

# Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 24

## Appetizers

Aloha Poké explores ghost kitchen concept



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Freddy's Frozen Custard plans 50 new units in Southeast



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Eureka! The future is now!



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# Restaurant business trends to follow in 2021

By Jay Bandy

President of Goliath Consulting

2020 has been quite a learning experience. From social distancing to customers wearing face masks, the COVID-19 pandemic has introduced us to new vocabulary and concepts never heard of in the restaurant industry: businesses had to sell grocery items and toilet paper during the quarantine, specialty menu items had to go due to supply chain issues and some indoor spaces had to be closed off to accommodate new safety measures.

This is now the new norm, and we know that some of these changes are here to stay. But now that you've learned everything the hard way, what can you do to plan ahead for the new year? Here are our best guesses for the business trends of 2021.

### Design

It's a new era of drive-thrus. Part of its upsurge comes from off-premise dining becoming widely adopted due to the pandemic, but there's been an overall uptick in digital sales that's helped drive-thrus gain significant traction. Brands like Starbucks are increasing their drive-thru prevalence to



*This is now the new norm, and we know that some of these changes are here to stay.*

accommodate the demand for contactless orders. Domino's launched their "Carside Delivery" Service nationwide this June which would allow customers to receive their online order without ever leaving their car. Del Taco has also been expanding its takeout and delivery channels, allowing the chain to keep company dining rooms closed to streamline the service modes more relevant to today's guests.

Meanwhile, Chipotle is testing out new restaurant designs, and now have more than a 100 "Chipotlanes," drive-thru stores where customers can pick up their digital orders. These pick-up lanes are also more profitable, said Jack Hartung, Chipotle's CFO, adding that the lanes help "drive our high-margin digital order-ahead transaction." He also has the numbers to prove his point: Digital sales at Chipotle accounted for 19.6% of total sales at the chain pre-pandemic, but in the first quarter, digital sales grew 80.8%, reaching a record \$372 million, while digital sales accounted for 26.3% of total sales.

Drive-thru spaces aren't the only thing businesses have been

See **RESTAURANT TRENDS** page 12

# SBA announces simplified PPP loan forgiveness for PPP loans \$50k or less

By Steve Whitehill

In early October 2020, the Small Business Administration issued additional Paycheck Protection Program (PPP) guidance for simplified forgiveness for loans of \$50,000 or less in order to ease the process from smaller borrowers. The move simplifies the proceeding of financial relief to small businesses and guarantees that taxpayer dollars remain protected throughout the process.

The PPP, which was part of the CARES Act passed by Congress in March, accounts for more than \$525 billion in loans supporting America's smallest businesses. In order to qualify for the loans, businesses must meet certain criteria such as an eight-week or 24-week employee retention period. Currently, the loans aid more than 51 million American jobs, providing stability and economic growth throughout the country.

In early June 2020, Congress extended the deferral period for borrower payments of principal, interest, and fees on all PPP loans, to the date that SBA remits the borrower's loan forgiveness amount to the lender (or, if the



Steve Whitehill

borrower does not apply for loan forgiveness, 10 months after the end of the borrower's Covered Period). Previously, the deferral period could end after 6 months. This automatically applies to all PPP loans, and no modification of a promissory note to reflect the required statutory deferral period is required. With the updated application process, the SBA intends to make the criteria as clear and understandable as possible.

The updated PPP forgiveness process is also intended to be as streamlined and efficient as possible.

### Simplified forgiveness for ppp loans of \$50,000 or less

The new rule applies to borrowers who received loan amounts of \$50,000 or less. However, if borrowers and their affiliates received loans totaling \$2 million or more, they cannot apply for the forgiveness under this simplified program. To Facilitate the process the SBA introduced a new Loan Forgiveness Application (SBA Form 3508S) form. It is a simple, one-page form. Treasury Secretary Steven T. Mnuchin stated that they are "committed to making the PPP forgiveness process as simple as possible while also protecting against fraud and misuse of funds."

One important item to note is that borrowers that use SBA Form 3508S (or lender's equivalent form) are exempt from any reductions in the borrower's loan forgiveness amount based on reductions in full-time equivalent (FTE) employees or reductions in employee salary/hourly wages that would otherwise apply.

See **PPP LOAN** page 14

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## Appell Pie

Be thankful

Howard Appell ♦ Today's Restaurant Publisher

I hope you all had a wonderful Thanksgiving and are getting ready for the remainder of the Holiday Season. This year has been a trying one for everyone all over the world with COVID-19 forcing us to change our lifestyles dramatically.

It has been almost like watching a movie with an all-star cast like Contagion, Deep Impact and Virus. Around the globe hundreds of thousands of innocent people have died from the virus simply because scientists were caught flat-footed as the virus spread from China to Europe and then to the United States and the rest of the world. Governments mobilized to fight the disease with trial and error hopes as shutdowns were put into place to stop the spread until effective treatments and vaccines could be developed.

Businesses were being forced to adhere to new CDC guidelines to remain open as their customers found new ways to supply their households and provide a little bit of mental relief. Restaurants/bars and Hotels, have been most affected as they have been forced to pivot to delivery/pick up modes.

Thanksgiving 2020 was quite different than those any of us have seen before. Many people who generally travel to see family stayed home opting not to take the risk of catching the virus on the way to or from a dinner. Family gatherings were reduced to a few people per household to curb the spread.

With December upon us we face the question again to spend the Holidays with family and friends or listen to the government telling us to limit our exposure or be forced to stay at home for another lock down period of time. It's not an easy decision we face for the near future, but help is on the way. Vaccines and new drugs have been developed under "Operation Warp Speed" and vaccines will begin to make their way to front line workers and seniors at risk first. It's up to us to do our share and keep ourselves

healthy so the hospitals and health care workers are not besieged by virus patients forcing regular medical care like childbirth, heart attack and stroke victims to the hallways and worse to receive no treatment at all.

I heard Geraldo Rivera ask a simple question, "Do you want to be the last person to die before the vaccine reaches us?" He and the Surgeon General, Dr. Fauci, the CDC and many more have asked/begged us to wear masks when out and in groups of people. It's not a political choice anymore, it's a critical life-saving choice for you and your fellow citizens.

It will take several years for things to return to normal in many parts of the country, but they will and new businesses will be born and thrive out of the turmoil. If nothing else, 2020 has been a year to be thankful for what we have and learning to survive in difficult situations. It's the job of the successful business operator to find new ways to overcome these obstacles and still service their clients properly and safely.

I need to thank the staff of Today's Restaurant News for their relentless pursuit of the news of our industry and their devotion to getting us published every month regardless of the obstacles presented.

Thanks to our guest writers who provide columns each month to educate and enlighten our readers. I thank our advertisers for having the faith in us to commit part of their advertising budgets to us and to allow us to help them grow their businesses. I also want to thank our readers who over the course of the year have let it be known that they appreciate receiving Today's Restaurant News and find it an interesting and an important tool to running their businesses.

My Holiday greeting to you all is, I wish you, what you wish for yourself to stay safe, healthy and successful.

**Happy New Year and let's have a great 2021!**

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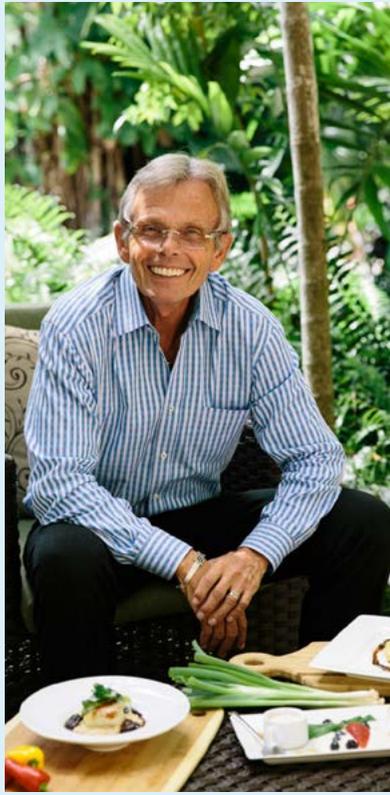
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# What's Going On

## Important new products, corporate news and industry events



**Bill Hansen, owner of Bill Hansen Catering, has recently acquired a 35-year-old catering company, Lovables.** The company based in Opa-locka will be rebranded to Lovables Catering + Kitchen. Both companies will operate out of an 8,000-sq-ft commissary in Opa-locka. With nearly 40 years in the profession, Bill Hansen is continuously challenging the boundaries of imagination and breaking new ground as one of South Florida's extraordinary full-service catering, event design and production companies. Bill Hansen has catered over 5,000 weddings and loves helping their brides turn their visions and dreams into reality. His Corporate Events service includes music, design, décor, lighting, furniture rentals, officiants, model staff, photographers, and videographers. Visit [Billhansencatering.com](http://Billhansencatering.com).



Information above is from *The Villages Newsletter*

Chicken, Corn Sticks and Chicken & Dumplings. At 214 W University Ave, Gainesville, the building shell still stands.

**Really Long Gone - The Tropical Hotel** (1888) (1890) This was 80 rooms, plus a 6 story observation tower. Hotel guests included President Chester A. Arthur, John Jacob Aster, Thomas Edison and the Vanderbilt family. Built in 1882 as the South Florida Railroad arrived in town. Burned to the ground on April 6 1906. Lakeshore Blvd Kissimmee.

ambient chandelier lighting, serving over 100 cocktail recipes and traditional American bar food favorites like burgers, fries, sandwiches and mac and cheese and other dishes. "Even with outdoor seating, takeout and delivery, today's bars and restaurants need ways to grab diners' attention and create additional sources of income. Snowy River Cocktail Co's point of differentiation is that we offer beautifully designed Instagram-ready cocktails that customers likely haven't seen before," said Stuart Cutler, founder of Snowy River Cocktail Co.



◆ In response to the evolving needs for cleanliness in the foodservice industry, Hoffmaster Group, Inc®, a leader in foodservice disposables,



launches its new **Bio-Shield™ anti-microbial product line:** an applied technology that stops the growth of bacteria and fungi on contact. "More than ever, the public has an increased awareness of cleanliness and sanitation," says Hoffmaster President

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

◆ **Snowy River Cocktail Co**, the award-winning craft cocktail bars that have been delighting Washington-area diners, is now franchising across the United States. The bars, located in Seattle and the brand hometown of Bellingham, serve unique cocktails made with premium spirits and Snowy River's eye-catching all-natural cocktail decorating products like cocktail glitter, rim salts, rim sugars, toppers and beverage color. The relaxed bars also serve as charming, modern restaurants with

### Merry Christmas and Happy Holidays!

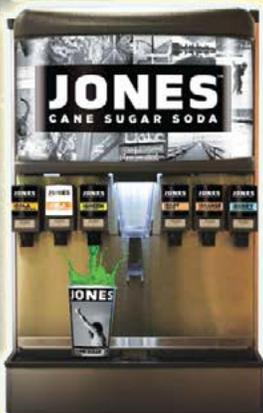
For all of our clients and readers nationwide and in Canada, we want to thank you for your continued support of over 24 years. The world is in a different place now, but we will prevail! The happiest of holidays to you all.

**A bit of Florida restaurant history: Long Gone - The Patane Restaurant** (1957) Highway 27 south of Clermont.

**Long Gone - Primrose Inn & Grill** (circa. 1936) Built in 1924, it closed in 1988. Once a hot spot in Gainesville for more than 60 years. It boasted Southern Cuisine featuring Yeast Rolls, Fried

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# Breaking the golden rule be relentless

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

The well-known Golden Rule ~ “treat others as you would like to be treated”, sounds like an easy goal, but how true is it? How often do we complain about the way we are treated, but the very next day we are being trite and short with others? Normally, this wouldn't be so bad; we all have our good days and bad days. Our families and friends know the “true us”, so we are often forgiven. But what if the

service sector was our job? What if our first impression was our last? What if our disposition caused a future customer to walk away to a competitor? Given this scenario, it's not so easy to chalk up our behavior to a “bad day”. With COVID-19 this is more critical than ever.

Unfortunately, every day employees in every capacity, make a choice NOT to treat others the same way they would

like to be treated and their choice not only impacts their job but the company's bottom line. According to John Tschohl, author of Relentless. The entire service process lasts less only a few seconds.” Tschohl says, “Bad service is seen by many consumers as a personal insult. They become angry, depressed, or insecure when sales people ignore them, snap at them or hurry to get rid of them. They are offended when salespeople haven't considered their customers important enough for them to learn the answers to common questions about the merchandise or service they sell.”

so I will find that out for you and we will both have the answer. Thank you for asking!”

**2) Think twice about your job choice.** If you have a short-temper, hostility issues, or you naturally do not like being around people (an introvert) DO NOT seek a job which requires you to interact with the public. This is just going to exacerbate your comfort level. Seek out a job that doesn't require you to meet new people every day.

**3) LEAVE YOUR PROBLEMS AT HOME.** This can be difficult, especially if something serious is going on in the background; HOWEVER, it is not fair to spread the poison. If you are having a particularly bad day, try your hardest to put the problem out of your mind and use your job as an escape from the problem, a kind of breather. Fake a smile. Try to see your customers as your allies who didn't create the problem you are dealing with.

**4) Create a new Golden Rule.** Forget the old saying...treat others as you would like to be treated. How about...”Treat others BETTER than you have ever been treated”. Wouldn't it be great to know that you could treat another person better than you have ever been treated and that you alone were responsible for that treatment? To be able to say, “I treat people way better than I have ever been treated”, would be a great accomplishment. Go beyond where anyone else has ever been!

**5) Think of your own pet peeves.** What drives you crazy? What gets on your nerves? Think about it then... DON'T do it. Maybe it annoys you when you wait for an exceedingly long time for someone to notice when you need help. Maybe you don't like it when the person checking you out is chewing gum. Take your pet peeves and turn them into a list of things you will never do. This can be a powerful tool. Many of us are hypocrites accuse

See **JOHN TSCHOHL** page 7

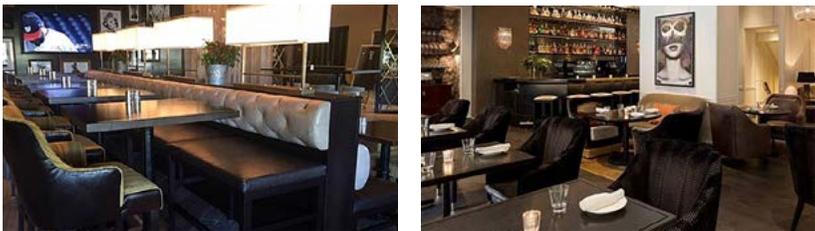
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*Take your pet peeves and turn them into a list of things you will never do.*

Here are some guidelines to follow if your job entails one-on-one communication with a customer/client...

**1) KNOW YOUR JOB!** Many customers become frustrated because the salesperson is not well versed in a product they are asking about or they are not well versed on inventory or procedure (such as a return or credit). Customers can have a very short fuse if they feel their time is being wasted. Tschohl says, “The more you know about your company, the better equipped you are to solve problems and innovate. Strive to learn as much as you can about your company.” If there is a question you don't have the answer to...DON'T MAKE ONE UP AND NEVER EVER SAY “I don't know”, and do nothing to find the answer. If you don't know the answer, seek out a manger and ask him/her. A great thing to say to a customer is “I don't have the answer, but I love learning



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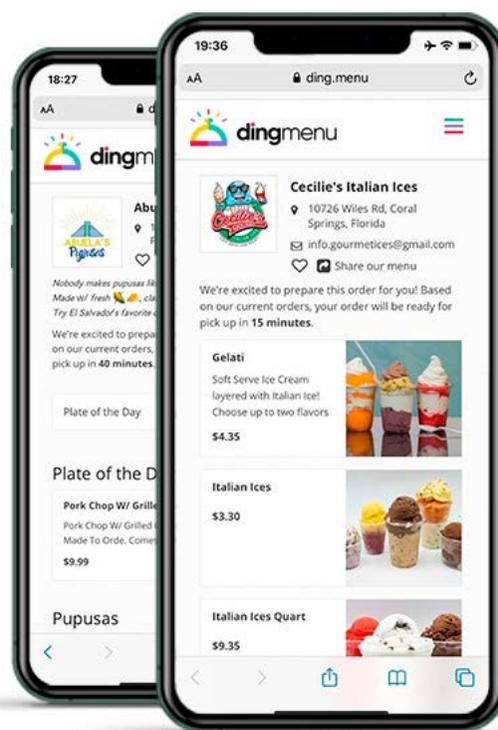
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# What's Going On from page 3

Andy Romjue.” “Traditional gestures like a server handing a patron a stack of napkins or setting a fork on a bare tabletop are now things we all second guess. Bio-Shield™ gives confidence that unwanted bacteria isn't transferring,” adds Romjue. Bio-Shield™ utilizes silver ion technology to create permeant product protection. If bacteria were to land on a Bio-Shield™ product, antimicrobial technology binds to the bacteria, stopping it from growing or replicating. This process is applied to some of Hoffmaster's best-selling disposable products ranging from tissue and linen-alternative napkins to disposable hand towels and placemats and traymats. Visit their website at hoffmaster.com.



Johanna Mattsson

concepts (communal tables, for example) may be supplanted by those that “prioritize distancing, off-premises initiatives and stringent sanitation practices.” And that aggressive real estate buying and brand acquisitions “will be front and center in 2021.”

◆◆◆◆  
**New Moon Restaurant** located at 97 SW 8th St in Miami is currently under new management. They can be reached at 305.860.6209.

◆◆◆◆  
**Nordaq, an international brand that provides a palatable, profitable, and sustainable water solution to hotels, cruise lines, and gastronomical restaurants,** recently appointed Johanna Mattsson as its new CEO. Mattsson brings her vast international business experience in various market segments, including hospitality and food and beverage. Most recently, she served as sales director of the Nordic market for Salesforce, a cloud company. A Sweden-native, Mattsson has lived and worked in France, Ireland, Japan, and Singapore, which has enhanced her ability to understand the complexity of local challenges. Visit Nordaq.com for more information. “I am

◆◆◆◆  
 Even with many COVID-related questions unresolved, **Technomic** has offered an optimistic outlook for the foodservice industry in the year ahead. Among the seven trends Technomic researchers believe “will guide the industry toward innovation and growth” in 2021: menu cleansing, investing in digital differentiation, revisiting the “Big 3” international hotspots (Italian, Mexican and Chinese), social justice and “new-mami” flavor exploration. They also predict that some modern

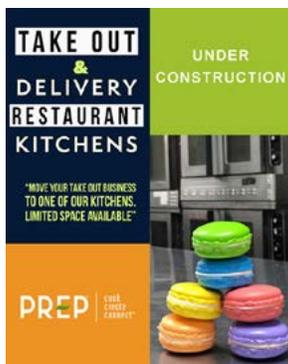
pleased to announce that from the 3rd of August, Johanna Mattsson has taken over the role of Group CEO and trust you will help me welcoming her into our group,” said Eduard Paulig, chairman of Nordaq Group.

◆◆◆◆  
**Opportunity Austin,** the Greater Austin Chamber's five-county economic development initiative, today announced that **PREP – prepatx.com** - the largest provider of multi-user culinary production space in the Southeast, is expanding to Austin with its first location at 1300 East Anderson Lane. The expansion is the result of a close collaboration between PREP, the Chamber, and the City of Austin. PREP's mission is to help small to medium-sized businesses build and scale by providing affordable, permit-ready production facilities and value-added services to its member community. The facility is estimated to support more than 200 jobs. **PREP Atlanta was founded in 2014 and operates more than 150,000 sf of Commercial Kitchens in the Atlanta Metro area.**



franchise is seeking Strategic Partners to help bring the concept to new markets across America. The concept was founded in 2012 by Allison and Ivan Chavez. “Now that the brand is well-established in Texas, we are excited to introduce the rest of the country to Sweet Paris,” said Allison Chavez. “Many people in the U.S. are not familiar with crêpes or have only had them on special occasions. We want to erase the stigma that crêpes are merely a snack or dessert and show everyone what a delicious and filling meal they can be through our beautiful, chic concept.” Visit sweetparis.com for details.

◆◆◆◆  
**Tijuana Flats is back in franchising for the first time in 13 years and has awarded its first franchise territory to Bob Amin in Panama City.** Amin has years of experience running franchise restaurants and is excited to add Tijuana Flats to his portfolio. “This is a great opportunity for me,” said Amin. “I've had my eye on Tijuana Flats for a long time and I was so pleased to hear they were returning to franchising and chose me as their first franchisee.” Over the past 25 years, Tijuana Flats has established itself as one of the most popular fast-casual Tex-Mex restaurants in the Southeast. With locations in Florida, North Carolina, Indiana and Virginia, the brand is now making a move targeting the eastern part of the country and



◆◆◆◆  
 Crêpes are destined for a comeback as **Sweet Paris Creperie & Café,** the ultra-popular restaurant brand founded in Houston, is setting its sights on **national expansion.** With 10 locations now open in Texas and one in Mexico, the crêperie

See WHAT'S GOING ON page 10

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# Tshohl from page 4

others of the very act that we are committing.

6) **Try turning your job into a game.** Ask yourself how many people you can get to walk away with a smile in a day? How many people can you help today? These little tools can take the monotony out of an everyday job!

Many service employees do not think they have control over their job. This is completely untrue. The employee actually has more power than the manager. The employee is the one who interacts with the customer on a daily basis. The employee's performance of his/her job is what determines whether a customer comes back. Front line employees are the main artery in the business and keep the business alive. They consider customers as their partners in business. On your next day on the job...remember that! **TR**

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

# Aloha Poke exploring ghost kitchen concept with REEF's Kitchens

Chicago, IL – Aloha Poke, the nation's premier fast-casual poke restaurant concept, announced it is entering into an agreement with REEF's Kitchens, a leading ghost kitchen operator, as a way to introduce the restaurant's high-quality food and sustainable sourcing practices into new urban markets. The markets under consideration for Aloha Poke's first location with REEF are Dallas, Miami, or Atlanta.

As a licensed operator, REEF's team will prepare and serve Aloha Poke's menu of fresh, protein-packed, sashimi-grade fish and mostly raw ingredients which will be available via third-party delivery platforms like UberEats, Grubhub and Doordash. REEF is among the most successful ghost kitchen concepts in the nation, operating out of many of its many 4,500 parking lot locations throughout the country, reaching 70% of North America's urban population. Built on the delivery and quick serve carry-out concept, ghost kitchens are set up in mobile vessels, outfitted to operate as full functioning kitchen and food preparation units.

"Ghost kitchens are an interesting, turnkey solution to bring the Aloha Poke fast casual concept to a larger population of people in the largest urban areas of the country," said Paul Tripodes, VP, Franchise Development, Aloha Poke. "We are excited to work



with REEF and feel this is a great way to introduce our brand to new, urban markets ahead of traditional brick and mortar development while strengthening the Aloha Poke brand, built on serving clean, nutritious, healthy foods sourced through the latest sustainable sourcing practices, into new markets."

Ghost kitchens have gained popularity for a unique build-out model offering restaurant brands a way to bring their food offerings to more people, test market viability, and attract potential brick and mortar franchisees. The mobility and reach offered by ghost kitchen ecosystems enable underutilized real estate, like Reef Kitchen's 4500 parking lot locations, to be tailored toward intro-

ducing diverse food offerings in population-packed neighborhoods. **TR**

**About Aloha Poke Co.:** Proudly serving sustainably sourced superfoods with super cool vibes, Aloha Poke Co. - alohapokeco.com - packs fresh, fast, and tasty bowls filled with quality ingredients blending bold flavors that rethink fast food. Starting as a food stall in downtown Chicago's French Market / Ogilvie Transport Center in 2016, Aloha Poke has grown to 19 franchise locations throughout the Midwest, Southeast, and Mid-Atlantic.

**About REEF:** REEF's mission is to connect the world to your block. They transform underutilized urban spaces into neighborhood hubs that connect people to locally curated goods, services, and experiences. "With an ecosystem of 4,500 locations and a team of 15,000 people, REEF is the largest operator of mobility, logistics hubs, and neighborhood kitchens in the United States. Together we are leveraging the power of proximity to keep our communities moving forward in a sustainable and thoughtful way."

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Disclaimer: The settlement was approved by the Court on December 13th 2019. An appeal of the final approval order was filed with the court on January 3rd, 2020. At this time it is unknown how long the appeals process will take. As of now, claim forms are not yet available from the class administrator and no claims filing deadline exists. No cost assistance will be available from the class administrator and class counsel during the claims-filing period. No one is required to sign up with any third-party service in order to participate in any settlement. For additional information, class members may visit [www.paymentcardsettlement.com](http://www.paymentcardsettlement.com), the court approved website for this case.

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# Freddy's Frozen Custard & Steakburgers to develop 50 new restaurants in Florida and the Southeast



Freddy's Frozen Custard & Steakburgers, a leading national fast-casual restaurant concept known for its cooked-to-order Steakburgers and freshly churned frozen custard treats, has signed a multi-unit franchise agreement to develop 50 new restaurants over the next several years across the Southeast. As part of this agreement, Freddy's will grow its footprint throughout the Florida west coast and panhandle, with locations currently under development and slated to open next year in Pensacola and Tampa.

These new restaurants will be owned by experienced multi-unit operators RSolution Holdings, who signed a 50-unit deal with Freddy's after acquiring three of the brand's Florida locations in Bradenton, Sarasota, and Ocala last year. Principals at RSolution have more than 40 years of collective experience in shopping center development and have worked with numerous restaurant brands over the years in their real estate dealings.

"I was introduced to Randy Simon through our mutual involvement with

the International Council of Shopping Centers. Randy's passion for the brand coupled with the impressive proven business model motivated our group to explore Freddy's franchise opportunities. After purchasing several existing locations in Florida, we saw firsthand how well the state's dual demographic resonated with the concept and didn't hesitate to expand our partnership with a larger multi-unit deal," said Gary Grewe, Principal. "Freddy's shares our commitment to prioritizing our Team Members and Guests above all else, and we're very excited to be a part of the growth of this terrific brand."

Freddy's has continued to experience a surge in franchise development over the past several years fueled by its compounding success and growth. Despite the COVID-19 pandemic's impact on the restaurant industry, the brand's investments in innovation and technology allowed it to continue its

nationwide expansion efforts throughout 2020, with Q3 marking a 28% increase in year-over-year growth. This year, Freddy's has opened 29 new restaurants to date with additional locations in the pipeline slated to open before year-end, this month, including its milestone 400th location.

Co-founded in 2002 by Scott Redler and Bill, Randy and Freddy Simon, Freddy's opened its first location in Wichita, Kansas, offering a unique combination of cooked-to-order Steakburgers seasoned with Freddy's Famous Steakburger & Fry Seasoning®, Vienna® Beef hot dogs, shoestring fries paired with Freddy's Famous Fry Sauce® and frozen custard that is freshly churned throughout the day. Today, Freddy's has grown to more than 375 locations that serve 32 states across the nation from California to Pennsylvania, Virginia, down the East Coast states to Florida. 



## Interface Security Systems introduces new text messaging app

Interface Security Systems, a leading managed service provider delivering business security, managed network, UCaaS (Unified Communications as a Service) and business intelligence solutions to distributed enterprises, recently announced a new offering that enables restaurants to communicate with their patrons via SMS and MMS text messages.

Using their regular published business telephone number, businesses can have real-time two-way text conversations with their guests, inform them when their orders are ready to be picked up. Customers can place orders, ask questions, and inform restaurants when they are waiting outside for their order.

Available as a component of the Interface UCaaS (Unified Communications as a Service) offerings, the new text messaging app does not require businesses to equip their employees with new mobile devices or give out private numbers in order to communicate with customers. Using the 'Persistent Message' feature, all messages are securely maintained in the cloud and can be accessed by any iOS or Android mobile device, tablet or computer. Multiple employees can access message threads

across multiple devices. This prevents loss of message history and important information with the ability to maintain access on new devices should one of the devices crash or even run out of battery. Designated employees can login to the business text messaging application using single sign-on credentials, turn alerts on or off, search messages, manage settings, and more.

"We are excited to work with our partners at Star2Star to expand our UCaaS suite of services with a new Business Text Messaging app. Our integrated mobile and desktop text messaging solutions will enable our customers to provide seamless service to their customers by using their existing business phone numbers. The cloud-based design provides flexibility in deploying this service and the persistent message feature offers ease of use across multiple devices," said Tom Hesterman, SVP of Product Development at Interface Security Systems. 

**About Interface Security Systems:** Interface Security Systems is a leading managed services provider delivering business security, managed network, UCaaS, and business intelligence solutions to distributed enterprises. They improve security, streamline connectivity, optimize operations, and reduce IT costs, maximizing ROI for the nation's top brands. Learn more on their blog Making IT Happen and on LinkedIn.

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# Eureka! The future is now!

## Eureka! embraces the future of hospitality by launching ground-breaking, full-service contactless restaurant experience

Los Angeles, CA - Eureka! Restaurant Group (Eureka!), the all-American brand with a massive following for its highly regarded 100% American craft whiskey, beer, and cocktail program paired with an approachable creative scratch kitchen, will be the first in the nation to introduce a completely contactless dining experience. Rooted in innovation and discovery, Eureka! is enhancing its high service guest-forward approach to hospitality empowering the guest to drive the experience from the comfort and safety of their own handheld smartphone. Eureka! collaborated with OneDine to curate a contactless yet personalized restaurant visit--creating a customized, cutting-edge



Eureka!," states Justin Nedelman, CEO at Eureka! Restaurant Group. "As we roll out this technology, we are committed to remaining nimble and responsive to our guests' needs. During this time of uncertainty, it is amazing to see how engaged our long time regulars feel as they come back to their home away from home at Eureka!, reconnecting over their favorite dishes, all-American bar, and our unique, energetic and genuine hospitality."

The reimagined restaurant experience at Eureka! will utilize the new technology in the following ways:

- ◆ Self check-in, table alert, and self-seating to expedite the entry process.
- ◆ Guests will be able to browse the menu, order, and pay from their personal mobile devices.
- ◆ Guests can contact Eureka! team members with the push of a button.
- ◆ Managers will wear smartwatches that provide alerts in real-time from check-in to check-out, allowing expedited service and guest response, and providing the ability to monitor the restaurant flow for a seamless guest experience.

"For a sneak peek into Eureka!'s new technology, join us at one of our restaurants live with the contactless dining experience — visit our website online at [www.eurekarestaurantgroup.com/covid-19](http://www.eurekarestaurantgroup.com/covid-19). Currently, Eureka! has 24

See **EUREKA!** page 10

*The guest experience is paramount at Eureka!, and the introduction of the new technology underscores this key brand principle.*

technology platform that provides guests full control over ordering, speed of service, and payment. The restaurant group launched the new dining experience in October 2020 in 13 locations

and all of the 24 restaurants nationwide integrating the technology completed by November 2020.

The guest experience is paramount at Eureka!, and the introduction of the new technology underscores this key brand principle. Through this industry-leading innovation, guests will check-in, self-seat, view menus, order scratch food, and handcrafted drinks, have the ability to keep their tab open for additional orders, request additional service, and pay their bill from their personal mobile device. The online dining platform is complemented by other technological advancements including Quick Response (QR) codes, smartwatches,

and Near Field Communication (NFC) sensors for additional convenience and seamless service.

"Discovery' is a founding core value of Eureka! Restaurant Group, and as the world changes we will constantly lean in, discovering new and creative ways to enhance our guest dining experience. With the integration of this customized technology platform, we hope to offer a glimpse of the future for polished casual dining and what we consider to be the natural evolution of high touch guest-centric restaurant groups. We will be enhancing service with technology not replacing it, all while maintaining the authentic and community-driven service they have come to expect at

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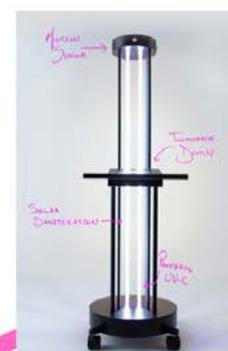
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# What's Going On from page 6

Texas. "Bob Amin has a lot of experience, and that is exactly what we are looking for as we begin our expansion," said Eric Taylor, Tijuana Flats Vice President, Development. "He's a great fit for our brand, and we are looking forward to seeing what he can do with the new pan-handle location." The Panama City Tijuana Flats is currently in the planning stages and is set to open in 2021.



Michael Push

Legacy Foodservice Alliance has announced that industry veteran Michael Push has recently been promoted to the position of Vice President of Operations. In this new role, Michael will continue his responsibilities for facilities, equipment, and systems maintenance and enhancements.

Additionally, he will assume new responsibilities in the day-to-day operations of the company, including human asset and capital asset management. Legacy Foodservice Alliance is a national organization that combines the purchasing power of more than 160 Distributors and 600 Suppliers. Legacy was established in 2009 by people who are well known names in the foodservice business. Legacy combines state-of-the-art technology, industry best practices, and high touch customer service to help foster success for Members and their customers. Drawing on decades of cumulative experience and positive influences of the past, Legacy continues to build the Distributor Group of the Future. For more info, visit [legacyfoodservicealliance.com](http://legacyfoodservicealliance.com).

A new national survey commissioned by the American Hotel & Lodging Association (AHLA) shows that many Americans are not expected to travel this holiday season. Results show that 69% are unlikely to travel for Christmas, compounding the

challenges for the hotel industry during this public health crisis. Business travel has been even more impacted. Only 8% of Americans say they have taken an overnight business trip since March, and just 19% of respondents who are currently employed—or 8% of all adults—expect to travel for business within

the next six months. Sixty-two percent (62%) of employed Americans have no plans to stay in a hotel for business. The survey of 2,200 adults was conducted November 2-4, 2020 by Morning Consult on behalf of AHLA. "This holiday season will be an especially difficult time for all Americans, and our industry is no exception" said Chip Rogers, president and CEO of the American Hotel & Lodging Association.

"Fewer people will be traveling, and business travel remains nearly non-existent. That's why it's so important for Congress to pass a relief bill now. Millions of Americans are out of work, and thousands of small businesses are struggling to keep their doors open. We cannot afford to wait until the next Congress is sworn in for relief. They need help now."

Paytronix Systems, Inc., an advanced digital guest experience platform, recently announced the launch of Paytronix Subscriptions, a key component of its loyalty platform that promises to make it possible for any restaurant or convenience store brand to launch and manage a subscription program. "Consumers are embracing subscriptions for everything from streaming services to

meal kits to razor blades, but until now it's been limited to offerings from major media and retail brands, and built on custom platforms," said Andrew Robbins, CEO of Paytronix. "By removing the barriers to entry, Paytronix Subscriptions makes driving visits and incremental revenue from subscriptions accessible to all." Paytronix Subscriptions - paytronix.com - is available immediately as part of the Paytronix Loyalty Platform.



# Eureka! from page 9

restaurants that are open for take-out and dine-in service based on local city and county dining regulations. For a full list of restaurants including hours of operations and services available, visit them online at [www.eurekarestaurantgroup.com](http://www.eurekarestaurantgroup.com). **TR**

**About Eureka! Restaurant Group:** Eureka! owns and operates 24 restaurants throughout California, Idaho, Nevada, Texas, and Washington. The brand proudly serves only authentic, house-made fare procuring locally sourced products all freshly cooked to order. The award-winning beverage program features a unique 100% American craft beer, small batch whiskey, and specialty cocktail program sourced

from the most unique artisans throughout America ([www.eurekarestaurantgroup.com](http://www.eurekarestaurantgroup.com)).

**About OneDine®:** OneDine is the leader in contactless ordering, payment, and mobile menu solutions. For restaurants operating with today's heightened expectations the platform optimizes labor, eliminates fraudulent credit card chargebacks, enables guest-side ordering and payment with no app required, features tableside EMV and PCI Compliance with P2P encryption, and enhances merchant marketing efforts. It syncs with existing restaurant POS systems and allows restaurant leadership to survey customers and gain data and real-time insights on operational improvement, menu modification, and more. OneDine - OneDine.com - is developed in Plano, Texas by innovators with decades of experience in the hospitality industry.

# New addition to antimicrobial film range

## Aims to help restaurants overcome 'cleanliness anxiety'

An effective antimicrobial-treated hardcoated film is being offered to the US quick service industry, to help restaurant owners protect surfaces, business and reputations, amid intensive new cleaning regimes.

MacDermid Enthone Industrial Solutions, a global leader in film coating technology, has expanded its Autotex AM range of hardcoated films with several new finishes for the quick service sector. The range incorporates Microban®, a proven antimicrobial technology which is distributed evenly throughout the textured hardcoat. When the treated film is used for applications such as table top overlay or back-of-house human machine interface (HMI) applications in a restaurant setting, the built-in antimicrobial properties help fight stain and odor-causing bacterial growth, delivering dependable and constant surface protection.

"Autotex film is a proven high abrasion and chemical-resistant film coupled with second surface printability for both surface and graphic protection." It is widely used in HMI applications from hospital bed controllers to CNC machine control panels. The robust, high-quality textured polyester film is both cleanable and durable, allowing for more frequent and aggressive cleaning regimes required in the current quick service climate. By treating the surface with an antimicrobial layer,

Autotex AM not only ensures restaurant surfaces remain intact despite increased use of cleaning chemicals and more frequent cleaning regimes, but also helps surfaces remain cleaner in-between cleans. This means customers can return to restaurant environments with cleanliness confidence.

Anna Harris, R&D Project Manager at MacDermid Enthone Industrial Solutions, explained the significance of antimicrobial product protection for fast food areas. "We've never had more of a focus on cleanliness than we have right now and as people prepare to return to fast food restaurants to eat-in, these facilities will need to help diners overcome 'cleanliness anxiety', reinforcing the cleanliness levels of key surfaces within restaurants.

"It is likely that cleaning regimes will have been upgraded with more frequent cleans and a greater use of cleaning agents. Surfaces must be able to withstand more intensive cleaning, in addition to ensuring higher levels of cleanliness even in-between cleans. By incorporating antimicrobial technology into the design of surfaces especially in high traffic areas within a restaurant, fast food businesses can help to protect surfaces, their business and reputation.

"Both MacDermid Enthone Industrial Solutions and Microban® adhere to strict regulatory compliance, which protects quick service customers



from false claims and helps ensure corporate social responsibility, even during these unprecedented times. Because the film is not based on PVC material, it also helps customers achieve sustainability objectives."

A recent industry report from Grand View Research predicts that the

global antimicrobial additives market will grow at a CAGR of 8.4% a year to reach USD 2.2 billion by 2027. The food & beverage end-use segment is expected to witness the fastest growth rate over the forecast period. This growth can be attributed to extensive utilization of additives in shelving, flooring, food processing equipment, ice-making machines, storage containers, water coolers, and water hydration systems in the food & beverage industry. Increasing population and changing lifestyles are also anticipated to drive the product demand in the food & beverage sector over the forecast period.

"Adding Microban® technology to our Autotex range enables us to create cleanable, durable and high-performing antimicrobial-treated surfaces for US quick service restaurants," added Harris. "With the entire global food service industry transitioning to more self-service applications, and consumer awareness of surface cleanliness at an all-time high, it is more important than ever to offer solutions that complement existing cleaning routines and deliver added peace of mind."

Microban® antimicrobial technology is not designed to protect users or others from disease-causing microorganisms. Normal cleaning and hygiene practices should be maintained. Microban® is a registered trademark of Microban Products Company. 

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# Yuengling Tampa Campus expansion breaks ground

Tampa, FL - D.G. Yuengling & Son, Inc., America's Oldest Brewery®, broke ground mid-November on the revitalization of its Yuengling Tampa Campus. The new campus, slated to open in early 2022, marks Yuengling's continued commitment to the Greater Tampa Bay community and the area's growing tourism and local craft beer markets.

"Since purchasing the brewery in Tampa in 1999, we have been proud to be a member of the Greater Tampa Bay community," said Wendy Yuengling, Chief Administrative Officer and 6th generation family member, D.G. Yuengling & Son, Inc. "We continue to look for meaningful ways to show our support for this thriving area from our work with the University of South Florida's Brewing Arts Program which provides scholarships for veterans interested in pursuing brewing education, to our partnership at The Yuengling Center where we've been able to increase our support of the local community over the years.

We consider Florida our second home, and we are excited to invest further in the Tampa community by offering Floridians and tourists an immersive experience into our brands, how our beers are made, and our rich history as America's Oldest Brewery."

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

- ◆ State-of-the art pilot brewing system
  - ◆ Restaurant serving fresh, local cuisine
  - ◆ Private dining and conference rooms
  - ◆ Digital interactive history, artifacts and advertising memorabilia from Yuengling's 191 year history as an American Owned and Family Operated Brewery
  - ◆ Outdoor recreation area and beer garden
  - ◆ Multi-use concert and entertainment pavilion
  - ◆ Expanded gift shop and coffee bar
  - ◆ On-site 15-story hotel
  - ◆ Design character that reflects Yuengling's rich industrial history as America's Oldest Brewery
- To lead the new Yuengling Tampa

Campus, Yuengling has hired Brent Wertz as their new Vice President of Hospitality. Wertz will oversee the development and opening of the new Tampa Campus. Brent brings 30 years of extensive experience in food and beverage and is a graduate of the Culinary Institute of America.

"I am honored to lead the new Yuengling Tampa Campus," said Wertz. "I look forward to leveraging my 30 years of hospitality experience to build a world-class destination for America's Oldest Brewery here in Tampa, by bridging the local Tampa culture with the unparalleled history of Yuengling."

The new campus is being developed by Alliant Partners. The hotel is a venture between Alliant Partners and Capstone Development. Design and construction for the project are being managed by Alfonso Architects and Miller Brothers, respectively.

"This project by the Yuengling family is a keystone for the continuing revitalization of the Innovation District and will complement the incredible growth and development of The University of South Florida, Moffitt Cancer Center and the rest of the growing Tampa Innovation Partnership District," said Carlos Alfonso, founding principal and CEO, Alliant Partners and Alfonso Architects.

Located at 11111 N 30th Street, Yuengling's Tampa Campus is less than two miles from Busch Gardens, the University of South Florida and Moffitt Cancer Center.

The campus groundbreaking commemorates a strong year for Yuengling, in which the family-owned brewery released its new low calorie, low carb upscale light beer, FLIGHT by Yuengling, re-released its fan-favorite Yuengling Hershey's Chocolate Porter in bottles across its 22-state footprint, and announced plans for future distribution further west through a long-term brewing partnership with Molson Coors.

Yuengling's Tampa brewery is the company's largest production facility of its three breweries, with two other breweries in Pottsville, PA. 

**About Yuengling:** For more detailed information about Yuengling and updates on the campus revitalization project, visit [Yuengling.com](http://Yuengling.com) or follow @Yuengling on Facebook, @Yuengling\_Beer on Twitter and @YuenglingBeer on Instagram.

## Restaurant trends from page 1

renovating, however. Architectural Digest writer Laura Itzkowitz, New York restaurants have seen a major expansion in outdoor dining space thanks to the Open Streets plan that "gives restaurant owners permission to expand their footprint onto the sidewalks and streets on the weekends provided they meet certain criteria." According to David Rockwell, the founder and president of the restaurant Melba's in Harlem, we can expect to see "more restaurants redefining the boundary between indoors and out. In the long run, restaurants will have to be adaptable, with seating plans that expand and contract easily and quickly."

This flexibility will be key as the cold season approaches. According to Guy Bloch, CEO of Bringg, a delivery orchestration software company, "an increased emphasis and more strategy behind the delivery and curbside pick-up is a smart consideration for restaurants right now, especially if they want to remain resilient during the colder months and continue to serve off-premise customers who may become a larger part of their base in cold weather". Which brings us to the next point on deliveries.

### Delivery

Food deliveries have soared in the past couple of months. Popular third-party delivery apps such as DoorDash, Uber Eats and Grubhub have seen a stark increase in usage since the beginning of the pandemic, according to Seattle Times. For example, UberEats reported a 40% increase and GrubHub is up 24% from the same period the year prior.

Decreasing on-premise sales, social distancing and the new work-from-home lifestyle have all contributed to consumers opting to have their food delivered than dining in. Back in March, a survey by Statista showed that 41.7% of consumers in the United States were likely to purchase restaurant food delivery online if confined at home due to the coronavirus, and yet when Zagat conducted a similar survey in May ("The Future of Dining Study") the result was a staggering 90% of consumers.

Not surprisingly, we're seeing more operators are making the shift from third-party delivery to self-delivery; a quick search of food delivery options on google and various name brand restaurants pop up now actively promoting their own delivery options. Businesses like Dig Inn, Modern Market, IHOP, Panda Express have all launched self-delivery as a way to increase sales and meet the increasing demand for delivery. And not just because of the high commission rate either. While it's true that third-party delivery service fees can be as high as 30% commission, having an in-house delivery service means they have more control over their drivers, reduce transit time, as well as increase customer service.

"We understand that convenience and value are what our guests need right now, so we've quickly adapted our marketing and business approach," said Andrea Cherng,

Chief Brand Officer at Panda Restaurant Group. "In order to provide quality meals at a value for families in our communities, we're creating more regular promotions and speeding up our delivery-as-a service launch by half a year."

### Tech

Social distancing and contact-free technology will be indispensable in 2021, as sanitation and safety concerns around COVID-19 remain. Aside from automatic doors, motion-activated faucets, touchless soap dispensers and paper towel dispensers, more hands-free options are likely to become increasingly implemented in the kitchen area, from touchless trashcans, doors, glove dispensers, sauce, to beverage dispensers.

A big part of the trend of automation for customers will revolve around new payment and menu alternatives. Payment solutions will have to change as well from conventional payment models of cash and plastic credit cards to contactless solutions such as EMV, tap and pay, and mobile wallets. And as more customers become sensitive to the use of plastic menus (The National Restaurant Association and CDC both recommend restaurants to use paper menus and discard them after each customer use), more will turn to contactless menu options like QR powered digital menus to comply with both demand and safety recommendations.

We also expect more businesses to embrace tech and AI to accommodate this upward trend of digitalization for customers. By more tech and AI we mean smart ordering via AI voice technology, self-order kiosks and tablets. AI-powered training, staff scheduling and smart inventory (via RFID tags) are also expected to grow and enhance all aspects of restaurant management.

### Conclusion

If 2020 was about reacting to the pandemic and learning ways to deal with the new changes, 2021 is going to be about the responding, as well as applying the hard-learned lessons to our businesses. That said, maintaining safety is still going to be the most important trend that operators will have to maintain and evolve. It will take some time to earn back the consumer's trust in this issue, but operators who can incorporate these safety measures into their business model will be the first to earn them. **TR**

**About Jay Bandy:** As president of Goliath, Jay Bandy has the experience, the contacts and the tools to keep all the parts working together so you can achieve your goals - whether you're looking to take a new concept from the idea stage to "Opening Day" or looking for long-term solutions to specific issues at your existing restaurant.

Jay has built a broad foundation of expertise during his 30 years in the restaurant industry. Currently he is a board member of the Georgia Restaurant Association, member of the Foodservice Consultants Society International and has previously served as an officer for the IFSEA (International Food Service Executives Association) in Atlanta. <https://www.goliath-consulting.com/>

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# Technomic studies focus on impact of COVID-19 on foodservice

Chicago, IL - Technomic has released three new studies in October 2020 in response to the COVID-19 pandemic, each focused on the pressing issues facing restaurant operators, such as off-premise dining and self-serve restaurant formats.

The *Navigating the New Off-Premise World Multi Client Study* uncovers significant insights into the impact and opportunities in front of operators in both the current and future off-premise landscape.

The *Opportunities for Growth in the Off-Premise Catering Market Multi Client Study* provides a comprehensive deep dive into the catering channel, including consumer usage, third-party delivery and segment sizing.

“With restaurants facing increased obstacles and changes amid the COVID-19 pandemic, we knew it was vital that we uncover strategic insights into how off-premise and catering channels have been impacted,” explains Melissa Wilson, principal at Technomic. “Amid the volatility, we are discovering new innovations and opportunities for our foodservice partners to assist them at each stage in the recovery process.”

The *Self-Service Outlook Multi Client Study* assesses operator risks with self-service operations, shifts in consumer attitudes and behaviors, and short- and long-term regulations by state for reopening various segments.

“With an increased focus on foodservice safety measures, we launched a study to better understand the vulnerability facing self-service operations,” explains David Henkes, senior Principal at Technomic. “Study results will assist partners in proactively and tactically planning for the future by identifying self-service risks as well as shifting consumer and operator attitudes.”

### Study findings include:

- ◆ 41% of operators surveyed added curbside pickup in response to COVID-19
- ◆ 51% of operators who offer delivery report an increase in the percentage of catering orders delivered by third-party services
- ◆ 70% of consumers surveyed agreed that self-service areas require more frequent cleaning than employee-operated areas

Learn more: <https://www.technomic.com/reports/multi-client-studies>

*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, as well as other leading strategic research and analytic capabilities, to prioritize and size business opportunities. Our clients include food manufacturers and distributors, restaurants, retailers and multiple other business verticals aligned with the food industry that are looking to make informed decisions to support their business growth. Visit Technomic at [www.technomic.com](http://www.technomic.com).

## PPP loan from page 1

### So what is an FTE?

The U.S. Treasury defines an FTE as any employee who works 40 hours per week or more. Each employee that on average, worked more than 40 hours per week during the particular calculation period, counts as one FTE. One employee cannot be greater than one FTE— overtime does not apply.

The SBA once again reiterated that providing an accurate calculation of the loan forgiveness amount is the responsibility of the borrower, and the borrower attests to the accuracy of its reported information and calculations on the Loan Forgiveness Application. In addition, borrowers will not receive forgiveness without still submitting all required documentation to their PPP Lender supporting their payroll and non-payroll costs. Documentation requirements are similar to those of Form 3508, except for items related to FTE and salary/hourly wage reductions, which are not applicable to the Forgiveness Application Form 3508S.

As with the other PPP Loan Forgiveness Applications (i.e. Forms 3508 and 3508EZ), when a borrower submits SBA Form 3508S or lender's equivalent form, the lender has the responsibility to:

- ◆ Confirm receipt of the borrower certifications contained in the SBA

Form 3508S or lender's equivalent form, and

- ◆ Confirm receipt of the documentation the borrower must submit to aid in verifying payroll and non-payroll costs, as specified in the instructions to the SBA Form 3508S or lender's equivalent form.

### Lender responsibilities with respect to eligible costs in excess of the PPP loan amount

Lastly, where a borrower submits to a lender documentation of eligible payroll and nonpayroll costs that exceed the amount of the borrower's PPP loan, the IFR (Interim Final Rule) reiterates that the amount of loan forgiveness that a borrower may receive cannot exceed the principal amount of the PPP loan. It is important that you should receive confirmation that you submitted required documentation to the lender to aid in verifying payroll and non-payroll costs, and, if applicable (for SBA Form 3508, 3508EZ, or lender's equivalent form), and confirmation of the borrower's calculations of Loan Forgiveness.

While the program still leaves room for improvement, the update is a step in the right direction. **TR**

To learn more about PPP loan forgiveness, or discuss your options with a professional, contact us by clicking on this link.

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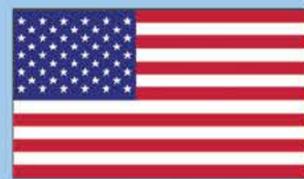
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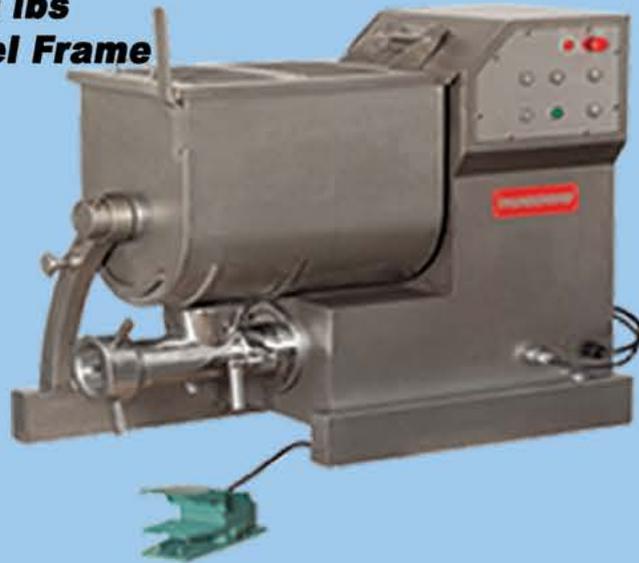
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