

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 27

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Click me to find out what's new in 2022!



The Florida Restaurant & Lodging Show supports rebuilding efforts for Florida hospitality industry

Tallahassee, FL - When Hurricane Ian hit Florida the impact could be felt throughout the restaurant and hospitality industry, as hundreds of restaurants and hotels were destroyed by the wind and flooding. As a result, Clarion Events, producers of the Florida Restaurant & Lodging Show which will take place at the Caribe Royale Resort in Orlando, November 1-3 leapt into action to find ways that they, the exhibitors and attendees could help support those impacted. During the trade show and conference, which will take place as planned, 100% of attendee registration fees collected, along with financial donations, food, equipment, and other items will be collected and donated to a new disaster relief fund being formed by the Florida Restaurant & Lodging Association (FRLA).

"Our thoughts, prayers and support remain with all those impacted by Hurricane Ian; and strengthens our commitment to support Florida's hospitality industry," said Rita Ugianskis, Vice President for the Clarion Events Food & Beverage Group. "After consultation with our association partner, the Florida Restaurant & Lodging Association (FRLA), exhibitors, attendees and our venue partner The Caribe Royale, we have made the decision to continue hosting the event next month

REGISTER TO DONATE

ALL REGISTRATION FEES ARE GOING TO BE DONATED TO THE DISASTER RELIEF FUND - FORMED BY THE FRLA.

and take this opportunity to provide direct support for the rebuilding and recovery of our industry."

"We've been producing trade shows and conference for over 27 years and our dedicated teams at Clarion truly immerse themselves in the industries they serve, with a goal to leave the

community in a better place, no matter the circumstance," said Greg Topalian, CEO at Clarion Events North America. "Our efforts in Florida are a true representation of the mission of Clarion where we are dedicated to those we

See **FRLS SHOW** page 12

Pizza Tomorrow Summit to debut in Orlando



There's a brand-new foodservice tradeshow coming to Orlando this month, and it's all about Pizza! This trade-only event is called The Pizza Tomorrow Summit and runs November 9-10 at The Orange County Convention Center and features some of the most recognizable foodservice suppliers in the industry and will welcome restaurant and pizza operators from up and down the eastern half of the country. A few of

the industry-leading brands you will see include Sysco, Galbani, Bellissimo Foods, Performance Foodservice, Grande Cheese, Gordon Foodservice, Burke, Roma Foods, Ardent Mills, Fiero Group, Pizza Solutions, Cheney Brothers, and the list goes on and on.

In addition to a sold-out exhibit floor, you can expect two full days of pizza competitions presented by The U.S. Pizza Team. Part of the competitions include pizzaiolos from around

the country competing to win a trip to Italy to compete in the International Pizza Competition. They also have another competition that will feature pizza acrobatics that include dough tossing, dough stretching, and more. If you are looking to learn, the show will have over 20 educational sessions from industry pros that run the gamut from staffing, menu building, managing food costs, implementing vegan, marketing, social media engagement, and so much more!

Looking to take your restaurant on the road? The Pizza Tomorrow Summit will also feature a Food Truck Marketplace displaying two aisles of food trucks and trailers for your browsing pleasure. "We didn't want to build and everyday tradeshow" said Glenn Celentano, Founder of the

See **PIZZA SUMMIT** page 7



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What's Going On

Important new products, corporate news and industry events

US Foods Holding Corp., announced its plan to open a new US Foods CHEF'STORE® in St. George, Utah in January 2023. Located at 2986 E. Panther Way., the new 20,000-square-foot built-to-suit CHEF'STORE will be the second CHEF'STORE location in Utah alongside the Salt Lake City location. The new CHEF'STORE will offer a one-stop shop for restaurant operators, food industry professionals, community groups and at-home chefs seeking ingredients and supplies of various sizes and offerings. "We are excited to expand our CHEF'STORE footprint in the great state of Utah," said Irfan Badibanga, president, CHEF'STORE. "St. George is a blossoming city with a vibrant restaurant and culinary scene and we look forward to supporting the community's culinary needs with restaurant-quality products at competitive prices." For more info: CHEFSTORE.COM.

◆◆◆◆◆
Crisp & Green, a fast-casual healthy-eating restaurant has many locations. "We are excited to bring fresh menu items and establish Crisp & Green as the fast and healthy option for people on the go in



Winter Park and across Central Florida," said founder and CEO Steele Smiley. A new location opened last month in Winter Park. States with restaurants now open are in MN, TX, SD, ND, NE, CO, and FL. There are over a dozen more opening up here in Florida. They are also **Coming soon** to AZ, KS, MO, TN, UT, NJ, IA, AR, IL, NC, WI, MT, and NY.

◆◆◆◆◆
Frank Pepe Pizzeria Napoletana opened its

The NAFEM Show | 23

The NAFEM Show will be held Feb 1-3rd 2023 at the Orange County Convention Center in Orlando. Discover the equipment and supplies that will keep any foodservice operation one step ahead. Cutting-edge technology products and services will be on display. Automation, Healthcare and all new products will on display for the Foodservice Industry. Visit the show website online at thenafemshow.org for all details.

first Florida restaurant in Oct., in Plantation, in Plantation Walk. A second South Florida location is set to open in Delray in 2023, according to a company press release. They are NY-based and are expanding in the NE also.

◆◆◆◆◆
Barfly® Mixology Gear has announced the release of their new products. Barfly® Mixology Gear now has another wave of new products to infuse more options in its already

extensive line of barware. This round features products, which meld form and function, to make bars look and operate better than ever. New colored mixing glasses, elicit the vibe from when cocktails became classic. Three different colors with reflective interiors add a distinctive look. Adding to the collection of heavy-duty products, the line now has two different 1 x 2 oz. jiggers, Superfly® and Yakuza versions, whose durability matches their elegant looks. Barfly Mixology Gear is – barflybymercer.com - fine barware for the professional bartender. Produced and owned



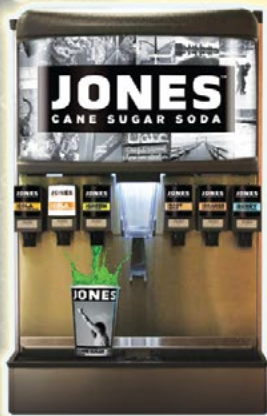
by Mercer Culinary, a second generation family business that manufactures and supplies cutlery and accessories for the professional culinary market.

◆◆◆◆◆
Kroger Supermarkets will merge with Albertsons in a massive deal. The deal will join the first- (Kroger) and second-largest (Albertsons) U.S. supermarket retailers, creating a national company with 4,996 stores, 66 distribution centers, 52 manufacturing plants

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

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Appell Pie

You know who I am?

Howard Appell ♦ Today's Restaurant Publisher

As some of you know I drive to Georgia and Tennessee quite often and I recently spent some time in the Atlanta area during the past July 4th weekend for my wife's birthday.

My appointments were all over the Atlanta area so I decided to stay at a hotel near the airport and major roads. When I approached the check in desk I was greeted by the desk attendant who asked for my name and the customary identification and credit card information. Once he had the necessary information he asked if we needed help with our luggage and came out from behind the counter to offer his assistance. We didn't have that much to bring in so we declined his help. He insisted on helping and showed us to our room to make sure we were happy, all done in a very friendly manner.


*This was not
a five star resort
so this kind of service
was not expected
but it was certainly
appreciated.*

After we got settled in the room we decided to go for dinner and went to the desk to ask for restaurant locations in the area. Our new friend gave us his recommendations and we got into a conversation about how long he has been in the hospitality business and how much he loved doing his job, which was quite evident. We offered to bring him back dinner but he declined.

We checked out in the morning but we were scheduled to come back after our swing through upper Georgia and Tennessee about five days later. When we returned to the hotel I was on my cell phone so my wife went to check in. The same deskman was on duty and came out from behind the desk to give my wife a hug and welcome her by first name. I was able to see all this from my vantage point in the car. He then proceeded to check us in to the same room we had on the previous visit. What a welcome! This was not a five star resort so this kind of service was not expected but it was certainly appreciated.

In a post pandemic world, having the right person doing the right job is a big part of the success of your restaurant or hotel. Imagine the impression your business is presenting if the first person that comes in contact with your potential customer has a bad attitude hates his or her job and is not helpful. A hostess or host is your front line and first step to ensuring your customer a memorable dining experience in your restaurant.

I remember several years ago going into my first Five Guys Burger & Fries store in northern Georgia and having a great customer service experience with the lady taking our order. I don't remember the exact conversation now, but I do remember how much fun it was and it planted the positive memory of the brand in my mind. I have been a happy customer ever since.

Make sure you are aware of the impression your company is transmitting from the very first second your customer arrives or calls. It could be creating repeat business even before your food is tasted. Thanks Al, for the great service. 

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

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PUBLISHER	Howard Appell
ASSOCIATE EDITOR	Wesley Paul
CONTRIBUTING EDITOR	John Tschohl
CIRCULATION MANAGER	Eric Spencer
ADVERTISING MANAGER	Howard McKinney
ART DIRECTOR	Jim Pollard
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Artificial intelligence and machine learning study informs on new ways to grow your restaurant business

By James Mansfield

With the risk of a global recession, restaurants are prioritizing opportunities to improve customer experience and sustain restaurant business driver fundamentals. To provide guidance with the uncertain future, traditional and advanced analytics machine learning research was explored to provide guidance of the uncertain future to support restaurant resilience. The research evaluated customer experience and restaurant fundamentals overall and in the context of a use case which exemplified how occupancy, sales and service, the core restaurant fundamentals, can be positively impacted.

How much do table side racks improve customers experience?

The research studied the use case of restaurant table-side mobile bag racks

Restaurant customer experience advanced analytics machine learning research and normative database

First, let's review the new research approach to customer experience measures and impact. Customer Experience measures for restaurants typically include four core fundamentals: satisfaction, loyalty, quality and employee engagement. These overarching customer experience themes are the goal, however, the new research identified important sub-features within the core themes to better understand how and where to make an impact. To assure the research can transcend restaurants and be the foundation of a Customer Excellence Normative Database, an advanced analytics machine learning approach was employed to identify the key features to measure and understand. The machine learning approach employed statistical methods to indicate the degree each feature contributes to predict or impact

influencer or success driven. Quality, of course, included the quality of the food but also found quality of service and staff, which included waiting time, capacity to wait, and the combination of the satisfaction and loyalty fundamentals as important.

The approach enrolled restaurant diners, guests and previous buyers who used table side racks in the customer experience survey which included the core fundamentals, experience features and sub-features to weight customer

frequency and cost per dine.

Restaurant capacity optimization employing operations research

The second component of the business driver research intended to rewrite the narrative of restaurant fundamentals given both the impending global recession risk and the customer need for secure, safe and hygienic solutions. Restaurant occupancy fundamentals such as capacity, throughput and customer mix have changed,

See **TABLE RACKS** page 8



which has potential to impact customer experience and restaurant business driver fundamentals. Table side bag racks are widely used in restaurants, cafes and other businesses across Mexico and Latin America but developing in the USA. Given the developing utilization of table side racks and the need to improve customer experience and business driver fundamentals, table side bag racks were a perfect tactic to test and learn.

the customer experience score.

Satisfaction features, for example, were found to be most impacted by a customer citing the feeling of them and their belongings secure, safe and hygienic. Loyalty included a combination of intent to repeat and spend more; Loyalty customers were quartiled and spent 67% more on repeat dining. Advocacy was described as a customer who was willing to submit a review, share a post or which could be an

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Former NFL star turned entrepreneur creates game changing device for drive-thru businesses

Fort Lauderdale, FL — After 11 years in the NFL, retired veteran linebacker Stephen Tulloch opened a coffee shop in Ft. Lauderdale, Florida, never imagining his first post-football entrepreneurial venture would lead to the invention of an innovative new point of service tool that is becoming a game-changer for restaurants and drive through businesses across the country.

Tulloch opened his first Circle House Coffee shop in the Flagler Village area of Ft. Lauderdale in 2018. Business was booming at the brick-and-mortar café, especially at the drive-thru, as the first coffee shop in the area to offer drive-up service, until the pandemic hit in 2020.

Born from necessity and innovation during a global pandemic, the former pro football player created the “Tully Arm”, a safe, patented, no-touch point of purchase system that makes staff and customers feel at ease when visiting the drive-thru or walk-up window at his restaurant.

“Like so many restaurant and food service businesses at the height of the pandemic, I was ultra-focused on how I could not only keep the business open and running but find ways to keep employees and customers safe at the same time,” said Stephen Tulloch, Founder and CEO of the Tully Arm and Circle House Coffee. “The Tully Arm accomplished those goals and so much more for my business, from enhanced



Tulloch said the Tully Arm was a game-changer for his business during the pandemic...


customer service to employee retention and morale, to a stronger bottom line.”

The Tully Arm helps keep employees and customers safe, minimizes the spread of contagious diseases, speeds up service times, and gives customers peace of mind, knowing their credit card or debit card is safely in their own possession at all times.

Unlike systems typically found inside of businesses, the Tully Arm system is mounted outside, with a metal-jointed arm that swings out to cars in the drive-thru, providing a no-touch payment system with its own automatic hand sanitizing station. The system also processes contactless payments such as Apple Pay and offers a tip function that allows staff to collect additional gratuity.

Tulloch said the Tully Arm was a game-changer for his business during the pandemic, and the invention has become an essential part of his daily business operations today.

“When you free up your staff from having to handle transactions, it gives them more time to prepare coffee drinks and food, which increases speed and overall service for customers,” said Tulloch. “The excellent customer service brings in more tips, which in turn boosts morale, employee retention and job satisfaction, and has even helped us attract employees at a time when nearly every restaurant has become chronically understaffed.”

Tulloch has seen a 35% decrease in labor costs, a 140% increase in employee tips, and has had 0% fraud or chargebacks since installing the Tully Arm at his Circle House Coffee Shop. His patented Tully Arm – tullyarm.com - is now available for drive-thru, food trucks and walk-up businesses nationwide. 

About Stephen Tulloch: Stephen Tulloch, a Miami, Florida native, attended Miami Killian Senior High School. Stephen was drafted by the Tennessee Titans in the 4th round of the 2006 NFL Draft. He played college football at North Carolina State University. He was also a member of the Detroit Lions and Philadelphia Eagles before retiring from the NFL in 2017.

While playing in the NFL, he started the Stephen Tulloch Foundation; giving back to underprivileged kids and helping people affected by Cancer. The four-time Walter Payton Man of the Year Community Service Team Award recipient has a passion for giving back and paying it forward. Some of his projects include treating 55 kids affected by Cancer to every home game, adopting families for the holidays, authoring a children's book “The Little Linebacker” Story of Determination, and building a school in his mother's hometown of Westmoreland, Jamaica, named the Mercedes B. Tulloch infant school after his mother Mercedes Tulloch.

During his 11-year NFL career, Tulloch found coffee to be the key to fueling his day. Now the owner of Circle House Coffee in Florida, he created the coffee shop's concept to bring people together and raise awareness for both local and global needs. Since 2018, his Circle House Coffee has raised thousands of dollars in conjunction with the Stephen Tulloch Foundation for various local non-profits around South Florida including Pink Angels Memorial Foundation, Women In Distress and Heart Gallery of Broward County.

Photo: Just Chill Productions

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Mexican and Latin American superstition says bags on the ground bring bad luck!

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Businesses that meet certain ERC requirements can get up to \$26,000 per employee in fully refundable tax credits. Even businesses that only experienced partial shutdowns or didn't experience a loss in revenue are qualified to receive the credit – which is something that many payroll processing companies are inadvertently giving incorrect advice about.

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87% of surveyed hotels report staffing shortages

Washington, DC – Nearly all hotels are experiencing staffing shortages, according to a new member survey conducted by the American Hotel & Lodging Association (AHLA).

Eighty-seven percent (87%) of survey respondents indicated they are experiencing a staffing shortage, 36% severely so. The most critical staffing need is housekeeping, with 43% ranking it as their biggest challenge.

Those numbers are slightly better than in May, when 97% of respondents to an AHLA member survey said they were short staffed, 49% severely so, with 58% ranking housekeeping as their biggest challenge.

Hotels are offering potential hires a host of incentives to fill vacancies—81% have increased wages, 64% are offering greater flexibility with hours, and 35% have expanded benefits—but 91% say they are still unable to fill open positions. Respondents are trying to fill an average of 10.3 positions per property, down from 12 vacancies in May.

According to the U.S. Bureau of Labor Statistics, as of August, hotel

employment was down by nearly 400,000 jobs compared to February 2020. Hotels are looking to fill many of the jobs lost during the pandemic, including more than 115,000 hotel jobs currently open across the nation.



These staffing challenges are resulting in historic career opportunities for hotel employees. National average hotel wages for 2022 through June are more than \$22 per hour—higher than any other year on record. Since the pandemic, average hotel wages have increased faster than average wages throughout the general economy. And hotel benefits and flexibility are better than ever.

To help hotels fill open jobs and raise awareness of the hotel industry's 200+ career pathways, the AHLA Foundation's "A Place to Stay"

multi-channel advertising campaign is now active in 14 cities, including Atlanta, Baltimore, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Nashville, New York, Orlando, Phoenix, San Diego, and Tampa. For more detailed info on the campaign, visit thehotelindustry.com.

"Today's tight labor market is creating unprecedented career opportunities for current and prospective hotel employees, and AHLA and the AHLA Foundation are working tirelessly to spread the word. With

hotel wages, benefits, flexibility and upward mobility at historic levels, there has never been a better time to work at a hotel than the present," said AHLA President & CEO Chip Rogers.

Methodology: AHLA's latest Front Desk Feedback survey of nearly 200 hoteliers was conducted September 12-19, 2022.

About AHLA: The American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the U.S. lodging industry. Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support and workforce development programs to move the industry forward. Learn more at www.ahla.com.

Pizza Summit from page 1

event. "Our goal was always to create an immersive experience for operators around the country to gather, learn, find something new, and really have a fun experience. The pizza industry is all about families, and there is no greater family destination in the world, than Orlando Florida!"

Finally, the new show in town has also raised their hand to help with the devastation caused by Hurricane Ian...

Keeping with the fun theme, the show will also have live music from an Italian trio to greet you when you

arrive, daily t-shirt giveaways, and the grand entrance into the show has the look and feel of entering an actual brick and mortar restaurant.

Finally, the new show in town has also raised their hand to help with the devastation caused by Hurricane Ian in the state of Florida. "We were deeply saddened to see the destruction that this storm caused in our host state and know that the road to rebuild will be long. We really wanted to find a way to contribute some way" said Celentano. There will be a silent auction of pop culture and sports memorabilia at the show, and those proceeds are all being donated to The Hurricane Ian Relief fund.

Registration for the show is open with badges going for \$55 in advance, or \$65 on-site. Visit the show's website at www.pizzatomorrow.com to learn more and click on the attendee's tab to register to attend.

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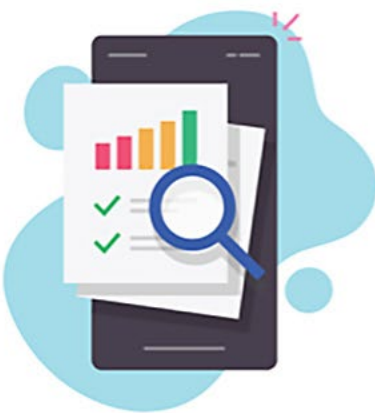
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Darin Gull from TRACI.net will be at the FRLA Show in Orlando and would love to meet with you to help you answer these questions.



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Thinking of franchising your restaurant business?

Rick Robinson ♦ President of Franchise Genesis



Franchising is the best way to expand your business, but it is complicated. So, working with an experienced & professional franchise creation company is very important to building a successful system.

Here at Franchise Genesis, we are the only full-service franchise consulting company, allowing you to have a one-stop shop for everything you need to become a successful franchisor. Some of the many steps in developing a successful franchise system are the following:

1. Developing your Franchise Disclosure Document (FDD) with a good franchise attorney, that is required by the Federal Trade Commission (FTC).
2. Developing a strong Franchise Agreement that your franchisees will sign, that protects you, the brand and all your franchisees. This is also done by a good franchise attorney.
3. Developing a good Operations Manual, the Standard Operating Systems for the franchisees on how to run their business properly.
4. Identifying who the ideal franchise candidate/partner is for your model.
5. How to market to find these good franchise partners?
6. Developing your web site landing pages that describe the franchise

opportunity.

7. Creating a marketing brochure & flyer that describes your opportunity that can be sent to candidates.

8. What franchise expos to exhibit in?


9. What franchise publications & magazines to advertise in?

10. What consultant/matchmaker/broker networks to use to find good franchise candidates?

11. What are the best practices to employ as you grow your franchise system?

12. How to sell your franchise systems for a successful exit some day?

This may seem overwhelming, which is why you need a good franchise creation company to consult with, to ensure everything is done right from beginning to end.

To learn how easily your business can be franchised, contact Franchise Genesis for a free consultation. 

About the Author: Rick Robinson is a 38-year franchise professional, having been a franchisor with five brands, and served on the International Franchise Association's Board of Directors in Washington D.C.

Franchise Genesis and their affiliates are a full-service Franchise Development Company, helping hundreds of companies become Franchisors and then bringing them thousands of qualified Franchisees.

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Table racks from page 5

yet the basics of restaurant seats, serving days per month, revenue per customer, and sustaining these inputs continue to be key to maintain and grow revenues. A meta analysis of research was conducted which quantified average sized restaurants' capacity serve dinner and lunch, have ~50 seats with 80% at tables


The loss of capacity translated into a daily average loss of ~24% of seats which translated into ~\$1M lost restaurant revenue

and 20% at bar or waiting areas. The meta analysis quantified customer spending at average sized restaurants to be ~\$29 and \$48 for lunch and dinner respectively. Total capacity for the average sized restaurant with an ~90-minute experience was ~460 customers service. At full capacity with all seats utilized five (5) days a week was estimated to total ~\$4.2MM annually. However, capacity was only being utilized at ~76% with annual revenues at ~\$3.2M. Also considered were the

five (5) days of the week restaurant offered dining; Friday, Saturday, Sunday contributed 54% of revenues and Wednesday and Thursday the remaining 46%. With this misunderstood capacity gap, the table side rack use case was a great tactic to employ the customer research and determine how the racks could improve capacity optimization.

How much restaurant capacity is gained from a table side rack?

Table side bag racks were evaluated for customer experience and also measured to understand the increased capacity by optimizing table utilization at the bar and tables. The meta analysis research supported customers of all diner mixes were using an available chair which was taking the place of potential diners. The loss of this capacity was one of the main drivers of this decreased capacity. The loss of capacity translated into a daily average loss of ~24% of seats which translated into ~\$1M lost restaurant revenue annually for an average sized restaurant.

In summary, an average sized restaurant who can improve restaurant customer experience, optimize capacity and implement table side racks can experience an increase in ~\$7M or ~219%. 

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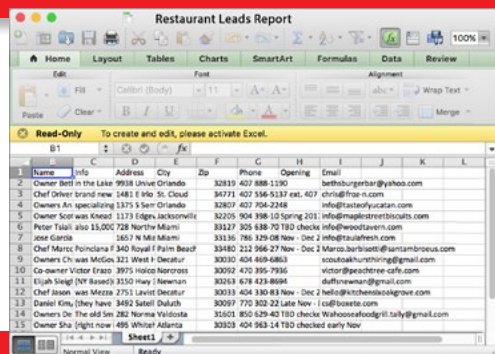
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What's Going On from page 3

across 48 states and the District of Columbia. The merged entity also would be the fifth-largest retail pharmacy operator, with 3,972 pharmacy locations. The Merge would also include the fueling stations on the locations.

the current economic environment has created more camaraderie amongst their teams.

◆ The primary way this greater camaraderie is evident is in employees' willingness to jump in to pick up their teammates' shifts (50%).

◆ Plant-based meat is going international, with demand expected to double in the next 5 years. As Europe and North America demand plateaus, both Asia and South America will supplement growth expectations in the plant-based meat market. Leading domestic companies see this opportunity to expand internationally as their plant-based movement grows. **California-based Before the Butcher** is expecting five countries to lead the demand for plant-based proteins and have ramped up operations to service those areas.



Hobart announced that it has introduced the newest edition of **HTE Enterprise Asset Scale Management Software**. HTE Enterprise is the latest in fleet management and

offers several new features. Hobart's HTE Enterprise improves efficiency, reduces downtime, and increases profitability all from the

convenience of a desktop PC. This web-based tool is a software package for retailers to directly manage their scale fleets and lends itself to a multi-user experience in grocery environments. In today's grocery stores, scales are all connected devices and require firmware updates, configuration updates, and updates to the item (PLU) information such as pricing and nutritional data. To learn more about the new Hobart HTE Enterprise Scale Management Software, visit Weigh Wrap Networking & Retail Software | Hobart (hobartcorp.com).

◆ Fast-casual restaurant **Freddy's Frozen Custard & Steakburgers®** announced the brand's plans to accelerate its growth in Northeast Illinois with the signing of a multi-unit development agreement to bring six new Freddy's restaurants to the region. Leading the new development in



Chicagoland is veteran franchisee, Asif Poonja of JAM Equities. The announcement builds on the development success Freddy's had in Chicagoland earlier this year, adding 13 new locations to its pipeline for the market in Q1.

◆ **Homebase** helps small businesses manage their work schedules, time clocks, payroll, HR, and more so they can focus on their people. They are a one-stop-shop for small businesses. Homebase focused its September Pulse Report report on restaurant owners and found:

◆ Approximately 95% of restaurant owners anticipate hiring at least one additional worker in the next two years.

◆ More than 45% of restaurant owners believe their employees are either more (or significantly more) productive this year versus last year.

◆ With leaner operations, more than two-thirds of owners believe that

◆ **WaBa Grill**, one of the nation's leading healthy rice bowl chains, announced a recently inked multi-unit development deal that will introduce **WaBa Grill to the greater Dallas-Fort Worth region, marking the brand's entry into Texas.** Signed by

WaBa Grill franchisee Hilario Raygoza, the new Dallas development deal is slated for 10 WaBa Grill locations to open throughout Denton, Collins, Tarrant and Dallas Counties within the next six years.

Hilario, who currently owns and operates five WaBa Grill locations in California, where they are based in Anaheim Hills, and whose first WaBa Grill restaurant was one of the brand's first 25 stores, now has exclusive territory rights to develop the brand in all four Texas counties.



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

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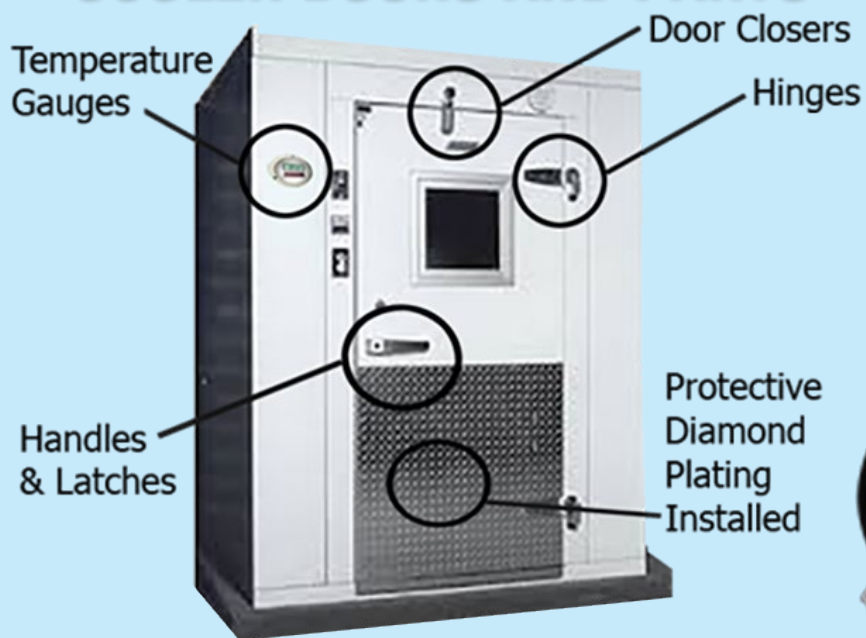
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Clarion Events Food & Beverage Group in collaboration with the Florida Restaurant & Lodging Association will make the following changes to the event to support the industry during this difficult time:

- ◆ 100% of registration fees collected will be donated to a new disaster relief fund being formed by the Florida Restaurant & Lodging Association.
- ◆ NEW registration option - \$50 registration donation fee will provide access to the entire event – exhibit hall admission, F&B events including networking reception(s), the entire conference program, and access to both the General Session and Keynote Address. Again, all monies collected will be donated.
- ◆ New content will be added to help the community affected by the storm to navigate the resources needed to begin to rebuild.
- ◆ In addition to the donation of registration fees, the organizations are in early stages of arranging a product donation effort for all Show participants to support colleagues in the Florida hospitality industry. Details to follow.

The education program will kick off on Tuesday, November 1st with two pre-conference workshops. One will focus on the lodging industry with a dynamic panel of female leaders from The B Resort, Red Lobster, Tijuana Flats, Loews Hotels at Universal, and

Courtyard & SpringHill Suites by Marriott and a second workshop on Restaurant Inflation (Recession) Battle Plan which will include crisis planning.


On Wednesday, November 2 there will be a breakfast General Session featuring Donna Hood Crecca, Principal, Technomic who will discuss *Recovery and Growth in Uncertain Times*. Donna will provide an overview of the state of the foodservice industry in the U.S., including new consumer and market dynamics, lodging segment specifics, what to look for in 2023 and an early look at the foodservice industry’s recovery from the impact of Hurricane Ian. In addition, *Supply Chain Issues: A Q&A with Distributors* will take place at 11 am on the Thought Leadership Stage. Speakers representing Sysco, Ben E. Keith, Gordon Foodservice and US Foods will share case studies on supply chain challenges they have faced and how they overcame these issues. The panel will be moderated by the FRLA.

The Thursday morning breakfast keynote will feature Jim “Murph” Murphy, former U.S. Airforce F-15 fighter pilot and founder of Afterburner, a global leader in training and consulting which help leaders accelerate individual performance by connecting strategy to execution. Jim will share *A Fighter Pilot’s Secret to Business Success*. As leaders of elite military teams, Jim and his team have thrived in the harshest, most chaotic environments on earth. Jim will apply these same

principals to help the hospitality industry expand their vision of success, align teams behind a common strategy and, stay consistent in execution especially during difficult times. This Keynote Session is about leadership made simple by developing a mission plan, aligning teams, and teaching you how to flawlessly execute.

The education during the event will offer courses from the FRLA and other leading subject matter experts who will discuss How to Negotiate Restaurant Leases during a Disaster, How to Rebuild a Successful Restaurant, Disaster Preparedness, Restaurant Leadership, Disruptive Innovations, and many other sessions focused on operations and marketing. For the full conference program, click here. The expo hall will offer a diverse and curated collection of products and services, high production demonstrations, competitions and awards, wine & spirits, and much more. Special events will include a breakfast keynote, general session, a networking reception, awards, fundraiser and through separate registration, the FRLA Gala.

Registration Is Open Here for the Florida Restaurant & Lodging Show taking place November 1-3 at the Royale Caribe Resort in Orlando, FL. Hotel reservations can be made at The Caribe Royale which is working with Clarion Events to support the event and the industry in these uncertain times in Florida. “We invite restaurateurs and

professionals in the hospitality industry to register and join us in our support of FRLA’s disaster relief fund,” added Ugianskis. “Every registration will go a long way toward helping Florida’s restaurant and lodging community.” 


The Florida Restaurant & Lodging Show is sponsored by The Florida Restaurant and Lodging Association (FRLA), Florida’s premier non-profit hospitality industry trade association. Founded in 1946 as the Florida Restaurant Association, FRLA merged with the Florida Hotel and Motel Association in 2006. FRLA’s more than 10,000 members include independent hoteliers and restaurateurs, household name franchises, theme parks and suppliers. The association’s mission is to protect, educate and promote Florida’s \$111.7 billion hospitality industry which represents 1.5 million employees. Dedicated to safeguarding the needs of the membership, FRLA provides legislative advocacy to ensure the voices of its members are heard and their interests are protected. The association offers regulatory compliance and food safety training through SafeStaff® and FRLA’s subsidiary, RCS Training. The FRLA Educational Foundation provides industry-developed, career-building high school programs throughout the state.

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The restaurant industry has been challenged over the past two and a half years with staffing shortages that continue to impact the day-to-day operations of these businesses. Moreover, the industry, in general, is oftentimes seen as a place that only provides temporary job opportunities, which can lead those entering the workforce to look elsewhere for greater career paths, but that's not always the case.

Working at Pizza Ranch since the age of 16, **Jackie Horstmann** has spent over half her life in the business where she started as a dishwasher. In an industry that's primarily dominated by men, she now has ownership stake in three Pizza Ranch restaurants, one of the largest Midwest pizza chains, in Minnesota. Further driving her team's passion for excelling personally and with the brand, she takes pride in mentoring her team members, ensuring they are growing in all facets of their lives.

Michael Pharis has been involved with Pizza Ranch since he was a kid and owned his first restaurant at age 24. His road to success has been anything but easy. In 2019, he and his General Manager were in the Sioux Falls



Pizza Ranch at the time that it was destroyed by a devastating tornado. During the rebuild, he joined the Pizza Ranch corporate team on their Information Technology Advisory Panel and the Franchise Advisory Council, which gave him the interesting opportunity to share his personal experience to help franchisees navigate business during the pandemic. With this experience, Pharis set new safety and sanitization standards for stores to open safely and was able to reopen his Sioux Falls location bigger and better than ever.

Ryan Whitney, President of Edlund, announced **David Sebastianelli** has been named the Senior Vice President of International Sales and Marketing, effective immediately. In his new role, Sebastianelli will be responsible for leading Edlund's marketing communications and expanding the company's position in global markets while continuing to manage overall business with his team in North America. Since 1925, Edlund has been on the cutting edge of



kitchen equipment – providing food-service and food processing customers worldwide with quality solutions that take today's operations to the next level. Known for innovation, Edlund scales

have earned best in class 14 times, and Edlund smallwares and kitchen preparation equipment have often been recognized for excellence in product design and cutting-edge innovation.

What's Going On from page 10

The Foundry Hotel and their highly acclaimed in-house restaurant devoted to exploring African American culinary heritage, **Benne on Eagle**, announced the appointment of **Robert Alexander** as executive chef. At Benne on Eagle, Chef Alexander is proud to continue the evolution of the restaurant's theme of Sankofa – “go back and get it” in the Twi language – progressing forward and integrating new food techniques and methods while looking back to history to learn and bring awareness to culinary traditions from the African American culture of The Block. Chef Alexander will oversee all F&B operations at the hotel in addition to Benne on Eagle, including offerings at the hotel's craft cocktail bar Workshop Lounge, catering for weddings and events, and more. It's an opportunity he describes as “love at first sight.”



Today's Restaurant News acknowledging that restaurant owners have gone through tough times, is offering OWNERS the opportunity to recover funds that were paid to W2

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Today's Restaurant also invites you to submit your information for the What's Going On column. E-mail details of your company, product, service or event to terri@trnusa.com and we'll help get the word out! **TR**

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