

[View this email in your browser](#)



February 21, 2022

Have You Claimed Your Employee Retention Credit Yet?

WRA & Adesso have helped Wisconsin restaurants claim **\$8,515,900** in ERC dollars as of this week!

On average that's \$109,178/business right here in Wisconsin!

Money that doesn't have to be paid back, used in a certain way OR reported back on. It's tax credits that you may qualify for. Even PPP recipients **MAY BE ELIGIBLE**.

Adesso is a partner of the Wisconsin Restaurant Association's that has tax experts ready to pre-qualify your business and amend your 2020 and 2021 taxes. The more W-2 employees you have the bigger your credit could be.

Don't leave money on the table!

Learn More and Begin Your Filing Now!

WISCONSIN RESTAURANT ASSOCIATION

“

Kristin Treichel
Owner, Tjs Harbor Restaurant

As with most small businesses, we took a hit during COVID. **Adesso was able to quickly assist by securing the tax credits my business did not take advantage of.** Adesso was quick with filing the returns and the process was much easier than I thought it would be. **Thanks to Adesso's assistance, my company is in a stable position to move forward.**

Adesso
Trusted ERC & Lending Partner

With Costs and Guest Expectations Rising, Operators are Forced to do More with Less

Smarter sourcing, menu, and labor management, coupled with tech advancements, are working to improve front- and back-of-house efficiencies and the customer experience.



During the pandemic, Chris Smith blew up his business model, let it shatter and picked up the pieces. The result: He reconfigured Zunzi's, a South African-inspired fast-casual sandwich shop that he co-founded, into two separate concepts.

With catering and foot traffic both taking a nosedive during Covid, Zunzi's switched its focus to takeout and delivery with smaller-footprint stores—implementing the best aspects of fast casual and QSR, said Smith—while Zunzibar is an experiential casual restaurant with 250 seats, a vibrant bar scene, limited menu, and live music.

With catering and foot traffic

“To increase sales and margins, you have to go hard in one space and hard in the other, but not marry them,” said Smith, CEO of the Savannah, Ga.-based dual concepts. “Zunzi's does great takeout first and Zunzibar is a great bar first.”

Source: Patricia Cobe, Restaurant Business

[Read Full Story](#)

Why You Should Consider Eliminating Front and Back of House Tasks

Coming from a ‘food truck mentality’ has helped TaKorean streamline operations, improve labor turnover rates and launch their franchising program.

Starting a restaurant brand as a food truck has some surprising benefits, Mike Lenard, founder of Washington, D.C.-based fast-casual fusion brand TaKorean Taco Grill said. Coming from the mentality of operating a food business out of a very small space, there is no front or back of house and you're really forced to have an all-hands-on-deck mentality.



This operational approach naturally translated to how Lenard operates restaurants after

TaKorean began opening brick and mortar locations a decade ago. The result? A workplace where employees feel more fulfilled learning different skills, smoother operational efficiency, and an environment where someone can take a sick day without the whole place falling apart.

Source: Joanna Fantozzi, *Nation's Restaurant News*

Read Full Story



Restaurant Hiring: What You Need To Know

One of the most important aspects of running a restaurant is hiring the right people. You want to hire the most qualified individuals for your business.

Unfortunately, many people think that restaurants,

especially quick-service restaurants (QSR), just hire anyone who shows up.

Restaurant operations require a specific set of skills, and even flipping burgers or serving French fries requires training and experience. Restaurants need to hire individuals who are hard-working and smart. Knowing how to find and hire these individuals is an essential part any restaurant recruitment strategy.

Why is restaurant hiring a challenging process?

Many restaurant owners don't take the hiring process seriously. You'll often see these types of restaurants on shows like *Kitchen Nightmares*. The food and service you provide will reflect the level of staff training and staff motivation. Top restaurants understand this and get the best people for the job.

There are many different positions you need to fill in a restaurant. Each role requires a different skill set. For example, a good fry cook won't necessarily make great sushi, and a person who makes a good latte isn't always good at bussing tables.

Whether you run the restaurant alone or have a dedicated HR person, you need to be aware of the different skill requirements for each position. Aside from the differences in skill sets, you also have to deal with employee turnover.

The QSR industry has the highest turnover rate across industries, with many restaurants facing between 50% to 100% employee turnover every year. Fast food restaurants also spend a total of \$3.4 billion on hiring and training employees annually.

What contributes to this trend? Age is one factor: a vast majority of QSR workers are 35 years old or younger, and close to 30% of QSR employees are between 19 to 26 years old. Many school students and college students work in fast food chains. You also have a lot of people employed in the sector who are looking for better job opportunities. What does this mean for you as a restaurant owner? Following the right practices of restaurant hiring will not just improve the quality of your food or service. It will also save you a lot of time and money.

Source: *Workstream*

[Read Full Story](#)

How Your Business Can Adapt as Minimum and Competitive Wages Rise

In 2022, 25 states raised their minimum wages. Increases are expected to continue, with 13 states having passed legislation to increase their state minimum wage in 2023.



Currently, 30 states across the U.S. have minimum wages higher than the federal minimum wage of \$7.25 per hour. However, many businesses already offer wages above the federal or state minimum. As these minimums keep rising, how will that impact your business' ability to offer competitive wages?

For businesses like restaurants, minimum wage increases can certainly be intimidating. Are minimum wage increases something to fear? How can you compete for talent with other local businesses if you can't outpace their compensation? Keep reading to find out.

How Minimum Wage Increases Impact Businesses

Minimum wage increases impact businesses in several ways, but most obviously through the higher expenses for staff. For the typical restaurant, labor represents around 30% of monthly operating costs. Restaurants also typically have relatively low profit margins, and if a new minimum wage increases the monthly cost of employment even marginally, the effects can be felt throughout your business.

As a result, minimum wage increases force businesses to adapt and change to maintain a competitive wage offering. Change is never comfortable, but leaning into it can lead to opportunities for your business.

Source: Society Insurance Team

Read Full Story



Don't Miss Out!

There's still time to attend the 2nd Annual FreshEx Trade Show and Conference on March 21st, in Milwaukee!

Join your colleagues for a fast-paced day that will be filled with the freshest products, services and trends and make sure you're ready for a busy summer season! [Register to attend](#) for just \$29 (members save \$10) or [sign up to exhibit](#) before the deadline approaches!

FreshEx Info

Your INDUSTRY. Your ASSOCIATION. Your COMMUNITY.

Have a question for the Wisconsin Restaurant Association team?
Not a WRA member and interested in learning more?

[Ask WRA](#)

[More Info](#)

[Join Us](#)

[More Info](#)





This is a communication from
The Wisconsin Restaurant Association
2801 Fish Hatchery Rd.
Madison, WI 53719
wirerestaurant.org

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).