APRIL 2021

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

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$28.6 billion in grants available to restaurants

The Restaurant Revitalization Fund became law on March 11, 2021. It is The Game Changer for the restaurant industry. Did you know that there is going to be up to a $5 million per restaurant location Grant available? The good news is you can get started today. The funds will not last long as there is only $28.6 Billion for 660,775 restaurants-that leaves only $7,200 per restaurant. It will disappear faster than you can imagine. If restaurants who have lost more than 1 Million apply for the Grant, it would only take 28,000 restaurants to exhaust the entire Grant-that is only 3 percent of the total restaurants. That is why, the unique system developed by Bimal Shah, Founder of Rajparth Group of Companies is a complete Game Changer that allows restaurants of all sizes to make use of the Grant.

This unique system positions all the restaurants who use their system ahead of everyone to get access to the systems. Bimal Shah, President of Rajparth Group said, "We have a track record of getting the maximum grants for businesses in record time. We have developed a proprietary system for restaurants of all sizes to get the maximum grant they can get."

The Government is going to pass the Restaurant Revitalization Fund that will allocate Grants for restaurants alone. It

Bimal Shah, President of Rajparth Group

Preparing the necessary documents in advance is key to successfully getting in line to receive the money.

is a given as it has already become law. The critical factor is how do restaurants of all sizes make use of it? "Starting the process ahead of time is critical for all restaurants so all they need to do is hit the submit button as soon as the application portal opens," said Shah. Preparing the necessary documents in advance is key to successfully getting in line to receive the money.

One of the key requirements is the SAM (System for Award Management) approval and the government special code. Without this approval and codes your application can't even get into the system. So, before the application portal opens, you must secure the approval and codes in the government system.

While the approval and numbers are being secured, you should already be filling out the necessary information for the online application and the documents that will be required. This positions you far ahead of all others that are waiting to see what happens. To make sure there is a balance between all types of restaurants there are going to be roll-out stages of the $28.6 billion RRF Fund.

Even though there are different roll-out stages, the application that goes out in the first 24 hours of each stage opening are the ones that would probably

See **RESTAURANT GRANTS** *page 12*

Balancing PPP second draw & ERTC to maximize forgiveness & tax credits

By Brian Smith

RASI Director of Compliance

Many questions continue to arise about the legislation and stimulus provided by congress surrounding the pandemic. The major players, PPP & ERTC, serve some much-needed relief for small businesses, but the million-dollar question remains: How can you utilize the aid while maximizing your forgiveness and tax credits?

The following information discuses top strategies for balancing both the PPP and the ERTC and how finding the fine line within the balancing act will enable businesses to position themselves much stronger so that they can maximize forgiveness.

What has changed in 2021 for PPP Borrowers regarding the Employee Retention Tax Credit (ERTC)?

- PPP borrowers can now qualify for the ERTC
- The ERTC can be claimed for wages paid in Q1 and Q2
- The qualification requirements for

Brian Smith, RASI Director of Compliance

the ERTC have been updated to allow more businesses to qualify (and that is on top of allowing PPP borrowers to claim the ERTC)
- The eligible wage amount has been increased to $10,000 per quarter (per employee), as opposed to 2020, the eligible wage amount was $10,000 per year (per employee)
- The credit is now 70% of the aforementioned eligible wages, whereas in 2020 the credit was at 50%

How do the ERTC and the PPP Loan Inner Interact?

THERE'S NO DOUBLE-DIPPING: A payroll expense cannot be claimed as an ERTC wage AND also claimed on the PPP forgiveness application as a forgivable payroll cost. So if you pay someone a wage, you can either take it for PPP forgiveness OR for the ERTC, but not for both loans.

What Strategies do Businesses need to consider to maximize both the ERTC and the PPP Second Draw Loans?

There are a lot of things to consider, and every borrower situation is going to be different, so there's no one size fits all for this question, however, some general strategies are as follows:

- You could delay the PPP loan to allow more of Q1 Wages to go towards ERTC

See **BALANCING PPP** *page 12*

Appell Pie

Taking America back

Howard Appell ◆ Today's Restaurant Publisher

I wrote this column in April 2004 and many items are still the same and some events have come and gone.

Since this month has the distinction of being the month we all must file our taxes I felt it was appropriate to write this kind of column. Taking Back America is not just something we should be talking about. If we don't do it soon there will be nothing to take back.

The Chinese as you all know are manufacturing everything under the sun at lower prices than other countries can do. They will become the dominant manufacturing country in the world over time. The United States on the other hand is becoming dependent on other countries for its goods and services and we are at the mercy of the oil producing countries now. I hate to say I told you so, but I did write about this several years ago.

The United States is still the place people from around the world want to come to make their lives. It was that way in the early 1900's when wave after wave of immigrants came to our shores and carved out lives for their families and became part of the fabric of this country. Today we have immigrants from Mexico, South America, Central America, The Caribbean and Africa who are willing to work and become part of the national quilt, but we can't provide manufacturing jobs for them.

In the 1990's some countries set up free zones for the manufacturing of garments and they sucked the jobs out of the United States. Try and find a garment made in the US today. The entire industry is dead in this country. How about the steel industry? Our construction projects are delayed daily due to shortages of local steel supplies and soaring prices.

Our government has to realize this and set a new course of action to bring manufacturing jobs back home. I suggest that the government set up free zones in the United States where entrepreneurs could develop industries in an environment of government cooperation and reduced taxes and other concessions enabling the industries to restart themselves. I guarantee that if such areas where established, as soon as the signs went up reading "Operators Wanted" or "Factory Help Wanted" there would be lines around the block.

The foodservice equipment industry has been one of the few industries that has kept a presence in the US. Many range companies such as Imperial, American, Tri-Star, Comstock-Castle and more are still manufactured in the states. Many more foodservice equipment manufacturers are spread out all around the country supplying products made in the USA to our industry. The price of imported stainless steel that used to be manufactured here has risen sharply in the past few years and we all pay for it in increased prices for the equipment produced here.

We as consumers have to realize that we must be intelligent in the choices we make when purchasing a product for our businesses or in our personal lives. It will take the government a lot less time to realize that they have to change the way business is done if we begin to let our voices be heard and demand changes in the way business is being done. Buy with your eyes wide open.

We need a new NAFTA, which reverses the idea. Instead of paying no duty on products made in other countries we have to allow other countries to buy from us with no duty and reverse the trend that will eventually lead to economic turmoil in this country.

Check the price of gas today and remember the days of gas at $1.50 per gallon, never to be seen again. We need to take back the US from the foreign forces invading our country that will overtake us without firing a bullet or launching a missile.

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NEWS What's Going On

Important new products, corporate news and industry events

Bryan S. Cohen, Chris McCarthy, and Austin Alves of Cohen Commercial Realty, Inc., announced the signing of Headquarters to lease a 3,500-sq-ft space located at 1401 Clare Ave., in West Palm Beach. **Headquarters is a new concept restaurant and brewery that aims to build a home for first responders and military.** Cohen Commercial Realty, Inc., represented the landlord in this transaction, Kevin Shapiro of Chancellor Property Group.

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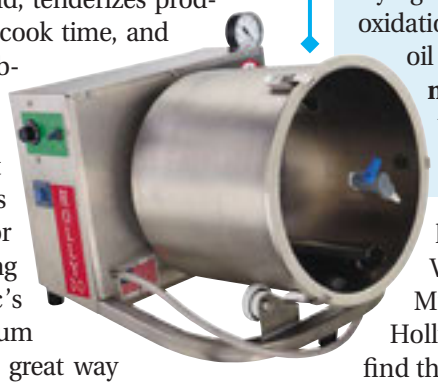
Hollymatic makes marinating easy with their HVT-30 Vacuum Tumbler that adds consistent quality to marinated menu items. This tumbling process increases yield, tenderizes product, reduces cook time, and evenly distributes flavor throughout product whether it is meat, fish or poultry. Using Hollymatic's HVT-30 Vacuum Tumbler is a great way to add creative variety to your food offerings while increasing sales and profits for your operation. Brann's Steakhouse Restaurants in Michigan have been using Hollymatic's Vacuum Tumblers for years. Mike Brann says, "With the Hollymatic Vacuum Tumbler, we find that the steaks hold juices better, cook better on the grill, don't shrink up as much so we get better yields… and our customers have taken notice. We tumble for 15 minutes. That's all it takes. All 10 of our restaurants are now equipped with Hollymatic Tumblers. This piece of equipment guarantees consistent flavoring, too, for every single steak we serve." Visit hollymatic.com.



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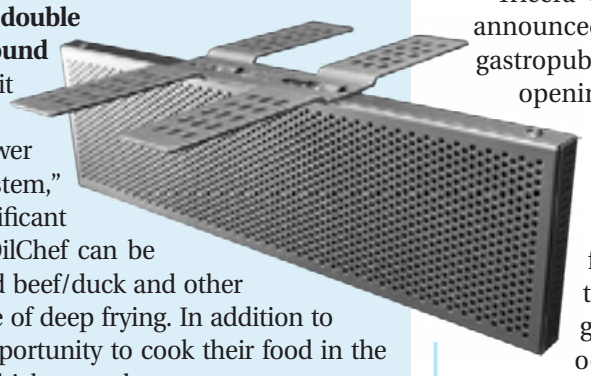
OilChef now available in the U.S., can double or triple food production per liter/per pound of oil. "It is not a filter, it is not a chemical, it has no breakable parts, it is virtually maintenance free and requires no wires, no power and is a simple 5 second self-installation system," says President Sean Farry. "It creates significant savings on monthly fryer oil purchases. OilChef can be used in any edible oil/shortening and solid beef/duck and other animal fats which are used for the purpose of deep frying. In addition to this, OilChef gives an establishment an opportunity to cook their food in the same time or less at a lower temperature, which saves the restaurant money on energy and time. It always gives a thoroughly cooked product that is slightly crispier and less oily." At the heart of the OilChef technology is the powerful inorganic food safe trade secret formulation of rare and precious metals which are fused onto a ceramic bead. Silver is one of these precious metals. As the Food and Drug Administration says this formulation is food safe and insoluble in the frying oil, the forcible catalytic effects of the OilChef technology slow down the oxidation of the oil and increases the heat efficiency of the oil. This also reduces oil saturation of the food. **OilChef is a sophisticated accessory for commercial deep fryers which takes less than 5 seconds to install,** with a minimum life expectancy of three years. Contact the Montreal, Quebec, Canada based company at www.oilchef.



Tricera Capital and Native Realty announced that New Jersey-based gastropub **Asbury Ale House** is opening its first South Florida location at Society Las Olas, where Tricera and Dev Motwani-led Merrimac Ventures own the ground floor retail space. The transaction brings Society's ground-floor retail to full occupancy. Native Realty represented Asbury in the lease. Asbury Ale House is set to occupy 9,263 square feet at Society.

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Buttercream Dreams Hospitality Group, who owns Decadent Coffee, Cakes, Dessert Bar, has finalized a deal with Fun Cakes FL to develop 15 units of the popular dessert bar throughout Florida and South Georgia. James Setter operates Fun Cakes. Jeff Martin started Decadent in 2015 and has helped the brand evolve since then. Martin started Smallcakes Cupcakery and Creamery in Overland Park, KS in 2007.

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

SYP Distribution finalizes acquisition of Steve's Frozen Chillers

Boynton Beach, FL - SYP Distribution Holdings, Inc., a newly formed U.S. business, successfully completed the acquisition of Steve's Frozen Chillers, Inc. in a full asset purchase asset this year. The transaction merges former companies SYP Craft Distribution with Steve's Frozen Chillers, a supplier of high quality chilled and frozen beverages for the health and leisure segments.

SYP Craft Distribution – sypdist.com - was founded with the vision of changing the way the legacy spirits distribution network operates. Working with small to mid-sized producers of craft spirits and wines, SYP focuses on innovative approaches to assist key segments of a growing market to brand, go-to-market, and distribute their products. Steve's Frozen Chillers has been a long-time staple in the national beverage industry as a 20-year supplier of high-quality, tasty, chilled and frozen beverages to the leisure, health, and coffee segments.

The combined brands include Steve's Frozen Chillers, Healthy Frozen Chillers, and Skinny Iced Coffee, SYP Craft Distribution.

Jeff Cayce of SYP Distribution Holdings said, "I'm pleased and excited to announce this acquisition and gain the legacy and reputation of a wonderful company like Steve's Frozen Chillers. The addition is highly complementary and allows us to accelerate our business plan to lead the evolution of taking high quality, innovative beverage products to market. Together this expands our footprint, combines a unique approach to the beverage supply, and creates a foundation to grow exponentially in the coming years."

Former owners, Brian Schoenberg, Regional Sales Manager, and David Schoenberg, Vice President, will remain with the company. When asked Brian stated, "I'm excited to be part of taking the business to the next level," and David said, "I'm very excited to remain involved and observe how the brands we initially created will evolve and flourish."

During the transition customers can expect SYP to maintain seamless operations and they will continue to interact with the same friendly people with whom they are accustomed. Over the coming months there will be changes in the look & feel of the brand, systems, and interface, however the goal is to finish the transition, stabilize operations, and embark on a growth trajectory which will not only offer the same level of service and support but enhance the offering and service.

St. John creates brand identity for Wonderbird

New fast food chicken restaurant

Jacksonville, Florida-based independent agency St. John led the charge in concepting, designing and executing all aspects of Wonderbird, a new fast food chicken concept aiming to close the gap between fast and quality food. The first restaurant opened in Jacksonville Beach back in February.

Wonderbird has a lot to offer, with an expansive menu featuring fresh, chicken sandwiches, nuggets and tenders with 11 homemade savory sauces, as well as flavorful salads, sides, desserts and vegan chickenless sandwich and tenders meal options. But in order to close the gap between fast and quality, St. John worked with Wonderbird to position the brand as a new "fast crafted restaurant" and create a brand identity that is equally as unique as Wonderbird's food.

"So many of the QSR brands we're acquainted with today have roots dating back 40-50 years, and honestly some haven't aged particularly well," said Peter Herbst, St. John's executive creative director. "This was a chance to start from scratch with a brand that wanted to do something different in the category. We knew Wonderbird's branding should feel different – lighter, fresher, sharper with an air of whimsy and inclusiveness. From the name to the menu boards, it had to stand out in a way that would make folks smile."

"Magnetic" served as the primary attribute St. John strived to convey in each design element, with the goal of attracting customers in a visceral, powerful way across the entire dining experience, from the food to the environment to the packaging and every communication in between.

As the name suggests, Wonderbird looks, acts and serves food that is a step above the rest in its category. To balance the need to communicate fast food but also high-quality food, St. John incorporated a more traditional red and yellow color palette as commonly seen in the fast food world with heavy doses of matte black. The agency also selected streamlined typefaces, while opting for a clean and simple logo mark to avoid the flourished type and pattern often found in the craft food category to help Wonderbird stand out. The increased visibility of the Wonderbird logo across packaging was also kept modern and playful with the placement and scale of the mark.

St. John won the business in March of 2020 and began working on the project last May. The firm came up with "Fast. Craft. Food." as the brand's descriptor to connote simplicity, freshness and quality ingredients without sacrificing the convenience of a drive-thru. The agency also pulled on secondary brand personality traits such as infectious, spirited, imaginative, approachable, sincere and soulful to bring a whimsical feel to the brand.

St. John developed everything from the brand's name and logo, to the color palette, typography, product packaging and branded materials, interior and exterior signage, menu boards, website design, food photography, and employee T-shirts and visors and manager polo shirts.

"We have a long history of leading marketing initiatives for multi-unit and cooperative efforts, such as associations, franchisees, dealer groups and advertising/marketing committees. We understand the challenges that come from 'marketing by committee" and know how to gain consensus and alignment in order to move the efforts forward with one mission and one voice."

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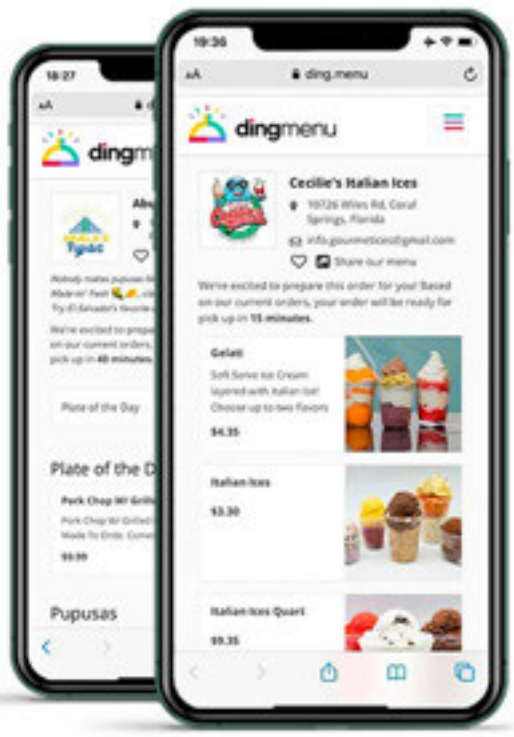

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What's Going On

from page 3

After being on the Food Network and The View, the brand grew nationally. For more information on Buttercream Dreams Hospitality Group go to buttercreamdreamshg.com.

Comfort Zone®, an established leader in portable heating and cooling products, announces a new line of **Electric Patio Heaters** that provide instant, efficient warmth and are designed for year-round use. Customers will enjoy being comfortable and warm as they entertain their family and friends on the patio or in other outdoor settings. Safer and more economical to use than propane heaters, the Electric Patio Heaters use standard household electricity and are maintenance-free. The soothing, radiant heat can be felt instantly, and provides a steady warmth, even in windy conditions. While perfect for home use, the Electric Patio Heaters are also the heating answer for outdoor cafes and restaurants, as well as other outdoor venues and events. They are available in four models. Visit the company at comfortzoneproducts.com for ordering details.

Hotel Happenings:

Wyndham Dolce Kosher House Hotel has recently broken ground with a target opening date in late 2022. The 100 guest room hotel will feature a rooftop pool, **a kosher rooftop restaurant,** a Shabbat elevator, and manual room keys. At the helm of the project is the Boca based real estate firm, BSD Capital. The Wyndham Dolce Kosher House Hotel will be located at 5530 S. State Road 7 in Hollywood.

Stoelting Foodservice – stoeltingfoodservice.com - a division of The Vollrath Company, expands its vertical batch freezer offering with the **VB160 Vertical Batch Freezer.** Largest in the family of artisan frozen dessert batch freezers, the VB160 enables freezing up to 42 gallons per hour. "With the addition of the VB160, we now have a comprehensive product offering that provides a wide variety of capacity capabilities for our customers," says Brian Hedlund, vice president of equipment for Vollrath. "From a small shop owner to a large banquet operator, we have a vertical batch freezer with the right capacity for any operation."

To help operators tap into growing demand for BBQ flavors1, **McCormick For Chefs has launched Cattlemen's® Sweet & Bold BBQ Sauce.** This new product marries sweet molasses with bold spices and natural hickory smoke flavor. Made with thick tomato paste for better coverage and cling and no starches or fillers to prevent burning, it delivers unmatched performance in the commercial kitchen. Built for the back of house, Cattlemen's® has been the choice of professional chefs, cooks and pitmasters for the last 50 years. With a distinct smoky, spiced taste, this new all-purpose flavor is the eleventh addition to the Cattlemen's portfolio of base and finishing sauces.

The National Poultry and Food Distributors Association has undergone an official name change to the National Protein and Food Distributors Association (NPFDA). A formal vote by NPFDA's member companies was held in January. NPFDA has been in existence since 1967 and was established by independent poultry distributors. The National Independent Poultry and Food Distributors Association was made up of poultry and food distributors who recognized a true need for an organization able to deal with the problems of the distribution segment of the industry. The National Protein and Food Distributors Association –npfda.org - is a non-profit trade association based in St. Mary's, Georgia which has been in existence since 1967. It is comprised of protein and food suppliers, retailers, processors, transportation companies and marketers with a membership of 280 industry firms from throughout the country.

After a full year of the pandemic, customer demand for safer outdoor seating has taken full root, and experts are advising restaurant owners to prepare to embrace this "new normal." As a result, **Azenco, a leading manufacturer of innovative outdoor structures** (smart pergolas, cabanas, car ports, pool enclosures), has seen a 70% growth in its design/build orders for these types of restaurant expansions. After strong demand last year, Azenco is already installing permanent outdoor structures in warmer climates like Tampa, and has numerous restaurant projects that are in the pipeline now. One example in historic South Beach Miami, restaurant MILA, worked with Azenco to design a layered configuration of adjustable louvered pergolas with automatic rain sensors to close the roof at the first sign of rain. The now permanent structures turned the wide-open rooftop patio

See **WHAT'S GOING ON** *page 12*

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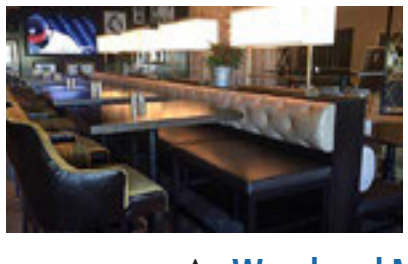

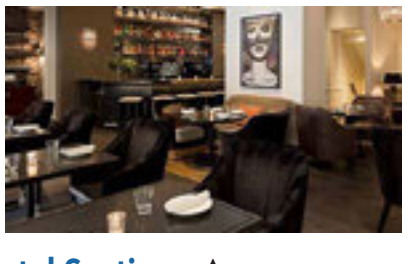

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Study reveals the most calorific cuisine! Italian, Chinese, or Mexican?

- Italian is the most calorific cuisine – 743 calories per dish
- The top three calorific cuisines worldwide are Italian, Mexican and Japanese
- Pad Thai claims the title of the most calorific dish with 1004 calories
- Mexico has the highest obesity projection for 2021!

Intrigued with finding the most calorific cuisine, GolfSupport.com utilised the online analytics tool SEMrush to collate the top ten most popular cuisines worldwide; followed by the top three most popular dishes of those cuisines, respectively. The nutritional value from each dish was also collated to provide data.

The most calorific cuisines

GolfSupport.com can reveal that the top three most calorific cuisines are Italian, Mexican, and Japanese!

Italian cuisine has an average of **743** calories per dish, which is the highest average calorie content of all cuisines in this study. It also comes out on top with the highest average **fat content with 43g.** Although, it's just shy of the top three cuisines for high sugar content, as Italian comes in fourth with an average of **12.6g.**

Mexican is second, only 157 calories away from the top spot with **586 calories** per dish. The average dish contains **27.6g of fat,** and on the other end of the scale its sugar content is relatively low with **7.6g** on average.

Taking third place is **Japanese with an average of 576 calories,** and perhaps a surprisingly high sugar content (**13g**). However, it has one of the lowest fat contents (**16.6g**).

The most calorific dishes:

Pad Thai claims the title with 1004 calories. Its high fat content (**45g**) and sugar (**24g**) also help to secure it as the most calorific dish.

Nevertheless, **tacos** aren't too far behind with **792 calories** (**44g** of fat and **8g** of sugar).

To round out the top three is **Gelato.** At **780 calories** a serving, this sweet dish takes the top spot for fat content with a whopping **69g** and **32g** of sugar!

Low calorie cuisines:

Indian cuisine is the lowest calorie cuisine with an average of just 357 calories per dish! This cuisine also has the lowest sugar content (**7.3g**), but nonetheless, the **18.6g** of fat keeps it in the top five highest.

Closely followed by **Spanish** cuisine (**364 calories, 14.6g fat and 9g sugar**), and **Greek** (**also 364 calories, 17.3g fat and 9.3g sugar**).

Low calorie dishes

Tom Yum, a spicy and sour Thai soup, takes the crown for **lowest calories** (**90**), fat (**1g**) and sugar content (**1g**).

Closely followed by **Gazpacho** (**126**

See **CALORIFIC** *page 12*

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National Restaurant Association secures major wins for restaurant relief

Tom Bene, President & CEO
National Restaurant Association

"Restaurants are an essential part of all our lives, and in the coming year we look forward to welcoming friends and families back to our tables"

Washington, D.C. – One year into the pandemic, the National Restaurant Association is celebrating the significant accomplishments that, in the face of enormous loss, supported the industry and built a foundation for rebuilding in 2021. The accomplishments of the last year have been both large and small, providing access to a myriad of resources that restaurants of all types have used to survive and on which they can continue to rely for recovery.

"Restaurants are the backdrop of the most defining moments in our lives, and in the last year, the COVID-19 pandemic has stolen that from us," said Tom Bené, President & CEO of the National Restaurant Association and CEO of the National Restaurant Association Educational Foundation. "While local restaurants in every community fought to survive, the National Restaurant Association, the National Restaurant Association Educational Foundation, and our state restaurant association partners have been by their side. We have focused on their needs, and our ongoing commitment has helped to secure major wins that created a variety of options for every restaurant."

The Association and its state restaurant association partners united the industry to be the voice of every restaurant in addressing their many needs at all levels of government. Together, they developed and distributed training and operating guidance, communicated safety efforts to customers, and supported industry workers during the hardest days of the pandemic.

The Association's top accomplishments include:

Conceiving the $28.6 billion Restaurant Revitalization Fund

The Restaurant Revitalization Fund (RRF) is based on the Senate version of the RESTAURANTS Act and the original plan posed by the Association in March 2020. This fund will help the hardest hit small and medium-sized restaurants kickstart their recovery. The Association is committed to preparing all eligible restaurant owners to successfully apply for RRF grants.

Securing access to $72+ billion in Paycheck Protection Program (PPP) loans

At a time when restaurants were most in need of capital, the Association secured expanded access to forgivable loans on two occasions and worked with Congress to refine the program to meet the specific needs of restaurants.

Designing free COVID-19 ServSafe training modules

The safety experts at ServSafe immediately stepped in to create much needed COVID-19 training. The free courses have been accessed more than 1.3 million times.

Establishing a $21.5 million Restaurant Employee Relief Fund

The National Restaurant Association Educational Foundation partnered with celebrity chef Guy Fieri to establish the Restaurant Employee Relief Fund (RERF), which provided grants to more than 43,000 restaurant workers.

Creating the first COVID-19 operating guidance for restaurants

ServSafe stepped up to provide restaurants of all sizes with pandemic operating best practices. The guidance continues to be updated as new science-based information becomes available.

Ordering up cocktails to-go

The Association and the state restaurant associations worked to secure this lifeline in 32 states and D.C. – the most significant change to alcohol laws since Prohibition – and in many states, that work has already made the change permanent.

Increased consumer confidence in on-premises dining with a national TV campaign

The Association created its first consumer ad campaign welcoming diners back to their favorite local restaurants, highlighting the health and safety practices operators and employees.

Educating with the ServSafe Dining Commitment

Consumers nationwide can look for the ServSafe Dining Commitment logo to know that the restaurant is committed to the program's health and safety best practices and adhering to operating guidance.

Saving restaurants $15.7B with PPP deductibility

Restaurant operators who used their PPP loans to pay qualified expenses didn't have to worry about surprise federal tax bills because the Association got this loophole fixed.

Expanding ERTC to support employment

Employee Retention Tax Credits (ERTC) are key tax benefits used by many restaurants. Because of a change pursued by the Association, restaurants can now receive up to $19,000 per eligible employee in ERTC across 2020 and 2021.

"We've lost 110,000 restaurants nationwide to the pandemic so far, but the combined efforts of the innovative and hard-working restaurant owners and employees in every community, along with these many accomplishments, may have kept our losses from being far greater," said Bené. "While we don't expect the industry to fully recover this year, the Association and our state restaurant association partners will continue to aggressively pursue the necessary resources to rebuild the industry. Restaurants are an essential part of all our lives, and in the coming year we look forward to welcoming friends and families back to our tables."

The latest information about how restaurants are rebuilding is updated regularly on restaurant.org.

About the National Restaurant Association: *Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 1 million restaurant and foodservice outlets and a workforce of 15.6 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We sponsor the industry's largest trade show (National Restaurant Association Show); leading food safety training and certification program (ServSafe); unique career-building high school program (the NRAEF's ProStart). For more information, visit Restaurant.org and find us on Twitter @WeRRestaurants, Facebook and YouTube.*

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TransMedia Group to put TRACI.net's abilities to make workplaces more innovative on a higher media track

TransMedia Group will raise media traction for TRACI.net to help them to reach more clients with their ability to make the workplace more encouraging and receptive to innovation and excellence.

TRACI.net's mission is to enhance the products and services through proactive interaction for their clients, including doctors, attorneys, property management companies, small businesses and restaurants.

TransMedia said it will craft and direct TRACI.net's media and public relations campaigns by helping to increase its presence in the Telecommunications Service Industry as well as such businesses as small restaurants.

"We're looking forward to working with Darin and TRACI.net and we're excited to bring them into new niches to deliver on their mission and to bring forth innovative excellence," says Adrienne Mazzone, President of TransMedia Group.

TransMedia will pitch TRACI.net to consumers, trade and business publications, and put the company in line for industry-specific awards, in tandem with other PR campaign opportunities.

"We try to determine the best fit for each and every one of our customers because no two customers are the same," says Darin Gull, General Manager and President of TRACI.net.

Adrienne Mazzone
President of TransMedia Group

Darin Gull
GM and President of TRACI.net

> *"We try to determine the best fit for each and every one of our customers because no two customers are the same"*

TRACI.net puts together virtualizing customer phone systems with a mix of cloud based and hybrid-cloud based solutions, heeding the needs and goals of their customers' businesses. To help TRACI.net accomplish its mission, TransMedia plans to broaden media awareness of how much TRACI.net cares about their customers, making sure they are satisfied with services provided. "Our publicity will show how much they look out for their clients' best interests ahead of their own monetary profits," said Mazzone.

"We're different than other companies in our industry because we become your one point of contact for all communication services and any issues you have," adds Gull.

TransMedia Group is one of the country's leading, multi-lingual public relations firms. From the TransMedia Building in downtown Boca Raton, the award-winning firm serves clients worldwide, from Israel to New York, Norway to South Africa, Miami to Mexico. Besides English, TransMedia's publicists speak many languages, including Spanish, Turkish, Portuguese, French, Russian, Italian and Hebrew.

Since 1981, TransMedia's international PR and social media marketing campaigns have made products and services, companies and entrepreneurs widely known and respected as well as rich and famous. In addition to their full staff, part time staff, they run an internship program through many educational institutes across the US and International where students and recent grads excel from the hands on experience they offer. Some additional programs offered students are through their OSD programs.

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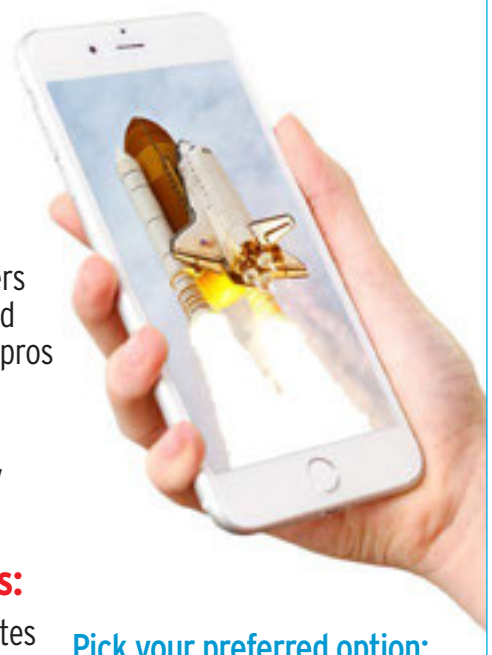

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Balancing PPP

from page 1

- Shoot for 60% payroll costs on your second draw lone. This will allow more wages to be eligible for ERTC and hitting that 60% non-payroll cost should not be a problem for PPP second draw because they've greatly expanded the definition of non-payroll costs to include what they call supplier costs (basically, inventory, perishable goods, your food). So if you're allowed to have perishable goods, inventory count towards non-payroll cost at 40% should not be a problem. So if you keep your payroll cost to 60% non-payroll costs 40%, that will leave much more wages for the ERTC.
- The last thing that borrowers can consider when trying to develop a strategy is that now, the borrow can choose any covered period they want, which begins the day that they receive their PPP Second draw and ends at least eight weeks later but no later than 24 weeks. So, for example, a borrower can choose a nine-week and three days covered period because they used all of their PPP funds in that time frame. This really allows businesses to separate the time frames that they're using for PPP and the time frames that they're using for the ERTC which will ultimately greatly maximize the number of wages that are eligible for ERTC.

Are There any Differences in the Tax Treatment of the ERTC and the PPP Forgiveness?

- The money received from both the PPP and the ERTC are tax-free, so those are the same between both programs, but there are still some tax differences elsewhere:
- The expenses that are paid for with forgiven PPPP funds are tax-deductible on your year-end tax return
- The ERTC wages that calculated the ERTC credit are not eligible, so they are not tax-deductible at the end of the year.

About Brian Smith: *Brian Smith began working for RSI in 2005. He has been part of the RSI Team for 16 years, which also marks 26 years working directly in or in tandem with the restaurant industry. Over his tenure with RSI, he has held many positions, including being the Lead of the Bank Reconciliation, Training, and Conversion Departments, the Director of the Accounting Department, and more recently the Compliance Department. As the Compliance Director, his primary role is two-fold: Tackle some of RSI's most innovative and exciting projects by closely working with IT, Accounting and Tax teams to design, develop, test and implement RSI's Restaurant Management Solution, which is now used by 75-100 staff members that support over 1800 clients' restaurant operations and to process and manage large-scale tax changes and issues, such as the myriad of recent tax law changes and new legislation in regards to the COVID-19 pandemic. And in the leftover hours, he's obtaining an Enrolled Agent certification with the IRS to further RSI and enhance the accounting system with business tax functionality to simplify year-end tax work. They recently changed their name to Restaurant Accounting Services Inc. Restaurantaccounntingservices.com. Contact Brian Smith at bsmith@rsiaccounting.com.*

Technomic releases 2021 foodservice industry predictions

Technomic says menus in the U.S. should expect more items that cleanse the body, such as immunity boosters and new leafy greens, and purify the environment, such as next-level nondairy milks and plant-based proteins (e.g., corn milk, plant-based bacon, etc.), as well as reduced-emissions fare.

With the approval and distribution of vaccines, we're able to see a light at the end of the tunnel for the following predictions to thrive.

Technomic has released three different whitepapers for the U.S., Canada and global markets, sharing foodservice industry predictions for the new year. The good news? There is one thing the predictions have in common: a clearer road to recovery. With the approval and distribution of vaccines, we're able to see a light at the end of the tunnel for the following predictions to thrive.

Overall, Technomic foresees strong to moderate growth—specifically in the U.S. and Canada—over the next 12 months, being led by aggressive strategies. One commonality across regions is the streamlining of menus. Restaurants are expected to focus on core menu items and, in some cases, revamp them as "new and improved" with higher-quality ingredients or launch safer LTOs with ingredients they already have on hand. In general, the focus is also shifting toward better-for-you, local and clean-label menu items. In the U.S. and Canada, greater emphasis on social justice issues can be expected of restaurants in 2021, meaning consumers will be looking for impactful efforts regarding fairness and inclusion—not just the use of hashtags and buzzwords.

U.S. highlights:

- Investments in contactless technology for sanitation and ease of use
- Renewed interest in Italian, Mexican and Chinese menu items due to travel restrictions

Canadian highlights:

- Investments in off-premise for long-term growth strategies
- Comfort foods and homegrown, hyper-local solutions

Global highlights:

- Growing popularity of plant-based proteins, requiring differentiation to stand out from competition
- Outdoor-friendly food and beverage developments to support active lifestyles and outside consumption

Read each whitepaper on Technomic's website:

- U.S.: www.technomic.com/newsroom/technomics-take-whats-come-2021
- Canada: www.technomic.com/newsroom/technomics-take-what-expect-canada-2021
- Global: www.technomic.com/newsroom/technomics-take-2021-global-trends-outlook

About Technomic: *Technomic, Inc., a Winsight company, was founded as a management consulting firm in 1966. Since then, Technomic's services have grown to encompass cloud-based B2B research tools, consumer and menu trend tracking, plus other leading strategic research and analytic capabilities, to prioritize and size business opportunities. Clients include food manufacturers, distributors, restaurants, retailers and other business aligned with the food industry looking to make informed decisions to support their growth. Visit Technomic at www.technomic.com.*

About Winsight: *Winsight LLC is a business-to-business information company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools and programs, fully custom studies, conferences, custom marketing services, print and digital trade media. To learn more, visit winsightmedia.com.*

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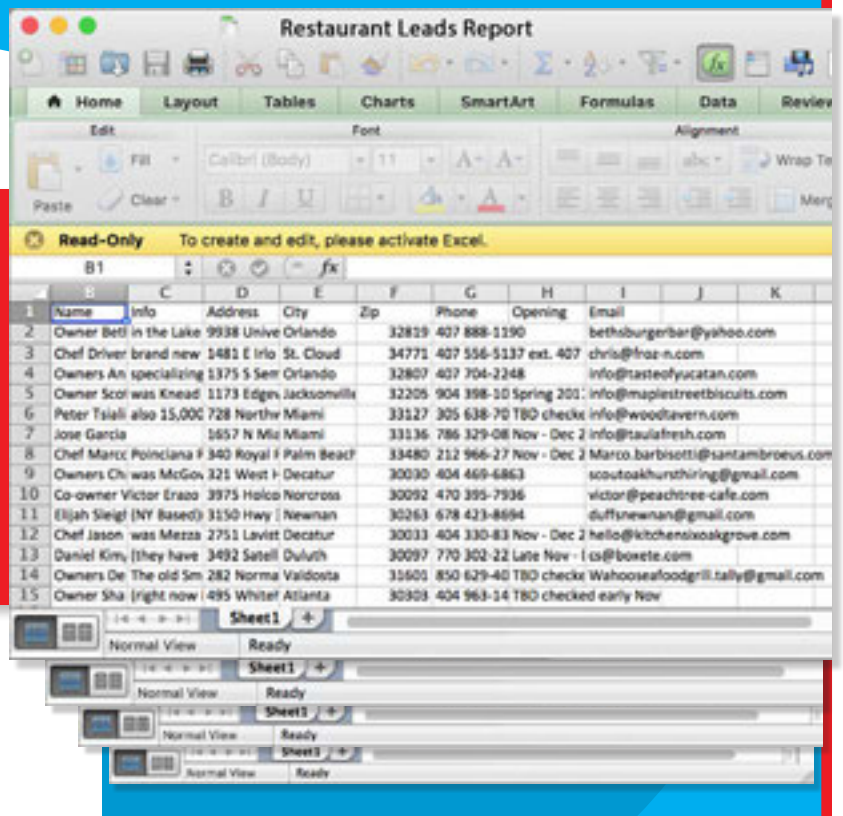

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Restaurant grants *from page 1*

secure the funding. Because there are so many restaurants that will be eligible, it is imperative that all restaurants be fully prepared to hit the submit button as soon as the portals open for each stage. It is also very likely that because of the volume of applicants they may open all the stages at once.

"Can I do this myself?"-That is a question you may be asking yourself. This application requires very specific and highly technical grant writing skills that may require a master craftsman at it. Any single error and your application WILL cause a "Statement of Denial" with no specific reason why. You are then left in the dark as to why your application got denied.

An example that highlights why the grant writing is essential follows. James is a restaurant owner, and his revenues are down by 60 percent and he is afraid if he doesn't get some cash infusion that he doesn't have to pay back (free money) he will have to close his restaurant. He has used up all the PPP funds and has no more funds available to keep his staff and restaurant going. He gets so excited when he knows he can get up 1.2 Million Grant available.

Just like James, you as a restaurant can use this money. 110,000 restaurants have closed across the US and with this Grant you can not only prevent a shutdown but turn around and thrive. James tries to do it himself and when it comes to answering the grant writing related sections in the application, he wings it. He doesn't hear back on the application for a long time and when the portal is finally coming to a close, he gets the statement of denial letter. This leaves no time or recourse for James to do anything.

To conclude, this is a complete game changer as restaurants of all sizes will be positioned to get the Grant and they have absolutely nothing to lose. You can get started now online at https://bit.ly/RestaurantGrantEligibility. TR

Bimal Shah is the Founder of Rajparth Group of Companies that provide unique and customized consulting to executives and teams of companies to positively impact their bottom line. Bimal is on a mission to make pioneers out of entrepreneurs by helping them achieve their three-year goal in one-year and have the government pay for it through Grants. Bimal Shah is well-known in South Florida and in business community for the last 21 years. Bimal Shah is the author of several books. His first book- "The Daily Happiness Multiplier" teaches 52 different systems that can transform people's lives. His second books are series of 13 books. The series is titled, "The Breakthrough Accelerator"- Part 1, 2, and 3 of 13 have been published and the others are being worked upon. He loves horse-riding, reading, writing, and traveling around the world. You can contact Bimal or access all the free tools and resources from Bimal at https://linktr.ee/TheOneYearBreakthrough

You can learn more about their guarantee, flat investment, success stories, and process at https://bit.ly/RestaurantGrantEligibility.

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What's Going On *from page 6*

area into all-weather dining space and **adding 3,000 square feet to the restaurant.**

◆ The makers of the very popular HungBloodies premium craft Bloody Mary Mix has announced the company's expansion and its new brand name, TheHungCompany. Based in Delray Beach, TheHungCompany is now the parent company of two All-American brands: HungBeverages and HungEats. HungBloodies was founded in South Florida in 2018, and since then has exploded in both the restaurant and cocktails-at-home scene. The brand's popularity in spicing up the beverage world led Owner Matt Hazel to expand the product line and launch **TheHungCompany.** Vist TheHungCompany.com.

◆ **Rise Southern Biscuits & Righteous Chicken,** the nation's fastest growing biscuits and fried chicken concept, today announced an area development agreement for the **state of Tennessee** that extensively increases franchise expansion opportunities. Area development representative, Fred Fordin, has committed to opening a minimum of 15 Rise locations throughout Tennessee over the next five years, and already has two locations up and running.

◆ **Tattle,** the innovator in the customer experience improvement (CXI) category, announced its integration with **Up n' go, a contactless payment solutions platform,** which enables guests dining out to make paying and splitting the check easier, faster and more secure. Din Tai Fung, a world-renowned Chinese dumpling restaurant originating in Taiwan with locations across the West Coast, is the first restaurant to offer the integration with Tattle and Up n' go. "With dine-in demand steadily growing, restaurant operators have begun to infuse much of their off-premise playbook for the dine-in guest experience through the adoption of ordering and contactless mobile payments, which elevates operational performance," said Tattle CEO / Founder, Alex Beltrani. "We are thrilled to add another integration that enables post-transaction surveys for actionable feedback that empowers operators to improve operational performance." Up n' go is now available nationwide and has been used to pay nearly 2,000,000 checks as of March, 2021.

◆ Luminary Hotel & Co., Ft Myers, fifth food and beverage outlet, **Oxbow Bar & Grill opened late March.** Located in what was once known as the City Pier Building (1300 Hendry Street), Oxbow Bar & Grill offers a mix of causal dockside dining and shopping. "Oxbow has been years in the making and we're honored to be playing an integral role in making the city's vision for a fully activated downtown riverfront a reality," said Bob Megazzini, General Manager for Luminary Hotel & Co. "In addition to delivering an exceptional dining experience, Oxbow will help draw more people downtown to the water's edge by offering private event space, retail and watersports for visitors and locals alike."

◆ **Today's Restaurant** invites you to submit your information for the What's Going On column. E-mail your information to terri@trnusa.com. TR

Calorific *from page 7*

calories), with just **1g** of fat, but with a sugar content of **18g.**

Finally, the only sweet dish in the low-calorie cuisines, Baklava; **Baklava is 224 calories** per portion with a sweet **13g** of sugar and **12g** of fat.

Obesity projections

The **World Health Organisation** (WHO) doesn't explicitly give a recommended daily allowance (RDA) for calories but using their previous statistics, World Population Review were able to create a projection of global obesity levels.

Of the listed cuisines, Mexican is the second most calorific, so it may come as no surprise that **Mexico's** obesity level projection for 2021 was the highest at **28.9%** of the population.

Closely followed by **Greece** with **24.9%,** and **Spain** with **23.8%** of the population projected to be obese in 2021.

Whereas Japanese is one of the most calorific cuisines and yet the obesity levels for **Japan** are one of the lowest at **4.3%.** This adds reinforcement to the phrase 'everything in moderation'. TR

Methodology: *GolfSupport.com utilised the analytics tool SEMRUSH to collate the top 10 most popular cuisines worldwide; then the top three most popular dishes of those cuisines, respectively. The nutritional value from each dish was collected using the recipe website BBCGoodFood.com. The obesity projections for the top ten cuisines were taken from the World Population Review using the stats provided by the World Health Organisation. Credit https://golfsupport.com/.*

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Gourmet coffeehouse franchise to grow economy in key southern states

New Orleans, LA - PJ's Coffee of New Orleans – a gourmet coffee company renowned for its fresh beans and superior-roasting techniques – announced the next phase of its franchise growth recently, which entails a reinforced presence in the development states of Florida, Alabama, Georgia and Mississippi.

Currently, the quick-service restaurant (QSR) brand with a comforting coffeehouse experience that's just as memorable as the beverages themselves has established locations in Mississippi (10), Alabama (2) and Georgia (2). When assessing the active and future development pipeline, PJ's Coffee already has commitments from franchisees to introduce a total of 28 additional coffeehouses across the four states in the next two-to-three years.

One of the more prominent factors driving interest in PJ's Coffee's franchise opportunity is the heightened attraction to the QSR industry, specifically the coffee category. Its strength, stability and resilience has been on full display over the past 12 months, and PJ's Coffee is in prime position to maintain its growth momentum as the economy and entrepreneurial interest picks up.

"We are just scratching the surface regarding development within these states and therefore, there is a great opportunity to continue our expansion into this region," said Ryan Stansbury, vice president of franchise development for PJ's Coffee. "Expansion into these four states will not only improve market share and brand awareness but also contribute to the success of each franchised location through improved supply chain and cooperative marketing strategies."

This announcement comes on the heels of the International Franchise Association's (IFA) annual franchising economic outlook, which takes a quantitative look at the health and sustainability of the franchise industry.

The 2021 report echoes Stansbury's thoughts and aligns with PJ's Coffee's immediate expansion efforts. The IFA reports two of the top six states expected to sustain the highest franchise business growth this year are Florida (No. 2) and Georgia (No. 6).

Additionally, the report estimates franchise businesses will create nearly 800,000 jobs in 2021, bringing the industry total to 8.3 million employed. This includes the 12 to 15 new jobs each PJ's Coffee restaurant accounts for.

Looking ahead over the next three years, PJ's Coffee estimates it will add 60-75 new jobs in Alabama, 108-135 in Florida, 48-60 in Georgia and 120-150 in Mississippi.

About PJ's Coffee: *PJ's Coffee of New Orleans – pjsfranchise.com - was founded in 1978 by Phyllis Jordan, a pioneer in the coffee industry. The coffeehouse was acquired by Ballard Brands in 2008 which was spearheaded by brothers Paul, Scott and Steve Ballard. The New Orleans-based coffeehouse demonstrates that better beans, superior roasting techniques, and pure passion for the art of coffee-making matter. The brand serves a wide variety of hot, iced and frozen coffee beverages using only the top one percent of Arabica beans, as well as organic tea and fresh breakfast pastries, sandwiches and a New Orleans inspired beignet. With 42 years as an established brand, it continues to remain an authentic coffeehouse with a New Orleans spirit. PJ's Coffee has over 125 locations open and operating nationally and internationally.*

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