

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 24

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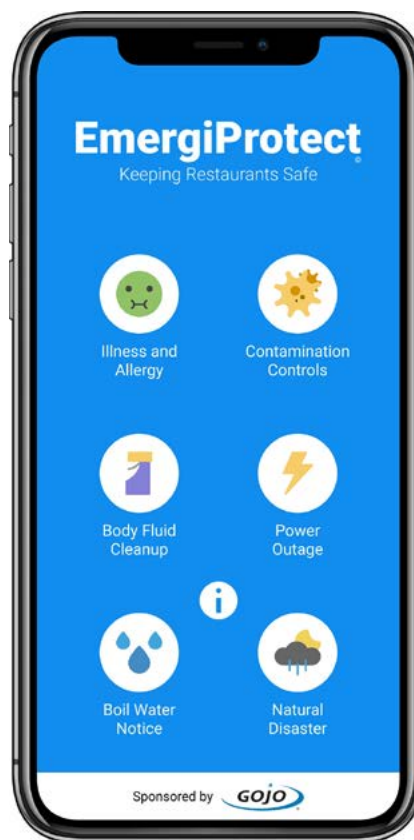
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Active Food Safety launches free tool to help restaurants during pandemic

Sarasota, FL – Active Food Safety has launched a free app to help keep restaurants safe during emergencies, such as during this unprecedented pandemic. EmergiProtect® – sponsored by GOJO – keeps critical safety & wellness management at your fingertips to help retail food service, sales managers, and operators prevent foodborne disease outbreaks while protecting their business, including guidance on:

- ◆ Performing Employee Wellness Checks for signs and symptoms of illness.
- ◆ Excluding employees from work and when to allow employees to return to work, including those deemed as Critical Infrastructure Employees.
- ◆ Properly performing germ mitigation using personal hygiene and environmental contamination controls.
- ◆ Responding properly to a customer illness complaint, including allergens.
- ◆ Preparing for power outages and managing the safety of your food after an unexpected power outage.
- ◆ Responding to body fluid spills.
- ◆ Managing restaurant operations after a boil water notice by your health department.



“Restaurant management and operators may spend a lot of time developing robust food safety plans, but it won’t be effective unless your on-site team rapidly executes that plan,” said Hal King, Ph.D., CEO, Public Health Innovations and Partner, Active Food Safety. “This is a challenging time for restaurants – they want to protect their employees and

their customers, but they also need to keep their restaurant safe. This app makes it easier for your managers to quickly know how to respond to emergency situations – to not only keep their employees safe, but also the public that visits their establishments.”

EmergiProtect® is continually updated by both public health and food safety management experts. It reflects the most current CDC and FDA guidelines for wellness checks and contamination controls in foodservice businesses to help restaurants operate in compliance to the pandemic State of Emergency operations guidance happening around the country.

Employee wellness monitoring in restaurants has always been an important public health intervention of hazards in a foodservice business as described by the FDA (often called a business Health Policy) because a single sick employee with a foodborne illness that prepares food can cause a large foodborne disease outbreak. Now, most foodservice businesses are required to also perform wellness checks for signs and symptoms of this current pandemic.

Employee personal hygiene controls (e.g., hand washing — cleaning and sanitizing hands, proper glove use, etc.)

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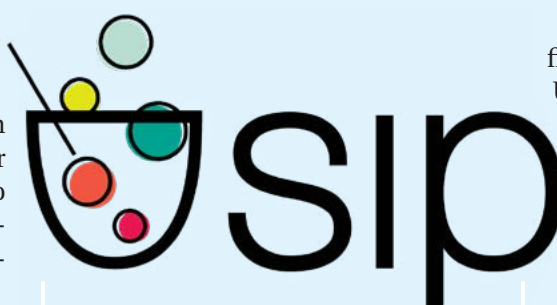
SipScience gathers bar and restaurant consumer behavior data amid COVID-19

SipScience, a national data analytics hospitality company for consumers, bars, and restaurants, recently launched its latest data research via Survey Monkey: Restaurant/Bar Activity and COVID-19 in an effort to support restaurateurs as they strategically plan for reentry into the post-COVID-19 landscape.

“Understanding the nature and attitude of consumer behavior, both inside and outside of the restaurant, bar, or venue, is of the utmost importance as they welcome their patrons back into their establishments,” said Dr. Karen Bartuch, Chief Customer Officer of SipScience.

Results from the data will be shared across the SipScience’s website and social media channels — with several questions including, but not limited to:

- ◆ “During quarantine, I purchased carryout from bars and/ or restaurants.”
- ◆ “I have concerns about



the safety of dining inside restaurants.”

- ◆ “What actions would ease your concerns?”
- ◆ “Once the quarantine is lifted, I plan to dine in at restaurants.”
- ◆ “Once the quarantine is lifted, I plan to patronize bars (i.e., sit inside a bar and have at least one drink).”
- ◆ “I’m concerned about exchanging money when paying at a bar and/ or restaurant.”
- ◆ “I plan to go to bars with the same frequency as I did prior to the quarantine.”

SipScience is slated to launch its official app, SIP, in 33 cities across the United States later this year. The member-based SIP app is designed to offer an advantage to each part of a three-pillar ecosystem of venues, consumers, and alcohol companies, by providing marketed brands with real-time data about consumer alcohol purchasing behaviors inside bars and restaurants and bars — all with meaningful perks and drink discounts to its member base in return for the purchase data of their transactions.

To learn about the benefits of the SIP app and become an early adopter of this innovative technology, visit the SIP website here. Other channels to engage SipScience are: Instagram, Facebook, LinkedIn, and Twitter. **TR**

About SipScience: 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.

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Appell Pie

Common sense


Howard Appell ♦ Today's Restaurant Publisher

We are all in this together. That's pretty much what we've heard since March and it is basically correct. We can't run to another city, another state or country to avoid catching the virus, so we stay close to home to protect our family, friends, home and belongings and hope we are doing the right things. We are born with common sense and our life experiences and education level hones the ability to make correct decisions. In stressful times common sense sometimes takes a nosedive into the pool of stupid.

We need more common sense in our lives every day and a dose of nice to go with it.


We see decisions being made by governments around the world for citizens to self-isolate or not and wrestle with the decision as to when to start it and when to open the locks to let a pent up civilization escape. Wear masks or not? Go to a restaurant or eat home? Eat outside or inside? Get tested or not? Don't look to me or any other "expert" for the answers. The last time we faced these decisions the First World War was being fought. Yes. We have flu seasons and thousands die each year but this virus is quick to rip the frail from the living and produce fear and anxiety. Take a deep breath and let your common sense kick in.

I was supposed to have dental surgery on March 19th and the thought of sitting in the dentist's chair for several hours with my mouth wide open did not appeal to me or be the right decision for me and my set of conditions. I even asked the Dentist for his opinion as he prepared for the birth of his first child. "If I was your father or brother would you undergo this surgery now? I asked. His response was "That's a hard decision" At least he was honest. I postponed it and made the decision to have the procedure recently as I saw the number of cases coming down. It was common sense to me.

We need more common sense in our lives every day and a dose of nice to go with it. Politics should not be involved in the decisions being made in our cities, state capitals and in Washington DC. The only decisions that should be considered are those that benefit the people who are affected by the loss of income, jobs and family contact and in many cases lost love ones. Nobody in this country caused this virus and nobody has all the right answers. A friend of mine once said something to me that is so simple yet eye opening. "Nobody can be right or wrong 100% of the time" This simple statement means we need each other to make decisions based on our own set of life lessons. Each one of us brings a unique point of view to each problem needing a solution. You're not right all of the time nor am I wrong all of the time. Our common sense as a society is needed to get through this period that will be written about in the history books like the plagues of history. Let's strive to be different and more successful than our ancestors handling the sickness and fear and learn to use our "common sense" 

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What's Going On

Important new products, corporate news and industry events

In 2011, Meridian founded the Meridian Foundation & Sharing The Credit. It was established to aid businesses in creating sustainable, far-reaching income streams for non-profits. "We do this by allowing businesses of all sizes to redirect a portion of funds already spent on merchant services to the charity of their choice. Your charity receives the funds and your business receives the credit for supporting the cause," stated the company.



Twistee Treat USA is announced that they will be opening a brand new location in South Downtown Orlando. Their classic 25' tall ice cream cone shaped building will located at 108 E Pineloch St. Twistee Treat SoDo will be the 39th location and the 1st new store to open this year. Twistee Treat USA Area Director, Hannah Lange, states "We've very excited about the SoDo location. It's been a long time coming and we're excited to be in such an up and coming area. Training should start very soon, and I'm looking forward to finding a great team!"

flagship in Manhattan, and Four Seasons Hotels - Katrien knows firsthand how and where necessary adaptations can be made to enable social distancing and provide protection in these social settings. The new barriers are 100% customizable in size and finish. Voila's industrial design team designed the shields to be produced in



As the reality of COVID-19's social impact - both short and long term - becomes clearer, Katrien van der Schueren of Voila! Creative Studio has pivoted her industrial design and fabrication studio to design and produce custom freestanding guards, that will undoubtedly become a staple of businesses in the future. Given her experience working on a myriad of commercial and hospitality projects - including Alo Yoga, The Wing, the Carolina Herrera

polycarbonate, which is stronger than other clear plastics while maintaining crystal clear transparency. An attractive base in various colors and finishes ensure that the shields are also aesthetically pleasing, enhancing a space rather than detracting from it. For details visit violacreativestudio.com.

Founder of 4 Rivers Smokehouse chain will open 4Roots Farm & Agriculture Center. The 40-acre farm, located in the new developing Packing District, will include educational facilities with a greenhouse, classroom space, discovery center and farm-to-table restaurant. The farm is planned for College Park, just 10 minutes away from downtown Orlando, with the first of its units expected to be available in 2021.

Beatrix, a Chicago-based restaurant, will open in 2021, at Disney Springs West Side. The restaurant will include a coffeehouse, bakery, full-service bar and grab-and-go

market featuring healthy food options including vegetarian, gluten-free, and vegan along with fresh-squeezed juice cocktails.

Hollymatic has combined 4 sought-after feature/benefits and put them all into one Tenderizer Machine that provides customers with a real profit center. Their Tender-Rite Tenderizer offers power, safety, efficiency and a competitive price to add profits to grocery store and supermarket operations as well as small to medium-sized processing plants. A 3/4 HP motor has the power to process up to 1200 steaks per hour. The Tender-Rite's hygienically superior design with all stainless steel housing and inlet improves food safety. To top it off, Hollymatic has aggressively priced this Tenderizer to be an attractive addition to any meat operation. Visit the website at Hollymatic.com.

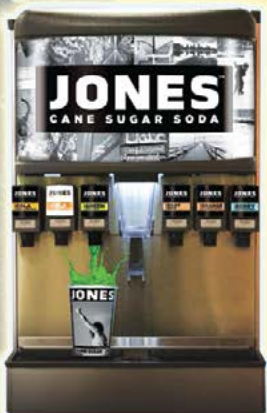


Pluton Biosciences, LLC announced that it has entered into an

See WHAT'S GOING ON page 6

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Becoming a brand your customers fall in love with

John Tschohl ♦ Today's Restaurant Contributor

Getting your customers to see you as the only one that provides a solution to their problem involves everything you do—and everything you choose not to do. It communicates the value and character of your brand.... even the little things matter. The message you send when you handle phone conversations, when you send email messages, the way you conduct

business in a meeting, the way you handle complaints, the convenience you offer and the relationship you cultivate with your customers.... it's all part the of message you are sending about your brand.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions.

In order to gain customers—and keep them for life—you've got to do more than introduce them to your brand, business, or product. You've got to make them fall in love with it.

Experts say that before you devise any strategy, find out what you can do that will entice customers to come back to you again and again and talk about their experience with their friends. As Walt Disney said:

“Do what you do so well that they will want to see it again and bring their friends.”

♦ **Be Convenient.** Understand your customer's lifestyle and adapt to it. People love convenience. We love to be able to shop in the evening and go to the bank on Sundays. **Brand we love: Metro Bank-London**

♦ **Offer dazzling Customer Service:** 73% of customers love a brand because of friendly customer service. It's okay to charge a bit more for your product if you can provide solid value for the extra dollar spent. Remember, customer service doesn't cost, it pays. **Brand we love: Apple**

♦ **Be obsessed with your product or service:** People love quality brands because they know what they are going to get. Stand behind your product and services and support customers because you truly want to help them. When companies are interested in helping their customers the results are more profitable in the long run and they will spend significantly more money. **Brand we love: Amazon**

♦ **Provide consistent Quality:** Employees are proud to work for a company with a leader and senior managers who support quality service and prove their support with their actions. The service must be noticeably better than service provided by anyone else. **Brand we love: Disney**

♦ **Cater to Your Customer's Heart:** Many customers prefer a brand just because it is contributing to charitable projects. If you have some spare dollars to spend and a noteworthy project you'd like to support, this may open the path to your customers' heart.


Customers love your brand much more when you give to others and include them in the process. **Brand we love: Starbucks**

♦ **Solve A Common Problem:** Many times we find ourselves saying, “Why didn't anyone think of this sooner?” Make your brand stand out in innovation, address a typical problem and provide a once-and-for-all-solution. **Brand we love: Uber**

♦ **Protect The Environment:** Lead official campaigns to protect the planet. Let your customers know that you are doing something, and that they are part of this effort, too. Engage them, educate them, lead by example and head for a greener future together. **Brand we love: GE**

♦ **Guarantee Faster Service:** Time is money. If your company has the means and resources to be the fastest, then this may be a way to make your customers fall in love with your brand. Exceed expectations and deliver your services and products in record time. **Brand we love: Fedex**

♦ **Talking to and listening to the customer.** Not just disgruntled customers but happy ones also share their experiences, with their friends. It is an important way to influence them to spread positive words about your business. Be vigilant, zealous and addicted to the customer experience. **Brand we love: Stew Leonard**

Customers may be tempted and follow another brand for a while, but if they love your brand for more than just the products you offer, they will never leave. When you make customers fall in love with your brand – the sky is the limit. Just ask the leaders! 

John Tschohl is an international service strategist and speaker. He is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by USA Today, Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service. The Service Quality Institute (<http://www.customer-service.com>) has developed more than 26 customer service training programs that have been distributed and presented throughout 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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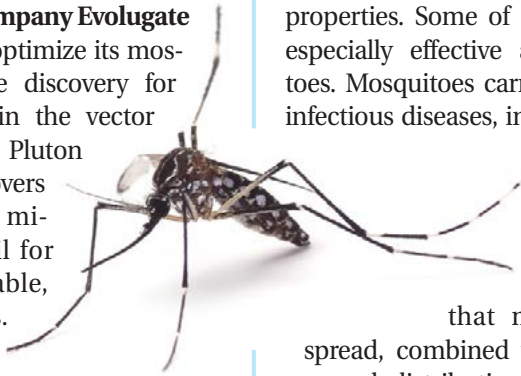
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What's Going On from page 3

exclusive license agreement with biotechnology company Evolutage of Gainesville to optimize its mosquito biopesticide discovery for commercial use in the vector control industry. Pluton Biosciences discovers new beneficial microbes in the soil for use in sustainable, natural products. Pluton used its high-throughput microbial discovery platform called Micromining® to discover 10 new



strains of bacteria with insecticidal properties. Some of these strains are especially effective against mosquitoes. Mosquitoes carry several deadly infectious diseases, including Malaria, Zika, Dengue, West Nile and Yellow Fever. The sheer number of diseases that mosquitoes can spread, combined with their widespread distribution, make mosquitoes one of the deadliest animals on earth. For more detailed information

visit the websites www.plutonbio.com and www.evolutage.com.



Clipper Corporation announced that they are supplying PPE - face masks and no-touch thermometers to restaurants, grocery chains, retail stores, and food service companies in need during the COVID-19 pandemic. Though the core product line of **Clipper's food service branch** traditionally includes items like hot pans, fry baskets and plates, Lina Hu, the company's CEO organized a pivot when she saw the need for PPE. Leveraging a proprietary distribution network, Clipper has turned on a dime, manufacturing millions of masks within just one week. First, Clipper provided these products to their partners, who they have been serving for over 25 years, including brand names like Red Lobster, Burger King and Denny's. Clipper has also donated tens of thousands of masks to restaurants and organizations in need like World Central Kitchen. "Since the company's inception, it has always been a priority of mine to support the communities we serve in whatever ways that we can," said Lina Hu, founder and CEO of Clipper Corporation.



Two entrepreneurial Floridians – a decorated Air Force Veteran, Dan Andrews and a seasoned restaurateur, Paul Helman prove why every bartender needs **THE PURE POUR**. "A revolutionary Godsend for bartenders and restaurateurs world-over that will increase profits one ounce at a time, says the company." Traditional metal pour spouts often don't fit bottles properly and leak – sending thousands in profits down the drain. And metal spouts rust, making them potentially dangerous to fast-acting barkeeps. THE PURE POUR, sterile and antimicrobial, puts an end to these leaky business hazards and puts profit back into business owner's pockets. The patent-pending pour spout fits most bottles, grips tightly, lasts three times longer than metal spouts and never leaks – ensuring every last drop pours into a cash-generating cocktail glass. Savvy food and beverage leaders can snag THE PURE POUR now. To watch videos of THE PURE POUR in money-saving action and order supplies, go to www.thepurepour.com.



◆ **Hobart** has introduced its new **Next Generation Wrapper (NGW)** designed to increase efficiency by reducing downtime and minimizing service calls to deliver the best total cost of ownership. This highly connected product is the solution to working most effectively in fast-paced, high volume stores and grocers. "When it comes to keeping food fresh and ready for display, loose package wraps diminish the product's appearance, or worse yet, lead to spoilage, and that is not an option," said Hobart Director of Marketing Cherie Buhler. "Our automatic wrapping systems are designed to save costs for the customers from less downtime and less maintenance. They are robust and designed to last beyond ten years for high volume environments compared to others on the market that typically run into real issues in about half that time." Visit hobartcorp.com for all detailed information.



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

◆ **Novolex™**, a leader in packaging choice, sustainability and innovation, is now offering their new non-fluorinated, grease-resistant wraps and clamshells. Manufactured by **Novolex brands Bagcraft® and Burrows Packaging™**, the new products include sandwich wraps, sandwich bags, bakery bags, chip bags, deli bags and micro-flute clamshells. These new non-fluorinated products all offer performance quality comparable to grease-resistant products made with conventional materials. "We work hard every day to provide innovative solutions for our customers, so we're proud to introduce these new non-fluorinated, grease-resistant products," said Adrienne Tipton, Senior Vice President of Innovation for Novolex. All information is on their website @ novolex.com.



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ServSafe releases reopening guidance video for restaurant employees

Video includes best practices for safety, hygiene, cleaning and disinfecting, and social distancing

Chicago, IL ServSafe, the nation's leader in food safety training, today released ServSafe Reopening Guidance: COVID-19 Precautions, the third video to help restaurant and foodservice employees learn best practices to employ during the coronavirus outbreak. The course provides best practices for employees of a restaurant preparing to reopen a dining room following a state shutdown. The video is free of charge, and can be viewed on-demand at [ServSafe.com/freecourses](https://www.servsafe.com/freecourses). It is available in both English and Spanish.

"As owners and operators start to make plans to reopen their dining rooms, they are aware that all of their



staff will need training on safe operations during the pandemic," said Sherman Brown, executive vice president, training and certification for the National Restaurant Association. "This video adds to current best practices for food handling, which makes the modified protocols easier for all staff members to put into practice."

The new video is based on the National Restaurant Association Reopening Guidance, and is intended to be partnered with federal, state or municipal requirements for reopening.

The course covers the latest information and current best practices for:

- ◆ How the coronavirus is passed
- ◆ Symptoms to watch for
- ◆ How and when to wear face coverings
- ◆ When to wear gloves
- ◆ Cleaning and disinfecting
- ◆ Social distancing
- ◆ Pickup and delivery

The original ServSafe Takeout and ServSafe Delivery: COVID-19 Precautions training videos are also available on-demand in both English and Spanish.

In addition to the COVID-19-specific training videos, ServSafe has made the standard Food Handler

training and five popular, career-advancing training classes available free of charge to industry employees in April and May. The education courses include the ServSuccess Restaurant Professional and Restaurant Supervisor learning suites. These courses remain free of charge through May 31, 2020.

To learn more about these training and education opportunities, visit the website online for all detailed information — [ServSafe.com/freecourses](https://www.servsafe.com/freecourses).

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises more than 1 million restaurant and foodservice outlets and a workforce of 15.6 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. "We sponsor the industry's largest trade show (National Restaurant Association Show); leading food safety training and certification program (ServSafe); unique career-building high school program (the NRAEF's ProStart)." For more information, visit [Restaurant.org](https://www.restaurant.org) and on Twitter @WeRRestaurants, Facebook and YouTube. 

The video is free of charge, and can be viewed on-demand at [ServSafe.com/freecourses](https://www.servsafe.com/freecourses)

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What would you rather do? Fund your bank OR fund your charity?

Terry Bean ♦ Today's Restaurant Contributor

Fund your Bank OR Fund your Charity? Businesses right now are choosing to fund their charities that move and inspire them instead of an already rich bank.

How about if I tell you, businesses are saving money and supporting that charity that they love at the same time! It is critical right now to look for ways to save money. Times have changed. Each one of us has to re-access. How are we to survive this "New Norm"? What is it really going to look like, though more importantly what do we do NOW. After a few conversations I have had it became evident that the first line item that will be red-lined is CHARITY. Those favorite organizations that help those causes nearest and dearest to our hearts. These organizations, fellow



Whether it's your local Church/Synagogue, or the plethora of other charities within your city/town, these organizations are being hit hard. There is no doubt that keeping food on your families table, the tables of your employees and opening the doors to your restaurants is of utmost importance, though is there a way to do both? To support that charity, and actually save money at the same time? There is an organization I found that is doing just that called Sharing The Credit. Their goal is to actually contribute 10 MILLION dollars to charities by December 31, 2022. Lofty,

you may say – though they are going to hit it, and NO DOUBT it is a GAME CHANGER. So how do they do it – IT'S BRILLIANT!

SHARING THE CREDIT

business owners, are the GLUE that holds our communities together. To run down a list of ALL the 501C3's out there would take up this entire newspaper. There are thousands upon thousands, and they NEED our help.

When accepting Credit/Debit Cards the fee is astronomical and seems to be getting higher every year, that is if I can even decipher my statement, though as most of you know that number keeps going up and it is a HUGE EXPENSE to

our bottom line. Well no matter who you are, if you are paying Merchant Fees, a portion of that fee IS going to a bank. There is no way around it. So what STC is doing – BRILLIANTLY is they are re-directing that fee to a CHARITY OF YOUR CHOICE. It really is that simple. This, fellow business owners IS the answer to keeping our communities together and helping each other survive the "New Norm"

A True Win-Win Sharing The Credit

I think we finally have something to feel good about that REALLY is helping our bottom line and giving a lifeline to the organizations that are the GLUE to our communities.


Terry Bean has been a Marketing Consultant for over 20 years. Helping business owners traverse the marketing landscape, clarifying their message and consulting on the very best vehicles to use to communicate to their audience. Charities to her are the heart of our country and is why she has



taken on sharing this information with our community. She is also a foodie at heart and would like to see all our restaurants survive this. Sharing The Credit is one of the ways that make that possible and helps our charitable organizations at the same time.

Fund the Bank or Fund a

Charity – it is your choice.

In 2011, Meridian founded the Meridian Foundation & Sharing The Credit. It was established to aid businesses in creating sustainable, far-reaching income streams for non-profits. We do this by allowing businesses of all sizes to redirect a portion of funds already spent on merchant services to the charity of their choice. Your charity receives the funds and your business receives the credit for supporting the cause. The Meridian Foundation - themeridianfoundation.org - though STC. 

Terry Bean, RA of SHARING THE CREDIT
For more information on Terry visit the website at <https://sharingthecredit.com/terrybean> or she can be reached at 561 926-2866.



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— **Dan Andrews, Paul Helman**
Inventor and Owners of the Pure Pour

Food safety in a post-Coronavirus world

After weeks of in-home dining, going out to eat is an exciting proposition; however, with apprehension over COVID-19, diners are likely to be more concerned about hygiene and safety as they return to their favorite restaurants. In the US, food safety has been a top priority with restaurant owners who are working diligently to demonstrate the highest levels of hygiene to the public. This is an important and necessary step to increase customer confidence.

One of the predictions coming out of the COVID-19 pandemic lockdown is for an expanded use of IoT technology for better monitoring. For example, restaurants and other organizations affiliated with the food industry can become Smart.Soap™ Safe with Digital Six Laboratories comprehensive hand hygiene monitoring solution: 24/7 monitoring via small, battery powered sensors allowing managers to monitor compliance from anywhere in the world from their mobile phone.

“D6 Labs has been using IoT for better monitoring of food safety and employee hand hygiene pre-pandemic, and will be here post-pandemic ready to serve those who will serve the rest of us a fresh, hot meal,” said Steve Montgomery, CEO, Digital Six Laboratories.

GUEST: Digital6 Labs owner/CEO, Steve Montgomery invented hand hygiene monitoring technology and has been working with restaurateurs for

Smart.Soap™ hand wash sensors monitor hand wash activity and report observed activity to the cloud.



the past three years on improving their employee compliance with handwashing hygiene.

Key points


- ◆ Restaurants of all sizes are taking every precaution possible to ensure their facility is clean and

employees are washing their hands regularly.

- ◆ Customers will be more concerned about hygiene and safety practices and it is important for restaurants to improve customer confidence



- ◆ Simple, inexpensive, D6 Labs' Smart.Soap solution can provide instant feedback related to employee compliance with new hygiene requirements as states open, addressing
- ◆ In locations using D6 Labs' Smart. Soap solution, managers have seen as much as a 4,000% increase in handwashing frequency.
- ◆ Restaurateurs can demonstrate “Smart.Soap Safe” compliance for their customers by posting a Smart.Soap Safe sticker in their front door or drive-thru window, or even by sharing the data collected by the system.
- ◆ VISUAL: Steve can show how small the monitoring appliance is and how easy it is to self-install with the peel-and-stick application.

Smart.Soap™ hand wash sensors monitor hand wash activity and report observed activity to the cloud. Continuous monitoring modifies employee behavior; employees will always comply with mundane practices like hand washing better when they know they are being monitored. We offer a variety of drop-in kits for the most common dispenser types and our Universal Smart.Soap™ sensor is externally mounted and works with almost any dispenser including electric and foam can dispensers. They are easy to install and require no configuration. 

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Tips for making to-go orders allergen-safe

Safe food handling continues in all applications, no matter what the business scenario

During the coronavirus outbreak, restaurants have had to switch up service at a fast rate, many closing their dining rooms and shifting to all off-premise via drive-thru, curbside pickup and delivery.

Despite the shift, safe food-handling practices continue to be enforced, including cleaning and sanitizing protocols called for by food safety training programs such as ServSafe.

In the shift to all off-premise, and with employees learning to cross-train positions, allergen awareness continues to be an important part of staff communications as well.

The following is a list of tips to help reinforce best practices with your off-premise staffers.

Menus and ordering platforms

- ◆ Provide menus with ingredients or major food allergens identified. For example, use "menu marks" or icons next to dishes to show that they can be prepared for special food allergen orders.
- ◆ Provide a way for guests to clearly identify special food-allergen needs for their order.
- ◆ Communicate your policy on accommodating food allergen orders.
- ◆ Communicate any menu or ingredient changes or adjustments.

NATIONAL RESTAURANT ASSOCIATION



Communicate

- ◆ If taking an order over the phone, check and recheck to confirm the details of the order with the guest.
- ◆ Flag all special food allergen orders and discuss the details with all staff.
- ◆ Communicate the details of the order with delivery agents.

Keep the foods separate

- ◆ Prevent cross-contact—which occurs when one food comes into contact with another and their proteins mix—and keep ingredients separated during preparation, packaging and delivery.

During preparation

- ◆ Wash your hands and keep uniforms clean.
- ◆ Check ingredient labels and use proper recipes.
- ◆ Inspect supplier deliveries for any

substituted products containing food allergens.

- ◆ Change gloves and aprons before preparing a food allergen order.
- ◆ If possible, use separate equipment to store, prepare and cook allergen special orders. Purple is the designated color for many foodservice utensils and equipment.
- ◆ Wash, rinse, and sanitize all surfaces, utensils and equipment before and after preparing the special order.
- ◆ Mark and label all prepared allergy orders by using a special container, flag, label or sticker.
- ◆ Communicate with staff/delivery agents about allergen orders.

During packaging

- ◆ Wash, rinse and sanitize all surfaces and utensils before and after use.

- ◆ Change cloths, buckets and cleaning solutions after use or use dedicated spray bottles and single-use towels.
- ◆ Wash your hands and wear clean uniforms, aprons and gloves.
- ◆ Package food allergen orders separately and securely.
- ◆ Clearly label the special food allergen orders.
- ◆ Communicate the special order details to delivery agents.

During delivery

- ◆ Keep special food allergy orders separate and sealed. A separate bag or box is a great practice.
- ◆ Practice good personal hygiene: Wash your hands and keep your uniform and equipment clean.
- ◆ Confirm with the guest the special food allergy order details and how to identify the order (e.g., packaging, labels, stickers or colored bag).
- ◆ Deliver the special food allergy order first, or separate it from any additional orders in the designated location.



The National Restaurant Association's ServSafe Allergens course helps establishments, operators and employees achieve compliance and mitigate risk by offering the highest-quality food allergen awareness training by the most trusted industry experts. For additional information and resources on how to improve food allergen awareness in your organization, please email foodallergens@restaurant.org.

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What's Going On from page 6

("Net Element" or the "Company"), a global technology and value-added solutions group that supports electronic payments acceptance in a multi-channel environment including point-of-sale (POS), e-commerce and mobile devices, today announces that its subsidiary, Aptito, has launched online ordering and delivery services for existing and new restaurant merchants. According to the National Restaurant Association, restaurants are on pace to lose about \$80 billion in sales by the end of April and four in ten restaurants are closed. Those restaurants that remain open are doing most of their business in take-out orders. **Aptito has launched its online and mobile ordering and delivery software including website design and hosting for free until September 2020 to support these restaurants through the pandemic.** The complimentary service will help restaurants without an online and mobile presence to be up and running in less than 48 hours. Net Element, Inc. – NetelEmentinc.com - operates a payments-as-a-service transactional and value-added services platform for small to medium enterprise ("SME") in the U.S. and selected emerging markets.



Sysco – Sysco.com - . The product, called Sysco Simply™ Plant Based Protein Pulled Oats®, will be introduced nationwide through the 'Cutting Edge Solutions' program, which is Sysco's platform for launching novel, exclusive food products. "We're thrilled to have the opportunity to partner with Sysco to introduce Pulled Oats® to the US market. From early on, it was clear that we share the same values of high integrity, excellence and responsibility in everything we do," said Maija Itkonen, CEO & Cofounder of Pulled Oats®. "We want to make the world a better place one meal at the time and with Sysco, we're now closer to that than ever before."

♦ ♦ ♦ ♦ ♦
♦ **Streetsense, a Bethesda, Md.-based strategy and design firm, just launched a free pandemic relaunch toolkit for restaurants and bars.** The toolkit brings together our best thinking to help solve the current challenges facing the restaurant and hospitality business leveraging decades of work with global, national, and local industry icons. The length of the recovery from the Covid-19 pandemic and the severity of the decline remains unknown, but reopening will need to be done carefully with possibly dramatic changes to pre-pandemic approaches to capital management, sanitation, operations, and marketing. Streetsense.com for all info.



♦ ♦ ♦ ♦ ♦
♦ **Vollrath Company is now offering their new collection of easy-to-use breath guards with its 6-Series Velocity Adjustable Breath Guards** that use a simple push-button mechanism to raise and lower the moveable tempered glass panel with a single operator. The Velocity breath guards come with eight preset settings that ensure consistent spacing and appearance across units and serving lines for NSF, full-serve, self-serve and cleaning positions. The angled positions are preset to NSF regulations that eliminate measuring and the need to dismantle for adjustments or cleaning. This allows for quicker turn-arounds for different serving situations. "In the current health crisis breath guards have become high-visibility products," says Brian Hedlund, Vollrath's vice president of Serving Systems & Components. "We expect that this heightened public perception will remain even after the Covid-19 pandemic has subsided and our customers will appreciate the convenience of having an easily adjustable option that doesn't require a lot of handling." Vollrathfoodservice.com.

Specifically, the toolkit explores topics such as how to:

- ♦ Prepare a capital plan for relaunch that carefully considers timing;
- ♦ Protect cash flow and seek additional capital through public and private sector sources;
- ♦ Implement changes such as improved signage, customer communication tools, and marketing to setup the business for recovery; and
- ♦ Modify how you engage with guests through business diversification, social distancing, and post-pandemic safety and sanitation.



♦ ♦ ♦ ♦ ♦
♦ **Introducing Pulled Oats®**, an all-natural, soy-free plant-based protein made from just five simple ingredients—Nordic oats, fava beans, yellow peas, cold-press rapeseed oil and salt. Recently launched, Pulled Oats® is available exclusively through

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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!

Fitsmallbusiness.com forecasts six ways restaurants will bounce back

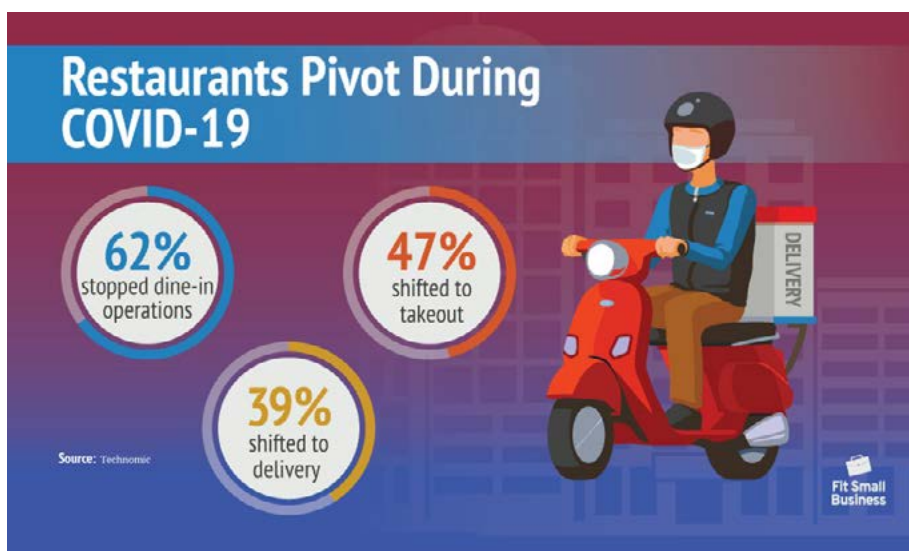
What's on the menu? Ghost kitchens, restaurant-grown produce and return of the automat

New York, NY – There's no recipe book on how to move forward in the wake of COVID-19. Restaurants that have managed to stay alive during this pandemic have quickly shifted gears by offering diners meal kits, consumer-friendly ordering options, and even, cocktails-to-go.

Fortunately, the steps many restaurants take now will benefit them long after COVID-19. So, what does the COVID-19 pandemic spell for the future of dining? Will managers place a greater emphasis on space and sanitation at their locations? How will ingredient choices and menu decisions change as supply chains look to recoup their losses? And what's the future of DoorDash, GrubHub, and other third party dining apps?

It's adapt or die, according to a new report from FitSmallBusiness.com. Restaurants that bounce back will do so with fresh business strategies and customer-focused technology, paving the way for the future of dining. In short, get ready for an industry transformation like never before.

The editorial staff compiled data from sources like BlackBox Intelligence, Cornell University, and the Food and Agriculture Organization of the United Nations, concluding that restaurants



making quick shifts now will determine the future of the industry.

The 6 ways COVID-19 is reshaping dining

1. Restaurants will factor in sanitization concerns for dining rooms
2. Restaurants will work together to form a community
3. Restaurants will grow their own produce
4. Restaurants will offer novel meal kits, subscription boxes, and ghost kitchens
5. Death of third-party delivery apps
6. Return of the automat

"There's no denying that COVID-19 has wreaked havoc on the restaurant industry," says Rebecca Michael, Special Projects Editor, FitSmallBusiness. "Restaurants that make these crucial changes now will be in far better shape once the dust settles. While some restaurants will close, some will bounce back stronger in the long term."

About FitSmallBusiness.com: With a rapidly growing monthly readership of more than 3 million, FitSmallBusiness.com is an online publication devoted to helping small business owners. Its full-time staff of writers spends hours of research, data analysis, and interviews with industry experts to answer the questions that owners want in order to run a successful small business.

Active from page 1

has also been an important intervention of hazards. However, now personal hygiene controls include respiratory etiquette, avoidance of touching eyes, nose, mouth, and avoidance of close contact during work (6 feet rule).

Likewise, cleaning and sanitation has always been critical to the prevention of cross contamination of food (e.g., via sanitation of high touch surfaces that can lead to cross contamination). However, now during this pandemic, food-service businesses must also disinfect all high-touch and commonly used surfaces that could be the source of transmission of viruses to employees and customers. **TR**

About Active Food Safety: Active Food Safety, the inventor of mobile food safety management systems like EmergiProtect, is an advisory services and products firm dedicated to helping make restaurants safe. Active Food Safety's experts represent your partners in food safety who have led food safety management for major multi-billion dollar restaurant businesses, and helped numerous other brands ensure food safety for their customers. Active Food Safety along with Public Health Innovations promotes the application of public health interventions to prevent foodborne illnesses via application of the most current CDC and FDA guidance. Active Food Safety researches and develops better methods to manage food safety risk via program gap assessments, Process HACCP food safety management systems design, and digital HACCP deployment via mobile apps. Learn more about Active Food Safety @ Activefoodsafety.com.

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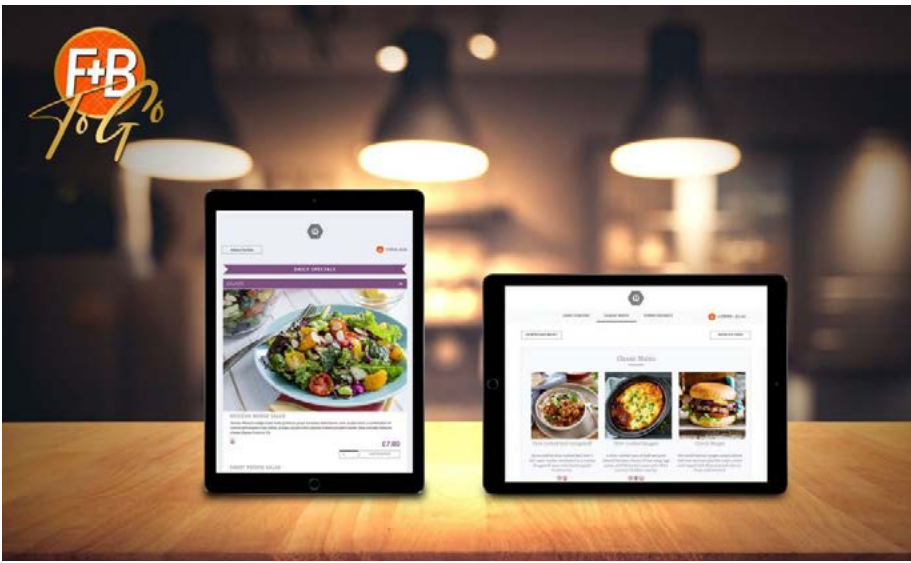
With a host of new features, a free online ordering initiative has enabled businesses to get back on their feet

Henley on Thames, UK - The announcement that hospitality operations could be operational by July is welcome news to us all. As hospitality businesses slowly emerge from lockdown, many will be looking to drive revenue, whilst keeping staff and customers safe. To this end, making sure they have a click+collect and/or delivery service will be essential.

F+B To Go is a completely free tool developed by a UK tech firm based in Henley on Thames. In the wake of COVID-19, the Co-Founders of Kitchen CUT saw the devastating impact of the virus on businesses globally and wanted to offer a lifeline to help generate revenue at a time of need. The platform enables businesses to move their offering online and get set up for delivery or click+collect, providing a contactless, safe trading environment.

Payments can be taken online, so that the whole process is completely contactless and safe for both staff and customers. The tool comes with digital shop fronts which can be branded and published anywhere online (via the users website or a unique link that can be shared on social media), connected to a shopping basket and a dashboard for monitoring and tracking orders.

There are no set up fees, no subscription fees for the software and no limits to the number of products on



offer. This tool is free to use for the whole of 2020, irrespective of EPOS, Stock system or menu management system. Businesses of any size and any location can sign up on any device and be operational within the hour.

Since launching several weeks ago, the platform has gone from strength to strength and now incorporates the following features:

- ◆ Instead of using a default background image, users can now upload their own - whether it's a logo or a picture of their premises, it can be something that customers associate with the company brand..

- ◆ Stylised text so that users can choose how to introduce their menu, provide click and collect instructions or any salient customer information.
- ◆ Restrict orders to certain postcodes to facilitate delivery within a defined area.
- ◆ Item counter - enter the number of any product available, so that the system will stop taking orders when stock has run out.
- ◆ Images for menu items.
- ◆ Create and accept voucher codes (offer a percentage discount, monetary discount and set these to expire after a

certain number have been used, after a certain date and set a minimum spend rule.

- ◆ Print orders and customer receipts.

For those already using the system, their operations are thriving. **The Oaks Group** had their first order within one minute of going live and sold 500 burgers in under 5 minutes on their first day of using the platform. Owner Henry Cripps said,

"What surprised me was how quickly I was up and running. We made a sale within minutes of telling our Instagram followers our online shop was open. It is very straightforward, easy to understand, easy to use and is most importantly very simple for the customer. Within a couple of days I was mastering the system, able to tweak and change, add stock controls and sell a variety of items online. To put it simply, F+B To Go has provided an idiot proof way for me to save my business."

To find out more about F+B To Go, visit kitchencut.com/fb-to-go.

About Kitchen CUT: Kitchen CUT is the ultimate in cloud-based, scalable enterprise grade SaaS technology, designed specifically for the hospitality industry. Established in 2012, the founding principal has been to offer software solutions to businesses of all sizes that are entirely scalable as their business grows. Sign up at kitchencut.com for a free trial.

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

Create a cash flow plan to ride out the crisis

David Scott Peters ♦ Today's Restaurant Contributor



As an industry, restaurants are very much a cash flow business. As long as sales are coming through the doors, you can pay your bills and make money. So, when sales were reduced for many operators by 40–60 percent or more overnight, many independent restaurants were immediately met with three key options:

- ♦ Alter the business model
- ♦ Close until the pandemic is over
- ♦ Close for good

Many restaurants secured loans through the Small Business Administration, but not all knew how to maximize this money.

Going forward, as states and cities open up with varying restrictions, it's very important for a restaurant owner to have a 12-week cash flow budget. Unlike an annual budget where you are looking to create a plan to be profitable, your 12-week budget is all about survival.

To create your 12-week cash flow budget, here's the process:

1) Look at a typical month. What are your sales? How are those sales broken up by sales categories? What are your current salaries and wages, including taxes, benefits and insurance? What are

your operating expenses and what week are you scheduled to pay those bills?

2) Using that information, create a 12-week cash flow template. Remember this has nothing to do with profits.

3) Edit your numbers based on your new reality. For example, if sales are down 50 percent, reduce your sales forecast in your budget by 50 percent.

4) If you are only selling food now, food is now 100 percent of sales. Is your food cost too high? Do you need to create a new menu to lower it? Look at salaries. Are you now working on the line? Are your managers doing line employee jobs and need to be moved from salary to hourly workers, including possibly reducing their pay? Add in your beginning reconciled bank balance and you're on your way to creating different scenarios to help you make the best decision for your restaurant.

5) Now look at where your cash deficits are. Look at what bills you can cut. Look at what bills you can defer. At the end of the 12-week period, look at your projected cash balance and new accounts payable. Now you have the numbers to help you decide what's best for you and your restaurant until this pandemic blows over.

There are other factors to consider when making your decision. Do you

believe for the first time in our lives that the federal government is going to provide the hospitality industry a bail out? It changes every day, but so far, it seems only the largest companies are getting a bailout.

What can you defer?

♦ Is the state offering sales tax deferments without penalty?


♦ In talking with your CPA, is the federal government going to waive penalties if you are slow to pay employment taxes?

♦ If you're not already behind on your rent, based on your lease agreement and consulting with your attorney, can you contact your landlord and let them know you won't be paying the next one, two or three months of rent? Or ask them if they will add it to end of your lease.

♦ What about your broadline distributors? Don't bury your head in the sand and just not pay them. They are getting crushed with thousands of restaurants that owe them money and who are not paying their bills. Can you call them and ask if you pay for half of each delivery for the next four weeks, would they keep delivering your food? Remember this is a deferment, not forgiveness of debt.

♦ Every other expense is on the table. Look at every bill and service you pay. Do you need it? If not, drop it.

What about those lifelines? If you take money through the Paycheck Protection Program or the Economic Injury Disaster Loan, can you afford to pay loans back if they're not forgiven?

When you look at your 12-week cash flow projections, you will quickly see which decisions make the most sense for your restaurant business. Last but not least, every week, you're going to look at what sales you actually brought in and what bills you paid and re-evaluate your plan. This is not a one-and-done decision. 

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 coaching program, visit his website at davidscottspeters.com.

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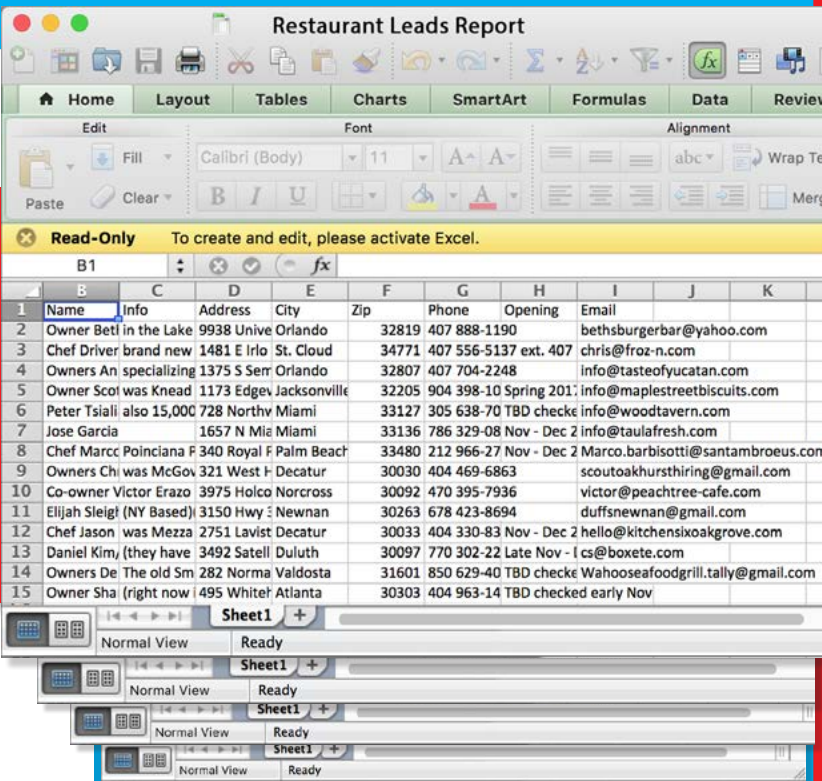
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3	Chef Driver brand new	1481 E Irlo	St. Cloud		34771	407 556-5137 ext. 407		chris@froz-n.com		
4	Owners An specializing	1375 S Serr	Orlando		32807	407 704-2248		info@tasteofyucatan.com		
5	Owner Scot was Knead	1173 Edgev	Jacksonville		32205	904 398-10 Spring 201		info@maplestreetbiscuits.com		
6	Peter Tsiali also 15,000	728 Northv	Miami		33127	305 638-70 TBD checke		info@woodtavern.com		
7	Jose Garcia	1657 N Mia	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 H	Decatur		30030	404 469-6863		scoutoakhursthiring@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 E	Newnan		30263	678 423-8694		duffsnewnan@gmail.com		
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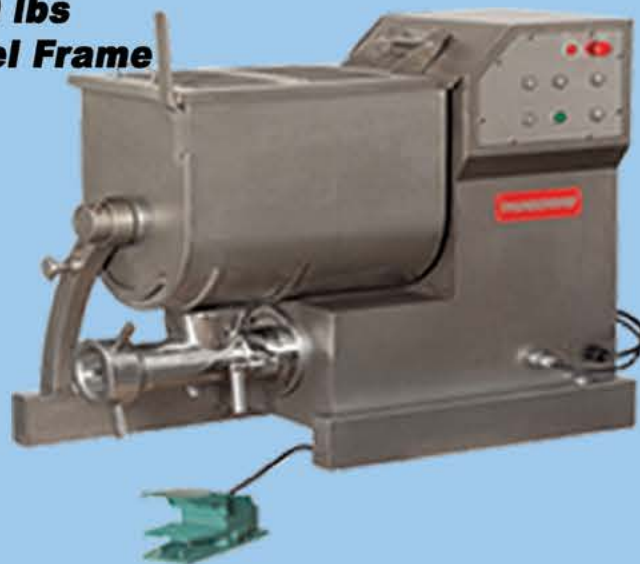
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