

# Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 23

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FRLA Show to offer 5 workshops



If we fail to learn, we fail to grow



NSF updates non-GMO certification requirements



Brews at the Beach Beer Festival



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## Ravenous Pig's James & Julie Petrakis & food writer Heather McPherson to receive awards at the FRLA Show

Orlando, FL -The 2019 Florida Restaurant & Lodging Show will present their annual Torch and Beacon Awards to three inspirational leaders in the industry on Center Stage during this largest gathering in the Southeast for the food and beverage industry. The Beacon Award, recognizing an outstanding woman leader, will be presented to Heather McPherson, a former food editor, restaurant reviewer and multimedia journalist for the Orlando Sentinel. The Torch Award, honoring an outstanding chef and/or restaurateur will be presented to power couple James & Julie Petrakis, owners of The Ravenous Pig. The awards will be presented during the Florida Restaurant & Lodging Show, taking place Sunday, September 15 through Monday, September 16, 2019 at the Orange County Convention Center in Orlando, Florida

"Congratulations to James and Julia Petrakis and Heather McPherson for all they have achieved throughout their careers to bring them the recognition they deserve through these distinguished awards. We look forward to presenting this year's Torch and Beacon Awards on Sunday and Monday afternoon on Center Stage," said Tom Loughran, Vice President of the Clarion UX Food & Beverage Group. "These individuals are very talented and put their best foot forward in the restaurant industry and truly deserve this recognition."

The Torch Award, which symbolizes Illumination, Energy, Joy, Victory, Enlightenment, Hope and Education will be presented to James & Julie Petrakis on Sunday, September 15, 2019 at 4:30 pm on Center Stage by The Florida Restaurant & Lodging Show, and The Florida Restaurant & Lodging Association. This prestigious award was created to honor industry leading chefs and/or restaurateurs who embody outstanding knowledge and leadership, philanthropic and community efforts, extraordinary talent and creativity, innovation and inspiration. Today, James and Julie, are culinary leaders spearheading Orlando's burgeoning food movement with multiple concepts in Orlando, including: The Ravenous Pig (2007), an award-winning American Gastropub; Cask & Larder (2012), a Southern Public House featuring seasonal ingredients located in Orlando's International Airport; and The Polite Pig (2017), a fast-casual concept in Disney Springs combining local Florida flavors with wood-fired, smoked modern barbecue. The restaurant duo has received numerous accolades including five James Beard nominations. James and



partners. While in New York, Julie maximized every opportunity, and accepted a position to work as a line cook at Tribeca Grill during her schooling. After graduation, Petrakis headed south and completed her externship at Atlanta's Bacchanalia (2001), where she grew her passion for baking and using fresh ingredients indigenous to the Southeast. After graduating James joined the opening team of Atelier at The Ritz-Carlton NYC, where he learned the mechanics of cooking in a bustling city kitchen. Years later, the husband-and-wife restaurant duo decided to return to their roots and returned to Orlando. For more info on previous Torch Award Winners, visit [flrestaurantandlodgingshow.com/torch-award-recipients](http://flrestaurantandlodgingshow.com/torch-award-recipients). For information about the Florida Restaurant & Lodging Show, visit the show website at [flrestaurantandlodgingshow.com](http://flrestaurantandlodgingshow.com).

*The Florida Restaurant & Lodging Show will take place September 15-16, 2019 at the Orange County Convention Center in Orlando, Florida*

Julie Petrakis both grew up in Winter Park, Florida and graduated from the acclaimed Culinary Institute of America in Hyde Park, New York, where they met, married and became business

*The Florida Restaurant & Lodging Show and Healthy Food Expo are produced and managed by Clarion UX, and sponsored by the Florida Restaurant & Lodging Association. Clarion UX produces 37 events across 13 sectors of both trade and consumer events. Clarion UX, which is the U.S. division of Clarion Events, UK, and backed by The Blackstone Group has become one of the fastest growing event companies in the U.S. with aggressive growth through both acquisition and launch. Clarion acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion UX has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ.*

## When is a new restaurant investment worth it?

By Aditya Narula



Aditya Narula

Restaurants need to invest in order to keep growing. But what investments are really worth it? We've curated tips and best practices to help you decide.

Restaurant owners can't afford to sit still in a constantly shifting market. Growth requires keeping up with consumer taste and rethinking the value you offer your customers.

Often, that means investing in your business. But how do you know what investments will help your business the most? And what are some of the key considerations to take into account before spending?

See **INVESTMENT** page 14

# If we fail to learn, we fail to grow

John Tschohl ♦ Today's Restaurant Contributor



*"If you are not willing to learn no one can help you. If you are determined to learn no one can stop you."*

— Zig Ziglar

I believe that learning is the fundamental activity in a successful and purposeful life. I have spent much time and money since 1979, learning about everything related to customer service. The result has led me to position myself as the leading service strategist and expert in the world. I have been given endless opportunities to learn and I realize that the more difficult the situation, the more likely I am to learn and take that inevitable leap to move ahead with confidence.

Mark Cuban is the epitome of this principle. In his early 20s, he bought a \$99 computer and taught himself how to program by reading every manual he could find. The result? A thorough understanding of the technology he was selling and the insight to make it better.

Mark Cuban has the kind of wealth that every startup and entrepreneur dreams of. He's also earned every cent of it himself. Listed on Wikipedia as an American businessman, investor, film producer, author, television personality, and philanthropist, the self-made mogul and star of Shark Tank founded his

first company at age 25 and is currently estimated to be worth around \$3 billion. Driven and determined, he knows what he wants and has the self-belief and ambition to make it happen.

Jeff Bezos and Steve Jobs were raised by adoptive parents and Nelson Mandela changed the world from a jail cell. Live as if you were to die tomorrow. Learn as if you were to live forever. ~ Mahatma Gandhi

Invest in your success. In my book, *Moving Up*, I constantly remind readers that it's about your life, it's about succeeding in whatever you choose to do. It can be anything you can dream of. It's about taking chances, being proactive and ready. Great things are not going to happen for you unless you believe it, see it in your mind and focus on that goal.

*"Unless you try to do something beyond what you have already mastered, you will never grow."*

— Ralph Waldo Emerson

I take great pride in learning from some really great people in my life. First is my mother. She passed in 2003 at the age of 102. She gave me the self-confidence and self-worth to reach my goals.

Other influencing people I have been blessed to share time with are the late Paul Meyer, leader of the Success

Motivation Institute. He taught me how to set goals, use visualization, affirmation and make money. He also gives credit to his mother. He states "My mother planted the belief in me that the riches of all creation belonged to me if I wanted them and claimed them."

*The process of learning from our mistakes is truly invaluable, and is something we need to run toward, not run away from.*

Vernon Hill, is an American businessman, the founder and chairman of Metro Bank, a UK retail bank with 66 stores, and assets \$28.6b. He taught me to never give up and to do what others wouldn't even think of doing. And, he's a good friend.

Also, Minnesota congressman, the late Bill Frenzel was on the House Ways and Means Committee. His gifts to me were priceless. He showed me the benefits of being a good listener and he was

humble. And was one of the most influential members of congress.

Learn from your mistakes. The process of learning from our mistakes is truly invaluable, and is something we need to run toward, not run away from.

Every successful company has ups and downs but the good ones look at it differently than the ones that choose to give up. Starbucks has experienced its share of failures and setbacks. When the economic downturn caused the coffee house industry to implode, Starbucks was ill-equipped to survive in a world where caffeine aficionados could no longer afford to drop \$5 on a cup of java. Despite the odds, the brand managed to refine its business model and adapt to changing economic circumstances.

In a sense, every day you either grow or die mentally. Learn about your company, learn about your products, and learn about your customers. 

*John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter*



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