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As mask mandates spread...

Training provides restaurateurs with de-escalation strategies



Foodservice Training Portal, a leading provider of online learning tools for the foodservice and hospitality industries, is pleased to announce the public release of its newest course, Smart Tactics eStart™. Using recommendations and de-escalation protocols from leading crisis management organizations and law enforcement, this online micro-training provides de-escalation strategies for restaurants and foodservice employees to use when dealing with and adhering to mask protocols.

Customer mask mandates are spreading among states across the country. At the same time, viral videos and news reports of anti-mask customer outbursts reveal another threat to worker safety created by COVID-19. Employers risk liability for not protecting their workers from customer harassment based on race or other characteristics protected by federal civil rights law. According to Baruch Fellner, a veteran workplace safety lawyer who represents employers for Gibson Dunn

& Crutcher, "Employers could insulate themselves from OSHA citations related to customer outbursts over mask policies by adopting virus-protection protocols that mirror guidelines from the CDC and industry standards."

Foodservice Training Portal provides this type of training through its existing Healthy Habits eStart™ course. Healthy Habits eStart™ is online infectious disease awareness training for employees that uses CDC, FDA and NIH recommendations & protocols to educate on best practices in the foodservice and restaurant workplace. The course provides staff with critical information to respond to and prevent the spread of viral illness- the common cold, flu and COVID-19/Coronavirus.

Now, as a companion to Healthy Habits eStart™, Foodservice Training Portal is releasing Smart Tactics eStart™. The CDC recommends that people wear face coverings while in public to reduce the spread of the coronavirus. However, 16% of U.S. adults said they hardly ever or have never worn a mask inside a store or other business during the past month, according to the Pew Research Center. Foodservice employees are left to deal with potential customer abuse, difficult conversations

See DE-ESCALATION page 13

Waters Edge Wineries signs Florida franchise expansion agreements

Rancho Cucamonga, CA – Waters Edge Wineries®, an innovative urban winery system bringing the cultural experience of wine to communities across the country, has recently announced it has signed a new agreement with existing owner Hayes Wineries LLC, to open two additional Waters Edge Winery & Bistro locations in Tampa, and St. Petersburg. These locations will join 11 others currently open and operating throughout California, Colorado, Ohio, Oklahoma, North Carolina, Montana and Texas. Owned and operated by real estate developer Mike Hayes, Waters Edge Winery & Bistro of Tampa and Waters Edge Winery & Bistro of St. Petersburg will both open in 2021, bringing unique experiences to wine lovers on Florida's West Coast.



"We are excited to continue our expansion across Florida, working closely with Mike and his team to bring the Waters Edge Wineries concept to Tampa and St. Petersburg next year," said Ken Lineberger, president and CEO of Waters Edge Wineries. "We look forward

to providing these communities with a new wine bar and bistro that is perfect for individual tastings, small group outings, private events and more. Under Mike's leadership and guidance, we know these new locations will be fun, inspiring settings for those who live in or are visiting Southwest Florida."

Following a successful career as a real estate developer in Illinois and Florida, Hayes became interested in pursuing a new venture in the wine industry, which led him

to sign his first Waters Edge Winery franchise agreement in January 2020. Through that agreement, he is currently developing his Jacksonville, Illinois location, which

See WATER'S EDGE page 11

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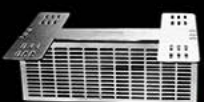
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Appell Pie

What are you doing?

Howard Appell ♦ Today's Restaurant Publisher

The beginning of September marks the sixth month of the "lockdown" caused by the COVID19 Pandemic. I find myself doing things now that was not in my normal routine before the virus.


My sleep pattern has been altered as some days I wake up at four or five in the morning and can't go back to sleep because like all people who own, operate or manage a business I review the list of things I need to do the following day. I fight with myself to stay in bed and not get up to begin my day. Technology has made it easier to do things but I have more things to do now and many more hours to do them. Remote working conditions allow me to work longer hours and work when I can. The virus has seen to that.

Scheduling has been thrown out the window and new habits have been formed. Being in a business like Today's Restaurant News and all of the additional services we provide tends to keep me on a monthly and weekly schedule. Getting each month's issue out on time has stabilized that feeling of the unknown many of us have had to live with.

My day now begins with watching the news at seven to see if the world is still intact and then beginning my work day of emails, phone calls and Zoom meetings. I happen to like virtual meetings when the platform works properly. Around ten I stop for breakfast and check the news on TV again. Back to work by ten thirty until one PM and break for lunch and TV news again. By this time I'm full of political fury and ready to take on the balance of the work day.

Without sports on TV and the summer television rerun schedules it's been rough to keep myself entertained at night but one night scrolling through hundreds of cable channels with nothing of interest to me, I came upon ME TV which re broadcasts old series from the sixties and seventies. With my DVR box at the ready I began recording black and white episodes of The Alfred Hitchcock Hour and the private eye series from the early seventies, Mannix. The Hitchcock hour is basically a "who done it" story and it's really amazing to watch and see how the word has changed so drastically. No cell phones, computers, or Social Media to speed life up. How simple life was back then. Not really just slower communication and different ideals.

Mannix on the other hand is a cool private eye, Joe Mannix, with contacts in the police department of Los Angeles and the underbelly of society. He drives cool cars and has a different plaid sports jacket for each scene. I had a jacket and car that looked like his. In every episode he either gets hit in the head and falls unconscious or is shot at by the bad guys with no ability to hit the target. He never gets a concussion though. It's pure escapism that I watch until one AM and then I pass out.

Why am I telling you all about my day? I thought instead of thinking about the virus and hearing about politics you might enjoy hearing that other people are going through the same things you are. If it gives you any comfort to know you're not alone in this crazy world and we will get over this period together, I'm glad I wrote it. 

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(561) 620-8888 ♦ Fax (561) 620-8821
howard@trnusa.com ♦ www.trnusa.com

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PUBLISHER	Howard Appell
ASSOCIATE EDITOR	Wesley Paul
CONTRIBUTING EDITOR	John Tschohl
CIRCULATION MANAGER	Eric Spencer
ADVERTISING MANAGER	Howard McKinney
ART DIRECTOR	Jim Pollard
SALES MANAGERS	Terri McKinney
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What's Going On

Important new products, corporate news and industry events

Berner International, North America's leading air curtain manufacturer and innovator, has developed the **PureAir Package™**, an air purification system for air curtains to help buildings combat the COVID-19 pandemic while supporting sustainability goals. The Berner PureAir Package™ complements the built environment's indoor air quality (IAQ) and disinfection efforts by deactivating viruses, killing bacteria, and neutralizing a space's airborne volatile organic compounds (VOC), as well as allergens and other biological contaminants such as mold spores. This is the industry's first air curtain to include needlepoint bipolar ionization (NPBI) technology, enabling users to safely disinfect and purify the air in the space, beginning at the doorway. Berner International LLC –berner.com– is a 60-year-old U.S. manufacturer and a leader in the air door/air curtain equipment engineering and manufacturing industry. Berner is a member of the U.S. Green Building Council, The Green Building Alliance, the Air Movement & Control Association and the American Society of Heating, Refrigerating & Air Conditioning Engineers.



On August 12, the **Florida Restaurant and Lodging Association (FRLA) Palm Beach Chapter** was joined by **Palm Beach County Mayor Dave Kerner** to distribute **50,000 complimentary washable, reusable cloth masks** to local hospitality employees at a regional giveaway event. The event was part of a new effort, recently launched in Miami, to provide masks to hotel and restaurant workers across the State of Florida and is a joint initiative of the U.S. Department of Health and Human Services (HHS) and the Florida Restaurant and Lodging Association. To date, HHS has donated nearly one million masks for distribution to hospitality employees across Florida.

◆ **Jeremiah's Italian Ice**, the Florida-founded franchise concept, has awarded an additional 224 units this year to 8

Area Representative Partners across the country, 193 of these units awarded in the month of April alone. The new agreements will be bringing Jeremiah's Italian Ice to new markets across Florida, Georgia,

Louisiana, Mississippi, Alabama, South Carolina and Tennessee.



“With more than a dozen models on the list, the **Lexus series display cases** are the most complete series of glass display cases on the market.” The Lexus series comes in single or multi-door applications and narrow door to wider door width. There is a

solution for every need. “Our frozen displays are ideal to merchandise Gelato, Ice Cream, Frozen Cakes, Popsicles, Frozen Desserts. While our refrigerated display cases can display a large array of products from pastries, cakes, chocolate, drinks, wines, prepared foods, to dry aged meat, says the company.” GTI Designs Group can be emailed at info@gtidesigns.ccsend.com, or visit them online at gtidesigns.com.



◆ **Catania Oils**, leading processors and packers of plant-based oils, has launched two new products, **Catania Oils All Purpose and Multi-Purpose Cooking Sprays**. The recent announcement highlights Catania's pledge to deliver innovation and quality products to all its customers; in this case, restaurateurs who want a more convenient way to cook or prevent foods from sticking to cooking surfaces like pans, grills and waffle irons. Catania Oils All Purpose Vegetable Spray is perfect for everyday cooking, including baking and light sautéing. The soy-based light cooking spray is a convenient alternative to bottled oils and its

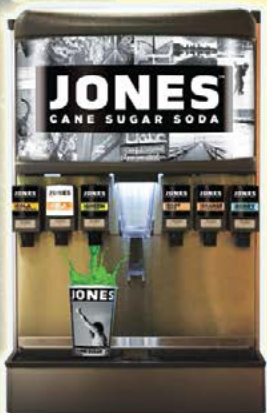


See **WHAT'S GOING ON** page 6



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Customer service myths: If you believe them, you're in trouble

John Tschohl ♦ Restaurateur and founder of BellyMelly

If I were to ask 100 CEOs to define customer service, I would guess that 97 of them would say this: Customer service is providing the customer with service that is fast, accurate, and courteous. While those are indeed elements of customer service, there is more to it, so much more.

Customer service is a moving target; it is whatever the customer thinks

it is. That includes quality products, convenience, competitive prices, timely responses, reliability, a personal touch, and knowledgeable employees. Customer service means doing what you say you will do and doing it when, if not before, you say you will do it. It is operating on the belief that no transaction is complete unless the service customers receive is sufficient

enough to motivate them to return.

Most CEOs and other executives don't fully understand customer service and its huge impact on sales and profits for their organizations. They don't understand what they should (and shouldn't) do in order to provide the best possible service to their customers. In fact, many of them have false beliefs when it comes to customer service.

Here are three myths that hamper organizations throughout the world in their efforts to provide exceptional customer service and, in the process, to attract and retain customers:

So, you're probably asking, what will motivate my employees to provide better customer service?

1. Adding employees improves customer service.

You can add all the people you want, but it won't improve your organization's customer service. More doesn't necessarily equal better. Too many organizations have too many under-performing employees; you need to weed them out. In developing countries, the typical company has at least 25 percent more employees than it needs.

If you have 50 employees and add 50 more, all you've done is double your workforce. But, if you have 50 employees who are focused on customer service, who are knowledgeable, enthusiastic, and have positive attitudes, you will have a winning team. If you train those employees in the art of customer service and support that training by giving them the tools they need to take good care of your customers, you will see your sales and profits skyrocket.

2. The more you pay employees, the more committed they will be to customer service.

Increasing employees' pay will do nothing more than eat into your organization's profits. I've addressed this myth for more than three decades to clients throughout the world, stressing to them that money is not a motivator. It will not change an employee's behavior. If you doubled every employee's salary tomorrow, it would not improve customer service, and in 30 days you'd be out of business. If you have employees who do not provide good service, who are not committed to taking care of your customers, what you pay them will not change the way they operate.

So, you're probably asking, what will motivate my employees to provide better customer service? The answer is this: Recognition. There is no stronger motivator than positive reinforcement and public praise. Think of it this way: If you are a parent trying to teach your young child to put away his toys at the end of the day, what do you think will be the stronger motivator—a dime each time he does so, or constant praise, especially in front of family and friends?

If you recognize the efforts of your employees who go above and beyond to take care of your customers, they will seek continued recognition by improving the service they provide. A \$200 bonus would be gone in a day or two, but a word of praise will live on indefinitely. Recognition is the most powerful motivational tool you have—use it.

3. Your employees are empowered.

This is more than a myth; it's a delusion for most managers and executives. Empowerment means that your employees have the authority to do whatever it takes to immediately solve a customer's problem—to the satisfaction of the customer, not the organization.

In order to empower your employees, you must train them and give them the skills they need to take such good care of your customers that they wouldn't think of doing business with

See **JOHN TSCHOHL** page 7

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Hickory Smoked BBQ Beef Brisket \$16.00
BBQ Baby Back Ribs - 3 Bones \$13.00
Full Rack Baby Back Ribs \$28.00
St. Louis Style BBQ Ribs - 3 Bones \$12.00
Full Rack St. Louis Ribs \$26.00
Chopped BBQ Pork \$12.00

Sandwiches
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Chopped Pork Sandwich
Pulled Chicken Sandwich
Chopped Brisket Sandwich

Homemade Sides
Gluten Free Fries
Sautéed Vegetarian Collard
Cornbread Homemade w/coconut Sauce
Coconut Cilantro Rice
Mac "n" Cheese
Baked Beans
Black Beans
Coleslaw
Corn Salsa

Meat by the Pound
Pork Spare Ribs
St. Louis Style - Dry Rubbed & Smoked
Full Rack - \$22.00 1/2 Rack - \$12.00
Baby Back Ribs
Secret Dry Rubbed, Slow Smoked to Perfection
Full Slab - \$25.00 1/2 Slab - \$14.00
BBQ Beef Brisket
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1 Lb. - \$22.00 1/2 Lb. - \$12.00
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What's Going On from page 3

light foaming action quickly coats pans for easy food release. Its neutral taste preserves the flavor of the food. Catania Oils Multi-Purpose Spray – CataniaOils.com - can be used throughout the kitchen on panini grills, utensils, meat slicers and waffle irons to prevent food from sticking to cooking surfaces. This extremely light cooking spray is a blend of soybean oil, water and soy lecithin. Used liberally on surfaces, it helps commercial kitchens reduce food waste.



Lexia.Solutions™ has announced UpLift, a first-of-its-kind patent-pending device designed to revolutionize access for people who use wheelchairs to attend live events, schools and universities, casinos, **restaurants**, and more. Two products, UpLift Seating and UpLift Entryway, are intended to enhance experiences and improve access for wheelchair users, with the ability to help more businesses become ADA-compliant without enduring costly and lengthy construction projects. UpLift Seating: A venue-housed, innovative and relocatable platform for people who use wheelchairs to remain in their chair, lifting and lowering themselves at a facility, allowing increased visibility and expanded seating options for



people who use wheelchairs as well as their companions. Venues can easily store their 10" x 34" UpLift when not in use. When needed, UpLift is quickly deployed by a single staff person and can be set up anywhere in a facility. Visit them at lexiasolutions.com for more details.



iPourIt, Inc., a national leader in self-pour beverage dispense technology, has announced the launch of the new Touchless Tap Key, a reusable RFID device that pairs with the iPourIt system to create a safe and sanitized self-serve experience. The device was specially developed for iPourIt partners in response to the Covid-19 pandemic and allows users to enjoy self-pour systems without touching any taps or screens. With the addition of the TTK, the iPourIt system is now the safest solution for serving draft beverages in restaurants and taprooms. iPourIt operator Oak & Stone was the first to roll out the TTK at all five of their Florida locations and the solution has been a key component in their reopening strategy. Co-Owner Joe Seidensticker notes, "The beer wall



experience is a key element of why people love Oak & Stone. Our iPourIt partners have been busy making sure we can safely keep that experience intact by pivoting and enhancing the technology further." More information about the new TTK can be found on their website at iPourItInc.com/TTK.



DrySee®, a medical technology company dedicated to improving wound care, introduced its patented waterproof bandage with liquid intrusion alert. Often, after procedures, doctors will recommend that patients avoid showering in order to keep a wound dry. With DrySee, patients can shower and go about their daily lives without worrying about their wound, because they will be visually alerted if any liquid penetrates the bandage. DrySee's waterproof bandages provide a secure, waterproof covering for low exudate wounds. If water or other liquids make their way into the bandage, the liquid indicating gauze along the perimeter of the bandage will turn a dark, blue color. Fluid from the wound site will cause the internal pad to also change color, alerting the patient that a bandage change is necessary. "Infections are a historical and ongoing plague on the health care system," said Brad Greer, CEO of DrySee. "DrySee is a



game-changer for post-procedure care. There is no more ambiguity on the part of the patient. It is visibly obvious when a bandage needs to be changed. This visual cue should help patients be more proactive with their wound care, and help reduce the number of infections." Visit drysee.com.



Kelly's Roast Beef, a Boston icon with seven decades of history, is looking to expand not only regionally in New England, but also establish a presence in **South Florida**. Kelly's has turned its attention south in hopes of reaching Boston transplants and fresh faces alike as the brand targets the region. The beloved brand is specifically looking at areas throughout Miami, West Palm Beach, Fort Lauderdale and more. Neil Newcomb is the CEO of Kelly's Roast Beef Franchising. "We were expecting to get a lot of interest in New England, but it was amazing to see so many people in South Florida get excited about the brand," said Newcomb. "After looking into it, we have decided that it would be a great area for a restaurant like Kelly's and we are looking forward to getting to know potential franchisees who are ready to make it happen." Newcomb is looking to develop up to 20 locations in South Florida, which could bring about 1,200 jobs opportunities to the region.



See **WHAT'S GOING ON** page 12

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My Friend's Place Deli announced strategic partnership with Goliath Consulting Group

Atlanta-based brand partners with restaurant experts to expand through franchising and additional opportunities

Atlanta, GA – For more than 40 years, My Friend's Place Deli has been an Atlanta staple offering a variety of fast, healthy meals including sandwiches, wraps and salads. Today, the brand announces its partnership with Goliath Consulting Group to strategically grow throughout metro-Atlanta and the entire Southeast.

"My Friend's Place is excited to have the strategic affiliation with Goliath Consulting Group. This will allow us to grow the brand at a faster rate with the team's resources to support the new units," says Sergio Valentin, Sr., president and CEO of My Friend's Place.

My Friend's Place Deli is well-positioned for today's business environment with a focus on takeout and delivery including curbside service. As franchising is seeing renewed interest across the U.S, the brand offers an affordable franchise investment. Another benefit of the franchise is the limited hours of operations with most locations closing by 3 p.m. This allows the franchisee to maintain a healthy work/life balance fitting with the brand's core value of supporting healthy lifestyles.

The partnership with Goliath Consulting Group brings a wealth of franchise experience led by Jay Bandy, president of Goliath Consulting Group, and Reggie Coachman, partner and



Jay Bandy

chief consulting officer of Goliath Consulting Group. Bandy's experience includes time with BLIMPIE Subs and Salads when the brand grew from 100 to 2000 locations, and experience at RTM Restaurant Group and McDonald's Corporation. Coachman's resume includes leadership roles at several corporate franchise systems including Arby's, Church's, Schlotzsky's and Cinnabon.

"We are thrilled to be working with My Friend's Place and are confident in the potential of the growth of this concept. We'll be helping the brand at a corporate and unit level with marketing,

culinary and operational support. Our goal is to double the number of units in the next 12-18 months and accelerate growth further in 2022," says Bandy.

Work has already begun with the new partnership focused on looking at new locations in metro-Atlanta. Goliath Consulting Group also has started preliminary discussions with potential franchisees and restaurant operators. The ideal franchisee candidate has an entrepreneurial spirit and the desire to provide a healthy, balanced dining option to the community.

Those who are interested in more


information on franchising can contact Reggie Coachman at 832.387.7691 or email him at Reggie.Coachman@GoliathConsulting.com. 

About My Friend's Place Deli: The first My Friend's Place location was opened in Sandy Springs, Georgia in 1980 by Rosalind and David Katz. Recognizing the area's need for a restaurant that would provide fast, healthy meals, they began with a simple menu of homemade Egg, Chicken and Tuna Salads, though the menu has evolved vastly over the years. By 1990, the concept had grown in the number of stores throughout the metro Atlanta area and based on the success of the concept and the desire to maintain a high level of service, the company turned to franchising.

John Tschohl from page 4

anyone but you. Don't handcuff your employees with cumbersome policies and procedures. Give them the authority to bend and break the rules in order to serve your customers.

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About John Tschohl: John Tschohl is an internationally recognized service strategist, is founder and president of Service Quality Institute in Minneapolis, Minnesota. Described by USA Today, Time, and Entrepreneur as a customer service guru, he has written several books on customer service and has developed more than 26 customer-service training programs that have been distributed throughout the world. John's monthly strategic newsletter is available online at no charge.

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Refrigerated Solutions Group announces management promotions



Bob Stevens

Hudson, WI - Refrigerated Solutions Group ("RSG"), an industry leader in refrigerated equipment and service, recently announced several management promotions.

Bob Stevens has been promoted to the Director of Dealer Sales, Craig Hammel has accepted the role of Director of Strategic Accounts, Kim McGee has been promoted to the Director of CX & Sales Support and Pam Williams has accepted the position of Director of Business Development & Project Management for RSG. All four will report directly to Dan Hinkle, Chief Commercial Officer for RSG. Stevens and Hammel will assumed their new roles early in August,




Craig Hammel

while McGee and Williams will took their new responsibilities August 17th.

Stevens will help develop and execute commercial strategy while expanding new business opportunities. All Regional Sales Managers within the organization will report directly to Stevens. Hammel's responsibilities will include managing both foodservice and food retail chain accounts as well as securing new strategic opportunities. "Both Bob and Craig have strong backgrounds and successful track records; we are confident these new roles will be beneficial for our channel partners and customers, as well as RSG," stated Hinkle. "They will both work closely with CX/Sales Operations and other

leaders in our organization to help drive group level initiatives," Hinkle noted.

"McGee will have leadership responsibility for our Inside Sales team as well as the Quotations/Applications teams for RSG with a major focus on activities designed to enhance the customer experience, drive internal efficiencies and support our strategic goal of being an industry leader in customer satisfaction." Williams will have leadership responsibility for the Nor-Lake Scientific business, consultant services and all of project management with a focus on new business development and driving 80/20 principles within the group. "We are excited to have Kim and Pam focused on enhancing the overall

customer experience," said Hinkle. "Both individuals bring a wealth of knowledge and experience, creating a foundation for success in these new roles for RSG," Hinkle concluded. 

About Refrigerated Solutions Group: Refrigerated Solutions Group is an industry leader with over 150 years of combined history between the Master-Bilt® and Nor-Lake® brands. Master-Bilt, founded in 1938, offers a complete line of coolers, freezers and refrigeration for commercial Foodservice applications. Master-Bilt's markets of specialty include institutional settings, restaurants, small footprint retail and convenience stores. For more information on Master-Bilt's full product line please visit www.master-bilt.com. Nor-Lake, founded in 1947, manufactures quality products to serve a wide range of Foodservice and Scientific refrigeration needs. To better align with customer needs, Nor-Lake maintains separate Foodservice and Scientific divisions.



Kim McGee



Pam Williams

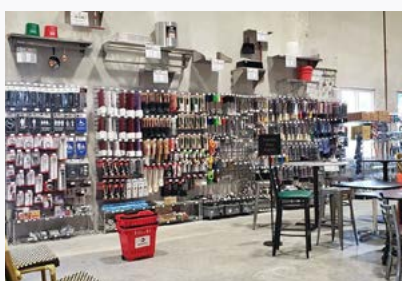


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Silver Diner first restaurant group to implement VLED HVAC/UV-C light System

Owners reinvent restaurant model for post COVID-19 with customized air filtration/purification system

Rockville, MD - For more than 30 years, forward-thinking and innovation, to enhance customer health and wellness, have been critical components to the success of Silver Diner. Building on its history as leaders in implementing healthy eating with farm-to-table and flexitarian options, the restaurant has retooled for today's lifestyle in the wake of COVID-19 using multiple dining protocols, safety practices and cutting-edge technology. To expand on its promise of something for everyone, the restaurant instituted multiple dining options from low- contact carhop carry-out to tented outdoor cafés. To make indoor dining comfortable again and to honor their commitment to employee and customer health and wellness, Silver Diner founders are having installed a unique, Veteran LED customized interior air filtration and purification system to make dining indoors as close you can come to outdoor dining.

This is the first time this comprehensive and customized system has been used in restaurants. The system includes germicidal UV-C light, bipolar ionization technology, and HEPA filtration. Air purifiers, mounted throughout each restaurant, work to continuously clean the air by using all three technologies simultaneously. Germicidal UV-C lights installed throughout the HVAC system work to disinfect air and surfaces inside the system. Heavy duty handheld UV-C light sterilizers are being used on high touch areas as part of the closing duties of the staff. At night, when the restaurant is closed, the interior is bathed in germicidal UV-C light to help kill pathogens in the air and sterilize surfaces. The system eliminates 99.9% of pathogens encountered.

“Our goal is to make indoor dining as safe as possible to outdoor dining,” said Silver Diner group Co-founder and President Robert Giaimo. “We are investing in this because we believe



For more than a century, UV-C light has been used to clean air, surfaces, and water.

this is the restaurant model of the future. It maximizes the safety of our employees and our guests.” The system that has been created is a comprehensive package of the best products and technologies available for a restaurant. All 20 restaurants will have the system in place by Aug. 12.

For more than a century, UV-C light has been used to clean air, surfaces, and water. It has been used effectively for years in hospitals, health care facilities, laboratories and schools, to name a few. On behalf of Signify, a lighting company, Boston University recently studied the impact of UV-C light on COVID-19 and determined that it definitely inactivated the virus.

The system being installed at Silver Diner and Silver is by Veteran LED, a Richmond-based company founded by veteran Chris Rawlings. Rawlings served two tours in Iraq as a U.S. Marine and has an extensive

background in lighting technology and building customized systems. Rawlings researched the top products on the market and created the unique, comprehensive package for the Silver Diner restaurant group. “We are excited to work with Silver and Silver Diner in becoming the first restaurant chain to implement this cutting-edge technology,” said Rawlings. “This pandemic is forcing businesses, engineers, architects and more, to rethink how proven technology and a little innovation can go a long way in helping to support a safer environment for all building occupants. Air quality and healthy environments are on the forefront of all of our minds right now. We’re obligated to use our resources and knowledge, based on scientific evidence, to effectively address this concern.”

Silver Diner has long been known as an industry leader. Before farm-to-table soared in popularity, Silver Diner implemented the practice at all its diners. More than three years

ago, award-winning Executive Chef and Co-founder (also winner of “Chopped”), Ype Von Hengst, added vegan, plant-based and gluten free menu items. This while still balancing “diner classics” for long-time loyal diner-lover customers. “Flexibility and adaptability have been key to our success,” added Giaimo.


About Silver Diner: With restaurants throughout Maryland, Virginia and New Jersey, Silver Diner is the preferred local restaurant for families seeking high-quality and healthier choices. Built on the values of integrity, quality and putting people first, the first Silver Diner was established in 1989 in Rockville, Maryland. Since then, Silver Diner has grown to own and operate 18 restaurants, serving three million customers yearly throughout the Washington, D.C. Metro Area. Executive Chef Ype Von Hengst ensures that food quality is a top priority, incorporating local ingredients wherever possible. By purchasing fresh and local ingredients, such as hormone free, all-natural meats, milk free of bovine growth hormone and free-range chickens, Chef Ype keeps menu items chef-driven and customer-focused. In addition, Silver Diner serves vegan, vegetarian, gluten-free and low-calorie items. The Silver Diner Kids Menu has won national accolades for its healthy items and has been part of a Tufts University research study on what restaurants can do to effectively encourage children to eat healthy. For more information and to view the complete directory of locations, go to www.SilverDiner.com. Visit Silver Diner on Facebook or follow @Silver_Diner on Twitter.



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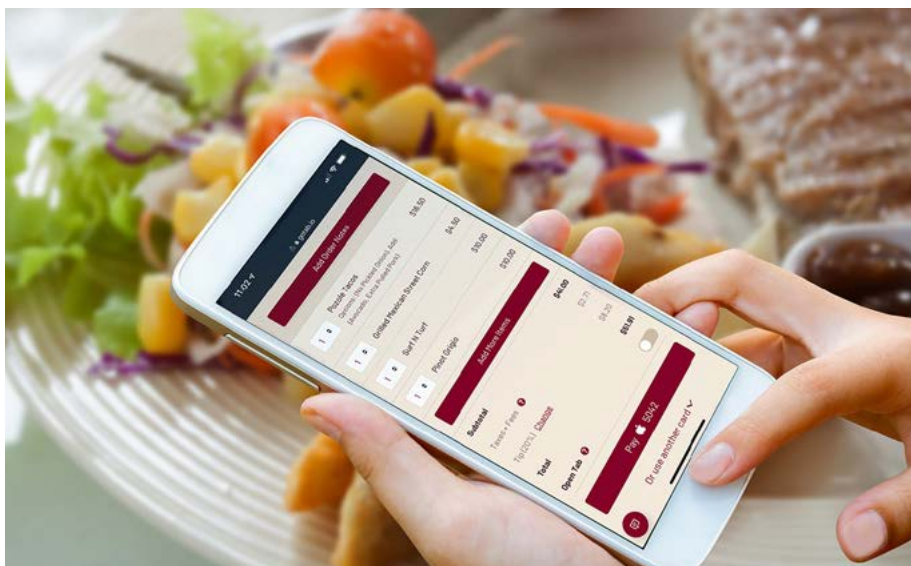
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GoTab merges full service with quick service to enhance hospitality operations and guest experiences

New features allow for optimized front-of-house service and seamless, contactless dining experiences

Arlington, VA – GoTab, Inc., the contactless ordering and payment platform for hospitality, is bringing more ease, speed and control to restaurants and dining venues with the rollout of its contactless ordering and payment features for servers, designed to complement its existing contactless ordering and payment technology for guests.

The new features are GoTab's latest innovation meant to bridge the gap between contactless dining and full-service hospitality. It can be used on any iOS or Android devices, providing a mobile POS for front-of-house staff to take customers' orders or add to the digital tabs started by customers who scan the QR code on their table. A physical card payment terminal is also



available to provide an alternate way for customers to check out, giving them the ability to choose to pay at the table instead of settling their tabs directly on their mobile device, via the GoTab platform.


Offering contactless ordering and payment since 2016, GoTab is helping restaurant, bar, brewery, winery, and hotel operators rethink their hospitality service model, especially as they pivot and adapt to the changing regulations due to the current COVID-19 pandemic. Early adopters such as Think Food Group and Farmers Restaurant Group have been able to leverage GoTab to

optimize their servers' work and interactions with customers to ensure a better guest experience. GoTab creates an efficient and hospitable environment for guests while freeing up front-of-house staff from low-impact tasks and allowing them to allocate more time to maintain proper safety guidelines which benefits both the operators and the guests.

For customers seeking a safe yet enjoyable dining experience, GoTab allows them to scan a QR code directly from their mobile device, browse a menu, order and pay — all without downloading an application or waving

down their server. GoTab is currently the only self-service platform with native features for opening a digital tab, sharing and splitting the tab and calculating tips among friends, and keeping the tab open until it's time to settle.

The GoTab system is designed to be an integrated or stand-alone service, requiring minimal setup and a nominal per transaction percentage for operators, providing high-touch hospitality without the high-end price tag. It requires no additional hardware, software or support costs and works seamlessly for takeout and delivery service, providing the same ease and convenience as in-venue dining.

With contactless ordering, contactless payment and now server-based ordering through a mobile POS, GoTab is the perfect solution for hospitality operators to make every guest transaction effortless, convenient and contact-free. 

About GoTab, Inc.: GoTab, Inc., the contactless order and payment platform, helps large & mid-sized restaurants, breweries, bars, hotels and other venues optimize their front-of-house service models using low-cost, agile technology. Patrons scan a QR code directly from their mobile phones, order items via online menus, and pay securely, all without downloading an application or interacting with a server. Founded in 2016 and based in Arlington, Virginia, GoTab serves hundreds of national, regional and local full-service accounts in almost 30 U.S. states.



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Island Fin Poké opens new Oviedo restaurant

OVIDEO, Fla. – While many local businesses have halted expansion efforts due to the pandemic, one build-your-own poké bowl restaurant is embracing growth and opened a new location at 4250 Alafaya Trail in Oviedo on August 24. Island Fin Poké was founded in Winter Springs in 2017.

The Oviedo location is being opened by Alessandra Carvalho, a long-time guest of the original Winter Springs location. Suffering from celiac disease, she struggled to find a restaurant that provided plenty of options for someone on a limited diet. Island Fin Poké’s healthy, high-protein menu helped her on her fitness journey where she lost

100 pounds. After two years of being a loyal supporter and eating at Island Fin Poké multiple times per week, she heard about the brand’s franchise opportunity and decided to open up a location of her own.

“Island Fin Poké played a significant role in my life over the last few years, and I am excited to be able to bring that same experience to the people in Oviedo,” said Carvalho. “The menu offers something for everyone and the food is delicious, locally sourced, and always fresh.”

With the help of her teenagers working at the restaurant, Carvalho

See ISLAND FIN POKÉ page 12

Water’s Edge from page 1

is slated to open in October 2020. Hayes’ array of experience includes ownership of real estate development and brokerage companies, as well as an ice cream manufacturer, and roles as CEO and CFO of various public companies.

“I was originally attracted to the Waters Edge urban winery franchise model as an innovative way to bring the wine tasting experience to people across the country,” said Hayes. “Working with Ken and his team since the beginning of this year, I have been beyond impressed by the leadership, education and support we’ve received, which ultimately led to my expansion plans in Florida. I’m thrilled to have the opportunity to continue the brand’s growth in Southwest Florida, which I’m lucky to consider my hometown, and look forward to a long and fruitful partnership with the Waters Edge Wineries brand.”

Combining elements of the traditional winery experience with the popular wine bar concept, each Waters Edge Winery & Bistro location serves as a lively hub within its community, offering bistro-style artisanal selections including appetizers, flatbreads, sandwiches, salads and desserts, custom bottle labeling as personalized gifts, private tasting areas for groups, a wine club and more. This gives guests the opportunity to

engage intimately with what has historically been a somewhat exclusive lifestyle, limited to select regions.

As an emerging franchise concept, the Waters Edge Winery & Bistro model is ideal for entrepreneurs passionate about wine who seek a way to share their love and knowledge without being in the agriculture business. Franchise owners receive comprehensive training on the micro-winery tank system and are provided with pre-opening training courses, both hands-on and classroom based, to help prepare for the launch of their winery. The company also offers social media and marketing support to help franchise owners realize success.

The franchise currently has 20 signed franchise agreements including wineries in development for expansion in Florida, Ohio, Illinois, Kentucky, and Texas. Franchise opportunities to open an urban winery franchise remain available in neighborhoods across the country. Today’s news brings the total number of Waters Edge Wineries for development in Florida to three locations following last year’s signing in Sarasota opening later this year. Each Waters Edge Winery & Bistro location is individually owned and operated by local entrepreneurs. **TR**

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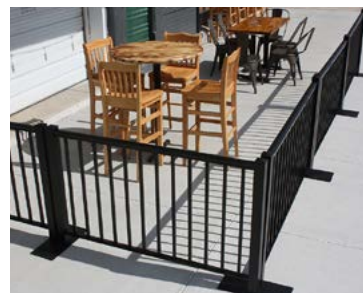
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What's Going On from page 6

Businesses are reopening across the country and consumers are beginning to resume their routines of shopping at retail stores, traveling, and eating out in restaurants. And as people begin to venture out, two new surveys by **P&G Professional**, the away-from-home division of P&G, reveal that cleaning and disinfection are top of mind. For businesses, communicating that their space is cleaned and disinfected by brands consumers know and trust will help reassure customers that it is safe to return. The surveys revealed that more than 70% of hotel guests and 80% of diners believe COVID-19 will have a medium to large impact on their expectations of businesses. That said, **70% of travelers** say they would be more likely to pick a hotel room, and **one in three diners** would be willing to pay more for a meal if they knew the business was using a personally recognizable and trusted brand of cleaning products.




reinforces our mission and commitment to elevating hospitality and customer experience. We aim to help the restaurant industry become more efficient, profitable and ultimately successful; and this recognition from Oracle validates our mission."

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◆ **Superior Aluminum Products introduces Ready Railing** instantly creates temporary outdoor dining spaces to help with social distancing. This lightweight aluminum product comes pre-assembled and ready to use, saving time and effort. Durable, high-quality aluminum does not rust or rot, and is available in multiple colors, shapes and designs to help create the perfect atmosphere. Maintenance-free Ready Railing is ideal for restaurants, craft breweries, and

foodservice providers, as well as hotels, community centers, outdoor venues, and anywhere that architecturally appealing temporary barriers are desired. "Social distancing is changing the way businesses operate, and many are looking for ways to serve customers beyond their traditional 4-walls" said Superior President Doug Borchers. "Ready Railing helps them to establish temporary boundaries on sidewalks, on closed streets, and more, quickly and efficiently." Headquartered in Russia,

Ohio Superior Aluminum Products is an industry leader in the manufacture of aluminum railings and fencing, and aluminum and fiberglass columns. This third generation family-owned and operated company has been making aluminum products since 1956. Visit them online at SuperiorAluminum.com.

◆◆◆◆◆
Want to submit information to the What's Going On column? Email your company, product, service or upcoming event info to terri@trnusa.com. 

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◆ **Tabit Technologies**, a member of Oracle PartnerNetwork recently announced that it has achieved Oracle Validated Integration with Oracle Hospitality Hotel Expertise. Tabit (www.tabit.cloud) creates a novel 360 degrees approach to Hospitality operations. The company is a MobileFirst platform for managing restaurants, incorporating point-of-sale, back-office, online ordering and reservations, kitchen display, kiosks, guest management, loyalty and more. Expertise is a core tenet of the modernized Oracle PartnerNetwork (OPN) program and allows Oracle partners to highlight their capabilities in a focused area. Ultimately, Expertise is designed to make it easy for customers to identify partners who can deliver quality solutions and minimize risk for their specific needs. "We are delighted to have achieved Oracle Validated Integration," said Nadav Solomon, Co-Founder and President of Tabit. "This milestone



Island Fin Poké from page 11

plans to create a close-knit community at the Oviedo restaurant. The family business is currently hiring teens from local schools and is excited to welcome staff and guests into the Ohana, which is Hawaiian for family.

The Hawaiian-style restaurant provides guests with farm-to-fork, locally and responsibly sourced ingredients for each individual to create their own perfect poké bowl. With eight proteins, over 25 toppings, house-made sauces and specialty mix-ins, the endless possibilities allow guests to get creative and try something new every visit. In the restaurant's comfortable themed beach-shack environment, Carvalho hopes to bring Oviedo residents straight to the tropics as they enjoy a fresh meal and dole whip for dessert.

"Alessandra has always been a part of the ohana as a valued guest, and we are so proud to watch her take on this role as a local owner," said co-founder Mark Settingington. "She and her family embody our restaurant's values and we couldn't be more excited to expand to Oviedo."

The new location comes at a time when Island Fin Poké continues to rapidly expand its national footprint. In addition to its open restaurants, Island Fin Poké has 25 locations in various stages of development across the country. 

Island Fin Poké: Founded in 2017 and franchising since 2018, Island Fin Poké is a Florida-based fast-casual chain that serves Hawaiian-style poké bowls in a comfortable laid back beach shack environment. There are nine locations in Florida, Nevada, Maryland, Delaware and Massachusetts, with many others in various stages of development across the country. Online at islandfinpoke.com.

Technomic revises foodservice industry forecasts reflecting sales growth of 21% in 2021

Chicago, IL -Technomic has revised its forecasts for the remainder of 2020 and into 2021 as the pandemic continues to disrupt the foodservice industry. This data is presented using three scenarios: Best Case, Middle Case and Worst Case. After a dramatic dip in sales in 2020, Technomic's Middle Case scenario predicts that the industry will grow by 21% next year but sales are expected to still be down 11% from 2019 industry sales levels.

Key findings from the updated release include:

- ◆ Depending on scenario, the industry is expected to lose anywhere from \$250 billion to almost \$300 billion in sales this year compared to 2019
- ◆ Quick service is among the segments performing the best, while full-service restaurants, bars, business and industry, travel and leisure, and education are struggling
- ◆ Industry prospects going forward are tied directly to medical advances related to COVID-19, such as a vaccine or advanced therapies as well as underlying economic recovery

"Few industries have felt the repercussions of the COVID-19 pandemic quite like foodservice," explains Joe Pawlak, managing principal at Technomic. "Restrictions are wreaking

havoc, especially on the segments that depend upon on-premise consumption. What we are seeing is continued




Winsight



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decline for the remainder of the year but aggressive growth in 2021. However, it will still take longer to fully bounce back, and we'll be updating our forecasts as circumstances continue to shift and evolve."

These forecasts and future updates are available to Technomic clients who are either members of the Foodservice Planning Program or subscribers of Ignite Company. Learn more about Technomic at technomic.com. 

About Technomic: Technomic, Inc., a Winsight company, was founded as a management consulting firm in 1966. Since then, Technomic's services have grown to encompass cloud-based B2B research tools, consumer and menu trend tracking, as well as other leading strategic research and analytic capabilities, to prioritize and size business opportunities. Our

clients include food manufacturers and distributors, restaurants, retailers and multiple other business verticals aligned with the food industry that are looking to make informed decisions to support their business growth. Visit Technomic at www.technomic.com.

About Winsight: Winsight LLC is a business-to-business information company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing

and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print and digital trade media. To learn more, visit them online at winsightmedia.com.

De-escalation from page 1

and uncomfortable interactions with patrons. Smart Tactics eStart™ is currently being used by select clients and provides employees with immediately actionable tools to mitigate conflict, de-escalate confrontations and create positive situations out of possible skirmishes.

"As restaurants re-open and work to regain their footing in the marketplace, operators want to focus on their food and service. Not mask mandates," stated Eric Webster, Managing Director of Foodservice Training Portal. "With Smart Tactics eStart™, operators are protecting their employees and their business by implementing de-escalation protocols that could ideally reduce or eliminate problems with customers who do not want to wear masks. Understanding these techniques can help your employees better deal with disruptive behaviors

and tough customers leading to more successful interactions, improved customer service while adhering to safety and compliance standards within your operation."

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Rouxbe and The French Pastry School announce new partnership

Online pastry courses will launch later this year for enterprise customers as well as aspiring professionals

Vancouver, BC – Rouxbe, the world's leading online culinary school, recently announced a new partnership with The French Pastry School to provide an on-line pastry course curriculum through the Rouxbe platform. The new course, available in September, will provide an introduction to bread baking, pastry arts, and cake decorating. Additional, more comprehensive courses are slated for development in 2020 and early 2021.

"The French Pastry School is no doubt one of the leading pastry institutions in the world with a deep history of providing a top-of-the line educational experience for aspiring pastry chefs for more than two decades," said Ken Rubin, Chief Culinary Officer at Rouxbe. "Through this partnership, Rouxbe students will now have the opportunity to learn not only foundational cooking techniques, but pastry as well, all in a flexible and affordable way."

The course was developed by the esteemed team of chef educators at the French Pastry School, including co-founders Sébastien Canonne, M.O.F., and Jacquy Pfeiffer, James Beard Award-winning author, who are




both recipients of the French Legion of Honour Award. The course has been developed with special attention to both knowledge and competency based learning. The course will include dozens of assessment activities, including production activities that will be evaluated by the chefs with opportunities for direct student feedback and engagement.

"Learning and embracing the art of pastry is quite an undertaking, and one that takes time, dedication and a love for all things sweet," said Pfeiffer. "We have committed our lives to educating eager, driven students, and will

The course has been developed with special attention to both knowledge and competency based learning.

continue to do so with those enrolled in our online courses."

"Rouxbe has a proven track record of providing a solid culinary education online, and we believe the platform will provide even more opportunities for students to learn fundamental pastry skills to help them both establish and enhance their careers," said Canonne, M.O.F., at The French Pastry School. "We believe that with the flexibility Rouxbe provides, along with our mastery of teaching pastry, we are enabling an entirely new group of individuals the opportunity to study and train in this incredible artform." 

About Rouxbe: Rouxbe, the world's leading online culinary school, was founded in 2005 to train people to become better, more confident – even healthier – cooks in kitchens around the world. With high definition videos, world-class instructors, peer support and interactive assignments, Rouxbe has set the bar as the new standard in culinary education, providing certificate-level instruction not only to quality restaurants and hospitality organizations but also to serious home cooks and career changers. Rouxbe's revolutionary online platform delivers cutting edge e-learning solutions that drive and measure learning outcomes and engagement while providing effective, lower-cost alternatives for training professional cooks. Over 110 hours of foundational training are available in English, Spanish, French, Mandarin and Arabic to hundreds of thousands of cooks in 180 countries. Rouxbe programs are also recognized by both the American Culinary Federation Education Foundation and by WorldChefs as approved training programs. Online at rouxbe.com/pastry-intro.

About The French Pastry School: Founded in 1995 in Chicago, The French Pastry is the only major culinary school in North America dedicated to all things sweet and baked. FPS provides hands-on education taught entirely in our state-of-the-art kitchens by world-renowned chefs. Co-founders, Sébastien Canonne, M.O.F., and Jacquy Pfeiffer, James Beard Award-winning author, are both recipients of the French Legion of Honour Award, the most prestigious award given by France. Both chefs have received the Academic Palms, the highest French National Order in Education and Science. They were featured in the "Kings of Pastry" documentary filmed by Oscar winner D.A. Pennebaker and Chris Hegedus.

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Woolpert launches GeoAwareness solution for curbside pickup upon arrival

This quick-start, real-time solution streamlines operations and improves customer service.

Dayton, OH - Woolpert has created GeoAwareness, a quick-start solution to improve online ordering and curbside pickup for multiple industries and their customers. GeoAwareness pairs a customer's real-time location to his or her order to provide an accurate time of arrival, enabling businesses to appropriately prioritize and prepare orders, while minimizing customer wait times. This solution is designed to integrate into existing ordering systems and to be deployed within each customer's Google Cloud Platform project, making it scalable, reliable and secure.

Woolpert Director of Cloud Sales Rick Bennett said the GeoAwareness solution was developed to make the online ordering and pickup process more efficient and convenient for businesses and their customers.

"Online ordering was huge and growing even before the pandemic, but now it is a way of life," Bennett said. "This solution enables the location-based technology on a customer's phone to communicate with the ordering system at their chosen store or restaurant to make that business relationship better, faster and easier for both parties."



How the GeoAwareness solution works is simple and does not require an app. A customer places an order online and receives an estimated pickup time. When the customer leaves to pick up that order, he or she clicks "Leaving Now" on the mobile website where the order was placed. The customer is asked to share his or her location and has the option to request directions to that site.

The location of the customer is then

paired with his or her order on the store or restaurant's real-time data dashboard, which is refreshed periodically to reflect and prioritize orders. As customers travel across geofencing borders, their orders are upgraded to the corresponding drive-time group. When the customer is within 2 minutes of the store, a visual cue alerts the staff so the order is ready and can be delivered curbside, upon arrival.

Bennett said GeoAwareness supports restaurants, retail stores, medical facilities, wholesale outlets and even service-based providers like utility companies.

"The GeoAwareness solution is scalable to the operations of even the largest retailers, and the Google Cloud Platform (GCP) provides all the resources needed for high availability," Bennett said. "It's also not an off-the-shelf product—so it's a build, not a buy—making its value that much higher. Woolpert sets up the infrastructure and teaches teams how to operate it. It also can be extended to include features like GCP analytics, machine learning and other applicable data, as desired by that business."

About Woolpert: Woolpert is committed to a vision to become the premier architecture, engineering, geospatial (AEG) and strategic consulting firm, and one of the best companies in the world. It's a vision we've been fine-tuning for decades. It guides our decisions and investments, provides our clients with optimal solutions and offers our employees unrivaled opportunities. Woolpert is recognized as a Great Place to Work by its employees and is America's fastest-growing AEG firm. With more than a century of experience, close to 1,000 employees and 30 offices, Woolpert - woolpert.com - supports public, private, federal, and U.S. military clients nationally and around the globe.

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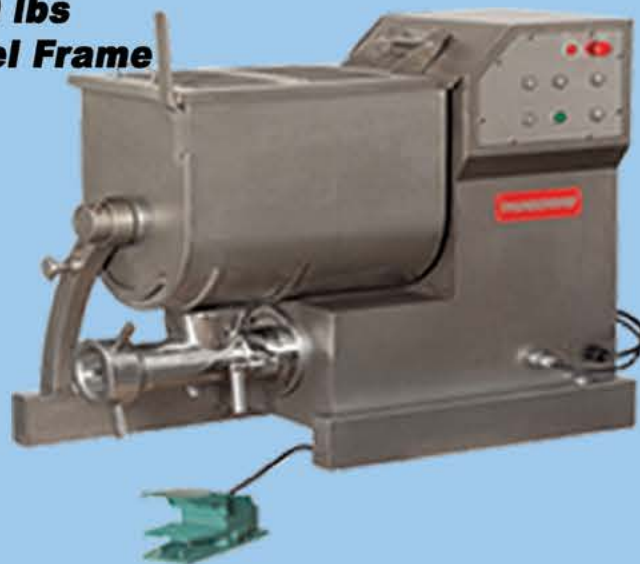
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