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Restaurant Operations Weekly™

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Welcome to the 11th issue of Restaurant Operations Weekly

Dear Friends,

Every week we continue on our mission to run smoother, more profitable businesses and I'm glad to have you along! Want to get caught up on previous issues? Just go [here](#) and scroll to the bottom of the page for complimentary PDF versions.

This week in the HR section, we're talking about "You are what you hire." Do you have the right people "on your bus" representing you and your interests?

In the sales section, I'll tell you why it takes a lot more than a beautiful bar to make me a regular patron...it takes a "Zach!"

To get us on the same page with the brethren that came before us, we'll dive into the restaurant business starting in the year 1725, with a lot of credit to Larousse Gastronomique.

We'll be closing with a few tips from the pros as well. So, let me ask...when people inquire as to "What do you do" how do you respond?

All this and more, so let's get started...

HUMAN RESOURCES

"You Are What You Hire"

Every person that works for you in any capacity is your representative. They perform the job functions you pay them for, and they should do so keeping the vision you have for YOUR brand in the forefront of their minds. What's important to you should be what's important to them.

If you take great care of your people, they'll take great care of your guests. If you don't care, they won't either. If you don't run a clean operation, they won't run a clean shift. Everything that's important to you flows out from you directly to your people...whether you realize it or not. Your employees watch everything you do and listen to what you say - and then they act in the appropriate way once they understand who you really are.

When it's all done and said, people work for people. Give them a mission (or provide them with a great vision) that matters, set your standards high and carefully bring the right people into your team that will represent you in the highest possible light and cull out those that don't properly represent you or have your best interests in mind. Life is too short and your business is too important to have anything other than great people on your team isn't it?

In short, you are what you hire. If your team is sloppy, careless and does not act in a caring way towards your guests, it's a direct representation of you! Scary to think about in today's tight labor market, but that's no excuse for compromising your goal of having the best possible team work together for you in your business.

If you're the real McCoy with all cards on the table, with the best interests of your people in mind, and if they know you give a flip, they'll care about what you want - trust me on this.

SALES BUILDING

"Every Bar Needs Zachs!"

OK - let's get this out in the open. You may have the most beautiful bar, a huge selection of locally brewed beers, the finest assortment of wines and liquors, and serve your beverages in the most exquisite glassware. But, if your

bartender is cold or unwelcoming and does not take care of me, I'm not coming back....no matter how nice your bar is! ***I speak for 100% of your guests as well.*** Nobody wants a surly know-it-all behind the bar - it makes for a bad time.

A couple years ago, my wife and I took a motorcycle trip around the [International Selkirk Loop](#). If you enjoy touring and wish to see some beautiful country, especially if you're a fan of British Columbia, this route is not to be missed.

Anyway, one evening during our trip, we were at a local place and Pam looked over at me and out of the clear blue said, "*I miss my bartender Zach.*" I asked her why and she said, "*he's the only bartender I really know that treats me like I want to be treated when I'm in a bar!*" With a smile on my face, I said, "*I didn't know you even had a bartender until just now!*" After that, it just became kind of a funny thing between us..."her bartender" or "her gas station" or whatever. Even today, we frequently joke about it!

Friends, Zach is a great bartender, but you know what he does that matters? He takes care of me of course, but most importantly, he REALLY focuses on Pam's experience, he knows that I want her to have a great time, and he really cares. Zach has it figured out and unfortunately, he's a rare breed.

This is a long way of saying that even if you have a beautiful bar, a bartender can quickly make or break your business. If I'm going to pay \$9-\$15 for a drink and maybe have dinner in your place, know what? I want a smile. I want to be acknowledged. I want a clean cocktail napkin placed property (not thrown) and you better not touch the rim of my glass. Make a good drink, take care of those in my group, keep us hydrated and know what? We'll be back because YOU or your great bartender **took care of us**. That's what guests really want and crave today...and it's missing in so many bar operations all over the world. Don't let your bar miss out on this critical component of service...take care of your guests as if they are guests in your own home.

Here's a few links for those of you interested in learning why bartending is so much more than just pouring drinks...it's about taking care of people!

[Serious Eats](#)

[Bar Knowledge](#)

[Hillsborough Patch Article](#)



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Why Cyber Insurance Coverage Matters to Restaurateurs

Cyber Breaches are a pervasive threat. In 2017, 61 percent of U.S. small businesses surveyed by the Ponemon Institute said they'd been a target of a cyberattack compared with 55 percent in 2016. The prevalence of Internet connected devices and business computers elevates the risk. Cyber and Data Breach Coverage can provide benefits to your restaurant including identity recovery with case management and toll-free help lines to stay connected in the case of an incident. Data compromise coverage, notification and services for affected individuals, forensic IT, legal review, and public relations services are also available with [Cyber and Data Breach Insurance](#). Want more information about protecting your company? Call Peggy Bishop at 936-755-6010.

Bishopbend Insurance Services, Inc. is proud to be a sponsor of "Restaurant Operations Weekly." The above information represents the opinion of the sponsor.





Top: World's oldest operating restaurant: Sobrino de Botín, Spain, 1725

Bottom: Polidor Depuis, Paris, 1845 / Inside

FEATURE ARTICLE

"The Restaurant Industry - A Short Overview"

Photos above - to put the age of our industry in perspective

[Sobrino de Botín](#) (Calle de los Cuchilleros 17, 28005 Madrid, Spain), founded in 1725, is the oldest continuously operating restaurant in the world, according to the *Guinness Book of Records*. Some helpful links: [More information here](#). [Photos here](#). [Robb Report review here](#). [History here](#). The wood burning oven has been burning continuously for 293 years. *"You could never build a place like this today...one of the most unique dining experiences I've ever had...the Chef proved to me that the suckling pig was 'plate tender' as he scooped a portion out with a plate!"* were just a few of the comments from my brother Rodney when he visited there a few years ago. [Polidor Depuis](#) was founded in 1845. Photos from my visit in 2015.

The Early Years

While public eateries existed in Ancient Rome and Sung Dynasty China, restaurants (as we know them today) are generally credited to 18th century France. The genesis is quite interesting and not at all what most people expect. Did you know the word *restaurant* is derived from the French word *restaurer* which means to restore? The first French restaurants [pre-revolution] were not fancy gourmet establishments run by ex-aristocratic chefs. They were highly regulated establishments that sold meat-based consommés intended to "restore" a person's strength. Cook-caterers (*traiteurs*) also served hungry patrons. The history of these two professions is historically connected and often difficult to distinguish.

According to the current edition of *Larousse Gastronomique* (p. 194-5), the first cafes (defined as places selling drinks and snacks) was established in Constantinople in 1550. It was a coffee house, hence the word "cafe." Cafes were places educated people went to share ideas and new discoveries. Patrons spent several hours in these establishments in one "sitting." This trend caught on in Europe on the 17th century. When cafes opened in France they also sold

brandy, sweetened wines and liqueurs in addition to coffee. The first modern-type cafe was the Cafe Procope which opened in 1696.

The French Revolution launched the modern the restaurant industry. It relaxed the legal rights of guilds that [since the Middle Ages] were licensed by the king to control specific foods [eg. the Patisseries, Rotisseurs, Charcutiers] and created a hungry, middle-class customer base who relished the ideals of egalitarianism (as in, anyone who could pay the price could get the same meal). Entrepreneurial French chefs were quick to capitalize on this market. Menus offering dishes individually portioned, priced and prepared to order, were introduced to the public for the first time.

Who started the first restaurant?

There are (at least) three theories:

1. Boulanger, 1765

"In about 1765, a Parisian 'bouillon seller' named Boulanger wrote on his sign: 'Boulanger sells restoratives fit for the gods'...This was the first restaurant in the modern sense of the term." -*Larousse Gastronomique* (p. 978)

2. Mathurin Roze de Chantoiseau in Paris, 1766

The "forgotten inventor" was Mathurin Roze de Chantoiseau, Roze moved to Paris in the early 1760's and began floating a variety of schemes he believed would enrich him and his country at the same time.

3. Beauvilliers, 1782

The first Parisian restaurant worthy of the name was the one founded by Beauvilliers in 1782 in the Rue de Richelieu, called the Grande Taverne de Londres. He introduced the novelty of listing the dishes available on a menu and serving them at small individual tables during fixed hours." ---*Larousse Gastronomique*, (p. 978)

IT ALL STARTED WITH SOUP: The word "Restaurant" first appeared in the 16th century and meant food which "restores" (from restaurer, to restore), and was used more specifically for a rich soup thought capable of restoring lost strength.

In about 1765, a Parisian "bouillon-seller" named Boulanger wrote on his sign: Boulanger sells restoratives "fit for the gods"...This was the first restaurant in the modern sense of the term. Boulanger was followed by Roze and Pontaille, who in 1766 opened a maison de sante (house of health).

However, the first Parisian restaurant worthy of the name was the one founded by Beauvilliers in 1782...called the Grand Taverne de Londres. He introduced the novelty of listing the dishes available on a menu and served them at small individual tables during fixed hours.

"One beneficial effect of the Revolution was that the abolition of the guilds and their privileges made it easier to open a restaurant. The arrival in Paris of numerous provincials in such a chaotic period, coupled with the chance of enjoying the delights previously reserved for the rich, created an atmosphere in which restaurants became an established institution."

Credit: Larousse Gastronomique, [Clarkson Potter:New York] 2001

LEADERSHIP & MANAGEMENT

"Tips From Three Pros"

Charles Duhigg book, "The Power of Habit" he cites a Duke study that found that...*"a full 40% of your daily choices aren't choices, they're habits."*

If that's the case, and of course we all make choices, *our choices end up making us!*

In Jim Collins book, "Good to Great" he points out that:

"A culture of discipline is not just about action. It is about getting disciplined people who engage in disciplined thought who then take disciplined action."

"The fact that something appears to be a "once-in-a-lifetime" opportunity is irrelevant, unless it fits within one's plans. A great company will have many once-in-a-lifetime opportunities."

"Stop doing lists" are more important than "to do lists."

When describing taking responsibility: *"When you conduct autopsies without blame, you go a long way toward creating a climate where the truth is heard. If you have the right people on the bus, you should almost never need to assign blame, but only need to search for understanding and learning."*

From Napoleon Hill: *"Opportunity often comes disguised in the form of misfortune, or temporary defeat."*

RECAP

YOU ARE WHAT YOU HIRE: Your employees represent you and your business. Everything they do, say, or act on should tie in with your vision of what you want your business to become. Take extra care to get the right people on your team, cull out dead weight and be a straight-shooter. Your people will love it!

IT REALLY IS NOT ABOUT YOUR BAR...IT'S ALL ABOUT YOUR

BARTENDERS: If you don't have a few Zach's behind your bar, you're missing out. Today's guests want personalized service with a strong sense of caring. Bartending is about taking care of people first.

EVERY ONE OF US IS A NEWCOMER TO THE RESTAURANT

BUSINESS: Until every one of us can get our suckling pigs plate tender, we will all continue to learn. I can barely keep my fireplace lit for four consecutive hours...let alone 293 years! We have a great and honorable history of serving others and it's our responsibility to continue that heritage.

Thanks for reading! Until next Tuesday...



Kevin Moll

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Development

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[Six ways to combat sexual harassment in restaurants](#)

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[How to find meaning at work even when your job feels miserable](#)

[Think practice makes perfect? Think again. This article will change how you train everyone from now on](#)

[Predictive scheduling - How to adjust to local labor law changes](#)

"It is not enough that we do our best; sometimes we must do what is required.

- Winston Churchill

Resources

[Sunday, June 17 is Father's Day! What do you have planned for that weekend? Here's a nice list of ideas for you to consider.](#)

[To Subscribe or Catch up on back issues of Restaurant Operations Weekly](#)

[The Giant List of 101 Culinary Terms \(from our friends at Toast\)](#)

[50 Restaurant Industry Statistics \(by Toast\)](#)

[Food holidays in May - Great Promotional Calendar](#)

[What it means when a restaurant gets a Michelin Star](#)

[Minimum Wage Laws in the U.S. \(US Dept. of Labor\)](#)

[The World's Greatest Restaurant Systems Checklist](#)

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“WHAT DO YOU DO?”

ANSWER:
“WHATEVER IT
TAKES”

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