: one with a normal rental payment plan, and one with an abatement that's offset by an extension.

As you can see, under the normal scenario, the tenant is making payments of \$1,000 for the remaining 10 months in the year, leading to a total of \$10,000 paid to the landlord.

In the second scenario, however, the tenant receives a partial abatement and instead pays 40% of their rent for three

months. In exchange, they agree to extend their lease for two more months at the original \$1,000 payment. This brings their total rent paid up to \$10,200 over a 12-month period.

A lease extension can help compensate your landlord for the leniency they grant you. It can also be beneficial to your business; if you were please with your location and planned to renew in

the future, you can view this as a win-win scenario.

There are other ways to compensate your landlord for the rent abatement, too. Some alternative options may include:

Agreeing to renew your lease at a higher rental rate. This can have the same effect as above, although it will be more beneficial to your landlord. Under this option, you may be able to negotiate lower payments during the abatement period.

Negotiating a formalized payment plan. It's also possible to accept the abatement and then agree to repay the money to your landlord in a series of installments once business normalizes. This could be a good way to go if you or your landlord were not looking to renew the lease.

Whichever route your chose to go, extenuating circumstances can require collaborative and sometimes creative solutions. Remember that your landlord likely does not want you to declare bankruptcy, and there is probably an agreement that can be reached that benefits both parties in the long run. An abatement with a lease extension is a good middle ground that benefits both parties.

About Jeff Howell: Jeff Howell is the Founder of Lease Ref, - www.lease-ref.com - an online commercial lease review company that reviews and advises restaurants and other small businesses on their commercial leases across the country. Jeff has been advising commercial space occupiers for 20 years. To contact Jeff via email jeff@lease-ref.com.

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My Menu gives away QR Ordering to help contain the spread of COVID-19

Chicago, IL - The single most reusable item in the restaurant is the menu. Unfortunately, it is not possible to sanitize a printed menu after every use. The solution, QR Ordering via the guest mobile. The guest scans a QR code on his / her mobile, sees the menu and places the order via the mobile without downloading any app. Unfortunately, solutions like this cost money, and given the current market scenario, restaurants are not in a financial position to purchase such solutions. Hence My Menu has announced that they will giveaway QR Ordering for free to any restaurant worldwide to help curb the spread of COVID-19.

My Menu, originally a digital tablet menu platform which is used by restaurants to upsell their food by showcasing beautiful pictures and videos. QR Ordering was an add-on feature which was only used by Quick Service Restaurants (QSR) and by hotels to cover large service areas such as beach side, pool bars and room service.

Given the recent outbreak of COVID-19 it has become clear that apart from maintaining high safety and hygiene standards, restaurants cannot have items that are used by multiple customers as the virus can survive on surfaces, on paper / cardboard for up to



24 hrs and on plastic up to 9 days. Printed menus have to go. As they are either printed on paper or board or laminated.

My Menu's existing clients have been quick to adapt and have enabled QR Ordering. "We have seen that guests feel safer using their own mobile to order," said Pawan Jain, CEO of Yugo Sushi & J's Kitchen one of the early adopters of QR Ordering. "We have over 300+ restaurant clients. And since this crisis started we have seen a steady decline in

restaurant sales, especially dine-in sales. Hence to support the restaurant community and help fight the spread of COVID-19 we decided to give it away for free - for as long as this crisis lasts," says Abhishek Bose, CEO & Co-Founder of My Menu "The set up is fairly simple and with the help of video tutorials the restaurant can self manage the solution. Moreover, this feature is available in 142+ languages making it the ideal solution for a global roll out for bigger brands," added Bose. 



Abhishek Bose

About the founder Abhishek Bose: With over 25+ years of experience in the Hospitality Technology space. Abhi started his career with Micros-Fidelio (now Oracle), implementing systems across hotels. He has been involved in over 36+ hotel openings. Following which he was Asst Director of IT at the prestigious 7 star hotel Burj Al Arab for 4 years. He was instrumental in the success of TeleAdapt's Middle East office where he accomplished global contracts with the IHG group among other hotel chains. The last few years, he has been focused on the independent or small restaurant groups and as a company My Menu boasts of 300+ restaurant clients across UAE & Oman. More information can be found at www.mydigimenu.com and www.linkedin.com/in/abhibose.

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Restaurant Relief America campaign raises \$10M in 10 days to support restaurant workers

Washington, DC - The National Restaurant Association Educational Foundation (NRAEF) has announced overwhelming support for the Restaurant Relief America campaign from major companies and individuals across the country. With a new contribution from The Coca-Cola Company, in just 10 days more than \$10 million has been raised for the Restaurant Employee Relief Fund (RERF) to support U.S. restaurant workers financially impacted by the COVID-19 crisis.

The Restaurant Relief America campaign was created by the NRAEF with support from industry icon Guy Fieri, renowned chef, restaurateur, author, and Emmy Award Winning television Host of the Food Network's Diners, Drive-ins and Dives.

The restaurant industry has been devastated by the economic impact of the COVID-19 crisis, with workers across the nation losing their jobs and livelihood due to forced business closures. The Restaurant Employee Relief Fund was launched to help those struggling workers, with 100 percent of the monies raised going directly to impacted restaurant workers.

"Early estimates indicate that as many as five to seven million restaurant workers may lose their jobs due to the COVID-19 crisis, and many already



have," said Rob Gifford, President of the NRAEF. "Support for the fund has been tremendous and we are excited to have The Coca-Cola Company join our growing group of partners who are working tirelessly to help protect vulnerable restaurant workers with their financial support."

Impacted restaurant workers can apply online for a one-time, \$500 check to use towards housing, transportation, utilities, child-care, groceries, medical bills and/or student loans. These grants will be administered by the NRAEF and

offered on a first-come, first-served basis. For more information on applying for financial aid visit RERFUS.

Major RERF supporters include PepsiCo, Uber Eats, Constellation Brands, Moët Hennessy USA, Ecolab, Cargill, Boston Beer Company, Shift4 Payments, P&G Professional, The Elliot Group, Davis Wright Tremaine LLP, and the Light Foundation.

About the National Restaurant Association Educational Foundation (NRAEF): As the philanthropic foundation of the National Restaurant

Association, the National Restaurant Association Educational Foundation's mission of service to the public is dedicated to enhancing the industry's training and education, career development and community engagement efforts. The NRAEF and its programs work to Attract, Empower and Advance today's and tomorrow's restaurant and foodservice workforce. NRAEF programs include:

- ◆ ProStart® – a high-school career and technical education program
- ◆ Restaurant Ready – partnering with community-based organizations to provide opportunity youth and justice-involved individuals with skills training and job opportunities
- ◆ Military – helping military servicemen and women transition their skills to restaurant and foodservice careers
- ◆ Scholarships – financial assistance for students pursuing restaurant, foodservice and hospitality degrees
- ◆ Hospitality Sector Registered Apprenticeship project – a partnership with the American Hotel & Lodging Association providing a hospitality apprenticeship program for the industry
- ◆ For more info on the NRAEF, visit ChooseRestaurants.org.

Source: National Restaurant Association Educational Foundation

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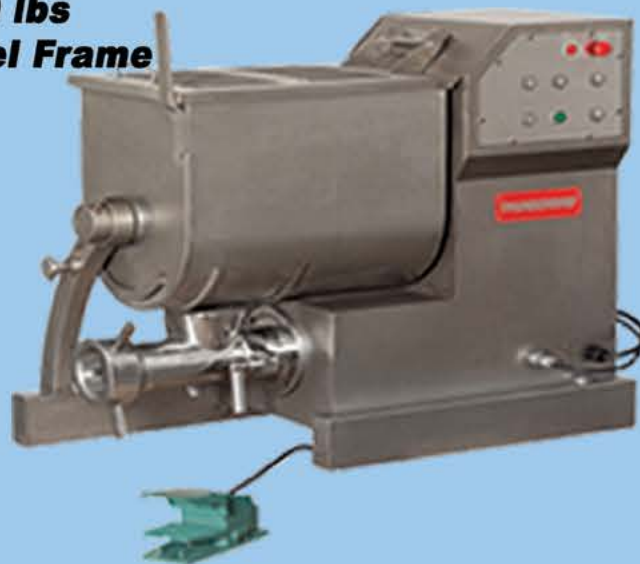
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