



The J.G. Newsletter

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“NECESSITY IS THE MOTHER OF INVENTION.” Certainly economic times such as these, present opportunities. Recently Denny’s Restaurants offered free breakfast on a certain day until 2 P.M. and got the attention of a many people resulting in long lines outside of the restaurant waiting for the free breakfast. In retrospect what was the initial cost of this action versus regular advertising?

Tom Barlow of walletpop.com did this interesting math on the subject.

Denny’s restaurants announced during yesterday’s Superbowl that they will give away free Grand Slam breakfasts to one and all on Tuesday, February 3rd (tomorrow) from 6 a.m. to 2 p.m. How, you might ask, can they afford to do this? I’ve done some back-of-the-envelope calculations, and the results are surprising. According to the company’s Annual report, there are 1,152 Denny’s seating an average of 140 people per restaurant. If we assume an average of a half-an-hour per diner, then in an eight-hour window the restaurants could serve a maximum of 2,580,480.

**1,152 restaurants x
x 140 people seated per restaurant
x 2 diners per hour
x 8 hours =
2,580,480 free Grand Slam breakfasts**

A Grand Slam breakfast retails in my area for \$5.99, so the maximum retail value of this giveaway would be around \$15,457,075. Wow!

However, the cost of the food to prepare a menu item typically runs around 25-30%, so the actual cost for food for this giveaway, at a generous 30%, would be more like \$4,637,122.

Now, how many of these diners do you suppose would eat a breakfast without something to drink? My guess is very few. Suppose 2,500,000 ordered coffee, juice or a soft drink. Restaurants typically make around 85% on drink orders, so on an average \$2 per drink basis, the company should net around \$1.70 per, or \$4,250,000 in drink revenue.

If this is the case, the entire promotion cost is now down to around \$400,000.

If those numbers hold true, it was hugely successful.

Recently my brother and I visited the Central Family Restaurant in North York for breakfast. Upon arrival owner Karl Spangler was “working the floor”, seating guests, acting as a food runner along with filling the beverages. It was service exemplified. During the time we enjoyed our breakfast, the tables turned almost twice and he didn’t have to give anything away but good service and satisfied customers

In a recent publication Tyson Foods enclosed a lead article entitled “REACTING IN THE EYE OF THE STORM” listing the following marketing ideas: INITIATE DEALS OR INCREASE FREQUENCY; INSTALL A TWO-TIER MENU; CONTINUE NEW MENU DEVELOPMENT EFFORTS; DON’T BE AFRAID TO RAISE PRICES; DON’T SACRIFICE QUALITY FOR PRICE; FORMALIZE A TAKEOUT AND DELIVERY PROGRAM, PROMOTE SHAREABLE ITEMS AND LOOK FOR WAYS TO REDUCE WASTE AND IMPROVE YIELD. Conclusion: The foodservice industry emerges more quickly from tough economic times than other industries.

Is your waste product the secret to tomorrow’s power needs? Perhaps?

Eric Terzai, Dining Services Director of Elizabethtown College, shared that they have teamed with a dairy farmer in Mt. Joy to provide the farm much needed food scraps/waste. These scraps are blended with the solid waste of the farm’s 700 cows to create slurry from which methane gas is extracted. Enough energy is created from this process to supply the electrical needs of 200 homes. The remaining waste is dried and treated to then provide bedding for two farms of 700 head of cattle. Just the thought of cutting your waste removal bill in half should have us all interested in reading more! (Google: Brubaker Farms, Mt Joy, Pa)

Graduates of Culinary training have, and are making a definite difference in the ways foods are being prepared and presented in this area. Recently my wife and I visited the Porch Restaurant, formerly the Olde Danish Inn, located East of Myerstown owned by Chef Joe Edwards. Our companions were Mr. & Mrs. Walter Progner owners of the East Indies Coffee and Tea Company in Lebanon. We enjoyed excellent food and the presentations were attractive. Chef Joe enjoys doing most of his own food prep work. When it came to dessert time there had to be at least eight suggestions.----Chef Mark of the Symposium Restaurant in Centerville also is a master with plate presentation---- Following that dinner my wife and I visited the West Shore Country Club under the kitchen management of Chef Baranard. Our waitress Natale provided efficient services for the excellent food presentations. Natale is blessed to have fantastic memory retention. She really does not have to record the orders and we had six in our party. I believe the "bar has been raised, as the saying goes.

Recently being the novice I am with my lap top computer decided to research Knouse Foods. I was surprised to find an abundance of information using apples as well as 25 menu ideas. Here we are so near a large apple area and seldom do I see an apple products on a menu with the exception of on Cindy Hess's Hershey Pantry menu where glazed apples are served with French Toast. Aren't apples healthy for us, along with being very versatile? The Paulus Farm Market located south of Mechanicsburg usually have many selections in their bakery area. They also have area processed honey.

FRYER EDUCATION by Diana Meyer is a must read article enclosed in the February issue of the Restaurant Start-up and Growth magazine. Either subscribe for six months of free issues, or contact our office and we will provide a copy until the supply is exhausted. Be certain to invest in a stick thermometer in order to check the fryer oil temp.

BEWARE OF LITTLE EXPENSES---A SMALL LEAK WILL SINK A BIG SHIP.

BEN FRANKLIN.

Crime isn't just out there, it seems to be everywhere. Deli Creation's has experienced a holdup recently as well as the BP mini mart on Carlisle Rd., Camp Hill twice in one week. The unemployment situation will probably accentuate the situation. Are the necessary controls in place such as locking the rear entrances after a certain time? Traveling in pairs to do the banking, securing cash at scheduled times, etc.

We're sorry to learn of the sudden passing of John Machev of the VFW, Dillsburg. John has been instrumental in the club for many years.----John Caulfield, purchasing associate of the Outdoor Country Club of York retired this past week. Wishing John a well deserved "different day's work".----Another John we will miss seeing regularly is John de Cheubell of the Eastside Lounge of Gettysburg. The bank next door has purchased the property. The restaurant has been closed. Truly a fine man and establishment.

More weeks of winter? According to Punxsutawney Phil there will be. Associates Whitney Horn and Joe Horvath, along with their spouses, took in the festivities for this year's groundhog day festival. Some 13,000 other hedgehog friends attended. (Bill Murray a no show) They shared that everyone was friendly and the events were enjoyed by all. Their vacation time off requests are already submitted for next year.

HERE'S A GREAT LENTEN SANDWICH!



Fishery Crisp'n Crunchy Pollock Strips #717620	Pollock	84¢	Approx 4.5z (3 strips)
Amoroso Kaiser Roll		24¢	#441110
Lamb Spicy Q's		22¢	#750004
Lettuce & Tomato		12¢	
Total	\$1.42	Sell \$5.95	(24% FC!)

**Thank you for your business.
Have a Great Month!**