

# ZEPOLE RESTAURANT SUPPLY CO.

Building on our legacy, to help you create yours.

## Positive Outlook for Q2

The first quarter of 2018 was... interesting... for all of us! Restaurant operators across the country reported challenges in the first quarter, but the great news is that things seem to be picking up in the month of April. Sales and traffic are up, restaurant owners are investing in new equipment, Easter went well for all, per the usual, and Mother's Day is always a great booster for the year.

The key is to keep planning ahead - what is after Mother's Day? Start planning specials on food and drinks for Memorial Day, Father's Day, Fourth of July. Plan an event for your patrons' favorite baseball team - hype them all through social media and get people committed to come out. The weather can be unpredictable in Chicago - find ways to be sure they come out and support you!



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## “Don’t Sweat the Small Stuff” - We Don’t Agree...

In this industry, the experience is in the details. Today, we read all kinds of articles that tell us “not to sweat the small stuff.” While we agree this applies when it comes to life balance and immediate stresses that might not make a difference in the long run, for the restaurant and foodservice industry, the small stuff is everything. The difference is in the details. What does your sign look like on your storefront - is it clean? Who is the first person your customer meets - are they properly trained and friendly? What does your menu look like - does it have an up-to-date logo, your newest menu items and is it easy to navigate or too overwhelming? Is there enough parking? Are there spots on the water glasses? Does your wait staff know the menu and wine list inside and out? Are there crumbs on the floor left from the last group? Is the music too loud? Is your chef having a bad day? What do



the bathrooms look like...right now? Is there consistency in how quickly the food comes out? What's the last impression left with your customer? What will they say when they get the chance to review you - or maybe they won't at all because their experience was just...meh.

So many things to think about, right? To be successful, you must take yourself out of the business and see it through the eyes of your customer - spend time ON your business. Not only that, but once you figure out what needs to be done, the key is to be able to teach, train and inspire your staff to think the same way. Focus on creating a system that works because the system dictates how to do the small stuff. All that small stuff is what the customer experience is all about, and what will ultimately get them to tell their friends and come back! And it takes a village...build yours wisely and take your time.

“In the successful organization, no detail is too small to escape close attention -- Lou Holtz”



## Customer Headlines

### America's Dog and Burger Soaring to New Heights With Technology and The 3 B's!

The America's Dog and Burger family is all about restaurants - Grandfather, Mother, Father, Brother, Sister - all in the restaurant and hospitality business...it's in their genes!



With three successful franchise AD&B's at O'Hare, on Randolph Street and at Navy Pier, brothers Manolis and George Alpogianis were able to share some of their thoughts on how to keep up in this ever-changing and fast-paced industry. "The secret to the success is the same thing that brings risk - the spirit

of being an entrepreneur, the constant drive to take the necessary risks. When I see opportunities, I put all my chips in. We also have a pretty decent concept - who doesn't like hot dogs & burgers?" When asked about how they have used technology to their advantage in their restaurants to capture the attention of the next generation, he said, "It's been hard to keep up, but it's fun!" Specifically, they have done 3 things to change: 1) 7 years ago - Digital menu boards so they could change things on the fly, add specials, etc; 2) Social media - Hired a PR firm with younger personnel to speak the same language as their millennial and Gen Z customers - saw 10% increases in the stores they focused on; 3) New POS system with an app to order food, which then captures important demographic information to help them know their customer base better. "The key to staying relevant is knowing who your customer is." AD&B also recently launched their franchise end of the business. "Our goal is to have modest, slow, controlled growth, so as not to overextend, because we know things can go south fast. We will also be opening up corporate stores." Finally, if you're wondering about best-sellers, the Chicago Style Dog and The Bacon Cheddar Burgers are the winners. "People love the 3 B's: Bacon, Bourbon & Barbeque."

### Zepole Customer Referral Program

If you have not heard, Zepole has a new referral program! We really appreciate everyone's loyalty and we are looking for more customers like you. We would like to offer you a \$100 credit when you refer a new customer who opens up an account with us and spends \$200 with us. It is simple! Let your sales team member know if you have someone for them to contact or email [customerservice@zepole.com](mailto:customerservice@zepole.com) and we can help get you setup! Thank you again!



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## Deals of the Month

### Are You Ready For Catering Season? Check Out Our Deals of the Month!



Are you prepared for catering season? We have everything you need. Our deals of the month include Cambro travel solutions, Winco chafing dishes, Hollowick fuel for the chafing dishes, Vollrath induction ranges and serving utensils! Catering is a great way to increase your client base and is becoming a MUST in our industry! Call the store today or click [here](#) to go to our website and order directly from us!

**Tips (from experts Dino Loukenas and Gary Thiakos)**

### Bringing Dollars to Your Bottom Line

#### **DO USE:**

- Low flow aerators and spray heads for faucets and pre-rinse units for water conservation
- Energy Star rated equipment
- Controlled dilution systems for cleaning chemicals
- Tight lids AND labels on food storage containers to prolong food shelf life - keep an eye on expiration dates!
- More durable dinnerware to minimize breakage and replacement costs
- A knife sharpener vs other tools to sharpen knives to avoid costly accidents



#### **DO MAINTENANCE:**

- Clean hoods - regularly change filters and schedule duct cleaning twice per year
- On your equipment - clean gaskets, coils, pilots and burners to avoid extra service calls

#### **DO IMPLEMENT:**

- Sorting process for flatware and glassware to minimize breakage
- Changing the thermostats per season while restaurant is not in use to save on gas and electricity
- Functional kitchen - investing a few extra capital dollars upfront for a high functioning kitchen or bar only decreases the operational costs for you, in turn making your employees' time worth more