Appetizers

Coca-Cola turns restaurant workers into leaders



Groundbreaking takes place on **Kyle Crossing** Phase II



2022 **Culinary Trends:** The future of food is now



Brady Lee appointed **President of Graze Craze**



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Sticking to small budgets

By Bob Patterson

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, restauranteurs 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



This can increase restaurant traffic and potentially lead to new customers and additional sales.

date 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

See BUDGETS page 5

Taffer's Tavern to triple locations nationwide in 2022

Growing NextGen Casual brand builds on success with significant franchise development



Alpharetta, GA - Taffer's Tavern, the innovative, full-service tavern concept founded by industry-leading hospitality expert and star of Paramount Network's Bar Rescue, Jon Taffer, recently celebrated the one-year anniversary of its inaugural location in Alpharetta, Georgia. Looking ahead, Taffer's Tavern plans to rapidly expand from two to seven locations in 2022, demonstrating its unique concept is the innovation champion that holds the key to the future of the full-service restaurant industry.

"The first location in Alpharetta will always be special. Having overcome the unprecedented issues caused by the pandemic, our franchisees far surpassed our goals in their first year in business. Our use of the latest restaurant technologies paired with an efficient layout and strategic design are what enabled them to succeed," said Taffer. "When we built the first Taffer's

See TAFFER page 14



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NEWS What's Going On

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Chef Marc Taft, joining forces with Atrium Hospitality and bringing in Chef Luke Hawke, will bring a new southern bistro in Huntsville, Alabama. Connected to the Downtown Embassy Suites Hotel, CO/OP Community Table + Bar is slated to open late spring. The restaurant will feature a refined farmhouse-influenced design paired with elevated, southern ingredient-inspired dishes. In addition to the menu/ food, the bar will feature modern craft cocktails, local brews on tap and a chef curated wine list.



The Tranzonic Companies, a respected manufacturer of cleaning, maintenance, and personal protection products, has expanded its ability to provide contract converting services for presaturated and dry perforated rolls within the nonwoven wipes category. With global supply chain issues making news almost daily, Tranzonic invested



in new equipment to provide integrated chemical mixing, filling, converting, and packaging for perforated rolls in their Knoxville, Tenn., location. This has increased their domestic manufacturing capabilities of this critical hygiene product category and rounds out their

Savannah Seafood Shack, an award-winning, fast casual restaurant serving seafood dishes at affordable prices, is bringing its Lowcountry cuisine nationwide through a franchising partnership with Fransmart, the leading franchise development company for emerging brands. "Savannah Seafood Shack has the strongest unit economics I've seen in a fast casual restaurant in a decade," said Dan Rowe, CEO of Fransmart. "Customers vote with their wallets, and they love this place." Featured on the Cooking Channel, Food Network, Travel Channel and more, the popular restaurant is a Savannah institution that draws visitors from all over the world. Founder and CEO Christine Tsoi Cutlip, a first-generation Chinese American raised in Savannah, drew inspiration for Savannah Seafood Shack from the fresh seafood markets her family owned during her childhood.

already expansive dry wipe converting and packaging capabilities. Now, Tranzonic is making some of these select process lines available for contract converting. Founded nearly a century ago, The Tranzonic Companies, headquartered in Cleveland, Ohio, is a diversified holding company whose brands excel in curated product categories for cleaning, maintenance, and personal protection in away-from-home markets, including commercial, industrial, institutional, and business consumer sectors from food service and more. For more info visit www.tranzonic.com.

Novolex can now offer customers the opportunity to lease or buy Cutlerease dispensers — making it even easier for foodservice establish-

> ments to enjoy its many benefits. The unique system cuts waste, reduces the spread of germs, saves space and provides guests with a more convenient way to get utensils. Customers simply withdraw the utensil from the dispenser by pulling on the handle of the spoon, fork or knife that they want. After the utensil is removed, another pops out, ready for

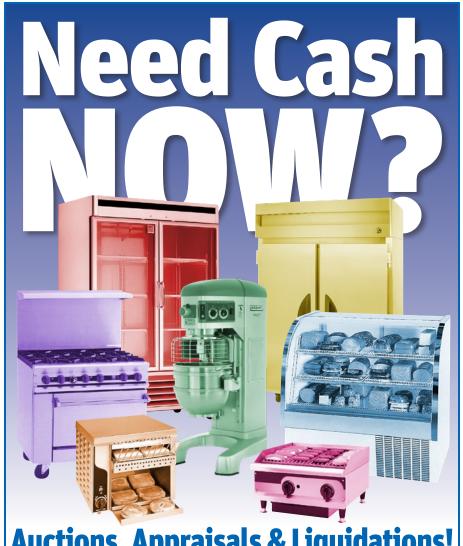
the next guest. The new patent covers the Cutlerease refill system that

See WHAT'S GOING ON page 10





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Appell Pie

Get the money you deserve

Today's Restaurant News in keeping with its Mission Statement of bringing the news of the restaurant industry to its readers and enabling them to run their business in the most profitable manner, felt it was extremely important and timely to discuss the ERTC Cares Act now available.

As we all know in March 2020 the whole economy of the United States was shut down and people were forced to stay in their homes for months on end. Businesses took a terrible beating and the government came up with plans to support individuals and businesses alike.

Stimulus checks were sent to households to save individuals from losing their homes and even putting food on the tables of American households.

> One segment of the economy was affected more than any other, restaurants.

Plans were rolled out to provide money to businesses that were trying to remain open. The PPP saves many businesses in many different industry sectors.

One segment of the economy was affected more than any other, restaurants. During the pandemic over one hundred thousand restaurants were forced to close and the remaining ones were forced to operate at twenty five to fifty percent of capacity or pivot to a delivery only model. Operators struggled to keep their key employees working and try to keep the doors open.

This PPP program was part of the CARES Act where qualifying businesses received Funds to help them retain their employees and continue to operate their restaurants. Those who were able to apply for PPP funds before being forced to close were able to coast to 2022 when restrictions started to be lifted.

Now the Cares Program has been expanded and is now the more generous ERTC, Employee Retention Tax Credit Fund. The program has been revised so more businesses qualify and can receive potentially up to \$26,000 PERW-2 EMPLOYEE.

The time to apply is NOW!



We have contracted with some of the largest accounting firms in the nation that specializes in assisting businesses with the application process to ensure that they get all the money they qualify for. For example, did you know that if you provided health care benefits to your employee and their family that the funds paid out for those benefits also count as wages in the calculations? That is why our expert accounting team is getting some sizable checks for the businesses that they work with.

To find out how much your business potentially qualifies for, just go to this website, www.trnrecovery.com and take 1 minute to fill out the simple initial inquiry form to see what your business qualifies to receive.

Any business owner that has W-2 employees and was affected by Covid-19 probably has a nice government check waiting for them, BUT you have to apply to get it. Billions of dollars are available b ut it won't last forever, so act as soon as possible to take advantage of this program.

Go online to the website NOW www.trnrecovery.com to apply - you will be glad you did.

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How to make menu engineering work

David Scott Peters ◆ Today's Restaurant Contributor

Do you know what the number-one sales tool is in your restaurant? It's your menu. Your menu is critical to your restaurant's success. In fact, if you can control your menu, you can adjust your cost of goods sold without giving up guest satisfaction, without cutting quality on the products you serve, without raising your prices. But there are a couple things you have to have in place to adjust your menu for a lower cost of goods sold.

To make your menu engineering effective, you have to have two things in place:

Number one is accurate recipe costing cards. They need to be up to date in pricing, ingredients, measurements and portions. You can do them by hand, in a spreadsheet or in a fancy software (software is great because it automates the process and ensures your recipe costing cards are accurate - but it's not mandatory). All that matters is accurate recipe costing cards are critical to menu design. Without them, you are throwing your profitability away to what I call dumb-ass luck.

If you don't have recipe costing cards, you don't really know which

items you should be merchandising, and you could lose money faster instead of making more money.

Second, you need to use the product mix report from your point of sale (POS) system. This is also known as the daily sales report, PMIX report, velocity report and item-by-item sales report - whatever you call it.

Every item you sell on a daily basis is listed on the product mix report. When you have this information – what you sold, how many you sold, and what you sold it for – you can figure out your ideal food cost. This is the food cost you'd have if you had no waste, no theft, no spoilage, a perfect restaurant. Your ideal food cost is a key component in managing your budget, your ordering and your profits.

If you have this data, you can impact your bottom line by 3-7 percentage points the first time you do it. This is with the same items and the same customers. This is because you would know where to increase prices and where not to, and where to put items on your menu to increase their sales and your cash contribution. You would have an idea of which pictures to include or which items to box for

emphasis. With this knowledge, you can take control of your business.

Pro Tip: How your menu is designed is critical to how effective it is as a sales tool. When you have accurate, up-to-date recipe costing cards and you use your product mix report, you should find a professional to help you fix your menu's design. And look for a company that uses data, such as

that on your product mix report, to guide the menu engineering process and end design. Avoid the company that asks you what your top money-making items are - that's not menu engineering.

With these systems and the right data, you can use menu engineering to improve your bottom line.

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Budget from page 1

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.

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 specialized, 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.



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Coca-Cola turns restaurant workers into leaders

Contributes \$250K to Share the National Restaurant Association Educational Foundation's Restaurant & Hospitality Leadership Center with the Industry

Washington, D.C. – The National Restaurant Association Educational Foundation (NRAEF) announced that The Coca-Cola Company has contributed \$250,000 to the National Restaurant Association to support efforts to share the NRAEF's Restaurant & Hospitality Leadership Center (RHLC) with Association members and the industry at large. RHLC provides accredited programs designed to feed careers in the food and beverage industry by promoting excellence and advancement of service professionals.

RHLC currently offers three career tracks: restaurant manager, kitchen manager, and line cook. More than 70 employers are part of its programs at over 300 locations — with plans to expand in the coming year. The Coca-Cola Company, a long-standing supporter of the Association and NRAEF, is committed to connecting employers with RHLC and bringing much needed talent to the restaurant and hospitality industry.

"Throughout the challenges our industry has experienced, The Coca-Cola Company has played a pivotal role in our efforts to support and develop leaders in the restaurant, food-service, and hospitality industry," said Rob Gifford, president of the NRAEF. "RHLC is an exciting 'win-win' for



both employers and their employees, and we thank The Coca-Cola Company for its continued support. Their passion for serving the industry and developing the next generation of leaders will benefit every restaurant."

For more than 20 years, The Coca-Cola Company has served as one of the Association and NRAEF's strongest partners, contributing more than \$15 million to invest in the NRAEF's work to provide people from all backgrounds with the training, education, financial resources, and career development they need to build pathways to meaningful jobs and careers in the restaurant and foodservice industry. In 2020, its donation to the NRAEF's Restaurant Employee Relief Fund helped provide restaurant workers with \$500 grants during the pandemic.

The NRAEF welcomed Hector Gallardo, vice president of customer leadership foodservice at Coca-Cola to its 2022 board of trustees. Joining the 2022 National Restaurant Association board of directors is Pam Stewart, president, west operations at the Coca-Cola North American Operating Unit.

"The Coca-Cola Company has been an avid supporter of the NRAEF since its start in 1987," said Krista Schulte, vice president, industry relations and business development at The Coca-Cola Company. "We recognize the pivotal role that both the Association and NRAEF play in the advancement of the restaurant industry and its workforce. We are proud to see our commitment to make a difference in action through our ongoing partnership with the Association and NRAEF as one of their strongest financial contributors."

The RHLC was launched in 2021 and supported in part by \$9.2 million in funding from the U.S. Department of Labor. Companies that take advantage of RHLC see an 80 percent employee retention rate, and participants typically increase their wages by 14 percent. Employers can also receive up to \$1,000 for each employee enrolled. Learn more about the program at Restaurant.org/RHLC.







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Groundbreaking takes place for Kyle Crossing Phase II

Kyle, TX - Central Southwest Texas Development in partnership with Kyle Economic Development hosted a groundbreaking for Kyle Crossing Phase II on March 22.

Speakers for the ceremony included Project Developer for Kyle Crossing Phase II Travis Sawvell and Kyle Mayor Travis Mitchell.

Kyle Crossing Phase II is a Central Southwest Texas Development project that has initiated a \$90M capital investment in the Kyle area. Once fully operational, the project is estimated to generate roughly \$1.2-\$1.6 million in annual tax revenue.

The development includes two tracts of land totaling 38.5 acres.

The North Tract is 19.1 acres located at the southwest corner of

Marketplace Avenue and FM 1626 and the South Tract is 19.4 acres and fronts Marketplace Avenue to the southeast of Physician's Way.

The North Tract will have up to 16 buildings with a courtyard and amenity center. Nine of the buildings will be restaurants or retail spaces while the remaining buildings are planned mixed-use (commercial/residential), with a cumulative minimum of 18,000 sq. ft. of commercial space. The South Tract will have a mixed-use, multi-family project with a minimum cumulative build-out of 15,000 first floor commercial space.

For more information about Kyle Crossing Phase II, go to https://property.jll.com/listings/kyle-crossing-sec-kyle-pkwy-seton-pkwy.

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Workers say return of business travel is more important than ever

Majority of business travelers say increased virtual work negatively impacts workplace productivity, culture

A new survey conducted by Morning Consult on behalf of the American Hotel & Lodging Association (AHLA) finds that sentiment around business travel is shifting, with 77% of business travelers and 64% of employed Americans agreeing that it is more important than ever to bring back business travel.

Nearly two-thirds of business travelers say the increased reliance on virtual work that has become common during the pandemic is negatively impacting both productivity (64%) and workplace culture (65%).

The survey also finds nearly seven in ten Americans (69%) approve of the Centers for Disease Control and Prevention's (CDC) recent move to relax mask requirements, with many travelers responding by making additional travel plans. Among Americans who are currently employed, 43% say they are more likely to travel for business compared to 2020-21 in response to relaxed public health requirements from the CDC and state and local governments.

The survey of 2,210 adults was conducted March 8-9, 2022. Of these, 256 people, or 12% of respondents, are business travelers—that is, those who either work in a job that typically includes work-related travel or who

expect to travel for business at least once this year.

Other key findings:

- 80% of employed Americans and 86% of business travelers say face-toface interactions are important for maximizing company success
- ◆ 61% of adults and 74% of business travelers agree that in-person meetings and business travel build organizational strength in a way virtual interactions cannot
- ◆ 59% of adults and 77% of business travelers agree that in-person meetings and business travel foster collaboration in a way virtual interactions cannot
- ◆ 57% of adults and 76% of business travelers agree that in-person meetings and business travel facilitate productivity in a way virtual interactions cannot
- ◆ 56% of adults and 71% of business travelers agree COVID-19 has created a greater need for face-to-face connection that virtual-only meetings cannot satisfy
- ◆ 46% of adults and 65% of business travelers say an increased reliance on virtual work negatively impacts workplace culture

- 44% of adults and 64% of business travelers agree that an increased reliance on virtual work negatively impacts productivity
- ◆ 86% of employed Americans and 89% of business travelers say face-toface interactions are important for establishing and maintaining relationships with coworkers

According to
AHLA's State of the
Industry report,
business travel overall
is expected to increase
in 2022 compared
to last year...

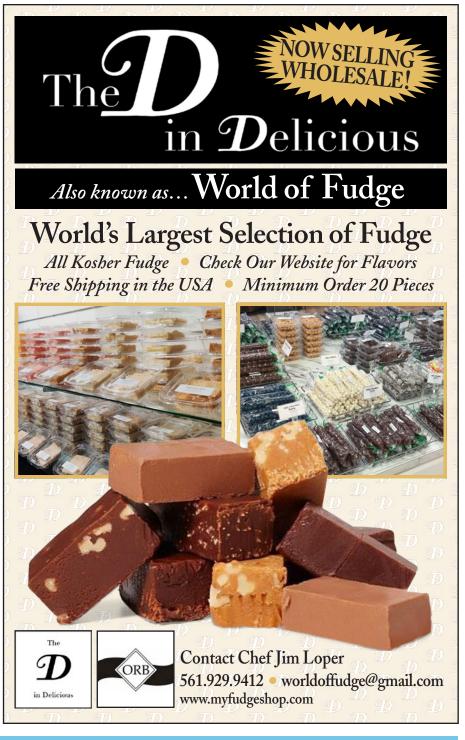
- ◆ 85% of employed Americans and 88% of business travelers say face-toface interactions are important for establishing and maintaining relationships with clients
- 82% of employed Americans and 89% of business travelers say face-toface interactions are important for professional trainings

 80% of employed Americans and
 83% of business travelers say face-toface interactions are important for keeping morale high

"The last two years of virtual work arrangements and travel restrictions have underscored the importance of travel and face-to-face meetings for businesses, employees and customers alike. These results are proof of that," said AHLA President and CEO Chip Rogers. "Most Americans recognize the unmatched value business travel and face-to-face meetings provide. And after the last two years, the return of business travel is more important than ever."

With corporate travel policies still in flux, business and group travel, the hotel industry's largest source of revenue, will take significantly longer to recover than leisure travel. According to AHLA's State of the Industry report, business travel overall is expected to increase in 2022 compared to last year, and, according to an analysis by Kalibri Labs, by quarter three it is projected to reach 80% of 2019 figures. While a full recovery isn't expected until 2024, global business travel is projected to increase by 14% in 2022.





What's Going

maximizes efficiency and hygiene in loading replacement utensils. It features refill packs that make restocking easy and do not require employees to touch the actual cutlery. The dispenser also works with compostable cutlery from Eco-Products®, a Novolex brand.



 FACE Amusement Group has announced the official opening of Guy Fieri's Downtown Flavortown, at the Mountain Mile Shopping Complex located in Pigeon Forge, Tennessee. In partnership with famed chef, author, and Emmy Award-winning television personality Guy Fieri, the impressive 43,000-sq ft family entertainment cen-

ter that is destined to come a "must do" option for Pigeon Forge, with a media event and VIP party following later in the year. The 300+ seat restaurant will showcase Fieri's famous culinary combinations featuring Guy Fieri's Downtown Flavortown features a 14-lane Duck Pin bowling alley; over 10,000 square feet of state-of-theart arcade games ranging from redemption to virtual reality and beyond; a full-service Freaky Tiki bar; a photo opportunity in front of an iconic 1968 Chevy Camaro, and many options for private parties. For more information on

Guy Fieri's Downtown Flavortown visit www.DowntownFlavortown.com.

Razzoo's Cajun Cafe, a Cajun eatery, recently announced plans to expand into Arkansas, Tennessee, and Florida. Razzoo's president Philip Parsons will also increase restaurants in Texas, North Carolina and in Oklahoma. Spurred by strong performance over the past 3 years, the brand locks in plans for

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expansion.

per, aluminum, and recyclable packaging products in the restaurant takeout industry, has announced a significant move to bol-

nationwide distributor of pa-

ster its innovative line of sustainable packaging solutions. The company's largest investment

to date will expand manufacturing capabilities in its Specialty Quality Packaging (SQP) facility in New York, where Kari-Out's popular Food Trays,

> Eco BoxTM and Eco Earth™ paper food containers are produced. SQP, founded in 1981, has been a Kari-Out company for over fifteen years and has helped Kari-Out drive innova-

tion with a highly experienced manufacturing team. The company employs over 600 people and has six facilities throughout North America supplying independent and national food service distributors. In line with the company's mission to be environmentally responsible, two of Kari-Out's largest production facilities are powered by solar energy.

Waddington North AmericaTM (WNA), a Novolex® brand, announced today that it has been awarded a new patent for Cutlerease®, an innovative dispenser that offers customers one disposable utensil at a time.



The Peach Cobbler Factory executive Greg George recently announced the signing of another multi-unit agreement with Anna and J.R. Carpenter. They will open the first one at 785 Shugart Road in Dalton, Georgia. Many other franchisees are opening in several cities in Florida as well. Since the Peach Cobbler Factory started in 2013, their commitment has always been about delivering a premium line of desserts of premium quality. The Peach Cobbler Factory was founded in Nashville, TN in 2013 by Juan and Tami Edgerton. (photo courtesy of Peach

Centerline™ by Hobart has announced an addition to its line of dish**machines.** With the new Centerline

door type commercial dishwasher, independent restaurants and midsize foodservice operations have a new option for dishwashing efficiency. An affordable line of kitchen equipment from the industry's premier food equipment manufacturer, Centerline Hobart offers dishwash-

Cobbler Factory)

ing equipment for operations that de mand quality and reliable performance at an affordable price. The new Centerline by Hobart door type commercial dishwasher is perfect for moderate daily use and features a simple, durable design to meet the demands of smaller operations and budgets. The dish machine can also fit your specific kitchen needs with a choice of either a high-temperature (CDH) or a chemical-sanitizing (CDL) model (CDL model includes easy-to-read chemical indicators and chemical pumps). The units can be configured for corner or passthrough operation.

Coffee Bar Atlanta will open soon. The space located at 1602 LaVista Rd NE in Atlanta is under construction. The owner, Amar Medatia has leased the 3,000 sq. ft. building with plans to open a new coffee shop, that will also include beers and wines.

Vulcan, a leading provider of commercial cooking equipment, recently welcomed Alex Ricciuti as the newest addition to the ever-expanding combi oven team. She will lead their field sales efforts as Chef and Combi

> Business Development Manager - traveling across the country to promote Vulcan's growing combi oven offering with a special focus on driving end-user interest and dealer support with new combi oven specific selling programs. Vulcan is part of ITW Food Equipment Group (NYSE: ITW). For detailed information, visit vulcanequipment.com.

Grumpy's Restaurant has plans to open in Neptune Beach late in the Summer. The location at 200 Third St. will be franchised and operated by Tracy and Michael Yarbrough. There are other Grumpys. Their logo is "Home of the Bad Mood Dude."

ERC Tax Credit - Rebate Employee Retention Tax Credits If your company lost revenue because of COVID-19, you could get up to \$26,000 per employee back from the U.S. government. TRN has created a partnership with a leading accounting firm to help restaurants get back on their feet, with help on ERCT Filings. To see if you qualify go to: www.trnrecovery.com.

Fernando Marulanda (Chef Nando) brings a long and storied culinary career to the famed La Goulue in Palm Beach as the new executive

chef of the popular French bistro. Most recently Chef Nando spent five years as executive chef of the flagship Charlie Palmer Steak in New York City. He's worked with ncepts while there and for

Danny Meyer and other notable restaurants in New York including Tavern on the Green and Café des Artistes.

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- When you engage us, rest assured that you've hired the best CPA Firm to lock in this one-time opportunity for a large refund check from the IRS.
- Start-up businesses who began operations after February 15, 2020 can take a credit of up to \$50,000 in both the third and fourth quarters of 2021 for a maximum credit of \$100,000.

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NEW NETWORKING GROUPS COMING SOON!

2022 Culinary trends: The future of food is now

The table is set with metatrends, lab-grown goods and Al driven options

Boulder, CO – One of the most significant food trends in the coming year will be the influence of the "metaverse" on new exciting food options. Metaverse-inspired candy, biscuits and even restaurants are among the top trends identified in the 9th Annual Top Food Trends report from the Sterling-Rice Group (SRG), an innovation leader on trends in the food industry.

The 2022 Future is Now report examines the revolutionary development of new foods inspired by Artificial Intelligence (AI), virtual experiences, functional and healthful ingredients and the imperative to create more sustainable commodities. SRG's Culinary Team drew insights from over 175 food experts, sociologists, chefs, nutritionists, and other

"The thread that ties together all of the new ingredients and market forces is how our desire to improve all aspects of the human experience profoundly influences the foods we will be eating well

trend-spotters to generate Future

is Now.

into 2022," explains Daniel Carpenter, Managing Director – Culinary at SRG.

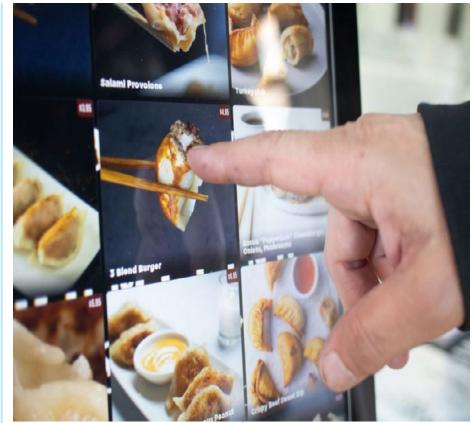
"The industry is meeting the challenges of the prolonged pandemic in inspiring ways, with new restaurant models emerging and a greater awareness of societal priorities from sustainability to economic wellbeing coming to the fore."

SRG says to look for these and other key culinary trends to expand and grow next year as they move from cutting edge to mainstream:

Metatrends are
the New Megatrends –
virtual worlds popularized by media and entertainment are driving new
foods from Salgona Candy
from Squid Game to Ted
Lasso signature shortbread
biscuits.

◆ Embracing Artificiality – AI algorithms are creating new types of milk products beyond nuts, reinventing craft cocktails and fueling restaurant optimization with robotic helpers.

Future of Functionality –

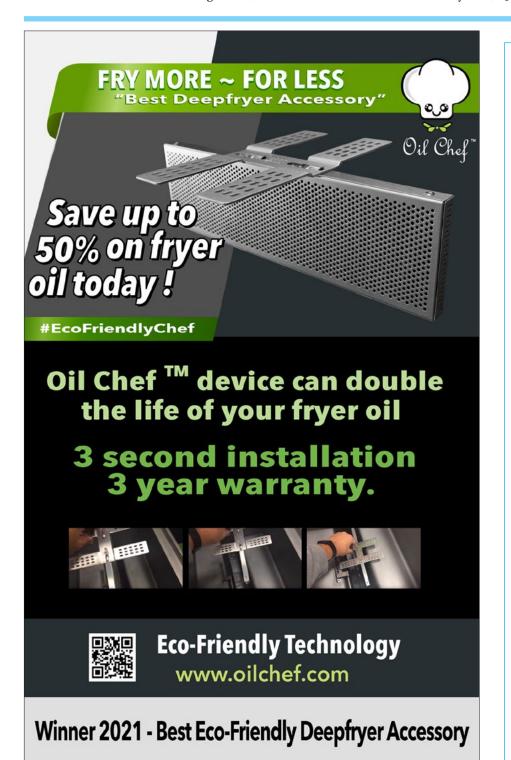


empowering moods and mental health is leading to new explorations of the healing power of plants.

"SRG has built its business on helping our clients leverage changing food and dining trends to bring fresh new offerings to their consumers," explained Cindy Judge, CEO of SRG. "With insights like these to help guide our innovation process, we have been able to deliver

over \$10 billion in new revenue to our clients over the past five years."

About Sterling-Rice Group (SRG): Head-quartered in Boulder, Colo., SRG is a nationally recognized brand consultancy and creative agency. The agency has expertise in consumer insights, brand strategy and positioning, new product innovation, advertising, and design. With deep experience in all things consumer and culinary, it is responsible for \$10 billion in incremental value for clients over the past five years alone.



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United Franchise Group COO, Brady Lee, appointed President of Graze Craze, Charcuterie

Booming new franchise concept poised for international expansion

West Palm Beach, FL - United Franchise Group™ (UFG), the global leader for entrepreneurs, has announced United Franchise Group's Chief Operating Officer Brady Lee will now also serve as President of Graze Craze®, (Graze Craze Franchising, LLC), a booming new concept in charcuterie boards and boxes for healthy lunches, office catering and special events.

Charcuterie boards are artfully designed platters that display an array of foods, perfect for grazing — and can include fruits, vegetables, cheese, gourmet sweets and more. The charcuterie business is a \$378 million industry that is ripe for growth.

Lee started his career at a Signarama® franchise located in Tallahassee before joining the United Franchise Group headquarters team. He has held a number of positions at UFG focused on franchise development in both the U.S. and Australia, including Regional Manager, Vice President of Franchise Development and Director of Sales in the Australia Corporate Headquarters.

"Brady has been an asset to UFG for the past eight years in developing our franchise brands in the U.S. and



Lee started his career at a Signarama® franchise located in Tallahassee before joining the United Franchise Group headquarters team. Australia, and I am confident that in his new role as President, he will bring the same tenacity and passion in positioning Graze Craze for growth and making it a household name," said Ray Titus, CEO of UFG and Graze Craze. "Since we began franchising Graze Craze in the U.S., more than 100 new franchises have signed, which speaks both to the draw of this brand-new charcuterie franchise category and to the power of consumers' demand for healthy and convenient alternatives."

Graze Craze began selling franchises in June 2021 through its affiliation with UFG. The charcuterie business franchise and affiliate stores are already open in Florida, Oklahoma, Texas, and Utah, with additional locations opening soon in Massachusetts and Tennessee.

"We have a very special concept, and it was important for us to align with the best in the franchise industry. While there are many mom-and-pop charcuterie board businesses, Graze Craze sets itself apart through our affiliation with United Franchise Group. Graze Craze provides entrepreneurs with the resources, training, and a support team to ensure their business is successful," said Kerry

Sylvester, US Air Force Veteran, and founder of the Graze Craze concept. "Charcuterie boards are skyrocketing in popularity, and we are providing a proven business model to those who want to own their own business in this trending category."

Graze Craze delivers the highest quality of food ingredients presented with "Concierge Customer Service," an elevated level of service. Its boxes, platters and grazing tables meet the individual needs and wants of everyone's personal palette and diet and have earned a reputation for colorful displays of craft meats and cheeses, combined with farm-fresh produce and its own house-made sauces, dips, pickles, and jams.

About United Franchise Group: Led by CEO Ray Titus, United Franchise Group™ is home to an affiliated family of brands and consultants including Accurate Franchising, FranchiseMart, Fully Promoted®, Network Lead Exchange, PreveerTM (formerly Resource Operations International), Signarama®, Transworld Business Advisors®, Venture X®, and a food division featuring Jon Smith Subs®, The Great Greek Mediterranean Grill®, and Graze Craze®. With over three decades in the franchising industry and more than 1,600 franchisees throughout the world, United Franchise Group offers unprecedented leadership and solid business opportunities for entrepreneurs.

Why industry leaders are using our monthly Restaurant Leads Report

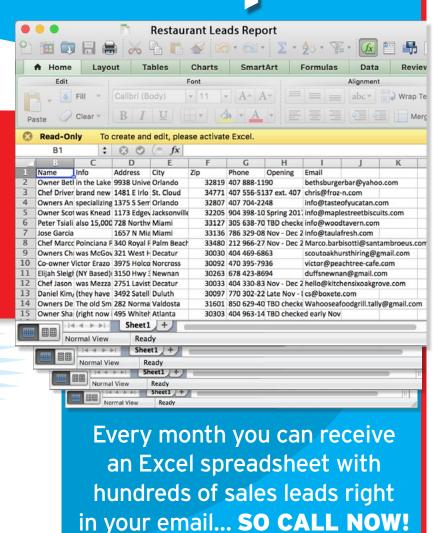
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Taffer from page 1

Tavern, we wanted to create something that was approachable and timeless. The familiar faces we see each and every week are proof of our success. We are excited to fast-track our expansion across the country in 2022 to bring the same experience to guests nationwide."

In the coming months, the Restaurant of the Future will celebrate two grand openings with a new location coming to the Boston area in the Arsenal Yards neighborhood and another opening in Washington, D.C., in Penn Quarter.

In 2021, Taffer's Tavern opened its second location as a concessionaire in FedEx Field, home to the Washington Commanders. The brand also secured three new multi-unit franchise deals in key markets across the country, including a deal to bring 10 locations to Savannah, Georgia, and Northern and Central Florida, with an initial focus on the Orlando metro area, Gainesville, Jacksonville and Panhandle regions.

The Alpharetta anniversary event closed out the year in celebratory fashion, inviting Taffer's Tavern regulars, local influencers and other community members to enjoy passed starters and bubbles from the tavern's menu, and a special cake cutting ceremony. Taffer was onsite to greet fans and sign merchandise, and special guests included City of Alpharetta Mayor Jim Gilvin and Bar

The tavern is rapidly expanding its footprint across the United States and looking for franchisees to bring the innovative concept to new areas.

Rescue Mixologist Phil Wills.

"The Alpharetta location has had a great first year in business, it is an excellent addition to the heart of the city's lively downtown area," said Seth Chandlee, CEO of Chandlee Construction and one of the Alpharetta franchisees. "In the first year alone, our beverage mix well-surpassed the casual dining industry average, resulting in more capital to open our next location. I look forward to seeing how the Taffer's Tavern franchise continues to develop and forge ahead of the industry curve."

Building off this momentum, Taffer partnered with Cuisine Solutions, the world leader in sous-vide foods, to launch the new "Enjoy at

Home with Taffer's Tavern" product line that brought the Taffer's Tavern Signature Beef Shank to Costco stores nationwide during the holiday season. The bone-in beef shank is a premium heat-and-serve entree ideal for a large family or small dinner party. Additional products in the line will be available soon.

Founded in 2020 by Taffer, the 'tavern with a soul' is setting a new standard for full-service restaurants, building a technology ecosystem on the cutting edge of the industry.

> Its pre-pandemic restaurant concept implements the highest safety stan-

dards for both guests and staff led by the latest advancements in food prep/service technology.

To facilitate growth for the emerging brand, Taffer has partnered with Fransmart, the industry-leading franchise de-

velopment company behind the explosive growth of brands like Five Guys Burgers and Fries and QDOBA Mexican Grill. The tavern is rapidly expanding its footprint across the United States and looking for franchisees to bring the innovative concept to new areas.

About Taffer's Tavern: Jon Taffer, Bar Rescue star and award-winning hospitality expert, has launched his own innovative, full-service restaurant franchise concept, Taffer's Tavern. The tavern features signature cocktails, elevated tavern food, a streamlined hoodless/ ventless restaurant format with small footprint, and the latest advances in food preparation technology, with best-of-class industry partnerships including Shift4, Cuisine Solutions, Middleby Corporation, Krowne and Compeat. Taffer's Tavern is now open in Alpharetta, Georgia, and FedEx Field in Maryland, with additional locations planned for the Atlanta, Washington, D.C., Boston, Las Vegas and Orlando areas with more markets to follow.

About Jon Taffer: Jon Taffer is an award-winning hospitality expert, entrepreneur and thought leader with nearly 40 years of experience in the hospitality, entertainment, and nightlife industries. Best known as executive producer and star of Paramount Network's Bar Rescue, a non-scripted reality show that spotlights Jon as he saves failing bars from looming closure that is now in its eighth season. Jon has also gone head-to-head against chef Robert Irvine in 24-hour restaurant makeovers on an all-new three-episode series streaming on discovery+ called Restaurant Rivals: Irvine vs. Taffer. In 2019, Jon announced the launch of his own innovative, full-service restaurant franchise concept, Taffer's Tavern, which opened in Atlanta in 2020 with several more locations poised for 2022. Taffer's Tavern features outstanding signature cocktails, elevated tavern foods, and the latest advancements in restaurant technologies. Concurrently, Jon runs Taffer Dynamics, his business consulting firm.

About Fransmart: As the leading franchise development firm in the country, Fransmart www.fransmart.com - turns emerging restaurant concepts into successful national and global brands. Founded by Dan Rowe, the man who identified and grew brands such as Five Guys, QDOBA and The Halal Guys from single unit businesses to the powerhouse chains they are today. Fransmart's current and past franchise development portfolio brands have opened more than 5,000 restaurants worldwide and facilitated franchise investments that have cumulatively generated 1 billion in revenue to date.

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