

ZEPOLE RESTAURANT SUPPLY CO.

Holiday Predictions 2018

The 2018 holiday season goes into full swing today, now that Halloween is over. Jingle bells and holly will cover every magazine, storefront and email deal through the end of the year. What does this mean for you? You'd better be ready! Despite growing online sales for ordering Christmas presents, people will still be out and about in droves during this season and very busy, which is why you should be planning how your restaurant will stand out as the obvious choice to dine at or carry out. Innovation in Marketing and Menu will earn you the frantic holiday shopper's business, as "eating out" will seem like a much simpler plan than trying to go home and make something. Keep in mind three words - convenience, convenience, convenience...Mobile ordering, delivery and take out will need to be easy. And make sure your staff is all smiles! This is your chance to shine for these potential new customers.



ZEPOLE SUPPLY CO.
Restaurant Supplies & Equipment

Building on our legacy, to help you create yours.

Ready to Travel? (Your Meals, That Is...)

One trend for 2018 that we are sure will soar into 2019 in multiplied fashion is delivery and take-out. Have you signed on with UberEATS or Grub Hub? If not, I hope you are just moving forward with developing your own platform for delivery. Do you have a catering menu or delivery information on your website clearly marked? Is your staff spreading the word about your delivery service? Do you have signage at the front letting loyal patrons know they can get your delicious food to-go too?

But spreading the word is only the first part of the equation. What do we worry about the most as consumers when we order delivery? The quality of the food. Did you know - 1) 88% of patrons expect to-go food to taste the same as dine-in; 2) 3 out of 4 consumers want quality packaging that can be used in the microwave; and 3) 78% of consumers want to-go packaging they can eat or serve out of? With the number of packaging options, you need an expert in the field to help you choose between containers - it may sound silly,



but choosing the wrong container could literally cost you your business. You spend so much time and money on all the details in your restaurant; your menu, your attire, your equipment, your staff/chefs, your food...why would you want to risk losing all that integrity and choose a cheap presentation that could compromise all that? Is it paper, foam, plastic, vented, hinged, round, square??? There is a lot to consider. If you needed surgery on your foot, would you just grab the cheapest doctor out there? No, you're going to get referrals from other professionals, other patients, etc because it's your foot. Well, this is your business

(almost, if not more important, than your foot)! So, talk to Zepole, don't be afraid to ask your customers (even if you aren't sure you will like the answer). It's better to know now, then to let it sink your restaurant. If executed correctly, delivery and take-out can more than double your business in a short amount of time. This segment of the restaurant business is not going anywhere but up over the next several years. Get on the train.

“Driving the train doesn't set its course. The real job is laying the track.-- Ed Catmull”



Customer Headlines

Catch up with Brian Sharko, Owner of Sharko's BBQ

Brian Sharko grew up in the restaurant business, with both his father and his uncle owning restaurants in Chicagoland since 1956. Originally, he decided to go the corporate route, but when his travels led him to Texas, he fell in love with TX BBQ, and the rest is history.



Brian says about the restaurant industry, "Once in your blood, always in your blood." Sharko's has 2 BBQ storefronts in Naperville, but about 40-50% of his business makes up the catering, delivery and take-out segment.

He cites 3 things that are crucial to be successful with this part of the business: 1) Well equipped - vehicles, staffing, logistics, etc; 2) Menu that supports delivery, meaning, the type food has to be conducive to being packaged (he doesn't put the french fries on the delivery/take-out menu; and 3) The right packaging is imperative - he uses vented containers that can go from their kitchen to your family table and reinforces the catering boxes. They also put their logo on as much as they can - packaging, cups, bags, etc - "You always want to represent your brand in the best way possible, as often as possible." In addition to these three things, Sharko's has revamped their website so you can order directly online for pick-up - this way they avoid all the third-party fees (where the future is trending).

So what is his advice for the next generation? "Have tough skin. Persevere. Never look back. Do your research in whatever cuisine you are going into to save time and money when you open. Invest in technology. Trust the process - it doesn't happen overnight. Be able to adapt and change. There is opportunity everywhere - you just have to go out and get it!" We asked him to give us a hint on Sharko's plans for the future. He said, "Things *may* be in the works for future locations, franchising, etc (wink, wink). It just has to be the right place for the brand - I always keep conscious of that."

WE ARE HIRING!

As we continue to grow, we are looking for dedicated and loyal employees to join us - Currently we are hiring warehouse and driver positions. If you know anyone who may be interested in working for a very family-oriented company who is looking for a place to grow, please direct them to us via email at customerservice@zepole.com or call us at 630-783-1239.

Deals of the Month

ONE SPECTACULAR DEAL THIS MONTH!



What does every restaurant need to execute a successful take-out, delivery and catering strategy? A to-go container that upholds the integrity of your food when it's in transit - you are representing your brand. Our black 9x9 containers are hinged and vented to ensure ease of use and crispness of food. Who can resist a good deal on a product we all need for our success? Call the store today or your sales professional today for special, introductory pricing!

Tips

The Great Debate - HOT TOPIC

We've all heard the buzz recently about getting rid of plastic straws to save the environment. Let's examine a few options:

1) Switching to paper, compostable straws. Did you know that in order for a compostable product to be effective at helping the environment, it must be taken to a commercial composting facility where the environmental conditions are conducive to the product breaking down? If this is what you are doing, great! Buy away! Unfortunately, in most cases, these products are NOT being separated from the regular trash, but instead sent to the landfill, where they will NOT break down. It is only if a product is biodegradable that it can decompose in a landfill and eventually return to natural elements. You might be asking yourself, why would I pay extra for the paper straws which are compostable, but not biodegradable, if it is not really going to help? Good question...is there an alternative and how can I help the environment more?



2) Increase awareness and environmental friendliness by offering a strawless lid as an option for the consumer. Ultimately, it is up to us as consumers to help make the change - the more we demand the strawless lid, the quicker the world moves the needle. Consumers have to want to change, so if we can offer them a greener solution, perhaps as a whole we will start to make smarter choices. We should note, these strawless lids have been very well received by demanding Starbucks customers. Ask your Zepole Sales Associate or Customer Service rep in our store for free strawless lid samples - we would be happy to deliver a few options straight to your door. No big deal...just changing the Earth one straw at a time!

