SHFM PROMISED THE ANSWERS AND DELIVERED!

Just ask our attendees and sponsors who were present at the Critical Issues Conference on April 13th. The highlights were many and included:

- Presentations from Convene, Google, Microsoft, Touch Worldwide and Wellness Concepts. They provided the knowledge and insights which attendees will soon be using in their own meetings and operations. Click here to download the speaker presentations that SHFM received permission to share.

- Great opportunities to network and make connections while learning about new technologies and ways to innovate. Not to mention a chance to meet new colleagues and enjoy some great food!

Cont. on page 2
The SHFM Foundation continues its long-standing commitment to the future of our industry by awarding six scholarships, this spring, to very deserving college-aged juniors and seniors pursuing a career in our industry. The scholarship program supports students in Hospitality and Foodservice Management Programs at accredited Colleges and Universities throughout the country. Each student will be receiving a $2,500 scholarship.

Our student recipients for 2015 include the following:

- Wayne Bersano, Ferris State University
- Amy Buckhard, University of Central Florida
- Thomas Calderon, Florida International University
- Alexi Lytle, University of Central Florida
- Kimberly Wong, University of Massachusetts, Amherst
- Tania Wysong, University of Central Florida

“The Foundation is thrilled to be able to provide scholarships, again this year, to these very deserving winners,” said Tracy Kelly, the Foundation’s Chair. “It is through the generous contributions of our SHFM members to all of our fundraising activities throughout the year that these investments in the future are possible.”
MEMBER BENEFIT SPOTLIGHT

Are you a client liaison or self-operator?

SHFM now offers Corporate Memberships for you and three of your colleagues for $800! If there are more members of your team that could benefit from the SHFM experience, the additional fee per add-on is only $150.

Learn more about this today by emailing Courtney Campbell.

WELCOME NEW MEMBERS!

Erin Beckman  
*Georgia-Pacific Professional*

Dan Craytor  
*Hiball*

Scott DiBella  
*Aramark*

Peter Fazio  
*Sterling Affair Caterers*

Yun Hao

Amie Hoffman  
*Wellness Concepts*

Matthew Hower  
*Sodexo*

Will Keh  
*Cloud Catering & Events*

Blaire Konner  
*Compass Group*

Brandi Landreth  
*Allstate Insurance*

Evan LaSpina  
*Aramark*

Jennifer Matteson  
*Highland Hospital of Rochester*

Diane McAllister  
*RMA Hospitality Management*

UPCOMING EVENTS

NRA BREAKFAST

**WHEN:** Monday, May 18 | 7:00 a.m. – 9:00 a.m.

**WHERE:** JP Morgan Chase Tower | 10 S. Dearborn St. | Chicago, IL

REGISTER NOW  SPONSOR  MORE INFO

SAVE THE DATE

WASHINGTON D.C.

**WHEN:** Tuesday, June 9

**WHERE:** Kennedy Center | Washington, D.C.

CHARLOTTE

**WHEN:** Thursday, June 11

**WHERE:** MetLife | Charlotte, NC

TEXAS

**WHEN:** Thursday, August 20

**WHERE:** Irving, TX
E-LIBRARY & LINKS HIGHLIGHT

Opportunities in Functional Foods

WHAT ARE FUNCTIONAL FOODS?

HOW DO WE MARKET THE FUNCTIONAL HEALTH BENEFITS IN TODAY’S FOODCULTURE?

HOW CAN WE AVOID THE EXPENSIVE MISSTEPS OF MARKETING TO CONSUMERS THAT HAVE YET TO HAVE A BEHAVIORAL REACTION TO FUNCTIONAL FOOD OPTIONS?

HOW DOES ONE’S CULTURAL BACKGROUND AFFECT THE MARKETING OF THIS?

For the answers to these questions and more, visit the SHFM E.Library & Links.
CONSULTANT’S CORNER

COUNTER MAN

By Joe Ferri, COO at Pecinka Ferri Associates, Immediate Past President of MAFSI

What was your first encounter with foodservice?

For me, the corner candy store/luncheonette and the pizzeria right across the avenue, in the Brooklyn neighborhood of my youth, left lasting impressions on the fertile mind of a 1960’s pre-teen. The elements that stuck out were those damn counters, blocking the sight of an inquiring pint-sized customer. A great wall of plastic laminate barred me from all of those mysteries on the other side.

Later, as I “matured” to an adolescent, I was privileged to have apprenticed with my (much) older brothers-in-law in the soda fountain and refrigeration trade. I was finally able to pierce the veil of secrecy and peek behind the curtain, to enter the world on the other side of the counter. In many cases, it wasn’t a pretty sight! I now knew what they were hiding. This then, lead to my “lifer” status in foodservice equipment and supplies creating, repairing and/or replacing much of the counter-stock in the tri-state area.

What makes the foodservice and the hospitality industry such a different experience than staying at home?

Of course, food and service will always remain integral components of any successful operation, but what touches many of us most often is the theatrics. Good FOH (front-of-house) design and execution can make the difference between just a plate of calories and a real memory. In venues as diverse as quick-service, fast-casual, buffet and cafeteria, the foodservice counter defines our first impressions.

Counter intelligence dictates that all design elements come together when laying out a new space. Visual appeal, utilitarianism, merchandising, space allocation, and security must all be considered when developing a plan. Asking “who, what, when, where, and how?” will set the course. How often, however, do we ask “why”?

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Having lived long enough to have seen “straight-line”, “scramble”, “grab-n-go”, “feature station”, and now the “mixed-use working space”, and all of the varied permutations therein, I can attest to some universal truths.

Food must be fresh, maintained at the proper temperature and humidity level, and lit properly. It must be eye-appealing and presented at a height that is convenient for the server (if there is one), as well as the patron to both see it and access it. It must be safely protected while not impinging on any of the aforementioned.

The fixtures must be sturdy enough to withstand the rigors subjected to it in foodservice: extreme temperatures, moisture, as well as the physical abuse meted out in high volume operations. Most importantly, the foodservice counter must become one with the space blending in to its environment seamlessly.

Count me in when surveying or touring a good cafeteria installation. I’ve been enamored with the foodservice counter since childhood. I’ve designed and built them, demolished them, imported them, played behind them, made cappuccinos behind and served customers over them, studied them in Greco-Roman ruins, and sold them to many of you reading this (despite counter-offers).

It may seem counter intuitive, but the salad bars, cold tables, hot tables, steam tables, bain maries, frost tops, condiment stations, cashier stations and the like continue to exemplify our notions of hospitality and foodservice, and will continue to do so for the foreseeable future. You can count on it.
Way More Than Some Like It Hot: Hot Sauce Is Becoming Ubiquitous in Homes and at Foodservice Outlets

Hot sauce, the hotness of which is often ranked by quantity of flames or symbols of hell, is well… hot right now, says The NPD Group, a leading global information company. Fifty-six percent of households have hot sauce on hand in their kitchens, and Srircha, a relatively new Asian hot sauce, is already stocked in 9 percent of total U.S. households and 16 percent of households headed by someone under age 35, according to NPD’s recently released audit of U.S. kitchens. The popularity of hot sauce also extends to away-from-home dining experiences. Cases of hot sauce shipped from foodservice distributors to restaurants and other foodservice outlets increased by double-digits over the past two years, reports NPD’s SupplyTrack®.

Classic Louisiana-style hot sauce is still the leader in terms of case volume shipped from distributors to U.S. foodservice outlets, but shipment growth has tapered off because of the wide variety of hot sauces now available, finds NPD. Case shipments of some habanero hot sauce flavors, particularly habanero with fruit flavors like mango, grew triple-digits in the year ending December 2014 compared to same period year ago. There were double the cases shipped of Chipotle hot sauce flavors and Srircha in 2014 than in the previous year, finds SupplyTrack, a monthly tracking service that tracks every product shipped from major broadline distributors to their foodservice operators.

“Hot sauce is clearly part of the diet of many U.S. consumers, and it’s a food that crosses gender, age, ethnicity, and income,” says Annie Roberts, vice president, NPD SupplyTrack. “Hot or pepper sauce is a large seasoning category, and for foodservice manufacturers and operators it’s about understanding the category’s share, where the category is growing and where it isn’t, and from which other categories it’s stealing share.”

How can hot sauce help you?

• Place hot sauces near your regular condiments
• Stock different hot sauce options to accommodate different tastes
• Offer spicy menu options for variety

The NPD Group is the industry’s leading source for foodservice trends and restaurant market research data. NPD’s CREST® service, which continually tracks consumers’ use of commercial and non-commercial foodservice, assists foodservice manufacturers, foodservice operators, and other foodservice organizations with strategic planning and positioning, product/menu development, and consumer targeting. For more information, visit our website at www.restaurantindustrytrends.com.
MEMBER SPOTLIGHT

Justin Williams
Head of Amenities (The Americas) | Morgan Stanley

You are a new SHFM member. What do you get out of your involvement?

I will be attending my first SHFM event on April 13 and this will give me the opportunity to build contacts with people in my industry whom I might not encounter otherwise and access to events which can positively impact the way I manage my business. I recently relocated to NYC from Hong Kong, so I am still building my network here.

What is the biggest challenge you face in business (as the Head of Amenities for Morgan Stanley), and how do you manage it?

Amenity Services are both a client service and a staff benefit and the biggest challenge is managing expectations on the cost of the services we provide. Comparing one item out of context is not a true reflection of the cost/benefit of the total service. Sometimes people get too caught up with the minutiae without looking at the larger picture and it becomes our job to explain that.

We welcomed you to the association recently, in March; what triggered your decision to join?

Operating food and hospitality services in an investment bank is a rather niche market but many challenges we face have a common theme in other environments. I feel that SHFM is the perfect place for me to be able to benefit from the collective experience that the members bring and enable me to stay at the forefront of the fast changing pace of food innovation.

How do you keep your customers happy?

In the words of John Lydgate ‘you can please some of the people all of the time, you can please all of the people some of the time, but you can’t please all of the people all of the time’ and that is especially true in our world. Like most businesses, we hear the things that went wrong more than the positive feedback so we try to engage the office managers on a regular basis. These lines of communication help us to nip problems in the bud while maintaining enthusiasm for our next innovation or food program launch.

What and where was the best meal you have ever had?

I have been very fortunate to have travelled extensively, having lived in Asia for more than 20 years. I have several favourites so it is hard to pick just one, but I guess it would have to be PeraMakan at the Keppel Club, Singapore. It is one of my absolute favourites and a must whenever I visit. Peranakan food is a unique blend of Chinese and Malay ingredients with rich, strong flavours.

I have not fully explored the restaurant scene in the U.S., but my favourites here have been Hank’s Fine Steaks at Green Valley Ranch, NV.