

# Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 26



## Appetizers

Wooster Products celebrates 100 years



The Toasted Yolk announces major southern expansion



WinCup's phade® straw receives innovation award



## Entrées

- Advertisers Directory.....2
- Appell Pie .....2
- Classified Ads.....14
- What's Going On .....3

# Enviromatic Corporation of America is celebrating 50 years of service

The Hood And Duct Cleaning Experts "Since 1971"

Bloomington, MN - Enviromatic not only sets the highest quality industry standards but they have continuously been a leading innovator in kitchen exhaust cleaning. These innovations have developed into many of the current industry standard methods, and

programs their staff created and perfected over the past 50 years.

**The Enviromatic innovative programs include:**

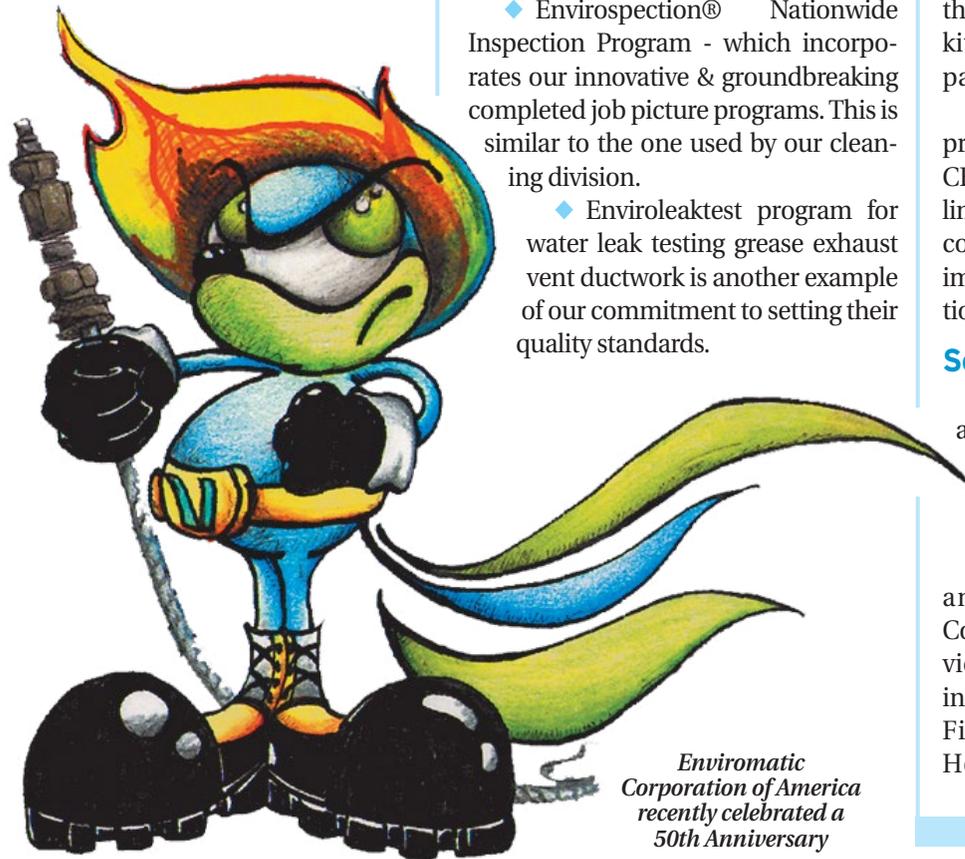
- ◆ Roto-Steamcleaning™ and Powerwashing method of cleaning
- ◆ Enviropection® Nationwide Inspection Program - which incorporates our innovative & groundbreaking completed job picture programs. This is similar to the one used by our cleaning division.
- ◆ Enviroleaktest program for water leak testing grease exhaust vent ductwork is another example of our commitment to setting their quality standards.

In addition to these initiatives, they continue to break new ground in the kitchen grease exhaust field with the development of the ViroGuard® UL listed Rooftop Grease Retention System for exhaust fans, their Virochem Chemical Division, and their Blower Balancing and Repair kitchen exhaust system service and parts division.

"We don't just say it's clean, we prove it!" stated Don Pfleiderer - CECS, CESI President. "Viro proudly does not limit ourselves to just these areas and continue to look for and find ways to improve our services, and fire prevention in the market itself."

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Enviromatic Corporation of America recently celebrated a 50th Anniversary

See ENVIROMATIC page 10

# Nathan's Famous & Ghost Kitchen Brands sign deal for 100 non-traditional locations

Jericho, NY - Nathan's Famous, Inc., the American tradition serving New York favorites for more than 100 years, has announced its partnership with Ghost Kitchen Brands (GKB). The partnership with Nathan's Famous and Wings of New York, Nathan's recently launched virtual kitchen brand, will help Nathan's continue to bring their new menu to consumers across US and Canada with 60 non-traditional locations to the U.S. and 40 to Canada by the end of 2021. Many of these new kitchens will live inside Walmart stores offering some seating, and all locations included in the deal will offer carry-out and third-party delivery.

"We're excited to continue our expansion across the US and Canada, and this partnership with Ghost Kitchen Brands grows our footprint even more," states James Walker, Senior Vice President, Restaurants. "We look forward to beginning this journey with GKB in their current kitchens and cities, with hopes of continued expansion over the coming years."

Ghost Kitchen Brands will be selling



Nathan's Famous, Inc., the American tradition serving New York favorites for more than 100 years, has announced its partnership with Ghost Kitchen Brands (GKB). Photo courtesy of: Christy Olliff (Trevelino Keller)

Nathan's Famous new menu as well as their recently launched Wings of New York virtual kitchen concept in their kitchens, with plans to grow up to 150 new locations by next year.

"We are thrilled to partner with Nathan's Famous, an iconic brand synonymous with American tradition and the flavor of New York," said George

Kottas, Founder and CEO of Ghost Kitchen Brands. "As we continue to grow and reinvent the restaurant industry with our unique restaurant concept, we take pride in helping iconic brands scale to reach and serve more customers, allowing customizations and combinations with other brands,

See NATHAN'S page 10

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## Appell Pie

People are so damn smart

Howard Appell ♦ Today's Restaurant Publisher

In the pandemic months beginning in March of 2020 people from all over the world have had their lives turned upside down and sideways too. Some have endured the loss of a parent, friend or relative yet the will to live carries us forward. The will to survive in business and life itself is extremely strong and creates achievements never thought of before.

The year 2021 has shown us that if we collectively set out to solve a problem we can do it in this country.

The word pivot has been used a lot by business people when asked, what is the one thing you had to do to survive these tumultuous times? Pivot in business is defined as fundamentally changing the direction of a business when you realize the current products or services aren't meeting the needs of the market. The main goal of a pivot is to help a company improve revenue or survive in the market, but the way you pivot your business can make all the difference. (Google Search)

*Upon further thought I realized that my successes have always involved pivots.*

Working remotely has changed the way we will be doing business well into the foreseeable future. Zoom type meetings have substituted for person to person meetings and sales calls. The remote call has its pluses and minuses. The plus is that your reach has grown substantially to cities and people

around the world without the expense and time of travel.

I recently was in a Zoom Networking call and speaker was critiquing our "1 minute elevator pitch" The speaker asked us to pivot from the normal name, telephone number and description, which is fine but we were asked to add a short story about one of our successes. I thought about it and I remembered a situation when one of our steady advertisers called me and yelled into the phone. "Don't ever ask me if I want to renew my ad, I just made a sale in Miami of over one hundred thousand dollars, just run the \*\*@#%\*\* thing" As I regained my composure I shared his success with a feeling of pride to know that we helped him get the sale.

Upon further thought I realized that my successes have always involved pivots. Most of the pivots were caused by outside circumstances, but change was required to maintain my business and sometimes personal life. We pivoted in 2001 when terrorism took center stage. In 2008 during the financial crisis and business almost took a knockout punch we pivoted in 2009 and redesigned the look of the newspaper and our website. In 2018 after twenty two years of publishing in print we pivoted again to an all-digital format and redesigning our website yet again. We added Email marketing, Restaurant Leads Reports and Networking meetings. In 2020 we along with the rest of the world, pivoted again to Zoom Networking meetings and added a second weekly meeting. Each time we pivoted we got better.

Imagine the pivots yet to come by companies like Tesla, Amazon, and other technology companies and yes, even restaurants. The changes to the labor force are forcing companies to pivot from humans to robots, self-driving delivery cars and drones. Beam me up Scotty. I can't wait to pivot again and get even better. 

### Index of Advertisers

Broward Nelson .....	3	ITD Safety .....	6 & 8
Carpigiani .....	9	Oil Chef .....	2
Enviromatic .....	3	On Call Voice .....	7
dingmenu .....	5	Thunderbird .....	16
Florida Restaurant Association ...	4	Toby Neverrett Auctions .....	2
Hudson Robinson .....	12	TRN Network Group .....	13 & 15



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## Important new products, corporate news and industry events

The Oasis, Wynwood's newest cultural hub, is opening May 8. The 35,000 sq-ft outdoor courtyard features several premier restaurant vendors. Alidror (original in NY) and Prince Street Pizza. A Stage for performances will also be included. A bar, Huacachina, is an indoor/outdoor cocktail lounge and nightclub will also be part of the Gigantic Hub.



Copper Fry Cups from America Metalcraft Inc., are now available for food-service. They took their most popular fry cup designs and are now offering them in an upscale copper. Choose from brushed or hammered finishes in angled or straight edge designs. With 70 years of service, American Metalcraft shows no signs of slowing down and looks forward to remaining a number one company in the industry for trend-focused and unique products and the best for customer service and satisfaction. Located in Franklin Park, IL, the company also expanded its product line now importing and producing more than 3000 products. Visit [amnow.com](http://amnow.com).

The 2021 Florida Restaurant & Lodging Show to be held again this year in Orlando, will from Sept 19 – 20th. There will be live culinary performances and awards ceremonies and listen in on roundtables. Emerging trends abound on the show floor with 350+ exhibitors.

Highlighting the restaurant industry's continued struggle with margins and profitability, Nectar Springs has introduced a line of naturally infused water options – Raspberry, Peach, Mango, Mixed Berry, and Spearmint – geared to significantly alter



how customers respond to beverage menu options at their local eating hang-out. According to Nectar Springs CEO John Jordan, restaurants have struggled for years with approximately 50% of customers opting for tap water as their primary beverage since it is the only beverage that meets their increasingly discriminating health needs. It seems that customers would rather settle for an inferior beverage (tap water) because there are no reasonably healthy alternatives. The traditional cola and juice drinks simply have too much sugar and artificial sweeteners. From the outset, Nectar Springs' focus has been to help the restaurant industry offer a refreshing beverage alternative their

customers will order regularly. Jordan added, "we've found there doesn't seem to be a price resistance when customers find beverage options they feel good about, especially those made with natural ingredients." Online at [nectarsprings.com](http://nectarsprings.com)



Linetec's wood grain finishes allow pergolas to present the natural look of real wood, while benefitting from lower maintenance and greater longevity. As more are eating and drinking outdoors at restaurants and other places, these wood grain finishes can provide a good choice for the establishment. "Typically constructed of real wood, the enjoy-

ment of a pergola can be hampered by the need for ongoing maintenance, seasonal storage and short lifespans. Overcoming these obstacles, pergolas now can be manufactured with aluminum and finished in wood grain coatings for a similar aesthetic to the natural beauty of wood, but with less care and longer lifespans," said Linetec's marketing manager, Tammy Schroeder, LEED® Green Associate. Linetec's specialty finishes for architectural aluminum products include more than 50 wood grain options of species and color along with textured grain patterns. These finishes can replicate expensive hardwoods like oak and walnut that may otherwise be cost-prohibitive for pergolas. Visit the company online at [linetec.com](http://linetec.com) for more detailed information.

Kuba Cocina, a classic Tampa restaurant is expanding with two new restaurants in St. Pete Beach and Seminole Heights. Chef/owner Felicia Lacalle offers classic Cuban dishes. One location will be at 7525 Blind Pass Rd in

See WHAT'S GOING ON page 6

# Broward Nelson

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# Wooster Products celebrates 100th anniversary

Wooster, OH – In an age where companies come and go, and product life cycles are measured (at best) in years rather than decades, it may seem strange that a company can thrive for over 100 years while committed to one safety concept. But that is the story of Wooster Products, an industry leader in anti-slip safety stair treads and walkway products. Long respected for their quality and innovation within the anti-slip market, their products for new construction, renovation, and OEM applications are found in commercial and industrial settings worldwide, including restaurants, commercial kitchens, and foodservice establishments. In a company that is centered around keeping people safe, it is no wonder that loyalty and relationships with customers, dealers/distributors, architects, specifiers, employees, and vendors play such a vital role in the company's success.

That culture of loyalty and the importance of relationships began early on. The company started as Safety Stair Tread Company in Cleveland, OH in February 1921 with a single product line - Alumogrit® cast aluminum stair nosings - that are still manufactured today. Slip and fall accidents are troublesome wherever they occur, but they can be worse when the slip is on a stairway. Whether those stairways are in the front of the house and traversed by customers, or in the back of the house and frequented by employees and vendors, non-slip stair surfaces eliminate workers comp claims and liability issues resulting from slip-fall accidents. With an even distribution of abrasive grit integrally cast into the surface, rugged nosings and treads provide an anti-slip surface with a long service life. They are ideal for basement stairs because they provide secure footing for employees racing to and from the basement for supplies, and they stand up to the beating that they take when kegs or two-wheel carts are dragged over them. They have resistance to especially corrosive environments, and can be installed indoors or outdoors, in new construction or in existing structures.

The HogSalt Hospitality team knows firsthand how challenging it can be to maintain a safe environment on back of the house stairways. They operate restaurants across the country, with several in the Chicago area.

"Au Cheval is a burger joint," said HogSalt general Manager John Gorr, "so we prepare a lot of burgers and fries. That's a lot of beef fat, which is not easy to remove. It tracks on people's shoes, it gets on everything, including the stairs. Slip and fall is a very high risk."

To mitigate the risk, HogSalt tried several different stair treads. While they initially provided firmer footing, their durability was a problem. Being in the back of the house, vendors would use the stairs, bringing deliveries in with two-wheel carts. It wasn't long before the fiberglass

and nurtured lead to new products being developed - like aluminum metal molding and trim which were popular in restaurants, theatres, and bars. The factory moved to Wooster, OH and, changed their name to reflect their diversified product line, becoming Wooster Products in 1929.

Loehr bought as many shares in the company as he could afford, and attained controlling interest in the 1930's. He ran the company until

1956 and his family continued until they sold to the Arora family in 1980. Throughout

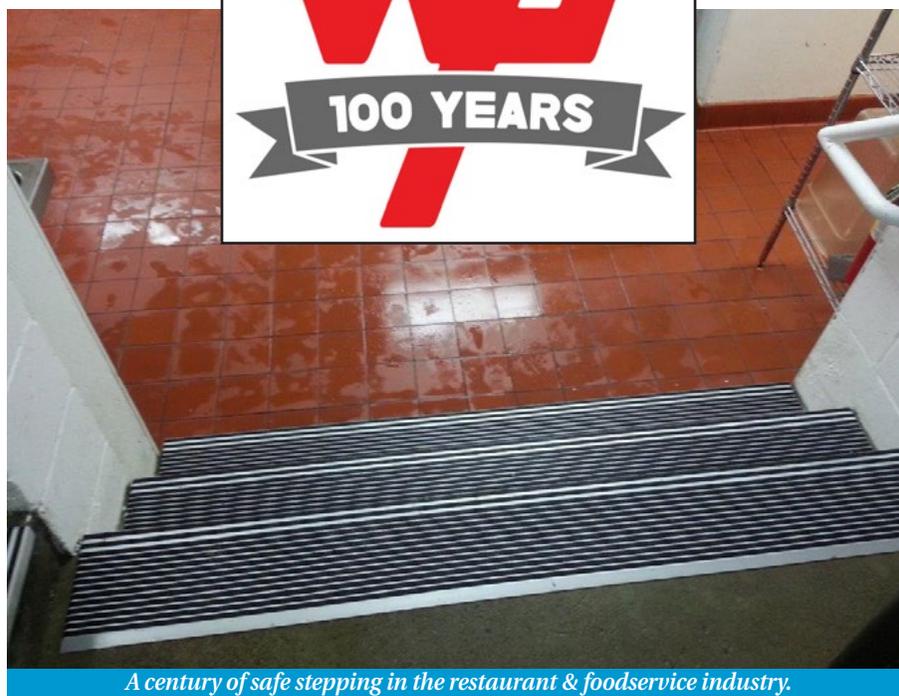
Harvey believes in cultivating relationships and establishing a positive climate in the workplace. That environment led the company from their initial product line to a varied mix of products - all geared to making egress safer in many environments. "I don't look over anyone's shoulder. People know what is expected and they figure a way to get the job done," continued Harvey. "People spend more time at work than they do at home, so we try to make it a place they enjoy coming."

Tim Brennan, Sales and Marketing Manager, noted that diversity in their product line has helped Wooster stay relevant through the years.

"If new construction is down, then renovation is up," said Brennan. "Safety and code upgrades help us to maintain sales and stay in front of customers. We're always discussing what could be a new and relevant product for us." Most of our sales take place outside of town, so a lot of people in around the city of Wooster are not aware of what we do, and what we've been doing for a long time," he said.

Although residents of Wooster may not know much about the company, restaurant groups, restaurant interior construction and renovation firms, as well as individual owners, architects and specifiers do. That's why they call for Wooster Products to be included in their wide-ranging projects. From Hogsalt Hospitality venues, to Piece Management Group projects, to jm Curleys in Boston, to numerous Chopt locations, and many more restaurants throughout the country. In addition, there are Wooster Products in the Rock & Roll Hall of Fame in Cleveland, Amazon headquarters in Seattle, the Statue of Liberty, Cowboys Stadium in Dallas, and many, many schools, public buildings, transportation facilities, and other structures in between.

**About Wooster Products:** Wooster Products - [www.WoosterProducts.com](http://www.WoosterProducts.com) - is the industry leader in anti-slip stair treads and walkway products. They have been manufacturing anti-slip products for new construction, renovation, and OEM applications since 1921. Long respected for quality and innovation, their products include cast iron (Ferrogrit®), cast aluminum (Alumogrit®), extruded aluminum (Spectra, Supergrit®, Stairmaster®, and Flexmaster®), pressure sensitive adhesive tape (Flex-Tred®), and coatings (WP-70, Walk-A-Sured®, and Safe-Stride®), as well as photoluminescent (glow-in-the-dark) nosings and treads (NITEGLOW®).



*A century of safe stepping in the restaurant & foodservice industry.*

treads cracked. Gorr and his team then tried aluminum stair nosings but with no grit in the front, they were slippery.

Their search for a better alternative led them to an interesting spot. The subway.

"We were talking about different treads, and my boss asked, 'what do they use on the subway?'" recalls Gorr. That led them to check out Wooster Products, and their Alumogrit® product - the same product that launched the company a century ago.

While the company started with a single product - it wasn't long before they added more products. Charles "Chic" Loehr began working soon there soon after his college graduation, listening to customers as well as his employees, cultivating trust, and fostering relationships. The culture he established

their entire 100-year history, Wooster Products has always been a family company, with employees considered a part of the extended family.

Although the family company changed families in 1980 when the Arora family purchased Wooster Products, the new owners continued to foster loyalty by cultivating relationships at all levels.

Company President Poonam Arora Harvey points out that Wooster Products is built around the people who work there.

"It is all about the employees," she said. "They are the ones who drive the success of the business. Having the right people in the right place makes my job easier. Our Production Managers have been here a long time and know how to get things done."



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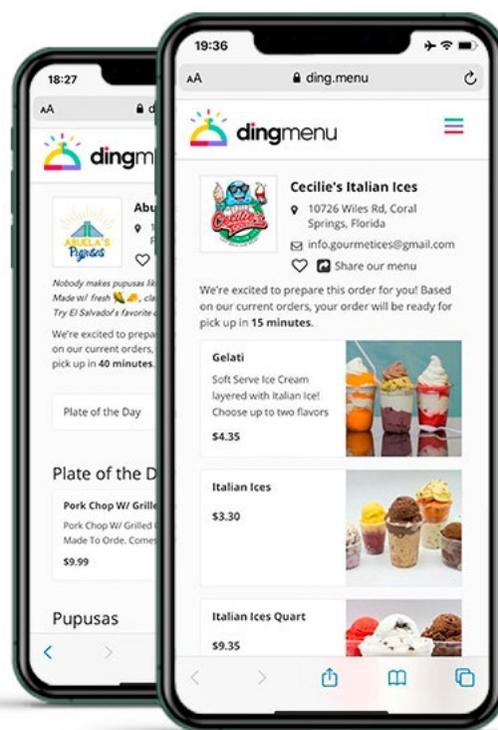
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# What's Going On from page 3

St Pete Bch. The other will be Seminole Heights. Visit the website to learn more [kubacocina.com](http://kubacocina.com).

**New Orleans-based Ruby Slipper Restaurant Group**, comprised of the iconic Ruby Slipper Café and sister concept, Ruby Sunshine, has announced continued expansion in the South Eastern region with locations in Charleston,



John McKay

SC and a second Birmingham, AL restaurant opening later this year. The restaurant group is positioning itself for rapid growth with plans to double in size over the next three years and have recently brought on industry veteran John McKay as their first VP of Real Estate and Development, effective immediately. Learn more at [therubyslippercafe.net](http://therubyslippercafe.net).

**Novolex – Novolex.com** - is offering creative solutions to help restaurants with increased customer demand for con-

venient takeout and curbside service with a variety of plastic cups and containers for “drinks to go.” As restaurants evolve and offer more carryout, Novolex brands are creating ingenious ways to help them thrive in the changing world. In addition to “drinks to go,” which can be branded to customer specifications, restaurants can choose from a variety of family-style carryout boxes, peace-of-mind packaging that prevents tampering, and disposable table and chair coverings. “We have a number of inventive products to help restaurants, and our teams have ramped up efforts to find more every day,” said Paul Frantz, Food & Delivery Segment President for Novolex. “Our ‘drinks to go’ products allow restaurants to offer alcoholic beverages to be enjoyed at home with takeout meals — a great option for both the restaurant and the patron looking for more than a meal.”



beyond,” said Wish Farms’ owner Gary Wishnatzki. “This is a strawberry town, so keeping our new address here means a lot to our company, employees and growers.” Photo credit: Chad Baumer.

**Chick N Max**, a next generation fast casual franchise specializing in **almond wood smoked chicken and wings**, chef-crafted sandwiches and tenders, recently announced the launch of its franchise opportunity and plans to expand across the Central and Southeastern United States. With three locations in Wichita, KS



the brand was named one of the top 20 brands to watch. Visit [chickenmax.com](http://chickenmax.com) for all company info.

**Gold Medal has announced the recent launch of its new Signature Series Brand Seasonings for the foodservice industry.** “The launch of the Signature Series is an outstanding way to introduce all foodservice professionals to the delicious sweet and savory flavorings and color blends Gold Medal has to offer. Whether you’re cooking in a restaurant or at home, these products spark creativity in the kitchen with a wide range of applications. The high quality and versatility of the Signature Series will keep customers coming back,” shared Gold Medal president, Adam Browning. Gold Medal has a dedicated page for the Signature Series, including all 60+ flavor and color offerings. Visit: [gmpopcorn.com/signature-series](http://gmpopcorn.com/signature-series) for more details, or call 800-543-0862 to speak with a Gold Medal representative.



**Canada’s Food Island and the Prince Edward Island** mussels and oyster industries are announced the launch of **The Social Shell** – a digital destination designed to educate, inspire and create a community around oysters and mussels from Prince Edward Island. The Social Shell empowers consumers to enjoy oysters and mussels more frequently with simple tips for shopping,

storing and cleaning, as well as oyster shucking tutorials, recommended tools and techniques for easy-at-home preparation and a variety of delicious recipes. The Social Shell will also showcase chefs and industry experts

who will be debunking common misinformation around oysters and mussels, while sharing facts, interesting insights and some favorite cooking tips and recipes. Canada's Food Island is an initiative of Food Island Partnership. Food Island Partnership

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

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**ITD FOOD SAFETY**

# Eastern Tabletop and Vyv to bring antimicrobial lighting products to hospitality / buffet industries

Award-winning UV-free lighting product line offers a new layer of continuous antimicrobial protection from the commercial kitchen to the front of the house

Brooklyn, NY – Even with diligent cleaning, bacteria, mold and mildew continue to build up on food prep stations, counters and tables. This is an ever-present challenge to restaurants, universities, hotels, convention centers, and country clubs. With the health-conscious customer today we have choices and changes to make toward creating cleaner, protected food preparation and dining environments.

Eastern Tabletop Inc., a leading provider of buffet equipment, in partnership with Vyv, the pioneer in continuous use UV-free antimicrobial light technology, introduced CLEANOHR™, a new line of products designed for hands-free microbial cleaning of commercial kitchens, buffet stations, and conference rooms. This new line up of products is part of Eastern's mission to keep the hospitality industry alive and thriving and help everyone adapt and transition to a new, cleaner world.

“With CLEANOHR™, 2021 recipient of the Kitchen Innovations Award, we are able to create complete interior environments that are fundamentally inhospitable for viruses, bacteria and other microbes to survive, replicate or grow on surfaces2,” said Sol Basch,



Eastern Tabletop, a leading provider of buffet equipment, in partnership with Vyv, the pioneer in the use UV-free antimicrobial light technology, introduced CLEANOHR™

President of Eastern Tabletop Inc. “By partnering with Vyv, Eastern is making a major advancement in our mission to instill greater confidence for people to feel secure as they begin to travel and dine out again.”

Each year foodborne illnesses sicken 48 million Americans (approximately 17% of people in the United States) and lead to 128,000 hospitalizations and 3,000 deaths.1 Eastern's CLEANOHR™ continuous-use antimicrobial lighting products kill 2 foodborne organisms such as salmonella and listeria as well as many other organisms, including viruses and is foundational to creating a multilayered

defense system. Ideally designed for retrofit, remodel and replacement, the unique aspect of CLEANOHR™ is that it multitasks as both traditional lighting while providing antimicrobial protection 24/7 with Vyv's proprietary Antimicrobial+Light™ LED technology, which meets standards for continuous and unrestricted use around people.

“With the exponential rise in demand for proven and trusted environment wellness solutions, Vyv's continuous use antimicrobial technology combined with Eastern's quality products and trusted reputation, allow us to provide solutions that

address both the current and future challenges facing the hospitality industries,” said Kristin May, Chief Commercial Operations Officer, Vyv. “The new line up of CLEANOHR™ products with Vyv antimicrobial LED technology inside perfectly positions Eastern to bring sustainable solutions to both help in the transition to get this sector back up and running and continue to combat these microbial issues well beyond the current pandemic challenges.”

**About Eastern and Cleanohr™:** Eastern Foodservice Inc. is a leading manufacturer and distributor, for over a half a century, of buffet and food service equipment including mobile buffets, Grab 'N Go displays, chafers, coffee urns, induction units, outdoor patio heaters, and The Hub Buffet System. CLEANOHR™ Lite, a registered trademark of ETT® LLC, develops innovative and high-quality products for the food service and hospitality industry. CLEANOHR™ is proud to be a Kitchen Innovations™ awardee of the year. For more information, visit [www.cleanohr.com](http://www.cleanohr.com).

**About VYV:** Vyv is a health tech company and creator of a new kind of continuous cleaning protection using visible light. Vyv, formerly Vital Vio, offers proprietary non-UV antimicrobial LED technology that creates environments inhospitable to the growth of viruses, bacteria, fungi, yeast, mold, and mildew. Unlike UV-C light, Vyv meets international standards for continual and unlimited use around people in homes, public places and across industries. As antimicrobial overhead lighting, Vyv can be found in food manufacturing and services; healthcare facilities; travel and hospitality; retail, commercial and public buildings; and many other places. Vyv technology is also embedded within commercial and consumer products and applications. For more information, visit [www.vyv.tech](http://www.vyv.tech).

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# The Toasted Yolk Cafe announces major southern expansion

Houston-based breakfast franchise sets its sights on Tennessee, Alabama and Florida

*The Toasted Yolk's continued expansion attests to the company's ability to fill a void in the marketplace.*

Houston, TX The Toasted Yolk, a full-service dining concept that serves high-quality breakfast and lunch fare alongside boozy brunch cocktails, announces the start of its journey outside of the Lone Star State. With its sights set on the Southeast region, The Toasted Yolk has officially added single and multi-unit franchise owners in Memphis, Tennessee as well as Dothan, Alabama, and the popular brunch destination has plans to dive into in Florida shortly thereafter.

"We are very happy that we are expanding the brand in the Southeast, especially with the quality of operators that are new to our system," said Chris Milton, Co-Founder and CEO of The Toasted Yolk Cafe. "In the South the restaurant industry has benefitted from reasonable COVID restrictions, so we saw very little dip in 2020 sales and in fact were up substantially in sales the last two quarters of the year and have continued that momentum into 2021. The category is still hot; the South is primed for growth, and we feel like the Toasted Yolk brand is really resonating more than ever with customers."

The Toasted Yolk's continued expansion attests to the company's ability to fill a void in the marketplace. The franchise was able to identify the South's need for full-service, high-quality breakfast restaurant destinations and tap into this growing industry. In 2021, The Toasted Yolk Cafe will be expanding its national footprint by bringing in qualified franchisees to establish the brand in Memphis, Tennessee and Dothan, Alabama. In addition to the Southeast expansion, the cafe is actively looking to bring its unique dining atmosphere into the Sunshine State by scouting locations in South Florida.

This monumental step comes off the tails of successful Houston-area expansions. In December of 2020, the franchise opened its lowest-cost cafe to

date in League City, Texas, with a total project cost being less than \$500,000. This fête was accomplished due to The Toasted Yolk's unique opportunity to expand and tactically take advantage of lower-cost real estate while others in the industry were focused on downsizing. This June, The Toasted Yolk will continue their strategic growth in the Houston-area with new units in the Bellaire area of Houston as well as four to five additional units in the latter part of the year.

"We are seeing a substantial increase in inquiries from very qualified franchisees with other brands who appreciate and see the value of our hours of operation, bar-forward approach and simplicity of our concept and who are looking to add to their portfolio, which is promising for our growth in and outside of Texas," said Milton. 

**About the Toasted Yolk Café:** *The Toasted Yolk Café - thetoastedyolk.com - is a full-service neighborhood eatery featuring reimagined interpretations of traditional breakfast and lunch classics. A product of industry veterans and friends Chris Milton and Mathew DeMott, the Toasted Yolk Café is dedicated to serving dishes made with only the highest-quality ingredients and served in a vibrant and comfortable atmosphere. The restaurant is committed to unwavering quality of food, farm-to-table freshness and unmatched service. The menus offered are tailored to meals enjoyed throughout the day, allowing diners to enjoy egg specialties and coffee in the morning, boozy cocktails and savory pancakes at brunch, and a variety of delicious salads, sandwiches and soups at lunch.*

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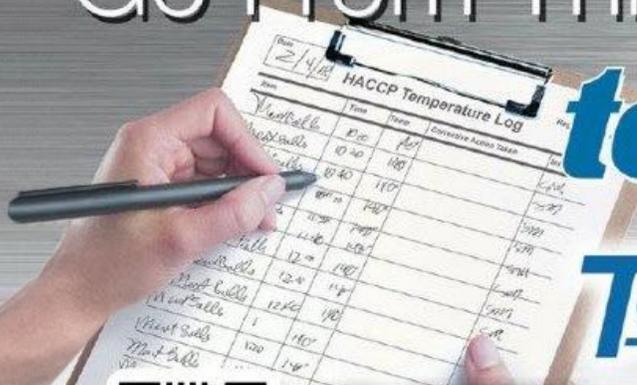
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*The Toasted Yolk has officially added single and multi-unit franchise owners in Memphis, Tennessee as well as Dothan, Alabama, and the popular brunch destination has plans to dive into in Florida shortly thereafter.*

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# Keep customers safe from illness and avoid fines

By Judd Ettinger

President, MasonWays

As we settle into a 'new normal', it is no secret that precautions for food safety are a top priority for restaurants. The food service industry is working hard to provide and educate food handlers, chefs and others providing commercial food services that they must ensure the health and safety of their staff and customers. In addition, there is the concern of being subjected to regular health department inspections and fines. Not storing perishables and food properly can result in unexpected fines or forced closures until conditions improve, resulting in a loss of revenue.

Food safety remains one of the most crucial areas of focus today. Individuals at every level of the food supply chain have the responsibility to inspect food products and handle them with extreme safety. Diligence in the transportation, inspection, and the handling of food makes a major difference for food safety and spread of germs and virus transmissions. Dunnage racks prevent opportunities for bacteria to infiltrate and contaminate food products. Restaurants that accidentally serve contaminated food put their customers at risk of foodborne illness and disease. This can lead to severe damage to a restaurant's reputation and negatively impact sales.

Foodborne illnesses are 100



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percent preventable by adopting a food safety culture. This includes providing ongoing training, regular inspections, and implementing proper food safety protocols. One fast and affordable solution that can be implemented is to keep all food items off the floor to meet regulations for food safety. Dunnage Racks are the perfect platform for storing perishable foods or inventory. Elevated dunnage rack bases keep food products safe and secure from bacteria possibly contaminating food storage and products. The unique vented design allows for air flow and superior circulation through top slots which prevents condensation and bacterial buildup. Units are heavy duty (supporting weights up to 4,000 pounds) for storage of larger bulky items. Manufactured with polyethylene plastic which is anti-microbial. Bases provide protection that can prevent and control microbes to help keep food stuffs sanitary and stored properly. Sustainable and recyclable plastic dunnage racks are compliant with food industry standards for sanitation against foodborne

illnesses. Units are easy to clean and will not rust like aluminum.

Our company, MasonWays produces over 80 base sizes to fit specific space requirements along with four Dunnage Product lines. Our Dunnage Racks carry a 10-year warranty, are NSF certified, and manufactured with USDA approved materials. Bases are impervious to the weather, chemicals, and cleaners. MasonWays bases are economically priced and are available in colors to easily implement a color-coding system to mitigate cross contamination. Temperature-resistant from minus -20 to +180 degrees

Fahrenheit. Units are ideal for use in coolers, freezers, back rooms, and food preparation areas.

For over 35 years, MasonWays has produced a wide range of products including patented solutions for C-Stores, Fuel Chains, Supermarkets, Mass Merchandisers and the Food Service Industry passing stringent quality control and food safety requirements. Five strategic locations help to expedite delivery and reduce shipping costs. **TR**

For more information call 800-837-2881 or email [judd.ettinger@masonways.com](mailto:judd.ettinger@masonways.com). Online at [www.Masonways.com](http://www.Masonways.com).

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## Enviromatic from page 1

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**End User, AHJ / Inspector Training.** Providing kitchen exhaust training for end users and AHJs

Viro looks forward to the next 50 years of development, partnership, and leadership. **TR**

**About Enviromatic:** Enviromatic's new corporate headquarters is located at 9715 Humboldt Ave. S, Bloomington, MN 55431. They also have Regional offices located in Atlanta, Chicago, Denver, Houston, Bloomington, and Orlando. Their branch offices are located in Austin, Columbus, Dallas, Des Moines, Kansas City, St Louis and Fort Lauderdale. The newest shop is opening in Woodbridge VA.

For more information on Enviromatic Corporation of America, Inc. call them at 800-325-8476, fax them at 877-325-8476. Visit the company online at [www.enviromatic.com](http://www.enviromatic.com).

## Nathan's from page 1

all in the convenience of one order."

For diners in the US, they will be able to order Nathan's menu items such as the brand's world-famous hot dogs and crinkle cut fries, the NY Cheesesteak by Pat LaFrieda, as well as the brand's new line of premium burgers and fried chicken sandwiches, as well as the Wings of New York wings and tenders a la carte, wings and French fry combos and Harlem-style chicken and waffles. Canadian consumers will now have a sampling of Nathan's Famous menu at their fingertips. **TR**

**About Nathan's Famous:** Nathan's – [nathansfamous.com](http://nathansfamous.com) - is a Russell 2000 Company

that currently distributes its products in 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, and fourteen foreign countries through its restaurant system, food-service sales programs and product licensing activities. Last year, over 700 million Nathan's Famous hot dogs were sold.

**About Ghost Kitchen Brands:** Ghost Kitchen Brands – [ghostkitchenbrands.com](http://ghostkitchenbrands.com) - has partnered with famous restaurant brands, iconic consumer packaged goods and the most innovative technology companies to create the utmost advanced and scalable Ghost Kitchen concept. With a portfolio of over 20+ brands and growing, each optimized kitchen freshly prepares those branded products like a one-stop food court for walk-ins or 3rd party delivery customers. With the potential to open 365/24/7, customers are offered access to all our brands in a single order and a single delivery or pickup.

# WinCup's phade® straw receives Innovation in FoodService Award

First mass produced marine biodegradable, home and industrial compostable drinking straw recognized as sustainable alternative to petroleum-based plastic straws

Stone Mountain, Ga. – The phade® brand of PHA-based straws manufactured by New WinCup Holdings, Inc. has received the Innovation in FoodService Award for Sustainability Solutions from the National Restaurant Association and SmartBrief. The phade® straw is the first mass produced marine biodegradable and home and industrial compostable drinking straw made with PHA (polyhydroxyalkanoate), a substrate derived from the fermentation of canola oil. While maintaining the feel and user experience of a traditional plastic straw, the phade® straw was recognized for its extraordinary ability to quickly biodegrade in marine and backyard and industrial compost environments.

The inaugural FoodService Innovation Awards recognize innovative new or updated products and services that exemplify adaptability and resilience in three categories: sustainability, technology, and safety and health. Honorees were judged on several different criteria, including uniqueness in the market, ability to solve a problem, and suitability for use by a panel of judges composed of restaurant industry executives, Association experts, and SmartBrief editors. WinCup's



The National Restaurant Association and SmartBrief awards WinCup for its sustainability solutions.

phade® was among just six other companies/brands recognized in the Sustainability Solutions Category, and was the only disposable product to win this prestigious award.

"We are honored that the National Restaurant Association and SmartBrief recognized that the phade straw, made with advanced sustainable technology, has the potential to change the world,"

said WinCup Chief Executive Officer Brad Laporte. "Solving the global plastic crisis will require creativity and innovation, and phade® reflects WinCup's commitment to constantly pursue new solutions for our environment. We are even more excited to share this recognition with other leading brands in this category who share the same passion and vision for a more

sustainable world. Getting to this point has not been easy, so this award means the world to us as we continue to innovate our products with a focus on sustainability."

The key to phade® is PHA. PHA is used as a food source by bacteria that biodegrades the phade® straw in a matter of months instead of hundreds of years like petroleum-based straws. WinCup has long been manufacturing foodservice products and has the infrastructure in place to scale phade® with market demand. WinCup received the 2020 Innovation in Bioplastics Award from the Bioplastics Division of PLASTICS (The Plastics Industry Association) for the development and launch of phade®.

The development of phade® involved a rigorous testing and certification process. TUV AUSTRIA, a globally recognized independent third-party certifying body, certified phade® as biodegradable in both industrial and backyard compost settings in a matter of months. TUV also certified the material from which WinCup's phade® straw is made as marine biodegradable. Additionally, the Biodegradable

See WINCUP page 14

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8	Chef Marcc	Poinciana F	340 Royal F	Palm Beach	33480	212 966-27 Nov - Dec 2		Marco.barbisotti@santambroeus.com
9	Owners Ch	was McGov	321 West F	Decatur	30030	404 469-6863		scutoakhurstshiring@gmail.com
10	Co-owner Victor	Erazo	3975 Holco	Norcross	30092	470 395-7936		victor@peachtree-cafe.com
11	Elijah Sleigl	(NY Based)	3150 Hwy 3	Newnan	30263	678 423-8694		duffsnewnan@gmail.com
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13	Daniel Kim,	(they have	3492 Satel	Duluth	30097	770 302-22 Late Nov - 1		cs@boxete.com
14	Owners De	The old Sm	282 Norma	Valdosta	31601	850 629-40 TBD checke		Wahoosseafoodgrill.tally@gmail.com
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## What's Going On from page 6

is an industry-led organization tasked with growing the food industry through food company and food cluster development on Prince Edward Island. For more information, visit [www.foodislandpei.ca](http://www.foodislandpei.ca).

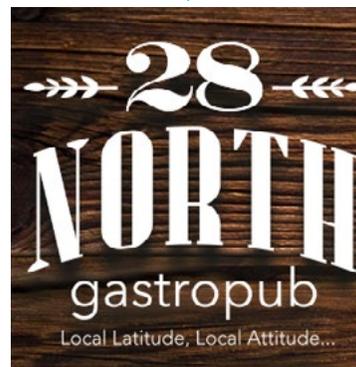
◆ **PJ's Coffee of New Orleans** – a gourmet coffee company renowned for its fresh beans and superior-roasting techniques – announced the next phase of its franchise growth recently, which will include a good presence in the development states of Alabama, Florida, Georgia and Mississippi. PJ's Coffee already has commitments from franchisees to introduce a total of 28 additional coffeehouses across the four states in the next two-to-three years. 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. Ryan Stansbury is the vice president of franchise development for PJ's Coffee. Visit [pjsfranchise.com](http://pjsfranchise.com).



benefits to this product based on the linerless label cassette design and auto cutter capabilities," said Hobart Product Line Manager of Weigh Wrap Sheila Campbell. "Using linerless labels eliminates the backing paper, reducing waste and promoting sustainability. Dynamically sized labels eliminate the potential of unnecessary blank space maximizing label use. As a result, customers will get significantly more labels out of each roll, reducing consumables costs. The innovative auto cutter feature eliminates the need to manually tear the label and risk damaging the barcode or other printed information.

Each label is mechanically cut without operator intervention, resulting in a consistent cut and fully legible printed data. The cartridge style cassette is easily removed to quickly replace label stock and the customized design allows linerless labels to effortlessly flow through the cassette making the operator's experience simple and efficient." Visit the company website online at [hobartcorp.com](http://hobartcorp.com).

◆◆◆◆  
Rising ocean temperatures are leading to rising levels the harmful neurotoxicant methylmercury in popular seafood, according to research completed by Harvard scientists. Safe Catch has created a proprietary testing technology that allows the company to rapid-test fish for mercury levels ensuring that the fish meet strict mercury standards below what the FDA recommends. **For the first time, Safe Catch is now offering its mercury tested tuna and salmon in 43-ounce pouches designed for catering, restaurant and food service use.** Each 43-ounce food service pouch would make about 12 sandwiches, or 12.5 servings of 3.5 oz tuna salad. Safe Catch also uses sustainable catch methods. See [safecatch.com](http://safecatch.com) for details.



◆◆◆◆  
◆ **United Fresh** announced nine of the country's most innovative chefs and foodservice professionals representing an array of culinary styles and backgrounds to be honored this June during the United Fresh 2021 Convention & Expo as part of the United Fresh Produce Excellence in Foodservice Award Program, sponsored by FreshEdge™. The program honors chefs and their companies for their creativity in highlighting fresh produce on their menus, introducing diners to new flavors, and presenting creative ways to enjoy fresh produce. Of the nine, for Fine Dining Restaurants it is **Chef Kyle Patrick Hash, Executive Chef, 28 North Gastropub, Melbourne.** To see all and learn more visit [unitedfresh.org](http://unitedfresh.org).

◆◆◆◆  
◆ **Hobart is now offering its new HT Scales with linerless label cassette and auto cutter.** Adapted from its scale technology expertise, the latest linerless technology ensures simple operation, minimum cleaning and maximum life expectancy. This intelligent auto cutter design automatically sizes and cuts each label leaving a uniform edge, while the linerless label cassette reduces waste and increases operational efficiency. "There are so many



◆◆◆◆  
◆ **Today's Restaurant** invites you to submit information for the What's Going On column at any time. Please email your company or product info to [terri@trnusa.com](mailto:terri@trnusa.com) and try to keep the word count under 200 words. You can get free publicity for your company's product, service or upcoming event! Then check the rest of our website for more information, foodservice news, back issue PDFs, classified ads & more!

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# 14 secrets of Amazon's success everyone should practice

**John Tschohl** ♦ Restaurateur and founder of BellyMelly

Amazon just released its 2020 annual sales. I follow Amazon every day. Jeff Bezos is stepping down to become executive chairman and promoting Andy Jassy to CEO. Andy was CEO of Amazon's cloud business (AWS). Sales with AWW were \$45.4 billion in 2020, with an operating net income of \$13.5 billion. This is business to business sales.

In humor but true I always say most people do not copy Amazon because they do not want to have a sales increase of \$105.6 billion, a stock increase of 76% and have a personal net worth of \$183.8 billion. Too much money and too much work for most people.

Let's look at the results. Sales last year increased 38% to \$386.1 billion. This is a \$105.6 billion increase. Net income increased from \$11.6 billion to \$21.3 billion. They now have 1.1 million employees an increase of 400,000 employees last year. Jeff Bezos started Amazon in 1994 with 2 employees. Roughly 40% of online shopping in the U.S happens at Amazon.

Amazon in my opinion is the most customer-driven firm in the world. NO ONE can match their relentless focus on customer service. I want to share some principles you can use in your organization to start to model

the success and performance Amazon delivers every day.

If you really want to study Amazon sign up under Investor Relations for its daily financial reports. Always read his letter to stockholders in every annual report. ALWAYS. My challenge to all my clients and fans is to master the principles of Jeff Bezos and Amazon.

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking.

## Lessons to Learn:

1. Bezos focuses on strategy over detail
2. They have a hard-charging culture. High performance. Bezos wants all employees to treat Amazon as a startup
3. "I constantly remind employees to be afraid, to wake up every morning terrified."
4. Bezos and Amazon are risk-takers. Willing to gamble and make big decisions
5. Spending \$700 million to develop his employees
6. Everything is built around the customer experience.
7. One of the few firms that uses technology to improve the customer

experience. I like to pick up the phone and talk to Amazon. They go through some security protocols and then answer with a live person who is empowered to always say yes and quickly solves the problem. Never a need to move up the chain of command. You do not have to give your address or personal information because they use technology better than any other firm in the world.

8. Operate 24/7 online, chat or on the phone

9. Everyone is empowered. I have never had an employee tell me NO.

10. They use your name when on the phone

11. Everything is built around speed. They do everything 10 times faster than any other business in the world without mistakes

12. When they screw up they immediately practice service recovery (Less than 1% of the companies in the world can spell these 2 words)

13. They have the best prices. Amazon is always trying to lower its prices. When people shop at Amazon they value price. Not enough firms understand the power of price. Amazon has it mastered.

14. Amazon is focusing on innovation and willing to try new ideas and learn from its mistakes. 

## WinCup from pg 11

Products Institute, Inc. (BPI) has certified phade® as industrially compostable.

"Receiving a recognition of this caliber inspires us to continue innovating as demand increases for viable alternatives to traditional, petroleum based plastic products," said Michael Winters, WinCup's President and Chief Revenue Officer. "We have worked incredibly hard to alter our entire business model to create advanced environmental solutions, like phade®, that will play a vital role in solving the global plastics pollution crisis. This straw is just the beginning of what we expect to be an extremely exciting future in biodegradable polymer technology."

WinCup's focus on sustainable solutions was bolstered when Los Angeles-based private equity firm Atar Capital acquired the company in 2020. Among Atar's core principles is a commitment to sustainability and investing in companies working toward protecting the environment.

**About WinCup, Inc.:** WinCup, Inc. which is headquartered in Stone Mountain, Georgia, has recently been acquired by Atar Capital, a Los Angeles based global private equity investment firm. WinCup is a leading manufacturer of traditional and sustainable disposable cups, bowls, containers, lids, and straws. The company's eight manufacturing locations are committed to high-quality products and superior customer service. To learn more, please visit [www.wincup.com](http://www.wincup.com) and [www.phadeproducts.com](http://www.phadeproducts.com). 

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