

# Foodservice Updates

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## What does your reopening look like?

Find help reopening your operation at [foodserviceceo.com](http://foodserviceceo.com)

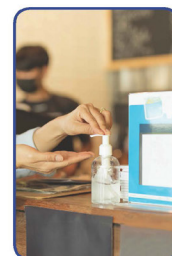
The reopening of restaurant dining rooms across the United States has been a study of extremes, whether in terms of guests' responses to restaurant reopenings, operators' willingness to enforce new health and safety guidelines, or even the guidelines themselves. As we enter the summer months and jurisdictions look to accommodate outdoor dining in previously unseen ways, we're likely to see an even broader range of approaches to kick-starting restaurant sales. While your state and local authorities detail the precautions your business must take to protect against the spread of COVID-19, there is also room for some imagination within the rules you must follow. Hearing from operators who have deftly maneuvered through their own reopenings may help you sidestep some challenges (or even just plain awkwardness, like how to go about confirming the accuracy of orders when everyone in your establishment must wear a face mask, or determining how guests can best store their masks while they eat). A new website launched by Team Four Foodservice, [www.foodserviceceo.com](http://www.foodserviceceo.com), can serve as a guide to the many guidelines restaurants are following right now. The site includes information from health and safety authorities but also recommendations from industry consultants. It may offer you some ideas that make sense to implement in your business. In any case, leaning on your network of restaurant operators as you reopen can help you tackle existing challenges and anticipate potential ones.



### Executive Overview

As we rise and reopen our foodservice businesses, we want to share with you our observations, the results of our research and our thoughts on what our industry will look like and confront immediately, and in the near-term.

We believe some aspects of consumer behavior will change permanently because of our pandemic experiences. Much like air travel changed dramatically and permanently after 9/11, the foodservice industry will see changes in operations, consumer behavior and business volume because of COVID-19. New and On-Going employee training on sanitation, food and personal safety will be part of everyday restaurant life. The need for an active on-line presence is more important now than ever. Social distancing will mean fewer dining room seats, resulting in more emphasis on enjoying restaurant food away from the restaurant.



Restaurants will have fewer dining room seats in the foreseeable future – not just to comply social distancing but also because significantly more of their business will be delivered to their customers via take-out, curbside, delivery and Grab 'N Go. Prior to March 15, restaurants were averaging about 10% of their business in pick-up or delivery. Since the lockdown of dining room use, restaurants that are still open have seen their take-out/curbside/delivery business grow by 110%. This shows that consumers WANT to enjoy restaurant food and are willing to change behavior– it also tells us that operators must change their business format for the future to successfully participate in the marketplace.



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## Start a new conversation

Your restaurant marketing strategy has likely done an about-face in recent weeks and months – or if it hasn't, perhaps it should. Schedules and traffic patterns have shifted, so the people who used to buy a quick, easy meal they could pick up on their route home from school or work are likely spending a lot more time at home at the moment – and may not be passing your restaurant at all in the course of a week. Cravings may have changed too. This doesn't mean people haven't been craving your food – in fact, they may be missing it more than ever. But how can you tap into their current mindset and make it appealing for them to place an order or, better yet, venture out to dine with you or pick up their food themselves? Start by showing how your restaurant is relevant to people's lives: Is there an easy, tasty recipe you can share that will satisfy everyone in a household? Can you post a video of your chef inventing a meal on the spot using a few ingredients – or dreaming up ways to use pantry staples when certain ingredients are unavailable? Total Food

Service suggests sending out surveys to guests, asking them questions about your menu and getting a sense of what they are preparing at home. What would entice them to come out right now? That may help you refine your current menu and promotions – and avoid offering a family-style pasta meal deal if they have been reheating spaghetti Bolognese for days on end.



## A ghost on the premises



The pandemic has made the need (and demand) for efficient restaurant food delivery even clearer. If you operated a dining room before but don't see it being a practical business move going forward due to physical distancing and capacity requirements, you may be considering going the virtual route, with a focus on driving off-premise sales. This doesn't necessarily require moving to a new location. Depending on your leasing status and the flexibility of your landlord, you may be able to transform your current business and space into a ghost kitchen. If you need help to convert your existing business into a digital business call Team Four Foodservice.



## Remember mental health

Many restaurant operators managing the stress of rebuilding business are encountering an extra challenge: how to ease their employees' anxiety about everything from wearing face masks during service to handling guests who aren't respecting your new safety procedures. People who are comfortable in their work environment are more effective employees – and are more likely to stay employed with you too. A Restaurant Business report (<https://bit.ly/2XgBuQd>) highlights efforts a number of operators are taking to ensure employees get the emotional support they need, as well as the training required to handle current stresses. When in doubt, communicate with your team – by regularly surveying them about what's working and what isn't, giving them a point of contact and other resources to turn to at any time with concerns, and using tech-based communication platforms to help keep them informed about what's happening with your business each day.



## Clean up your menu

Even during pre-pandemic times, menus were among the dirtiest items in a restaurant. How you present your menu now can not only make a difference to the safety of your business, but also send a message to your community about how you are protecting their health right now. If you can, opt for chalkboard or digital menus that can be adjusted as needed and don't need to be discarded after each use (like paper menus). If you use laminated menus that can be cleaned, follow the proper precautions: Food Safety News advises cleaning and disinfecting them after each use with a soft cloth, separating used menus from clean, avoiding harsh chemicals or submerging menus in water, and letting menus dry completely before reuse. One alternative to this in your dining room is posting each side of your menu under glass on each table for easy viewing and cleanup.



## Breakfast envy

These times call for creativity across a restaurant's operations. When it comes to your ingredients, do you have an item that is ripe for reinvention? Consider this one: soft pretzels. Not simply stars of any snack or appetizer menu, they can enhance your entrées as a recipe ingredient. Try a skillet strata combining soft, doughy pretzel pieces with egg, cheese, onion, bacon and spinach for serious comfort food.



## Outsource social distancing to tech

Welcome to the era of social distancing technology. As restaurant operators reopen their dining rooms, they have to envision their space and their traffic patterns in new ways to keep employees and guests safe and manage over-

all health concerns. Tech is emerging that aims to make that an easier task. Advanced Industrial Marketing (AIM), for one, is launching wearable technology tags that use ultra-wideband radio technology to measure the distance between two tags. Modern Restaurant Management reports that when two of the

tags get too close to one another, they vibrate and flash a red LED light in an effort to keep high-traffic areas clear.



### Brauhaus Soft Pretzel Skillet Strata



#### *Ingredients:*

- 1 J&J Snacks Brauhaus 10 oz. Soft Pretzel cut into 1" Pieces
- 6 Large Eggs
- 1 ½ C Whole Milk
- 3 Scallions Sliced Thin
- 4 oz. Shredded Sharp Cheddar Cheese
- 6 Slices Thick Cut Bacon - Diced
- ½ Medium Red Onion – Finely Diced
- 4 oz. Fresh Baby Spinach
- 3 Tablespoons Shredded Cheddar Cheese

#### *Instructions:*

1. Preheat oven to 425 degrees F.
2. Cook bacon in 10" cast iron skillet over med hi heat until crispy
3. Remove bacon from pan and reserve, leave bacon fat in pan
4. Add onion to the pan and sauté until softened about 5 minutes
5. Add pretzel pieces to the pan and fold into onion mixture, cook 3-5 minutes
6. Whisk eggs together with milk
7. Add cheese and scallions and season with salt and pepper
8. Remove pan from heat and fold in reserved bacon.
9. Fold in egg and cheese mixture
10. Gently fold in spinach a little at a time until wilted and incorporated
11. Place in oven and bake for 15-20 minutes until set in the center
12. Remove from oven and immediately top with Cheddar cheese.
13. Let cool 5-10 minutes and serve

Recipe and photo courtesy of J&J snacks

Team Four/Value 4 provides customized Supply Chain Solutions and Business Consultancy to the foodservice owners and operators throughout the United States. To find out how we can help your business save money contact us at:

1-888-891-3103 or visit our web site at [www.teamfourfoods.com](http://www.teamfourfoods.com) and [www.valuefour.com](http://www.valuefour.com)