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What Does Workplace Wellness Look Like When You Work in the Restaurant Industry?

In a traditional office workplace—even at a time when many employees are working virtually—workplace wellness may conjure common themes: team workouts (even if over Zoom); access to health services (including telehealth and therapy); and dedicated communities among employees, like

a Slack group for parents trying to juggle working from home and their children’s distance learning. But how do initiatives like these translate to those who are not in those office settings but are in restaurants—especially during a pandemic?

Some restauranteurs are taking it upon themselves to come up with creative solutions for workplace wellness in the restaurant industry. Here, they share some of those initiatives and reveal the important impact each stands to make.

Source: Well+Good, authored by Emily Laurence

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Staffing 101: Tame Turnover with Retention Strategies

Reduce costs and keep your best workers around by investing in motivation. The labor shortage is real. Restaurants can tame turnover with retention practices that help keep reliable, high-performing workers. Hiring staff is expensive. Scheduling to cover vacancies, recruiting job candidates and onboarding and training takes money and time. It’s



actually less costly to invest in motivating employees so they will stick around. Read on for some proven strategies.

Source: Gordon Food Service Contributors

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What the Post-Pandemic Worker Needs from Restaurants

Recent data from the Census Bureau's retail sales report indicated consumer spending on food service jumped 70 percent year-over-year. New research from Freshworks found 30 percent of Americans plan to splurge on dining out, ahead of travel, shopping, and concerts.

A broader, yet category-specific view: In May 2021, total U.S. fast-casual chain customer transactions increased by 2 percent compared to May 2019, and customer transactions lifted over May 2019 numbers in 30 of the top 50 markets, The NPD Group reported. Total U.S. restaurant chain customer transactions across all segments declined just 9 percent in May 2021 versus May 2019.

While this welcomed narrative has become prevalent in recent weeks, so has the biggest hurdle keeping restaurants from cashing in—labor. Hiring in a tight market is always complex, as restaurants well knew before COVID, yet this is no ordinary tight labor market.

Source: QSR[®], authored by Danny Klein

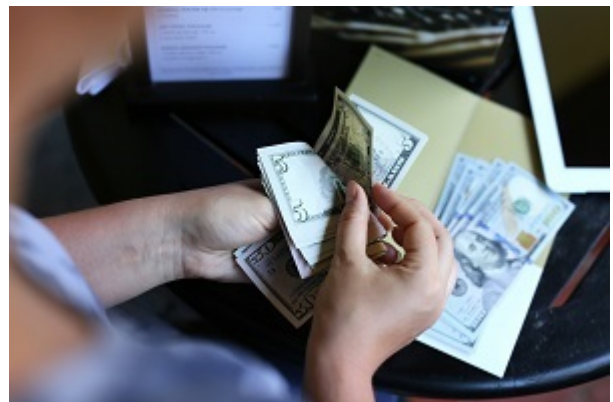
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Server Training: Money in Their Pockets ... and Yours

Getting customers to walk through the restaurant door has always been about making them feel comfortable. Server training teaches confidence, consistency and a commitment to safety, turning guests into your best advocates.

A stronger focus on training will get customers talking about your welcoming atmosphere, safe environment and delicious menu choices. As a result, your servers make money and your business thrives.

Source: Gordon Food Service Contributors



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Tips on Low Cost Ways to Reward Employees

You don't need to spend lots of money on rewards and recognition. Your local Dollar Store typically has prizes, trophies, vases, art supplies, etc. to easily create awards for silly categories not usually celebrated.

Here are some fun categories that the folks at Paper Direct came up with in a blog post about creative employee recognition (think of tie-ins to prize items that you can source at the Dollar Store, Target or Walmart—or feel free to go in a more upscale direction!

Excellence in Humor and Entertainment: An award for the person who keeps morale high and makes people look forward to a day at work.

Outside the Box Thinker: Recognize the people who look at a problem and see a different solution.

Excellence in Organization: This worker knows where everything is and keeps it where you can find it, saving you time and money.

Outstanding Philanthropist: Show your appreciation for the charitable work he or she does.

The Risk Taker: Reward those fearless enough to take your team in a new direction.

Calm in the Eye of the Storm: Show how much you appreciate this person's resilience when things are hectic.

Rookie of the Year: Have an outstanding new addition to your team? Reward them with Rookie of the Year.

Source: Wisconsin Restaurant Association

Upcoming Webinar

**"Maximizing the Impact of Your Recruitment Efforts –
Tips from a 30 year veteran in hospitality recruitment"**

Monday, August 23, 2021 9:00am

Presented by: Matt Martin, Corporate Director of Talent Acquisition

Learn from a recruitment professional with over 30 years of experience in the field of candidate sourcing, recruitment, screening and selection in the hospitality and service industry. We will review what has worked in the past and what seems to work best today. Matt will include trends in technology and tried and true everyday best practices.



This complimentary webinar is open to ALL foodservice and hospitality professionals. Pre-registration is required!

Register Today!

Your **INDUSTRY**. Your **ASSOCIATION**. Your **COMMUNITY**.

Have a question for the Wisconsin Restaurant Association team? Not a WRA member and interested in learning more? Feel free to reach out!

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