31st Annual Firecracker Scramble
SPONSORED BY UNIVERSAL LINEN
Woodhaven Country Club

June 24, 2019
9:30 am registration
10:30 - 11:00 am lunch
11:30 am shotgun start

$477.00*  $132.50*
Foursome  Individual
* Prices reflect 6% sales tax added

Scramble includes:
green fees, cart, driving range,
food and all beverages

- Putting/chipping contest beginning at 9:30 am
- Bloody Mary Bar available during registration
- Cigars available on the course
- Taxi Service available between 5:00 - 7:00 pm

Team Name: ___________________________  Contact Name: ___________________________

Email: ___________________________  Phone: ___________________________

Player #1 ___________________________  Player #2 ___________________________

Player #3 ___________________________  Player #4 ___________________________

Questions? Call Rory Wilson 502.966.2564 or email rwilson@dpwservices.com

A portion of the proceeds to benefit Apron, Inc.
"Helping you out of the weeds"

The Seventh Edition is built to reflect the NRA’s new job task analysis for food protection manager certification.

Food safety has never been more important to the restaurant industry and its customers. Based on the 2013 FDA Food Code, the ServSafe Manager Book, 7/e focuses on the preventative measures to keep food safe. To better reflect the changing needs of a diverse and expanding workforce, food safety topics are presented in a user-friendly, practical way, with real-world stories to help readers understand the day-to-day importance of food safety. The streamlined delivery of food safety content will create a learning experience that is activity-based and easily comprehended by a variety of learners. The end result is content that is more focused, leading to stronger food safety practices and a better-trained workforce.

- Greater emphasis on active managerial control with a transition away from HACCP.
- Modifications throughout every step in the flow of food, from purchasing through service.
- Adjustments made to personal hygiene guidelines as well as cleaning and sanitizing requirements.
- Study questions are written in the same style as the ServSafe Examination to help students better prepare for the exam.

For information on ServSafe® classes offered in Kentucky, visit www.kyra.org or contact Lisa at 502.400.3736.
Do you know a chef in your area who is creating a buzz with innovative cuisine, exceptional presentation or fresh new ideas?

KRA wants to tell the state about them in a bi-monthly feature in the Kentucky Restaurant Journal. Submit your favorite chef du jour to lisa@kyra.org. Please include restaurant and contact information. Selected submissions will be featured in the magazine as Chefs That Sizzle.
A Word from Our President

STACY ROOF

Congratulations on making the most of another round of the holidays, “tax and W-2 month” and Valentine’s Day! KRA had its first Board meeting of the year and Restaurateur’s Gala and our legislators are back in Frankfort looking for ways to increase revenue – like the inevitable restaurant tax, which has again reared its ugly head. The annual fight is underway! House Bill 345 would let cities levy a 3% tax on restaurant meals to – get this – “distribute at least 25% of revenues generated to the tourist and convention commission, the remainder to be used to create or support infrastructure supporting tourism.” You read that right – now legislators are seeking restaurant taxes for cities’ infrastructures. There is also language that some of the monies will support local “recreation.”

To say KRA opposes this legislation is an understatement! Restaurants should not be singled out to solve a revenue problem created by state and local governments. Local residents, not tourists, would pay the bulk of the monies collected. We are asking members to contact their legislators to let them know how they feel about yet another tax. I hope you will do so. I also hope you will share legislators’ feedback with me. I’d ask you to go one step further: please tell your customers about House Bill 345 as they are ultimately who will pay the tax.

I think most people hear “restaurant tax” and assume restaurants pay the tax – but patrons pay the tax along with paying sales tax. Check out the Front Burner pages for other issues we’re monitoring and weighing in on.

On a positive note, we had a star-studded celebration at the Restaurateur’s Gala! There were some standing ovations, moving speeches, delicious food and drinks, beautiful and deserving award nominees, great music and an exquisite venue in the Brown Hotel. Check out the photos in this issue, and plan to nominate some of your staff for awards at next year’s Gala! Thank you to our generous sponsors: Heartland, Kentucky Proud Buy Local, Southern Glazer’s Wine & Spirits, Gordon Food Service, Piazza Produce, Creation Gardens, Kern’s Kitchen and Royal Cup Coffee.

Please watch your email for legislative updates and calls to action. I know, I know – lots of email from me, but if you’re a member you deserve to be notified about business-altering issues. Thank you to all Kentucky Restaurant Association members, and if your company is not yet a member I call you a “future member.” Help us grow and remain strong!

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Restaurant Tax Bill
State Representative Rob Rothenburger (R-Shelbyville) introduced HB 345 to allow all cities and counties, including the merged governments in Lexington and Louisville, to levy a local restaurant tax. The tax could be as much as 3 percent. Under terms of the bill, local governments would be allowed to retain up to 75 percent of the tax proceeds with the remainder going to local tourism and convention bureaus.

Bureaus currently receiving funds from restaurant taxes would receive their current receipts as a “base” plus 25 percent of any increased revenue. The bill calls for the restaurant tax receipts retained by the local government to be used for construction, operation and maintenance of infrastructure that supports tourism, recreation and economic development.

A new provision in this year’s proposal requires that at least one-third of the government-retained taxes be used for recreation.

Louisville Mayor Greg Fischer has already been in Frankfort urging lawmakers to pass the restaurant tax expansion bill. Members, please contact your legislators as soon as and often as possible, to urge them not to pass this bill.

Food Code Update
The Kentucky Department for Public Health filed an amendment to a regulation adopting the 2013 edition of the food code (902 KAR 45:005). KRA filed comments asking for changes to the regulation to make sure that all retail food outlets are operating on a level playing, such as bed-and-breakfasts, food trucks and home food processors. The Department for Public Health rejected most of KRA’s comments and proceeded with the regulation without making any changes. The regulation will take effect six months after final review.

Bill Proposes to Ban Both Plastic Bags and Straws
A bill has been filed that would prohibit a restaurant from providing a customer a plastic bag at the point of sale starting on July 1, 2024. House Bill 183 would also bar any business selling food and beverages from providing plastic straws unless specifically requested by the customer. The plastic straw ban would begin on July 1, 2022 under terms of the bill sponsored by Representative Mary Lou Marzian (D-Louisville). While plastic bans have been hot topics in other states, this is the first time a bill has been introduced in Kentucky. The bill has been referred to the House Natural Resources and Energy Committee.

Bill Would Allow Alcohol Service in “Dry” Territories
A House bill would allow the service and consumption of alcoholic beverages at private events held in “dry” territories. Sponsored by Representative Michael Meredith (R-Oakland), HB 256 would also permit licensed caterers to serve alcoholic beverages at these private events provided the beverages are lawfully purchased in a “wet” or “moist” area and not sold in the “dry” community.

Minimum Wage
Representative Mary Lou Marzian (D-Louisville) filed HB 182 that would require employers to pay a $15.00 minimum wage by August 1, 2023. The legislation would be phased in. Starting this August, the minimum wage would increase to $8.80 and increase each subsequent year until it reached the $15.00 per hour amount. The bill would also require employers to ensure that regardless of gender or race, employees are paid the same amount for equivalent positions. The Kentucky Labor Cabinet would establish rules for determining comparable positions.

A Minimum Wage bill filed by Senator Reggie Thomas (D-Lexington), SB 51, calls to increase both the minimum wage and the cash wage that must be paid to tipped employees. The bill calls for eight annual increases in the minimum wage until it reaches $15.00 per hour beginning July 1, 2026 and a three-step hike in the minimum cash wage for tipped employees until it is set at $4.90 per hour starting on July 1, 2022.

A bill was filed in the House empowering local communities to set their own minimum wages at a rate higher than the state minimum wage. State Representative McKenzie Cantrell (D-Louisville) is the sponsor of HB 302 that has been referred to the House Local Government Committee.

Other Employee Mandates Have Resurfaced
Representative McKenzie Cantrell has introduced two bills mandating paid leave. House Bill 47 would require employers to provide paid sick leave and establish the method for employees to accrue the leave beginning on their hire date. Her other bill, House Bill 48, would require any employer of 50 or more persons to provide six weeks of paid maternity leave. Representative Joni Jenkins (D-Louisville) has again sponsored predictive scheduling legislation. House Bill 41 would require work schedules to be provided seven days in advance and would ban employers from requiring “on-call” shifts. Jenkins also filed HB 42 barring an employer from discriminating against an employee who is a crime victim and takes time off to attend proceedings related to the crime. Another repeat measure has been filed by Senator Alice Forgy Kerr (R-Lexington) requiring workplace accommodations for pregnant workers and nursing mothers. This year’s bill is Senate Bill 18, which requires a private space – other than a restroom – for nursing.

Tax Reform “Tweaks”
Several bills have been introduced to make changes to the tax reform package that was enacted during the 2018 session. This includes three separate measures that have been filed to address the admissions changed to events hosted by non-profit groups like KRA. KRA is urging lawmakers to include 501(c)6 non-profits in any fixes, as many events are now taxed twice – at the point of purchase and in charging guests.
On Saturday, February 2nd, 2019 five of Louisville’s top Chefs came together to support the future of the restaurant industry. Loreal Gavin, Josh Hillyard, Henry Wesley, David Danielson and Josh Moore put together an amazing 5-course meal for The Chefs For Hope dinner benefiting Kentucky ProStart. Students from Marion C. Moore High School and Western High School worked alongside the chefs.

The 5-course meal was preceded by: cocktails, passed hors d'oeuvres and live music. As each course was served a new wine was poured from a special selection paired by Jim Clayton with Gonzalez Byass US.

The evening was both delightful and purposeful and was a great success thanks to the restaurant community joining together to support the future of the industry.

Kentucky ProStart would like to thank all who attended the evening and the following sponsors.

- Title Sponsor – US Foods
- Dessert Level Sponsors – Gordon Food Service, Heartland, Mark’s Feed Store, Sysco Louisville
- Hors d’oeuvres Level Sponsor – Patterson & Company Certified Public Accountants
- In-Kind Sponsors – Kiera Hall, The Mocktail Project, Universal Linen, Yes Louisville

Please join us for the next Chefs For Hope, Saturday February 1, 2020

For more information on Kentucky ProStart and to view more Chefs For Hope pictures visit: https://www.facebook.com/kyprostart/
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<table>
<thead>
<tr>
<th>Month</th>
<th>Event Details</th>
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| March | 2nd - Kentucky ProStart Invitational Gordon Food Service  
4th - Louisville Chapter Meeting  
5th - N. Ky Chapter Mardi Gras for Homeless Children  
10th - Daylight Saving Time starts  
11th - ServSafe® Louisville, KY  
12th - N. Ky Chapter Board Meeting  
13th - ServSafe® Louisville  
17th - St. Patrick’s Day  
20 - 21st - ServSafe® Carter Caves |
| April | 15th - ServSafe® Louisville, KY  
19th - Good Friday  
21st - ServSafe® Lexington  
24th - Administrative Professionals Day |
| May | 3rd - Oaks Day  
4th - Derby Day  
5th - Cinco de Mayo  
12th - Mother’s Day  
13th - ServSafe® Louisville, KY  
21st - ServSafe® Lexington  
18 - 21st - NRA Show  
27th - Memorial Day |
Q. Is there an “acceptable” level of product loss/theft before our restaurant needs to implement new systems?

A. Product loss, often called shrinkage, is a given to a degree. Industry average shrinkage rates are close to 25%, with around 75% of that being attributed to theft. The bar is a particularly challenging area to monitor, but one piece of advice is the watch purchasing higher volumes of inventory – even if it’s a great deal, it’s more on hand to disappear. KRA member Sculpture Hospitality has a great program for bars in particular, and your food distributor can work with you on ways to ideally monitor your food inventory.

Q. Everyone has the same problem, but my restaurant is really struggling to hire and keep people. What are we not doing or trying that could help?

A. We get this question just about every day. There isn’t a magic bullet, but there is a combination of things that help. Have a culture of positivity and good training. Incentivize good workers to recruit friends and family members. Talk with your suppliers about what and who you have openings for. Reach out to local agencies about placement for underserved populations. Keep an ongoing dialogue with local schools or universities. One of our new members, Goodwill Industries of Kentucky, has an outstanding placement program.

Q. What are some promotions to drive repeat business? We do well during holiday and nearby event times, but I know we need to get customers to visit more often.

A. Have you tried a “red envelope” promotion? During a busy time (December, or during Keeneland meets or other local events) each customer gets a sealed red envelope. Maybe your envelope is a different color that ties into your business. Inside each envelope is a certificate – for a free appetizer with purchase, or a free dessert, a gift card, or 25% off your check for example. One envelope has a grand prize, like a TV or iPad. You can also say only purchases over a certain amount, like $25, get an envelope to redeem the following month.
San Francisco Soda Warning Ordinance Fails to Meet First Amendment Burden

On January 31, in a victory for the soda industry, the Court of Appeals for the Ninth Circuit struck down a San Francisco ordinance requiring health warnings on advertisements for certain sugar-sweetened beverages. These beverages were defined as sugar-sweetened beverage that had one or more added Caloric Sweeteners and contains more than 25 calories per 12 ounces of beverage. However, the ordinance did not include drinks such as milk, plant-based milk alternatives, and natural fruit juices, even if they also contained sugar.

A coalition including the American Beverage Association sued for a preliminary injunction, which was denied by the district court. A panel of the Ninth Circuit reversed the district court’s ruling, and the case was ordered to be heard en banc by a full panel of judges.

The Court ultimately found that the City of San Francisco had not met its First Amendment burden to show that the warnings were “neither unjustified nor overly burdensome.” Therefore, the Court found that the beverage associations had shown a likelihood of prevailing on the merits, and a preliminary injunction was justified.

Agricultural Improvement Act Changes Status of Industrial Hemp

On December 20, 2018, the Agricultural Improvement Act of 2018 was signed. The bill de-scheduled hemp from being a federally controlled substance and legalized hemp-derived CBD that met the legal definition of industrial hemp.

According to a statement from the FDA Commissioner, “this new law changes certain federal authorities relating to the production and marketing of hemp, defined as cannabis (Cannabis sativa L.), and derivatives of cannabis with extremely low (less than 0.3 percent on a dry weight basis) concentrations of the psychoactive compound delta-9-tetrahydrocannabinol (THC).

These changes include removing hemp from the Controlled Substances Act, which means that it will no longer be an illegal substance under federal law.” However, the FDA is still empowered to regulate products containing CBD that fall within the scope of its powers under the Food, Drugs, and Cosmetics Act.

This means that while industrial hemp is no longer an illegal substance, anyone seeking to offer a hemp product as a food or drug would need to follow standard FDA procedures for approval before sale.

USDA Sets Standards for GMOs, Effective January 2020

On December 21, 2018, the Agricultural Marketing Service of the USDA proposed a new standard of disclosure for genetically modified or bioengineered food. The standard requires food manufacturers, importers, and other entities that label foods for retail sale to disclose information about bioengineered food and food ingredients. This rule is part of the agency’s authority under the Agricultural Marketing Act and will go into effect on January 1, 2020.

FDA Sets Uniform Compliance Date of January 1, 2022 for New Food Labeling Regulations

December 20, 2018, the FDA announced that it was establishing January 1, 2022 as the uniform compliance date for food labeling regulations published between January 1, 2019 and December 31, 2020. This uniform compliance date is intended to minimize the economic impact of complying with food labeling regulations.

2019 Restaurateur’s Gala

The 2019 Restaurateur’s Gala was held on January 21st at the Brown Hotel in Louisville, KY. The evening was a tribute to the stars who make this industry one of the best to work in. Special thanks to Chef James Adams and his team for making this event a success. Also thanks to Kentucky ProStart students who assisted for the evening.

The following contributed to this special evening:

Creation Gardens
Gordon Food Service
Kern’s Kitchen
Piazza Produce
Royal Cup Coffee

Bar hosted by:
Southern Glazer’s Wine & Spirits

Music by:
Robbie Bartlett

Photos by:
Patti Holmes
2019 Restaurateur’s of the Year

This award was presented by our Diamond Sponsor, Heartland. It goes to the restaurateur who not only goes out of the way to satisfy customers with fabulous customer service but also embraces community service and dedication and advancement of the industry.

The 2019 Restaurateur of the Year is Anoosh Shariat owner, Anoosh Bistro and Noosh Nosh

Finalists for the 2019 Restaurateur of the Year: Khalil Batshon, Jared Matthews, Donald Robinson, Alan Salmon, Mary Stebbins

Khalil Batshon, Khalil's
Jared Matthews, Equus, Jack’s, Lou Lou
Don Robinson, Penn Station East Coast Subs
Alan Salmon, Selena’s at Willow Lake Tavern
Mary Stebbins, Mark's Feed Store
2019 Chapter Member of the Year

This award honors KRA Chapter members for their hard work and dedication to the KRA and the advancement of the foodservice industry in their community.

The 2019 Chapter Member of the Year: Louisville Chapter - Tom Enyeart - Gordon Food Service  Finalist Marcella Kragel and Ina Miller - Ina Miller Events  Northern Chapter - John Ellison - Hofbrauhaus Newport

2019 Culinary Student of the Year

This award is for students who have shown the potential for becoming an exceptional chef or restaurateur in the hospitality industry. They have shown their instructor that have the capability to shine and succeed.

The 2019 Culinary Student of the Year is Eric Long from South Central Kentucky Community & Technical College.
Finalists: Fionna Mitchell and Mahayla Powers
2019 Supplier of the Year

This award is for the supplier who works with restaurants on many levels, not just filling orders. A great supplier creates a partnership with restaurants.

The 2019 Supplier of the Year is Southern Glazer’s Wine & Spirits of Kentucky

Finalists for the 2019 Supplier of the Year: Derby Services, Creation Gardens, Kentucky Eagle, Universal Linen Service

Jim Bidd
Creation Gardens

Rory Wilson, Troy Hassman
Derby Services

Michael Russell
Kentucky Eagle

Kimberly Thompson
Universal Linen
2019 Employee of the Year

This award recognizes the dedication and hard work of a non-management employee who provides exceptional service to guests and is always willing to go the extra mile.

The 2019 Employee of the Year is Rory McCollister - Varanese

Finalists for the 2019 Employee of the Year: Jordan Basore - Varanese, Carrie Cole - Penn Station East Coast Subs, Amber Cook - Bluegrass Hospitality Group, Matthew Faver - Volare, Stephen Gross - Bluegrass Hospitality Group, Lucas Hill - Carr’s Steakhouse, Noah Hill - Carr’s Steakhouse
2019 Manager of the Year

This award was presented by Southern Glazer’s Wine & Spirits to the Manager who acts on the owner's behalf, is dedicated and works many long hours.

The 2019 Manager of the Year is Dan O’Connell - River House

Finalists for the 2019 Manager of the Year: Camry Coleman - Penn Station East Coast Subs, Brooke Combs - Bluegrass Hospitality Group, Michael Coyle - Carr’s Steakhouse, Jordan Hill - Carr’s Steakhouse, Pete Peters - Bristol Bar & Grille. Stephanie Sawyer - Penn Station East Coast Subs
Lifetime Achievement Award

The Lifetime Achievement Award began in 2009 and was first presented to Bruce Cotton, who it is now named for. The Lifetime Achievement Award was presented to Pete Peters, General Manager of the Bristol Bar & Grille.

2019 Kentucky Proud® Buy Local Award

The Kentucky Proud® Buy Local Award debuted this year and is about linking the farmers and restaurants together to be an advocate for sourcing locally. The 2019 Kentucky Proud® Buy Local Award was presented to Jack Fry’s.
Chefs That Sizzle

More Than Just Hot Browns

By Executive Chef James Adams

Yes, the Brown Hotel is well known for their “World Famous Hot Brown Sandwich,” a delectable culinary masterpiece that has pleased thousands of hotel guests from around the globe for the past 92 years.

It’s a bucket list item that everyone wants to experience! “Could there be anything more?”

Well, there is more. A whole lot more. And I should know since I’m the executive chef at the Brown Hotel. I live and breathe it every day!

At the Brown, we cater to everyone’s individual needs…from an intimate dinner for two in The English Grill Restaurant to a catered-banquet affair for 500. There is never a dull moment.

Tomorrow’s customer may be different than today’s guest so a healthy dose of sincere hospitality, unselfish flexibility and out-of-the-box creativity are simultaneously required to effectively service our clients.

Feeling like you’re running on empty? No way. Come to work with a tank full because our staff always needs to be on point.

Man! I sound like a cheerleader or a motivational speaker, but I’m telling you this is what it takes.

In order to execute an event, you need to plan it accordingly and be ready for any and all adversity. As a chef, you are in the event business. The priority is the satisfaction of your guests, offering them an experience they will never forget.

Easier said than done? Sometimes. But if you believe in your staff and have provided them with the know-how and tools, conquering the day and satiating your guests will be a given.

For example, there’s pork tenderloin on tonight’s menu, a delicate but flavorful piece of meat. Easy to marinade, simple to cook. Ah, but pork loin has just been delivered from your vendor. And time is not your friend. There’s a big difference between the two. What do I do? I never panic. We just roll with the punches and it all works out. Remember, the full tank.

Everyone loves to talk, so take care of communication early in the day and leave out the spoon feeding, nickels, and dimes. Your staff has enough on their plate already. Trust me, they’ll appreciate you for this.

Also, consistently meet with the chefs, coordinators and sales team keeping yourself on the pulse of all operations. A guest has the right to change his or her mind or menu item. You just never know when they might increase an event count by 50, 100, or even 500 guests. You’ve got to be ready to meet their expectations!

Once your staff is trained-up for superior effort, you’ve determined best taste and presentation for a menu item and you’ve received a commitment from the vendors to deliver quality ingredients, your plan can go into effect.

It might seem like madness to some but there is a method to it. It simply requires constant communication with those who touch the plate, serve the food and sign the check.

One of my favorite quotes from Sir Ian Holm in “The Big Night” personifies what I’m talking about. “Give the customer what they want and later you can give them what you want! It is never too much, it’s only not enough.”

It’s something that informs my new-hire training philosophy. It sends home the point of true hospitality.

I love my position as executive chef! I don’t even think of it as work. If one loves their job then it’s not really work at all, right? I define it as a passion; a kind of intrinsic desire that every culinarian must possess in order to find true success. A desire that was shown to you by a parent or grandparent from a time when true dining still meant something. You can’t learn passion. And without it how can you really satisfy tomorrow’s guest? If you don’t have it…you know how the rest of the sentence goes.

Tables at the Brown are true hospitality, comfortability, and accountability! That’s our mission. It’s what we do. It’s not just a party, it’s what you call an event!

Bon Appétit!
In a two-quart saucepan, melt butter and slowly whisk in flour until combined and forms a thick paste (roux). Continue to cook roux for two minutes over medium-low heat, stirring frequently. Whisk heavy cream and whole milk into the roux and cook over medium heat until the cream begins to simmer, about 2-3 minutes. Remove sauce from heat and slowly whisk in Pecorino Romano cheese until the Mornay sauce is smooth. Add nutmeg, salt and pepper to taste.

For each Hot Brown, place two slices of toast with the crusts cut off in an oven safe dish – one slice is cut in half corner to corner to make two triangles and the other slice is left in a square shape - then cover with 7 ounces of turkey. Take the two halves of Roma tomato and two toast points and set them alongside the base of the turkey and toast. Next, pour one half of the Mornay sauce to completely cover the dish. Sprinkle with additional Pecorino Romano cheese. Place the entire dish under a broiler until cheese begins to brown and bubble. Remove from broiler, cross two pieces of crispy bacon on top, sprinkle with paprika and parsley, and serve immediately.

INGREDIENTS
Makes Two Hot Browns

- 2 oz. Whole Butter
- 2 oz. All Purpose Flour
- 8 oz. Heavy Cream
- 8 oz. Whole Milk
- ½ Cup of Pecorino Romano Cheese
  - Plus 1 Tablespoon for Garnish
- Pinch of Ground Nutmeg
- Salt and Pepper
- 14 oz. Sliced Roasted Turkey Breast, Slice Thick
- 4 Slices of Texas Toast (Crust Trimmed)
- 4 Slices of Crispy Bacon
- 2 Roma Tomatoes, Sliced in Half
- Paprika
- Parsley

The Legendary Hot Brown
- Recipe for a Louisville Original -
Make plans to join us for these 2019 KRA Events

Cuisine on the Green
October 7, 2019
Play golf and we will treat you to a full day including lunch, beverages, dessert and a first class dinner.

Day at the Races Expo
November 21, 2019
Churchill Downs
We invite you to join us at the legendary Churchill Downs to showcase your company to the qualified decision-makers and buyers from all over the region.

Restaurateur’s Gala
January 20, 2020
Relax and enjoy an evening of fine dining, music, dancing and an awards ceremony honoring your peers, your employees and you! Allow us to pamper you and your employees as we honor the best of the best in the Restaurant Industry.

For additional information on any event, please contact us
www.kyra.org 502.400.3736 info@kyra.org
The Buy Local program is a tool to allow your restaurant to transition and sustain purchasing local food from Kentucky farm families.

Enroll Today
(502) 782-4110
KyProud.com/buylocal

John Lauderdale, Owner
jlaudderde@ymail.com
Top Three Restaurant Trends Driving Sustainable Practices

Part of maintaining a successful restaurant operation requires keeping up with ever-changing trends that are driving the market. Just like in any industry, what is working today may change tomorrow, so staying on top of what consumers want is always a challenge.

To complicate things, a lot of the trends that restaurant chains are expected to keep up with begin with smaller, one-location type operations, and are difficult to scale up. An example of the three most important new trends that small restaurants are establishing are localization, social responsibility and transparency. When it comes to these trends, large restaurant chains are often left hamstrung by the sheer scale of their operations but can still find ways to implement these popular practices into their business.

Localization

The “farm-to-table” concept in the restaurant business isn’t new, but it’s gaining popularity by leaps and bounds. Consumers like knowing that their food is fresh and free of pesticides, hormones, and additives.

“Food waste is an epidemic in the US, and consumers are extremely aware of it.”

For a one-location restaurant, this is an easy enough concept to follow because their purchasing is done on a small scale. Large restaurant operations can still purchase locally, but it’s often difficult to meet the same price points. Produce that is only grown in certain parts of the country, as well as purchasing options for meat and other essential ingredients, limit options for wide-spread restaurant chains.

Purchasing aside, restaurants can have a positive impact on the local economy by recycling food waste as compost to local growers and other locally-based recycling opportunities. Even if your locations in Arizona buy lettuce from farms in Texas, there are still ways that your Arizona locations can have a positive impact on local farms through a diverse, custom-tailored recycling plan. With a composting program, you’re not only diverting waste from a landfill – you’re helping support local growers, even if you’re not purchasing from them.

Social Responsibility

No matter the industry, social responsibility is more important to consumers now than it has ever been. People want to know that companies not only take care of their employees, but also take care of the people in the communities in which they are based. Social responsibility has so many facets that some companies struggle to find ways to be involved with the people around them. The larger the business, the tougher it can be to make a connection to local communities. The restaurant business is no exception.

The most direct approach to social responsibility for any restaurant operation is a reduction in food waste. Food waste is an epidemic in the US, and consumers are extremely aware of it. Food waste recycling programs are becoming more and more popular to show social responsibility among restaurants. Taking steps to reduce food waste is the first and most impactful practice a restaurant can adopt to become more socially responsible.
Food donation programs are another amazing way for restaurants to be directly impactful to their local communities, and consumers see that. In addition to making sure your food donation program is efficient and handled correctly. Many large restaurant operations are afraid of the liability issues associated with food donation, but one simply needs to partner with a company that understands the laws that protect donators from any liability associated with food donation programs. Doing the right thing shouldn’t open you to the potential for a lawsuit, and as long as food is handled properly, you’ll always be protected.

**Transparency**

Localization and Social Responsibility are both great concepts on paper, but if you can’t prove to your consumers that your restaurant is doing the right thing – the social backlash can be even worse than not doing anything at all. “Greenwashing” has become a bad word in any business model and claiming to do something environmentally or socially impactful without follow-through can lead to a negative PR nightmare. For that reason, your recycling programs should always track the amount of material recycled so that you can confidently share your environmental responsibility goals with your customers.

Imagine a nice cardstock tent on each table of your restaurants that features exactly how many meals you’ve donated to a homeless shelter, or how many pounds of waste have been diverted from landfills through recycling programs. Consumers love that specific examples of impact, and you’re building in loyalty simply by doing the right thing.

Staying ahead of the curve on changing trends gives your brand a smaller, local feel and builds in appeal to pickier consumers. Not all of these trends may be easy to adapt to, but they can all give your business an advantage over your competitors.

In the end, these are three current trends that aren’t likely to fade away in the coming years, and if anything, will grow more toward standard practices as regulations shift more toward curbing food waste. These trends are also three examples of an opportunity to do the right thing for the environment that will also build your brand in a more sustainable, eco-conscious light.

Technology and Experiences Will Shape the 2019 Restaurant Industry

Anyone familiar with retail knows that internet sales are threatening brick-and-mortar stores. However, in the service retail category, restaurants continue to grow and thrive. Along with other service retail, like fitness, tutoring, spas and salons, restaurants have been consistently in demand over the last decade, regardless of technological disruption or economic ups and downs.

According to the National Restaurant Association, roughly half of Americans' food dollars go toward eating out. Why are Americans spending so much on dining? First, a majority of adults report they prefer to spend their money on experiences rather than tangible goods. Where better to spend time with loved ones (and spend disposable income) than at a restaurant? Second, consumers, especially millennials, value convenience above all else. Whether dining in, picking up takeout or ordering delivery, fast food and casual dining chains are thriving, but where consumers are choosing to go is fundamentally changing.

This convenience also makes restaurants competitive with grocery stores. As reported by Supermarket News, when consumers do grocery shop, they spend a significant amount on pricey prepared foods that rival the cost of a restaurant meal, so savings are minimal. In addition, eating in restaurants reduces the waste associated with food preparation at home. Restaurant meals can be tailored exactly the way a diner wants, with no leftover ingredients to spoil. Considering that, restaurants can be a good value, even when compared to grocery shopping.

Overall, service retail shows no sign of slowing down, and restaurants are leading the pack in this category. Owners and operators should feel confident that demand will continue but should pay attention to factors that could impact success.

Technology and the Convenience Factor

Whether technology has created a demand for increased convenience or vice versa is a bit of a chicken-or-egg question. Regardless of the answer, technology has fundamentally changed how restaurants operate and how diners interact with them. While full tables are a good problem to have, restaurants must continue to refine their management of reservations, notification of available tables, optimization of table turnover and access to the restaurant to increase revenue.

Reservation apps, which came onto the market in 1998 with the release of OpenTable, have made it significantly more convenient for customers to dine out. Users can compare restaurants, find specials and reserve tables with just a few taps, removing virtually every barrier that might prevent a diner from booking a table. Evidenced by new reservation start-ups that have gained popularity in the last year, which include features like being able to select a restaurant and time to eat, order the meal and pay in advance, it's clear these apps will continue to be an important resource for consumers.

Reservation apps also give restaurants valuable marketing and data tracking opportunities. From how many tables can be filled in a night to what discounts motivate a consumer to dine at a particular restaurant, owners should take advantage of the insight apps provide.

Ridesharing services like Uber have affected the restaurant industry in perhaps the most far-reaching and unexpected ways. A study initiated by Lyft showed that in the short time these services have been available, they have already reduced individual car ownership, and the number of car owners will only decrease further. This has significant implications for restaurants, ranging from a potentially reduced need for parking to an increased demand for alcohol, since diners who aren't driving tend to drink more.

Enabled by ridesharing and compounded by consumers' demand for convenience, home delivery is on the upswing. Off-premises dining is expected to grow 12 percent per year over the next five years, and there has been a proliferation of delivery service companies, like Uber Eats, which allow restaurants to take advantage of the demand even without in-house drivers. Additionally, this has paved the way for delivery-only “satellite” restaurants. These establishments are essentially commissary kitchens that rely on third-party services to deliver food to customers. The restaurant's online presence and main location create visibility and establish the brand, while the lack of a dining room cuts hassle and overhead costs.

Expect to see more of the Uber Eats delivery concept, especially in major cities where consumers want to enjoy food from their favorite restaurant without braving traffic and lines of people to get it. This is also a strategic marketing tactic for restaurants that may only have one or two locations and want to extend their visibility and reach to consumers that don't live in the same neighborhood and wouldn't hear of or visit the restaurant otherwise.

Continued on page 30
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- Family and Medical Leave Act: must be posted by private sector employers who employ 50 or more employees in 20 or more work weeks, and by all government agencies.

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- Child Labor Law
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- Heimlich Maneuver
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Manager Food Safety

www.kyra.org I 29 I March - April 2019
Marketing and Menu Trends to Watch

As always, chains have the advantage of brand recognition and bigger advertising budgets. Franchises also generally have more money to invest in technology like online ordering systems and proprietary apps. Still, independent restaurants can create an edge with unique and unusual menu offerings, which can be added quickly and without much hassle. Independents can also take advantage of social media marketing, which can reach thousands of people at a very low cost.

As far as menus go, there will always be a market for mainstream menu variety. However, diners, especially millennials, are more open-minded than ever. Consumers are happy to try new flavors and ethnic cuisines, a mindset made clear by recent menu trends like poke and global street food inspired items. Americans are also increasingly looking for healthy options as they become more aware of the effects of eating red meat, dairy, sweets and fried foods. Younger consumers, in particular, are interested in organic, sustainable and local foods, and often include them in their definition of “healthy.” This trend doesn’t seem to be waning, so it’s good practice to have at least a few healthy options on the menu.

Interestingly, although brick-and-mortar is struggling overall, restaurants are still doing well in shopping centers across the U.S. Successful centers are rethinking the way they operate and transforming into community engagement spaces with movie theaters, green spaces and, of course, dining. In the same vein, experiential dining continues to grow in popularity. If waiting for a table is unavoidable, offering diners a distraction can go a long way in keeping them patient and happy. From quick service to fine dining, restaurants that engage customers’ senses or provide social media-worthy photo opportunities have found much success in the past few years.

The current economic outlook and consumer attitudes bode well for the industry, but restaurants can’t coast on these factors alone. To keep up in the competitive landscape, restaurant operators need to keep a close eye on trends and embrace the new opportunities they bring, in addition to providing delicious food and efficient service.

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ACTIVE MEMBER

RESTAURANT__________________________________________

CONTACT _______________________________ TITLE________

STREET ADDRESS____________________________________

CITY_________________________STATE________ZIP______

PHONE_________________________ FAX________________

WEB SITE__________________________E-MAIL____________

IS THIS LOCATION THE CORPORATE OFFICE? YES / NO

If the dues which are being paid are for additional locations that are to be included in this membership – and we would like to include them! - please list contact name, address, phone, fax & e-mail address on a separate sheet.

MAILING ADDRESS ____________________________________________

(If different from street address)
CITY_________________________STATE________ZIP__________

DATE________________________

My annual dues are $____________________________
This amount is payment for _____ locations.

My Payment is enclosed, or charge it to (circle one)

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<th>Gross Sales Range</th>
<th>Dues</th>
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<tr>
<td>Over $10,000,000</td>
<td>$1,400+</td>
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+ $100 each additional $1,000,000 in sales

To the Board of Directors:

I submit my application for membership in the Kentucky Restaurant Association and National Restaurant Association, and certify as to the accuracy of our food and beverage revenue.

Signature ___________________________ Date __________

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