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Who are your customers?

If you don't know, how can you serve them?

By John Tschohl

Who are your customers? Do you know what they want? Do you know what they think about you and your products and services? If you don't, you have some work to do.

It's critical that you know your customers, so that you can give them what they want. You must be proactive. Instead of waiting for your customers to start leaving you and wondering why they are heading to your competitors, you must research their needs and determine their opinions of your business

As soon as I mentioned the word research, most of you are probably thinking, "Oh, great. Now he wants me to spend a lot of money, money I can't spare."

The type of research I am talking about doesn't have to cost you anything. And it basically involves two steps:

Ask. If you really want to know how you can improve your business, ask your customers. Each time you have contact with a customer, engage her in a conversation. Did she find everything she needed? If she needed help or advice, did she get it? Did she encounter any problems while doing business with your organization? Does she have any complaints or suggestions she would like to share with you?

You might also ask if the customer was served in a timely and knowledgeable fashion. If the response is positive, great; if it is not, it probably indicates the need for additional training for your employees.

Also do a little probing. For example, you might ask a customer if there is anything he might have purchased if you had it in stock. Maybe he came in for bathroom tiles, but also would have purchased some decorative bathroom items

John Tschohl

if you carried them. In his response you could identify additional, and complementary, products that could increase your business.

Make it easy for your customers to share their opinions with you. Include an 800 phone number on sales receipts and invoices, and have that number answered by employees, not machines. Provide customers with an email address they can use to contact you and share their thoughts.

Listen. If you don't listen to what your customers are telling you, you might as well not ask for their opinions. Acknowledge what they are telling you and thank them for taking the time to do so. Also, assure them that you will act on what they have said. Most customers don't

offer suggestions or make complaints, because they don't think anything will be done with that information. They simply take their business elsewhere.

I'll give you a personal example: While staying at a \$450-a-night hotel in California recently, I informed the staff that there were ants in the bathroom. Nothing was done to correct the situation. Needless to say, I will not be returning to that hotel.

It's critical that you acknowledge what customers tell you and that you implement those suggestions you determine will improve your business and your service. If many of your customers are telling you the same thing—that your hours are inconvenient, that the quality of a specific product is poor, or that your employees are rude—you know you've got a problem and should act quickly to make changes.

You also must thank customers for taking the time to share their opinions. You can do so verbally or in writing, and you can give a gift card or discount to customers to thank them for their feedback. When customers feel that you value what they have to say, they will be more loyal to you.

Your customers are the experts when it comes to improving your business. Look at them as consultants who will help you make the changes that will keep them coming back to you and that will draw new customers to you. Let them help you drive your business to new heights. 

John Tschohl, the internationally recognized service strategist, is founder and president of the 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 strategic newsletter is available online.

Top tips to promote your restaurant

By Scott Lorenz

Scott Lorenz

Would you like more customers in your restaurant? Do some marketing that'll catch their attention and let WOM (word of mouth), the best form of marketing, do the rest. Here are top tips for generating new business.

Use Facebook to target your demographic

Did you know that you can place ads on Facebook to reach people who work at specific companies or students at the local university. You can even target only those who are 21 years old and up. Yes it's true and it's VERY effective. Imagine being able to direct ad to EXACT target market you want. It does not get any better than this. Check it out at: www.facebook.com/login.php.

Use Groupon

One of the hottest marketing programs today is Groupon. Groupon is taking the country by storm. Groupon reaches hundreds of thousands of people in more than 200 markets across the United States and Canada via a daily eblast. The deal typically involves half off a product or service that you are selling. Groupon then takes half of that, charges a 2 1/2 percent credit card fee and then will send you money in three payments over the next 60 days. I've arranged a few and they are wildly successful. One of the local restaurants in my home town offered a Groupon deal. It immediately created word of mouth as people were talking about this restaurant that had been off the radar for a little while. Even though they

See **PROMOTE** page 14

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Appell Pie

Empty plates

Howard Appell ♦ Today's Restaurant Publisher

How many times have you heard me say think outside the box and do the unexpected? How many times have I said I don't know how to get the most out of Facebook? Combine the two add a little humor and you get Empty Plates.

Right about now you're asking yourself "what the heck is he talking about?" I will try to explain. Most of my "friends" on Facebook are in the foodservice industry in one form or another. Chefs, dealers, salespeople, and old friends. All of them will occasionally post a photo of a dish they have prepared or one they are about to eat, very appealing, especially if you're hungry. One night I was out to dinner and had the idea to go against the grain and take a photo of my meal after I finished eating and post it with the description of the food and the location of the restaurant. That's about as far outside the box as I can be on Facebook.

I started posting my meals and started to get responses ranging from that's disgusting to you are funny. One friend said it was dietetic. Of course some commented on the health benefits of the meal and some the unhealthy benefits. One even quoted a commercial from Kentucky Fried Chicken stating, "You ate the bones" I heard from a guy I grew up with and hadn't spoken to in 30 years. People are talking about me and Today's Restaurant and that's what the intent was. (Facebook Howard Appell - Today's Restaurant page. Please like us!)

What have you done that's outside of your box to promote your business recently? Since this issue is the Restaurant Survival Issue I want to quote from an article in the issue by Scott Lorenz. The article entitled Top t


Tips To Promote Your Restaurant also tries to encourage you to get out of your box and thing of new ways to bring attention to your business. One tip says, Do a Sales Blitz!

"What's a sales blitz? It's a one or two day 'blitz' of your immediate market area where your staff goes out to local businesses and hands out a flyer, business card, Free Appetizer card or whatever to secretaries, clerks or anyone else they can talk to. Pick a slow day, like Monday or Tuesday, pay your staff to come in, have them wear uniforms, pair



Hamburger & fries — Bar Louie, Boynton Beach.

up in teams and tell them to go out into the community. Pay your staff a decent wage, buy them lunch, give them money for mileage, ask them to make note about their best sales calls and offer prizes for the 'best lead' of the day, 'best potential future booking' for a party etc. You'll be amazed at the success of this and the new business it will generate."

I like that idea and I would add photos or videos of the staff doing the Blitz and post them on Facebook. I'm sure there are hundreds of ideas that will work? Have any you tried? Want to share them with us? Just email us your idea or story and we will publish it here. Email to howard@trnusa.com. 

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What's Going On

Important new products, corporate news and industry events.

National Chef Supply Warehouse recently announced that they are now a premier distributor for **Mozo Shoes**, a line of innovative anti-slip footwear. "We are excited about our new relationship with National Chef Supply Warehouse and what they bring to the table with their extensive product knowledge and long standing relationships with many of the nations top restaurants, hotels and country clubs." said James Robinson, Mozo's Southeastern sales representative. National Chef Supply Warehouse, in Boca Raton, is one of the nation's largest in-stock uniform suppliers to the hospitality industry. Mozo shoes feature anti-slip sole technology, paired with the Mozo Tri-Fit System for the ultimate in cushioning, fit, and comfort. For more information call National Chef Supply Warehouse at 800.330.6279.

There's no limit to what foodservice professionals can expect from the new **Seltmann No Limits line of white porcelain tableware from Frieling USA**. Made in Germany to the highest quality standards, the full range features 49 different round and square pieces that are modular and compatible, so each item can be used individually or combined with others in the line. Matching platters can double as lid covers that protect food and make the pieces stackable. Saucers can cover cups, and platters and plates of various sizes and shapes can cover any piece in the line. With the look of contemporary simplicity that serves as a backdrop to today's cuisine, the bowls and cups are slightly angled up-



PKI President, Ben Colon has announced that they have been awarded the contract to do the installation of the Hood, Cooler, Refrigeration and Cooking Equipment at the Cheesecake Factory at the Plaza de America in Puerto Rico. PKI provides Installation, on site welding refrigeration and delivery. Contact Ben Colon at 954.436.1513.



Ben Colon

ward, so plates fit perfectly under or over them. No Limits is oven, microwave, refrigerator and dishwasher safe. This sturdy tableware can be used indoors or outdoors, and can even withstand the high heat of salamander broiler ovens, eliminating the need to transfer food to a different plate for finishing gratin potatoes, macaroni and cheese and more. The centers of the plates are thicker than the rims to store even more heat. The company can be reached at www.frieling.com.

The Dinner Bell Restaurant located at 3170 US 27/441 in Fruitland Park, FL has closed. The restaurant has been in business since 1957 with various owners. It closed in January, 2013.

From October 4-5, 2013, the **City of Fernandina Beach** will host it's **5th Annual COFB Butts and Brisket Competition**. Fernandina Beach is home to sandy beaches, historic Ft. Clinch State Park, and recently some of the best BBQ competitions in the Southeast. The City of Fernandina

Beach has hosted series of barbecue competitions since 2009 and they continue to grow each year. The City Barbecue Cook-offs offer a blend of good music and some of the area's best BBQ. For details call Jay Robertson at 904.277.7350 ext.2013.

A new 10,320-square-foot **Cooper's Hawk Winery & Restaurant** — an upscale casual dining concept with a full-service bar, private barrel-aging room, Napa-style tasting room and more — is scheduled to open late this year in a news release. This is the second Cooper's Hawk Winery that has been announced for the Orlando area. The location will be at Waterford Lakes Town Center off of Alafaya Trail.

Temakeria Makis Place in Coconut Grove/Cocowalk Mall has opened. They are a brand new sushi concept from Brazil just coming to the US. New future locations will be coming up in the Miami area plus New York City and San Francisco. They are located at 3015 Grand Ave and can be viewed at www.MakisPlace.us.

O'Shea's Sports Pub, located at 5995 Signature Dr. in Wildwood, FL will open this spring. It will be at the main entrance to Brownwood Paddock Square on CR 44 at Powell Rd. in Wildwood, where the **Speckled Butterbean Restaurant** was located. There will be

an Irish-American menu in a sports bar atmosphere. The Pub is owned by Wayne Pelhank.

CSCAMEX a developer of innovative temperature controlled merchandisers for the retail industry, proudly announced the introduction of the **T-01 Warm Tortilla Merchandiser**. CSCAMEX worked with Mission Foods and thoroughly tested the merchandiser in Mission Food's labs with its New Tradicionales brand of fresh tortillas. The testing duration was one month. During the test the T-01 merchandiser repeatedly merchandised the tortillas as desired; warm, moist and fresh. Several large supermarket chains both in the United States and Mexico have placed orders for the T-01 tortilla merchandiser. "We look forward to helping these supermarket chains increase their tortilla sales while reducing their shrinkage" said Chip Aschinger, President and CEO. Visit www.cscamex.com.



Wines from around the world and culinary creations from more than 20 regions make the annual **Epcot International Food and Wine Festival** one of the best. Guests can enjoy wine and beer tastings and cooking demonstrations. Scheduled events at an additional cost include the Party for the Senses food and wine tasting, Signature and Reserve dinners, Vertical Tastings, Food and Wine Pairings and the prestigious Bordeaux Wine School education program. More than 33,000 bottles of Champagne and wine from around the world will be uncorked during the Event

See **WHAT'S GOING ON** page 8

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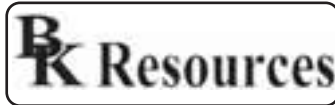
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Restaurant hospitality: It's right to be polite if you plan to succeed

Howard Cannon ♦ Today's Restaurant Contributor

Hospitality has seven very basic characteristics. The wise restaurant owner and manager will spend time teaching these characteristics to their team. Be polite. Smile. Manage eye contact. Greet. Listen. Thank. Bid farewell.

Chelsea, AL, - Howard Cannon, Restaurant Expert Witness, and CEO of Restaurant Consultants of America spends a lot of time coaching new restaurant owners and wanna-be restaurant owners. One way he does this is through his books and frequently published articles. Having spent his entire career in the restaurant and hospitality industry, he is dedicated to helping newcomers achieve their own success and to improving the quality of

the industry itself. One of those quality aspects centers around hospitality, and he has written extensively on that one critical component.

Hospitality has seven very basic characteristics. The wise restaurant owner and manager will spend time teaching these characteristics to their team. That team will then reward customers with better hospitality — resulting in better customer comments, better employee morale toward customers, and better sales. What's in it for the employees? Better compensation and better tips are always good motivators.

Be polite: Howard Cannon explains, "This one should be a no-brainer, but it doesn't seem to be. The basic rules of etiquette and the magic words such as

What's in it for the employees? Better compensation and better tips are always good motivators.

'Please,' 'Thank you,' 'Excuse me,' 'Pardon me,' 'less you,' and 'May I help you?' have gotten lost in much of society. But if you want to have a successful restaurant, you should make sure your staff fol-

lows these rules and uses these magic words, not only to guests but to each other. Believe it or not, your guests will sense the morale of your staff."

Smile: "That's what you pay me for, sir." Cannon says, "This line was one of the greatest that I have ever heard from an employee. I was eating in a restaurant in Orlando, Florida, at Disney World when I saw a young lady with a truly outstanding smile. I said to her, 'Young lady, you have one of the greatest smiles I have ever seen.' She simply replied, 'That's what you pay me for, sir.'" She wowed me with that answer. You see, she clearly understood two very powerful things. First, she understood that I, the customer, was paying her salary. Second, she made it clear that the smile was nonnegotiable—it was a must. Wow!"

Manage eye contact: Eye contact is more than looking at someone; it is eye management. "Eye contact is a sign of confidence, interest, and even people orientation. Teach employees to never roll their eyes on the job. This action shows frustration and/or indifference. And don't stare at the customer. It could be considered disrespectful. Last, but not least, don't look past the customer, because that can show lack of interest."

Greet: Corporate America has made the greeting so generic that many times it is no longer so personal, sincere, or of interest to the guest. "The key to a greeting is to acknowledge the guest's presence and show a sincere and hearty welcome."

Listen: Consumers rarely think that employees listen. Cannon advises, "Work with your employees to get them to be able to take mental notes of what the customer wants. Many restaurants are emphasizing such listening skills by having the wait staff memorize orders instead of writing them down. This lets the customer know your team is indeed listening to them."

Thank: Thanking the guest is much like the greeting. "The message of 'thanks' can't be insincere, impersonal, or canned. Ask the customer if everything was to his or her liking and thank the customer for his or her patronage."

Bid farewell: Bidding farewell is the last point of personal contact with the customer and is critical to the customer's view of the overall dining experience. Cannon says, "You can say 'Have a great day,' 'See you next time,' or 'Drive carefully' but be sure to say something. Bidding farewell is simple and says a lot about the true feelings of your staff. You already have the customer's money, your work is virtually done, and now it's time to say good-bye. This is also the last time that you can 'wow' them, so open the door for them and ask them about their meal. Small steps like these will help you seal the deal for the next visit."

Howard Cannon is a highly-recognized restaurant expert witness, consultant, analyst, and speaker. He is the author of *The Complete Idiot's Guide to Starting a Restaurant* - found in 76 countries around the globe. Mr. Cannon is the CEO of Restaurant Consultants of America and Restaurant Expert Witness, and can be reached at 800.300.5764 or via the web at RestaurantConsultantsOfAmerica.com or RestaurantExpertWitness.com.

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TECHNOMIC

Consumers open up to new restaurant tech

Chicago, Ill – Restaurants may not be incorporating technology into their operations in overwhelming numbers—yet—but that doesn't mean consumers aren't interested in the latest tech amenities when dining out. Running a successful restaurant and keeping it open these days are harder and harder to do. Survival in your restaurant is your bread and butter.

A majority of consumers expect to use technology to order food at restaurants more often in the coming year, and very few (just 3 percent) expect to use it less than they currently do, signaling opportunity for operators who haven't already integrated the latest technologies into their business.

Trending in the early stages of food-service tech usage, consumers express the most interest in tableside touchscreen devices that enable them to self-order and pay, iPad/tablet menus and digital rewards tied to loyalty programs.

"Technology can be used as a point of differentiation within the restaurant industry...especially with Millennials," says Technomic Executive Vice President Darren Tristano. "Operators who stay ahead of the curve, in an increasingly competitive market, will need to evaluate the best use for the latest tech trends and decide how to integrate them into their operations in a way that's efficient and beneficial to consumers. It should complement and enhance the restaurant experience for all age groups, which may mean having a printed menu available, as well as an iPad/tablet."

Consumers are not only curious about, but also receptive to trying an array of new technologies at their favorite restaurants, according to findings from a Recent Technomic Survey.

Noteworthy discoveries:

- ◆ More than half of panelists (51 percent) consider it important for restaurants to integrate technology into their ordering capabilities.

- ◆ Technologies related to ordering, coupons or special offers sent via email or text message have the highest usage rates. Nearly three-fifths (58 percent) of panelists say they use these at least once a month.

- ◆ Among technologies designed to entertain restaurant-goers, Wi-Fi access and LCD flat-screen TVs are used the most.

- ◆ Out of all restaurant segments and types of retail stores, consumers are most receptive to technology-based orders at casual-dining restaurants.

- ◆ In general, younger consumers are more interested in technology at restaurants than older diners. Consumers from 18-44 years old are far more likely than those over 45 to say they might connect to their favorite restaurants via a mobile app and order using a touchscreen kiosk. Interest is highest among 25- to 34-year-old Millennials.

To help operators, suppliers and others aligned with the foodservice industry better understand restaurant technology trends, Technomic has developed the Market Intelligence Report: Consumer Facing Technology. The report examines consumer behavior, attitudes and preferences toward technology at restaurants, with data based on survey results from 500 U.S. adults. It includes industry and trend data from Technomic's Digital Resource Library and Technomic's detailed food industry tracking reports, as well as secondary research from Technomic's Knowledge Center. 



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◆ THE CAPITAL GRILLE , 4200 Conroy Road, Orlando
◆ TOMATILLO'S FRESH MEX , 339 Commercial Court, Venice
◆ THE GRASSHOPPER MEXICAN RESTAURANT AND LOUNGE (3rd location), 7253 S. Tamiami Trail, Sarasota
◆ THE GRAYTON BAR AND GRILL 170 E Hwy 30A, Grayton Beach
◆ WOODY'S BBQ OF ARGYLE 8540 Argyle Forest Blvd Ste 1, Jacksonville
◆ PETERBROOKE CHOCOLATIER 1355 A-3 Market StreetM, Tallahassee
◆ OSAKA , 871 Village Blvd, West Palm Beach
◆ CHICO'S PIZZA & ITALIAN RESTAURANT 4221 NW 88th Street, Sunrise

◆ ALBERTO'S PIZZA & PASTA , 518 N Us Hwy 1, Tequesta
◆ ONLY FISH , 387 NE 167th St, North Miami Beach
◆ FREDDY'S FROZEN CUSTARD 7376 52nd Place East, Bradenton
◆ THE WITCHES BBQ DEN 111 Second Ave. NE Ste 209, St Petersburg
◆ ISLAND BREEZE REST & BAR 1750 Clearwater-Largo Rd, Largo
◆ BC TACOS FOOD TRUCK CAFE 4801 S University Dr Ste 123, Davie
◆ ITALIO MODERN ITALIAN KITCHEN 276 South Orlando Ave, Winter Park
◆ GROOVY'S PIZZA , 938 Lincoln Rd, Miami Beach
◆ BUOYS' PORT-OF-CALL STEAK SEAFOOD & RAW BAR 220 E Monument Ave, Kissimmee
◆ MAKNAO , 1737 University Dr, Sunrise
◆ THE COLONIAL QUARTER , 33 St George Street, St Augustine
◆ PILARS MARTINI BAR (opened earlier), 146 W Plant St Ste 120, Winter Garden
◆ LUXE SPORTS GRILL 138 Miracle Strip Parkway SE, Ft Walton Beach
◆ STILETTO GENTLEMEN'S CLUB 3615 NW South River Drive, Miami
◆ COPACABANA CUBAN CUISINE 1209 Main Street Ste 101, Jupiter
◆ BARREL AND GRAIN A MODERN AMERICAN GASTROPUB 125 Datura St, West Palm Beach
◆ KINGS ORLANDO - Eat Drink & Bowl, 8255 S International Dr Ste 120, Orlando
◆ GREAT LAKES GRILLE , 4300 US Highway 1, Jupiter
◆ SWEET BANANAS GRILL , 10220 Forest Hill Blvd, Wellington
◆ TX BASED - TWIN PEAKS RESTAURANT (1st in FL), 8350 International Drive, Orlando
◆ BA ARGENTENIAN BISTRO 2881 E Commercial Blvd, Ft Lauderdale
◆ STUART COFFEE CUP , 55 W Flagler Ave, Stuart
◆ DANDELION GRILL , 6000 Glades Rd, Boca Raton
◆ GEM EATERY , 1043 S State Rd 7, Margate
◆ YO BLENDZ , 8312 S Dixie Hwy, Miami
◆ PINKBERRY , 21211 Ocean Dr, Miami Beach
◆ BAREZZITO , 2000 Collins Ave, Miami Beach
◆ ORANGE LEAF FROZEN YOGURT (many more coming in FL), 2494 West Brandon Blvd, Brandon
◆ RED ROBIN GOURMET BURGERS 6419 Newberry Rd, Gainesville
◆ SHULA BURGER , 9025 West Atlantic Avenue, Delray Beach
◆ MAKNAO , 1737 University Drive, Sunrise
◆ P.F. CHANG'S CHINA BISTRO 27001 US Highway 19 North Ste 1150, Clearwater
◆ CIGAR CITY BREWPUB , 15491 N Dale Mabry Highway, Tampa
◆ 8 OZ. BURGER BAR , 1245 Lincoln Rd, Miami Beach
◆ FIVE GUYS BURGERS AND FRIES (more coming in FL), 150 S. Federal Highway, Deerfield Beach
◆ THE MAIN STREET PUB & GRILL 821 Main St, Daytona Beach
◆ JOEY D'S , 12975 Collier Blvd, Naples
◆ WOLFGANG'S STEAKHOUSE (original in NY), 315 S Biscayne Blvd, Miami
◆ BOB'S BOATHOUSE Full service restaurant, 5509 S Tamiami Trail, Sarasota
◆ WOODCHUCK'S CAFE 2520 A West Tharpe Street, Tallahassee
◆ THE SALT ROCK TAVERN , 3689 Tampa Rd Ste 301, Oldsmar
◆ BROWN BOXER PUB & GRILLE 26111 US Highway 19, Clearwater
◆ CEDAR REEF FISH CAMP , 7240 55th Ave E., Bradenton
◆ CIPRIANI , 485 Brickell Ave CU 1, Miami
◆ DICK'S WINGS & GRILL 100 Marketside Ave Ste 301, Ponte Vedra/Nocatee
◆ YALLA! MEDITERRANEAN GRILL 13500-43 Beach Blvd, Jacksonville Beach
◆ JAMAICA BREEZE RESTAURANT AND LOUNGE 420 67th St West, Bradenton
◆ PISANO'S ITALIAN RESTAURANT (opened earlier), 1617 Desoto Rd, Sarasota

◆ LAS ORQUIDEAS , 1199 E Commercial Blvd, Ft Lauderdale
◆ WORL OF BEER , 3252 NE 1st Ave Ste 112, Miami
◆ URBAN BREW AND BBQ , 1939 Central Ave, St Petersburg
◆ OUTRIGGER CAFE @ ELLIOTT MUSEUM 825 NE Ocean Blvd, Hutchinsonson Island
◆ OAR HOUSE RESTAURANT & BAR 200 E McNab Rd, Pompano Beach
◆ DANLU CAFE , 200 E Broward Blvd Ste 110, Ft Lauderdale

Under Construction

◆ NINO'S PIZZERIA , 2500 SE Federal Hwy, Stuart, June '13
◆ JORGENS RESTAURANT 2275 S Federal Hwy, Delray Beach, June '13
◆ PAULOS PIZZA 1365 W Palmetto Park Blvd, Boca Raton, June '13
◆ LA TAGALIELLA , 301 Miracle Mile, Coral Gables, June '13
◆ THE PERFECTO GASTROBAR , 1450 Brickell Ave, Miami, June '13
◆ CHICO'S BURRITO SHACK 309 SW Park St, Okeechobee, June - July 2013
◆ PDQ , 3260 Hodges Ave, Jacksonville, June - July 2013
◆ THE OUTPOST , 909 W Kennedy Blvd, Tampa, June - July 2013
◆ DUCKY'S - A BOUTIQUE SPORTS PUB 1719 W Kennedy Blvd, Tampa, June - July 2013
◆ GREEN BENCH BREWING 1134 1st Ave N, St Petersburg, June - July 2013
◆ ANTICO WOOD FIRED PIZZERIA 6645 South Florida Ave, Lakeland, June - July 2013
◆ BICI TRATTORIA , 437 Central Ave, St Petersburg, Jun-Jul '13
◆ SUPER SCOOPS 2 21241-04 US Hwy 17, Tampa, June - July 2013
◆ CRUMB & CORK , 501 N Franklin St, Tampa, June '13
◆ YOU SAY WHEN YOGURT 2406 James L Redman Parkway, Plant City, June - July 2013
◆ YOGURT ZONE 8201 South Tamiami Trail, Sarasota, June - July 2013
◆ SQUARE ONE BURGERS 3942 Tyrone Blvd, St Petersburg, May - June 2013
◆ CASA RAMOS MEXICAN RESTAURANT 15363 Amberly Drive, Tampa, May - June 2013
◆ LIME FRESH MEXICAN GRILL 2223 North West Shore Blvd, Tampa, May 22 2013
◆ OLIVE GARDEN & BAHAMA BREEZE , 1798 W International Speedway Blvd, Daytona Beach, Aug - Sept 2013
◆ KAZUMI , 260 Cranford Blvd, Key Biscayne, May '13
◆ NEW RESTAURANT 4413 South Tamiami Trail, Sarasota, May - June 2013
◆ FLORA-BAMA YACHT CLUB , 13700 Perdido Key Drive, Perdido Key / Pensacola, May - June 2013
◆ KC CRAVE 3501 SW 2nd Ave Ste A, Gainesville, May - June 2013
◆ SALADWORKS , 1180 Tamiami Trail N, Naples, May '13
◆ DANTE'S COAL FIRED PIZZA 900 SW Pine Island Road, Cape Coral, May - June 2013
◆ NEW CONCEPT (to be named) 183 South Orange Ave Ste 100, Orlando, May - June 2013
◆ FLIPPERS PIZZERIA Dale Mabry Hwy & Fletcher Ave, Tampa, July - Aug 2013
◆ WD 555 , 555 Jefferson, Miami Beach, May - June 2013
◆ CAROL'S , 245 SE 1st Street, Miami, May - June 2013
◆ JR BUCK WILDS 4000 RCA Blvd, Palm Beach Gardens, May - June 2013
◆ TRUE LOAF BAKERY , 1900 Bay Rd, Miami Beach, June '13
◆ THE BRASS TAP BEER BAR 9651 Westview Dr, Coral Springs, May - June 2013
◆ BANH CUON TAN DINH 2845 N Military Trail, West Palm Beach, May - June 2013
◆ FALAFEL & KABOB 9431 W Atlantic Blvd, Coral Springs, May - June 2013
◆ SALSA FIESTA 35 N Federal Hwy, Ft Lauderdale, May - June 2013
◆ MUSCLE MAKER GRILL 2020 West Pensacola Street Ste 240, Tallahassee, May-Jun '13
◆ PASTI'S RESTAURANT AT THE RAMADA 1901 Palm Beach Blvd, West Palm Beach, May - June 2013

◆ TEQUILA COWBOY BAR & GRILL & KAROEKE 700 Rosemary Ave, West Palm Beach, June '13
◆ TAPS BAR & LOUNGE 9115 Strada Place, Naples, May - June 2013
◆ FIT BODY BISTRO , 5440 Military Trail Ste 1, Jupiter, May '13
◆ REVOLUTIONS - Bowling, Bar & Grille (early May), 700 Rosemary Ave, West Palm Beach, May '13
◆ PLAIN BURRITO 917 N Atlantic Ave, Ft Lauderdale, May - June 2013
◆ RED FISH BLUE FISH , in the 360 Pensacola Beach Wheel, Pensacola Beach, May - June 2013
◆ TEXAS HOLD 'EM BBQ 2528 North Federal Hwy, Ft Lauderdale, May - June 2013
◆ SEDANOS MARKET , 3801 W Flagler, Miami, May - June 2013
◆ GRANDPA'S MARKET 133 Federal Hwy, Boca Raton, May - June 2013
◆ GOLDEN BEAR RESTAURANT AND PANCAKE HOUSE 2625 S US HWY 1, Ft Pierce, June - July 2013
◆ DEL FRISCO GRILLE 340 Royal Poinciana Way Ste 300, Palm Beach, May - June '13
◆ LA ROSE CARIBBEAN RESTAURANT 10045 Belvedere Rd Ste 5, Royal Palm Beach, Aug - Sept 2013
◆ NEW YORK DELI 3916 N Ocean Drive, Ft Lauderdale, May - June 2013
◆ PANINI WORLD , 7535 Dadeland Mall, Miami, May - June 2013
◆ SUSHI SAMBA 180 Aragona Avenue, Coral Gables, May - June 2013
◆ PLANET SMOOTHIE , 5723 NW 7th St., Miami, Aug '13
◆ CHI SEAFOOD , 1826 Collins Ave, Miami, May - June 2013
◆ CHICK PEA , 400 Clematis, West Palm Beach, May - June 2013
◆ EINSTEIN BAGELS , 1981 SE Federal Hwy, Stuart, May '13
◆ RAW WORLD CAFÉ 2700 Commercial Blvd, Ft. Lauderdale, May '13
◆ EUROPA DELI & MARKET , 425 Washington Avenue, Miami Beach, May - June 2013
◆ WATER WHEEL RESTAURANT & BANQUET HALL 1400 N SR 7, Lauderhill, July - Aug 2013
◆ FLASHBACK DINER 1450 N Federal Hwy, Boca Raton, May - June 2013
◆ DEERFIELD BEACH CAFÉ 202 NE 21st Ave, Deerfield Beach, May - June 2013
◆ IBERIA BAR B QUE 7116 S Dixie Hwy, West Palm Beach, May '13
◆ CABO FLATS CANTINA & TEQUILA BAR , 11701 Lake Victoria Gardens, Palm Beach Gardens, May - June 2013
◆ OPEN STAGE , 2301 Galiano Street, Coral Gables, June '13
◆ STRADA IN THE GROVE 3176 Commodore Plaza, Coconut Grove, July - Aug 2013
◆ L'ENTRECOTE DE PARIS 1053 SE First Ave, Miami, May - June 2013
◆ MS. CHEEZIOUS , 7418 Biscayne Blvd, Miami, Nov - Dec 2013
◆ AMERICA'S BACKYARD 619 South Woodward Avenue, Tallahassee, Oct - Nov 2013
◆ GULF GULF OF MADEIRA BEACH 14080 Gulf Blvd, Maderia Beach, Sept - Oct 2013
◆ COPPER FISH , 1502 S Howard Ave, Tampa, June - July 2013
◆ DUNKIN' DONUTS 11857 San Jose Blvd., Mandarin, June - July 2013
◆ FRESH MARKET Hwy 41 and Collier Blvd, East Naples, Oct - Nov 2013
◆ MAGNOLIA CAFE SOUTHERN CUISINE 25 South West 5th Ave, Delray Beach, May - June 2013
◆ SAILFISH SUBS 894 SW Federal Hwy, Stuart, May - June 2013
◆ BATCH GASTRO-PUB 30 SW 12th Street, Miami, Sept - Oct 2013
◆ BLUE HIGHWAY PIZZERIA 2130 E. Silver Springs Blvd, Ocala, May - June 2013
◆ AQUAPAZZA WINE BAR 68500 Overseas Hwy, Layton, May - June 2013
◆ COOPER'S HAWK WINERY & REST (2nd location), 413 N Alafaya Trail, Orlando, Sept - Oct 2013
◆ BONEFISH GRILL Lake Underhill and Alafaya Trail, Orlando, Aug '13
◆ MCCOY'S OCEANFRONT - a seafood & beverage driven restaurant, 1200 North Ocean Blvd, Pompano Beach, July '13

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- ◆ **MONSTER YOGURT**
3030 East Semoran Blvd Ste 274, Apopka, May - June 2013
- ◆ **DON JEFFE'S TEQUILA PARLOR**
41 W Church St, Orlando, May - June 2013
- ◆ **SQUARE 1 BURGERS & BAR**
3942 Tyrone Blvd, Orlando, May - June 2013
- ◆ **THE BRASS TAP**
700 Rosemary Ave, West Palm Beach, May - June 2013
- ◆ **COPPER BLUES ROCK CLUB & KITCHEN**, 700 Rosemary Ave Ste 200, West Palm Beach, May - June 2013
- ◆ **FUNKY BUDDHA BREWERY**
1202 NE 38th St Bay A1, Oakland Park, June '13
- ◆ **GOLD & PEPPER ITALIAN CUISINE**
101 Washington Ave, Miami Beach, May - June 2013
- ◆ **CHEDDAR'S CASUAL CAFE**
1650 Rinehart Rd, Sanford, May - June 2013
- ◆ **CHEDDAR'S CASUAL CAFE**
2130 W. New Haven Ave, West Melbourne, May - June 2013
- ◆ **URBAN OXY**, 101 NE Second St, Miami, May - June 2013
- ◆ **FIVE GUYS BURGERS & FRIES**
236 S Federal Hwy, Deerfield Beach, May - June 2013
- ◆ **GIRAFFAS BRAZILLIAN STEAKHOUSE** (more locations in the works), International Drive, Orlando, June - July 2013
- ◆ **GIRAFFAS BRAZILLIAN STEAKHOUSE** (more locations in the works), Federal Hwy, Pompano Beach, Sept - Oct 2013
- ◆ **LE TROUBADOUR RESTAURANT**
6661 Lake Worth Rd Ste 3, Lake Worth, May - June 2013
- ◆ **PEPENERO**
300 SW 1st Ave Ste 104, Ft Lauderdale, May - June 2013
- ◆ **WHOLE FOODS MARKET**, 1801 Palm Beach Lakes Blvd, West Palm Beach, Oct - Nov 2014 (not a typo)
- ◆ **BUFFALO WILD WINGS**
Airport Pulling Rd and US 41 East, Naples, May - June 2013
- ◆ **BUFFALO WILD WINGS**
25271 Chamber of Commerce Dr, Bonita Springs, May - Jun '13
- ◆ **PITA PIT**, 491 Forsyth St. W, Jacksonville, May - June 2013
- ◆ **BALDINOS GIANT JERSEY SUBS** (1st FL location), 5921 University Blvd., W, Jacksonville, Aug - Sept 2013
- ◆ **SALTWATER BREWERY**, 1701 W Atlantic Ave / 25 NW 18th St, Delray Beach, May - June 2013
- ◆ **TOM SAWYERS** (owns the one in Boca also), 3208 Forest Hill Blvd., Palm Springs, May - June 2013
- ◆ **CYCLE BREWING - BREWERY TAPHOUSE**
534 Central Ave, St Petersburg, June - July 2013
- ◆ **SOUL** - an upscale soul food Rest, 475 Central Ave in the Kress Bldg, St Petersburg, Aug - Sept 2013
- ◆ **PASION DEL CIELO**, 3301 NE 1st Ave, Miami, May - June 2013
- ◆ **WOLFGANG'S STEAKHOUSE**
315 S Biscayne Blvd, Miami, June - July 2013
- ◆ **VILLA MARIA RESTAURANT**
9910 ALT A1A Ste 701, Palm Beach Gardens, May - June 2013
- ◆ **SHIKANY**, 251 NW 25th St, Miami, Aug - Sept 2013
- ◆ **ITALIO MODERN ITALIAN KITCHEN**
2211 N Federal Hwy, Ft Lauderdale, June - July 2013
- ◆ **TACO VIDA** (moving to new location), 330 Clematis St, West Palm Beach, May - June 2013
- ◆ **SUBWAY**
Florida Turnpike Mile Marker 184, Okeechobee, Jun-July 2013
- ◆ **BENNIGAN'S**, 6324 International Dr, Orlando, Sept - Oct 2013
- ◆ **ZIGGY'S CASUAL RESTAURANT**
2525 S Monroe St, Tallahassee, May - June 2013
- ◆ **BOBBY'S BURGER PALACE**
7535 N Kendall Ave, Miami, Sept - Oct 2013
- ◆ **FIRST WATCH DAYTIME CAFE** (many more opening in FL), 4045 Tyrone Blvd N Ste 204, St Petersburg, May - June 2013
- ◆ **FIRST WATCH DAYTIME CAFE** (many more opening in FL), 20401 State Road 7, Boca Raton, May - June 2013
- ◆ **FIRST WATCH DAYTIME CAFE** (many more opening in FL), 11305 Causeway Blvd, Brandon, June - July 2013
- ◆ **A MODERN ITALIAN THEMED REST** (to be named at a later date), 29 Palofox Place, Pensacola, June - July 2013

- ◆ **BAR LORENZO**
1776 Collins Ave, Miami Beach, May - June 2013
- ◆ **CHOPS LOBSTER SEA GRILLE**
450 Las Olas Blvd Ste 190, Ft Lauderdale, May - June 2013
- ◆ **JR'S BUCKWILD COUNTRY BAR & NIGHTCLUB**
4000 PGA Blvd, Palm Beach Gardens, May - June 2013
- ◆ **ZINBURGER WINE & BURGER BAR**
12801 W Sunrise Blvd, Sunrise, Sept - Oct 2013
- ◆ **ZINBURGER WINE & BURGER BAR**
6000 GladesRd, Boca Raton, June - July 2013
- ◆ **BALDINOS GIANT JERSEY SUBS'** (1st one in FL), 5921 Univeristy Blvd, Jacksonville, May - June 2013
- ◆ **ROSEDALE BRICK OVEN PIZZERIA**
2049 N. University Dr, Coral Springs, May '13
- ◆ **BRAZA BRAZILLIAN STEAKHOUSE**
To come when available, Sarasota, May '13
- ◆ **POLLO TROPICAL**
2300 N Federal Hwy, Pompano Beach, May '13
- ◆ **BALANS**, 7535 Dadeland Mall Space, Miami, Sept - Oct 2013
- ◆ **EARLS KITCHEN + BAR**
7535 Dadeland Mall Space, Miami, Sept - Oct 2013
- ◆ **BOBBY FLAY'S BURGER PALACE**
7535 Dadeland Mall Space, Miami, Sept - Oct 2013
- ◆ **AOKI TEPPANYAKI**
7535 Dadeland Mall Space, Miami, Sept - Oct 2013
- ◆ **AROMA ESPRESSO BAR**
7535 Dadeland Mall Space 2380, Miami, Sept - Oct 2013
- ◆ **BRICKTOPS RESTAURANT**
2418 Ponce de Leon, Coral Gables, June - July 2013
- ◆ **KIETRO'S ON THE OCEAN**
10900 S Ocean Dr, Jensen Beach, May - June 2013
- ◆ **CARMEL CAFE & WINE BAR** (1st Central FL location), 140 N. Orlando Ave, Winter Park, Sept - Oct 2013
- ◆ **MANGO'S TROPICAL CAFE** (original one on Miami Beach), 8102 International Drive, Orlando, Sept - Oct 2014 (not a typo)
- ◆ **TEST KITCHEN**
7350 Biscayne Boulevard, Miami, May - June 2013
- ◆ **KUNGFUZI - VIETNAMESE STYLE FOOD**
Alton Rd, Miami, May - June 2013
- ◆ **CHUY'S MEXICAN**
International Dr, Orlando, Feb - March 2014 (not a typo)
- ◆ **MOXIE KITCHEN + COCKTAILS**
4972 Big Island Drive, Jacksonville, Sept - Oct 2013
- ◆ **UMIAMI BURGER** (1st location out of Calif), 1080 Alton Rd, Miami Beach, May - June 2013
- ◆ **LURE FISHBAR**
1601 Collins Ave, Miami Beach, Sept - Oct 2013
- ◆ **THE MIGHT AS WELL CAFE**
410 Broad St, Jacksonville, May - June 2013
- ◆ **GOOZLEPIPE & GUTTYWORKS** (permitting issues), 914 King St, Riverside, May - June 2013
- ◆ **EDDIE V'S**, 7488 W Sand Lake Rd, Orlando, Sept - Oct 2013
- ◆ **S3 RESTAURANT** (ground floor of Hilton Ft Laud Bch Resort), 505 N Ft Lauderdale Beach Blvd, Ft Lauderdale, May '13
- ◆ **BAY HOUSE VILLAGE** to include a Brewery, Bakery & Italian Bistro & Hotel, 799 Walkerbilt Road, Naples, Nov - Dec 2013
- ◆ **CHUCK E. CHEESE'S PIZZA AND ENTERTAIN+MENT VENUE**, 10940 Tamiami Trl N, Naples, July - Aug 2013
- ◆ **TIBBY'S** (2nd FL location), 494 West State Road 436, Altamonte Springs, May - June 2013
- ◆ **THE CORNER TAQUERIA**
207 Atlantic Blvd, Neptune Beach, May - June 2013
- ◆ **WORLD OF BEER**, Brownwood Blvd, The Villages, May-Jun '13
- ◆ **GATOR'S DOCKSIDE**
Brownwood Blvd, The Villages, May - June 2013
- ◆ **FIVE GUYS BURGERS & FRIES**
Brownwood Blvd, The Villages, May - June 2013
- ◆ **WORLD OF BEER**
435 E Central Blvd Ste D, Orlando, May - June 2013
- ◆ **PDQ RESTAURANT**
2015 Okeechobee Blvd, West Palm Beach, May - June 2013
- ◆ **WYNWOOD BREWING CO**
565 NW 24 ST, Miami, June - July 2013
- ◆ **RESTAURANT DU CAP**
660 Brickell Ave, Miami, May - June 2013
- ◆ **EATON'S BEACH SANDBAR & GRILL** (2 story), 15790 SE 134th Ave, Weirsdale, May '13

- ◆ **SKY THAI SUSHI**, 350 E Las Olas Blvd, Ft Lauderdale, May '13
- ◆ **STREAMSONG** - a Luxury Golf Resort & Restaurant, Old Hwy 37, Ft Meade, Sept - Oct 2013
- ◆ **P.F. CHANG'S CHINA BISTRO**
U.S. 41 and Osprey Avenue, Sarasota, Sept '13
- ◆ **WAFFLE HOUSE**
704 Blanding Blvd, Orange Park, May - June 2013
- ◆ **WAFFLE HOUSE**
7652 Merrill Road, Jacksonville, May - June 2013
- ◆ **STEPHEN'S PIZZA**
4840 Hypoluxo Rd, Lantana, May - June 2013
- ◆ **EL AGUILAR**, 2291 NW 36 St, Miami, May - June 2013
- ◆ **SS HOOKERS** - a Fish Market, Rest and Bar with outdoor Seating, Summerlin Road at Punta Rassa, Ft Myers, May - June 2013
- ◆ **BARRY'S DINER AND BURGER'S**
7841 Rittenhouse Lane, Jacksonville, May - June 2013
- ◆ **HOW DO YOU ROLL SUSHI**
1802 W University Ave, Gainesville, May - June 2013
- ◆ **HOW DO YOU ROLL SUSHI**
13775 W Sunrise Blvd, Sunrise, May - June 2013
- ◆ **MARINA CANTINA RESTAURANT**
25 Causeway Blvd, Clearwater Beach, July - Aug 2013
- ◆ **CABO FLATS CANTINA & TEQUILA BAR**
9025 West Atlantic Avenue, Delray Beach, May - June 2013
- ◆ **SABABA LOUNGE**
9025 West Atlantic Avenue, Delray Beach, May - June 2013
- ◆ **BELLA AMICI PIZZERIA**, 9025 West Atlantic Avenue, Delray Beach, May - June 2013
- ◆ **16 HANDLES SELF-SERVE FROZEN DESSERT**
665 Lincoln Road, Miami Beach, Nov '13
- ◆ **SPOT COFFEE** (2nd location in FL), 6600 SW 57th Ave, Miami, May - June 2013
- ◆ **LOBSTER BAR SEA & GRILL**
450 E Las Olas Ste 190, Ft Lauderdale, July '13
- ◆ **FRATELLI LA BUFALA**
1801 Purdy Ave, Miami Beach, May - June 2013
- ◆ **ICEBOX CAFE** (closing its Lincoln Rd Miami location in April), 1855 Purdy Ave, Miami Beach, May '13
- ◆ **ALBERTO'S FAMOUS FAMILY TRATTORIA**
518 US Hwy 1 North, Tequesta, May - June 2013
- ◆ **ORANGE LEAF FROZEN YOGURT** (many more coming in FL), 821 Florida Hwy 434, Altamonte Springs, May - June 2013
- ◆ **ORANGE LEAF FROZEN YOGURT** (many more coming in FL), 2101 East Semoran Blvd, Apopka, May - June 2013
- ◆ **TSUKURO** - an Asian inspired restaurant, 225 S Fort Lauderdale Beach Blvd, Ft Lauderdale Beach, Jun-Jul 2013
- ◆ **BURGERFI** (more coming), 1001 N. State Road 434, Altamonte Springs, June - July 2013
- ◆ **BURGERFI** (more coming), 3702 W Kennedy, Tampa, May - June 2013
- ◆ **COUSINS SUBS** (many coming from Mr. Evola in Central FL), South Orange Ave & Grant St, Orlando, Sept - Oct 2013
- ◆ **MEAT MARKET BRICKELLHOUSE**
1300 Brickell Bay Drive, Miami, Jan - Feb 2014
- ◆ **MELLOW MUSHROOM**, 3601 St. Johns Ave, Avondale, Aug '13
- ◆ **MELLOW MUSHROOM**
US Highway 441, Mount Dora, May - June 2013
- ◆ **THE TRIPLE P BBQ**
333 Las Olas Way Ste 210, Ft Lauderdale, May - June 2013
- ◆ **CHINA GRILL** (a 3 level, 15, 000 sq ft rest), 801 Brickell Ave, Miami, May - June 2013
- ◆ **YARD HOUSE** - 12, 000 sq. ft. Rest & Draft Beers, 1681 Lenox Ave, Miami Beach, Sept - Oct 2013
- ◆ **SALT LIFE FOOD SHACK**, 55 N Dixie Hwy, Stuart, Oct - Nov '13
- ◆ **FISH TALES RAW BAR**
14195 W Colonial Dr, Winter Garden, May - June 2013
- ◆ **U-SWIRL FROZEN YOGURT** (2nd in FL), 434 And Gateway, Altamonte Springs, May - June 2013
- ◆ **BELLE GLADE COUNTRY CLUB**, off of Morse Blvd South of CR 466 A, The Villages, Jan - March 2014 (not a typo)

- ◆ **YOU SAY WHEN YOGURT SHOPPE** (over 20 more coming), 9360 90th Ave, Sebastian, May - June 2013
- ◆ **ORIGINAL BROOKLYN WATER BAGEL CO.**
6268 W Sample Rd Ste 408, Coral Springs, May - June 2013
- ◆ **ORIGINAL BROOKLYN WATER BAGEL CO.**
600 W College Ave, Tallahassee, May - June 2013
- ◆ **RIISING ROLLZ GOURMET**
600 W College Ave, Tallahassee, May - June 2013
- ◆ **BACKSTRETCH KITCHEN AT CALDER**
21001 N.W. 27th Avenue, Miami Gardens
- ◆ **ANDY'S BAR & GRILL**
1535 Bartow Rd, Lakeland, May - June 2013
- ◆ **MENCHIE'S FROZEN YOGURT** (more FL locations coming), 3030 E. Semoran Blvd Ste 274 A, Apopka, May-Jun '13
- ◆ **MENCHIE'S FROZEN YOGURT** (more FL locations coming), 13170 Atlantic Blvd Ste 28, Jacksonville, May - June 2013
- ◆ **TEXAS ROADHOUSE**
5710 Ranch Lake Blvd, Lakewood Ranch, May '13
- ◆ **BLACK BEAN DELI** (2nd location), 1835 East Colonial Drive, Orlando, May '13
- ◆ **PANERA BREAD**
Celebration Place, Celebration, May - June 2013
- ◆ **PANERA BREAD**
1440 Hendricks Ave, San Marco, May - June 2013
- ◆ **LILLY'S ON THE LAKE**
858 W. Osceola, Clermont, Oct - Nov 2013
- ◆ **BENITO'S ITALIAN CAFÉ & PIZZERIA**
3825 Baymeadows Road, Jacksonville, May - June 2013
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- ◆ **4RIVERS SMOKEHOUSE**
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- ◆ **4RIVERS SWEET SHOP**
Baymeadows Rd, Jacksonville, May - June 2013
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9220 Baymeadows Road, Jacksonville, May '13
- ◆ **CULVER'S**, Airport-Pulling Road /north of Pine Ridge Rd, North Naples, July '13
- ◆ **CULVER'S**, 12635 S. Cleveland Ave, Ft Myers, Oct - Nov 2013
- ◆ **OUTBACK STEAKHOUSE**
795 Skymarks Drive, Jacksonville, May - June 2013
- ◆ **CARRABBA'S ITALIAN GRILL**
791 Skymarks Drive, Jacksonville, May - June 2013
- ◆ **BJ'S RESTAURANT & BREWERY**
15022 Duval Road, Jacksonville, Oct - Nov 2013
- ◆ **BJ'S RESTAURANT & BREWERY**
1570 N University Dr, Coral Springs, June - July 2013
- ◆ **TIJUANA FLATS**, 651 Nautica, Jacksonville, May '13
- ◆ **NEWK'S EXPRESS CAFE**, 14964 Max Leggett Parkway, Jacksonville, May - June 2013
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1255 W Ave, Miami Beach, Sept - Oct 2013
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What's Going On from page 3

to be held this year from Sept 28th - Nov 12. Call 407.939.3378 for all details.



Hotel Happenings

The new **Comfort Suites Sarasota** is now open at 5690 Honore Ave. in Sarasota.



◆◆◆◆◆
◆ **The Quality Inn of Orange Park is now open.** It was formerly the Jacksonville Inn at Orange Park. The property is located at 61335 Youngerman Circle in Jacksonville. The hotel can be reached at 904.777.5313.



A landmark of the Gainesville, Florida area for the past 26 years, **Cabot Lodge** has changed its name to **The Lodge at Gainesville**. Because of its rich tradition in the city and its generational guest list, the owners of the hotel felt it was time to embark on a new season as an independent hotel and have aptly named the hotel around the homey, friendly vibe the fireside lobby/common area emotes. Guests of The Lodge at Gainesville are treated like members of the family and can be seen playing cards or socializing around the fireplace every night during the Social Hour—the complimentary beer, wine, cocktails, and popcorn are a nice draw too. Bill Bowen is the Hotel's owner, and can be reached at 352.375.2400.



Casa Monica Hotel, a member of The Kessler Collection and historic landmark centered in the nation's oldest city, recently announced Joni Barkley as the new director of sales and catering. Barkley is a Certified Hospitality Sales Professional. The hotel is located at 95 Cordova Street and can be reached at 888.213.8903.



A new **Residence Inn by Marriott** will open soon at 4801 Anglers Ave., in Dania Beach. Daryl Hulquist is the contact there. The property is 153 rooms.



The Chefs' Warehouse, Inc., a premier distributor of specialty food products in the United States, announced that it has acquired all of the equity interests of **Qzina Specialty Foods North America Inc.,** based in Pompano Beach. Founded in 1982, Qzina is a leading supplier of gourmet chocolate, dessert and pastry products dedicated to the pastry professional. They currently supply more than 3,000 products to serve some of the finest restaurants, bakeries, patisseries, chocolatiers, hotels and cruise lines throughout the US and Canada.



On June 21-22, 2013 **Taste of the Caribbean** will be held in Miami. The

event set to be a Gourmet Indulgence, will offer all the wonderful tastes and aromas of the Caribbean. It will come alive as top chefs, culinary artists, and masters of island flavors compete for top honors. For more information call 305.443.3040 Ext. 110 or email: events@caribbean-hotelandtourism.com.



On September 27-29, **The 36th Annual Pensacola Seafood Festival** will be held this year from

September 27-29, in historic Seville Square in downtown Pensacola. The event is one of the largest of its kind in Northwest Florida. Foods such as grilled conch, seafood gumbo, oyster croquettes, soft shell crab, coconut shrimp, Caribbean crab cakes, and more will be on hand. Call 850.433.6512 or visit www.fiestaoffiveflags.org.



◆ A great-tasting, all-natural margarita doesn't always have to be made from scratch because of a **pair of margarita mixes being introduced by Demitri Pallis.** Made without preservatives, gluten and high fructose corn syrup, the mixes are designed for people who seek premium-quality cocktails," said Pallis, already well-known for Demitri's All-Natural Bloody Mary Seasonings. "There is nothing artificial of any kind and there are only five ingredients in our Traditional Margarita Mix," remarks Pallis, noting that existing commercial margarita mixes tend to be too sweet or too bitter, or filled with preservatives, artificial coloring and flavoring, and corn syrup or cellulose gum. Some even contain such unlikely ingredients as wine. Balancing lime concentrate, cane sugar, filtered water and citric acid (vitamin C) -- and measuring just 65 calories per 3-ounce portion size -- Demitri's formula allows any bartender or host to deliver a top-shelf, hand-crafted and consistent margarita as fast as the guest can say "uno mas, por favor." Just add high-quality tequila, a squeeze of fresh lime, triple sec or Cointreau, and every customer is a repeat customer. All ordering info is available at www.Demitris.com.



◆ **Mean Green® Industrial Strength Cleaner & Degreaser**, with a unique blend of biodegradable detergents, is ideal for "spring cleaning" of outdoor dining areas. With 40% more cleaning ingredients, grease and grime are quickly dissolved, while 30% more solvents and 20% more surfactants lift stubborn stains off all surfaces – including tile, concrete, pavers – even asphalt and parking areas. Mean Green® has doubled the amount of Chelating Agent, for superior all-around performance. In addition to sprucing up outdoor dining



See **WHAT'S GOING ON** page 10

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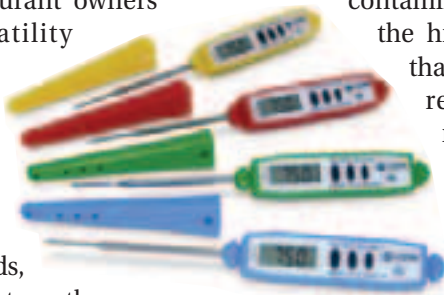
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What's Going On from page 8

areas, Mean Green® Industrial Strength Cleaner & Degreaser is ideal for a wide variety of "back of house" restaurant applications including cleaning of range hoods, walls and counter tops, cleaning stationary or mobile barbecue grills, even removing oil and grease from parking lots - all without environmentally harmful solvents. "Restaurant owners love the versatility of Mean Green" said Director of Sales Pat Foley. "Whether cleaning barbecue grills, or washing down range hoods, the industrial strength formula tackles messy back-of-house restaurant applications. It is ideal for tile or carpet floors, walls, counter tops, and more. With a unique formulation and unparalleled strength, Mean Green also spruces up parking areas so that restaurant owners can begin forming a good example before patrons even step foot in the restaurant." Additional information is available at www.meangreen-degreaser.com/industrial-strength.



they fit in any drawer and take as little room as a towel or a napkin.



◆ CDN now offers the **NSF Certified ProAccurate® Thin Tip Thermometer (DTT450)** in colors that align with HACCP's preset color coding system, which is designed to prevent cross contamination and to promote the high level of food safety that commercial kitchens require. This advanced model is exclusive to CDN. It is now offered in Red (meat), Blue (seafood) and Green (produce). An established bestseller, the

thermometer is currently available in Yellow (poultry). The ProAccurate® Thin Tip Thermometer (DTT450) features a 6 second response time in a wide temperature range from -40° to 450° F (-40° to 250° C). This waterproof and shatterproof model offers advanced features including a 1.5 mm thin tip, easy field recalibration and data hold features. Like all NSF Certified CDN ProAccurate® Probe Thermometers, this HACCP-coded model is treated with BioCote® for added protection against microbes when used with good hygiene and cleaning practices.



The Key West Food & Wine Festival will be held Jan 22 - 26, 2014. The event is set for the International Headquarters Building and all details are available by calling 800.474.4319.



◆ Frieling USA introduced recently a fresh and attractive new way to serve bread and other baked goods. This new line of **Bread Bags** with removable cherry pit cushions brings Italian ambiance to the table while adding convenience to the foodservice operation. These Bread Bags are handmade in Italy, using the finest Italian cotton. They can be custom embroidered on the cuff to reinforce brand identity, serving as a simple way to enhance the dining experience. Removable cherry pit cushions, known for retaining heat, line the bottom of the bags to add weight and structure and to serve as a natural, eco-friendly warming agent. This optional cushion can be preheated in the microwave for 2 to 3 minutes before the bag is filled with freshly baked breads. The cherry pits release heat slowly to keep baked products warm longer. The Bread Bags can be hand washed and air-dried, or machine washed and dried on the delicate setting. When folded,



Window Clings are now being offered for store windows and vehicle promotions at **NextDayFlyers**. "We're offering yet another fantastic product for our small business customers to promote their stores, restaurants, offices, bars,

etc. At a very affordable price, you can get a window cling to add color and excitement to your shop promotions and bring customers inside your store. With our new window clings in huge range

See **WHAT'S GOING ON** page 14

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New York, NY - Water has come a long way from the tap water of our youth. From tap to bottled, to sparkling, it is no longer your granddad's H2O. Over the years we've seen the massive popularity of plastic bottled water, and pre-bottled mineral or sparkling waters grow – but in the advent of “green consciousness” these bottled waters create a new challenge – waste and a beverage with an extended carbon footprint.

VIVREAU - www.vivreau.com, the originator and industry leader of on-site water bottling systems, eliminates these issues by providing the hospitality industry the ability to produce and bottle their own chilled, still and sparkling water at commercial speed utilizing VIVREAU's advanced micro-filtration. The systems are plumbed directly into on-site waterlines allowing hotels, restaurants and conference centers the ability to reduce their carbon footprint, virtually eliminate waste and offer their guests a premium quality water product they can feel good about.



Launched in the UK nearly 25 years ago, VIVREAU systems are currently found in over 75% of the UK's top companies. VIVREAU USA and VIVREAU Canada were launched in 2009 after North American companies and hospitality clients were interested in bringing the same water bottling technology they had experienced in the UK to their counterparts this side of the pond. Users in Florida now include the Westlake Golf & Country Club, Morton's North Miami and Morton's West Palm Beach and the Double Tree in Naples.

“We are all aware that shipping and trucking water, whether around the nation or around the planet, is harmful to the environment and completely unnecessary,” says Drew Hamilton, Managing Director of VIVREAU in North America. “With 25 years of experience, technology and engineering going into our bottling systems, VIVREAU systems are capable of delivering and bottling chilled, still or sparkling water at commercial speed to match the ultra-busy hospitality environment and giving the industry a bottling system and service they can rely on.”

Launched in the UK nearly 25 years ago, VIVREAU systems are currently found in over 75% of the UK's top companies.

In addition to the reduction in environmental impact associated with traditional bottled water programs, the VIVREAU system delivers a sustainable solution that does not have to impact the bottom line, and if managed correctly, can increase revenue dramatically. “Hotels and restaurants are investing in a premium system and service that delivers an ultra-high-quality water product that is created and bottled on-site into beautiful bottles

See **WATER** page 15



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MustHaveMenus surpasses 15,000 restaurants

Ashland, OR - MustHaveMenus.com announced that its "Kitchen Calls The Shots" menu management platform is catching on, surpassing the 15,000 restaurant mark. MustHaveMenus makes it easy for restaurateurs to create and update beautiful menus on and offline which increases the accuracy of local search results. Menus are sales and marketing engines for restaurants, whetting appetites, communicating uniqueness, and building loyalty.

Prior to MustHaveMenus, restaurateurs needed a costly and time-consuming process to coordinate the different steps of designing, printing and publishing their updated menus. In addition, restaurants have had to

cope with technology companies crawling the Web, finding and presenting wrong and outdated menu data. MustHaveMenus makes it easy for restaurateurs large and small to take control of their brands and food items online as part of their ordinary in-house menu creation process.

"At MustHaveMenus, our customers send menus to the Internet straight from the kitchen, ensuring the most up-to-date menus and specials possible, while keeping the voice and brand that makes them unique," stated Jim Williams, CEO of MustHaveMenus. "By building strong



customer relationships within the \$600 billion dollar restaurant market, we intend to make local search the just-in-time experience it was meant to be for restaurant patrons. We are convinced that the restaurants need to call the shots, not the crawlers and bots with their data scraping techniques."

MustHaveMenus customers are very hands on

The value of tying the online menu to the tabletop menu has been striking for MustHaveMenus, as its restaurant customers average more than 23 site visits per month, totaling almost 400,000 visits per month. This ensures that menus published to Facebook, restaurant websites and other online locations are absolutely up to date when they come from MustHaveMenus. Busy restaurant owners and staff not only save time and money making their frequent updates from the all-in-one platform, they also rave about the beautiful designs that MustHaveMenus offers.

"Tapenade is a French restaurant where the timeless classic bistro dishes stand alongside the newest culinary seasonal creations; it is a challenging menu duality," says Jean-Michel Diot Owner and Award Winning Chef at Tapenade Restaurant and Fine Catering. "It is very important that all of our various menus

match our atmosphere and properly display our unique and seasonal dishes. MustHaveMenus has made the design and updating process simple and easy. We have been very pleased using MustHaveMenus for the last 18 months to update our lunch, bistro, dinner and wine lists every 2-3 weeks for print, online and for Facebook. Their customer service has been magnifique."

Restaurants return on investment


For \$15 per month, MustHaveMenus' customers are able to reduce multiple costs and save time while creating beautiful menus that truly speak to the cuisine and experience they offer consumers:

Save Time on back and forth with a graphic designer, eliminate trips to the printer, reduce requests to the web technicians.

Save Money paying a graphic designer, paying a web developer, paying for online marketing, paying for printing.

Better Marketing maximizing Facebook, increasing local search results, building your brand through great design and continuity online and in-store.

Simplicity with one-click updates, easy one-page dashboard, restaurant-friendly tools.

Satisfied Patrons based on up-to-date menus from accurate local search results getting their expectations met. 

MustHaveMenus enables Restaurateurs to save time and money while creating and updating artistic menus on and offline. MustHaveMenus, headquartered in Ashland Oregon, launched from the Letters & Arts incubator in 2011 and subsequently landed \$1MM in Angel funding. Executives and advisors of MustHaveMenus have a long history of successful ventures such as HotelTonight, MarketHome, LoveToKnow, Trails.com and more. The Mission of MustHaveMenus is to bring great restaurants and hungry customers together.



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Under the Toque

Chefs Bobby & Taso Orfanos

Zorba's Taverna ♦ Delray Beach

Delray Beach, FL - A true, authentic taste of Greece, for local residents and visitors opened in December in Delray Beach. Zorba's Taverna. The new eatery is owned by gifted chefs Bobby Orfanos and his father, Taso Orfanos, and successful restaurateur Bill Maxakoulis.

Zorba's Taverna corners the market on delicious Greek cuisine in a casual setting. This talented trio is dedicated to serving soul-satisfying Greek dishes, along with a side of warm hospitality, for lunch and dinner, daily.

"Our recipes have been handed down, from many generations, in both of our families. We serve the best Greek food on this side of the Atlantic," notes Maxakoulis.

The owners bring over 100 years, of combined culinary experience, to their new venture. Chef Bobby Orfanos, who grew up cooking in his father's restaurants in Manhattan, previously owned several pizzerias, in New York City, for fifteen years, before moving to Florida. He was the opening/executive chef at Taverna Opa, in West Palm Beach, for one-and-a-half years, and he also cooked at Taco Vida, in West Palm Beach, for one year. Additionally, he consulted on numerous restaurants, in Palm Beach County, including Wild Olives by Todd English in Boca Raton; Wild Olives Cafe by Todd English in West Palm Beach; the Garden State Diner in Hypoluxo; and Nana's Diner in West Palm Beach.

Chef Taso Orfanos owned the Greek seafood restaurant, The Delegate, along with several pizzerias in New York City, for thirty years. After moving to Florida, he worked as the executive chef at Mykonos, in Boca, for five years.

Bill Maxakoulis started his career as an attorney, prior to deciding that he liked the restaurant business better. He previously owned several diners on Long Island, New York, as well as several delicatessens in New York City.

Additionally, working partner, Danny Marke, brings valuable industry experience and what Maxakoulis describes as "youthful exuberance" to Zorba's Taverna. Marke previously worked in management at both Ouzo Blue, in Lake Worth, as well as Taverna Opa in West Palm Beach.

The Orfanoses and Maxakoulis have created an expansive menu, filled with house-made Greek dishes, for lunch and dinner. There is an emphasis on fresh ingredients, with many items imported from Greece. Furthermore, all diners, who come to Zorba's Taverna any time of the day, receive a bowl of house-made hummus, along with triangles of warm pita bread, gratis. During dinner, every diner receives one glass of Greek wine — on the house — with a choice of white or red vintages.

Some Entrees include Greek specialties, such as pastitsio — the Greek lasagna — with layers of Greek pasta and baked seasoned ground beef, topped with Bechamel sauce; moussaka, comprised of baked eggplant, tomatoes, potatoes, ground beef, and cheese, topped with Bechamel sauce; lavraki (Mediterranean sea bass, which is flown in from



Photo courtesy/MIKE NILES

Chefs Bobby & Taso Orfanos

The owners bring over 100 years, of combined culinary experience, to their new venture.

Greece every other day) which is served with dandelion greens and lemon potatoes; domestic lamb shank, which is braised and then cooked in a tomato sauce and served with orzo; Shrimp Zorba, which features jumbo (U-15) shrimp, sauteed with chopped tomatoes, feta cheese, spinach, EVOO, and herbs and served over orzo.

There is a variety of shish kebabs — chicken, beef, lamb, and shrimp — which sing, thanks to being marinated in a wonderful blend of EVOO, lemon, garlic, salt, and pepper. These skewers are served with peppers and onions over a bed of rice pilaf and veggies.

Zorba's Taverna, also offers house-made desserts, such as baklava (with walnuts and honey baked in phyllo dough); cheesecake baklava; pistachio baklava; galaktoboureko (a creamy custard-filled pie); rice pudding; and Greek yogurt with honey and crushed walnuts.

Zorba's Taverna serves eight Greek wines, by the glass or by the bottle, along with several beers, including Mythos (from Greece), Heineken, and Corona.

The interior design, at this inviting restaurant, features colorful, hand-painted murals by local artist Henry J. While one wall sports Zorba the Greek (this image is trademarked), another features the island of Santorini. White marble tables are surrounded by black chairs with comfy cushioned seats. The convivial atmosphere is enhanced by Greek music, which plays overhead,, except on Friday and Saturday nights, when diners are entertained by a musician playing the bouzouki and singing popular Greek songs, starting at 6:00 p.m. 

Zorba's Taverna - www.eatzorbas.com - is located at 4801 Linton Boulevard in the Delray Town Center shopping plaza, in Delray Beach.

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Promote from page 1

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Make some NEWS!

Make News! Then send out a creative press release talking about it. A release can accomplish a lot of things. It can be used to announce information to the public, your investors, the media, your customers and even your competitors about you and your

activities. Send a release to: 1) Announce a new service. 2) Announce a new product. 3) Tie in with a national holiday, a birthday or anniversary. 4) Celebrity sighting at your place. 5) Charitable donation by your establishment. I once got NBC and ABC TV affiliates to cover a story where we introduced a new type of beer! Want more reasons to send out a release? I have 55 more. See the website below.

Email your customers a birthday card!

Remember your customer's birthdays and send them a "free appetizer" or other freebie to get them into your business. Birthdays are the top reason customers to go out for the night. Plus, birthdays usually mean several people are celebrating the event. Don't have their email addresses? Then use old school snail mail postcards or mailers. The bottom line: Start collecting information about your customers today, especially their email address and begin that online relationship.

These are just a few ideas to generate new business. There are hundreds of market segments you can attack to promote your restaurant and bar. The most important thing to do is to start NOW.

Scott Lorenz is President of Westwind Communications, a www.westwindcos.com and marketing firm. Lorenz works with doctors, lawyers, inventors, authors, start-ups and entrepreneurs. As a seasoned www.westwindcos.com he is often called upon in the early stages of a company's existence to get them "on the radar." Lorenz is a 1978 graduate of UNLV's school of Hotel and Restaurant Administration and has promoted numerous restaurants and hotels during his career. Learn more about Westwind Communications' approach at www.westwindcos.com or contact Lorenz at scottlorenz@westwindcos.com or by phone at 734.667.2090.



Why restaurants choose barter

Jed Darnieder ♦ Today's Restaurant Contributor

Restaurants barter, as do 100's of other kinds of companies, usually as a way to save money.

Way back at the beginning of human history we bartered. There was no currency, just stuff to trade directly with each other. Then along came "money". It was used to track bartering, now called commerce. Over time currencies took different forms; beads, stones, bones, gold, silver and greenbacks. Money changed its shape.

Restaurants now commonly use gift certificates and gift cards a privately issued currency, as a way of bartering for media, pest control, printing, contractors, etc. This type of trading, called private or direct barter, has benefits, like saving money on the purchase and conserving cash, but has limitations and drawbacks. Thousands of restaurants use another form of barter, network trading, a much more powerful tool for strengthening your bottom line.

Direct trade doesn't drive new customers to you; organized network barter does. It's a marketing tactic, and a cost containment plan. You might be able to create a mini-loyalty program doing private barter, with some contractors or whomever, who have to keep coming back to get paid in food and drink, but that's about all. Still, it'll save you some cash as long as you like their work, and they like your food. How many gift cards can these individuals absorb? Network trading works in a larger scale and wider scope than direct trade does.


New customers bring revenue to empty seats, monetizing perishable inventory. This barter revenue is used to buy needed goods and services without using cash, freeing cash dollars to pay

leases, utilities, etc. Trade purchases are highly leveraged by your wholesale cost of providing food and beverage. You save cash money buying this way. That savings drops to the bottom line as profit. Organized network trading can be far more profitable than doing it yourself.

Trading directly means you get to do all the work. You find someone who's willing to work for food and drink in the exact amount needed to get what you want done. In network trading the businesses willing to trade already exist. Also, the amount of trading can be much larger, significantly increasing your customer base and enabling large or multiple purchases.

Organized trading is a more flexible and safer hybrid of the oldest form of commerce, barter. Exchanges, as these networks are called, also function like a bank and have their own tracking currencies. They even loan trade credits to fund purchases. Trade exchanges do the accounting necessary for a business owner to barter with the flexibility and scale to significantly improve profits. Whether you barter \$10,000 or \$100,000 per year, network trading works.

A cautionary note here: not all organized barter exchanges have the same positive impact on your bottom line, they are not created equal.

Restaurant owners that are network trading know this is growing their business. New customers come thru their door. Cash flow improves. Profits increase. That's why they barter smarter, by joining a good trade exchange network. 

Jed Darnieder is Senior Account Executive for TradeFirst.com. He has 25 years of organized barter experience and can be reached at 954-781-5000 Ext. 303 or jed@tradefirst.com.



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UnYelp your restaurant and fight back

Ola Ayeni ♦ Today's Restaurant Contributor

When celebrity chef Guy Fieri recently received a negative New York Times review of his new restaurant Guys American Kitchen and Bar, he fought back in a statement released by his PR reps and in an appearance on CNN.

Unfortunately most of us can't make a TV appearance to dispute comments left by an unhappy customer. So what can you do?

Here are our tips for dealing with negative online reviews:

1. Read the review and respond – but not in the same day! Take a day or two to investigate and consider what was written. Was the specialty dish that day really bland? Could your wait staff need some extra training? When you are ready, craft your response. Don't – be insulting, rude, argumentative or deny what was written. Do – thank the reviewer for the feedback, assure him that you've considered his points, and invite him back. He may need an incentive to come back – offer him a free drink or dessert if he gives your restaurant another chance. When he does return, make sure you visit his table personally, thank him, and ask him to write a new review.

2. Provide an alternative, anonymous way for customers to log their complaints. With a service called "Talk to the manager" customers can directly text their complaint to the restaurant's owner and/or manager. Restaurant owners who subscribe to this service can intercept and deal with negative feedback before the comments are made public and potential damage is done. Similar to those "How am I driving" signs that trucks often have, restaurants that subscribe to this service have a sign posted that states "How are we doing? Text the manager at (123) 123-4567."

3. Keep a sense of humor, and have fun with your response! We've given you suggestions for professionally and positively dealing with negative reviews. However, let's face it – you deserve to have some fun with your response as well. To inspire you, here



are three of our favorite responses to negative Yelp reviews:

Craft Commerce, a gastropub in San Diego, broadcasts voice-over versions of bad Yelp reviews in its restrooms. Talk about entertainment for a captive audience! According to co-owner Arsalun Tafazoli, "we just thought that some of the reviews on Yelp were so melodramatic. The way these reviews are written, it's like people are appalled at something we've done. So we thought this was a funny way to respond."

Craft Commerce, a gastropub in San Diego, broadcasts voice-over versions of bad Yelp reviews in its restrooms.

Joe Dough, a sandwich shop in New York, publicized one bad review on its sidewalk sign right in front of the shop. Come across this sign and it will surely catch your attention, make you smile and hopefully tempt you to "Come in and try the worst meatball sandwich that one guy on Yelp ever had in his life."

Pizzeria Delfina, in San Francisco, takes quotes from one-star Yelp reviews and puts them on t-shirts for its employees to wear. Walk into Pizzeria Delfina and you may be served by someone wearing a shirt that says "'The pizza was soooo greasy I'm assuming this was in part due to the pig fat" or another that simply says "This place sucks."

Ola Ayeni is the founder of Dining Dialog and myeateria.com. eateria™ is a digital loyalty marketing platform and a whole new way for restaurant, food and hospitality businesses to interact with their customers based on their on-the-go lifestyle. eateria™ utilizes the best combination of connected channels of email, social media and text message. Dining Dialog is a cutting edge, full service new media marketing company servicing the restaurant, bar and food service industry. For restaurant marketing tips, visit our eateria™ blog at eateria.org/blog.

Water from page 11

and served to guests." continues Hamilton. "There is value being created for positive reasons that guests embrace and are more than willing to pay for."

The VIVREAU product line includes the V3 Main Bottler and the Mini Bottler – each featuring their advanced micro-filter technology and are designed to chill and bottle still and sparkling water. The systems are plumbed into on-site water lines and can fit into any hotel, restaurant or catering environment – big or small – for front or back of house. The complete package includes the customizable water machine and designer glass bottles - even the carbonation level can be set per the Chef's request.

Clients can incorporate the VIVREAU

reusable glass water bottles into their branding plans by having their logo printed directly onto the bottles. In addition, VIVREAU offers various marketing materials such as bottle neck ties, coasters, tent and menu insert cards to explain the VIVREAU water program and environmental responsibility of the initiative. VIVREAU continues to partner with the top echelon and a 'who's who' client list throughout the broad hospitality spectrum that includes casual restaurants, boutique hotels, diners and coffee shops.

VIVREAU recently completed a worldwide partnership with Fairmont Hotels and Resorts alongside the countless other global and national hospitality brands and locations it services.

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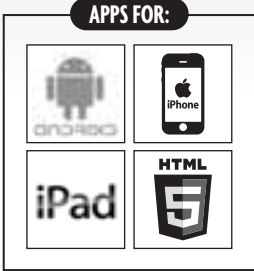
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Upcoming industry affairs

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June

2-4 ♦ IDDBA'S Dairy-Deli-Bake 2013

Orange County Convention Center ♦ Orlando, FL ♦ 608.310.5000 ♦ www.iddba.org

July

19-21 ♦ The Food & Wine Conference

Rosen Shingle Creek ♦ 9939 Universal Blvd ♦ Orlando, FL
www.foodandwineconference.com

25 ♦ Taste of the Nation South Beach

Loews Miami Beach ♦ 1601 Collins Ave ♦ Miami Beach, FL
Info@StrengthFlorida.org

August

10 ♦ Taste of the Nation Orlando

Orlando World Center Marriott ♦ 8701 World Center Dr. ♦ Orlando, FL ♦
800.969.4767

September

22-24 ♦ The 2013 Florida Restaurant & Lodging Show

Orange County Convention Center ♦ Orlando, FL ♦ 888.334.8705
www.flrestaurantandlodgingshow.com

October

20-22 ♦ 1st Annual Atlanta Foodservice Expo

Georgia World Congress Center ♦ Atlanta, GA ♦ www.AtlantaFoodserviceExpo.com

28-29 ♦ 17th Americas Food & Beverage Show & Conference

Miami Beach Convention Center, Hall C ♦ Miami Beach, FL ♦ 305-871-7910 x221
www.americasfoodandbeverage.com

Editorial Calendar 2013

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JULY 2013

Florida Restaurant Show Issue

AUGUST 2013

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What's Going On from page 10

custom and standard sizes, we're giving you the chance to stick it to the competition with a product that sets your business apart." A window cling is a similar to a window and vehicle decal but is superior in every way! Unlike the old fashioned window stickers, a window cling can be taken down, re-positioned, and re-used. There's no glue on a window cling, therefore it's not a permanent window sign that can't be taken down without tearing and doesn't leave behind a sticky mess. A window cling uses the wrinkle-free sticking power of static to adhere to glass and other smooth surfaces. Call NextDayFlyers @ 800.251.9948 for all details.



15th annual conference is open to the public. Visit the conference website at www.personalchefconference.com for all details.

♦ ♦ ♦ ♦ ♦
Hollymatic Corporation will be exhibiting several pieces of equipment at the NRA Show that are used in major restaurant chains like Houstons, Cook Out, and Hopdoddy. They offer some of the best in Patty Formers, Vacuum Tumblers, and Tenderizers - equipment small enough for restaurant foodservice kitchens that want to have more control over quality. Hollymatic's "Super" Patty Former forms

up to 2100 portions per hour of beef, poultry, fish, vegetables, and more. The Super is found in more restaurants, supermarkets, and drive-ins than any other patty machine. Hollymatic's HVT 30 Vacuum Marinator Tumbler increases yield, tenderizes product, reduces cook time, and evenly distributes meat flavor. The company's Tender Rite Tenderizer offers power, safety, efficiency, and a competitive price to add profits to foodservice operations. For more information call 708.579.3700 or visit www.hollymatic.com.



♦ ♦ ♦ ♦ ♦
Server Products a leader in innovative, market-driven dispensing equipment, is now offering their new **Chilled Food Dispenser**. This compact unit uses energy-efficient thermoelectric technology to keep a variety of potentially hazardous foods properly chilled below 41 degrees F. indefinitely, and dispenses accurate and consistent portions wherever needed. This chiller is ideal for dispensing dairy into coffee at the drive-thru window, eliminating the need for messy creamer packs and ice. Pumps are constructed with a cast valve body featuring captured balls to prevent loss and deliver years of dependable service, and come with portion-reducing gauging collars to customize portion size. The Chilled Food Dispenser is NSF listed for potentially hazardous food (NSF Standard 18 & 20), and is made in the U.S.A. and backed by a two-year warranty. For more info visit www.chilled-dispenser.com or call the company at 800.558.8722.

♦ ♦ ♦ ♦ ♦
The **Textile Rental Services Association**, has launched its Hygienically Clean certification program to recognize textile services companies' commitment to cleanliness through third-party, quantified biological testing and inspection. The certification process eliminates subjectivity by verifying that textiles cleaned in these facilities meet hygiene standards appropriate for any type of business that uses garments, linens, towels, floor mats, mops and other professionally laundered items. The company can be reached by calling 877.770.9274.



♦ ♦ ♦ ♦ ♦
Foodservice operators short on space can still extend their menu with the **Countertop Boiling Unit from Nemco Food Equipment**, designed to perfectly serve up pasta, corn on the cob, shellfish, vegetables and more. 12-minute preheat and fast recovery make the boiler a real workhorse in the busiest of kitchens. Plus, it features sleek, stainless-steel construction and heavy-duty baskets with durable plastic-coated handles that are cool to the touch for quick, convenient service. The single tank unit, with 2.5-gallon capacity, features a removable control-panel assembly for easy cleaning and a no-spill, no-hassle front draining system with a safety lock that makes operation simple and reliable. For more detailed information call 800.782.6761 or visit www.nemcofoodequip.com.

♦ ♦ ♦ ♦ ♦
Fanfare Mobile announced a new addition to its **Craft Beer Alerts** service. Joining Tap Alerts, which lets craft beer establishments notify customers when their favorites go on tap, In-Stock Alerts lets them notify customers when their favorite bottled beers arrive. These targeted alerts allow the craft beer fan to opt-in to their favorite styles, breweries or specific beers at their favorite business

See **WHAT'S GOING ON** page 18



Real Estate

Restaurant, business and property happenings in Florida.

Urgo to open fourth South Florida property July 1

Pompano Beach, FL – Urgo Hotels announced the opening of Pompano Beach Marriott on July 1, 2013 - a boutique-style oceanfront resort nestled within the charming city of Pompano Beach. It is the first hotel to break ground in the area since Residence Inn Fort Lauderdale Pompano Beach Oceanfront, formerly Ocean Sands Resort & Spa, which was built on North Ocean Drive in 2002.

Pompano Beach Marriott will feature 219 luxury guest rooms, each with private balconies and views of the Atlantic; and will boast more than 8,000-square-feet of meeting and function space, including a 4,000-square-foot oceanfront ballroom. The well-appointed resort will be home to multiple pools and a 3,000-square-foot rooftop terrace for special events. Also to be revealed upon the resort's opening is an upscale seafood-driven restaurant, McCoy's Oceanfront, with an indoor/outdoor bar and seating overlooking the private beach.

Conveniently located between Ft Lauderdale and West Palm international airports and area cruise terminals, the hotel is strategically positioned for business and leisure travel with easy proximity to the nightlife, shopping dining and casinos of Pompano Beach, Boca Raton, Ft Lauderdale and West Palm.

Urgo Hotels, a major operator, developer and owner of upscale hotels, offers a unique hotel experience that embraces the simplicity and luxury of oceanfront Florida living. "Pompano Beach is ripe for a boutique-style beachfront hotel with upscale amenities and services," said Principal and Chief Investment Officer for Urgo Hotels, Kevin Urgo. "There is very little in the way of oceanfront product in this market, so we feel certain that it will help drive vacation travelers to the area."

The Pompano Beach Marriott represents what Lamar Fisher, mayor of Pompano Beach calls "the game changer the City was waiting for." He continues by noting that, "The City of



Pompano Beach can now compete on a national level for major tourism events and conferences, and at the same time offer this magnificent resort property to our residents and their visiting families and friends. We are thrilled to be working with the Urgo Hotels team in bringing tourists to our City."

The Pompano Beach Marriott will be home to 219 guestrooms, seven meeting and event spaces spanning more than 8,000-square-feet, a 3,000-square-foot rooftop terrace and an upscale seafood-driven food and beverage concept, McCoy's Oceanfront. Pompano Beach Marriott will be located at 1200 North Ocean Boulevard and can be viewed at www.marriott.com/flpm or reached by calling 954.782.0100.

For more than 40 years Urgo Hotels has led the way in designing, planning, repositioning, developing and managing hotels throughout the United States, Canada and the Caribbean and is widely regarded as experts in all phases of the hospitality industry. Offering a comprehensive range of hospi-

ality services and its affiliates have achieved outstanding operating results for hotel properties under their management including hotels affiliated with Marriott, Hilton, Sheraton, Radis-

son and Choice. Urgo Hotels currently owns and/or operates 32 hotels, aggregating more than 4,000 rooms in the United States, Canada and the Caribbean.

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What's Going On from page 16

or restaurants, bars, etc. When the beer they're interested in is received and in stock, they get a message on their mobile phone. Alerts can be scheduled or go out immediately, and the business can optionally decide to allow customers to reserve a quantity by responding to the text alert with the quantity they wish to have set aside. This way, the craft beer fan can rest assured that he'll get a good shot at getting his six-pack of favorite imperial pumpkin ale, for example, the first day it's released in his market. The service, based on SMS text messaging, is compatible with 99% of the phones on the market today, while other craft beer apps are limited to approximately 50% of the market and also require a separate download. Beer managers, bartenders and other staff simply access a customized 1-touch web application to quickly send these alerts. To further support the value of SMS technology, it was used recently by the nation's most recognizable craft brewery, Samuel Adams. To learn more visit www.craftbeeralerts.com.



Keith R. Esbin

The NRA announced that **Keith R. Esbin, Corporate Executive Chef of Bar Harbor Seafood Corporation and Boston Lobster Feast restaurants** has been chosen as the Kids Recipe Challenge winner in the independent restaurant or company with less than 20 units category for his chicken parmesan with spaghetti squash dish. The meal created by Chef Esbin is a healthier alternative to traditional chicken parmesan and is served with spaghetti squash to convert even the pickiest eaters. Boston Lobster Feast restaurants are located in the Orlando area. Created with founding partner McCormick For Chefs®, the Food Away From Home business of McCormick & Company, the Kids Recipe Challenge recognizes nutritious recipes from children's menus at restaurants and foodservice establishments nationwide. “Across the restaurant and foodservice community, we’ve seen tremendous excitement with our first-ever Kids Recipe Challenge,” said Dawn Sweeney, President and CEO of the National Restaurant Association. “We congratulate Chef Esbin on a winning recipe that is not only an innovative and healthful meal, but also gets the important ‘thumbs up’ from kids.”



Peter Mandel

Longtime industry veteran, Peter Mandel, has created an exclusive collection of internationally known brands of **Italian designed seating and tables to be manufactured and represented in North America under Motivo Furniture.** Motivo Furniture geared for the trade and hospitality industries, now offers over 300 SKU's of highly styled modern Italian design that is fabricated in Tennessee, partnering with several Italian manufacturers that include: Costantini, Livoni and Softline-Allkit. Products include: exposed wood seating and tables along with mixed mate-

rials of wood, metal and plastics. Items are all inventoried, assembled, finished and upholstered in the US. “The timing is right and the opportunity is here considering all the factors that drive products and sales in the hospitality sales channel” said Mandel. “I believe that Motivo Furniture has the capabilities

and capacity to become a valued and trusted source for the hospitality and contract sales channels. The company will quickly become a resource for connecting people with significant opportunities on a vast selection of both standard and custom product. Mo-

tivo will have a truly seamless process in the total manufacturing cycle. This concept is only part of our competitive edge. The importance of local control, meeting green or sustainability requirements and offering globally famous brands under their own label that are made in the USA is now unique in the industry”. The company can be reached at 865.475.5535.

POS-Advice.com has launched. It is the first website to provide independent, unbiased and free resources to restaurateurs trying to decide which point of sale system (POS) will work best at the lowest cost for their restaurant, says Bob Frazier, President and CEO. "Our mission is to provide the best and most current information out there regarding the POS industry, credit card processing industry and others, all independently and without bias". When you visit the website you will see an array of resources for the hospitality in-

dustry. There are white papers, videos, directories of POS companies and other vendors that any new or established restaurant would want to access. A weekly blog will address some of the biggest problems, issues, questions that restaurants face.....all for free. “This is truly a first to have all of this information compiled into one place and up-

dated regularly for restaurant owners.” Bob Frazier spent the last twenty years in the POS industry. He sold his company, DirecTouch POS last year and has spent his time since, researching and developing the idea of compiling a database of resources for the hospitality industry, combined with his years of experience. Visit www.posadvice.com for all details.

Today's Restaurant invites you to submit information for the What's Going On column. Try to keep the word count between 25-75 words. Visit our web site at www.trnusa.com where you can find news articles from all our editions, internet exclusive information, downloadable pdf editions, subscription sign-up forms and much more. We're continually updating the website, so check back often!

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