

# Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 24

## Appetizers

Exchanging information without touching



Food waste reduction program introduced



Clarion makes Top 250 Trade Show News List



Rouxbe's updated culinary package



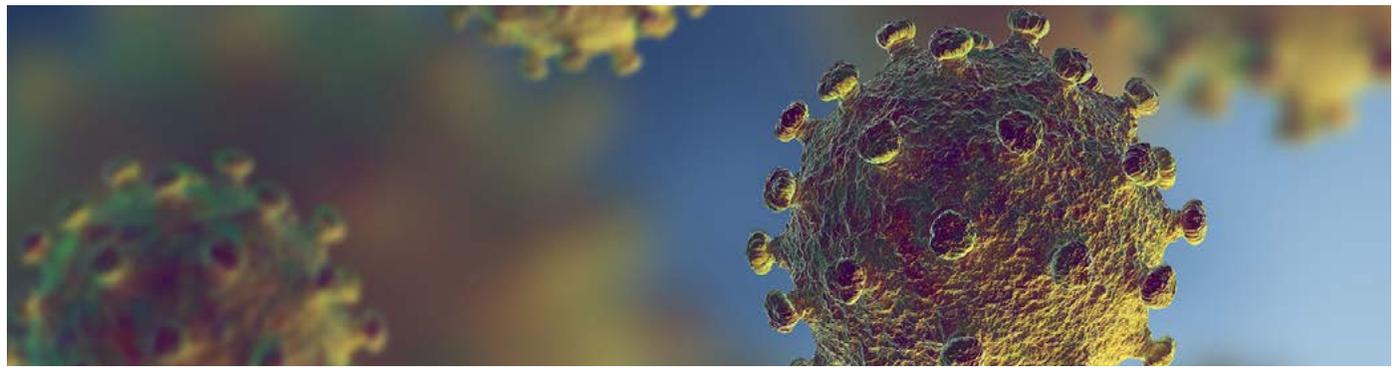
## Entrées

Advertisers Directory.....2

Appell Pie .....2

Classified Ads .....14

What's Going On .....3



# COVID-19 Update: Entering a crucial phase of the pandemic

By Technomic

As we enter an important phase of the pandemic, with some states reopening and new COVID-19 case numbers fluctuating, we are exploring how consumer behavior continues to shift, operational innovations within restaurants and changes in foodservice industry activity. Read on for a preview of Technomic's latest Foodservice Impact Monitor.

### Uncertainty surrounds the reopening of businesses

Compounding the uncertain course of the pandemic is the reluctance of most consumers to dine in at crowded restaurants and to send their children back to school. If case numbers start declining, some of that reluctance will dissipate, but not all of it. Businesses with staff that are working remotely now will

feel pressure to prolong stay-at-home policies. Those decisions will, in turn, determine how quickly restaurant sales return to pre-pandemic levels. Even when offices return to "normal operations" the proportion of work-from-home consumers may have shifted permanently, affecting the restaurants that rely on occasions such as lunch breaks in business centers.

### Operational innovations have created new roles and tech solutions

Risk mitigation has been the theme for weeks, giving rise to new operational roles at the unit level and within technologically enhanced ordering systems. New roles, such as concierges whose job is to act as a greeter, bouncer and traffic cop, have been created to control the flow of foot traffic and queuing systems in a way to ensure social distancing guidelines are met. Enhanced janitorial

duties have also been introduced, where a sanitation specialist is focused on keeping surfaces clean throughout operational periods. On the technology side, "order anywhere" apps to facilitate touchless transactions have entered the market. Even the automat has returned with renewed interest, now utilizing tech-driven service systems.

### We're entering a crucial phase of the pandemic

The pandemic is entering a crucial phase. If the number of new cases plateaus, then the fall could look a lot like March. If the number of new cases declines, then localized containment will limit future economic damage.

### Consumers expect no extra charges at Restaurants

While about half of consumers expect restaurants to absorb costs and not

See COVID-19 page 14

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## Create a cash flow plan to ride out crisis

By David Scott Peters

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:



David Scott Peters

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 info, 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

See CASH FLOW page 14

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## Appell Pie

Ask

Howard Appell ♦ Today's Restaurant Publisher

The world is in a state of turmoil. We are dealing with the Pandemic and social upheaval. Our news media spends 24/7 covering it from all angles and political positions. I for one am tired of it as I sit in front of my computer wearing a mask for the greater good. Lol. I don't want to add any more coverage of these situations so I am writing this column on a totally different subject, Ask.

I guess it's because people we know are getting sick and some are dying in this Pandemic that I feel we should become aware of Ask. For those of you that are lucky enough to have your parents still in your life, you are lulled into thinking that they will always be here and available to answer questions that only they have the answers to, but we don't Ask. It can wait we think, it's not that important right now, but it is.

How many of us know senior citizens who are in their nineties living at home with family members or in senior facilities? Do you realize the knowledge they have to share and the experiences they have lived through that would be interesting and important for you to know? All you have to do is Ask. Ask any man or woman in their nineties what year they were born in. Most were born in the late nineteen twenties or early nineteen thirties way before television, jet planes, the intranet, calculators, fax machines, portable radios, technicolor movies, drive thru restaurants, the polio vaccine, dental implants, the computer The Beatles, Doo Wop, Rock N Roll, Rap music and of course the cell phone. Herbert Hoover was President, WWII

was still nine years away, followed by the Korean War, Vietnam and numerous wars in the Middle East. The twin towers in New York were not even conceived of yet but they live in the memories of these senior citizens.

In other cultures around the world senior citizens are respected, revered and catered to. I know several of these people, mostly men who have seen combat in WWII and some again in Korea. They have grey hair and may walk a little slower but their minds are sharp and their knowledge deep. If your grandparents or parents are with you still, you are extremely lucky to have them. Sit down with them one day and just Ask. You will be surprised how willing they are to tell you the family secrets, the things they did correctly in their lives and the mistakes they have made. Even if the elderly person is not your family you still can Ask and receive their knowledge, not necessarily school taught but life's lessons.

I started writing a book for my son and his children about my life and about our family members he has never met but has heard stories about. I don't know if he is interested today or if I will ever finish writing the book, but when the time comes and he finally has a question to Ask he may find the answer. I have reached for the phone many times to call my late parents only to be left wanting for an answer.

Take the time now to respect those who came before you and learn their lessons. Take pictures, record/video stories they can tell so your urges to call them to Ask won't be too late.

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### Index of Advertisers

Bar Maid.....	8	ITD Safety.....	10
Beyondant.....	7	MasonWays Plastics.....	11
BK Barrit.....	4	Oil Chef.....	2
Broward Nelson.....	3	Payrolls Plus.....	2
Core Pro Cooking.....	6	Pure Pour.....	1, 5
Cubanito Picantico.....	6	Restaurant Marketing Services.....	7
David Allen Capital.....	9	Thunderbird.....	16
Enterprise2000.....	11, 13	TRN Network Group.....	12
Enviromatic.....	3	Unlimited Solar.....	8
Florida Restaurant Association.....	4	USA Strong Sanitizer.....	9
Hudson Robinson.....	15		



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# What's Going On

## Important new products, corporate news and industry events

Aventura-based Rieber Developments has announced the recent groundbreaking of 12112 Aventura, a premier mixed-use project with medical and professional offices, senior luxury residences and a dining and shopping food hall. Designed by

Arquitectonica with interior designs from Interiors by Steven G., 12112 Aventura will be a 10-story complex consisting of a 30,000 square foot gourmet marketplace and food hall, 25,000 square feet of offices. Bernardo Rieber is the principal of Rieber Developments. The property is located at 21290 Biscayne Blvd., near the Aventura Mall.



installed in their restaurants from coast-to-coast. The Texas Roadhouse sneeze guards feature plexiglass and wood finished to match their wood interiors. Cohen also customized designed sneeze guards for Vino Volo at the New Orleans International Airport. Phil Cohen, Founder and CEO, says the firm custom design sneeze guards to meet each client's specifications, in any size or quantity, and using most any materials.

Cohen Architectural Woodworking - [cohenwoodworking.com](http://cohenwoodworking.com) - has ramped up their production to meet the growing nationwide demand for sneeze guards. Restaurants need sneeze guards to protect patrons and employees against COVID-19. One client, Texas Roadhouse, has ordered 12,000 units. The sneeze guards will be



Le Must is the premier luxury condiment brand of choice to five-star hotels and prestige venues around the world. The collection is single-portioned and organic. Combining classic culinary techniques with a contemporary enthusiasm for innovation, the maitres artisans of Le Must craft all-natural and organic balanced blends of condiments, produced in small batches, to deliver a taste and texture that seek to set the brand apart. The uniquely shaped



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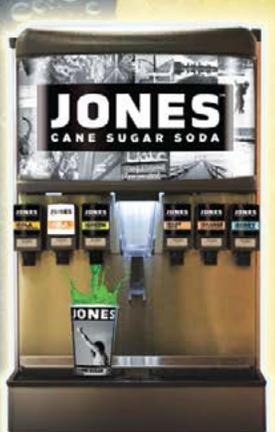
signature presentation of Le Must's signature curved glass bottles promises to make fine dining and in-room dining a memorable experience. The range includes Chef's Classic Ketchup, Artisan's Mayonnaise, Gourmet Yellow Mustard, and Authentic Dijon Mustard. Le Must founder Moshe Cohen, whose career has been focused on propelling luxury brands globally. The brand has taken off quickly, and Le Must condiments are now served at such select properties of the Waldorf Astoria, Ritz Carlton,

Conrad, JW Marriott, Loews, Montage, Pendry, Nobu, and Soho House. Le Must - [lemust.com](http://lemust.com) - condiments are also featured on Celebrity Cruises and onboard over 150 private jets in the US and Caribbean.

Refrigerated Solutions Group recently named Dan Hinkle VP Sales for RSG. Anthony Lorubbio, RSG Chief Transformation Officer, will assume

See WHAT'S GOING ON page 6

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# Navigating the difficult times

John Tschohl ♦ Today's Restaurant Contributor

*"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."*

— Thomas Edison

Life in the dynamic and unpredictable business world means that sometimes things will not go according to plan. When a business, country or world is in crisis, it is easy to become trapped beneath a mountain of problems but, in

order to succeed, individuals must be motivated and be able to sustain performance during a crisis and times of stress.

Many people respond to a crisis by being overwhelmed by stress, which turns to fear. It is easy to be afraid when you have a crisis situation, but if you remain brave, everyone around you will be too, and together you will be able to turn anything around.

Whatever you chose to focus on as

your life's work has to be a lifetime commitment. It takes work and a relentless attitude. It is essential for everyone during a crisis to show sincere interest in every single customer as an individual, to thank them for any purchases and invite him or her to return. Customer service is treating customers like houseguests or good friends. Make sure things are right and they will remember, tell their friends about your company and more specifically...about you. And for you to realize that money is the by-product of a relentless commitment to Awesome Customer Service.

## What is a relentless commitment?

1. It's Staying Positive... A lot of people believe that the true grit of a person is tested during times of crisis whether it be personal crisis or a crisis in the economy. Performance under stress can show how quick witted or level headed a person is, or on the contrary, it can show where their weaknesses lie. It's important that you always keep your wits about you and stay cool in difficult situations.

*"It is not the critic who counts...  
The credit belongs  
to the man who is  
actually in the arena."  
— Theodore Roosevelt*

2. It's Facing difficulties... To reach for success and to overcome hardships or failures, we have to strive for the best we can be in every aspect of our lives, including how we feel about ourselves, and how we treat others. If we are willing to try, to get back up after falling and we take advantage of opportunities, those bad moments can be nothing but a footnote in our success story.

3. It's Focusing... on the lost art of Customer Service The truth is, we all

have a small window to make a great impression. The first impression you give your customers might be your only impression so make it count! Take the thirty-second customer interactions and turn them into something that was worth your time and theirs. Customers are walking into your business willingly – it's your job to make sure they want to come back even during the tough times.

4. It's not being consumed by difficult times... You may not be able to quickly rebound from a global crisis, but don't let it consume you. From rejection to workplace screw-ups, everyone has experienced that all-too-familiar gut-wrenching numbness. The great paradox is that the people who enjoy the most successes often endure the greatest hardships.

5. It's not stopping... Don't let anything stop you, there is always something you can do. William Wrigley Jr. was a soap and baking powder salesman in the 1890's and he always offered free gum to all of his clients. With his career as a salesman taking a turn for the worst, he noticed one thing that forever changed his life; people loved the gum he gave away more than the products he was actually selling. It was that one creative insight that got him through that difficult time and made him a monumental success. It takes hard work. Sitting still is easy. Make sure you look at all aspects of your life and make some changes.

When you can improve your ability to navigate the difficult times, you not only live a happier life, but also grow as a person. And always keep in mind that the name of the game during any crisis during good times and bad times is always... Awesome Customer Service. 

**About the Author:** John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.

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# What's Going On from page 3

responsibility for Sales Operations/ Customer Experience. They will report directly to Kevin Fink, CEO of RSG. With 15 years of leadership experience in the food equipment industry, Hinkle will be successful as the sales leader for both the Nor-Lake and Master-Bilt brands. "Dan's combination of experience, knowledge of our brands, dedication to excellence, and demonstrated success already with RSG, gives me great confidence to have Dan assume this role on our team," Fink stated. "Likewise, Anthony's leadership, creativity and work ethic position him and RSG for great success with his new role," noted Fink. Refrigerated Solutions Group consists of industry-leading brands Master-Bilt and Nor-Lake with facilities in New Albany, MS and Hudson, WI.

◆◆◆◆  
**My Favorite Muffin is looking to open three Tampa Bay locations within the next two years, marking its entrance into Florida.** The gourmet muffin brand is looking for a franchisee in the St. Petersburg area to introduce the first outpost there in 2020 as a lower-cost muffin bakery or a full-service cafe. Specializing in cakelike muffins baked fresh on site, the Deerfield, Illinois-based My Favorite Muffin is backed by franchisor BAB Systems Inc.

BAB also franchises Big Apple Bagels and Brewster's Coffee. The CEO is Michael Evans. Visit [myfavoritemuffin.com](http://myfavoritemuffin.com) for more information.

◆◆◆◆  
 ◆ Restaurants, bars and other public venues are now beginning to reopen—but there are still major challenges. Social distancing regulations are limiting customers' abilities to socialize, requiring new ways to keep them entertained.

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Fortunately, a proven and affordable solution has emerged: out-of-home streaming content. **Loop Media — an innovative streaming media company focused on premium short-form video for businesses and consumers** — is taking the streaming revolution outside the home, by providing public venues with short-form content like music videos, viral videos, movie trailers, sports highlights and more. Loop's growing library of over 200,000 music videos and film, game and TV trailers can be viewed in many popular hospitality, dining, and retail venues; on leading branded media and entertainment sites; and on over-the-top TV platforms and IPTV devices. To learn more about Loop products and applications visit online at [Loop.tv](http://Loop.tv).

This spring and summer, **Owner Niven Patel's latest two concepts, Orno and Mammy will be opening inside the new THesis Hotel.** The property is located at 1350 S Dixie Highway in Coral Gables. Mammy will be the first to debut. Later in the year, Orno will offer New American cuisine. There will be fresh produce from his farm Rancho Patel, and an extensive wine list + cocktails.

◆◆◆◆  
 In Jacksonville, construction is ongoing on a 10-story, high-rise apartment tower at the intersection of Riverside Avenue and Jackson Street in Brooklyn. Amenities include a rooftop beer garden and more. In addition, **14,000-square feet of street level retail space will be built along Riverside Avenue.** It is anticipated that the \$60 million project will be completed in 2021.

◆◆◆◆  
 ◆ Restaurants and bars have numerous high frequency touch points that need to be constantly cleaned, especially during the pandemic. It can get costly and be time consuming to hire outside cleaning companies to spray down tables, chairs, bathrooms and other areas with industrial strength disinfectant. **Restaurants and bars can**

**use GTech Clean to kill 99.99% of bacteria and viruses including human coronavirus, influenza, mildew, mold and more.** The EPA approved spray leaves a microscopic protective barrier on hard and soft surfaces that continues to kill bacteria and viruses for up to five days and can easily be sprayed by workers or the in-house cleaning team. Visit [gtechprotection.com](http://gtechprotection.com) for more info.



◆◆◆◆  
 ◆ **The new SkyLine Combi Ovens and Blast Chillers by Electrolux Professional** were recognized with the Best of Market Award for Energy Efficiency – in combination with the independent 4-Star ErgoCert certification. Electrolux Professional SkyLine Ovens and Blast Chillers with the all-in-one solution for Cook&Chill are now part of "Best of Market." This is the result of an extensive reader survey on the range of services as well as products and concepts offered by industrial partners in Germany. Based on practical experience, the panel voted for the SkyLine generation as the winner in the category of energy efficiency. The revolution brought by the



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

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# Beyondant solves the problem of exchanging information without touching

Delray Beach FL - There is a new way to create business opportunities – and do business- within the guidelines of social distancing. The Florida-based company, called Beyondant has found a way to capitalize on NFC technology (Near Field Communications) to transfer information from a business to your customer's cell phone.

There is no need for a menu, business card, real estate floor plan or any printed material to exchange hands. Instead they have digital smart cards, bracelets and stickers that immediately transfers data from your business to the consumer.

If you own a restaurant and want your happy hour specials or menu streamlined to your customer, just send the updated information and it will be

transferred to them immediately. In other words, it is a seamless way to make introductions, get information and be personal without human touch.

"Your information can also be changed instantaneously by simply logging onto the Beyondant website with a secured username and password." With Beyondant's smart products, restaurant owners can change their daily menus in real time to reflect availability of entrees, while real estate agents can alert their customers as soon as new listings hit market – the list goes on," stated Bob Antoville, President of Beyondant.

All this transfer of information (and personal connection) is delivered safely

without touching – therefore staying within the COVID – 19 health guidelines. Beyondant Custom Digital Business Cards increase customer interaction despite social distancing. It can also be used to keep track of customer behavior and satisfaction.

It is a new way of doing business with Beyondant technology has captured the attention of leaders in the business industry. "Upon seeing this technology in action its unique benefits became instantly apparent," said Dr. Robert Cornfeld of the Cornfeld Group Jack Smith, founder of Sports Authority called it a "true game changer," and Nuclear Medical Technologist Karen

Price said, "It's exactly what the world needs right now amidst COVID 19. It's just what the doctor ordered."

"Beyondant is a real game-changer to increase efficiency and effectiveness in the normal course of business. The products are also perfect for any business in today's new normal that says: Look but Don't Touch," said Antoville.

In today's business world, CEOs are challenged with turning a profit and going back to business as usual, while business and personal lives are not the normal we are used to.

"It's really great to be a part of a company that develops products designed to help individuals and businesses share information that is mission critical to their overall success," said Antoville. This new normal means less touching, more personal space and more information on tap. But, it doesn't rule out the need for connection, human interaction or knowledge transfer. Beyondant products do just that.

**About Beyondant:** Beyondant is the market leader in usable NFC devices that strengthens the viability of businesses by simplifying communications between them and their customers. Beyondant's products offer a seamless cost effective way to develop business through networking by way of smart digital products. Find more online at [beyondant.com](http://beyondant.com)



*This new normal means less touching, more personal space and more information on tap.*

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**Restaurants We can help!**



Our Digital Smart Cards, Memorial Tags, and Stickers bring new meaning to the term paperless. Restaurant menus can now be linked to these devices which can be placed on bar tops or dining tables/booths eliminating the need to distribute cumbersome menus to patrons. The menus can be updated daily to reflect daily specials or current promotions. Moreover, if a menu item sells out it can be removed and or replaced with another item in seconds.

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# Plastiq announces accelerated release of free credit card acceptance product

Plastiq's product fast-tracked to help SMBs collect payments faster, keep cash on hand and meet inventory needs

San Francisco, CA - Plastiq, the intelligent payment solutions provider for small and medium-sized businesses (SMBs), announced the accelerated availability of Plastiq's card acceptance product, Plastiq Accept. Originally slated for late Q3 2020, Plastiq's enhanced payment acceptance features will help businesses get paid faster and more reliably.

"COVID-19 and the associated stay-at-home orders have caused a domino effect of late payments across the economy, with SMBs especially hard hit," said Eliot Buchanan, CEO and co-founder of Plastiq. "As cash reserves run dry, many SMBs have been unable to pay suppliers, as they simply don't have the cash on hand. This has left suppliers unable to pay their own bills due to these late or missed payments. Responding to our customers' feedback, we accelerated the development of Plastiq's card acceptance product in order to reduce cash flow burdens and unblock the flow of vital services and supplies."

Expanded to include capabilities previously only available through traditional credit card acceptance products, Plastiq's card acceptance product enables SMBs to accept credit

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*By offering a credit card payment option to their customers through Plastiq, SMBs get paid on time and more reliably...*

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Plastiq's card acceptance offerings include reporting integration and a custom payment page, giving SMBs the convenience of a standard merchant account without the traditional fee and

integration hassles. Their customers can also benefit from early pay and bulk purchase discounts while also earning rewards on their credit cards. Integration with accounts receivables is slated to roll out in the near future.

**About Plastiq:** Plastiq is the intelligent payments solutions provider enabling small and medium-sized businesses to pay or accept payment via a credit card for virtually any expense. With Plastiq, it is easier for businesses to access working capital in ways that make the most sense for them, so they can maximize every business opportunity. Plastiq works with all major credit card providers, including Mastercard, Visa and American Express, and its automated payment platform has signed up more than one million clients, processing billions in payments for a wide range of expenses, from business supplier payments to contractors, taxes and rent. Plastiq has won a number of awards and recognitions, including being named to the 2020 Forbes FinTech 50. Learn more online at [www.plastiq.com](http://www.plastiq.com).



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# New food waste reduction program introduced

National Restaurant Association and WWF partner to create and pilot 86 Food Waste program for maximum result

It's hard to imagine that the way a pepper is cut during preparation can dramatically reduce the amount of food wasted in a restaurant kitchen, but that's exactly what one quick-service restaurant recently found during a pilot of a new food waste reduction program created through the partnership of the National Restaurant Association and World Wildlife Fund (WWF). By implementing a small shift in prep standards for green peppers, the restaurant saw an increased yield of 9.5 percent — or two more pounds of sliced peppers per case.

The program, 86 Food Waste, consists of a set of free resources available for download by any interested restaurant. To test real-world implementation, the Association and WWF recruited both national and independent restaurants to participate in a 30-day pilot of the program with support from The Rockefeller Foundation and Tork, an Essity brand. The findings from the pilot were collected into a report, *Managing Food Waste in Restaurants: How Small Steps can have a Big Impact on Reducing Waste and Protecting the Planet* [link to report].

"According to research, the restaurant industry has the potential to gain \$1.6 billion in unrealized profits annually by implementing food waste reduction tactics," said Jeff Clark, director of sustainability and nutrition for

the National Restaurant Association. "The problem is, making these commitments, training staff, and running a profitable restaurant can be exceedingly difficult, especially if an owner or manager tries to take on the issue of food waste all at once. This partnership with WWF gave us the unique opportunity to create and pilot real-life food waste reduction efforts that can help restaurants start making small changes across how they order supplies, prepare foods, plan menu concepts, and donate or divert unused food."

The report is an insider's view of how restaurants of different segments turned theory into practice, and includes important lessons learned from the pilots. Highlights in these findings include:

- ◆ Separation and measurement drive solutions, no matter the restaurant style. Implementation of a food waste reduction program looks different depending on a restaurant's concept, operation, location and other factors. However, separation and

measurement of food waste is an effective way to zero in on strategic opportunities to fight unique or situational food waste challenges.

customer plate waste. Our pilots found numerous tactics to address waste in both functions.

- ◆ Staff engagement is essential to success: The restaurant sector is fast-paced and has a high turnover rate in every level of staffing. It's important to have at least one team member dedicated to championing new behaviors and embedding these practices into the standard operating procedures and employee culture of the restaurant.

"In the U.S., there are more than one million restaurants employing more than 15 million people. Imagine if every restaurant in the U.S. decided to make a small and immediate change—such as measurement or a prep adjustment—to address food waste? It's

- ◆ Reduction opportunities exist to tackle both front and back of house waste: Waste breaks down differently in the front of house and back of house. In this study we found waste generated in the back of house was, on average, 73% a result of spoilage and preparation waste, while front of house was 27%

the small changes, when made by millions of people, that add up to something big," said Pete Pearson, senior director of food loss and waste at WWF.

To make the 86 Food Waste program available to as many restaurants as possible, all resources are downloadable at no cost at [86FoodWaste.com](http://86FoodWaste.com). 



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# Virturant expanding to save the restaurant industry

Chicago, IL - The coronavirus has spread across the world over the past few months hitting the already struggling restaurant industry particularly hard. With many restaurants being forced to move to takeout-only, temporarily closing, or even permanently closing, the future of the restaurant industry is uncertain – and it's against this backdrop Virturant ramped up and forged ahead.

Virturant, the startup virtual delivery-only restaurant company out to save the restaurant industry, creates an entirely new revenue stream for eateries with extra capacity looking to earn more money. By making productive use of underused/unused kitchen staff and operational hours, restaurants can increase revenue and profitability without building a bigger footprint or reinventing their wheelhouse with this smart new turn-key, delivery-only system. And all by doing little more than using their existing resources to deliver food to a brand-new stream of customers who are discovering Virturant brands that are well positioned on the top delivery app platforms like UberEats, Grubhub, Postmates and DoorDash. Plus, it's easy to manage orders on these platforms with innovative tablet integration software – as all four delivery apps are managed by one tablet and one printer all supplied by Virturant.

## The Model

By entering into a licensing agreement, restaurants can go from producing the items on their existing menu,

to also offering entirely new items – restaurant brands based on ingredients they already have stocked in their kitchens. Virturant provides the restaurant with the tested and proven chef-created recipes, the ingredient lists, the packaging and the suppliers that offer the best quality for the price. They even handle all the marketing to drive sales.



Launched in January 2020 and already partnering with nearly two dozen restaurants, they have generated sales data showing an increase in productivity and overall sales, especially during times when restaurants aren't traditionally busy. Data shows Virturant brands are producing between \$1,000 to \$6,000 in sales per week per brand.

## Popular & focused food concepts

Virturant's restaurant brands are easy to rollout, low-risk, and cost effective. The company has leveraged real-time data analytics to create eight different customer-centric restaurant

concepts including Wing Society, The Patty Melt Company, Wild Skillet, Uptown Burgers, The French Toastery, Grilled Cheesin', Uhmazing BLTs, and Sunrise Sandwiches Co. The menus are designed to offer the best-selling delivery items by region, market, and time of day. And, like what Starbucks did for coffee, all brands are focused and all items

it. And, revenue adds up fast. Across the brands, the average ticket restaurants are realizing is \$32.

"One reason our sales volumes are high is because we drive a lot of traffic on the delivery apps. We have created eight hyper-focused brands; our concepts rise to the top of any search. For example, if someone is in DoorDash looking for French toast, The French Toastery is likely going to be the first thing to pop up," said Jon Register, CEO, Virturant. "Currently our best-seller across all of our brands is Uhmazing BLT's. Comfort food is huge right now and our customizable BLT's are some of the best."

## Added benefits to licensees

Separating from the competition, Virturant has done the work necessary to provide top customer service to all of their partners, too. To maximize restaurant profitability, account representatives in each territory make sure licensees have everything they need including delicious brand menus that are easy to prepare, plus menu customizations that help move drinks, desserts and sides the restaurant already offers. Additionally, since it's delivery-only, they have created all food to travel in sustainable weave-fiber, clam shell containers. This packaging ensures that everything stays hot, crisp and fits properly to keep food in place as it travels.

Virturant – [virturant.com](http://virturant.com) – is expanding nationally, and currently serves licensees in Chicagoland, Las Vegas, and Milwaukee.

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# Clarion shows make Top 250 Trade Show News List

Trumbull, CT -Trade Show News Network (TSNN), the world's leading online resource for the trade show industry, has included all three Clarion Events Restaurant & Foodservice Shows to its annual listing of the Top 250 US Events. The three events include the International Restaurant & Foodservice Show of New York (#186), the Western Foodservice & Hospitality Show (#213), and the Florida Restaurant & Lodging Show (#202).

"It's an honor to be included in the prestigious list of top US Events. We strive each year to produce three important and informative industry gatherings for restaurant & foodservice professionals by working closely with our partnering associations in New York, California and Florida to create exciting special events, stimulating education programs and trade show floors with the latest products and services for our attendees. We thank TSNN for acknowledging our efforts and naming us among best," said Tom Loughran, Vice President, Clarion Events Food & Beverage Group.

**The International Restaurant & Foodservice Show of New York**, sponsored by the New York State Restaurant Association ([www.nysra.org](http://www.nysra.org)) was held at the Javits Convention Center in New York. This is the only event in the NY region exclusively serving the restaurant and foodservice community providing everything needed to master the emerging trends, source the latest product options, power up profits and engage with customers - all under one roof. This annual trade show hosts culinary competition and demonstrations, award ceremonies, a substantive education program, the TASTE NY & Craft Beverage Showcase and the Farm to City Expo.

**The Western Foodservice & Hospitality Expo**, sponsored by the

California Restaurant Association ([www.calrest.org](http://www.calrest.org)), was held the Los Angeles Convention Center. This annual event provides restaurateurs, foodservice operators, caterers and commercial foodservice personnel with access to the hottest menu trends, state of the art design and decor, the best in business education and access to leading vendors and purveyors dedicated to serving the restaurant & foodservice community - all under one roof. Special events include live culinary demonstrations, competitions, award ceremonies, new products, education, and emerging trends.

**The Florida Restaurant & Lodging Show**, sponsored by the Florida Restaurant & Lodging Association ([www.frla.org](http://www.frla.org)) was held at the Orange County Convention Center, in Orlando. The annual trade show and conference is the only event exclusively serving the Florida restaurant and foodservice marketplace. Restaurateurs, foodservice professionals, caterers, dietitians/nutritionists, retailers, and more benefit from access to the latest products, services, education, culinary demonstrations and special events - all designed to boost business profits, increase profitability and guest satisfaction.

The three trade shows are owned and managed by Clarion Events (<https://clarionevents.com/>) produces 37 events across 13 sectors of both trade and consumer events. The shows that are part of the Food & Beverage portfolio include the Western Foodservice & Hospitality Expo, Florida Restaurant & Lodging Show, the International Restaurant & Foodservice Show of New York, Healthy Food Expo, CoffeeFest and The NGA Show. Clarion Events, backed by The Blackstone Group, has become one of the fastest growing event companies in the U.S. with aggressive growth through both acquisition and launch. Clarion acquired PennWell in

early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth.

Clarion Events has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ.

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# What's Going On from page 6

new range is given by the optimal link between cooking and blast chilling: This combination provides the operators with a streamlined, all-in-one food preparation process. Visit [electrolux-professional.com](http://electrolux-professional.com) for all details.

Mark Allen, President & CEO of the **International Foodservice Distributors Association (IFDA)**, the industry that ensures a safe and efficient supply of food to more than one million restaurants and professional kitchens in the U.S., issued a statement in support of the National Restaurant Association's Blueprint for Recovery submitted to Congressional leaders recently. "The restaurant industry has already suffered more than 30 billion dollars in losses and more than eight million employees have been laid off or furloughed," Allen said. "The impact of this economic crisis is felt throughout the food supply chain and the Blueprint for Recovery is a strategic solution to help rebuild the hard-hit foodservice industry. Congress should authorize and appropriate the proposed emergency \$240 billion Restaurant and Foodservice Industry Recovery Fund (RFIRF) as an urgent priority to avoid further damage to this portion of our economy." This industry ensures a safe and efficient supply of food and products to more than one million restaurants and foodservice outlets in the U.S. every day. For more information, visit [www.ifdaonline.org](http://www.ifdaonline.org).

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◆ IFCO SYSTEMS, the world's leading supplier of **Reusable Plastic Containers (RPCs)** for fresh food, announced the launch of its new RPC Mini Series. The Mini Series RPCs are the smallest reusable containers on the market specifically designed for the transportation of fresh food. The size of the RPCs allows retailers, growers and suppliers to efficiently use the available space when transporting convenience food and fresh, pre-packed food for immediate consumption. IFCO is the leading global provider of reusable packaging solutions for fresh foods, serving customers in 50+ countries. IFCO operates a pool of over 314 million Reusable Plastic Containers (RPCs) globally, which are used for over 1.7 billion shipments of fresh fruits and vegetables, meat, poultry, seafood, eggs, bread, and other items from suppliers to grocery retailers every year. IFCO - [ifco.com](http://ifco.com) - RPCs ensure a better fresh food supply chain by protecting freshness and quality and lowering costs, food waste and environmental impact compared to single-use packaging.

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◆ **Hobart** - [hobartcorp.com](http://hobartcorp.com) - has introduced a new line extension for its **CLeN Conveyor Dishwashers** for operators who want the best rack conveyor performance in dish room environments that require ventless operation. Designed to eliminate direct venting, the CLeN Ventless Conveyor Dishwasher reduces installation costs by over \$5,000 by removing the need for a vent hood and ducting in dish room construction. Using Hobart Ventless Energy Recovery technology™, the new Hobart ventless CLeN repurposes hot steam from within the unit to preheat incoming cold water for the final rinse, reducing energy and costs to heat the final rinse water. Hobart's Ventless Energy Recovery design also repurposes heat to the wash tank, further reducing energy costs while helping maintain wash tank temperatures at 160°F or higher to meet NSF sanitization standards. "For medium- and high-volume kitchens, dish room performance is vital to the entire operation" said Hobart Product Manager Tim Peters. "Our new CLeN Ventless dishwasher combines best-in-class wash performance with innovative ventless technologies to not only keep up with busy kitchens but also deliver much lower operating costs."



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◆ For the restaurants that are fortunate enough to reopen, there is the costly business ramifications to deal with, namely, their wine, spirits, beer inventory. Should come as no surprise, restaurant owners will want to look at their overhead and cut costs where possible, and alcohol is area that is primed for further cost savings measures. Here to help restaurant owners with how to save on their alcohol inventory is **GrapeIn**, a new digital Business-to-Business (B2B) wine and spirit site that enables small wine, spirits, beer suppliers to grow their business and sell more profitably by connecting them directly with retailers, restaurants, and end consumers, bypassing the monopolized distribution market. For restaurant owners, GrapeIn unveiled a new landing page Cut trade costs on Wine and Spirit as a resource to buyers as they ramp up quickly for the reopening of the market. For the merchant, GrapeIn - [GrapeIn.com](http://GrapeIn.com) - allows alcoholic beverage buyers to connect and source directly from small craft suppliers of wine, beer, and spirits, bypassing the middleman and providing better margins for retailers and restaurants.



**GrapeIn**

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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, product or event information to [terri@trnusa.com](mailto:terri@trnusa.com). Get free publicity for your company!

# Rouxbe launches updated culinary arts package

As education moves online, Rouxbe powers culinary schools across the nation; Nearly 10% of all culinary programs are now using the Rouxbe platform

Vancouver, BC - Rouxbe, the world's leading online culinary school, is offering an updated Culinary Arts Package to help power culinary schools across the nation as instructors are forced to shift classes online, or look to create blended learning opportunities. The program is currently being used by nearly 10 percent of culinary programs across the U.S.

The program provides a proven way for instructors in high schools or post-secondary schools to seamlessly move their students into an online learning structure that is easily customizable. While each institution is unique

and has its own organizational structure and operations, Rouxbe has successfully on-boarded most schools within a week of coming to an agreement. Rouxbe setup includes a white-labeled site using institutions' branding and may also include integration with common Learning Management Systems including Canvas, Moodle, and Blackboard Learning.

"The reality is that the current pandemic will have a lasting impact -- from the way we communicate, work and perhaps most significantly, the way that we learn," said Ken Rubin, Chief Culinary Officer at Rouxbe. "Rouxbe

has been training culinary students online for over 15 years; we aren't pulling something together quickly in response to the current pandemic. We have the tools and platform to ensure every student learns the foundations needed to succeed in a culinary career."

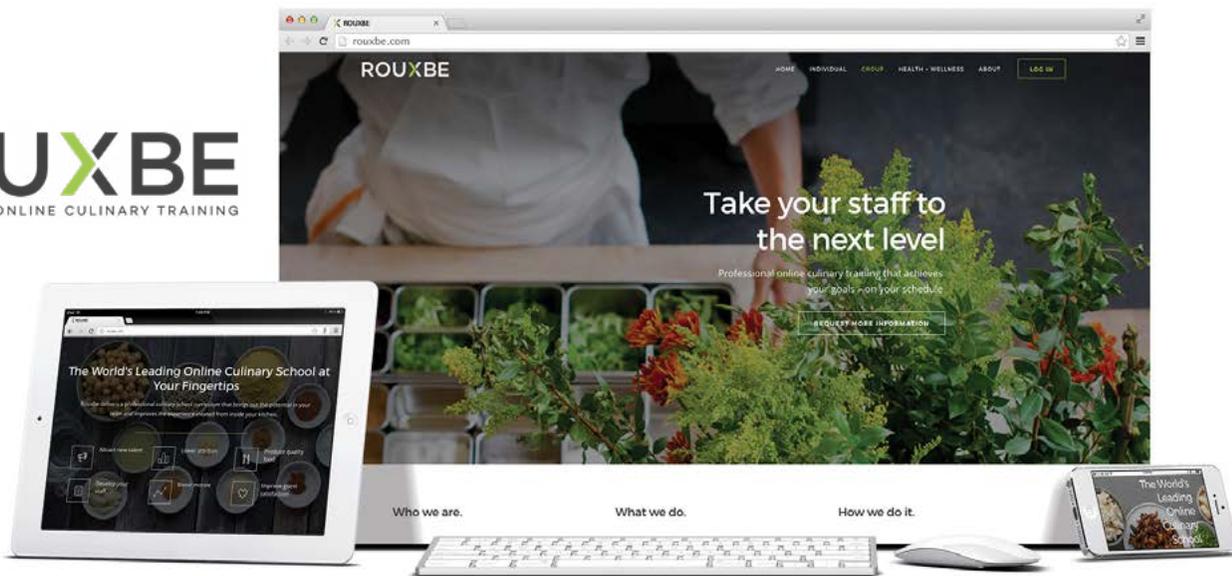
Through the Rouxbe platform and the existing Rouxbe library of courses and lessons, instructors are able to personalize their student's instruction based on their curriculum. Rouxbe can also simply act as a way to augment and support an existing instructional plan, assigning specific lessons or tasks as needed.

## The Culinary Arts Package includes the following:

- ◆ High-definition instructional videos
- ◆ Interactive activities and assessments
- ◆ Ability to support 100% online as well as blended programs
- ◆ Communication platform
- ◆ Available curriculum includes: Culinary Foundations, Plant-Based Foundations, Seafood Literacy, James Beard Foundation's Waste Not, and American Egg Board's EggPro Course. Visit: [rouxbe.com/schools](http://rouxbe.com/schools) 

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

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# COVID-19 from page 1

charge extra, roughly one-third would accept raising menu prices or including a surcharge. However, a third of consumers will choose a different restaurant if these occur. If restaurants are unable to absorb costs, an additional surcharge is preferred over increasing menu prices.

## Consumers shift to ordering directly through restaurants

Rather than third-party delivery when ordering online Consumers are reverting back to using a restaurant's website or app when ordering online, posting another increase in the most recent week.

## Operators want a flat commission fee from third-party partners

Fine-dining operators are more likely to indicate that they would prefer a flat commission fee rather than one based on the order amount. This is likely due to the higher order totals associated with fine-dining restaurants. While operators may not be fully satisfied with the commission structure associated with third-party delivery, two-thirds agree that the commission structure is at least transparent. But there is opportunity for third-party delivery to improve their transparency when it comes to commission and fees.

## Healthcare and retail hosts will be the strongest performers

In terms of segments, healthcare will perform at the strongest level in 2020, followed by retail hosts (e.g., c-stores, supermarkets) and limited-service restaurants. Retail and healthcare are less impacted by closures and LSR is strongly positioned for off-premise business. The most affected segments are travel and leisure and fine dining. As shelter-in-place mandates are in force, causing travel to be considerably down, lodging, recreation and transportation are experiencing significant declines. Fine dining is impacted by its on-premise orientation and its strong reliance on business travel.

## Expect to bounce back in 2021

Significant growth compared to 2020 will occur in the industry as it begins to dig out of the valley resulting from COVID-19. Despite this, the industry will not reach the revenue level that was seen in the full year pre-COVID-19 (2019) by year-end 2021. **TR**

*About Technomic - technomic.com - is a Winsight Company. Winsight is a leading B2B information services company focused on the food and beverage industry, providing insight and market intelligence to business leaders in every channel consumers buy food and beverage - convenience stores, grocery retailing, restaurants and noncommercial foodservice - through media, events, data products, advisory services, and trade shows.*

# Cash flow from page 1

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. **TR**

*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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# Hubworks powered by Altametrics offers Zip HACCP free for life

Costa Mesa, CA - As a response to the current hardship faced by the restaurant industry Hubworks, powered by Altametrics, is now offering their HACCP compliance software, Zip HACCP, free to all restaurants for life.

This decision came as a result of Altametrics seeking a way to give back to the community that supports the company. As restaurants continue to find innovative new ways to adapt to the pandemic-induced disruptions to the economy, Hubworks seeks to deliver a practical solution to help restaurants ensure they are meeting food safety and cleanliness regulations.

Though the program's primary purpose is to ensure restaurants are HACCP compliant, restaurateurs will find that application is full of valuable information.

Zip HACCP allows managers to assign tasks to individual employees, create checklists with assigned deadlines, enable employees to reference training documents from a cloud-based library, and enables managers to receive notifications if a job is left incomplete. The application also allows managers to require photographic evidence that an employee has completed a task, and because it's a

cloud-based program, updates are in real-time. Zip HACCP empowers managers to make informed business decisions by allowing them to track trends in the restaurants with trend reports so they can pin-point critical areas that need more attention.



Altametrics' primary focus is to contribute to the restaurant community by empowering their operations so they can thrive beyond the current circumstances. Altametrics' CEO and employees are committed to helping those who provide service to others by offering advanced back-office software solutions. Any interested restaurants should contact the sales team online at [sales@altametrics.com](mailto:sales@altametrics.com) or 1-800-676-1281.

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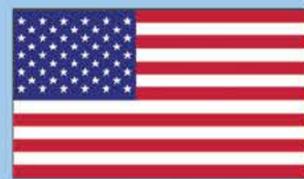
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