

CASUAL
DINING



Tyson

RESTAURANT
TEAM

Inspiration for pros that know What's On The Line™

sidebyside

FROM FIRST ORDER
TO LAST TICKET,
how one GM runs his house.

BE PREPARED:
Speed scratch proteins set you up for success.

REDUCING LABOR COSTS
is job number one.



Inspiration for pros that know What's On The Line™

sidebyside

Side By Side is dedicated to the restaurant foodservice pros that work behind the line to create a better experience for everyone they serve. The Tyson Restaurant Team is committed to standing side by side with our partners to create the best possible products and services for you and your teams.

Keeping you on the front burner.

Welcome to the first edition of our *Side By Side Magazine for Restaurants*. We're excited to share some key insights and articles from our time on the road talking with restaurant experts and operators like you.



(L to R): Michelle Lo, server, **Tiffany Jetter** of the Tyson Restaurant Team, and **Kevin Ethridge**, Bar Louie General Manager

In this issue, we're excited to feature General Manager Kevin Ethridge as he takes us on a full house tour of his casual dining operation in Chicago.

Flip to page 4 and be prepared to learn how mixing in prepared proteins to your menu can save precious labor time and allow you to focus on more essential culinary skills.

On page 5, learn from CraftWorks Chief Culinary Officer, Stan Frankenthaler, in 5 Questions with a Pro.

We hope you love this issue of *Side By Side Magazine* as much as we enjoyed creating it. Visit our website for more info or just drop us a line – we love hearing from you!

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From first order to last ticket,

restaurant life moves fast for GM Kevin Ethridge.



As the tempo picked up, so did the temperature in the tight kitchen at Bar Louie in Chicago. General Manager Kevin Ethridge took time from his busy schedule to introduce our Tyson Restaurant Team to his staff and give us a tour of his casual dining home. Like most commercial kitchens, there wasn't much room for us, or for errors back there, but we learned some great lessons from Kevin that night.

Kevin talked with our team about balancing labor costs and the importance of cutting down on both food waste and wasted effort on the line. They recently analyzed their most popular orders and then rearranged their cooking line to centralize the ingredients in those orders. "We traced the movements of our cooks and cut down on wasted steps and wasted movements during peak hours," Kevin said, resulting in both a physical change and a noticeable lift in teamwork and attitudes. "By creating a more efficient line, you not only get food out quicker, which makes the guest happy, but you also get through your volume times quicker and save time for your cooks to get onto other jobs."

The tickets continued to fly fast that night, with the staff promoting \$1 burger night, however Kevin told us that doesn't stop more expensive entrées from getting ordered alongside the flurry of burger baskets. His average checks didn't seem to suffer too much either, with a full house adding to their tabs with appetizers and extra beverages.

"To succeed in this business," Kevin said, "you have to be conscientious, you have to be perceptive, you have to view things through other people's eyes... and you have to be driven."

Versatility and flexibility have long been hallmarks of the casual dining industry, and we saw firsthand through Kevin's eyes that guests' expectations are extremely high. Kevin works hard to promote teamwork with staff incentives that pair FOH staff with BOH staff, so both teams feel the rewards.

"This job never gets old. You always take something new from it every day, and you get to meet new people every day."

"One thing that I always appreciate is when vendors and food companies check in with me on their product consistency and performance. We all have to work as a team and have each other's back."

"What's on the line for me when I come into work is the quality and consistency of the food...It's also being prepared to face anything, and then doing everything to make sure our guests are safe and have a great experience." We couldn't agree more. Thanks to Kevin and his staff at Bar Louie for sharing their night and insights with us.

Working hard to offset labor costs is **JOB NUMBER ONE.**



Your team is your most valuable asset. It's paramount to the success of your restaurant. But hiring additional staff means a higher payroll. And keeping talented people engaged and motivated is not easy.

But what if you could make it possible for the people you have to do more of what they do best? That's exactly why more and more restaurants use speed scratch products. They are the same quality proteins you use every day, at every meal—cooked, sliced, and recipe-ready.

Speed scratch proteins save prep time by freeing up your talented staff to add value to your menu and your kitchen. Your Tyson Restaurant Team understands. Our flexible protein selections allow you to create new features across your menu with lead entrées or add a simple inspired ingredient for flatbreads, soups, and inventive appetizers.

With speed scratch, everybody wins. You hold down payroll and hiring costs. Your team gets to develop their talents. And your guests get a more varied menu. Sounds like a recipe for success.

90%

of restaurant costs come from increases in labor and food costs*

25%

of operators are purchasing more speed scratch & value-added products to help offset labor costs*

Hillshire Farm® Smoked Sausage



Menu flexibility & juicy profits can be achieved with Hillshire Farm Smoked Sausage or one of the many other innovative ideas from your Tyson Restaurant Team.

A perfect feature item available in multiple forms, from skinless & natural casing links to rope, sliced and, diced.

Take advantage of this flexible protein you can feature across your menu as a lead entrée or an inspired ingredient.

- Made with 100% USDA-inspected beef & pork, all beef, all pork, chicken and, turkey
- Naturally hardwood smoked for rich, distinctive Hillshire Farm® brand flavor
- Fully cooked, ready to serve, and handcrafted with old-fashioned methods
- Available in many bold & craveable flavor profiles

BE PREPARED:

Speed scratch proteins set you up for success.

Save labor time and increase quality perceptions with All Natural*, *Authentically Crafted™ Exceptional Meats*.

A flatbread is like a blank canvas. It is one of the easiest ways to showcase your restaurant's ability to pair unexpected tastes and textures. But flatbreads can be prep-intensive and meats can take the most time of all. A lot of work goes into each protein before you can put it on the pie heading to the oven.

Many chefs and operators are turning to speed scratch proteins to take meat prep off their plates for dishes like flatbreads, stir fries, pastas, and super-fast tacos. These All Natural*, clean ingredients arrive pre-cooked with a perfectly imperfect, authentic, house-made look that today's frequent diners demand.

Add prepared meats to your menu innovations and you can free up labor time to focus on more LTOs and custom specials that your customers love.

Consumers value these attributes as top requirements for authentically crafted meats¹:



Tyson® Authentically Crafted™ All Natural, Rough Cut White Meat Chicken Ingredient Meats #4112-928



Top off your flatbreads with top quality *Hillshire Farm® Authentically Crafted™ Exceptional Meats*.



With *Tyson® and Hillshire Farm® Authentically Crafted™ Exceptional Meats*, you can save labor time, stretch your food costs, and provide great tasting, All Natural* ingredient meats with distinct piece sizes, shapes and quality texture. Research shows that consumers are willing to pay more for foods with claims that impact quality perceptions, such as “All Natural*” and “additive-free”!²

*Minimally processed. No artificial ingredients.

²Technomic Future of LSR: Fast-Food & Fast-Casual Consumer Trend Report, 2016

TOP 5 REASONS

Casual Dining Pros Blend Prepared Ingredients into Their Menus:

- 1 Consistency of quality and taste
- 2 Higher portion control
- 3 Less culinary skill required
- 4 Less kitchen waste
- 5 Save time for staff to work on other items

What's On The Line?



Five key questions we served up to Chef Stan Frankenthaler, Chief Officer of Culinary & Beverage at CraftWorks Restaurants and Breweries.

Q. What made you decide to work in foodservice?

A. I started cooking within my family circles as a young child and was first employed in the foodservice business as a young teen. I worked and paid my way through college in pizza, catering, and restaurants. This was in the late 70's and as I entered my senior year I had my epiphany – culinary and hospitality are age-old professions; largely taught orally and through apprenticeship... this is a “real” career path. This was all brought about by the beginnings of the rise of the American chef... symbolized by the opening of Chez Panisse and An American Place; the rise in popularity of writers such as James Beard, MFK Fischer, and Craig Claiborne. I loved to cook; I loved to work hard to delight my guests; and I enjoyed the comradery of the restaurant team.

Q. What is one of the most challenging obstacles you've had to overcome on the job?

A. There are many challenges in our business and we all face the small ones and

bigger ones daily. As leaders we have to embrace the challenges and deliver positive solutions, especially on behalf of our crew and guests. Coaching is a constant part of the role of a restaurant leader whether in the kitchen or front of house. I'd say one of the biggest challenges I have faced is a hood fire in one of my restaurants. I was on duty that evening and the expediter. We calmly got everyone out of the restaurant. It was a very emotional experience during and after as we sorted through the cause and sought to rebuild and reopen the restaurant.

“A couple of our key supplier partners provide us with amazing consumer insights that really help our strategic planning.”

Q. What do you wish more suppliers understood about your job?

A. Probably the “balancing act” of best quality, affordable costs, uniqueness, ease of handling, delivery times, price, availability, etc... there are a lot of competing goals to juggle. A couple of our key supplier partners provide us with amazing consumer insights that really help our strategic planning.

Q. What would make your job easier?

A. Great question – in our world your job being easy is an ephemeral state... I suppose it comes when you are surrounded by the most like-minded, hard-working people you can bring together at any given point in time.

Q. Finally, what's your favorite thing to cook at home?

A. Seafood – I grew up and worked professionally for so many years in Savannah and Boston that I love the complexity and uniqueness of each different species. Seafood cookery is unforgiving. And for me that's an awesome challenge.

WHAT'S ON THE LINE?™

Why work with the Tyson Restaurant Team?



- **Leverage Our Insights** – Our team provides consumer & marketplace driven foundations to develop winning strategies
- **Innovation Drivers** – Link our capabilities & your menu together with strategies to drive growth
- **Culinary Expertise** – Integrate culinary into innovation to ensure opportunities to deliver on your brand essence
- **Quality Assurance** – Dedicated to Food Safety & exceeding USDA requirements
- **Breadth of Versatile Options** – Our protein experience and leadership gives you a huge range of flexible solutions



WHAT'S ON THE LINE?™

It's never just someone's order that's on the line.
It's not just food or a meal.
It's everything you put into making your place sing.
It's jobs. It's spreadsheets.

And it's your reputation that's on the line every time an order comes flying through your kitchen.

From inventory to insights.
From wait lists to waitstaff.
From fresh ingredients to fresh ideas.

When food costs are on the line.
When staff satisfaction is on the line.
When profits are on the line.

We're listening. And we want to know,

What's On The Line?™



Team contact info:
1 (800) 24-TYSON
TysonFoodService.com