

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 28

Appetizers

Mocktails
Beverages'
nitro canned
cocktails



4

Kevin Lee and
Mel Carter sign
expansion deals
with Bojangles



6

Restaurant
apprenticeships
attract and
retain talent



11

Sticking to
small budgets



14

Entrées

Advertisers Directory2
 Appell Pie2
 Classified ads10
 TRN Network Group15
 What's Going On3

Top 10 Hot Trends for 2023

Restaurant guests expected to crave connection value and convenience in 2023



Washington, DC - Customers are eager to return to restaurants and reclaim a sense of community in 2023. The National Restaurant Association today released its annual What's Hot Culinary Forecast, which offers a detailed look at the topics, trends, and products expected to drive restaurant menus in the coming year across a variety of categories including daypart occasions, menu categories, beverages, flavors, global inspirations, and industry macro-trends.

Despite the booming popularity of off-premises restaurant meals and snacks in recent years, pent-up demand for in-restaurant experiences

— socialization, celebration, and culinary exploration — is strong, with 70% of respondents noting customer desire to gather on-premises.

"The What's Hot forecast for 2023 is an evolutionary reflection of both pandemic trends and current economic pressures," said Hudson Riehle, senior vice president of Research for the Association. "Inflation is shifting consumer spending habits, and while there is a heightened appetite for restaurant experiences and connection, diners are laser focused on finding value. The challenge is how to fuse consumer desires for the new and trendy with their expectations for price paid."

Top 10 Trends

- 1 Experiences/local culture and community
- 2 Fried chicken sandwiches & Chicken sandwiches 3.0 (i.e., spicy and sweet-heat fusion flavors on chicken, etc.)
- 3 Charcuterie boards
- 4 Comfort fare
- 5 Flatbread sandwiches/healthier wraps
- 6 Menu streamlining
- 7 Sriracha variations
- 8 Globally inspired salads
- 9 Zero waste/sustainability/upcycled foods
- 10 Southeast Asian cuisines (Vietnamese, Singaporean, Philippine, etc.)

Overall, cravings for restaurant dining are proving resilient amid inflationary pressures and customers are hungry to connect over shared meals that can't easily be replicated at home. Trending global flavors including Southeast Asian and Caribbean cuisines and comfort foods with a twist will draw consumers; while charcuterie boards demonstrate the type of satisfying, shared dining experience that more guests are expected to seek out in 2023.

Ingredient costs are expected to remain high into next year, so restaurant operators are looking to streamline menus and create dishes with new ingredients to preserve value for guests. Additionally, value meals, particularly in the breakfast category, are expected to be a draw for customers.

Another phenomenon impacting the industry is the evolution of remote work, which is profoundly disrupting the typical dayparts and effectively dissolving traditional meal and work times. With the convenience of accessing any kind of meal or snack through delivery, curbside pickup, counter pickup, and drive-thru, any time of day or night, food ordering presents a unique opportunity to entice customers. Handheld menu options, such as French toast sticks, chicken & waffle sandwiches and more, will serve to satisfy growing customer demand for convenience around the clock.

"Understanding changing consumer desires is essential to the success of restaurants in every community across

Click me to find out what's new in 2022!

TR Today's Restaurant
The Foodservice Industry Authority

BrewLogix
Powered by BreweryDB

BrewLogix shares insights & predictions for the New Year

Non-alcoholic beverages and rising consumer expectations to impact beverage programs

Indianapolis, IN – BrewLogix, a technology solutions company influencing the next trajectory of growth in the beverage hospitality and craft brew industries has released their year-end insights for 2022 and market predictions for 2023 in the hospitality technology and bar and restaurant industries.

"Every day, members of the BrewLogix team talk with owners and operators of bars and restaurants across the country. We love hearing their stories, experiencing their hospitality, and diving into the challenges that get in the way of their goals," said Lori Bolin, President of BrewLogix. "As we move into 2023, BrewLogix and our customers are seeing trends that are worth exploring. From the increasing demand for

low-to-no ABV draft options to the motivation behind rising consumer expectations, these trends have the power to impact the financial performance of the beverage program."

♦ Non-Alcoholic Beer in the On-Premise: With the rapid growth of the non-alcoholic and "beyond" beer categories (cider and kombucha, for example), BrewLogix expects even more local and regional players to enter the field of non-alcoholic beverage options early in 2023. Now thoroughly destigmatized, more bars and restaurants will include a dedicated non-alcoholic section on their beverage menus. These emerging products are expected not only to be offered as packaged goods in the on-premise, but they will take

See **BREW LOGIX** page 14

See **10 HOT TRENDS** page 12

Need Cash NOW?



Auctions, Appraisals & Liquidations!

CASH FOR ANY AND ALL ASSETS!



Call Toby for a **FREE** consultation today:
561-706-7218
www.neverettauctions.com



\$4

Best Price for Certificates in Florida

AVOID A FINE!

Did you know the state of Florida REQUIRES all of your employees to have a Food Handler Certificate? (FS 509.049)

**AVOID GETTING FINED —
 ORDER YOURS TODAY FOR ONLY \$4 EACH.**

This is a Florida Department of Business and Professional Regulation Approved Food Worker Program #5552749

Every order will receive a Training Manual for \$11.99
 (Includes shipping and handling • Additional manuals \$6 each)
 One required per location • Also available in Spanish

To order visit **KENKUSCHER.COM**

For any questions call (561) 703-7196



Appell Pie

Always marry your angel

Howard Appell ♦ Today's Restaurant Publisher

Before I get into the topic of this month's column, I want to wish everyone a Health and Happy New Year. Now back to our regularly scheduled column.

Back in July of 2011 I had severe pain in my lower left back and was taken to the hospital by my wife, Terri, insisting that I was passing a kidney stone. She had experienced kidney stone attacks three times before so she was familiar with the symptoms.

After going through a battery of tests in the Emergency Room the diagnosis was a kidney or bladder infection. When Terri heard this opinion she insisted that I get a CAT Scan to check for the stone. The doctor said it wasn't necessary but he would do it anyway to satisfy us. Soon after taking the test the doctor returned to my bed with a big smile on his face and said that there indeed was a stone and the stone may have saved my life, but Terri did!

I know my column is usually about a food service topic but I need to pay homage to my "Angel", Terri who literally saved my life several times...

Steve Jobs, the founder of Apple had an identical experience to mine except his test showed Pancreatic cancer and mine had shown a "Mass" on my left kidney. When you hear the word mass used in relation to something in your body your first thought is the C word. Jobs chose to treat his condition with alternative means

which led to his passing in 2011. If I hadn't had the kidney stone and my wife hadn't insisted on the test procedure I would have followed Jobs.

Frankly I was in shock and went into a state of denial. Terri, on the other hand went into attack mode and began to schedule appointments with doctors who all agreed with the hospital and I was referred to the Chief of Urology at Miami University Hospital. We were told he was the only surgeon qualified to do what I needed due to the location of the mass. We called for an appointment on a Friday and my wife had us scheduled for Monday, unheard of. The surgery to remove a portion of my left kidney was scheduled for Nov. 17th.

I know my column is usually about a food service topic but I need to pay homage to my "Angel", Terri who literally saved my life several times during this ordeal. I spent four days in the Intensive Care Unit and Terri never left my side. She slept in a chair next to my bed resisting the orders of the staff for her to leave and doing the work of a private nurse. When they moved me to a room in the main section of the hospital she continued to be there 24/7. I am sure her presence led to my time in the hospital being greatly reduced.

I indeed am a lucky man. My diagnosis was that the surgery was successful and I do not need any further treatments and the cancer was gone. (Still can't accept that I had it.) My luck extended to having a wife like Terri whose sole purpose in life is to help others. My cousin told her that she was "Put on this earth to take care of Howie" How lucky could I be to marry my Angel. My New Years wish for you is to have your own Angel. We all need one. 

Index of Advertisers

Bag-Up.....	6	MenuCoverMan Menu Covers.....	6
Broward Nelson.....	3	National Restaurant Association.....	11
Brunswick Food Safety.....	2	Prakas & Company.....	4
Enviromatic.....	3	Rogue Financial Group.....	5
Florida Restaurant Association.....	5	Service Quality Institute.....	7
Franchise Genesis.....	13	Toby Neverrett Auctions.....	2
Great American Restaurant Expo.....	9	TRN Network Group.....	14 & 15
Hudson Robinson.....	12	TRN Recovery.....	4
Matching Donors.....	11	Workwear Outfitters.....	7



P.O. Box 273264, Boca Raton, FL 33427-3264
 (561) 620-8888 ♦ Fax (561) 620-8821
howard@trnusa.com ♦ www.trnusa.com

Today's Restaurant is published monthly by Today's Restaurant News. This issue's contents, in full or part, may not be reproduced without permission. Not responsible for advertisers claims or statements.

PUBLISHER Howard Appell
 ASSOCIATE EDITOR Wesley Paul
 CONTRIBUTING EDITOR John Tschohl
 CIRCULATION MANAGER Eric Spencer
 ADVERTISING MANAGER Howard Mckinney
 ART DIRECTOR Jim Pollard
 SALES MANAGERS Terri Mckinney
 William Lagusker

GET INVOLVED! Today's Restaurant accepts contributions for our monthly articles and features including Calendar Events, New Openings and What's Going On? Call or email for more info on how you can get your business or product featured in Today's Restaurant!



What's Going On

Important new products, corporate news and industry events

Happy New Year!

Mercer Culinary® will be heading back to The NAFEM Show in 2023.

"It has been four years since we were together in Orlando and the Mercer team is looking forward to meeting with colleagues, catch up and share thoughts on how to forge ahead and make the foodservice industry stronger than before. Mercer Culinary will be exhibiting new products developed to address the issues of today's foodservice professionals." Visit mercerculinary.com.



Time Out Market Miami has added; The Maiz Project – a traditional Venezuelan arepa concept by Chef Richard Ortega. It is a welcome addition to the Market, at 1601 Drexel Avenue. Time Out Market Miami has eateries, bars, and art space across 18,000 sq ft. Originally from a small town in Venezuela, Chef Richard Ortega attended Le Cordon Bleu culinary school, learning French haute cuisine in Lima, Peru. He then spent time in Bogotá, Colombia working in local kitchens. He later moved to Miami, where he cooked in many prestigious restaurants such as Alter by Chef Bradley Kilgore, Obra Kitchen by Chef Carlos Garcia, The Natural, winner of a Bib Gourmand, and Michelin-award winning concept, Los Félix. The Maiz Project was launched in 2021 and showcases hand-made arepas and other traditional dishes. For more information, visit www.themaizproject.com.

impressed by the increased level of competition at this highly regarded contest," notes Foster McDonald, CEO and owner of the Belle Chevre company. "We are very proud of both our CHEVOO and Belle Chevre cheese-making teams for their skill, know-how, and commitment to producing such high-quality cheeses." The World Cheese Awards is organized by the Guild of Fine Foods, formed in 1995. This year, the annual competition saw 4,000 cheeses, representing more than 40 countries.



Herbes de Provence, the latest addition to CHEVOO's iconic range of

marinated goat cheeses, won Gold at the highly-esteemed World Cheese Awards in Wales held November 2, 2022. CHEVOO's sister brand, Belle Chevre, took home a Silver award for its Greek Kiss, a fresh chèvre wrapped in brined grape leaves. "Each year we are

seeing more firsts in 2022 than we ever have," stated Amy Lai, Co-Founder of Teaspoon. The brand has recently celebrated the grand opening of its San Diego location and will launch its Las Vegas Summerlin store on December 3rd. A multi-unit agreement is in the works for an undisclosed territory in Florida which is slated for an official announcement in December.



Following a five-year study revealing the widespread risk of contamination in the disposable glove industry, **Eagle Protect – eagleprotect.com - has deployed a new industry standard for compliance - the Delta Zero quality verification program.** The analysis and findings of their multi-year study, a collaboration with the B. Michaels Group, were presented at the 2022 International

Martin Robitaille and Aubrey Gignac have signed for two Teaspoon locations within Florida — the very first to hit the Sunshine State. The new stores are located in Broward County and Aventura. In addition to the first locations in Florida, the company also announced its very first locations for Texas and Georgia in September.



DELTA ZERO™
Quality Verification Program

Teaspoon's home state of California will also add two new locations. Christopher Dela Cruz and Cristina Diaz signed for a location in Livermore and Sunny Badhan is the new Teaspoon franchisee for Clovis, CA. "Teaspoon is growing at an incredible rate and we are

Association for Food Protection (IAFP) annual meeting, leading Eagle Protect to

develop and launch a multi-layered glove quality verification process. "In the effort to mitigate glove contamination risks to multiple industries and glove users, we've spent the last few years refining our Delta Zero

See **WHAT'S GOING ON** page 10

Broward Nelson
The ONE STOP for all Your Fountain Needs

JONES
CANE SUGAR SODA

We Now Offer
JONES
Cane Sugar Soda

- Ginger Ale
- Root Beer
- Lemon Lime
- Cola
- Orange & Cream
- Berry Lemonade
- Green Apple
- Zilch Cola

954.584.7330
800.262.8265
www.bnfs.info
sales@browardnelson.com

Broward Nelson
Keeping Your Profits Pouring

THE HOOD & DUCT CLEANING EXPERTS

VIRO
Enviromatic Corporation
Of America, Inc. Since 1971

Call for a FREE Estimate
1.800.325.8476
Orlando: 407.464.0000
Fort Lauderdale: 954.493.9268

"WE JUST DON'T SAY IT'S CLEAN, WE PROVE IT!"
WWW.ENVIROMATIC.COM

Mocktail Beverages introduces alcohol-free nitro canned cocktails for U.S.

Nitrogen tech elevates guests' ready-to-drink experience, provides bartenders with next level ready-to-serve solution

Boston, MA, December 01, 2022 --(PR.com)-- Mocktails™, one of the first low/no alcoholic beverage companies to emerge in the now explosive category, has unveiled its new nitro, ready-to-drink, alcohol-free 200 ml canned cocktails, now available for on-premise sales (restaurants, bars, hotels and resorts) in the U.S.

A first in packaging innovation for non-alcoholic beverages, a category predicted to be worth more than \$30 billion by 2025 (Global Market Insights), the cans - that are already raking in awards across the globe - contain a nitro widget that replicates how a bartender shakes a cocktail in a bar or restaurant. The widget releases nitrogen bubbles that disrupt the molecular structure of the mocktail, creating a light foam upon pouring - much like the effect achieved after shaking a regular cocktail.

During a time when the hospitality industry continues to face challenges with staffing, training, costs and consistency, Mocktails offers a solution that saves businesses critical time and resources while increasing profits through innovative bar programming.

"Mocktails was founded on the principles of quality and innovation in a then wildly-underserved industry category," said Mocktails™ Founder &



CEO Bill Gamelli. "The introduction of nitro technology in our canned lineup brings us one step closer to delivering on our promise for both sides of the bar - a simplified pour that upholds our unprecedented standards for flavor and experience."

Senior Vice President Brian Barrett added: "The new nitro cans give restaurant operators and their bartenders the opportunity to make more drinks, maintain quality, and give guests the ability to enjoy non-alcoholic cocktails that are non-GMO, gluten free and vegan-friendly."

Since its inception, Mocktails Beverages has accumulated the most awards in the low/no category. Each flavor is developed in close collaboration with Ezra Star, an award-winning

mixologist, using 100% natural ingredients sourced from around the world, with no preservatives or additives.

The five Nitro flavors:

New Espresso0% MARTINI (Gold Medal - The Spirits Business Global Pre-Mixed RTD Masters 2022): A rich indulgence of cold brew espresso with chocolate undertones and vanilla. Serve chilled in a Martini glass with coffee beans for decoration.

The Vida Loca Mocharita (Silver Medal - San Francisco World Spirits Competition; Gold Medal - The Spirits Business Global Cocktail and Signature Serve Masters 2022): A classic with a twist that will take you straight to the beach. Serve in a Margarita glass, add a salt rim and garnish with a lime wheel.

Karma Sucra Mockapolitan (Double Gold Medal - San Francisco World Spirits Competition; Master Medal - The Spirits Business Global Cocktail and Signature Serve Masters 2022): Subtle and sophisticated, but not too sweet. Serve in a Martini glass, garnish with an orange slice.

Scottish Lemonade Moscow Mule (Silver Medal - San Francisco World Spirits Competition; Silver Medal - The Spirits Business Global Cocktail and Signature Serve Masters 2022): Sicilian & Argentinian lemons create the most refreshing of tastes. Serve in a Rocks glass over ice, garnish with lemon peel.

Sevilla Red Sansgria (Silver Medal - San Francisco World Spirits Competition): The French, Italian & Spanish wine grapes will transport you to Sevilla. Serve in a wine glass over ice, garnish with an orange slice. 

About Mocktails™: Mocktails™ is one of the world's first ready-to-drink non-alcoholic beverage companies. The award-winning lineup of bottled and nitro canned drinks was created to empower inclusivity, wellness and positivity so that everyone can drink socially without compromise. Working closely with master perfumiers and mixologists, Mocktails has spent years sourcing 100% natural, sustainable and ethically sourced ingredients from around the world. Every flavor is non-GMO, gluten free, and vegan without any preservatives or additives, and all packaging is 100% recyclable.

PRAKAS & CO.

Florida's Premier Restaurant Broker

BUYING? SELLING? LEASING? or Expanding your Restaurant Concept?

TRUST THE PROFESSIONALS WHO'VE BROKERED 500+ HOSPITALITY DEALS SINCE 1999



BUYING-SELLING-LEASING

WE MAKE RESTAURANTS HAPPEN

OUR CLIENTS SPEAK FOR THEMSELVES



www.prakascompany.com
 A. Tom Prakas | Cell: 561.929.0111 | Office: 561.368.0003
tom@prakascompany.com

Billion\$ available and time may be running out!

APPLY FOR ERC FUNDS TODAY!

The government has authorized unprecedented stimulus, and yet billions of dollars will go unclaimed!

Have you claimed your ERC?



There were several Covid relief programs enacted to help businesses operate throughout the pandemic (Paycheck Protection Program, Restaurant Revitalization Fund, Employee Retention Credit, etc.). Initially, PPP loans appeared easier to qualify for but the IRS only allowed businesses to pick either ERC or PPP for relief - not both. Now, the ERC program remains available even if you already got PPP Loans and businesses are also eligible even if they didn't suffer a drop in revenue.

Businesses that meet certain ERC requirements can get up to \$26,000 per employee in fully refundable tax credits. Even businesses that only experienced partial shutdowns or didn't experience a loss in revenue are qualified to receive the credit - which is something that many payroll processing companies are inadvertently giving incorrect advice about.

- ◆ No up-front fees
- ◆ Contingency fee based program
- ◆ Contact us for a 15 minute telephone conversation



By answering a few, simple, non-invasive questions our team of ERC experts can determine if you qualify for a no-strings-attached tax credit. There is no cost or obligation to be pre-qualified.

CLICK HERE TO APPLY NOW!

TRN Recovery

Call for more info: 561.870.9663

Rising costs, squeezed margins will keep pressure on restaurants in 2023



Stefan Burkey ♦ Today's Restaurant Contributor

From the frying pan into the fire? That's how many restaurateurs might feel about 2023 as rising costs – food, beverages, labor – keep the squeeze on profitability as the industry continues its drive to recover from the pandemic effect.

Managing through this period and building resiliency during an uncertain economy will keep the industry on its toes. As the end of 2022 approached, 95% of restaurant sales were earmarked to cover increasing costs of supplies and labor. It has forced 90% of restaurant owners to raise prices. Costs and ingredient shortages have led 65% of owners to change their menus. Hours have been shortened.

Adding to the pressure: Federal attempts to manage inflation through interest rate hikes are also making money more expensive. As operators scramble to refinance their debt in response, their expansion plans are stifled for the interim.

Here are the trends that will most shape the new year:

Ongoing staffing shortages demand creative measures

The restaurant industry is still down 750,000 jobs from 2019 levels. While better pay helps recruitment and retention efforts, it's going to take more creativity to fill open spots – and keep workers on the job.

The industry can start by making restaurant jobs well worth an employee's while. A focus on improved benefits will reap rewards. More scheduling flexibility would make a difference. But an environment that supports employee wellness – through formal plans as well as employer actions – will make a difference.

For example, employee safety should be a high priority, supported by improved risk management measures and training. This safety emphasis includes monitoring hours to ensure staff is not overworked, which puts them at a greater risk of costly accidents and mistakes.

In fact, the industry would also do well to consider deepening trends around personalized benefits – designed

around employees' individual needs – that deliver a quality employee experience. That's how restaurants will populate their workplaces with loyal workers and make themselves more attractive to prospective employees.

Understanding, guarding against risks

Even before the pandemic, tech investment was key to more efficient operations, and that's just as true today. But expanding tech-based services such as online delivery, point of sale systems, and contactless payments have a downside: they may open the doors to cybercriminals.

It's not just big brands that have been attacked. Small businesses with fewer than 100 employees are more frequent targets...

It's not just big brands that have been attacked. Small businesses with fewer than 100 employees are more frequent targets, experiencing 350% more social engineering attacks than larger organizations.

This risk is only getting worse. Most major restaurant franchises require their franchisees to have some sort of cyber insurance in place. But securing coverage is difficult and costly – increasingly so as threats escalate. In fact, some expect the number of businesses unable to afford or those denied coverage to double in 2023.

That makes it critical for companies to put stringent practices in place to ensure the security of their systems. These include cybersecurity audits (which should also be required of vendors) and multi-factor authentication. It's also critical for employees to be trained to recognize leading risks, such as social engineering and ransomware.

Another ever-present risk: liquor liability. Restaurant companies with liquor exposures can expect to pay as much as 20% more for insurance in 2023. This is another front where worker training is critical. The better they are equipped to identify and act in response to alcohol-related risks, the better the company will be able to reduce liabilities. 

About the author: Stefan Burkey is the hospitality practice leader for HUB International Florida. In this role, he oversees insurance placement solutions for owners, developers, and operators from limited-service hotels to full-scale resorts. Stefan and his team clearly understand the financial needs and exposures associated with the hospitality industry, and their singular focus has generated profound market knowledge and significant buying power for HUB clients throughout Florida and the U.S.

Need New Equipment Now? Why Wait? CALL (877) 662-6955

ROGUE
FINANCIAL GROUP



Take advantage of buying new equipment now for a new project or existing location!

Lease to Own Your Entire Kitchen:

- ✓ Dishwashers
- ✓ Machines
- ✓ Refrigeration
- ✓ Food Holding / Warming
- ✓ Mixers / Slicers
- ✓ Food Prep
- ✓ Cooking Equipment
- ✓ Ovens



For More Information Call:
877-662-6955

www.rogueleasing.com

- Easy Approval Process
- Write-off Your Entire Lease
- Save Valuable Cash & Lease to Own

LEASE TO OWN
100% WRITE OFF
SAVE YOUR CASH
NO MONEY!

LEASE WITH US TODAY & START SAVING MONEY!



SAFE STAFF | **ServSafe**
National Restaurant Association

**ONLINE
FOOD
HANDLER
PROGRAM**

Through a partnership with **SafeStaff**, your Florida employees can now receive food handler certificates online through ServSafe.
Learn more at ServSafe.com.

Mel Carter and Kevin "Coach K" Lee sign Bojangles development agreement to expand Atlanta market

Bojangles agreement with top music executives includes 14 new Bojangles restaurants

Charlotte, NC – Bojangles, one of the nation's leading restaurant franchises known for its chicken, biscuits and tea, has announced it has signed a franchise development agreement with Melanbo, a franchise group partly owned by prestigious music executives, Mel Carter and Kevin "Coach K" Lee. Carter and his ownership group will develop 14 new locations in Greater Atlanta, building upon their acquisition of 18 existing Bojangles restaurants in Georgia, North Carolina, and South Carolina. The acquisition and size of the multi-unit development agreement makes Melanbo the largest Black controlled franchisee in Bojangles' system.

"Over the last few years, we have been aggressively seeking opportunities to grow our footprint in Atlanta, and we are thrilled to have reached an agreement with two influential voices in the city's community," said Patricia Halpin, Vice President of Franchise Growth, Bojangles. "Mel and Coach K bring a unique perspective and energy to our network of operators that will be extremely beneficial to the brand's growth going forward. Their passion for Atlanta and the community is unparalleled, and we look forward to seeing their success, as well as further diversifying our franchisee network with more



Kevin "Coach K" Lee

powerful leaders like Mel and Coach K."

Immigrating to the United States of America at age 12, Carter grew up in Brooklyn, New York, working a variety of jobs to help his family make ends meet. By age 20, he had



Mel Carter

begun working in the music business and established himself as one of the top executives in the industry.

Now residing in both New York and Atlanta, Carter just signed a Joint Venture deal with Warner Music for his record label,



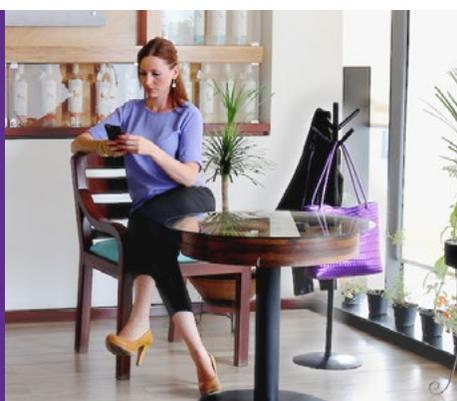
"I was blown away with my first experience eating Bojangles. The chicken was seasoned to perfection..."
— Mel Carter

Second Estate Records. Prior to that, he served as the SVP of A&R for Republic Records.

"I was blown away with my first experience eating Bojangles. The chicken was seasoned to perfection and the biscuits were genuinely the best I've ever had," said Carter. "I'm honored to be a part of the Bojangles family. CEO Jose Armario has been supportive throughout our entire journey and sees our vision for Melanbo."

Bojangles' agreement on the brand's accelerated growth in 2022 with more than 100 new locations in its development pipeline within target markets, which include Dallas-Fort Worth, Cleveland, Baltimore, and Washington, D.C., among others.

Security and Safety for Your Belongings



Mexican and Latin American superstition says bags on the ground bring bad luck!

Improve Customer Experience:

- The benefits of a mobile bag and coat rack ("los percheros") in restaurants, cafés, bars, clubs and hotels is evident when dining out.
- BAG UP's mission is to provide the security, structured clarity and opportunity to feel empowered, confident and successful by keeping an eye on our precious items.
- BAG UP increases repeat business. Repeat customer revenue increases restaurant revenues by 119%.
- Restaurant revenue triples with BAG UP: A national average sized restaurant can experience an incremental annual revenue of \$7M or three times the revenue.

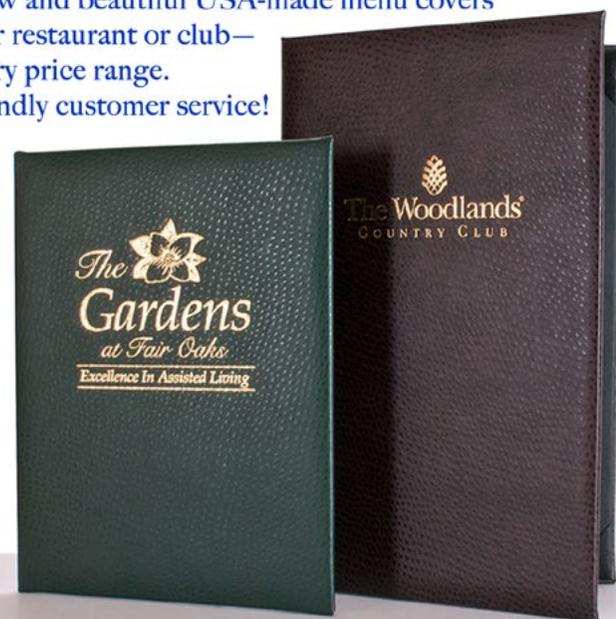
BAG - UP

Visit and order at www.Bag-Up.us
Instagram #Bag.Up.us • Facebook @BagUp.us



MenuCoverMan Menu Covers thrill with elegance.

Enjoy new and beautiful USA-made menu covers for your restaurant or club— in every price range. Friendly customer service!



MenuCoverMan.com • 888-777-4522



USA & Canada
*** Since 1978 ***

The need for speed

John Tschohl ♦ Today's Restaurant Contributor



Never has speed been more important to your customers—and to people in general—than it is today. Technology has fueled the frenzy, putting access to information and people at our fingertips and doing so at speeds that continue to increase.

In a nutshell: We want what we want—and we want it now! We have no patience with processes—both internal and external—that move slowly. If you want your business to thrive, it's critical that you focus on speed. That means making speed a priority in every aspect of your business and removing obstacles that make speed impossible.

The first step is to analyze your policies and procedures. In most companies they are put in place to prevent customers from taking advantage of the company and to ensure that employees operate in a controlled environment.

The downside, however, is that, all too often, those policies and procedures are roadblocks to speed. They discourage employees from making quick decisions, requiring them instead to follow a lengthy—and often confusing—route to completing tasks or solving problems.

Lack of empowerment is another roadblock to speed that must be eliminated. Most employees won't make empowered decisions because they fear being reprimanded or fired if management disagrees with their actions. Speed cannot exist without empowerment, which allows for quick decisions based on knowledge and expertise. Empowered employees benefit customers, coworkers, and the company.

The third roadblock to speed is procrastination. Let's face it; many of us tend to wait until the last minute to tackle a project. If a report is due in a week, most employees will wait until the day before the deadline to start working on it. Instill in your employees the need to do things quickly. And, when they do, praise them.

Some companies, including FedEx, are successful because the folks there recognize — and cater to —

procrastinators. Many people wait until the last minute to send things, so they head to FedEx, which is only too happy to help them and take their money as they do so. That's fine for FedEx, but you don't want procrastinators on your payroll.

External barriers to speed are also a problem. If you are doing business with outside vendors who don't have the same commitment to speed that you have, fire them! Look for vendors who share your mindset and approach to speed to keep things rolling and on schedule. If your customers place an order with you but the shipping from the vendor exceeds what you expect, speed and customer satisfaction both take a hit.

Inaccuracies not only diminish quality, it slows you down because you then have to make time to fix those errors.

It's imperative that you—as an owner, executive, or manager of a company—make speed a priority in every aspect of your business. If you want to see how speed increases sales, you need only look at Amazon. When you place an order, you receive confirmation within a few seconds. When your purchase ships, Amazon notifies you and gives you an estimated date of delivery. Finally, within a minute or two of your products being delivered to you, Amazon sends you an alert.

Speed requires a special mindset, a willingness to actively look for opportunities to use speed every day and in every task and project you encounter. A speed mindset takes practice and perseverance. It must be encouraged and supported.

Of course, it's critical that you don't sacrifice accuracy when pursuing speed. Speed without accuracy is counterproductive. Inaccuracies not only diminish quality, it slows you down because you then have to make time to fix those errors.

Make speed a priority, and you will reap great rewards. Encourage speed, support it, and praise employees who practice it. 

For more information on John Tschohl and the Service Quality Institute, visit www.customer-service.com.



Increase sales 10%

and wait staff tips by 25% by using a skill **NONE** of your competitors use.

Remember Me is a course teaching employees **Why and How to Remember and use Customers Names**.

Available for online learning for your waitstaff or you can implement it yourself onsite for all employees who have contact with customers. *Also in Spanish.*

Restaurant News readers use TRN to receive a 10% coupon discount. NO Ifs, NO Ands or No Buts Money-Back Guarantee. Today's



Visit Remember Me -
Service Quality Institute (customer-service.com)



John Tschohl, President
Service Quality Institute
Mobile 612-382-5636



IS YOUR UNIFORM PROGRAM A RECIPE FOR SUCCESS?

Click the button below and answer a few questions to find out if you're getting the most out of your uniform program.

GET A FREE UNIFORM ASSESSMENT!





How to make your restaurant more profitable

David Scott Peters ♦ Today's Restaurant Contributor

In the first 18 years of my coaching career, I was known as the systems guy. I could teach you to put systems in place that would drop your restaurant prime cost by an average of 23 points, no problem. But with the sale of my original company and the publication of my book, *Restaurant Prosperity Formula: What Successful Restaurateurs Do*, (found on Amazon), I learned that systems are just tasks and that there's one thing that comes before all those systems that is a key indicator of your success: a growth mindset.

First, let me say my most successful members, who I wrote the book about, have two personality traits in common, which I have found to be consistent in the most successful restaurant owners I coach today:

- ♦ A passion for hospitality
- ♦ Persistence

To be a successful restaurant owner, you must have a passion for the restaurant business, for creating memories and offering hospitality. And if you needed any indicator that you have persistence, if you have survived the pandemic, if you survived the labor shortage, if you're surviving inflation

and dare I say, recession, you are persistent. You're already going down the right path.

However, the key indicator of success is a growth mindset. Before I explain a growth mindset, let's talk about the opposite, a fixed mindset.

People with a fixed mindset see challenges as roadblocks. Negative things happen to them all the time. They can't overcome them. If their food cost is high, they blame their vendor. If Yelp reviews are low, it must be people who aren't their customers, sabotaging their restaurant. Everything's happening to them, coming at them, and there's nothing they can do to overcome these challenges.

People with a growth mindset have those same challenges. Same food costs, labor shortages, you name it. But they see them exactly as that: challenges. Obstacles to overcome. Demolish, move, defeat. They know they can outwork and outlearn. They can outspend these challenges. They can get by the challenges. They will not allow anything to stop them dead or in their tracks. They don't throw up excuses on why something can't be done

Every time you say things like, "You don't understand; my

restaurant is different," you cast a vote for the restaurateur you are. Instead, when you start thinking positive and focus on the things you can do, you start casting a vote and taking actions for the restaurant owner you want to become.

People with a growth mindset realize they don't know what they don't know, and they're always looking to learn new ways to do things. Growth mindset people remain positive and lead their teams. Growth mindset people see the glass as half full even when there's a leaky glass.

You will not have success with leading your team, implementing systems, being open to learning new things, being able to hold your managers accountable, or take action to move your business forward unless you have a growth mindset.

If you want to make your restaurant more profitable, you must start with improving your mindset. I know that sounds crazy, but I've seen it over the years, time and time again, it starts with you and your mindset.

If it makes it easier for you to digest what I'm saying, let's change mindset to improving your attitude. My father was a motivational speaker – the fruit

doesn't fall far from the tree, I guess – and in his speeches, he talked about a rainy day and how people see the rainy day differently. Some people who say, "Oh, it's raining outside. My day is ruined. Oh, it's awful." And now they're sad. They chose to be sad.

Then there are people who look outside and say, "It's raining, and you know what? It's going to rain. It's out of my control. I can choose to have a great day. I can choose to be happy."

To make your restaurant more profitable, you need to choose your attitude. Shift your mindset. Practice focusing on the positive. Learn every day and look at your business through the lens of a growth mindset, because that's how, when you implement systems, they start to take, really hold and make huge changes in your business. But they don't if you don't come at it with a growth mindset.

About David Scott Peters: David is an author, restaurant coach and speaker who coaches restaurant operators how to stop being prisoners of their businesses and to finally financial freedom. His first book, *Restaurant Prosperity Formula: What Successful Restaurateurs Do*, teaches the systems and traits restaurant owners must develop to run a profitable restaurant. Thousands of restaurants have worked with Peters to transform their businesses. Get his three principles to restaurant success at <http://www.davidscottspeters.com>.

Why industry leaders are using our monthly Restaurant Leads Report

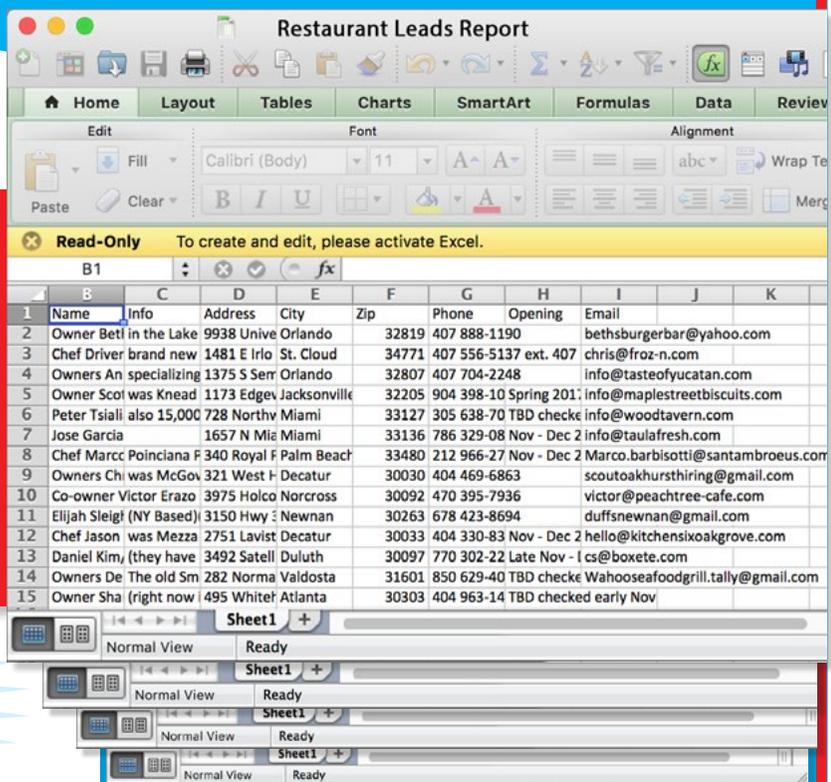
We provide the **MOST** leads for your money every month!

Get 12 months of sales leads for Only **\$499⁰⁰** per state

Restaurants **Under Construction** and **New Openings**

We Offer Our Restaurant Leads Report for 2 States: **FLORIDA** and **GEORGIA**

Today's Restaurant
www.trnusa.com ♦ 561.620.8888



Every month you can receive an Excel spreadsheet with hundreds of sales leads right in your email... **SO CALL NOW!**

Increase the Profits of Your Restaurant!

THE GREAT AMERICAN Restaurant Expo



- ▶ Meet hundreds of food manufacturers and restaurant suppliers.
- ▶ Sit in on seminars with restaurant experts who share their secrets to success.

For More Info Go To RestaurantExpoUSA.com
2022 SHOWS

**JOIN
US
HERE!**

NEW YORK/NEW JERSEY

New Jersey Expo & Convention Center
September 10-11, 2022

WASHINGTON D.C.

Dulles Expo Center
September 17-18, 2022

AUSTIN

Palmer Event Center
October 1-2, 2022



DALLAS

Fort Worth Convention Center
October 8-9, 2022

HOUSTON

Lone Star Convention Center
November 12-13, 2022

**GROW
YOUR BUSINESS
IN 2022 AND
BEYOND!**

What's Going On from page 3

verification process," said Steve Ardagh, CEO of Eagle Protect. "It's a proprietary, multi-layered, five-point testing process that ensures Eagle gloves strictly adhere to the industry's highest level of safety and performance." Eagle Protect was founded in New Zealand in 2006 by Steve Ardagh and Lynda Ronaldson, whose purpose has focused on the responsible sourcing of quality products to ensure customer safety and impact reduction, ultimately mitigating customers' risk. Since its founding, the company has grown rapidly to supply disposable gloves and protective clothing to 80 percent of the primary food processing industry in New Zealand. After successfully tackling challenges faced by the New Zealand food industry, Ardagh and his family relocated to California in January 2016, with the intent of bringing Eagle Protect's advanced technological approach and philosophy around the supply of single-use gloves to the U.S. food industry.



and meet the ASTM D6400 standard for compostability. "With demand rising for more sustainable choices, we are committed to offering the best in compostable products," said Nicole Tariku, Director of Product Development for Eco-Products. "These innovative straws are heat resistant and durable like conventionally made straws, while still offering flexible composting options." Because the straws are made with plant-based PHA, their organic nature allows them to act as a food source to the bacteria that aid in decomposition. These PHA straws are able to biodegrade in a commercial compost facility or a home compost pile. Learn more on their website at www.ecoproducts.com.

Jaws Jumbo Burgers is a tribute restaurant to the 1975 blockbuster movie JAWS. For 37 years they have specialized in classic, fresh ground, 100% sirloin burgers. Their burgers are ground fresh every day, using locally grown, 100% Angus sirloin. Their burgers are designed to feed normal to gigantic appetites with single, double & triple-decker burgers. The company owns all rights to Jaws Jumbo Burgers (U.S. Serial No. 90168693). The JAWS movie franchise has acquired and still maintains fans from every demographic all over the

Eco-Products® announced a new line of compostable straws made from plant-based plastic and as durable as conventional straws. Made from polyhydroxyalkanoate (PHA), a plant-based plastic derived from canola oil, the straws are BPI-certified compostable

world. "Our team recently visited Universal City Walk and Universal Studios in search of exciting food concepts. To our disappointment, we noticed there were no restaurants or food attractions that paid tribute to Universal's classic, blockbuster JAWS. That was the moment we decided to open Jaws Jumbo Burgers restaurant, located 5 minutes from Universal Studios," states Paul Porter, Vice-President of Jaws Jumbo Burgers. **They are planning a location in Dr. Phillips, in Orlando next year.**



Hotel Happenings:

Kimpton Hotel Fontenot, located in the heart of New Orleans' Central Business District, announced the anticipated January 2023 completion of a property expansion into the historic building next door located at 521 Tchoupitoulas Street. The new addition to the boutique hotel will include 33 new guestrooms and suites, over 12,000 square feet of meeting and events space, and **King, a three-meal French brasserie with outdoor patio dining.** Jesseca Malecki is the general manager of Kimpton Hotel Fontenot. The executive chef is Samuel Peery.

In St. Augustine, FL, the St. Augustine Vilano Beach (Upcoming - Opening in January 2023) is located at 117 Vilano Rd. The hotel is owned by Hyatt. The property features a rooftop bar amongst many other features.

Auberge's new Ft. Worth, Texas property, Bowie House is slated to open in late 2023. The 106-room hotel from the Kimbell Art Museum to the Fort Worth Stockyards district. With multiple gathering spaces, including a private garden, billiards room and outdoor pool and a **signature restaurant.** Auberge Resorts Collection, the award-winning portfolio of one-of-a-kind luxury hotels, resorts and residences, has been selected by Jo Ellard, president of Bowie Place Properties, to manage Bowie House. When it debuts, the luxury boutique hotel will be the first of its kind for the area, anchoring a 30-block promenade of acclaimed museums, restaurants and unique retail.

McCormick For Chefs® has announced the 23rd Edition of the Flavor Forecast, the brand's annual report on

the latest culinary trends shaping the way millions of consumers, chefs, and food professionals prepare and enjoy food worldwide. Along with the trends report, the McCormick global culinary team also announced its inaugural Flavor of the Year: **Vietnamese x Cajun Style Seasoning.** This year, nearly four dozen global chefs, culinary professionals, trend trackers, food technologists, and team members from around the world collaborated by tapping into their own expertise and passion for flavor, uncovering the most stand-out predictions and trends that are identified in McCormick's Flavor Forecast® 23rd Edition.

Millboard Maintenance-Free Boards are now available in the U.S. only from Outlive. The only decking hand-molded from natural timbers for unmatched texture and variation, Millboard decking is virtually indistinguishable from real wood, yet outperforms it on almost every level. Unlike timber boards, or even some conventional composite boards, Millboard decking features a strong polymer core which provides structure while also resisting the elements. These boards require minimal maintenance, are slip resistant, and won't warp or rot from moisture decay, algae, or harbor insects. Millboard decking and siding products combine the natural beauty of real wood with the high performance of a hybrid of polyurethane. Beneath the Lastane® surface is a polymer resin core, reinforced with fiberglass for extra strength and material stability, making Millboard one of the most dependable decking materials available. Visit <https://outlive.info>.

Famous Toastery, North Carolina-based, is looking to expand its footprint in Florida with 60 trade areas primed for franchise growth, including Jacksonville, Miami, Ft. Lauderdale, West Palm, Tampa, Sarasota and Orlando. "Florida is the logical next step for our expansion," said Eric Gustafsson, vice president of franchise development. The Famous Toastery team aims to have 50 locations open by the end of 2024. Up to seven locations will be in NC, and the rest in SC, Tennessee, Virginia and Florida.

Email your company's info for **What's Going On** to terri@trnusa.com.

Eblast Your Company to Success...

Eblast 1000s of customers for one LOW, LOW price!

Today's Restaurant has a database of over 15,000 restaurant owners, managers and chefs in addition to 25,000+ contacts on social media who will receive your company's ad 2-3 times the week of your Eblast!

Every **Today's Restaurant** Eblast gets posted on our social media sites at no additional charge, reaching thousands more potential customers!

YOU GET ALL THIS FOR ONLY \$299.

Today's Restaurant guarantees a minimum open rate of 5% or your Eblast is...

FREE!



561.620.8888
info@trnusa.com ♦ www.trnusa.com

Classified Ads

Customer pleaser and staffing time saver BrewAlert accurately monitors the remaining level in self-service coffee urns then wirelessly sends a signal to the kitchen that only 3 cups are left. Brew more BEFORE it runs OUT! \$55/mo lease includes repair/replace warrantee. Email: info@BrewAlert.net

Dsc produce farm all natural homemade Salsa dressing and jams we ship all over the United States order at dscproducefarm.com. For bulk order call 740.649.6302

Restaurant apprenticeships help attract and retain talent in tough labor market

National Restaurant Association Educational Foundation joins U.S. Department of Labor in celebrating National Apprenticeship Week, offers apprenticeship programs for managers, chefs, and line cooks

Washington, D.C. - In the restaurant industry, where a person can still take an entry-level position and work their way to management and ownership, apprenticeship is proving to be a powerful and successful method of developing the talents of the workforce while creating long-term employment connections. During the U.S. Department of Labor's National Apprenticeship Week, the National Restaurant Association Educational Foundation (NRAEF) is celebrating the growth of industry apprenticeship and the potential it offers for the future of the industry workforce.

Restaurant Apprenticeship is a win-win for employers as well as restaurant professionals. By combining on-the-job learning with related classroom instruction in key industry roles, apprenticeship provides employees with valuable skills and credentials. Operators benefit from employees who stay on the job longer and are ready for promotion into management-level roles sooner.



daily operations with a course of study to invest in the long-term skill set of an employee," said Rob Gifford, president of the NRAEF. "Together, we're equipping restaurant professionals with the tools to build a career and take advantage of the opportunity available in the restaurant and hospitality industry."

As a designated Apprenticeship Ambassador by the U.S. Department of Labor, the NRAEF is dedicated to creating apprenticeship opportunities in the restaurant industry through its Restaurant & Hospitality Leadership Center (RHLC). Launched in 2021 in partnership with the U.S. Department of Labor, RHLC provides 118 restaurant industry employer partners with accredited Line Cook, Kitchen Manager, and Restaurant Manager apprenticeship programs.

Nine out of 10 people in restaurant management roles started in entry level jobs, making apprenticeship an attractive path to career advancement and the higher wages that accompany a climb up the ladder. RHLC programs cost nothing to apprentices, offering

career credentials that they can take to any future restaurant job without the price tag that often accompanies higher education. RHLC apprentices typically experience an average 14% pay raise during their course of study.

The center's courses are developed according to the needs of individual restaurant employers and have an 80% retention rate for employees during the apprenticeship programs. After helping an employer develop its internal apprenticeship course, RHLC provides assistance across the life of the

program and awards graduating apprentices with credentials.

Designed to address apprenticeship needs across a variety of career stages and circumstances, RHLC apprenticeship programs include:

- ◆ Hospitality Sector Registered Apprenticeship (HSRA), the first-ever apprenticeship program specifically for the restaurant, foodservice, and hospitality industries;

- ◆ Restaurant Youth Registered Apprenticeship (RYRA), which connects high school students and young adults ages 17-24 living in Colorado, Delaware, Louisiana, and Maryland who are enrolled in the NRAEF's ProStart or Restaurant Ready career readiness programs to restaurant management or line cook career paths; and

- ◆ Veteran Apprenticeship and Labor Opportunity Reform Act (VALOR), which supports transitioning military service members with direct entryways into restaurant management, and access to benefits including tax-free housing stipends and regular pay increases. 

For more on restaurant apprenticeship and the NRAEF's Restaurant & Hospitality Leadership Center (RHLC) visit the organization online at ChooseRestaurants.org/RHLC.

RHLC apprentices typically experience an average 14% pay raise during their course of study.

"Apprenticeship is a unique and timely solution to the challenges restaurant operators face in finding, keeping, and advancing the talented and diverse professionals in our industry. It's ideal for restaurants because it merges the hands-on experience inherent in their



8 out of 10 employees say health insurance is a "must-have."

Help attract and retain employees by offering health benefits that help meet their needs.

The National Restaurant Association understands the challenges faced by restaurant operators in today's conditions. As an advocate for the restaurant industry, let us be a resource as you navigate decisions to benefit your business.

The Association's suite of member-exclusive products offers discounts on traditional health insurance, customized programs for small restaurant operators and Telemedicine options for Part-Time and Seasonal Employees. Ask your broker or get an online quote to compare pricing and learn about the different plans.

Have questions? Schedule time with National Restaurant Association's Health Care expert, Clinton Wolf, SVP of Health and Insurance, for a one on one meeting or visit restauranthealthcare.org for more information.

GET A QUOTE NOW



National Restaurant Association
2055 L St. NW, Suite 700
Washington, DC 20036
(202) 331-5900 • (800) 424-5156



© 2020 National Restaurant Association. All Rights Reserved.



MATCHINGDONORS.COM

DONATE ANYTHING TO SAVE A LIFE

MatchingDonorsDonations.com
1-800-385-0422 ext. 7

We take cars, boats, planes, RVs, and real estate **in any condition**, with fast, free pick up.

Every donation is **tax deductible**.

100% of the proceeds help save the lives of people needing organ transplants on **MatchingDonors.com**, a 501(c)(3) nonprofit organization.



Sticking to small budgets

Bob Patterson ♦ Today's Restaurant Contributor

For small business owners, staying on track of the budget is no small task. With product and labor costs ever-changing and often increasing, on top of unexpected and excessive spending, expenses can stack up quickly. Fortunately, several of these pesky expenditures can be prevented when the proper anticipatory steps are taken. I've compiled several tips on how restaurants can proactively stick to their small business budget, while still efficiently running their operations.

Think ahead

One of the primary steps small business owners can take to ensure they maintain their budget is to stay on top of inventory early and continually. Tracking inventory allows better management of food costs and reduces waste, and, ultimately, unnecessary spending. By reviewing menus and doing a menu costing exercise every few months, restaurateurs and operators have a greater chance of ensuring their profit margins are still on target.

Early tax and financial planning can assist with avoiding large, last-minute expenditures, as well as guaranteeing financial statements and included data are viable and up to date. Investing in bill management and tracking software such as Bill.com is another

helpful resource that allows for cash flow containment.

Eliminate waste, maximize use of product and resources

If you've watched him on television, Chef Gordon Ramsey frequently recommends restaurant owners pare down their menus, saving unused ingredients and streamlining prep of only commonly ordered menu dishes. Another way to increase revenue without increasing costs is to offer discounted bundles of menu items. This can increase restaurant traffic and potentially lead to new customers and additional sales.

To cut back on unnecessary spending, becoming more involved in the day-to-day operations of your business can significantly help reduce wages of hiring managers or excessive personnel. In addition, analyzing trends in customer volume and busiest times of customer traffic can prevent overstaffing.

Waste is another crucial contributing factor to spending out of budget. Save your money on overpriced equipment by using pre-owned equipment that is available and just as capable of completing the task at hand. Paying close attention to what products/menu items are not being used and are thrown out is a great way to track habitual waste, and therefore, allows you to

adjust your preparation processes accordingly and in a more cost-efficient manner. Lastly, be sure to lock up your meat and liquor. The more aware you are of your inventory and its whereabouts, the less likely you are to have to replenish costly items. **TR**

About the author: Bob Patterson is the founder and president of Patterson & Company Certified Public Accountants. Founded in 2011, Patterson & Company CPA provides clients with special-

ized, industry-tested tools and expert knowledge. With expertise in the hospitality industry as well as other service-based businesses, the firm offers year-round accounting and advisory services, supporting all back-office tasks through their BOSS advanced online platform that manages payroll, bookkeeping and vendor payments alongside the tax planning and compliance services of a full-service CPA firm. Prior to founding Patterson & Company, Patters was president, CEO and a partner in Consumers Choice Coffee. He is a Certified Public Accountant, a Certified Fraud Examiner and a Chartered Global Management Accountant.

Hot trends from page 1

the country," said Michelle Korsmo, President & CEO of the National Restaurant Association. "The What's Hot report provides an invaluable lens through which operators can evaluate and adapt emerging trends to create dining experiences that stimulate and engage their consumers, and perhaps even push the envelope forward on what's hot next year."

The National Restaurant Association partnered with the American Culinary Federation and Technomic to conduct its annual What's Hot survey in October 2022. More than 500 professional chefs from the ACF and Association members with chef titles provided insights

that supported a comprehensive outlook of the leading food and menu trends for 2023. **TR**

About the National Restaurant Association: Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises nearly 1 million restaurant and foodservice outlets and a workforce of 14.5 million employees. Together with 52 State Associations, we are a network of professional organizations dedicated to serving every restaurant through advocacy, education, and food safety. 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 and find us on Twitter @WeRRestaurants

SELL YOUR BUSINESS

HUDSON ROBINSON

BUSINESS BROKERAGE

CALL TODAY FOR AN EVALUATION...



Peter Robinson Broker
561-445-8198
probinson@HudsonRobinson.com
www.HudsonRobinson.com

5080 Heatherhill Lane • Suite 8 • Boca Raton

Today's Restaurant – The Foodservice Industry Authority – now offers you Full Digital Marketing Plans...

Today's Restaurant Digital Edition

Advertise in Today's Restaurant Digital Edition online and have your ad delivered to thousands of restaurant and foodservice buyers each month. From full page display ads to classifieds we have a size and price to fit your ad budget.

Advertising on the Today's Restaurant Website will expose your corporate or individual message to every visitor. Banner ads can be interactive animated messages. We'll meet your ad needs and price point.

Eblast Marketing

We'll email your ad or video to our verified database of over 15,000 restaurants in Florida, Georgia, Texas and around the country. A 5%-13% open rate can be expected with each Eblast and all Eblasts are posted on our social media sites for even more exposure.

Video Eblast

Video is hot! Show the industry what your company can provide with a Video Eblast featuring a great product or video interview. Ask to see a sample or call for pricing.

Eblast Follow-Up

A few days after your initial Eblast, reach out to your Eblast recipients with another special offer. A higher open rate of 40%-70% is often achieved with Eblast Follow-Ups.

Restaurant Leads Report

Subscribe to our Restaurant Leads Report and every month receive valuable industry sales leads on restaurant openings, restaurants under construction and under new management in an Excel spreadsheet format. Reports include the buyer's name, phone number, zip code and email when available. Reports for Florida, Georgia and Texas are now available.



561.620.8888 ♦ www.trnusa.com





FRANCHISE
— GENESIS —



Rick Robinson
President



Monique Kunkle
Vice President
of Operations



Steve Phelps
Vice President of
Franchise Development

Franchise Your Restaurant!

We are the food franchise experts! Let's grow your brand!



FRANCHISE YOUR BUSINESS

We help you build it, launch it, and scale it

Call or email today for a **FREE ANALYSIS** of the franchise potential of your business.

FranchiseGenesis.com/contact-trnusa | CLIFF FOSTOFF | 561-302-6652

their place in the coveted draft program, especially where “local craft” is featured. Non- and low-alcohol options are a great way to increase ticket averages and responsibly upsell. This is a favorable trend customer-centric bars and restaurants will embrace.

◆ **Rising Keg Costs:** When rising keg costs threaten to outpace retail pricing elasticity, beverage managers will focus more on managing keg yield through training staff on proper pouring techniques to minimize waste, using correct glassware to manage portion control, and embracing newer and more efficient data driven methods to improve ordering accuracy and beverage menu curation that maximize sales velocity. While rising keg costs are a concerning trend, better bars and restaurants will respond by dialing-in their draft beverage program to more accurately reflect the variety of styles and profiles their customers demand.

◆ **Rising Consumer Expectations:** Recession fears will cause many consumers to be more discerning with their food and beverage budget, and bar and restaurant owners will continue to battle over wallet share. More inflation-resistant consumers will withstand increasing costs but will expect an ideal experience in exchange for their loyalty. As a result, an increased emphasis will be placed on journey mapping the entire guest experience and ensuring that value is added at every touchpoint. Winning strategies within this trend will include using technology to efficiently train



customer-facing staff in product knowledge and food/beverage pairings and effectively manage kegged inventory (including using tools for on-deck planning) to cost-effectively offer an attractive draft program customized to a location’s consumer preferences.

BrewLogix offers an integrated software ecosystem to help bars, restaurants, tap rooms, and breweries elevate customer and staff experiences...

◆ **Emphasis on Group Sales:** While household wallets may be tightening, corporate travel budgets are relaxing as employers push for a return to offices and face to face interactions. Bar and restaurant managers will aggressively target this revenue stream with dedicated group sales and catering managers, online ordering, and seasonal offerings such as holiday dinners, beer and wine tastings, and team building programming.

BrewLogix offers an integrated software ecosystem to help bars, restaurants, tap rooms, and breweries elevate customer and staff experiences that drive profitability and brand loyalty. Recently, BrewLogix launched the

Performance Platform, a real-time draft inventory, tracking and management solution designed to deliver vital insights and product knowledge for draft beverage programs.

“We see a real opportunity for the beverage program, particularly the draft program, to maximize its role as a profit center for savvy bars and restaurants in 2023. Leaders in the industry are recognizing technology can create visibility (inside kegs, for example) where historically we’ve experienced the proverbial black hole. We’re also seeing a real opportunity to elevate the staff and guest experience through real-time ‘brew-knowledge’. 2023 isn’t a time for the status quo; there’s genuine potential for growth that is technology-inspired and we are eager to help our customers grab hold of their share,” added David Bower, Director of Growth at BrewLogix. 

About BrewLogix: BrewLogix is a technology solutions company influencing the next trajectory of growth in the beverage hospitality and craft brew industries. The company uses the unique insights of cloud-powered and Internet of Things (IoT) technology to help bars, restaurants, tap-rooms, and breweries elevate customer and staff experiences that drive profitability and brand loyalty. BrewLogix offers an ecosystem of integrated products and services under three primary branded platforms: MarketMyBrewery® offers craft brewers a powerful cloud-based environment to manage sought-after product and taproom information, optimized to attract and retain loyal consumer and trade customers; BreweryDB® is the world’s largest curated database of independent craft breweries; and The Performance Platform converges accurate product knowledge with “ounce-by-ounce” customer data to raise the human and financial performance of draft beverage programs. Online at BrewLogix.com.

TR Today's Restaurant

NETWORKING GROUP

An Exclusive Group of Top Vendors Servicing the Restaurant & Hospitality Industry

Holds TWO virtual network meetings every week!

*Network with vendors to the restaurant industry and increase your sales!
You can now choose which valuable meeting is best for you!*

ONE COMPANY PER CATEGORY ◆ QUARTERLY DUES \$150.



MEMBERSHIP BENEFITS INCLUDE:

- ◆ Access to other vendor members
- ◆ A listing in the Roster Eblast 2-4 times per month
- ◆ A Network Roster ad listing in our digital newspaper
- ◆ Posting on our Social Media sites 2-3 times per week
- ◆ Protected category seat
- ◆ Recognition by industry as a respected vendor
- ◆ Increased sales

MEETINGS FRIDAY at 9AM and 11AM

YOUR FIRST TWO MEETINGS ARE FREE!

For information on how to join the TRN Networking Group call or visit our website:

561.620.8888 ◆ info@trnusa.com ◆ trnusa.com/network-group

A SOLID INTRODUCTION WILL RESULT IN A SALE 80% OF THE TIME!

Today's Restaurant

NETWORKING GROUPS

Two Exclusive Groups of Top Vendors Servicing the Restaurant & Hospitality Industry

CHAPTER 1 ◆ VIRTUAL MEETINGS ◆ FRIDAYS 11 AM

ADVERTISING / MARKETING / PUBLISHING

Today's Restaurant Howard Appell
561.870.9663 ◆ 561.620.8888 ◆ www.trnusa.com

ATTORNEY

Evan D. Appell, P.A. Evan D. Appell
561.337.5858 ◆ evan@edalegal.com

BEER MAKING SYSTEM

EZ Brew Andrew Baker
833.233.2739 ◆ abaker@ezbrew.beer ◆ www.EZBrew.beer

BUSINESS BROKER

Hudson Robinson Peter Robinson
561.445.8198 ◆ probinson@hudsonrobinson.com

CREDIT CARD PROCESSING

Cocard Payment Systems Jeff Krantz
954.473.1819 ◆ cocardfla@aol.com

DESIGN / BUILD / GENERAL CONTRACTOR

Danto Builders Debbie Danto
954.684.9051 ◆ debbie@dantobuilders.com ◆ DantoBuilders.com

FINANCE

ARF Financial Services Laurie Morris
678.618.5216 ◆ lmorris@arffinancial.com ◆ www.arffinancial.com

FOODSERVICE DESIGN AND CONSULTING

Marenic Food Service Design John Marenic
954.817.1183 ◆ Jmarenic@marenic.com

FP&A / DATA ANALYTICS

Skyline Analytics Chris Pumo
561.512.7438 ◆ 561.774.2168
www.skyline-analytics.com ◆ chris@skyline-analytics.com

ICE CREAM FREEZERS

Carpigiani North America John McCabe
401.368.6406 ◆ johnm@carpigiani-usa.com

KIOSKS

Grrubber Robert Smith
561.633.7808 ◆ 561.609.6405 ◆ rsmith@touchsuite.com ◆ www.TouchSuite.com

PAYROLL

Heartland Payroll Randy Pumputis
585.622.2993 ◆ randall.pumputis@e-hps.com

PURCHASING CONSULTING SERVICE

Strategic Supply Chain Partners
John Mulholland / Chris Rodrigue / Kevin Anderson
jmulholland@yahoo.com ◆ 678-362-7307 ◆ https://ssc.partners
chris.rodrigue@ssc.partners ◆ 985.778.1515 ◆ https://ssc.partners
kevin.anderson@ssc.partners ◆ 407-497-9495 ◆ https://ssc.partners

REFRIGERATION DOOR GASKETS

Gasket Doctor Howard Blitz
954.634.2121 ◆ howard@gasketdoctor.com

SALES TRAINING

Bernie Cronin Bernie Cronin International
berniecronin84@gmail.com ◆ 954.925.9202

TELECOMMUNICATION

TRACI.net Jeff Fryer / Darin Gull
954.354.7000 Ext. 103 ◆ www.traci.net ◆ jeffrif@traci.net ◆ daring@traci.net

TYING MACHINE

Bunn Tying Machines John R. Bunn
863.647.1555 ◆ jbunn@bunntyco.com ◆ www.bunntyco.com

UNIFORMS

Workwear Outfitters Terry Lena
720-244-4972 ◆ terry.lena@wwof.com ◆ www.wwof.com

WASTE & RECYCLING & UTILITIES EXPENSE REDUCTIONS

Pack-A-Drum Mark Wagner
800.694.6163 ext. 2 ◆ mark@packadrum.com ◆ www.packadrum.com

YOU'RE INVITED TO JOIN NOW! OPEN CATEGORIES...

Coffee Service, Delivery Systems, Equipment Dealer, Flooring, Insurance, Public Relations, Security, Recruitment... and More!

CHAPTER 2 ◆ VIRTUAL MEETINGS ◆ FRIDAYS 9 AM

ADVERTISING / MARKETING / PUBLISHING

Today's Restaurant Howard Appell / Terri Appell
561.870.9663 ◆ 561.620.8888 ◆ www.trnusa.com

BUSINESS BROKER

Anchor Business Advisors Steve Whitehill
561.376.7500 ◆ Steve@anchorbb.com

FOOD DELIVERY MARKETPLACE

YumFox Brandon Rhodes
919.985.0511 ◆ bkgroupnc@gmail.com

ICE CREAM MAKING EQUIPMENT DISTRIBUTOR

Seacoast Sales/Carpigiani Ed Guertin
904.334.4489 ◆ seacoastsale3477@bellsouth.net

LEASE/FINANCING

Rogue Leasing Brian Josselson
404.723.7222 ◆ brian@rogu leasing.com

MEDICARE AND HEALTH INSURANCE

Affiliated Health Insurers Rick Israel
561.777.8813 ◆ 256.698.8774
rickbamainsurance@gmail.com ◆ info@affiliated-health.com

MANAGEMENT RECRUITER

Restaurant Recruiters of America Chris Kauffman
912.245.4540 ◆ 404-233-3530
chris@kauffco.com ◆ www.RestaurantRecruitersofAmerica.com

PEO

Employers Rx Bruce Silver
561.843.4333 ◆ bruce@employers-Rx.com ◆ employers-Rx.com

POS/PROCESSING

Card Payment Services Joe Creegan
954.635.5044 ◆ jcreegan@cardpaymentservices.net ◆ cardpaymentservices.net

SALES TRAINING

Bernie Cronin Bernie Cronin International
954.925.9202 ◆ berniecronin84@gmail.com

YOU'RE INVITED TO JOIN NOW! OPEN CATEGORIES...

Coffee Service, Delivery Systems, Equipment Dealer, Flooring, Insurance, Menus, Public Relations, Security, Uniforms, Recruitment... and Many More! Call for information!

We are looking for new members! Call for info or to join us at the next meeting!

561.620.8888 ◆ info@trnusa.com ◆ www.trnusa.com

THUNDERBIRD

Since 1978



Best Choice Among Brand Name Mixers in the Market.

HIGH QUALITY at a REASONABLE PRICE

High Quality spiral and Planetary Mixers, Bread Slicers, Dough Sheeters, Meat Grinders, Dough Dividers/Rounders, Rotary Ovens and More!

Only Thunderbird can offer up to 7 YEARS extended WARRANTY!!!



TBH-400
Horizontal Vacuum Mixer
Double Mixing Paddle
400 liters, 10hp, 220V, 50/60HZ, 3PH



Reversible Dough Sheeter
115V or 220V
All Stainless Steel or Painted
Version



Spiral Mixers
Capacity from 88lbs
to 440lbs of Dough

**ASP-200 Spiral Mixer w/
Removable Bowl**
440 lbs dough Capacity

PLANETARY MIXERS

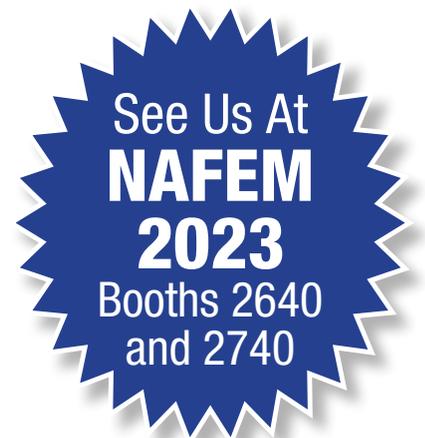
10, 20, 30, 40, 60, 80, 140, 200 QTS



Vertical Cutter Mixer
15 hp, 90 min. Digital Timer
Two Speeds



**TDR-36 Semi-auto Dough
Rounder/Divider**
Optional Dividing Units for
Choice (14.30.36.52)



Call us Today!

THUNDERBIRD FOOD MACHINERY, INC.

(PIZZA HUT OFFICAL VENDOR)

4602 Brass Way, Dallas, TX 75236
TEL: 214-331-3000; 866-7MIXERS; 866-875-6868; 866-451-1668
FAX: 214-331-3581; 972-274-5053
WEBSITE: www.thunderbirdfm.com; www.thunderbirdfm.net

PO Box 4768, Blaine, WA 98231
TEL: 360-366-0997; 360-366-9328
FAX: 360-366-0998; 604-576-8527
EMAIL: tbfm@tbfm.com; tbfmdallas@hotmail.com