

HOT TOPICS

A Newsletter for the Foodservice Industry from Hatco Corporation. 100% Employee Owned — Spring 2017, No. 56



FOOD FOR THOUGHT

by David Rolston
President and CEO



A DELICATE BALANCE

Recently, at a Hatco presentation, we discussed the ongoing necessity of corporate growth. I explained that, due to inflation, we have to grow by 3 to 4 percent every year just so as not to “stand still.” At the same time, we cannot, under any circumstances, risk our reputation for quality products and superior customer service without damaging the Hatco brand. And that creates a challenging balancing act.

Over the years, we have taken great pride in building products that are “Nothing less than the best.” Our advanced engineering capabilities, the materials we use, the processes we employ, and the dedication of our people have earned us industry-wide recognition for quality. Recently, we acquired a 1955 booster heater that was still working when we replaced it. But 1955 was a long time ago, and much has changed in the world since then.

In the mid-20th century, product longevity was highly prized. Magazines for auto enthusiasts such as *Rod & Custom* carried articles explaining how, with the use of body filler, you could restyle your older car to look like a newer

Please see “food for thought” on page 5

Keeping foodservice working

Ask anyone in the administrative area of foodservice what their greatest problem is and the chances are that they will give you a one-word answer: “Labor.” From high-end destination restaurants to fast foods to institutions, the problem of recruiting, training, and keeping qualified workers is the question that keeps owners and managers awake at night.



SPOTLIGHT



Perhaps the single greatest reason that the scarcity of labor has emerged as a major problem has to do with competition. Over the past 20 years, the extent to which the public uses foodservice facilities has increased exponentially. Observing the profit potential in a growing market, foodservice has become an adjunct of establishments including service stations (now convenience stores), supermarkets, shopping malls, and others. For example, bookseller Barnes & Noble, which has experimented with on-site coffee bars, recently announced plans to offer expanded foodservice in its stores.

According to Dickie Brennan, whose company operates four landmark restaurants in New Orleans’ French Quarter, “Honestly, the large number of restaurants in a high-traffic area like New Orleans

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SHOWTIME



MARCH 2017

- International Pizza Expo
March 28 - 30
Las Vegas Convention Center
Las Vegas, NV
USA
Booth #N513

MAY 2017

- HOFEX
May 8 - 11
Hong Kong Convention & Exhibition Centre
Hong Kong
China
Stand #1B-622
- NRA Show
May 20 - 23
McCormick Place Convention Center
Chicago, IL
USA
Booth #3220

JUNE 2017

- FARE Conference
June 26 - 28
Gaylord Texan Convention Center
Grapevine, TX
USA

SPECIALTY OF THE HOUSE



elegance, history, and fine dining in the heart of
New Orleans' French Quarter



Operated by Dickie Brennan and his sister, Lauren Brennan Brower (of the legendary New Orleans restaurant family), and their partner, restaurateur Steve Pettus, Tableau is designed to provide the ultimate New Orleans dining experience. Located on historic Jackson Square, the three-story restaurant features a magnificent wraparound balcony and multiple facilities ranging from a main dining room with open kitchen, small private venues, and an intimate courtyard. Award-winning chefs have evolved traditional New Orleans dishes into a "contemporary Creole cuisine" incorporating assorted seafoods and other local ingredients. On Saturdays and Sundays, the "brass brunch," featuring live Dixieland music, has become a local favorite.

Tableau serves lunch and dinner daily, brunch on Saturday and Sunday, as well as cocktail service and small plates in the second floor "Drawing Room" bar.

Tableau is located at 616 St. Peter Street, New Orleans, LA 70116, telephone 504-934-3463. Be sure to visit their website at www.tableaufrenchquarter.com. ■

Tart a la Bouille

Yield: 1 (10") pie

Courtesy of Stephanie Bernard, Pastry Chef



Crust:

- 1 cup (200 g) sugar
- 4 oz (120 g) butter, unsalted
- 2 eggs
- 1 tsp (5 ml) vanilla extract
- 2-½ tsp (12 g) baking powder
- 2 cups (240 g) all-purpose flour

Method:

Beat the sugar and butter in an electric mixer until light and fluffy (10 minutes). Add eggs one at a time, beating well after each addition. Add vanilla and mix. In a separate bowl, whisk together the flour and baking powder. Add dry ingredients to this bowl and beat for 10 minutes. Spray and flour a pie pan. Roll the dough to fit in pan with edges hanging over pan. Place custard in crust; fold crust over custard. Place back in the cooler for 30 minutes before baking. Preheat oven to 350°F (177°C). Bake 1 hour, turning the pie every 15 minutes for even baking.

Custard:

- 4 cups (950 ml) milk
- 2 cups (475 ml) cream
- ½ vanilla bean, scraped
- 2 eggs
- 1 cup (200 g) sugar
- 8 Tbs (1½ cup) (60 g) cornstarch
- ¼ tsp (2 g) salt

Method:

Heat milk, cream and scraped vanilla bean in a saucepan over medium heat. Bring to a low boil and then strain mixture through a chinois to remove beans. Place back on the stove. While liquids are heating, mix the egg, sugar, salt, and cornstarch in a bowl. Set aside. Bloom gelatin in ice water. Once liquids are at a low boil, temper hot milk into egg mixture. Pour that tempered mix back into the pot and cook until thick ribbon stage. Drain all water from the gelatin and add to

custard. Whisk until melted. Remove from heat and add vanilla extract and butter. Whisk until melted and combined. Place in bowl and cool in ice bath. Place a piece of plastic on the surface of the cream to avoid the formation of skin. Stir occasionally for even cooling.

New Orleans Spiced Rum Caramel:

- ¾ cup (150 g) sugar
- ¼ cup (60 ml) water
- 1 cup + 1 Tbs (255 ml) cream
- 2 Tbs (30 ml) spiced rum
- 1 tsp (5 ml) vanilla extract
- 2 tsp (10 g) cold butter, unsalted

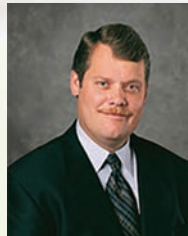
Method:

Place the sugar and water in a large heavy saucepot and cook on high heat until sugar dissolves and an amber color is reached. Remove from heat and add cream carefully, whisking to combine. Return to the stove on medium heat and cook until thick, approximately 10 minutes, stirring occasionally. Remove from heat and stir in spiced rum, vanilla, and butter. Cool. ■



The **TOP 10** Reasons to work in Foodservice

by Michael Whiteley
Hatco Senior Vice President
Sales and Marketing



10 It's lots of fun!



9 You will work with great people



8 You will work with the world's leading brands



7 Your career can take you to interesting places



6 You will meet amazing people (some famous)



5 You'll discover awesome food choices



4 Your industry impacts the global quality of life



3 You are part of the solution to world hunger



2 Only the government employs more people than foodservice



1 People will always need to eat ■

"Keeping foodservice working" from page 1



creates a shortage. We're all competing for the same people." Dickie Brennan has found that the most effective means of recruitment involves using internal people. "We offer both prestige and potential. A good number of our hires have gone on to make a career with us. We encourage them with training programs and rotations through our different restaurants. As a result, they become well-rounded and experienced in virtually all the aspects of foodservice, and as they become more valuable to the organization, their compensation increases accordingly."



The pay situation varies widely throughout the industry and is heavily influenced by the local area. In 2016, much media attention was paid to demonstrators seeking a national \$15-per-hour minimum wage throughout the fast-food industry. In the words of one operator, "The demonstrations were held in large metropolitan areas where both prices and the cost of living is higher. It's not realistic to establish a national standard because operators in smaller towns and cities are dealing with vastly dissimilar traffic patterns and cost factors. The name and the menu might be the same, but the operation and sales potential are really very different."

One of the chief difficulties regarding the labor situation within foodservice is the fact that the industry is composed of multiple segments, each of which demonstrate different needs and require specific solutions. On the high end, owners and operators are seeking qualified

chefs and assistants, experienced career-oriented servers, and administrative people, as well as kitchen help and maintenance. Fast-casual and quick service restaurants require trained or experienced managers and cooks but have to deal with a staff primarily composed of part-time employees such as students who have a high turnover rate. Institutions, including schools and hospitals, rarely depend on wait staff but need cooks and attendants, some of whom may work unusual hours.



Foodservice establishments are the largest employers of teenagers (mostly students) in the United States and rank second to the government in employment. For many young people, a job as a server, counter person, or kitchen or maintenance assistant is their first exposure to the workforce. Likewise, the lower requirements of entry-level jobs make them attractive to individuals whose language skills or lower educational levels have barred entry into other areas. In both cases, foodservice can provide the experience and training that represents the first rung on the ladder of success.



Owners and operators seeking to deal with labor shortages in the industry have evolved a wide variety of solutions depending on their needs and circumstances. Quick service restaurants and chains rely heavily on standardization in product offerings and employ industrial engineers to develop

“back-of-the-house” layouts and systems that maximize efficiency of motion.



Likewise, the design of specialized cooking, holding, and serving equipment, as well as the incorporation of customer activated ordering stations, has resulted in reducing staffing needs while improving the output of workers.

The importance of a quality dining experience for patrons of destination restaurants has resulted in the development of training programs for new hires. Dickie Brennan comments, “We work with our senior people in creating training that reflects our style and our values. Newly hired individuals receive formal instruction and are then paired with experienced personnel who guide them through the learning process and serve as mentors as they develop their skills. I’ve seen a large number of younger people who have been through our programs opt for a career in foodservice, so I’m sure we’re doing something right.”

Realizing the potential offered by foodservice to vocationally oriented individuals, an increasing number of municipalities, educational systems, and training institutions have offered programs and courses designed to develop skills that will enable their students to successfully initiate careers, while offering added value to potential employers.

An excellent example of this can be found in Milwaukee’s Social Development Commission, a 54-year-old organization dedicated to providing both career training and life skills to low-income residents. According to George P. Hinton, CEO, “We offer a variety of vocationally oriented training programs, to which we have recently added Culinary Arts and Foodservice training. At present, we have two classes of 25 candidates each in our 14-week program. We provide 400 hours of training, including hands-on culinary experience, food safety,



proper use of tools, and other relevant subjects. Equally important, we educate our people in terms of professional skills such as interviewing, résumé building, dress, and behavior expectations. On a personal level, we teach financial literacy skills and provide wraparound services like daycare.

“In order to accelerate our program, we partnered with HeartLove Place, a local non-profit ministry with extensive experience in culinary training and foodservice.

“Our students range in age from about 21 to 50+ and come from virtually all walks of life. We maintain an active alumni program to provide both personal and professional support as they mature in their careers. The reception from local foodservice establishments has been exceptionally positive, and it’s a great satisfaction to us to assist individuals in finding fulfillment in their careers.”



Michael Whiteley, Hatco Senior Vice President Sales and Marketing and former NAFEM board President, states, “My job gives me the opportunity to travel both nationally and

internationally and talk to individuals throughout the industry about what they need. I’ve also spoken with workers at every level discussing their likes and dislikes and, most important, their expectations. Based on their input, I’ve put together a list of 10 reasons why foodservice is such a great career choice (see sidebar).

“Foodservice may not be for everyone, but I can honestly say I’ve never known a more dedicated, energetic, and interesting group of people than the ones in our industry, and new people are always welcome!” ■



Finding – and keeping – people: *some helpful hints*

Based on our research, and depending on the nature of your facility, here are a few suggestions for attracting and retaining people.

- **Recruit using multiple resources.**

The search for the best people is an ongoing process. Make sure that you communicate with all of those who can assist you, including:

- your people
- the internet
- local job placement and vocational training centers, and
- your customers.

- **Treat your people well.** Recognition is especially important. Research has shown that millennials expect and need to be praised for doing a good job much more frequently than other age groups. Mention your employees in any advertisements and communications. For instance, local newspaper or sponsorship ads should say, “Compliments of the team at ABC Pizza” as opposed to “Compliments of ABC Pizza.”

- **Be on the alert for those employees who might wish to build a career with your establishment.** Provide additional training, mentoring, and pay. Also, make sure that your compensation rate is in line with competitive establishments.

- **Create detailed job descriptions for employees and training programs in line with responsibilities.** The greatest source of friction between an employer and employees is generally a failure of communication. Your people need to know what is expected of them and, where necessary, to be trained in the activities that will help them fulfill their job duties.

- **Regularly review the layout of your facility.** As your menu evolves, food preparation (and even service) can require a different layout than you originally started with. Your efficiency—and profitability—can be positively impacted by retaining the flexibility to “rearrange the furniture” in the kitchen and the dining area.



- **Incorporate new equipment.** Just as manufacturers are constantly seeking systems and machines to help them cut costs and/or improve production, foodservice operators should be equally aware of new equipment that will improve their operations. Sources of information include local representatives and distributors, trade magazine advertising, and trade shows. ■

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model. If a radio or TV failed to function, you checked the back of the set to see if one of the tubes had burned out. Drug stores typically carried “tube testers” that could confirm whether the tube was bad, and then the store would sell you the proper replacement.

As the pace of technological advance increased, so did the trend toward disposability. Product life cycles were radically shortened, and the tendency to replace rather than repair became commonplace at all levels of society. Any number of current products literally cannot be repaired.

Today, in designing, building, and servicing our products, we have to continually balance the cost of manufacturing and sales with our customers’ expectations. By remaining keenly aware of the development of new materials that can do a better job for less, and of engineering and manufacturing techniques that deliver the result we and our customers demand at less cost, we have been able to achieve our goals and grow in an increasingly competitive marketplace.

Our factory today is vastly different than what it was in 1955. Continued investment in plant, process, and people has enabled us to meet the challenges that have occurred over

more than half a century, as well as the ones that we face today. Simply stated, I would say that in order to deliver value to our customers, we have to retain the values that brought us to where we are now. And, in an age of disposability, inflation, and rapidly advancing technology, that is a delicate balancing act but one that we strive to achieve.

A handwritten signature in dark ink, reading "David Rolston".

David Rolston
drolston@hatcocorp.com

Move your operation **“UP THE CURVE”** with **new Glo-Ray®** **Curved Infrared Strip Heaters** with **LED** lights



PRODUCT PROFILE

Functional and attractive, Hatco's Glo-Ray® Curved Infrared Strip Heaters with LED lights are ideal for front-of-the-house applications. Combining Hatco's signature pre-focused heat pattern to hold products at optimum serving temperatures with dual LED lights, this latest addition to our Glo-Ray® line delivers the perfect balance of light and heat, as well as:

- improved energy efficiency and longer performance compared with traditional incandescent, halogen, and xenon bulbs
- a warm color temperature for improved warmth *and* light coverage
- a remote box with toggle switch control for dual LED lights and adjustable infinite control for heat
- a selection of Hatco *Designer Colors* and Gloss Finishes including Gleaming Gold, Glossy Gray, Bold Black, Radiant Red, and Brilliant Blue
- availability in both standard watt and high watt.

Improve your operations, warming capability, and décor. Come up the “Curve” with Hatco's new Glo-Ray® Curved Infrared Strip Heaters!

For further information, contact your Hatco representative or visit our website at www.hatcocorp.com. ■