

**August 2020
Newsletter**



1900 Phillips Field Road
Fairbanks Alaska 99701
(907)458-0000
fax (907)452-2201
(800)478-2371



This summer, Interior Alaska has experienced more than normal rainfall and high-water levels

WHY INDEPENDENT RESTAURANTS MAY HAVE THE ADVANTAGE OVER CHAINS

The tragic effect that this pandemic is having on the foodservice industry will result in the permanent shut down of many restaurants. Estimates vary from 20%- 50%. According to Restaurant Owner Magazine, the following factors will give independents the edge over the big chains:

Relationships with local guests who love them.

Relationships with their community.

Flexibility and ability to try new things and quickly adapt to what works in their specific location

BACK TO SCHOOL?

Traditionally, August is the month for back to school preparations and for celebrating at the Tanana Valley State Fair. This year is different. The fair was cancelled months ago, although the fairgrounds are being used for other activities. As for school, parents and students are being presented with options such as remote learning and reduced hours at school. School districts across the state are opening with restrictions specific to each district.

Just as the Tanana Valley Fair is already planning the 2021 event, restaurants

should look ahead and apply their short term survival lessons to a long term plan. The article on page 2 emphasizes the importance of maintaining your customer's trust. The hospitality business has been hit hard and not all businesses will survive. Creating a business model that allows your customers to trust that you are providing a safe environment, whether they dine in or take out, will solidify their long term trust.



RECIPE: NY STRIPLOIN WITH PEPPERCORN SAUCE

Serve this Richwood Meat marinated and tenderized New York Steak. (12 oz. steaks, #84090 or 6 oz. steaks, #840200)

INGREDIENTS

- 1/4 cup brandy or cognac
-
- 1/2 cup beef broth (Use Custom Beef Base #20663 for the best flavor)
- 1/3 cup heavy cream
- 1-2 tsp crushed whole black peppercorns
- salt to taste

INSTRUCTIONS

In the same pan that you browned the steak, deglaze with the brandy/cognac over medium heat, scraping up any brown bits in the pan. When the brandy/cognac has reduced a bit, stir in the beef broth and cream. Add the peppercorns and bring to a gentle simmer, stirring occasionally, until

thickened to your liking. Season with salt to taste.



Asian Fusion:

1. Pagoda
2. Lemongrass
3. Spice It Up

BBQ:

1. Big Daddy's
2. Bad 2 Da Bone
3. Clearwater Lodge

Bloody Mary:

1. Oasis
2. Salty's on 2nd
3. Lavelle's Taphouse

Breakfast:

1. Cookie Jar
2. DW Grill (tied for 2nd)
3. Salty's on 2nd (tied for 2nd)

Brunch:

1. Pumphouse
2. Cookie Jar
3. Salty's on 2nd

Chinese:

1. Pagoda
2. Bamboo panda
3. Lin's Asian Bistro

Coffee:

1. Sunrise Bagels
2. Bucko's Coffee
3. Forget Me Not Espresso

Desserts:

1. Jo's Oven
2. Marlo's Bakery
3. Jason's Donuts

Fine Dining:

1. Lavelle's Bistro
2. Turtle Club
3. Pumphouse

Food Truck:

1. Spice It Up
2. Hungry Robot
3. Frostbite Foods

Hamburgers:

1. Brewster's
2. Monderosa
3. DW Grill

Ice Cream/Milkshakes:

1. Hot Licks
2. Knotty Shop
3. Cold Stone Creamery

Italian:

1. Geraldo's
2. East Ramp Pizza
3. Hungry Robot

Japanese:

1. Ajimi (tied for 1st)
2. Shogun (tied for 1st)
3. Fushimi

RESTAURANTS MUST EARN CUSTOMER TRUST

In June, a team at JP Morgan undertook extensive analysis of credit card data and consumer spending habits over the past several months and compared that data with the new infection case tracker maintained by Johns Hopkins University. What the JP Morgan analysts found was quite disturbing. They were able to draw a direct correlation between the amount and frequency of in-restaurant spending and rates of new infections, and conversely, they found that the higher supermarket spending, the lower the infection rates. In short, the research showed that supermarkets were demonstrably safer and inferred that those who stayed at home to eat were facing lower risks. **The study went on to say that in-restaurant spending was the single biggest predictor in a rise in new infections.**

This is not surprising. Here in Alaska State health officials report that the past week (July 23-July 30) has been Alaska's worst since the pandemic began, citing Alaska resident cases rising 34% in the last week alone. By July 29th, the state reported just over 2,400 active COVID-19 infections. On July 26, Alaska set a record with 231 new cases. Before the end of May, when restaurants fully re-opened, the reported cases were all below 20 per day on a flat curve.

There is a risk that the consuming public may think that the restaurant industry's basic business model - one predicated on personal proximity and social interaction, the communal sharing of food, drink and fellowship and basic human connectivity - may put them at unnecessary risk. No political party or legislative relief package can prevent that. Only the industry can preclude itself from falling into that trap. It starts with making equally unenviable, serious, and painful choices. These choices must be made siding with long-term industry survival over short-term sales.

Jim Sullivan put it best when he said "Our initial responsibility, therefore, is **to keep our crew and customers safe**. 'First-do-no-harm' can also be applied as a filter to any new system we deploy, software we launch, person we hire, or third-party delivery app company we decide to contract with. What is the potential short-term or long-term harm those decisions might inflict relative to manager task saturation, team culture, and profitability?"

WINNING TAKE OUT FOOD

Delivery and take-out food are more important than ever these days. The winners include food that travels well, reheats well, and satisfies customer craving:

COMFORT FOOD

Such as macaroni & cheese and casseroles.



PIZZA



SALADS- Instead of fresh greens, make salads with grains or pasta and pack the dressing separately.



FRIES- the #1 favorite

