

# FOOD & HOSPITALITY *At Work*



## CONFERENCES & SPECIAL EVENTS

### SHFM Local – Texas

Thursday, October 9  
Houston, TX

### National Conference

November 4 – 6  
Mohegan Sun, CT

### Naples 45

November 10  
New York City

### Holiday Networking Party

December 9  
New York City

## DIAMOND ANNUAL SPONSORS



*"We always underestimate the future."*  
– Charles F. Kettering

## NATIONAL CONFERENCE INDUSTRY NETWORKING EVENT

A COLLABORATION TO MAKE HISTORY!



# ENVISION THE FUTURE

CELEBRATING OUR LEGACY  
CRAFTING OUR DESTINY

NOVEMBER 4-6, 2014

MOHEGAN SUN HOTEL & SPA | UNCASVILLE, CT

The 35<sup>th</sup> Anniversary National Conference is fast approaching! Speakers, sessions, and topics are set, and we want to give you an insider's look at what the Industry Networking event will feature.

Beginning at 8:00 p.m. on Wednesday, November 5<sup>th</sup>, the Industry Networking Event will take place in Todd English's Tuscany Restaurant. This event will have the same format as our highly successful 2013 Industry Networking event, where our host contract management culinary teams will prepare the menu for the event. Chef Marcus Samuelsson has created the menu for the evening and sommelier Andrea Robinson will be pairing wine with each of the stations for the event. Just prior to the evening's networking, Marcus Samuelsson will bring his culinary interpretations to the evening's menu and share insights on his selections. Marcus's newest book, *Marcus Off Duty-The Recipes I Cook at Home*, will be available at the conference,

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**Christian Arntsen**

*Rodizio Grill – The Brazilian Steakhouse*

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## MEMBER BENEFIT SPOTLIGHT

Promote your products and services to industry decision-makers at noteworthy companies by sponsoring at any of the SHFM events, taking place year-round and across the nation!

**Contact Director of Sponsorship & Advertising Lorraine Houghton via email, or call her at 502.574.9036 for more information.**

and he will be available for a book signing during the evening event. For more information on Chef Marcus, [click here](#).

Master Sommelier, Andrea Robinson is one of only 18 Master Sommelier's in the World, and we will have the opportunity to hear the background of why she pairs certain wines with certain dishes. For more information on Andrea, [click here](#).

This event is hosted by Aramark, Compass Group, Mars Drinks, Nespresso USA, Inc., PepsiCo, RMA Hospitality, Sodexo, Inc. and Whitsons Culinary Group.

If you have not registered for the conference, please do so [here](#).



Mohegan Sun



Chihuly Glass Sculpture in Mohegan Sun



Mohegan Sun Lobby

## WELCOME NEW MEMBERS

**Christopher Munkel**  
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## UPCOMING EVENTS



### HEALTH AND WELLNESS IN EVERYDAY TERMS AND EVERYDAY PRACTICE

**WHEN:** Thursday, October 9 | 2:00 – 6:00 p.m.

**WHERE:** ConocoPhillips | 600 N Dairy Ashford | Houston, TX 77079

[REGISTER NOW](#)

[MORE INFO](#)



### HOLIDAY NETWORKING PARTY

**WHEN:** Monday, December 9 | 5:30 – 8:30 p.m.

**WHERE:** McGraw Hill Building – McGraw Hall  
1221 Avenue of the Americas | New York, New York  
(Between 48th & 49th Streets)

[REGISTER NOW](#)

[MORE INFO](#)



## Merchandising Your Staff Restaurant

*By Christopher Brady, President & CEO at Romano Gatland*



In classic culinary competitions participants are scored on originality, composition, taste and **presentation**. Having competed in numerous culinary events, the presentation component is the make-or-break essential. Anything less than an outstanding presentation skews the judges towards lower scores in the other categories – taste and composition become guilty by association. This same dynamic exists when a guest is viewing the menu offerings in your staff restaurant.

There is a very specific reason why we “toast” clinking glass before a meal. The tradition developed to ensure that we involve all five senses in the meal experience – taste, touch, smell, sight and sound. This is also an extremely important notion in understanding and developing superior food merchandising techniques. It is the use of senses that drives the choices of our guests and ultimately their dining satisfaction.

The development of a successful merchandising program begins with the evaluation and analysis of your current operation. The evaluation process must allow for a painfully honest critique of potential shortcomings in the following areas: facility appeal, facility flow, equipment, smallwares, signage, menu coordination, menu items, products, display techniques and staff knowledge. The evaluation team should include individuals outside of your department and ask them “What would you change?” “What can we improve upon?” “Have you seen a better merchandising program?”

The daunting list of areas requiring analysis should not intimidate operators from the primary objective – which is enjoying your participation in foodservice. A pleasurable dining experience is the ultimate responsibility of a sound merchandising program. Only after establishing a sound program should an operator expect the ancillary results of increased revenue, stronger average checks, and greater participation and satisfaction improvements.

Many of the elements that could improve the current merchandising program are obvious. At the top on the list is “Where is my 1.2 million so I can build a new facility?” If a windfall in next year’s budget is unlikely, you will need to create other opportunities for a successful program. So where do those opportunities exist? Based on the items listed above, let’s itemize:

### Facility Appeal

If you have just opened your dream retail dining extravaganza and controlled the entire concept, design and construction process – congratulations. If not you are suffering from the “They built it – I’m stuck with it” syndrome. Changes can be made to the overall facility without having to completely renovate. Wall finishes, resurfacing counters and fronts, new lighting patterns and fixtures, decorative treatments, music/mood elements and artfacing are some examples of inexpensive fixes that can be implemented in phases.

### Equipment

The number one obstacle to creating a superior merchandising program is the front-of-the-house equipment. In recent years equipment manufacturers have become sensitive to our merchandising desires. There is still a way to go in the area of equipment that makes the food look really good. Induction, engineered stone food holding surfaces, lighting and breath guards help improve food appeal.

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## CONSULTANT'S CORNER *continued*

### **Menu Coordination, Items and Products**

Facilities, equipment and servicewares are very important merchandising components. However, the star of the show is the food. Menu engineering is complicated. How often have you had a dining experience and walked away muttering to yourself “What were they thinking?” Odds are your dissatisfaction was due to poor menu engineering, item selection and product offerings. If the menu coordination between all of the dining options in your facility(s) is not well planned daily – sound merchandising is impossible.

The individual items comprising the menu(s) should be developed with merchandising in mind. Careful consideration should be given to the look and display appeal in relation to the area in which a particular item is to be sold. Managers and culinarians must be creative while upholding some of the basic rules of cuisine. Color coordination, texture variation, dimensional structure and overall beauty of each menu item begins the food component portion of a merchandising program. A poached white fish on white rice pilaf with a béchamel sauce cannot be merchandised. The flavors may be great, but the color, textures and dimensions are monochromatic.

We eat with our eyes first. Superior merchandising is the most efficient path to increased revenues and dining audience satisfaction.



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## MEMBER SPOTLIGHT — Stephanie Clifford

Program Manager, Wellness & Engagement | NPR

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### What is the biggest challenge you face in business? How do you manage it?

Our biggest challenge in food service at NPR is keeping up with feeding everyone on a constant round-the-clock news cycle. We manage by adjusting our café schedule around our show taping times and offering plenty of grab-and-go items for our busy staff. We also do all our own catering and have plans on standby to feed our staff through any emergency or breaking news situation to make sure we can always stay on the air.

Keeping up with the diversity and creativity of our staff is a fun challenge. Our menus are always changing and we continue to offer more customizable choices, from the “health bar” of morning cereals, yogurts, fruits and toppings, to lunchtime salads. Making everything customizable to our staff’s health needs and tastes is a necessity. We continue

to expand our menu with made-to-order pastas dishes, rice bowls, sushi, pho, and whatever else we can come up with that is interesting and nourishing.

### What do you see as the most important trend in the industry?

I’m a bit biased, but healthfulness and knowing what you are eating are the most important trends. Our staff is, of course, on top of all the latest health news, and generally very careful in looking out for their own health needs. We find that we almost cannot give our staff enough information on their food – allergens of course, but also exact ingredients, source, and nutrition.

### What path did you follow to get where you are today?

I’ve followed a wandering path through marketing and public relations, television and politics. But everywhere I could see the importance of the workplace environment, and the physical workspace, in employee engagement and performance and in making everyone feel valued in their careers, while maintaining balance in the rest of their lives. I jumped at the chance to work for NPR as they were starting their first comprehensive wellness program, because it’s NPR, and because the management is fully invested in the complete wellness of our employees and making this a good workplace. I describe my job as keeping everyone at NPR happy and healthy; you can’t get a much better job than that.

### Why did you join SHFM?

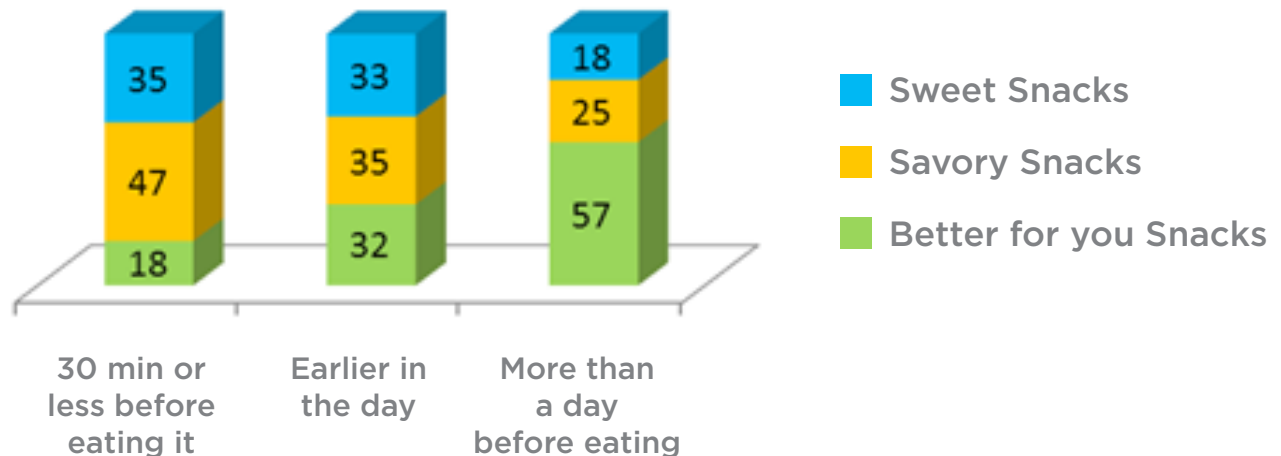
I joined SHFM after our food service provider, Guckenheimer, suggested and arranged for your DC Local to be held at our new headquarters building. In conversations with your other members, I realized how much more we have to learn and to share.

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

I’m spoiled to work and live in DC and Arlington, VA where it’s almost as easy to find a Jose Andres restaurant as a McDonald’s. I would count those meals among my favorites, especially Zatinya, along with gnocchi at Bibiana, brunch at Eventide, everything at Union Market, to every neighborhood taco or empanada shop. But even besides the food, all my best meals have been the ones where I could see the excitement in the cook’s face – from my grandma to world class chefs – to prepare something just for me that is always at that moment the best meal I’ve ever had. Until the next best meal.

## INDUSTRY TRENDS

### Share % of Snack Foods Consumed by When Purchased



Source: The NPD Group/SnackTrack® YE June '14 "Snack Foods" are a set group of specific foods excluding gum, breath mints, and cough drops.

#### Want employees to snack more healthy? Plan ahead.

Having a quick snack while working is nothing new, but the role that planning-ahead plays in what is consumed may come as a surprise. When workers purchase their snack foods more than a day before eating them, they are twice as likely to consume a "better for you" product than when selecting their snack of choice earlier in the day. The gap is even more defined when compared to items purchased immediately (within 30 minutes) before consuming.

The dominance of sweet and savory snacks at immediate consumption occasions should come as little surprise. Nearly one-third of these occasions were purchased from either a vending machine or the workplace cafeteria while only 16% of the snacks were purchased at a supermarket.

These facts shed light on an opportunity for business and industry foodservice operators to add more "better for you" products to vending machines and work cafeterias. In addition, make these items easily accessible or available in areas that lend to "impulse" purchases, such as at the cash register. This may allow more workers to buy while at work rather than shopping ahead of time – and also provide better options for those needing immediate satisfaction for hunger pangs.

*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](http://www.restaurantindustrytrends.com).*

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## E-LIBRARY & LINKS HIGHLIGHT

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### Training Your Commercial Kitchen Staff to Go Green

Going green in the commercial kitchen involves several transitions, from installing energy-efficient equipment to using green cleaning agents. The transition is much easier if the effort is backed by the whole staff. Training your employees is essential for new behaviors to be adopted effectively. Implementing a training system in your commercial kitchen or establishment will make going green second nature.

#### Set Up a Staff Meeting

Have a meeting with your staff to communicate the importance of the information and make it easier to pass the education to every member of the team.

- Make training mandatory. If it is optional people will likely opt-out. If you want to implement change, having everyone present is essential.
- Compensate staff. Make sure to pay staff for the time they spend at the meeting. A work meeting is still work.
- Make it interactive. Engage and involve staff as much as possible while you facilitate the meeting. If employees are bored, they will not retain information as well. Make it fun.

#### Educate Your Staff

Take the time to explain why you are going green in your establishment. Especially in the commercial kitchen, behavior changes are a big part of being green.

- Provide reasons for the changes. Give employees concrete information why the new information is important to learn. This especially applies to tasks that require behavior changes, such as using green cleaners and sorting recyclable waste.
- Incorporate various training techniques. Use varied teaching methods as you educate. Visuals, hands-on learning, group activities and games can all help make learning more engaging.
- Make safety a priority. With any new equipment, supplies or responsibilities, make sure safety issues are properly covered.

To read more of this article, visit the [SHFM E-Library & Links](#).





# THANK YOU TO OUR SPONSORS FOR THE UPCOMING SHFM NATIONAL CONFERENCE!

NOVEMBER 4-6 AT THE MOHEGAN SUN IN CONNECTICUT

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