

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

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Appetizers

The Achilles heel of the restaurant industry



World's first "celebrity chef" reflects on his career



John Tschohl on the need for speed



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The importance of a transparent supply chain

By Francine L. Shaw
Co-founder, My Food Source

Restaurant operators have a responsibility to ensure that they're serving safe, high-quality foods. Consumers have become increasingly concerned with the safety and quality of the foods they eat, plus how the food is grown, sourced, and produced. Many consumers are choosing to support brands that operate sustainably, ethically, and responsibly. In fact, two-thirds of consumers (65%) said they'd switch from their usual brands to buy from companies that are more transparent about their supply chain, openly sharing information about their values (like how they treat the environment, animals, and employees).

To demonstrate a commitment to food safety and quality, sustainability, fair labor, animal welfare, and responsible business practices, restaurants should prioritize supply chain transparency. This helps restaurants identify and mitigate risks, improve communication with suppliers, boost compliance with regulations, and protect their guests, reputation, and bottom line.

The Benefits of Supply Chain Transparency

In today's globalized marketplace, transparency has become a critical factor in building consumer trust and ensuring



Francine L. Shaw

business sustainability. A transparent supply chain helps companies gain a competitive advantage and addresses key concerns, such as risk mitigation, compliance with regulations, and ethical sourcing.

One of the primary benefits of a transparent supply chain is boosting customer trust and loyalty. When consumers can see the ethical origins and safe processes involved in the production and distribution of products, they're more likely to trust and support a brand. Transparency allows consumers to make informed decisions about the brands they support, knowing these

companies' values align with their own.

Supply chain transparency also enables restaurants to improve safety and quality. Visibility throughout the supply chain allows restaurants and their suppliers to identify and mitigate potential risks, whether that's product recalls, quality control problems, or other concerns. By being aware of these risks – and taking proactive measures to mitigate them – restaurants can prevent costly disruptions and protect their guests and their reputations.

Moreover, a transparent supply chain leads to increased efficiency. Being open and transparent leads to better communication and collaboration across the supply chain. This means that operations are streamlined, delays are reduced, and processes are optimized.

Transparent supply chains especially benefit businesses operating in regulated industries, including restaurants. Compliance with regulations becomes more manageable with a safer, more transparent supply chain. By adhering to legal frameworks, companies avoid legal issues, penalties, and reputational damage.

Ethical sourcing and sustainability are increasingly important factors for consumers. Transparent supply chains support ethical sourcing practices and

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Riko's pizza continues impressive growth and begins national expansion

Fast growing pizza franchise concept to have 10 locations across three states

Connecticut, Florida, and New York—by Q1 2024

Stamford, CT- Riko's Pizza - highly differentiated pizza franchise concept famous for its thin crust pies, local neighborhood atmosphere, and extensive selection of craft drinks—announced today several key growth updates as the Company begins its strategic expansion throughout the United States.

Founded by serial entrepreneur and pizza connoisseur, Rico Imbrogno, Riko's started as a single-location family business in Stamford in 2011 and opened its fourth corporate location in Darien, Connecticut in March 2023. Since then, Riko's has been selectively franchising and expanding out of state, with the Company now confirming the Q4 2023 opening of its new locations in Pompano Beach and Miami Beach. With the addition of these two franchise-owned locations, Riko's will have 10 sites across three states—Connecticut, Florida, and New



York—by the start of 2024.

These openings will also bring Riko's total number of South Florida locations to three, stretching the brand in the Sunshine State from the top of the Gold Coast to the shores of Miami—one of the fastest growing regions in the country. The Company first entered the Florida market with the opening of a franchise-owned location in Tequesta (Jupiter) last year.

"After a decade-plus of establishing our brand as a clear leader in Connecticut, the proven pizza capital of the world, we are now on a mission to save the rest of the country from the limited, lackluster pizza offerings available to them," said Rico, Founder and Chief Executive Officer of Riko's. "Our super-thin crust 'bar pies' are cooked to crispy perfection using only the highest quality ingredients, proprietary chef techniques, and

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The need for speed

John Tschohl ♦ Today's Restaurant Contributor

"I feel a need for speed."

Actor Tom Cruise made that line famous when he played Maverick, a fighter pilot, in the movie "Top Gun." Unfortunately, most companies and employees don't share that need. They don't recognize the value of speed when it comes to attracting and retaining customers—and simply doing a good job, no matter the situation. As technology has increased the demand for speed in everything we do, it's critical to the success of businesses and employees that they deliver it.

Most companies throughout the world have set up roadblocks to speed. They've established rules, policies, and procedures that handcuff employees in their dealings with customers. They don't trust employees to make empowered decisions in order to satisfy customers and solve their problems because they think those employees will give away the store. What they don't realize is that, when employees are empowered to solve customers' problems, those customers will not only continue to do business with you, they will reward you with word-of-mouth advertising as they tell others about their experiences with your company.

Employees are also at fault for the lack of speed in businesses today. Their

mindset is locked into "slow," which means that, if you give them four hours or four days to complete a task, that's exactly the amount of time they will take to do so. Whether they are dealing with external customers or internal customers, in the form of coworkers or management, they simply aren't driven to complete things swiftly.

Employee should take these steps to increase speed.

Organize. Assemble everything you need to tackle a project or solve a problem so that everything is at your fingertips. Then evaluate the time necessary to do what needs to be done.

Prioritize. Break the project down into a series of small steps. This will allow you to focus on the details while understanding the "big picture" goals you must work toward.

Manage your time. Identify specific timelines you need to complete each section of the project and then work to meet—or beat—the time you have established to finish the entire project.

Recognize efficiency opportunities. Look for ways to incorporate your vendors or coworkers into projects early in the process. That means considering all the tools at your disposal, from the expertise of your coworkers to your organization's technology assets.

Limit distractions. Every time you have a conversation at the water cooler or check your Facebook posts, you are getting off course, which can derail a project. That doesn't mean that breaks aren't important. Take short ones throughout the day to quickly recharge, maintain your creativity, and stay ahead of fatigue.

Communicate. Provide coworkers and managers with appropriate updates on your progress and timetable. That not only illustrates the effectiveness of your use of speed, it demonstrates how you handle and overcome barriers. Constant communication forces you to think about the responsibilities of you and your team members and about how you can each maintain speed throughout the course of the project.

Keep promises and over deliver. When you do this, it shows your customers, coworkers, and supervisors that you can be depended on to come

through in a clutch. Over delivering allows you to further beat expectations by completing projects well ahead of the original schedule without compromising quality. Quality must go hand in hand with speed.

In the face of stiff and increasing competition from throughout the world, it's critical that speed becomes a focus for everyone in your organization—from the CEO to frontline employees. If there is no commitment to making speed a priority, it will never happen. **TR**

About John Tschohl: John is the founder and president of the Service Quality Institute—the global leader in customer service—with operations in more than 40 countries. He is considered one of the world's foremost authorities on all aspects of customer service and has written several training programs, including "Speed," which is also available in Spanish, Greek, Russian, and Chinese. His monthly strategic newsletter is available online at no charge at www.customer-service.com. He can also be reached on Facebook, LinkedIn, and Twitter. For more information on John Tschohl and the Service Quality Institute, visit www.customer-service.com.

Ziggi's Coffee brews up three new locations

Ziggi's Coffee, a leading franchise coffee company announced the opening of three new locations in Colorado on August 15th. This monumental day also marked the company opening its 75th location. This significant expansion demonstrates the company's commitment to growth and its dedication to serving communities throughout the nation.

store, is an exhilarating milestone," said Brandon Knudsen, Ziggi's CEO and Co-founder. "This achievement speaks volumes about the dedication of our team and the loyalty of our customers. Our commitment to innovation, quality, and creating meaningful connections remains at the center of who we are, and we can't wait to continue growing in communities throughout the nation."

Each new Ziggi's location will offer a wide range of handcrafted beverages, including signature drinks like the Gold Rush Cold Brew and Caramel Macchiato. In addition to their extensive coffee menu, Ziggi's also provides a variety of teas, smoothies, and other refreshing options, such as their own Energy Drink lineup filled with unique Energy Infusion flavors, like Beach Bum and Just Peachy. To complement their beverages, customers can indulge in a selection of on-the-go breakfast, snack and lunch items. **TR**



With the simultaneous opening of these three new stores, Ziggi's is making a bold statement in the competitive coffee industry. The new locations in Ault, Broomfield and Thornton will provide residents with convenient access to Ziggi's high-quality coffee and exceptional customer service.

Ziggi's positions itself to become an integral part of every community they join by focusing on drive-thru convenience, friendly service and an extensive menu lineup. They are excited to reach the members of the communities of Ault, Broomfield and Thornton and become part of the fabric of these communities.

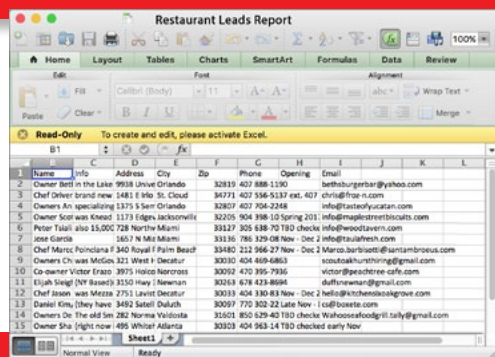
"Opening three Ziggi's locations on the same day, including our 75th

About Ziggi's Coffee: Ziggi's Coffee, recently ranked on the 2023 Entrepreneur Magazine Franchise 500®, is a leading specialty coffee shop and drive-thru franchise dedicated to serving only the finest roasted coffee, uniquely handcrafted drinks, and amazing, locally-made breakfast, lunch and snack options. Founded in 2004, the Colorado-based company is on a mission to elevate the standard of service within the coffee shop industry. From specializing in a variety of great-tasting menu items to providing fast and friendly service, the Ziggi's Coffee brand is focused on creating a positive experience that is faster, more authentic, and convenient for the demand of consumers seeking higher-quality coffee and food options on the go. In addition to its distinctive menu and superior service, Ziggi's Coffee is also committed to making a positive difference in the local communities it serves. With 75 locations nationwide and over 140 additional units in development, Ziggi's Coffee is positioned to quickly grow its presence in a variety of communities across the U.S.

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