

# Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 26



## Appetizers

Menu Design  
Group digital  
menu board  
systems



Eco-Products  
earns  
GreenScreen  
certification



Let's talk  
about ERC



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## Gordon Ramsay announces charitable partnerships with Make-A-Wish and St. Jude Children's Research Hospital

Restaurant group commits to raising \$1 million for each organization the next five years



Gordon Ramsay

Dallas, TX - Gordon Ramsay North America (GRNA), the restaurant group of acclaimed chef, restaurateur, TV personality and author, Gordon Ramsay, has announced a national charitable

partnership with Make-A-Wish and St. Jude Children's Research Hospital®. GRNA has committed to raise \$1 million for each organization over the next five years.

"We're really honored to partner with Make-A-Wish and St. Jude Children's Research Hospital in their missions to support children and their families," said Ramsay. "I've loved being a part of Make-A-Wish for years, and honestly, getting to meet all these extraordinary kids has had a huge impact on me. We're excited to now be supporting these amazing organizations by raising funds and awareness for two great causes that impact kids around the world."

The restaurant group has already donated more than \$175,000 to these organizations through a variety of fundraising events during the opening week of Ramsay Fish & Chips at ICON Park in Orlando, Florida, and other national fundraising opportunities.

"We are very grateful for the opportunity to partner with these fantastic organizations and continue our advocacy for the patients, families and the missions of Make-A-Wish and St. Jude

Children's Research Hospital," said Norman Abdallah, CEO of Gordon Ramsay North America. "We are committed to coming together, raising funds and showing our support for these brave children, bringing hope to the future."

"For years, Gordon Ramsay has personally supported Make-A-Wish as a wish granter and fundraiser helping make life-changing wishes for children with critical illnesses come true," said Richard K. Davis, president and CEO of Make-A-Wish America. "We are thrilled to expand the relationship by adding Gordon Ramsay North America as the newest national sponsor of Make-A-Wish, allowing even more wish kids to experience wishes that can be an important part of the healing process."

"We are grateful for the support of Gordon Ramsay and Gordon Ramsay North America for St. Jude Children's Research Hospital's lifesaving mission," said Richard C. Shadyac Jr., President and CEO of ALSAC, the fundraising and awareness organization for St. Jude Children's Research Hospital. "Funds

See **GORDON RAMSAY** page 12

## How Ya Doin' hospitality group expands Peter's Pizzeria in Florida and the U.S.

The hospitality group will debut another location in Spring 2022

Pompano Beach, FL - Founded in 2019 by Long Island born brothers Peter Izzo and Bobby Pokora, HYD (How Ya Doin') Hospitality Group—the group behind Peter's Pizzeria announced that it has opened another location last month and a new location coming to Pompano Beach in Spring 2022. These will be a natural extension of the brand, as the owners opened the first outpost of Peter's Pizzeria in Port St. Joe, Northwest Florida.

Peter Izzo, Peter's Pizzeria co-founder and master pie maker (Pizzaiolo), has won the hearts of pizza lovers everywhere by cooking with both art and science. Each pie is topped with a house blend of fresh shredded mozzarella and dough made with a unique water filtration system using reverse osmosis to ensure the pizza is forged with water identical to his hometown. Additionally, while that



Bobby Pokora (left) and Peter Izzo

dough "proofs" for nearly two days before use, Izzo perfects his sauces—simmering his marinara for 16+ hours.

Peter's passion for food and beverage hospitality began in his hometown of Long Island, NY, where grew up in an

Italian household, where every evening was centered around coming together for a quality meal. Peter received a Bachelor's degree in Hospitality Management, spent time

See **PETER'S PIZZERIA** page 12

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# What's Going On

Important new products, corporate news and industry events



The Thompson Team worked with our Client **True Food Kitchen** to design a functional outdoor patio dining area that allows for ample seating to enjoy the beautiful south Florida weather or protect against inclement weather. The space of the courtyard was under renovation, **True Food** wanted to enhance this area making it a focal point of the restaurant and courtyard creating a more unique dining experience for their patrons. The aluminum frame was powder coated in a bronze color and built with mechanical raceways for electrical fans, lights, and speakers. "The retractable roof is made up of Architectural PVC material that allows 20% light into the space. The material is fire rated and can also come in black out and multi color fabric options. The frame is also constructed to accommodate our automated / Thompson Outdoor Motorized Screens. The frame is designed to efficiently evacuate rainwater."



## Happy Holidays

As we enter 2022, we here at **Today's Restaurant News**, want to thank our Advertisers and Readers of almost 26 years now for your continued support. We are proud to bring you the news of the industry each month. May 2022 be a warm and profitable year for the Restaurants, Hotels, and all Foodservice establishments. We have endured many hardships and many have survived against all odds. Many have not... Let's get those back to where they were before the pandemic with as much support and business as we can give those dedicated to ours and other industries.

Sometimes the space you allocate for waste becomes wasted space. Especially if the container doesn't fit.



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products are designed for use in a variety of industrial, commercial and institutional settings, including universities, restaurants, hospitals, stadiums and convention centers and more. "We offer solutions for collecting, transporting and disposing of waste and recyclables throughout those facilities using carts, dumpsters, stationary containers, mobile tilt trucks, cart lifters and more." Visit [toter.com](http://toter.com) for all details.



Tel-Tru Manufacturing Company – [teltru.com](http://teltru.com) - a trusted supplier of industrial quality instruments that improve customers' product quality and operational performance, has announced the launch of their advanced line of **RTD Assemblies and Temperature Transmitters**. These temperature instruments are designed for the demanding applications common to food and pharmaceutical processing, refineries, chemical plants, water and wastewater facilities, breweries, dairies, HVAC, and the OEMs serving them.



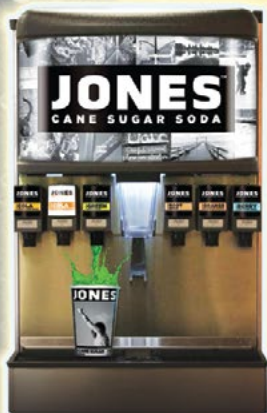
**Starbird Chicken**, the nation's first super-premium fast food concept, announced the closing of a \$12 million capital raise. The fundraise was led by KarpReilly and will ignite Starbird Chicken's next phase of growth, which

includes development of additional company-owned restaurants and ghost kitchens, increasing licensing engagements, and launching its franchise offering. "This year has been a phenomenal one for Starbird and this capital infusion is evidence that our

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

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## Appell Pie

### Bye Bye Miss American Pie

**Howard Appell** ♦ Today's Restaurant Publisher

As we get close to bidding good riddance to 2021 I guess we should be glad for some of the good things that happened during this most difficult year. If your friends and family are still well and going about their daily routines then it ranks high on the good items of 2021. Let's look back at this crazy year and review the good and the bad.

#### Bad

1. People are still being infected by the virus and some are dying, but not as many as in 2020, over 750K Americans so far.

2. The Hospitality Industry is still affected by people being fearful and electing to not travel and eat at home.

3. Supply chain problems have reduced products on the shelves and caused prices to increase across the board. Inflation is among us.

*Zoom meetings have become part of the landscape now and will probably continue on for many years to come.*

4. Rising gasoline prices are keeping people close to home and putting a strain on the average consumer's budget.

5. Manufacturers are being affected by lost labor hours and supply chain issues which are stretching out delivery times and reducing sales volume.

6. Labor shortages in the front and back of the house are making it almost impossible to serve customers in our industry. Solutions need to be found and quickly.

7. Ports are crowded with container ships waiting to be unloaded to

over-crowded warehouses, waiting for trucks to deliver the goods.

#### Good

1. Vaccines and research on new methods of protecting us from this virus and those to come are in high gear. A booster shot was approved.

2. We still have the choice to take the vaccine or not.

3. Food delivery companies have been created to compete with the "Big Boys" and new technology will be born.

4. Advances in Artificial Intelligence (AI) have started to appear in the form of self-order kiosks, robot wait staff and robotic delivery services.


5. Businesses are looking at ways to do business by being more responsive to their customers.

6. Zoom meetings have become part of the landscape now and will probably continue on for many years to come. Great time saver allowing for more productive time.

7. The increase in "Side Hustles" or alternate streams of income to help meet your financial responsibilities during the pandemic.

I'm sure there are more items that you can add to both the good and the bad sections. 2020 and 2021 have truly been a test of our generation. All generations have at least one test that will forever be mentioned in the history books. We are not unique but we are unique in our responses.

The holidays will soon be here and all of us at Today's Restaurant News want to wish you a happy, safe, healthy and prosperous 2022.

I want to personally thank all of our advertisers, readers and staff for their support and perseverance during this crazy time. So many new businesses will be appear in 2022 and beyond, that were not even dreamed of in 2020/21 and that is the strength of the American spirit. We always find a way. As Lee Greenwood sang, "God Bless the USA" still leading the way. 

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# Hire dogs that want to pull the sled

John Tschohl ♦ Restaurateur and founder of BellyMelly



Imagine, if you will, that the business you own is a dogsled. You are in a race and counting on your team of dogs to pull you and your sled across the finish line ahead of all the other racers.

The sled is your business, the dogs are your employees, and the other racers are your competitors. In order to beat those competitors, it's critical that you assemble a dog team that works well together and is committed to winning the race.

Elite racers know that building the best dogsled team begins with choosing those that work to win. The key is to find dogs that actually want to pull the sled. Not every dog likes to pull it—and not every person can excel at providing the kind of customer service you need to beat your competitors. Learn from mushers—hire for relentless performance.

## What to look for in hiring staff

Customer-service professionals are made, not born, so good core attitudes are essential. You must identify and hire people who have the skills and attitudes you want and then help them learn the skills to provide exceptional—and relentless—customer service. Those people will have an instinct for talking to people and treating them with respect and concern—the foundational elements of great customer service.

Positive energy and attitude will go a long way in building a service culture within your workforce. Look for positivity, mental agility, sincerity, and creativity. Once empowered, those people will be relentless in serving your customers. It is critical that you hire people who want to drive your business, who share your goals, and are committed to driving your business. Just as not every dog wants to pull your sled, not every employee wants to do whatever it takes to ensure that your company succeeds.

In fact, Vernon Hill says, his employees use smile charts to rank applicants' attitudes during the interview process. His modus operandi is this: If there is no smile, there will be no second interview.

You can train people in the skills necessary to do the job, but you can't train them to have a great attitude; they either have it or they don't. If your employees

don't have great attitudes, they won't focus on treating your customers in a way that will increase their loyalty to your business—and that will drive your sales. A great attitude includes treating people—coworkers and customers—with respect and concern. It means being enthusiastic and sincere.

Apple is a great example of a company that has highly skilled employees who also have great attitudes. They provide valuable expertise while at the same time exuding warmth and concern for their customers and any problems they might be having. It's probably more difficult to get a job with Apple than it is to get into Harvard.

Another question is this: How do you identify potential employees who have the positive attitudes you need? The first step is to have several people conduct interviews with the applicant, which will provide you with different perspectives of applicants. Get input from others who have had contact with applicants, including your receptionist. What did she or he observe about applicants as they waited to meet with you? How did they treat your receptionist as they checked in?

During the interview, ask open-ended questions rather than those that require a simple "yes" or "no." Most applicants will tell you what you want to hear. If, for example, you ask applicants if they're hard workers, they all will tell you they are. Ask for examples of whatever applicants tell you. Probe for additional information.


Ask for examples of how they have solved customers' problems in the past. Are they empowered? Are they willing to bend or break the rules in order to provide customers with the best service possible?

Listen to what applicants tell you—and watch them as they do it. Body language is important; it can tell you much more about people than their words can do. Does the applicant convey warmth, enthusiasm, and energy? If you were a customer, would you trust this person to treat you well and solve any problem you might have?

## Set high standards

I acknowledge that hiring good people in today's economic climate is

difficult, but that doesn't mean you should lower your standards. It is critical that you hire people who are self-motivated, warm, positive, enthusiastic, and energetic.

Your employees can make you or break you; the fate of your business is in their hands. Make sure those hands are capable and caring. 

**About John Tschohl:** John Tschohl is the founder and president of the Service Quality Institute—the global leader in customer service—with operations in more than 40 countries. He is considered one of the world's foremost authorities on customer service and recently released his latest book, "Relentless." John's monthly strategic newsletter is available online at no charge at [www.customer-service.com](http://www.customer-service.com). He can also be reached on Facebook, LinkedIn, and Twitter. For more information on John Tschohl and the Service Quality Institute, visit [www.customer-service.com](http://www.customer-service.com).

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# Menu Design Group releases fast casual digital menu board systems

A reliable and straightforward digital menu board solution for fast-casual restaurants looking to improve guests' experiences, enhance their ability to promote new items and remotely update and manage their menus.

Menu Design Group (MDG) announced the imminent access to new fast-casual digital menu board solutions that give restaurants complete control and remote editing of their digital menus. In addition, restaurant management can preschedule dayparting menus to auto-update, trigger new SLA items to play on defined schedules, and make on-the-fly edits to pricing.

"Fast Casual Restaurants may now quickly set up their digital menus using their computer and any TV. Using our fast-casual digital menu board software, restaurants can highlight their signature items, promotions, and specials," Phil from MDG stated. "Using the customizable digital menu templates and our drag and drop menu editor, restaurants can easily set up their digital menu within seconds."

### Nice and Simple

A comprehensive collection of customizable pizza fast-casual digital menu board templates is included with MDG's digital menu board software. Restaurants can input their menu items, upload photographs of their food, add scrolling customized tickers, and integrate their social media feeds.

## SPECIALS

**Lunch Monday-Fridays 12**  
Grilled Steak or Chicken, or Fried Breaded Pork Loin, Rice, Beans or Soup, Salad, and 1 side

**Mini Bandeja Paisa**  
- with Shredded Beef 13  
- with Grilled Steak 16  
Includes rice, red beans, sweet plantains, fried pork belly, sausage, 1 fried egg

**Patacones**  
- with shredded Chicken 13  
- with shredded Beef 14  
- with both shredded Beef and Chicken 15  
Includes Fried Pork Belly and sauces

**Chuleta Valluna Apanada 17**  
Pork loin breaded and fried

**Grilled Steak (carne asada) 15**

**Grilled Chicken Breast (pechuga asada) 11**  
Includes 1 side

**Chuzo de Pollo (chicken kabobs) 11**  
Includes salted potatoes, tomato slice, and arepa or French fries

**Picada**  
Platter includes beef, chicken, pork, Colombian sausage, fried pork belly, French fries, creole potatoes, green plantains, arepas & tomatoes  
HALF 35 | FULL 54

## CHICKEN SANDWICH

**Grilled Chicken Breast**  
served with Melted Mozzarella Cheese, Tomato, Bacon, Crushes Potato Chips, & Sauces  
Sauces: Pineapple, Pink, Garlic, Showy, Ketchup & Mustard  
SINGLE 9 | DOUBLE 11

**Fried Chicken Burger Patty**  
served with Melted Mozzarella Cheese, Tomato, Bacon, Crushes Potato Chips, & Sauces  
Sauces: Pineapple, Pink, Garlic, Showy, Ketchup & Mustard  
SINGLE 8 | DOUBLE 10

*MDG has been assisting fast-casual restaurants in designing, developing, and deploying digital menu boards for over a decade.*

- ◆ Control all of your menus remotely
- ◆ From your computer, create and manage your digital menu
- ◆ Make immediate changes to your menu items and pricing
- ◆ Schedule menus and adverts to automatically play at specified times
- ◆ All modifications you make on your PC are wirelessly transmitted to your televisions

### Easy and Convenient

MDG offers one-time cost Turnkey Fast Casual Digital Menu Board packages for restaurants wishing a complete

and personalized, professionally created digital menu.

### Reliable

MDG has been assisting fast-casual restaurants in designing, developing, and deploying digital menu boards for over a decade. With an emphasis on effectiveness and convenience, MDGs' digital menu boards automate playback for restaurants without the need for restaurant workers to configure settings.

Additionally, the digital menu stores all menu and media caches locally. This ensures that the menu is always playing on the television, even with no internet connection.

**About Menu Design Group:** For a decade, The Menu Design Group (MDG) has specialized in custom-designed restaurant menus! MDG offers a variety of menu templates, including pizza menu templates, coffee shop menu templates, BBQ menu templates, and digital menu boards. Additionally, MDG provides unique turnkey restaurant menu designs. Online at [www.menudesigngroup.com](http://www.menudesigngroup.com).

Utilizing the Golden Triangle approach toward menu design, MDG accurately designs a well-balanced menu arrangement. The final fast-casual digital menu template design will be visually appealing, understandable, and impactful when these menu engineering methods are followed. Menu Design Group.

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# Eco-Products earns GreenScreen Certification for plant-based packaging

Eco-Products is first to earn coveted designation for its Vanguard line of compostable cups, plates and containers

Boulder, Colorado - Eco-Products® has announced that it has earned the coveted GreenScreen Certified™ Silver designation for its groundbreaking line of compostable plates and containers made from sugarcane.

Called Vanguard™, the award-winning line uses a proprietary chemistry to achieve grease resistance without the use of PFAS, a class of materials sometimes referred to as “forever chemicals.” In addition, GreenScreen Certified products do not contain other chemicals of high concern or known regrettable substitutes.

Regrettable substitution occurs when one ingredient is removed only to be replaced by another that could also be problematic. GreenScreen Certified Silver evaluates every chemical used in the Vanguard formulation and attests that the product does not have known chemicals of high concern to human health and the environment.

Eco-Products is the first manufacturer to earn the GreenScreen designation for a foodservice ware product line. The certification was developed by Clean Production Action (CPA) and the Center for Environmental Health (CEH).

“We are very excited to earn



*All Vanguard products are plant-based, BPI certified compostable, microwave-friendly, cut-resistant and effective in both hot and cold applications.*

GreenScreen Silver Certification for our Vanguard line of compostable products,” said Ian Jacobson, President of Eco-Products. “Finding an alternative formula to replace PFAS was our top priority. But we also wanted to ensure our products did not contain other chemicals of high concern or known regrettable substitutes.

“We are incredibly proud to be the first manufacturer to offer an innovative foodservice product with a preferable chemistry,” Jacobson added.

GreenScreen is a globally recognized tool designed to assess and benchmark chemicals based on hazard. Companies, governments and organizations use GreenScreen scores to identify chemicals of concern and select safer alternatives.

“CEH and CPA are excited to launch GreenScreen Certified, and Eco-Products’ Vanguard is the first line of foodservice ware products that are certified. This new safety standard will empower consumers to make healthier decisions for themselves and their families,” said Sue Chiang, Food Program Director at CEH.

All Vanguard products are plant-based, BPI certified as compostable, microwave-friendly, cut-resistant and effective in both hot and cold

applications. The initial line includes a variety of plates, bowls and clamshells, with more products to be added soon.

Creating the Vanguard line required extensive testing and supply-chain collaboration. Eco-Products has patents pending on the new formula.

Eco-Products’ work was honored when the Vanguard line earned first place for Innovation in Manufacturing at the 10th bi-annual Foodservice Packaging Awards competition.

“Vanguard once again demonstrates our commitment to our customers and to our planet, and we look forward to continuing to be an industry leader in this space,” Jacobson said.

Eco-Products offers a wide range of plates, cups, utensils and containers made from renewable and post-consumer recycled resources. Online at [ecoproducts.com/Vanguard](https://ecoproducts.com/Vanguard).

**About Eco-Products, PBC:** Eco-Products®, a Novolex® brand and certified B Corp, - [ecoproducts.com](https://ecoproducts.com) - is a leading provider of foodservice packaging made from renewable and recycled resources. Eco-Products offers packaging with real environmental benefits, works with customers to improve composting and recycling, and collaborates with the broader industry to shift how businesses and consumers think about and manage waste. With the goal of Zero Waste as part of the company mission, Eco-Products is using business as a force for good.

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# What's Going On from page 3

mission to reimagine what fast food can and should be has potential for exponential growth,” said Aaron Noveshen, founder and CEO of Starbird Chicken. “When we created Starbird five years ago, we saw consumers were looking for more out of fast food and that there was an enormous opportunity for someone to step up and establish a new segment, which Starbird calls super-premium fast food. We’re incredibly proud to be a leader in the innovation of this space and are energized by what’s to come. “Over the last 18 months, consumers’ needs and wants have changed dramatically. They’re interacting with restaurants in a different way and have become even more particular about what they eat and how they purchase it. Starbird has clearly demonstrated it can deliver premium, high-quality food and an unrivaled customer experience even in the most difficult operating environment,” said Ryan Greene, a Principal at KarpReilly. “We are proud to partner with Starbird on this investment and look forward to its continued growth as it expands its business to reach more customers in the U.S.”

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◆ **The D in Delicious — a Fudge-Chocolate-Bakery has opened in Boca**



Jim Loper

at 6018 SW 18th St. Their grand opening was held Dec 4th. The owner Jim Loper, holds a Bachelor’s Degree from the Culinary Institute of American and a Master’s Degree from Columbia University New York in Business. Exec Chef Jim is also a Veteran of Desert Shield. After leaving active duty, he was assigned to Washington D.C. to be Vice President George H. W. Bush’s personal Chef serving 2½ years under VP Bush and in charge of running and planning menus for all 5 restaurants for the Helmsley Place. He has several titles and has been a personal chef to some of the biggest stars, etc... His fudge is Kosher and he boasts over 110 different kinds, going for the Guinness Book of World Records for the most flavors made by one company. More details can be found online at myfudgeshop.com.

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**Hotel Happenings**  
Tavistock Development Company has a new hotel on Lake Nona Blvd. being developed, which is scheduled to open in Q1 – Q2 2023. The Lake Plans were shared for a **music-themed Aloft Hotel**, part of Marriott Bonvoy’s brand



Photo | USDA Photo

portfolio. Construction should be starting in the next few months. The Hotel is a 6-story development north of S.R. 417. Aloft Lake Nona will offer a full-service restaurant.

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◆ **United States Department of Agriculture (USDA) Acting State Director for Rural Development Jason Brower for Florida and the U.S. Virgin Islands** has announced that USDA is investing \$6,516,900 toward five community projects serving 61,998 Floridians. “The projects announced today are all aimed at improving the quality of life in Florida’s rural communities,” Brower said. “Through its grant and loan programs, USDA is making investments in rural Florida to help provide essential services for our residents.” USDA is investing in projects through the Community Facilities Direct Loan and Grant Program. The assistance will fund essential community services that will help keep rural America resilient in the face of the COVID-19 pandemic. The projects will finance emergency response vehicles and equipment and build or improve schools.

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◆ **SpotOn**, a leading software and payments provider, announced it has acquired Dolce Software, a labor-management solution designed to help restaurants save time and money, ensure compliance and improve employee experience and retention. “Our customers are facing major challenges in attracting and retaining employees, and balancing complex and fast-changing compliance requirements,” said Zach Hyman, Co-Founder and Co-CEO of SpotOn. “With the acquisition of Dolce, we’re giving our clients the tools they need to manage and retain their employees with full compliance in this incredibly competitive labor market. I am pleased that co-founders Peter Lambros and Glenn Kreisel are joining SpotOn to continue executing their vision.” SpotOn - Spoton.com - is one of the fastest-growing software and payments companies with comprehensive, cloud-based technology for small, midsize, and enterprise businesses in the restaurant, retail, sports, education, and entertainment space.

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◆ **Forza Forni, a global leader and supplier of authentic Italian brick ovens**, artisanal dough management equipment, oven tools, and appliances for commercial foodservice/residential use, has completed a major rebranding. Forza Forni grew in the last ten years from a small importer of Italian brick ovens, into one of the

largest manufacturers and suppliers of high-temperature baking equipment in the North American commercial foodservice market. The company now operates from a 20,000 square foot facility in the greater New York City metropolitan area, with a planned 11,000 square foot warehouse expansion in Q4. The company rebranding centers upon the launch of the Fiero Group identity. Fiero Group houses three sub-brands; Fiero Forni, Fiero Dough, and Fiero Casa. Fiero Forni is dedicated to high performance commercial baking ovens for Italian/Mediterranean style cooking. It houses the existing Forza Forni commercial brick oven lines and services the commercial foodservice equipment market. “We are beyond excited to share the products, experiences, and developments that Fiero stands for,” said Peter de Jong, CEO/Founder. “We could not have reached this point without the confidence and support of our loyal clients over the last 10 years. Launching Fiero has been a long-term goal for the company, and we are so pleased we can finally share it with the world.” More info is available online at **Fierogroup.com**.

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◆ **Scott® 24 Hour Sanitizing Wipes from Kimberly-Clark Professional has received the 2021 Best Healthy Workplace Solution Award from CBRE Group**, the world’s largest commercial real estate services and investment firm. Scott® 24 Hour Sanitizing Wipes was selected out of 54 innovations submitted by 34 suppliers for CBRE’s 2021 Supplier Partner Innovation Challenge. Scott® 24 Hour wipes are registered with the U.S. Environmental Protection Agency (EPA) for disinfecting against numerous strains of bacteria and viruses – including SARS-CoV-21, the virus that causes COVID-19. It is also the first wipe registered by the EPA to continuously kill 99.9% of bacteria for 24 hours, even after dozens of touches. “Scott® 24 is a surface wipe unlike any other,” said Julia Georgoff, General Manager, Kimberly-Clark Professional North America. “Instead of ceasing to work after initial application, as traditional wipes do, our patented residual wipes provide continuous protection for 24 hours and have been rigorously tested to maintain antibacterial efficacy for this period of time.”

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**Today’s Restaurant** invites you to submit information for the What’s Going On column at any time. Please e-mail your company or product info to [terri@trnusa.com](mailto:terri@trnusa.com) and try to keep the word count under 100 words. You can get free publicity for your company, product, service or event! Then check the rest of our website for more information, foodservice news, back issue PDFs, classified ads & more!



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# International Restaurant & Foodservice Show and Coffee Fest return

Full slate of changes announced for reinvented events serving a refocused industry

New York, NY - Following a two-year hiatus, the International Restaurant & Foodservice Show of New York and Coffee Fest New York will once again bring together over 400+ exhibiting companies and thousands of industry professionals for a new, exciting, and inspiring three-day conference and trade show taking place March 6-8, 2022 at the Javits Center in New York City. The Clarion Events Food & Beverage Group, under the new leadership of Rita Ugianskis-Fishman, have been working diligently on reinventing and reimagining special events, world class education and valuable networking opportunities.

*The two tradeshow floors will feature several pavilions including the Technology Pavilion, Food Trend Experience and Bar Innovation...*

“Our team has spent the last 18 months researching and evaluating what the restaurant, foodservice and specialty beverage industries need to move their businesses past the pandemic and into a bright future. Our singular goal is to provide these hospitality professionals with all of the tools, education and products to help them succeed – from curated education to insight from success stories,” said Rita Ugianskis, Vice President, Clarion Events Food & Beverage Group. “We know how important education is to our audience, and our brand new Food & Beverage Academy will offer program tracks for all segments of the industry – from independent owners to chains to specialty coffee and tea. Our new Education Summits will focus on the most important issues including business solutions, marketing tips, operational efficiency and staffing solutions.”

According to the National Restaurant Association’s State of the Industry Mid-Year Report, 2021 has been a year of transition. The report points to the evolution of an entirely different business model with a great emphasis of off premise business, digital transactions, enhanced take-out and delivery and the rise of ghost kitchens. In an effort to provide the most relevant content, the conference will offer a new Technology Pavilion and Education Program, through a partnership with the International Food & Beverage Technology Association. With so many factors to consider when making the

investment in technology, operators will have the opportunity to learn from peers, thought leaders, experts and supplier partners with an unprecedented look at options and products available to them.

The two tradeshow floors will feature several pavilions including the Technology Pavilion, Food Trend Experience and Bar Innovation as well as Center Stage which will feature culinary demonstrations, award ceremonies, and bartender, coffee and culinary competitions. New tools will be provided to all show visitors this year to help them navigate the co-located exhibits and exclusive, complimentary education to help them take advantage of new ways to help their business thrive.

“It’s more important now than ever before for our industry to gather in person to discuss the pressing issues impacting our members, taste new foods and beverage items and source new vendors,” said Melissa Autilio Fleischut, President & CEO of the New York State Restaurant Association (NYSRA), sponsors of the trade show and conference. “We look forward to working closely with Clarion Events to bring this newly reimagined trade show and conference back to New York City in March 2022.”

The New York State Restaurant Association ([www.nysra.org](http://www.nysra.org)) is the trade association for New York restaurants. NYSRA has been giving restaurateurs the power to succeed since 1935. The Association provides a platform for statewide cooperation and leadership on advocacy issues, along with valuable support services to members.

**About the International Restaurant & Foodservice Show of New York:** For 29 years, the International Restaurant & Foodservice Show of New York has provided thousands of restaurant, foodservice, and catering professionals with access to the hottest menu trends, state of the art design and decor, the best in business education, and hundreds of the leading vendors and purveyors dedicated to serving the restaurant & foodservice community — all under one roof. For more information on exhibiting or attending visit <https://www.internationalrestaurantny.com/>

**About Coffee Fest:** Since 1992, Coffee Fest has been the specialty coffee B2B event providing start-up education, resources and access to companies needed to make a cafe or restaurant opening go smoothly. For more seasoned coffee professionals, Coffee Fest is a source for networking, deepening existing supplier relations, finding new products & services & education to build on what they already know. For more information on exhibiting or attending, visit <https://www.coffeefest.com/>.

**About Clarion Events:** ([us.clarionevents.com](http://us.clarionevents.com)) produces 37 events across 13 sectors of both trade and consumer events. The Clarion Events Food & Beverage Group include the Western Foodservice & Hospitality Expo, Florida Restaurant & Lodging Show, the International Restaurant & Foodservice Show of New York, Coffee Fest and The NGA Show. Clarion Events acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion Events has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ.

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# IFCO unveils comprehensive ESG strategy to positively impact planet

The company publishes ambitious goals to achieve net zero carbon emissions in its value chain by 2040

Munich, Germany IFCO, the world's leading provider of Reusable Plastic Containers (RPCs) for fresh food packaging, presents its comprehensive ESG (Environment Social Governance) 2025 strategy to thrive in the circular economy. The main objectives include combating climate change, embracing diversity and inclusion as well as reducing food waste and single-use packaging. Along with the ESG strategy, IFCO also publishes its first standalone ESG Report. The comprehensive report focuses on key material topics for the business in the areas of Thriving Business, Thriving Planet and Thriving Society and conforms to global reporting standards including the Global Reporting Initiative, Sustainability Accounting Standards Board (SASB) and United Nations Global Compact.

IFCO's business model fosters the principles of circular economy since the company was founded almost 30 years ago. Recently, the European Lift-Lock range of RPCs was awarded the Cradle to Cradle Certified® Silver certification. IFCO RPCs are reused up to 120 times, cleaned, disinfected, and granulated at the end of their life cycle to produce new containers. This process offers numerous environmental benefits. For example, IFCO enables significant CO2, water



and energy savings compared to single-use packaging, as well as reducing solid and food waste. As the global market leader in the sustainable transport of fresh food, IFCO wants to enable producers, retailers, and consumers to do their part to protect the environment and create a resource-efficient supply chain. In 2021 alone, IFCO customers reduced the carbon footprint in their supply chain by up to 60% compared to using single-use packaging.

## New strategy intensifies efforts for resource-efficient supply chains

IFCO has already taken numerous measures to make its business

operations more environmentally friendly. For example, materials are recycled and, at the end of their life cycle, reused to produce new IFCO RPCs. This is one of the reasons why IFCO has received Cradle to Cradle certification at Gold level in Material reutilization. In addition, IFCO reduces CO2 emissions by optimizing its network and using multimodal transport. The company is also improving technologies in its washing centers to maximize water reuse and reduce energy consumption through closed-loop systems. IFCO also works with food banks around the world, reducing food waste and supporting people in need.

"We have already achieved

considerable success with our measures to be more environmentally friendly. At the same time, we acknowledge that it is time for further action. Together with our partners, we are working every day to make our business model even more sustainable. Our new ESG strategy helps us to fulfil our purpose to make fresh grocery supply chains sustainable and have a meaningful positive impact on our planet and society", explains Michael Pooley, CEO at IFCO.

IFCO has also recently become a signatory of the UN Global Compact supporting its Ten Principles, reinforcing its commitment to human rights, labor standards, the environment and anti-corruption.

## IFCO's ESG strategy to thrive in the circular economy focuses on three main pillars:

◆ Thriving Business - IFCO aims to make fresh food supply chains resilient to the challenges of the future through circular economy, innovation, and best-in-class governance. Specifically, the company aims to double the environmental benefits it generates in its customers' supply chains as well as implementing adequate policies, trainings

See IFCO page 14

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**NEW NETWORKING GROUPS COMING SOON!**



# Gordon Ramsay *from page 1*

raised through their partnership help fuel the new \$11.5 billion, six-year St. Jude strategic plan. That plan triples St. Jude's global investment to impact more of the 400,000 children worldwide who will get cancer each year and accelerates research and treatments for the most deadly forms of childhood cancers and other catastrophic diseases.” **TR**

**About Gordon Ramsay and Gordon Ramsay North America:** Gordon Ramsay North America comprises the U.S. restaurant business of Gordon Ramsay. In 2019, Ramsay inked a deal with private equity firm Lion Capital to expand Gordon Ramsay restaurant concepts across the U.S., where the company currently has eleven restaurants across Las Vegas, Orlando, Atlantic City, Baltimore, Lake Tahoe and Kansas City, several of which are in partnership with Caesars Entertainment.

The group is scaling dining concepts including outdoor and take-out, as the company taps into several of Gordon Ramsay's successful U.S. and international key brands including Gordon Ramsay Fish & Chips, Gordon Ramsay Burger, Gordon Ramsay Street Pizza, Gordon Ramsay Steak and Hell's Kitchen.

In addition to the Gordon Ramsay North America restaurants, there are 39 international restaurants in the Gordon Ramsay Restaurants portfolio worldwide, where Gordon Ramsay holds a total of 7 Michelin stars.

Ramsay and Fox Entertainment recently announced their leading new worldwide production venture Studio Ramsay Global to develop, produce and distribute culinary and lifestyle programming for FOX, Tubi and global markets.

Studio Ramsay Global Digital Division is behind all of Ramsay's original content on his highly successful YouTube Channel, which has made Ramsay the most subscribed chef on the platform. The 18-34 dominated chan-

nel launched the trending interview series “Scrambled,” and is also behind the highly successful “Ramsay in 10,” which went live during the global COVID-19 pandemic and returns this fall. Studio Ramsay Global Digital oversees and creates content for all behind-the-scenes moments from Studio Ramsay linear programming, has produced content for National Geographic and Masterclass, and produces recipe content across Gordon's 80 million plus Social Media reach, including his breakout TikTok account. [Gordonramsay.com](https://www.gordonramsay.com).

**About Make a Wish:** Make-A-Wish creates life-changing wishes for children with critical illnesses. We seek to bring the power of wishing to every eligible child because each step of the wish journey can help children build the physical and emotional strength they need to fight their illness. Headquartered in Arizona, Make-A-Wish – [Wish.org](https://www.wish.org) - is the world's leading children's wish-granting organization, serving children in every community in the United States and in nearly 50 countries worldwide. Together, generous donors, supporters, staff and more than 30,000 volunteers across the U.S. unite to deliver hope to wish kids and their families when they need it most.

**About St. Jude Children's Research Hospital:** St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since the hospital opened more than 50 years ago. St. Jude won't stop until no child dies from cancer.

Visit [St. Jude Inspire](https://www.stjude.org) to discover powerful St. Jude stories of hope, strength, love and kindness. Join the St. Jude mission by visiting [stjude.org](https://www.stjude.org), liking St. Jude on Facebook, following St. Jude on Twitter, Instagram and TikTok, and subscribing to its YouTube channel.

# Peter's Pizzeria *from page 1*

living, working and studying abroad in Florence, Italy and his role as general manager of a New York restaurant that hosted 300+ guests daily motivated him to find ways to serve quality food at a price everyone could afford. Teaming up with his brother, Pokora, a fellow Italian-American and successful developer and investor, they knew they had the opportunity to create something great. After a series of local investments in Northwest Florida, the brothers decided to open the first Peter's Pizzeria at 101 Monument Avenue, Port St. Joe.

“After Hurricane Michael, Port St. Joe suffered and we felt compelled to get involved in the community and help bring back its hospitality sector,” said Pokora. “We had always dreamed of starting a family business, and we found that in Peter's Pizzeria. It's doubly exciting that we were able to launch one that paid homage to our family and our roots.”

On top of that, being able to open Peter's Pizzeria in a small town like Port St. Joe, and then expand it to larger markets in the wake of a global pandemic, is a testament to just how much customers love Izzo's pies.

“We couldn't do any of this without our customers. It makes me so happy to see them repeatedly come back for our Sicilian Pie or Chicken Parmigiana,” said Izzo. “Both Bobby and I believe it's critical to give

customers great food at a quality price point. During a time when restaurants are struggling to stay open or make a full comeback, this has been our recipe for success and, dare we say, growth.”

To bring HYD Hospitality Group to fruition, the team hired Miami-based DeepSleep Studio to lead all branding, website development, photography, video production and social media efforts. The interior design and architecture of both Peter's Pizzeria locations has been awarded to the award-winning Saladino Design Studios.

Peter's Pizzeria opened at 897 E. Palmetto Park Rd in Boca Raton in November and is coming to 1166 N. Federal Highway, Pompano Beach, Spring 2022. **TR**

**About HYD Hospitality:** HYD (How Ya Doin') Hospitality Group was founded in 2019 by two Italian-American brothers from Long Island, NY, Peter Izzo and Bobby Pokora. With the debut of Peter's Pizzeria, the duo has established a restaurant hospitality brand that offers customers authentic Italian-American service reminiscent of a time when every customer was treated like the most important person in the room. Peter's Pizzeria is dedicated to being the next generation of neighborhood pizzerias, offering quality pizza, served by the slice. The group plans to expand nationally by late 2022.

**About Peter Izzo:** Peter Izzo started making pizzas out of his family's home in Long Island, NY at the age of 15. He has always been passionate about making Long Island, Italian-style, pizza which requires a lot of skill and attention. He is excited to be able to share his pies with customers all over South Florida.

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# Let's fix these startup mistakes

David Scott Peters ♦ Today's Restaurant Contributor



Owning and running a restaurant is not for the faint of heart. It's really hard work. You put a lot of hours in and the profit margin... well, it's slim to none if you're not careful, especially when you start out. I've coached thousands of restaurant owners over the last 20-plus years, and I've seen all kinds of startup mistakes. If you made these mistakes when you opened your restaurant, the good news is you can fix them now.

Number one, not knowing your numbers. What do I mean by that? Well, you start a restaurant based on an idea written on a cocktail napkin and a general idea of what you think it's going to cost to start up your business. You submit the startup budget that outlines the capital you're going to need and what you can afford to finance. That's where most restaurant owners stop. They don't take the next step to develop an operating budget. But it's so important because it's your plan for success. You can use the operating budget to run scenarios of best case and worst case. You can evaluate the location based on its lease, what it takes to open it up, your price point, the neighborhood, all these variables. Then use it to decide what the high and the low points are. If you can't make it work on the low points, you must really think hard about the location for you.

*If you've made these mistakes starting a restaurant, you can fix them.*

Number two, not understanding your main job as a restaurant owner. See, most people think, hey, I'm going to open this restaurant, and I'm going to be a great chef, and people are going to come in and I'm going to wow them or comfort them with my food. Maybe you are a server, a bartender, some position in the restaurant industry and you said, man, I can't wait to open my own place, and I'm going to show people how hard I work. I will teach my team to do as I do, not as I say. Or maybe you're one of those people who said, hey, I don't know anything about the restaurant business, but I think it sounds fun to retire and open a restaurant.

What happens is you get into your business, and especially if you are a

restaurant person, you tend to do all the jobs yourself. You'll flip a burger to save \$15 an hour. You'll bus a table to make sure you get the guests seated. You'll work the front and all the jobs as if you were a line employee.

The truth of matter is you're losing thousands upon thousands of dollars when you open your business that way because you're not paying attention to your expenses, your labor, your cost of goods sold. You're not doing what an owner is supposed to do as a restaurant owner. Yes, when you open up, the first six months to a year requires a lot of work from you. But as soon as you have your act together and you're a bit established, your job is to be the leader of that business. Your job is to train your managers and let them run the day to day. Your job is budgets, to have your plan for success, to move everyone forward. Your job is to lead your team, not to work a line job.

Number three, not understanding the usefulness and importance of a strong management team. This is critical. And all too often restaurant owners try and manage, work the line, do all the things at the same time. In fact, while I said you don't work the line, I don't want you to manage it either. In fact, I want you to manage it either. In fact, I want you working on the business, not in it.

The most frequent argument I hear in response to this is you don't have the right people. It's true if you haven't been building that team. You need to identify, train, cultivate and develop the right people. The most successful restaurateurs I've ever worked with know they not only have to learn the systems, lead the systems, but they have to have others manage those systems. Managers are critical to your success.

If you truly want to open a restaurant and make it successful, maybe you've already had some level of success, but you're not making the money you deserve and you're a prisoner to your business, then you need managers.

If you've made these mistakes starting a restaurant, you can fix them. You just need some help. When you fix these three mistakes, you can leave your restaurant because you have built a team of people who know how you want the restaurant to run. With these trained and responsible people in place, you can give yourself time away. What would you do if you had time away from your restaurant? Would you sleep better? Would your relationships improve? Would you feel more relaxed? We own our own businesses so we can experience these things, and you deserve it!

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## Let's talk about ERC

**Randy Pumputis ♦ Payroll / HR Hospitality Professional**

With many Entrepreneurs making their way to the Sunshine State, there are many opportunities available to assist with their operations, continued success and retention of valuable staff. Let's talk about ERC the Employee Retention Credit and how it can help your business.

The Coronavirus Aid, Relief, and Economic Security (CARES Act) was signed into legislation to provide economic relief to employers and employees as a result of the COVID-19 pandemic. One part of the act is the Employee Retention Credit.

In 2020, the Employee Retention Credit was offered as a refundable tax credit to be used against certain employment taxes. It has been modified and expanded into 2021 with the Consolidated Appropriations Act and the American Rescue Plan. Note the highlights below.

*Currently we are seeing an average refund check of \$85,000 to individual businesses that qualify.*

### 2020 Employee retention credit highlights

- ◆ Qualified wages = gross wages + employer health plan expenses
- ◆ The credit is equal to 50% of the qualified wages and the employer health plan expenses paid from 3/12/20 through 12/31/20
- ◆ Clients who qualify could receive up to a \$5,000 tax credit per employee for the year based on \$10,000 in qualified wages

### 2021 Employee retention credit highlights

- ◆ The ERC was extended through at least 9/30/21, and increased the amount to 70% applicable to the first \$10,000 of qualified wages per quarter for each employee, for

a maximum tax credit of \$7,000 per quarter and \$28,000 for the year per employee

### Qualifications

- ◆ In general, clients should seek the advice of their CPA to determine eligibility
- ◆ Wages paid with a PPP loan are not qualified wages and are not eligible for the tax credit

### Employee retention credit - amending returns

- ◆ Employers who wish to retroactively claim the ERC may need to amend their Q2, Q3, and/or Q4 2020 returns as well as 2021 returns. The opportunity to amend the returns have been extended for 3 years.

Currently we are seeing an average refund check of \$85,000 to individual businesses that qualify.

For new Entrepreneurs, there is also an opportunity to earn funds back through the Recovery Startup Business program if meeting the following criteria:

- ◆ Began operations after February 15, 2020
- ◆ Generates annual gross receipts that do not exceed \$1 million
- ◆ Is not required to meet the gross receipts test
- ◆ Would not otherwise be eligible under the general eligibility conditions involving suspended business operations or a decline in gross receipts.

Employers that meet the criteria of an RSB are eligible for credits equal to 70% of wages paid to each employee per quarter up to a maximum of \$10,000 per quarter.

Heartland continues to support and consultant businesses in the communities throughout Florida and the United States. If you have questions or looking for more information, I would be happy to offer an overview to you and your business...Cheers!

**About Randy Pumputis:** Randy Pumputis is a Payroll/HR Hospitality Professional at Heartland Payroll. He is a member of Today's Restaurant News Networking Group and proudly Endorsed by the FRLA. You can reach him at 1-585-622-2993 or email randall.pumputis@e-hps.com. Online at www.linkedin.com/in/randypumputis.

## IFCO from page 10

and expanding customer collaboration programs.

◆ Thriving Planet - In order to further protect and regenerate natural resources, IFCO is going beyond the benefits of its Share & Reuse model. For example, the company aims to achieve carbon-neutral operations by 2025 and net zero emissions across its value chain by 2040. In addition, IFCO is working to eliminate waste completely.

◆ Thriving Society - IFCO is a safe, diverse and inclusive employer. The company has a target of 40% women in management positions and aims to achieve best in class employee satisfaction. In addition, IFCO is a pioneer in

health and safety and works to reduce food waste through cooperation with food banks worldwide and innovative solutions.

As detailed in the ESG report, IFCO's 2025 goals are closely aligned with the United Nations Sustainable Development Goals (SDGs). Specifically, the circular essence of its business model supports its customers in achieving SDG 12, Responsible Consumption and Production. IFCO's ESG strategy encompasses its ambition to thrive in the circular economy and together with its partners, cease the opportunity to create a better future for its employees, customers, and society.



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