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# How quick service restaurants can protect their COVID investments



Quick service restaurants can protect their COVID investments.

Quick service restaurants across the US are being urged to protect their investments in COVID-adapted facilities, as the global health crisis continues to change the shape of the sector.

The advice comes from specialist hardcoated film provider MacDermid Enthone Industrial Solutions, which notes that COVID-19 and social distancing have significantly changed

consumer behavior throughout the past twelve months, bringing structural changes to the restaurant industry that could last long after mass vaccinations have been completed. In an attempt to keep their doors open and continue trading through multiple lockdowns, quick service facilities adapted quickly last year, ramping up outdoor dining, introducing curbside pickup and embracing self-service, contactless ordering systems.

In 2020, MacDermid Enthone reported a sharp increase in enquiries from quick service restaurants in its unique cleanliness support technology for restaurant surfaces, and is urging these facilities to view structural changes as long-term, warning that even after populations have been vaccinated against COVID-19, anxieties and concerns about dining out could well remain. It states that this could be the catalyst the industry needs to embrace a new future, where self-service touchscreens and enhanced cleanliness be-

See **QUICK SERVICE** page 10



Yuengling's new restaurant and entertainment destination.

# Yuengling Brewery begins construction on world-class restaurant and entertainment destination

America's Oldest Brewery has broken ground on the revitalization of their Yuengling Tampa Campus. The new campus, slated to open in early 2022, marks Yuengling's continued commitment to the Greater Tampa Bay community and the area's growing tourism and love for great beer.

The story of Yuengling is the story of the American Spirit. It's a tale of

shared dreams, individual tenacity and an unwavering dedication to standards of quality. Like many American stories it starts amid the dreams of countless young immigrants looking for opportunity and emerges from the strength and will of one family determined to build their legacy in a new country. The story of America's Oldest Brewery began when in 1829, David G. Yuengling arrived

from Wuertemberg Germany to settle in the sleepy, coal-mining town of Pottsville, Pennsylvania.

During prohibition, Yuengling made near-beer which was .5% alcohol. The family also opened The Yuengling Dairy, the former ice cream and dairy plant, which remained open until 1985. Yuengling's Ice

See **YUENGLING** page 12



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## Appell Pie

We are all related

Howard Appell ♦ Today's Restaurant Publisher

If you believe the story of the Bible that we all come from two people, Adam and Eve, then we are all related. We must have similar desires, likes and dislikes and the taste for the same foods.

Assume the story to be true. The children of Adam and Eve were scattered to all points on the earth and new societies were built. Let's forget about the Tower of Babel for now. Assume it to be true and accept the fact that there are many different languages around the world. Still we are related.

Through thousands of years, all of these diverse cultures have developed their own customs and cuisines. Still we are related. Similarities exist throughout the world in architecture, learning, family values, and cuisines.

*Most people  
who hate are hungry.  
Feed the people and  
save the world.*

We are related by the simplest of items, a flat doughy substance. Some know it by bread, some by pita and some by crepe. It is the common thread of cultures around the world. Sure it has different sizes, thickness and shape but it is a standard around the world.


The French know it as a crepe. Fill it with cheese or fruit and an Eastern

European will recognize it as Blintzes. (Both are great with sour cream.)

The Chinese fill it with vegetables, pork and shrimp and deep-fry it to make egg rolls. In the Middle East it is thicker and made as a pocket for fillings, known as pita. Pita bread is filled with all sorts of vegetables and meats depending on the country.

In Mexico and the Hispanic world the enchilada is a crepe filled with beef, chicken or cheese, covered with sauce and cheese. The burrito is an even larger crepe filled with even more meat and salad. Some seem to weigh 5 or 6 lbs. Are you getting the point? In Italy Manicotti is a crepe filled with cheese and covered in tomato sauce and cheese and baked to perfection. I am so hungry now. In America we popularized the wrap. A crepe filled with all the popular lunch meats and salads. We like to call it a healthy sandwich. Ravioli and Perogi are basically the same item. Just different sauces and fillings. Still we are related.

All of these dishes have similarities and all have differences. If we can manage to bring all of these differences to a dinner table and celebrate them with our brothers and sisters we may be able to live in peace one day. If you find that you like perogies, when you have eaten ravioli your whole life, and that it did not change you in any way except to make you more appreciative of the differences in people, than the "crepe, pita, flour circle," may just be the most powerful tool to bringing peace to the world.

Most people who hate are hungry. Feed the people and save the world. Dine with a family member. After all, we are all still related. 

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# What's Going On

Important new products, corporate news and industry events

Montgomery, Alabama diners can now enjoy fresh baked pita bread, made-from-scratch hummus and a variety of traditional and vegan Mediterranean street foods from shawarma to falafel at The Hummus & Pita Co. – hummusandpitas.com - located at 7131 Eastchase Pkwy. The country's leading fast-casual Mediterranean restaurant opened on Feb. 2nd. **The opening is a part of a five location deal with skilled franchise company, Premier King, Inc.** This location will be joining two existing south-east locations in Atlanta, GA, and Huntsville, AL which opened late last year. Led by brothers-in-law Jay Gill and Patrick Sidhu, Premier King, Inc's portfolio includes more than 170 locations of Burger King, as well as 14 Popeyes restaurants throughout Alabama, Florida, Georgia, South Carolina, and Tennessee.



For all details visit them at [airodoctor.com](http://airodoctor.com).

instrumental in the national expansion of Red Robin Gourmet Burgers, BJ's Restaurant & Brewhouse and Ghirardelli Chocolate & Ice Cream Shoppes.



Bryan S. Cohen and Chris Haass of **Cohen Commercial Realty, Inc.**, represented Lynora's of Ft Lauderdale, in successfully procuring a new lease term for a space in River Market recently, located at 2364 N Federal Highway. Lynora's has been based in West Palm Beach since 1976 and has five operating restaurants with several more in the development pipeline. Cohen Commercial Realty represented the tenant in this transaction. Bryan S.

Cohen, Chris Haass and Scott Witkowski of Cohen Commercial Realty, Inc., also recently represented Bubbakoo's Burritos of Coral Springs in successfully procuring a new lease term for a space located in Royal Eagle Plaza. Bubbakoo's Burritos, the build-your-own-burrito concept is now opening their forty-fourth location.

Cohen Commercial Realty represented a franchisee in the market who is

See **WHAT'S GOING ON** page 6

## Japango is opening at 1212 E. Colonial Drive in Orlando.

Today, COVID-19 precautions are often a factor in consumer selection when dining outside of the home.

For the two-level Forty Deuce restaurant/supper club in Columbus, Ohio, this has included adopting new innovation. Owner Ivan Kane uses germicidal lamps to disinfect the entire venue each night after closing in addition to required practices. He also joins Manish Mallick,



owner of the prestigious ROOH restaurant in Chicago, with use of a unique, air-based solution as well. Both have added the medical-grade air purifier, **AiroDoctor** in their restaurants that is able to run all day every day. The system has been scientifically proven to eliminate 99% of all tested viruses including human coronavirus with its four-stage air filtering technology. Its groundbreaking UVA LED photocatalytic titanium filter that kills small air particles such as toxins and viruses, while equally addressing large particles common with traditional air purification.

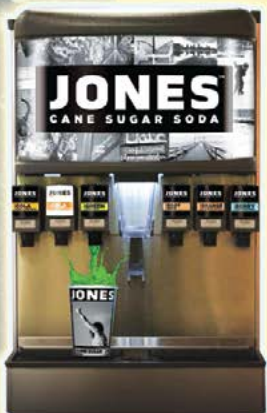
restaurant brands: Happy Joe's Pizza & Ice Cream Parlors, a Midwest pizza chain with a cult-like following for its famous Taco Joe pizza, and Tony Sacco's Coal Oven Kitchen with locations in Florida, Indiana, Ohio, and Michigan. **Mr. Sacco joined the company in October and hit the ground running with the goal of national expansion for both restaurant chains through aggressive franchising efforts.** Mr. Sacco led the image refresh and revitalized franchised growth at Ponderosa Steakhouse & Buffet and Bonanza Family Restaurant, both domestically and internationally, for the legacy brands. In addition, Sacco was



Tom Sacco

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# Delivering exceptional customer service in 5 steps

**John Tschohl** ♦ Founder of Service Quality Institute

After 40 years focused solely on customer service I continue to devote my time and energy on helping businesses create a service culture. I have written hundreds of articles, developed over 20 customer service programs that are focused on Customer Service plus I just released Relentless, my 8th customer service book.

The point I try to get across to

everyone is...you are in the service business. Most companies think they're in manufacturing and retail. It's a paradigm switch. Amazon is successful because it understands it's a customer service company that just happens to be the largest internet-based retailer in the world. Does it payoff to be focused solely on customer service? Amazon net sales will

increase 32.4% to about \$310 billion in 2020. They represent about 39% of e-commerce. Answer...yes it does...they celebrate excellent customer experiences.

Here are the six steps I tell everyone to creating a service culture. It works every time.

♦ Understand you're in the service business. Starbucks is successful because they understand they're a customer service company that just happens to sell great coffee.

♦ Look at all the policies, procedures and systems you have in place that make life miserable for customers. You could have the nicest people in the world but also stupid hours, stupid rules or stupid procedures that irritate customers. Stupid policies, procedures and systems that keep customers from coming back.

♦ Have empowerment. Every employee must be able to make fast and powerful decisions on the spot, and they better be in favor of the customer.

♦ Be selective about whom you hire. Service leaders hire one out of 50 applicants, sometimes one out of 100, and they're very careful. You have to look for the cream, the A players, instead of bringing on B and C players.

♦ Educate and train the whole staff on the art of customer service with something new and fresh every four to six months. It doesn't matter if you have 100, 1,000 or 10,000 employees; you better have something new and fresh constantly in front of them so when they go to work they say, "Fantastic—I'm taking care of customers."

♦ Measure the results financially so you know the impact customer service is making on revenue, on profit and on market share. You have to track the numbers so you understand that it's worth the time and effort.

My methods shouldn't shock anyone—and it's likely that most successful businesses are doing some of these things already. But I think it's the commitment to following through on all six that establishes a great service culture.

Let me share with you the five

critical elements necessary for excellent service:

First, you have to have speed. "How do you shrink the time by 90 percent?" Speed allows you to be different in the marketplace. It's not going from 10 hours to nine hours, it's how do you do it within the next few minutes. How do you take care of customers right while you are talking to them?


Second, it's important to empower employees. They've got to do whatever they've got to do, on the spot, so the customer walks out of the store, on the phone or away from the internet and they think they have gone to heaven.

Third, quality in whatever service or product you're selling is essential

Fourth is service. Quality service is highly intangible. If you asked 100 customers to define it there would be 100 different answers.

Finally, I stress the importance of using the customer's name, remembering the customer and making each customer feel special. Take for instance Apple. I always have a great experience because they combine technology, speed, quality and service. They dominate because they understand how Service Culture works and they always call every customer by name. It's part of their procedure, part of their culture.

After all these years I have not changed my focus. I am still devoted to customer service, I am still devoted to using all my energy to helping organizations and individuals become as successful as possible and it all starts with Customer Service.

"Make a commitment to service and I'll be there with you every step of the way". 

**John Tschohl** is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. His new book Relentless is now available. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.

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~ Elena Spadoni | Co-Owner, Le Sorelle

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# What's Going On from page 3

expanding rapidly throughout Broward and Palm Beach County. Cohen Commercial Realty, Inc., and Cohen Commercial Management, LLC – [Cohencommercial.com](http://Cohencommercial.com) – are full-service commercial real estate brokerage and management companies dedicated to fulfilling client needs quickly and efficiently throughout the entire state of Florida.

Visitors to public spaces expect hands-free technology in the restroom. The first and only hands-free toilet seat cover system is now even better, with a capacity that is more than doubled. **The patent-pending Evogen® High Capacity No-Touch Toilet Seat Cover Dispenser (EVNT1-HCW) from Hospeco Brands Group** – [hospeco-brands.com](http://hospeco-brands.com) – now holds up to 250 seat covers, accommodating two Evogen® Toilet Seat Cover refill packs (EVNT-3125). Users simply wave a hand near the clearly marked sensor on the face of the dispenser to receive a fresh, ready-to-use, individual seat cover. The Evogen® High Capacity No-Touch Toilet Seat Cover Dispenser is fully contained, with no unhygienic pre-displaying of product. All seat covers are kept clean inside the dispenser. Then, with a wave of a hand, a single cover is dispensed automatically, in full



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## Hotel Happenings

**The St. Joe Company, announced Hotel Indigo®,** a stylish and vibrant boutique hotel, as the brand for its planned hotel in Panama City's downtown waterfront district. St. Joe intends to build, own and operate the previously announced hotel on a portion of the Panama City Marina property fronting St. Andrews Bay. St. Joe's plans call for a Hotel Indigo featuring 124 guest rooms providing sweeping views of St. Andrews Bay. "Hotel Indigo is a unique and exciting brand that we are very pleased to bring to downtown Panama City's waterfront district," said Patrick Murphy, St. Joe's Senior Vice President of Operations. "We believe that Hotel Indigo is an ideal fit for this waterfront location and we see this hotel as a great piece of the ongoing revitalization of downtown Panama City." St. Joe anticipates **construction on the restaurant and Hotel Indigo to begin in the second quarter of 2021.** Visit [www.joe.com](http://www.joe.com).



**Clean Juice, the original USDA-certified organic juice bar franchise with more than 100 stores operating,** has announced the launch of a new customized, branded, subscription-based Cleanse Club in partnership with Lunchbox, the rapidly growing, omnichannel platform for restaurants based in New York City. The new Clean Juice loyalty program designed exclusively to inspire organic juice cleanses is available through its recently launched new app, which was created as part of the company's dedicated and continued commitment to offer superior, simple, and engaging guest experiences across in-store and digital channels. Lunchbox is a collection of powerful digital ordering platforms for restaurants, built by restaurateurs.

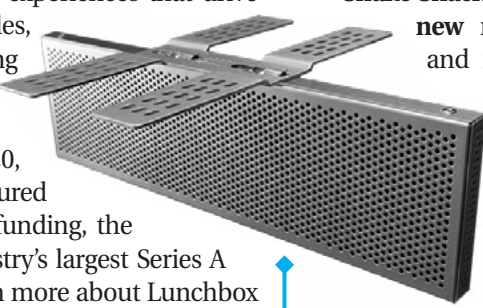
Lunchbox works with industry-leading restaurants like Bareburger and David Chang's Fuku to build the best-in-class digital ordering experiences that drive returns and sales, all while moving guests away from third-party sites. In 2020, Lunchbox secured \$20 million in funding, the food tech industry's largest Series A to date. To learn more about Lunchbox and its rapid growth, visit [www.lunchbox.io](http://www.lunchbox.io).

**Oil Chef has officially launched its award winning brand of Deepfryer**

**accessories in the Middle East and North Africa, at the Gulfood show in Dubai.** Eco Friendly Chef Corporation, head quartered in Montreal, Canada, is part of the Canada Pavilion, showcasing their products. <https://www.gulfood.com/exhibitors/eco-friendly-chef-corp>  
The Oil Chef device doubles the life of frying oil and improves the quality of deep-fried food. The device is so sophisticated and yet so simple to operate! It takes less than 3 seconds to self-install in any fryer and only has to be replaced every three years! Its cost less than a dollar a day to give you a return in excess of \$5 per day! Today's Restaurant News has been following the success of the Oil Chef story now for over 2 years and customers in Georgia and Florida are very excited about their OilChef Purchases. To find out more on how OilChef can be added to your current deepfry operation, visit their website: [www.oilchef.com](http://www.oilchef.com) or email: [sales@oilchef.com](mailto:sales@oilchef.com).

**Shake Shack is opening close to 50 new restaurants this year and most likely into 2022.**

They will offer the company's newer digital ordering systems, that you place your order, pay and then when ready, pick up. Outside patio's will be included. They will be new company and franchised owned units. The CEO of the company is Randy Garutti. Shake Shack originated in New




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

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# Broward restaurants and hotels achieve FRLA Seal of Commitment

Tallahassee, FL – Hospitality establishments across Broward County have achieved the Florida Restaurant and Lodging Association (FRLA) Seal of Commitment, demonstrating their dedication to enhanced safety and sanitation practices at a time when it matters most. The FRLA Seal of Commitment is a promise to guests and employees that their safety is a priority, that the restaurant or hotel meets superior safety and sanitation standards, and that staff are well-trained in these procedures.

Since the launch of the program, 161 establishments have achieved the Seal, with dozens more in progress, representing the statewide commitment of the hospitality industry to the health and safety of employees and guests. Awarded establishments have invested considerable resources to prioritize the safety and health of the staff, guests, and establishment.

Of the Seal of Commitment Designees, the following achievers are in Broward County:

- ◆ Lauderdale Yacht Club, Ft. Lauderdale
  - ◆ Pelican Grand Beach Resort, Ft. Lauderdale
  - ◆ Riverside Hotel, Ft. Lauderdale
  - ◆ Tower Club, Ft. Lauderdale
  - ◆ Village Tavern, Pembroke Pines
- "Employee and guest safety is



*Awarded establishments have completed rigorous safety and sanitation training.*

paramount for Florida's hospitality industry," said Carol Dover, FRLA President and CEO. "Before the COVID-19 pandemic, our hotels and restaurants adhered to strict sanitation, food safety, and training guidelines, but it is important for our guests to know we

## FLORIDA RESTAURANT & LODGING ASSOCIATION

are going above and beyond. With the Seal of Commitment program, we have built on the foundation of excellent standards to do even more to ensure cleanliness and safety to help build consumer confidence. Establishments can display their awarded Seal as a promise to guests of their strict adherence to these rigorous standards as they welcome back their guests and create memorable experiences."

"We would like to thank the Florida Restaurant & Lodging Association and RCS for helping our Riverside Hotel, Wild Sea Oyster Bar & Grille, the Boathouse at the Riverside Hotel, and the Golden Lyon Vintage Pub leadership and team members to get properly trained on the new normal of safety and sanitation guidelines," said Heiko Dobrikow, Executive Vice President/

General Manager of The Las Olas Company/Riverside Hotel. "This has helped our hotel and outlets to be the leader in our region in following CDC guidelines with proper protocols in place. Our ultimate goal is to keep our guests, patrons, and team members safe during this pandemic and still provide top-notch service. The FRLA Seal of Commitment is the stamp of approval that we are committed to do thing right for all our stakeholders."

"At Tower Club Fort Lauderdale, our members consider us a safe-haven and home away from home," said David DiRenzo – General Manager of Tower Club, Fort Lauderdale. "As we continue to navigate the dynamic situation of this pandemic, the FRLA Seal of Commitment speaks volumes, validating the trust and confidence they place in us and our ability to provide a safe dining and remote work experience."

Awarded establishments have completed rigorous safety and sanitation training. In a post COVID-19 atmosphere, when guests see the Seal of Commitment on an establishment's door, they can be confident that the business is committed to sanitation excellence and protecting employees and guests.

To learn how to achieve the FRLA Seal of Commitment, visit their website online at <https://frla.org/sealofcommitment>.

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# Smart Foodservice warehouse stores to be rebranded as US Foods CHEF'STORE

Rosemont, IL - US Foods Holding Corp. (NYSE: USFD) announced that effective March 1, Smart Foodservice® Warehouse Stores will be rebranded as US Foods CHEF'STORE®. US Foods acquired Smart Foodservice Warehouse Stores in April 2020 to accelerate growth in the cash and carry market. This change will combine the power of the US Foods brand with the assortment, pricing and customer service of Smart Foodservice Warehouse Stores and pave the way for an enhanced customer experience.

“Our new CHEF'STORE branding represents the next step in our continued partnership with US Foods,” said Derek Jones, president, US Foods CHEF'STORE. “Smart Foodservice Warehouse Stores and US Foods share a commitment to providing

*Shoppers can still expect the same friendly service and high-quality products at an exceptional value along with the refreshed look.*



Smart foodservice warehouse stores will be rebranded as US Foods CHEF'STORE.

best-in-class service to our broad customer base which includes restaurant operators and foodservice professionals. We are excited about the additional benefits this will offer our loyal customers.”

As part of the rebranding, all 72 Smart Foodservice Warehouse Stores will update store signage, marketing and promotional materials, associate uniforms and other elements in and around the stores. Shoppers can still expect the same friendly service and high-quality products at an exceptional value along with the refreshed look. Over time, stores will also begin to introduce US Foods Exclusive Brands to expand product assortment.

US Foods is also opening two new CHEF'STORE locations in Myrtle Beach, South Carolina and Clarkston, Washington, on March 1. Designed as a one-stop-shop for restaurant operators

and food industry professionals, the stores will feature thousands of food products, including fresh meat, seafood and produce, as well as restaurant-grade equipment and other supplies. The stores will be open to the public, and no membership is required.

With the addition of the two new stores, US Foods will have a total of 80 CHEF'STORE locations across the continental United States, providing

quality wholesale and restaurant products at competitive prices.

**About US Foods:** US Foods is one of America's great food companies and a leading foodservice distributor, partnering with approximately 300,000 restaurants and foodservice operators to help their businesses succeed. With 70 broadline locations and 78 cash and carry stores, US Foods provides its customers with a broad and innovative food offering and a comprehensive suite of e-commerce, technology and business solutions. US Foods is headquartered in Rosemont, Ill. Visit [www.usfoods.com](http://www.usfoods.com) to learn more.

## OpenClean Technologies hand sanitizing door handles for foodservice

Chardon, OH - OpenClean™ Technologies is now offering their hand sanitizing door handles that easily integrate with or replace existing restroom door handles to make hand sanitization easy, intuitive and accessible. Available in two versions - TurnClean® and PullClean® - OpenClean Technologies hand sanitization door handles allow patrons and staff members to leave restrooms safely and hygienically, ensuring clean, sanitized hands each time. The latest versions of both TurnClean and PullClean are now available for multiple markets, including restaurants, hotels, office buildings and bars, and can accommodate any restroom door.

While clean hands can dramatically reduce the spread of germs and infections, one of the biggest obstacles is getting people to use sanitizer regularly, because even with multiple dispensers in the restroom, they simply forget. With TurnClean and PullClean door handles, users will experience a “behavioral” design that places hand sanitizer in their normal pathway as they exit the restroom (it's in the door handle), replacing two separate actions (sanitizing and then opening a door) into one seamless movement. A pilot trial of a prototype of TurnClean in the Johns Hopkins Bayview Medical Center saw the rate of hand sanitation

rise from 24 percent to 77 percent after it was installed.

“Nobody likes to touch a potentially dirty door handle after washing their hands,” said Jon Horbaly, CFO and director of operations, OpenClean Technologies. “TurnClean and PullClean are breakthrough solutions to this longstanding problem. Our products allow hospitality patrons and staff to easily sanitize their hands as they exit the restroom.”

To use OpenClean systems: A tube-shaped cartridge is placed in the center of a hollow door handle, which releases a small amount of sanitizer when the black paddle is pushed. TurnClean and PullClean sanitizer cartridges are filled with a medical-grade hand sanitizer that kills more than 99.99% of germs. These easy to refill cartridges, which can be purchased from <http://www.open-clean.com/products> or an authorized distributor, contains 420 pumps per cartridge for PullClean and 500 pumps per cartridge for TurnClean. 

**About OpenClean Technologies:** OpenClean Technologies, a division of Altitude Medical, is based in Chardon, Ohio. Dedicated to making hand hygiene simple through innovative ‘behavioral’ designs, OpenClean hand sanitization systems encourage people to clean their hands every time they enter and exit a room, making hand hygiene easy and accessible. For more information, visit [www.open-clean.com/products](http://www.open-clean.com/products).



Change is on the Menu helps restaurant employees advance their careers.

## Successful campaign puts change on the menu

Educational Foundation fundraiser collected more than \$850K to help restaurant workers hurt by the pandemic restart their careers

Two months and nearly a million dollars later, the National Restaurant Association Educational Foundation applauded the many donors who've contributed to and made its Change is on the Menu campaign a success.

So far, the national campaign, has raised more than \$850,000—the result of \$200,000 in individual contributions and \$650,000 from corporate donations. The funds will allow the foundation to help thousands of industry employees improve their skills and training so they can re-enter a changed work force, one devastated by the pandemic, and find good jobs and rebuild their futures.


Some of the industry's biggest brands donated to the campaign, including PepsiCo, Uber Eats, Tito's Handmade Vodka, Moët Hennessy USA, Ecolab, TikTok, Land O'Lakes, and Anheuser Busch/Bud Light.

“To all of our partners and everyone who has supported our mission, we say thank you,” said Foundation President Rob Gifford. “You are the heroes who are changing lives and making a difference.”

The campaign kicked off last

November, coinciding with Giving Tuesday, a global generosity movement. Change is on the Menu supports foundation programs and resources that help restaurant employees advance their careers. All donations go directly to those programs, which include:

- ◆ Earn-while-you-learn apprenticeships in restaurant management
- ◆ First-job skills training and employment opportunities for justice-involved young adults
- ◆ Training support for military service members and veterans as they embark on restaurant careers
- ◆ Culinary arts and restaurant management training to prepare high school students for jobs in the industry
- ◆ Scholarships for students pursuing a future in the restaurant/foodservice industry

Learn more about the foundation and its work to assist restaurant employees at [ChooseRestaurants.org](http://ChooseRestaurants.org). 

The National Restaurant Association Educational Foundation (NRAEF) provides people from all backgrounds with the training, education, financial resources, and career development they need to build pathways to meaningful jobs and careers in the restaurant and foodservice industry. The Foundation and its supporters share a mission to attract, empower, and advance today's and tomorrow's restaurant and foodservice leaders.



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# What's Going On from page 6

York and is a top burger chain. Visit their website at [bergmeyer.com](http://bergmeyer.com).

◆◆◆◆◆  
**The Foodservice Global Industry Almanac 2016-2025** - This report provides top-line qualitative and quantitative summary information including: industry size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry. For more information, visit [researchandmarkets.com](http://researchandmarkets.com).

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**Ethel's Baking Co. is now offering their dessert bars, which are also gluten free, in new single-serve packages for foodservice.** Handmade with love in small batches, Ethel's dessert bars are made with local, sustainably sourced ingredients, including hormone-free butter and cage-free eggs, using old-fashioned mixers. Each layer of every bar is baked separately to ensure perfect texture and taste. Founded by Jill Bommarito of Metro Detroit, Ethel's - [ethels.com](http://ethels.com) - is the namesake of her grandmother, Ethel St. John, who taught Jill to bake the old-fashioned way when she was a child. When Ethel passed away, Jill - who is gluten free and has several family members




who suffer from celiac disease - set out to continue her grandma's legacy with baked goods that everyone could enjoy, without sacrificing taste.

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**Aura Air**, a company that's created a data-driven, smart home enabled air purifier, recently conducted a study with Sheba Medical Center (Israel's largest hospital and one of the top 10 hospitals in the world) and found that their air purifier, the Aura Air system, has the ability to eliminate virus particles, including the Coronavirus, at a rate of 99.9%, according to the company. This study shows Aura is a promising solution for many aspects of the restaurant industry - dining, travel, kitchens and more. The system not only destroys virus particles but can also alert users on the state of multiple air quality indexes. The Aura Air was also recently installed inside a Chili's restaurant for a pilot study, and the study found that the Aura Air decreased the number of VOC's (volatile organic compounds) in the air by 66% and improved the overall Air Quality Index score by 43%. For details visit [www.auraair.io](http://www.auraair.io).



◆◆◆◆◆  
Headquartered at Orlando, **Snap Cutlery** is all set to redefine the world of disposable cutlery and for the better. Snap Cutlery - [snapcutlery.com](http://snapcutlery.com) - has come up with a new kind of break-through waste reducing disposable cutlery that not only ensure a new angle of innovative convenience of disposable cutlery, but also a sustainable and greener planet. Each of the products is either created in a bio resin or cost-conscious standard styrene which reduces material volume waste by almost 50% when compared to regular multi utensils cutlery kit. The company represents a visionary waste reducing disposable cutlery firm that aspires to resolve environmental issues caused by landfill waste by reducing the dump of disposable cutlery. Founded by five business executives, Snap Cutlery is spearheaded by Kimberly Truog, founder and CEO of the company. Under Truog's leadership, the company aims to forward the ethos of "Convenience with Conscience" to ensure cost-saving production of **disposable cutlery and also a safer and greener Mother Earth.**

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Based in Miami, **Morelia Gourmet Paletas**, also known as Paletas Morelia, is a gourmet Mexican popsicle shop known for its fresh ingredients and extensive menu. It welcomes locals and tourists to enjoy authentic Mexican paletas at its Miami-Dade and Broward County locations and now to Boca Raton. Paletas Morelia will have its Grand Opening on March 5th and March 6th. The paleta shop will be giving away more than 1,000 paletas for FREE. It is located in Royal Palm Plazat 125 Via Naranjas #45A, next to Yakitori Sake House. What are paletas? Paletas are popsicles and Mexican Paletas are way bigger than normal ice pops, they are: hand-made, artisanal, and made with 100% natural ingredients. Visit [moreliasicecream.com](http://moreliasicecream.com).

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**Today's Restaurant** invites you to submit your information for the What's Going On column. You can get free publicity for a service, product or event! Email your information to [terri@trnusa.com](mailto:terri@trnusa.com) and try to keep the word count between 50-75 words. Then check out our website for foodservice news, back issues, classified ads & more! 



## Quick service from page 1

come the norm.

Protecting these new surfaces from degradation, bacteria and other elements will enable quick service establishments to protect their structural investments and transition towards long-term dining changes, while continuing to give customers the cleanliness confidence they need to eat out.

Anna Harris, R&D Project Manager at MacDermid Enthone Industrial Solutions, said these requirements are already driving a trend for fitting dining surfaces with hardcoated films containing built-in antimicrobial protection: "Quick service surfaces and equipment such as counters, tables and touch-screens are prone to bacteria build-up, degradation over time and damage caused by high-touch traffic and cleaning chemicals.

"We've been working closely with the foodservice industry to explore and implement restaurant-specific solutions using our Autotex AM film, which has built-in Microban® product surface protection. We see this as an essential service, since every premises is different and every surface needs the right treatment. Autotex AM provides the printed overlay with solid protection against constant daily handling and rigorous cleaning and helps to keep the surface clean, even in between cleaning regimes. This means that touch screen and high-touch surfaces in every setting can be kept clean, robust and aesthetically attractive, as quick service restaurants adapt to new ways

of doing business.

"Protecting some of the structural changes implemented last year could be critical to ensuring short-term investments become long-term advantages. New solutions such as hardcoated films with built-in antimicrobial technology are part of the sector's transformation and are making a real contribution as quick service facilities continue to adapt to rapidly changing circumstances." **TR**

**About MacDermid Enthone Industrial Solutions:** MacDermid Enthone Industrial Solutions innovates and manufactures high-performance hardcoated films and blended liquids, offering unrivaled excellence in film coating performance and range.

The company has set itself the goal of developing advanced high-quality haptic and optic film finishes that protect and enhance surface performance. Its coatings are designed to improve the durability, functionality, and aesthetics for displays, human machine interface (HMI), graphic overlay and surface protection applications. Within its chosen markets MacDermid Enthone Industrial Solutions strives to be a supplier of choice offering specifiers and applicators product consistency, innovation and technical support.

**About Microban® International:** Part of Barr Brands International (BBI), Microban® is the global leader in antimicrobial technologies and odor control solutions. Its proactive systems keep products cleaner, fresher and more durable by preventing microbial problems before they start. Microban® - [microban.com](http://microban.com) - combines science with creative solutions to enhance high quality consumer, textile, industrial and medical products. Today, the Microban® brand and technologies are featured on thousands of products in more than 30 countries worldwide. Microban® antimicrobial technology is not designed to protect users or others from disease-causing microorganisms. Normal cleaning and hygiene practices should be maintained. Microban® is a registered trademark of Microban Products Company.

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# New Riff Distilling supporting local restaurant, bar workers with release of 15-year-old bourbon

Newport, KY - New Riff Distilling will release nearly 900 bottles of a 15-year-old straight bourbon whiskey in early spring, with all profits benefiting relief funds for bar, restaurant and service industry workers in Northern Kentucky and Greater Cincinnati. Anchored by the Cincinnati Bourbon Society, the project aims to raise \$120,000 in direct relief for a group hard-hit by the pandemic.

"We sprung this extremely limited bottling from our warehouse to support the bar and restaurant community that has supported us from the start," said Hannah Lowen, vice president of operations. "This is how we can raise a glass — and funds — for our embattled friends."

The New Riff Relief 15 Year Straight Bourbon Whiskey will be available exclusively at the distillery. The distillery's in-house tasting bar, The Aquifer, will offer single pours as well. Distilled in Indiana and bottled in Kentucky by New Riff, this exceptionally rare high-rye bourbon is bottled in bond without chill filtration and will be priced at \$200 per bottle. For purchasing information, visit <http://newriffrelief.com>.

All profits will be donated to the Ohio Restaurant Employee Relief Fund and the Northern Kentucky Chamber of Commerce, who will disburse the funds as direct relief to individuals in need. "Both these organizations have



New Riff Distilling's partnership with Cincinnati Bourbon Society aims to raise \$120,000

worked to support service industry workers since the pandemic began," Lowen said, "and they're perfect partners for this project."

To be eligible for one of the \$300 grants, applicants must work in a bar or restaurant in Kentucky and live in a designated zip code in Kentucky or Ohio. Priority will be given to applicants with dependents; those not receiving other forms of relief; those with drastically reduced hours; and those with other forms of hardship.

"It is no secret that of all the industries the pandemic has affected, the service industry has been among the hardest hit," said NKY Chamber President Brent Cooper. "Local bars and restaurants are more than places we simply eat and drink; they're places we gather with friends, celebrate special occasions and make memories. We applaud New Riff for

launching this fund. The strength of the Northern Kentucky community is on display, showing the care we all have for one another. That's why we have and will continue to persevere through this time."

Across the river, the Ohio Restaurant Association will coordinate grants for those living in the Cincinnati area.

"The Ohio Restaurant Association Education Foundation is thrilled to partner with New Riff Distributing on raising funds for the Ohio Restaurant Employee Relief Fund," said Executive Director Patricia Halper. "The restaurant, foodservice and hospitality industry and its employees have been devastated by the recent pandemic. These are our neighbors, friends and relatives that work in the communities that we call home. By working together, we will be able to help our

industry's employees with groceries, housing, utility, and medical expenses at the time when it is needed the most. Efforts like this will enable our industry to become vibrant again to celebrate life's events and support local communities."

Funds raised through the sale of the New Riff Relief 15 Year Straight Bourbon Whiskey will be split between the two agencies for disbursement. Kentucky residents can apply via the NKY Chamber at [nkychamber.com](http://nkychamber.com) NewRiffReliefFund; Likewise, Ohio residents can apply via the Ohio Restaurant Association at [OhioRestaurantsRelief.org](http://OhioRestaurantsRelief.org).

**About New Riff:** Kentucky born and urban bred, New Riff is an independently-owned distillery in Northern Kentucky — the gateway to bourbon country. In 2014, founder Ken Lewis, a visionary Kentucky liquor retailer and entrepreneur, saw a need for a new riff on an old tradition when it came to Kentucky bourbon. The Newport, Ky., distillery produces bourbon, rye and Kentucky Wild Gin. Bourbon and rye are made with traditional sour mash methods and bottled-in-bond without chill filtration. Bourbon and rye are also available in single barrel selections, and the distillery boasts a popular private barrel selection program. New Riff sources its water from an aquifer under the distillery, accessed via a 100' deep private well and providing water with four times as much dissolved minerals than found in other water supplies. New Riff believes in transparency, so all products feature an age statement and the mashbills are public. The modern venue hosts a variety of events from Shake & Stir mixology classes to Cocktails & Conversation monthly discussions and offers an on-site bar, The Aquifer.

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# Buc-ee's unveils first Florida travel center with plans for a second

New outpost in St. Augustine continues Buc-ee's southeast expansion

St. Augustine, FL - February 22, 2021 Buc-ee's, unveiled its newest travel center in St. Augustine. Doors opened at 6 a.m. EST, and a ribbon-cutting ceremony followed. The celebration was attended by local leaders and community members

Located at 200 World Commerce Parkway, Buc-ee's St. Augustine is the first Buc-ee's travel center to open in Florida. Construction is currently underway for a second Florida location in Daytona Beach, which is expected to open next month. The two Florida outposts continue Buc-ee's multi-state expansion across the South, joining stores in Georgia and Alabama. Buc-ee's first travel center in South Carolina is also currently under construction and is slated for opening in 2022. Buc-ee's continues to operate 38 locations in Texas, where it was founded.

Buc-ee's St. Augustine occupies 52,600 square feet, and offers 104 fueling positions just outside its store with thousands of snack, meal and drink options for travelers on the go. The new travel center will also feature the same award-winning restrooms, cheap gas, quality products and service that have won the hearts, trust and business of millions in the South for nearly 40 years.




Buc-ee's unveils first Florida travel center with plans for a second.

Buc-ee's favorites including Texas barbeque, homemade fudge, kolaches, Beaver nuggets, jerky and fresh pastries are all available as well.

"Picking St. Augustine for our first Florida location made sense for many reasons, but its proximity to our other locations across the South was our initial motivator. Location aside, our owners fell in love with the rich history and warm hospitality of St. Augustine," said Stan Beard of Buc-ee's. "With their crystal-clear beaches and walkable

atmosphere, St. Augustine is among the most beautiful cities in Florida. We are excited to offer visitors and residents the experience and convenience of Buc-ee's and can't wait to become a part of the local community."

Buc-ee's remains committed to providing a friendly, safe and fun stop for travelers everywhere. Buc-ee's St. Augustine will bring approximately 200 new, permanent, full-time jobs to the area with great pay, full benefits, 401k and three weeks of vacation. 

**About Buc-ee's:** Buc-ee's is the world's most-loved travel center. Founded in 1982, Buc-ee's now has 38 stores across Texas, including the world's largest convenience store. Buc-ee's began its multi-state expansion in 2019 and has since opened two travel centers in Alabama and one in Georgia. Buc-ee's broke ground on their first location in South Carolina in 2020 and plans to open two locations in Florida in 2021. Buc-ee's is known for pristine bathrooms, a large amount of fueling positions, friendly service, Buc-ee's apparel and fresh, delicious food. Originally launched and still headquartered in Texas, Buc-ee's has combined traditional quality and modern efficiency to redefine traveling for their customers. Visit [www.buc-ees.com](http://www.buc-ees.com).

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## Yuengling from page 1

Cream is a now privately owned family run business, not associated with Yuengling Brewery.

"Since 1999, Yuengling Brewery has been part of the greater Tampa Bay community, when it expanded and moved to the former Stroh's brewery. It's an exciting time to invest further in the community by giving Floridians and tourists an immersive experience that brings to life our unique history as America's Oldest Brewery."

D.G. Yuengling & Son, Inc. is owned and operated by Richard (Dick) Yuengling, Jr. This fifth generation owner is in the Pottsville facilities daily. Dick's passion is in the plant: the brew house, on the bottling line and at the truck docks. However, he can be found in the lab for his morning coffee followed by daily visits to each department.

Dick's daughters and sixth generation, Wendy Yuengling, Jennifer Yuengling, Debbie Yuengling Ferhat, and Sheryl Yuengling are all members of the Yuengling staff. Wendy and Debbie work in administration and Jennifer and Sheryl are in production and shipping.

The revitalization will feature an array of first-class amenities which will appeal to the Greater Tampa Bay community and tourists from around the country, including:

- ◆ State-of-the-art microbrewery

- ◆ Restaurant with private dining and local cuisine
- ◆ Digital Interactive museum, artifacts and advertising memorabilia from Yuengling's 191-year history
- ◆ Expanded gift and coffee shop
- ◆ Multi-use concert and entertainment pavilion
- ◆ Outdoor Recreation gaming area and beer garden
- ◆ On-site hotel
- ◆ Design character that reflects Yuengling's history as America's Oldest Brewery

To lead the new Yuengling Tampa Campus, Yuengling has named Brent Wertz as Vice President of Hospitality. Brent brings 30 years of extensive experience in food and beverage and is a graduate of the Culinary Institute of America.

Located at 11111 N 30th Street, Yuengling's Tampa Campus is less than two miles from Busch Gardens and the University of South Florida and the Yuengling Center. Future guests of the campus will also be a short drive from the Tampa International Airport, within 30 minutes' drive to ZooTampa and the Florida Aquarium, area baseball Spring Training complexes as well as downtown Tampa's live entertainment, fine dining, and shopping outlets. **TR**



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**NEW NETWORKING GROUPS COMING SOON!**



# GoTab and CORE join to support families of restaurant employees

The restaurant commerce platform doubles down on its hospitality first approach

Arlington, VA - Restaurant commerce platform GoTab is unveiling a new partnership with CORE: Children of Restaurant Employees. GoTab is the first technology partner for the non-profit organization and a CORE Silver Sponsor. GoTab's involvement with CORE goes beyond the traditional corporate participation. In order to continuously support food and beverage service employees with children, GoTab will donate 5 cents for every transaction processed for participating venues through the platform to CORE: Children of Restaurant Employees.

CORE is a nationally-recognized community of support for all food and beverage service employees with children, providing financial relief and assistance when faced with a medical crisis, injury, death or natural disaster. CORE's mission aligns perfectly with GoTab's hospitality-first approach. Built by restaurateurs for restaurateurs, GoTab was developed as a solution to answer consumers' evolving dining needs and expectations and to help operators put hospitality first. GoTab's easy-to-use mobile POS, contactless ordering and payment features, and kitchen management




systems (KMS) allow operators to offer a safe and enjoyable environment for staffers and diners alike. With a cloud-based solution, operators can run profitable operations while staying at the cutting edge of hospitality technology innovation, without the onerous contracts and monthly fees associated with other technology platforms.

"Our CORE partnership is critically important to us in this moment when operators and their employees are working so hard to overcome every challenge," said GoTab CEO Tim McLaughlin. "We are honored to be able to help families of the hospitality industry with direct resources when the unexpected happens."

"We are thrilled to join forces with GoTab and count a technology leader among our industry partners," said CORE Executive Director Sheila

Bennett. "The continuous support GoTab is offering will be instrumental in providing financial assistance to families of restaurant employees during this unprecedented time when a health crisis or natural disaster can add financial stress."

GoTab and CORE are exploring additional initiatives to expand this partnership and further drive awareness for the need to support families in the hospitality industry beyond the pandemic. Learn more about ways to support CORE: Children of Restaurant Employees here. 

**About GoTab, Inc.:** GoTab, Inc., a Restaurant Commerce Platform - [about.gotab.io](http://about.gotab.io) - is helping large- and mid-sized restaurants, breweries, bars, hotels and other venues run lean, profitable operations while making guests even more satisfied. It integrates with popular point-of-sale (POS) systems and allows patrons to order and pay through a server, order and pay directly from their own mobile phones, or blend the two experiences all on one

*tab, through its easy-to-use mobile POS, contactless ordering and payment features, and kitchen management systems (KMS). The guest never has to download a mobile app or create a password. Operators get flexible features that can be rapidly applied to access new revenue streams via dine-in, take-out and delivery, ghost kitchens, retail groceries, and more. Founded in 2016, GoTab processes over \$250M transactions per year with operations across 35 U.S. states and growing.*

**About CORE:** CORE: Children of Restaurant Employees, a national 501(c)3 founded by industry veterans, is dedicated to serving food and beverage service employees with children when either the working parent or child is navigating through a medical diagnosis, illness, injury, a death, or impacted by a natural disaster. Industry organizations and individual donors provide financial funding to help these families when they are faced with a medical crisis, injury, death or natural disaster. Since 2004, the organization has grown into a nationally recognized non-profit that has helped more than 1,200 families in 50 states. For grant qualifications, to apply or to refer a family for grant consideration, visit [coregives.org](http://coregives.org). To support food and beverage employees via a donation please visit [coregives.org](http://coregives.org) and click on the donation button.

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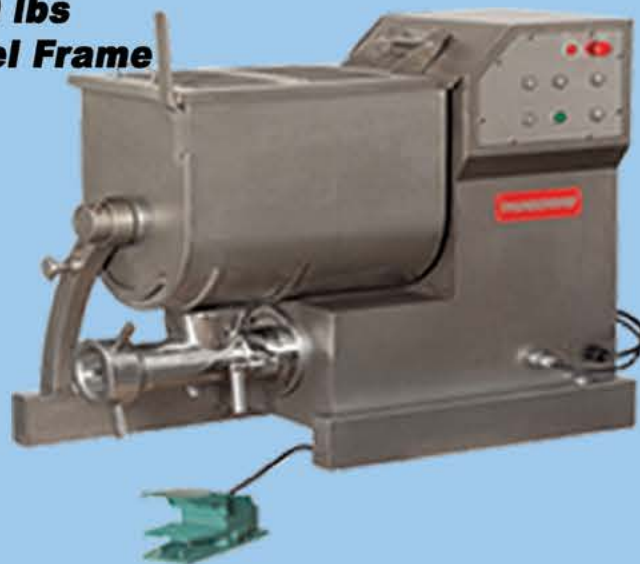
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