Today's Restaurar

VOLUME 27

Appetizers

Finding, hiring and retaining talent in 2022



FOODWORKS partnerships lead to success and stability



Ellianos Coffee announces new **Nassau County** Florida deal



PourMyBeverage new milestones new systems



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A new solution to rising property insurance costs?

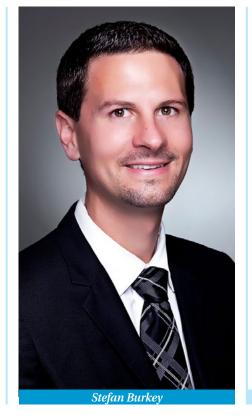
Combat risk with CAT modeling

By Stefan Burkey

To say that the COVID-19 pandemic shook up the food industry would be a massive understatement. From temporary and permanent shutdowns to an acceleration of on-demand delivery and a staffing shortage that has 78% of restaurant owners reporting not enough employees to meet current customer demand, it's one challenge after another for restaurant owners across the U.S.

But it wasn't just COVID-19 that impacted restaurant owners in recent years. Natural disasters have eaten up a significant portion of property insurance capacity, with separate billion-dollar weather and climate disasters causing owners to consider their real estate risk alongside these other economic factors.

Extreme weather doesn't discriminate. Buildings once miles away from



the nearest flood zone suffered significant water damage during the 2021 hurricane season. And while these catastrophes are extreme, they are no longer rare. Real estate owners should expect more of the same in 2022.

While old-fashioned, non-tech risk solutions and controls, such as water mitigation and disaster recovery planning, will never go out of style, restaurant owners - especially those with large property portfolios - should consider CAT modeling technology as a critical tool for risk management in 2022 and beyond.

What is CAT modeling and how does it work?

Catastrophe (CAT) modeling has been around for decades, used by insurers and risk managers to determine accurate risk management strategies and ensure that the real estate owners

See CAT MODELING page 14



Crisp & Green expands into Florida

Five Florida locations opening this Summer with 30 locations opening in two years

Minnesota-based company developing healthy lifestyle brands, announced that its Crisp & Green brand is opening five locations in Central and Southwest Florida this spring and summer and a total of 30 locations statewide over the next two years. The first Florida Crisp & Green location opened in Venice on May 14, at 1695 U.S. 41 Bypass, Venice, Fla. A second location will open Founders Square I Naples on June 18. Crisp & Green will open additional locations this summer in Sarasota, Tampa, and Orlando.

"Floridians are seeking high-quality food with great flavor that is healthy and they can grab on the run," said

Minneapolis, MN - Steele Brands, a | Founder and CEO, Steele Smiley. "We | classes to their guests. are grateful to be able to meet customer demand with fresh menu items and become the fast and healthy option in Central and Southwest Florida this summer. We are ready to expand aggressively across the entire state of Florida during the next two years."

> Established in 2016 by Steele Brands' Founder & CEO Steele Smiley, Crisp & Green has delivered year-over-year growth by providing nutritious, madefrom-scratch food in a fast and convenient setting. More than just great food, the company places special emphasis on its "Commitment to Community" values by partnering with local fitness experts to provide complimentary

Beyond providing nutritious and convenient salads, grain bowls and smoothies to the community, Crisp & Green is also known for its partnerships with local fitness studios and certified trainers to offer complimentary workouts, typically held near the restaurant on the patio or in the parking lot. Through its mix of healthy meals and physical exercise, the brand aims to promote a culture of living and eating well, or "Living Crisp."

Crisp & Green restaurants are now open in Minnesota, Colorado, North Dakota, South Dakota, Nebraska and Texas. The company has 195 stores built or in development across 19 states.



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Hot Rocks is a revolutionary pizza oven combining the artisan quality of stone deck ovens with the convenience and speed of a conveyor. A spin-off of Canadian manufacturer Picard Ovens, with over 60 years of experience in the baking industry, the Hot Rocks oven is manufactured in North America to the highest quality and an eye toward improving pizza restaurant operations. Now in its third generation, the Hot Rocks oven relies on research and development and restaurant owner feedback to deliver quality pizza and increased volume and labor and cost savings to restaurant operators. Visit hotrockovens.com.

Velociti Inc., a global technology services provider, announced the expansion of VeloCare, its subscription-based technology operational sup-

port program. With over 25 years of experience as a strategic technology innovator, Velociti is well positioned to meet the critical needs of today's technology-driven

Finless Foods, a pioneering company in the alternative seafood space, known for being the first company globally to serve cell-cultured seafood, nationally launched its first official product, plantbased pokè-style tuna, at the National Restaurant Association Show held in May. Finless Foods' plant-based tuna offers an option for diners who care about a thriving ocean, want to enjoy a seafood dish without the catch, who are prioritizing their health or who can't eat seafood because of allergies. The company's new plant-based tuna is minimally processed, low in sodium and fat, contains Omega-3 Fatty Acids, and is made from nine plantbased ingredients to mimic the taste and texture of tuna. To learn more about the company's debut product visit them at finless.culinary.com.

industries, including facilities, hospitality, healthcare, and retail. "In our tech-driven world, the future of

business is increasingly smart, connected and autonomous," said Deryk Powell, president of Velociti. "In such a world, a comprehensive management program is more important than ever to ensure that companies are

able to maintain their technology investments and maximize uptime." Velociti serves transportation, retail, food service, manufacturing, distribution, healthcare, government, hospitality, and outdoor venues, including many Fortune 500 companies.

Online: www.velociti.com.

Creative Funding Group, LLC has announced new restaurant financing options:

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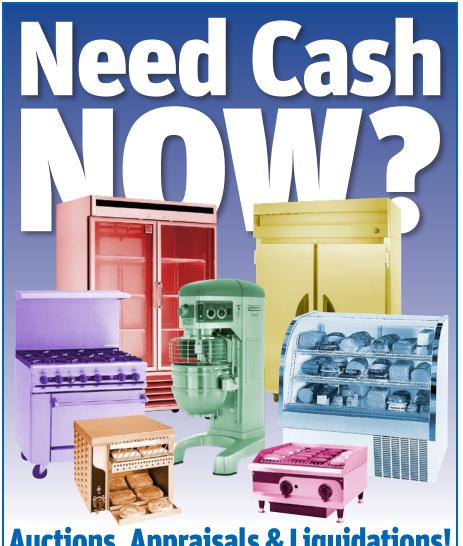
technology that reduces order errors,

See WHAT'S GOING ON page 10









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Appell Pie Canolli Anyone?

If it wasn't for Italian cuisine I don't think I would have had so many fond memories of growing up in my neighborhood. From the coffee grinder on the block where my grandfather had his business to the new pizzeria that opened down the street, the sights and smells of Italian food are engraved in my memory.

I can remember walking down my main street and walking past the pizzeria just before dinner and fighting the urge to go inside and buy a slice for fifteen cents. That's right, I said fifteen cents. I'm old! My family always said a whole pizza cost eleven cents to make. What did they know they were in the garment business?

I remember my father's friend had an Italian Bakery where we would visit on the weekend and I first fell in love with Cannoli's and all pastries with Italian cream fillings. Are Italian cream pastries on the South Beach Diet?

What have we learned from this? Don't eat a sandwich without checking between the meat and cheese.

In my neighborhood to be part of our gang you had to have a car and money for gas. Every Saturday we would go to Rocco's Italian Sandwich Shop for the greatest food and the wisdom of old Rocco. Rocco was a sly devil in his day. Whenever we took a new guy or girl to see him, one of the existing members of the group would drive up there first and give Rocco the description of the new person. Why you ask? When the victim ordered his sandwich Rocco would slip in his private stash of hot peppers between the layers of meat and cheese. Needless to say we all waited to see the reaction of the new guy when he tasted the peppers. We always ate in the store so Rocco could enjoy the fun too. My how times have changed.

I always thought of myself as an Italian Restaurant layout expert when I was an equipment dealer in New York. I never owned a restaurant but my whole life was spent in the equipment business and working in restaurants during the summer. One client stands out because there is a lesson to be learned if you are planning to open a restaurant regardless if it is Italian or not. My customers were a married couple looking to open a tablecloth Italian restaurant that they could run from their flower business next door. They had never owned a restaurant and were relying on me to design the kitchen.

I designed a functional, typical Italian, New York restaurant kitchen that any cook or chef could work out of. Everything was approved and orders for the equipment were placed. I received a frantic phone call from the husband telling me that he had hired a chef and the chef wanted to make changes in the kitchen. I warned my customer that the changes were too extreme and that if he made the changes, down the road the chef would leave or be fired and a new chef would not be able to work efficiently in the new kitchen.

Needless to say the chef quit and the next chef wanted the kitchen his way and a renovation was called for. What have we learned from this? Don't eat a sandwich without checking between the meat and cheese. Make your plans in conjunction with the person in charge of the kitchen but remember to keep the design functional for any chef, so as to avoid major expenses after opening.

Also remember that it's not too bad to drink an espresso and eat a pastry while dreaming of Sophia Loren.

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Restaurants now have easy access to proven virtual brands through Deliverect marketplace

New York, London and Dubai-Deliverect, a global scale-up that simplifies digital orders for more than 25,000 locations across 40 markets, has announced its Marketplace is expanding to include virtual brands. With this virtual brands division, Deliverect Marketplace now seamlessly connects restaurants and dark kitchens to quality label virtual brand partners so they can deliver even more delicious offerings, ultimately building the best customer experience.

Deliverect Marketplace – which was previously known as its App Store – is a first-of-its-kind online ecosystem of food industry partners. It connects hospitality players such as stock management, kiosk, POS, order & pay, food delivery services and now virtual brands, so restaurants can streamline costs and efficiencies, generate incoming leads, boost sales, and more.

"At Deliverect, we are committed to giving every restaurant and dark kitchen the best tools to thrive," said Zhong Xu, Deliverect Co-founder, and CEO. "We started by helping restaurants connect their delivery channels to their POS systems and are expanding to do so much more for the industry. For example, we listened to our Deliverect users who said they want more resources and more creative ways to deliver their meals to customers. With Deliverect Marketplace - and the platform's new virtual brand partners - we're putting these restaurants in touch with the best businesses to help them do just that."

About Virtual Brands and Deliverect Marketplace

Generally, a 'virtual brand' is a food service provider that only exists digitally. Virtual brands can support restaurants' online deliveries with anything from branding, supply management, recipes, scaling, and more, and can be run from a current restaurant kitchen or 'dark kitchen' (one that is not associated with any storefront).

With virtual brands on Deliverect Marketplace, Deliverect restaurants and dark kitchen customers are able to connect with and use these digital-only providers, so they can make and deliver even more inventive meals for customers and generate additional revenue. Virtual brands can also easily connect and partner with each other, opening the door to more opportunities for their own businesses.

How it works and Virtual Brands partners

Deliverect Marketplace is the only industry aggregator of different virtual brand providers, all under one easy platform. Restaurants and dark kitchens will have access to nearly twenty - and counting - virtual brand offerings all through a few finger swipes on the app.

- A sampling of Deliverect Marketplace virtual brand partners include:
- Peckwater Brands: Helps restaurants make more money from food delivery restaurants produce Peckwater brands, from their existing kitchen, for their local area. It doesn't cost anything

extra to work with Peckwater - no new kit, space, or staff. Restaurants can expect to sell £12,120 - £45,823 per month, at a margin of 25%+.

- Popchew: Injecting fun into food delivery through its digitally native food brands built in partnership with creators. Popchew is where food and pop culture meet.
- Franklin Junction: An innovative e-commerce marketplace that allows any restaurant to become a Host

Kitchen for another restaurant brand.

Hospitality personnel simply browse the virtual brands section of Deliverect Marketplace to communicate with, license, and start working with the best virtual brand to make their business thrive. More virtual brand partners - including reusable packaging vendors will be added to the marketplace in the near future.

See DELIVERECT page 13-

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How businesses are finding, hiring and retaining talent in 2022 and beyond

Amanda Hahn ◆ Interim CMO at HireVu

The hospitality industry is a seismic employer for hourly employees hospitality and tourism employ nearly 15 million people in the US, making it a cornerstone of the economy. In 2017, travel and tourism was a \$1.6 trillion industry, and it's bouncing back to pre-pandemic levels. Forbes found that on December 23, 2021, 2.1 million people traveled through airports, "outpacing the same day in pre-pandemic 2019." And the trend isn't slowing down as 2022 summer travel plans are made. Eighty-five percent of Americans are planning to travel this summer while 46% percent of them will be flying.

To help make sense of the ongoing upheaval in the labor market, HireVue surveyed 1,657 hiring leaders around the world to understand how they thrived in 2021 and which lessons can be carried throughout 2022 as companies navigate continuing resignations. What we learned is especially important for the fiercely competitive and notoriously fickle hourly worker. To get offers accepted before the competition, top talent teams are:

1. Automating what can be automated

- 2. Using digital tools and in-person touch points
- 3. Focusing on diversity, inclusion and belonging
- 4. Recruiting from within the organization

Hospitality
employees can't
work from home,
but there's nothing
to say that their
interviews can't
take place there.

Automating what can be automated

Companies hiring faster in spite of talent shortages have made several changes in the past year, including introducing job-matching technologies to recruit externally and internally (57%), moving to a combination of in-person and virtual interviews (37%) and implementing

technologies such as AI, chatbots, and skills assessments (24%).

A great example of the power of automation comes from Maggiano's Little Italy who deployed a conversational AI candidate engagement solution and started capturing and engaging potential candidates across mobile and web. They closed 66% of open requisitions in 2 weeks with bot pre-screening, which allowed their corporate recruiting team to focus less on administrative tasks and more on value-add activities.

Blending digital and in-person interviews

Hospitality employees can't work from home, but there's nothing to say that their interviews can't take place there. Three out of four respondents are now using virtual interviews to some degree, with 20% relying solely on them for interview needs. Additionally, nearly half of respondents (45%) are using some form of automation in their hiring process, and 20% plan to implement it in the next 6-12 months. As a result of this blended approach, talent leaders report experiencing greater flexibility, more time savings, and more time spent with top candidates.

Focusing on diversity, inclusion and belonging

Survey respondents with lower rates of attrition reported a greater focus on diversity, equity, inclusion and belonging programs. This included adopting a skills-first approach (45%), replacing resumes with skills-based assessments (33%), dropping college degree requirements (16%) and prioritizing bootcamp certification, rather than excluding candidates without degrees (18%).

The research on improving diversity is clear: A selection process that does not use objective standards to evaluate talent creates a barrier to building a more diverse organization. One of the simplest ways to overcome this is to implement structured interviews that are developed to focus on a candidate's job-relevant knowledge, skills, abilities, and work styles, rather than interviewer opinions or unconscious biases. Research has shown structured interviews are up to two times as effective at predicting job performance than unstructured interviews.

Prioritizing diversity, equity and inclusion isn't just the moral thing, it's good for business, and talent leaders

See TALENT 2022 *page 10*





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How FOODWORKS partnerships have led to success and stability after the pandemic

Chicago, Il - During the height of the pandemic, small businesses took a big hit, especially in the food and hospitality industry. Chicago-based FOODWORKS, a restaurant incubator program with a focus on the future of dining with a local lens, shifted its focus from corporate dining to helping small businesses expand and reach a larger audience.

Sweets & Meats BBQ is a women-owned and operated business that launched in 2014.

FOODWORKS focuses on helping small businesses throughout all regions in the United States, and in particular women and minority-owned businesses who are struggling expanding in the industry. As an example: FOODWORKS recent partnership with Sweets & Meats BBQ has allowed co-founder Kristen Bailey the opportunity to expand from her food truck business to provide meals in local hospitals in the Cincinnati area. This



partnership has ultimately offered her stability in her business model in order to pay employees consistently and hire new employees that the pandemic had caused her to scale back.

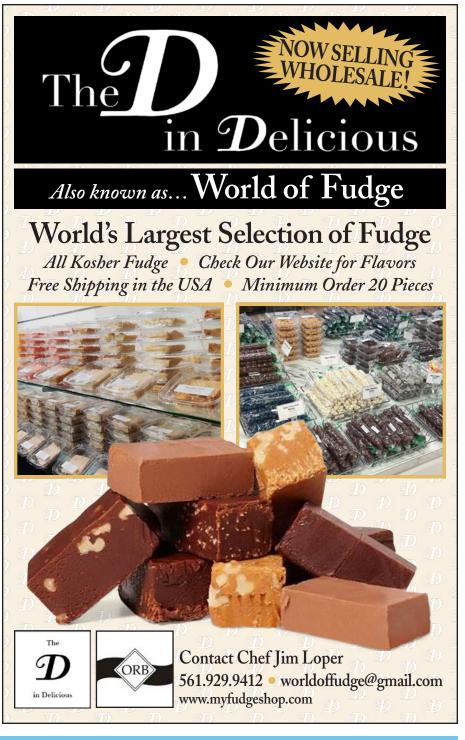
Sweets & Meats BBQ is a women-owned and operated business that launched in 2014. What started as a way for Kristen Bailey to entertain friends, quickly turned into a lifelong business with her co-founder Anton Gaffney. Fast forward to the midst of the pandemic Sweets & Meats, like most small businesses, shifted their business model to send food trucks to neighborhoods throughout the area. From there they started online ordering and boxed lunches for healthcare

workers and family meal boxes for a local soup kitchen, Le Soup. They would feed elementary school kids in the area that did not receive lunch. From there, partnering with FOODWORKS has allowed Sweets & Meats BBQ to expand to areas of the Cincinnati region they didn't think they could reach before.

As an industry leader, FOODWORKS shares best practices in everything from inventory systems to safety standards, a crucial benefit especially for small restaurants and startups that might not be prepared to handle the inevitable uptick in business that comes with exposure as a FOODWORKS partner. All in all, FOODWORKS is an extremely lowrisk model that helps restaurants expand their reach and boost their bottom line without having to open another brick-and-mortar location. Customers, meanwhile, get to enjoy an interesting rotation of local lunch options in a convenient location.

FOODWORKS is continuing to search for small businesses throughout the country and provide stability and a platform to grow their businesses. FOODWORKS website offers restaurants and properties the ability to get in contact with team members to provide further information and next steps. Those interested can visit FOODWORKS website at foodworks.org.





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Ellianos announces new Nassau County Florida deal

Ellianos Coffee, a southeast-based drive-thru coffee chain is broadening its footprint in the Northeast Florida region, announcing a two-unit deal in Nassau County, Florida, including Yulee and Amelia Island.

Ellianos reports that it signed a two-unit development agreement with current franchisees Spencer and Kacie Hutchison. They currently own and operate two Ellianos Coffee stores in Douglas, GA, as well as one in Kingsland, GA, and will soon welcome an additional store in St. Mary's, GA. This two-unit deal in Nassau County will total five operating stores under the husbandand-wife duo.

A contact at Ellianos reported on the two-unit agreement stating, "We could not be more excited to bring the amazing 'Italian Quality at America's Pace' concept that has been so well received to North Jacksonville."

Ellianos already has a foothold in the Jacksonville market, with one store currently operating on Lane Avenue and another in Orange Park off Blanding Boulevard.

There are also several store agreements in the pipeline for the Jacksonville market, all planned to open within the coming years.

Ellianos Coffee offers specialty espresso drinks, smoothies, latte freezers, and other drinks to satisfy any member of the family. They also serve various food items such as hearty breakfast grit bowls, breakfast sandwiches, bagels, cookies, brownies, chicken salad croissants, and more. TR

About Ellianos Coffee: Ellianos was founded in 2002 with the mission to serve 'Italian Quality at America's Pace.' Founders Scott and Pam Stewart have continued their dedicated work of expanding the franchise while making everyone feel like part of the family. The franchise is experiencing exponential growth but remains true to its core values and mission. There are currently 22 operating store locations with several others on deck to open their doors.



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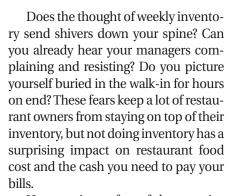




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Why inventory is so important for restaurants and food cost

David Scott Peters ◆ Today's Restaurant Contributo



Here are just a few of the negative impacts not taking inventory has on your restaurant every week:

- ♦ You don't have the essential numbers you need to manage your restaurant, so you're flying blind, wondering why your food cost is so high.
- Your employees aren't understanding the value of what they're using. You're ordering so much product to make sure you never run out that the shelves are always full and nothing is precious to your employees. They look and there is always more on the shelf so when your cooks are making something, such as Ranch dressing, they aren't scraping the mayo out of the container to get every last bit, which is all usable product and your money. Instead, they get what they can easily and throw the rest away and grab the next one from the shelf because there is

always more on the shelf.

◆ People are stealing from you. When the product disappears from your shelves with someone's five-finger discount, your food cost goes up. They're able to hide this from because you're not counting, and they know it.

When you don't pay attention to your product, you get inventory creep.

◆ Items are misplaced. Picture the middle of a lunch rush, you're running your hot special, a sandwich with your secret sauce, that's selling like crazy. Someone runs into the walk-in to grab a new container of sauce, but because there is so much product on the shelves and nothing is organized, no one can find it, declaring the sauce all gone. The kitchen 86s your number-one-selling item. Then, after the lunch rush is over,

your chef or kitchen manager walks into the cooler and finds it exactly where it shouldn't be, behind the shredded lettuce and carrots. This is a missed opportunity for profits.

- ♦ You're not cleaning and organizing your walk in. It's dirty and messy, and you've got that terrible meat dangly stuff hanging from the meat racks. Now you're jacking up your labor because somebody finally gets sick and tired of the messy walk in. You have to pay extra labor to empty it out, scrub it down, scrub all the racks, put them back in, and reorganize the walk-in.
- ◆ Take that same exact description of what I just talked about in your walkin, and you get lower health scores, which means lower sales, because nowadays your health scores are on the Internet and the news.
- ♦ You have slower inventory turns. When you don't pay attention to your product, you get inventory creep. You keep adding and adding to the shelves, never fully making a turn in your inventory. The last time I checked, when you over order, when you have too much on your shelves, and you don't have money in the bank account to pay your bills, you can't go to the power company with a case of steaks, drop it on the counter and say, "Here is my payment."

Think about it this way: when you take food inventory for value on a weekly basis to know your food cost, your costs will go down, your inventory levels will go down because you're paying attention, your walk-in will be clean and organized, your health scores will be higher, and your guests will be happy because you're not running out of product.

It's time to ditch the excuses and move toward signing up for a food and beverage management software solution and make weekly inventory a part of your weekly management. If you follow a shelf-to-sheet inventory system and you do less than \$2 million per year, you're done in under an hour each week and reaping the benefits.

About the Author: David Scott Peters is a restaurant expert who teaches restaurant operators how to cut costs and increase profits with his trademark Restaurant Prosperity FormulaTM.

He travels the world teaching his formula to restaurant owners, food distributors and a variety of hospitality groups. In his past businesses, he used his formula to rescue a multi-unit restaurant sports bar chain from bankruptcy and helped the owners sell it for a profit.

He built a restaurant management software from the ground up based on his formula and sold it to a group of investors that included satisfied software users.

www.DavidScottPeters.com

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What's Going

Acrelec developed a simple yet efficient solution that helps restaurant operators significantly improve order accuracy.

This new addition to Acrelec's rich suite of end-to-end software and hardware solutions is ideal for streamlining home delivery and drivethru operations.



Capital Tacos, based in Tampa, will nearly double its presence with three new upcoming restaurants in Pinellas and Pasco counties. The fast-casual Tex-Mex chain is expected to open in or around Trinity, Palm Harbor and Tarpon Springs between this summer and 2025. They will be locally owned franchises.

The Swamp Restaurant is returning to Gainesville later in 2022 in brand-new building that will capture the charm and likeness of the original, historic landmark. The Swamp Restaurant owner is Ryan Prodesky. It is a grill, bar, and event venue that served as a staple cultural landmark in the Gainesville community from its establishment in 1994 to its closure and demolition in 2020. It will be located at 1026 SW 2nd Ave.

Shipley Do-Nuts, makers of gourmet, made-fresh-daily do-nuts for more

than 85 years, has Georgia on its mind as it plans expansion into the state with newly signed deals to open 30 loca-

> tions. The state's first location is planned for Duluth, Georgia, in Q4. The expansion is driven by two franchisee groups. Dallasbased ARFD Foods LLC, operated by Andrew Robertson and Franklin Diaz, signed an agreement in mid-March to open up

to 25 Shipley Do-Nuts locations, including the first one in Duluth. Diaz, who is

originally from the Atlanta area, discovered the brand when he moved to Dallas. Shipley is currently in rapid growth mode, with agreements in place for more than 350 new locations throughout Texas,

Georgia, Maryland, Tennessee, Florida and Colorado over the next five years.

With more restaurants seeking carryout and delivery options, Eco-Products® is introducing a new compostable wrap that is ideal for swaddling sandwiches, snacks and more. The new wrap is made from wax paper, is ASTM D6868 compliant and is certified by the Biodegradable Products Institute as conveniently works as a basket liner, food wrap or as a scale or pick-up sheet. Eco-Products offers a wide range of

plates, cups, utensils and containers made from renewable or post-consumer recycled resources. Learn more about this new food wrap or other items at www.ecoproducts.com.

Slice, the innovative tech platform powering over 18,000 local pizzerias

nationwide, just launched new advanced marketing offerings to help pizzeria owners spend less time worrying about marketing and more time focus-

> ing on what really matters: PIZZA. Slice offers proprietary marketing services offering tools and services that support all aspects of a restaurant — helping it be more efficient and more profitable without the extra hassle, labor,

and heightened costs. For more details visit their website at slicelife.com.

The NAFEM Show is scheduled to be held February 1-3, 2023 at the Orange County Convention Center in **Orlando.** The NAFEM Show is the world's leading foodservice E&S

showcase and experience. The Show will be surrounded by the top manufacturers of foodservice prep, cooking, storage, table service and cleaning. Visit www.thenafemshow.org.

Seapot located at 1900 N. Central Expressway in Plano Texas will open this fall. The GM is Zhen Hou and this is their 1st in Tx. This is a Californiabased chain.

Mugshots Grill and Bar has announced the signing of its fifth franchise group. The latest group is Lauren

> and Chris Brink who are slated to open their first restaurant in Florence, Alabama early this fall. Founder Ron Savell said, "We are excited Lauren and Chris have decided to join the Mugshots Family and the Florence location is ideal for our 21st Mugshots with its historic downtown locale and the

proximity to the University of North Alabama." For more info visit them at www.mugshotsgrillandbar.com.

Today's Restaurant Networking Groups has welcomed BUNN Tying Machines as its newest member. Bunn has been manufacturing tying machines since 1907. For information on how you can join the groups go to www.trnusa.com/network-group

Nemco Food Equipment, a foodservice industry leader in food prep

and other countertop applications, has acquired Meister Cook, LLC, a custom food equipment designer, based in Indiana, that has developed a range of proprietary solutions for large restaurant chains through-

out North America. With the acquisition, Nemco gains Meister Cook's Hot Hold® series of dry/moist food warmers that instantly take the Nemco food-holding line into new kitchen spaces-particularly right on the plate-prep assembly line, where labor-strapped operators are looking to optimize order-fulfillment speed without sacrificing food quality. Visit them at nemcofoodequip.com.



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Talent 2022 from page 6

will reap the benefits by retaining the talent they worked so hard to source.

Recruiting from within

Businesses are implementing myriad strategies to stop the flow of talent away from their organizations, including: increased compensation (54%); adding learning and development allowances (44%); implementing employee recognition programs (42%), and improving their employer branding (42%).

And remember, if you have hourly and salaried workers in your business, it's not about offering apples to apples benefits and programs, but

who double down on these strategies creating equity. You can't offer working from home for a line cook, but the equivalent could be more predictable schedules, onsite childcare programs, or credits to third party daycare.

Looking ahead

The path forward is one of innovating the ways in which we connect with each other, no matter when and where we work; it's about creating and maintaining relationships with customers who become candidates and candidates who are customers.

About the Author: Amanda Hahn is the Interim CMO at HireVue, the global leader in video interviewing, assessments, and text-enabled recruiting tools.

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NEW NETWORKING GROUPS COMING SOON!

PourMyBeverage new milestones and new system

Wheeling, Il - Executives from the innovative and growing PourMyBeer, a growing brand under the umbrella of PourMyBeverage, announced new milestones and innovations at the foodservice industry's The National Restaurant Association Show held in Chicago in May.

At the show, PourMyBeverage announced the following milestones:

- PourMyBeer achieving 12,000 active self-pour taps in the field.
- PourMyBeer surpassing 500 locations in over 30 countries (additional five countries).
- New system called PourMyCocktail, which will enable a waitstaff to get drinks into customers' hands quickly and easily, with 100% recipe consistency and no bartender needed! With its globally patented cleaning mechanism, the drink heads will always be clean and sanitary, unlike all other cocktail machines on the market.
- Launch of the new brand, PourMyBeverage under which PourMyBeer, PourMyCocktail and PourMySoda belong.





"We built our business to allow guests to pour their own beverages and eliminate the inefficiency of waiting for a drink. With over 500 locations, we recognize that the cost to

change from staff pour to selfpour may be challenging to overcome for existing operators that are already being squeezed by the labor shortages. That's why we invented PourMyCocktail. Now your staff can enter the sale in the POS system and voila, they can magically make hundreds of different cocktails by a simple press of a button. We spent thousands of hours designing and testing this and we are now ready and excited to bring it to the masses." said Josh Goodman, CEO of PourMyBeverage & PourMyBeer.

PourMyBeverage is all about serving efficiency and providing operators with a faster & more efficient way to serve their customers. In exchange, the customers never have to wait in lines for another drink & won't face unnecessary frustrations when establishments get busy and the staff is not able to keep up with orders, payments, cleaning and such.

PourMyBeverage is a next-generation dispense system including PourMyBeer, PourMySoda, and PourMyCocktail brands. PourMyBeverage's technology enables faster and more efficient access to beverages. Some of their clients include: Coca Cola, Hilton Hotels, Buffalo Wild Wings and many others.

Founded in 2015, the popularity of the PourMyBeer system quickly rose to over 12,000 taps in service at over 500 locations (bars, restaurants, casinos, hotels, airports, stores, arcades, and such) across 30 countries, including the US.

Why industry leaders are using our monthly Restaurant Leads Report

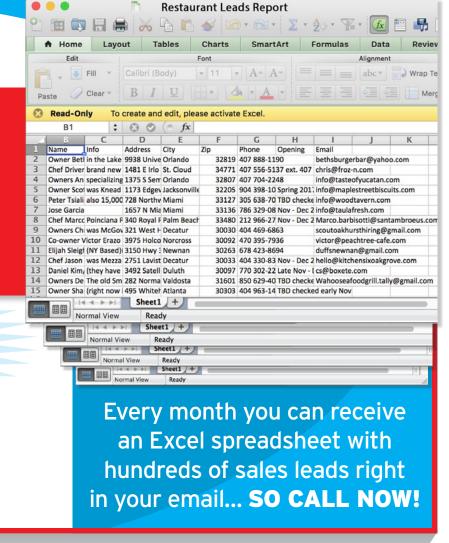
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How restaurants can boost retention and employee satisfaction

Grea Staley ◆ Today's Restaurant Contributor

During the Great Resignation in late 2021, a record number of people quit their jobs due to burnout, low pay, lack of advancement opportunities, among other reasons. As of early 2022, there were still 11.5 million open jobs, with organizations struggling to hire amid unprecedented competition for talent.

As 70% of restaurant operators don't have enough staff to meet demand, how can your restaurant boost employee satisfaction and retention? In addition to offering competitive salaries, industry thought-leader Greg Staley, CEO of SynergySuite, suggests doing the following:

 Offer professional development and advancement opportunities. According to LinkedIn, 94% of employees say they would stay with their company longer if it invested in their career development. Help employees set - and achieve - career goals. Provide plenty of opportunities for job training, mentoring, and promotions for hard workers. Employees who gain new skills and knowledge through professional development become more effective, efficient, and empowered, and are better equipped to handle new tasks and responsibilities.

- ◆ Provide the right tools. For overwhelmed, overworked employees, having to deal with faulty equipment, a glitchy computer, or dated software can be extremely frustrating. Employers should ensure that their teams have the necessary equipment (including integrated software) to maximize productivity and minimize frustrations.
- ◆ Make employees' lives easier. While you can't get rid of tedious chores like inspections and line checks, you can make these processes easier, faster, and more accurate with digital tools. Today's innovative tech solutions allow employees to conduct necessary checks efficiently, so they can quickly move onto their preferred tasks, like interacting with guests and cooking delicious meals.
- ◆ Listen to employees. A proven way to boost engagement is to give employees a voice, letting their opinions be heard, and empowering them to feel ownership in your organization's success. In fact, 90% of employees say they're more likely to stay with an organization that acts on employee feedback. Employees are more likely to feel invested in your organization if they feel like their opinions matter.
 - Use a digital scheduler. Stop

relying on manual scheduling systems and using post-it notes to remember shift swaps. The scheduling process is significantly easier when you use tech tools instead. Many restaurant employees quit because they can't get the shifts they want, so use digital tools to help ensure that you're properly utilizing all employees and giving them their preferred shifts, whenever possible. Additionally, you can easily see if any employees are being overutilized,

which could lead to burnout.

◆ Thank your employees often. A simple thank you goes a long way. Show appreciation for your employees and their hard work. Acknowledge your employees during staff meetings and on social media. Give bonuses or small gifts. Celebrate birthdays and anniversaries. Write thoughtful notes. Staff members will be more inclined to work harder – and stay longer – if they feel appreciated. ❖

Deliverect from page 5

"Popchew has rapidly scaled our celebrity-backed virtual restaurant brands nationwide in a matter of months, thanks to Deliverect's technology," said Nick Sopchak, Co-Founder and COO. "We are thrilled to partner with Deliverect on the launch of their Marketplace, unlocking Popchew's industry-leading revenue growth for thousands of Deliverect customers."

Virtual brands are now available on Deliverect Marketplace in the US, UK, and UAE, with plans to roll out in more markets later this year. To learn more, visit the website online at https://apps.deliverect.com.

About Deliverect: Deliverect is a SaaS company that simplifies online food delivery management. It seamlessly integrates online orders from food delivery channels (Uber Eats, Doordash, Just Eat Takeaway.com, etc.), allowing 25,000 establishments to improve operational service and increase customer satisfaction. Operating in over 40 markets around the world, Deliverect is trusted by restaurants and FMCGs companies such as Taco Bell, Burger King, and Unilever, as well as small and midsize restaurants and dark kitchens around the world. www.deliverect.com.

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CAT Modeling from page 1

they are providing coverage to are resilient enough to withstand a major disaster. It's a crucial tool in their underwriting and pricing processes.

A stronger insurance program for your business is based on a strong understanding of your risk. Used as a measurement tool, CAT modeling can provide you with insight into the risk profile of your stand-alone building or chain of locations. Based on geographical location, and relying on data about your property, it can be used to evaluate your risk of catastrophic events in your region.

You can then use this information to ensure you come in at the right insurance coverage amount. Say you could purchase a \$15M policy to cover your assets but then a CAT model suggests \$30M of coverage. While you would save premium every year with the \$15M policy, one catastrophic event could greatly exceed your coverage limit and leave your business unrecoverable.

What can a CAT model determine?

There are two key things CAT modeling can determine: the severity of the event and the potential frequency.

For example, what is the model of a category 4 hurricane in your area? A flood? CAT modeling provides the data needed for experts to analyze and interpret into meaningful conclusions for your real estate investments.

Real estate insurance experts can tell you the number of catastrophic

events that have taken place in your area, from an average annual loss to a single occurrence perspective. CAT modeling takes this knowledge to another level by extending it across your total geographical spread of total insurable values. It can help you answer the question "How much insurance should I buy for a potential earthquake/fire/ flood in this location?" as well as "How much should I buy for the entire portfolio for each peril?"

While there is no crystal ball in an environment growing more extreme year-over-year, CAT modeling can help owners manage their real estate risk. While it may not be the solution for every small business owner with already strained resources, for larger establishments and chains it can provide a perspective of risk unmatched by nontech alternatives.

For CAT modeling to be effective, owners need to partner with experts who can both evaluate the data being fed into the modeling and interpret the results. And while modeling cannot help you avoid a natural disaster, it can set you up for minimal losses if one does occur in your area.

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.

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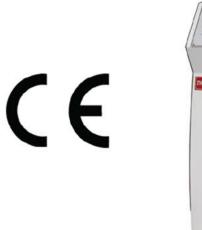
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