

RESTAURATEUR

Official Publication of the Western New York Chapter of the New York State Restaurant Association

SERVING • ALLEGANY, CATTARAUGUS, CHAUTAUQUA, ERIE, GENESEE, NIAGARA, ORLEANS AND WYOMING COUNTIES

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Collaboration between WNY Chapter and Erie County Dept. of Health

Nutritional Labeling Program FREE to first 200 restaurants



Dr. Richard Judelsohn, President Erie County Board of Health and Robert Free, President WNY Chapter announce the 'Healthy Choices' program



Participating restaurants would have to agree to create and display a minimum of 2 and a maximum of 4 labels. Establishments will be provided with access to software to do this in a password-protected domain. They will be provided acrylic table tents embossed with the 'Healthy Choices' trademark label and stickers to label menu items.

The Erie County DOH will develop monthly messages to recognize the 'Healthy Choices' participants through press conferences, monthly press releases and media interviews. A web page will be developed to recognize participants on the Erie.gov web site.

Funding was provided through a grant from the New York State Department of Health.

Local consumers will soon find it easier to identify 'Healthy Choices' at area restaurants.

A program available through the Erie County Health Department allows chefs to print out a 'Nutrition Facts Label' for menu items, just like those found on food packages in retail operations. The label includes such things as calories, fat, and cholesterol.

New York State Restaurant Association regional chapter President Robert Free says the voluntary program is about, "education - not legislation."

"We think this is an awesome program. It's the first of its kind in the country," Free said.

Board of Health President Richard Judelsohn says the labels are very visible to consumers. 'Healthy Choices' is available to 200 independent restaurants in Erie County on a first-come first-serve basis.



Put it on the Calendar!

Thursday, March 3rd at Salvatore's

New York State Restaurant Association



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Well, the season is upon us and I hope that you and yours enjoy a safe, prosperous, and festive holiday.

To begin with, there is one very important piece of information I want to pass on to you. Currently, the Restaurant Association is fighting a proposed New York State 'Hospitality Wage Order' that could possibly change the minimum wage of servers to \$5.00/hour as soon as January 1 of this coming year! This is just one of many changes being proposed in this 'Wage Order' but it obviously is one that could have



Robert Free

the greatest immediate negative impact on our industry. As always, NYSRA will continue to fight for what is right for the industry, and locally this chapter's board will reach out to our local politicians to show our disapproval of this proposal. But what will truly work best are a unified front and an outcry by restaurateurs! I urge you to go to this website to see the Proposed Hospitality Wage Order: www.labor.ny.gov/sites/legal/laws/hospitality-industry-report-and-recommendations.page.

Let your opinion be heard! Public comments are being accepted via email at usfbas@labor.ny.gov or by mail to Benjamin Shaw, NY State Dept. of Labor, State Office Campus, Building 12, Room 509, Albany, NY 12240 **RESPOND IMMEDIATELY** – the short window in which they will receive comments ends Dec. 4th!!!!

With the season also come the inevitable resolutions that a New Year brings. This would be a good time to sign up to offer your customers the 'Healthy Choices' they might be looking for after perhaps being a tad over indulgent during the holidays! Or maybe you've been meaning to do something to improve your restaurant and are determined to do it starting January first. On our end, we want to help make your New Year's business resolutions come to fruition so we have resolved to offer you even more cost saving programs, educational opportunities, and to that end, we have already started setting up the ServeSafe classes for this coming January as well as a New Year's mixer with some exciting presenters and speakers.

Finally, last issue I asked for your input on the events/programs that you would like to see the Chapter offer. I appreciate those of you who responded – I really garnered some insight into what you are looking at. We will incorporate your ideas into our future events and programs. And please, feel free to contact me with your ideas and thoughts so we can continue to offer our members the tools needed to prosper. Let me hear from you. rfree@bisons.com or 716-846-2081 **Fill those seats!**

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You should consult an appropriate and qualified professional for specific advice tailored to your particular situation.
Melissa A. Fleischut - Director of Government Affairs - New York State Restaurant Association



STRAIGHT AHEAD

FRED G. SAMPSON, PRESIDENT ~ SAMPSON CONSULTING, INC.

Menus and Mandates, Plus Good Service over Good Food

Just in case you missed it, *Nations Restaurant News* recently reported the following: The city council of Watsonville, California, recently approved an ordinance that would require restaurants to offer healthful options on their menus in order to obtain a building permit. Dubbed the "Healthy Eating Options ordinance," the measure was proposed by a Healthy Food Task Force created in 2008 to reduce disease and obesity in the city which is located 95 miles south of San Francisco

Under the plan approved by the council with a 6-1 vote, restaurants seeking a permit to build or renovate must obtain a certain number of points by meeting nutrition criteria on a checklist. The list includes offering at least four choices of fruits, vegetables prepared in a low-fat way, offering at least one fat-free or low-fat salad dressing, or offering at least one low-fat vegetable dish with less than 500 calories.

Restaurants must earn at least six points to obtain a building permit. Earning nine points gives the restaurant an award certificate, and for 13 points they win a Golden Carrot Award. Recipients of the Golden Carrot Award will be promoted on the city's cable channel for two months and in high school newsletters.

Daniel Conway, director of public affairs for the California Restaurant Association, described the measure as an "unnecessary burden" that he found deeply troublesome. This, coupled with the recent passage of a measure in San Francisco to forbid restaurants from providing and offering a free toy with meals that contain more than set levels of calories, sugar and fat, is just another example of how the menu-planning decisions of management are being mandated by law. At this rate, we will soon see that items containing more than a certain number of calories will be prohibited by law for all consumers. And last but not least, government is deciding what's right for children as opposed to parents making that decision. If you think the food police are kidding, then think about this: "We are part of a movement that is moving forward an agenda of food justice," said Supervisor Eric Mar, who sponsored the measure. "From San Francisco to New York City, the epidemic of childhood obesity in this country is making our kids sick, particularly from low-income neighborhoods, at an alarming rate. It's a survival issue and a day-to-day issue."

One last observation—didn't we just have an election wherein the majority of voters said, among many things, "less government." But then again, both of the cities passing this type of legislation are in California.

* * * * *

continued page 4

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Sampson Continued...

What if I told you that one in five Americans actually say that they value good service over good food, according to a first-quarter survey of 13,000 U.S. and Canadian consumers conducted by Empathica, a customer experience/management programs provider for restaurants, banks and retailers.

However, 55% of Americans think that restaurant service is getting worse (32% do not think that service is deteriorating, and 13% aren't sure). Furthermore, one in four Americans would tell others not to go a restaurant where they had received poor service (in addition to not going there themselves).

This information, published in *Media Post News*, also stated that one in five women indicated they "never" eat in restaurants, versus just one in ten men. Also, 48% of women, compared to 40% men, said a coupon would be the best way to motivate them to try a new restaurant.

Nearly two-thirds (63%) of respondents said they are eating at home more often now than in the past. Furthermore, when asked how many times per week they eat at restaurants, 41% of total respondents said just once per week, and 18% not at all.

This should help brighten your day—68% said they are just as loyal to their favorite restaurants now as in the past, and 15% said their loyalty has increased.

Empathica's main recommendations to restaurant operators, based on the study: Understand your top promoters and worst detractors in order to create a better customer experience. Although they are dining out less frequently and spending less, Americans expect unprecedented levels of service, and this is the key factor in maintaining their brand loyalty.

'Til next time.....



Fred G. Sampson served the New York State Restaurant Association for more than 35 years before retiring as executive vice president to form Sampson Consulting.

Comments can be sent to fredgsampson@juno.com

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George Schaeffer

Marge “Hi Doll” White



Marge White

She eagerly sends me up to her office telling me to go to the bottom drawer, right side – for a bottle of 100° Old Grand Dad bourbon. I come down the stairs and pour, probably a pint, into an ingredient container. I wheel the cart out to the table, right

I was the Manager of the Erie Room for one week at Erie County Technical Institute in 1963. That meant planning out the weekly menu and I wanted to put a little “piz-zazz” to the normal fare. Marge was big on “piz-zazz” and I knew if I did this right I would get a good grade. I elected to do a tableside dessert of flaming cherries jubilee. I knew the recipe, but in all honesty, I never actually tried making this concoction.

So here is the chair of the Food Service Administration Department, Grace Hunt, with some important guests at an eight top. Mrs. Hunt orders eight orders of cherries jubilee!

Marge does not want me to fail or embarrass myself. This dessert has to flame.

The sweet black oxbart cherries are added, the rich vanilla ice cream is portioned and the chafing dish is really hot and this is my “Escoffier” moment. The cherry brandy was already added but would fail to flame, but when I added Marge’s poteen, a flame shot 10’ to the ceiling, singeing Grace Hunt’s eyebrows. Her reaction was great. She applauded my demonstration and I knew I was going to get an “A” from Marge.



Yours Truly, Marge and Don Spasiano
Annual Golf Outing - circa 1990's



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A TRIBUTE TO MARGE WHITE



Tony Mauro, Co-Chair addresses the crowd at ECC Erie Room



Don Spasiano, Co-Chair greets Dottie Schwabl, Schwabl's Restaurant and Anne McGuirk of GEM Food Brokers

Marge White taught at ECC for 36 years and retired in 1984. She passed away July 28th at the age of 92. Marge was an incredible inspiration and mentor to the thousands of students who crossed her path. She was an avid supporter of the students and graduates of "Erie" and often gifted needy students with no fanfare or mention of her generosity. Marge was active in every professional food service association for a number of years. Our association established the Marge White Scholarship.

The tribute was a social and financial success bringing a large and diverse professional foodservice crowd together. The success will go a long way in establishing a scholarship in her name at ECC-North. More info. on the scholarship can be had by calling the Foundation office @716-851-1999 and speaking with Mary Jo Rehak.

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Ray Schwabl, Sr., after being in the restaurant business for four years in Buffalo, at Humboldt Parkway and East Ferry, moved to this location in Ebenezer (West Seneca) in 1946. Here his desire to serve his clientele with the very best in food and drink was always his uppermost goal.

Schwabl's Restaurant is a friendly, familiar place for those who would like to "step back in time" and enjoy Western New York's regional fare of Roast Beef on Kummelweck and Fish Frys served everyday. Once here, people discover that they also serve homemade German potato salad and over 50 special homemade soups, as well as fine cocktails (made the "old fashioned" way with all

fresh ingredients - no mixers used here) to complement their meal.

They believe that they may be the longest line of restaurant operators in New York State and possibly in all of the United States. Even Prohibition did not interrupt Schwabl's claim of continuous service to the people of Western New York.

In 1956 the Buffalo Chamber of Commerce presented Schwabl's with a citation for being one of the Pioneer Businesses on the Niagara Frontier. They have been featured in Gourmet Magazine, aired on Public Television, were featured on the Travel Channel with Anthony Bourdain and have won numerous national and local awards for their fine foods and service.

One would wonder what Great Grandfather Sebastian Schwabl would say, as he sipped one of their famous Tom & Jerry's, - Take out after 173 years? - at slightly higher prices? - on selected menu items? - hmm. *Good thinking!*

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