Vol 1 THE TASTES OF A PAGE 3-4 INSIDE Don • GROWING LOCAL LAYING WASTE TO WASTE

Welcome to **shift**™, the new trends publication from Edward Don & Company.

Change is a fundamental constant that affects nearly every facet of our lives and the world of food is no exception. As time passes and tastes evolve, so do the industry and the trends that accompany it. DON knows that continued success as a leader in foodservice distribution and supply depends on the ability to not only adapt to change, but to embrace it. We are steadfast in our dedication to keeping up with the latest, as well as emerging industry trends in order to better serve our customers. With that in mind, it is our honor and great pleasure to shift into the future with you...

it's time for your shift to begin.

inside

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ob Dylan once famously quipped in 1964, "The times they are a changin'." In the over 50 years since the famous song's release, we've witnessed everything from landing on the moon and Watergate to MTV and social media. As incredible as this technological revolution has been, it is hardly the only facet of society that has undergone radical change. We've also witnessed command of a social evolution begun by the baby boomers being taken over by Generation Y, or as they're more commonly known, Millennials. Right behind them are their younger cohorts, Generation Z. And ready or not, here they come.

Age is a normal part of the life cycle, so what is it about these generations that has the market as well as the public at large so fascinated? As it turns out, there is quite a bit. First and foremost, they now make up nearly half of the entire population of the United States. Also, with Millennials being born approximately between 1980 and 1996 and members of Generation Z between 1997 and 2016, both are also somewhat unique as they were the first to grow up and come of age completely surrounded by technology. From Nintendo to the iPhone to aerial drones, technology has essentially come to be seen as more of a defining character trait rather

than a hobby. And it is this technological evolution that has brought about peripheral trends now being spearheaded by Millennials and Gen Z.

For starters, spending habits have gotten a drastic makeover. According to a recent report from Charles Schwab, Millennials spend money much more freely than their Generation X and Baby Boomer counterparts. A staggering 76 percent of Millennials surveyed state that they spend their money on the latest electronic gadget. Perhaps as a result, 53 percent spend their money on taxi or Uber transportation as opposed to just 29 percent of those in Generation X and only 15 percent of Baby Boomers. Another 60 percent of Millennials also spent at least \$4 on a cup of coffee while 79 percent spent money on the newest and hottest restaurants in town.

Conversely, spending habits of Generation Z have been somewhat hard to measure, as studies are still in their infancy due to members of Gen Z being no older than 21 and a vast majority of them still in high school or younger. But signs seem to be pointing toward Generation Z continuing in the same direction, especially when considering a recent survey from Piper Jaffray indicating that Gen Z-ers spend their money on food and drink more than anything else, with

Starbucks being the favorite.

Even though a clear picture of spending habits for both generations is still a bit difficult to obtain at this point, there are other areas in which both Millennials and Generation Z seem to be aligned. For example, both are very socially connected through technology. A Pew Research study concluded that 81 percent of surveyed Millennials are on some form of social media, Facebook in particular. Generation Z takes this several steps further. According to recent studies, approximately 96 percent of Gen Zers own a smartphone, 85 percent learn about new products through the use of social media and another half spend at least ten hours per day connected online. This has led to a new term in marketing circles - the "digital native." This term is given additional credence when those same studies revealed that 80 percent of Gen Z-ers experience emotional distress when separated from their mobile device.

Sustainability is also a huge factor. According to Nielsen, three out of four Millennials and Gen Z-ers are willing to pay extra for sustainable products. In addition, nine out of ten Millennials surveyed stated that working for an employer that is sustainably conscious is important while nearly 60 percent of Gen Z-ers expressed an interest in either working or studying in sustainability related fields.

The market has reacted naturally, as one would expect – a greater emphasis on sustainable products and a move toward locally sourced foods in the foodservice industry coupled with digital marketing and the ability to place orders online for pickup and delivery.

While statistics can vary, aggregation is much more difficult to dispel because it is much larger in scope. The result of this it has taught us one thing, or perhaps two things – Bob Dylan is absolutely right and Millennial and Generation Z are the proof. **s**



HOW TO REACH

JUNEAU SENERATION Z

MOST USED DEVICES



smartphone | 15.4 hrs



TV | 13.2 hrs



laptop | 10.6 hrs

TEENS WITH ACCESS TO CASH



Spending reached \$200 billion in 2018



Gen Z population will reach 80 million people



9.7% of adults say their children influence 100% of what they buy (up from 7.6% in 2014)

GENERATION Z DREAM BIG



75% want to convert hobbies to full time jobs



72% of high schoolers want to start a business someday



61% would rather be an entrepreneur than an employee after college

Source: Vision Critical





The best and simplest solution -PREVENTION.

'm a Sous Chef here. With any luck, I should be Head Chef by next year," states an ambitious and bright-eyed young woman while cheerfully garnishing a plate about to leave her station for service. The subject then pivots from professional to personal success when she holds up her hand, revealing an engagement ring that sparkles with a radiance nearly matching her own as she proudly beams, "And I've got this great fiancé." Suddenly and without warning, the vibrant chef's expression conveys a sense of dread when she follows that statement with "who I won't be marrying this weekend, because I'm about to have a terrible accident" as she lifts a large pot containing scalding hot liquid. The ominous tension reaches its apex when an unclean and poorly maintained kitchen floor causes her to slip, upending the pot and causing her to be completely inundated by its contents. The once happy and confident young aspiring culinary artist is reduced to agonizing screams while covered in hideous third degree burns as a coworker frantically calls for help in between panicked breaths. Cut to black.

> What you just read didn't really happen. It's a near decade-old public service announcement about kitchen safety that still causes a stir on social media today due to its intense nature. And while this particular example may have been just an act, the danger itself is very real. Incidents like the one mentioned above can, and sadly do, actually occur in real life, and burning isn't the only culprit. Everything from cuts and scrapes to muscle strains and fractures are risks that are faced every day in back of the house operations, and these incidents are not uncommon. In fact, they are exceedingly frequent. The National Floor Safety Institute and U.S. Department of Labor estimate that more than three million foodservice employees experience slip or fall related accidents each year, with between 20 to 30 percent of those accidents resulting in serious injury.

In economic terms, that translates to more than \$2 billion in costs to the foodservice industry to cover everything from worker compensation claims and lost productivity to equipment damage, fines and even lawsuits. And that figure is projected to increase by as much as ten percent every year. To further demonstrate the economic impact, The National Safety Council recently estimated that the average cost of a slip related injury is \$12,000 while an average of \$50,000 is spent on litigation. But regardless of which side you represent, the bottom line is that in situations like these, nobody ever wins.

> So who or what is causing these hazards? While playing the blame game has proven time and again to be an

exercise in futility and is certainly not the objective of this article, there are two commonly cited culprits worth mentioning. The first is quite tangible – built up soil and grease on kitchen floors, which makes sense when put into perspective. Imagine a typical day for a restaurant operator – deliveries of food and equipment come in the back from outside and are hauled into the kitchen to be set up and prepared. Then the busy times hit for breakfast, lunch and dinner, with the kitchen and wait staff constantly in motion while fryers and stoves work overtime in order to deliver customer orders on

HOW TO AVOID SLIPS AND FALLS

- 1 Invest in non-slip mats for areas subject to spillage.
- **2** Ensure that floors get routine and effcient cleaning to reduce the potential for trips and falls.
- 3 Make sure your employees are wearing the right work footwear.



Source: Grainger

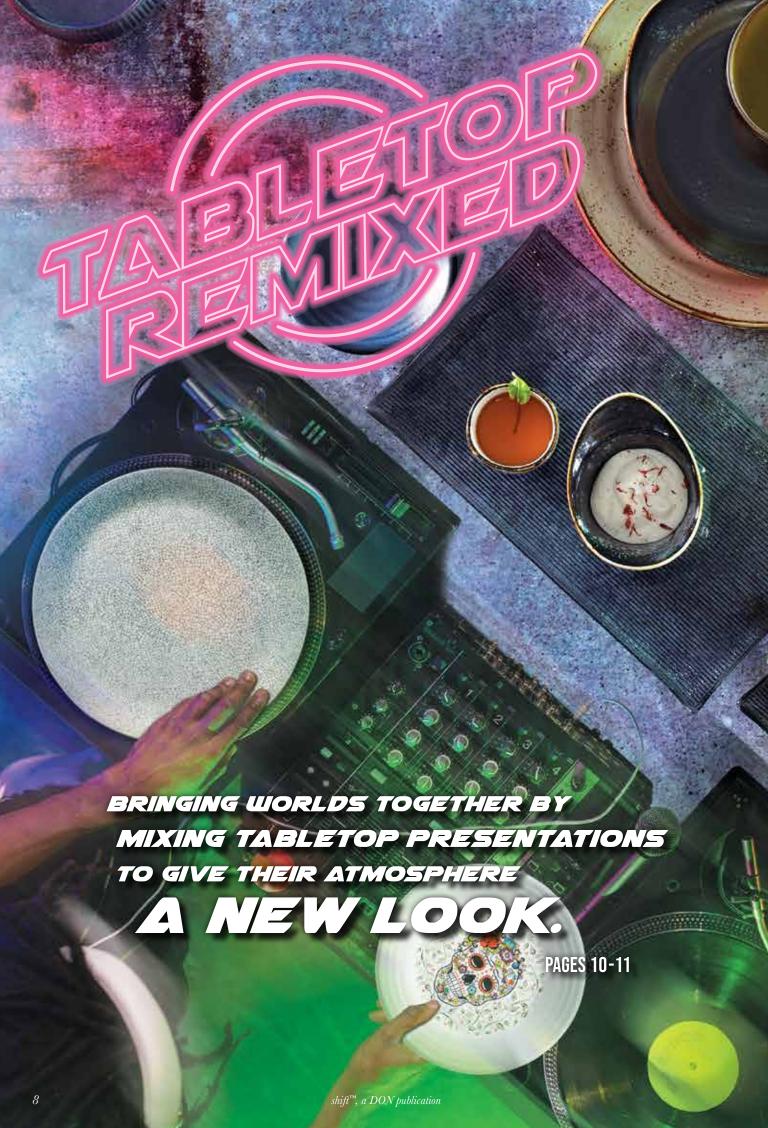
time. The second culprit, while intangible, shares a causal relationship with the first – carelessness. Reckless handling of liquids, the splatter of oil and grease due to sloppy technique, improper equipment use and negligence during cleanup all contribute to a dangerous environment. But accidents like these are preventable and the task is easier than you might think.

The issue of safety in the foodservice industry is unique in that it provides perhaps the most coveted feature – control. Restaurant operators have taken greater safety initiative by using antimicrobial grease-proof matting with additional moisture trapping to provide greater traction in high foot-traffic areas. Others have taken to using degreasers and cleansing products that eliminate the risk of slips. Or just the simple act of immediately cleaning up spills and sweeping away floor debris as it occurs can greatly reduce the chances of an accident. Combined with clear direction, the improvement can be both swift and drastic. Safe employees are happy employees, and happy employees can concentrate on their passion, which means operators can focus on their customers. Regardless of location, size or specialty, that is something all restaurant operators can relate to.

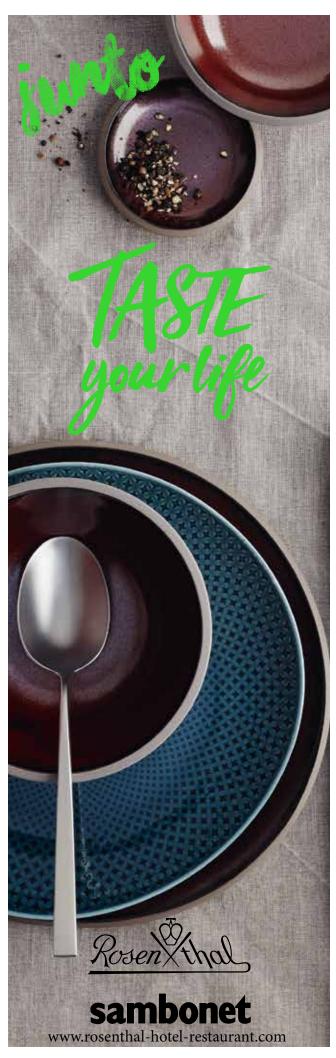




nycoproducts.com







he last time you dined out, what did you remember most about your experience - was it the food? The price? The service? The atmosphere? All of the above? For most diners, one of those factors is almost always mentioned when evaluating or choosing a restaurant, and rightly so. However, there's more to it than edible food at a reasonable price. Pardon the engagement in "whataboutism" for a moment, but it's necessary in this instance – what about tabletop?

It's true that food may be the biggest reason for visiting a restaurant, but no memorable meal is complete without a visually stunning display providing support for the main dish. Until recently, tabletop displays have been at most an afterthought, utilized more for their practical application rather than for their ability to complement an establishment's ambiance. But that may not be conventional wisdom much longer. Operators have taken notice and now they're taking action - welcome to the tabletop remix era.

What's in (or on) a tabletop, anyway?

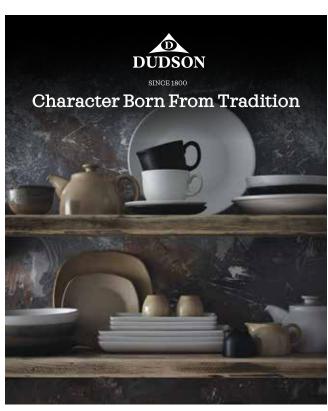
Think of a restaurant establishment as being analogous to a theatrical production. The owner serves as the producer responsible for finance, marketing and vision. A manager is like the director, running the day-to-day operation while responsible for getting the best possible performance out of the supporting cast consisting of the wait and kitchen staff. Then of course you have the superstar – the food itself. It's the main attraction bringing the audience to the venue ready to spend their money.

So where does tabletop fit into this dynamic? Every pro-

duction needs great scenery and relevant props to advance the story as well as convey actions and emotions. Along those same lines, dinnerware, glassware and flatware are the critical props of the foodservice industry that make a meal complete. While they may not receive the same level of recognition as their culinary counterparts, their function is no less vital. And also like props and scenery, tabletop items need to be cared for and kept fresh from time to time to avoid suffering unsightly damage or becoming repetitive and boring. So how exactly are owners and operators pursuing this creative transformation?

Making opposites attract

Just like any paint job, choice of linens or the lettering font on the sign out front, tabletop plays a critical role in shaping an establishment's persona. See those natural shapes on your plate and feel the seemingly random patterns of the drinking glass on your palm? They're part of a restaurant's identity and by extension, its brand. And just like fusing regional cuisines, operators have taken the bold step of bringing worlds together by mixing tabletop presentations to give their atmosphere a new look while appealing to more diverse clientele. Trendy, upscale establishments are adopting more irregular patterns as well as mason jars to mimic the down-home, organic feel of nature. Conversely, hyperlocal farm-to-table restaurants are augmenting their inherent rustic appeal by injecting a little modern flair into their tabletop displays with sleek, smooth edges, as if expecting early American pioneers to transport through time and end up in the downtown heart of a bustling contemporary metropolis.



Evo Collection

Designed with the appearance of hand-thrown pottery. The variance in color makes every piece unique. Its homely charm adds a touch of warmth to any tabletop.

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Showing their true colors

For as long as anyone can remember, white symmetrical ceramic has been a dominant force in the tabletop realm and for good reason - it's reliable, readily available, relatively inexpensive and versatile in its application across multiple market segments. Plus, white ceramic has a proud tradition of elegance. Now, that white ceramic is about to get some company in the spotlight as operators are taking advantage

of its innate versatility by pairing it with a variety of color schemes to lend a sense of artistry to their tabletop displays. Earthy tones are bringing the scenic beauty and lush landscapes of nature right to the table while vibrant colors and artwork featuring everything from the abstract to outright festive are

providing a fun-loving mood that excellently complements a gathering of close friends. And those are just a few examples – with the creative genius we've been privy to in the foodservice industry, this is only the beginning.

Living in a material world

Just as white has been the staple tabletop color, ceramic has been a mainstay in terms of material. Bone china, porcelain, earthenware and stoneware have been the backbone of the industry since the dawn of the modern restaurant business. But they're about to get a much needed as well as much deserved boost from an emerging hero known as melamine. The polycarbonate material is not only virtually indestructible, it is lightweight and every bit as versatile as

traditional ceramics. To further make its case as a rising star, melamine is chameleon-like in a way as it can take on the appearance of other materials like china, making it ideal for cost-conscious restaurateurs who also want to give their presentations a little more personality.

But melamine is not alone in its rise to tabletop superstardom. Operators are also experimenting with rusticity in the material realm, utilizing stone, copper and even leather

to supplement the ever-present glass mason jar so commonly associated with the concept. When paired with porcelain and bone china, the best of all worlds come together on one table with durability meeting visual appeal to create a more diverse and artistic display.

What's next in the mix?

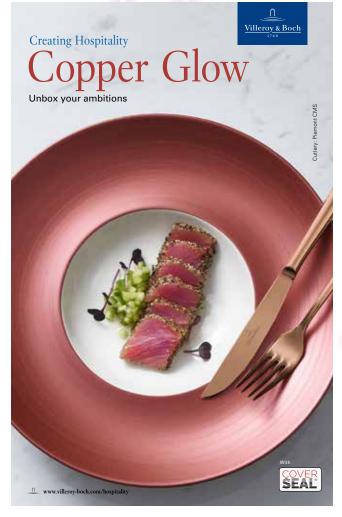
It's not about gimmicks, cost or

even sprucing up the place,

it's imagination.

You want to know the secret behind the allure of a table-top makeover? It's not about gimmicks, cost or even simply "sprucing up the place." It's imagination. It's painting a picture in your mind and then bringing that picture to life. It's taking customers to another place where they can escape the daily grind and be taken to another region, into the country-side or even into space, and tabletop might be just the right vehicle to reach your destination. If you've got a dream for your display, why not dream big? **S**







MODERN REMEDIES for HEALTHCARE

DINING

here's a certain apprehension that tends to grip most of us when the dreaded phrase "healthcare" is mentioned. Images of white walled rooms containing beds covered in white sheets just outside of all white hallways with doctors in white coats and nurses in white uniforms fill our minds along with a pervasive (if paradoxical) sense of dread. But the omnipresent feeling of both sterility and borderline hopelessness extends beyond the environment as well, in particular when it comes to dining. It's not uncommon to envision hospital cafeteria trays packed with items that would make a TV dinner look like a meal prepared by Gordon Ramsay or Emeril Lagasse. But the atmosphere isn't as bleak as you might think. The reason? Healthcare facilities have taken notice and are now taking steps to break that stereotype.

To be fair, the healthcare industry is already at somewhat of a disadvantage. After all, let's be honest – nobody wants to stay in the hospital any longer than they have to. Believe it or not, healthcare professionals themselves share that same sentiment, though not

because they are cold and uncaring. The objective of the patient as well as the facility is for the patient to recover and subsequently leave the facility as quickly as possible. Patients can return to their normal daily lives in good health and comfort while doctors and nurses can turn their attention and care to other patients in waiting. This is, of course, a noble and reasonable goal. But reality has a bad habit of deviating from the script. Long-term care centers such as assisted living facilities and nursing homes, where patients can become permanent residents, also need to be considered. Patients who suffer from impaired mobility, ailments like Alzheimer's or Dementia or any other illness requiring full-time professional supervision and care do not have the luxury of coming and going as they please, so long-term facilities become their new homes. And like the rest of us, they need nutrition.

While perception is a large hurdle in the healthcare sector, it is hardly the only one. Another is far more practical in nature – cost. Healthcare facilities have budgets too and they have to be followed just as strictly as any bank, tech company, auto manufacturer or

retail chain. While having a five star chef carefully and artfully preparing each dish sounds great in theory, reality again rudely interrupts. In other words, it just isn't feasible when financial and human resources are limited. As a result, healthcare facilities either have to turn to cheap bulk produce or outsource their kitchens to companies that specialize in bulk food preparation. Ultimately, quality ends up being sacrificed in the name of quantitative sustenance. With all of this in mind, would you blame a healthcare facility for asking "why bother?"

Here's something that may surprise you - that's exactly what they're doing. The healthcare sector has begun asking "why bother?" But they're asking that question from a position of optimism rather than pessimism. Healthcare facilities are now buying into improving the mental well-being of their patients along with their physical health. What better way to bring out those endorphins and motivate patients to recover than with food? Facilities around the United States are adopting methods that even just a decade ago might have sounded like mere flights of fancy. For example, patient room service helps

DINEX

Facilities around the United States are adopting methods that even just a decade ago might have sounded like mere flights of fancy.

reduce operating costs while bringing the patient's meal right to them so they can focus on nutrition and recovery rather than having to force themselves out of bed and painfully hobble to the cafeteria. There has also been experimentation with hyper-local produce, international menu selections that introduce everything from poke bowls to falafel. And why not? America is, after all, a land of many cultures. Making a patient feel at home goes a long way, especially if that patient is a long way from home.

Speaking of patients, they aren't the only beneficiaries. Family members, friends and loved ones alike have been seeing change as well. Perhaps one of the most innovative concepts to arise from this growing trend is turning a run-of-the-mill hospital cafeteria into a courtyard bistro featuring an array of restaurants with made-to-order menu options for a variety of tastes. Some facilities are taking the concept a step further by offering upgraded tabletop options to provide a more relaxed as well as elegant feel, even going as far as to set up buffet stations that cater to a wide variety of tastes. "Ok, that sounds neat and all, but what's in it for the patients? How will it benefit them?" you might be wondering. And that's a perfectly fair question to ask because in a sense, you're absolutely right – an aesthetic makeover won't make a patient's illness simply disappear overnight.

But consider the holistic approach at work here – an environment that is pleasant and upbeat tends to have a positive effect on not only the patient's state of mind, but also their friends and loved ones. And studies show that mental health directly impacts physical health. In fact, it is the top listed core principle of the World Health Organization. If a patient is happy, they will naturally be more motivated to engage in the recovery process. If their friends and loved ones bear witness to this behavior, then a self-perpetuating cycle of positive reinforcement becomes evident. In other words, a happy and motivated patient will be surrounded by happy and encouraging friends and loved ones, which will only make the patient happier and more motivated, and so on.

Comfort is something we all seek and food is one of the most common sources of that comfort. Healthcare facilities know this, and have been making great strides in changing the public perception, especially when health and personal satisfaction aren't mutually exclusive. Having one without the other is like peanut butter without jelly, or cereal without milk – incomplete, plain and simple. Rightly or wrongly, the healthcare sector has been having that same struggle. But maybe, just maybe – a cure has finally been found.

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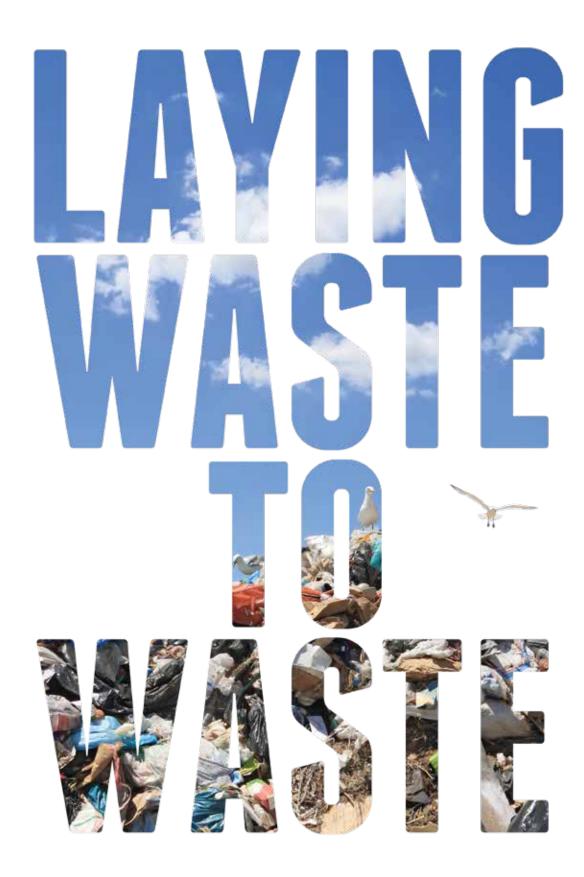


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HOW RESTAURANT OPERATORS ARE CATCHING ON TO SERVING THE LARGER PURPOSE OF SUSTAINABILITY

aste reduction – two words with a familiar ring and a seemingly self-evident definition that we have probably all heard at least once before. Whether they come in the form of buzz words from politicians, a lecture from teachers or just a simple request from our parents to finish everything on our plates, it is a safe bet that "waste reduction" has been a part of our lives for some time, likely without many of us even realizing it. But the phrase itself is just that – a phrase. What about its real-world application?

To get a better understanding, we should first define exactly what waste is. In the foodservice industry, there are three common types. The first is food waste – uneaten garnish on a plate or unfinished meals not being taken home, for example. Then there is material waste such as discarded dinnerware, food packaging or utensils. The third is a byproduct of the first two and perhaps hits

closest to home for owners - profit waste. Food in the garbage means it's not on someone's plate, which in turn means it's not on their tab. Plates, glassware and flatware in the garbage mean

spending money on ordering replacements.

Now that we know what waste is, it's equally important to understand how it impacts the foodservice industry and why waste reduction is vital. Environmental and financial effects tend to be the most discussed and not without merit. According to a recent study from ReFED, The United States spends over \$218 billion on growing, processing, transporting and disposing of food that is never eaten, \$57 billion of which comes from consumer facing businesses such as foodservice operations. In macroeconomic terms, that's 1.3 percent of its GDP. In environmental terms, that translates to 52.4 million tons of food in the landfill every year. And on a planet with over 7 billion people needing to share a limited supply of valuable resources, waste is simply not affordable on any level. But there is some good news restaurant operators and suppliers are taking the issue seriously and have begun implementing strategies that reduce waste without the need for a dramatic overhaul in back of the house operations.

On the surface, tackling food waste might sound like a monumental, if not insurmountable task. After all, there is no "sixth sense" that lets us know how hungry or

thirsty someone is at any given time, and we can't force diners to take home unfinished food or properly dispose of their utensils. But that doesn't mean reducing food waste is impossible. In fact, some of the most effective ways to combat both pre- and post-consumer food waste involve nothing more than common sense. For example, operators are becoming more conscious about labeling ingredients with dates and have them stocked in a way that sees the oldest (but still fresh!) being used first. Others have taken to becoming involved in food donation or simple re-sizing of portions. Perhaps one that is the fastest rising in popularity might also be the most rewarding - free staff meals. What better way to thank employees for their hard work and loyalty by treating them to an after-hours banquet on the house?

Material waste in some ways isn't that much different in terms of difficulty. While it is true that customer habits cannot be predicted or forced, they can be complemented.

...tackling food waste might

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not insurmountable task...

but that doesn't mean reducing

food waste is impossible.

Perhaps the biggest example of this has seen the growth of recyclable and compostable products. Recyclable items can be broken down into their most raw form and ultimately reconstructed into something entirely new

as a post-consumer product, provided those items fall within acceptable contamination thresholds and can be adequately cleaned. Compostable items, on the other hand, are made from materials that can be organically broken down and returned to the earth as compost, which in turn helps fertilize the soil we use to grow crops.

While these distinctions are important, they both still serve the larger purpose of sustainability and restaurant operators are catching on. In the spirit of honesty, we've barely scratched the surface on the potential of waste reduction methodology. But the purpose is to raise awareness of a growing trend that has arguably come about not because of rising populations and dwindling finite resources, but also because of a natural evolution in consumer preference. For example, nearly three quarters of millennials as well as nearly six in ten adults overall are showing a growing preference for sustainable products in foodservice, even when made aware of potential higher costs to them, according to Nielsen. It's only natural that the market responds to changing public tastes. But the difference in this case is that it's a change that may very well be, pardon the pun, sustainable. **s**







REDUCING FOOD WASTE IS EMERGING AS A KEY ACTIVITY FOR OPERATORS

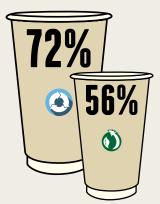
About half of restaurant operators **track the amount of food waste** their restaurant generates.





1 in 5 donate edible leftovers to charities and more than 1 in 10 compost food waste.

MANY OPERATORS SOURCE PACKAGING AND SUPPLIES MADE FROM MATERIALS WITH A SMALLER ENVIRONMENTAL FOOTPRINT



72% of operators buy some packaging and supplies that contain **recyclable** material.

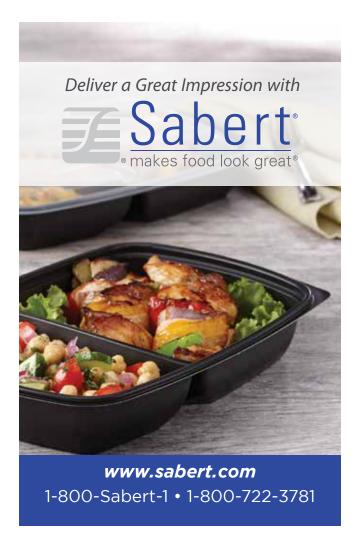
56% buy supplies certified as **compostable.**

A RESTAURANT'S SUSTAINABILITY EFFORT CAN INFLUENCE GUESTS' RESTAURANT CHOICES

About half of consumers say that a restaurant's efforts to **recycle**, **donate food or reduce food waste** can be factors in where they choose to dine.

The best way to promote restaurant sustainability efforts is on the menu.

Source: National Restaurant Association





Sequence Collection

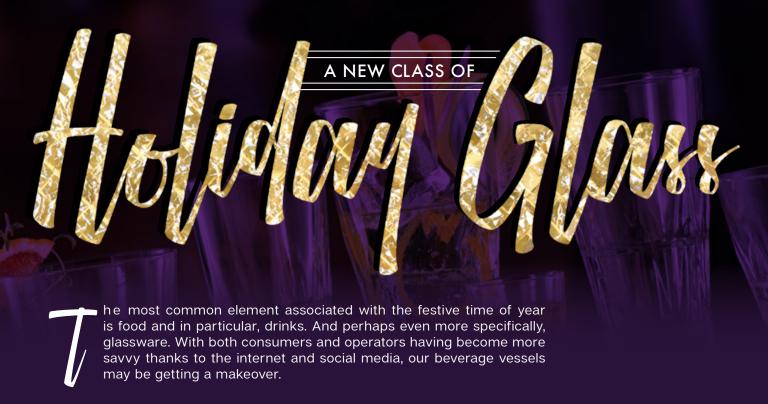
The glassware sequence of the future. The perfect design progression, bringing a modern update to a classical shape with the essence of crafted crystal. Made with our high-performance lead-free crystal material, Krysta.

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Clear and Thin For The Win!

While any good wine usually stands up on its own, even the best can see an additional benefit from the right type of glass. Experts and enthusiasts have been coming to a pretty decisive consensus in this regard – clear, thin wine glasses have emerged as the new champion of wine connoisseurs and are becoming a holiday fixture, in particular during Thanksgiving. Glass clarity prevents interference with the color transparency of the wine while thinness provides an aromatic boost. To augment this design, wider bowls allow for the ability to swirl and pick up all of the notes of red wines while a more narrow shape helps white wines preserve their cooler temperatures, both leading to a flavorful experience.

Blast From The Past?

You've no doubt heard the saying, "what goes around, comes around" at some point and this rings true in the foodservice realm. By that, we mean the return of antique and vintage glassware patterns as a superstar in the marketplace and it isn't hard to see why. The ability to recall memories and create imagery in our minds is what makes us uniquely human, and what better way to indulge in both worlds than by reaching back into the past as a way to look into the future? Patterns that were popular in decades past have reemerged and are thriving with the Millennial crowd longing for a sense of nostalgia that they only heard about in stories passed down from their grandparents. Imagine a cocktail glass that makes you feel just like you're back in a Chicago or New York speakeasy during prohibition - elegant yet mysterious and secretive at the same time. Or a wine glass that can transport us back to a simpler time of 1950s Americana when things seemed to move just a little more slowly and allowed us to revel in the company of our family and closest friends, especially during a cold winter evening in front of the fire.

New Year's On The Bubble

The new year is in a world all its own with everything from New Year's Rockin' Eve to the now-famous ball drop in New York City having become cultural icons among Americans. Along with this, champagne has become a tradition in its own right among celebrants, but there has been a new resolution in terms of how we enjoy the bubbly. Just like

wine, champagne needs a chance to aerate in order for its full aromatic and flavor potential to be experienced. The flute's thin design, while certainly providing a sense of sophistication as well as beautiful effervescence, tends to keep the scent and flavor wrapped up tight without allowing them to make their way into the senses of consumers. The solution has been to adopt a design similar to that of its less sparkly counterpart with a fuller-bodied bowl that allows bubbles to more easily carry the aroma to the surface. The result has been a "passing of the torch," so to speak, but the flute certainly has its place among the glassware elite.

Beer Gets The Boot!

While the malty, hoppy classic might not enjoy as much prominence during the colder holiday months, it is still a powerful presence. Just like wine, champagne and cocktails, beer has its own set of rules when it comes to glassware. But for this season, we thought we would take a different approach to brew lovers and have a little fun. For those of you who enjoy comedy, the 2006 Broken Lizard comedy troupe movie Beerfest brought about the rise in popularity of Das Boot - no, not the critically acclaimed German miniseries, but rather a liter-sized beer glass that is literally shaped like a boot. Now, that boot has taken on a life of its own by being given its own holiday flair with a glass that is fashioned to look like it was on the foot of jolly old Saint Nick himself and has been fascinating beer connoisseurs and brewers ever since. Who knows? Maybe next year we'll see Rudolph's red nose at the end of one. Either way, you can't say that glassware doesn't know how to have a good time during the holidays.

What's Your Taste?

Sure, there are plenty of emerging glassware trends. And of course everyone will have their own opinions and ideas for how they'd love to toast with their friends and family. But that's what makes this end of the foodservice spectrum so exciting – diversity in opinion and ideas leads to innovative and creative designs that are sure to make any holiday that much more memorable. We're just here to help shine the spotlight!



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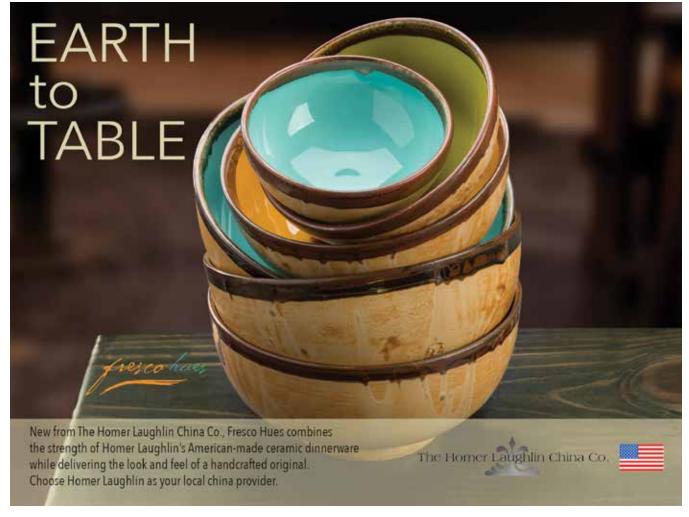


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lead free – fully vitrified – microwave safe – oven proof – dishwasher safe

FORTUNE FAVORS THE



here was a time when bowls were no less benign than plates, flatware, drinkware or even table linens. Much like their companion items, they were merely a means to an end for diners – something to eat out of while preventing unnecessary spills and nothing more. At most it may have been seen as a complement to the star of the meal by being used for an appetizer or dessert. But then something changed.

That "change" wasn't so much in terms of tangible

healthy nutrition, exposure to new flavors and a favorite of today's highly mobile consumer – easy preparation. In addition, bowl meals offer customization options to diners with preferences as various as the options themselves while being creative in the process. Buddha bowls provide an excellent combination of grains, beans and other vegetables to satisfy those with vegetarian or vegan tastes. Acai and Pitaya bowls offer an alternative for those with a sweet tooth but don't want to be saddled with the sense of caloric guilt that comes



structure, although there has been a reinvention of sorts. In particular, it's what has been going into bowls that has been raising eyebrows and making mouths water, elevating the once mundane tabletop piece to a culinary pantheon typically reserved for celebrity chefs and Michelin Star recipients while taking virtually every corner of the market by storm. And the culprit is hiding in plain sight – the meal in a bowl.

At first glance, it may be tempting to wonder why two traditional aspects of nutrition are suddenly in the spotlight. After all, it could be argued that eating from a bowl is an idea as old as the invention of the bowl itself. This in turn begs the question, or rather, questions – what exactly is so fascinating about something so

The answer may be surprisingly and beautifully simple. It's true that food in bowls is not a new concept.

After all, we eat soup, cereal and dessert from bowls all the time without a second thought. However, a full meal in a bowl is a natural evolution if you think about it. The traditional sit-down breakfast/lunch/dinner construct is a relic of a bygone era. Today's society is fast paced and constantly on the go, with social media connecting us to experiences we might not have otherwise known about. Food is no exception to this new dynamic.

Bowl meals meet this challenge by offering access to

with ice cream. Pescatarians can indulge in a Hawaiian poké bowl while Korean bibimbap or Tex-Mex style burrito bowls appeal to the meat eaters among us. Customization has the added benefit of offering virtually limitless combinations suited to any taste.

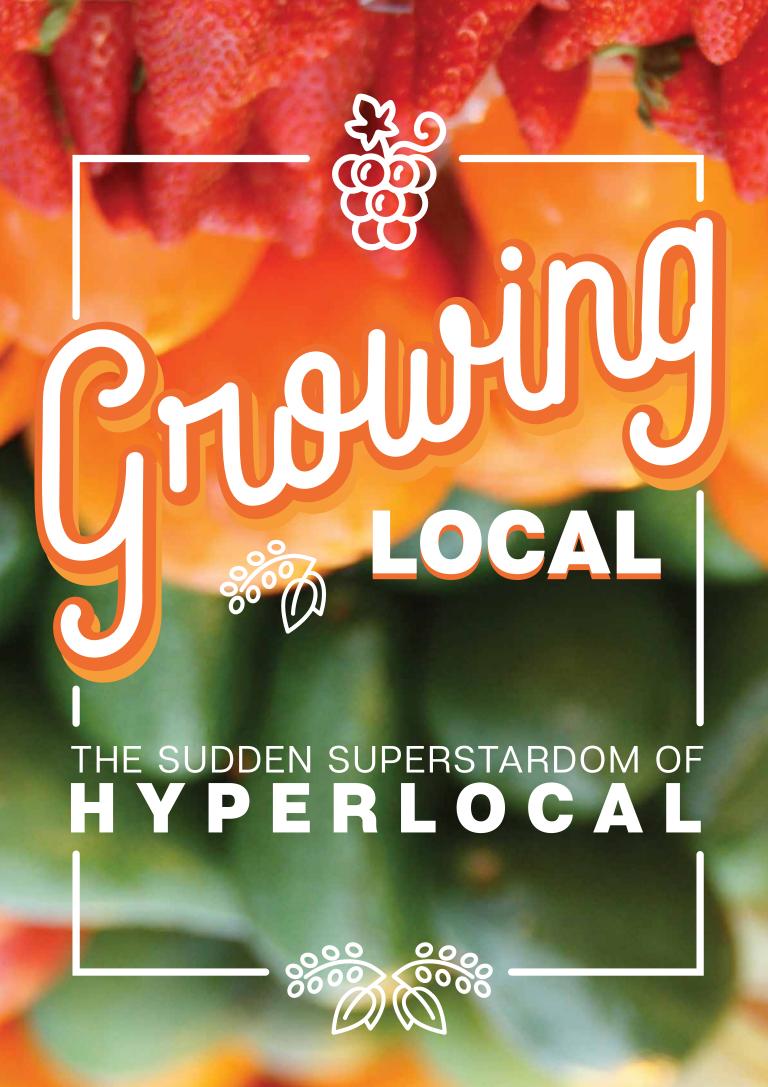
But the true genius of the meal in a bowl is a close relative of customization – adaptability. Not just adaptable in the sense of changing consumer tastes,

but from a day-to-day practical perspective as well. Bowls allow diners to multitask in ways that traditional plates do not.

Consumers can enjoy the nutritional benefits of a full meal while still having the space to work on their laptops and tablets or conduct business by phone. And when they're done, there's ease of portability without sacrificing flavor since the main feature of meals in bowls is blending ingredients together in a single vessel rather than the culinary silo effect that plated meals often fall victim to.

Regardless of what your preference might be, the only fundamental constant is change.

Tastes will change, technology will change and recipes will constantly evolve. But a crucial element of continued success is how we adapt. It's no surprise that bowl meals have come as far as they have. When we consider the benefits and advantages a meal in a bowl offers, it's reasonable to expect that we shouldn't be surprised when it goes even farther, perhaps itself evolving from a trend into a revolution.



yperlocal – a term with a new use, though not exactly new. In fact, its roots go back over a quarter century to 1991 when first used to describe local television news content, later branching out into other areas such as technology and even politics. But it is the foodservice industry that is the latest sector to become synonymous with the expression, however not without its own caveats.

It is imperative to note that along with this new horizon comes somewhat of a new definition. From a foodservice perspective, the term is a little more nuanced, being both indicative of a larger trend while taking on a more intrinsic meaning at the same time. In other words, restaurants are increasingly preferring locally sourced food from nearby farms or even growing produce themselves in rooftop or backyard gardens. And the concept has been rapidly spreading across

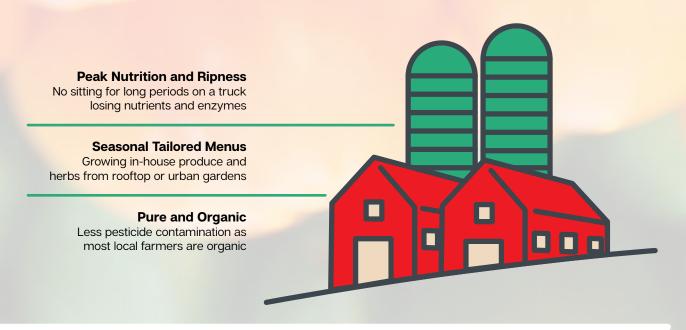
the nation, having engulfed segments across the country from independent establishments to hotels and even one of the busiest hubs in the world, O'Hare Airport.

That leaves us with perhaps the most obvious question – why? What has caused this sudden elevation to foodservice superstardom? The reason is perhaps a bit more multifaceted than, pardon the pun, a mere changing of tastes. Recent research has shown a growing preference for shifting away from traditional fast casual dining, in particular among Millennials and Generation Z, in favor of the hyperlocal concept. And in a consumer driven market, when consumers speak, the market listens.

However, there are practical benefits that contribute to its popularity as well, especially when considering the amount of time and resources involved when commercial farming and transportation are used. Produce has to be grown, sprayed

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Why are hyperlocal couriers better for your community and the environment?



Provide better routing, districting and delivery for local restaurants that aren't already equipped for delivery service Carbon emissions associated with hyperlocal delivery are substantially lower than high mileage food couriers

Food travels fewer miles as customers are only offered delivery options from restaurants in close proximity Shorter delivery times for orders so customers receive food that is more fresh with pesticides, harvested, injected with preservatives, packed and then hauled across long distances while trying to avoid dirt, heat, condensation, chemicals and being handled by several pairs of hands that may have come into contact with any or all of the above, but it doesn't end there. Produce then has to be unpacked, washed and stored before use in meal preparation. Backyard and rooftop gardens avoid this through bypassing

the commercial process, thereby reducing waste and spoilage since ingredients are not harvested until right before they are used.

Operators aren't the only ones who experience the positive results of sustainability, either. Consumers benefit as well, and not only from a dining perspective. In addition to fresh flavors,

diners can experience a unique atmosphere. Imagine walking into a restaurant where you can literally see and smell the environment, as operators can use their fresh produce to double as landscaping visuals. Being greeted with the visions and scents of the actual ingredients you'll be seeing on your plate, or perhaps even in your glass if you're in the mood for a drink, adds an element of intimacy and connection that simply cannot be captured at the commercial level.

Perhaps the reason most near and dear to any operator's heart, however, is cost reduction. While an initial investment is required, successful hyper-local gardens end up paying for themselves by essentially cutting out the middleman and eventually leading to massive financial savings in the long run. As a peripheral benefit, consumers could be drawn to the atmosphere and bring in more business, ultimately offsetting any startup costs. As a bonus, chefs have a sense of

culinary freedom they might not otherwise be afforded with commercial farming. Growing your own ingredients means just that – your own ingredients, providing creativity by growing uncommon plant varieties and allowing new flavor experimentation, which could again attract more business and allow even more creative freedom. It's a type of runaway greenhouse

effect, but in a way that isn't frightening.

Perhaps the reason most

near and dear to any

operator's heart... is

cost reduction.

Regardless of your preference, there is something to be said about a novel concept that has turned into a culinary phenomenon, especially when the subject of food tends to bring out a sense of inherent bias that can be very hard to break. We know what we like and we tend to stick to it. At the same time, a trend doesn't become a trend until someone decides to defy that bias and where better to start than right next door to your table? **\$**







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echnology is a funny word, but not necessarily in a comedic sense. Rather, it is funny in a way that suggests ambiguity if not outright irony. For example, most people know what a smart phone is and how to operate it while hailing the device as a "great advancement in technology." But they may not understand what makes that smart phone such a great technological advancement or how it fits into the modern world. However, foodservice business operators do understand. To be more precise, they understand that technology means more than just digital receipts and a shatter resistant tabletop. It also means using that exact technology to see a once novel concept come full circle – delivery.

That might sound anticlimactic. But when you consider the who in addition to the what, delivery transforms from a tradition into a revolution. The tradition is something we're all familiar with thanks to decades of delivery from pizza and Chinese restaurants. Then came the smart phone. And along with it, applications like DoorDash, UberEats and Grubhub now provide consumers with all of the conve-

nient comforts of delivery while eliminating the need for human contact and thus reducing the chance of mistakes. Simply open the app, search for restaurants or even specific cuisines in your area, make your selections, submit your order, pay and then sit back and wait for your meal to arrive. While this lends a sense of irony through the use of a phone to order delivery without dialing a single number, it is also what makes the concept a revolution.

Now, that revolution has spread beyond the Chinese and pizza restaurant sectors of the foodservice market. From fast food to fast casual and even convenience stores, everyone seems to be getting in on the act. And why not? Within that revolution is also an evolution driven by cold hard numbers. According to the National Restaurant Association, nearly three quarters of Millennials and almost six in ten adults prefer delivery and it has nothing to do with being antisocial. For better or worse, we no longer live in a nine to five society. The increasing fluidity of our daily schedules means we are always on the go and may also be needed elsewhere at a moment's notice, making our time more valu-



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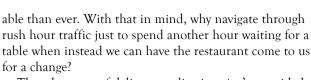






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The advantage of delivery applications isn't one-sided, either. Restaurants can give themselves greater market exposure by offering delivery service while diners can let technology do the work for them by allowing them to explore new cuisines with the tap of a finger. Someone who at one time may have only been exposed to pizza delivery can now experience everything from Indian to Thai to Italian and even American pub fare being brought right to their doorstep. Meanwhile, restaurants put themselves on the map, no pun intended.

No matter how far we advance in society, there will always be traditionalists who still relish the experience and atmosphere, which is not a detriment in the least. In fact, it's a testament to the staying power of the overall dining experience. But for those of us who live by the motto, "time is money," we may have just hit the jackpot. **S**



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LET'S BE HONEST -

a good drink is something we all crave once in a while. Whether it's to provide a complement to our meals, relax with friends or simply cool off on a hot day, the right beverage can help turn any great occasion into a memorable one. And with Mixology taking the market by storm, there has certainly been no shortage of creativity. From traditional to unique to just plain wild, no parched patron will be left unsatisfied.

SAVOR THE FLAVOR

Speaking of savory, who says a drink has to be sweet to be good? In all fairness, savory cocktails have always been around, with the most common being the Bloody Mary for us brunch-goers and the Dirty Martini for the black-tie crowd. But the savory spectrum has undergone its own renaissance and you don't have to go to brunch or wear a tux or a ball gown to enjoy it, despite whatever conventional wisdom you might have heard in the past. Case in point: Mexico's take on the "hair of the dog" known as Michelada – a combination of tomato juice, lime juice, hot sauce and beer that has become an unexpected daytime superstar. Or if you're looking for something a little spicier, why not try a shot of Prairie Fire? All it takes is some moonshine with tabasco and you've got yourself a concoction that could burn down more than just a prairie, if you catch our drift.

The Michelada

1 12 oz beer
½ oz lime juice
10 dashes hot sauce
2 dashes chipotle hot sauce
10 dashes maggi sauce
½ oz fresh tomato juice
Salt to taste and for the rim
Pepper to taste
Lime wedge (for garnish)

Rub a slice of lime around the rim of your glass, then roll the rim in a small pile of salt.

Add lime juice, hot sauces, maggi and tomato juice to the glass, then fill with ice.

Top with beer. Season with salt and pepper. Garnish with lime wedge. Continue to top with beer as you drink.

(TH)INK OUTSIDE THE BOX!

It's no secret that much like any venture in life, the best way to stay ahead is to stay relevant and what better way to stay relevant than to embrace creativity? Mixologists know this as well as anyone and that's why we've seen everything from egg whites, syrup and even peppercorn being used to give a unique flavorful boost to our cocktails. But squid ink? You read that right – The salty black cephalopod substance once used on parchment as well as food coloring and even pasta sauce has been given new life. Squid ink-infused cocktails have been making a splash on the east coast and now they're making their way west. If you're still a non-believer, ask for a Black Ink Martini the next time you go out, and we'll bet you convert.

Black Ink Martini

2¼ oz grape brandy ¾ oz sweet vermouth ¾ oz lime juice ½ oz agave ¼ oz squid ink Sprig of oregano

Excluding the garnish, add all ingredients to a shaker filled ice and shake.

Strain into a chilled coupe glass.

Garnish with a sprig of fresh oregano.

BOOZE-FREE FOR ME!

Designated drivers rejoice, for the mocktail has arrived! These delightful concoctions carry all the flavor of their alcohol-infused counterparts while having none of the hazy effects and perhaps best of all – no hangover the next morning. Looking for something cool and refreshing that takes you away to a beach in the Caribbean? Try a No-Jito. And consumers aren't the only ones who benefit, either. Operators are seeing opportunities by offering profitable alternatives to guests who might otherwise just be ordering glass after glass of water. It's a win-win for everyone, so is it any surprise when we ask - Who'd have thought that nearly a century after the repeal of Prohibition, consumers are getting excited about not drinking again?

Nojito

12 to 14 small mint leaves (see Note)

1 oz fresh lime juice

1 tbs superfine sugar

4 oz club soda or seltzer water

Garnish: mint leaves, lime slices (optional)

Muddle mint leaves in a cocktail shaker with lime juice and sugar. Add ice cubes to fill a shaker and pour in the club soda. Gently shake a few times to incorporate (remember: club soda is fizzy). Strain into a medium or tall cocktail glass filled with ice. Garnish, if desired.

Note: With larger mint leaves, use 6 or 7.

CRAFTING THAT COLD AND FIZZY FEELING

While craft soda may not be directly involved in the world of Mixology, it certainly has been influenced by Mixology. Hand-crafted brands of the fizzy classic are springing up all over the United States as well as gaining a noticeable foothold in the global market and their rise in popularity isn't all that difficult to fathom. With a variety of flavors that range from apple and pear to tangerine and even peach and habanero, consumers have a selection at their fingertips that is far greater than the traditional "big soda" market. In addition to the variety of choice, craft sodas tend to be more in line with the recent demand for healthier alternatives by offering natural sweetners like stevia, agave nectar and honey as opposed to the high-fructose corn syrup most commonly found in their calorie-rich brand name counterparts. One sip and you'll be sure of one thing – craft soda is here to stay!

It's all a matter of perspective

You know the old saying, "beauty is in the eye of the beholder?" The same principle applies here. We've all got our own preferences and therein lies the beauty. With diversity comes experimentation and experimentation leads to innovation. After all, the key to Mixology is right there in the first three letters of its name – Mix. So get out there and find what quenches your thirst! **\$**



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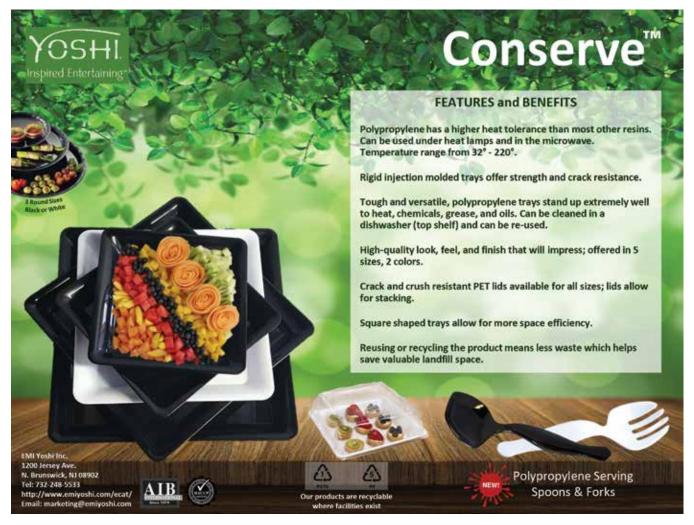






Nearly 9 out of 10 consumers

are influenced by online reviews, according to a study by sproutsocial.com. What does this mean for restaurant owners and operators? The answer is quite simple – social media is the new dimension of brand recognition and it is here to stay. So what can you do to maximize your public presence and reach new consumers?



1

First and foremost – Get on social media!

Social media has become the new "word of mouth" among the public. And if you're not on any of them, then you're missing out on huge opportunities. According to another study by sproutsocial.com, 75 percent of consumers purchased a product because they saw it on social media, with six in ten of that same group needing to see a post anywhere from two to four times before making a purchase. But every journey starts with a single step. So if you haven't already, set up an account on social media immediately and put yourself (literally) on the map!

Stylin' and profilin'

You know the saying, "first impressions are everything?" That's not just a platitude. Your profile doesn't just announce your existence; it showcases your brand, so make sure it's rock solid. The general rule when it comes to educating potential customers about your establishment - the fewer clicks, the better. For added convenience, provide an option to book a table on your profile. Always allow consumers to post reviews and make sure to respond when they do. Offer your genuine thanks and ask what you can do to make their experience better the next time they come around. Being responsive goes an incredibly long way toward showing your customers that you care.







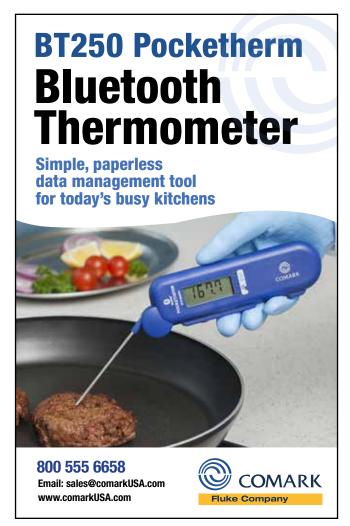


Set the stage to engage!

There's a difference between direct engagement and shameless promotion. According to another index by Sprout Social, nearly 60 percent of customers ranked excessive promotional posts such as discounts and featured products as the top nuisance in social media posts. You can still promote your brand while engaging your target audience. And what better way to do that than by making them feel like they're a part of your business? Post intriguing and attractive action shots and pose a question to them, solicit opinions or even better, provide opportunities for user-generated content such as sharing a clever customer photo of one of your culinary creations. How you interact with your customers is up to you, but the key to getting their business is by giving them a voice.



The social media world has virtually limitless ways for you to reach your customers, but you'll never know what those possibilities are until you become part of that world. You can experiment, you can survey and you can engage however you want, but in today's fast-paced and constantly evolving market, the one thing you can't do is hesitate. So what are you waiting for? s







GET SCHOOLED In Jeanliness!

he dog days of summer have passed and you know what that means – school is back in session! For kids, that means time to put down their beach towels and pick up their books once again. For parents, it means time to put on their thinking caps and prepare to help with homework. But for faculty and staff, it means getting their prized institutions ready for the coming school year and not just with lesson plans or a steady supply of chalk. Perhaps the most important preparatory task may also be the one most taken for granted cleaning and sanitizing. A clean, sanitary and wellorganized school can not only protect students and staff from injury and illness, but studies have shown that it can actually improve scholastic performance. And achieving a clean learning environment is a lot easier than you might think.

Don't Come Empty Handed!

This may sound like a no-brainer, but it can easily be overlooked - make sure your faculty and maintenance staff have the supplies they need in order to keep your building in top shape, and not just the first few days or weeks, either. The average school year in the United States is 180 days and everyone will need to be at their best for every one of them, so that means your supply should be up to the task as well. Stay well-stocked on everything from hand soap and kitchen cleaning solutions to floor mats for those dirty boots and shoes during wintertime or rainy weather.

More Grip, Less Slip

With hallways, bathrooms, gymnasiums and cafeterias having the highest amount of foot traffic in terms of both frequency and density at any given time, proper floor care is absolutely critical. One of the most important things to keep in mind is that there is no "one size fits all" when it comes to school floor maintenance. Each area of the building is usually composed of different floor materials and therefore requires a specific type of cleaning solution to prevent warping. Know which solution to use for each area of your school and equally as important, follow the directions for use to the letter. Deviating from the script could cause unnecessary slip and fall injuries or costly damage to the surface. When applying finish, rayon or microfiber mops are preferable as they tend to be lint-free during application. Finally, sweep up any dirt, dust and debris with the proper broom and you'll keep everyone on their feet!

Show Respect - Disinfect!

Kids are human just like anyone else. And like other humans, they're prone to mistakes and accidents. And when those accidents linger too long or are inadequately addressed, they can mean bad news for their classmates as well as faculty and staff. Everything from common colds to serious afflictions like meningitis can break out if proper cleaning and disinfecting procedures are not followed. Bathrooms and locker rooms are especially susceptible to these occurrences, so it is imperative that toilets, sinks, showers and floors are disinfected daily while towel and hand soap dispensers are kept full at all times. If germs have nowhere to go, they'll have nowhere to grow.







The average school day is approximately 7 hours long and students as well as faculty will need to keep their minds and bodies fueled, so that means keeping your cafeteria and kitchen spotless is paramount when those hungry students and teachers show up. Make sure your kitchen sinks, ovens and fryers are free of dirt, grease, old food and pests by using the proper drain cleaners and degreasers. Your kitchen floor should be also be free of dirt and clutter, with any spills being immediately mopped up to reduce the risk of slips or falls. And of course, any plates, utensils and drinkware should be thoroughly cleaned in your sink or dishwasher using proper cleaning and disinfecting agents. For any disposable packaging, ensure that your togo containers are kept away from chemicals as well as any partially eaten food to prevent illness.

IT STARTS WITH YOU

School is about much more than just education, it's about inspiration. Students who come into a clean, organized and enthusiastic environment will naturally want to be clean, organized and enthusiastic themselves. And the best way for that to happen is to lead by example. When you exhibit clean and sanitary behavior in your facility, your students, faculty and staff will do the same. Now that is truly as easy as learning the alphabet! **s**

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he great outdoors – how many times have you heard that? From the scenic beauty of nature to the 1980s comedy classic starring John Candy and Dan Aykroyd, the phrase and its seemingly endless applications have reached a level of ubiquity bordering on cliché. But every once in a while, even clichés find new meaning. In this particular situation, that meaning comes in the form of the rising popularity of outdoor dining known as Al Fresco.

Of course, the outdoors isn't exactly a new concept when it comes to the world of foodservice. Beer gardens and picnics in the park certainly come to mind, but there has been an expansion in recent years. In the wake of the delivery and carryout phenomena that have swept through the market, operators are finding new ways to bring diners back to their establishments by presenting a reinvigorated atmosphere catering to both the casual and intimate crowds. And the answer might just lie quite literally outside the box, or outside the booth in this case.

To fully understand what has brought about this renaissance, the first and perhaps most obvious place to start would be to look at the inherent appeal of Al Fresco dining from the consumer point of view. Look at it this way - much like we tend to consider music to be the soundtrack to our lives, a restaurant's atmosphere sets the scene for many of life's memorable moments - taking in the sights and sounds of nature or a busy city street while sharing dessert and drinks with old friends. Or perhaps it's the sense of nostalgia for a couple returning to the spot where it all began, maybe even starting a new chapter in their lives when that engagement ring shows up in the champagne glass on the private deck with a view of the beach or mountains just as the sun begins to set. This is exactly what takeout and delivery, despite their convenience, cannot provide - connection.

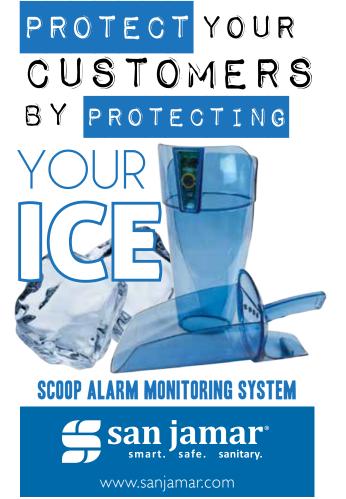
But interpersonal bonding is not the only benefit. Outdoor dining also presents a clear logistical advantage for guests. Imagine placing your order online or through an app, then having to drive to the restaurant, pick it up, pay and then drive back home, possibly in heavy traffic. The same

goes for delivery. Even if you don't have to leave your home, you still have to wait for your meal to be prepared, packaged, given to a driver who may have other stops along their route before finally arriving at your door. What's the common denominator in both of these scenarios? Time. Regardless of how fast you navigate, being steps away from the kitchen cannot be recreated. Food is always at its freshest and most flavorful when it arrives right at your table moments after being prepared and diners tend to agree that those flavors are amplified when outdoors. No household microwave or oven in the world can duplicate that sensation, no matter how hard you try.

While it's one thing to simply talk about the advantages of outdoor dining, what exactly are operators doing about it? As it turns out - plenty. From the business end of the foodservice spectrum, restaurant owners are seeing the benefits of making the most out of their property space by either expanding outside or giving their current outdoor areas an atmospheric makeover. Fire pits and fireplaces provide a literal warm welcome while lending a sense of elegance and sophistication. Sidewalk cafes help guests feel more connected to the surrounding environment with their curbside appeal. And for those operators who may not have the space to spread out, they're looking up. Rooftop dining has exploded in recent years, especially in urban areas where space is already limited. In addition to the open air feel, diners are treated to a bird's eye view of the surrounding cityscape, where they can take in the sights of nearby skyscrapers, commuters below or even look out toward the ocean or lakefront. Then of course, there is the elephant in the room - expanding outdoors means more space. More space means more diners. More diners mean more orders...you get the picture, right?

Any foodservice insider will tell you that the menu is only half the battle when it comes to an establishment's success in the industry. Just like a chain is only as strong as its weakest link, a restaurant's atmosphere is only as welcoming as its least presentable aesthetics. And when you can't look any further inward for inspiration, why not look outward? There's literally an entire world of possibility.









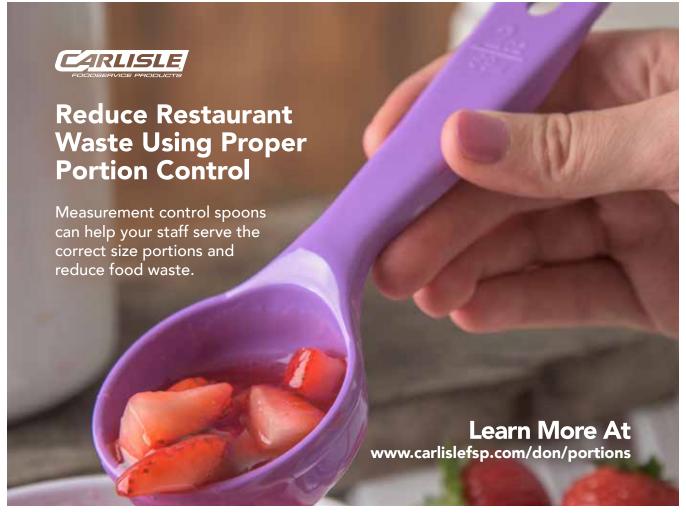
oses are red, violets are blue - but what about Ultra Violet? While it might not have a place in the world of romance novels or botanical lore, there is a spotlight every bit as prestigious. That spotlight belongs to Pantone and its 2018 color of the year. The winner? You guessed it - none other than Ultra Violet, the popular shade of its more commonly known relative, purple.

Before we go any further, yes it is true that Ultra Violet and Purple are not the same. One is closer to the red end of the spectrum while the other is closer to blue. But this isn't science class and we're not here to debate color theory. Ultra violet is commonly associated with purple in virtually every industry and is well on its way to being a major trendsetter. So with that in mind, let's leave our differences at the door and celebrate this year's winner!

This honor is by no means without merit. From its association with the famous toga picta worn by Roman Emperors to being symbolic of modern counterculture as well as the artistic brilliance of Jimi Hendrix, David Bowie and of course Prince, Ultra Violet and all of its enigmatic

shades have a rich and elegant history with a lot to be proud of. And now, those same enigmatic shades have made their way into industry, with foodservice being a particular beneficiary. Trendy venues have adopted velvety décor and furniture that boldly showcase the reigning Pantone champion, taking on a look that makes one feel as if they've wandered into a royal palace. Even the food itself has gotten a makeover with everything from purple carrots to oregano and asparagus have been the latest converts to the Ultra Violet legion due to their association with youth and fighting disease. Who knows what's next?

But new culinary creations, pop culture and royal tradition are only part of what makes Ultra Violet stand out. Think of it this way – Ultra Violet isn't quite red and it isn't quite blue, yet it has its place in the spectrum that is all its own. It's the element of nonconformity, the desire to be our own brand, to experiment and be imaginative that most of us have felt at one point or another in our lives. In a way, it isn't that much different from human nature. And that is what makes Ultra Violet shine, no pun intended. **\$**



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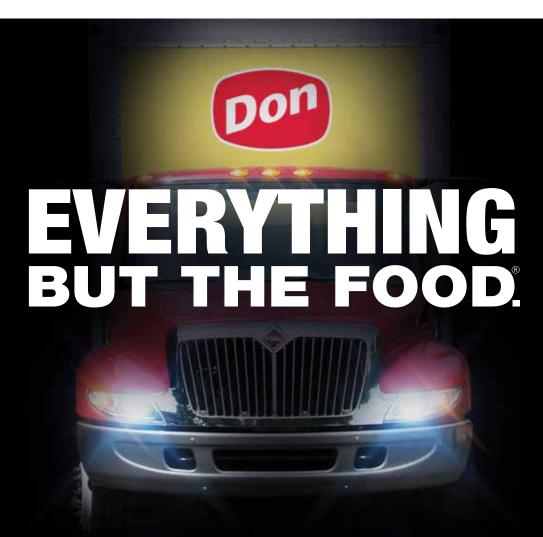




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