

HOSPITALITY NEWS

HOTEL, DINING & EATERY TRENDS

VOLUME 2 | ISSUE 4

MAY 2022

LEADING FOODSERVICE MANUFACTURING

Simon Lohse Is Helping Drive
Rational Through The Pandemic
and Beyond!

NATIONAL
RESTAURANT
ASSOCIATION
SHOW 2022

MAY 21-24, 2022
McCORMICK PLACE
CHICAGO, IL

ON THE INSIDE

Association Events
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AND AUTOMATION SECTION

STARTING ON PAGE 25

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A MESSAGE FROM OUR PUBLISHER

As the Publisher of Hospitality News, it's my responsibility to make sure each edition is populated with informative, interesting and relevant news.

To that end, I have a team of reporters searching for stories that will be helpful in making sure the readers are able to pick up information that will be helpful.

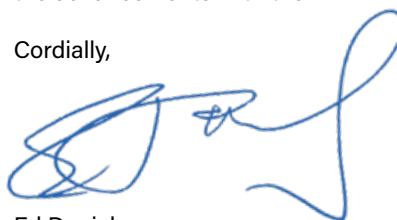
As the world slowly moves past the pandemic and the focus switches back to business, we are left to deal with the residual challenges left us by the pandemic.

Such problems include the compromised supply chain, the challenge of filling open positions, the new posture of the working class being not so excited to return to work, and now record inflation.

Technology has been booming in spite of it all and the presence of robotics has become more dominant, partially to fill the void of the needed workforce.

For that reason, I have built a section in this edition dedicated to robotics and it's quite interesting to see the advancements with them.

Cordially,



Ed Daniels
Publisher ■

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HOSPITALITY NEWS

HOTEL, DINING & EATERY TRENDS

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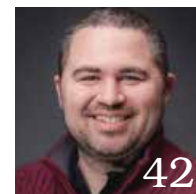
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LUXURY TRAVEL ON THE RISE



About two years ago, I expected home-sharing and luxury hotels to recover sooner than other lodging products based on a consumer survey about travelers' shifting intentions to use various lodging products after the pandemic (Kwok, 2020). We have already seen how well home-sharing facilities and extended hotels have been doing since summer 2020. Now that we are gradually recovering from the pandemic, has luxury travel come back yet?

PEOPLE WANT TO TRAVEL AGAIN IN 2022

Unlike 2020 or 2021, where almost half of the consumers had canceled or postponed their vacations, only 5.5% may push their plans to a later date, and less than 4% want to cancel this year (Jacob, 2022). People are ready to hit the road again. Moreover, many people want longer trips and will book them early. Some luxury vacations are already fully booked this year.

LUXURY VACATIONS ARE TRENDING NOW

Not everyone lost jobs or struggled during the pandemic. Those who accumulated more wealth in the last two years are now longing to spend more money on experiences with their loved ones, driving up the demands for private villas, private jets, private tours, and luxury vacations.

For example, the Mediterranean is traditionally a popular destination for private yachts. Some companies have already seen 80% of their charters to Spain being booked in the summer. Within the States, selected luxury ranches in Montana and Wyoming are also fully booked until February 2023 (Jacob, 2022).

RATE INCREASE IN LUXURY HOTELS CAN BEAT THE INFLATION

According to a recent CBRE forecast (CBRE Hotels, 2022), the US lodging market is expected to see a rate recovery in 2022 and a full RevPAR (revenue per available room) recovery in 2023 compared to the pre-pandemic 2019 levels. Most likely, only luxury hotels have the leverage to exercise rate increases that exceed the pace of inflation.

Last year, my students conducted a market analysis of Orange County, California. We found that the rates in the market's luxury chain hotels were already three times higher than the upper-upscale hotels and nine times higher than the economy chain hotels.

People are willing to pay a lot more for a luxury travel experience. Luxury travel is back already, although it might have arrived quietly. ■

LINCHI KWOK, PH.D.

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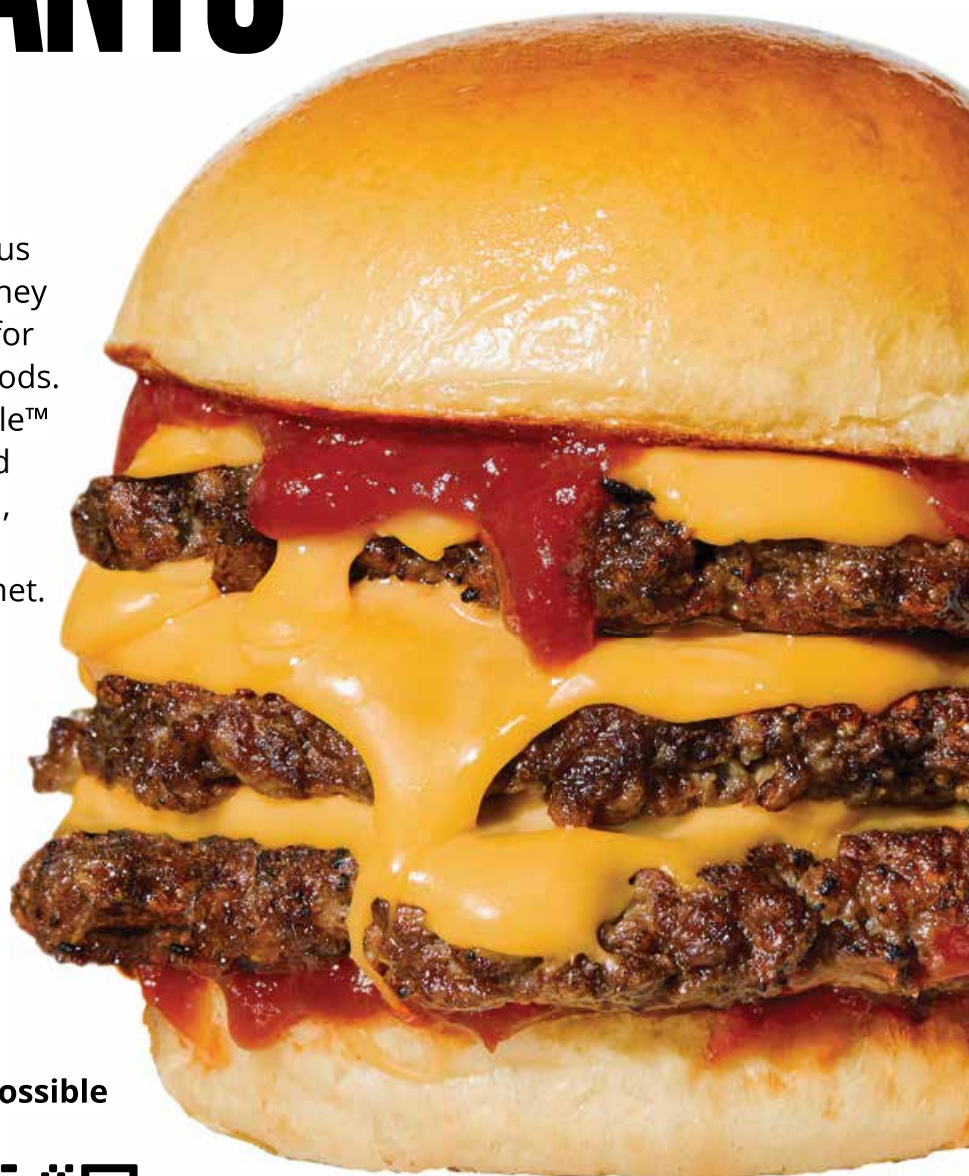
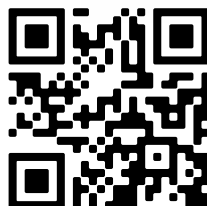
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CURBSIDE PICK-UP IN THE POST-COVID ERA?

BY: LINCHI KWOK, PH.D.



The concept of buy-online-and-pick-up-in-store (also known as “BOPS”) is not new. The pandemic just pushed more restaurants and consumers to use mobile ordering for curbside pickup services.

CURBSIDE PICKUP IS GOOD FOR BUSINESS

When COVID hit, many restaurants might have used curbside pickup simply to cover the loss from their dine-in services. It turned out that restaurants offering curbside pickup during the pandemic fared better than those without such a service.

It did not take long for restaurant chains to realize the benefits of curbside pickup. Panera Bread, Burger King, Shake Shack, and Taco Bells are among the first chains that rolled out new store design plans to embrace curbside pickup (Lucas, 2021). Chipotle even introduced a digital-only restaurant that only offered delivery and curbside pickup services without a dining area (Park, 2020). Using Chipotle’s digital-only restaurant as an example, the owners can:

- Open the business in a less premium retail location with a lower startup cost.
- Run the business with less space, lowering rent and maintenance expenses.
- Prepare more servings for more customers in the kitchen, whereas in a dine-in restaurant, the kitchen staff usually cooks the food according to

the time needed for those sit-down customers to enjoy the dining experience.

- Hire no or fewer service staff to cut labor costs.
- Pay no additional handling or transportation fees, even better than delivery orders.

CONSUMERS ALSO WANT CURBSIDE PICKUP

At first, many consumers might feel they were “forced” to try curbside pickup or delivery service to minimize human contact with the service staff. Soon, many had “fallen in love” with the convenience of such services. According to a McKinsey report (Charm et al., 2020), 40% of US consumers had tried a new shopping method (by summer 2020) since COVID hit, including curbside pickup and delivery service. Moreover, 73% of them wanted to continue using those services even after the pandemic.

RESTAURANTS SHOULD MAKE PLANS FOR (PERMANENT) CURBSIDE PICKUP

It becomes clear that curbside pickup is good for restaurants. Most of all, consumers want to continue using it. There is no reason not to embrace curbside pickup. To start off, restaurants must streamline such an offering with designated staff, service area, counter, and/or parking spots for to-go orders. If viable, adding more drive-thru lanes and remodeling the space with less seating could be another option. What are your suggestions? ■

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PASSION FUELS GROWTH IN CULINARY ARTS AND BUSINESS MANAGEMENT

These articles always start with “...ever since I can remember...” Well, ever since I can remember, I absolutely loved cooking. As a teenager, I never made the connection that I could pursue something like cooking as a career choice, let alone, go to school to become a chef. It was complete happenstance that I stumbled into the kitchens at New York City College of Technology, City University of New York (CUNY), in May of 1983.

Accompanying a friend who was planning to attend the school that fall, I fell in love with the kitchens and signed up that day for the program.

Far and away the most important ingredient for success is Passion. Being an educator has been a blessing for me. I love the challenge of taking students who have limited skill sets and developing them into award-winning culinarians.

The most important misconception about being a chef is it is all about culinary skill. Yes, we call it culinary arts but what we do is commerce — it is business, and you need a management degree for this. I love to observe

the growth of students. I teach the freshman culinary lecture class and then the senior capstone class, so I see their growth over four semesters.

I inspire my students to embark on a journey of self-improvement; aspiring to be bigger, stronger and faster everyday in their professional and personal lives. As a young culinarian, I did not journal my experiences so I lost the ability to reflect back on the knowledge I learned, the challenges I overcame and the positives I developed. I routinely assign all of my students a journaling assignment now.

During the pandemic I was asked over and over again if this industry would recover. There were those that said it would take years. I believed it would not only be among the first industry to re-establish and thrive, but that it would do so at historic levels. We are seeing that now — tremendous growth and opportunity. Tons of great jobs, with higher pay.

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FRANK COSTANTINO, EDD, CEC, CCE, CCA, AAC

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BALDOR BITE 2022 SHOW REVIEW

Baldor Bite made its return in 2022 after this event was postponed due to the pandemic. The 2022 event was a well-attended, and already one of the most exciting events of 2022, as the exhibitors displayed interesting new products and demonstrated enthusiasm at being able to interact with show goers. Baldor Specialty Foods hosts Baldor Bite annually and the return of the show in 2022 has already created buzz for 2023.



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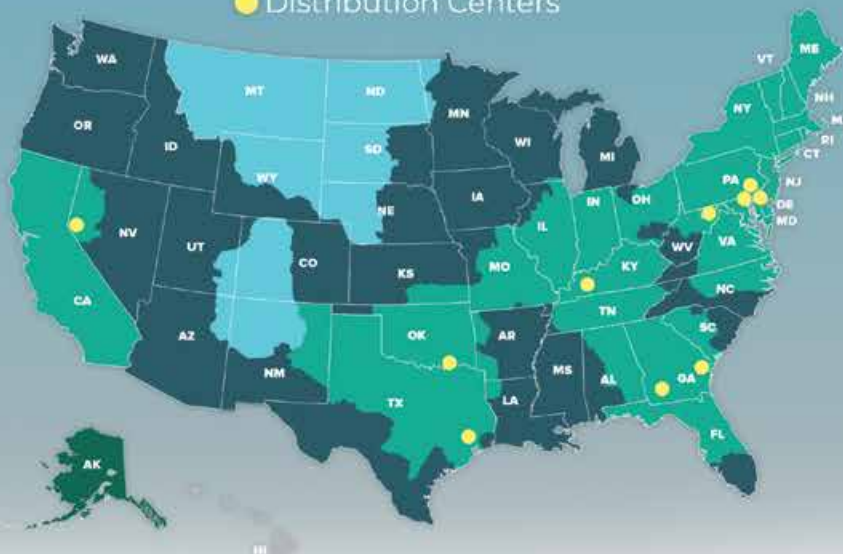
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Simon Lohse Is Helping Drive Rational Through The Pandemic and Beyond!

We visited with Simon Lohse, Executive Vice President at Rational USA to discuss his plans to help drive the organization through the pandemic and beyond.

Hospitality News: What is it that continues to drive you to achieve senior positions in companies that engage you?

Simon Lohse: I am motivated by bringing success to an organization. Through effective leadership I love to help people recognize and achieve their potential. Identifying strategic challenges, setting and meeting strategic goals, growing the business in a sustainable way through teamwork and the development of mutually beneficial business partnerships is, for me, a key value.

HN: Seeing as how you had the opportunity to experience the food equipment industry in both the U.S. and abroad, what are some of the instrumental differences in how dealers and service companies operate? And, which model do you feel is a better one?

SL: There are a number of differences in the way dealers, service companies and manufacturers operate in different countries. I would not say that one model is better than another. The model adopted in a particular country is the one that works for that territory or market. In Europe, there are a range of models in different counties, but most dealers have engaged with and successfully developed their own service capability as well as installation. Similarly a number of service companies have developed as dealers. Nonetheless, independent service companies and dealers without service still exist in Europe.

One big difference in the U.S. market are the representative companies. The model does not exist in Europe, however I see it as a major benefit to the market. The relationship between Manufacturer, the representative company and dealer is extremely important and instrumental in supplying the maximum customer benefit to the end user operator.

HN: What changes do you envision that will take place over the next 3-5 years within the industry?

SL: Both here in the U.S. and in Europe, we see an increasing consolidation in both dealers and service companies. More and more we find dealers and service companies have a wider and even national geographic reach. Dealers are also increasingly investing in kitchen design and project management.

In terms of kitchen design, we are seeing an increased requirement for connected, intelligent, smart devices whether in the hot, cold or wet side of the kitchen. Rising costs in energy, food products, chemicals and of course labor will increase the focus on return on investment in equipment purchasing decisions.

HN: What is your current passion in terms of changes you would like to see in the food industry relating to equipment?

SL: Increasingly people look for businesses that have a clear policy on sustainability. This is a crucially important topic for any business. In terms of food equipment it obviously encompasses energy efficiency, but manufacturers also need to look further into reducing food waste, increasing yields, reducing chemical consumption and utilizing recyclable materials into their designs.

HN: What do you see for yourself and what challenges are you prepared to take on over the next five years?



SL: Having only just moved to the US I am enjoying getting to know and understand a new market, as well as meeting new friends and business partners. I am excited to explore the US and all it has to offer.

HN: How has the supply chain compromised Rational's ability to remain on schedule to deliver equipment consistent with customer demand?

SL: It is a challenge for us all in the current supply chain environment. At the same time as the supply chain disruptions we have seen record demand for our products which inevitably has lead to longer lead times than normal.

Throughout this period we have worked hard to give accurate and factual information to our partners regarding product availability even though the situation remains dynamic.

I am pleased that our factories have not stopped production throughout this period.

We have successfully secured supplies of all components and raw materials necessary to continue production although, as for everyone, the supply of electronic boards has been compromised. Nevertheless we have more than 2,200 units pre-assembled in our U.S. warehouse. As electronic boards become available we complete these units and release them for immediate shipment to our customers. In April alone we have completed over 1,000 units for the U.S. and Canadian markets.

HN: Has the shortage of workers and work ethic of the day, impacted your company's ability to grow and deliver service as a result of the pandemic?

SL: The skill shortage and labor shortage impacts all of us in all industries. At Rational, our ethos is to support our employees; this was also a key strategy in our business during the pandemic. As a result we retained the majority of our staff and were able to maintain support to our partners and end-user customers throughout the pandemic.

HN: Has the pandemic changed the trajectory of Rational, and if so, how?

SL: Our commitment remains, as before Covid, to offer maximum customer benefit to end-users through strong strategic business relationships with our representatives, partners, dealers and service partners.

The pandemic has altered customer behavior and accelerated the need for digital content and engagement in our sales process, I am very proud that we successfully launched two new products through the use of digital platforms, webinars and training videos during the pandemic. ■

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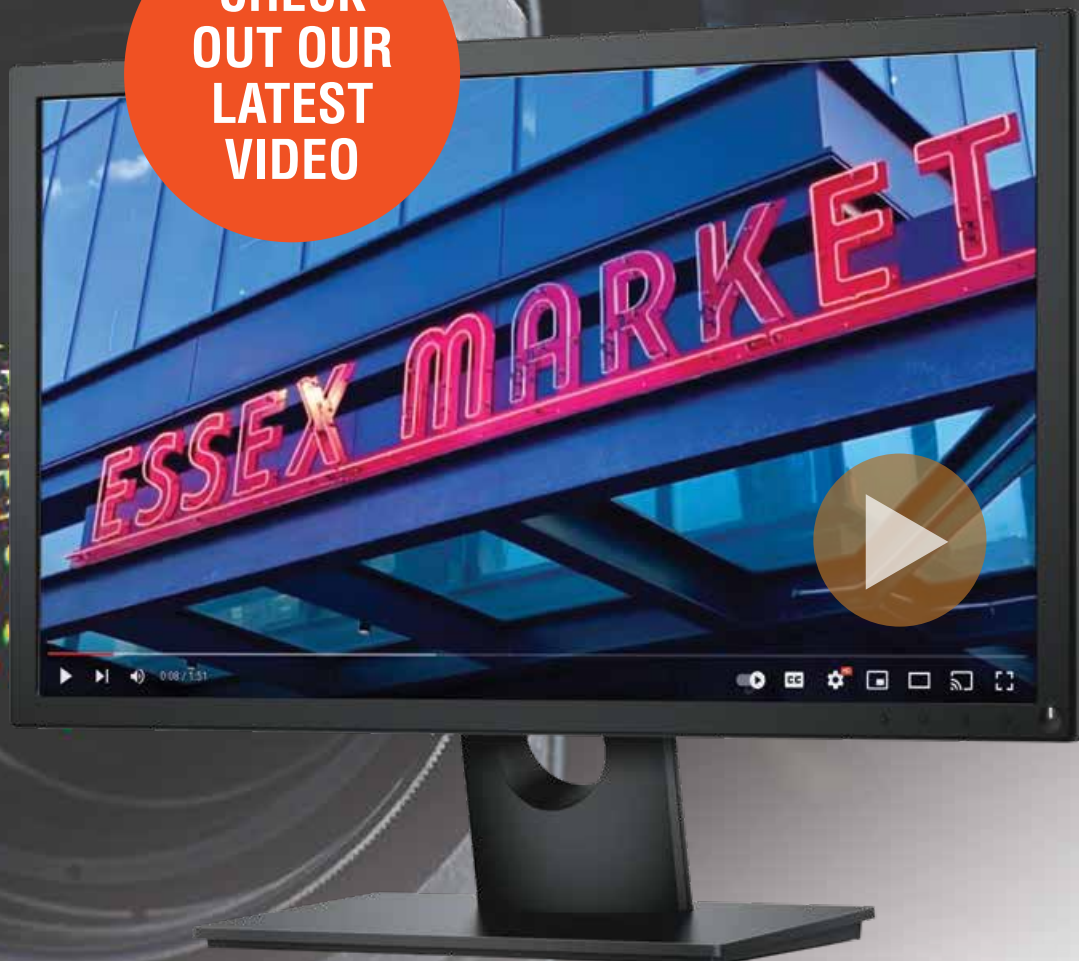
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CHEF EDWARD LEONARD BRINGS CULINARY PRIDE TO THE TABLE

Chef Edward Leonard is one of only 73 Certified Master Chefs in the country, and is one of four that also holds the Master Chef designation from Germany and the World Cooks Society.

Leonard recently won the 2021 ACF Innovation award for Culinary Arts, and was honored in September with the Culinary Excellence Award for Outstanding Executive Chef and Leadership for "Private Golf or Country Clubs" at the third annual Golf Kitchen Culinary Excellence Awards at Glen Arbor Golf Club in Bedford Hills, NY.

The distinguished chef spent 13 years with the leading British hotel and catering company, Trusthouse Forte, which allowed him to travel the globe. While based in New York City, Leonard held such positions as Corporate Chef of North America, Director of Operations, Vice President and Executive Vice President. TrustHouse

properties consisted of Hotel Plaza Athénée and The Westbury in Manhattan, The Watergate in Washington D.C., and high-end dining rooms for corporations like National Westminster Bank, General Electric and American Express.



He spent eight plus years with the famed Westchester Country Club & Hotel. During his tenure there, Chef put the resort's culinary program on the map — locally and globally. Soon after, Westchester Country Club became the 12th ranked platinum club in the country.

Leonard made a big impact within the industry and with students as Vice President of Culinary Academics for Le Cordon Bleu North America, where he oversaw 14,000 students in 16 colleges. He has developed the restaurant concept called Technique, which was a capstone class at 13 of the colleges. He is presently at Fresh Meadow Country Club and is a trusted training partner for Kopplin Kuebler & Wallace with his Culinary Pride program. ■





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SHFM CRITICAL ISSUES CONFERENCE 2022 SHOW REVIEW

The Society for Hospitality & Foodservice Management (SHFM) hosted the 20th Anniversary Critical Issues Conference on Wednesday, April 27, 2022, at Credit Suisse in New York City. The event featured educational seminars on professional development and industry issues as well as networking opportunities. Additionally, the SHFM Directors' Awards were announced at the Critical Issues Conference. More award winners will be announced at events throughout the year.

The 2022 Critical Issues Conference theme was Creating Opportunity in an Uncertain World. Industry experts addressed the most demanding industry uncertainties today, understanding opportunities that have emerged and becoming resilient for the future.

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AWARD WINNERS



**2022 COMMUNITY SERVICE
AWARD WINNER**
Marti Gorum with
SHFM President Rob Gebhardt and
SHFM Director Bob Kloeckner



2022 LEADERSHIP AWARD WINNER
Sharon Eliatamby with
SHFM President Rob Gebhardt and the
2021 Leadership Award Winner
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2022 SPIRIT AWARD WINNER
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FOODSERVICE TECH TRENDS 2022



The last 24-months highlighted technology as the critical link connecting the guest, operator, and staff. The pandemic changed forever how we view industry emerging tech trends.

BYOD, or “Bring Your Own Device,” evolved as the hardware-of-choice for both staff and guests, and online ordering on generic devices catapulted BYOD forward. Handheld terminals for ordering and payments are becoming standard requirements.

Online ordering platforms using single applications and various “skins” allow order at the table by guest or server to be possible. While kiosks and QR codes have gained traction during the pandemic for contactless transactions, utilizing the same software on one’s own devices is the longer-term play.

Robotics and the necessity to address labor challenges will continue to develop. Delivery to a table and simulating the “human touch” in the kitchen for food preparation will extend to vending machines, smaller footprint locations and selfservice Operations.

Delivery and Pickup technologies represent key areas of innovation. Autonomous vehicles will be the primary delivery method, while delivery flying Drones will be

limited to hard-to-reach locations – both of which are being tested in major markets. The potential impact on food delivery vehicles and reducing labor requirements means costs will come down.

Retail package lockers are showing up in locations such as 7-11. By adding hot and cold lockers, additional food pickup locations – be it curbside, in office buildings, airports, and convenience stores/gas stations – convenient access and a single location for multi-concept sharing is created.

Data enables technology solutions and creates the largest opportunity as it is our “operating air,” making it impossible to be without. Data, available through direct customer, supplier, and staff connections, aids us in providing better service, top line sales, and bottom-line profits. By leveraging data available in the cloud, we can integrate with other key applications.

Using AI embedded in the applications and systems we use, we become part of the much larger hospitality ecosystems, adding additional reach and opportunities.

Never has there been a better time for foodservice operators to consider available new technologies. These connections impact all operating areas while enhancing guest offerings and service. ■

ROBERT GRIMES

CEO
FOOD AND BEVERAGE TECHNOLOGY ASSOCIATION



WHY THIS HOSPITALITY TECH TREND IS THE PERMANENT FUTURE FOR RESTAURANTS



Botrista DrinkBot Pro is an automated solution to serve premium drink ingredients in the footprint of a fountain machine.



Although restaurants hesitated pre-pandemic, now they're diving in full force to the hospitality tech trend that's destined to stay as part of their operations dynamic: automation. After the not-so-gentle push from COVID-19 and health restrictions, you may have had to come up to speed fast on technology. But the good news is that all those implementations and automations you've added in recent months are definitely part and parcel to the future of dining.

A recent Lightspeed study found that 50 percent of hospitality operators plan to utilize automation technology in the next two to three years, and 43 percent of study respondents agreed that new tech adoption over the last two years has been critical for their business survival.

Even before COVID, dips into digital were slowly rising, but the pandemic threw automation and tech into overdrive. With the same Lightspeed report, 90 percent of industry operators, owners, and managers said technology adoption was critical for their pandemic



survival, and 47 percent of full-service and 37 percent of quick-service operators felt new technology was key for their businesses.

Forward-thinking restaurant owners saw technology providing ways to become more efficient, simplify processes, lower labor costs and human errors, and raise profits. Plus, the National Restaurant Association recently found that four in five operators are understaffed including 81 percent of full-service operators and 75 percent of limited-service operators, meaning automation and hospitality technology can help with some heavy lifting.

With Research and Markets predicting the global food automation market is poised to reach \$14 billion by 2025, restaurateurs and foodservice operators are turning to tech, automation, and robotics to handle challenges and help improve their business.

Because automation can shift the flow of online ordering to loyalty programs, accounting to inventory management, and analytics to customer relations, here

are a few reasons why this isn't so much a trend, but the continuously evolving future for restaurants who want to increase efficiencies and check values while decreasing costs.

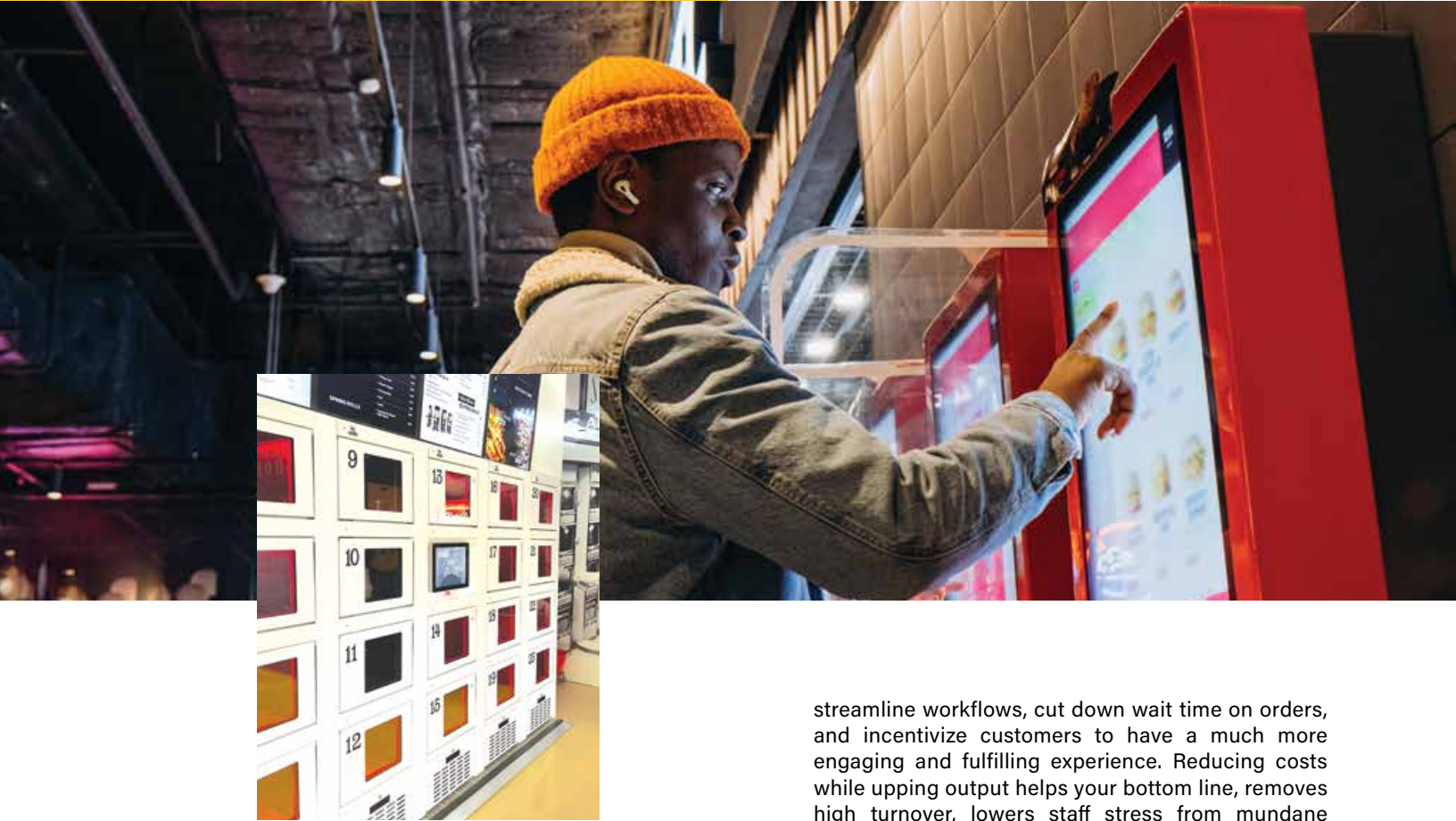
LABOR WOES ARE STILL A PROBLEM

Labor costs are always one of the highest expenses of running a restaurant or foodservice business, but with the wild ride of the pandemic, it's even more rocky. Hiring and firing have been rampant, and it's become nonnegotiable for restaurants to use automation and technology to spackle the gaps forming in their operations.

Restaurants have had to quickly optimize health and safety, review how they were running their overhead and labor, and try to minimize contact all while maintaining training and labor costs they could afford during tough times.

With the Bureau of Labor Statistics reporting the quit rate among hospitality workers has reached seven percent, double the US national average, it's no wonder

ROBOTICS & AUTOMATION SECTION



why automation makes sense for the future. Operating off of shoe-string staff numbers, restaurant owners, especially ones with multiple locations, can leverage automation and technology so they don't get caught short or overwhelmed in their business.

Ongoing labor shortages, struggles to find long-term, quality employees, and trying to cut costs, restaurant owners can use their tech tools to enhance the guest experience rather than harm it. With the addition of automation, robotics, and AI technology, they can remove human errors, increase check sizes, boost productivity, and have a more sustainable scalable model than growth with hiring additional staff.

Restaurants are thinking of everything from touchless tech to robotic bartenders to solve their labor issues and speed up service. Technology, unlike traditional labor, also offers restaurateurs the option to make back their investment relatively quickly.

Automation, technology, and robots aren't 100 percent replacing labor, but their implementation leads to removing repetitive, time-consuming, and scalable tasks from staff who are better off serving customers and humanizing parts of the guest experience in ways that robots and tech can't.

With both front-of-the-house and back-of-the-house benefits, automation in restaurants helps to

streamline workflows, cut down wait time on orders, and incentivize customers to have a much more engaging and fulfilling experience. Reducing costs while upping output helps your bottom line, removes high turnover, lowers staff stress from mundane tasks, and helps keep your operation well within budget.

RESTAURANT ROBOTS ARE PROVING TO BE WISE INVESTMENTS

Dodging the bullets of 2020 and 2021, restaurant owners have gotten much more creative about how they design memorable guest experiences (including cool robots) while helping overburdened staff. In fact, a study by Polaris Market Research forecasted that the service robotics industry would grow to \$54 billion by 2026 meaning now's the time for you to hop into restaurant robots and the future generations of tech.

Robots are already helping front-of-house and back-of-house staff from cleaning and making drinks to helping with orders and providing touch-free experiences. But they also remove the redundant, cut down the cumbersome, and allow restaurant owners to create more scalable, fun business models with consistent experiences at every location. Plus, robots and automations allow more opportunities to evolve with ever-changing customer desires.

Automated systems and robots can also connect to each other to give you detailed analytics and inventory reports so you can dial in higher profits. Because guests enjoy the wealth of menu options offered, fast service, or one-of-a-kind experience of your restaurant robotics, you can see with a minimal amount of space how you can quickly create higher check sizes.

There's increased potential for less time waiting on orders, correct portion control, reduction in food waste, and on-the-fly seasonal or inventive menu developments as well. Your restaurant's ability to add different types of automations, train fast, and save time and money is crucial to not just surviving, but thriving in a post-pandemic, tech-enabled world.

For example, a touchscreen on your robotic bartender allows staff to learn how to use the machine fast and make a drink in a handful of seconds from fresh ingredients. Without a ton of mess and fusses or long training schedules, you're able to leverage hospitality tech within every location, build momentum, and add a useful appliance to your restaurant's repertoire.

Imagine that automation and robots are the investment now in your restaurant's successful future because soon it won't just be a trend, but the standard in the industry. With their potential for profits and lower costs, robotics and tech automations can enhance your operation, create exceptional service, and drive repeat visits through your high-end dining experience.

TOUCHLESS TECH IS PRACTICAL AND TACTICAL

Even before the break of the pandemic, the push toward touchless tech like mobile ordering, online ordering, branded apps, kiosks, and tableside options were rising up the ranks. Data from The NPD Group shows that restaurant digital orders grew 124 percent from March 2020 to March 2021, and that restaurant apps and websites were the most common digital ordering channels making up 62 percent of all digital orders.

Automating orders with QR codes and digital menus plus touchless payments like Apple Pay and Google Pay are only picking up steam with their convenient ability to offer upsells, provide customizations, deliver orders faster, and handle an abundance of orders in a short period of time. They're also helping restaurant owners easily see metrics for top sellers and best margin items, save on labor, manage inventory and food waste, and minimize busy work.

The fact that automation, AI (Artificial Intelligence), and tech can help the self-checkout process and give customers what they need as quickly as possible means they should be high up on the restaurant owner priority list. Delivering a top-notch guest experience, especially through the tech they crave, is not only pushing into the future of where dining is going, but headed down a better path to increased revenue.

With 91 percent of restaurateurs surveyed recently via Statista interested in automating more aspects of their business, consider what percentage of your competitors are already ahead of the curve when it comes to hospitality tech, robotics, and automation. Don't get left behind because of the fear it's complicated or expensive. With a single extra appliance, restaurants have been able to create craft beverage menus, custom pizzas, and flip burgers with ease.

Plus, when you're able to pump up possibilities for your staff to over deliver on the guest experience, rather than worry about frustrating, boring, or repetitive tasks, you can invest in automation and tech, stay ahead of trends and competitors, and quickly move from outdated operation to tech-forward, five-star dining. ■



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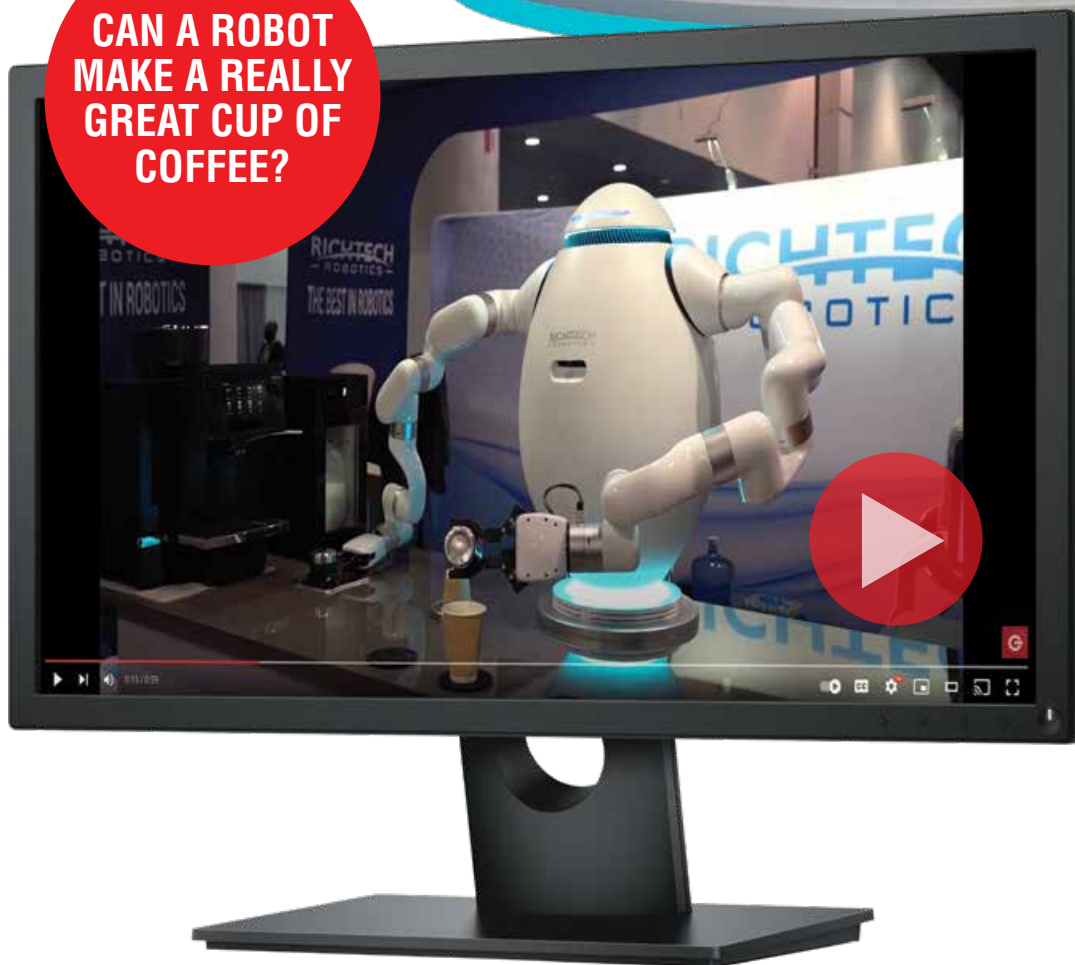


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GROUPS TO HAVE ROBUST COMEBACK 2022

BY: LINCHI KWOK, PH.D.



There is no real sense of recovery in the hospitality and tourism industry until people travel for business again. The good news is business travel and groups are anticipated to come back in 2022.

BUSINESS TRAVEL RECOVERY IS COMING

American Express Global Business Travel (2022), the world's leading B2B (business-to-business) travel platform, released its 2021 financial results earlier. Business travel recovery is "well underway and gaining momentum." Particularly, corporate travel recovery is accelerating. Its total transaction value in the last week of February 2022 had already reached 45 percent of 2019 levels. An earlier projection only predicts the entire year of 2022 would reach 49 percent of 2019 levels.

American Express CEO Stephen Squeri believed that the remote work trend also resulted in a new segment of business travel (Hur, 2022). For instance, more workers will travel to the company's headquarters to meet with their teams for a few days. He also added that the overall travel and expenses in the fourth quarter had reached 80 percent of 2019 levels, with consumer (leisure

travel) exceeding 100 percent already. Moreover, travel bookings remained strong entering 2022.

GROUP TRAVEL BOOM ANTICIPATED IN 2022

CoStar summarized the commentaries of a few hotel executives and concluded that group travel would have "a robust comeback" in 2022 (McCracken, 2022). Hotels in urban locations like New York City (NYC) got hit hard by the pandemic. Recently, a large company booked a corporate meeting with over 25,000 room reservations across 11 Marriott properties just one month before the event. That was the largest internal meeting Marriott had hosted in NYC since the pandemic. Besides NYC, the destinations that various hotel executives mentioned for increasing group demands include Boston, Chicago, Hawaii, New Orleans, Orlando, Phoenix, San Antonio, San Diego, and San Francisco.

GROUPS AND CORPORATE EVENTS WILL BENEFIT UPPER-UPSCALE HOTELS

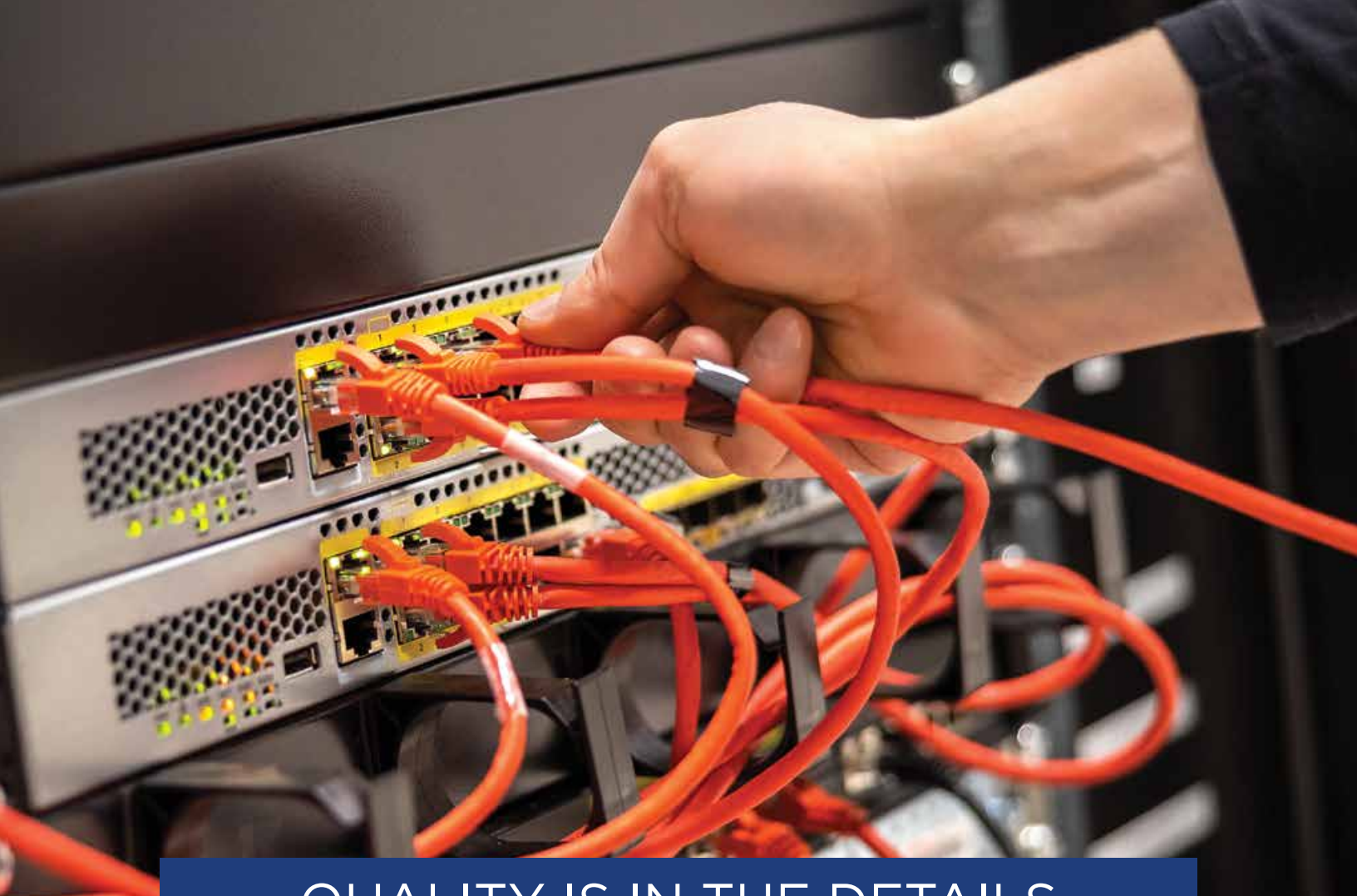
Groups and corporate events usually require the host properties to have a large meeting and functional space. That is exactly what upper-upscale convention hotels in urban locations offer. ■

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DINING WITH DOGS

In the past few years, it appears that more people have dogs as pets and don't want to leave them at home when they dine out. This is starting to create a problem for restaurants as customers want to bring their dogs inside of restaurants and eat with them at the table. This creates a conflict for the owner of the establishment as only service dogs are allowed into restaurants.

So, what exactly is a service dog? According to the Americans with Disabilities Act (ADA) a service dog is defined as a dog that is individually trained to do work or perform tasks for people with disabilities.

Examples of such work or tasks include guiding people who are blind, alerting people who are deaf, pulling a wheelchair, alerting and protecting a person who is having a seizure, reminding a person with mental illness to take prescribed medications, calming a person with Post Traumatic Stress Disorder (PTSD) during an anxiety attack, or performing other duties. Service animals are working animals, not pets. The work or task a dog has been trained to provide must be directly related to the person's disability. Dogs whose sole function is to provide comfort or emotional support do not qualify as service animals under the ADA.

A restaurant owner is not allowed to ask the dogs owner what his disability is, but instead can ask, "What service does your dog provide?" The acceptable answer is one of those listed in the definition. There is no national tag

or certificate that identifies a service dog, and asking to see such items is not allowed. If a person presents a doctor's note stating that it is an emotional support or comfort dog, this does not qualify the dog as a service animal; as a matter of fact they are specifically excluded under the law. (Check with your local jurisdiction for more information about this).

A service dog must be under the owner's control at all times and cannot walk around the establishment. There are only two reasons that you can remove a service dog from the establishment: 1) It is not housebroken 2) the owner is not controlling the service dog or is not attempting to control it. Dogs that are trained as service dogs are usually well controlled and should not cause a problem.





So, what do you as an owner do when someone has a dog in your establishment and it is identified as “an emotional support dog?” That is up to you. Most health departments will cite a violation if it is not a service dog as identified in the ADA. You may choose to explain this regulation to the customer, show them a copy of the law and hope that they understand. You can also explain the regulation and make a one-time exception or you can ask them to leave. It all depends on how you want to handle it. Unfortunately, in today’s world a dissatisfied customer could write one or more awful Yelp reviews or something along those lines.

There are many foods safety hazards that are associated with a dog in a restaurant. The most observed issue is staff petting and playing with the dog and then serving food without washing their hands or changing their gloves. Guests often hold the dog in their lap and the dog has their head on the table, or they let them walk on the table. In addition, guests will often try to feed their dogs from the restaurant’s plates and utensils. Just watching a server pet an emotional support dog and then bring someone their food without changing their

gloves is enough to make me run out the door. If they are doing that, then what other health risks exist in the establishment?

Service animals are only allowed in public areas and not in the kitchen or preparation areas in the kitchen. When your cook comes to work with his emotional support fluffy white dog who is in his arms, do not let the dog into the kitchen. Even if your cook brings a service dog, the Americans with Disabilities act only provides for public areas.

Most local jurisdictions have rules for outdoor dining with pets so it is a good idea to check with your local regulatory authority regarding these.

Remember that only dogs (and in some cases miniature ponies) are service animals. When your customer comes in with their service parrot, snake, cat or pot-bellied pig, you do not have to seat them!

For more information and a copy of the regulations: www.ada.gov/service_animals_2010.htm ■

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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AGENDA

- | | |
|---|---|
| <p>8:00am Registration & Continental Breakfast</p> <p>8:30am Welcome & Introductions
Leslie Rosen, MA, RDN, CDN
President, AHFNY and Program Director
New York Distance Dietetic Internship</p> <p>8:45am KEYNOTE ADDRESS
The Power of Resilience:
Ready, Reset, Go — A Path Forward
Adam White</p> <p>9:45am Update from AHF National
Sarah Bennett</p> <p>10:00am Better Together: Journey to Excellence
Stephanie D. Giraulo, RD, CDN, MBA, CPPS, CPXP
Gwen Degnan, RD, CDN, CDCES
Chef Thomas Mulzoff, Jr.</p> | <p>11:00am Vendor Exhibition
Networking & Poster Session</p> <p>12:45pm Networking Lunch</p> <p>1:15pm Supply Chain Challenges Panel
Shawn McCall
Dan Plaut
Marc Fuchs
Moderator: Simone Nicolas, MS, RDN, CDN</p> <p>2:15pm Break</p> <p>2:30pm The Cost of Caring:
Resiliency and Compassion Fatigue
Steve Chassman, LCSW, CASAC</p> <p>3:30pm Closing Remarks, Evaluation & Raffle</p> |
|---|---|

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A VISIT WITH MARC FUGARO

TRI-STATE MARKETING NEW SALES ASSOCIATE

Marc Fugaro is the newest addition to the Tri-State Marketing team, but is no stranger to the industry. We are excited to have him and his expertise in the office and out in the field. We asked him a few questions so you all can get to know him a little more!

Tri-State Marketing: What was your inspiration behind choosing to work in the foodservice and hospitality industry?

Marc Fugaro: When I was 6 years old and asked my mom to make breakfast for me. I asked for french toast, bacon, and scrambled eggs. My mom said, "I will show you how to make it, instead of cooking it for you." So, I scrambled the eggs, put the bacon in the oven, and made the French Toast batter. Then I cooked the french toast in a cast iron skillet. Once everything was made my mom proceeded to eat half of my breakfast and said, "You made this better than I did!" That may not have been true, but I thought I could be good at cooking for people. My grandmother was also a big influence in my life. She showed me how to make a pie from scratch and soup. I loved how she could make you feel better with a home cooked meal. I always ended up in her kitchen and never left.

TM: Tell us a little bit about your background in the industry.

MF: I started out at 14 working for a family friend who owned a local restaurant and ice cream shop. I was the dishwasher and worked on cleaning the entire property, including the parking lot and bathrooms. After a year or two I was able to move up to the kitchen and start as a short order cook making about 8 dollars an hour. Once there I wanted to learn more about food. I attended Johnson & Wales University after high school and completed a 4-year degree in Culinary Science. The highlight of my time there besides meeting my wife, included the month I spent in France

learning about their culture and the week I spent at a 3 Michelin star restaurant. After graduation, I joined Compass Group in their Chartwells division, where I worked in colleges and universities for 10 years. I held every management position from chef to director of dining services.

Then I decided I wanted to do more for chefs and operators to help find ways to make their lives easier while at work. So, I started looking for a position where I

could use my talents as a chef and have an impact on chefs. I found Rational in 2015 and spent 5 years as a Regional Sales Manager and 2 years as a Senior Sales Manager. It was such a rewarding role where I met so many wonderful people to work with. Plus, I was able to help chefs use technology to improve their quality of life at work. Also while at Rational, I had my daughter and got to experience a whole new level of life I did not expect. She challenges me every day in a good way.

TM: What do you love most about selling equipment and supplies?

MF: I love being able to look at a space and work with a client to help them find ways to be more efficient. When you can take a tough job and make it easier or simpler it is very rewarding. I also like the fact that I have walked in the clients' shoes before. So, I know what they are going through. And then when they experience some of the solutions, we provide you can see the impact of our help. It never gets old and it motivates me every day to help someone else.

TM: What are your favorite things to do outside of work?

MF: I love to go to the park with my daughter and spend time outdoors with her. I love watching Formula One racing and spending time with my dad talking about the races and all things cars. I love to cook for my family and friends. It makes me so happy when they tell me what I made "hit the spot!" ■



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WAYS TO APPROACH VEGAN CHEESES

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From the get-go, vegan cheeses should be treated the same way that dairy cheeses are. The same way you would pair a sharp cheese with crisp fruits, a spicy cheese with hearty crackers, or red wines with bold blue cheeses, vegan cheeses have many delicious possibilities. There are varieties for every occasion!

One of the biggest things to consider when trying vegan cheeses is that they are not one-for-one replicas of their dairy counterparts. While techniques and uses are similar, the rendering process for each cheese is not the same, dairy or not, yielding unique flavors out of every style.

There are many hidden benefits to choosing a vegan cheese over a dairy one. For one, they are easier for the human stomach to digest due to the lack of dairy. Vegan cheeses are also show not to harm arteries at all, as they don't contain any cholesterol or saturated fats.

As the market for vegan cheeses has grown, the number of new developments in the industry has increased at an incredible rate. Every year we meet new vegan cheese makers who are all helping to expand their artform. Considering that dairy cheesemaking has been around for thousands of years, it's definitely an exciting expansion to watch. Unfortunately, there are obstacles to expanding vegan cheese throughout the entire cheese chart, such as aging caves which are only available to makers at a premium and can be a major setback to independent operations that lack the capital for such an expense.

Overall, though, as industry professionals, it is important to not scoff at the idea of vegan cheeses as simple remakes of dairy cheeses. Rather, we should look at this expansion of the artform as an opportunity to take our menus to the next level and expand upon already established flavor profiles. ■





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HELPING CORPORATIONS DRIVE PROFITS



He's been called "the most refreshing and motivating corporate speaker on the circuit today." And whether he is presenting speeches at conventions in Las Vegas, lecturing to scientists at Los Alamos National Laboratory, or offering seminars to Bristol-Myers Squibb around the USA, Mark Steinberg is enchanting and enlightening nationwide audiences with his unique mix of training and entertainment.

Specializing in "applied psychology," Mark uses psychological principles and theories to solve specific, practical, real-world problems that challenge individuals and corporations alike. "It is the ultimate meaningful use of psychology," Mark told WCBS-radio, "We take psychology from the laboratory and the university and bring it into the real world – making a genuine difference in the lives of people and organizations."

Mark has lectured to tens of thousands of people around the United States and the world, in organizations ranging from Fortune 500 companies to small and mid-size companies, and from the private sector to the public sector. He has discussed corporate training on radio and television, and has had articles published regarding inspirational ways of handling stress, and extraordinary approaches to creativity and innovation.

Born in, raised in, and still living in New York City, Mark's down-to-earth, exceedingly practical, sociable, welcoming style creates a perfect ambience for the delivery of his valuable messages. One vice-president of organizational development said of Mark, "He makes you feel so good, so quickly; and then while everyone is smiling and feeling great, he smuggles in the crucial learnings that the audience doesn't even realize it needs or is receiving. It is really remarkable to experience."

An honors graduate from New York University, Mark received a Bachelor's Degree in Psychology – with Dean's List honors, and he holds two Master's Degrees, one in Counseling Psychology and a second in Business Administration. After 15 years of teaching at The City University of New York, Mark began his corporate speaking business and has been presenting seminars and speeches around the globe ever since.

Likening him to a recipe for a meal, a Fortune 100 company vice president of human resources said of Mark, "Take 5 parts subject matter expertise, 5 parts personality, mix in 3 parts great story-telling ability, 1 part New York City sensibilities, sprinkle in secret spices, and you get Mark Steinberg. You really have to see him to understand, and believe me, he's worth seeing." ■



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Mark P. Steinberg

Steinberg & Associates presents award-winning speeches and corporate training programs on an array of topics including:

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- **Time Management**
- **Customer Service**
- **The Art of Creativity**
- **Interpersonal Communication**

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He's been called "the most refreshing and motivating corporate speaker on the scene today." And whether he is presenting speeches at conventions in Las Vegas, lecturing to managers at AT&T, or offering seminars to Bristol-Myers Squibb around the United States, Mark Steinberg is enchanting and enlightening business audiences with his marvelous mix of training and entertainment.

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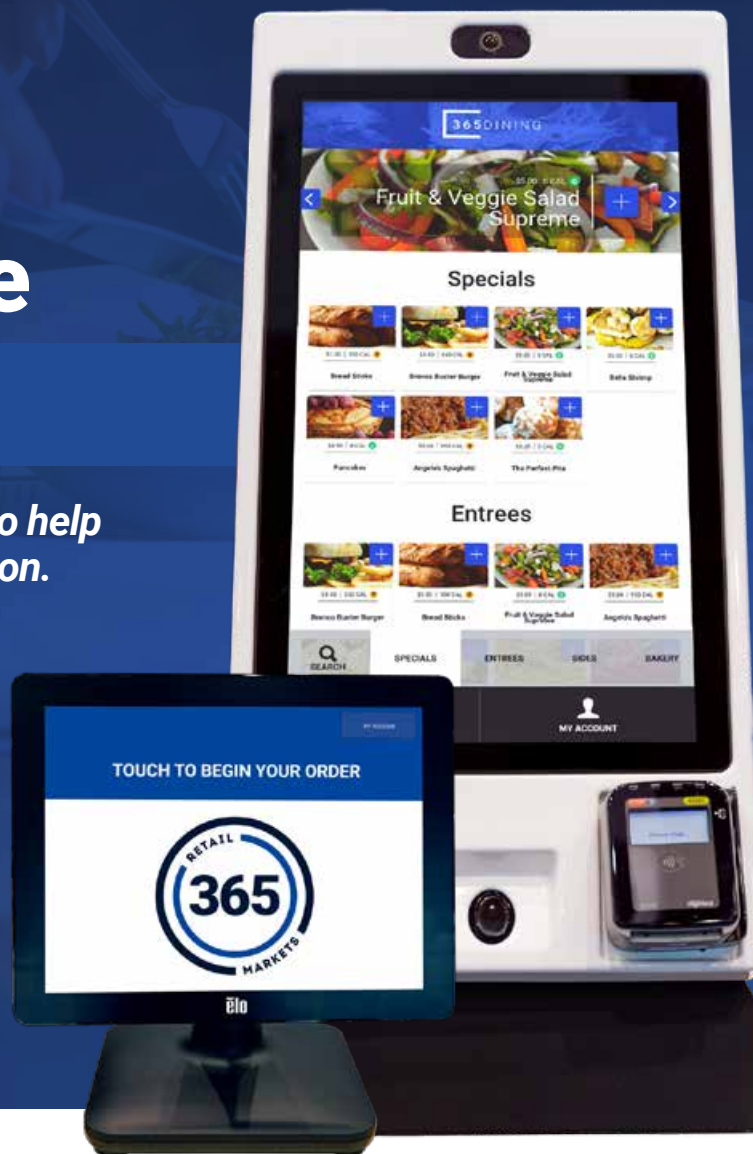


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Learn more about how the 365Dining platform can help grow your business at NRA Booth #4860, or contact us at sales@365smartshop.com to learn more.

HOW MUCH IS YOUR CUP OF COFFEE REALLY WORTH?



REPORTED BY: LADY LATTE
WRITTEN BY: ELENI FINKELSTEIN

As you sip your coffee out of your favorite mug before work on a Monday, do you ever wonder where your coffee comes from? Or who is harvesting the beans? While a coffee connoisseur may ponder this occasionally, the thought doesn't cross the mind of the average caffeine enthusiast. The truth behind the coffee is that many farmers and harvesters are living in extreme poverty while we drink our dark roast blend with oat milk before our morning meeting.

Around the world, coffee is one of the most popular agricultural products and remains in high demand in terms of both production volumes and consumer purchase volumes. However, it is difficult to enjoy something knowing the people responsible for making it are working in poverty and under poor labor conditions. Coffee is one of the most consumed products in developed countries but is almost exclusively produced in the global south, often by impoverished communities in countries like Brazil, Guatemala, Vietnam, and Uganda.

Coffee beans are picked by hand, making it a meticulous and time-consuming process. Coffee plantation workers often work over 10 hours a day doing demanding physical labor to harvest coffee beans, while making less than minimum wage. According to the U.S. Department of Labor, there are over a dozen countries exploiting child laborers for coffee production. The US alone makes billions of

dollars within the coffee industry, while the farmers and workers won't see nearly that in their lifetime. This adds up to a lot of laborers being overworked, underpaid, and in some cases, exploited and abused.

Fortunately, more individuals and businesses are raising awareness of this issue publicly. Many companies and coffee shops have realized the need for change and have become more focused on ethically sourcing their coffee, including familiarizing themselves with the farm, the harvesters, and the trade process.



FAIRTRADE
 INTERNATIONAL

One of the non-profits leading the mission for more ethical trade is Fairtrade International, which is dedicated to prioritizing farmers and workers through trade. With their newly appointed Global CEO Sandra Uwera, the company is working towards negotiating fairer prices, working conditions, and trade power for small-scale producers. If a coffee shop is sporting the fairtrade logo, you can be assured that they are protecting the livelihood of farmers and their families.

While you cycle through your mug collection as the work week continues, think about where the coffee in your mug came from. Take a moment to consider the labor conditions that were endured to get you your morning latte. And most importantly, do your own research to see how you can support and drink ethically-sourced coffee! ■

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

SERVICE & PRODUCT DIRECTORY

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	Hauppauge, 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	Hauppauge, 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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\$100,000

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Chef De Cuisine

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\$75,000 - 95,000

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Hotel Corporate Sales Manager

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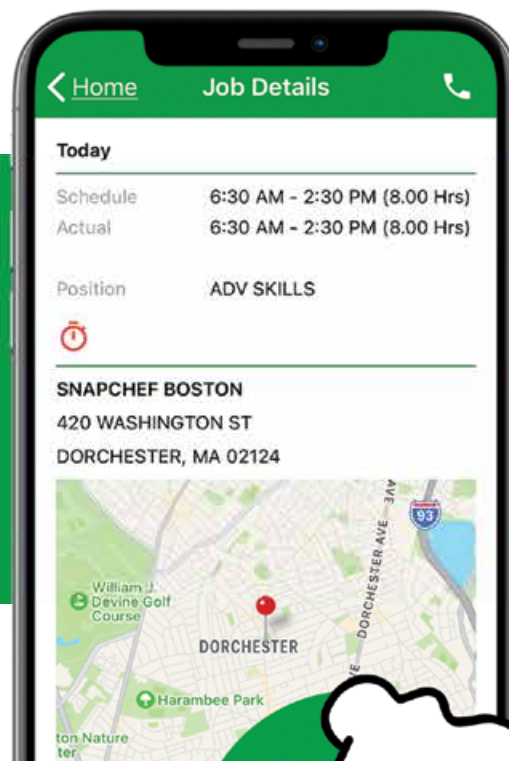
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UPCOMING EVENTS

MAY
21-24



NATIONAL RESTAURANT SHOW
May 21-24, 2022
McCormick Place
Chicago, Illinois
nationalrestaurantshow.com

JUNE
14-16

MENUS OF CHANGE NATIONAL LEADERSHIP SUMMIT
June 14-16, 2022
The Culinary Institute of America
Hyde Park, New York
menusofchange.org

MENUS^{of}CHANGE

JULY
10-12

SCHOOL NUTRITION ANNUAL NATIONAL CONFERENCE
July 10-12, 2022
Orange County Convention Center
Orlando, Florida
anc.schoolnutrition.org



JULY
13-16

NACUFS 2022 NATIONAL CONFERENCE
July 13-16, 2022
Spokane Convention Center
Spokane, Washington
nacufs.org/NACUFS2022



AUGUST
9-11

AHF 2022 ANNUAL CONFERENCE
August 9-11, 2022
Westin Kierland Resort & Spa
Scottsdale, AZ
ahfconference.org

SEPTEMBER
12-14

FED GLOBAL THOUGHT LEADERSHIP SUMMIT
September 12-14, 2022
Loews Chicago Hotel
Chicago, Illinois
fedthoughtleadership.com

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

OCTOBER
17-19

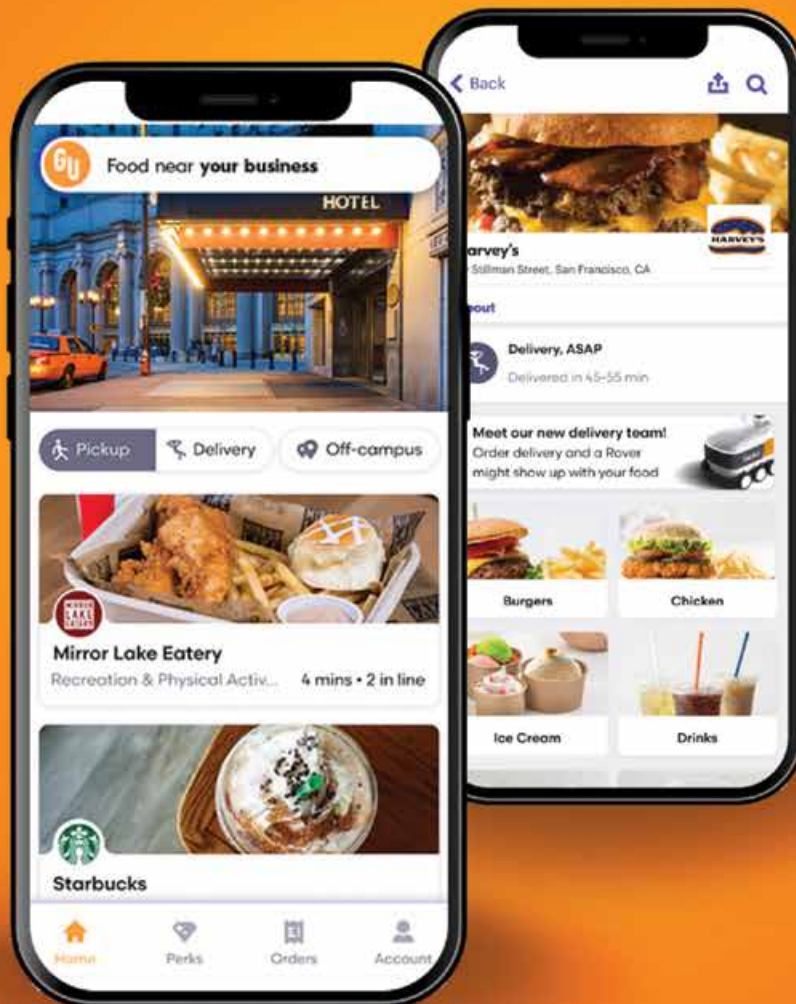
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Sheraton Denver Downtown Hotel
Denver, Colorado
shfm-online.org/national-conference





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