

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 28

Appetizers

Chef Alan Wilkinson mentors Florida Keys



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Foodservice distribution is key player in U.S. economy



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Two shows for one admission...

The Pizza Tomorrow Summit and Florida Restaurant & Lodging Show to be held together in Orlando – November 8-9

During the first week in November **The Florida Restaurant & Lodging Show**, the premier event for Florida's hospitality industry, sponsored by the Florida Restaurant & Lodging Association and **The Pizza Tomorrow Summit**, will bring together thousands of movers and shakers in the restaurant, pizza, foodservice, and lodging industries. One admission gives attendees access to both events on Wednesday, and Thursday, November 8-9 at the Orange County Convention Center (OCCC) in Orlando, FL.

"There is undeniable synergy between the Florida Restaurant & Lodging Show and Pizza Tomorrow Summit, and we are thrilled to offer industry suppliers unprecedented access to this combined group of highly qualified buyers in what is one of the largest and rapidly growing food and beverage markets in the country," said Glenn Celentano, Founder, The



Pizza Tomorrow Summit and Partner, Restaurant Events, LLC. "Restaurant, pizza, foodservice, and lodging professionals will find a convenient and efficient way to access top subject

matter experts addressing key issues in cross over education, see a full range of products from leading vendors, and be inspired and entertained from several exciting special events and competitions."

The two events will sit side by side in the same exhibit hall, so registrants will have easy access to both shows. The combined exhibit halls will feature hundreds of leading vendors, demonstrating, and sampling products and services. Exhibitors include Sysco, Cheney Brothers, Roma brought to you by Performance Food Service, Bellissimo Foods, Fiero Group, Ken's Foodservice, Shadowspec Umbrellas, ACF Central Florida Chapter, RL Schreiber, and many more.

Each show will host their own competitions and demonstration stages open to all attendees. **The Center Stage**

See **TWO SHOWS** page 12

New report shows Florida leading surge in business openings in 2023



Keith Hall

Washington, D.C. – Keith Hall, president and CEO National Association for the Self-Employed (NASE), the nation's leading advocate and resource for the self-employed and micro-businesses, reacted to the Yelp Economic Average report released recently "2023 US business openings on track to beat last year's all-time high" showing Florida as one of the leading states responsible for the surge.

In Florida, there has been an increase of over 33 percent since last year in new business openings, accounting for 51,266 above last year's record-breaking numbers. The Miami metro area is helping drive the highest

number of new openings in the state.

"The number of small businesses opening over the last two years broke records, and Yelp's new report signals our community's growth is far from being over. Florida is playing a major role in helping lead that growth," said Keith Hall, president and CEO National Association for the Self-Employed (NASE), the nation's leading advocate and resource for the self-employed and micro-businesses. "The surging growth in the small business community across the United States, including new operations and existing businesses who are expanding and growing, clearly signaling the

See **NEW REPORT** page 14

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Appell Pie Service with a smile

Howard Appell ♦ Today's Restaurant Publisher

I wrote this column in 2011 as we were bringing home troops from the war in Iraq and today 2023 we may be preparing to send our troops back to the Middle East to defend civilization once again. Time has gone by and nothing really has changed. It's time for humanity to take a long deep look at itself and decide to end the cruelty. Good needs to prevail over bad and so it shall.

Something as simple as answering the phone or greeting a guest could be the cause of turning customers away.

After fourteen years of writing this column a new topic is sometimes hard to come by. The one topic that remains constant is that this industry is hospitality driven and if you don't like people and dealing with them, you're in the wrong business. A smile or caring about your customers could make or break your next sale.

As an owner of a restaurant or any other business you must take a step back every once in a while and take a look at your staff and see how they interact with your customers. During this economic recession or depression, you pick, people are stressed out and can choose to buy from many companies offering the same product. Something as simple as answering the phone or greeting a guest could be the cause of turning customers away. Always train your staff to be friendly, helpful and well-informed.


Keeping up with current events and the mood of the public is a very important component to presenting your

business in a positive light. Recently we celebrated Veteran's Day and many restaurants including Applebee's, Golden Corral, Denny's and Olive Garden were honoring Vets and current servicemen and women by offering them free meals for their sacrifices in defense of this country.

My cousin Bob who was responsible for me joining the Army many years ago asked if I would join him at Olive Garden for dinner on Veteran's Day, with our wives. I never have considered my military service as special but looking back on it I guess I did make a substantial commitment of time to the military so I decided to accompany him and celebrate our service.

Upon entering the restaurant I looked around the waiting area and saw men and women of many generations waiting patiently for a table. I have no idea how many were veterans but I guess there were quite a few. We were seated and Bob and I were presented special menus with five or six entrees to choose from. We all ordered and enjoyed our dinner together.

As we were finishing our coffee a manager came to our table and introduced himself. I thought he may have recognized me from my picture in this column but that was not the case. He extended his hand to shake our hands and said "Thank you for your service" He then handed both of us a Thank You card with a \$10.00 Gift Card included for our next visit to Olive Garden. How nice was that? How smart was that? Thank you Darden Restaurants for going the extra mile for our troops and vets. By the way the Chicken Parmigiano was delicious.

As our troops from Iraq begin to come home they are going to need civilian jobs. Many military jobs transfer well to the hospitality and restaurant industries so give them a good hard look when hiring and show them the hospitality we are known for. 

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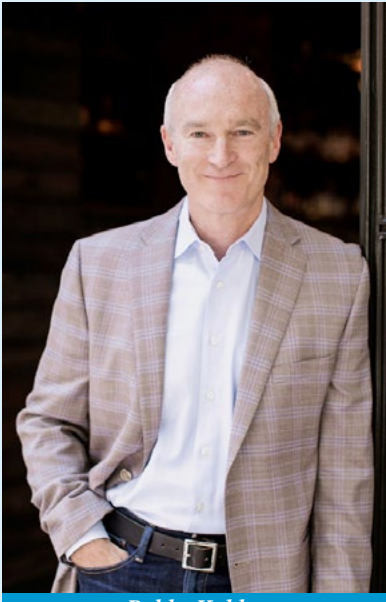
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What's Going On

Important new products, corporate news and industry events



Robby Kukler

The Georgia Restaurant Association (GRA) is thrilled to announce **Robby Kukler** as the recipient of the **2023 Georgia Restaurant Association Crystal of Excellence (GRACE) Lifetime Achievement Award**. Kukler is the founder of Kukler Restaurant Advisors and co-founder of Fifth Group Restaurants. Kukler will receive his award on Nov 30, 2023, during the GRACE Awards gala at the Georgia Aquarium.

Ray's in the City in downtown Atlanta, has welcomed loyal guests for its award-winning menu and approachable, elevated service for 20 years. Guests regularly walk through the doors at Ray's in downtown Atlanta

for fresh fish, prime steaks, house-cut chops, an extensive selection of fine wines and exceptional service. Founded in 1984 by renowned restaurant industry veteran Ray Schoenbaum, Ray's Restaurants is comprised of Ray's on the River in Sandy Springs, Ray's in the City in Downtown Atlanta and Ray's at Killer Creek in Alpharetta. Each restaurant features an award-winning menu with an emphasis on fresh fish flown in daily from the Atlantic and Pacific, house-cut chops, prime steaks and extensive wine offerings from around the world. www.raysrestaurants.com.

Michigan-based Gordon Food Service has leased a building at 5800 Beach Blvd in Jacksonville. It was home to Staples until the end of last month when they vacated. Gordon Food Service will demo the inside and rebuild the massive building. They have almost

200 store locations nationwide. Gordon Food Service has 14 distribution centers, including in Miami and Plant City.

They serve restaurants, health care, schools and other foodservice customers. Opening for the new facility is planned for late 2024.

Gordon FOOD SERVICE

The Brewers Association, a leading organization supporting small and independent craft brewers, has unveiled some impressive statistics about the craft brewing industry. As of the latest data, a staggering 9,552 craft breweries are operating in the United States. These breweries encompass various categories, including 2,035 microbreweries, 3,418 brewpubs, 3,838 tap-room breweries, and 261 regional craft breweries. This robust and growing sector is a testament to the creativity and entrepreneurship thriving in craft beer. "According to our data, 212 new brewery openings in 2023 reflect the continued interest and demand for craft



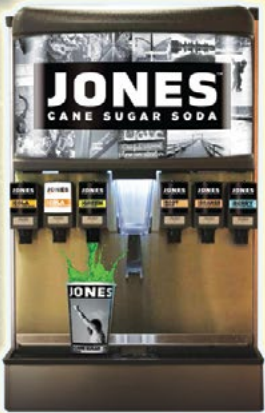
beer. Alongside these openings were 69 closings, showcasing the competitive landscape within the craft brewing community."

The National Restaurant Association Restaurant, Hotel-Motel Show, the leading event for discovering foodservice technology innovations and emerging trends, is now accepting applications for the prestigious 2024 Kitchen Innovations (KI) Awards. Celebrating its 20th year, the KI Awards program recognizes exceptional equipment and product innovations that elevate foodservice operations and contribute to industry progress. The 2024 National Restaurant Association Show will be held from May 18-21, 2024, at McCormick Place in Chicago, showcasing the pinnacle of foodservice innovation. According to Tom Cindric, President of Winsight Exhibitions, "The KI Awards exemplify the seamless fusion of innovation and the National Restaurant Association Show's legacy. Over the years, this platform has not only evolved to reflect the

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

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Morada Bay / Pierre's Chef Alan Wilkinson emerges as mentor to Florida Keys restaurant industry

Islamorada, FL - Crescendo Culinary and Southernmost dry-age meats announced that at only 30 years of age, Pierre's Executive Chef, Alan Wilkinson, is displaying exceptional talent, character, and leadership that will likely make a significant impact in the Florida Keys culinary paradigm for years to come.

He is literally making a splash in the industry at this year's annual Florida Hospitality and Lodging (the Food Show) show in Orlando on November 9th. He has paired up with Southeaster

Shrimp and Seafood, which run the only remaining Shrimp Boat in the Florida Keys, the Miss Key West. They will discuss the history and economics of the Key West Pink (KWP) Shrimp.

Evolution of a Cuisine:

Chef Alan Wilkinson is initiating an avocation-wide professional status, congenial culture, and an influential presence at Pierre's. The Florida Keys are known for many things, but rarely are they known for a well-done,

Top-Chef flight of steaks. At his post at both Cheeca Lodge and Pierre's, chef Alan Wilkinson brought his talents to bear, and is revising the culinary perspective of our Florida Keys. His idea was to do something unseen on the is-

lands for a long time. Where the future will lead the culinary industry will be decided by blooming and decisive chefs like Chef Alan. His initiative has revealed to other Florida Keys restaurants that they too can perfect their own steak programs.

You will see the newest one opening soon in Islamorada. Chef Wilkinson's and his contemporary dry-aging program has vigorously made a statement in this land of pirates, castaways, and real estate entrepreneurs.

foods highlighted by the uncommon. Meaning, he has made his reputation of pairing commonly known menu selections with uncommon combinations of foods gathered from around the Caribbean and the World.

In collaboration with Chef Wilkinson, culinary teams of enthusiastic and inquisitive culinary workforce continues to evolve and elevate our Keys cuisine. Along the way, Chef Wilkinson has also developed a dry-aged duck that is truly unique. His idea

is to age the creations in unique dehydrating refrigerators to remove excess internal moisture to focus and improve the flavors of each food. "It works well with salmon as well," says Chef Wilkinson. In addition, his next culinary investigation will be to use specific small herd cattle ranchers to produce a steak that can only be cultivated here on Florida Hays, which departs from the criterion practice of cattle feedlots. Using his principled culinary standards, chef Alan has found a more equitable and pragmatic standard for Florida's naturally raised cattle, that is promising for us as consumers.

Traditional looks onward:

In keeping with the new trademark of classic Chef Alan's menu, his prior diverse bill of fare are mostly rooted in the French culinary tradition. In his modern sophistication and polish, he has made classic beef and seafood dishes an enlightenment. On many of his prior menus you will find seafood such as; Octopus, assorted finfish, Diver scallops, and a myriad of cheeses from all over the world. They have been accentuated by locally, obtainable Tropically-grown accompaniments, primarily known in South Florida. "It is what chefs do", says chef Alan. This chef takes the customary and mixes in the extraordinary to make their fused flavors sing.



This chef takes the customary and mixes in the extraordinary to make their fused flavors sing.

Chef Alan Wilkinson's dry-aging of Prime-grade and Wagyu-grade Beef and seafood was once considered the norm at impeccable restaurants. Nowadays, it is not so. At this moment, Chef Alan is now at the top of his game and advocates his unique dry-aging of meats, duck and seafood. "Dining has now been elevated to another level," says Chef Alan Wilkinson. Chef Alan plans to encourage dry-aged beef and "Keys Food" as Chef Alan puts it, throughout the Florida Keys as he promotes the use of commonplace

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Why a 3-time markup doesn't work: the truth about menu pricing

David Scott Peters ♦ Today's Restaurant Contributor

Too many restaurants follow an old-fashioned model to price their menu: the three-time markup. This is an outdated profit-killing practice. There is a much smarter and more effective way to price your menu.

The three-time markup is where you take the total cost of the product you put on the plate and then multiply it by three times and that's how much you charge for that item on your restaurant's menu. This idea is also based on the advice from organizations such as the National Restaurant Association that your food cost should be around the average of 34%, which is also wrong.

There are two problems with this pricing strategy.

◆ Your restaurant is not average. Are you on the same street corner with the same price point, same style of service, same quality of product, same labor cost, the same set of core values? The answer is no, so an average would include a pizzeria with a seafood restaurant. How could they possibly both be shooting for a 34% food cost?

◆ If you priced everything at a 34% food cost, there are items that you'd never be able to sell because they'd be too expensive and your customers would never buy them. Don't forget

about adding labor cost to that. You might need to shoot for a 24% food cost to make money because labor is so high.

Here are five steps you need to take to price your menu properly and put yourself in a place where you can make money.

1. Start with a budget. Budgeting is critical to your success. How will you know where your food cost should be if you don't have a budget? You have to understand a calculation called prime cost, which is total cost of goods sold plus total labor costs including taxes, benefits and insurance. Your prime cost target needs to be based on your restaurant. I teach restaurant owners to aim for 55% or lower if they do at least \$850,000 a year in sales. How you get there can be very different from another restaurant. You could run a higher cost of goods sold and a lower labor cost or vice versa or dead on the same. But without a budget, without seeing your numbers, you don't know where you need to be to set your food cost target.

2. Use accurate, up-to-date recipe costing cards. This is critical. I often tell people the two most important systems any restaurant should have are budgets and recipe costing cards. You'll never guess what the two systems are most

restaurants never have... a budget and recipe costing cards. Why? The excuse I get all the time is because they're too hard. Are you freaking kidding me? You're in the toughest business I know and as the leader of your business, you must know this data. You must have a plan for success. You must know what you're selling and what it costs you to charge properly for it.

3. Calculate your ideal food cost. Using your product mix—what your customers actually purchased—combined with your recipe costing cards, you can find your ideal food cost, which is what your food cost should be if there was no waste, no theft, no spoilage, if you ran a perfect restaurant (which does not exist). Put that into a spreadsheet I've created called Menu Profitability Monitor and it gives you your ideal cost.

4. Decide where you're going to price your menu in the marketplace. Are you going to undercut your competition and be the dive bar, which I do not recommend, or are you going to price like every one of your competitors? Or are your service and product that much better than the competition so you can charge more?

5. Re-engineer your menu. Sort the data in your Menu Profitability

Monitor in descending order from the items you sell the most of to the least and then you can decide if you're going to raise the price on your top one to three items in each one of the menu's sections, if you're going to drop losers, or add new items. You can look at ways to decrease costs such as buying smarter or decreasing portion sizes. You can add new items to the menu and move your mix around to influence your customers' choices. Scientifically re-engineering a menu can get you to the food cost target you need.

Using the three-time markup approach is a terrible way to go about pricing your menu. To price your menu profitably, you must have a budget and accurate, up-to-date recipe costing cards. This is why you'll hear me say the two most important systems any restaurant should have are budgets and recipe costing cards.

David Scott Peters is an author, restaurant coach and speaker who coaches restaurant operators how to stop being prisoners of their businesses and to finally financial freedom. His first book, Restaurant Prosperity Formula: What Successful Restaurateurs Do, teaches the systems and traits restaurant owners must develop to run a profitable restaurant. Thousands of restaurants have worked with Peters to transform their businesses. Get his three principles to restaurant success at <http://www.davidscottspeters.com>.



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Our Family
of Foodservice Shows

What's Going On from page 3

changing landscape of the foodservice industry, but it has also been instrumental in driving the evolution. Back-of-house innovation, in particular, has been a cornerstone of our focus. As we approach 2024, we anticipate KI Award submissions to mirror the industry's cutting-edge trends, encompassing AI-enabled technologies, robotics and novel approaches that address challenges like labor shortages and sustainable practices. The KI Awards continue to set the standard for recognizing ingenuity that propels the industry forward."



Chad Gretzema

Beans & Brews Coffeehouse, expressed their enthusiasm about Gretzema's ability to lead the company in this next chapter of growth. The pair will continue to serve on the company's board of directors and will remain significant shareholders.



In today's rapidly evolving healthcare landscape, the importance of a well-structured, patient-centered food service cannot be overstated. Welcome to our **Global Healthcare Food Services Market** report, an in-depth analysis of an industry estimated at a significant USD 18.03 billion in 2023, and projected to escalate, reaching an astronomical USD 49.93 billion by 2030. This comprehensive research material offers the latest trends, competitor insights, and market share data, serving as an indispensable tool for senior business executives looking to stay ahead. Our report not only expounds on the variations in consumer behavior but also delineates the cross-impact of governmental interventions and potential implications on the overall demand-supply balance. **Maximizing business growth in**

As part of its strategy for nationwide expansion, **Beans & Brews Coffeehouse is fortifying its executive team to enhance growth and franchise support with the appointment of Chad Gretzema** as its Chief Executive Officer. Beans & Brews has recently signed new development deals in San Antonio and Austin with commitments to open 40 new stores in these regions. The coffee franchise also awarded 29 other franchise agreements in Texas, New Mexico, Arizona, and Utah, with additional agreements in the works for Colorado, Idaho, and Wyoming. Jeff and Kevin Laramie, co-founders of

the Global Healthcare Food Services Market cannot be accomplished without a clear understanding of these factors. "Our segmentation details provide critical insights into elements such as Patient & Dining Services, Retail Services, and everything in between. By offering multi-regional coverage - from Americas to Asia-Pacific, and Europe, Middle East & Africa - our report delivers a global perspective. Make an informed decision - stay one step ahead with our Global Healthcare Food Services Market report."



America. "Leandra's experience, knowledge and passion is sure to have a positive impact on our continued growth and success in promoting our core values, strengthening our network and position as a leader in the frozen dessert equipment industry," said Penny Klingler, President of Carpigiani North America. Established in 1946 in Italy and present in the North American market since 1963, Carpigiani offers top-quality products, customer service, education programs, and technological innovation. The premier brand name in frozen-dessert machines, the company has built a reputation as the essence of quality, education through their Carpigiani Gelato University and Frozen Dessert University and service in the foodservice industry. Carpigiani has seven subsidiaries and four manufacturing facilities serving the global market with one located in High Point, N.C.



Carpigiani North America, an Ali Group company, announced the appointment of Leandra Olivotti as Vice President of Sales and Network Development for North and Central

America was effective October 1st. Olivotti brings more than 18 years of experience in the commercial foodservice industry to this role. Since joining Carpigiani in 2019, Olivotti has been instrumental in strengthening the Carpigiani network of channel partners. Leandra has an extensive background in the commercial foodservice equipment industry, including five years with IFI, and eight years with ISA, where she served as Sales Manager for North and Central



Leandra Olivotti

Bluestone Lane is an Australian-inspired coffee and cafe chain expanding in the U.S. The brand has over 50 locations in the US, and plans to open 100 more by 2024. There are a few reasons for this with Their On-trend menu features items that are popular with young consumers, such as avocado toast, flat whites, and quinoa salads. "Our expert coffee team, based at our

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

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Foodservice distribution is key player in U.S. economy

McClean, VA – The International Foodservice Distributors Association (IFDA) has released a comprehensive study of the U.S. foodservice distribution industry, including its impact on the U.S. economy and its physical footprint. Industry sales topped \$382 billion in 17,100 distribution locations, employing 431,000 people.



“This study illustrates the vital role foodservice distribution plays in the American economy and way of life,” said Mark S. Allen, President and CEO of IFDA. “Foodservice distributors source, warehouse, sell and deliver ingredients and supplies to professional kitchens in every corner of the country, with operations in all 50 states. Foodservice distributors offer stable and rewarding career opportunities for 431,000 individuals, from entry-level to executive, with family owned businesses to large corporations.”

Of the industry’s 431,000 employees, 31 percent are delivery drivers (135,000), 42 percent are warehouse team members (181,000), 11 percent are sales professionals (48,000), and the remaining 16 percent comprise other

positions, including human resources, administrative, culinary and executive (67,000). Foodservice distribution employees make up about 7 percent of all wholesale jobs in the U.S.

Food donated to charitable organizations and disaster relief by foodservice distributors have an annual estimated value of \$331 million, which is equivalent to feeding 27,000 families for a year.

In addition, the study found that foodservice distributors operate a combined fleet of 168,300 vehicles, traveling 4.3 billion miles annually to deliver 12 billion cases of food, beverage, and other products to professional kitchens in all 50 states – that’s 33 million cases delivered per day.

The study included data from an IFDA-conducted primary survey of foodservice distributors, previous IFDA research, IMPLAN economic modeling, government sources and other public sources for the 2022 operating year. The study includes national and state-by-state data.

Read the full survey and methodology at visit www.ifdaonline.org/economicimpact.

About the International Foodservice Distributors Association (IFDA): The IFDA-ifdaonline.org - is the premier trade organization representing the \$382 billion foodservice distribution industry. This industry ensures a safe and efficient supply of food and products to more than one million restaurants and foodservice outlets in the U.S. daily.



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Two shows coming to Orlando from page 1

Culinary Demonstration Theater will feature local chefs presented by the American Culinary Federation Central Florida Chapter and two exciting competitions. **The Rapid-Fire Challenge: Hot Sandwich and Sides Competition**

will be held on Wednesday at 3 pm and judged by Food Network's Shaun O'Neale and others. On Thursday the **Hip Sip: Battle of the Modern Bartender Competition Bourbon Edition** sponsored by Savage & Cooke Distillery will take place at 3 pm. Hip Sip is judged by Art Sutley, Hospitality & Nightlife Expert, Savage & Cooke Distillery; and Bar Rescue's Mia Mastroianni, and Phil Wills, The Spirits in Motion.

The Pizza Tomorrow Summit features the **Galbani Professionale Pizza Cup**, a high-powered pizza-making competition, and the **U.S. Pizza Team Acrobatic Finals**, a pizza

acrobatics spin-off. The winner of the 2023 USPT Acrobatics Champion will have the chance to compete in the World Pizza Championship next year in Parma, Italy.



Leaders and much more.

In addition, all attendees are invited to register for the **Restaurant Management 201 Workshop** led by Darren Denington and Alison Anne who will guide the entire management team through the process of becoming a cohesive team with strong leadership. Attendees will gain the knowledge, skills, and systems needed for a team to properly run a business' daily operations, while still having the time and focus to manage the business details that will drive you to success. **For more information and to register, visit www.flrestaurantandlodgingshow.com/educational-workshop.**

The Florida Restaurant & Lodging Show, a reinvented event serving a re-focused foodservice industry, is sponsored by the Florida Restaurant & Lodging Association and produced and managed by Restaurant Events, LLC. For exhibitor information for the Florida Restaurant & Lodging Show contact Joe Carlino at (484) 823-9611 or email him at joe@therestaurantevents.com.

The Pizza Tomorrow Summit, now in its 2nd year, will once again provide independent pizza operators with an immersive and fun experience, a wide range of products, a robust conference program, plus entertaining and informative pizza competitions, and demonstrations. Attendees will have the opportunity to explore hundreds of exhibitors and have access to new companies, products, ideas, and initiatives that will help propel this evolving industry into the future. For exhibitor information about the Pizza Tomorrow Summit contact Dave Kellogg at 203-788-3794 or david@pizzatomorrow.com.

Don't miss these great companies exhibiting in Orlando!

Company	Booth
Broward Nelson.....	842
Bunn	932
Carpigiani	314
Creative Business Impressions	934
Enviromatic	221
ITD Food Safety	228
Rogue Financial Group.....	314
Seacoast Sales.....	314
Ser.vi	267
Today's Restaurant	934
Worksite Employees	934

The winner of the 2023 USPT Acrobatics Champion will have the chance to compete in the World Pizza Championship next year in Parma, Italy.

Attendees to both the Florida Restaurant Show and Pizza Tomorrow Summit will have access to thirty free education sessions providing immediate actionable solutions and ideas, from industry subject matter experts focused on People, Process and New Technology; How to Lease Restaurant Space; Growing Your Restaurant Through your Chamber of Commerce, Building a Team, How to Recognize Talent and Develop

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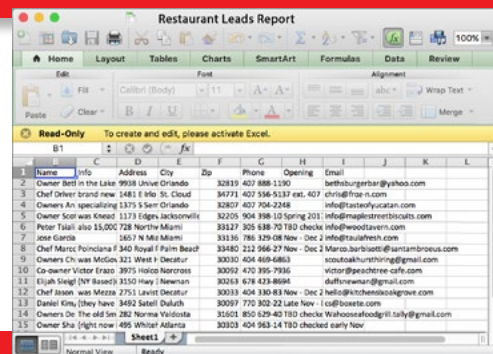
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New report from page 1

determination of our country's entrepreneurial spirit that is rapidly reshaping the American workforce."

The new report by Yelp Economic Average found that:

National business openings on Yelp from January through July 2023 have surpassed openings from the same time period last year, a year which hit an all-time high for new businesses. This strong national growth is reflected across all categories on Yelp and for the first time, every U.S. state, including DC, surpassed new business openings compared to pre-pandemic levels (2019).

Entrepreneurs are already breaking records this year. In fact, each month in 2023 has seen growth of at least 15% in new businesses compared to its respective month over the past four years, with every month setting a new all-time high since 2019. The first seven months of 2023 have seen a 25% increase in new businesses compared to the same period in 2022, and a 46% increase compared to the same period in 2019.

Hall continued, "Last year's all-time high in new business openings is on course to be broken again this year, underscoring the importance of policymakers in Washington to continue adopting 'pro-small employer, anti-red tape' policies in support of this exploding business demographic. Small businesses

have unique attributes and challenges that call for bipartisanship in support of policies that bolster these new, and existing, small businesses – an increasingly important lifeblood for our nation's economy.

"NASE applauds and welcomes these new entrepreneurs into our ranks, and we are committed to advocating as their voice in Washington to create and foster a favorable policy and economic environment for small businesses to expand, save and grow."

Over the past 40 years, the National Association for the Self-Employed supports the small business community through advocating for strong self-employment economic policies, as well as financial support to its small business members. NASE has awarded over \$1,000,000 since the inception of the association's Growth Grant program. NASE continues to offer an expanded quarterly Growth Grant program to its small business members on a rolling basis. The association also hosts a variety of free informational services from the NASE Minute on small business advice and guidance to "Ask the Experts" where members have 24-hour outreach to experts in various fields from accounting to legal advice. **TR**

The NASE is a 501(c) (6) nonprofit organization that provides big-business advantages to hundreds of thousands of micro-businesses across the United States. For more information, visit the association's website at NASE.org.

What's Going On from page 8

state-of-the-art roasting facility in New York, produces the signature coffee blends used in all of our Bluestone Lane locations," says the company.



Unilever Food Solutions – unileverfoodsolutions.us - has unveiled its new North American Future Menus Trend Report. The new report takes a deeper dive into the global trends identified in Unilever's recently released global trends report, Future Menus 2023 to reveal three trends specific to North American foodservice. "With the launch of North American Future Menus report, UFS is helping chefs translate global trends on their menus through recipes, techniques, and training," said Brandon Collins, Corporate Executive Chef, UFS North America. "The goal was to hone in on our global report to identify the most relevant trends to our foodservice partners in North America. We identified Mexican cuisine, bowl concepts and plant-forward as the three biggest trends predicted to impact the

restaurant industry in North America in the coming years."

Eco-Products® has announced an innovative new program to help foodservice operators keep non-compostable items out of their organics streams. The program, called Controls Intended to Remove Contamination (CIRC), will verify that restaurants and other operators are taking important steps to prevent non-compostable materials from being sent to composting facilities. While food scraps, yard trimmings and certified compostable packaging can be composted, anything else creates serious problems for composters. "Contamination from non-compostable products is the defining challenge for



many composters today," said Wendell Simonson, Director of Marketing at Eco-Products. "Unfortunately, most composters have an extremely limited ability to deal with contamination once it gets to their facilities. That's why foodservice operators must put controls in place to prevent that contamination from getting to composters in the first place." **TR**

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