

# Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 23

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# Five social media strategies to improve restaurant sales

By Fara Rosenzweig  
 Head of Content at ManyChat

Restaurants have it tough when it comes to turning their social media efforts into fiscal rewards.

This is mostly due to the fact that more often than not, it seems that restaurants invest a lot of their resources into their social content and ads with very little indicators that it's actually doing anything to get people in the door. But when nearly 3 in 4 customers (72 percent) have used Facebook to make restaurant or retail decisions, it's obvious that it's still a critical focus in their bids to generate foot traffic.

Those who are successfully converting social media users to diners are perfecting a few timeless strategies that have been proven to help improve restaurant sales on some level. These strategies aren't hard to do, but they have an immense statistical payoff.

### 1. Have Complete Profiles

Nearby customers looking for a place to grab a bite have the highest rate of conversion, and just about every restaurant in the area is competing for their attention. If you're missing even a

little information, they could turn to your competitor who isn't.

Set up your restaurant with a complete online profile for success by making sure you're offering your hours, address, and phone number to turn a

web-surfer into a real-world diner. Make sure you have accounts on all the big social networks like Facebook, Instagram, Yelp, Google and TripAdvisor. Additionally, foodservice is a competitive industry, which is why branding has become so important. Not just branding, but prominent, consistent branding. One way to uphold your brand presence is to make sure all your social channels and third-party profiles are complete and consistent with your brand aesthetic and personality.

### 2. Respond To Diners Who Leave Reviews

Word-of-mouth marketing is one of the most influential forms of marketing. Showing just how powerful it can be is that a one-star increase in a restaurant's Yelp rating can result in as much as a 9 percent increase in revenue. You can send customers email discounts all day long, but if they read a bad review, it could all be in vain. Customers will check you out and judge your restaurant by its reviews. How you respond will say a lot about how you remedy negative experiences (which, every restaurant will experience at some point).

See **SOCIAL MEDIA** page 12



## Bubbakoo's Burritos is headed to Tampa

New Jersey-based chain signs franchise development deal for five area restaurants

Point Pleasant, N.J. – Bubbakoo's Burritos, a build-your-own burrito concept that touts Mexican food fused with American flavor, is planning to open multiple locations in the Tampa area.

The New Jersey-based franchise has signed a development agreement with local restaurateurs Mike Goodwin and Tracey Garrison to open five restaurants within the next four years. Though exact addresses have yet to be announced, the pair are looking at both suburban and core real estate, with a focus on Tampa and Brandon for the first two locations. Other areas under consideration are Plant City, Riverview, Zephyrhills and Wesley Chapel for the remaining three.

No strangers to the local restaurant scene, Goodwin owns two of the O'Brien's Irish Pub & Grill sports bars in the Tampa area, one in Plant City and the other in Wesley Chapel. Together, Goodwin and Garrison own Tampa Joe's Restaurant & Sports Bar, located at 9316 Anderson Road in Tampa.

"Tampa's food scene is ever-evolving, with more great things coming in everyday, positioning it as one of the leading destinations for food-lovers from all over the world," says Goodwin. "We are confident that Bubbakoo's will be a welcomed addition to the area's unique culinary culture. No other restaurant, fast-casual chain, or taco stand offers quite the variety, quality, or the unique hybrid skater-surf atmosphere that can be found at Bubbakoo's Burritos."

The variety and quality of food is what really sets Bubbakoo's apart, Goodwin says, noting that beyond "standard Mexican fare" like ground beef and chicken, Bubbakoo's protein choices include hibachi-grilled steak and shrimp, and hand-shredded carnitas. As for chicken, guests have four options: crispy fried, crispy buffalo, marinated and grilled, and salt-and-pepper shredded. Non-meat options

See **BUBBAKOO'S** page 12



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## Appell Pie

### The sights and smells of an Italian restaurant

Howard Appell ♦ Today's Restaurant Publisher

If it wasn't for Italian cuisine I don't think I would have had so many fond memories of growing up in my neighborhood. From the coffee grinder on the block where my grandfather had his business to the new pizzeria that opened down the street, the sights and smells of Italian food are engraved in my memory.

I can remember walking down my main street and walking past the pizzeria just before dinner and fighting the urge to go inside and buy a slice for fifteen cents. That's right, I said fifteen cents. I'm old! My family always said a whole pizza cost eleven cents to make. What did they know they were in the garment business?

I remember my father's friend had an Italian Bakery where we would visit on the weekend and I first fell in love with Cannoli's and all pastries with Italian cream fillings. Are Italian cream pastries on the South Beach Diet?

In my neighborhood to be part of our gang you had to have a car and money for gas. Every Saturday we would go to Rocco's Italian Sandwich Shop for the greatest food and the wisdom of old Rocco. Rocco was a sly devil in his day. Whenever we took a new guy or girl to see him, one of the existing members of the group would drive up there first and give Rocco the description of the new person. Why you ask? When the victim ordered his sandwich Rocco would slip in his private stash of hot peppers between the layers of meat and cheese. Needless to say we all waited to see the reaction of the new guy when he tasted the peppers. We always ate in the store so Rocco could enjoy the fun too. My how times have changed.

I always thought of myself as an Italian Restaurant layout expert when I was an equipment dealer in New York. I never owned a restaurant but my whole life was spent in the equipment business and working in restaurants during the summer. One client stands out because there is a lesson to be learned if you are planning to open a restaurant regardless if it is Italian or not. My customers were a married couple looking to open a tablecloth Italian restaurant that they could run from their flower business next door. They had never owned a restaurant and were relying on me to design the kitchen.

I designed a functional, typical Italian, New York restaurant kitchen that any cook or chef could work out of. Everything was approved and orders for the equipment were placed. I received a frantic phone call from the husband telling me that he had hired a chef and the chef wanted to make changes in the kitchen. I warned my customer that the changes were too extreme and that if he made the changes, down the road the chef would leave or be fired and a new chef would not be able to work efficiently in the new kitchen.

Needless to say the chef quit and the next chef wanted the kitchen his way and a renovation was called for. What have we learned from this? Don't eat a sandwich without checking between the meat and cheese. Make your plans in conjunction with the person in charge of the kitchen but remember to keep the design functional for any chef, so as to avoid major expenses after opening.

Also remember that it's not too bad to drink an espresso and eat a pastry while dreaming of Sophia Loren.

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# What's Going On

## Important new products, corporate news and industry events



Dessert is a dining mainstay, with 41% of consumers eating dessert after a meal at least once a week, Technomic's 2019 Dessert Consumer Trend Report reveals. Operators continue to streamline menus across all mealparts though and, as such, dessert menus have shrunk over the past two years in terms of number of items offered at both limited-service and full-service restaurants. "As dessert menus continue to shrink, identifying an optimal product mix that can still maximize consumer satisfaction will be key," explains Bret Yonke, manager of consumer insights at Technomic. "Moving forward, expect those who are truly looking to provide innovative dessert offerings to increasingly experiment with toppable beverages, such as milkshakes and hot chocolate, as well as spicy flavor profiles and dairy-free desserts that don't compromise on taste" Exploring direct consumer responses, as well as menu trends, the comprehensive 2019 Dessert Consumer Trend Report helps foodservice operators and suppliers better understand consumers' consumption, attitudes and preferences toward dessert and to identify opportunity areas. Technomic publishes a complete library of Consumer Trend Reports. To learn more visit [technomic.com](http://technomic.com).

The Marketplace at Lake Boone. The Raleigh-based independent restaurant operations company is led by Founder Peter Kim. With over 50 years of combined experience in restaurant finance, operations, marketing, technology and real estate Cattell also provides advisory services to operators with restaurants across 10 states. Catell Street Brands can be viewed at [cattellstreet.com](http://cattellstreet.com).



### South Carolina News

**Crisp, a new Software as a Service platform** that seeks to reduce food waste while increasing profitability, announced recently, the availability of its software for beta-testing. This follows the onboarding of 30 customers, who have a range of \$15M to \$10B in revenue, during the alpha stage of the platform. CEO and founder Are Traasdahl established Crisp to create fresh and actionable business insights for customers that address pain points throughout the supply chain, from forecasting to staffing and campaign analytics. The importance of

See **WHAT'S GOING ON** page 6

### Georgia News

Chicago's **Aloha Poke Co.** is opening about 100 new restaurants in Atlanta / Orlando and other Eastern areas. Many will open by 2022. The first Aloha Poke Co. location was a tiny, humble food stall in a Chicago train station. Visit the company's website online at [alohapokeco.com](http://alohapokeco.com).



will open a location in the new apartment project, Theory West Midtown, located at 800 Marietta Street in Atlanta. Cheba Hut is a "Toasted" sub concept that has been curing munchies since its start in 1998. Founder Scott Jennings decided to showcase the harmony between food and a very specific counter-culture. The menu features over 30 signature sub sandwiches, as well as a variety of Rice Krispy treats, salads and munchies. Most locations

also offer craft beer bars that feature local beers from neighborhood breweries. Huts can be found in Arizona, Colorado, California, Oregon, New Mexico, and Wisconsin and now entering Georgia. Online at [chebahut.com](http://chebahut.com)

### North Carolina News

The first multi-unit franchise partner to sign on with **Just Salad** is **Cattell Street Brands**, which will open at least four more Just Salad locations in North Carolina by the end of 2020. The first recently opened in Raleigh at

**Cheba Hut**, a Cannabis-themed sub shop that has been AZ-based since 1998

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# Rouxbe launches new plant-based curriculum

Aims to Help the Food Industry Deliver on Customers' High Expectations



Vancouver, British Columbia - Rouxbe, a leading online culinary training program, has officially launched their plant-based course for enterprise customers. Designed for professionals looking to improve their culinary skills to keep pace with the increase in demand for vegan and vegetarian menu options, Plant-Based Foundations provides the most extensive online course for plant-based cooking available to culinary teams today.

“Plant-based dining is not a fad that is going away. As we’ve become more aware and attuned to what we put into our bodies, along with the impact our food has on the environment, we have observed a shift in the way people think about food,” said Ken Rubin, Chief Culinary Officer at Rouxbe. “Restaurants are catching on and realizing that it isn’t as simple as adding a vegan burger onto the menu. Consumers want amazing food that is as good, if not better than, dishes centered around meat. Most chefs, however, have not been trained in cooking a plant-based diet, at least not on a heightened level. With the new Rouxbe program, we’re empowering chefs to not only embrace this new consumer demand but do so in a way that produces incredible food that will attract new and returning diners to their tables.”

There is some significant data that backs up this increased need:


- ◆ There has been a 600% increase in people identifying as vegans over the past three years. (GlobalData)
- ◆ 31% of Americans practice meat-free days. (Mintel)
- ◆ In 2018, 51% of chefs in the United States added vegan items to their menus. (Foodable Labs)
- ◆ Restaurant owners saw a 13% increase in business in response to adding vegan options. (Foodable Labs)
- ◆ Total sales of plant-based foods now exceed \$3.7 billion. (Foodable Labs)
- ◆ 55 out of the top 100 U.S. restaurant chains have a plant-based entrée. (The Good Food Institute)

The new course includes 5 units, 22 lessons, and 138 tasks over the course of 30 hours. Topics vary from plant-based staples such as soups, dressings

and marinades, to meat and dairy alternatives and no-heat cooking.

“There is no doubt that we’ve seen an increase in demand for plant-based meals across all of our restaurants and bars,” said Executive Chef Andre Natera, of the Fairmont Hotel in Austin. “As with any food we prepare, delivering on the high expectations of our customers is key — and plant-based options are no different. This new offering from Rouxbe comes at the right time, as there is a significant need for an industry-wide training option on the key fundamentals of plant-based cooking.”

*In addition to the new plant-based course, Rouxbe also offers a Basic and Pro version of their Professional Online Culinary Training course.*

In addition to the new plant-based course, Rouxbe also offers a Basic and Pro version of their Professional Online Culinary Training course. They have also teamed up with Chef Barton Seaver on a Seafood Literacy Course, and with the James Beard Foundation for a Waste Not course (coming soon), designed to introduce food waste reduction methods into working kitchens everywhere. the culinary school curriculum. 

**About Rouxbe:** Rouxbe – rouxbe.com - the world's leading online culinary school, was founded in 2005 to train people of all abilities to become better, more confident – even healthier – cooks in kitchens around the world. With high definition videos, world-class instructors, peer support and interactive assignments, Rouxbe has set the bar as the new standard in culinary education, providing certificate-level instruction not only to quality restaurants and hospitality organizations, but also to serious home cooks and career changers. Rouxbe's revolutionary online platform delivers cutting edge e-learning solutions that drive and measure learning outcomes and engagement while providing effective, lower-cost alternatives for training professional cooks. Over 110 hours of foundational training are available in English, Spanish, French, Mandarin and Arabic to hundreds of thousands of cooks in 180 countries. Rouxbe programs are also recognized by both the American Culinary Federation Education Foundation and by WorldChefs as approved training programs.



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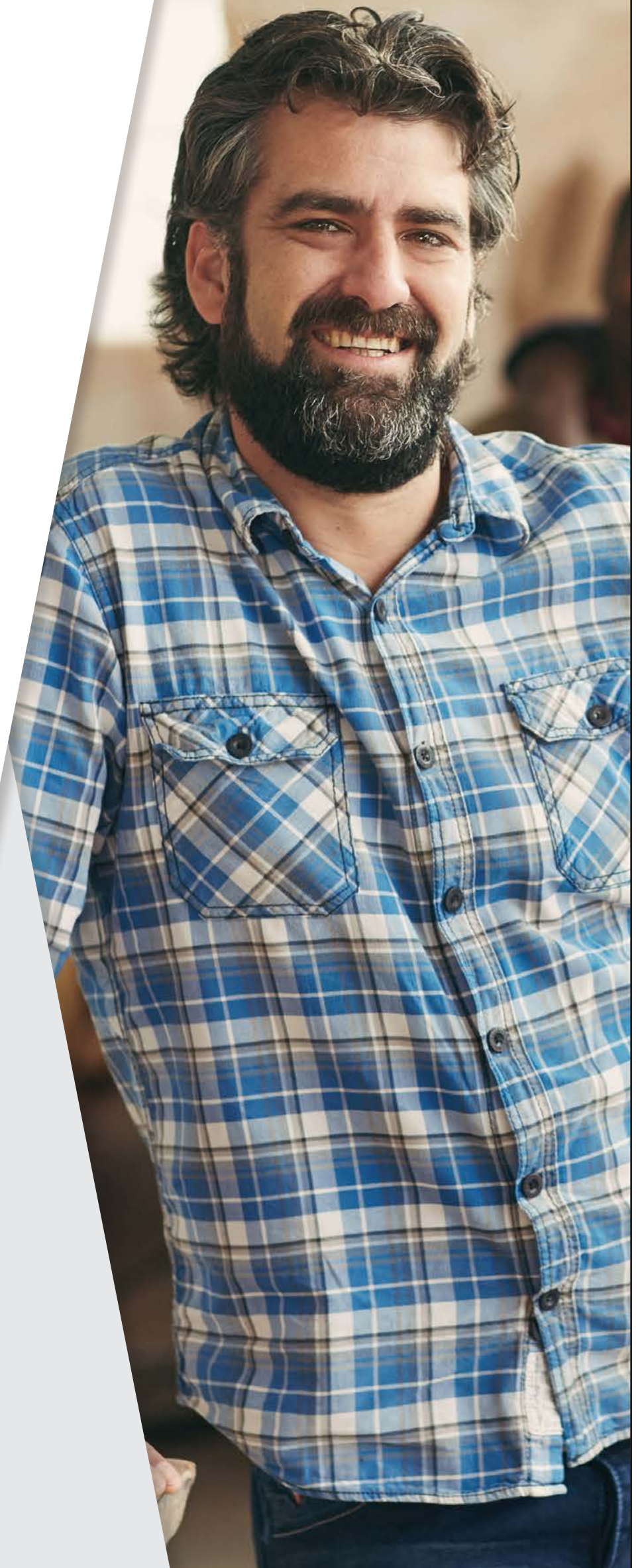



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# What's Going On from page 3

forecasting comes at a crucial time in the food supply chain where 1.6 billion tons of food worth about \$1.2 trillion goes to waste. Crisp's forecasting helps to eliminate over-ordering that causes food waste and reduces out-of-stocks for increased profitability. Visit [gocrisp.com](http://gocrisp.com) for all details.

**The Charleston Food + Wine Festival** will be held March 4-8th 2020. Located in Marion Square, the Culinary Village is the heart + soul of Charleston Wine + Food, and the 2020 menu is bigger and better than ever before.

Visit [charlestonwineandfood.com](http://charlestonwineandfood.com) for the details.

**Bubba's Biscuits**, just opened a location in Columbia SC at 612 Whaley St. last month. Restaurateur Arif Rizvi, also the owner of RF's Corner Grill in Lexington, will open another location of Bubba's Biscuits at 115 West Main St also in Lexington this month or next.



Bryan S. Cohen, Allan Carlisle, and Chris McCarthy of **Cohen Commercial Realty, Inc.**, announced the signing of **Red Crab** to lease a 6,500-square-foot space in Cashmere Corners located at 870 Saint Lucie West Boulevard. Red Crab offers seafood in a friendly, casual, and fun atmosphere. They are family owned and operated. Red Crab joins Walmart Neighborhood Market, Orangetheory Fitness, Big Apple Pizza, and Regency Dental. Cohen Commercial represented the landlord in this transaction. Cohen Commercial Realty, Inc., and Cohen Commercial Management, LLC, are full-service commercial real estate brokerage firm and management companies dedicated to fulfilling client needs quickly and efficiently throughout the entire state of Florida.

**SelecTech, Inc.**, a leader in the manufacture of innovative flooring products with long-term value and immediate benefits, recently announced the launch of a "Keg Room" division to better serve brew pubs, restaurants, wineries and other facilities that store and refrigerate kegs and barrels. "Breweries, wineries, restaurants and bars all have refrigerated rooms to store kegs. Many of those rooms have cement flooring. While it may sound like overkill, there's more need to protect that floor than you realize," said Thomas Ricciardelli, president of SelecTech, Inc., "As part of a food service business, these rooms have to adhere to board of health requirements. Loading kegs onto plain cement flooring can often chip flooring. That can open the door to germs and bacteria. It can also start the deterioration of the floor." Visit them at [SelecTech.com](http://SelecTech.com) for all information.

**Novolex™ brand**, has announced the introduction of **Blaze™, hot food containers** that make takeout and deliveries better than ever. The innovative containers come in a variety of popular sizes and styles, with convenient hinged or two-piece options perfect for carryout or delivery. The easy tear-away hinge allows for a less-cluttered dining experience, and the two-piece option offers a common lid that fits the various base sizes. All of the packaging can be recycled where facilities exist. The offer also includes three sizes of **Contours™ Blaze™** catering trays with our patented **EZ-Release™** tab system offer solutions for larger quantities of food – hot or cold – to be delivered to events of any kind. The patented technology gives Blaze catering trays the ability to provide the same food preservation capabilities and delivery experience. "We've engineered Blaze hot food containers to ensure customers enjoy their meals at home as much as they do at a restaurant," said Jennifer Heller, VP of Marketing for WNA. "This is an ideal solution for restaurants and caterers alike." To learn more about Blaze hot food containers, visit [Blaze Hot Foods](http://BlazeHotFoods.com).



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**Salt & Straw** is soaring east to open its first scoop shops in Florida. These will be the first shops on the East Coast, See **WHAT'S GOING ON** page 10

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# Rex Gryphon brings “Art of Food” to South Florida

Rex Gryphon restaurant group brings its newest REX (Restaurant, Entertainment, Xperience) destination to South Florida; its Rex Baron Survivors Kitchen/VRex Lounge, which opened October 16 at Town Center. The second in a network of casual, upscale “vigilante posts” set for national expansion, the 8,500-square-foot “none like it” interactive, multi-sensory experiential destination meeting place, dining haven, watering hole and hi-tech virtual reality escape lounge is “where the art of food meets the art of survival.”

The avant-garde post-apocalyptic themed restaurant concept — where food, culture, community, interactive tech and art thrive — engages guests (aka survivors) with characters (aka vigilantes, the “good guys...and gals”) who together are building a peaceful, inclusive new world. As its sister outpost to Rex Gryphon’s Mad Rex in Philadelphia, the South Florida outpost is named for its own lead vigilante Rex Baron and features a collection of authentic fashion-infused vigilante persona art exhibits (clothed in post-apocalypse recovered remnants of Dolce & Gabbana, Louis Vuitton, Jean-Paul Gaultier, Prada, John Galliano, Alexander McQueen, Isaac Sellam and Carol Christian Poell couture) each with their own personal stories. “Style so good it intimidates.” To help survivors spot and learn about each vigilante, guests are provided a pocket-size gallery guide as an app is currently under development.

“To disrupt and excel in an ever-evolving industry, we have created

and mastered the REX at our posts by offering a high quality, healthy and delicious menu with a storied, rustic, new world cross-generational atmosphere that engages and stimulates,” shared hospitality industry veteran Michael Norris who leads the development of Rex Gryphon’s vigilante posts. “We look forward to sharing the REX with greater South Florida, its residents and businesses, and visitors, as it is an easy drive from Miami to Stuart.”

## “Everyone Loves a Good Story” Rex Baron has over 20 to share

Norris shared that guests themselves will become part of the South Florida outpost ReStory (RG’s term for restaurant story), as they dine and get to know more about Rex Baron and his 18 vigilante character personas (nine men and nine women) who each play an impactful role in the New World. Among those helping create a sanctuary for all survivors (including the animals) by protecting them against a lawless society while replenishing the earth, health and wellness in the New World are:

- ◆ Rex Baron leading the regional vigilante outpost
- ◆ Farmer Yamato tending and protecting the land
- ◆ Nurse Angel and former surgeon Cobra saving and healing those in need



- ◆ Warhorse driving outpost security

Open for lunch, dinner and late night dining, and can accommodate large private celebrations and corporate events and team-building sessions, Rex Baron is where ‘urbanites’ are encouraged to create and share their own experiences, the food and cocktails surprise, and visits to the hi-tech HD Sports Hangar and ‘Lamborghini-level’ 2,500 square foot VRex Lounge (with 32 virtual reality and simulation stations) engages survivors in “thrill and chill” seeking “bucket list” escapes.

## Food amongst the art... and conversation

Driven by Rex Gryphon Culinary Director Ralph P. Fernandez, Rex Baron’s Modern American cuisine is based on classic world techniques with new and old world flavors with a focus on high-quality locally-sourced ingredients; fresh vegetables and highest-grade organic meats, seafood, poultry and spice blends and “unusually served” themed cocktails.

Guests indulge in a Survivors (Scratch) Menu inspired by Mother Nature and the human instinct of eating well and spoiling palates. Seated at literally the “hottest tables” in town, diners can be their own chef, cooking at their table on a 600-million-year-old Pink Himalayan Salt Block heated to 350C or a Black Lava Rock heated to

- ◆ Roughneck drilling for water and protecting the wells
- ◆ Drifter exploring for new territories while recruiting, and rescuing deserted pets he finds and takes care of them in the outpost’s own Animal Sanctuary
- ◆ Watson (nod to IBM) leading technology
- ◆ Former police officer Boca Blade in charge of transportation and developing new law enforcement
- ◆ Mossad in charge of intel and infiltrating insurgents

See REX GRYPHON page 14

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# Study: Wearable tech platform most effective training method for foodservice workers

Participants could view, learn and execute food handling tasks in less than half the time of traditional training methods

Ann Arbor, MI – In a new study published in the Journal of Foodservice Management & Education, a new wearable technology training platform was found to expedite and positively impact food handler training. The study, conducted by researchers Jeffrey Clark and Philip G. Crandall, Ph.D. at the University of Arkansas' Department of Food Science, showed participants needing less than 50% of the time to view, learn and execute proper food handling tasks when using Glass[1] Enterprise Edition and NSF International's EyeSucceed software, compared to the traditional video-based methodology.

In an industry estimated to spend as much as \$3,500 per employee in training, Glass combined with



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EyeSucceed offsets high labor costs by eliminating the need for on-site peer-to-peer training. As a Glass Partner and the first food industry application of the wearable device, EyeSucceed provides a one-of-a-kind, hands-free training module. Glass is worn by the user like a pair of eye glasses and an optical display located in the user's field of vision displays training content. Users navigate through the step-by-step instructions using voice

commands or a scroll pad embedded in the side frame.

The study tested the educational properties of Glass with EyeSucceed against traditional, video-based training. The training included when and how to wash hands properly and procedures for making a sandwich. The training modalities were evaluated in terms of efficiency, hands-free access to information and ability to free up space in the work environment. Participants

*EyeSucceed can be used throughout the supply chain – at the farming, food processing and retail/restaurant level...*

who received the classroom-based video tutorial viewed the training video and then executed the tasks separately, while participants who received EyeSucceed wearable device training were able to simultaneously view and execute commands.

In a recent pilot of the training module at a global quick service restaurant chain, 71% of employees said they prefer Glass/EyeSucceed training over other training modalities. "It's clear that Glass with EyeSucceed is an incredibly powerful combination capable of increasing training efficiency, ease of use and employee engagement in the foodservice industry," said Tom Chestnut, Co-Founder of EyeSucceed and Senior Vice President of NSF International's Global Food Safety Division.

Other potential food industry applications of Glass and EyeSucceed include detecting and reducing human error to help prevent food recalls and foodborne illness. EyeSucceed can be used throughout the supply chain – at the farming, food processing and retail/restaurant level – for a variety of functions including training, remote food safety audits, auditor calibration, seafood inspections, first production runs and remote food equipment assessments.

**About EyeSucceed:** EyeSucceed ([eyesucceed.com](http://eyesucceed.com)) is a food industry technology company and a recognized Glass Partner. EyeSucceed brings together the power of smart glasses and augmented intelligence to transform how the industry addresses real-world challenges like high labor costs, employee training and consistent execution. An NSF International company, EyeSucceed leverages NSF's 75-year expertise in the food industry to provide new training and operational execution solutions.

**About NSF International:** In 2019, NSF International is celebrating 75 years of protecting and improving human health. The independent, global organization facilitates standards development, and tests, audits and certifies products for the food, water, health sciences, sustainability and consumer goods industries to minimize adverse health effects and protect the environment. With operations in 180 countries, NSF is committed to protecting human health and safety worldwide. NSF International is a Pan American Health Organization/World Health Organization (WHO) Collaborating Center on Food Safety, Water Quality and Indoor Environment.

NSF International provides expertise and accredited food services across all supply chain sectors, including agriculture, animal feed and welfare, produce, processing, distribution, dairy, seafood, quality management software, retail and restaurants. Services include Global Food Safety Initiative, foodservice equipment and nonfood compounds certification, HACCP validation and inspection, label claims verification and certification, DNA and food package testing, product and process development, food fraud consulting and training, and organic and Certified Transitional certification through Quality Assurance International (QAI). Separately, we also offer expert auditing, consulting and training.



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## Cincinnati Bengals star to bring famous Ike's Love & Sandwiches to East Coast

Miami, FL - Ike's Love & Sandwiches, the iconic San Francisco-based sandwich chain, solidified a multi-unit franchise deal with NFL star John Miller, guard for the Cincinnati Bengals, and his father Johnnie Green to bring the concept to the East Coast for the first time. The father-son duo is expected to open 10 storefronts throughout Broward County and Miami-Dade County, Florida, over the next seven years. The first location will open doors in Miami by next spring.

A former three-year starter for the Buffalo Bills, Miller recently signed an agreement to play for the Cincinnati Bengals through 2021. While his stellar football career shows no signs of slowing, Miller is a Florida native and family man at heart who knows an outstanding sandwich when he tastes one. After trying Ike's Love & Sandwiches for the first time, Miller knew he wanted to spread the love by partnering with his father to invest in the Ike's brand over all other options.

In addition to the brand's unique menu items, the concept's profitability outlook and successful franchise business model are among the factors that inspired Miller and Green to become franchisees. Supported by their strong father-son connection and commitment to bringing positivity to the community, Miller and Green will deliver the Ike's experience to its East Coast customers and position the concept as the dominant sandwich brand in Florida with the help of leading franchise development company Fransmart.

"My father and I immediately fell in love with Ike's Love & Sandwiches when we visited its San Francisco location, and saw a golden opportunity to bring it to our home state of Florida," said John Miller, professional football star and Ike's Love & Sandwiches franchisee. "Ike's Love & Sandwiches is different than any other restaurant concept in Florida right now. We're excited to bring it to the East Coast as we know demanding customers are craving the sandwich selections and will jump all over it once we open the doors."

Founded by Ike Shehadeh in 2007, Ike's Love & Sandwiches currently has nearly 70 locations in operation throughout California, Arizona, Nevada, Texas and Hawaii, with additional locations currently in development in Chicago as well as Utah, California and Texas. The brand continues to see explosive growth as it builds its dedicated, loyal following and brings its famous secret menu and pop culture-inspired

sandwich selections to customers from coast to coast.

The concept is a sandwich lover's paradise, offering over 700 sandwiches – including vegan, vegetarian and gluten-free options – all spread with "Ike's Dirty Secret Sauce," that's also baked right into the bread.

"Love, appreciation and respect are at the forefront of everything we do at Ike's Love & Sandwiches," said Ike Shehadeh, founder of Ike's Love & Sandwiches. "The happiness and enjoyment of our customers are the drivers behind Ike's. I'm excited to work with John and Johnnie to celebrate our Florida customers and their unique tastes as we bring the concept to the East Coast."

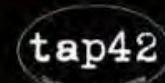
Fueled by the power of Fransmart, the franchise development company behind the explosive growth of brands like Five Guys Burgers and Fries and Qdoba Mexican Grill, Ike's Love & Sandwiches will continue to expand nationwide. Franchisees will receive training and support from start to finish, from site selection expertise to custom training systems to localized brand building. The brand is seeking experienced franchisees to continue bringing the concept to the top 40 media markets throughout North America. 

**About Ike's Love & Sandwiches:** The goal of Ike's Love & Sandwiches: celebrate the unique individual that you are! Founder and namesake Ike Shehadeh first shared his love of sandwiches with San Francisco patrons in 2007, and the concept quickly developed a following of cult-like fans and celebrity supporters. Now a sandwich empire, Ike's Love & Sandwiches is especially known for its delicious offerings on Dutch Crunch bread with "Ike's Dirty Secret Sauce," which is spread on every sandwich and baked right into the bread. Ike often collaborates with famous athletes to design a new sandwich creation; try a Madison Bumgarner, Andre S.O.G. Ward or a Marshawn Lynch. With over 700 innovative and indulgent sandwich combinations, including meat, vegan, vegetarian and gluten-free options, there is something for everyone to love. And, each new location opens with its own exclusive sandwich that is imaginatively named in honor of the community. Ike's Love & Sandwiches is expanding rapidly with 70+ locations throughout five states and additional locations under development. For more information about Ike's Love & Sandwiches, visit [www.loveandsandwiches.com](http://www.loveandsandwiches.com).

**About Fransmart:** As the leading franchise development firm in the country, Fransmart – [fransmart.com](http://fransmart.com) - turns emerging restaurant concepts into successful national and global brands. Founded by Dan Rowe, the man who identified and grew brands such as Five Guys Burgers & Fries and Qdoba Mexican Grill from single unit businesses to the powerhouse chains they are today, Fransmart's formula for success is finding emerging brands ripe for expansion and building successful multi-unit franchise businesses across the U.S. and globally. Fransmart's current and past franchise development portfolio brands have opened more than 5,000 restaurants worldwide, and facilitated franchise investments that have cumulatively generated 1-billion in revenues to date.

# What do the hottest restaurants & bars have in common for the last 20 years?

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# Calendar Events

Upcoming industry affairs

Send your Calendar Event to Today's Restaurant!



## January 2020

9-19 ♦ **Uncorked Key Largo and Islamorada Food and Wine Festival**

Duck Key, FL ♦ Contact: Sue Finney ♦ 305.394.3736

## March

6-7 ♦ **Boca Bacchanal**

Boca Raton Resort & Club ♦ Boca Raton ♦ 561.395.6766 ext. 101

## February

23-24 ♦ **The 12th Annual Downtown Food & Wine Fest**

Central Business District ♦ Orlando, FL  
Downtownfoodandwinefest.com

## April

2-5 ♦ **Florida Winefest and Auction**

Sarasota, FL ♦ Floridawinefest.org

26-29 ♦ **Food Automation & Manufacturing Conference and Expo**

True Spec Golf at Trump National ♦ 4400 NW 87th Ave Doral, FL

## May

16-19 ♦ **National Restaurant Association Show**

McCormick Place ♦ Chicago, IL ♦ Nationalrestaurantshow.com

## September

22-23 ♦ **The Florida Restaurant & Lodging Show**

OCCC ♦ Orlando, FL ♦ 850.224.2250 ♦ Frla.org

## Feb 2021

4-6 ♦ **The NAFEM Show**

Ernest N. Morial Convention Center ♦ New Orleans, LA  
thenafemshow.org

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# What's Going On from page 6

for the Portland-based, small-batch ice cream company known for its unusual flavors and exceptional hospitality. Salt & Straw's South Florida scoop shops will open in Wynwood and Coconut Grove neighborhoods in spring 2020. "Tyler and I fell hard for Miami, it's a city with such an international presence and history of embracing hospitality, culture, meaningful food movements and social causes that align with the core values of our company," says Salt & Straw Co-founder and CEO Kim Malek. Visit saltandstraw.com for more details.



Scott Goodrich

◆ **Fransmart**, a leading franchise development firm in the country, welcomes veteran Five Guys Burgers & Fries executive and operations expert Scott Goodrich to its newly formed consultant group, King Street Advisors. With more than 14 years of franchise development and operations experience, Goodrich will serve as Chief Operating Officer and partner in King Street Advisors, supporting expansion efforts for the firm's impressive roster of emerging franchisors. Goodrich previously served as regional director and vice president of franchise operations for Five Guys Burgers & Fries, where he developed operational and training procedures and acted as a key architect behind the brand's massive franchise system growth. Over the course of eight years, Goodrich helped grow the brand from 25 units to over 1,200 throughout the U.S. and Canada. Known as the top franchise development firm in the country, Fransmart's – fransmart.com - current and past franchise development portfolio brands have opened over 3,000 restaurants in 45 states and more than 35 countries.

◆ International grower and year-round marketer of strawberries, blueberries, blackberries and raspberries, **Wish Farms**, has unveiled their new tagline: **Generations of Sweetness**. "These three words perfectly meld our company's tradition of family and mission to provide the best tasting berries. Additionally, it resonates with consumers, as parents and grandparents share the love of berries with their children and grandchildren," said Amber Maloney, Director of Marketing. The tagline update coincides with Wish Farms' groundbreaking of its new three-story, 24,000 square foot office for their expanding operation. Construction of the 130,000 square foot warehouse and cooling facility is scheduled for completion in January 2020. Third and fourth generation family members were all in attendance commemorating the memorable

groundbreaking event. "Along with my sister Elizabeth and our spouses, James Peterson and Stephen Cramer, we are proud to work for our family business and carry on its rich legacy," said Nick Wishnatzki, Marketing Project Manager. "This is an exciting moment for everyone at Wish Farms; we are all looking forward to a bright future." The office is due to be occupied by staff in September 2020. Among other things, it will feature an indoor grove of trees, an adult-sized slide, a tree house conference room and employee gym. Wish Farms – wishfarms.com - founded in 1922, is a fourth-generation family operated company and a year-round supplier of strawberries, blueberries, blackberries and raspberries, growing both conventional and organic varieties.

◆ **Novolex™** has announced the introduction of **EcoCraft® Fresh & Crispy™ clamshell containers**, a new line of clamshell containers that keep fried foods warm and crunchy thanks to their innovative design. The new containers offer a unique system for high-performance ventilation to keep fried foods crunchy and warm. They are constructed with Eco-Flute® micro-flute corrugation for superior rigidity and crush strength to maintain food integrity during transport and delivery. "EcoCraft Fresh & Crispy containers solve a



problem that has long troubled restaurants and caterers: how to keep fried foods warm and crispy until they're delivered," said Adrienne Tipton, Senior Vice President of Innovation at Novolex. "These containers even keep french fries crispy, warm and tasty. That's a real innovation in food delivery." "We designed these containers so fried food arrives at your door tasting just as delicious as it does at the restaurant," said Rick Brown, Vice President of Foodservice Sales. For all details visit novolex.com.

◆ **Rakuten and Rewards Network**, the largest dining loyalty program in the U.S., are teaming up for Rakuten Dining, a new partnership program offering consumers an introductory 5% Cash Back on dining at more than 10,000 restaurants nationwide. Available on the Rakuten app, Rakuten Dining offers Rakuten members a seamless way to earn Cash Back for dining out at their favorite restaurants. For more information about Rakuten Dining, visit: Rakuten.com/dining.htm.

◆ **Today's Restaurant** invites you to submit your information for the What's Going On column. E-mail the pertinent information to terri@trnusa.com.

# Late night Miami-based sushi hotspot looks to expand in Florida through franchising

Sushi Sake Signs First Three Franchise Agreements as it Ramps up Growth in Home State

Miami, FL - Sushi Sake, a popular, late-night, Asian-cuisine hotspot based in Miami has been serving customers for over a decade, and now it's spreading its Miami vibes across the U.S through franchising. Sushi Sake has kicked-off its expansion plans in the restaurant's home state by offering a flexible model – franchisees can choose to develop a combo of a traditional Japanese Teppanyaki house/sushi bar or a local neighborhood sushi bar.



*Sushi Sake currently has 14 locations in South Florida, with five more locations in different stages of development.*

Sushi Sake currently has 14 locations in South Florida, with five more locations in different stages of development. The franchise expansion across the rest of the state will focus on areas of Florida seeing population growth, including staples like

Jacksonville, Tampa, Orlando and Tallahassee. Sushi Sake is looking for qualified franchisees in the hopes of opening a total of 10 locations in Jacksonville, 10 locations in Tampa, eight in Orlando, and five in Florida's capital city.

The neighborhood sushi bar has already signed three franchise agreements with Miami-based entrepreneurs who will be opening the first

franchised locations starting in 2020. The restaurant's footprint continues to expand in south Florida due to its customer satisfaction and local demand for its fresh ingredients and lively atmosphere.

Neisy Alvernia and Rolando Schwank, an engaged couple, will be opening the first franchise location in Cutler Bay, south of Miami. The couple have been regulars of Sushi Sake,

and say it was clear when they started looking at opportunities to expand their business portfolio that Sushi Sake was the answer.

"There is nothing like it, it is different than every sushi restaurant and every late night bar out there. When we first walked in to a Sushi Sake, we felt like we fit in and realized we needed to introduce our neighborhood to the concept," said Schwank, "The fresh seafood and Latin twist is unique and the restaurant's success speaks for itself."

"Sushi Sake has become a staple in South Florida," said James Aguayo, co-founder of Sushi Sake. "Our devoted fan base has allowed us to grow to 14 locations throughout the Miami area, providing a solid foundation for franchising across the country. There's no other concept out there that can stand up to our quality of sushi and hibachi like Sushi Sake."

*About Sushi Sake:* Started in 2009 by Argelio Jr. Aguayo and later joined by brother James Aguayo, the duo has complemented each other's skills to take the brand where it is today and are both aligned on a vision for the spotlight as the nation's top Japanese restaurant franchise. The franchise opportunity offers simple operations and a management team with a strong commitment to franchise success and decades of restaurant experience. Sushi Sake is initially targeting Florida, Texas, Illinois and New York for growth, and is available in both urban and suburban markets.

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## Social media from page 1

Responding to negative reviews with your best customer-service foot forward shows that you genuinely care about creating a positive experience for your customers, and if it's anything but, you're ready to make it right. Apologizing and telling them to check their email, Messenger or direct messages for a discount leaves a better taste for both the reviewer and whoever's reading it.

**3. Make use of Chat Marketing**

Chat Marketing is essential to your social media strategy. It connects you, the restaurant, to the customers easily while building meaningful relationships. Messenger Marketing is the key to start the conversation. Using the Messenger bot to ignite conversations will help human to human interaction, saving you time and money. The Messenger bot is able to answer questions, provide menu updates, promotions, and more. This strategy allows you to respond in a timely manner, meaning the customer is receiving quick, efficient service before stepping foot into the restaurant. In fact, 71 percent of customers say they're more likely to recommend a company that responds quickly to them on social media.

In addition, Messenger Marketing allows you to capture phone numbers and emails so if the customer doesn't respond to Messenger, you can continue the conversation through text messaging or email to finalize reservations, table updates, promotions, and more. This strategy allows you to communicate with your customers on different mediums to keep them informed and happy.

**4. Be Conversational in Your Marketing**

Restaurants are synonymous with leisure and comfort. You're not a corporate B2B brand or agency, so keep it conversational, comfortable, and warm.

In advertising, conversational ads are paid ads that allow you to collect information to send promos and drive traffic to your restaurant. Conversational ads will also help you reach more people on their preferred channel faster,

allow you to personalize ads, target local customers, and start conversations with potential diners quicker.

In email or SMS marketing, being conversational means having a more personal exchange. This is direct communication with your brand and much more intimate, so ensure that bots, blasts, campaigns, etc. are much more targeted, personalized, and not robotic.

**5. Post on Your Social Media Accounts**

Video content is hot right now, plain and simple. In fact, various reports state more than 50 percent of marketing professionals worldwide say video content has the highest ROI, and marketers who use video were able to grow revenue 49 percent faster than non-video users. This gives restaurants an edge because they're constantly presented with opportunities to snap visual content to lure customers.

Posting mouth-watering content on your blog or social networks is a great way to show customers what you offer and to trigger the "pleasure" emotional response. Snap a picture of a dish leaving the line, or take a quick slow-motion video of a bartender pouring an ice-cold draft and push it live. It takes mere seconds and gets your audience excited.

**Key Takeaways**

To recap, a successful social media strategy that converts visitors to foot traffic consists of:

- ♦ Complete profiles with all the necessary info
- ♦ Responding to diners who leave reviews
- ♦ Making use of Chat Marketing via Messenger bots
- ♦ Being conversational and engaging in your content and ads
- ♦ Posting highly-visual content consistently on your account

Social media can be leveraged to entice more diners through the door, you just have to employ the classic tactics that have the highest potential to drive the engagement you're looking for. **TR**

## Bubbakoo's from page 1

include bean and cheese or vegan Boca patty.

Guests use their selected protein to build burritos or bowls, tacos, quesadillas, nachos, or taco salad, or to top a proprietary menu item called a Chiwawa, which is a deep-fried, softball-sized, panko-crusted cheesy rice ball.

A selection of eight sauces – ranging in flavor and heat from Southern Style BBQ to Sweet Chili and Ghost Pepper – change the entrée flavor profiles and keep things from getting boring.

Bubbakoo's also offers a wider variety of sides than many burrito concepts. Choices include curly fries, tater tots, jalapeño poppers, and Southwest egg rolls. And there's a proprietary dessert called Love Chips, which features fried flour

tortillas sprinkled with powdered sugar and drizzled with caramel or raspberry sauce.

The local expansion plans come at a time when Bubbakoo's continues to rapidly expand its national footprint. Today, there are more than 30 restaurants open and operating in four states. In addition, development deals have been signed for nearly 30 additional locations throughout New York, New Jersey, California, Georgia, Pennsylvania, Florida, Kentucky and Tennessee. **TR**

*About Bubbakoo's Burritos: Founded in 2008 and franchising since 2016, Bubbakoo's Burritos – bubbakoos.com - is a New Jersey-based fast casual eatery that fills a unique role in the restaurant space, providing competition to national chains like Chipotle and Qdoba, as well as various regional chains. All meals at Bubbakoo's are made-to-order and customizable, prepared right in front of the customer. Today, there are more than 60 restaurants*



## HotSchedules / Fourth announce post-merger leadership team

Austin, TX & London – HotSchedules and Fourth, leading providers of the restaurant and hospitality industry’s only integrated workforce, cost control and inventory management solutions, recently announced the formation of a new executive leadership team comprising industry experts and technology evangelists from both entities. As a result of the recent merger, Fourth and HotSchedules will unite under the leadership of Ben Hood, chief executive officer; David Cantu, chief customer officer; Simon Bocca, chief growth officer; Matt Leone, chief operating officer and Christian Berthelsen, chief technology officer.

With an ongoing commitment to client success and profitability, the strategically curated executive leadership team will unveil the 2020 product vision at Spark 2019 in Austin, Texas November 5-7. The annual user conference brings together hundreds of senior operators, thought leaders and technology experts from around the world to discuss the latest industry trends shaping the future of hospitality.

“Since the merger, Fourth and HotSchedules have been working diligently to combine products and industry insights to ensure customers have the solutions they need to deliver superior guest experiences,” said Hood. “Our products are so well-aligned and dovetail in a way that ensures all players in the restaurant and hospitality ecosystem benefit, from servers to operators. It’s exciting to lead this next stage of growth and drive innovation forward for the industry as a whole, together as one united force.”

**The newly formed executive leadership team includes:**

**Ben Hood**  
Chief Executive Officer  
Joined Fourth in 1999

An industry veteran, Hood hails from the retail and hospitality sector. Hood joined Fourth as its first employee and as CEO, he is responsible for driving the company strategy, building winning teams and cultivating a united value-driven culture.

**David Cantu**  
Chief Customer Officer  
Co-founded HotSchedules in 1999

Cantu has more than 17 years of restaurant operations experience. As CCO, Cantu focuses on building and maintaining strong customer relationships, which fuels the ongoing development of innovative solutions.

**Simon Bocca**  
Chief Growth Officer  
Joined Fourth in 2004

Bocca has more than 25 years of restaurant and hospitality industry experience. As CGO, Bocca is responsible

for setting and driving the sales and marketing strategy.

**Matt Leone**  
Chief Operating Officer  
Joined HotSchedules in 2016

Leone has nearly 20 years of experience in the software industry. As COO, Leone leads the customer management organization, global enterprise services team and business operations team.

**Christian Berthelsen**  
Chief Technology Officer  
Joined Fourth in 2003

Berthelsen has over 21 years of software engineering and management experience. As CTO, Berthelsen oversees product roadmap, development and infrastructure of all software and solutions.

“As we look to our next phase of growth, ensuring we have the best team in place to drive customer success remains our top priority,” said Cantu. “Combining leadership from both Fourth and HotSchedules creates an industry-leading powerhouse of restaurant, hospitality and technology experts. Together, we will accelerate the development of innovative solutions that enable customers to navigate their biggest challenges and scale profitability.”

As a global leader in end-to-end restaurant and hospitality management solutions, the newly merged entity enables customers around the world to solve complex business problems and thrive in a rapidly evolving and highly competitive industry. The combined company’s complete software-as-a-service (SaaS) solution suite offers industry-specific predictive scheduling, demand forecasting and inventory management/procurement as well as HR/benefits and payroll services to customers in 120,000 locations worldwide.

***About Fourth:** Fourth provides complete, end-to-end restaurant and hospitality management solutions that empower operators to optimize profits, enhance guest satisfaction, improve employee engagement and scale profitably. Developed by hospitality professionals for hospitality professionals, Fourth offers an intuitive, all-in-one hospitality operations technology platform for purchase-to-pay & inventory and workforce management – underpinned by advanced demand forecasting, predictive analytics and collaboration tools – as well as full-service payroll, benefits and HRO services. Founded in 1999, Fourth serves more than 1,200 customers in 60 countries. To learn more, visit [www.fourth.com](http://www.fourth.com) or follow on Twitter @fourthnews.*

***About HotSchedules:** HotSchedules – [hotschedules.com](http://hotschedules.com) – provides state-of-the-art technology, services and user experiences for the restaurant, retail and hospitality verticals. Over 30,000 customers across 170,000+ locations globally – from large international chains to independent and emerging concepts – rely on HotSchedules’ software and solutions to help them control costs, maintain compliance, improve visibility, increase profitability and drive operational consistency.*

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## David's Cookies' parent company acquires Foxtail

Cedar Grove, N.J. - Since 1986, Foxtail Foods has been known for its high quality desserts and is an exclusive supplier to Perkins Restaurant & Bakery and Marie Callender's Restaurant & Bakery. They have also built a brand presence in Foodservice under the Foxtail brand.


Foxtail Foods operates a 120,000 square foot facility in Fairfield, Ohio and will continue production at this location. The company will now have full access to David's Cookies industry experience and its state of the art production facilities in Cedar Grove, NJ, Fairfield, NJ and Longwood, FL. This will enhance Foxtail Foods production capacity, thereby giving its customers greater flexibility and product variety.

The addition of Foxtail Foods product line selections to David's Cookies existing products will further solidify Fairfield Gourmet Foods position as a one-stop-shop for bakery and pastry items in the Food service, In Store Bakery, Frozen Grocery and Convenience Store segments. Foxtail Foods' Southern Ohio production facility location will further expand "Fairfield Gourmet Foods" national distribution channels.

"We are excited at this opportunity to expand David's Cookies production and distribution footprint to the Midwest," says Ari Margulies, President of David's Cookies. "Pies will make a



great addition to our already well-rounded portfolio. We are especially excited to provide our customers with the ability to offer their patrons freshly baked pies in addition to freshly baked cookies. David's Cookies is committed to the continued expansion and upgrade of Foxtail Foods state of the art manufacturing facility. David's Cookies and Foxtail Foods have always been committed to offering their customers spectacular tasting, consistently fresh, and innovative varieties of desserts made from the finest ingredients. The combination of the two companies will ensure that this commitment will never waiver."

The acquisition is expected to close by the end of October. Learn more about David's Cookies at [foodservice.davidcookies.com](http://foodservice.davidcookies.com) or contact Foxtail Foods at [foxtailfoods.com](http://foxtailfoods.com). 

## Rex Gryphon from page 7

650C. An in-house butcher brings out the finest steaks, seafood, poultry and gives guests tips on personal seasoning and block/rock cooking that offers many health benefits. To prepare their meals, those choosing the Hunters (Meat, Poultry, Seafood) Table cooked on the Black Lava Rock or Foragers (Vegetable) Table cooked on the

Pink Himalayan Salt Block, select from three collections of signature spices, rubs and sauces: Wasteland, Guts & Glory and The Grasslands.


There are plenty of vegan, vegetarian and gluten-free options on the menu, with allergens noted with each dish. Starters include Chicken Pesto Flatbread, Fried Green Tomatoes, Calamari (buttermilk marinated, flash-fired served with Cajun remoulade), Tuna Tartar and Mushroom Ricotta Toast. Featured salads include Ancient Grain, Wild Rex Southwest Wedge, Broken Heart Caesar and Burrata Caprese. Sandwiches include the popular Shrimp Po' Boy, Surf 'N Turf (filet and crab cake), Grilled Portobello and the towering half-pound Rex Baron Burger. Chef selections that wow include the Lobster Pappardelle, Pan Seared Scallops,

St. Louis Spareribs and Roasted Airline Chicken. Sides include Goat Cheese Arancini, House-cut Fries (with choice of Rex Dry Rub, Salt & Vinegar, Truffle Parmesan) and Asian Slaw.

All of this can be topped off by Rex Baron's choice of 16 signature cocktails, some emboldened with fire, others presented in post-apocalyptic barware or a few playfully "administered" in military-grade IV bags perched on rolling

frames. The latter enables guests to move to and from indoor sanctuary and outside terrace dining, the VRex Lounge, the HD Sports Hangar and Battle Bar next to the live weekend entertainment. Among the most popular libations are Flame Thrower, Vigilante, Tea-Rex, Gryphon, Ginslinger, Survivor Espresso and Salvation Sangria.

### Dining with a Virtual Reality "Bucket List" Escape

When guests want to step out of their world and their day-to-day routine to replenish or invigorate, they can step into the VRex Lounge (with full-service bar) for their choice of Oculus, Valve Index and XTAL experiences. The Rex Baron's VRex Lounge, exclusively outfitted for Rex Gryphon by VRgineers based in Prague, will be the only VR venue in the world offering the XTAL, the world's first VR headset with AutoEye and embedded Leap Motion with 5k resolution. With VRex Lounge access to the highest level job-training VR and simulator technology never before available to the general public hosted at stations surrounding the lounge bar, along the perimeter walls and in the intimate, glass-enclosed VR Chamber, guests can take a walk in space, climb Mt. Everest, venture on safari, leap from a plane, dive the oceans, swim with the turtles in the Galapagos, pilot a plane, hit the track in a high performance race car, tour cities and countries, etc. 

Located in the Nordstrom wing at Town Center at Boca Raton at 6000 Glades Road, the restaurant can be viewed and contacted @ [TheRexBaron.com](http://TheRexBaron.com).

# Global Equipment Market to Reach \$44.66B by 2025

Expansion of food service industry and demand for high-end technologies is creating new growth avenues for the market. Changing lifestyle of the working population coupled with high demand for ready-to-cook food is boosting the sales of refrigeration equipment. Moreover, increasing disposable income and the need to upgrade kitchen equipment are also contributing to the growth.

*Cooking equipment is expected to expand at the highest CAGR of 5.8% over the forecast period.*

The kitchen purpose segment led the market in 2018. The segment is further categorized into cooking equipment and food and beverage preparation equipment. These equipment are an essential part of producing food for a large number of customers. The equipment are used to carry out different operation ranging from cooking, cutting, baking, and others to improve the productivity of food production operation.

The market for quick service segment is expected to expand at the highest CAGR over the forecast period and is expected to reach over USD 13.17 billion by 2025. Food service equipment are extensively used in restaurants for food processing and handling. Substantial growth of the quick-service restaurant, especially in Asian Countries such as China and India is expected to boost overall market growth in the forthcoming years.

Further key findings from the report suggest:

- ◆ Full service equipment emerged as the largest segment in 2018 and is expected to expand at a CAGR of 4.4% over the forecast period.
- ◆ Cooking equipment is expected to expand at the highest CAGR of 5.8% over the forecast period.
- ◆ North America led the market in 2018. Technological advancements in cooking processes is providing avenues for new requirements and opportunities of restaurant equipment. The food industry in this region is also witnessing an urgent need for increased efficiency to deliver larger outputs along with lesser preparation cost.

Key players operating in the food service equipment market include AB Electrolux, Ali Group, ITW, Middleby Corporation, Manitowoc Company Inc. Dover Corporation and others. 

For more information about this report visit <https://www.researchandmarkets.com/r/3i73fq>



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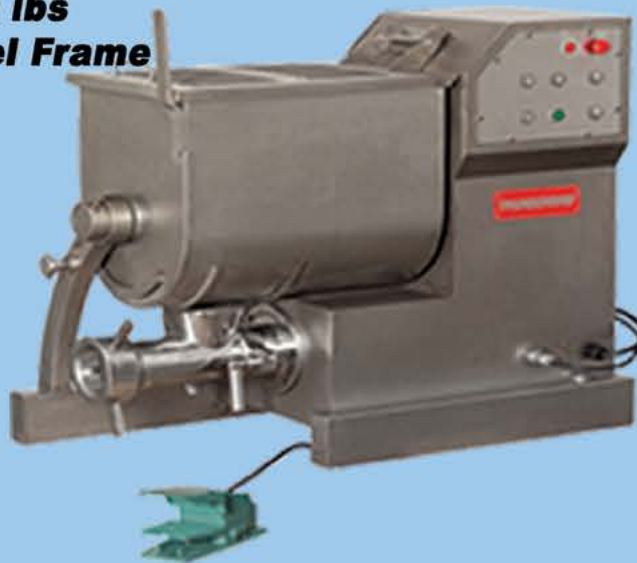


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