

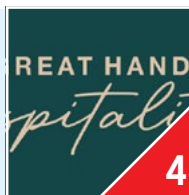
# Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 28

## Appetizers

Restaurant vets open hospitality management company



My Menu's new AI-powered menu description generator



Grumpy's CEO a Top Franchiser Influencer



Full Harvest reduces food waste faster



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# Restaurants expect to automate up to 51% of store tasks by 2025

Jacksonville, FL - The recent 2023 Connected Restaurant Experience Study by Incisiv, conducted in collaboration with Verizon Business and Cisco, shows that customers' rapid adoption of digital technologies is increasing the complexity of managing restaurant operations.

The COVID-19 pandemic significantly accelerated the adoption of digital ordering, and the change in customer behavior persists. Customers value the convenience and control digital ordering gives them. According to the study, 83% of customers plan to use mobile order-ahead when dining at a quick-service restaurant in 2023.

72% of restaurant operators believe it is becoming harder to meet customer expectations because of the increase in digital ordering. Only 52% of quick-service restaurants and 41% of full-service restaurants are satisfied with their restaurant's digital experience. Brands recognize that they need to increase their technology investment to support the new normal.

Improving restaurant efficiency will be the primary driver of technology investments in 2023 and beyond. The top three areas where operators will invest are:



- ◆ Supporting the fulfillment of digital orders
- ◆ Improving kitchen operational efficiency
- ◆ Improving checkout speed

"Restaurants need to prioritize digital execution to remain competitive," said Gaurav Pant, Chief Insights Officer of Incisiv. "Customers value the convenience and control provided by digital ordering, and the industry needs to invest in technologies to improve the end-to-end digital experience."

The move towards efficiency will also accelerate the adoption of automation. Automation of routine tasks is also imminent in the restaurant industry as

quick-service restaurants expect 51% of tasks will be automated by 2025 and full-service restaurants expect to automate 27% of tasks.

"As restaurants continue to expand their automation efforts, they need faster and more reliable connectivity, which can be achieved through the use of 5G, LTE, and fixed wireless access (FWA)," said Scott Lawrence, Senior Vice President Global Solutions, Verizon Business. "These types of networks are beneficial for restaurants as they eliminate the need for cables and manage their peak traffic more efficiently."

**About Incisiv:** Incisiv - [www.incisiv.com](http://www.incisiv.com) - is a next-generation industry insights firm that helps retailers and brands navigate digital disruption in their industry. Incisiv offers consumer industry executives responsible for digital transformation a trusted platform to share and learn in a non-competitive setting, and the tools necessary to improve digital maturity, impact and profitability.

**About Verizon:** Verizon Communications Inc. (NYSE, Nasdaq: VZ) was formed on June 30, 2000 and is one of the world's leading providers of technology and communications services. Headquartered in New York City and with a presence around the world, Verizon generated revenues of \$136.8 billion in 2022. The company offers data, video and voice services and solutions on its award-winning networks and platforms, delivering on customers' demand for mobility, reliable network connectivity, security and control.

# Wendy's partners with Pipedream to pilot industry-first underground delivery system for mobile orders



Dublin, OH - The Wendy's Company announced a new partnership with Pipedream, a hyperlogistics company, to pilot its underground autonomous robot system with the goal of delivering digital food orders from the kitchen to designated parking spots in seconds, for faster and more convenient pick-up experiences. As the first quick service

restaurant (QSR) to pilot this cutting-edge technology, the partnership marks another bold step for Wendy's in driving industry innovation as it strives to serve digital-forward customers with greater ease, speed and accuracy.

"We know that serving orders quickly and accurately leads to increased customer satisfaction," said Deepak Ajmani, U.S. Chief Operations Officer,

The Wendy's Company. "Pipedream's Instant Pickup system has the potential to unlock greater mobile order speed of service and accuracy, enabling us to consistently deliver hot and fresh Wendy's products to our fans."

Pipedream's technology is designed to make digital order pick-up fast, reliable and invisible. By connecting the Wendy's kitchen to an Instant Pickup portal positioned outside the restaurant, this first-of-its-kind delivery system is designed to provide digital customers with a fast and convenient pick-up option without having to leave their car and increase efficiencies for restaurant crew members by streamlining digital order pick-up points. The technology uses autonomous robots to transport meals underground and deliver at the car-side Instant Pickup portal.

"At Wendy's, we are consistently

See **WENDY'S** page 12

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



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## Appell Pie Technology in Today's Restaurant

Howard Appell ♦ Today's Restaurant Publisher

"Try explaining Twitter to a 60 year old. The best way I think of it is it is like a bull horn over the internet. You can broadcast a message to anyone who is listening (following) via the internet. Hell it took me a year to really figure out how and why to use it and I deal with technology everyday." How's that for an opening? I didn't say it, it was written by Andrew Fickert, who is the CEO of CommunityMenu.com on a Social Network I belonged to.

A topic that always creates animated conversation is Do You Need A Website For Success? What do you think? I will answer for you, yes and no. Yes, you should look at having a website but don't become complacent in your promotion of your business. With all of the information on the web just putting up a website will not assure your success. You still need the traditional advertising methods to drive customers to your door. The best looking website is useless if no one sees it.

### The importance of technology to a restaurant

Technology plays a crucial role in the modern restaurant industry, revolutionizing the way restaurants operate and enhancing the overall dining experience for customers. Here are several key areas where technology is important to a restaurant:

- 1. Streamlining Operations:** Technology helps automate various operational tasks, such as reservations, order management, inventory tracking, and billing. This streamlines processes, reduces human error, and increases efficiency. For example, restaurant management software can integrate multiple functions into a single system, making it easier for staff to manage operations effectively.
- 2. Online Presence and Marketing:** In today's digital age, having a strong

online presence is vital for any restaurant. Technology enables restaurants to create websites, mobile apps, and social media profiles to reach a wider audience and engage with customers. Digital marketing strategies, such as targeted advertising, email campaigns, and loyalty programs, can be implemented to attract new customers and retain existing ones.

**3. Online Ordering and Delivery:** The rise of food delivery platforms and online ordering systems has transformed the restaurant industry. Technology allows customers to place orders conveniently from their smartphones or computers, increasing accessibility and convenience. Restaurants can integrate with third-party delivery services or develop their own delivery platforms to meet the growing demand for off-premise dining.

**4. Table Management and Reservations:** Advanced reservation systems enable restaurants to efficiently manage their seating arrangements and bookings. Technology can provide real-time updates on table availability, waitlist management, and reservation confirmations. This helps optimize table turnover, reduce customer wait times, and enhance the overall guest experience.

**5. Point of Sale (POS) Systems:** Modern POS systems have evolved beyond traditional cash registers. They offer features like order customization, split billing, integrated payment processing, and inventory management. POS systems provide real-time data insights, allowing restaurants to track sales, analyze trends, and make informed business decisions.

**6. Kitchen and Inventory Management:** Technology can assist in managing kitchen operations and inventory

See **APPELL PIE** page 12

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# What's Going On

## Important new products, corporate news and industry events

"We're getting back to our roots to embrace our heritage and empower the connection between restaurants and guests. In April we returned to the name that practically defined the restaurant digital marketing space: **Fishbowl.**" CEO Adam Ochstein says, "I spoke with hundreds of clients, and nearly all of you know us as Fishbowl. With that kind of brand equity, our best move is to stick to what's always worked, and continue as trailblazers for our restaurant partners." Fishbowl offers hi-tech tools to run a revolutionary restaurant. Visit [fishbowl.com](http://fishbowl.com) for all details.



This year, **Veggies Made Great Frittatas** won the prestigious **2023 Food and Beverage (FABI) Award** at the NRA Show held in Chicago. As one of 42 products to be recognized, Veggies Made Great Frittatas stood out for their better-for-you ingredients featuring veggies at the top of the list, as well as their delicious on-trend flavors and convenient 2-ounce portions. "As a newer foodservice brand, we are truly honored the National Restaurant Association has recognized our delicious, veggie-rich 2-ounce frittatas as a FABI Award winner," said Mike Ricciardi, National Sales Manager, Foodservice at Veggies Made Great. "All of our products, including our frittatas, are developed with both the operator and consumer in mind. As our name implies, we want to deliver flavorful, veggie-forward products that meet consumer demand without requiring extra labor or special equipment back of house." Veggies Made Great® - [veggiesmadegreatfoodservice.com](http://veggiesmadegreatfoodservice.com) - is a New Classic Cooking, LLC brand based in Rahway, New Jersey.

ensuring that they will remain a staple of any bar for years to come. In addition to their stylish designs, the Barfly bitters bottles are also highly functional. They provide an accurate dash of bitters whether full or almost empty, thanks to a precise measurement system. "We're excited to introduce our new line of bitters bottles, which bring together style and functionality in a way that's perfect for both home bartenders and professionals," states



◆◆◆◆◆  
◆ **Barfly® Mixology Gear**, a leading provider of high-quality bar tools and accessories, announced recently the expansion of its bitters bottles collection with 10 new options. The new bitters bottles come in a full range of sizes and styles, including contemporary, classic, and retro designs. Each bottle is crafted from high-quality materials and is built to last,

Joe Flaherty, Senior Vice President. "These bottles are a must-have addition to any bar."

◆◆◆◆◆  
Saldesia Corporation, a distributor of food safety products and solutions, would like to share details about the only OMRI Certified granular floor treatment and sanitizer. **Security Floor Treatment and Security Floor Sanitizer** are the two products and they are manufactured in Wisconsin by DeVere

Chemical. They are the first granular floor treatments and entryway control products that combine alkalinity and multiple oxidizing compounds for superior performance. SFT and SFS are perfect for treating Entryways, Floors, and Drains; and can help reduce presumptive positives, saving you and your team valuable time and money!

◆◆◆◆◆  
◆ **Nutritional Resources Inc. dba HealthWise**, a Grovetown, Georgia creator of meal replacements and high protein nutritional foods is excited to announce a strategic and financial partnership with Ovation Foods Inc. based in Waterloo, Wisconsin. For almost 30 years Nutritional Resources has been committed to providing healthcare professionals with the highest quality, greatest tasting, and affordable nutritional products to help their patients reclaim their passion for life. Ovation Foods is on a similar mission to create the most nutritionally dense snack foods using innovative and proprietary food technology and the power of the natural whole egg.



See **WHAT'S GOING ON** page 8

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# NY restaurant vets open hospitality operations management agency

Great Hands Hospitality offers personalized business development and operations management solutions for entrepreneurs in the hospitality industry. With experience in opening Danny Meyer's Union Square Hospitality Group's first bars and as former Executive Director of Operations for Death and Company, their team of professionals provides a tailored approach.

Great Hands Hospitality, a full-service agency specializing in business development and operations management solutions for the hospitality industry, has launched nationwide from their home base in New York City.

Great Hands Hospitality offers personalized, project-based or long-term services for entrepreneurs looking to launch new restaurant ventures or expand existing ones. They assist with new business development, operations management, back-office administration, mentoring leaders, providing direct hands-on support, and more.

"We know firsthand the strains that come with the ever-evolving hospitality industry, and can relieve many ongoing pain points," said Michael Shain, founder of the Great Hands Hospitality team. "We have a unique ability to build businesses for the community, your team, your guests and you. We are com-



mitted to helping our clients succeed."

Before founding his own company, he was an integral part of the opening of Danny Meyer's Union Square Hospitality Group's first bars in New York City and served as the former Executive Director of Operations for Death and Company, a well-known cocktail bar that is widely recognized for its craft cocktails and contribution to the modern cocktail renaissance.

The company's team of hospitality professionals offers personalized services that address every need, standard or unique. They have an intimate knowledge of developing and maintaining businesses that feel good and deliver positive results to the bottom line.

"Whether you're opening a new business or looking to improve ex-

*"Our network is vast and we will call on our community of culinary leaders to make your business thrive."*

isting operations, we will work hand in hand to streamline processes and establish efficiencies. We can systematize your business while ensuring your team still has the flexibility to create rave-worthy experiences," said Dana Lapan, co-founder of the Great Hands Hospitality team.

Great Hands Hospitality takes a personalized approach to their clients, developing a plan specifically for their business after determining their needs. They establish a relationship with their clients and their team to learn about their needs, ensuring their approach is well-received and impactful.

In addition to their core team, Great Hands Hospitality is partnered with Alex Jump to develop and implement world class beverage programs and training. "I

believe that hospitality is all about creating meaningful connections, whether it's between guests and a bar program or within a team. With my experience in the industry, I'm passionate about providing personalized solutions that make a positive impact. I'm excited to be working with Great Hands Hospitality to bring my expertise to new beverage programs and initiatives, all while advocating for mental health, wellness, inclusion, and diversity in the industry," said Alex Jump.

Formerly the Bar Manager of Death and Company Denver, she helped the team achieve numerous recognitions, including a spot on Esquire's Best Bars list and on North America's 50 Best Bars list. She is a member of the Williams Sonoma Chefs' Collective and was named to Forbes 30 Under 30 in the F&B sector in 2021. Culinary operations and menu development is handled by their network of chefs across the country. "We have years of experience developing concepts and menus, but also know who to call on when drawing inspiration for locally driven menus. Our network is vast and we will call on our community of culinary leaders to make your business thrive," said Shain. 

Great Hands Hospitality can be found online at [www.greathandshospitality.com](http://www.greathandshospitality.com).

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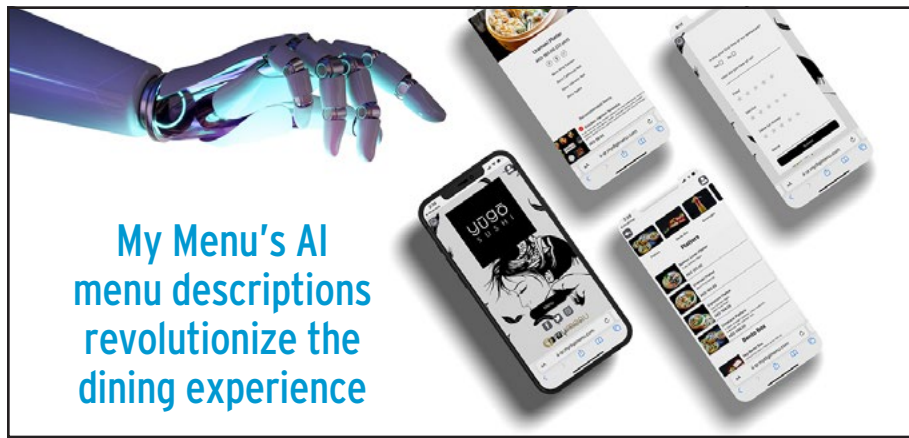
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# My Menu's new AI-generated menu descriptions

My Menu, the 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 mouth-watering and 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. With just a few clicks, restaurant owners can create compelling descriptions for their dishes, eliminating the need for them to hire a professional copywriter or spend countless hours crafting the perfect description.

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 menu item name. Furthermore, the feature works in different languages, catering to restaurants that serve customers from diverse backgrounds.

"We are thrilled to introduce this new feature to our platform," said Abhishek Bose, CEO of My Menu.

"With the AI-powered menu description generator, we are making it easier than ever for restaurant owners to create compelling and persuasive menu descriptions that will entice customers to try their dishes. Our goal is to help restaurants increase their revenue and grow their businesses by providing them with the tools they need to succeed."

The AI-powered menu description generator is just one of the many features offered by My Menu, which provides a comprehensive digital menu for restaurants. The platform also includes custom digital menu designs by brand, tablet menus, contactless menus with ordering and payments, social login, guest feedback, CRM, personalized SMS & WhatsApp messaging, accepting payment via crypto, running campaigns, upselling signature items, promoting events and real-time menu updates, among other features.

*The AI-powered menu description generator is just one of the many features offered by My Menu...*

"We understand that restaurants need to stay ahead of the curve and adapt to changing consumer behavior, today AI is changing the way we operate." said Bose. "With our digital menu platform, we are helping restaurants do just that by providing them with the tools they need to streamline their operations, increase their revenue, and enhance their customers' dining experience."

**About My Menu:** My Menu - mydigimenu.com - is an 'all-in-one' e-menu and digital menu management system for hospitality venues. The QR Code Generator and eMenu ordering system provide guests with a complete contactless, self-ordering, and self-payment system. My Menu's online ordering and delivery module helps restaurants to start accepting orders directly at zero commission. My Menu improves efficiency and guest experience while increasing revenue. Integration with multiple payment gateways such as stripe, checkout, 2checkout, and razor pay ensures restaurants can start accepting payments online directly into their accounts.

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# What's Going On from page 3

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**Popstroke is making moves!** "We're excited to announce 13 upcoming venues with 3 new prototypes that will bring our unique experience into markets large & small, warm & cold! New locations opening in 2023 include Scottsdale, Delray Beach, Tuscaloosa, and Las Vegas. Opening in 2024 will include Myrtle Beach, Daytona Beach, Frisco, College Station, Orlando West, San Antonio, Nashville, Wellington, and West Palm Beach." Based in Port St Lucie Florida, Popstroke is a unique golf and dining experience.

**Duke Manufacturing**, a privately held, global foodservice equipment manufacturer, announced it has expanded its line of functional restaurant solutions with the launch of its latest innovation, the Duke Waterless Hot Food Well, a waterless hot food well that leads the industry in efficiency and ganged functionality by operating on multiple units off a single control. A 2022 Kitchen Innovation award recipient from the NRA (National Restaurant Association), the Duke Waterless Hot Food Well is easy and fast to service, as each well lifts out and unplugs for service. The waterless well comes with Duke's patent-pending removable non-stick liner that makes cleaning easy and quick. Foodservice operators can wipe off spilled food from the liner or take the liner out of the well and run it through a dish machine. It also does not require H2O connections or floor drains.



**Whataburger, a fast-food chain is planning to open at least 80 stores in Georgia and Alabama over the next five years.** Whataburger entered Georgia late last year with four restaurants in the Atlanta area and one other. They plan to open at least 50 in Georgia over the next five years. Whataburger operates 29 stores in Alabama and is

planning to open another 30 in that state by 2027.



**Hooters, has secured a six-unit agreement with the brand's original founders, now known as Hooters Management Corporation. This deal will bring three additional units to Las Vegas and three to The Villages neighborhood in Central Florida.**



**Henny Penny have announced that Brian Silverberg has been named President,** succeeding Steve Maggard, who announced his retirement from the company next year. Silverberg will be the seventh President in the company's 66-year history. Silverberg will work with Maggard over the next year to transition and assume leadership and operational responsibilities for his new role, after spending the last four years as the company's Chief Financial Officer (CFO). As President, Silverberg will focus on executing the company's strategic priorities, scaling the company's infrastructure, and supporting global business operations. Employee-owned Henny Penny provides high-volume, high-quality hot foodservice equipment and solutions to top global foodservice chains in more than



Ryan Papillo

100 countries through trusted partnerships, robust products and expertise, and a commitment to customer satisfaction. Every day, millions of people worldwide eat food prepared with Henny Penny products, including quick-service, full-service, fast casual restaurants, supermarkets, and convenience stores. Founded in 1957, Henny Penny became an employee-owned company in 2014 and is headquartered in Eaton, Ohio.

**Graze Craze®, a leading franchise within the graze-style food category,** has hired dynamic sales veteran Ryan

Papillo as its new Director of National Accounts. Papillo's appointment comes at a time of rapid growth for Graze Craze, which is at the forefront of the booming food trend known as "grazing." Charcuterie and graze-style dining has become increasingly popular at gatherings and social events of all sizes. Reporting to Graze Craze President Cory Hibbard, Papillo will be responsible for continuing to develop a national accounts program aimed to generate business opportunities for new and existing franchise locations. Graze Craze has already landed several national accounts, making substantial progress toward increasing franchise value and national brand recognition.



**Viking Mergers and Acquisitions** ("Viking") has announced the successful acquisition of Foodservice & Restaurant Supply ("FRS") by The Innovative Foodservice Group ("IFG").

FRS has a 50-year history as a closely-held business providing high-quality foodservice equipment and supplies to restaurants and institutions throughout the Carolinas, and in that time has grown to four strategic locations. IFG is a leading distributor of equipment, supplies, and smallwares to clients throughout the foodservice industry. "We are thrilled to have worked with Carl and Don to get the outcome they were seeking," said Mike Donahue, Viking's Lead Partner on the engagement, adding, "The IFG team

was great to work with and their culture is the perfect fit for Don, Carl, and their FRS colleagues."



**Texas News:** Steak & Ale is coming back into the restaurant scene in Texas. The first location is slated for sometime in 2024 in Grand Prairie.




**Catch will bring its classic seafood and steak menu to Dallas in 2024.** It will be in Uptown at Maple Terrace, which is a mixed-use space currently under construction. The development includes a high rise luxury living complex. Catch has other restaurants in New York, New Orleans, Los Angeles, with a **Miami Beach spot opening in 2023.** Catch Partner is Mark Birnbaum.



**Eggs Up Grill will open a restaurant this summer in Memphis, TN.** The restaurant is the first of three Eggs Up Grill restaurants in development in the Memphis area; this is the second Eggs Up Grill restaurant in Tennessee. Dana McCubbin is the franchisee. Eggs Up Grill has locations across Florida, the Carolinas, Georgia, Virginia, Tennessee, Alabama, and has plans to enter Texas and Mississippi.



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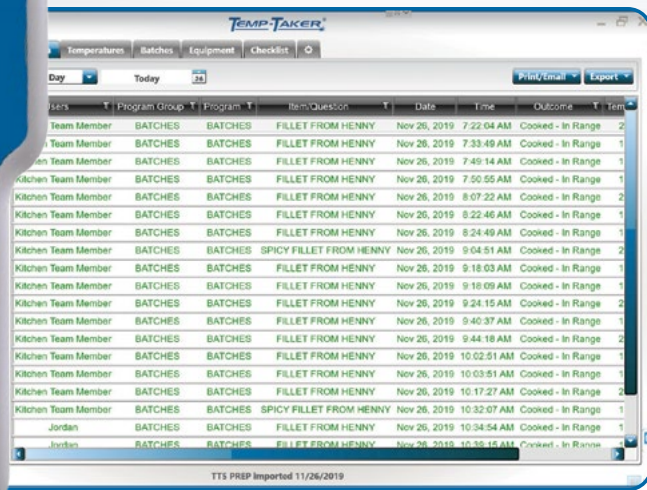




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# US Foods CHEF'STORE to expand southern reach with three new locations

Additional stores in Virginia and North Carolina will open late fall 2023

Rosemont, IL - US Foods Holding Corp. (NYSE: USFD) – one of America's leading food service distributors – has announced it will open new US Foods CHEF'STORE® locations in Roanoke, Va., Greenville, N.C. and Fayetteville, N.C. All three locations are expected to open in late fall 2023. Known for outstanding service, convenience and a large selection of competitively priced restaurant-quality products and supplies, CHEF'STORE offers a one-stop-shop for restaurant operators, food industry professionals, community groups and at-home chefs to quickly stock up or replenish ingredients and supplies by the case and in individual quantities.

The upcoming warehouse format stores will range between 20,000 and 23,500 square feet and will offer a wide assortment of products, from fresh produce, meat, dairy, and beverages to restaurant equipment, catering essentials, janitorial supplies and other restaurant essentials. CHEF'STORE is open to



the public seven days a week and no membership is required.

"As part of the US Foods omni-channel strategy to provide enhanced delivery and retail options to foodservice operators, we are excited to continue to grow the CHEF'STORE footprint," said

Irfan Badibanga, president of CHEF'STORE. "Our CHEF'STORE locations provide an unmatched solution for Restaurateurs, smaller foodservice operators and price-conscious community members to get the products they need when they need it, and we look forward to serving new and existing customers."

The Greenville and Fayetteville stores will join two existing CHEF'STORE locations in North Carolina. The Greenville store will be located at 901 Mall Drive, and the Fayetteville store is located at 505 Cross Creek Mall. The Roanoke store will be the second CHEF'STORE

location in the state of Virginia, joining the existing location in Lynchburg. The Roanoke store will be located at 1372 Towne Square Blvd.

Since acquiring Smart Foodservice Warehouse Stores in April 2020, US Foods has continued to strategically expand its cash and carry market footprint. With the addition of the three new locations, US Foods will have a robust network of more than 90 CHEF'STORE location across 13 states. 

**About CHEF'STORE:** CHEF'STORE offers a customer-centric, warehouse-format shopping experience for wholesale food and restaurant supplies at competitive prices. Designed as a one-stop-shop for restaurant operators and foodservice professionals, CHEF'STORE is also an option for non-profit organizations and the public, and no membership is required. CHEF'STORE locations feature an assortment of thousands of food products including fresh meat, produce, dairy, and deli items. Customers will also be able to shop for grocery products, beverages, catering essentials, janitorial supplies, and other restaurant essentials. Online at CHEFSTORE.com.

**About US Foods:** With a promise to help its customers Make It, US Foods - is one of America's great food companies and a leading foodservice distributor, partnering with approximately 250,000 restaurants and foodservice operators to help their businesses succeed. With 70 broadline locations and more than 85 cash and carry stores, US Foods and its 29,000 associates provides its customers with a broad and innovative food offering and a comprehensive suite of e-commerce, technology and business solutions. US Foods is headquartered in Rosemont, IL. Online at www.usfoods.com.



Owner of beloved Jacksonville diner is awarded as one of the most influential characters in the franchise world

## Grumpy's CEO voted a Top Franchise Influencer

Jacksonville, FL – Grumpy's Restaurant, an award-winning full-service Americana breakfast, lunch and brunch diner, President and CEO Daniel DeLeon continues to add to his and the company's soaring reputation. He has most recently been named as a 2023 Top Franchise Influencer by SeoSamba. This is the second year in a row DeLeon has been awarded the title.

The SeoSamba list of Top 100 Global Influencers in Franchising includes the most influential characters in the franchise world, whose voices carry weight and reach a large audience across various channels of media. The list is mainly made up of franchise superstars who have turned local businesses into leading operational powerhouses and continue to use their success to achieve global fame.

"I am honored to not only bring in awards for the restaurant, but to also be recognized as an influential business owner in the franchise space," said Daniel DeLeon, President and CEO of Grumpy's Restaurant. "It is

great to see that Grumpy's influence is not only apparent in the local communities our restaurants serve, but worldwide as well."

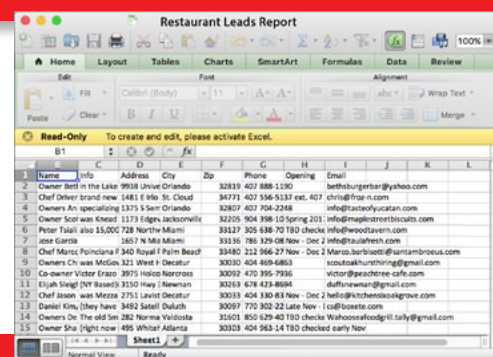
With five open locations in Orange Park, Middleburg, St. John's, Neptune Beach and Wildlight (Yulee) Grumpy's prides itself on made-to-order and always-made-from-scratch comfort food and sweet southern hospitality all at a working-class price. Grumpy's serves breakfast, lunch and brunch along with an array of daily and weekly chalkboard specials which include a variety of sandwiches, homemade soups, salads, signature coffee, freshly squeezed juices, homemade hot chocolate and desserts. 

**About Grumpy's Restaurant:** Grumpy's Restaurant – GrumpysRestaurantCo.com - was born out of passion and love for bringing family and friends together over great diner food. Our commitment and mission are to deliver the highest quality dining experience at an affordable price for families everywhere. Grumpy's will never waver on our commitment to excellent home-style cooking, attention-to-detail, sweet southern hospitality and serving a hungry-person's portion at a working-class price. All while closing at 2:00PM providing the ultimate family, work and life balance.

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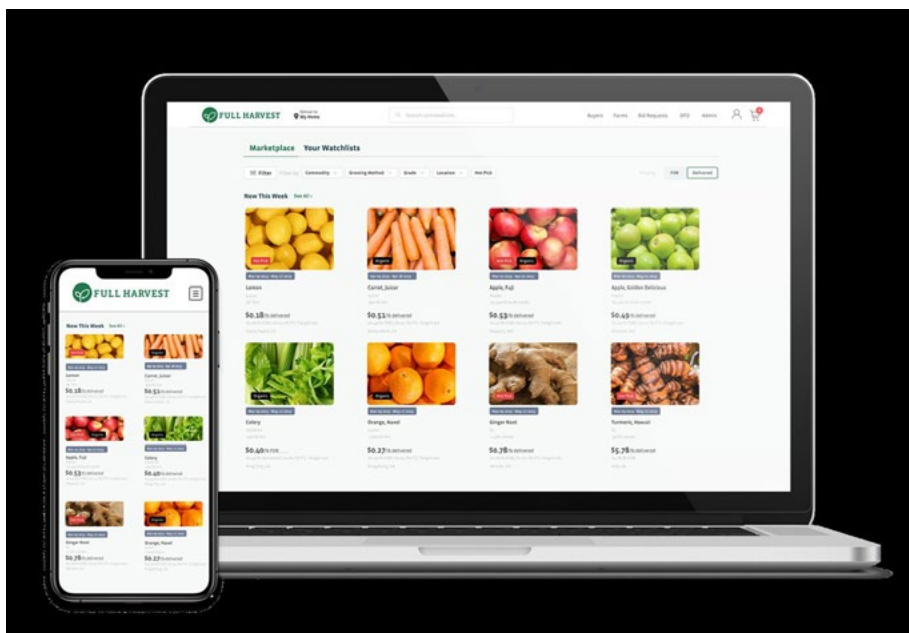


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# Full Harvest reduces food waste faster with digitization to all produce grades

Adds USDA Grade 1 produce to become leading online marketplace serving commercial buyers and sellers

San Francisco, CA - Full Harvest, a proven leader in the battle against food waste, announced its expansion beyond surplus to all USDA Grade 1 produce on its online marketplace for commercial buyers and sellers. Solving the food waste problem faster by bringing the entire produce market online for more efficiencies, the addition expands its reach to retailers, food service companies, and direct-to-consumer distributors, among others. Full Harvest is now the leading end-to-end online produce marketplace, including logistics automation, for all grades of produce – from USDA Grade 1 to surplus and imperfect – on spot, program, and contract terms.



Globally, an estimated 2.5 billion tonnes (40 percent of food grown) goes to waste each year according to the World Wildlife Federation. Unfortunately, while agriculture and food-related industries contribute more than \$1.2 trillion to the U.S. GDP, and the fruit and vegetable market size alone will top \$96 billion this year, the produce industry is predominantly offline. The lack of accurate data and operational transparency caused by


offline inefficiencies exacerbate the food waste problem.

Having already helped growers sell over 85 million pounds of surplus and imperfect produce to date, Full Harvest is leveraging its marketplace, previously only for excess produce, to now digitize the entire produce supply chain and provide valuable data and insights, which is critical to solve the food waste problem. Full Harvest enables increased market matching and transparency that quickly improves bottom lines, shortens the time from harvest to production by shipping direct from farms, and reduces the carbon footprint associated with transporting the produce.

"Everything edible should be consumed. We are on a mission to eliminate food waste in the produce ecosystem and create a more sustainable produce industry," said Christine Moseley, Founder and CEO of Full Harvest. "While imperfect and surplus produce was an important first step, the entire produce industry needs to move online to maximize efficiency and eliminate waste. At Full Harvest, we're doubling down on our mission to help

produce buyers and suppliers get the real-time data and access they need to make the produce supply chain smarter, more efficient and more sustainable – regardless of produce type or grade."

USDA Grade 1 is the primary produce grade used in the food industry to ensure consistent cosmetic and quality standards for consumers. Produce must meet stringent guidelines on shape, color, size, texture, and quality to be considered USDA Grade 1. Expanding Full Harvest's marketplace to include USDA Grade 1 gives its current buyers and suppliers, most of which buy and sell all grades of produce, a one-stop shop to manage their produce online – saving them time and money, while still providing access to sustainable options.

While Full Harvest has an extensive grower network established, additional suppliers are invited to learn more about the marketplace and sign up here: [www.fullharvest.com/farms](http://www.fullharvest.com/farms). Interested produce buyers can learn more about the benefits of joining the Full Harvest marketplace here: [www.fullharvest.com/buyers](http://www.fullharvest.com/buyers). 

*About Full Harvest: Full Harvest – [www.fullharvest.com](http://www.fullharvest.com) - is solving the \$2.6 trillion food waste problem through technology and innovation. The company runs the first B2B online marketplace that connects farmers with commercial produce buyers to purchase produce of all grades, including USDA Grade 1, surplus, and imperfect produce. The company's mission is to eliminate on-farm food loss and create a world with 100% "full harvests" by digitizing the produce supply chain for the first time ever. As food waste is the #1 contributor to climate change, Full Harvest helps lower CO2 emissions and water use while delivering incremental revenue to farmers. Additionally, the company partners with food & beverage brands on their efforts to create new sustainable CPG products and supply chains to meet consumer demand for sustainable products. A win-win-win for food companies, farmers, and the planet, Full Harvest is recognized as a World Economic Forum Tech Pioneer, the top 2020 Fast Company World Changing Idea in Food, UBS's 2022 Global Visionary award, and a Forbes Most Innovative Agtech Startup.*

*Globally, an estimated 2.5 billion tonnes (40 percent of food grown) goes to waste each year according to the World Wildlife Federation.*

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## Wendy's from page 1

innovating to meet our customers however they choose to engage with us," said Matt Spessard, Senior Vice President and Global Chief Technology Officer, The Wendy's Company. "As mobile ordering preferences increase, we're thrilled to be the first quick service restaurant to partner with Pipedream, leveraging their unique delivery technology and system with the goal of reinventing digital pick-ups to bring more Wendy's to more people as quickly and efficiently as possible."

"We're proud to partner with an iconic, innovative brand like Wendy's to bring the future of mobile order pick-up to the quick service industry," said Garrett McCurrach, CEO, Pipedream. "By solving order hand-off, the final leg of the digital experience, our Instant Pickup technology allows Wendy's restaurant team

members to focus on what matters: serving delicious, high-quality food and connecting with customers in this digital-first world."

Wendy's plans to integrate Pipedream's industry-first underground delivery system into an existing restaurant later this year. 

*About Pipedream: Pipedream – [pipedreamlabs.co](http://pipedreamlabs.co) - is the autonomous underground delivery company on a mission to make hyper-logistics possible this decade. Founded in 2021 and based in Austin, TX, Pipedream is working to build a world where restaurants, retail stores, warehouses, homes, and offices can move atoms with the same efficiency the internet is able to move bits. The Pipedream system includes fully autonomous above ground portals that interface with fully autonomous underground robots to move food, packages, groceries, and more in seconds. The fully electric underground system is designed to help merchants, cities, developers, and more prepare for the ever increasing delivery needs of the future while removing all emissions and congestion and significantly improving safety.*



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effectively. Kitchen display systems (KDS) help streamline communication between the front and back of house, reducing errors and improving order accuracy. Inventory management software helps track ingredient usage, monitor stock levels, and automate re-ordering processes, minimizing waste and optimizing cost control.

**7. Customer Relationship Management (CRM):** Restaurants can leverage technology to develop a comprehensive CRM system. This enables them to gather customer data, track preferences, and personalize interactions. With this information, restaurants can provide personalized offers, loyalty programs, and targeted marketing campaigns to enhance customer satisfaction and loyalty.

**8. Analytics and Data Insights:** Technology allows restaurants to collect and analyze data from various sources, such as POS systems, reservation platforms, and customer feedback. By leveraging data analytics, restaurants can gain valuable insights into customer behavior, menu performance, and operational efficiency. This information can inform strategic decision-making, menu engineering, and marketing initiatives.

**9. Robotics** can play an important role in the restaurant industry, offering various benefits to establishments. Here are some ways in which robotics can be significant for restaurants:

**1. Increased Efficiency:** Robots can

automate repetitive and time-consuming tasks, such as food preparation, dishwashing, and cleaning. By taking over these responsibilities, robots can significantly reduce labor costs and increase operational efficiency. They can work continuously without breaks, ensuring consistent performance and faster execution of tasks.

*The implementation of robotics should be carefully evaluated based on the specific needs and goals of each restaurant.*

**2. Improved Food Safety and Hygiene:** Maintaining food safety and hygiene is critical for any restaurant. Robots can minimize human contact with food, reducing the risk of contamination. They can be programmed to follow strict sanitation protocols, ensuring compliance with safety standards. For example, robotic arms can handle ingredients, cook food precisely, and package it without the risk of contamination from human handling.

**3. Consistent Food Quality:** Robots can perform tasks with precision, resulting in consistent food quality. They

can measure ingredients accurately, follow recipes precisely, and cook food to the same specifications every time. This consistency enhances the dining experience for customers, who can expect the same high-quality dishes with each visit.

**4. Increased Speed and Accuracy:** Robots can work at a faster pace compared to humans, increasing the speed of food preparation, assembly, and delivery. This can be particularly beneficial in high-volume restaurants or during peak hours when there is a surge in orders. Additionally, robots are less prone to errors, ensuring order accuracy and reducing the chances of mistakes in food preparation.

**5. Enhanced Customer Experience:** The use of robotics in restaurants can provide an intriguing and novel experience for customers. For example, interactive robots can engage with diners, provide information about the menu, or even showcase entertainment. This unique dining experience can attract customers, create a memorable visit, and generate positive word-of-mouth.

**6. Labor Cost Management:** One of the significant challenges in the restaurant industry is managing labor costs. With rising minimum wages and labor shortages, robotics can help alleviate these concerns. By automating certain tasks, restaurants can reduce their reliance on human labor, optimize staffing levels, and allocate human resources to


more specialized roles that require creativity and personal interaction.

**7. Marketing and Brand Differentiation:** Restaurants that incorporate robotics into their operations can differentiate themselves from competitors and generate buzz.

**8. The novelty and futuristic appeal** of robotic technology can attract media attention, leading to increased brand visibility and customer interest.

While robotics can bring several advantages to restaurants, it's important to note that they are not a one-size-fits-all solution. The implementation of robotics should be carefully evaluated based on the specific needs and goals of each restaurant. Factors such as cost, maintenance, integration with existing systems, and customer preferences should be taken into consideration before deciding to adopt robotic technologies.

Overall, technology has become an essential component of the modern restaurant industry. Its integration enhances operational efficiency, improves customer experience, and provides valuable insights for business growth. Restaurants that embrace and effectively utilize technology can gain a competitive edge in today's highly dynamic and digital-driven market.

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