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The Future of Menus

By Mark Plumlee

Over the last two years, restaurants were forced to completely rethink the dining experience and the role of the menu in building that experience. Looking ahead, what lessons can be gleaned from this menu upheaval, and how can they set restaurants up for future success? What will the future of menus really look like?

Multi-channel menus

Back in the day, customers interacted with your menu in one way. By sitting down, picking it up and reading it. But that's all changed. Now customers expect access to your menu wherever, whenever across a range of different mediums.

Restaurants can no longer rely this single-kind-of-menu approach. They need multi-channel menus that can be accessed through print, digital, mobile, QR codes, social media, etc. Customers expect to be able to find and read your menu at the drop of a hat. So you need to make sure you're putting your menu everywhere they are, and in a format that can be easily read on a printed sheet of a paper, or on a cell phone screen.



A central menu hub

Keeping menus consistent across multiple channels is a challenge. Updates need to be synced. New edits need to be sent to the printers. Managing it all manually has become too tough (and time-consuming) for the average restaurant owner.

The future of menus will revolve around a centralized hub or menu management software. That way you can make changes, sync all your edits,

build consistent branding, order reprints, connect your QR codes, swap in daily specials menus, etc. all from one simplified platform.

MustHaveMenus makes it simple to manage all your menus and marketing in one place with their easy-to-use interface and free suite of digital products.

Print still has a place

While the restaurant experience has changed and morphed in several different ways, some things will always stay the same. And one of those is the role of print menus in building that authentic restaurant experience for your customers.

Some customers view their favorite restaurants as simply a means to their favorite food. They are more than content to order it off a delivery app and enjoy it from the comfort of their couch. But for the majority of customers, the restaurant experience still holds a special charm.

That includes sharing a table with friends and loved ones, being waited on, and having your food brought to you. But it also means the look and feel of a printed menu.

See MENUS page 13

Biscuit Belly signs area development deals in Georgia and Nashville

Biscuit Belly meets 2021 growth goal with deals resulting in 20 units in development

Biscuit Belly, a chef-driven fast-casual breakfast and brunch concept, recently announced the signing of development agreements for 10 franchised units, five of which will be located in the Atlanta metropolitan area, with an additional five units to be built in the Nashville DMA.

These two Area Development Agreements are in addition to the 10 units signed earlier this spring, resulting in commitments for a total of 20 units in the first 9 months of 2021. The brand also plans to expand with additional company-owned restaurants in the Louisville and Southern Indiana markets. Biscuit Belly is looking to add 2-3 more area development agreements by the end of the year to bring their total to 30+ units in development at the end of 2021.

Seasoned multi-unit franchisees and partners, Missy Moon and Robert Estapa with Fresh Development One LLC, will own and operate five new Biscuit Belly locations throughout



Newnan, Columbus, Marietta, Woodstock and Acworth, Georgia. With 20 years in the restaurant industry, Missy and Robert have owned and operated a variety of restaurant franchise concepts including Quiznos, Newk's Eatery and Five Guys. After selling most of their other franchise concepts, Missy and Robert decided to put their focus on a multi-unit area development with

Biscuit Belly in Metro Atlanta.

"After the first meeting with Biscuit Belly co-founders and seeing how organized and dedicated they are to bringing great high-quality food and service to communities, I knew this would be a great investment for us," said Missy Moon. "As an experienced franchise owner who

See BISCUIT BELLY page 13



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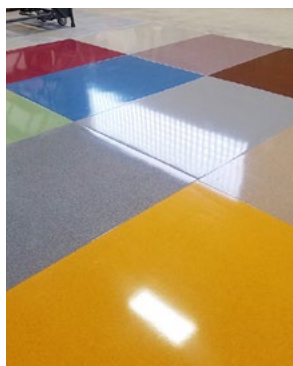
SRS Real Estate Partners' National Net Lease Group (NNLG) recently

finalized the sale of two South Florida Wawa convenience stores and gas stations, including an under-construction Wawa at 7878 N.W. 103rd Street in Hialeah Gardens and a newly-built Wawa at 6191 N. Powerline Road in Fort Lauderdale. SRS NNLG Executive Vice President and Florida Market Leader Patrick Nutt represented the seller in both transactions.



The International Restaurant & Foodservice Show will take place next year, March 6-8, 2022 at the Javits Center in NYC. This is the Northeast's Largest Food and Beverage Show each year. According to its website there can be than 18,000 people in the industry, experiencing the hottest menu trends, state-of-the-art design and décor, and the best in business education, all while in the presence of 570+ exhibitors in the restaurant and foodservice community. Visit Internationalrestaurantny.com for all details on attending and exhibiting.

since 1952, Florock Polymer Flooring is a leader in the manufacture, research and development, and installation of solutions-oriented concrete floor coatings and toppings. Headquartered in Chicago, Illinois, with nationwide technical representation and local approved installers, Florock – Florock.net - is now one the most complete resinous flooring lines available, offering full support from design through construction and beyond.



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In 1996, 17 companies came together in Chicago to create the **Multicultural Foodservice & Hospitality Alliance (MFHA)**, an organization that promotes opportunities for people of color in the restaurant, foodservice, and lodging

industry. Last month, MFHA, with its affiliates the National Restaurant Association and the National Restaurant Association Educational Foundation (NRAEF), celebrated 25 years of building bridges of opportunity and providing solutions that empower and advance people from all backgrounds. Since its founding, MFHA has been making the business case for diversity and inclusion in the restaurant, foodservice and hospitality industries. The MFHA mission has evolved from advocating for career opportunities for people of color, to building cultural intelligence for companies and organizations across the nation.



Torchy's Tacos an expanding Austin-based chain plans to enter Florida in 2022. The CEO is G.J. Hart. Locations will rise further in 2022 with the addition of another 22 expected locations. Torchy's Tacos can be found online at torchystacos.com.

Aloha Poke Co., a premier fast-casual poke restaurant concept, has opened its **first of eleven stores planned for the Houston metro market**. Husband and wife team, Amanda and Corey Tabb of Cypress lead Aloha Poke's entrance into the Lone Star State. The new Aloha Poke is located at 29040 Highway 290, suite A05 in Cypress, Texas. "We are thrilled to be the first Aloha Poke restaurant in the state we love, the state where we are raising our children," said Amanda. "As first-time franchise

owners, we decided on Aloha Poke for several reasons including the brand's franchise development program, the projected return on investment, the ease of operations, low labor requirements, and most importantly, the sheer beauty and high-quality nutritional value of the brand's dedicated menu." The

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

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Appell Pie

An ode to Italian food

Howard Appell ♦ Today's Restaurant Publisher

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 5th Ave in Brooklyn New York, 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.

*Every Saturday
we would go to
Rocco's Italian
Sandwich Shop for
the greatest food
and the wisdom
of old Rocco.*

I can remember walking down my main street, Flatbush Ave. 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?

Years later we moved to the Bronx and I remember my father's friend had an Italian Bakery in Spring Valley 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?


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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Restaurant growth depends on mindset

David Scott Peters ♦ Today's Restaurant Contributor



Here is how real restaurant growth starts. It starts when you work on becoming the leader your restaurant needs. It starts with you changing your role in your business. Your restaurant growth depends on how you see the world around you and your mindset. Let's talk about mindset first. Restaurant growth starts with a growth mindset. The other mindset is a fixed mindset. What's the difference?

♦ **A person with a fixed mindset** sees challenges as obstacles, as somebody else's fault. A person with a fixed mindset doesn't look for alternative solutions, tends to use little energy in searching for answers, doesn't want to learn new things or make changes in their business. There tends to be an edge of fear and a tendency to blame outside forces or people.

♦ **A person with a growth mindset** sees a challenge and thinks they can learn something to overcome it. A person with a growth mindset looks for solutions, known and unknown. They know it may cost them money and it may cost them time, but nothing stops them because they see nothing but potential.

Adopting a growth mindset changes how you look at the world. Instead of seeing everything as a challenge that stops you dead in your tracks, you see nothing but opportunity. You know you must look for solutions and trust in alternative solutions.

Test your mindset with this idea: you can accept and understand that to be successful in the restaurant business: you can't do it without managers.

Instead of taking the stance that managers are horrible or that managers haven't worked out great in the past, you realize that a well-trained and prepared management team can be the ticket that allows you not to be in the restaurant 24/7.

With a growth mindset, you can understand the importance of systems: that there's a system, a process, a way of doing anything and everything in the restaurant. This includes everything from budgets and creating your plan for success to counting out a drawer the

same way every single time as well as something advanced like dollars per labor hour worked. A growth mindset allows you to understand the importance of accountability, that just because you put these systems in place, just because you have the mindset, if you're not willing to hold people accountable to your standards, then nothing gets done your way. You don't look at it as a negative. Instead, you see it as your job to hold your managers accountable (or what I like to call answerable).

A person with a growth mindset sees a challenge and thinks they can learn something to overcome it.

You look at it as a positive that if you train you what your job is, how to do it, how well it should be done, more importantly, by when, you can hold them answerable, because they know exactly your expectations. A growth mindset allows you to see how you're the solution to all your challenges, that it's not somebody else's problem to solve. If something goes wrong, it's your challenge to learn. It's your challenge to become the leader your restaurant needs. This pushes you to learn, become better and change for the betterment of your restaurant business.

I see this in action on a weekly basis with the members in my 24-week restaurant transformation coaching program. They're tackling big issues and common restaurant business challenges with personal and professional growth in mind. For these restaurant owners, the sky's the limit. It's unbelievable the changes that my members are making during a pandemic, during a labor shortage. The fact of the matter is, when times are good, when times are bad, someone

with a growth mindset sees opportunity around every corner. Yes, they suffer from the same challenges as you – high food cost, high labor cost, can't find enough employees, short-fuse customers and so much more – but they know it is their responsibility to learn how to solve the problems. They understand pointing fingers and placing blame might feel good for a few minutes, but it doesn't solve the problems.

If you want real restaurant business growth, I encourage you to consider what you don't know and to start asking questions. Look for help, sources of information, expertise, coaching, mentorship. Change your mindset so you can change your role in the restaurant, become the leader your restaurant needs and get time away from your restaurant to live your life.

www.DavidScottPeters.com

SoCu Prime brings steak and seafood to Georgia's Edgewood Avenue

A chef who has appeared on television shows including "Shark Tank" and "The Profit" is bringing a new restaurant to Atlanta.

Erica Barrett will open SoCu Prime at 521 Edgewood Ave. in February 2022. The steak and seafood house will serve a variety of steaks, Gulf seafood, lamb chops, whole red snapper, oysters and Southern-inspired side dishes.

SoCu Prime is part of Barrett's SoCu brand, which also includes Mobile, Alabama restaurant SoCu Southern Kitchen & Oyster Bar, which is also slated to open a location in Birmingham in November 2021 and a coffee shop just now opening in Mobile Alabama.

In addition, Barrett relocated her food business SoCu Kitchen to 1927 Lakeside Parkway in Tucker in September. The 2,000 square-foot space allows Barrett to produce and distribute her own line of pancake, waffle and cornbread mixes, whole bean coffee, bacon rubs and stone-ground grits. The business, which launched in 2012 and was previously located in Decatur and Norcross, **also provides co-packing and private label services to other brands.**



Erica Barrett

Also, recently opened at 521 Edgewood Avenue is Biggerstaff Brewing Co., which offers food from chef Ryan Smith of neighboring restaurant Staplehouse. The property was purchased in 2019 by Asana Partners and SRS Real Estate Partners.

Other food and beverage tenants along Edgewood Avenue include Slutty Vegan, Edgewood Pizza, Sister Louisa's Church of the Living Room and Ping Pong Emporium, Georgia Beer Garden and 2 Chainz' Esco Seafood.



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Caribou Coffee announces launch of domestic franchise program

Minneapolis, MN - Caribou Coffee®, a national premium coffeehouse and Panera Brands portfolio concept, has announced the launch of its domestic franchise program. Since its inception in 1992, Caribou Coffee has emerged as a leader in the coffeehouse segment known for innovative handcrafted products and award-winning customer experience, with over 718 locations system wide including 314 company-owned primarily across the Midwest.

Leveraging the successful model that has fueled continued growth for three decades, Caribou Coffee's domestic franchise launch marks the first time interested candidates in the United States have an opportunity to own and operate coffeehouses which were previously only available internationally, through non-traditional or licensing.

Industry-leading innovations in restaurant design have further positioned Caribou Coffee for nationwide

expansion, including the 2019 roll-out of its trailblazing Caribou Cabin prototype featuring a significantly smaller footprint and drive-thru focused model designed to offer speed and convenience without sacrificing quality and service.

Spearheaded by the vision from the brand's President and CEO John Butcher, the Caribou Cabins' streamlined design and efficient model immediately translated to success, with the first several stores reporting industry-leading customer satisfaction and strong sales and traffic even in the midst of the pandemic. Over the past two years, Caribou has leveraged this momentum to propel its expansion through the Caribou Cabin model with dozens of new locations and more in development.

The Caribou Cabin design coupled with the concept's traditional coffeehouse prototype, featuring a larger footprint for sit-down dining, offers franchisees flexible offerings that can cater to the unique criteria of their market and accelerate growth.


"Over the past 30 years, Caribou Coffee has refined and elevated the guest experience through an unwavering commitment to quality, as well as investments in innovation. Leveraging our unit growth and omnichannel performance, we've designed scalable processes and support services to enable franchisees' success," said John Butcher, president and CEO of Caribou Coffee. "Recognizing Caribou Cabins' immense expansion potential, we've optimized this business model through our corporate-owned locations and are focused on replicating the success we've experienced in new markets in partnership with franchise owners."

Earlier this year, Caribou Coffee united with Panera Bread® and Einstein Bros.® Bagels as part of the launch of the new fast casual platform Panera Brands. Under the Panera Brands portfolio, Caribou Coffee has further strengthened the unparalleled level of expertise and support driving the brand's future franchise development. While each Panera Brands company is independently operated, their partnership brings together word-class executive teams and brands.

"At Panera Brands, we are united by our shared values and our guest centered innovation. With their strong

business model and new assets like the new drive-thru focused Caribou Cabin, Caribou Coffee is bringing an exciting new vehicle to potential franchisees while meeting their guests' desire for convenience," said Niren Chaudhary, CEO, Panera Brands.

From hand crafted beverages made with clean label ingredients to being the first major U.S. coffeehouse to make a 100% Rainforest Alliance commitment to green coffee sourcing, Caribou Coffee has differentiated itself as a pioneer of innovation. Additionally, the Midwest-based brand has successfully elevated its visibility with consumers nationwide through its thriving omnichannel presence with retail products available to all 50 states. Further fueling brand awareness across the U.S. is the recent launch of Caribou's new subscription program that allows customers to curate a variety of its products shipped directly to their door.

Caribou Coffee is seeking experienced multi-unit operators to join its nationwide development efforts. 

About Caribou Coffee®: Founded in 1992, Caribou Coffee provides high-quality handcrafted beverages and food options to fuel life's adventures, with 314 company owned locations nationwide, 135 domestic license locations in 22 states, and 269 franchise stores in 10 countries as of June, 2021. Known for a commitment to sustainability, Caribou was the first major U.S. coffeehouse to serve 100% Rainforest Alliance Certified™ coffees and espresso. Caribou Coffee's unwavering commitment to providing an unparalleled consumer experience has translated to an industry-leading NPS score. Additionally, in 2019, the brand debuted its Caribou Cabin restaurant prototype, which features a significantly smaller footprint and drive-thru focused model and has expanded throughout the Midwest. Caribou Coffee products are also available in all 50 states across grocery stores, mass retailers, club stores, foodservice providers, hotels, entertainment venues and online.

Caribou Coffee is part of a portfolio of complementary brands bound by common values, Panera Brands, comprised of Panera Bread®, Caribou Coffee® and Einstein Bros.® Bagels. Panera Brands companies are independently operated and underpinned by industry leading technology, loyalty and high-quality ingredients. Panera Brands companies are united in their mission to be force multipliers for good for their guests, communities, the planet, and the shareholders they serve.

About Panera Brands: Panera Brands is one of the world's largest fast casual restaurant companies, with nearly 4,000 locations and over 110,000 employees across 10 countries. A portfolio of complementary brands bound by common values and tremendous runway for growth, Panera Brands is comprised of Panera Bread®, Caribou Coffee® and Einstein Bros.® Bagels. Panera Brands companies are independently operated and underpinned by industry leading technology, loyalty and high-quality ingredients. Panera Brands companies are united in their mission to be force multipliers for good for their guests, communities, the planet, and the shareholders they serve.

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Woody's Bar-B-Q® raises \$8K to benefit Tim Tebow Foundation

Southern BBQ chain hosted 41st Anniversary event to raise awareness for TTF's Anti-Human Trafficking Ministry

Jacksonville, FL – For the second year in a row, Florida-based franchise company - Woody's Bar-B-Q – used its anniversary event to raise funds and awareness for Tim Tebow Foundation's (TTF) Anti-Human Trafficking Ministry. Both times – within just a couple of hours – Woody's raised thousands of dollars while helping to bring the issue of human trafficking to the forefront for attendees. At its 2020 event – to celebrate the classic Southern BBQ chain's 40th anniversary, Woody's raised \$6,000. At this year's event – hosted at Woody's Bar-B-Q of Ponte Vedra Beach on October 2 – the franchise well-known for its slow-smoked BBQ had raised \$8,000 to benefit TTF and its fight to end human trafficking the world over.

To raise those funds, Woody's Bar-B-Q hosted a silent auction and art show featuring the works of Diana Patterson. All proceeds from the silent auction went directly to the Tim Tebow Foundation, while a portion of the proceeds from the sale of her art was added to the final tally by St. Augustine artist, Diana Patterson. The event also included entertainment from a magician and live keyboardist, as well as great food, which has been the hallmark of the company for 41 years. Additionally, a portion of the proceeds from food sales



from four Woody's Bar-B-Q corporate locations further enhanced the donation – bringing the grand total to \$8,000. Those corporate locations included Woody's Bar-B-Q of Ponte Vedra Beach – where the event was hosted, as well as The ORIGINAL Woody's Bar-B-Q in Jacksonville, Woody's Bar-B-Q of Fernandina Beach and Woody's Bar-B-Q of Green Cove Springs.

"It was a wonderful event with a lot of positive energy," said Yolanda Mills-Mawman, President, COO and

Co-Founder of Woody's Bar-B-Q. "The Tim Tebow Foundation has this incredible knack for making you feel like an integral part of their cause. They've certainly done that with me, my fellow co-founder Woody Mills and the entire Woody's Bar-B-Q team. And they extended that sense of empowerment to everyone in attendance at our event. We are profoundly grateful to everyone who came out to celebrate our 41st anniversary and really dug deep to help a particularly worthy cause. I'd also like

to thank all of our wonderful volunteers, silent auction sponsors and the wildly talented Diana Patterson – who not only graced our event with her art, but graciously donated a portion of the proceeds to help the Tim Tebow Foundation support survivors of human trafficking."

For those who could not be in attendance at the event, but still wish to show their support for the Tim Tebow Foundation's Anti-Human Trafficking Ministry, Mills-Mawman encourages them to make a donation directly to the cause at www.timtebowfoundation.org. Impacting an estimated 40 million people in the world today who are being bought and sold as modern-day slaves, human trafficking generates \$150 billion worldwide, with the United States leading all other countries in consumption. Roughly 70% of victims are female and 25% are children. TTF believes in taking action to confront this global atrocity – to rescue victims and provide a way out of a life of violence and exploitation to a new life of freedom found in Christ. Woody's Bar-B-Q plans to continue its support of TTF during its 42nd Anniversary Celebration in October 2022.

See **WOODY'S** page 12

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What's Going On from page 3

planned Houston expansion nearly doubles Aloha Poke's total franchise location holdings and spearheads the brand's long-term development plan across other metroplex areas including Dallas/Fort Worth and Austin.



IoT platform Copper is closing the loop for restaurants as leaner staffs and fewer tables become a long-term reality. The Copper pay-at-the-table solution, enabled by the easy-to-integrate **Copper Cord™** allows restaurants to more quickly turn tables and help guests close out checks on their own time. Copper is the most innovative pay-at-the-table payment solution available for restaurant operators. Copper is quick to set up, inexpensive to use, and pairs with any POS system — without needing costly technology changes. Launched in 2020, Copper works with payment providers, independent software providers and value-added resellers; Copper is used by leading restaurant groups from fast casual to upscale. For more info, visit UseCopper.com.



Headquartered in N Palm Beach, **BurgerFi, is acquiring Anthony's Coal Fired Pizza & Wings**, according to published reports. The Ft Lauderdale-based pizza chain is owned by L Catterton, an investment company. Anthony's has over 50 locations, while BurgerFi has over 110.



Hotel Happenings

A new **SpringHill Suites by Marriott** will be built at 9325 Baymeadows Road in Jacksonville. The contractor on this project is Tim Young Construction Inc. This is a ground up build.



Aloft, an establishment by Marriott Bonvoy and built by HC Architecture is coming to the Lake Nona area. The new hotel will be located on Lake Nona Boulevard. Being build close to Drive Shack and Boxi Park. The group will break ground early next year and open its doors in **fall of 2023. The WXYZ Bar and re:mix lounge, will offer live music and drinks along with menu items.**



Aldelo, L.P., developer of the Aldelo Express Cloud POS restaurant technology platform that offers a complete ecosystem of merchant and customer-facing Android and iOS point-of-sale solutions, recently announced the integration of Aldelo Express Cloud POS with the Pax A60 and A920Pro devices. This new integration enables merchants to run an entire restaurant operation with the full-featured capabilities of Aldelo

Express POS from a single, compact, stand-alone device that is ideal for restaurants, food trucks, food courts, pop-ups, stadiums, and other remote operations. Learn more at www.aldeo.com and www.masa.plus.



◆ **Wired Kitchens, an industrial scale ghost kitchen developer** has completed the acquisition of a 13,000 square foot Miami facility for repositioning into ghost kitchens for last mile prepared food production and delivery.

This follows the acquisition of a 17,000 square foot facility in Chicago in September 2021. The Wired Kitchens facilities will provide best-in-class real estate, technology and logistics space for food and beverage producers.

"We are pleased to complete the acquisition of ideally-located properties in Miami and Chicago. We see a big need in the market for affordable and efficiently-designed commercial kitchen space in high density urban areas," said Matthew McLeod, Wired Kitchens' founder and Chief Executive Officer. "There is a revolution underway in how food is prepared and consumed, and just as cloud computing opened up entirely new business models, our 'elastic' kitchen platform opens up new channels for our partner brands, helping them scale quickly and flexibly at drastically reduced cost versus a traditional brick and mortar footprint." Wired



Kitchens' studios are optimized for delivery-only restaurateurs, and boutique food producers, which enables brands to expand their market share with less cost, and less risk than

with a traditional brick and mortar location. Wired Kitchens' commercial kitchens average 250 square feet in size and can be combined into multiple units for larger operators.



◆ **Beattie's Distillers, the proudly Canadian Farm-to-Bottle distillery known for their Premium Potato Spirits**, is making their way south of the border. After making waves in Canada and taking home The Platinum Spirit Award at the 2018 World Beverage Competition, this family-owned and -operated Distillery has set their sights on the U.S. These naturally gluten-free, farm-crafted spirits will now be available in nine states, with plans to expand further in 2022. "Our

confidence level is extremely high after testing our Premium Spirits in the U.S. market that the 'Farm to Bottle' concept will be very well received and embraced by cus-



tomers as a new category in the Spirit Business," Geoffrey Smith, Beattie's

See **WHAT'S GOING ON** page 14



Expanded outdoor dining critically needed for restaurant industry to sustain the winter

Washington, D.C. – The National Restaurant Association has sent a letter to the U.S. Conference of Mayors warning that thousands of restaurants could close without support to extend outdoor dining.

The letter warns that despite a few weeks of optimism earlier this summer, the outlook for the restaurant industry remains dire. The delta variant caused a majority of consumers to change their restaurant use, including 20% who have chosen to sit outside instead of inside. Additionally, while numerous operators benefited from the federal Restaurant Revitalization Fund (RRF), it quickly ran out of money, and approximately two thirds of applicants did not receive any funding. Congress has yet to replenish the Fund leaving a \$43.6 billion funding gap and 177,000 restaurants in danger of closing.

While outdoor dining has provided a lifeline for restaurants this summer, National Restaurant Association research indicates that the continuing impact of the delta variant, the lack of RRF replenishment, and the changing weather are creating a recipe for a bleak winter. The research also found:

- ◆ In recent weeks, the delta variant slowed indoor dining at 78% of restaurants.
- ◆ At 68% of full service restaurants, outdoor dining is 20% or more of their daily sales.
- ◆ 61% of full service restaurants can only use their outdoor space through October.
- ◆ Only 30% of full service restaurants plan to utilize outdoor seating the entire winter.

“Restaurants currently rely on outdoor dining to stay open, but the dark chill of winter is coming,” said

Mike Whatley, vice president for State Affairs and Grassroots Advocacy. “For operators depending on this revenue, every additional day they can extend their outdoor service matters. Last year, despite supply chain issues, many restaurants were able to invest in equipment to expand and winterize their outdoor dining areas. But many restaurants weren’t able to make those investments.”

“Restaurants currently rely on outdoor dining to stay open, but the dark chill of winter is coming”

The letter encourages local leaders to do everything in their power to assist restaurants in offering outdoor dining for as long as possible this winter. Specifically, it suggests extending expanded outdoor dining allowances, continuing to streamline permitting processes, promoting outdoor dining efforts by operators in their localities, and providing funding for outdoor dining infrastructure as some localities did last year.

Whatley concluded, “Expanded outdoor dining cannot replace robust consumer demand for indoor dining or Congress taking action to replenish the RRF, yet it is critically needed to help the industry sustain the winter.”

Read the full letter and find additional statistics from the Association research on outdoor dining on the National Restaurant Association’s website @ www.restaurant.org.

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New hotel being developed at Melbourne Orlando International Airport

Dozens of officials gathered early October at Melbourne Orlando International Airport (MLB) for the ceremonial groundbreaking of a 143-room Hyatt Place hotel scheduled to open in 2022.

The new hotel will be located on airport property at Air Terminal Parkway and NASA Boulevard.

The hotel is a key component of the airport's historic growth and is being developed by ADELON Capital, headquartered in Hollywood, Florida, and constructed by Certified General Contractors of Melbourne, Florida. Co-owners ADELON Capital and Twenty8 group are continuing to invest in the area with what will be a sophisticated five-story, four-star hotel featuring inspired guestrooms and premium suites with energizing design and insightful in-room technology. Amenities include a roof top bar, coffee bar, outdoor swimming pool, multiple outdoor terraces, fitness studio, business center,



and a large high-tech multi-space conference center. AD1 Management will operate and manage the new hotel, adding to its portfolio of 30 hotels predominantly in Florida. "This new and unique project is the direct result of our creative and persistent entrepreneurial spirit," said Daniel Berman, president of AD1 Management. "Without any doubt it's going to be another amazing addition to our growing portfolio of outstanding hotels." ADELON Capital Founder and Co-Chairman Jonathan Cohen who manages the pre-development team based in the Mexico branch office added, "The

ADELON team is very excited to begin the construction of such a unique project and to form a part of the continued growth of the city of Melbourne." The new hotel will be located on airport property at Air Terminal Parkway and NASA Boulevard. With its proximity to the terminal, the hotel is strategically positioned to eventually add a covered walkway linking passengers between the hotel and terminal. Also proximate to the airfield, it provides the ability to eventually offer customers an opportunity to park their general aviation or corporate aircraft near the hotel and enter directly into the hotel lobby. "An on-site airport hotel is the perfect addition to the incredible growth

we are experiencing on and around MLB property," said Airport Executive Director Greg Donovan. "With the development of a great new partnership with ADELON Capital and Twenty8 group and the expertise from Certified General Contractors, we know that the hotel will be another wonderful asset to our passengers and fulfil this long-awaited need of our blue-chip tenant base." The development, designed by Eleven18 Architecture, is expected to create more than 100 jobs during construction and more than 20 operational jobs once opened.


See AIRPORT page 12

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Woody's from page 7

“The Tim Tebow Foundation is blessed to have the support of Woody’s Bar-B-Q, St. Augustine artist Diana Patterson, the volunteers, sponsors, and the community members who came out to be a part of this event,” shared Steve Biondo, President of the foundation. “Ending human trafficking will take each one of us becoming aware of the reality of this tragedy and stepping up to push back this darkness. We’re grateful that they are in the fight with us – using their platform and their voice to make an impact!” **TR**

About Woody's Bar-B-Q®: After opening their first Woody's Bar-B-Q in 1980, partners Woody Mills and Yolanda Mills-Mawman

have spent more than four decades setting the “bar” higher for classic Southern barbecue. From the humble beginnings of just one location in Jacksonville, Florida, a shared passion for barbecue, and a dog-eared collection of recipes, Mills and Mawman have grown the Woody's Bar-B-Q brand to locations reaching from the Deep South where barbecue is king to the Northeast and Midwestern fronts.

About Tim Tebow Foundation: The Tim Tebow Foundation exists to bring Faith, Hope and Love to those needing a brighter day in their darkest hour of need. This mission is being fulfilled every day through 16 initiatives in the fields of Orphan Care + Prevention, Special Needs, Children with Profound Medical Needs, and Anti-Human Trafficking. To learn more about how the Tim Tebow Foundation is serving the world's most vulnerable and sharing God's love by fighting for those who can't fight for themselves, visit the Tim Tebow Foundation online at www.timtebowfoundation.org.

Airport from page 10

“We are looking forward to breaking ground on this innovative and exciting project,” said Certified General Contractors President & CEO Adam Broadway. “Getting this project out of the ground has truly been a team effort. This will be CGC’s third project with ADÉLON Capital. The Melbourne Airport staff have been great to work with throughout the design and planning phases of the project.”

Staff will speak multiple languages including English and Spanish. **TR**

About ADÉLON Capital: ADÉLON Capital is a private capital firm dedicated to investing in real estate assets. Live consolidate hospitality, multifamily, and mixed-use assets at different stages of the investment life cycle. Through ADÉLON’s expertise, the synergy with local partners becomes robust, allowing them to early detect market trends, access unmatched opportunities, and offer substantial investor returns. Currently ADÉLON has two hotels in operation in the Melbourne/ Palm Bay Area: Hyatt Place Palm Bay and Home 2 Suites Palm Bay. Additionally, it has two developments in the area: Hyatt Place Melbourne Airport and an active adult multi-family building, Parasol Melbourne. For more information, visit www.adeloncapital.com/.

About AD1 Global: AD1 Global is a fully integrated hospitality company based in Hollywood, Florida. Involved in every facet of the business, the company focuses on strategic acquisitions, new developments, renovations, management services, and investments. AD1 Global offers complete and comprehensive hotel solutions tailored to the specific needs of each property. The company's goal is to continuously improve the work process, resulting in highly profitable hotels. For more information, visit www.ad1global.com/.

About Melbourne Orlando International Airport (MLB): Melbourne Orlando International Airport is an award-winning airport, crowned #1 Most Scenic Airport in North America by PrivateFly.com, and serves as the Coastal Gateway to Central Florida. In addition to evolving air service from Delta Air Lines and American Airlines, Allegiant has announced new routes to Pittsburgh, Nashville and Concord, N.C. beginning in November, and MLB will become TUI UK’s Florida gateway beginning in 2022. Air service growth has sparked a major \$61M terminal project that will provide an ultimate travel experience for all airport customers. MLB is globally recognized as an epicenter of aerospace as the home to Northrop Grumman, L3Harris, Embraer, Collins Aerospace, and more. For additional info, visit www.MLBair.com.

About Twenty8: Twenty8 Group is dedicated to developing, managing, and structuring real estate projects. Its business model is focused on two areas: real estate development and consulting. Currently, Twenty8 is evaluating several commercial transactions including retail, hospitality, and multi-family developments. Twenty8 Group’s team is composed by real estate professionals with vast experience in structuring and developing real estate. Providing a full scope of every deal through pre-development, development, and construction. Twenty8 Group works closely with government officials, architects, and general contractors to provide high-quality and cost-effective projects to their clients. More info at www.twenty8group.com.

About Certified General Contractors: Certified General Contractors, Inc. was founded in 1992 with the goal of providing professional construction services with high-quality, cost-efficient buildings, and consistent on-time delivery. Since that time, CERTIFIED has successfully developed reliable and performance-based relationships with their clients, and are a Florida premier full-service commercial builder. More than 86% of their business comes from repeat clients and referrals.

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Menus *from page 1*

The hospitality aspect of the restaurant industry isn't going anywhere. And printed menus are a vital part of that. Not everyone knows how to work a QR code, and not every customer has access to a smartphone. For all these reasons, it's still vital for restaurants to cover all their bases and continue using print menus.

Your online menu serves as the foundation for your digital marketing.

The need for digital

We live in the era of smartphones and the internet. Restaurants need to have a digital presence, and that starts with (and largely revolves around) the menu. In the past, restaurants could upload a PDF of their menu to their website, and call it a day. But that's no longer sufficient. Your online menu serves as the foundation for your digital marketing. It needs to reflect the rest of your branding. It also needs to be mobile-friendly, and easy to update (hence the issue with PDFs).

Centralized menu management hubs like MustHaveMenus make it simple to publish your existing designs online as digital menus, build mobile-optimized menus, connect your menus to QR codes, and sync any changes instantly.

Tips for making the best digital menu:

- DON'T simply upload a PDF.** They don't work well on mobile devices and are a pain to update.
- DON'T include too many images or too large of images.** They can slow down your page and make it harder to navigate.
- DO connect your link to a QR code.** That will save you and your customers time pulling up your menu on their phones or other mobile devices.
- DO provide a link to your online ordering.** Make it easy for customers to place an order right from your online menu. This can also help to bypass third-party delivery services so you keep the full commission. **TR**

About Mark Plumlee: Mark is a writer who has been published in Food Safety News, Full Service Restaurant, Restaurant Technology Guys, Cheers Online, Social Hospitality, Modern Restaurant Management, Quick Service Restaurant, Hospitality Tech, Bar Business Magazine, PMQ, That Oregon Life, The San Francisco Examiner, Blazersedge, and several other blogs. As a copywriter, he's helped restaurants and small businesses grow and define their brands for over 5 years. You can reach Mark at 971-678-5877.

Biscuit Belly *from page 1*

has been in the business for two decades, I am confident in what Biscuit Belly has to offer franchise owners and guests alike and have no doubt we will experience great success in the state of Georgia."

Owners of the five new Biscuit Belly locations to be opened in Nashville include Biscuit Belly co-founders, Chad & Lauren Coulter and Chuck Schnatter, along with an investor group led by Rick Kueber, co-founder and CEO of Glow Brands along with several other officers of that group. Glow Brands operates or franchises hundreds of locations across the Sun Tan City, Planet Fitness and Buff City Soap brands. Long time franchise executive and restaurateur, Rich Emmett is also participating in the Nashville market franchisee. Emmett is former executive officer at Papa John's, Quiznos, and most recently, Dunkin' Brands, franchisor for the Dunkin' Donuts and Baskin Robbins concepts. He also was a partner in approximately 30 Papa John's franchised units located in Indiana, Illinois, and Wisconsin.

"We are excited about the growth of this concept and look

forward to partnering with this group of investors who have extensive experience in the restaurant industry," said Chad Coulter, co-founder of Biscuit Belly. "In May we signed a three-unit development deal in Knoxville with Jay Shoffner and family, so we are excited to continue our expansion in Tennessee with another great group."

Biscuit Belly is currently seeking experienced multi-unit operators who possess values in line with the culture of the brand, are community-minded and want to become a part of the best-in-class better biscuit concept in new markets throughout the Midwest and Southern regions. For more information on Biscuit Belly franchise opportunities visit biscuitbellyfranchise.com. **TR**

About Biscuit Belly: Founded in 2019, Biscuit Belly - www.biscuitbelly.com - is a chef-driven, innovative fast casual breakfast and brunch concept featuring a hearty selection of scratch-made biscuit sandwiches, unique breakfast cocktails and other southern breakfast fare - with a twist. With three locations throughout Louisville, Kentucky and one in Evansville, Indiana the emerging brand has cultivated a huge following of loyal fans who swear by their "Damn Good Biscuits."



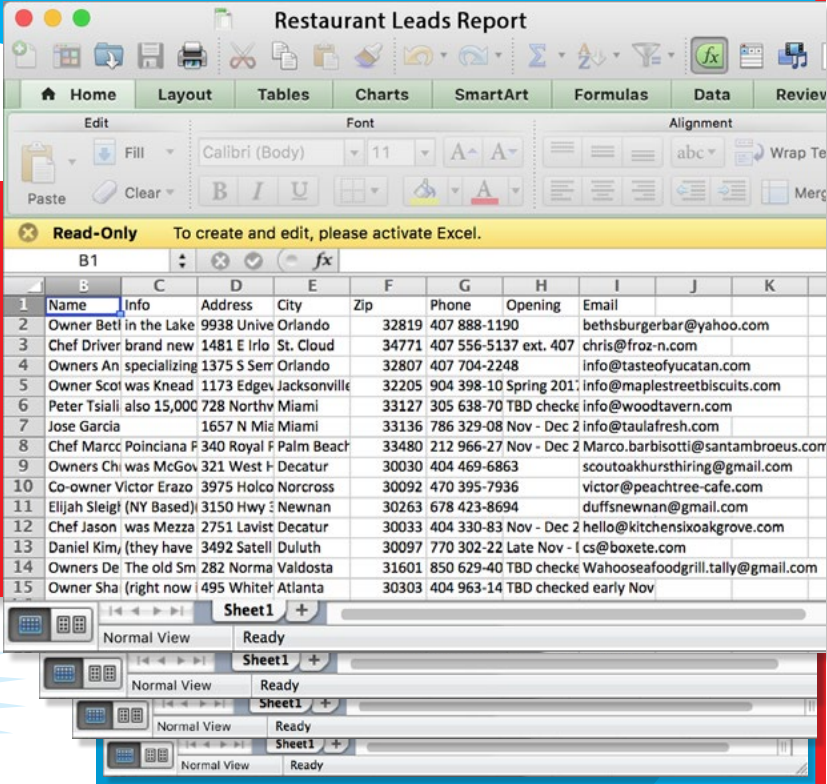
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Healthier choices, sustainability and animal welfare motivate plant-based consumers

Chicago, IL - The consumer demand for plant-based beverages and foods for in-home meal prep has continued throughout the pandemic. Both dairy and meat plant-based alternatives are forecast to grow through 2024, driven almost entirely by Millennials and Gen Zs, who choose these products for better health and because of their interest in sustainability and animal welfare, reports The NPD Group.




The deep-rooted values of Gen Zs and Millennials behind their choice of plant-based foods enabled the category to continue to grow throughout the pandemic when many consumers turned to comfort or more familiar foods. The demand for plant-based foods didn't waver during the pandemic. About one in five adults say they want more plant-based foods in their diets, and that number remained steady throughout 2020, according to NPD's recently released The Future of Plant-based Snapshot: The Evolution of Plant-based Continues.

"Plant-based" is a hot topic in the U.S. food and beverage and foodservice industries. It's infiltrating the news,

making a mark on restaurant menus, and reshaping retail grocery. **The Future of Plant-Based Snapshot Report** explores the consumers, behaviors, and motivations connected to the plant-based foods influx, uncovering the ways U.S. consumers source and consume meat and dairy alternatives, both in the home and away from home.

The report is built on a powerful combination of the latest consumer data, reliable forecasts, and expert from NPD's food industry analysts. It's designed to help industry leaders understand what's driving consumption of plant-based alternatives to meat and dairy products, address consumers' needs, and prepare for expected changes in the market.

Interest in plant-based dairy and meat alternatives by Gen Zs and Millennials extends beyond burgers and almond milk. These plant-based consumers look for various meat, poultry, or seafood analogues, flavor profiles, formats. For this reason, plant-based opportunities exist across frozen, shelf-stable, indulgent, and snack categories.

"As consumers continue to prepare more meals in the home and younger generations cook more, plant-based foods and ingredients will be a part of their repertoire," says Darren Seifer, NPD food industry analyst and co-author of the study. "In addition to providing a variety of plant-based foods and ingredients, food manufacturers should also focus efforts on Millennials and Gen Zs since they will be driving the category's growth. Their concerns for sustainability and animal welfare should also be taken into account when messaging to them." 

What's Going On from page 8

Distillers President noted. "We are a hard-working farm family with heart and history creating memorable flavors and a premium spirit experience that our customers love." To see the full range of Beattie's products, visit them at www.beattiesdistillers.com.


Tacos 4 Life - an Arkansas-grown taco restaurant with a fresh, unique, and house-made menu as well as a mission to help end world hunger, proudly announced its launch of seven new restaurants in five new cities in the coming months. Continuing to make an impactful difference worldwide, Tacos 4 Life cares about providing the best food and service to provide the most meals for children in need. "We are extremely excited to be growing into these new markets and bringing our Craft tacos and our Meal 4 Meal mission to new communities," said Austin Samuelson, co-founder of Tacos 4 Life. "We have had

the privilege of donating more than 20 million meals to children in need in our first seven years of business. With this new expansion, the amount of meals we will be able to donate will accelerate quickly." The first Tacos 4 Life restaurant

opened in June 2014 in Conway, Ark. Since then, the brand has expanded to 18 units across five states. Visit Tacos4Life.com.



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Today's Restaurant News is now offering video interviews that will be used in their email blast offerings. Videos will be approx.. 2-3 minutes and samples can be seen at www.trnusa.com. 

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