



Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 28

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Using technology to elevate the hospitality customer experience



The hospitality industry constantly evolves, driven by customers' ever-changing needs and expectations. As technology advances rapidly, it has become an integral part of this transformation, reshaping how guests interact with hotels, restaurants, and bars. From the rise of smart hotels to the introduction of service robots, the hospitality landscape is being revolutionized with guests' satisfaction in mind. But the burning question is, how can hotels use new technologies to elevate the customer experience and have their guests return in the future?

Smart and Energy-Efficient Hotels - The Ultimate Personalized Experience

Smart hotels have become an increasingly popular concept in recent years, offering guests unprecedented personalization and convenience. By incorporating IoT (Internet of Things) solutions, AI, and energy management systems (EMS), smart hotels can adapt to the needs and preferences of guests, providing a truly bespoke experience. Guests can control room temperature, lighting, and entertainment systems through their smartphones or voice commands, while hotel staff can access real-time data on guest preferences,

enabling them to tailor services and recommendations accordingly.

Adding to this, the integration of EMS allows hotels to optimize energy use in real-time based on guests' preferences and room occupancy, contributing to sustainability and enhancing the guest experience. Moreover, It shows a commitment to environmental sustainability, appealing to eco-conscious travelers.

Interactive Robotic Bartenders - A Mix of Entertainment and Efficiency

Integrating robotics into the hospitality industry has opened up exciting new possibilities, particularly in the realm of food and beverage services. One such innovation is Cecilia.ai, the world's first interactive robotic bartender – a cutting-edge solution that combines efficiency, consistency, and entertainment to elevate the bar experience 24 hours a day, 7 days a week - so no customer will ever remain thirsty or unsatisfied in the middle of the night.

With Cecilia, guests can enjoy a dazzling display of technological prowess as she automatically crafts cocktails, tells jokes, and acts as a virtual concierge. Integrating with the hotel's data and PMS, Cecilia is capable of remembering guest preferences,

See **TECHNOLOGY** page 6

The Diner Dispatch: 2023 American dining habits

Dining out has become an integral part of American culture, offering convenience, socialization, and a break from cooking. But in a shifting landscape, how have behaviors changed when it comes to dining-out habits? How often do Americans dine out? Where do they go? What motivates consumers to choose their favorite restaurants over staying in for a home-cooked meal?

In a recent survey conducted on a sample of over 1,000 Americans, US Foods® gained valuable insights into their dining preferences, favorite restaurant types, ordering habits, tipping practices and more in 2023.

Americans' choices for where they go out to eat reflect a shift towards casual convenience. Since the onset of the COVID-19 pandemic, Americans are sticking to their takeout or delivery habits, with the number of takeout and delivery orders surpassing dine-in occasions. On average, Americans are deciding to order takeout or delivery 4.5 times a month,



compared to eating at a restaurant an average of 3 times a month.

What motivates people to dine at restaurants rather than their own kitchens? According to survey results, three-quarters of people dine out because they don't feel like cooking, 51% said it's more convenient, and 44% enjoy socialization.

Sometimes it's just about the food. Takeout offers Americans the opportunity to enjoy restaurant-quality cuisine from the comfort of their homes. More than half (57%) of Americans

prefer ordering takeout to physically going to a restaurant. The ability to enjoy someone else's cooking while wearing comfortable clothes, watching TV, and convenience are all top reasons Americans enjoy ordering takeout.

When it comes to patience, more than half (54%) of Americans are willing to wait 30 minutes or more for takeout orders. The most popular types of cuisine to order takeout from include fast food, fast casual, casual dining, contemporary casual, and bar and grills.

Not all Americans prefer takeout, some prefer the act of going to, and sitting down, at a restaurant to enjoy the cuisine. While food is still the star of the show, it is more important than ever that the atmosphere and experience deliver! 63% said this is one of their top reasons for going out.

Other reasons Americans prefer dining out over dining at home include better socialization, better food quality (it's almost guaranteed the food will be

See **DINER DISPATCH** page 14

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There were several Covid relief programs enacted to help businesses operate throughout the pandemic (Paycheck Protection Program, Restaurant Revitalization Fund, Employee Retention Credit, etc.). Initially, PPP loans appeared easier to qualify for but the IRS only allowed businesses to pick either ERC or PPP for relief - not both. Now, the ERC program remains available even if you already got PPP Loans and businesses are also eligible even if they didn't suffer a drop in revenue.

Businesses that meet certain ERC requirements can get up to \$26,000 per employee in fully refundable tax credits. Even businesses that only experienced partial shutdowns or didn't experience a loss in revenue are qualified to receive the credit - which is something that many payroll processing companies are inadvertently giving incorrect advice about.

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Advertising can be a highly effective tool for promoting your products, services, or brand. Here are some reasons why you should consider advertising:

1. Increased visibility and awareness: Advertising allows you to reach a wider audience and increase your brand's visibility. By consistently exposing potential customers to your brand and its offerings, you can create awareness and recognition, which can lead to increased sales and customer loyalty.

2. Targeted marketing: Advertising allows you to target specific demographics, interests, or geographic locations, ensuring that your message reaches the right people. This targeted approach helps you maximize the impact of your marketing efforts by focusing on individuals who are more likely to be interested in what you have to offer.

If your competitors are advertising and you're not, you risk falling behind.

3. Competitive advantage: In today's competitive market, advertising helps you differentiate yourself from competitors. By highlighting unique selling points, benefits, or features of your products or services, you can position yourself as the preferred choice among consumers and gain a competitive edge.

4. Revenue generation: Effective advertising campaigns can drive sales and revenue for your business. By attracting new customers and encouraging repeat purchases from existing

customers, advertising can directly contribute to your bottom line.

5. Building brand equity: Advertising plays a crucial role in building and strengthening your brand. It allows you to communicate your brand values, personality, and promises to consumers. Consistent and compelling advertising can help establish trust, credibility, and emotional connections with your target audience, leading to long-term brand loyalty.

6. Product or service education: Advertising provides an opportunity to educate consumers about your products or services. You can highlight their features, demonstrate their benefits, and address any misconceptions or concerns. Educating potential customers through advertising can lead to better-informed purchasing decisions and increased customer satisfaction.

7. Adapting to the digital era: In the age of digital marketing, advertising allows you to leverage various online platforms and technologies to reach a wider audience. Through social media, search engine marketing, display ads, and other digital advertising channels, you can engage with customers, drive website traffic, and generate leads.

8. Keeping up with the competition: If your competitors are advertising and you're not, you risk falling behind. Advertising helps you stay on par or surpass your competition by actively promoting your offerings and staying top of mind among consumers.

While advertising requires investment, it can yield significant returns when executed effectively. It's essential to develop a well-defined advertising strategy aligned with your business goals, target audience, and budget to maximize the benefits of advertising.

The time it takes to see results from advertising can vary depending on several factors, including the type

See **APPELL PIE** page 14

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P.O. Box 273264, Boca Raton, FL 33427-3264
(561) 620-8888 ♦ Fax (561) 620-8821
howard@trnusa.com ♦ www.trnusa.com

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ASSOCIATE EDITOR Wesley Paul
CONTRIBUTING EDITOR John Tschohl
CIRCULATION MANAGER Eric Spencer
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Important new products, corporate news and industry events

Today's Restaurant News wants to thank and show thanks by acknowledging our Servicemen and women who keep our Country safe.

Petty Officer 2nd Class Alexander Edwards, a native of Fort Lauderdale serves aboard Naval Station (NAVSTA) Mayport in Mayport, Florida. Edwards joined the Navy six years ago.



Alexander Edwards

"I joined the Navy to continue a family tradition," said Edwards. "My father, Gordon Edwards, and my uncle, George Edwards, both previously served as Marine sergeants in the infantry and in the Gulf War."

"I would like to thank both my parents for supporting my decision to join the Navy," added Edwards. "I would also like to thank my mentors, Culinary Specialist 1st Class Zachary Wallace, currently serving aboard USS Devastator in Bahrain, and Senior Chief Culinary Specialist Samuel Miro, who is currently serving in Souda Bay, Greece."

By Rick Burke, Navy Office of Community Outreach.

Le Macaron, the leading French Pastries and Macaron franchise in the United States, announced it is on track to meet its year-end goal of 80 franchise units following remarkable growth in 2022 and an impressive first quarter in 2023 with multiple franchise openings. As the #1 macaron franchise with 76 units nationwide in various stages of development, the popular French patisserie will open 10 new locations

this summer in Tucson, Gaithersburg, New York, Columbus, Tarpon Springs, FL, Pembroke Pines, FL, and three California stores in Long Beach, Sacramento, and New Port Beach. In addition, the company reported a third Le Macaron café is slated to open in Nashville TN.

Having an electrical cord get unplugged from an outlet can mess up anyone's workflow, and it can become critical if the device being powered is



essential to business' operation, like in the food service industry. Lock

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is designed for use on sensitive equipment that needs to always remain plugged into a power source. The LockSocket fits around standard size male electrical cord plugs and can be installed in seconds with the

proprietary security screws. For more information visit locksocket.com.



The **Toasted Yolk**, a full-service eatery featuring breakfast, lunch and brunch favorites, opened its newest restaurant on July 17 in Addison, Texas. The new restaurant is located at 4580 Belt Line Rd. at the site

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

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Creating a Cheers-like experience in a small-town restaurant where everyone knows your name

Paul Segreto ♦ CEO & Founder at Acceler8Success Group

Operating a restaurant in a small town offers a unique opportunity to become more than just a place to eat; it can become the beating heart of the community. By fostering community involvement, engaging in local activities, and becoming a central meeting place for residents of all ages, a small-town restaurant can create a sense of belonging and nostalgia reminiscent of the beloved TV show Cheers. This

article explores the various aspects of running such a restaurant, including community involvement, sponsoring local high school sports, employing high school students and seniors, and showcasing comfort food and family-style dining.

Showcasing Comfort Food and Family-Style Dining. Small-town residents often appreciate the nostalgia and comfort of traditional, homestyle

cooking. A restaurant can cater to these tastes by showcasing comfort food and family-style dining. Breakfast, lunch, and supper menus can feature classic dishes made with locally sourced ingredients, highlighting the flavors of the region. The restaurant can become renowned for its homemade pies, hearty stews, or famous fried chicken, creating a reputation that draws people from far and wide.

High School Students and Senior Employment. Small towns often face challenges in providing employment opportunities for both high school students and seniors. By offering part-time jobs after school and on weekends, the restaurant can become a valuable source of income and work experience for students. Similarly, hiring seniors can tap into their vast experience and provide them with a sense of purpose and community involvement.

This intergenerational workforce can also foster connections and mutual learning among employees.

Becoming the Place Where Everyone Knows Your Name. One of the most endearing qualities of the Cheers TV show was the sense of community and familiarity among its patrons. Similarly, a small-town restaurant can strive to become the place "where everyone knows your name." Building personal connections with customers, remembering their preferences, and engaging in friendly conversations can create a welcoming environment where customers feel valued and appreciated. This sense of belonging keeps patrons coming back and encourages them to bring along their friends and family.


Community Involvement and Activities. In a small town, community involvement is vital for the success and sustainability of any business, especially a restaurant. Engaging with the community creates a mutual relationship, where the restaurant supports the town and its residents, and, in turn, the

community supports the restaurant. Participating in local events, festivals, and fundraisers allows the restaurant to demonstrate its commitment to the town and its values. Additionally, hosting events such as trivia nights, live music performances, or themed evenings can further solidify the restaurant's position as a central gathering spot.

Sponsoring Local High School Sports. High school sports play an important role in small-town life, fostering school spirit and a sense of unity. By sponsoring local high school sports teams, a restaurant can demonstrate

its support for the community's young athletes and attract their families and friends as patrons. Displaying team photos, organizing pre-game meals, or offering discounts for athletes can help strengthen the bond between the restaurant and the school community.

Conclusion.

Running a restaurant in a quaint town offers a distinctive chance to transcend the role of a mere eatery. Through active community involvement and support, sponsorship of local high school sports, establishing itself as a for gatherings, employing both students and seniors, and highlighting comforting fare and family-style dining, a restaurant in a small town can transform into a beloved establishment. Just like the legendary Cheers bar, it can encapsulate the essence of community, nostalgia, and familiarity. By embracing these values, such a restaurant can cultivate a sense of belonging, forging enduring memories for both locals and tourists. 

About Paul Segreto: Paul is CEO and founder of Acceler8Success Group. Acceler8Success provides advisory services to help restaurants deliver positively memorable experiences, assist operators scale their businesses to new levels and develop sustainable expansion & growth strategies. If you are seeking guidance and support, you can reach out to Paul through LinkedIn or email him at Paul@Acceler8Success.com. To discover more about Acceler8Success Group, please visit their website at Acceler8Success.com.

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Carl's Jr. and RSMG bringing bold and flavorful brand to South Florida



Franklin, TN - CKE Restaurants Inc., parent company of Carl's Jr.® restaurants, recently announced that the brand is bringing its iconic big, bold flavors to South Florida with its first restaurant in partnership with RSMG Holding LLC and Retail & Food International Brand. The Carl's Jr. opening in Doral, Florida is planned for late 2023 and marks the brand's first location in Florida.

The first South Florida Carl's Jr. restaurant will boast the brand's newly refreshed look while featuring fan favorite Carl's Jr. menu items including 100% Black Angus Thickburgers®, Hand-Breaded Chicken Tenders™, sandwiches and more.


"Carl's Jr. is known for serving impossible to ignore flavors, so we are excited to bring our iconic brand to South Florida where audacious is a lifestyle and we're sure to fit in," said Chris Bode, chief operating officer of CKE Restaurants. "South Florida is an important part of our growth strategy and we're thrilled to welcome the South Florida community to experience our fan-favorite, authentically crafted menu items whenever the craving hits."

Ron Santolaya, Owner, and Managing Director of RSMG, and partners Milko Grbic and Claudio Fernandez are leading a team of investors with the primary mission of

bringing Carl's Jr. to Florida and positioning the brand as a market leader. RSMG is expected to break ground on the first Doral, location in summer 2023. CKE Restaurants and RSMG are actively searching for new real estate partners with drive thru capabilities and working to develop 35 Carl's Jr. locations across the South Florida region. Santolaya has extensive and successful experience leading RSMG's operations of Carl's Jr. restaurants in the U.S., Canada, and Latin America for almost four decades.

"The CKE brands are beloved by people all over the world and we look forward to introducing this iconic brand to Florida with the opening in Doral," said Santolaya. "This expansion will allow Carl's Jr. to reach the South Florida community for the first time and offer a refreshing, new

dining experiences."

Currently, Carl's Jr. — online at www.carlsjr.com — has more than 1,000 locations throughout the western part of the United States with a strong presence in California where the company was born more than 80 years ago. Additionally, the brand boasts an international footprint across 35 countries including 300-plus restaurants in Mexico. 

About CKE Restaurants Holdings, Inc. : CKE Restaurants Holdings, Inc. is a privately held company based in Franklin, Tennessee, runs and operates Carl's Jr. and Hardee's, two beloved brands, known for one-of-a-kind premium and innovative menu items such as 100% Black Angus Thickburgers®, Made from Scratch™ Biscuits and Hand-Breaded Chicken Tenders™. With both a U.S. and international footprint, Carl's Jr. Restaurants LLC and Hardee's Restaurants LLC have over 3,900 franchised or company-operated restaurants in 44 states and 35 foreign countries and U.S. territories. Online at www.cke.com.

"Carl's Jr. is known for serving impossible to ignore flavors..."

Technology from page 1

ensuring that each drink is tailored to the individual's taste. This customization level increases customer satisfaction and sets a new standard for consistency in the industry.

Robots at Reception - Streamlining Guest Services

The implementation of robots and self-service kiosks in hotel receptions is another innovative step towards streamlining guest services and enhancing the overall experience. These robotic receptionists can perform various tasks, such as checking guests in and out, providing directions, and offering information about the hotel's amenities and local attractions. Equipped with AI and natural language processing capabilities, these robots can communicate with guests in multiple languages, ensuring a smooth and welcoming experience for travelers from around the world.

Using robots at reception reduces waiting times, increases efficiency, and frees human staff to focus on more complex tasks and personalized guest interactions. Furthermore, these robotic receptionists can operate 24/7, guaranteeing that guests receive assistance whenever required, contributing to a seamless and enjoyable stay.

RFID Wristbands - The End of Carrying Things


Radio Frequency Identification (RFID) bracelets can significantly enhance a hotel guest's experience by offering a level of convenience that transcends typical hospitality standards. Waterproof and comfortable, these bracelets can be worn at all times, providing seamless, keyless access to guest rooms and hotel amenities, such as the pool or spa, without worrying about carrying or losing traditional key cards.

Moreover, these RFID bracelets can be linked to a guest's credit card, enabling cashless transactions across

the hotel for services such as dining, spa treatments, or buying drinks (preferably from a robotic bartender), eliminating the need for guests to carry a wallet or phone. Integrated with a hotel's CRM system, this technology lets the staff personalize guest experiences by tailoring room and food preferences and suggesting activities based on past stays.

Biometric Authentication - Enhancing Security and Personalization

Biometric authentication is gaining traction in the hospitality industry, offering increased security and a smoother guest experience. By utilizing unique biological characteristics such as fingerprints, facial recognition, or voice patterns, hotels can verify the identity of their guests with greater accuracy. This technology allows for seamless check-ins, reducing wait times and enabling a more convenient experience for guests. Biometric authentication enables hotels to provide enhanced security measures, protecting both guests and their belongings. By granting access to rooms and facilities based on individual biometrics, hotels can minimize the risk of unauthorized entry, ensuring a safer environment.

In conclusion, technology's integration into the hospitality industry is not just a fleeting trend but a transformative force, redefining customer experiences and expectations. From AI-powered smart hotels to interactive robotic bartenders, these advancements are creating a new landscape of convenience, personalization, and security. As we move forward, embracing these innovations will be vital for businesses seeking to stay competitive and ensure customer satisfaction and loyalty. The future of hospitality is bright and technologically advanced, promising an elevated experience for all guests, and making each interaction uniquely memorable. 



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Our Family
of Foodservice Shows

What's Going On from page 3

of the former Remington's Seafood Grill. The building features indoor/outdoor seating. They offer boozy brunch cocktails and have a full-seized bar. The new restaurant will be owned by Garland residents Rex and Maricela Heckelman. Rex Heckelman has spent more than 40 years in the restaurant industry. He began his career working in management at Luby's cafeteria restaurants in the 1980's before co-founding WingStop with Antonio Swad in 1994. Rex and Maricela Heckelman currently own and operate four Wingstop restaurants in the Dallas area.



culinary empire. The new location is at 350 Trolley Line Blvd in Mashantucket CT. The team is led by Executive Chef June Lee, as well as General Manager Ben Puma.

Betty Sue's is coming late summer to 30 Marietta St in Atlanta. The restaurant owned/operated by Chef Bryant Williams, who has been a personal chef to rappers Cardi B and others.

Normandy Gourmandy, the new neighborhood wine shop and gourmet food market from restaurateurs Sandy Sanchez and Benoit Rablat is now open. Located in Miami Beach's North Beach neighborhood at 932 71st Street, it's a welcome addition to the under-the-radar neighborhood's mix of eclectic retail and restaurants and a new destination for local North Beach residents seeking fine wines, imported cheeses and other treats from around the world. And there are so many great ideas for gift-giving – from gorgeous marble charcuterie boards, to a wide range of unique culinary products,



to cute tote bags and more. Visit them at www.normandygourmandy.com.

ItsaCheckmate, the center of a restaurant's digital ordering business, announced Reconcile, a no-fuss, plug-n-play data ingestion, formatting, and reporting tool that allows restaurant accounting teams of all sizes, irrespective of the solution they use, to consolidate all of their 3rd party ordering platform statements into one unified view at the touch of the button. "The previous iteration of this solution, known as Accounting

Reconciliation, was exclusively available to our fully integrated customers. It successfully addresses the challenge of reconciling revenue recorded in the POS with the revenue figures reported by 3rd party platforms, ensuring alignment with the final deposit in the bank account. This solution compares the details of each order and flags any discrepancies in either direction," explained Vishal Agarwal, the founder and CEO of ItsaCheckmate. ItsaCheckmate also offers a next-generation plug-and-play Marketplace solution, enabling restaurants to continually evolve their digital ordering strategies, keeping pace with industry trends. ItsaCheckmate works with nearly 25,000 global restaurant locations, integrating with 50+ POS systems and 100+ ordering platforms, including industry leaders like UberEats, DoorDash, and Grubhub. Online at ItsCheckmate.com.

Parker's Kitchen, a Savannah-based convenience store chain, is checking a site in N Jacksonville where Drayton-Parker Companies LLC recently bought almost 10 acres at Faye Road and Alta Drive. It would be their 1st Florida location.



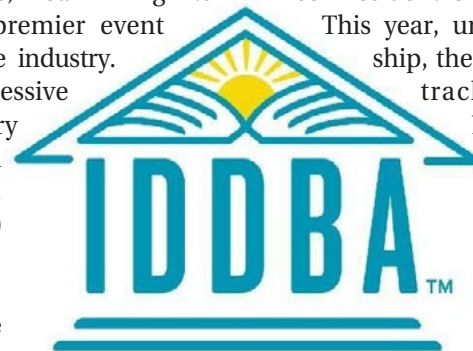
Tom Wienclaw

Twin Peaks recently announced that 3B Lodge is expanding its current area development agreement to add **four new franchised lodges in their Midwest region**, including restaurants in Nebraska, Iowa and Oklahoma. The Kansas-based group took ownership of the brand's

five current locations in Kansas - Kansas City, Olathe, Independence, West Wichita and East Wichita - earlier this year. "This group has been a key partner for Twin Peaks from the get-go, so it was a natural progression for us to continue working with them, especially in their backyard," said Joe Hummel, CEO of Twin Peaks. "3B Lodge has a great local reputation and when you pair that with our brand's fun national appeal, expanding their agreement is a home run for us and those communities."

TriMark USA, LLC one of the country's largest providers of design services, equipment, and supplies to the foodservice industry, announced that industry veteran **Tom Wienclaw** has been promoted to Chief Executive Officer, effective July 17, 2023. He will assume operational leadership of the company and report to the Board of Directors. Tom is a 19-year veteran of TriMark and served most recently as President, TriMark USA. Tom joined TriMark in 2004 and has had experience in a variety of increasingly significant leadership roles including Divisional CFO, General Manager, Division President, and Executive Vice President of the North Region.


This year, under Tom's leadership, the North Region is on track to exceed \$1.0 Billion in sales, which represents growth of 23% vs. 2022. In addition, in December of 2021, Tom was promoted to Chief Growth Officer of TriMark and designed and executed our new national commercial growth strategy. Since that time TriMark's sales have grown 29% from \$1.7 Billion in 2021 to \$2.2 Billion in 2022. Headquartered in Massachusetts with a history dating back to 1896 visit them at trimarkusa.com.




The National Restaurant Association Restaurant, Hotel-Motel Show®, concluded at Chicago's McCormick Place, reaffirming its position as the premier event for the foodservice industry. Drawing an impressive crowd of industry professionals from across the U.S., representing all 50 states, and boasting a diverse international presence from 107 countries—including key countries from Asia, the Caribbean, and Latin America such as Australia, Mexico, Brazil, the Dominican Republic, Japan, Taiwan, and the Philippines—it stood as the leading industry gathering. The Show hosted nearly 55,000 foodservice professionals and experienced an 8% growth in total registrants compared to the previous year, reflecting the growing interest and engagement in the event. Additionally, international attendance accounted for 15% of the total registration, marking an increase from 11% in the previous year and highlighting the Show's growing global appeal.


Baleen Naples beachfront restaurant inside LaPlaya Beach & Golf Resort in Naples, reopened mid-July after being closed due to Hurricane Ian.


On July 15, **Foxwoods Resort Casino** hosted a grand opening ribbon cutting ceremony for **Gordon Ramsay HELL'S KITCHEN**. Located in the Grand Pequot Concourse, Gordon Ramsay HELL'S KITCHEN joins Foxwoods' impressive collection of global dining options, bringing the celebrated chef's renowned cuisine to guests. The restaurant provides seating for nearly 260 patrons, featuring a chef's counter and an exclusive 40-seat private dining room. This marks the sixth United States location of Gordon Ramsay HELL'S KITCHEN, adding to the legacy of the



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Carnival Cruise Line begins fleetwide rollout of new dining room offerings

Chief Culinary Officer Emeril Lagasse curates dozens of new dinner menu items created by Carnival chefs



Miami, FL – Following a successful pilot on Carnival Dream, Carnival Cruise Line has just rolled out new dinner menus for its dining rooms in a phased approach across the fleet beginning with Carnival Conquest. The new menus bring more variety to its dining room offerings with dozens of new dishes curated by Chief Culinary Officer Emeril Lagasse in conjunction with Carnival chefs. Among the many new menu items are Emeril Selects, which are personally recommended by the renowned chef and restaurateur.

“Food is an ever-evolving art, so our approach to the dining room offerings

is to infuse a selection of new dishes, feature more international flavors and complement the Carnival classics our guests love,” said Lagasse. “Working with our skilled team of Carnival chefs, we recently tested and selected more than 60 new dishes to mix into the dining room rotation. I’m pleased that these dishes were very well received by our guests on Carnival Dream, so we are very excited to roll them out to the Carnival fleet.”

Guests embarking Carnival Conquest in Miami will be the next to experience the enhanced offerings, followed by Carnival Horizon and, next month, four

more ships, Carnival Sunrise, Carnival Vista, Carnival Radiance and Mardi Gras, will implement the changes as well. Each month, the new menu items will be introduced aboard several ships based in Carnival’s U.S. homeports into early 2024. Carnival’s Australia-based ships will implement the new menu items later next year.

A sampling of items guests will find on the newly enhanced menus is summarized below. In addition, dining room menus will include a periodic rotation of offerings from Carnival’s well regarded specialty restaurants.

Palate-Pleasing Additions Bring New Flavors Aboard

- ◆ **Hawaiian Shrimp Poke** – a flavorful starter that combines avocado, edamame, rice, creamy spicy sauce, togarashi chili and wakame.
- ◆ **Roasted Duck Rolls** – a delicious appetizer made with rice paper and scallions and served with sweet garlic sauce.
- ◆ **Pappardelle with Braised Lamb** – an Italian-inspired first course featuring tomato cream sauce, garlic and parsley.
- ◆ **Grilled Swordfish** – a tasty seafood entrée that’s served with smashed fingerling potatoes, fava beans and cherry tomato salad in a citrus saffron sauce.
- ◆ **Cornish Game Hen** – an elegant entrée served with roasted root vegetable and pan gravy.
- ◆ **Salad Entrees** – the Ultimate Cobb Salad, the Asian Chopped Salad with Chicken, and the Beefsteak Salad.

- ◆ **Desserts** – the Dutch Double Chocolate Pave, a rich chocolate cake, along with a refreshing Banana Cream Pie.

‘Emeril Selects’ Elevates Dining Experience

- ◆ **Crab and Shrimp Cake** – this seafood appetizer is served over charred corn and apple slaw and remoulade sauce.
- ◆ **Beef Carpaccio** – mascarpone-truffle cream flavors this Italian-inspired appetizer.
- ◆ **Coffee Glazed Roast Duck** – Creole potato wedges accompany this delectable duck entrée.
- ◆ **BBQ Salmon** – house-made Worcestershire sauce flavors this entrée that’s served with an Andouille potato hash and topped with fried onion rings.

Carnival Classics Continue to Flavor the Fun

- ◆ **Escargots Bourguignonne** – this popular appetizer features shallots, garlic and parsley Pernod butter.
- ◆ **Stuffed Mushrooms** – spinach, Romano cheese and truffle herb velouté complete this tasty appetizer.
- ◆ **12-Hour Braised Short Ribs** – this mainstay entrée is served with green beans, chive mashed potato and a truffle au jus.
- ◆ **Classic Beef Wellington** – A delicious beef fillet is wrapped in puff pastry and served with sweet and sour Brussels mushroom Madeira sauce.
- ◆ **Chocolate Melting Cake** – This rich and warm chocolate dessert is one of Carnival’s most popular dishes of all-time and the perfect complement to a scoop of ice cream.
- ◆ **Bitter & Blanc** – another guest favorite, this bread pudding dessert is made all the tastier and more flavorful with a cinnamon dulce sauce.

About Carnival Cruise Line: Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is the first cruise line to sail over 100 million guests and is proud to be known as America’s Cruise Line, for carrying more Americans and serving more U.S. homeports than any other. For over 50 years, Carnival has continually revolutionized the cruise industry and popularized the cruise vacation as an affordable and fun travel option. Carnival operates from 14 U.S. and two Australian homeports and employs more than 40,000 team members representing 120 nationalities. Carnival currently operates 25 ships and is in an exciting period of growth with the addition of two ships over the next year.

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Le Macaron French Pastries® continues nationwide expansion

#1 Macaron franchise poised to meet year-end goal of 80 units in the U.S.

Sarasota, FL - Le Macaron, the leading French Pastries and Macaron franchise in the United States, announced it is on track to meet its year-end goal of 80 franchise units following remarkable growth in 2022 and an impressive first quarter in 2023 with multiple franchise openings. As the #1 macaron franchise with 76 units nationwide in various stages of development, the popular French patisserie will open 10 new locations this summer in Tucson, Gaithersburg, New York, Columbus, Tarpon Springs, FL, Pembroke Pines, FL, and three California stores in Long Beach, Sacramento, and New Port Beach. In addition, the company reported a third Le Macaron café is slated to open in Nashville.



"We are pleased that our growth plans are exceeding expectations," said Le Macaron spokesperson Greg Guillem. "Le Macaron is fueling America's growing love affair with macarons, resulting in a constant stream of inquiries from investors and entrepreneurs. We are on track to increase our total number of units to 80 by the end of this year."

New owners Gary and Stacy Haggart will open the first Le Macaron café in Arizona this summer with the first of three units planned for Tucson. Located

at 260 E. Congress Street in the heart of downtown Tucson, the Haggarts said they are looking forward to introducing authentic French macarons and pastries to the community.

"Not many cafes or bakeries can say their macarons are freshly prepared daily by French chefs," said Gary Haggart. "Tucson is a diverse, sophisticated market that is perfect for the Parisian café Le Macaron experience."

Franchisee Michael Birmingham said he is anticipating a soft opening in August for his Long Beach location in Belmont Shore on Second Street. Birmingham pivoted from a career in technology to follow his dream of owning a food business.

"I researched a lot of franchise opportunities, but I was drawn to Le Macaron because of the high quality of their products," Birmingham stated. "It didn't hurt that I have always had a bit of a sweet tooth! I believe this store will thrive in our high traffic location that attracts residential and tourist customers year-round."

Co-founder Rosalie Guillem said prospective franchisees are encouraged by the brand's significant year-over year as well as Le Macaron's

commitment to franchise support. She said the total investment for a Le Macaron franchise averages approximately \$250,000, including a \$45,000 franchise fee.

"Prospective franchisees are ultimately choosing Le Macaron because we are the industry leader with premium products, beautiful store designs, and an excellent track record from existing franchisees who are experiencing success nationwide," she said. "Our confectionery is now producing more than 32,000 macarons per day, which is more than 30,000 per day we produced at this time last year."

With the \$17.1 billion bakery and café industry experiencing 0.8% growth in 2023 alone when profit will reach 5.4%, Le Macaron sets itself apart by treating customers to a taste of Paris, including vibrant, colorful décor, traditional music, and a menu featuring freshly prepared macarons, pastries, gelato, coffee, gourmet chocolates, cakes, éclairs, European style beverages and more. Available in more than 20 delicious flavors, macarons are also available in seasonal flavors to commemorate holidays and special occasions, and the company has a thriving catering and corporate gifting business year-round.

For more information about the Le Macaron French Pastries franchise opportunity please visit <http://lemacaronfranchise.com>.

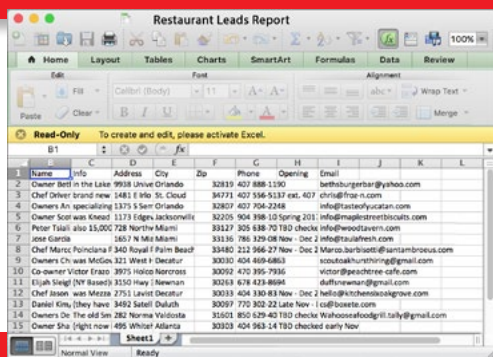
About Le Macaron French Pastries: Founded in 2009 by Rosalie Guillem and her daughter Audrey, Le Macaron French Pastries - lemacaron-us.com - is an elegant retail specialty French patisserie that offers guests the finest, authentic French macarons and pastries. Headquartered in Sarasota, Florida, the brand began franchising in 2012 and has since grown to more than 75 locations across the U.S. Le Macaron French Pastries is ranked on Inc. 5,000 2016, #17 on the 2019 Top Emerging Franchise List as well as ranking on the Top 100 Food and Beverage category by Entrepreneur and holds a No. 9 ranking in the baked goods category. Le Macaron was recently named to the FranServe 2022 Fran-Tastic 500 list, which recognizes the top franchises in the country.

"Not many cafes or bakeries can say their macarons are freshly prepared daily by French chefs."

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What's Going On from page 10

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Today's Restaurant invites you to submit your information for the What's Going On column at any time. Just e-mail your company, product or event info to terri@trnusa.com

and try to keep the word count around 100 words (or less). It's a great way to get free publicity for your company product, service or upcoming events! And while you're online check out

the **Today's Restaurant website** for current advertising opportunities, our networking groups, foodservice news, back issue PDFs, classified ads and much more! **TR**



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Appell Pie from page 2

of advertising, your industry, target audience, campaign objectives, and the effectiveness of your advertising strategy. Here are a few other considerations:

1. Immediate impact: Some types of advertising, such as pay-per-click (PPC) online ads or social media ads, can generate immediate results. These ads can drive immediate website traffic, leads, or sales, allowing you to see tangible outcomes shortly after launching the campaign.

2. Short-term impact: Certain advertising campaigns, such as limited-time promotions or seasonal offers, are designed to produce short-term results. They aim to create a sense of urgency and prompt immediate action from customers. You may start seeing results within a few days or weeks as the campaign gains traction.

3. Medium-term impact: Many advertising efforts take time to build momentum and generate noticeable results. It often requires consistent messaging and exposure to your target audience over a sustained period. For instance, a television or radio advertising campaign may take several weeks or months to produce significant results as your message reaches a larger audience and accumulates impressions.

4. Long-term impact: Brand-building advertising campaigns,

aimed at enhancing brand awareness, loyalty, and reputation, often have a longer-term impact. It can take months or even years to establish a strong brand presence and see the full effects of your advertising efforts. Over time, as your brand becomes more recognized and trusted, you can expect to see increased customer loyalty and sales.

It's important to note that advertising results are not always immediately quantifiable. Besides direct sales or conversions, advertising can also influence customer perception, brand recognition, and market positioning, which can lead to long-term benefits.

To assess the effectiveness of your advertising, you should establish specific goals and key performance indicators (KPIs) aligned with your objectives. Regularly track and analyze relevant metrics, such as website traffic, conversion rates, customer inquiries, or brand sentiment, to evaluate the impact of your advertising campaigns. This data will provide insights into the effectiveness and timeline of your advertising efforts and guide future optimizations.

Advertising in Today's Restaurant News's digital newspaper or taking advantage of our email blasts will show results if done over a reasonable amount of time. Let us show you how to maximize your investment. **TR**

Diner Dispatch from page 1

hot), and there's no cleanup involved for diners.

"As consumers seek more exceptional dining experiences, they are also looking for new flavor experiences that excite their palates and provide a respite from their daily routines", says Stacey Kinkaid, Vice President, Product Development and Innovation at US Foods. "The trend of global flavors demonstrates this as diners look for discovery and escape from the ordinary."

When it comes to the most popular types of restaurants patrons enjoy frequenting, casual dining tops the list, followed by fast food, fast casual, contemporary casual, and bar and grills.

Going to a restaurant is an experience in itself. But that experience has changed in recent years due to the COVID-19 pandemic. Many diners may have noticed the shift from physical menus to QR codes, a shift which is often becoming permanent. According to US Foods research, that change is not always well-received. More than 3 in 4 Americans prefer physical menus to a QR code. This is true for all generations, although 31% of Gen Z survey respondents say they prefer QR codes to physical menus.

Universally, the cost of meals is a major contributing factor to how often and where Americans go out to eat. According to survey results, half of Americans spend less than \$20 per person when dining out. How much do

Americans spend dining out every month? Over the course of the month, US Foods found Americans spend an average of \$166 per person eating out.

When it comes to tipping, America is still undecided. Many are sticking with the long-held belief that 15% is the standard, but a new set of Americans are on board with recognizing the great service they receive with a 20% (or more!) tip.

There are so many different types of restaurants Americans can go to, from fast food and cafés to buffets and bistros. But one of the most popular types of restaurants is the "bar and grill." As noted earlier in the study, 25% of Americans say bar and grills are one of their most-frequented restaurants when they go out to eat.

If you thought high-tops were the big rage, today's stressed-out consumers have voted – and booths are the go-to for bar and grills. Their design and layout lead to comfort and conviviality.

The atmosphere of a bar and grill is important, too, especially during the height of the professional sports season, and 66% prefer bar and grills that have TVs.

Regardless if Americans are dining out or ordering in, they are happy to have the option to not be in the kitchens and will be enjoying the many aspects of the restaurant industry in 2023. **TR**

This Survey was contributed by US Foods. The data and research attributed by: usfoods.com

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