

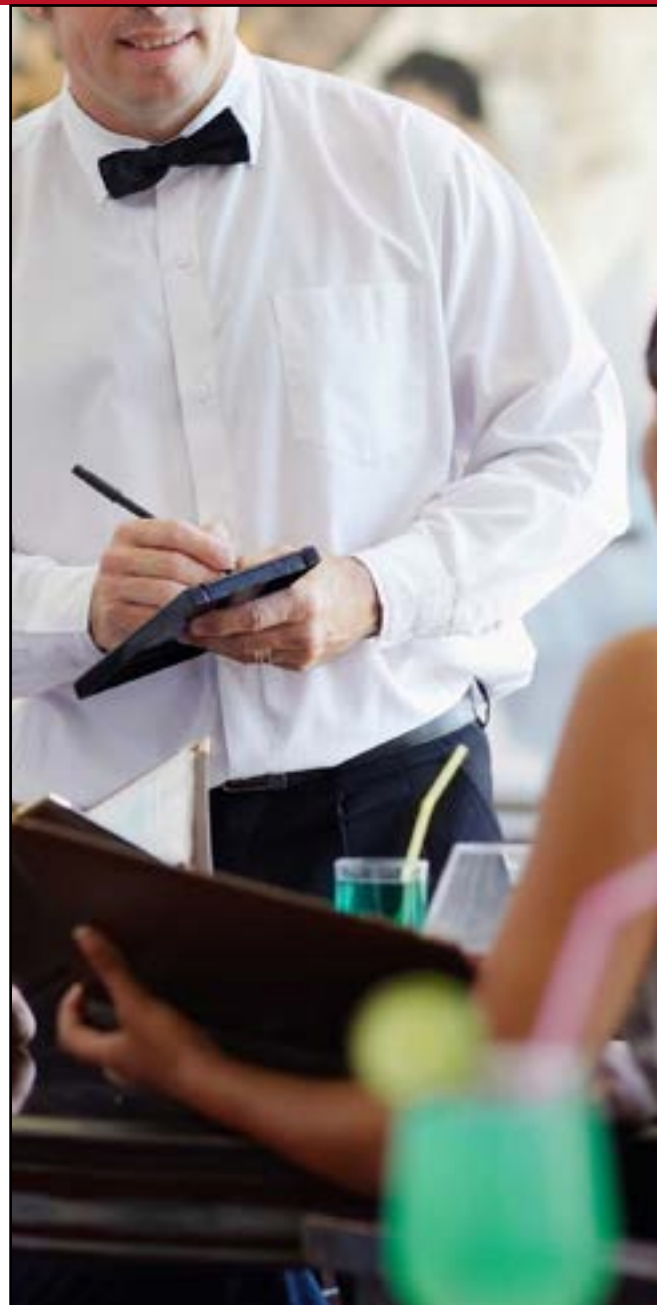
Foodservice Updates

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Creative cross-selling that breaks the old rules

No doubt, the past several years have pushed restaurants to think outside of the box. Since the pandemic, restaurants have invented new income streams as a means of stabilizing income in challenging times. Challenges persist for many restaurants right now, albeit in different forms than they did in 2020, and creative solutions continue to emerge to help operators respond to consumer cravings in ways that help them compete. One case in point: More restaurants are now cross-selling each other's menu items. As Restaurant Business reported recently in their Restaurant Rewind podcast, restaurant licensing deals are expanding beyond their usual boundaries. In addition to visiting a grocery store and being able to pick up a packaged pizza from a national chain, consumers are seeing more of their favorite ready-to-eat restaurant foods at unexpected restaurants. For example, Cinnabon-branded products are popping up at restaurant brands including The Cheesecake Factory, Wendy's and Subway. Menu items from Pret A Manger will soon be available at A&W restaurants in Canada. At a time when boundaries have been blurring around where consumers can access the foods they crave – and the rise of “grocerants” continues to make grocery stores into destinations for ready-to-eat foods – this latest development may help restaurant brands extend their reach. What's more, it might help them strengthen new income streams to support profitability. Looking at your restaurant, are there opportunities for you to place your most in-demand products in complementary restaurants?





Tech Talk

Maximize the value of AI-assisted recruitment efforts

AI can be a useful tool when you're looking to recruit new staff to your team. It can help you craft a compelling and factual job description quickly and automatically based on the information you provide. What it can't do so well is communicate the less tangible nuances of your culture: what your team is like, what energizes them, and how people experience working at your restaurant, for example. That requires some human input and oversight. As a recent report from Modern Restaurant Management puts it, the people applying for a job with you should be able to feel "the bustling energy of a fast-paced kitchen, the warmth of a family-owned establishment, or the innovation of a cutting-edge culinary concept." These are also the kinds of qualities that inspire connection and loyalty among your staff. So what is it about your restaurant's culture, standards and values that sets your business apart from the restaurant across the street? How can you make sure people feel that when they read your job description – and that this feeling carries over seamlessly when they come through your front door?



Join Our Team!

PLEASE COMPLETE THIS ACCURATELY, GIVING AS MANY DETAILS AS POSSIBLE OF YOUR SKILLS AND EXPERIENCE RELATING TO THIS JOB APPLICATION

General Information :

Last Name : First Name : Date of Birth :
Street Address : ZIP :
City : State : E-mail Address :
Phone : Referral By :
Social Security No. :

Employment Desired :

Position : Department/Region :
Salary Desired : Date you can start :
Are you employed ? YES NO If so, may we inquire of your present employer ? YES NO
Ever applied to this company before YES NO If so when ?

Avoiding the mind tricks that gloves can play

In a recent podcast with Food Safety Magazine, food safety expert Francine Shaw said she has pulled up to restaurant drive-thrus and received food from employees wearing cleaning gloves, as well as seen restaurant staff push trash down into a bin with a gloved hand. It may sound disgusting, but it's also understandable: If these restaurant employees had been using their bare hands, they probably would have realized they were putting food safety at risk, or at least experienced a major "ick" factor that reminded them to wash their hands. But gloves can give a person a false sense of security, as well as create a sensory barrier that makes it easier to overlook a food safety risk. Looking at your business, how well does your team follow protocols around handwashing and gloves? Do they ensure their hands are clean when they put on a new pair? Do you see people wearing multiple pairs at once? Do they understand that the gloves are there to protect guests and not the wearer? It may be helpful to review your training protocols around gloves so that they can best support your food safety and not bring new risks into it. A refresher could be especially important if you're serving more food offsite this summer and employees' access to handwashing sinks looks different than it does on your premises.



#FoodSafety

Foodservice CEO

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Using tech to manage labor challenges and beyond

Are you considering adopting new tech to better manage labor costs? Looking to California might provide some examples of how it can be done. The state's recent decision to raise the minimum wage for quick-service restaurant workers to \$20 has reopened discussions about how technology might be used to automate or streamline restaurant tasks, according to a recent report from Restaurant Technology News. It said the California Restaurant Association has confirmed that some restaurant operators are either deciding against expansion or are closing stores as a result of the decision. Even if you're not dealing with a mandated wage increase in your state, you've likely been considering how to weave new technology into your business to operate more efficiently. Research from the National Restaurant Association found that nearly half of the restaurants they surveyed plan to use technology and automation to manage labor shortages. One-quarter of respondents said they plan to use self-ordering and payment kiosks specifically. Beyond labor, the National Restaurant Association's survey found that operators' top priorities for technology spending this year include digital and location-based marketing; loyalty and reward systems; back-office technologies that help operators manage food safety compliance, tax compliance and finance; inventory control and management; and point-of-sale systems.



To find out how Team Four can help your business save money contact us at:

1-888-891-3103 or visit our web site at www.teamfourfoods.com

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