

COUNIHAN & ASSOCIATES

Consultants & Designers to the
Hospitality & Food Service Industry

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A La Carte *Hospitality & Food Service Journal*

Dates of Interest:

- 8/24-25/2021: FCSI 2021, Orlando, FL.
- 8/26-28/2021: NAFEM 2021, Orlando, FL.
- 5/21-24/2022: NRA 2022, Chicago, IL.
- 07/10-12/2022: SNIC 2022, Orlando, FL.

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"In order to succeed, we must first believe that we can."

- Nikos Kazantzakis

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You Survived the Pandemic – Now Let's Get Back to Being Successful

Now that your business survived the Pandemic, let's focus on how to make your business successful again. Here are a few recommendations to focus on to help you get back on track:

1. Develop a Realistic Business Model Assessment:

Take a deep dive into your business and make realistic assessments of what is working and what is not. Ask yourself questions like... Is your concept still working in the market today? Is your menu, product, and/or service still selling well or are there items that are not selling well? Is your clientele the same as it was prior to the Pandemic? How do you plan on regaining and retaining new clients? You will also need to evaluate your staff and make realistic assessments of what you need now. Ask yourself questions like... How many employees do you need to run your current business model? Do you need to hire, rehire, or terminate staff? Is your staff ready to come back to work? How is your staff feeling, both physically and mentally now that they are back to work?

2. Analyze Your Businesses

Financial Condition:
Realistically analyze your businesses financial strength or

weakness. Make sure you look at all operational and technical aspects of your business and make realistic assessments of what is and what is not needed in your current business model. Ask yourself questions like... Are your sales up or down from last year? In what areas of your business model did you make or not make money? Do you need as much space to operate your current business model? How have your other operating costs been affected? Are the technical needs of your current business model more or less than prior to the pandemic? When answering these questions, it helps to do a side-by-side comparison sheet, so you can see where you had growth and/or where you might need to cut back.

3. Make the Necessary Decisions to Become Profitable Again:

When making the necessary decisions to become profitable again, always consider a positive way to address the issue. If the operational methods need to change,

then think of ways to do them incrementally like... reduce or change your menu items, rethink your business hours, build better on-line sales, etc. If expenditures need to be reduced, then think of creative ways that do not impact operations like... not having excess employee hours, reducing product cost by focusing only on necessary items, etc. Realize though that it may take a capital investment to grow your business in a different matter during these times.

4. Take Action:

If you have made decisions and feel good about them, then TAKE ACTION! Make a plan, set goals to achieve, and consult with the right people to become successful again. Remember, change is gradual, and it will take time to see results. If you are struggling with making decisions or need any help with your business, please do not hesitate to reach out to us at counihanassoc.com.

MICHAEL T. COUNIHAN, FCSI



SMART PIZZA: A New Generation of Pizza Vending Machines

The Smart Pizza Vending Machine is your autonomous sales companion. It can be installed indoor or outdoor, store up to 96 pizzas with numerous flavor types, can distribute pizzas either hot or cold, and is available 24/7 to your client. The Smart Pizza can also have 1 or 2 hearth furnaces, handle any type of payment, is 100% connected, and stores photos and descriptions of your different products sold.

How Does it Work?

1. **Preparation** - Prepare your pizzas as you normally do. Use your dough, sauces, and toppings as usual.
2. **Partial Baking** - In your professional kitchen or production center, you can choose to either cook your entire pizza up to 75% or just the crust.
3. **Replenish the Smart Pizza** - Put your pizzas in the pizza box and bring them to the vending machine! Replenish your Smart Pizza by filling the empty shelves in the refrigeration unit with Pizza Boxes.
4. **Give a Final Cooking** - As soon as the client orders a pizza, the Smart Pizza Robot will take the pizza and the aluminum plate out of the Pizza Box and place it in the hearth oven. The perforated aluminum plate stimulates the heat circulation and bakes the dough all around, resulting in a better-tasting pizza. The customer can choose to order a pizza cold and re-heat it at home or hot and ready to eat!

Features: Remote management software, Online order mobile application, Smooth ordering touchscreen, and Customizable covers for the machine under your brand



BIG C SPICE COMPANY: Crack-Corn Recipe

Directions for Crackers:

1. In a small bowl, add 1/4 cup of any Big C Spice Seasoning to 1/2 cup canola, olive, or vegetable oil; whisk with a fork until well blended (J&J Cinnamon Delight add 1/2 cup).
2. In an x-large bowl, place 60 saltine crackers or 1 entire box of mini-saltine crackers. Pour oil mixture evenly over crackers. With a rubber spatula gently fold crackers over repeatedly until well coated and all mixture disappears.
3. Allow to rest for 1 hour before serving (overnight even better)

Directions for Popcorn:

1. Place a 6.9oz (approx. 14c.) of already popped popcorn in an x-large bowl.
2. In a separate bowl, add 1/4 cup of any Big C Spice Seasoning to 1/2 cup canola, olive, or vegetable oil; whisk with a fork to blend (J&J Cinnamon Delight add 1/2 cup).
3. Pour mixture evenly over popcorn.
4. With a rubber spatula, turn popcorn over and over until well coated and all mixture disappears from the bottom of the bowl.
5. Allow to rest for 10-15 minutes before serving.



Visit www.bigcspice.com to order these amazing Spices and get to Cooking!



DESIGN CORNER: 5 M's of Foodservice Design

In order to have a successful foodservice facility design it is essential that the Foodservice Operator understands the complexity involved in the design process. Here are the 5 M's of Foodservice Design that are critical for all Operators to understand before diving into a location or idea: the Menu, the Market, the Money, the Management, and the Method of Execution.

Menu - The Menu drives so many operational decisions in the design process. More specifically, around the layout of your design. Factors to consider would be cooking equipment production, refrigeration and storage, ware washing requirements, floor space needed for service area and seating, food cost, and total dollar investment.

Market - Conducting market research studies is vital to foodservice facility design. Many mistakes are made when Operators fail to do their research prior to going into an idea or project. Factors to consider would be the who is the target market, is the size of the target market big enough to generate business, what are the preferences and motivations of the target market, and last, what are the most effective outreach methods, influencers, and motivators of the target market.

Money - A primary reason for the high failure rate of foodservice operations is a lack of funding, specifically around money not being set aside as working capital. It is not sufficient just to have an idea and sufficient funds to get a project up and running. Operators must have a plan to allot monies appropriately and a contingency fund available for any unex-

pected obstacles. To avoid a capital deficit make sure you allot funds to these big areas... Building Renovation or Build Out, Interior Foodservice Design, and all Equipment and Supplies.

Management - Once a design strategy is established, it is essential that the Operator allocates funds appropriately and competently manages all aspects of the construction process. Without proper management of the construction process, the Operator could encounter errors that lead to unforeseen expenditures. When managing through the design construction, Operators should consider... Managing the Bidding and Submittals Process, Having Sufficient Construction Practices, and Managing the Build Out Schedule. By being involved throughout the process, the Operator should prevent extra construction costs due to error.

Method - The method of execution is critical to ensuring the project design runs smoothly and is completed within a timely manner. The Operator needs to ensure they have a realistic construction/build schedule and manages to the schedule throughout the design process. It is also very important that the Operator researches reputable design firms and makes decisions based on his/her strategy and schedule. Last the Operator must manage to value engineering efforts, but remembers not sacrifice the best design option. Quality design construction leads to better efficiencies and effectiveness, ultimately making it easier for the client and the Operator.

JOANNE COUNIHAN, IIDA



TRENDS IN THE KITCHEN: Flav-R 2-Go Locker System

Flav-R 2-Go® Locker System - available in countertop, floor mount and built-in models - are designed specifically for handling pick-up and third-party delivery needs. Capable of holding multiple orders in either hot or ambient lockers with quick and secure access. By reducing congestion and allowing employees to focus on other functions, customers or delivery people can arrive, access their specific locker, and leave without waiting in line or disrupting the flow of business.

- The Locker System lets customers get customized meals without waiting near serving stations and clogging up the server area
- Customers order meals in advance and receive an individual code when their order is ready. The customer uses the code to open the appropriate locker when they arrive to collect. POS integration capabilities are available using third party developer's.
- Countertop and floor mount units can be converted to one-sided units and can be set up against a wall.
- Available in all Designer colors (standard Designer Warm Red) to match your decor, in two locker depth sizes, and with the ability to have a custom logo on the customer-side glass doors.



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*"The successful
warrior is the
average man, with
laser-like focus."*

- Bruce Lee

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in our next Newsletters or
have some interesting news
to add!!! Contact us at
(512)388-4665 or by email
at info@counihanassoc.com
for more information. We
look forward to hearing
from you!!!

*"I never dreamed
about success, I
worked for it."*

- Estee Lauder

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WHAT'S NEW: Creative Completed Projects

Congratulations to our clients and the design teams on these successfully completed projects. As schools and businesses get back to regular operation, we know that these sites will have great new food service designs to help aid their operational needs.

HUTTO 9TH GRADE CENTER



ANN RICHARDS SCHOOL FOR YOUNG WOMEN LEADERS



HUTTO 9TH GRADE CENTER



FIRST UNITED METHODIST CHURCH - FAMILY LIFE CENTER

