

HOSPITALITY NEWS

HOTEL, DINING & EATERY TRENDS

VOLUME 2 | ISSUE 2

FEBRUARY/MARCH 2022


Who's Who

THE HEALING POWER OF FOODSERVICE

Veronica McIymont talks about changing perceptions about hospital dining.

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International Restaurant & Food Show

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A MESSAGE FROM OUR PUBLISHER

I am opening this issue of Hospitality News with the definition of "hospitality," as the word is used so often, but so few outside the industry truly know what it means.

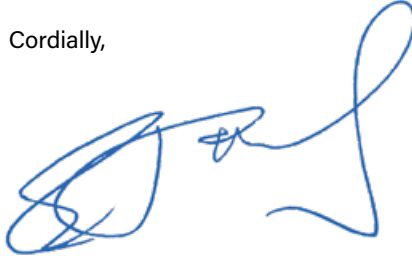
Dictionary.com defines it as, "The friendly and generous reception and entertainment of guests, visitors, or strangers."

Because the industry is so vast and dates back thousands of years, there is so much to write about. The evolution of hospitality is one of the most interesting and vital of any industry existing today, and it touches each and every individual every day.

We dedicate this magazine to sharing the stories of this evolution and informing those who work in the industry.

I have been in the industry for over 40 years; as a result, I have connected with many experts and veterans committed to contributing their knowledge to HOSPITALITY NEWS. I am confident this will help the industry continue to evolve, despite recent unprecedented challenges, to an even better place.

Cordially,



Ed Daniels
Publisher & Editor-in-Chief ■

ED DANIELS

PUBLISHER & EDITOR-IN-CHIEF

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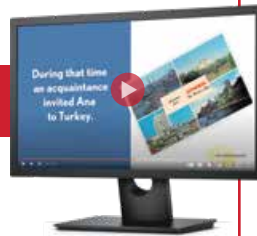


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HOSPITALITY NEWS

HOTEL, DINING & EATERY TRENDS

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5 REASONS

PEOPLE STAY UNEMPLOYED

Opinions as to why people stay unemployed may sometimes rely on judgmental stereotypes of lazy grifters, but the realities of unemployment are much different. A study published by Yale University researchers in 2020 showed no evidence to support the contention that enhanced unemployment benefits are a disincentive to working, even when unemployment compensation exceeds job earnings. While there may be a few lazy individuals who would rather sit around and do nothing, most people crave meaningful work offering a decent wage.

Unemployed people struggle to pay the bills and worry about feeding their families. Some hard-working Americans end up living in a van with their children due to circumstances outside their control. Structural barriers to employment include a lack of jobs in a depressed area, a mismatch between employers' needs and workforce skills, or discriminatory hiring practices. Personal reasons for being unemployed include limiting disabilities, lack of education and training, childcare costs, or lack of transportation. There are five broad categories for the reasons one may be unemployed.

Voters trust their state and national leaders to maintain the quality of life U.S. workers have come to expect. Levels of unemployment make or break the careers of politicians. When the economy goes into a tailspin, workers can suffer dire consequences, including sudden and unexpected unemployment. Those living paycheck-to-paycheck with little or no savings are thrown into a crisis. Lingering unemployment can lead to depression, physical illness, divorce, or suicide,

according to Debt.org. Society loses out when skilled workers are sidelined and forced to take minimum wage jobs that don't utilize their talents.

1. LACK OF IN-DEMAND SKILLS

Structural unemployment occurs when there are good jobs available, but the local workforce lacks the requisite training and skills for hire. Applicants for industrial positions may have the drive and aptitude to fill open positions, but local companies don't have the time, inclination, or resources for on-the-job training. The situation can be especially acute when there is a lack of local community colleges or vocational schools offering hands-on vocational training aligning with workforce needs.

Workers can find themselves out of a job for a very long time if the skills they possess have become obsolete due to automation and robots taking over jobs that used to require trained workers.

Workers can find themselves out of a job for a very long time if the skills they possess have become obsolete due to automation and robots taking over jobs that used to require trained workers. Laid-off workers without access to retraining may face financial ruin. Entire communities can be plunged into poverty if the only factory in town relocates to a lower tax state or moves operations off-shore.

White-collar workers can face extended periods of unemployment when the particular skills they possess, although important to society, are not in high demand. For example, college professors in certain academic disciplines, actors, artists, or writers may face periods of unemployment because of stiff competition and limited job opportunities. Well-educated professionals may even have trouble landing a temporary job to pay the bills because employers consider them overqualified.

SONS



2. LACK OF JOBS

Cycles of economic growth and contraction related to supply and demand can result in cyclical unemployment. A robust economy provides a wide range of plentiful job opportunities, giving consumers the confidence to buy cars, houses and consumable goods. Contraction typically follows periods of growth due to factors like higher interest rates, consumers' overextended credit and foreclosures on homes buyers can't afford. As businesses and industries slow production and lay off workers, unemployment rises. Finding a job during a recession can be difficult, if not impossible. Further compounding the problem is finding a job that pays enough to meet basic needs, especially in cities like San Francisco, San Diego, Los Angeles, New York, Boston, and Seattle, where living costs are well above average.

3. LACK OF ACCESS AND OPPORTUNITY

According to the nonprofit organization Job Honor, stories of those who can't get jobs due to discrimination and employer bias overshadow stereotypes of people not wanting to work. Job Honor seeks to dispel negative attitudes toward marginalized applicants by encouraging employers to adopt more inclusive hiring practices. Many barriers to employment are situational and not a reflection of character, for example:

- Homelessness
- Illiteracy
- Limited English proficiency
- No high school diploma or GED
- Employment gaps
- No current references
- Transportation issues
- Unaffordable childcare

Similarly, employers use background checks to weed out otherwise enthusiastic and qualified applicants who may have a poor credit history or criminal convictions on their record. Having served time for a felony can make it especially difficult to find a job that requires a license. For example, states like Michigan won't issue a real estate license to an applicant previously convicted for felony fraud, reports AYPO Real Estate.

Hiring managers may have unconscious biases against certain applicants, resulting in a workforce lacking diversity. Personal reasons for being unemployed include struggles with mental illness, alcohol addiction, or chronic health conditions. Military veterans may have difficulty with post-traumatic stress disorder and transitioning to civilian life.

Although illegal, some employers still discriminate against applicants who disclose a mental or physical disability. Data compiled by the U.S. Bureau of Labor Statistics, or BLS, reported 17.9 percent of Americans with a disability held jobs in 2020, compared to 61.8 percent of individuals without a disability. In 2019, before the COVID-19 pandemic began, 19.3 percent of individuals with a disability had jobs, compared to 66.3 of individuals without a disability.

4. LACK OF EMPLOYABILITY

According to Business News Daily, bias against unemployed workers starts right after leaving a job and worsens over time. Hiring managers are quick to assume the applicant was a problem employee. Even if the applicant left voluntarily or lost a job due to company bankruptcy, the applicant is stigmatized. Employers expect successful professionals to seamlessly move from one job to the next without gaps in their employment history. Unemployed workers who

are location-bound may struggle longer to find a job in their area.

People may also stay unemployed because they don't have good job-searching skills or may not be aware of resources that help job seekers, like Career One Stop. Computer skills, or even access, may be limited if they've been out of the workforce for a while. Their resume may be outdated and unimpressive, or they might not know how to write a cover letter relating skills to the advertised position. Even if granted an interview, their interviewing skills may be rusty and awkward.

5. LACK OF HOPE

Long-term unemployment can erode self-esteem, self-respect and self-worth. The stress of unemployment spills over into other areas of life. CFI reports 46 percent of unemployed workers experience strained family relationships. Applicants with marketable skills typically intensify their efforts by networking and applying everywhere. They may seek out mentors for career advice. Depending on their age, they may retire early or return to school for retraining.

Remaining positive requires concerted effort. Hope fades as the weeks go by without a job on

the horizon. Unemployed workers find it increasingly discouraging to apply day after day, never hearing back. Emotions can run the gamut from anger, defeat, and despair to indifference and resigned acceptance. CFI reports some unemployed workers lose all hope of ever finding a job. After displaced workers give up and stop looking, they're no longer counted in unemployment statistics, as reported by NBC News. Consequently, the actual numbers of unemployed workers are likely much higher at any given time than figures periodically released by the U.S. Bureau of Labor Statistics. ■

People may also stay unemployed because they don't have good job-searching skills or may not be aware of resources that help job seekers, like Career One Stop.



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WILL THE LABOR PROBLEM RESOLVE IN 2022?

The Bureau of Labor Statistics (2022a, 2022b) released the latest labor market statistics. The unemployment rate further declined to 3.9 percent in December 2021. The number of unemployed persons continued to decrease by 483,000 to 6.3 million. The leisure and hospitality industry added 2.6 million jobs in 2021, but employment was still down by 1.2 million, or -7.2 percent since February 2020.

HIGHLIGHTS FROM THE ACCOMMODATION AND FOODSERVICE SECTOR (OCTOBER 2021 VS. NOVEMBER 2021):

- **Job openings:** 1571 vs. 1310 thousand, or -261,000 (largest decrease among all sectors).
- **Hires:** 1075 vs. 1079 thousand, or +4,000.
- **Separations** (layoffs, discharges, retirement, death, disability, and transfer to other locations of the same firm): 918 vs. 1048 thousand, or +130,000 (largest increase among all sectors).
- **Resignations:** 761 vs. 920 thousand, or +159,000, (largest increase among all sectors).

IS THE LABOR SHORTAGE OVER ALREADY?

Just because the industry has fewer job openings in November 2021, it does not mean the labor shortage is over already. It is plausible businesses are adopting new procedures requiring less staffing, like utilizing more automatic services or simply having fewer employees do the work.

WHAT IS GOING ON IN THE INDUSTRY?

Another report showed one in 16 leisure and hospitality workers in the U.S., or 6.4 percent of its workforce, quit in November alone (Kaplan & Hoff, 2022). Some analysts believe the low unemployment rate and competition with other sectors make hotels and restaurants less appealing to job seekers.

In fact, the average hourly wage in the leisure and hospitality industry was at the bottom, at \$19.20, or about two-fifths of the highest earners (utilities at \$45.15 and information at \$44.54). Nevertheless, \$19.20 was already a substantial increase from the pre-pandemic level, close to a 14 percent jump from \$16.90.

LABOR SHORTAGE WILL AT LEAST STAY FOR A FEW MORE YEARS

Traditionally, the industry also employs many foreign workers with temporary non-immigrant visas and hospitality students. However, during the pandemic, international travel, quarantine mandates, and low enrollment in universities across the nation did not help ease the situation. Even if the enrollment in hospitality programs soon resumes to pre-pandemic levels, it will take a few years before students can graduate and enter the workforce. For now, the industry needs to make hospitality and tourism jobs more attractive to job seekers, current employees, and students. What are your suggestions? ■

LINCHI KWOK, PH.D.

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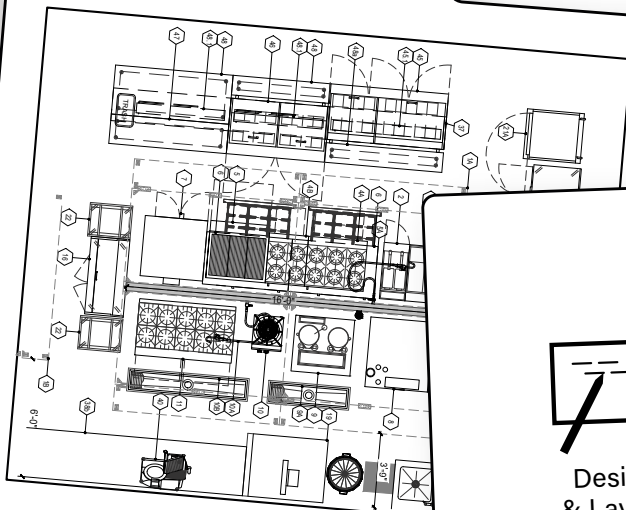
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CAN INFLATION BE A GOOD THING?



BY: LINCHI KWOK, PH.D.

Everything is getting pricier. Everyone, from consumers to business owners, feels the pain. How bad is it? For eight consecutive months, consumer prices spiked by 5 percent or more (Egan, 2022). The consumer price index rose 7 percent in December from a year ago.

The last time inflation reached 71 percent was in June 1982 (Henney, 2022). Here is a breakdown (as compared to last December unless specified otherwise):

- Food: +6.3%
- Gasoline: +49.6%
- Energy: +29.3% or -1.1% from November
- Used car and truck: +37.3%
- Shelter cost: 4.1% or 0.4% from November

WAGES ARE RISING, TOO

The labor shortage and “Great Resignation” have also pushed higher wages. Goldman Sachs CEO David Michael Solomon suggests wage inflation is happening “in every area of the economy” (Cheung, 2022). In December, the average hourly wages showed a 4.7 percent year-to-year increase, as some financial service firms reported a 14 percent or even 34 percent increase in compensation expenses.

INFLATION IS NOT THE ONLY CHALLENGE

Some economists believe disruptions in the supply chain are partially causing inflation, and they hope it will go away with the pandemic. Indeed, hotels and restaurants must deal with supply chain disruptions, too. Many just do not have sufficient goods to serve the guests, even if they are willing to pay more to the suppliers (Sayre, 2022).

CAN RAPIDLY RISING FOOD PRICES GIVE RESTAURANTS AN EDGE?

Some analysts believe the rapidly rising food-at-home prices would encourage people to eat in restaurants more often (Lucas, 2022). By comparison, food-at-home prices increased 6.5 percent from last December, whereas prices for eating out jumped 6 percent. The smaller price gap between eating at home and outside makes dining out more appealing to U.S. families; however 51.9 percent of consumer spending on food now contributes to at-home occasions. 2008 was the last time consumers allocated less than 50 percent of their food budget on dining out.

Running a business when everything becomes pricier is not easy, but there is hope in 2022. What do you think the new year will bring? ■

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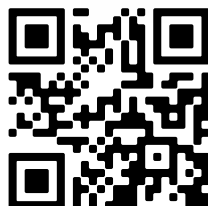
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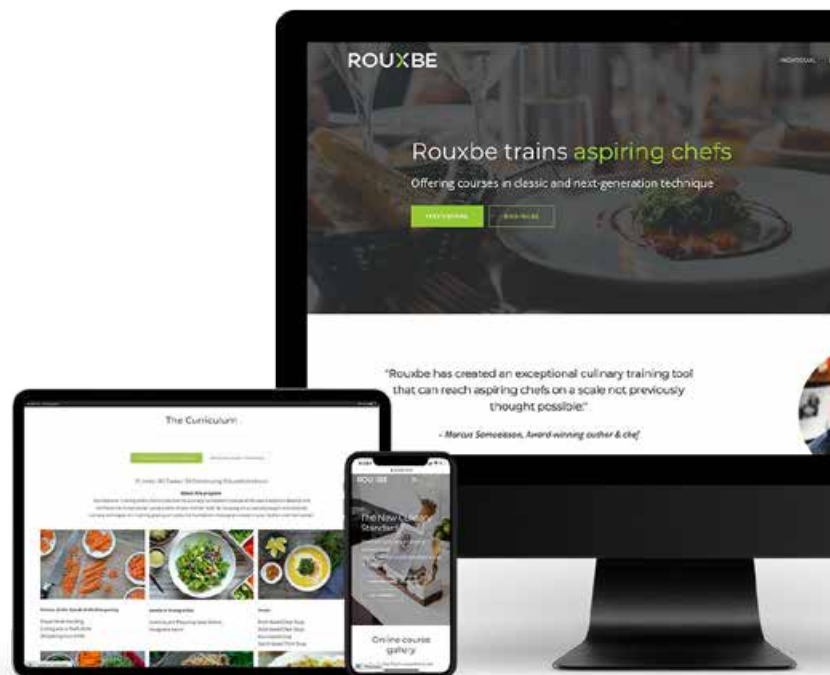
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EIGHT IS ENOUGH

8 CHALLENGES FACING RESTAURANTEURS AND HOW TO OVERCOME THEM

Running a food and beverage company is more than a full-time job. It's a lifestyle. It's easy to get overwhelmed by coming from all sides, including employee turnover, budget constraints, and fickle customers. Try to tackle one issue at a time. Use all your available resources and invest in solutions that make a difference.

1. ONGOING LABOR WOES

Sure, it's important to hire people with the right skills for the job. But it's vital not to overlook soft skills that translate into satisfying customer experiences. Find the right people first, then build on their skills. Solutions to hiring problems include:

- **Reducing turnover:** Promote from within while encouraging peer-to-peer mentoring to increase employee retention.
- **Asking your staff:** Build an employee referral program with rewards for quality hires.
- **Always accepting applications:** Offer all application materials in a mobile-friendly format.
- **Practicing interviewing skills:** Develop interview questions to gauge soft skills and cultural fit.
- **Employing flexible scheduling:** Use a scheduling app to make it easy for staff to customize their availability.
- **Using social media to attract employees:** Share photos and videos of your team in action online and encourage social shares.

2. CRUSHING OPERATING AND VARIABLE COSTS

Restaurant profit margins are notoriously slim, and higher minimum wages make it difficult to balance profit-and-loss statements. One may feel they need to be a math whiz, excel at spreadsheets, or integrate technologies to get a clear view of their costs.

If the thought of more spreadsheets isn't appealing, turn to point-of-sale (POS) software, accounting, and scheduling platforms to develop insightful labor and sales reports.

Solve financial restaurant challenges by:

- **Adding new income streams:** Look for ways to increase revenue with do-it-yourself (DIY) meal kits, catering, or branded products.
- **Optimizing your menu:** Ask food suppliers for free help developing a menu prominently placing high-margin items.
- **Reducing your inventory:** Engineer your menu items to decrease the total number of ingredients needed.
- **Making condiments optional:** Train staff to ask if takeout and delivery customers need sauces or utensils instead of automatically including them.
- **Controlling portions:** Use a scale to prep ingredients so cooks aren't inadvertently over-portioning dishes.

- **Measuring prime costs weekly:** Know where you stand with a weekly report outlining beverage, food, and labor costs.
- **Using tip credits to your advantage:** Bolster wages of support staff by sharing a percentage of tips with hosts, bartenders, and bussers.
- **Recovering extra charges:** Pass credit card transaction fees on tips to servers, charge for extra sauces and add delivery or takeout fees.
- **Leveraging real-time data:** Adjust promotions based on fluctuating food costs or inventory availability for improved operating cash flow.

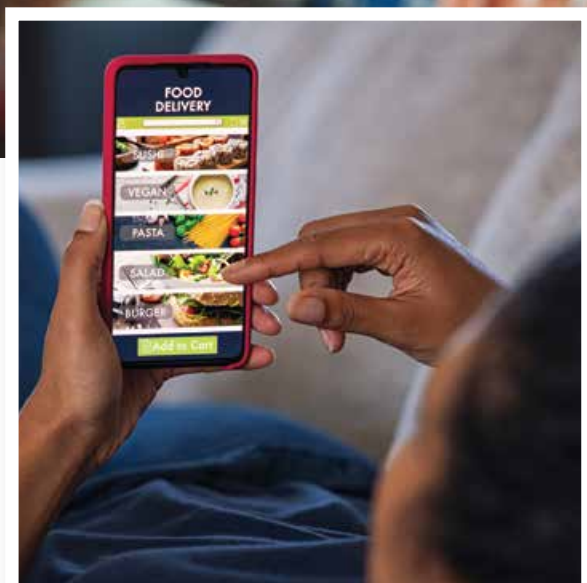
3. CHANGING CONSUMER BEHAVIORS

Staying relevant and profitable requires more than following the latest food and beverage trends. Restaurateurs who understand their target market, including evolving preferences for ordering, payment, and add-on services, increase profits.

Along with your restaurant POS system and loyalty reporting data, get input directly from consumers. Use online polls, fun quizzes, and feedback forms to test ideas or estimate perceived value. Adjust your offerings by exploring:

- **In-home experiences:** Provide convenience by promoting lunch specials to remote workers, upselling grocery items, or delivering bundled family meals.
- **Partnerships:** Delight guests by partnering with local businesses, such as health and wellness centers, to offer post-workout drinks and snacks.





- **Mobile experiences:** Support tech-savvy customers by ensuring your website and loyalty program give an optimal mobile experience.

4. TIME-CONSUMING RESTAURANT MARKETING TACTICS

It's not easy to put on your marketing cap every single day. However, it's not something you can ignore without consequences. Certain things, such as social media marketing, are greatly affected when you don't update them frequently.

The best way to deal with this is to plan out an editorial calendar for social media and do a bunch of similar tasks at once, such as creating dozens of Facebook images. Then use software like Hootsuite or Buffer to automate your posting schedule.

You have other things to do, like talking to fans online, monitoring reviews, and planning upcoming promotions. Take on your restaurant marketing challenges by:

- Making a list of restaurant marketing duties
- Prioritizing promotional channels
- Noting the frequency of tasks
- Delegating some oversight to management
- Turning your big responsibilities into bite-sized jobs
- Creating daily, weekly, and monthly marketing lists
- Developing goals for promotional activities
- Doing one to five small tasks every day

5. SERVICES EATING AWAY AT PROFITS

Complete an audit of the software as a service (SaaS) monthly fees. Look at the cost and return on your investment (ROI) to ensure each solution is worth it. Though you can't drop many services without severe consequences to your customer experience, you can look for alternatives.

For example, consider bundled options through POS providers. Toast offers integrated online ordering and loyalty programs. Providers such as Square and Clover include payment processing systems. Unlock answers to restaurant business challenges by optimizing your software use with:

- **Third-party delivery services:** Modify delivery service menu pricing to reflect your fees or charge a service fee.
- **Loyalty programs:** Get a higher ROI by tracking key metrics, training staff to secure sign-ups, and using software that suits your demographics.

- **POS software:** Ease of use and integrations are essential. Consider switching systems to increase productivity in both front-of-house and back-of-house operations.
- **Credit card processing:** Review transaction fees to ensure they're in line with industry standards, and don't be afraid to negotiate.
- **Online ordering:** Reduce expenses by buying a POS system with integrated online ordering, then encourage guests to save money by using your system instead of GrubHub.
- **Payroll systems:** Look for bundled software services that include restaurant payroll, scheduling, and accounting or inventory.

6. MEETING DIVERSE TRAINING NEEDS

Training is more than putting together an employee handbook and putting the new hire alongside a crew member for a few shifts. While real-life practice on the floor or kitchen is essential to your training program, it's equally important to address specific restaurant industry challenges.

For starters, consider the demographics of your crew and preferred learning styles. The easiest way to reach a broad range of employees is to use software designed for training, such as ExpandShare or Wisetail.

However, smaller businesses may prefer to develop their own training assets. Get ideas from free Procter & Gamble materials. Plus, ask your vendors if they offer tailored programs for software. Then turn your existing training guides into short videos, slide shows, and mobile-accessible online quizzes.

7. INEFFECTIVE MANAGEMENT

Restaurant management is a tough job because it's a balancing act between staff, business owners, and customers. They're often the most visually prominent person in your restaurant. Yet managers must also oversee back-office duties such as inventory management, labor, and scheduling. Invest in your managers by offering extra training while taking actions to improve operations such as:

- **Empowering management:** List job responsibilities and allow managers to take action without worrying that they're overstepping.
- **Driving accountability:** Teach supervisors to use POS reporting data during shifts, like real-time labor costs, and motivate them by setting goals.
- **Improving communications:** Work with your managers to convey rules and information to the staff so you present a united front.

8. UNENGAGED CUSTOMERS

Guest retention stems from more than great food and excellent restaurant customer service. Engaged customers talk about your brand, click on your emails, and use your text coupons.

According to a survey by the restaurant marketing agency MGH, 74% of people who engage with restaurants on social media are more likely to visit or order from them. Build relationships with your guests by:

- **Investing in loyalty:** Choose a reward platform that uses SMS or text messaging and email to reach a broader audience.
- **Personalizing your communications:** Segment mailing lists to send targeted offers, such as family meals rather than portions for two.
- **Offering self-service options:** Include frequently asked questions on your website so guests can learn about your food ingredients online.
- **Interacting on social media:** Reply promptly to mentions or comments, and thank fans who share your posts.
- **Asking for support:** People want to help small businesses succeed. Tell them how to do it by including a call to action in all of your communications.

OVERCOME YOUR RESTAURANT BUSINESS CHALLENGES

Regardless of your restaurant's size, the industry presents hurdles at every turn. Navigate your restaurant business challenges by incorporating the right technologies while building reliable systems and efficient workflows. ■



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HOSPITALITYNEWS 21

2022

NATIONAL RESTAURANT

THE COMEBACK EVENT THE INDUSTRY DESERVES: MAY 21-24, 2022



TRENDS TO EXPLORE

Now in its 101st year and embarking on a new centennial, the National Restaurant Association Show continues to be the only place to learn about technology innovations, unique ingredients, and emerging trends in the restaurant industry. New developments are continuously shaping restaurants and the foodservice industry, and the National Restaurant Association Show is perfectly positioned to help navigate this ever-evolving landscape. The 2022 Show will ensure every attendee leaves with insights and resources to manage emerging trends, including hiring and retention, sustainability, transparency in food sourcing, the introduction of CBD into menu offerings, and more.

EMPLOYEE RECRUITMENT AND RETENTION

Hiring and retaining employees continues to be a growing conversation within the industry. Today's environment of low unemployment and a growing economy have made restaurant employees difficult to hire and even more difficult to retain. In fact, the latest TDn2K Workforce Index revealed that staff vacancies rose for more than a third of chain restaurants during Q1, marking the toughest times many have ever faced in recruiting unit-level staff. The National Restaurant Association's recent research

reported turnover rates at well over 100% annually for some restaurant positions. Because of this, many restaurant operators are caught between two costly options: incur the costs of turnover or increase wages and benefits and risk losing employees anyway. True to the Show's history, attendees can expect discussions on the current state of the restaurant workforce with expert insights into hiring and retaining employees during these unprecedented times.

SUSTAINABILITY

More than ever before, people are paying more attention to the planet and how their actions ultimately affect it. The National Restaurant Association's national household survey showed that 51% of all adults are more likely to dine at one restaurant above another if they have access to environmentally friendly foods. With diners increasingly showing that they prioritize sustainability with their dollars, it is imperative that restaurants understand how to implement sustainable food and practices into their business. At the 2022 National Restaurant Association Show, attendees will receive a firsthand look at sustainable products, including compostable straws and packaging, sustainably caught seafood, "ugly" produce, plant-based meat alternatives, and more.



ASSOCIATION SHOW

TRANSPARENCY IN FOOD SOURCING

Transparency in food sourcing has had a strong influence on customer loyalty and dining habits. According to a custom survey for Chr. Hansen in partnership with Technomic, 56% of consumers who research foodservice brands have stopped visiting a location or chain because of negative news reports or unclear food ingredients or sourcing. Restaurants capitalizing on this trend are focused on providing healthy, ethically sourced, and sustainably sourced foods in their dishes, which often leads to greater customer trust and loyalty. In addition to transparent food suppliers exhibiting at the 2022 Show, educational offerings will provide attendees with best practices and frameworks for marketing and implementing transparent food practices in their menus.

CBD

CBD products have been a hit online and in grocery stores, but the FDA has yet to clarify the rules governing the use of this trending cannabis derivative. The National Restaurant Association and the American Culinary Federation surveyed 650 professional chefs about the top culinary and restaurant concepts for 2019, and three in four said CBD and cannabis-infused food will be a hot trend this year. It has yet to be determined if the FDA will provide more clarification on CBD use within restaurants this year, but you can be sure that the 2022 National Restaurant Association Show will provide updates on its status and how to integrate CBD into menu items legally.



WORKSHOPS OVERVIEW

As the foodservice and hospitality industry continues to change, so does our educational programming. We are committed to providing education that addresses the issues that are the most important to you and your business, so we are offering expert-led workshops that

will provide high-value education on two of today's biggest topics: ghost kitchens & virtual brands, and restaurant technology. These hands-on workshops will dive deep into strategies, solutions and resources, allow you to work directly with experts and peers to solve your biggest challenges and answer your toughest questions, and provide powerful ideas that you can immediately implement in your own operation.

Workshop sessions will be held at McCormick Place during the Show dates from 8:00 – 9:40 am CT, Saturday May 21, Sunday May 22, and Monday May 23. Registrants can sign up for one, two, or all three sessions within each workshop, or mix and match sessions from both workshops.



KITCHEN INNOVATIONS AWARDS

The KI Awards program has earned a reputation for defining the gold standard of foodservice equipment innovations. Forward-thinking and cutting-edge, this is the equipment that generates industry growth through a focus on automation, efficiency, safety improvements, sustainability, waste solutions, and more.

Join us at the 2022 National Restaurant Association Show to experience the largest Kitchen Innovations Showroom in the Show's history! Preview the awardees from 2020 and 2021 that will be exhibiting below and check back in February for the full list of brand new 2022 KI honorees.

Returning to Chicago's McCormick Place, the National Restaurant Association Show will boast over 2,300 exhibiting companies and a robust roster of industry thought leaders to ensure every attendee leaves with new knowledge and inspiration to incorporate emerging trends into their businesses. ■

2022 INTERNATIONAL RESTAURANT & FOODSERVICE



SHOW INFO

The 2022 International Restaurant & Foodservice Show of New York is back and better than ever. Have the opportunity to join thousands of your peers in experiencing the hottest menu trends, state-of-the-art design and décor, and the best in business education, all while in the presence of hundreds of exhibitors in the restaurant and foodservice community.



EDUCATION

The Education Program provides the gold standard in industry-leading educational content that is practical and relevant for today's foodservice professionals. Industry leaders provide effective business lessons, the latest information on trends, best practices in the current market, and their own perspective of what manifests success within this three-day seminar.



SPECIAL EVENTS

The Special Events and Feature Areas have been developed to help you to become more informed and more educated on how to provide profit for your business. The live events at Center Stage presents top chefs showcasing their unique artistry. Additionally, our Product Showcase offers the latest in innovation to enhance your business.



VIP PROGRAMS

Do you make, or influence the purchasing decisions within your foodservice organization? Would you be open to buy for your business within the next 12 months? If so, The International Restaurant & Foodservice Show of New York offers VIP experiences for buyers to participate in exclusive purchasing opportunities for their foodservice business.

SEE WHAT'S
NEW IN 2022



SHOW OF NEW YORK

MARCH 6-8, 2022
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CULINARY DEMONSTRATION WITH MARIA LOI

MARCH 8, 1:00-1:45PM
CENTER STAGE

Chef Maria Loi is an internationally renowned entrepreneur, author, television personality, and philanthropist working to change the world - one healthy bite at a time. Known as the Julia Child of Greece, she is the founder and face of a lifestyle brand that nurtures a healthy body and soul, melds the inspiration of ancient Greece with a modern approach to the Mediterranean diet, cooks up a heaping dose of happiness, humor and joy and helps people boost their immunity and improve their health, wellness and longevity.

Chef Loi is passionate about sharing the magic of all things Greek—especially the culinary treasures, recipes, and practices passed down through the generations and from her grandfather. Deeply popular and beloved in Greece and a food superstar in the U.S., she exudes kindness, friendliness, and warmth, makes a friend of everyone she meets and lights up rooms with her bountiful energy, infectious smile, and hearty laugh.

The founder of Loi Food Products, a specialty brand built on traditional ingredients from Greece, her pastas, beans, botanical herbs, refrigerated dips, honey and olive oil are sold on QVC, at Whole Foods Markets and in other stores.



The author of more than 36 cookbooks, she is also the host of a new show, *THE LIFE OF LOI*, debuting on PBS in 2021. It aims to build an inspirational and educational movement around the Mediterranean diet and lifestyle—from ancient to modern, food to culture, and everything in between.

The namesake of three restaurants, including the current Loi Estiatorio in Manhattan, Chef Loi has cooked for celebrities and Presidents. But she most enjoys gathering with a roomful of diners over a good meal filled with laughter and stories and passing out smiles and homemade cookies to children who visit her restaurant.

Named an official Ambassador of Greek Gastronomy by the Chef's Club of Greece, Chef Loi is also a passionate and dedicated philanthropist who supports a wide variety of causes focused on children and the underserved. ■



SETUP ANY GHOST KITCHEN WITH MIDDLEBY MARSHALL WOW! OVENS

The demand for pizza is unwavering. According to PMQ Pizza Magazine's 2021 Pizza Power Report, the total sales for independent pizzerias last year increased, and the annual pizza sales in North America will go up by 10% this year.

Fulfilling orders quickly, being flexible, and streamlining processes are essential in a ghost kitchen. Making pizza baked with Middleby Marshall WOW! conveyor ovens can help you with all of that and more in the growing ghost kitchen industry.

PRODUCING FOOD FASTER

The speed at which a ghost kitchen can fulfill orders directly impacts their bottom line. An uneven conveyor oven bake, long temperature recovery times, and being limited to cooking one type of food at a time can reduce how quickly orders are processed.

WOW! conveyor series ovens utilize variable airflow technology allowing the operator to have complete control of the airflow in the baking chamber, making for rapid baking without burning. WOW! Ovens also cook pizzas 30% faster than other conveyor

systems and are stackable up to three units high, allowing more food to be cooked at once to improve throughput.

PROVIDING MENU DIVERSITY

Food on the menu of pizzeria-style ghost kitchens doesn't only have to be pizza. Providing options, including garlic knots, breadsticks, wings, grilled chicken for salads, and calamari can provide additional revenue on top of pizza.

Cooking those appetizers is easier using WOW! Ovens split belts. With individual speed controls, the split belts allow kitchens to bake appetizers on one side and pizzas on the other so that orders with multiple menu items can be ready at the same time. Thus, saving time, increasing delivery speed, and ensuring food doesn't get cold waiting for the rest of the order to be cooked.

GETTING A CONSISTENT BAKE

Nothing is more disappointing than anticipating a hot, cheesy pizza with your favorite toppings and then biting into raw dough. Maintaining consistent bakes on pizza and cooking your pizza at the correct temperature every time is improved with Middleby Marshall's WOW! optional hearth belt. ■



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TURKISH DELIGHT: THE TRIP THAT CHANGED EVERYTHING

With a degree from La Varenne Ecole de Cuisine in Paris, the Seattle-born Ana Sortun opened Moncef Medeb's Aigo Bistro in Concord, Massachusetts, in the early 1990s. Stints at 8 Holyoke and Casablanca in Harvard Square, Cambridge soon followed.

This was all at the beginning of her career, when Sortun was still cooking what most people think of as typical Mediterranean food from Spain, southern France and Italy. People loved it. While at Casablanca, a friend of the owner invited Sortun to study in Turkey.

Despite not knowing much about Turkish food or culture, she was eager to learn, and she accepted. "I imagined flying carpets and genies," she says wryly. When she arrived in southeastern Turkey, Sortun's host and her friends presented a potluck of sorts. "I tasted 30 amazing dishes from these women's family repertoires," Sortun remembers. "I was stunned at how rich and interesting yet light everything was."

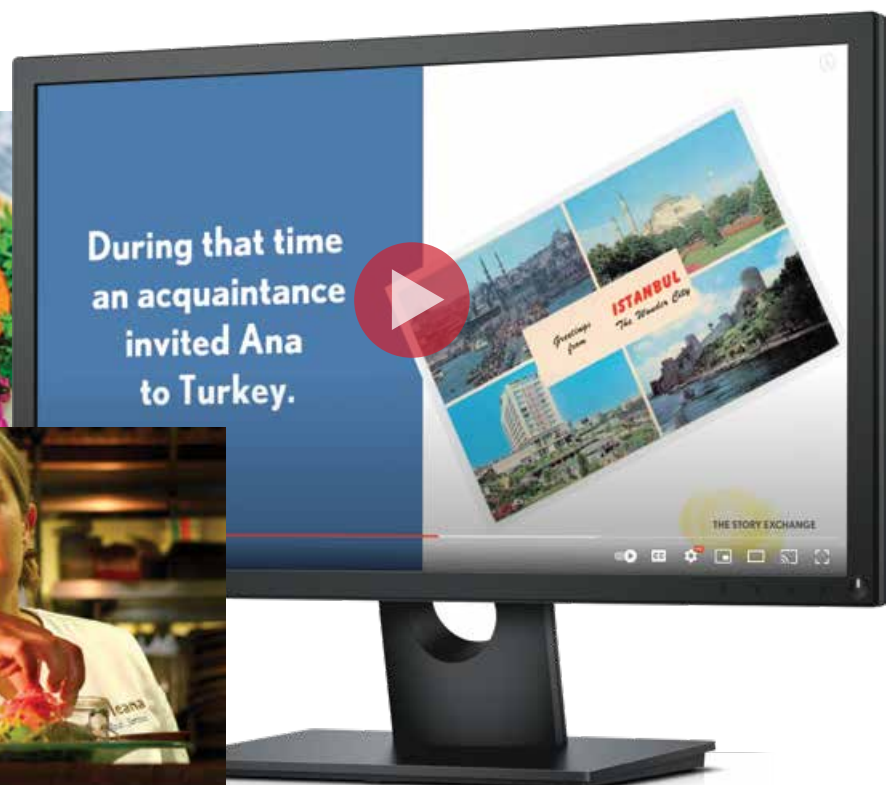
That trip was when she learned that in the Mediterranean, spice is used to create richness, depth and flavor without heaviness. She also experienced the meze style of eating, which is to have many tastes of mostly vegetable-based dishes before reaching a protein course. "Chefs always focus on flavor and

appearance," says Sortun, "but few think about how one feels after eating a long meal."

Upon her return to Boston, she wanted to fuse her newfound love of Eastern Mediterranean spices with her passion for using only the best ingredients. The result of this union was Oleana, which opened in Cambridge in 2001. A mere four years later, Sortun won a coveted and prestigious James Beard Award.

Sortun's commitment to locally grown food took a turn for the personal when a farmer selling spinach turned up at the back door of Oleana one day. "I knew then that I would marry him," Sortun says. Since 2006, Siena Farms has been providing the restaurant with most of its fresh, organic produce, owned and farmed by the chef's husband, Chris Kurth, and named after the couple's daughter.

Not content to rest on their laurels, Sortun, business partner Gary Griffin and pastry chef Kilpatrick decided they wanted to launch a more casual venue. Three years of brainstorming later, in August of 2008, Sofra was born in Cambridge, Mass. This Middle Eastern bakery, café, and retail shop offers flatbread sandwiches, mezzes, prepared foods, and baked goods. It has received both local and national press; Food & Wine, Metropolitan Home, and Gourmet have all featured it as a place not to miss. ■





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GAS VS. ELECTRIC CONVERSATIONS HEAT UP

For years, one of the major debates among those in the foodservice industry has been over gas-fired versus electric restaurant equipment. While gas has traditionally been the winner of that struggle, as evidenced by the fact that the majority of restaurants opt to use it, electric has some die-hard adherents who are willing to stand up for their source.

Though gas is a foregone conclusion for many because of the benefits it provides, there are plenty of “pros” for electric heat. With most cooking equipment available in both gas and electric versions, the debate now goes far beyond whether it’s a gas stove or an electric stove that

provides the features you want. We’re going to break down the pros and cons of each option below.

ELECTRIC RATES VS. NATURAL GAS PRICES

One of the major reasons gas is more popular in commercial kitchens is that it’s typically cheaper than electricity when you compare how much heat each can produce per dollar. Gas heat is measured in British Thermal Units (BTUs), while electric heat is measured in kilowatts (kW). In order to compare equivalent heat output capacities, we must convert a kilowatt’s heat output to BTUs. Using the conversion rate of 1 kilowatt equals 3,412 BTU/hr, the following chart lists how much heat in BTUs a dollar of each common heat source will provide. ■



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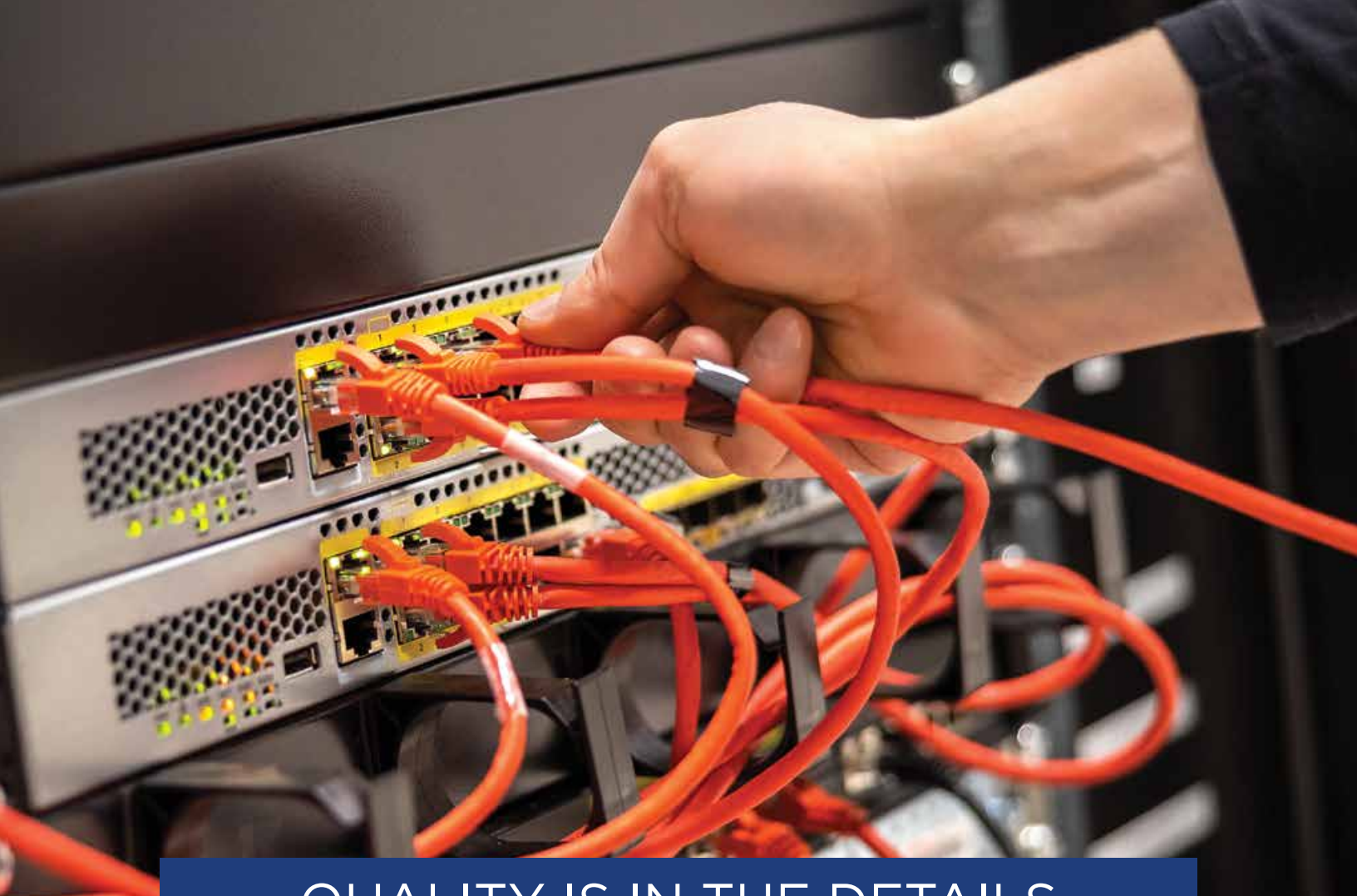


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HOW RETAILERS CAN RIVAL RESTAURANTS FOR DELIVERY

GROCERY STORES CLAIM THEIR PIECE OF THE OFF-PREMISE PIE



Off-premise dining continues to be a big trend right now. According to Technomic's 2018 Takeout & Off-Premise Consumer Trend Report, about one-third of consumers are ordering carryout more often than they did in 2016, and 21% are ordering delivery more often. More recently, retailers—much like restaurants—are learning that many of their customers prefer to stay at home and order in rather than go out to a restaurant or cook a meal themselves. In fact, 18% of consumers say they're ordering delivery from convenience stores more often, and 30% say they're ordering grocery store-prepared foods for delivery more.

77% of consumers say they order carryout or delivery for dinner!

To better capitalize on that desire, retailers have been working hard to ensure they're offering delivery, too—and not just delivered groceries but full meal delivery from the deli department.

For some retailers, this can feel daunting because offering meal delivery without the right equipment to meet demand can cause backups in order production, long wait times and an overwhelmed kitchen staff. But all of these are issues that can be easily mitigated by properly outfitting the kitchen. To be best prepared, retailers should have a delivery menu and strategy set in place so kitchens can accurately plan for the new kitchen operation. ■

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Veronica McLymont

**TALKS ABOUT CHANGING PERCEPTIONS
ABOUT HOSPITAL DINING.**



Dr. Veronica McLymont received her Doctorate in Organizational Leadership from the University of Maryland Eastern Shore, a Master of Science degree in Nutrition from Hunter College, and a Bachelor of Arts degree in Foods and Nutrition from Brooklyn College. She is a registered and certified dietitian/nutritionist, a certified professional life coach, and a lifestyle and wellness expert.

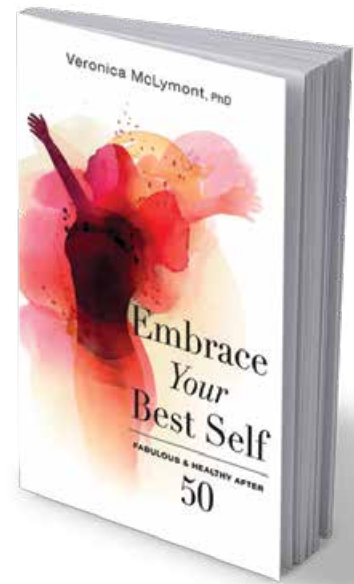
She has taught as an Adjunct Professor in a Master's Nutrition program at Hunter College, and is a Past President of the New York Chapter of the Association for Healthcare Foodservice (AHF), a Past President of the Westchester / Rockland / Dietetic Association, and is currently on the Leadership Development Committee of the AHF National organization.

At the world-renowned Memorial Sloan Kettering Cancer Center (MSK), where she spent 24 years, Dr. McLymont played a key role in the development and launch of the groundbreaking room service program. She led teams in the dynamic improvement of Press Ganey patient satisfaction for Overall Meals, to 99th percentile rankings. She is a strong proponent of Equality, Diversity and Inclusion, and co-led a diversity Employee Resource Network for women. She has been a long-time partner with American Corporate Partners (ACP), a national nonprofit organization, where she provided year-long mentorship to veterans, as they transition into the civilian workforce.

She has been a supporter of the Harlem Education Activities Fund (HEAF), which provides educational and youth development and leadership opportunities to high-potential students in underserved communities throughout New York City with nutrition education.

DR. McLYMONT IS THE RECIPIENT OF NUMEROUS AWARDS:

- 2008—Voted Trend Setter by The American Society for HealthCare Foodservice Administrators.
- 2011—One of the 25 Most Influential Black Women in Business by The Network Journal.
- 2014—Recipient: "Gold Star" by the New York City Department of Health and Mental Hygiene for successfully implementing all four for the Healthy Hospital Food Initiative standards; patient meals, cafeteria meals, food vending, and beverage vending at MSK.
- 2015–2018 and 2020—Under her leadership, Food and Nutrition received Practice Green Health's Circle of Excellence awards for Top 10 Nationwide Performance for supporting sustainability at MSK.
- 2018–2020—Named one of the Top Women in Metro New York Foodservice and Hospitality by Total Foodservice Magazine.
- 2013—Recipient: the Isabelle A. Hallahan Award for Excellence in Foodservice Management from the New York State Dietetic Association.
- 2015—Recipient: Excellence in Management Practice Award from the Academy of Nutrition and Dietetics.
- 2016—Recipient of the Exemplary Leadership Award from the Association of Healthcare Foodservice.
- She is the co-author of a chapter in the research textbook; Research: Successful Approaches, and the author of a chapter on "Nutrition Care of the Cancer Patient" in a Cancer Rehabilitation textbook, focusing on nutrition-related symptom management approaches.
- She has co-authored several research articles, given numerous lectures on nutrition and leadership related topics, and is sought after as a Food and Nutrition Consultant. ■



Dr. McLymont is the author of the book *Embrace Your Best Self... Fabulous and Healthy After 50*, that serves as a refreshing reminder to women to move into the future with courage and optimism, and that life after fifty is just beginning.

THE ADVANTAGES OF PARTNERING WITH THE BREAD BAKERS GUILD OF AMERICA

Founded in 1993, The Bread Bakers Guild of America is a non-profit alliance of professional bakers, farmers, millers, suppliers, educators, students, home bakers, technical experts, and bakery owners and managers.

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The Guild is today a community of 2,500 members from across the United States and around the world. The Guild counts among its membership both a veritable "Who's Who" of celebrated artisan bakers, as well as the next generation of bakers.

The Bread Bakers Guild of America has dedicated itself to advancing the artisan baking profession. The

Guild is well known in the baking community as the go-to educational resource for substantive, accurate information on the craft of making bread. If you want to know how to make incomparable bread—mix it, ferment it, shape it, bake it and sell it, you've come to the right place. The materials and activities generated by The Guild are available nowhere else! They represent the cutting edge in providing the tools needed to produce the highest quality bread products.

DONATE NOW

You can partner with us to sustain and advance the craft of artisan baking. The Bread Bakers Guild of America is a tax-exempt 501(c)(3) nonprofit organization. As such, your gift is tax-deductible as allowed by law.

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M-iClean: [Warewashing technology that keeps you safe.](#)



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HOTELS LAUNCH AD CAMPAIGN AFTER OMICRON SINKS OCCUPANCY

How do you sell relief? With occupancy back down to 42.5 percent, the city's hotel owners launched a web and TV campaign Monday to tug at the hearts and minds of elected officials.

Specifically, they want financial aid and a break on late tax payments. "We need real property tax relief. We had a liquidity crisis and now have a solvency crisis," said Vijay Dandapani, president and CEO of the Hotel Association of New York City, told *The Real Deal*. The group did not say how much it is spending on the effort.

The trade group's new campaign website, StayNYC.com, says, "Saving hotels would be a downpayment on our recovery." It adds, "Common sense measures like property tax debt relief and assessments that more fairly represent the current value of hotels will keep hotels open and workers employed."

By debt relief, the hotel owners mean a lower interest rate than 13 percent — they would prefer zero — on overdue property taxes. They made a similar call one year ago, and in December released a report showing their taxes, as a percentage of revenue, had tripled in 2020 to 30 percent.

The new website says that prior to the pandemic, city hotels employed 50,000 people (largely "immigrants and people of color"), accounted for \$3.2 billion in revenue and supported \$22 billion in spending from global tourism.

"The future for hotels is even less certain," said Dandapani, who is hopeful that new Mayor, Eric Adams, and the overhauled City Council will craft targeted measures that drop assessments, reduce the penalty for unpaid taxes and help hotels stay open.

The association is already suing the city in federal court to strike down a law mandating severance pay of \$500 per employee for 36 weeks for hotels that did not reopen by November.

"It's money that the hotels simply don't have," wrote David Paz, President of Omnia Group, (which owns the Sister City hotel) in a January 27 *Crain's* op-ed. A few hotels did open, perhaps to avoid the penalty, but Dandapani said 145 have closed since the pandemic began.

The city delivered a blow to hotel developers as well by requiring a special permit to build hotels, a law that is expected to stifle nonunion hotel projects. The

measure was passed as a favor to the hotel workers union, although in a few years it could help existing hotels by limiting competition. A pipeline of supply that pre-dated the law includes a Ritz-Carlton opening in May, a Virgin Hotel opening this summer and the Fifth Avenue Hotel opening this fall, all in Nomad.

Before Adams was sworn in, Dandapani told him the industry was looking for "safety and cleanliness." But the ad campaign is more about money. The city's hotel property taxes are the highest in the country and "inequitable, unfair and unsustainable," the trade group leader said.

Of the city's new proposed tax assessments, he said, "It doesn't

reflect the fact that in the first year of the pandemic, revenues were down nearly 65 percent from 2019 and down 44 percent in 2021," he explained. "We need short-term real property tax relief."

The new assessments, released Jan. 18, will affect taxes beginning in July. But these were calculated by the city's Finance Department when hotels were rebounding. Their occupancy rate was 82 percent in December — the highest in two years — but plunged to 43 percent last week. "Omicron took the wind out of our sales," Dandapani punned.

The assessments push hotels' average billable values up by 5.9 percent citywide. Many owners figure to challenge their assessments by the March 1 deadline.

"You have to be in a cave in Afghanistan not to file," Dandapani said. ■



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THE HISTORY OF SHFM, AND HOW THEY PICKED UP THE “H”

THE “H” IS ONLY A FEW YEARS OLD AND BRINGS A LOT OF MEANING

The history of the Society for Hospitality and Foodservice Management (SHFM) is inextricably tied to decisions made in the early 19th century by banks, insurance companies and telephone companies to provide free lunches to their employees. Later, as big industrial sites developed producing large concentrations of employee populations, providing employees meals was a matter of necessity not choice.

By the time Henry Ford introduced the first mass production assembly line in Detroit circa 1910, work forces numbering in the tens of thousands were common. The outbreak of World War I gave further impetus to the concentration of labor, all of which drove a rapid expansion of meal-at-work programs to support the nutritional needs of an ever-burgeoning growth of round-the-clock production shifts. For many Americans, job-site meals became as much a part of the work environment as job-site medical care.

If there was ever a time that assured the permanency, resiliency, and legitimacy of employee meal programs it occurred during WWII with the revival of the manufacturing sector which had collapsed during the Great Depression. The commanding presence of American steel works, auto factories, chemical plants and service organizations dominated the world economy resulting in record domestic growth. By the end of the war there were estimates suggesting that almost half of the 12,500 industrial plants operating in the U.S. offered employee foodservice. And so, a whole new segment of the non-commercial foodservice sector was recognized as an important adjunct service to corporate America.

While lackluster might not fully describe the prevailing foodservice programs, negative industry labels like “industrial feeding,” “institutional foodservice,” “in-plant foodservice” certainly did. Regardless, a new company benefit was born and with it the need for professional management.

SHFM’S ROOTS

Major financial subsidies that corporations committed to their foodservice programs demanded the recruitment of qualified foodservice professionals to manage these activities. To that end, corporations had the choice of

operating their own foodservices (self-op) or turn the management of these activities over to one the many contract foodservice management companies, commonly referred to as caterers. By the 1950’s, over 60 percent of corporations were operating their own foodservice programs. Managers of these in-house foodservice programs coalesced around the need for a trade association to provide a support network for education and training, idea sharing, benchmarking, socialization, etc. That need was filled in late 1950 with the founding of the National Industrial Cafeteria Managers Association (NICMA). NICMA’s charter restricted membership to self-operators. There was a common belief and insecurity among the managers of self-ops that contract foodservice companies, in their zeal to grow market shares, would be an outright threat to their jobs; as such, NICMA wanted nothing to do with them.

Corporations who chose to have a caterer operate their foodservices recruited individuals to manage, provide oversight, audit, and set operating objectives and standards

for the caterer. Because they served as the connection between the client company and the caterer, these individuals were commonly referred to as “liaisons”. Meanwhile, the same trade association attributes that drove the creation of NICMA became the catalyst for the creation in the early 70’s of the Association for Food Service Management (AFSM), whose active membership included foodservice management contractors and liaisons. These organizations and their membership were not custodians watching over the status-quo in employee foodservice, they were the harbingers of great things to come.

SHFM IS BORN

Great things happen when one person with a vision is able to inspire and motivate naysayers to support that vision; a leader whose patience and perseverance produces a tectonic shift to an industry vision; a pioneer, a leader. That person was Richard Ysmael, a major self-operator, whose creative management of Motorola’s branded Food Works program would, over the years, receive every honor that the industry could muster. During the early 70’s, Richard was extremely active in NICMA and helped to manage it. Hoping to bring an organization in to take over management of NICMA, he contacted three potential candidates in 1974. He quickly focused his

This society has always been dedicated to bringing about change to the industry and when necessary, change to itself.

attention on Phillip Cooke, a well-known public relations executive specializing in the foodservice industry. When Richard presented Phillip with the idea of association management, Phillip's unenthusiastic response was, "I don't do that; I've never done that." Those words didn't matter to Richard, as evidenced by his reply of, "give me a proposal anyway." Phillip Cooke, the Owner/Partner of Foodservice Associates (now FSA Management Group) was quickly awarded the contract to manage NICMA. Around the time NICMA was turned over to Phillip, Richard became curious about the other organization, AFSM, and attended a couple of their meetings. This was considered heresy by his fellow NICMA members who would ask, "You're a self-op, why would you want to go there?" To which Richard would reply, "I don't feel threatened by networking with these folks."

His initial thoughts about the ASFM centered around the lack of any real differences between the two organizations, other than NICMA's membership of all self-operators. When Richard discovered that the ASFM also had some members who were self-operators he was almost immediately captured by an "urge to merge" NICMA with the AFSM. And so, Richard, with the help of Phillip Cooke, started working toward that goal. Richard's youth and energy made him naturally impatient and convinced him that the merge could be done very quickly, but, in fact, it could not. Despite a favorable sales pitch that envisioned a stronger combined organization, the elimination of having to compete for sponsorship dollars, and a unified organization that would improve new member recruitment, neither organization was interested. While the most significant merge obstacle was NICMA members who had deep fears about mingling with foodservice management contractors, the prevailing attitude from ASFM members was their self-assessment that they were a better, more professional organization, so why merge? It took two years of back and forth diplomacy for Richard and Phillip to finally find enough support from both organizations to schedule a meeting of the respective Boards of Directors. At the time of this breakthrough Richard and Phillip met at a bar in Houston and wondered what they would call this new organization, if approved. They started jotting down ideas on cocktail napkins. NICMA had two words that they both wanted to avoid: "industrial" and "cafeteria" and so they settled on a tweaking the ASFM.

A NEW ASSOCIATION IS FORMED

A new era in employee dining began when the respective Boards provided their approval in June 1979 with the announcement of the formation of the Society for Foodservice Management (SFM). (The cocktail napkin on which this name was written was forever lost.) This newly merged organization had a combined 240 members all eager to de-institutionalize the foodservice segment that was now respectfully known as Business & Industry foodservice. The success of this merge was well articulated in 1980 by Herb Trumbore, SFM's second President when in his President's Letter he said, "Our active membership comprised of contractors, independents, and liaison personnel, and our associate

membership representing a diversity of products and services have melded together in a strong and unified association striving toward common goals that can only benefit all of us. And this has been accomplished with a total lack of strife and stress. I think congratulations are in order for everyone in the SFM for this achievement"

This Society has always been dedicated to bringing about change to the industry and when necessary, change to itself. Over the ensuing years SFM members saw their job responsibilities change, encompassing an array of corporate support functions. And while employee foodservice will always be the *raison d'être* for the organization's founding, future growth will, as has already been the case, depend upon meeting the changing needs of its membership and at the same time publicly updating its charter to allow for new members. October 2013 marked another milestone in the history of change to this professional association when it officially changed from the Society for Foodservice Management to the Society of Hospitality and Foodservice Management. This is an organization of "new beginnings" of which more can be expected because the status quo is incompatible with the DNA of its membership.

SHFM wishes to thank past President, Neil Reyer, for the creation of this history. ■

UPCOMING EVENTS

SHFM CHARLOTTE LOCAL

Thursday, March 10, 2022

Heist Brewery and Barrel Arts - Charlotte

SHFM CHICAGO LOCAL

Thursday, March 10, 2022

WhirlyBall - Chicago

SHFM FLORIDA LOCAL

Friday, March 18, 2022

Grills Lakeside Seafood Deck & Tiki Bar - Orlando

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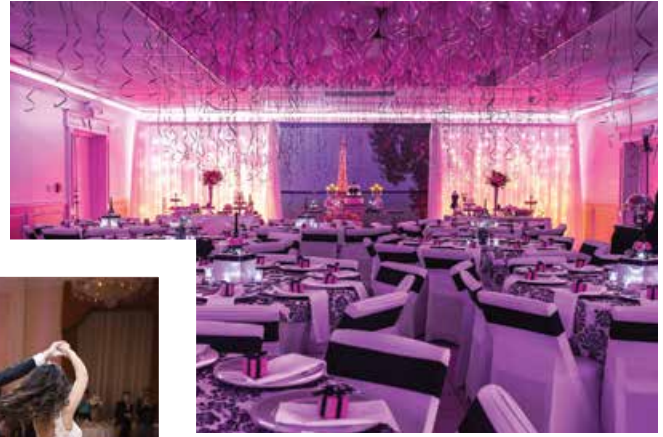
Wednesday, April 27, 2022

The Cure. - New York City

SHFM 2022 NATIONAL CONFERENCE

Monday, October 17, 2022 - Wednesday, October 19, 2022

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WHAT HAPPENS AFTER DISASTER

When a disaster takes place—whether a fire, flood, storm, etc.—the first reaction is typically one of panic and disbelief. For hotels, however, restoration is essential for getting back to business as usual and keeping your guests and associates safe.

For those unfamiliar with the correct course of action, it can be quite a daunting task. Where do I begin? What will insurance cover? How do I find the best restoration partner? Restoration services are in fact covered by most hotel insurance providers, but for a hotel team, it's all about getting the most out of the coverage, with the maximum amount of items restored.

Prism Specialties can help guide hotels through the process with a range of electronic, textile, art and document restoration services. Prism Specialties restores hundreds of items across the U.S. including kitchen appliances, computers, paintings, sculptures, photography, softgoods and more.

We asked Brandon Kinney, Operations Director, Prism Specialties, ERS/TEX of Greater Houston, for some tips for hotels in choosing the right restoration partners, and for some guidance about how to save those precious and essential items:

WHY DO HOTELS NEED RESTORATION SERVICES?

Most businesses will experience a loss due to accident, natural disaster or unplanned events such as a fire or water main break. When these losses occur, valuable contents are damaged. Although the cost of replacement can be prohibitive or staggering, it is often the cost of business disruption that is of greatest concern. Think of all of the important items in a hotel that really makes it a hotel. There are televisions, alarm clocks, microwaves, refrigerators, bedding, curtains, artwork and lamps in every room. The hotel often has a restaurant, commercial appliances, computers, documents and lobby sculptures as well. Think about what it will take to become a functioning business after peril.

AT WHAT POINT SHOULD A HOTELIER CONSIDER A RESTORATION SERVICE?

Before you have an event. Doing your research and identifying partners before an incident occurs is always the best approach. After a natural disaster, it can be hard to find companies that have capacity to handle your loss. Having a pre-loss agreement with firms

ensures that you will be on the top of their list during an event. This process also makes sense for losses from accident, fire or water loss.

IS THIS USUALLY COVERED BY INSURANCE AND HOW CAN HOTELS LEVERAGE THEIR COVERAGE?

Most restoration is covered in the event of a disaster, such as a fire or flood. All coverage is dependent on the language of your specific policy and varies based on the type of event. Typical coverage includes mitigation of the structure (dry out and/or removing wet material such as drywall and carpet), contents assessment, replacement or restoration, cleaning, reconstruction of damaged materials. Hotels should work with their agent to make sure their policy covers all the aspects that are important to the operation of their facility.

HOW SHOULD HOTELS GO ABOUT FINDING THE RIGHT RESTORATION PARTNERS?

When selecting any service provider, look for a company with years of experience in the restoration business and is well-reviewed online. For specialty contents restorers, like us, make sure your restoration has capabilities to work on-site if needed. They should also be available 24/7/365; this is standard in the industry. The primary goal of your restoration company should be to get you back in business in the shortest amount of time.

WHAT TYPES OF RESTORATION SERVICES ARE AVAILABLE TO HOTELS?

Water damage restoration, fire damage restoration, contents cleaning, structural rebuild, air duct cleaning, carpet cleaning, mold remediation and storm restoration. Specialty restoration spans a wide spectrum of applications dependent on the specific damages.

HOW DOES PRISM SPECIALTIES HELP HOTELS? WHAT MAKES YOU UNIQUE?

Prism Specialties is a network of specialty restoration experts. Unlike others in the market, we have experts in all specialty categories—art, electronics, appliances, documents and textiles. Therefore, one call can take care of all of these needs. We like to say, when you need an expert, we are your best, first call.

WHAT MISTAKES DO YOU FIND HOTELIERS MAKE IN EITHER THE RESTORATION PROCESS OR CHOOSING A RESTORATION SERVICE?

A mistake hoteliers make is partnering with companies that are not available to them 24 hours a day, every day

STRIKES?



of the year. Power surges from storms and flooding from busted pipes can happen at any time of day or on a weekend. If something is damaged, it is important that it is removed or secured on-site as soon as possible. Time delays in getting a damaged item to a restoration expert can decrease the chances of restorability.

WHAT CHALLENGES ARE HOTEL RESTORATION SERVICES CURRENTLY FACING? HOW DO YOU EXPECT TO OVERCOME THESE?

All businesses are facing the same situation when it comes to restoration and construction. The combination of the increase in number of natural disasters with the country's labor shortage is producing a huge capacity challenge for all types of contractors. Again, having pre-loss agreements in place with mitigation contractors and specialty restoration companies for your unique

contents is the best way to put yourself in the front of the line when events occur.

IS THERE ANYTHING ELSE READERS SHOULD KNOW?

As a policyholder, you have a choice in service providers. If you wait until an event occurs, you may not have options available. This process should be a part of your risk management plan. ■



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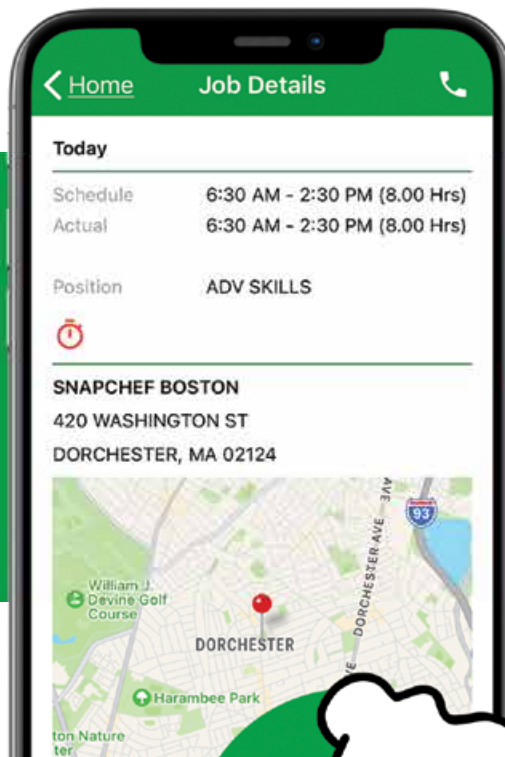


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Wroten, B. (2021b, December 27). Hotel transactions landscape vibrant, but different than expected. CoStar.com. Retrieved on January 5, 2022, via <https://www.costar.com/article/1074990520/hotel-transactions-landscape-vibrant-but-different-than-expected>



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AMERICAN CULINARY FEDERATION FEBRUARY 2022 MEETING

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This month, a group of prestigious chefs gathered in Long Island, NY, where they discussed developments of the American Culinary Federation (ACF) and got to enjoy a presentation from D'Artagnan, a food company that specializes in organic, restaurant-quality foods. Vendor H&D Hospitality was also present at the meeting. ACF L.I. President, Chef Paul Jenson, took the lead on this month's agenda, touching on a few very important topics.

The ACF is a very prestigious organization, and members are looked up to closely by their peers. Being a member of this organization is an honor that

should be held with respect and pride, much like Chef Paul Jenson does with his position as President. It is a position that is not to be tarnished.

The meeting continued with a heartfelt monologue from Chef Andrew Greene, who expressed appreciation for Chef Paul Jenson and Chef Roland, among others, for the way they stewarded through the past unprecedented two years. The room paid a respectful silence as well to those who faced many hardships and challenges due to the consequences of the Covid-19 pandemic. Chef Andrew Greene wrapped up his speech on a positive note, expressing, "Those in the ACF should keep contact for new jobs and products for our industry. We



will continue to nurture and treat our community with respect. The young is new again!"

The event wrapped up nicely with a presentation from Chef Kevin O'Donnell, who presented meats from the D'Artagnan company. He also shared some notes with the chefs about developments in the meat industry--such as the increasing price of lamb. He also noted that good flavor comes from how the animal is raised, a continuously hot topic in the meat industry. Raising the animals in a calm manner and feeding them clean, natural grass helps enhance their flavor and taste. This is why D'Artagnan opts to use small farms and co-ops for their meat.

On the topic of meat production, domestically, Suffolk County, New York, has direct access to Australian lamb and Rocky Mountain lamb from Colorado. Colorado lamb gets its unique taste from

rainfall and natural grasses. In the cold winter months, products from the South are used and in the summer, products from the North are used.

The meat presented from D'Artagnan was braised and pressed overnight and then fried in duck fat. And, of course, a thick mozzarella cheese sauce was added in for a rich combination of flavor. For D'Artagnan, consistency is key, and their meat definitely displays that core value of theirs. The presentation and tasting was clearly enjoyed by attendants, based on the chorus of "yums" that echoed throughout the room!

If you are looking to support the ACF, you can do so by sponsoring memberships and scholarships for culinary students. Also keep your eye out for upcoming events such as Gala Fundraising for students and alumni and a wild card raffle for pastry or savory prizes. ■



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556237	27889	Pork Loin Roast - Boneless	2/9-11 lb	Frozen
681573	27830	Beef Meatloaf - Uncooked	2/5 lb	Frozen
556240	27840	Turkey Breast - Cooked - Low Sodium	3/3-4 lb	Frozen
614011	28075	Ground Beef Crumbles - Cooked	4/5 lb	Frozen

A FIGHT FOR EQUALITY

DISABLED WORKERS WANT TO EARN A LIVING

Living with a disability has its challenges, its hurdles, and barriers that often go unnoticed. Disabled individuals often have to find a way to navigate a world that was not built in their favor, and constantly have to prove themselves worthy of the value they bring to society.

The workplace, unfortunately, is no exception.

Unfortunately, the lack of awareness and education that companies receive regarding this portion of the population often leads to misinformation. Best described as a disincentivizing attitude with an undertone of discrimination, this makes it incredibly hard for these individuals to put their foot through the door.

These ill-founded misconceptions perpetuated by employers stop people with disabilities from getting access to the same work opportunities as their counterparts, with no concrete evidence that they can't do the job.

It is estimated that in the United States, there is a disparity of more than 40% between these two groups in terms of employment. As for unemployment, a recent study done by the Bureau of Labor Statistics accounts for a rate of 12.6% for people with disabilities in 2020. An increase of 5.3% compared to the previous year, as the jobless rate continues to be significantly higher than the one for those without a disability.

To tear down the belief that disability means inability, Collette Divitto, a young entrepreneur with Down syndrome, decided to take her fate into her own hands.

Turning her passion for baking into a business, Colette soon became a household name in the world of baking, with Colletty's Cookies selling over 400,000 cookies to date. Not stopping there, she pursues her mission to create jobs for others like her, and now employs 15 people, several with disabilities, as well as hosting workshops to help them land their first job.

"I was not only determined to show everyone how capable people with (dis)abilities are, but my mission is to open production facilities across the country and employ thousands of (dis)abled people! ONLY 17.5% of people with disabilities were employed in 2015." Most people with disabilities live on the poverty level," says Collette.

Featured on CNN, Forbes, and countless other media outlets, she also starred in a documentary series called, *Born for Business*.



To create even more opportunities for people like her, she is now meeting with Able Industries in hopes of securing a partnership that will open the door to others.

Able Industries opened its doors in 1962, as the Tulare County Training Center for the Handicapped. What started with a staff of 20 volunteers soon grew to incorporate work training, which is currently their primary focus.

Located in California, the agency's mission aims to "integrate people with disabilities into the community by creating person-centered opportunities for empowerment, independence, and employment."

"I think it might be important to talk about 82% of people like me that cannot get hired for a paying job," adds Collette.

Disabled people deserve the same opportunities. Their disability doesn't mean that they are not hardworking. It means that with the proper training and a few adjustments to tasks, they have equal potential in the workplace.

In a world where equality is preached, fairness, and dignity should be presented to everyone.

In Collette's words, "Make a difference. Focus on what makes you different; be the hero in your story." ■



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Through effective lobbying and advocacy, we develop and support policies that positively impact the hospitality industry and work to defeat those that harm it.

GROW | Knowledge to grow your expertise.

Learn best practices in restaurant marketing, sales and operations that will help grow your business.

SAVE | Members Save More.

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PROTECT | Training to reduce workplace risk.

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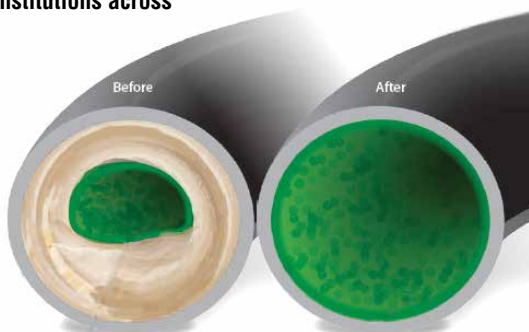
Our concentrated microbial formulas contain multiple strains and over one trillion microbes per gallon.

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If you are interested in being listed, please contact us at info@hospitalitynewsny.com

APPAREL		
Crooked Brook	Utica, New York	crookedbrook.com
ARCHITECTURE / DESIGN		
Focus Lighting	New York, New York	focuslighting.com
BAKERS / BAKED GOODS		
Fresh and Tasty Baked Products, LLC	Bronx, New York	freshandtasty.com
Rockland Bakery	Nanuet, New York	rocklandbakery.com
BEVERAGES		
Yorkville Coffee Company	Brooklyn, New York	(718) 768-4848
BUTCHER		
Casanova Meats	West Babylon, New York	casanovameats.com
CHEMICAL COMPANIES		
Cleanse Tec	Hauppague, New York	cleansetec.com
Diversey	Fort Mill, South Carolina	diversey.com
Ecolab	Saint Paul, Minnesota	ecolab.com
Imperial-Dade	Jersey City, New Jersey	imperialdade.com
Ronbar Laboratories, Inc.	Long Island City, New York	ronbarlabs.com
Santec Clean Needs	Linden, New Jersey	cleanneeds.com
CLEANING COMPANIES		
Alpha Solutions	Farmingville, New York	alphawastesolutions.com
Commercial Cleaning Corp.	Trenton, New Jersey	commercialcleaningcorp.com
Hoodz	Ann Arbor, Michigan	hoodzinternational.com
Sani Systems	Hicksville, New York	sani-systems.com
CULINARY SCHOOLS		
Culinary Institute of America	Hyde Park, New York	ciachef.edu
Institute of Culinary Education	New York, New York	ice.edu
Johnson and Whales	Providence, Rhode Island	jwu.edu
Kosher Culinary Center	Brooklyn, New York	kosherculinarycenter.com
DAIRY		
Bartlett Dairy	Jamaica, New York	bartlettny.com
Cream-O-Land Dairy	Florence, New Jersey	creamoland.com
Dearle Farms, Inc.	Bethpage, New York	derle.com
Wards Ice Cream	Paterson, New Jersey	wardsicecreamonline.com
EQUIPMENT DEALERS		
Elite Equipment and Design	Farmingdale, New York	elitestudioe.com
LaBel Equipment	Corem, New York	labelfoodservice.com
Rogers and Sons	New York, New York	rogerandsons.net
The Same Tell Companies	New York, New York	samtell.com
Singer M Tucker	Paterson, New Jersey	singerequipment.com

EVENT PLANNERS		
Gabriela Moura Events	Queens, New York	gabrielaevents.com
Elegant Affairs	New York, New York	elegantaffairscaterers.com

FLATWARE - DISHES, GLASSES, UTENSILS		
Round Eye Supply	Kennesaw, Georgia	roundeyesupply.com
Tuxton	Walnut, California	tuxton.com
Welltold Glassware	Exeter, New Hampshire	welltolddesign.com

FOOD DISTRIBUTORS / FOOD SERVICES		
Bertram Foods	Linden, New Jersey	sbertram.com
Gordon Food Services	Wyoming, Michigan	gfs.com
Jamac Frozen Foods	Jersey City, New Jersey	jamacfoods.com
Performance Food Service	Richmond, Virginia	performancefoodservice.com
Sysco	Houston, Texas	sysco.com
US Foods	Rosemont, Illinois	usfoods.com
Whitsons Culinary Group	Islandia, New York	whitsons.com

LINEN COMPANIES		
Cleanse Tec	Hauppague, New York	cleansetec.com
Coast Linen Services	Neptune, New Jersey	coastlinenservices.com
Imperial-Dade	Jersey City, New Jersey	imperialdade.com

MANUFACTURERS		
Bar Maid	Pompano Beach, Florida	bestinthebar.com
Be Green Packaging	Ridgeland, South Carolina	begreenpackaging.com
LightFry	Borås, Sweden	lightfry.com
National Retail Solutions	Newark, New Jersey	nrsplus.com
Univex Corporation	Salem, New Hampshire	univexcorp.com
VITO Fryfilter, Inc.	Arlington Heights, Illinois	vitofryfilter.com

PEST CONTROL		
Bell Environmental	Parsippany, New Jersey	bell-environmental.com

PRODUCE		
Gargiulo Produce	Hillside, New Jersey	gargiuloproduce.com
Schneiders Farm	Melville, NY	schneidersfarmmelville.com

SMALLWARES AND SUPPLIES		
Imperial-Dade	Jersey City, New Jersey	imperialdade.com
Indulge Kitchen Supplies	Brooklyn, New York	indulgekitchensupplies.com
Round Eye Supply	Kennesaw, Georgia	roundeyesupply.com
World Centric	Petaluma, California	worldcentric.com

STAFFING AGENCIES		
At Your Service Staffing	New York, New York	aysstaff.com
People Ready	Tacoma, Washington	peopleready.com
Restaurant Zone	New York, New York	therestaurantzone.com
Top Hospitality Recruiting	Beverly Hills, California	tophospitalityrecruiting.com

TABLES AND CHAIRS		
Prince Seating	Brooklyn, New York	princeseating.furniture
RestaurantFurniture.net	Deerfield, Illinois	restaurantfurniture.net

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JOB TITLE	LOCATION	JOB TITLE	LOCATION
Restaurant Shift Managers	Harrison, NJ	Hilton Garden Inn: Executive Housekeeper	NYC/Central Park South
Restaurant General Manager	Tulsa, OK	Hampton Inn & Suites: Breakfast Attendant	Harrison, NJ
Front of House Manager	Quincy, MA	Thesis Hotel Miami: Night Auditor	Coral Gables, FL
Service/Kitchen Manager	Harlem, NY	Renaissance Denver: Executive Chef	Denver, CO
Assistant General Manager	Raleigh, NC	HHM Chicagoland: General Manager	Schaumburg, IL
Restaurant Manager	Boston, MA	Home2 Suites: Food & Beverage Supervisor	Chicago, IL
General Manager	Athens, GA	Hampton Inn & Suites: Operations Manager	Annapolis, MD
General Manager	New York, NY	New Castle Hope Center: General Manager	New Castle, DE
Kitchen Supervisor	Martha's Vineyard, MA	Homewood Suites: Front Office Manager	Philadelphia, PA
Catering Executive Chef	Bristol, CT	The Rittenhouse: Engineer Maintenance	Philadelphia, PA
Sous Chef	Raleigh, NC	Delta Hotel: Controller	Philadelphia, PA
Chef de Cuisine	Brooklyn, NY	HHM Harrisburg: Accounts Payable Specialist	Harrisburg, PA
Sous Chef	Brooklyn, NY	Rand Tower: Director of Sales	Minneapolis, MN
Director of Operations	Phoenix, AZ	Rand Tower: Director of Finance	Minneapolis, MN
Area Manager	Denver, CO	Sanctuary Beach Resort: Food Director	Marina, CA
Director of Catering	Wading River, NY	Courtyard LA: Chief Engineer/Maintenance	Culver City, CA
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UPCOMING EVENTS

MARCH
7-9

INTERNATIONAL RESTAURANT EXPO

March 7-9, 2022
Jacob K. Javits Convention Center
New York, New York
InternationalRestaurantNY.com



MARCH
9-10

VINEXPO AMERICA

March 9-10, 2022
Jacob K. Javits Convention Center
New York, New York
vinexpoamerica.com



MARCH
15

NJRHA KITCHEN CABINET ROUNDTABLE

March 15, 2022
Sweetwater Bar & Grill
Cinnaminson, New Jersey
web.njrha.org/events

INTERNATIONAL
PIZZA EXPO
& CONFERENCE

MARCH
22-24

INTERNATIONAL PIZZA EXPO

March 22-24, 2022
Las Vegas Convention Center
Las Vegas, Nevada
pizzaexpo.pizzatoday.com

APRIL
3-5



NEW ENGLAND FOOD SHOW

April 3-5, 2022
Boston Convention & Exposition Center
Boston, MA
NewEnglandFoodShow.com

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MENTORSHIP + ADVOCACY

APRIL
24-26

MAPP RESTAURANT RESET

March 15, 2022
The Conrad
Fort Lauderdale Beach, Florida
mappimpact.org/restaurant-reset

APRIL
25-27

NATIONAL RESTAURANT ASSOCIATION RESTAURANTS ACT

April 25-27, 2022
Grand Hyatt
Washington, D.C.
conference.restaurantsact.com/home

MAY
21-24

NATIONAL RESTAURANT SHOW

May 21-24, 2022
McCormick Place
Chicago, Illinois
NationalRestaurantShow.com



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- Pot and pan washers (all models)
- Door-type dishwashers
- Undercounters (all models)



DV 80.2



FV 40.2



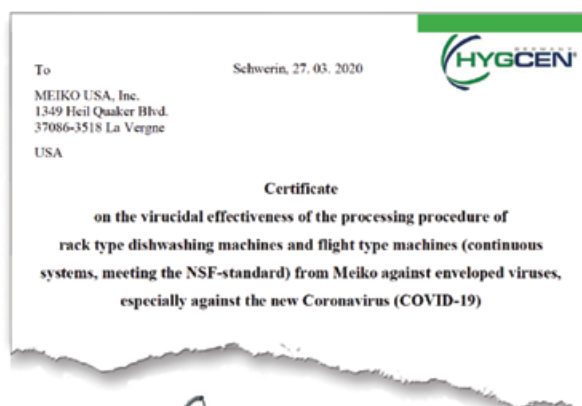
M-iClean
UM GiO



M-iQ (all models)



KA rack-type (all models)

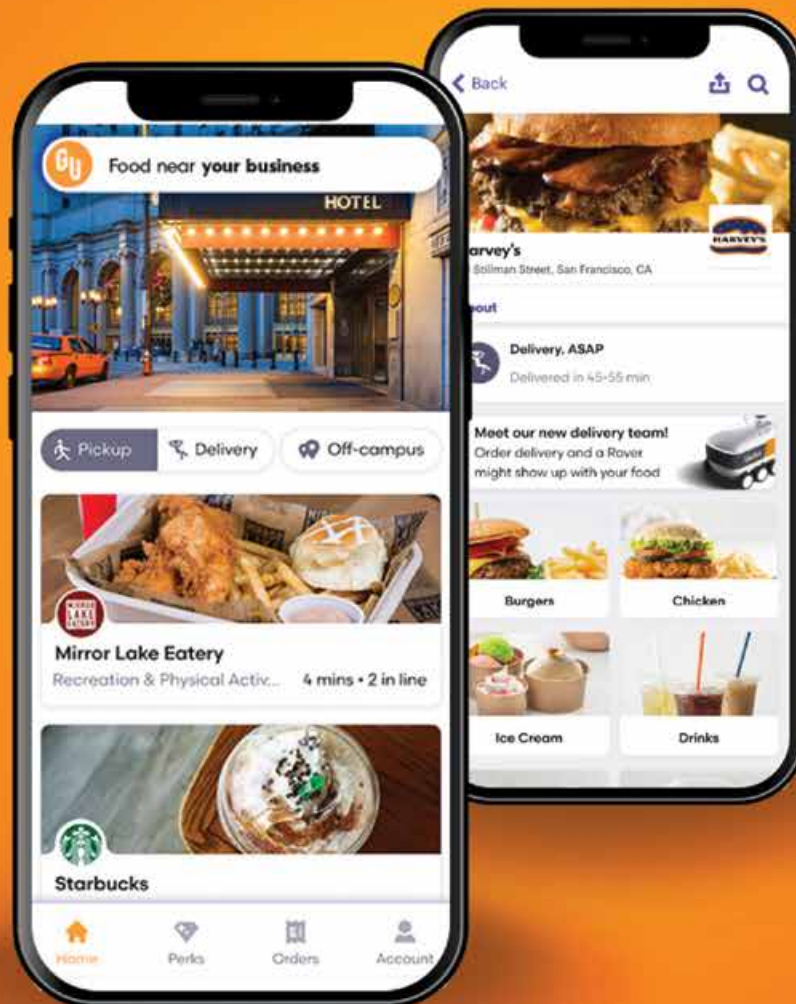


Scan to find out more about COVID-19 and the MEIKO technology that can inactivate all envelope-type viruses. Or visit: www.meiko.info/all-about-hygiene



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