


# HOSPITALITY NEWS

HOTEL, DINING, & INSTITUTIONAL FOODSERVICE TRENDS

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JUNE-JULY 2022



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A CHEF AND HIS TEAM  
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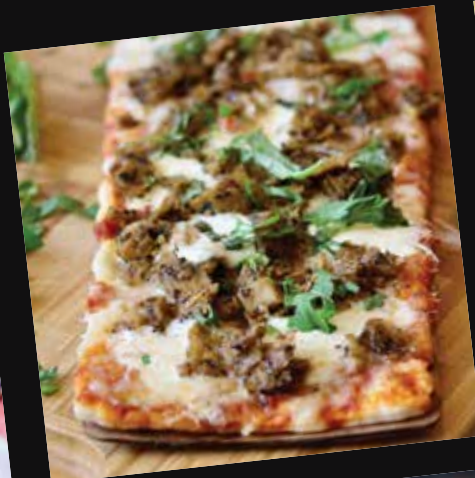
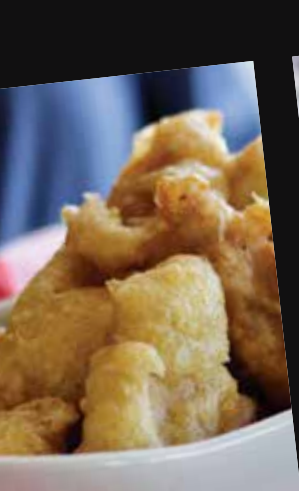
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# ON THE INSIDE

6 Inflation Hits Restaurant Traffic

8 Hampton's Happenings

10 What Does It Take To Be  
A Private Chef: Chris LaVecchia

12 Get A Handle on "Ghosting"  
And Hire The Staff You Need

16 Dominican Village Restaurant Satisfaction  
Kiosks Give Voice to Patrons and Residents

20 Motivated By Life's Passion Chef Thomas Norris

22 AHFNY 2022 Annual  
Symposium & Vendor Exhibition

24 AHFNY New York Sunset Dinner Cruise

26 Practice, Persistence, and Teamwork



## The Dividends of Dignity

A Chef and His Team

28

34

Arriving In The Kitchen

36 Following Passions Into The Kitchen



40

Skopos Distinct Style

44 Increase Productivity, Save Money and Increase Food Safety

46 GLADYS MOUTON DI STEFANO IS AT YOUR SERVICE

48 The Major Shift in Restaurant Marketing

50 The Beacon of Hospitality News

54 Prevent Turnover with Food Safety Training

56 Service & Product Directory

58 Rich Products Named Industry Award Recipient

60 Employment Opportunities

62 Upcoming Events

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HOTEL, DINING, & INSTITUTIONAL FOODSERVICE TRENDS

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36



46



58



# INFLATION HITS RESTAURANT TRAFFIC



**E**arlier this year, we raised the argument that surging food prices could give restaurants an edge because the price gap between dining out and cooking at home had become narrower (Kwok, 2022). In fact it did not take long for inflation to finally hit restaurant traffic as well.

## INFLATION ALMOST HIT A 40-YEAR HIGH

In April, the Consumer Price Index (CPI) increased by 8.3% from 2021 levels (Cox, 2022). Not only was it higher than Dow Jones estimated at 8.1%, but it remained close to the highest level since the summer of 1982. After removing food and energy prices, the core CPI still rose 6.2%. This exceeded an anticipated level of 6%. Because of record-high inflation, workers' real earnings have dropped 2.6% year-to-year despite average hourly earnings increasing by 5.5%. The unexpected high inflation in April cast doubts on the market about whether the inflation "peak" in March had really hit the ceiling. So what does that mean for the future restaurant industry?

## RESTAURANT TRAFFIC, ESPECIALLY DRIVE-THRU, DOWN SIGNIFICANTLY IN APRIL

Data has shown that restaurant traffic in April dropped 9.4% from 2021 level (Kelso, 2022). Notably, the continually rising and record-breaking gas prices likely have discouraged people from driving. Drive-thru traffic for restaurants was down by over 13%, whereas dine-in patrons increased by 2.4%.

Because many restaurants had raised menu prices to offset the inflation of "everything," restaurant sales did not get hit as much as store traffic. Nonetheless, it seems that consumers had reached a threshold, and would begin cutting restaurant visits and non-essential spending. It is uncertain whether less foot traffic in restaurants will help ease the industry's labor shortage challenge. Drops in traffic have certainly worried many restaurant owners and operators.

How concerned are you about inflation's effects on restaurant traffic and sales? ■

## LINCHI KWOK, PH.D.

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# HAMPTON'S HAPPENINGS

BY: JIMMY McMANUS

On July 9, Hospitality News Magazine was on the scene covering the 17th Annual Hamptons Happening Gala in Bridgehampton, New York. Many celebrity A-listers came out in support of the Samuel Waxman Cancer Research Foundation, an organization founded 48 years ago to fund critical research to combat and defeat cancer, using minimally toxic treatments. The event was produced by Arthur Backal and Dawn Celovsky of the Backal Hospitality Group, based out of New York City. The food was creatively spectacular and the backdrop of the estate of Maria and Kenneth Fishel was unparalleled.

One of the event's honorees was Chef Julian Medina, Owner of Toloche, Coppelía, Kuxe, and Tacuba Cantina

Mexicana. He was given the well-deserved Waxman Hospitality and Service Award for his generous support of the organization over many years. Many other sponsors of the event, which was organized by Chef Peter Ambrose from Sag Harbor, including: La Chula Taqueria, Phillipe by Chef Phillippe Chow, Coppelía by Chef David Burke, The Charlie Palmer Collective, Tommy Bahama Restaurant-Bar-Store, Arlotta, Magnolia Bakery, The Clarkson Avenue Crumb Cake Co., A La Mode, Centro Restaurant and Bar, T Bar, Payard, Union in Southampton, Mercato Cucina, Lilly's Baking Company, Barney Greengrass, Woodford Reserve Bourbon, and Herradura Tequila. It was a night to be celebrated as we all joined together to beat cancer. ■





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# WHAT DOES IT TAKE TO BE A PRIVATE CHEF?



BY: ELENI FINKELSTEIN

**T**he roles of private chef and commercial chef are very different. A private chef, for example, can determine their own schedule and prices — perks that would excite anyone looking to take their career in a new direction. Chef Chris LaVecchia was one of those ambitious culinary professionals who made the leap to private cooking, though he discovered along the way that working for yourself is anything but easy.

LaVecchia grew up in a large Italian household where holidays and family gatherings overflowed with good food and good company. Sunday afternoons were about family getting together for a meal of pasta with sauce, all the meats, and really good Italian bread. Growing up LaVecchia helped out and developed an interest in cooking.

In college LaVecchia struggled to figure out what he wanted to do for the rest of his life. He knew sitting behind a desk just wasn't for him. One day the young student received a brochure in the mail for culinary school and a light went on. "I was finally interested in school again, and learning something that I had a passion for," he says.

Before he was a private chef, LaVecchia worked at several commercial kitchens and held a position as a corporate chef, where he served breakfast and lunch during regular business hours and had the weekends off to relax, or take on his own gigs and build a name for himself. After a while, though, LaVecchia decided to venture out on his own. This time he wanted to establish his own brand, with the freedom to

develop up-scale menus, tailoring them to his clients' preferences. As a private chef LaVecchia creates new menus using fresh, premium, seasonal ingredients, and what is available. He learns new skills and refines old techniques. Whether preparing his own dishes or reimagined classics, Chef Chris' feedback does not lack in 5 Star Reviews.

Alas, the life of a private chef is not all fun and games. Like any occupation it has its challenges. The variety of kitchens LaVecchia encounters might lack the space and appliances found in the commercial world. And his hours can be unpredictable, as clients often hire private chefs for weddings, weekend celebrations, or events that do not match the typical 40-hour work







week. Fortunately for LaVecchia, the pros always seemed to outweigh the cons. He points out he's free to make his own schedule and seize every opportunity that comes his way — a freedom not always possible in the commercial world, or any full-time position for that matter. For him, the look on a client's face when they exclaim his food was "the best experience" or "the meal of their life" is worth the unpredictability of a crazy schedule.

Chef Chris' passion for cooking, his creative freedom, and the chance to constantly learn new things are what continue to fuel his work. "It's not just a plate of good tasting food; every chef should be making good food," he says. "It's an experience and memory you give them, how you make someone feel, and how they remember their special occasion. We are not just feeding people, we are nourishing them."

He advises chefs interested in the private field to really examine where their passions lie. "You can't just like it or want to be a chef because you see celebrity chefs on TV and it looks fun," he says. "Yes, you can make it fun, but it can also burn you out and wear you down.

You work long days and nights, and when everyone else is spending their weekend off, enjoying friends and family, you are putting your own family aside to make someone else's day special. Most people can't handle that ... if they do not truly love what they are doing."

For Chef Chris, going private was the right choice. He relishes having clients who turn into close friends, traveling weekly to different cities, and cooking for new people. "It keeps [life] exciting and adventurous," he says. "I love interacting with people. Sometimes they ask lots of questions and want to pick my brain... and then they learn something that they didn't know before, either an interesting technique or just little tips and tricks. It's exciting for them and it's exciting for me."

Chef Chris LaVecchia has worked in the hospitality industry for over two and a half decades, working under some of the best chefs inside some of the best restaurants, catering halls and country clubs, including Michelin Starred Chefs. Now he brings his experience and passion for cooking into people's homes for private dinner parties and cocktail parties, brunches and catering. ■



# GET A HANDLE ON “GHOSTING” AND HIRE THE STAFF YOU NEED



BY: CHRISTINE DEVITA

FOUNDER AND CEO OF DEVITA & HANCOCK HOSPITALITY, INC.

**G**hosting. A phrase that first became popular to refer to that dreamy Match.com suitor ducking texts and calls after what seemed like the best third date ever. Recently, its meaning has morphed to include what job seekers sometimes do to employers and recruiters in one of the toughest job markets in years, especially in the hospitality industry.

Finding the perfect candidate for a position is akin to finding a four-leaf clover. The excitement after a prospect nails the interview is a rush. Then emails go unanswered, voicemails are probably not even listened to, and texts just seem to fade into the unacknowledged abyss. As thousands of Gen-Zers don the cap and gown this month and boldly enter the job market, ghosting is an issue that needs to be understood so it can be prevented. What really went wrong here?

The answer is twofold. In this job market, potential employees have expectations. A Monster.com survey found that today's job seekers' top priorities are a competitive salary, job security, a true path to advancement, diversity, and work-life balance. If during the interview a position doesn't seem to check all the candidate's boxes, the candidate may lose interest and will most likely disappear from the

process. From the employer's point of view, ghosting is rude and unprofessional. The act itself can be seen this way, sure. But the question needs to be asked: How can the overall approach to hiring evolve to excite these new job seekers and keep them engaged in the process, right up to a successful hire?

Transparency and consistency are the key. Answer all questions the interviewee has honestly and promptly.

Emphasize the candidate's strengths and how they would be integral to the business's success. Showcase the company on social media with "A Day in the Life" videos on TikTok and Instagram. Demonstrate a clear path to advancement. Connect with them on a personal level and find out their long-term career goals.

Another tip to avoid this scenario is to be as responsive as possible during the process. Employers often interview several candidates for a position and only reach out to the ones they will move to the next steps. This leaves someone who thought they crushed it frantically checking their emails and phone for weeks. If these communication

expectations aren't clearly managed in the initial interview, don't be surprised when the next best management prospect pulls a Casper and \*Poof\*. ■

“  
**The excitement after a prospect nails the interview is a rush. Then emails go unanswered, voicemails are probably not even listened to, and texts just seem to fade into the unacknowledged abyss.**  
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# DOMINICAN VILLAGE RESTAURANT SATISFACTION KIOSKS GIVE VOICE TO RESIDENTS



Residents find it helpful to send feedback through an easy-to-use system. Inset: Sous Chef Joseph Olivieri and Executive Chef Richard Catapano with the Feedback Kiosk

BY: ELENi FINKELSTEIN

Assisted living centers are well known for their restaurant-style services available to residents. Each day the residents at Dominican Village Assisted Living Center in Amityville, New York, dine in with their peers, experiencing nutritious and delicious cooking.

As with a typical restaurant, diners in assisted living communities should have the opportunity to offer their direct feedback after a meal. This is why Dominican Village recently incorporated a new way for residents to let the staff and kitchen know how well they enjoyed (or did not enjoy) the menu of the day. Residents of the center will now find electronic kiosks as they leave the dining room where they can easily input thoughts and feedback on their dining experience.

These kiosks introduce a new level of customer service to Dominican Village. With the ability to quickly click on a smiley face, frown, or in-between expressions, guests can share direct input on the food quality they are served. There is also an option to leave a comment for the staff. The Happy or Not kiosk gives residents the "dignity and privacy to not

offend the receiving end of a complaint." It's a chance for residents to have their voices heard.

This new form of technology benefits both residents and kitchen staff. Executive Chef Richard of Dominican Village emphasizes the value of direct feedback, which allows the kitchen to adjust accordingly and ensures those at Dominican Village feel heard. "It's about a healthy experience and not just providing nutrition," President Eric Kalt of the Village says. He agrees that feedback is beneficial to ensure the comfort of residents on a daily basis.

Loved ones can take comfort in knowing their family members and friends at the assisted living community have a direct way to advocate for themselves and their nutrition. If a resident particularly enjoys their meal, he or she can leave a smiley face to let the staff know their hard work is appreciated. In turn, if a meal is not up to standards staff will be alerted, and can then work hard to meet the satisfaction level of those residing at Dominican Village.

The satisfaction kiosks are a great example of technology working to better the service industry and its residents of all ages! ■

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# MOTIVATED BY LIFE'S PASSION

OVERLOOK MEDICAL CENTER EXECUTIVE CHEF OPENS UP ABOUT FOODSERVICE PASSION



I say this, again, with a long history of food service, including family-owned restaurants dating back to 1919. I grew up on my father's stories from his days as a cook in the U.S. Navy. Summers always were filled with pig roasts, whole hog BBQ, catered in both family-style gatherings and large venues such as state fairs.

I studied culinary arts and nutritional science, with degrees from the CIA and Rutgers, respectively. I started my career as a banquet chef, operating in high-volume catering in both hotels and corporate dining. I spent 10 years working for myself as a restaurateur and caterer, where some of the most valuable lessons came through the hard work and dedication to life in a brick-and-mortar mom-and-pop luncheonette.

I then spent time within VA Hospitals as a Canteen Chief, while also running both retail and food businesses, as well as coffee shops and vending services.

**W**hen I talk to people about my experiences in food service, I'm not talking about a career. Food service has been part of my whole life.

It's been in my family, it's what I learned and trained to do inside kitchens and classrooms. It's what has introduced me to people from all walks of life, brought me to all manner of venues and locations, and has taught me the many languages of cuisine.

If there's one thing that I have learned over this lifelong journey, the myriad of dishes, menus and recipes that I've had a hand in making, is there is one key ingredient that is necessary for anyone who wants to pursue a life in food service: Hospitality.

Hospitality is the support structure from which all good things are made. It is the intangible item on your plate; you cannot touch it, taste it or smell it, but without it the dish would be sour. Hospitality is what separates good food from great food. From fine dining to food trucks to greasy spoons, it is the DNA of the food service industry.

In every one of these settings, hospitality has always been at the core of my approach. You have to not only take into account the food you're serving, but how it's prepared and how it's presented. How you do these things is not only about the guests you're serving but how you represent yourself and your kitchen.

In my current position as executive chef at Overlook Medical Center, this is more true than ever. Overlook is a truly unique place, even among hospitals and other health care facilities. It has a long tradition of integrating sustainable "green" approaches to health care, and that extends to food services. The hospital has partnered with producers of grass-fed, pastured and/or organic and GMO-free meat sourced from local farms; it sources its own honey from on-site beehives, grows vegetables in the community garden, and grows hydroponic herbs within the kitchen.

Food service in health care is a matter of balancing what you know about preparing and presenting food with a great number of medical considerations. Every patient is different and has different needs depending upon the conditions for which they are being treated.

**// You have to not only take into account the food you're serving, but how it's prepared and how it's presented. How you do these things is not only about the guests you're serving but how you represent yourself and your kitchen. //**

In addition, there is an increase in demand for fresh food, farm to table, locally sourced vendors and a patient population and employee clientele that expects culinary quality food with exceptional customer service. You need to be extremely adaptable.

A focus on hospitality helps to guide that balance through changing demands. Take the Mother-Baby Unit, for example. This is an area of the hospital where amazing first moments are being made, and the experiences here will shape a family's view of the entire hospital – starting with meals arriving to a new mom's room.

In addition to a specialized menu, we offer homemade chia seed yogurt parfaits to start the morning, gourmet charcuterie boards for an afternoon bite, and chocolate covered strawberries for dessert. We also serve celebration meals for the new parents accompanied by an individually boxed cheesecake or cupcake topped with a chocolate mold of a baby rattle or bib.

But it's not just the food, it is the attention to detail — the polished silverware, no spots on the glassware, the perfectly folded linen napkin, the courtesy of the server entering the room. All of these details need to be executed along with the food — without the entire package working symbiotically, the flavor would not be the same, the experience would not shine through, and that new parent's experience might not be as positive.

There is always a need for a chef in the hospital field, and I would definitely recommend this to young, inspired culinarians. The world has changed, and so too has the food service field... and there is no going back. I teach others to embrace hospitality and integrate it into their kitchens. Without embracing this, your food will not taste as good, look as good, or leave the same impression on your guests. ■



**Overlook  
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*Above: Tony White and Thomas Norris checking over a table setting of food before it is taken to a patient.*

*Left: Chef Norris is joined by Kira Washington, observing as he helps put the finishing touches to a dessert plate for a maternity patient.*





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## SYMPOSIUM REVIEW

# 2022 ANNUAL SYMPOSIUM & VENDOR EXHIBITION

Many exhibitors came together on June 24, 2022 at the Sheraton LaGuardia East Hotel for the Association for Healthcare Foodservice, New York (AHFNY) Annual Symposium. The event created the opportunity for discussions on the challenges facing healthcare foodservice. From supply chain challenges to employee positivity and retention, AHFNY is making it easier for the essential workers of New York to overcome the hurdles before them and just keep going. Thank you to all the exhibitors who came out and supported the annual symposium.





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# PRACTICE, PERSISTENCE, AND TEAMWORK

DAMIEN ALI INSPIRED TO CONTINUE A FAMILY LEGACY



I started my culinary career at Eastern Suffolk Board of Cooperative Educational Services (BOCES) where they taught me not just the basics of the culinary arts, but how to be a striving young chef and a leader. My grandfather was the one who inspired me to get into the culinary arts. He was an American/French cuisine chef who graduated from the Culinary Institute of America (CIA). Growing up we would make cookies during the holidays together. Then he would show me dishes that he made and explained the composition of each dish. Watching him at a young age piqued my interest in becoming a chef. He passed away when I was little, so growing up, my mom let me start cooking and making things in the kitchen. Culinary arts is in my blood; some of my uncles are in the field, as well. It comes naturally and I really enjoy cooking, creating, and being in the kitchen. I take pride in my work and in the dishes that I create.

I have two mentors that have given me the knowledge and skills that I have now: Chef Kozak and Chef Spiro. They've shown me the fundamentals of cooking and have provided a great foundation to kickstart my culinary career. My preparation for the Ready Set Cook competition was to practice, practice, practice! The mock competition during class at BOCES helped get us prepared for the real thing. Practice makes perfect, and so did a lot of teamwork with my partners, Humza and Kenny.

I look up to my mom, who has helped immensely, from taking me to my American Culinary Federation monthly meeting, to helping me with baking and cooking in the kitchen. She's always there when I need her and always willing to help. Though I won a scholarship to Monroe for the Ready Set Cook competition, and it would alleviate the financial burden of college expenses, I want to follow my grandfather's footsteps and become a CIA alumni and carry on his legacy of becoming a great chef. I know in the end it will all be worth it and make not only my mom, but my grandfather proud. ■



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# THE DIVIDENDS OF DIGNITY

**A CHEF AND HIS TEAM**  
**CHEF DAVID PAULSTICH OF THE KNICKERBOCKER CLUB**

BY: ELENI FINKELSTEIN

A chef without a team behind them is just a good cook, and Chef David Paulstich knows this better than anyone. Paulstich has been in the industry for decades, and what makes him unique is his dedicated staff, who have worked alongside Paulstich for up to 30 years!

Paulstich started his culinary journey at 14 years old as a dishwasher in Queens, New York at the Queens Center Mall, where his parents owned a plant business. From there he got a job at Ocean Beach on Fire Island, where he decided it was time to get serious about his craft. Paulstich then made his way to Florida with friends where he worked at Deerfield Beach. It was here that Paulstich worked under a chef for the first time and was inspired to take his culinary journey to the next level. Back in New York, Paulstich worked at the Water Club in Manhattan where he practiced sauce work, butchering, and other skills. Once Paulstich began working under Chef Christian Delouvrier as the poissonnier, his career took off. "I owe a lot to Christian Delouvrier," Paulstich says of the experience.

Paulstich was quickly promoted to saucier, then sous chef, and even had the opportunity to work with Ed Brown, the current Senior Vice President of Food and Beverage for Restaurant Associates. Paulstich's first executive chef gig was at the Mark Hotel for five years, where he broke records for the restaurant's monetary income. Now, Paulstich prepares food at the exclusive Knickerbocker Club in Manhattan, accompanied by many of the same people who were by his side at the Mark Hotel decades ago. "All the people who are in the kitchen with me now were with me in the Mark Hotel 20 years ago," he says. "We all climbed the ladder quite nicely and were all hard workers coming out of that kitchen."

The Knickerbocker Club is a members-only club in the heart of New York City that serves over 50 covers a night and caters for events of over 250 people. The club, which has been around since 1871, is regarded as the most exclusive club in the United States. In order to make the Knickerbocker Club as successful as the Mark Hotel, Paulstich needed help from other talented professionals. He worked alongside names like Philippe Boulot; professionals who have had successful endeavors of their own and have kept in touch with Paulstich throughout the years. Paulstich emphasizes that keeping connections is very important to him.





The menus Paulstich and his team create for the club are nothing short of works of art. The ever-changing menu is customized based on fresh and seasonal ingredients. Paulstich does not hesitate to fly in the best ingredients from around the world to please his guests' taste buds. He praises his list of loyal vendors for helping him and his team supply their unique menus: D'Artagnan for game, Debragga & Spitler for aged beef and meats, Rozzo and Sons for seafood, Chef's Warehouse for specialties and dry goods, and Sogno Toscano for Italian specialties.

As a leader in the kitchen, Paulstich knows that a good boss is one who encourages greatness in his team. He promotes creative freedom among his staff and constantly asks them, "What do you need from me to be successful?" With a staff that has become as close as family, success is not new to the Knickerbocker team. General Manager of the club, Jean-luc Deguines, believes the key to the team's success is having respect for one another and having the same goal to serve the members. "Without the team, we have nothing here."

Carlos Valverde, Executive Sous Chef of 28 years, and Jean DeSantiago, Sous Chef and Pastry Chef of 25

years, agree that a family-like atmosphere filled with respect has driven their team to the top, and each member of the family has their own role. Valverde is responsible for organizing the space, running and inspiring creativity. DeSantiago organizes, prepares the dessert, and creates the lunch menus. Both team members credit Paulstich with being "a day ahead and a dollar ahead" at all times. Paulstich agrees that being prepared is the best way to stay on top of his job. Menus are created at least three days in advance and meals are prepared with plenty of time to spare. If an event is at 6:00, everything is ready by 5:30 or earlier. Paulstich wants his team to have time to themselves, which strengthens the family dynamic. Of course, work comes first, and being prepared ahead of time frees up time for the team to bond. It also leaves time to fix any incidents that may occur.

Even as the captain of the ship, Chef Paulstich accredits his success in the culinary world to his long-standing team. Running the most exclusive club in the country would not be possible without their hard work and keen eyes for perfection. "I have two hands and two legs. I cannot run a place this big without them... I'm a lucky guy to have a staff like that!" ■







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# ARRIVING IN THE KITCHEN

**A**lmost 10 years ago, in my book, "Here I Am!", I asked the question: Where are all the female and minority chefs? I remember getting asked that question a lot back in those days by reporters and TV hosts wanting to interview and have food demonstrations done by women and people of color. I also believe the pressure was there to be more inclusive.

I almost cried one time when a reporter asked me for information on black chefs who were in white tablecloth dining establishments. I could think of nobody! All of my friends were educators or worked in hospitals, catering companies or cafes, not fine dining white tablecloth restaurants. Of course we were there... women and

people of color doing their thing at white tablecloth establishments. I was just clueless! Somewhere in my head I decided to find more people who looked like me in this industry. This introvert was already schooled to always speak to people of color and women when I saw them because we always seem to be in the minority at events and conventions. It was pure glee I experienced when I would introduce myself to one of my peers who looked like me in the same space. Counting chips in the cookie was the norm and shamefully so easy to do.

In my adjunct teaching days, women have always been the majority in my classrooms. But somehow this never translated into management in the kitchens. Women were put to work often in the places and spaces that paid the least amount of money.

I'm not sure exactly why that is. I don't believe there's any one reason. It could be a lack of support at home, especially when there's a child involved. It's hard to care for and feed babies, do school work, and so on, when you have to work a 12-hour day and most of that is during the dinner hour.

Maybe the persistent lack of equal pay for women versus what men earn is also a contributing factor. Having no leadership to support your endeavors in moving up the management scale can be defeating. And sadly it could also be the lack of women just stepping up and boldly taking control of the possibilities that exist.

I have seen all of this or I have heard the stories from colleagues and friends in this industry.

"If it is to be, it is up to me," is the phrase of a song we used to sing in Sunday school growing up. I was raised to believe in the power of positive thinking, so the song, and this phrase resonates with me to this day.

Women are here. We are growing in our fields of expertise and we are finding ways to thrive and be a blessing to others. In my role of National President I look forward to helping other women reach their full potential and become the leaders we want to see. ■



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Now NYC Restaurant Week returns for 30 days to celebrate its 30th anniversary, running from July 18 through August 21, 2022. The program will offer prix fixe menus starting at \$30 at hundreds of participating restaurants and neighborhood favorites across the five boroughs. To book your table, visit the official NYC Restaurant Week page starting July 6, 2022. ■





# FOLLOWING PASSIONS INTO THE KITCHEN

BY: ELENI FINKELSTEIN

**Z**ee Moussa, also known as “Zee the Cook,” has been an entrepreneurial spirit her whole life. Since the age of 14, Zee has loved working and keeping busy. She’s traveled across many industries professionally, including airlines, real estate, doctors’ offices, and a floral company before discovering her passion for cooking at 25 when a stubborn case of burnout caused her to take a break from school and work to find herself. During this time, she found herself in the kitchen, where a newfound passion and purpose was birthed. “By stopping [work] and taking some time off from the things that weren’t really fueling my soul, I was able to discover my passion for food and hospitality—or I guess you can say, it discovered me. When acquaintances ask me for advice on finding their purpose, I always advise them to eliminate what’s NOT working in order to make room for what does. I believe this is the best way to discover a purpose and passion that serves not only oneself, but humanity.”





In the kitchen, Moussa found ways to channel her freedom and creative side. She began an Instagram to share her dishes, which gained popularity quickly during the rise of the term “#foodie” and social media influencers. Always a free spirit, Moussa was known to skip measuring ingredients, and instead cook from the heart. When people started asking for the recipes, Moussa wasn’t sure how she would explain without precise quantities. “With cooking, you can break the rules,” she says. It was her record-breaking social media post, “Cooking Classes Coming Soon” that launched her into her entrepreneurial project, ZeeTheCook. Not knowing how or where this journey would start, Moussa committed first, and figured the rest out later.

Moussa began cooking classes at her one-stove home in Dearborn, Michigan. Patrons would sign a liability waiver issued by an attorney and then crowd into Moussa’s kitchen to watch her cook. For two years, Moussa saved every penny from this endeavor until she was able to get a building of her own to run cooking and life-skills events. She found that combining the idea of food and people helped consumers strengthen relationships, discover new skills, and build great memories. Now, Zee hosts field trips for schools, corporate team-building competitions for adults, organizes private events like birthday parties and family reunions, as well as more events for students of all ages.

As the owner of her company, Moussa loves knowing she is empowering her staff to make a positive impact as well. Her upbeat energy helps children who attend classes become future leaders by learning cooking skills, sanitation, hard work, table etiquette, and confidence, regardless of what profession they end up pursuing. Moussa recognizes that cooking is a life skill, not just a hobby and adults and children who attend her classes are learning many important skills outside of following recipes.

“**Always a free spirit, Moussa was known to skip measuring ingredients and instead, cook from the heart.**”

Like many entrepreneurs, Moussa faced many personal obstacles in order to get to where she is today. Developing a business requires personal sacrifices such as time away from family and learning to be comfortable with the uncomfortable. However, Moussa emphasizes that you need to be uncomfortable in order to grow. The growth has led ZeeTheCook to become an award-winning leader, most recently being named 2022 Woman of The Year for the City of Dearborn, Michigan. Moussa is also nationally recognized as a 2nd year Rising Star through the Society of Foodservice Management, and is the recipient of the 2020 Director’s Award for Community Service by SHFM.

Now 7 years into her business, Moussa has big plans for her future in the hospitality industry. She plans on extending her business globally, offering virtual and in-person lessons using locally sourced ingredients from different cities. She also wants to enlist the help of “ZeeTheCook Ambassadors” around the world who can spread her message and lessons far and wide. “I’m serving my purpose on this earth,” she says. Moussa also offers virtual team-building experiences to spread her love and passions anywhere the internet can reach. Moussa’s favorite part of her job is being able to inspire those around her, and expanding ZeeTheCook will help her do just that! ■



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THE VANGUARD



THE BARROW HOUSE

## THE BARROW HOUSE

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## ◀ THE BARROW HOUSE



### THE VANGUARD

705 Frank E Rodgers Blvd South, Harrison, NJ 07029

Set in an early 1940's factory utilized for the wartime effort, The Vanguard restaurant and bar nods to the women and men who served on the home front. Comprised of three rooms: The Bar, a 'Mess Hall' inspired dining room and a Jazz Cocktail Lounge, The Vanguard has an industrial tone reflective of Harrison's past. Enjoy casual American fare with seasonal specialty cocktails, 14 draft beers and wine.

### COWANS PUBLIC

229 Centre Street, Nutley, NJ 07110

With a Depression Era/speakeasy feel, the space features a curved Art Deco Bar with custom stained glass, a roaring fireplace and plenty of casual seating. Modern riffs on classic cocktails compliment an elevated pub menu which focuses on seasonal ingredients and vegan/vegetarian offerings.

### FRANKLIN SOCIAL

292 Barrow Street, Jersey City, NJ 07302

This restaurant and bar inspired by Ben Franklin offers a modern take on the American tavern. A seasonally driven menu offers classic dishes highlighting local ingredients, complimented by a cocktail program inspired by colonial drinking culture.



### ◀ FRANKLIN SOCIAL



### THE JUNTO

68 Mercer St, Jersey City, NJ 07302

In the fall of 1727, young Benjamin Franklin and a group of friends would meet on Friday evenings in a tavern to discuss issues of morals, politics, science, or natural philosophy. The Junto Attic Bar pays tribute to this history with a 26-seat cocktail lounge located upstairs of Franklin Social that is sure to impress your guests.

### GUS' LAST WORD

191 Valley Blvd, Wood Ridge, NJ 07075

Inspired by a 1950's cellar bar, the bar and dining room capture the essence of the era with a fun, modern twist along with a seasonal Backyard Garden. The food menu features classic American bar fare. The beverage program features plays on classic cocktails, 16 draft beers and wine focused on a mix of domestic and international offerings.



THE JUNTO



THE JUNTO



THE JUNTO



THE JUNTO



GUS' LAST WORD



THE PARKSIDE SOCIAL

#### THE PARKSIDE SOCIAL

706 Bloomfield Ave., Verona, NJ 07044

The newest restaurant by the Skopos Hospitality Group opens its doors on April 20th in Verona, NJ with an assortment of share plates and entrees, along with an expertly crafted cocktail program. The Parkside Social blends the classic American tavern with modern accents, drawing inspiration from nearby Verona Park. The custom oak bar area will welcome guests, while the back dining area will have a relaxing lounge feel. The Oak Room, a 30-seat side dining area featuring a stone fireplace, is an ideal space for your next private event. A seasonal outdoor garden space will welcome guests during the warmer months. ■



THE PARKSIDE SOCIAL



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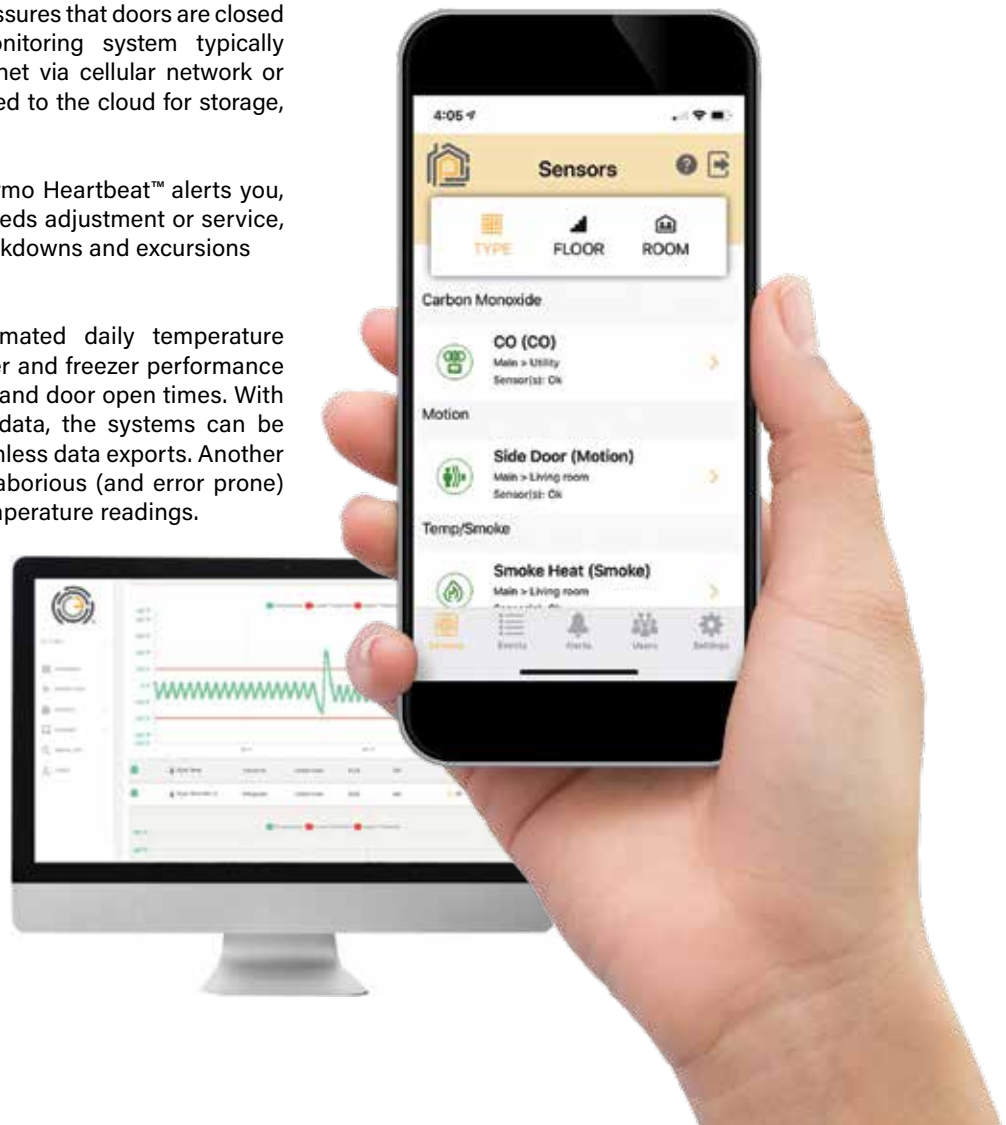
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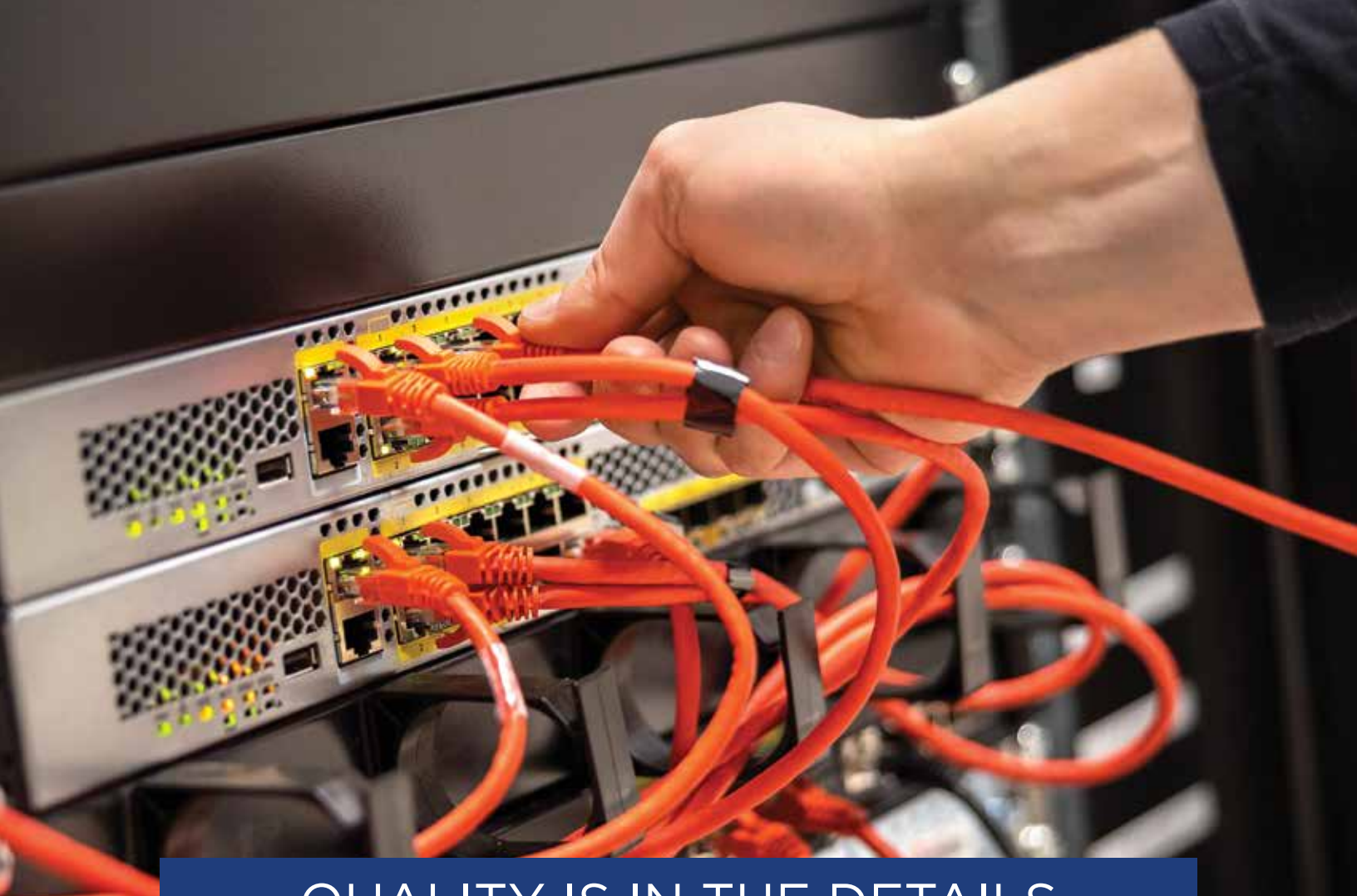
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## GLADYS MOUTON DI STEFANO IS AT YOUR SERVICE PARTY CONSULTING, LLC

When Gladys Mouton Di Stefano received her diploma after five years of schooling at the Notre Dame International College of Paris, she had no idea what would come next for her. Wanting to immerse herself in the hospitality industry, Gladys scored a position as the Assistant of Food and Beverage with the Hilton International Hotel in Paris, the first Parisian hotel to open after 50 years. Gladys quickly realized that she loved the food and beverage field, and after two years with Hilton, she was selected to move to New York City to continue working with Hilton International. She considers herself very lucky to have gotten this role. "It was phenomenal, what I learned and what I did."

When Gladys arrived in New York in December 1976, she spent six months mastering both back and front of the house skills, often coming home exhausted and with cuts on her hands. It was here she realized food and beverage were her forte. In another two years, Gladys was promoted to Director of Catering where she often hosted parties for celebrities and royal family members alike. "It was incredible," she recalls. "I stayed there for 15 years and enjoyed every minute of it!"

After 15 years, Gladys decided to leave her 106th-floor office to work for the Marriott Company with their catering food and beverage department. Next, she transitioned to a role at the Warwick Hotel to continue advancing her career. Driven by her passion for her job, she received hundreds of praise letters and received the nickname of "Miss Ooh' La' La." Gladys also worked for the Mark and Carlyle hotels during this time of her life, proving that women could make their mark in the hospitality industry. She also worked at the Helmsley Park Lane Hotel under Mrs. Helmsley, who had fired her twice during her time there! At one point, the General Manager told Gladys "Don't worry, go home and come back tomorrow. She'll forget." Fortunately, Gladys remained in the position for 10 years hosting events like weddings,

Bar Mitzvahs, and more in a scenic dining room overlooking Central Park. Gladys attended every one of her events, enjoying each minute of her hard work. At this point, Gladys was working 80-90 hour weeks. She resigned and began her own company, At Your Service Party Consulting, LLC, a consulting company in the hospitality industry.

Soon after starting her own endeavor, Gladys began receiving calls from past clients who wanted her to host their parties. She built the foundation from the ground-up and became quickly successful. She shares the key

to her success is making note of every single thing the client is interested in for their event. When the COVID-19 pandemic hit in Spring 2020, the world entered a two-year period of no parties, which temporarily hindered the success of At Your Service Party Consulting, LLC. "I move mountains when needed," Gladys said about starting her client base over again, eventually building back up to success.

In addition to her loaded resume, Gladys served as President of the Food and Beverage Association for 18

years, a position that was groundbreaking for a woman. "Everything I touched was successful!" she says. Gladys continued to prove her success by increasing the Food and Beverage Association membership numbers significantly. In 2009 she was the recipient of the Distinguished Woman of the Year award and in 2015 she received the Industry Professional of the Year award from the Food and Beverage Association of America. In 2012, she received the Woman of the Year award from the Women's Foodservice Forum.

Gladys credits the successes in her life to keeping good relationships with those around her. She also shares that no matter who you are, obstacles will come to you, and there is no other way to eliminate them except to go above them! Despite her uncertainty at the beginning of her career, Gladys has shown the whole hospitality industry exactly how capable she is! ■



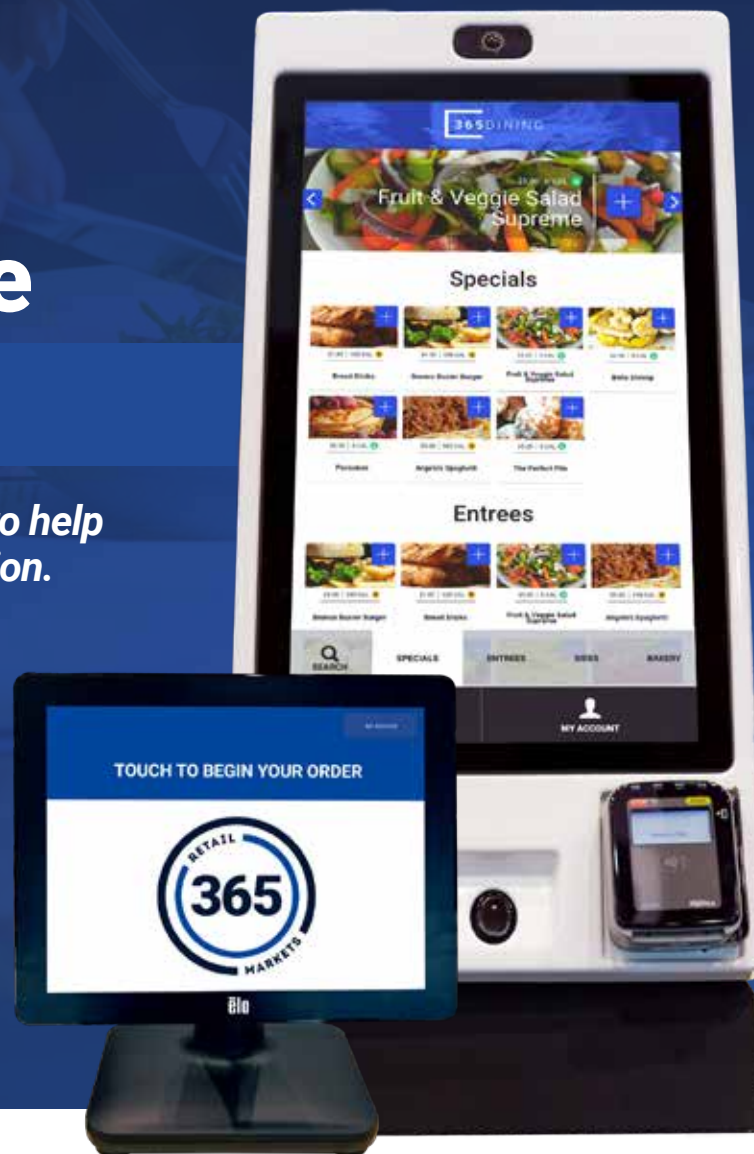


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# THE MAJOR SHIFT IN RESTAURANT MARKETING

BY: JUSTIN SILVERMAN

**H**ungry consumers have been rapidly changing how they find and pick restaurants to try, and restaurant owners need to shift their marketing efforts accordingly. After multiple years of 200%+ increases, “near me” style searches on sites like Google, Maps, Facebook, Yelp, Alexa, and Siri have taken over how people find and pick restaurants near them. An estimated 9 out of 10 people searching for a restaurant near them start their search online, and 70% will result in an in-person visit within 24 hours. Moreover, 87% of those people will pick which restaurant to go to based on their reviews. Let that sink in for a second.

## DOES YOUR RESTAURANT HAVE AT LEAST A 4.6-STAR RATING ON GOOGLE AND APPEAR AT THE TOP OF LOCAL SEARCH RESULTS?

If not, your restaurant is nearly invisible to ninety percent of potential customers. The good news is that winning in the local search game doesn't need to be complicated or expensive. This article will answer the two most important marketing questions for restaurants.

1. How do you get your restaurant to appear at the top of local search results?
2. How do you get more online reviews for your restaurant?

## HOW DO YOU GET YOUR RESTAURANT TO APPEAR AT THE TOP OF LOCAL SEARCH RESULTS?

We're going to focus on just Google since that's where most local searches happen, but these principles apply to other sites, such as Bing, Facebook, and Yelp. Google changes its algorithm regularly; however, we consistently see the following best practices utilized by those trying to get restaurants to rank at the top of google.

## HOW TO GET RESTAURANTS TO RANK AT THE TOP OF GOOGLE:

1. **Consistent information online:** Google monitors your business information on various other platforms (such as Facebook and Yelp), and if your data isn't the same everywhere, Google is less likely to show you near the top since they're not sure which dataset is correct.
2. **Complete profiles online:** Google wants to show users as much information as possible, so you must fill out your business profiles completely.
3. **SEO optimized:** If you don't tell Google what your restaurant sells or the services you offer, they won't know to show you when their users search for them. You must write your descriptions as Search Engine Optimization (SEO)-optimized as possible to ensure you rank for the keywords that matter to your business.

4. **Frequent updates:** You must continually update your information across all major directories when there are changes to your business, such as your business hours, holiday hours, menu links, attributes, logos, phone numbers, and more. If you let your business data fall out of date online, your local SEO will suffer.

5. **A steady stream of reviews:** Google wants to show its users the businesses they will like the most, and one indicator Google uses to know if people like each business is how many positive reviews they've recently received.

## HOW DO YOU GET MORE ONLINE REVIEWS FOR YOUR RESTAURANT?

An estimated 87% of consumers pick a restaurant based on their reviews, and since a steady stream of customer reviews will help boost your local SEO, it's important to receive new reviews from your customers online regularly. There are many ways to ask your customers to leave you a review. Some of them are listed below:

1. **Ask your customers** as they pick up their orders or pay their bills.
2. **Work with your point of sale (POS) provider to automate** the request via email or SMS after orders are delivered.
3. **Use a QR code review tool** and place the QR code where your customers can easily see it, such as inside your checkbooks, as flyers in delivery bags, or as a sticker on your front door.

Optimizing your local SEO to keep attracting new customers has never been as necessary, and now that you know what's important and how to implement it, what are you waiting for?

If this seems like too much work for the little time you have available as a busy restaurant operator, you're in luck! The New York State Restaurant Association offers restaurants a service that optimizes their local SEO and makes it easy for them to get a steady stream of 5-star reviews for 80% less than restaurant owners can find elsewhere. Getting started takes just 5 minutes.

To learn more or sign up, visit The New York State Restaurant Association's website at [nysra.org](http://nysra.org)

This article was written by Justin Silverman, the Founder of Merchynt — a white label reputation management provider used by thousands of hospitality businesses. ■

# The power of membership.



It has never been more important for the restaurant industry to work together to overcome challenges and to advocate as a united front. The more members we have, the more powerful our voice as an industry. Here is some of what we were able to accomplish together over the last year.

As a NYSRA member you have access to powerful resources and support. From advocacy and compliance, events and education, to training and cost saving programs - our focus is on making your job easier and helping you grow your business.

**ADVOCATE | Standing up for your business**

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.**

Cut costs through exclusive programs that offer highly competitive insurance rates, group discounts and rebates on items you already buy.

**PROTECT | Training to reduce workplace risk.**

Proper training on food handling, allergens, serving alcohol and employee safety reduces workplace risk and protects your business and your reputation.



[nysra.org](https://nysra.org)



# THE BEACON OF HOSPITALITY NEWS

HOTEL, DINING, & INSTITUTIONAL FOODSERVICE TRENDS

BY: JIMMY McMANUS



*Chef Starr Boggs in the kitchen.*

**T**he Hamptons lost our most iconic chef and restaurateur, Starr Boggs, on March 30th. Starr was, as his name implied, a true star. He was a renaissance man in every sense of the word. Starr's sense of excellence when it came to the quality of ingredients, wine, and service was unparalleled.

Boggs never went to culinary school; he was taught by his grandmother the old-fashioned way in her Southern Virginia kitchen with good old southern hospitality. Starr Boggs Restaurant became the most sought-

after reservation for over 40 years in the Westhampton Beach community. Starr Boggs crabcakes, meatballs and Sunday gravy, lobster mac & cheese with Virginia ham, Starr Cut (extra thick) prime steaks and swordfish became legendary. Starr was a legend, and he was one of my mentors along with Tom Dillon, the legendary Chef owner of Siro's in Saratoga.

Starr and Tom taught me the concept of the slow food movement 30 years before it became fashionable. Harvesting fresh produce in the morning and sourcing fresh fish caught the same day it was served. The prime meats were properly aged and cut to order.

The most important lesson was the concept of "The Bite," chef speak for a single bite that represented the chef's vision of taste and presentation. It was a never-ending symphony of flavors and quality ingredients sourced from around the world, put together to perfectly compliment and balance in a harmonious dance upon your palate. It was taken to the next level when "The Bite" was paired with amazing wines and fantastical mixology concoctions.

Starr transformed off-premise catering throughout the entire East Coast from DC to Boston, because we created the first modern "field kitchen" with restaurant quality food service equipment that expanded catering menus to achieve restaurant quality. This became the start of my career journey into the party rental world of special events. As my mentor, Starr helped me create a new product service philosophy and charted a new course and a new career for me, which inspired me to become one of the most successful party rental sales executives in the United States.

An old Eskimo proverb I once read states, "Perhaps they are not stars, but rather openings in heaven where the love of our lost ones pours through, and shines down upon us, to let us know they are happy." With this in mind, I find the theme of this year's East End for Hospice Gala, "A Night Under the Stars," held Saturday, June 25,



Iconic Starr Boggs in Westhampton Beach.

2022, to be especially well-timed. Starr Boggs is the Honorary Chairperson, in loving memory. Elegant Affairs, an amazing catering company outfitted the affair, and Something Different Party Rental provided the party rental equipment. It was spectacular.

Elegant Affairs is also launching a new special events venue located at 230 Elm Street in Southampton, NY. They are restoring the venue to its original use, as a community center and catering venue, once known as "The Polish Hall".

Starr was not only a mentor and friend to me, but he was like the pied piper that attracted the best of the best of the best within the Eastern Long Island hospitality industry as friends. We all loved Starr.

Some of the greatest chefs in the Hamptons worked with Starr, including Cheryl Stair, Chef/Owner of The Art of Eating, one of the best catering companies on Long Island, based out of Bridgehampton. Another world class chef and great friend of Starr is Tim Trill, the Executive Chef of the Westhampton Country

**“Starr and Tom taught me the concept of the slow food movement 30 years before it became fashionable. Harvesting fresh produce, the same morning it was served, sourcing fresh fish caught the same day it was served. The prime meats were properly aged and cut to order.”**

Club.Trill honored Starr with a celebration of Starr's iconic recipes following his memorial service on April 26th, at St. Marks Episcopal Church in Westhampton. The list continues with Beth D'Alessio, owner of Beth's Café

in Quogue, Christian and Alain, owners of The Stone Creek Inn and Janet O'Brien Caterers and Events. Another making the list is culinary "purist" Tom Rutyna, one of the top private chefs and culinary artists in the Hamptons. Starr was and is "The GOAT" as a Chef in The Hamptons.

Starr sold his restaurant to one of the most dynamic hospitality companies on Long Island three weeks before he passed. The Rooted Hospitality Group is the group behind Cowfish and Rumba. David and Rachel Hersh, the owners of The Rooted Hospitality Group, are both located in Hampton Bays on the waterfront of Shinnecock Bay

with unbelievable views. They also own Fauna, the new name of Starr Boggs Restaurant, their newest prime restaurant, and a sister restaurant to Flora, also based out of Westhampton.



There are deep threads of connectivity to the history of Cowfish, Starr Boggs, Tom Dillon, Tom Rutyna, and myself. Starr and Tom Dillon were best friends; and both my mentors and both; equally amazing in the kitchen and in life. Tom Dillon was the owner of the Indian Cove (now Cowfish) and that's where I met Starr. The Indian Cove, the most beautiful restaurant architecturally in the Hamptons, was built by Roger and Skip Tollefson. Tom Rutyna was the Executive Chef and I worked under Tom as a line cook, "back in the day".

My favorite story about the Indian Cove was a lesson I learned from Tom Dillon about appreciation and service excellence. It was the story of "Alejandro's Table". Alejandro was the dishwasher, and to Tom, he was the key to when he got to go home after long days and nights at the restaurant. Tom could not leave until the kitchen was cleaned and sanitized. Tom decided to honor Alejandro and placed a table for two in a special private dining area on the property with the best view, and every night Alejandro invited his wife to a private dining experience. Tom required the entire staff to serve Alejandro — waiters, bartenders, chefs, and hosts were all to serve the dishwasher, as the most important guest and most valuable employee of the entire

organization. The authentic truth to this concept was that to Tom, Alejandro was the MVP of the organization. The path to the highest level of service to the guest, was to serve the lowest level of the kitchen brigade with excellence.



*Chef Tom Dillon in the kitchen.*

Starr was the same way. Tony Catanzaro, one of Starr's best friends, said, "He was so real, no pretense, no bull. He was genuine, and he was a flawless judge of character. We took care of Starr, and he took care of us. People loved helping him. It was uncanny. Everybody loved him. I've lost my best friend".

Starr and Tom Dillon taught me that it was not what you do that makes you successful, it's who you are. I am who I am because of them; they mentored and inspired me to be a leader within the hospitality industry.

Post-pandemic it is more important than ever to follow their example, to do the right thing, in the right way. There is a new definition of wellness today and a new definition of collaboration, and when they are combined, we achieve a new definition of prosperity — not for individuals but for all. I say with love, thank you Starr Boggs, and thank you Tom Dillon, two of the greatest chefs and people of all time. ■



*Siros in Saratoga, New York.*

## JIMMY McMANUS

CONTRIBUTING CONTENT DEVELOPER







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# PREVENT TURNOVER WITH FOOD SAFETY TRAINING

There is quite a bit of turnover in food service these days. Staff can barely get an employee trained before they resign for another job. This is so frustrating that many operators don't bother, feeling that it is a waste of time if people are going to leave.

However, training is so important when it comes to running a safe kitchen.

Two months ago I walked into one of my clients' kitchens. I quickly noticed young men with hair restraints that did not cover most of their hair. Per the Model Food Code, I asked them to put on hair nets. When they asked why, I explained that hair restraints help to prevent cross contamination. If an employee's hair is dirty, you risk adding extra bacteria to the food. Not to mention, no one wants to take a bite of food and find a hair.

I also explained the FDA Food Code 1-102.10 (Intent—food safety, illness prevention, and honest presentation). According to the FDA, "The purpose of this code is to safeguard public health and to provide consumers with food that is safe, unadulterated, and honestly presented."

When I returned to the same kitchen a month later, two of the young men had their hair appropriately covered and the third no longer worked there. A new employee wore the correct head covering because the other two had explained why this was important, based on my instruction.

Better Call Beth (BCB) had a similar experience with hand sinks in another facility. Restaurant staff consistently used the hand sinks as dumping sinks, and the managers became frustrated with the situation.

Think about your pot washer. Have you taken the time to teach employees how to use a test strip and what to look for? It only takes a few minutes to show someone how to wash, rinse, sanitize, and use a test kit.



It might surprise you that once you make sure an employee understands their job and feels important, they will more easily and happily comply with health code regulations. They'll feel like part of the team, and they can feel good about contributing to a successful inspection. This is evidenced by the many smiles that we get when we ask employees to use the test kit and they're able to do it seamlessly.

Unfortunately, most people do not train their staff in this manner; they leave it up to the other employees and/or a written policy. My staff and I often find that when we ask "Who trained you?" we hear, "No one" or "One of the other employees". This causes poor practice and food safety errors. This will inevitably impact inspections negatively and contribute to turnover.

Consider gloves and how many employees use them incorrectly. This leads to cross contamination of foods. Such oversights are all because someone did not take the time to teach employees that they need to wear gloves when they are handling ready-to-eat food, and they need to change them often.

Don't waste time Googling policies and procedures only to put them in a manual that sits on a shelf. Develop a training program that is inclusive, teaches employees how to do their job correctly, and why it's so important to follow certain rules. If you do this, you are guaranteed to improve compliance significantly, make your kitchen safer and cleaner, and decrease any turnover you might be experiencing. Good luck! ■

## BETH TORIN, RD, MA

CHIEF OPERATING OFFICER  
bettercallbeth.com

Beth Torin served as the Executive Director for the New York City Department of Health Office of Food Safety (NYCDOHMH) for 14 years.



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# SERVICE & PRODUCT DIRECTORY

If you are interested in being listed, please contact us at [info@hospitalitynewsny.com](mailto:info@hospitalitynewsny.com)

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

| EVENT PLANNERS        |                    |  |
|-----------------------|--------------------|--|
| Gabriela Moura Events | Queens, New York   | <a href="http://gabrielaevents.com">gabrielaevents.com</a>                 |
| Elegant Affairs       | New York, New York | <a href="http://elegantaffairscaterers.com">elegantaffairscaterers.com</a> |

| FLATWARE - DISHES, GLASSES, UTENSILS |                       |  |
|--------------------------------------|-----------------------|--|
| Round Eye Supply                     | Kennesaw, Georgia     | <a href="http://roundeyesupply.com">roundeyesupply.com</a> |
| Tuxton                               | Walnut, California    | <a href="http://tuxton.com">tuxton.com</a>                 |
| Welltold Glassware                   | Exeter, New Hampshire | <a href="http://welltolddesign.com">welltolddesign.com</a> |

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

| LINEN COMPANIES      |                         |  |
|----------------------|-------------------------|--|
| Cleanse Tec          | Hauppauge, New York     | <a href="http://cleansetec.com">cleansetec.com</a>                 |
| Coast Linen Services | Neptune, New Jersey     | <a href="http://coastlinenservices.com">coastlinenservices.com</a> |
| Imperial-Dade        | Jersey City, New Jersey | <a href="http://imperialdade.com">imperialdade.com</a>             |

| MANUFACTURERS             |                             |  |
|---------------------------|-----------------------------|--|
| Bar Maid                  | Pompano Beach, Florida      | <a href="http://bestinthebar.com">bestinthebar.com</a>         |
| Be Green Packaging        | Ridgeland, South Carolina   | <a href="http://begreenpackaging.com">begreenpackaging.com</a> |
| LightFry                  | Borås, Sweden               | <a href="http://lightfry.com">lightfry.com</a>                 |
| National Retail Solutions | Newark, New Jersey          | <a href="http://nrsplus.com">nrsplus.com</a>                   |
| Univex Corporation        | Salem, New Hampshire        | <a href="http://univexcorp.com">univexcorp.com</a>             |
| VITO Fryfilter, Inc.      | Arlington Heights, Illinois | <a href="http://vitofryfilter.com">vitofryfilter.com</a>       |

| PEST CONTROL       |                        |  |
|--------------------|------------------------|--|
| Bell Environmental | Parsippany, New Jersey | <a href="http://bell-environmental.com">bell-environmental.com</a> |

| PRODUCE          |                      |  |
|------------------|----------------------|--|
| Gargiulo Produce | Hillside, New Jersey | <a href="http://gargiuloproduce.com">gargiuloproduce.com</a>               |
| Schneiders Farm  | Melville, NY         | <a href="http://schneidersfarmmelville.com">schneidersfarmmelville.com</a> |

| SMALLWARES AND SUPPLIES  |                         |  |
|--------------------------|-------------------------|--|
| Imperial-Dade            | Jersey City, New Jersey | <a href="http://imperialdade.com">imperialdade.com</a>                     |
| Indulge Kitchen Supplies | Brooklyn, New York      | <a href="http://indulgekitchensupplies.com">indulgekitchensupplies.com</a> |
| Round Eye Supply         | Kennesaw, Georgia       | <a href="http://roundeyesupply.com">roundeyesupply.com</a>                 |
| World Centric            | Petaluma, California    | <a href="http://worldcentric.com">worldcentric.com</a>                     |

| STAFFING AGENCIES          |                           |  |
|----------------------------|---------------------------|--|
| At Your Service Staffing   | New York, New York        | <a href="http://aysstaff.com">aysstaff.com</a>                                 |
| People Ready               | Tacoma, Washington        | <a href="http://peopleready.com">peopleready.com</a>                           |
| Restaurant Zone            | New York, New York        | <a href="http://therestaurantzone.com">therestaurantzone.com</a>               |
| Top Hospitality Recruiting | Beverly Hills, California | <a href="http://tophospitalityrecruiting.com">tophospitalityrecruiting.com</a> |

| TABLES AND CHAIRS       |                     |  |
|-------------------------|---------------------|--|
| Prince Seating          | Brooklyn, New York  | <a href="http://princeseating.furniture">princeseating.furniture</a> |
| RestaurantFurniture.net | Deerfield, Illinois | <a href="http://restaurantfurniture.net">restaurantfurniture.net</a> |



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innovative approaches and the generous donation of time and resources.

Through Rich's "Give Back to the Community Initiative," led by Paul Rich, a team of 39 Rich's Food Service Division associates partnered with the foodservice industry to support local communities within the Rich's footprint.

Through the donation of frozen products totaling more than \$1 million in value, Rich's distributed over 35,000 cases of product to 80 different charity organizations within 35 different cities across the country. Donations included Rich's products, from bread and pizza dough to desserts, cookies, BBQ items, and much more.

Made possible through a collaborative partnership with foodservice operators, distributors, and the ACF, the "Give Back to the Community Initiative" provided meals to thousands of households and communities in need—because by supporting each other, we can all grow together. ■



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- Tare function
- Stainless steel housing



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| <p><b>KITCHEN MANAGER</b></p> <p>Troy, NY<br/>\$55,000 - \$65,000</p> <p><b>MORE INFO</b></p>                    | <p><b>KITCHEN DIRECTOR</b></p> <p>Troy, NY<br/>\$70,000 - \$80,000</p> <p><b>MORE INFO</b></p>                     |
| <p><b>SERVICE MANAGER</b></p> <p>Brooklyn, NY<br/>\$65,000 - \$75,000</p> <p><b>MORE INFO</b></p>                | <p><b>SOUS CHEF</b></p> <p>Reston, VA<br/>\$62,000 - 65,000</p> <p><b>MORE INFO</b></p>                            |
| <p><b>EXECUTIVE PASTRY CHEF</b></p> <p>Reston, VA<br/>\$62,000 - 65,000</p> <p><b>MORE INFO</b></p>              | <p><b>EXECUTIVE CHEF</b></p> <p>Reston, VA<br/>\$95,000 - 100,000</p> <p><b>MORE INFO</b></p>                      |



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# UPCOMING EVENTS

AUGUST

2

## NYSRA MEMBER HAPPY HOUR

August 2, 2022

The Frying Pan

Pier 66 in Hudson River Park (W. 26th Street entry), New York, NY

[web.nysra.org/events/NYSRA-Member-Happy-Hour-NYC-Sponsored-by-SpotOn-1352/details](http://web.nysra.org/events/NYSRA-Member-Happy-Hour-NYC-Sponsored-by-SpotOn-1352/details)



AUGUST

3

## NYC RESTAURANT REMINDERS & RESOURCES WEBINAR

August 3, 2022

Online Webinar

[us02web.zoom.us/webinar/register/WN\\_PL\\_J\\_sEFRNm55pCG\\_sa40w](https://us02web.zoom.us/webinar/register/WN_PL_J_sEFRNm55pCG_sa40w)



AUGUST

8-11

## AHF 2022 ANNUAL CONFERENCE

August 8-11, 2022

Westin Kierland Resort & Spa

Scottsdale, AZ

[ahfconference.org](http://ahfconference.org)

SEPTEMBER

12-14

## FED GLOBAL THOUGHT LEADERSHIP SUMMIT

September 12-14, 2022

Loews Chicago Hotel

Chicago, Illinois

[fedthoughtleadership.com](http://fedthoughtleadership.com)

SEPTEMBER

15

## SHFM YOUNG PROFESSIONALS SUMMIT AND NETWORKING EVENT

September 15, 2022

American Express, 200 Vesey Street, New York, NY

[shfm.users.membersuite.com/events/bf1ccc3a-0078-c3ce-d292-0b44028e984b/details](https://shfm.users.membersuite.com/events/bf1ccc3a-0078-c3ce-d292-0b44028e984b/details)



SEPTEMBER

19

## NYC HOSPITALITY ALLIANCE'S 10<sup>TH</sup> ANNIVERSARY

September 19, 2022

Slate NY

54 W. 21st Street, New York, NY

[squadup.com/events/nyc-hospitality-alliance](https://squadup.com/events/nyc-hospitality-alliance)

SEPTEMBER

20-23



GUEST SPEAKER  
GUY FIERI

## FEDA 2022 NATIONAL CONFERENCE

September 20-23, 2022

InterContinental San Diego, San Diego, California

[learn.feda.com/2022-feda-annual-conference-preview](https://learn.feda.com/2022-feda-annual-conference-preview)

OCTOBER

17-19

## 2022 SHFM NATIONAL CONFERENCE

October 17-19, 2022

Sheraton Denver Downtown Hotel

Denver, Colorado

[shfm-online.org/national-conference](https://shfm-online.org/national-conference)



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jvandiver@oneeventtech.com

