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Toast Reports Most Popular Dining Time is 7 pm



Out of 17 metropolitan statistical areas in the US, 7 pm is the busiest time for restaurant transactions for every area covered except Miami, with most transactions split between 7 pm and 8 pm, according to [Toast's](#) Q3 2023 Restaurant Trends Report.

The digital platform brand looked at select metro areas

on its platform, which serves approximately 99,000 restaurant locations, according to a press release.

Are you seeing the same trends in your business? This data could be helpful when creating your staff schedules.

Source: [Pizzamarketplace.com](#)

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Holiday Gift Giving Still Matters Even as Employers Cut Back

Companies try to show employees they're appreciated around the end of the year with holiday parties and gifts. And while it's the thought that counts, giving staff a present they find both useful and meaningful can go quite a long way when it comes to engagement, loyalty and company culture. And ultimately, the gifts a company gives (or doesn't) can say a lot about the company itself to its workforce.



The best gift Nicole Velez ever got was a Yeti cooler from a previous employer. "It's been over five years since they gave it to me and it is still in such great condition," Velez, who is currently a senior account executive at 5wPR, said. "It's also so expensive and not something I would buy for myself but love to have for the beach or tailgates."

Over 75% of US workers are actually expecting a gift from their employer this holiday season, and say it makes them feel truly valued, according to a September, 2023 survey from Snappy, a gifting platform, including over 1,500 respondents. So much so that over a third of workers said not receiving a gift from their employer would push them to look for new job opportunities. It comes amid financial challenges and layoff concerns, but also as job hopping has eased and more people plan to stay in their current roles — begrudgingly or not.

Source: Hailey Mensik, WorkLife

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Free Webinar: Maximize Your Restaurant's Opportunities, Sales & Profits in 2024

There are 1,000 details to running a great restaurant. Your guests know the minute they walk in the door if your restaurant is running like a fine Swiss watch or semi-controlled chaos. The difference is a happy well-trained team, amazing service, knowing your critical numbers and squeezing out every dollar of profit.

The live virtual restaurant show on December 14th, will provide actionable steps to optimize your teams' salesmanship skills, & restaurant operations to maximize profit just in



time for a successful new year.

The webinar will cover these timely topics:

- How to establish leadership, accountability and empowerment for optimum team performance
- Recruiting vs. Hiring and how to build your restaurant “Dream Team”
- The essentials of creating a strong “company culture”
- Staff Recognition & Rewards that inspire, motivate and reduce turnover
- Leader incentives that grow your business and the team
- The true meaning of Hospitality & what guests are really looking for at your restaurant
- How “education”, “information” and “entertainment” doubles check averages
- Training the entire front of house in product knowledge and salesmanship
- Assuming the “Sale” and the “Hidden Opportunities” order takers miss every shift
- How to double the odds of making sales across the menu
- “Menu Costing” and strategy for maximum profit in every category
- Additional “Profit Centers” besides the food & drinks
- Proven ways to build new and repeat business
- A huge revenue generator for your bar operation
- Cost saving and profit generating efficiencies across your restaurant

Source: *RestaurantRockstars.com*

Register for Webinar

Year in Review: 7 Questions to Help Your Team Reflect on Success & Key Learnings

Taking a moment for a team year-in-review fosters curiosity and connection.

I don’t know about you, but we love a good “year-in-review” list. There’s something about looking back over the entire year and seeing what stands out. More than the list itself, it’s the conversation that it provokes that each of us finds compelling: “Really, that was your favorite...interesting.” “Oh, I almost forgot about that one. That WAS a big deal.”

What are your year-in-review highlights? How would your highlight reel compare to the year-in-review highlights from your team? A “what stands out” conversation can be a great team builder for your end-of-year meeting, or to enhance your December one-on-ones.

Sounds like a good way to get ready for the new year of operations!

Source: Karin Hurt & David Dye, *Let's Grow Leaders*



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Navigating the Complexities of Religious Inclusion



Shortly after Scott Robbins joined MiQ four years ago, he learned that the digital marketing company was holding an important regional meeting on Yom Kippur, Judaism's holiest day.

Robbins, a regional sales director for MiQ, says he wasn't angry or surprised, considering that at the time,

there were no other Jewish people in his Dallas office, which was new and had few employees, or even on his Midwestern sales team. When Robbins explained why he couldn't attend the event, his manager promised the mistake wouldn't be repeated.

"You can't blame people for what they don't know," Robbins says, adding that he still felt "left out and annoyed."

Three years later, as Robbins gained more Jewish colleagues, he co-founded MiQ's Jewish employee resource group (ERG). He says the group offers an opportunity for him and his colleagues to connect and support one another while also sharing their beliefs with those who don't share their faith. Activities have included presenting an interview with a Holocaust survivor and creating programming to explain Rosh Hashanah, the Jewish New Year.

Based in New York City and London, MiQ also has ERGs for Muslims and Hindus in its offices. Sara Axelbaum, the company's global head of diversity, equity and inclusion (DE&I), says that recognizing and celebrating different religions is part of MiQ's overall mission to create a workplace where everyone feels welcome.

"We want people to constantly discover more about each other, and the ERGs are a great way to get a window into other people's lives," Axelbaum says.

In many organizations, religion is no longer a taboo topic. The old unspoken rule to not bring up politics or religion in the workplace is faltering. Now that many employers encourage people to bring their "whole selves" to work in the name of well-being, conversations about race, gender, sexual orientation, disabilities—and, increasingly, religion—have become more common.

Source: Theresa Agivino, SHRM

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Registration is now open!

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