

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 27

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TR Today's Restaurant
The Foodservice Industry Authority

The power of photography and social media for restaurants

By Brady Lee
www.GrazeCraze.com

Social media has revolutionized promotion of businesses, especially restaurants. People love sharing their experiences with photos and comments; food and dining experiences are among the most popular subjects. With just a few taps on a mobile device screen or mouse clicks on a computer, your promotion instantly reaches and engages the customers you want.

Social media benefits restaurants by engaging customers where they are – online – which raises brand awareness to positively drive sales.

Social media enables you to send narrowly targeted ads to the customers you've identified as ideal. You can get granular with whom you are targeting based on qualifications like age and income.

The best part is, with social media your customers are doing a lot of your promotion for you. People trust reviews from other customers rather than direct



Brady Lee

advertising, so they're more likely to read and believe this organic content. But you need to have a balance of user-generated content and your own campaigns, to control what you promote and how you sell it. You can't wait

for customers to promote your new menu items or events.

That means you should have one person designated to handle social media for your restaurant, to coordinate campaigns and to respond to customer posts. If someone complains about the service or food they received at your restaurant, your social media coordinator can often defuse a potentially damaging situation with a swift and sincere apology. Thanking customers for compliments also goes a long way to build strong relationships that can turn into increased sales.

That doesn't mean it has to be their only responsibility, but it helps create consistency to have one person in charge who understands social media and enjoys using it. They should have a fun personality – that helps too!

Which platforms should you use?

There are many different social media platforms out there, but not all of them are relevant to every business. Choose the ones that work for you, and

See **PHOTOGRAPHY** page 14

Historic Claudia Sanders Dinner House up for sale

The restaurant previously owned and run by Kentucky's own Colonel Sanders is for sale along with trademark and memorabilia



Shelbyville, Ky – Claudia Sanders Dinner House, the restaurant Colonel Sanders created for his beloved wife located in Shelbyville, Ky. is for sale, along with the trademark and likeness of the Claudia Sanders name. The sale not only includes the restaurant and property, which additionally houses the former primary residence of the Sanders for more than 25 years, but also

memorabilia from the Sanders family, including Colonel Sanders' original Kentucky Colonel certificate, a Happy Birthday letter from President Nixon to Colonel Sanders, Colonel Sanders' Bible, money clip, wristwatch, and many more historical items. The estate sale is being handled by Six Degrees Real Estate.

Jonathan Klunk, a listing agent and family representative, states "Claudia

was the unspoken hero of her husband's success in business. And he wanted to honor her by creating Claudia Sanders Dinner House and associated brands. There is so much rich history included in this sale; it is exciting to think about the potential that lies ahead for the right buyer - to honor and protect this legacy and grow the brand even further."

Claudia Sanders' legacy is one to be remembered. A New York Times article credits her for much of Colonel Sanders' success.

After their years in Corbin, the Colonel and Claudia moved to this property and opened Claudia Sanders Dinner House, which also served as the first KFC headquarters. Known for its famous yeast rolls, creamed spinach, pies, and southern comfort cooking, Claudia Sanders Dinner House has been a staple of the Shelbyville community since its grand opening in 1959 and has built a legacy of its own in the heart of Kentucky, with visitors traveling from all over the world to visit.

See **CLAUDIA SANDERS** page 10



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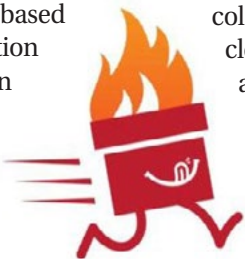
US Foods Holding Corporation

plans to open new US Foods CHEF'SSTORE® locations in Merced and Santa Cruz, Calif., Helena, Mont., and Winston-Salem, NC. The additional stores further expand the reach of the CHEF'SSTORE offering, providing restaurant operators, food industry professionals, community groups and at-home chefs a warehouse-style retail solution to quickly stock up or replenish ingredients by the case and in individual quantities. The Winston-Salem store will be the second CHEF'SSTORE location in NC. Set to open in December 2022, the new Winston-Salem location will boast 23,500 square feet of shopping space and will be located at 140 Stratford Commons Court.



Roll-Em-Up Taquitos, the nation's first and only taquito-centric, street casual restaurant franchise, is looking to continue its expansion by offering franchise opportunities across the Midwest and East Coast. With multiple successful locations open in California and over 470 locations under development agreement across the country, Roll-Em-Up Taquitos is set to continue its expansion and enter the Midwest and East Coast for the first time. The brand hopes to award franchise licenses in Illinois, Florida, New York, Massachusetts, Georgia and more. Chris Wyland is the Chief Development Officer of Roll-Em-Up Taquitos. Online at Rollemup.com.

Speedy Eats is a fresh new concept from Bancroft Automated Restaurant Services, that places fully contained drive-thru operations in empty parking lots where customers can purchase hot and cold food items at any time of day or night. "Speedy Eats is the world's smallest and fastest automated kitchen which allows customers to purchase hot and cold food without leaving their vehicles," said F. Speed Bancroft, CEO and President of BARS Inc. "By working with Picnic, we can offer future Speedy Eats operators the option to have freshly assembled pizza made on demand to customers' preferences."



Speedy Eats

Picnic Works, Seattle-based innovator of food automation technology, and Baton Rouge-based Speedy Eats have announced that they are collaborating to bring Picnic Pizza Station technologies to future Speedy Eats automated kitchens.

K-Paul's Louisiana Kitchen, once open in the French Quarter of New Orleans, and was the restaurant of Chef Paul Prudhomme for many years, has recently sold. A developer Robert Thompson is now the owner of the building at 416 Chartres St., according to a news release. He plans to turn it into French Quarter Boulangerie, an all-day breakfast, lunch and bakery, Homemade goods and drinks. **It is scheduled to open in Q3 - Q4 of 2023.** The over 12,000-sq-ft space is expected to offer Southern and classic French dishes. K-Paul's was established in 1979 by the late Chef Paul Prudhomme. (Side note: We had visited his restaurant many years ago and was met with such

grace from Chef Paul and had seen him in different places).

grace from Chef Paul and had seen him in different places).



The Atlanta Food & Wine Festival (AF&WF), which returns for its 11th year will be held this year from Sept. 15-18 in Atlanta, GA.

Since 2011, the Atlanta Food & Wine Festival has been an international spotlight on the food, wine, beer and spirits of the South. Their four-day weekend showcases more than 250 chefs, sommeliers, mixologists and industry insiders from 13 southern states. For more detailed information visit www.atlfoodandwinefestival.com.



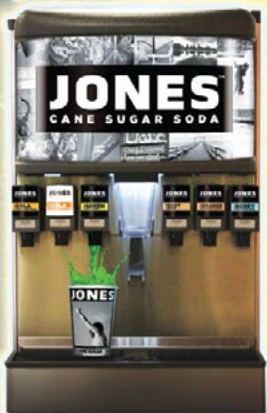
Rush Bowls - a fast-casual concept known for its fresh and healthy meals-in-a-bowl - is continuing its rapid national expansion through the announcement of several new locations expected to open in 2022. These new additions will be located in Alabama, Florida, Idaho, Louisiana, Texas, Minnesota and Colorado and will work towards fulfilling the brand's goal of

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



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Appell Pie Inflation is normal

Howard Appell ♦ Today's Restaurant Publisher

So, imagine you are just getting over your fascination with dinosaurs and are now playing with Matchbox cars, Cabbage Patch Kids, Star Wars figures, Strawberry Shortcake, Hot Wheels and of course Barbie. School years go by and you need a new pair of sneakers, you look at Nike, Adidas, Converse, and maybe Vans.

Fast forward to High School and getting a driver's license and looking for a car to get to and from school and to impress your friends. Most often it was a used vehicle or a hand me down from an older sibling or parent. It didn't matter, you had "wheels".

Your car ran on fossil fuel and filling the tank was a moment of pride and the price was immaterial because you were working after school and on weekends to support your car. You had the freedom to go places unknown to you before.

Soon college or a job came at you and you were living away from your family and making new friends or you remained at home for the next few years. Military service was also an option.

Fast forward again, you are twenty five/thirty and you are getting married to the chosen one and you ask your parents to contribute to the cost of the wedding because your entry level job doesn't pay enough. Venue, food, flowers, photos, videos and more are needed to make the day unforgettable. Your parents are in financial shock. Honeymoon follows.

Apartment or house hunting has been done in advance of the wedding and now its furniture and accessory shopping time. Before you realize it two years have flown by and a new member of the family is expected. The next buying spree starts for the baby's room furniture and diapers galore.

Baby arrives and you soon realize that your living space is too small for the three of you and the pet dog you got a year earlier. The search is on for a new place to live that can accommodate the family and leave room for possible new members.

Your cute little sports car that helped you attract your mate will no


longer fit your needs and you begin the search for the best suited SUV to carry you forward.

Think about all the things you had to buy during those twenty five to thirty five years and what each item cost then. If you can ask your parents or an older person to tell you what they paid for those items when they were doing the same thing you just did. I'm sure they were amazed at some of the costs involved in your upbringing but to you it seems normal. I remember my son wanting a pair of Air Jordan sneakers and the price was \$150.00. I was amazed but that was the price for his group or generation.

We travel through life with our own generation and we think our parents are "old fashioned" or out of touch. They are because they were traveling with their generation that had its own price structure and experiences. Remember that new baby I wrote about before? He or she will look at your generational prices and think of you in the same way you thought of your parents with one difference.

Inflation is normal, resources become harder to get and prices just go up but not in the last few years. This is an artificial price raise due to government management or some would say mismanagement. What can we do about this upsetting of the generational ride? Not much without sacrificing our standards of quality and quantity. As restaurant owners the need to provide the expected quality and the difficulty in procuring it has become as important as your recipes.

Take every available option to keep your costs low by seeking out programs that do exist to keep your costs in line, like utilities rebates, third party buying services and the ERTC rebate program to replenish your funds. (trnusa.com/apply-for-your-erc-recovery-funds-now)

We are all living through this inflationary period but it will change, it always does. Your group will survive and be able to tell your children "I remember when a great meal was only \$13.00 and that included a beverage" LOL! 

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Select Love's Travel Stops to add Jamba by Blendid robotic smoothie kiosks in high-traffic rest areas

Sunnyvale, CA – Blendid®, a robotic food service solutions leader, and Jamba®, a global lifestyle brand leader serving on-the-go freshly blended fruit and vegetable smoothies, made-to-order bowls, fresh-squeezed juices and shots has announced plans to expand Jamba by Blendid autonomous robotic kiosk locations to Love's Travel Stops, building on its initial deployments in retail locations and college campuses. The first Jamba by Blendid kiosk piloted at a Love's Travel Stop will open this summer in Williams, CA, just outside of Sacramento, marking a strategic expansion into rest area locations to meet the increasing demand for nutritious quick-serve options for commuters, travelers and professional truck drivers across the United States.

With more than 590 locations in 41 states, Love's Travel Stops provides professional drivers and motorists with 24-hour access to clean and safe places to purchase gasoline, diesel fuel, Compressed Natural Gas (CNG), travel items, electronics, snacks, restaurant offerings, and more from coast to coast. The introduction of autonomous Jamba by Blendid robotic kiosks to travel stops adds a refreshing and delicious option for motorists on the go, without

increasing already challenging staffing demands for facility managers.

"We're thrilled to be able to offer our guests a new way to enjoy delicious food on the go. Jamba by Blendid will give customers another option to get refresh-



ing food at select locations in California," said Joe Cotton, vice president of food services for Love's Travel Stops.

Jamba by Blendid kiosks leverage Blendid's contactless food automation platform foodOS®, a patented machine learning, robotics, and artificial

intelligence-enabled system, to provide motorists with easily accessible, nutritious food options made on-demand and customized to meet individual preferences at any time of day.

"Our robotic smoothie kiosks are helping leaders across the hospitality industry meet the rising demand for fresh food options - delivering the fast, customizable and nutritious food choices that consumers crave, where and when they need it," said Vipin Jain, CEO and co-founder of Blendid. "It is exciting to see more opportunities for Jamba by Blendid kiosks to expand across retail properties, college campuses and now along highways and major thoroughfares across the country in the years ahead."

"Jamba is thrilled to be expanding Jamba by Blendid kiosks into the travel stop industry with Love's," said Geoff Henry, President of Jamba. "Making Jamba inspired smoothies readily available in this new vertical allows us to meet our guests seeking freshly made, wholesome smoothies even when they are on the road."

More details on locations and kiosk offerings will be made available as plans are finalized.

About Love's Travel Stops: Love's Travel Stops is the nation's leading travel stop net-

work with more than 590 locations in 41 states. Founded in 1964 and headquartered in Oklahoma City, the company remains family-owned and operated and employs more than 36,000 people. Love's provides professional truck drivers and motorists with 24-hour access to clean and safe places to purchase gasoline, diesel fuel, fresh coffee, restaurant offerings and more. Love's has over 420 truck service centers, which include Speedco and Love's Truck Care locations. Love's and Speedco combined is the largest oil change, preventive maintenance, and total truck care nationwide network with over 1,500 maintenance bays and 1,200 emergency roadside vehicles available for customers. Love's is committed to providing customers with "Clean Places, Friendly Faces" at every stop. To learn more, visit loves.com or follow them on Facebook, Instagram, LinkedIn or Twitter.

About Jamba: Jamba is the global lifestyle brand leader serving on-the-go freshly blended fruit and vegetable smoothies, made-to-order bowls, fresh-squeezed juices and shots, boosts and bites. Jamba has more than 850 locations operating in 36 U.S. states, as well as the Philippines, Taiwan, South Korea, Thailand and Japan.

About Blendid: Sunnyvale-based Blendid is revolutionizing the future of food service with its proprietary food automation platform (foodOS™), which efficiently and safely prepares and serves a range of healthy, fresh, and delicious food. A pioneer of the future of food service, Blendid's first concept in the market is an autonomous, contactless kiosk that uses robotics, machine vision, artificial intelligence, and healthy ingredients to create smoothies that are customized to meet the unique health and dietary preferences of each consumer. Founded in 2015 by seasoned Silicon Valley entrepreneurs Vipin Jain, Venki Avalur, and Vijay Dodd, Blendid is improving the consumer experience by offering safe, cost-effective, and personalized food on-demand, while also reducing complexities and costs for the operators.

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AUGUST 2022 ♦ TODAY'S RESTAURANT

Reviewing employee performance

John Tschohl ♦ Restaurateur and founder of BellyMelly



If you are in a managerial position, one of the most important tasks you have is to coach to your employees. You must do whatever is necessary to ensure that you have a team made up of players who have the skills, training, and motivation to be the best they can be.

An important part of coaching includes reviewing your employees' performance. In order to do this, you must know what your employees are doing and how well they are performing. We all need benchmarks, personally and professionally. It's like a road map: You are here—and you want to be here.

It's critical that, as a manager, you identify where your employees are and give them a road map to get them to where you want them to be. Just as athletic coaches must observe their players in action in order to know what areas need improvement, you must assess and critique your employees on a regular basis. Then you must use that information to develop a plan that will drive them to improve their performance.

Following are seven steps to performing a proper and effective assessment:

1. Set aside a specific amount of time and share it with your employees. Also, let them know well in advance what you will be discussing so they have time to prepare.

2. Complete a performance assessment. This will lead you through the evaluation and help you to grade employees' actions and levels of improvement. Provide the assessment to employees before the meeting so they will be familiar with the process and the questions you will be asking them.

3. Ask employees to assess their own performances. Have them deliver their self-assessments to you in advance of the meeting so you have ample time to go over them. Ask them to examine their interactions with your customers, their coworkers, and other members of the organization and to

identify where they think they excel and where they can improve.

4. Follow up with employees in advance of the meeting. Send an email to remind them of the specific time and date for the assessment.


5. Avoid distractions during the meeting. Turn off your cell phone, and let other employees and colleagues know you will be busy for the next hour. It's important that you focus on employees and let them know they have your full attention—that they are your priority for the next 60 minutes.

Work with employees to create a plan and to get a buy-in for implementing it.

6. Use accompanying documentation. Review employees' files or refer to notes you have taken in the past regarding their performance, expectations met, specific achievements, or incidents—positive and negative—during the assessment period. Use that documentation to gauge the success of past goals while creating a plan for improved or continued performance.

7. Clearly communicate your plan. Work with employees to create a plan and to get a buy-in for implementing it. This requires that you have an open dialogue where you offer feedback and reinforce best practices while asking employees for their input and suggestions on ways they can learn and increase success.

Just as good coaches will assess each player's strengths and weaknesses in order to develop a plan to improve their abilities, you must take information from your employee

assessments to provide them with the tools they need to improve their performance. Assessments offer you and your employees the opportunity to have an open and honest dialogue that will be the foundation for improved performance. 

About the Author: John Tschohl is the founder and president of the Service Quality Institute—

the global leader in customer service—with operations in more than 40 countries. He is considered one of the world's foremost authorities on all aspects of customer service and has developed 17 customer service training programs, including Empowerment: A Way of Life, that are used by companies throughout the world. His monthly strategic newsletter is available online at no charge at www.customer-service.com. He can also be reached on Facebook, LinkedIn, and Twitter.

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National Restaurant Association Show® contributes to food organizations and humanitarian efforts

Chicago, IL - The National Restaurant Association Restaurant, Hotel-Motel Show—the premier event to learn about foodservice technology innovations, unique ingredients, and emerging trends in the restaurant industry, announced that following the conclusion of the Show, more than 71,000 pounds of food has been donated to two Chicago-area organizations dedicated to fighting food insecurity. Additionally, the Show and its attendees extended these charitable contributions beyond Chicago, raising \$12,500 in support of World Central Kitchen’s humanitarian efforts in Ukraine.

The National Restaurant Association Show took place late May 2022, at McCormick Place in Chicago, gathering more than 51,000 foodservice professionals from around the world to explore and celebrate the advancements driving the industry forward.

“This year’s National Restaurant Association Show was a success on so many levels, but one of our proudest achievements is the opportunity to give back both locally and abroad,” said Tom Cindric, President of Winsight Exhibitions. “This year, we were overwhelmed by the generosity of our exhibitors and attendees who donated more than 71,000 pounds of food—an increase of 20% over 2019—to help feed those in need through the Greater Chicago Food Depository and Fight2Feed.”



34K pounds of food donated to Greater Chicago Food Depository

As a result of the generosity of the National Restaurant Association Show’s exhibitors, over 34,000 pounds of food was donated to the Greater Chicago Food Depository. Serving as Chicago’s food bank, the Greater Chicago Food Depository is part of a united community effort working to bring food, dignity and hope to Cook County. Acting as the hub for a network of more than 700 food pantries, soup kitchens, shelters and other programs. The Food Depository’s programs address the specific needs of different groups, including children, older adults and veterans.

“The food donated from this event will provide the equivalent of 28,000 meals for our neighbors facing hunger,” said Jill Rahman, the Food Depository’s chief operating officer. “We are so grateful for dedicated supporters like the National Restaurant Association that make it possible to address food insecurity and its root causes across our community, especially in times of increased need.”

37K pounds Donated to Fight2Feed

Approximately 37,000 pounds of food from the Show was donated to Fight2Feed, a 100% essential volunteer-driven, 501(c)(3) charitable organization that turns excess food from rescue and donations into healthy meals to feed people in local shelters and the homeless. Fight2Feed’s donated space in the East Kitchen of McCormick Place’s Lakeside Building gives the organization a single location where they can bring in the chefs, hospitality professionals and essential volunteers who plan and cook their meals with fresh ingredients rescued each week.

“This year’s National Restaurant Association Show at McCormick Place donations helped Fight2Feed serve and share 29,600 portions of food with

community members in need and smaller pantries in Cook and Lake Counties of Illinois,” said Jiwon McCartney, Founder and CEO of Fight2Feed. “With the support of socially conscious partners like the National Restaurant Association, McCormick Place and Savor, Fight2Feed has rescued over 3 million pounds of food and served over a million meals, since February 2021. We are grateful for the opportunity to make an impact on hunger and food insecurity in our communities.”

\$12,500 Raised to Support World Central Kitchen’s #ChefsForUkraine

This year, the National Restaurant Association Show announced an onsite initiative to support the ongoing humanitarian efforts in Ukraine through World Central Kitchen, founded by Chef José Andrés. The Show was pleased to raise \$12,500 for the #ChefsForUkraine campaign thanks to the generosity of Winsight Media and Show exhibitors and attendees. These donations will support the Chef Relief Team, who have been working tirelessly to provide nourishing plates of food for Ukrainian families in need.

“The foodservice industry is filled with individuals and companies that make meaningful contributions during the Show and year-round. The positive impact from the Show not only exemplifies the industry’s commitment to the community but also highlights the giving nature of the industry which themselves have experienced significant challenges over the past few years. On behalf of the National Restaurant Association Show, I would like to thank everyone who supported these charitable efforts,” added Cindric.

About the National Restaurant Association Show: For more information, visit them online at nationalrestaurantshow.com.

About Winsight LLC: Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries.

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What's Going On from page 3

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◆◆◆◆◆
Centerline™ by Traulsen – traulsen.com - has announced the expansion of its Centerline™ by Traulsen product offering with new Reach-In and Undercounter Blast Chillers. These affordable Blast Chillers offer a quick and easy way of cooling hot food without compromising food safety or freshness, making them an invaluable asset for any kitchen operation. "Through our continued partnerships with our customers, we are committed to creating the best value and quality for cost-conscious operators," said Traulsen Director of Marketing Laura Gutkowski. "We worked closely with our customers to understand the features most critical to them. The new Centerline by Traulsen Blast Chillers are a fantastic way to optimize kitchen workflow while saving time and money."

◆◆◆◆◆
Frontline International – oilcareii.com - a world leader in smart oil management equipment, introduced the first turnkey, 360-degree total cooking oil solution for foodservice. OilCare®

combines fresh oil delivery and used oil pickup and rendering rebates with the finest oil handling equipment and high-tech monitoring and analytics. Fresh oil and used oil handling equipment is installed on-site and remains for a low monthly cost. Proprietary OilCare software schedules fresh oil delivery in response to real-time volumes. Drivers deliver ULTRA35 boxed oil and stock the EZ-Oil rack. They retrieve the previously used, high-quality HDPE jugs from the store and return them to local distribution, where they are processed for reclamation and repurposed into recycled plastic and boxes. "Used oil is recovered by renderers and rebates are delivered directly to your account."

◆◆◆◆◆
Harry and the Natives will be a new restaurant located near the Lake Okahumpka Recreation Center between the Villages of Richmond and St. Johns in Florida's The Villages. There will be a full bar here. This is the second location for this Florida-Style Casual Bar & Grill. The original is in Hobe Sound. James



"Harry" MacArthur is the owner. Opening is expected in 2023.


◆◆◆◆◆
Beyond Juicery + Eatery has inked a multi-unit agreement to develop two locations in SE Florida. Steve LaFontaine will open the concept's first Florida location in Naples.

◆◆◆◆◆
NORD DRIVESYSTEMS, a global leader in drive solutions for food and beverage industry applications around the world is now manufacturing the new IE5+ synchronous motors that deliver superior drive performance and have a smooth, easy to clean surface for heavy wash-down applications. From processing to packaging systems, NORD supplies specialized solutions that are tailored to specific application needs. With over 20,000,000 standard configurations, NORD products can be highly specialized without the need for costly custom components. They also offer countless protection options including special lubricants for low/high temperatures and cleaning with hot water, temperature sensors to protect against overheating, stainless steel shafts and accessories, protection class IP66 or IP69K, and more. To learn more about NORD's specialized solutions for the food and beverage industries, visit the company online at www.nord.com/food.



Perry's Steakhouse & Grille announced its first Virginia location at Short Pump Town Center in Richmond's west end at 11788 Broad St. It is slated for opening in mid-2023. There are several locations in the U.S. One of them is in Coral Gables here in Florida.

◆◆◆◆◆
Bobrick Washroom Equipment, Inc., an industry leader in washroom accessories and toilet partitions, has launched the first half of its **Pure Hygiene Solutions** collection – **PureDri** Sanitizing Hand Dryer. Along with **PureSphere** Air Sanitizer, which will be available later this year – each **Pure** product is proven to eliminate 99 percent of bacteria, viruses, mold and fungi in less than 10 minutes, according to a Leeds University research study. According to Matthew Louchheim, President of Bobrick, "As an industry leader in facility wellness and hygiene, Bobrick has spent the last two years developing products and design solutions to minimize the spread of germs. Our **BobrickPure** products are ideal upgrades to restrooms and common areas because they work continuously to create cleaner, fresher air for everyone."

◆◆◆◆◆
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Claudia Sanders from page 1

"The restaurant has only been owned by the Sanders and their close friends, the Settles. The Settles are now committed to finding the next caretaker of this historic brand that will not only fight to maintain its legacy, employees, and staple dishes here in this community, but potentially expand the Claudia Sanders brand nationwide," says Morgan Hancock, another family representative and listing agent.

The physical property includes 3.01 acres of commercially zoned real estate, the two structures including a 5,000 square foot residence belonging to Colonel and Claudia Sanders from 1959 to 1984, named Blackwood Hall, and an almost 25,000 square foot restaurant and banquet hall.

Jonathan Klunk and Morgan

Hancock, the co-listing agents through Six Degrees Real Estate, are available for interviews. They can speak of the specifics of the estate being sold. To schedule, you can contact Allie Martin via email at allie@iwantfamefortune.com.



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For Russia's atrocities in its unprovoked war on Ukraine, henceforth we shall...

Call Russian dressing 'Ukrainian dressing'

Next time I order a turkey sandwich on rye with coleslaw in Toojays Deli or any deli, instead of Russian dressing, I'll say "I'll have it with Ukrainian dressing." It's the same as Russian, just as delicious, only more honorable. And innocent.

And no more Russian dressing on my salads either. Instead, I'll have Ukrainian dressing, the same tasty blend of mayonnaise and ketchup.

As far as I'm concerned Russia is in the culinary doghouse until it stops killing innocent civilians, including children, in this unprovoked war against Ukraine. This piquant American salad dressing once known as Russian dressing consists of mayonnaise, ketchup, and a few other ingredients. The only reason this dressing, which is similar to Thousand Island, came to be called "Russian" is because the original recipe included caviar, a haughty staple of Russian cuisine. Well, there's no more caviar in it, so let's un-Russian it!

Local historians claim that the mayonnaise-based version was invented in New Hampshire by James E. Colburn in 1910. He's called the originator and first

producer of that delectable condiment.

Colburn conferred upon the epicurean tastes a delicacy at once as refined as it is permanent in its popularity. He hit upon an assembly of ingredients, which he named Russian salad dressing and was able to retire rich as his dressing.

It's time now for Russia to retire its warmongering, which we can help to start by retiring the name Russian from this dressing, now to be called Ukrainian dressing. Typically piquant, it is today characteristically made of a blend of mayonnaise and ketchup complemented with such additional ingredients as horseradish, pimentos, chives, mustard, and spices. Ukrainian dressing, as hopefully now it will be called, is also used as a spread for one of my favorite sandwiches, the Reuben. **TR**

About the Author: Tom Madden is an author of countless published articles and five books, including his latest, *WORDSHINE MAN*, available on Amazon. He also creates TV series like his latest *Xtra Terresla* whose main character is modeled after Tesla founder Elon Musk. Madden is the founder and CEO of TransMedia Group, an award-winning public relations firm serving clients worldwide since 1981.



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Restaurant Law Center Partners with Skadden, Arps, Slate, Meagher & Flom and Greenberg Traurig

Washington, D.C. - The Restaurant Law Center has announced it is expanding its ability to provide the industry legal support through new partnerships with Skadden, Arps, Slate, Meagher & Flom LLP (Skadden) and Greenberg Traurig, LLP (Greenberg Traurig). The RLC partners with law firms that distinguish themselves as leading advocates for the restaurant industry and are committed to advancing the organization's mission to protect and advance the restaurant industry, and promote laws and regulations that allow restaurants to continue to grow, create jobs and contribute to the economy. Skadden and Greenberg Traurig's partnerships deliver additional expertise and legal leadership to the RLC and consequently, the industry at-large.

"Skadden and Greenberg Traurig's partnership will be integral to combating emerging legal challenges that threaten pro-business policies," said Angelo Amador, Executive Director of the Restaurant Law Center. "These firms' unique areas of expertise will better equip the RLC with additional experienced counsel, expanding our capabilities and allowing us—collectively—to best service the U.S. restaurant industry."

Skadden is an invaluable partner to the RLC. The firm recently welcomed partners Meredith C. Slawe and Michael W. McTigue, who regularly defend class



action matters brought under federal and state consumer protection statutes, to Skadden's Mass Torts, Insurance and Consumer Litigation Group. Ms. Slawe and Mr. McTigue will help the RLC increase its capabilities to support restaurants facing legal threats relating to insurance and consumer claims.

"Given the significant class and mass action risk facing the restaurant industry, we appreciate the opportunity to continue to be a resource to the Restaurant Law Center and its members," said Slawe.

Greenberg Traurig is a multi-national law firm that is ranked and recognized as a leader in the legal restaurant space for both transactional and litigation work, representing some of the world's best-known brands. Riley Lagesen recently joined Greenberg Traurig with his team of restaurant finance and development specialists to serve as Chair of GT's Global Restaurant Industry Group.

with the Restaurant Law Center, which is the Nation's leading legal advocate on behalf of the industry. Partnering with the RLC provides a valuable opportunity for us to better serve restaurant industry clients and the restaurant industry as a whole," said Lagesen.

"The Restaurant Law Center continues to build out its portfolio of partners, with a focus on providing the most value to our members and the industry," said Chappell Phillips, Board Chair of the Restaurant Law Center and Executive Vice President & General Counsel for Golden Corral Corporation. "The addition of Skadden and Greenberg Traurig to our impressive list of Law Firm Partners greatly augments the RLC's ability to defend and advocate for the nation's local restaurants in an ever-evolving legal environment."



Chef / author Tanvi Shah raises awareness of Akshaya Patra

Los Angeles, CA -| Over the course of two months, Chef Tanvi Shah and her daughter, Mira Shah, brought together communities in 5 US cities to raise awareness about healthy eating and Akshaya Patra's midday meal program. Millennial Kitchen, a unique cookbook that provides delicious and nutritious recipes for the quintessential millennial, was published as part of their philanthropic initiative 'Cook For Cause', where 100% of book sales go towards Akshaya Patra's midday meal program.

The book includes a variety of recipes including vegan, Jain and gluten-free options. Tanvi Shah's steadfast beliefs of excluding sugar and preparing clean & macro-balanced meals in the kitchen, combined with Mira Shah's desire for satisfying, easy & delicious meals are reflected in their recipes.

Gururaj 'Desh' Deshpande, a member of the Board of Directors, said "Akshaya Patra is so fortunate to have the support of Tanvi and her whole family. Not only did we get a copy of the book written by Tanvi and

her daughter Mira but we also got to taste several dishes meticulously prepared by Tanvi."

Tanvi Shah, who hails from Mumbai, completed her Bachelors & Masters degrees in the US and worked at IBM for several years before moving back to India. In addition to her passion for food, she is now the creative head for a fabric accessory line that retails across India. Mira Shah is a student at St Andrews University in Scotland where she studies global sustainability. She is currently doing an internship at The Soho House in Mumbai, infusing sustainability in operational processes in the hospitality sector.

About The Akshaya Patra Foundation USA: Established in 2000, The Akshaya Patra Foundation is the world's largest NGO school meal program, providing hot, nutritious school lunches to over 1.8 million children in over 20,000 schools through 63 kitchens in 14 states and 2 Union Territories in India. It costs only \$20 to feed a child for an entire school year. In 2006, the Akshaya Patra Foundation USA was formed as a 501(c)(3) nonprofit organization. The foundation is headquartered in Los Angeles, California and supports the Akshaya Patra mission by raising funds and awareness in the United States.

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Ghost Financial to provide Cruising Kitchens up to \$100M in expansion capital by 2025

Austin & San Antonio, TX - Ghost Financial, a comprehensive financing and business services platform for ghost kitchen operators, by ghost kitchen operators, announced recently it will be the exclusive financial partner for Cruising Kitchens, the leading mobile ghost kitchen builder and mobile business fabricator in the world. Ghost Financial will be providing up to \$100M in financing, customized insurance and stand as the preferred card provider for Cruising Kitchens and its customers until 2025.

Ghost Financial is empowering businesses in the ghost kitchen, virtual brand and restaurant industry by offering top-of-the-line expansion loans, cash-back cards, and a variety of insurance products. This partnership will serve to further streamline the process for Cruising Kitchens by utilizing Ghost Financial to power deals with national restaurant brands that are continuing to make the move to the mobile ghost kitchen industry.

With Cruising Kitchens being the leader in the mobile ghost kitchen space, this partnership will enable major national QSR (quick-service restaurant) brands and franchise chains to leverage comprehensive financing options to expand into new markets, and boost off-premise sales. As its preferred card provider, Ghost Financial will also be providing national and regional




Cruising Kitchens customers access to its industry-leading cash back rewards card, designed to increase operator margins by up to 10%.

"Today, two industry-leading business models in the multi-trillion-dollar food service space finally get married with the 9-figure and multi-year Cruising Kitchens and Ghost Financial partnership," says CEO of Ghost Financial, John Meyer. "We couldn't be more excited for the size, scale, and impact of what's to come."

"Consistency, accuracy and speed are the critical components that make us the leaders in ghost kitchen/mobile fabrication," says CEO of Cruising Kitchens, Cameron Davies. "Partnering

with Ghost Financial (the financial backbone of a soon-to-be trillion-dollar ghost kitchen industry) will accelerate our operations and transform Cruising Kitchens into a titan in this space. This next wave of innovation is coming to the food/beverage industry and thanks to this new relationship, Cruising Kitchens will continue to lead the charge!"

Thanks to its industry-leading underwriting capabilities, Ghost Financial has developed relationships with numerous debt financing providers to continue to expand the expansion loan component of this major deal. The industry is continuing to expand with the help of Ghost Financial to provide financial backing to empower ghost kitchens and foodies with a dream. 

About Cruising Kitchens: Cruising Kitchens is the leading mobile ghost kitchen manufacturer, custom food truck builder, and leading mobile business fabricator in the world. Specializing in food trucks and trailers, kitchen trucks and trailers, shipping container trailers, multimedia trucks and trailers, mobile office trucks and trailers, and much more. The company has recently expanded its operation services with a 240,000 square foot expansion to its warehouse. <https://www.cruisingkitchens.com/>

About Ghost Financial: Founded by John Meyer, a serial entrepreneur, investor and ghost kitchen operator himself, Ghost Financial is a comprehensive financing and business services platform to support ghost kitchen and restaurant ventures by offering financial products such as insurance, payroll, credit cards and expansion loans.

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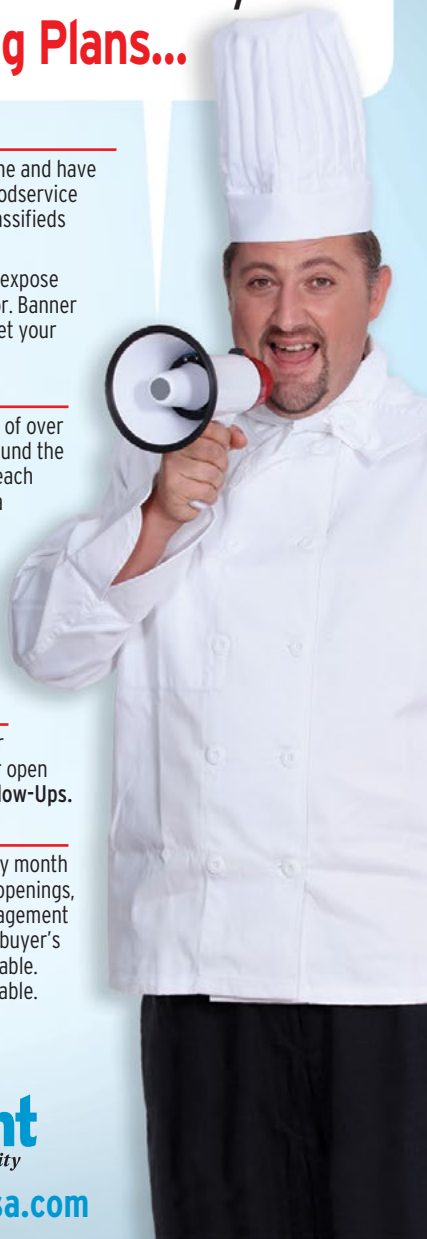
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Photography from page 1

don't limit yourself to just one or two.

Facebook and Instagram have the most users of any platform. They are both owned by the same company, and you can easily advertise across both and get granular with your targeting efforts.

Pinterest is great for getting an organic following. While not as many people use it as Facebook or Instagram, Pinterest fans are loyal to the platform and use it regularly for inspiration including for food and recipes.

TikTok is geared toward a younger generation and demographic, but it is gaining popularity with older users and should not be ignored.

Once you've chosen your platform, be strategic about what you post. Special promotions are essential because they have a clear call to action; you need to tell the customer what you want them to do. You can't just tell them about a discount; encourage them to "Come in today and save with our 2-for-1 deal" or whatever the offer is.

Get clever and creative with your posts. Don't just post the same stuff over and over again with the same messaging. Mix it up and leave a mark in people's minds about your brand.

Using photos and videos

Use photos in social media, especially for food. If you see a picture of something, it can be a quick call to action or lead to an impulse buy. You want pictures that are flattering and will

make people want to order from you. It helps to have your photos professionally done, with the right lighting and staging. Don't rely solely on amateur photos from your customers' phones.

Including video content is also key – but not from your own page. If you can get somebody with a large following to post a video review, it could be huge.

Keep videos short. People have a short attention span. You don't want a 3- to 5-minute video about food. You want it short; you want the food to look good, and you want it to drive your viewers to visit your website and restaurant.

Instagram Reels are an interesting way to organically get in front of people. But like everything else in social media, there's no guarantee that people will click on it and watch. Make sure to give it an attention-getting opener so people don't just scroll past it.

Tell your story

People love telling stories, and social media is one of the most effective tools you have for creating and sharing the story of your restaurant. Use it strategically and smartly, or your customers will decide what your story is and how to tell it.

About the Author: Brady Lee is President of Graze Craze®, a booming new concept in charcuterie boards and boxes for healthy lunches, office catering and special events. He is also Chief Operating Officer of United Franchise Group™ (UFG), an affiliated family of brands and consultants including Graze Craze®.

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