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 US 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 super-charging the already rapid growth. Clarion UX has offices in Trumbull, CT; Fairlawn, NJ; Boca Raton, FL; Tampa, FL; Denver, CO; Kansas City, MO; and Sacramento, CA. 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 2019, bringing a Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion UX has offices in Trumbull, CT; Kansas City, MO; Boca Raton, FL; Tustin, CA, and Fairlawn, NJ.

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 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. For information about the Florida Restaurant & Lodging Show, visit the show website at flrestaurantandlodgingshow.com.

When is a new restaurant investment worth it?

By 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?

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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 that every startup and entrepreneur could find. The result? A thorough understanding of the technology he was selling and the insight to make it better.

Mark Cuban has been blessed to share time with are the most influential members of congress. He is a self-made millionaire traveling to 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.