

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 28

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Learn the right way to calculate restaurant food cost

By David Scott Peters

Rising food costs can crush a restaurant's profitability. The crazy part about this is many restaurants are getting worked up and, in a panic, looking at the incorrect number. When it comes to the food cost formula, there's only one way to do it correctly, and I mean one way.

Before I share with you how to calculate your food costs the right way, let me tell you where most restaurants go wrong.

One, calculating it with purchases divided by sales. They just take all their invoices, whatever that total is and divide it into the sales that came in that month for food. Well, it's an incorrect number because in one month, you might have ordered more product than you needed, and your sales were slightly lower than forecasted. The next thing you know, your food cost looks falsely high the next month, you don't order as much product because you had some from the last month. It was still good, still usable, and your sales were astronomical. With your purchases low, and your sales much higher, your food costs go low. It doesn't work that way. That is an incorrect number.

Two, not counting everything. If you're not taking inventories, or you



David Scott Peters

Before I share with you how to calculate your food costs the right way, let me tell you where most restaurants go wrong.

are taking inventories, but you're not counting all the things that you prep on the shelf, the components of dishes like diced onions and peppers, things like sauces, soups, side dishes, desserts, things you make from scratch, then your food cost won't be right. When you don't count all your inventory, you will have a false reading on a high food cost.

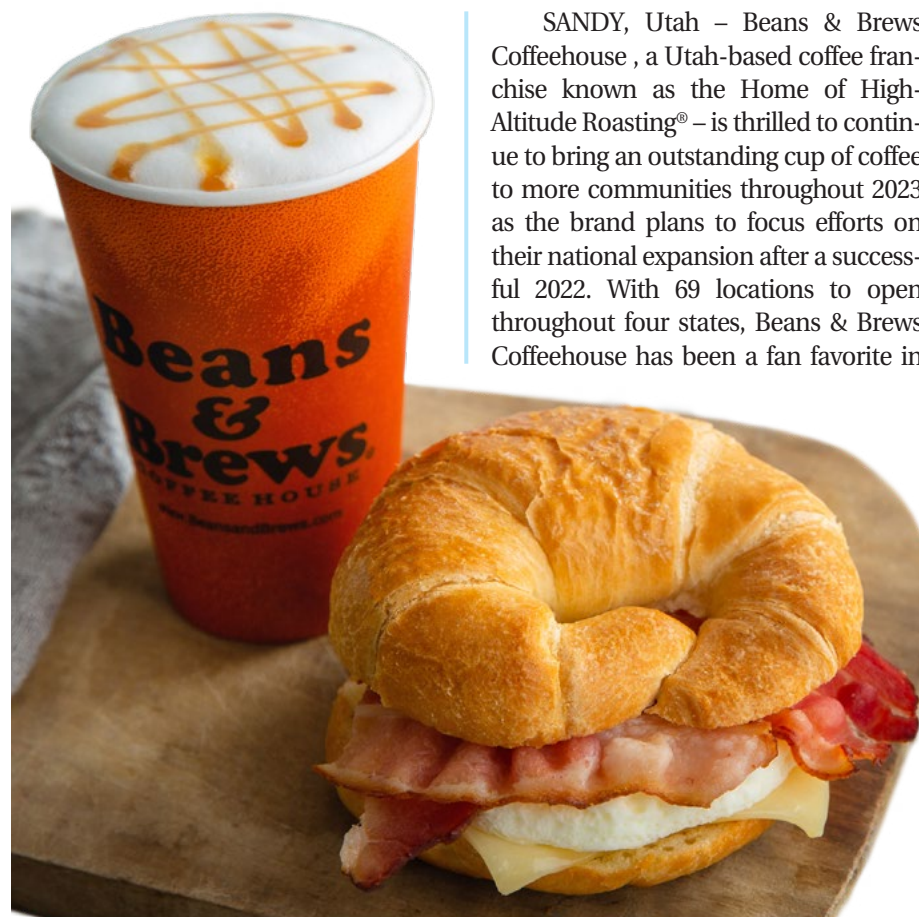
Three, inflating your purchases. When your broadband distributor invoice comes in and there's paper, janitorial, smallwares and equipment on there, those aren't food. You don't sell those things. So, unless you remove those and only focus on what the food purchases were, you're going to have a high number.

Four, using a spreadsheet. I'm telling you right now, you can't use a spreadsheet anymore. Yes, you could set it up, and it will work for a little bit, but it's going to be hard to maintain, which leads to inaccuracy. Plus, it's difficult to add brand new products and put them in shelf-to-sheet order that you often don't. This leads to missing complete items that came in just that week. In a perfect world you're counting everything using software

See DAVID SCOTT PETERS page 14

Beans & Brews Coffeehouse prepares for a successful 2023

Utah-based coffee franchise brewing up big plans for continued national expansion



SANDY, Utah – Beans & Brews Coffeehouse, a Utah-based coffee franchise known as the Home of High-Altitude Roasting® – is thrilled to continue to bring an outstanding cup of coffee to more communities throughout 2023 as the brand plans to focus efforts on their national expansion after a successful 2022. With 69 locations to open throughout four states, Beans & Brews Coffeehouse has been a fan favorite in

their home state of Utah and is thrilled to provide more communities with a superior coffee experience in the new year.

Beans & Brews Coffeehouse welcomed 12 new franchise partners and awarded 69 licenses in 2022, in addition to opening five new locations. A portion of the 69 licenses coming from an exciting development deal with Brame Holdings, LLC, to bring 40 locations to Texas for the first time, specifically targeting San Antonio and Austin, as well as franchisees the Perrin's who were awarded 12 locations in northwest Houston. The brand anticipates opening another 10 to 12 locations and is looking to award 30 licenses in the new year.

"2022 was an amazing year for the Beans & Brews Coffeehouse brand," said Kim Falk, Vice President of Franchise Development. "We saw tremendous growth, welcomed new members to our leadership team and brought on several new franchisees we are thrilled to be partnering with! We can't wait to see what the rest of 2023 has in

See BEANS & BREWS page 14

Click me to find out what's new in 2023!



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Appell Pie

How to design a restaurant in a poor economy

Howard Appell ♦ Today's Restaurant Publisher

Designing a restaurant in a poor economy requires a strategic approach that balances functionality with affordability. Here are some tips for designing a restaurant in a poor economy:

1. **Keep it simple:** Design a space that is functional and easy to maintain. Avoid expensive materials and intricate designs that require a lot of maintenance.

2. **Focus on efficiency:** Optimize the use of space to minimize overhead costs. This could include designing a smaller kitchen or reducing the size of the dining area.

3. **Utilize natural light:** Incorporate natural light into the design to reduce energy costs. This could involve using large windows or skylights to bring in more sunlight.

4. **Use affordable materials:** Select affordable materials such as laminate or vinyl flooring, inexpensive lighting fixtures, and low-cost furniture.

Debbie Danto of Danto Builders <http://DantoBuilders.com> remarked, "Try to find a 2nd-generation restaurant that has operable equipment which can accommodate the menu items, and has the necessary plumbing and power already." Danto offers a booklet on its website entitled "The Top 7 Mistakes New Restaurant Owners Make" and a Restaurant Budget form to aid in the process.

5. **Plan for flexibility:** Plan for flexibility in the design so that the restaurant can adapt to changing economic conditions. This could include designing a space that can be easily reconfigured or repurposed.

6. **Focus on branding:** Invest in branding and marketing to create a unique identity that sets the restaurant apart from competitors. This can help attract customers even in a poor economy.

Designing a commercial kitchen in a poor economy requires a practical and cost-effective approach to maximize

efficiency while minimizing expenses. Here are some tips for designing a commercial kitchen in a poor economy:

1. **Optimize space:** Make the most of the available space by designing the kitchen layout to be as efficient as possible. This means carefully considering the placement of equipment, counters, and storage areas to maximize productivity.

2. **Use energy-efficient equipment:** Choose equipment that is energy-efficient to reduce operating costs. This includes using equipment that is designed to conserve water, electricity, and gas.

3. **Prioritize workflow:** Design the kitchen in a way that prioritizes workflow to minimize labor costs. This means ensuring that equipment and storage areas are easily accessible and placed in a logical order to reduce the time it takes to prepare and cook food.

4. **Reduce waste:** Design the kitchen with waste reduction in mind. This means creating a system for recycling, composting, and reducing food waste to minimize costs.

5. **Opt for multi-purpose equipment:** Use multi-purpose equipment whenever possible. This reduces the need for additional equipment, saving both money and space.

6. **Focus on safety:** Ensure the kitchen design includes safety features such as fire suppression systems, ventilation, and adequate lighting.

John Marenic, President of Marenic Food Service Consulting http://marenic.com/marenic_brochure_presentation.html a kitchen designer suggests that owners seek out existing restaurants with exhaust hoods already installed to avoid the cost of installation and fabrication. John's suggestions include:

1. Try to think of concepts that do not require exhaust hoods.

2. Try to limit your space requirements to spaces no bigger than 500

See **APPELL PIE** page 5

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

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 CONTRIBUTING EDITOR John Tschohl
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What's Going On

Important new products, corporate news and industry events

MAPP (Mentorship, Advocacy, Purpose and the Power of women) is a non-profit organization dedicated to empowering women in the culinary and hospitality industry. On Monday, May 1, 2023 the organization will return to Miami for its annual MAPP Impact Conference – an inspiring series of panels, speakers and events featuring top Chefs and restaurateurs in the United States. Following this day of insights and information, attendees and guests can enjoy a very special Food, Wine & Spirits Festival highlighting top-tier South Florida restaurants including Miami's very own Santorini by Georgios, Chica by Lorena Garcia, Coté, RedRooster Overtown, Phuc Yea, Sushi Bar, l'artisane, Karina Rivera Sweets with Love and many more. All events will take place at Miami Iron Side. For more information, visit mappimpact.org.



Justin Harkey

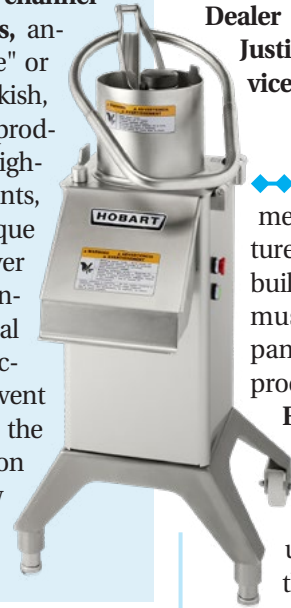


Ziyad Brothers ("Ziyad" or the "Company"), a leading omni-channel provider of branded Middle Eastern and Mediterranean foods, announced that it has acquired Vintage Food Corp. ("Vintage" or the "Company"), a leading distributor of branded Turkish, Middle Eastern, and Eastern European food & beverage products. The transaction brings together two companies with highly complementary brand portfolios and geographic footprints, enabling the combined company to offer customers a unique and expanded assortment of products. Vintage supplies over 2,000 products to thousands of customers across the U.S., including local specialty grocers, supermarkets, and national accounts. Headquartered in Kearny, New Jersey, in connection with the announcement, Vintage President Mr. Levent Demirgil will join the Ziyad team and continue to serve as the business leader for Vintage. Founded as a small distribution business in 1992 in Brooklyn, Vintage – VintageFood.com - now owns and partners with dozens of brands and thousands of retail partners across North America.

Sales organization in the U.S. This strategic decision evolved from the group's ongoing efforts to provide the highest

level of service and support to its dealer partners and customers. The ITW FEG Dealer Sales team will now cover a

restructured U.S. sales regional map that includes eight regions, each led by the organization's designated sales directors. These individuals will be responsible for facilitating organic growth and sales excellence, as well as delivering coordinated and comprehensive support and engagement across the primary ITW Food Equipment Group brands. These include Hobart, Vulcan, Traulsen, Baxter, IBEX, Centerline, Wolf and Berkel. **Leading the new ITW FEG Dealer Sales organization will be Justin Harkey, who will serve as vice president.**



◆◆◆◆
Hobart, the premium commercial food equipment manufacturer known for designing and building some of the most reliable, must-have equipment, has expanded its continuous-feed food processor offering to include the **FP300i floor model**. This maximum heavy-duty food processor can process up to 88 pounds of product per minute and comes complete with the base, a stacking feed cylinder and a manual pusher plate for increased versatility. The large, full moon-sized cylinder allows for processing a

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

◆ **The ITW Food Equipment Group (FEG) announced the unification of its Hobart and Vulcan Dealer Sales teams, resulting in a single ITW FEG Dealer**

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GRUBBRR partners with Robert Irvine to address challenges in the restaurant industry

The company and renowned celebrity chef will utilize technology to revolutionize restaurant operations

Boca Raton, Florida - GRUBBRR, the industry-leading provider of self-ordering technologies that are revolutionizing the way commerce is transacted globally, has announced a new partnership and investment with celebrity chef, restaurateur, and TV host Robert Irvine. Together, they will tackle challenges plaguing the restaurant industry, including labor shortages and rising food costs, and help restaurant owners navigate the future of the industry.

The new partnership will combine GRUBBRR's cutting-edge self-ordering technology and Robert Irvine's expertise in the restaurant space to create an unparalleled solution for restaurants. The self-ordering solutions will provide customers with an efficient and convenient ordering experience, while improving general restaurant operations.

The residual effects of COVID-19 have continued to wreak havoc on the restaurant industry as owners navigate inflated food prices and staff shortages. To combat these obstacles, restaurants are turning to technology to increase operational efficiencies and save money.

"I am thrilled to be partnering with GRUBBRR to bring their solution to restaurants to help improve



operational efficiencies and overall performance," said Irvine. "The industry has been struggling to recover from the pandemic, and for many restaurants, there is a dire need for transformation and innovation. This

partnership will help us turn restaurants around, making the seemingly impossible recovery - possible."

"We are proud to be working with Robert Irvine to revolutionize the restaurant industry," said Sam Zietz,

CEO of GRUBBRR. "Robert's expertise and his commitment to the industry and innovation makes him the perfect partner for GRUBBRR as we continue to raise awareness of the benefits of self-ordering technology for restaurant owners and customers alike."

For more information about the partnership between GRUBBRR and Robert Irvine, or to learn more about GRUBBRR's self-ordering technology, visit www.grubrr.com.

About GRUBBRR: Headquartered in Boca Raton, Florida, GRUBBRR is a global self-ordering solutions and POS systems provider at the forefront of self-ordering technologies. GRUBBRR's award-winning eco-system, including kiosks, mobile ordering, POS, online ordering, KDS, contactless smart lockers and more, are proven to help businesses maximize revenue, decrease labor costs, and increase operational efficiency while improving the consumer experience. GRUBBRR's solutions are adaptable and beneficial to a multitude of businesses, and power both enterprise-level and small and medium businesses across verticals such as quick-service restaurants, fast casual restaurants, stadiums, movie theaters, casinos, micro-markets, retail, and more. To learn more about GRUBBRR and its products, visit <https://grubrr.com/>

About Robert Irvine: Robert Irvine is a world-class chef, entrepreneur, and philanthropist. He is best known for saving failing restaurants on his hit show, *Restaurant: Impossible* and for his commitment giving back to our nation's defenders through the Robert Irvine Foundation. Learn more at chefirvine.com.

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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.

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TRN Recovery

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Catania Oils' three shortenings to meet baking needs

Ayer, Massachusetts - Catania Oils, the Northeast's largest processor and packager of plant-based oils, has announced the availability of three shortenings designed to meet a variety of baking needs: all-purpose palm shortening, cake and icing shortening, and heavy-duty fry shortening.

Shortenings are an essential ingredient in flakey and aerated baked goods. Shortening's high fat content prevents gluten and starch from adhering to each other better than butter and oil, yielding the tenderest baked goods.

"Many of our customers have asked if we could develop a line of shortening products to enhance their foods," noted Stephen Basile, Executive Vice President of Catania Oils. "We're pleased to bring the same exceptional quality and flavor of our oils to three different shortening products for a wide range of banking, icing and frying needs."

Catania Oils' All-Purpose Palm Shortening is applicable across a variety of recipes due to its wide plastic range, which makes it easy to mix. Its smooth, mixable texture makes all-purpose shortening a great alternative to butter, which is more difficult to cream or work. All-purpose shortening contains about 10% air trapped in the fat, which is important for leavening. It is ideal for use in products where it is creamed, (cookies), or rubbed into flour, (pie crusts).

All-purpose shortening is suitable in non-baking applications as well. It provides a long fry life and is a great choice for making fried

fried products, creating a perfect crisp on fried items. Catania Oils' fry shortening offers superior glaze and icing adhesion for donuts as well as a quick

All of Catania Oils' - Cataniaoils.com - shortening formulas are free of partially hydrogenated oils and have zero grams of trans fat per serving. Additionally, all




CATANIA OILS

products such as donuts or fried chicken. It is also a valuable ingredient in hair and skin products due to its smooth texture and ability to lock in moisture. All-purpose shortening is ideal for companies that produce several products and do not want to stock shortenings separately for each application.

Catania Oils' Cake and Icing Shortening offers great functionality for cakes and icings. It is emulsified and specifically formulated to absorb the higher quantities of liquid and sugar that cakes and icings require. **Catania Oils' Cake and Icing Shortening** is a valuable component in both the core pastry and the icing on top, yielding creamy icing with lots of volume and moist cakes with great crumb structure. This shortening is an ideal choice for bakers specializing in cakes.

With its high smoke point and neutral flavor profile, shortening is ideal for frying and deep frying. **Catania Oils' Heavy-Duty Fry Shortening** is formulated to reduce oil absorption in

glaze and icing setup time. Its long fry life and ability to reduce oil absorption makes it ideal for companies who specialize in making donuts and other fried or deep-fried foods.

are RSPO certified, which means that they were produced in compliance with the Roundtable on Sustainable Palm Oil (RSPO)'s sustainability guidelines and all workers were compensated fairly. 

Appell Pie from page 2

square feet.

3. Utilize cord and plug connections for electrical connections where possible.

4. Remember that you will require a hand sink and a 3 compartment sink in almost all food related facilities.

5. See if any of your suppliers can give you any of your equipment or get you any of your paper goods at reduced costs.


6. Stay away from anything custom fabricated

7. Buy used but be sure you know what you are buying. If you

don't know what you are buying hire someone to help you.

8. Remember that fresh products made from scratch usually make it through difficult times.

9. Find a concept with the lowest overhead. This includes Labor and Energy costs.

Overall, designing a restaurant in a poor economy requires a focus on affordability, efficiency, and flexibility. By keeping these factors in mind, you can create a space that is functional, attractive and financially sustainable. 

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Ford's Garage Restaurant and Bozard Ford forge unique collaboration

One of the industry's hottest concepts partners with one of the largest Ford dealerships

Tampa, Florida – Bozard Ford in St. Augustine, Florida, is the nation's first auto dealership to add a Ford's Garage restaurant franchise to its property. Car sales are growing rapidly – and the first-of-its-kind collaboration for the restaurant franchise is catching everyone's attention.

"Ford's Garage is where the community comes to fill up on fun in an entertaining, nostalgic setting," said Scott Estes, Vice President of Business Development & Franchise Relations for Ford's Garage and its parent company, ICON Restaurant Group. "Being a Ford Official licensee and having that theme as a headliner in the restaurant's design, offers obvious synergies for both restaurants and dealerships, and we want to expand this type of partnership in other markets."

It's a unique relationship that drives customer traffic organically between the dealership and the restaurant, designed like a 1920s service station. The brand has become a dining destination throughout the country, drawing customers with its nostalgic style and hand-crafted American fare, like Burgers of Fame, named after local celebrities and community leaders.

"Our dealership is ranked number seven in the country, up from seventy-



The décor includes vintage vehicles, fixtures and gas pumps and even a Model T or Model A car suspended above the center bar...

six just two years ago, and we attribute part of that success to this amazing partnership," said Jeff King, Vice President and General Manager at Bozard Ford. "Having a Ford's Garage restaurant connected with our property has provided our potential and current customers with a convenient and unique experience when they visit the dealership, either shopping for a new car or waiting for their car to be serviced."

The restaurant was founded in 2012

in Fort Myers, Florida, near the winter home of Henry Ford. The décor includes vintage vehicles, fixtures and gas pumps and even a Model T or Model A car suspended above the center bar – all thanks to exclusive licensing by the Ford Motor Company.

The theme is carried throughout the restaurant. Servers wear mechanic shirts, napkins are composed of blue shop towels, and restroom sinks are made from tires and fuel pump nozzles. Even the bars are decidedly vintage, mixing Prohibition-style elements like brick, richly colored woods and a copper bar top hammered by hand.

While the company is looking to increase its stand-alone locations throughout the country with an immediate focus in the Southeast, it hopes to also attract franchisors interested in replicating the unique relationship Ford's Garage has created with Bozard Ford.

About Ford's Garage: Founded in 2012 and franchising since 2015, the original Ford's Garage opened in Fort Myers, Florida, less than a mile from Henry Ford's winter home. Today, as an official licensee of the Ford Motor Company, enabling them to use the company's iconic blue oval logo and other brand imagery, the 1920s garage-themed burger and craft beer restaurant franchise has expanded to include a total of 23 locations across six states. Fordsgarageusa.com.

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Chef Luca Donofrio



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Florida Restaurant & Lodging Show and Pizza Tomorrow Summit to co-locate in Orlando

The two annual events take place November 8-9, 2023 followed by Clarion Event's Coffee Fest November 10-11

Orlando, Florida – The Florida Restaurant & Lodging Show, the premier event for Florida's hospitality industry, owned by Clarion Events and sponsored by the Florida Restaurant & Lodging Association has announced plans to join The Pizza Tomorrow Summit, owned by Grand Slam Events, in a co-location of both events taking place Wednesday, November 8 and Thursday, November 9 at the Orange County Convention Center (OCCC) in Orlando. In addition, Clarion Event's Coffee Fest Orlando will be held November 10-11, also at the OCCC, providing a week of trade shows and conferences in the Florida marketplace for thousands of movers and shakers in the restaurant, pizza, foodservice, lodging and specialty coffee industries.

"There is undeniable synergy between our two Shows – Florida Restaurant & Lodging Show and Coffee Fest -- and Grand Slam Events' Pizza Tomorrow Summit. We are thrilled to offer industry suppliers unprecedented access to this combined group of highly qualified buyers in what is one of the largest and rapidly growing food and beverage markets in the country. This is a brand-new opportunity for owners and operators to come together, learn, support, connect and be

inspired. Attendees will return to their businesses with an even greater array of products, services, and experiences to offer their customers," said Rita Ugianskis, Vice President, Clarion Events Food & Beverage Group.

to access top subject matter experts addressing key issues in cross over education, see a full range of products from leading vendors, and be inspired and entertained from several exciting special events and competitions."

and Grand Slam events will share education theaters on the show floor and host education together since the needs of both audiences are so similar. Attendees to the FL Restaurant Show and Pizza Summit can also learn about coffee, tea and other specialty beverages by attending Coffee Fest, on November 10-11, enabling them to offer these products to their customers.

For exhibitor information for the Florida Restaurant & Lodging Show contact Paul Pedrow at (475) 282-0607 or paul.pedrow@clarion-events.com. For exhibitor information about the Pizza Tomorrow Summit contact Dave Kellogg at 203-788-3794 or david@pizzatomorrow.com. For exhibitor information on Coffee Fest Orlando, contact Anya Falcone at 253-999-5698 or anya.falcone@clarion-events.com.

Grand Slam Events, LLC is a partnership between industry veterans Doug Miller and Glenn Celentano. With an established reputation in the trade show industry that precedes them, Doug and Glenn bring nearly 60 years of experience running large-scale B2B and B2C events around the country. For more information on The Pizza Tomorrow Summit, visit www.pizzatomorrow.com.



Coffee Fest

"Restaurant, pizza, foodservice, specialty coffee and lodging professionals will find a convenient and efficient way

"We had a fantastic launch event in 2022 and are beyond excited to welcome The Florida Restaurant & Lodging Show which will bring an even broader segment of buyers to our exhibitors, as well as a newly expanded educational program to our attendees," added Glenn Celentano, Co-Owner, Grand Slam Events, LLC. "The Pizza Tomorrow Summit will once again provide independent pizza operators with an immersive and fun experience, a wide range of products, a robust conference program, plus entertaining and informative pizza competitions and demonstrations. Our attendees will have the opportunity to explore hundreds of exhibitors and have access to new companies, products, ideas, and initiatives that will help propel our evolving industry into the future."

"Florida is known for bringing together the best across the food and beverage industries and producing top notch events to build excitement to take our industry to even higher levels of success," said Carol Dover, President and CEO of the Florida Restaurant and Lodging Association. "The creativity and innovation that comes from these events, as well as the connections of consumers, industry professionals, and exhibitors will provide unparalleled opportunities for growth and invention. The Florida Restaurant and Lodging Association is thrilled to partner with our long-time partners at Clarion Events, to produce even greater content, attendance, and success for the co-located shows this year."

Florida Restaurant & Lodging Show and Pizza Tomorrow Summit will sit side by side in the same exhibit hall, so registrants will have easy access to both shows. Coffee Fest will offer similar access to its Show which follows. Each show will host their own competitions and demonstration stages. Clarion

Clarion Events operates over 180 events in 50 countries.

The Florida Restaurant & Lodging Show and Coffee Fest are owned by Clarion Events Food & Beverage Group and sponsored by the Florida Restaurant & Lodging Association. The Clarion Events Food & Beverage Group also includes the International Restaurant & Foodservice Show of New York, The NGA Show, and the Western Foodservice & Hospitality Expo. Clarion Events operates over 180 events in 50 countries from 15 offices in the UK, the US, South Africa, Brazil, Germany, Singapore, UAE, Indonesia, Hong Kong, and the Netherlands. Clarion can trace its roots back to 1947 and takes great pride in being one of the oldest independent event organizers in the UK. More recently the firm has developed an international portfolio of brands and now has interests in a number of global vertical industries including energy, security and defense, hospitality, electronics, technology, fashion, retail, gaming and marketing. The teams at Clarion create uniquely effective and stimulating environments that can serve as a platform to build businesses, enhance customer relationships and accelerate product awareness. 

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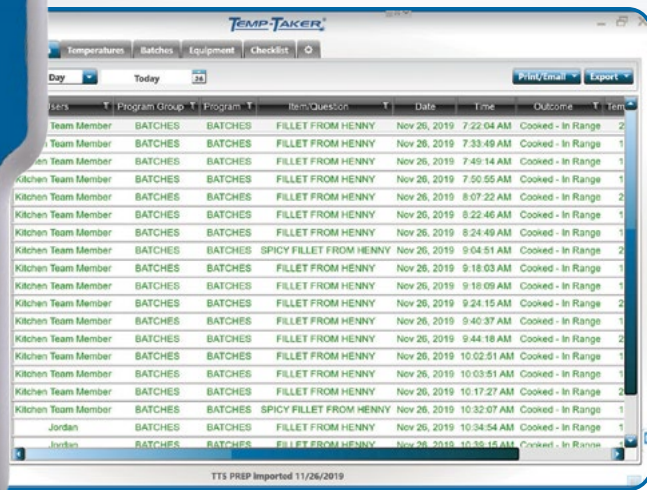




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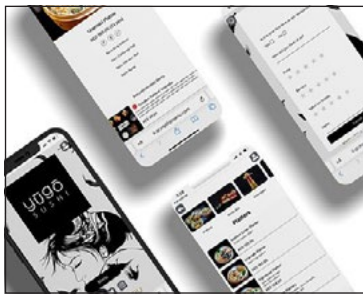
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What's Going On from page 3

variety of products and eliminates the need for pre-cutting. The manual pusher plate features an ergo-loop that provides a lever effect, reducing the need for manual force when processing large, hard products, such as root vegetables, cabbage and cheese. The 45-degree angle of the cylinder and the convenient height of the FP300i floor mount design make it easy for operators to load products with less fatigue. Visit the company online at Hobartcorp.com.

◆◆◆◆◆
◆ **My Menu, a leading provider of digital menu solutions for restaurants,** has announced the launch of its new **AI-powered menu** description generator feature. With this cutting-edge technology, restaurant owners can effortlessly create enticing menu descriptions that showcase their dishes in the best light possible. The AI-powered menu description generator is an innovative tool that harnesses the power of natural language processing and machine learning algorithms to generate descriptive, engaging and informative menu descriptions. The AI Menu Description generator proposes accurate descriptions based on existing menu descriptions already available. If none is available, it will generate generic menu descriptions based on the



◆◆◆◆◆
◆ **Ellianos Coffee,** a southeast-based drive-thru specialty coffee brand, is making its way into the Tar Heel State – North Carolina – **with three franchises coming soon.** These locations are still to be determined. Ellianos currently has 32 locations open across the southeast, **with over 110 more in the works.** With North Carolina being one of the nation's fastest-growing states, it was a no-brainer to expand into this market. A contact at Ellianos reported on the new, coming-soon stores, "From the mountains to the piedmont to the coastal plain, coffee is one of the most popular drinks in North Carolina. We are thrilled to create strong brand awareness and are confident that fellow North Carolinians will fall in love with our high-quality products and excellent customer service." Over the past year, the distinguished drive-thru coffee brand has experienced accelerated growth, expanding its footprint in Florida and Georgia and offering territories in several other states. Ellianos is currently seeking franchisees for areas in Florida, Georgia, Alabama, Tennessee, South Carolina, and also North Carolina.

menu item name. Furthermore, the feature works in different languages, catering to restaurants that serve customers from diverse backgrounds. To learn more about My Menu and its digital menu solutions visit their website at www.mydigimenu.com.

◆◆◆◆◆
◆ **The International Franchise Association (IFA) has named Justin Sherman, owner of Donatos in Jacksonville, FL, as a 2023 Franchisee of the Year.** Sherman was honored at the 63rd IFA Annual Convention in Las Vegas, Nevada, for being an outstanding franchise establishment owner-operator. "Franchisee of the Year recipients represent the best in franchising," said Matthew Haller, president and CEO of the International Franchise Association. "This is the highest honor IFA awards to individual franchisees, and local business owners like Justin exemplify the power of franchising and its positive contributions

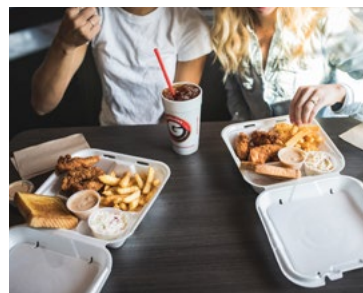
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◆ **The Potato Protein Market is projected to reach USD 144 million by 2028 from USD 105 million by 2022, at a CAGR of 5.4% from 2022 to 2028 according to a report published by MarketsandMarkets™.** Potato proteins have many nutritional benefits with different fractions having different applications in the food, beverage, and feed industry that tends to act as a driver for the potato protein market among consumers and more.

service to their communities, fostering a strong and vibrant workforce, opening the doors for career growth and entrepreneurship, and supporting their fellow franchisees.

◆◆◆◆◆
◆ Tyson Foods recently is now offering a **Climate-Smart Beef Program,** which includes an accounting framework to model greenhouse gas emissions (GHG) for cattle from pasture to production. In addition, Tyson Foods announced the launch of Brazen™ Beef, which leveraged information and data obtained through the Climate-Smart Beef Program to become the first beef product to receive USDA approval for a "climate-friendly" claim by demonstrating a 10% GHG emissions reduction from pasture to production against the standard emissions for conventionally raised beef.



◆◆◆◆◆
◆ **Guthrie's newest restaurant opened in their home state of Alabama at 3240 US-431.** Located just south of the intersection of Rock Mills Road and US-431, Guthrie's is the ideal spot for a hot, fresh and fast chicken finger pre-game or post-game meal, quick lunch, family dinner, office catered meal, or late-night snack. The new Roanoke Guthrie's is owned and operated by partners Chris Clark and Brian Pester, who also own a Guthrie's in Lanett, Alabama. Guthrie's was founded in Haleyville, AL, in 1965 and with the launch of its first chicken fingers only restaurant in Auburn, AL, in 1982. The brand now has grown to more than 40 locations across six states.



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◆ **The National Restaurant Association Show** will be held this year, May 20–23, 2023 in Chicago, at McCormick Place again, for a future-forward experience where attendees will discover everything it takes to stay revenue-driven and relevant—from tantalizing tastes

for menus to actionable solutions for streamlining service, payments and more. Testing innovative new equipment designed to power automation and profits will be on the agenda along with engaging with expert-led education on today's hottest topics. Build connections with key suppliers and foodservice professionals from around the world. For all details, visit them at nationalrestaurantshow.com.

◆◆◆◆◆
◆ Capitalizing on this trend is Blaze Pizza, the nation's leading fast-casual pizza franchise. With over 330 locations nationwide, Blaze is honing in on Texas as a hot market for expansion. **In 2022 alone, Blaze signed development agreements to open nearly 20 new locations between Houston, Dallas, and Fort Worth,** partnering with experienced multi-unit franchisees. Blaze's recent expansion across Texas is a clear indication of the brand's confidence in the state's potential growth as the national brand is eager to continue to expand with franchise partners in Austin, San Antonio, and the Rio Grande Valley region. Ed Yancey is the chief development officer of Blaze Pizza.

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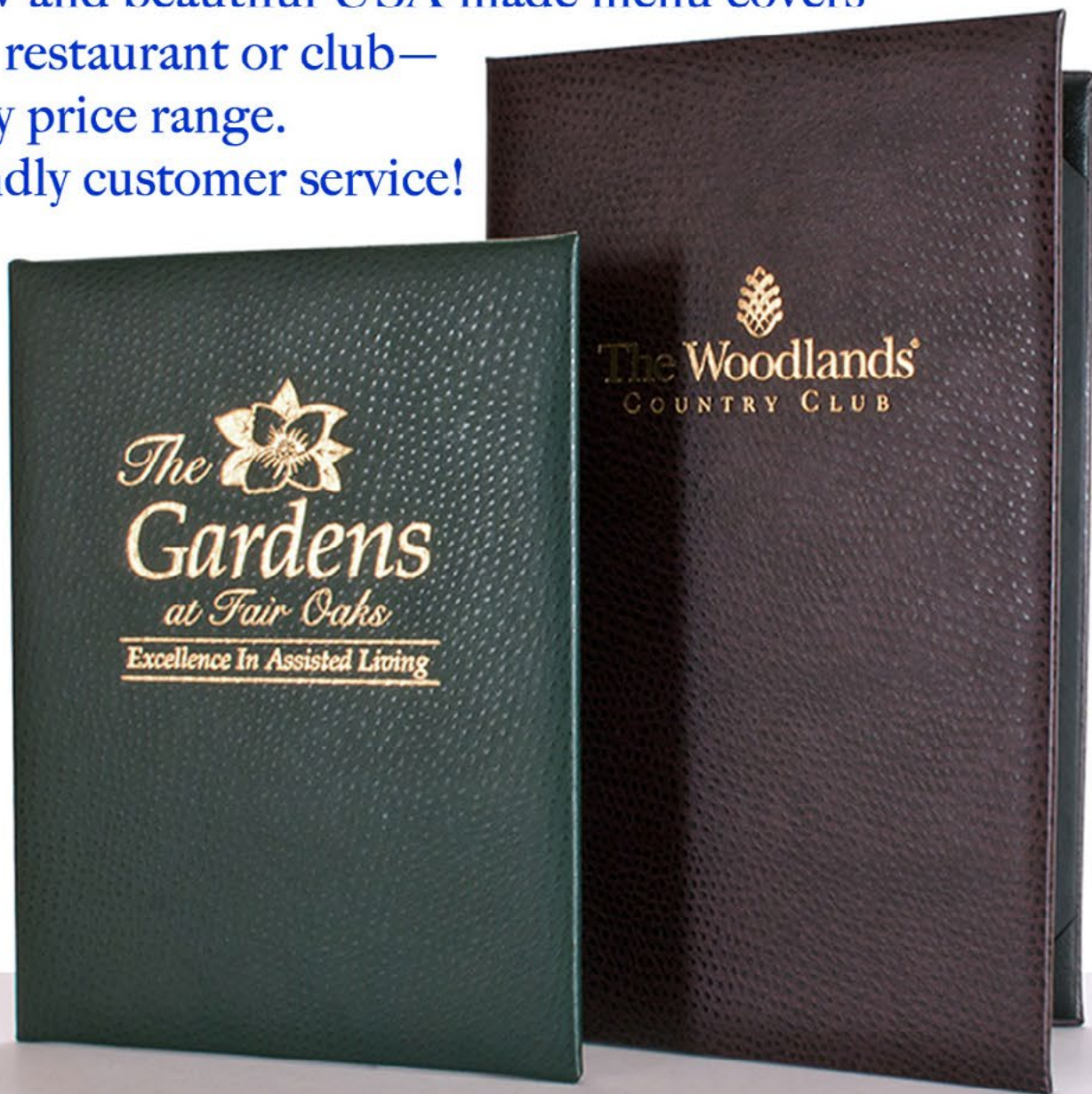
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Southern Steer Butcher continues franchise growth following brand success

Beloved community-focused butcher shop looks to continue exciting expansion throughout the upcoming year

Sarasota, FL - Southern Steer Butcher, the well known community and education focused gourmet butcher and grocer franchise, is continuing to see tremendous business growth after a successful year, with more exciting plans on the horizon. The brand looks to continue to provide more cities throughout the country with the highest quality meats and produce, friendly and knowledgeable staff, and a commitment to contributing back to the communities they love to serve.

Founded in 2013 by Greg Snyder, Southern Steer Butcher was designed to be a trusted source for customers to feel confident in their selections after each and every visit. The story all started after Greg made a visit to a similar style shop while traveling and recognized this level of butcher shop was lacking in his own hometown of Clearwater, Florida. From then on, Greg set his sights on filling this need in his community and began work on launching Southern Steer.

"With so many grocery options popping up, it is so important, now more than ever, for people to know and trust where their food is coming from," said Snyder. "We take our role here at Southern Steer very seriously. Each of our locations is staffed with educated employees who are trained to advise customers about proper cuts,



marinades, and cooking techniques. Customers can rest assured knowing they are purchasing the highest quality, sustainably sourced meats and grocery items that they can be proud to feed their family and friends."

Each Southern Steer location offers a wide selection of premium meats, sides, desserts, craft beers, and wine. In addition to the variety of products, the brand also offers pre-assembled meal packs. Every meal pack contains 5 meals with all of the required ingredients for a main dish and sides, all that's left is to prep, serve, and enjoy. For those looking to be a bit more involved in the meal prep process, Southern Steer also offers prep classes. The classes are designed for each participant to

fully prep and pack 10 meals, each serving a family of 4-5. Continuing to be a hit among customers, with many returning to the classes again and again to prep delicious meals for the whole family, and maybe learn a thing or two in the process.

"It is so exciting to continue to see the impact Southern Steer makes on each of the communities we enter," added Snyder. "One of our biggest goals as a brand has been to positively impact the communities we serve. We are so proud of our giveback initiative, Project 52, which encourages each location to complete a charitable act for the community each week, for all 52 weeks of the year. We've seen such tremendous feedback from both the

stores and the community, and it is something we are proud to continue to watch grow in our stores."

Since the brand began franchising in 2021, they have grown to four locations operating in Florida, with another 3 in development. With their sights set on the future, Southern Steer has a projected franchise system growth of 5 locations within the next year. The brand is seeking both single-unit and multi-unit franchisees. Each individual should have an entrepreneurial spirit, strong people management skills, and a passion for providing great products and unmatched customer service to their community. The Southern Steer team aims to offer prospective franchisees the necessary tools to operate successfully through teamwork and strong leadership, while creating a first-class experience for guests. 

About Southern Steer: Founded in 2013, Southern Steer Butcher is a family-owned marketplace dedicated to quality customer service, healthy food options, and positive community impact. The brand's core principles include always making guests the number one priority, having fun, and a commitment to quality. The brand's offerings focus on celebrations, daily dining options, and culinary education to drive innovation. Today, Southern Steer - southernsteer.com - has 4 locations currently open in Clearwater, Sarasota, Orlando, and Jacksonville, with another three in development.

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David Scott Peters from page 1

and separating your purchases on each and every invoice.

To get your food cost, there is a basic, simple calculation: beginning inventory plus purchases gives you what your total available is, or how much food you could sell. For example, if you had \$5,000 on the shelf in food product when you started the week, and you purchased \$10,000 in product and didn't open the doors at all, you would have \$15,000 in product on the shelf. That's the total available.

Next take an ending inventory at the end of the period – preferably a week, could be a month –and subtract it from that total available to get use.

What is use? It's the product you sold, what spoiled or was wasted, or even what was stolen. It's whatever is not on the shelves for the ending inventory. It doesn't really matter how the product leaves because the equation is math. It's blind to reason. (That's why we need other systems in our business to track and control how we use our product.)

But that use is the cost of goods sold, the amount of product you used for the money you brought in. Now take that use divided by gross sales – food sales alone, since we're talking about food cost. And that gives you your food cost percentage. If you come up with a 30% number, that means for every dollar

that comes in in food sales, you used \$0.30 in product.

Now, that is the only way, and it is the right way, to give you the right number.

Here it is in summary:

Beginning inventory + purchases - ending inventory gives you use. Divide use by sales and that's your food cost percentage. That's it.

With the right number, you can make proactive changes back on your budget. To get back on budget, if your food cost is high, you can look at recipe costing cards, re-engineer your menu, look at waste sheets to stop mistakes, use your key item tracker to prevent theft, or even change your menu. You can do so many different things from portion controls to tracking properly.

Budgeting is the key word. Knowing your food cost is one thing. Knowing where it should be for you to make money is a totally different story. **TR**

About the author: David Scott Peters 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.davidscottpeters.com>.

Beans and Brews from page 5

store for us as we continue to see the demand for our brand rise.”

The brand has a growing collection of recent accolades, being named as one of the Top Brands of 2022 by Franchise Journal, ranked 17th in the Future50 award by Restaurant Business Magazine and was honored to be ranked number 385 in Entrepreneur's Franchise 500® for 2023. Beans & Brews Coffeehouses' reputation of providing a superior coffee shop experience proceeds itself as they continue to be awarded for their commitment to excellence when it comes to their franchisees, customers, employees as well as the communities they serve.

In addition to the growth Beans & Brews Coffeehouse saw in 2022, the brand was committed to giving back to the communities that they operate in. The brand donated over \$172,000 to their local Salt Lake community, with \$100K donated to elementary school teachers, \$32K to local High Schools, \$10K to local organization Tree Utah (tree planting), \$10K to local animal shelters, \$10K to the Taylor Hagen Memorial Foundation (mental health and suicide prevention), and \$10K to various other local organizations. Philanthropy is a huge part of the Beans & Brews Coffeehouse family and they are thrilled to volunteer more of their time and money to give back in 2023.

Beans & Brews Coffeehouse also focused on cultivating a stellar leadership team in 2022, welcoming multiple new corporate members to help the brand run efficiently and continue towards their goal of bringing the brand to new communities throughout the country. Allegra Beaton was brought on as Franchise Development Coordinator, Melanie Spencer as Controller and Jennifer Glaspell as Training Specialist.

“We are thrilled to have had such a successful 2022,” continued Falk. “We can't wait to see where the rest of 2023 will take the Beans & Brews brand as we continue to focus on our goal of bringing a better cup of coffee to more communities throughout the U.S.” **TR**

About Beans & Brews Coffeehouse: Founded in 1993 and franchising since 2004, Beans & Brews Coffeehouse first opened its doors in Salt Lake City, Utah where it became known for being the Home of High-Altitude Roasting®. The brand roasts all of its coffee at 4,400 feet above sea level in Salt Lake's mountain valley at the lowest possible temperature for the least possible amount of time to achieve a smoother, more intense flavor. In addition to its high-altitude roasted coffee, Beans & Brews Coffeehouse offers a full menu crafted from the finest ingredients, which includes teas, sodas, frozen drinks and a variety of healthy food options. The brand works to provide a fun, friendly space where everyone is welcome. Through its Brew Good program, Beans & Brews Coffeehouse focuses on serving the communities it operates in by making donations to different local organizations. Since opening its doors nearly 30 years ago, Beans & Brews Coffeehouse has expanded across four states with 69 locations opened and over 50 in development.

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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)



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THUNDERBIRD FOOD MACHINERY, INC.

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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