

HOSPITALITY NEWS

HOTEL, DINING, & INSTITUTIONAL FOODSERVICE TRENDS

VOLUME 2 | ISSUE 6

SEPTEMBER-OCTOBER 2022

PLANT-BASED FOODS: \$7.4 BILLION

MEET THE NEW FOOD LEADERS IN A CHANGING MARKET

ON THE INSIDE

Association Events
Coffee House
Classroom Course
Company Spotlight
Table Talk
Service Directory
Employment Opportunities
Calendar of Events



SPECIAL SECTION
AHF 2022 NATIONAL CONFERENCE
PHOTOS, AWARD WINNERS & MORE

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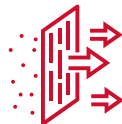
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HOSPITALITY COLLEGE HOSTED “WELCOME BBQ”



The Collins College of Hospitality Management at Cal Poly Pomona, one of the largest hospitality colleges on the West Coast, hosted a long overdue in-person event on campus on August 30. As a tradition, the College usually hosts a Welcome Barbeque in the first few weeks of the academic year to welcome hospitality students back to school.

In the past two years, most in-person campus events in the State of California have been put on hold due to strict social distancing guidelines. The Collins College brought back its proud tradition with a Habit Burger food truck and a Kona Ice truck (shave ice).

THE TURNOUT

Over 300 hospitality students showed up at the cookout. They greeted and met with the faculty, staff, and administrators. They also got a chance to talk to different student clubs in the college and took part in some fun activities onside (e.g., photo booth, swag, door prizes, etc.)

THE FEEDBACK

The event was a great success. A survey was sent out to collect participants' feedback. Close to 50 participants responded (approximately a 15% response rate), suggesting 83% of them enjoyed the BBQ a lot, followed by 17% who felt somewhat enjoyable. Nobody chose “not-at-all” enjoyed.

PEOPLE ENJOYED THE WELCOME BBQ BECAUSE ...

Predominantly but not surprisingly, students wanted to connect with others at in-person events. After two years of Zoom classes and Zoom events, it seems people genuinely value the opportunity

of networking and getting to meet others in person. Selected comments include:

- “I enjoyed the people I got to meet there.”
- “I met some people who were nice.”
- “Meeting some of the Collins staff for the first time.”
- “Meeting new people and making connections!”
- “I was able to network with the Collins professors and students.”
- “I loved the cute bronco pin, and I was glad that the professors and administrators were out there so we could talk to them.”
- “I got to talk to someone new and make a friend!”

The food, activities, and student clubs are other reasons why people enjoyed the experience. Some shared:

- “The food. Overall, the different activities included food, shaved ice, clubs, raffles, pictures, and music. Also, I think that the timing of the event was great.”
- “I really enjoyed trying a Habit Burger for the first time!”
- “The student clubs, free burger and fries, meeting new students!”
- “I was able to meet new people and learn about clubs for hospitality students.”
- “Billy being there for photos was fun.”



It's great to see many happy faces on campus. Hospitality management is a fun major. People at Cal Poly Pomona always love to visit the Collins College of Hospitality Management and participate in Collins events. For many alums, the Collins College is where they started their American dreams. I can't wait to learn more about how these students are doing in the program and, later, how they do in their careers through hospitality education. ■



LINCHI KWOK, PH.D.

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WHAT GEN Z WANTS

A LOOK INSIDE THEIR FOOD PREFERENCES



Gen Z is anyone born in 1997 or later. Gen Z's spending power is on the rise. A recent Bloomberg report says the young students and professionals now command \$360 billion in disposable income. They are part of a fast-paced world with instant global access through their mobile devices. They are plugged in to exploring and talking about food in their online social circles.

More than other generation, Gen Z are the most aware of current events, socially conscious, ethnically diverse, technologically connected, and politically engaged. As the most diverse generation, they are subsequently exposed to a host of cuisines and cultures thanks to family and friends. They are open to exploring different foods because of their extensive travel connections. Moreover, they have grown up with TV shows like Top Chef and MasterChef Junior, Food Network, Cooking Channel, Instagram short form cooking videos, and YouTube.

Connectivity is important to Gen Z diners. They have tremendous access to and reliance on technology and information. They thrive on posting and sharing information on Meta (formally Facebook), Instagram,

and TikTok. Not surprisingly, their social media accounts are likely to drive their decisions about food.

FOOD TRENDS THAT APPEAL TO GEN Z

This generation wants more control over what they order. So, it's no mystery that fast casual niches like Chipotle, Sweet Greens, and Poke Bowl are appealing, because they offer variety and the opportunity to build meals with made-to-order options. But make no mistake, Gen Z will go to high-end restaurants for the food experience and photo opportunities.

According to the International Food Information Council's (IFIC) 2022 Food and Health Survey, Gen Z feel that sustainability plays an important role in decisions around what they eat. Fifty percent said their food and beverage choices have a significant or moderate environmental impact.

Gen Z are making a huge impact on the food industry. With the high visibility of food trucks, they subscribe heavily to street food. Technomic's College and University Trend Report found that 42% of Gen Z are interested in street food on menus, while 46% say chicken is their protein of choice for dinner. Plant-based offerings, fermented

foods, pizzas, and bowls like burrito bowls, poke bowls, and acai bowls are hugely popular among this group.

Still, it's all about experiential dining. They want to try new foods, and are drawn to places offering sustainable, organic, locally grown items on menus. The more transparent the restaurant is with their ingredients, the better. Gen Z prefers specialty beverages, bottled water, smoothies, and fruit juices.

CONVENIENCE RANKS HIGH

According to the American Egg Board, Gen Z likes convenience, with social media being at the center. Ecommerce will continue to grow, as they are likely to do online ordering and takeout, including groceries and restaurant orders. Furthermore, a Tufts Nutrition Report says that nearly half of Gen Z say they are willing to pay more for foods they believe are healthier.

FOODIE GENERATION

According to Cassandra, ENGINE's insights and strategy group that studies trendsetting young consumers, the report Young & Hungry revealed Gen Z consider themselves the "foodie" generation as part of their identity. Fueled by a desire to discover new recipes, they find inspiration from social media platforms like Tik Tok. More than half of those surveyed say what they eat indicates who they are as a person. Vegan, vegetarian, flexitarian that includes vegetables, grains, topped with an egg, and pescatarian that includes vegetables and fish are commonplace.

Sharing their culinary experience ranks high among Gen Z. They look for foods that are personable and photogenic. They use Instagram to communicate and make decisions about restaurants and food choices. It is no surprise that Gen Z are among today's food influencers. Their use of social media, and in-app features, is shaping food trends. We see this with the rise of Tik Tok, influencing how food companies are developing new brands and product lines based on consumer social media engagement algorithms. In fact, Cassandra's Young & Hungry report shares that

53% of Gen Z respondents say they find inspiration for new foods through the popular social media app.

TAKEAWAYS

Gen Z are changing the face of the food and hospitality industry and reshaping trends. Restauranters, brands, marketers, and operators should take heed in order to enhance their presence, gain popularity and boost their bottom line. They can start by doing the following:

1. **Refresh menus** keep offerings innovative, add fresh flavors, sustainable options, and small plates.
2. **Offer items** featuring plant-based, natural, organic, authentic, free-range, sustainable, locally grown options that reflect social responsibility.
3. **Update digital presence and engage** by having an active social media, online ordering, encouraging customers to tag your restaurant and reading and responding to customer reviews.
4. **Create your own** integrated online ordering system to service the population working from home.
5. **Include** Latin, Caribbean, African, Asian, Middle Eastern and other ethnic offerings. Add items that are fresh, made-from-scratch with unique flavors like tamarind, lemongrass, vinegar, yuzu, and jerk, hot, and spicy.
6. **Create an inviting** social experience including providing access to wi-fi.
7. **Include customizable sophisticated twists** on traditional items like gourmet coffees, teas, lattes, smoothies, pastries, grab and go items and snacks.

THE FUTURE

Pay attention to trends that appeal to Gen Z. According to Cassandra's Young & Hungry report, 47% of Gen Z surveyed said that over the next few years they will be prioritizing more mental health focused eating. Gen Z overwhelmingly prefer to shop via augmented reality (AR). In fact, the National Association of Convenience Stores (NACS), say that restaurants are now entering the Metaverse. With the rise of Gen Z engagement with the metaverse, the hospitality industry must consider what this will mean for their business in the not-too-distant future. ■



VERONICA MCCLYMONT, PHD, RDN, CDN

Dr Veronica McClymont is an author, Registered Dietitian-Nutritionist, and a Certified professional Life coach. She is the recipient of awards in Excellence in Management, Business and Leadership.



LETS GET 'PHYGITAL'

PHYGITAL = PHYSICAL + DIGITAL

In this month's white paper, International Food and Beverage Technology Association (IFBTA) Director of Research & Education, Michael Kasavana, discussed the increasing ways restaurants are becoming 'phygital'. In his executive summary, he states:



"The term 'phygital' is created by a blending of the words physical and digital to create a unique phrase.

Phygital (pronounced phy-gi-tal) is a direct outgrowth of the recent pandemic as a large proportion of restaurants start applying the term to adjust strategies that enable digital processing to achieve tasks that had previously been accomplished in-person. In other words, phygital is a seamless integration of physical and digital functionality leading to a consistent and enhanced customer experience, regardless of channel or touchpoint. For example, consider a restaurant guest placing a meal order via a self-service lobby kiosk. In this case the kiosk, a physical device, presents digital text and graphics to complete

the sales transaction. The recent success of order ahead curbside pickup and delivery services attests to the fact that customers are comfortable using a variety of tools (kiosks, smart phones, tablets, or websites) to support menu review, order placement, settlement, and loyalty program interactions.

For more information, please visit ifbta.org. ■



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SALMONELLA & EGGS

CAUSES, REGULATIONS, AND TAKING ACTION



What puts people at risk for salmonella in their eggs? Pooled eggs are raw, unpasteurized eggs that are combined in a container after being cracked and held for use at a later time. Pooled or combined eggs are at an increased risk of causing salmonella (*S. Enteritidis*) because in the pooled or combined state, the bacteria thrives and expands.

WHAT ARE THE REGULATIONS?

The model food code requires eggs to be used immediately and not left for any long period of time. This regulation is due to the fact that raw eggs and their shells can carry salmonella. If only one egg contains salmonella, the entire pool will be contaminated; the bacteria will grow and the risk of an outbreak presents itself.

WHAT ARE THE FACTS AND WHY ARE THERE SO MANY OUTBREAKS?

In 2004 a study* was conducted by staff of the Environmental Health Specialists Network (EHSNet). The network, created by the CDC, is comprised of environmental health specialists and epidemiologists at federal, state, and local levels who collaborate to evaluate food preparation practices and policies and their relation to foodborne illness.

They used a group of 153 restaurants in 13 different urban areas and found that only 26% stored their eggs at the appropriate temperature, and 54% pooled their eggs. The restaurants that pooled their eggs did so for between 4 and 6 hours. There have been several cases of salmonella that can be traced back to the improper handling of eggs in restaurants.

Studies like this clearly indicate that these outbreaks are due to the improper handling of eggs. The high-risk practice of leaving pooled and combined eggs for an extended period of time before use, coupled with eggs being held above the appropriate temperature, have resulted in salmonella transmission and outbreaks across the country.

DO FOOD ESTABLISHMENTS TAKE THESE RISKS SERIOUSLY?

Food safety consultants frequently find pooled and combined eggs in food service establishments that get a wave of customers at breakfast. It's easy to mistakenly leave pooled eggs unattended when there is a rush and there are too many things to pay attention to at once.

Interestingly, sanitarians often find that restaurant operators are aware of the fact that pooling eggs is not permitted, but they continue to allow it on a regular basis. Not only are pooled eggs



allowed, but the containers of pooled eggs are held out of temperature for long time periods, fostering the growth of salmonella.

When the health department arrives for an inspection, pooled eggs are one of the first items that are discarded. Why are people in food service establishments doing something that can harm customers and negatively affect their business? There doesn't seem to be a logical answer to this question, since it carries on in spite of the risks.

SO, WHAT'S THE SOLUTION?

The answer to this problem is pasteurized eggs, which have been treated at a high enough temperature that the salmonella is destroyed before use. An establishment can buy shelled eggs or liquid eggs that are pasteurized to minimize or lower risk of salmonella.

Unfortunately, pasteurized eggs cost more than non-pasteurized, fresh eggs, so this may deter food service establishments from purchasing them. Any facility that feeds children, the elderly, or the immunocompromised should be using pasteurized eggs for the safety of their guests.

Restaurant operators **MUST** be more vigilant regarding the high-risk practices that take place in their facilities. Employees need training to ensure that eggs are stored at the correct temperature, not pooled, and are cooked to the correct temperature.

Using pasteurized eggs is more costly, but if establishments invest in them, will minimize risk of salmonella, that we see in so many locations. That is our priority, and we will continue to encourage establishments to follow our lead to help prevent future outbreaks. ■



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.

*Journal of Food Protection, Vol. 67, No. 7, 2004, Pages 1444-1450



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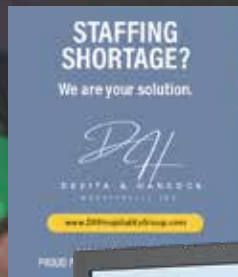
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PERSEVERANCE

STRIVING FOR WORK - LIFE BALANCE



My story begins with a very humbled and “normal” background. I am all that you may have seen in media and on the screen. I am also so much more as a daughter, sister, mother, nana, girlfriend, and a few other labels that are used to define me. Getting here to this station in my life is a journey that I really wouldn’t change. Oh, the experiences and the knowledge earned from those bumps and stumbles along the way!

I am the third of four children born to my parents in the western suburbs of Chicago. Both parents were very good cooks. We had a garden in our backyard, and we would go pick our own fruits and vegetables on weekends. Yeah, I hated it! I’d much rather have been riding bikes with friends, but once we got there it was fun. We’d travel to Southern Illinois, Michigan and Indiana. We were “foraging” before it was cool. Then once we got home we were pickling, parboiling, canning and freezing so that we would have fresh food year-round!

I was a home economics major in high school because the phrase “culinary arts” was never introduced to me until I was graduated and pursuing a career in it. Of

course there are great restaurants and culinary schools in Chicago, I just never imagined that as a career opportunity — neither did any of my teachers and counselors.

I grew up surrounded by strong women who modeled great work ethic. My mom graduated college at 50 years of age. She would take at least one class each year while raising her four kids and working full time. Our minister and assistant ministers were all female. Dad worked two jobs until at the age of 44 when he died of a massive heart attack.

So yes, with these examples in my life I am a firm believer in work-life balance!

I’ve received tremendous support and inspiration from my family throughout my life and career. My bunk-bed mate and sister is a United States Navy Retired Commander. My baby brother has been holding down the Front of House forever! My son, Brock, and daughter, Bianca, also share my entrepreneurial spirit and love of food. Brock was four months old when I took him to his first American Culinary Federation conference! I wasn’t leaving my baby, but as the chapter President, I knew

I needed to attend. I started noticing more babies at conferences and conventions after that year.

Sometimes it's not our bloodlines, but our ride-or-die buddies that help keep us motivated and moving forward. Who is your tribe? Who are your allies? What does your village of support look like?

It seems like women just give and do so much. In order to give you have to receive! What are you doing to fill the well of your soul, your spirit?

Maybe the unconditional love from your 4-legged babies is what keeps you stable and sane. I know watching my 18-month old Grand Joy, Genevieve Rose, keeps me centered on what matters and how to be the best I can be.

JUST LIKE ANY OTHER VESSEL, YOU HAVE TO PUT SOMETHING IN IT TO ENSURE YOU CAN POUR FROM IT!

Put the mask on yourself before assisting others. A friend recommended I read four books a day, ten minutes each. I'm a little hardheaded and I read maybe two until done. But the point is to keep learning and growing. Keep feeding yourself good and positive motivational ideas and thoughts. My car is sometimes my library. I must listen to positive things and people for my own sanity. I am an admitted news junkie! I also know that feeding my subconscious positive vibes is a healthy practice that will garner positive results.

Thoughts are things. I wrote the book, "Here I Am," because I was always asked the question, 'Where are all the female and minority chefs?' I knew a few, but not many. I really wanted to meet others like me and gain the support and friendship I so needed. Social media has helped with this, but nothing beats those in-person interactions! I was honored to be a part of the book, "Real Women, Real Leaders." It tells the stories of 17 successful women of all backgrounds and ages and gives some very interesting stats on women in leadership.

I'll never forget one study that said if there was a job posting with ten qualifications and a guy had six and the woman had eight she would pass it up because she only had eight! The guy would go for it and figure it out afterwards.

I have a history of being the first. Something I wasn't trying to be, it just was. When you're sick and tired of not being represented or heard, do something. When you feel like you have no say in the direction of your career or the association you belong to and believe in,

say something. Stand up and lean in! Grab a seat at the table. Be the change you want to see! Don't leave your happiness and future in someone else's hands. And when you have the opportunity to step forward to make a difference, bring someone, or two, with you. Open the doors and continue to shatter those ceilings!

If it is to be, it is up to me. I was taught this affirmation as a child in Sunday school. I firmly believe it. I do so receive it. I'm honored to have been named:

- The first African American woman graduated from my ACF Apprenticeship, El Centro College, Dallas Texas.
- The first African American woman inducted into the Honor Society of the ACF, the American Academy of Chefs.
- The first and only African American CEPC in South Carolina.
- The first African American woman voted onto the Board of Directors as the Southeast Vice President.
- The first African American, first woman and first Certified Executive Pastry Chef voted as The National President of the American Culinary Federation going into its 94th year.

Learn what qualifications you need to get to the next level, the next opportunity. Know the path to make it happen. Stay the course and set yourself up for success! The race is given to those who endure to the end. Fellas, we need your help, we need your allyship. Ladies, Let's Go Be Great Together! ■



KIMBERLY BROCK BROWN, CEPC, CCA, AAC

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SUMMERVILLE, SC
PRESIDENT
AMERICAN CULINARY FEDERATION*



SUSTAINABLE WASTE MANAGEMENT ONE CUP OF COFFEE AT A TIME

Lady Latte sits down with Ricardo and Daniela Garcia of Coffee Kreis to discuss how they found an interesting way to utilize used coffee grounds rather than just throw them away after brewing, thereby removing potentially tons of waste from landfills.

HOW DID YOU GET STARTED?

Like most of you, we drink coffee every morning and are left with a dirty coffee filter containing wet coffee grounds that need to be discarded and washed away, often creating a nice smelling mess. As an experiment, we started accumulating this “waste” daily in our home and reached four pounds of coffee grounds in one month.

We couldn't stop thinking about all the coffee grounds thrown away in coffee shops and asked ourselves: “What if this waste is not really meant to be waste?” This was when we had the idea to repurpose the grounds into cups, and began researching how to make this idea come true.

WHAT IS YOUR VISION?

Our mission is to make an impact in society and change people's mindsets of how waste is seen. We aim to reduce the coffee waste that otherwise gets thrown into the landfills and to reduce single-use plastic and paper products. We see Coffee Kreis not only as a major player in sustainable consumer product goods, but also as incorporating a logistics-driven tech platform that will facilitate how waste is managed.

WHAT ABOUT THE NAME OF YOUR BUSINESS — DOES IT HAVE ANY SPECIAL MEANING?

Kreis means “Circle” in German, and resembles our circular economy model based on the regeneration of natural materials.

WHERE ARE YOU BASED?

We are based in Florida, the United States, however, all of our operations — from the recycling to the manufacturing process — are done in Colombia.

LADY LATTE

REPORTER
CO-WRITTEN BY SARA SCHREIBER SCULLIN

ARE YOUR PRODUCTS AVAILABLE ONLINE ONLY OR WILL WE BE ABLE TO BUY IN STORES AS WELL?

Our goal is to have our products at every coffee shop, retail store, hotel, and restaurant not only for these businesses to reduce their single-use plastic and paper product consumption, but also to give customers the opportunity to purchase the products in person.

WHAT SETS YOU APART FROM OTHER COMPANIES LOOKING TO USE/SELL REUSABLE PRODUCTS?

We believe our product is unique in its characteristics and material composition. Something we really like about our cups is their natural brown color that comes from the coffee, as well as their coffee aroma which will take your coffee experience to the next level.

HAVE YOU CONSIDERED NEXT STEPS/TIMELINE OF RELEASE?

Currently, we are doing some lab testing to get a unique and perfectly engineered product to market. We should be able to start delivering our products before the end of this year.

For more information about Coffee Kreis, visit coffeekreis.com. ■



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E.terra, meaning whole earth, root, beginning, seed to full growth, is more than a Harlem-based flexible commercial kitchen. It is a supportive platform where chefs, bakers, entrepreneurs, and community members are given a space and support to grow and thrive in their business journeys.

The CEO and Co-Founder, Bella Karakis, is a seasoned trademark attorney and food entrepreneur. She also co-founded a DC Metro-based food truck operation, as well as another shared kitchen brand, with multiple

locations in DMV/NYC prior to founding e.terra's flexible commercial kitchen. Currently there are two e.terra kitchens, both located in Harlem. E.terra kitchens are home to a large variety of kitchen member operations who rent out the space for large-scale food preparation, such as cooking classes, pop-up events, and film production. The Harlem building on 120th and Third Avenue features two state-of-the-art kitchens for members, one of which is a dedicated baker kitchen with a plethora of pastry and baking equipment not commonly found in other shared commercial/ghost kitchens, such as Rational iCombi ovens, a gelato maker, dough sheeter, and two temperature controlled rooms.

The kitchens are designed in an open format to support any size business in their daily growth. Each station can be optimized for different members' needs, such as large school lunch preparations or film/



CEO Bella Karakis at e.terra





video/photo shoots. To rent the space for production, prospective members must undergo a screening process, have food handler certifications, and apply for their own Health Department or Agriculture & Markets permits. This ensures there is space available for them with no overlap from other members. E.terra also likes to get an understanding of their members' needs before renting out the space so they know if any specialized equipment or supplies are needed to satisfy their particular business needs. Currently the two locations are home to over 40 members and a dozen more are expected to be onboarded by the end of the summer.

One of the most unique uses of the space is for documentaries, media interviews, and filming that requires modern, aesthetic, brightly lit kitchen spaces. Just recently, e.terra was rented by Netflix for their "Street Foods USA," a NYC-based show focused on food truck operations in Harlem.

Separately, Chef Maryam Boddie, Owner of Maryam's Yum Yum, was interviewed by Jen Maxfield of NBC at e.terra's private kitchen space. The modern kitchen's open concept, with state-of-the-art appliances and well lit space serves as a great background for shows and documentaries.

Besides making its way onto people's TV screens, e.terra is also homebase for a wide variety of community service events. "A team that volunteers together stays together," says Bella. "We are strong believers that it takes a whole village to make an impact in a community like Harlem." e.terra has partnered with a number of community organizations like the Stanley M. Isaacs Center and Youth Action and Youth Build, two Harlem-based organizations dedicated to culinary training for young adults. E.terra hosts culinary interns from these groups at its two kitchen locations, providing free employee assistance.

Outside of the kitchen, the e.terra team volunteers with non-profits such as: Project Eats, to clear garden patches and grow produce that is sold at a steep discounts to Harlem residents and other economically challenged communities; God's Love, to produce and pack meals for NYC residents with medical conditions; and City Harvest, to help with food rescues around the five boroughs. Over 113,000 tons of food was rescued as part of this event.



Going forward, e.terra wants to continue expanding the services available to kitchen members, and is working on its next location. Delivery and retail services are on the horizon, as e.terra seeks to give first-market experience to cool, innovative brands cooking out of their kitchen. "Anything that can help get the word out and products into mouths," Co-Founder Bella says. One way they want to do this is by expanding to nearby college campuses—optimizing the help of an audience that is social-media focused and knows how to spread brand awareness to its peers (college students aged 18 to 24). E.terra is also hyper focused on building strategic partnerships with like-minded brands and organizations to bring positive change to the local Harlem community. It will co-host a series of Wellness Sundays in partnership with AeroFarms, Community Board 11, AKA Sorority, Inner Life, RIND and NAMI, among others, which will spotlight healthy lifestyles and nutritious eating, and bring further awareness to the plethora of talented chefs and brands producing out of e.terra.

E.terra is uniquely qualified and eager to help local chefs and food entrepreneurs get a leg up in their journeys and grow their businesses. They pride themselves on their unique approach to supporting food entrepreneurs, and on partnering with like-minded organizations to provide a platform for growth to all of their kitchen members. ■

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AWARD WINNERS

...IN THEIR OWN WORDS



THOMAS THAMAN **LIFETIME ACHIEVEMENT AWARD**

"It was a great honor to receive the 2022 AHF Lifetime Achievement Award. I am very grateful to the nominating committee for selecting me and especially grateful to my employer of 23 years, Eskenazi Health who allowed me to achieve heights I never dreamed possible because our Eskenazi Leaders provided us the autonomy to make creative and innovative decisions to achieve the goals of the organization.

AHF is such a unique organization because its membership consists of both business partners and operators to form a collaborative community. When we built the new Eskenazi Hospital, this partnership was so vital as a resource.

I did not get this honor by myself. I have been blessed with some incredible mentors throughout my 45-year career who helped shape the leader I became. Mentorship is such an important part in developing a career and we as leaders need to continue to focus on in our own team to help guide and shape those future leaders for our profession. Like our mentors guided us. We owe it to the profession to pass our knowledge on. I loved what I did and again, am truly grateful to those who helped me achieve my goals."



ALMARIE TALAVERA **FUTURE HORIZON AWARD**

"Receiving the AHF Future Horizon Award at the 2022 Conference was a significant milestone in my professional career. AHF has encouraged me to continue to pursue my dreams of being a future leader in the food service industry. I am incredibly grateful for the lifelong connections fostered at the Conference. I am also proud to be a member of AHF, as this organization continues to benefit our hospital and the future of this industry through innovation and education. The biggest honor goes to my fellow team at JPS Health Network since they have enabled me to get this far. I am excited about what is yet to come. Thank you!"



RANDY SPARROW **PARTNERSHIP IN LEADERSHIP AWARD**

"I would like to thank AHF and the Awards Committee for selecting ProHealth Care as the 2022 Partnership in Leadership award winner. This honor is very humbling when you receive an honor by your peers. I am very pleased that the committee recognized the outstanding leadership and support that the Food Service team receives from our Senior Executive Team. I would also like to thank AHF for their continued work they do in developing new programs that helps to keep our members on the cutting edge. Our Food Service management team looks to AHF, fellow operators and Business Partners for resources to help us in continuing to move our operations forward. The networking opportunities are such an invaluable resource and the willingness of members to share experiences and information is outstanding."



ANGELA O'NEILL, RD PRESIDENTIAL SERVICE AWARD

"I was so honored to have been selected by Chef Eric Eisenberg, our AHF President, to receive this special service award this year at our annual conference. Eric and I have known each other since the inception of AHF and worked together on my first committee assignment on the Culinary Competition Committee. Being a part of AHF National and our local NJ chapter for the last 12 years has definitely given me the ability to grow our business, improve our nutrition team and my enhance my leadership skills. Networking with fellow operators and business partners has been invaluable part of being able to get business done every day at our facility. I know who to reach out to when we are searching for products, equipment, technology and anything else that helps us grow and improve our business. Giving my time and expertise to the organization is so small compared to what I get back. I view AHF and its members as one of my family units and giving to family is incredibly essential."



Philadelphia/South Jersey Board of Directors at the AHF National Conference in Scottsdale, AZ, August of 2022

Left to right: Mary Cooley, Brian Dixon, Joseph Ludwig, Bart Napoli (Business Partner-RC Fine Foods), Dan Pino (Business Partner-FoodSpot), Dennis Brennan, Erik Shunk, Tom Cooley, Susan Kapun, and Shelly Chamberlain

Not pictured: Alice Barr, Scott Greenley, Carolyn Tobin, Susan Adams, Stephanie Torres, Lauren Perdulla, Danielle Kronmuller, Kevin Collins

PHILADELPHIA/SOUTH JERSEY ASSOCIATION FOR HEALTHCARE FOODSERVICE CHAPTER OF THE YEAR AWARD

"Winning the 2022 Chapter of the Year Award added to an already terrific National AHF Conference in Scottsdale. To be able to accept the award in front of our peers in the industry was amazing. We do want to thank those responsible for the achievements that earned this honor, namely the PSJAHF Board of Directors, our Business Partners and our General Membership. Special thanks go to US Foods Rep Alice Barr for organizing the Business Partner Show at our annual Symposium in March, and our Symposium Chair, Shelley Chamberlain from Good Food, Healthy Hospitals (GFHH)."

— Dennis Brennan
President

Philadelphia/South Jersey
Association for Healthcare Foodservice

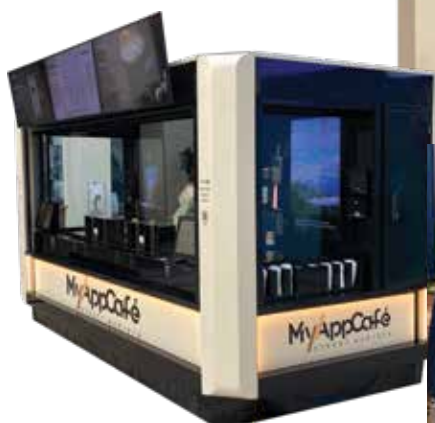


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² CONTAINS AN AVERAGE OF 120MG OF PROANTHOCYANIDINS (PACS) PER 8 FL OZ SERVING

³ MAKI K, KASPAR K, KHOO C, DERRIG L, SCHILD A, GUPTA K. CONSUMPTION OF A CRANBERRY JUICE BEVERAGE LOWERED THE NUMBER OF CLINICAL URINARY TRACT INFECTION EPISODES IN WOMEN WITH A RECENT HISTORY OF URINARY TRACT INFECTION. AM J CLIN NUTR 2016; 103: 1434-1442.

⁴ OZCAN E, SUN J, ROWLEY DC, SELA DA. 2017. A HUMAN GUT COMMENSAL FERMENTS CRANBERRY CARBOHYDRATES TO PRODUCE FORMATE. APPL ENVIRON MICROBIOL 83:E01092-17.

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PLANT-BASED FOODS:

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MEET THE NEW
FOOD LEADERS IN A
CHANGING MARKET





Plant-based meat, dairy, and eggs do more than help our hearts; they contribute to a sustainable food system in a retail world shaken by supply chain and inflation challenges.

Not long ago, if someone decided to avoid animal products their options were limited. At a restaurant you could get the pasta without the chicken; you simply avoided the deli section of the grocery store; you skipped the ice cream. Times have changed. You can now choose from a wide selection of dairy free ice cream flavors and not feel like life's a compromise. How sweet is that?

The last couple of years saw significant challenges for food suppliers and buyers. Nearly every food category was (and is) touched by pandemic implications, supply chain woes, and inflation. Even so, a surprising food category emerged seemingly untouched by market fluctuations and even motivated by consumer preferences. Today's plant-based food offerings are dynamic and constantly changing, and they are not showing signs of slowing down anytime soon.

LOVE (FOR MEAT AND DAIRY ALTERNATIVES) FINDS A WAY

So, what do we mean when we say 'plant-based foods'? Why are these products surging in sales? Who is buying?

The Plant Based Foods Association (PBFA) defines plant-based as 'foods made from plants that contain no animal derived ingredients'. The sustained growth in plant-based food sales this past year illustrates a strong consumer commitment to purchasing foods that taste great and align with their values and are better for personal health, the planet, workers in the supply network, and animals.

In fact, plant-based food retail sales grew three times faster than total food retail sales while conventional protein sales struggled with supply chain disruptions

and inflation. Despite a challenging economy, U.S. retail sales of plant-based foods grew 6.2% in 2021 over a record year of growth in 2020. The plant-based market now sits at an all-time high, valued at \$7.4 billion.

Plant-based milks are the largest category in this market. The growing assortment of beverages continues to benefit from product innovation combined with expanded merchandising space. Almond milk leads the pack, with oat milk following close behind. Key advancements in ingredient diversification and product development to improve taste, functionality, and nutrition keep sales steady.

The Good Food Institute (GFI) Research and Analysis Manager Karen Formanski confirms, "Product





innovation is critical for plant-based categories to continue to earn a larger share of the market. Getting more consumers to eat plant-based foods more often requires improved taste and texture to compete with animal products, more product diversity, and greater affordability and accessibility."

Not surprisingly the success of oat, almond, soy drinks, etc. has laid the foundation for rapid growth in other plant-based categories like ready-to-drink beverages, plant-based creamers, yogurts, cheese, ice cream, and frozen desserts.

The numbers show that consumers are happy to step out of the box when it comes to the milk we drink. While animal-based milk sales dropped 2% in 2021, plant-based milk dollar sales climbed, contributing to \$105 million in growth while animal-based milk's decline equated to a loss of \$264 million. Currently 42% of households buy plant-based milk, and 76% of buyers purchased it multiple times in 2021.

PLANT-BASED MEAT LAPS A RECORD YEAR ... AND DON'T FORGET THE EGGS

Plant-based meat options are nothing new, but they have gotten significantly more delicious and practical for the average consumer, and the numbers back that up. After record growth in previous years, 2021 plant-based meat dollar sales remain strong. The unit comparison between plant-based and conventional meat is striking: while conventional meat unit sales have grown 8% in the past three years, plant-based meat unit sales have outpaced that more than six times, growing 50% during the same period. More households purchased plant-based meat in 2021 than in the previous year, and 64% percent of buyers purchased plant-based meat more than once throughout the year.

Burgers led this savory category as the top-selling plant-based meat product. At the same time, the industry is responding to consumer desire for more

variety. The fastest growing plant-based meat products in 2021 were meatballs, chicken nuggets, tenders and cutlets, and deli slices. In fact, plant-based chicken was a growth leader in 2021 as more products that match the taste, texture, and appearance of animal-based chicken hit retail shelves.

While plant-based seafood options are on the rise, there is still significant opportunity in this category. Plant-based seafood accounts for just one percent of the plant-based meat market, compared to conventional seafood comprising a fifth of total meat and seafood sales.

Like plant-based milks and meats, plant-based egg products also experienced rapid growth in 2021. In the past three years, plant-based egg dollar sales have grown more than 1000 percent. With conventional egg dollar sales on the decline, plant-based eggs are another

"The potential impact of these initiatives extends far beyond the store shelf: By taking consumer concerns to heart, the industry is actively embracing its role as a key driver of change that moves us closer to a secure and sustainable food system."

— Julie Emitt

Senior Director
Marketplace Development
PBFA

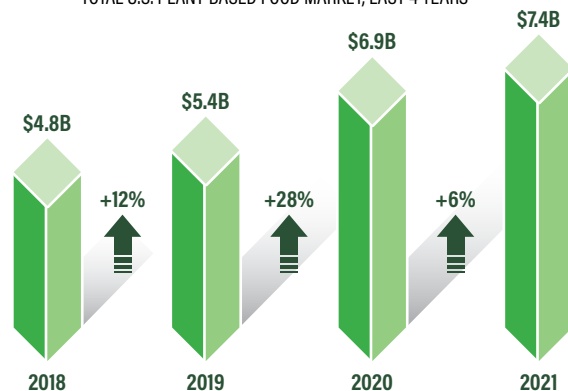
clear winner.

MEET YOUR CUSTOMERS

With the rapid scale-up of the plant-based industry, these products may soon be able to compete with

THE PLANT-BASED MARKET CONTINUES TO GROW

TOTAL U.S. PLANT-BASED FOOD MARKET, LAST 4 YEARS





their animal counterparts on price, further stimulating consumer demand.

The data shows 62% or 79 million U.S. households are now buying plant-based products (up from 77 million in 2020). Millennials and Gen Z, which make up 47% of the population and will continue to grow their spending power, show a particularly high demand for plant-based foods. These generations are also increasing their ecommerce spending the most, and ecommerce sales of total plant-based foods are on the rise. These consumers are motivated by an interest in foods that are healthier as well as deliver on positive environmental impact and social responsibility.

Jay Lovelace is the chief commercial officer of SPINS, a wellness-focused data company and advocate for the natural products industry. Lovelace says record inflation is now causing retailers to seek alternatives to better help consumers manage their shopping and wellness journeys. “SPINS data shows that plant-based products appear to be managing the economic issues in the U.S. better than many traditional retail products,” he says. “This is a trend we expect to continue throughout this year, and we encourage retailers to expand shelf space for all plant-based products.”

Julie Emmitt, senior director of marketplace development at PBFA, agrees: “The potential impact of these initiatives extends far beyond the store shelf: By taking consumer concerns to heart, the industry is actively embracing its role as a key driver of change

that moves us closer to a secure and sustainable food system.”

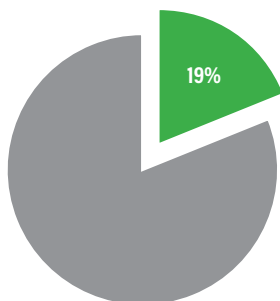
The demand for plant-based food products is impossible to ignore. These are products uniquely positioned to meet today’s consumer needs. Brands and retailers who can respond to the trend and offer innovative products and solutions will be met with grateful customers purchasing — and eating — in the name of enjoyment, health, and sustainability. ■



PLANT-BASED MEAT INROADS

TOTAL PLANT-BASED MEAT SALES AND PURCHASE PATTERNS, 2021

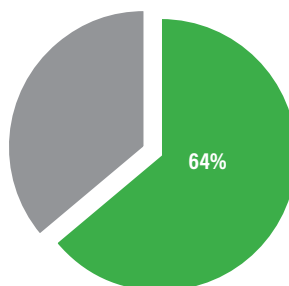
HOUSEHOLD PENETRATION



PLANT-BASED MEAT INROADS

TOTAL PLANT-BASED MEAT SALES AND PURCHASE PATTERNS, 2021

REPEAT RATE



SKOPOS HOSPITALITY'S GROWING NJ EMPIRE

BY ELENI FINKELSTEIN



Left to right: Brothers Dean and Tom Maroulakos of Skopos Hospitality.

Having gotten their start in craft beer and Broadway costuming, it's hard to believe that brothers Tom and Dean Maroulakos went on to own the seven-restaurant Skopos Hospitality empire! Back in 2013-2014, brother Dean had the opportunity to venture away from costuming to design a few bars that his boss was partnered with. At the same time, Tom was working as a craft brewer and bartender at High Point Brewing company in Butler, NJ, which helped familiarize the brothers with the bar hospitality scene. Their first project was the opening of Cowan's Public in Nutley, NJ where both of their parents were from and father tended bar at, proving a great homecoming for the siblings. The restaurant has an art-deco vibe with cocktail-centric and craft beer service, making it an ideal blend of both siblings' specialty backgrounds.

With Dean as the full-time creative director and Tom as CEO of the company, the last seven years have been interesting to say the least. In 2016, The Barrow House, Skopos' second location and farmhouse event venue, opened up in Clifton, NJ. In August of 2019, The Vanguard and Harrison opened, followed by Franklin Social and poorly-kept secret speakeasy, The Junto Attic Bar in December of 2019. Following the pandemic, the duo began slowly opening these locations back up along with Gus' Last Word in July of 2021, which was nostalgically named and modeled after their grandfather's 1950s-esque basement. This past April The Parkside Social, the newest of the Skopos locations, opened in Verona, NJ.

To owner Tom, hospitality is a feeling more than a word. It's all about creating a comfortable and warm environment that patrons want to keep coming back to. Each venue of Skopos Hospitality embodies a very specific aesthetic and environment in order for visitors to feel immersed in the theme. The Barrow House, which famously hosts a variety of events such as showers, weddings, and large dinners, is a traditional Americana farmhouse that is timeless in nature. On the other side of the spectrum, The Junto Attic Bar resides above Franklin Social housing limited seating, an intimate vibe, and features classic cocktails with creative twists.

Aside from owning and operating their empire, Skopos Hospitality is widely involved in the food and hospitality scene. The group participates in multiple charitable organizations and Tom serves on the board of the New Jersey Restaurant and Hospitality Association. The group also runs Gus' Snack Shack in Wood Ridge, NJ, which is an extension of Gus' Last Word and serves classic stadium food such as burgers and chicken fingers. The brothers just launched a catering organization as well.

The sibling duo of Skopos Hospitality is continually looking to expand, whether it be with replicated brands or unique new themes. For the time being, you can visit all of their locations for delicious food, beer, and cocktails! ■



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FOLLOW YOUR HEART

We live in a NEW world now, one that calls for transparency, honesty, and integrity. The world of masks, facades, toxic programming and shaming is behind us now. Being real (authentic) is the new cool. Being real means being hospitable.

Hospitality calls on heart work. Heart leadership, heart intentions, heart partnerships. Passion!

In work and at home, let your heart lead the way. There is a quote that says: "Man's longest journey is only eighteen inches long, from the mind to the heart." Although it's not an easy task for us humans to let our heart lead the way in such an ego-driven world, modern research is confirming what sages from the past knew; the heart can lead us through life with more accuracy.



For me, listening to my heart has been an innate way of living life, personally and professionally. I remember when I was faced with friends and family speaking fear into my dreams at the start of my company, ZeeTheCook, and I could still remember my heart screaming past the naysayers: "This is meant for you, this is your calling. Commit first, and you'll figure the rest out later," and I did. This fall I'm celebrating eight successful years at ZeeTheCook; my heart was right. Although challenging at times, my heart has never let me down. As I get older, I have developed an even closer connection with my heart because it has proven to me its accuracy through many situations and events in my life.

While the mind loves creating drama and playing catastrophic outcomes, the heart would never engage in such a thing. The heart is about love and trust. The



heart can influence the mind when the mind is calm and receptive. When the mind is scared of outcomes, it makes you waste time in playing ugly conclusions and consumes a great deal of energy robbing you from your innate creativity that could be used in more meaningful ways to solve the challenges ahead. The heart will always lead to inner peace. The more we practice connecting with and listening to our hearts, the more inner peace and joy we can cultivate. The voice of your heart is your true self.

In a Huffington Post blog by Deborah Rozman, president and CEO of HeartMath Institute titled Let Your Heart Talk to Your Brain she says: "Although the heart and brain are in constant communication, we can intentionally direct our heart to communicate to our brain and body in beneficial ways. When we experience sincere positive emotions, such as caring, compassion, or appreciation, the heart processes these emotions, and the heart's rhythm becomes more coherent and harmonious. This information is sent to the brain and the entire body neurologically, biochemically, biophysically, and energetically. You can shift into this coherent state to bring your mind and heart into harmonious alignment and have more access to intuition — often in less than a minute. It can take a little practice to do this on-demand, but it gets easier and quicker the more you do it." This powerful information is now available to us. We are in charge of shifting and changing how we feel moment by moment.

Train yourself to ask your heart questions and then "feel" the answers at the center of your chest. The feeling of "YES" is light and it brings inner peace. The feeling of your heart saying "NO" is heavy and unsettling. With practice, you get better at trusting the messages of your own heart. Ask yourself: "What does my heart say?" "What does my heart want?" and "How does my heart feel?" Once you receive the answers, it is important to honor the message and to follow its guidance.

Let your heart lead the way and create a truly joyful and peaceful upcoming season. ■

ZEETheCook

OWNER & MANAGING DIRECTOR ZEETHECOOK

ZEE MOUSSA, ALSO KNOWN AS "ZEE THE COOK" IS THE OWNER OF ZEETHECOOK CULINARY STUDIO IN METRO DETROIT, A SCHOOL OFFERING COOKING AND BAKING INSTRUCTION TO KIDS, TEENS, AND ADULTS. ZEE AND HER TEAM HOST IN-PERSON AND VIRTUAL CORPORATE TEAM-BUILDING WORKSHOPS, PRIVATE COOKING PARTIES, AND OTHER RECREATIONAL LIFE-SKILLS SERVICES.



HOSPITALITY STUDENTS GAINED VALUABLE EXPERIENCE DURING SUMMER

BY LINCHI KWOK, PH.D.

Many California schools' back-to-normal, face-to-face instruction plans were interrupted at the beginning of the spring semester due to new variants of COVID cases. It was not until this fall semester that we resumed most classes in face-to-face mode. At the beginning of the semester, I met a few hospitality students from the Collins College of Hospitality Management at Cal Poly Pomona who were excited to return to campus. I was curious about how our students spent their summer. I also want to know how prepared they are for school.

WHO ARE THE STUDENTS I MET?

I interviewed four students. They are:

- **Adrian Laksmono (AL)**, a senior from Toronto, Canada and a hospitality major with a lodging operation emphasis and a minor in finance.
- **Andrew Soel (AS)**, a freshman from New York and a hospitality major.
- **Demi Quevedo (DQ)**, a senior from Orange County, California and a hospitality major with an emphasis on event management.
- **Lex Fuller (LF)**, a junior from San Diego, California.

WHAT DID YOU DO OVER THE SUMMER TO PREPARE FOR A NEW ACADEMIC YEAR?

- **AL:** "I completed an internship at the Ritz Carlton, Half Moon Bay. I got to experience food running, serving, service assistant — a fancy word for busser — and posting. I also (want to) shout out the managers there."
- **LF:** "I worked at the La Jolla Shores Hotel. I was a front desk agent there over the summer, and it was very fun... I also prepared myself by learning a lot about the industry with my managers and stuff on my own job that allows me to excel with a lot of these programs."
- **DQ:** "I was a front desk agent at the J.W. Marriott Anaheim Resort. That was fun!"
- **AS:** "I had the opportunity to work in a limited-service property back in New York. I had just a ton of opportunities to work through different departments and see everything that the property offered."

WHAT FUN ACTIVITIES DID YOU DO OVER THE SUMMER?

- **LF:** "I went to Lake Tahoe. I explored that side of the hospitality industry by staying at a lodge up there. And then I went down to San Francisco, exploring

the city. It was my first time there, so it was a very different experience from San Diego. At the same time, it was a lot of fun."

- **AL:** "I went to a music festival by myself. Something I would never do before, and I think that's pretty cool."
- **DQ:** "I went to a lot of Dodger games. I'm a big baseball fan, so I went to Dodger Stadium."
- **AS:** "I traveled to Europe. I saw London, Paris, and Ireland. I got to see [many different types] of hospitality."

WHAT DO YOU LOOK FORWARD TO IN THE NEW SEMESTER/ACADEMIC YEAR?

- **AS:** "I am super excited to finally be on campus, and the weather (in Southern California) is just such a great way to really get me out every morning and up the hill!" (The Collins College is located on a hilltop on the Cal Poly Pomona campus).
- **LF:** "I am looking forward to the semester. I'm taking 15 units, and they are exciting in-person classes, so I can't wait to get involved... I am excited to take a lot of different classes like the STR Market Competition and stuff like that. They are very focused on the number side of hospitality... I am [also] taking a professional cooking class now. So, I did a lot of cooking."
- **AS:** "I am super excited to see everything that Collins has to offer. I'm really lucky this semester to be able to take a super awesome course relevant to STR and data analysis, so I'm really enjoying the numbers side of hospitality."
- **AL:** "I am just living my life at Collins by going to different conferences and being involved on campus. I'm excited to see the people again because I know we're fully back in person. Like the other day, I saw someone I had not seen since the first year."
- **DQ:** "I am just looking forward to gaining a bunch of new knowledge throughout my classes, making some new friends in my last year, and getting more involved on campus for sure."

POSITIVE ENERGY GIVES US HOPE

Although these four students represent a tiny group of hospitality majors, it seems they all gained valuable experience in the hospitality industry while having fun over the summer. I could feel the positive energy from these students. And I am with these students, looking forward to an exciting semester and a new academic year. A bright future is waiting for all of us! ■





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HISPANIC RESTAURANT ASSOCIATION ANNOUNCES KEY DATES

HISPANIC RESTAURANT WEEK AND HISPANIC TOP CHEF EVENTS



The Hispanic Restaurant Association (HRA), a Denver-based non-profit that advocates on behalf of and educates the Hispanic restaurateur, announced the launch of its Hispanic Restaurant Week from Thursday, September 22 – Monday, October 3 and its second annual Hispanic Top Chef ticketed event on Saturday, October 15 at the CSU-Spur Terra Building from 11:30am – 5:00pm. The events are held in celebration of Hispanic Heritage Month, September 15 through October 15.

Hispanic Restaurant Week was created this year to encourage the public to visit their favorite Latin restaurant during the week. Guests are asked to simply take a picture of the Hispanic/Latin food/drink they are enjoying, tag the restaurant and tag/follow @hra_national and @coloradofoodmagazine.

The HRA, along with OCN Eats, kicked off the week with a Food Truck Festival on Thursday, September 22 from 5:00-8:00pm at 6200 S. Syracuse Way in Greenwood Village. Luchador, Mi Rey Social, Tulas Tapas, Bits N Pieces, Cilantro and Perejil and The Road Runner are participating.

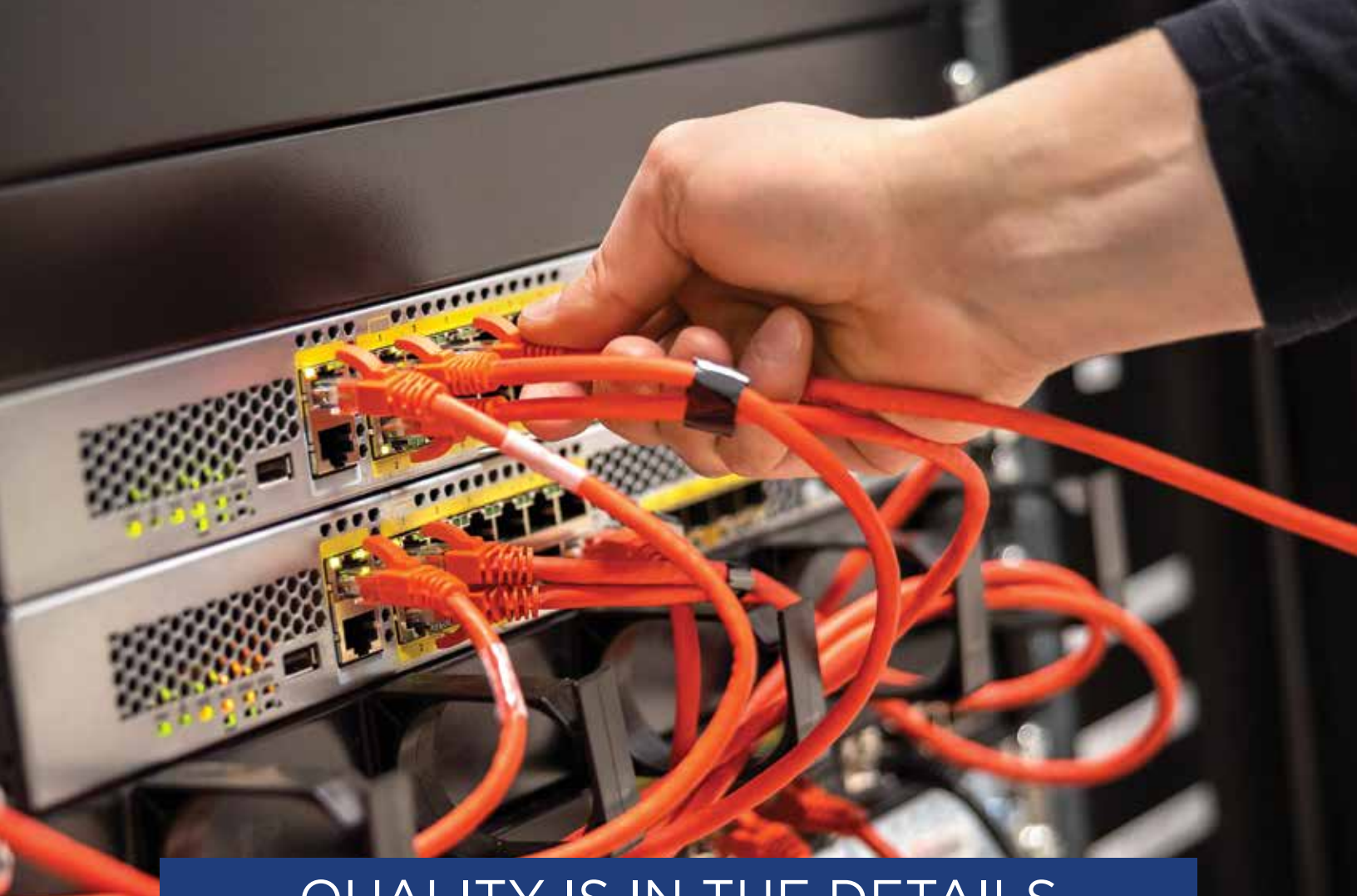
"We are excited to launch Hispanic Restaurant Week to benefit small, independent restaurant owners with zero cost to the owners. You don't have to be a member of HRA or purchase a ticket to enjoy this week; it was created to raise awareness and to encourage the public to visit their favorite Hispanic/Latin eatery," said Selene Nestor, co-founder of the HRA.

Hispanic Top Chef is the Latin fine foods' culinary event of the year and features chefs from across the U.S. who compete. The judges include Pablo Aya, once the Executive Chef of Master Chef Mexico; Manny Barella, James Beard Award nominee, 5280 Magazine Editor's Choice Top of the Town Chef for 2022, and Executive Chef at Denver's Bellota which is located at the Source Hotel; and Dana Rodriguez, James Beard Award nominee and Denver-based restaurant owner/executive chef. Betty Vazquez of Master Chef Mexico fame and one of the most well-known judges in Latin America participates as an honorary judge.

The event features fine cuisine and food tastings from other Hispanic Top chefs, along with wine, mezcal, and tequila. Tickets are \$65 per person. VIP tickets are \$125 per person and include a special meet and greet with some of the chefs on the roof overlooking the Denver skyline with some special tapas and cocktails. There is also a silent auction to benefit the HRA. This is the second year HRA has hosted this event.

"Both of these events provide a platform for the Hispanic chef and for us to educate the public about their talents," said John Jaramillo, co-founder of the HRA. "Latinos make up a majority of the restaurant community and are considered to be the backbone of the food service industry, particularly the labor or back of the house. We are here to give them a voice and get them out of the shadows and into leadership roles." ■





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THE IMPORTANCE OF UNIFORMS IN THE HOSPITALITY INDUSTRY



When you go to a hotel or restaurant, you can easily identify the employees because of their uniforms. Aside from this, have you ever wondered why uniforms are so important in a service business? If you want your business to thrive in the hospitality industry, you need to consider the benefits of uniforms, and how they can be a vital part of your branding.

BENEFITS OF UNIFORMS

What are the benefits of uniforms in the hospitality industry? Aside from allowing customers or guests to easily pick out the professionals inside the establishment, there are several benefits to implementing a uniform policy.

SOLIDIFY YOUR BRAND

Uniforms across any industry are meant to represent your brand and brand concept. When a customer walks into your business, your employees' uniforms are the first impression guests receive. Khakis and a t-shirt look more casual and tell your customers that you run a laid-back establishment. Black pants and a button-up are more formal and convey a more upscale customer experience. Uniforms are an easy way for customers to interpret what they should expect from your hospitality business.

TEAM SPIRIT

Uniforms also level the playing field for your employees and give them a feeling of being valued team members.

When all of your employees represent your business's core values at work, they will feel like they are a part of a unified team.

It is vital that your employees feel like they belong to your business. Uniformity in this way will encourage them to provide the best service for your customers. And when your customers are happy, they will be more likely to use the services your business provides, over and over again.

INCREASED PROFESSIONALISM

Customers will take your business and the employees more seriously when they see the staff in uniforms. They make the work environment appear more organized. Uniforms also give customers a sense of your workplace hierarchy, so if you have distinct uniforms for varying levels of employee status, your customers can identify each staff level more readily. In tandem with branding, uniforms encourage your employees to maintain professionalism when they interact with customers. When employees understand how you wish to present your brand, they will have the tools for accurately representing business ideals.

QUICKLY IDENTIFY STAFF

Above all else, hospitality businesses must provide good customer service. If your customers don't know who to approach with their concerns, they won't feel they received acknowledgment or consideration in your establishment.

Uniforms prevent any confusion among customers and encourage a seamless service experience. Your customers will be able to identify who is who and have their needs met promptly. People outside of the service industry might overlook this element, but this is arguably the most crucial benefit of uniforms for employees.

A HEALTHY AND SAFE ENVIRONMENT

Hand-in-hand with the previous elements, hospitality uniforms are also meant to protect your employees and your customers, facilitating a more hygienic work environment. This approach results in both your employees and customers having protection by taking a precautionary approach to presentation.

For example, chefs must wear caps and aprons. Such measures keep hair from falling into your customers' food before eating. And your chefs will avoid nasty



spills and stains from touching their clothes. Across the hospitality industry, employers will often require that their employees wear non-slip shoes to keep from slipping and falling, preventing all sorts of costly accidents.

STAYING FOCUSED

Uniforms are often a good way to keep your employees focused on the task at hand. It is a physical reminder that they are at work, and keeps them in the right frame of mind. And when your employees are in the right frame of mind, your customers will notice. Uniforms are an all-around great way to improve your business's customer service.

Overall, uniforms go a long way to help your business stand out in the crowd. They bring your team together, and your customers will have a more positive outlook on your brand. Now the question is what uniform works for you, and what are your options for quality uniforms?

THE RIGHT UNIFORM FOR YOUR BUSINESS

Professional uniforms show that your business cares about its image. So what options are available to you?

Embroidered Workwear

You can easily make your uniforms more personal by ordering embroidered workwear. Plenty of businesses that offer custom embroidery, so your uniforms feel personal. With the right embroidery, your uniforms will stand out, and customers will remember your business. Whether you need button-ups, t-shirts, or scrubs, you can show off your business's name or logo.

Work Uniforms

Sometimes hospitality businesses need a full uniform. Chefs need a shirt and apron, hotel staff needs a shirt and pants, and themed locations need a whole ensemble for their employees. Even if your business doesn't require a full employee uniform, an ensemble makes your business look more professional. Uniforms help customers take your services more seriously and view your employees in the same professional light. It is also important to consider how the right color pairing will make your brand easily identifiable.

Uniform Shirts

For a more laid-back work environment without too much fuss uniform shirts are the perfect option. The laid-back uniform can help customers feel like your employees are more approachable and that your services are more accommodating. Even when your employees don't have a complete uniform, a wardrobe requirement still makes your team members feel unified.

MAIN TAKEAWAYS

An employee uniform could greatly affect whether your business successfully presents itself to customers. Uniformity sends a message about your business and makes your employees more confident in their skills. When your employees are confident in your brand and its services, your customers will notice the commitment, and your business reaps the benefits. Customer service is vital in the hospitality industry, and uniforms can influence how customers feel about your products or services. If you want to elevate the customer experience regarding your business, you should consider implementing a uniform for your employees. ■



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HOW TODAY'S MANAGERS SHOULD HANDLE THE NEEDS OF THEIR ORGANIZATIONS

Until recently, operators presumed that requiring a degree in culinary arts or hospitality, combined with work experience with a company that offers similar services, would translate to hiring someone with the skills required for the job. As many of us have learned, that is not always the case. In fact, you might end up with someone who shows up with inconsistent or poor skill sets. Let's face it, skill sets have nothing to do with attitude and a willingness to be a team player.

What we have learned over the past few years is that most people look at foodservice and hospitality jobs as a dead end with no career advancement. We saw a mass exodus from the industry. Managers resigned or retired at an unprecedented rate, and hourly employees left because they felt underappreciated with no support from their bosses. The lesson learned is that leaders and managers need to hire for attitude and come up with ways to improve engagement and career development opportunities. But this will take a willingness to change how they view their frontline staff and embrace technology.

In an article published in March 2022 by Jacquelyn Bulao for techjury.net, the growth of technology is simply mind-blowing. Globally, there are over 1.35 million tech start-up companies; internet adoption globally is at 59%; data processing capacity doubles every 18 months (yes, months, not years); and close to 5 billion people use the internet and cell phones. By 2025, 75 billion devices will connect to the internet.

The foodservice industry has seen its share of technologies that have made food production easier, more consistent, and much safer. Just in the last few years we have seen temperature monitoring systems for refrigeration and other equipment. Electronic control panels have become common, many pieces have become ventless, energy saving equipment has become the norm, and let's not forget all the technology used to build this equipment and the tools we use every single day.

Technology will be the way we adapt to a smaller workforce and shifting demographics. Whether you embrace it today or put it off until tomorrow, there is no way staffing levels will ever support all the needs of a large foodservice operation without being tech forward. The lower staffing levels we see now will continue for many until they improve their culture and

embrace change. It is the adoption of technology that will make for a better work culture, improved employee engagement, and the ability to provide well-prepared food with great service to customers.

ONLINE TRAINING WITH PINEAPPLE ACADEMY

Knowledge is power, but the training practices in hospitality and foodservice are often outdated or have been reduced to the irreducible minimum. Many operations only focus on "regulatory compliance" and not the business of food and service. The good news is that online training has exploded in the last couple of years. There are many options available to train staff on subjects ranging from culinary arts to customer service to management skills. Training programs can be accessed from smartphones, tablets, and computers.

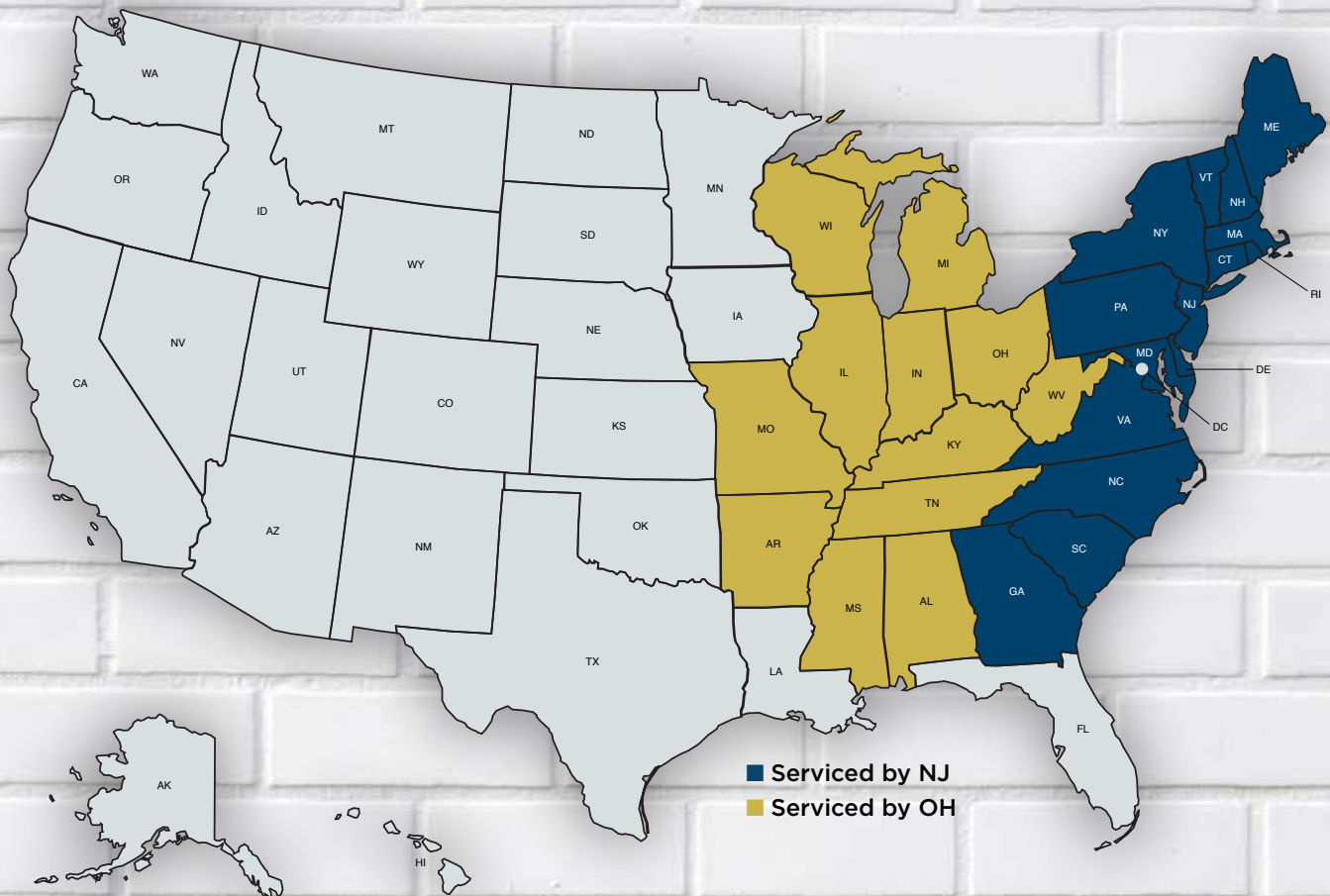


Pineapple Academy (www.pineappleacademy.com) is one of those new online training solutions that provides operators the tools to train frontline team members. Pineapple Academy focuses on the fundamentals by providing short task demonstration style videos of 5 minutes or less. New hires can be onboarded and given a training lineup that will make them job-ready faster and more consistently. The days of shadowing the most senior person on the team to learn on-the-job is old school. It is inconsistent and does not provide the training and knowledge required to make a new team member feel empowered and welcomed. Assigning a new hire their own tailored training lineup will give them the opportunity to start their new job with tools for success and give them a clear career path. All courses are delivered by industry experts. For more information on what courses are available and to view the platform, follow the link: my.pineappleacademy.com/signup/business



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BATTLE OF THE PASTRIES

On September 17th Mr. Ciampa and Mrs. Costa celebrated their wedding with family and friends at the amazing Chateau Briand in Long Island, New York. During their precious ceremony, there was a Battle of The Pastries between Sfogliatella and Pastel de Nata's. The interesting story behind this union is that the beautiful bride, Deborah, comes from Portugal while the groom, Michael, comes from Italy. The battle was waged against these countries' respective delicacies and the guests were ready.

It was a neck-and-neck battle but, Pastal De Nata's from Portugal took the lead and won as most preferred! ■



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NYC HOSPITALITY ALLIANCE CELEBRATED ITS 10TH ANNIVERSARY

The Hospitality Alliance celebrated their 10th anniversary on September 20th at Slate NYC. Andrew Rigie took center stage to announce how the strength of the alliance helped them to overcome the difficulties of the past year. Despite many hardships, NYC restaurants and nightlife are back and flowing with much action and activity. Those in the restaurant and nightlife scene came out to support this alliance with special guest appearances by Mayor Eric Adams and Mayor Bill De Blasio. In the words of the President of Hospitality Alliance, Melba Wilson, "Food is the source of bringing everyone together." ■

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ACF LONG ISLAND CHAPTER HOSTS SEPTEMBER MEMBER MEETING

The ACF Long Island Chapter had a great start to their first member meeting of the season! Held at the Melville Marriott, Long Island professional chefs gathered to view the educational demo presented by Gotham Seafood. With fresh Icelandic cod loin, shellfish, and smoked salmon, Gotham Seafood is positioned to meet all their customers' seafood needs. Woodland Foods and Sunrich USA also spoke about their speciality grains and fresh pre-cut fruit.



President Chef Paul Jensen gave a special shoutout to the student winners from the National Competition in Vegas: Kennedy Graves (team captain) Jeovany Adames, Thomas Bradburn, Frank Costantino, Jr., and Kaylynn Figueroa. ■



HANYC KICKS OFF FALL 2022 WITH AN END OF SUMMER CELEBRATION

HANYC began the season with their End of Summer Celebration at Slate in New York City. This event was exclusive to HANYC Hotel and Allied members. Many came together to network, discuss business, and enjoy a game or two of ping pong at the venue. President and CEO Vijay Dandapani was there to greet members and converse with those who belong to all facets of the Hotel Industry.

The next event will be November 17th at InterContinental New York Barclay for all members. We all look forward to a prosperous year networking and building together. ■



GET TO KNOW THE PHILLY-SOUTH JERSEY CHAPTER OF AHF

The Philadelphia-South Jersey Association for Healthcare Foodservice (PSJAHF) chapter is made up of food directors, managers, chefs, dietitians, and healthcare executives who wear many hats. They are problem-solvers, innovators, educators, trainers, and leaders.

We are proud of our chapter's impact locally and on the national scene through AHF involvement. We received the "Chapter of the Year" award in 2020 and 2022, recognizing the local chapter that promotes the overall mission of AHF. Brian Dixon, our incoming president, received the 2020 "Future Horizon" award, recognizing managers who are new to the industry and demonstrate future growth through contributions to their hospital and community. PSJAHF members Brian Dixon, Brianne George, and Emily Newhard of Geisinger Health System were selected as finalists in the culinary competition. The team traveled to Scottsdale, Arizona, for the 2022 AHF National Conference, as one of the five finalists to compete in the live culinary competition, receiving an honorable mention for their dish. Both locally and nationally, there are numerous ways to connect and get involved!

WHAT'S COMING UP?

Finishing out 2022, throughout the month of November we will be conducting our board of directors' and officers' election. A call for nominations will go out to our membership the early part of November, and the election will take place the second half of the month. Our annual holiday party will take place in the King of Prussia area, usually around the weekend prior to Thanksgiving. This is an excellent informal time for our members and partners to get together, have fun, and enjoy great food.

Throughout the month of December we will be releasing our annual student scholarships, where PSJAHF invites local students to apply for our two scholarships. Both are worth \$1,500: one is awarded to a student working on their Register Dietician "RD" certification, while the other is for students earning their Certified Dietary Manager "CDM" certification.

On March 10, 2023 we will be hosting our 48th annual symposium at the Sheraton Bucks County, Langhorne, PA. This prominent one-day event features

presentations and panel discussions from industry experts sharing trends, tips and best practices. There are networking opportunities, and a jam-packed business partner/vendor show. Attendees will earn eight CEU's, (including one food safety/sanitation credit) approved by the Academy of Nutrition and Dietetics (AND) and the Association of Nutrition and Foodservice (ANFP).

COMMUNITY IMPACT

With the tremendous support from our members and business partners, through their support of our annual symposiums, along with personal donations from our board of directors, PSJAHF has donated over \$10,000 to deserving organizations that will not only have immediate impact in our local communities, but also across the world. In 2022 alone, PSJAHF donated \$4,000 to the Bethany Slavic Ukraine fund, where just an \$18 donation feeds a family of four for three days. Another \$4,000 was donated to Saint Francis Inn, a community that ministers to the poor and homeless in the Kensington Avenue of Philadelphia, the epicenter of the opioid crisis in the United States. \$1,000 was donated to the Northeast Pennsylvania Weinberg food bank, along with another \$1,000 to World Central Kitchen, specifically assisting in the Ukraine fund.

Our total community donations for 2021-2022 comes to \$17,500. This is a direct result of the generosity and support of our members and business partners.



LOOKING AHEAD

As we close out 2022 and look towards 2023 and beyond, one of the key areas we will focus on is continuing the mission of providing value, tools, resources, and solutions to our members in this fast paced, post-pandemic industry. Developing fresh ways to grow our membership, enhance our business partner relationships, while continuing to provide new ways for our members to network, collaborate and strengthen our "self-op" industry. We are looking forward to what 2023 and 2024 will hold for our chapter. We are working on some new concepts, developed directly from membership feedback, and are excited to roll out these new member resources.

Check our website often for announcements, helpful resources, specific dates, locations, and RSVP details for all of our meetings and events. ■



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my.pineappleacademy.com/signup/business/



UPCOMING EVENTS

OCTOBER

9

WELLNESS IN HARLEM - A FREE COMMUNITY EVENT WITH TASTY FOOD TO TRY!

October 9, 2022

La Placita

116th St. and Park Avenue, Harlem, NY

eventbrite.com/e/wellness-in-harlem-a-free-community-event-with-tasty-food-to-try-tickets-425287826337



OCTOBER

13-16



NEW YORK CITY WINE & FOOD FESTIVAL

October 13-16, 2022

New York, NY

nycwff.org

MILE HIGH MOMENTS *Elevating Experiences in Workplace Hospitality*

SHFM NATIONAL CONFERENCE

October 17-19, 2022 | Sheraton Denver Downtown Hotel | Denver, Colorado

shfm-online.org/2022

OCTOBER

24

LOVE, CHARLIE: THE RISE AND FALL OF CHEF CHARLIE TROTTER

October 24, 2022

Manhasset Cinemas

430 Plandome Rd., Manhasset, NY 11030

<https://rb.gy/zymmvt>

NOVEMBER

14



NYSRA 2022 RISE AWARDS

November 14, 2022

Turning Stone Casino

5218 Patrick Road

Verona, NY

web.nysra.org/events/2022-RISE-Awards-1355/details

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