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How Restaurants Can Improve Efficiency and Hold onto More Margin

Operating on thin margins is nothing new for businesses in the restaurant industry. However, the pandemic made it critical to find ways to improve efficiency and cut costs.



Health safety regulations forced restaurants to adapt processes and, in some cases, shift to new concepts, to keep serving customers. Additionally, operators also had to adapt to the new ways that consumers wanted to interact with restaurants. Diners who always requested a table suddenly became frequent online ordering customers, and now when they come in to dine, they expect accommodations such as social distancing and contactless service.

Accommodating diners and operating safely could create an additional demand for labor and complex processes—unless operators have the right tools.

Source: Tabit

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Is Employer Branding the Key to Surviving the Restaurant Labor Shortage?

Restaurant employer branding is helping restaurants stand out and attract top talent – even during the ongoing labor shortage. Here's what you need to know.

As restaurants get back to work [after the COVID-19 shutdown](#), they're finding a new



challenge: An ongoing, industry-wide labor shortage. Restaurants are having a hard time luring back employee, many of whom moved on to other jobs and industries while restaurant jobs weren't available. But there may be a secret weapon restaurants can use: Employer branding.

More and more restaurants are getting creative about what they can offer their workers to entice them to accept jobs—and stay in them for the long term. If you want your restaurant to attract the best employees, maximize retention, and limit turnover, an employer branding overhaul might be the right move. Here's everything you need to know.

What is Employer Branding?

Put simply, employer branding is how

you influence your restaurant's reputation among the workforce—this can also include your current employees' perception of you as an employer.

Employer branding is common in the corporate world, and encompasses how companies [market themselves](#) to job seekers to attract top talent. But employer branding is not limited to white-collar jobs. Restaurants can use the same tactics to attract and retain the best employees in their industry, too.

Employer branding includes a wide variety of factors that affect a workplace. It's no longer just about pay (though that is *one* piece of the puzzle). Employers, especially in the restaurant industry, also need to start thinking about their company values and culture, benefits and perks, management quality, team quality, upward mobility, and other factors that can help them stand out among a sea of other restaurants that are trying to hire the right talent.

Source: *Popmenu*

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A Guide to Choosing the Right Benefits for Your Restaurant Employees

The restaurant industry often has a high staff turnover rate. It can be challenging for many restaurant owners to locate qualified employees who also want to work for them for an extended period of time.

Due to the heavy strain and job uncertainty, many restaurant employees decide to shift occupations. In 2018, restaurant employees stayed with their employers for an average of 1 month and 26 days.



The National Restaurant Association reports that the industry's overall turnover rate increased to 74.9 percent in 2018 from 72.5 percent in 2017. After reaching a cyclical low of 57.1 percent in 2010, the turnover rate reached its highest level since the Great Recession in 2018, according to the data.

Source: Anna McKenzie, The Human Capital Hub

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Have You Checked Whether You Qualify for a Tax Credit? You Might be Suprised!

The Employee Retention Credit is a federal initiative designed to help businesses that have been impacted by a

reduction in sales during COVID. You may qualify for up to a \$26,000 per employee credit from the IRS, retroactive to the 2020 tax year. **PPP recipients CAN qualify for ERC money.**

The Wisconsin Restaurant Association has partnered with Adesso Capital, a firm that specializes in ERC filing for the hospitality industry, to offer expedited ERC filing services. You do not need to be a WRA member to use this service and suppliers can qualify as well.

Watch this short video to learn how to claim your ERC cash. (Link to the video - [\(728\) Adesso Capital - WRA ERC Introduction - YouTube](#)) Then visit the [Wisconsin Restaurant](#)

[Association's ERC Support Center](#) to get started with your free 10-minute consultation to see if you qualify.

More Info

Five Ways to Kickstart Employee Mental Health

As the modern workplace continues to evolve, many companies are beginning to see the importance of prioritizing mental health – psychological and

emotional well-being. Mental health is currently considered one of the most burdensome health concerns in the United States. Approximately one in five adults have reported a mental illness. Whether you're part of a in-person work environment or a remote team distributed across the country, mental health needs are important. Anxiety and depression have increased about 25% globally which has made mental health a core focus for businesses and employees alike in the past few years. Businesses that adapt and promote mental health set themselves apart from their competition. It also helps with employee engagement and retention. Here's how you can prioritize mental health in your business.



Why Mental Health Matters in the Workplace

Managing mental health reduces the risks and costs of employee burnout. Employee burnout is both bad for the company and the employees and should be addressed before it escalates. One in five employees struggle with high stress at work. Sustained high stress levels can lead to poor decision-making, declining health and aggressive leadership. Once elevated stress reaches a critical point, it becomes burnout. Burnout is differentiated from stress with a few particular symptoms. Feeling tired or exhausted, a lack of enthusiasm, increased negativity towards your job, and decreased ability to do your job are what moves stress into the category of burnout. It is thought that the cost of burnout can be in the millions based on the lack of employee productivity, retention and missed work.

Improving mental health benefits and resources can also increase employee resilience. Resilient employees with strong mental health are better communicators and more efficient workers. Strong mental health allows a person to form and maintain healthy relationships, cope with life's ups and downs, and have a positive self-image. This, in turn, leads to good communication, confidence in their abilities and increased productivity.

Lastly, offering mental health benefits is a competitive advantage; top employees will want to work for and stay with companies that support their complete health picture. Benefits

that support mental wellness are becoming a priority in younger generations. A survey from the Harvard Business Review showed that 50% of millennials and 75% of Gen Z have left a role due to mental health reasons.

Source: Society Insurance, Human Resources Department

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