

# **MAINESENSE**

MAKING SENSE OF YOUR FOODSERVICE BUSINESS

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# Opportunities and Ideas Inspired by the 2012 Maines Food Show

*Maines organizes its annual Food Show not just as a showcase of food and food service, but also to introduce customers to business-growing, profit-maximizing products and ideas that they can take back and use in their operations every day. Here are some highlights from Maines' offerings featured at this year's Food Show, and their potential to maximize efficiencies and pinpoint operational strategies. Try focusing on one or two of these strategies and implement them into your restaurant to transform your business!*

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*Show Highlight:*

## KEEPING CURRENT WITH NEW PRODUCTS AND TRENDS

*Action Steps:*

Because consumer tastes are always evolving, take note of how the major manufacturers cater to these trends. Your Account Manager is available to help you discover products to fine-tune your menu and keep it relevant and exciting. Your Account Manager can also help you compare the products you are using in your dishes and explore potential alternatives that can help reduce portion costs – and labor!

*Show Highlight:*

## MENU INNOVATION

*Action Steps:*

Today's busy chefs seldom have the time they would like to devote to recipe development. On-trend Asian fusion cuisine and Latin-inspired dishes presented at the Food Show's Chef Demo Academy provide some enticing options. You can also enhance your kitchen's palette with more than 200 product introductions this year including grass-fed beef, on-trend appetizers, and tantalizing desserts that are as good as or better than those made by the average pastry chef. Our corporate chefs have already done the experimentation for you! All you have to do is follow up on their recipe and presentation ideas to start seeing immediate results in your dining room.



*Show Highlight:*

## INVENTORY CONTROL

*Action Steps:*

How does your food cost compare with national averages for other restaurants that are similar to yours in sales volume, check average, and restaurant type? Why not use the same inventory control processes perfected by the leading chains? As food and beverage costs continue to rise, tactics such as those covered in Maines' Palatable Inventory seminar give you the tools to firm up your inventory controls. Call Julie Lovelass at 607-251-7324 or email at [julie.lovelass@maines.net](mailto:julie.lovelass@maines.net) to help you find out exactly what costs are out of line each week so you can react quickly and implement a manageable, cost-saving inventory process for your restaurant.

*Show Highlight:*

## CONTROLLING LABOR COST

*Action Steps:*

What can you do, starting today, to help bring labor costs under control? You can take inspiration from the Labor Cost Coach program and learn the hows and whys of scheduling, sales forecasting, labor budgeting, and reporting. Call Julie Lovelass at 607-251-7324 or email at [julie.lovelass@maines.net](mailto:julie.lovelass@maines.net) to sign up for the one-on-one training that gives you and your managers the tools, encouragement, commitment, and monitoring to tame labor costs and add to your bottom line.





*Show Highlight:*  
**MAKING THE MOST OF EVERY SHIFT**

*Action Steps:*

Most restaurateurs rarely think in terms of the architecture of a great shift. As nationally renowned expert Jim Sullivan explained in his Food Show seminar, there are critical steps management can take before, during, and after each shift to ensure higher sales, better service, and more repeat business. These are the same steps leading restaurant chains take to maximize their check averages and customer counts. Follow up on Jim Sullivan's suggestions at [www.sullivision.com](http://www.sullivision.com), where you'll find his training videos, how-to articles, and insider tips on building your operation's service and sales.

*Show Highlight:*  
**A CLEAN BILL OF HEALTH**

*Action Steps:*

Taking ideas from Keeping It Kleen can give you peace of mind with an easy, time-saving program to bring every employee on board with your food safety expectations – and the Health Department's rules. Don't have time for weeks-long courses on food safety? No problem! It takes just an hour or two to have your employees watch Keeping It Kleen's fun, relevant training videos and take the tests that follow. You can monitor their progress to see exactly where problems are likely to occur, and ward them off before the health inspector arrives. Visit [www.keepingitkleen.com](http://www.keepingitkleen.com) to begin training your team today.

*Show Highlight:*  
**MARKETING WITH SOCIAL MEDIA**

*Action Steps:*

The Food Show's Social Media Café hopefully persuaded you of the importance of establishing an online presence. Start using these online tools to get free word of mouth advertising working for you. You know your customers better than anyone. Reward them for visiting you online; give them something to talk about and create an online personality that makes your establishment accessible to them. Whether you're just getting started or looking to refine your existing strategy, you can contact Maine's Internet Communications Coordinator, Alissa Strong ([alissa.strong@maines.net](mailto:alissa.strong@maines.net)), for further guidance.

*Show Highlight:*  
**GUY FIERI,  
CULINARY ROCK STAR**

*Action Steps:*

Guy Fieri evolved his first business venture – a pretzel cart he started at the age of 10 – into a career that includes five restaurants and plans for more. Once his trademark spiky blonde hair burst its way onto the Food Network, viewers went crazy for his explosive high energy. You can learn a lot from the amped-up energy and excitement Guy Fieri brings to his art. Let some of that enthusiasm and passion rub off on you. With a dose of Fieri inspiration, you can take the vibe of your restaurant to new heights. When you enjoy what you do, it shows on the plate. Your energy transfers to your staff, and your customers will pick up on it too. Be upbeat ... the passion and the energy is contagious. The big payoff is making people happy. It's "off the hook!"



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# How Maines Can Help



## YOUR ACCOUNT MANAGER

Your Maines Account Manager is familiar with the challenges restaurant operators face and is available as a resource for you. Take some time during your next interaction to share your thoughts and ideas. Ask about new products you may want to try out that could work with your menu. Account Managers can also connect you with additional complimentary resources to guide your exploration. Talking with your Account Manager is a great way to begin enhancing your menu strategy.

## OUR CORPORATE CHEFS

Maines Corporate Chefs, Jake Hizny and Eamon Lee, are experts in recipe development, portion control, and managing your food cost percentage. They'll be happy to share their knowledge of ingredients and flavor trends, suggest new menu ideas, and make the numbers work for you.

## WYCKWYRE.COM

WyckWyre is an employment site exclusively for the restaurant and hospitality industry. Great restaurants don't just happen: they're made by dedicated employees, and WyckWyre is the place to find them. It is easy to use, cost effective, and will save you time by hiring a qualified employee quickly. Visit [www.wyckwyre.com](http://www.wyckwyre.com).



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