

**August!** A great time of year to get out and enjoy the last great month of summer. And I time of year when there's generally a lot of people traveling. Take a moment to read this newsletter, it's by far our best ever.... so grab your chair, get a cup of coffee and take a moment to see what's new this month.

## Let's Get Started.....

**Operations:** *Ten Financial Red Flags, Simple Accounting Tips to Avoid Desperate Measures, A Complete Set of Financial Management Tools*

**Training:** *Food Safety and Public Perception, 7 Tips for Personal and Professional Success, The Mother-Lode of Chef Jobs Websites, Profitable Pre-Shift Lineups, Don't Eliminate the Middle-Man, Add One*

**Tipping:** *Abolish Tipping? Some Think We Should, What Do You Think? Take Our Poll, Tips Issues for Employers, a Printable Guideline to Tipping in America*

**Beverages:** *Where To Find the Fake ID Handbook, Tips in Spotting Fake ID's, How to Contact Your State's Liquor Control Agency, The Latest Brew-Ha, the Economic Impact of Soft Drinks*

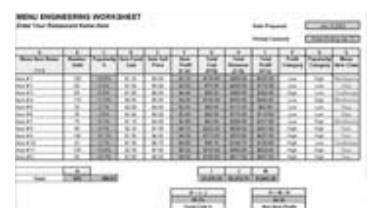
**Food:** *The Saga of a Personal Chef, Capturing Great Food on Film, Gardening 101 for Chefs, The Grilling Glossary*

.....and more: *The Restaurant Lingo Dictionary, Summer Heat Driving Ice Cream Sales, Rabbit Sales Outstrip Supply, Where to Find Your RestaurantEdge Gear*

## Operations

### 10 Financial Red Flags

**John Nessel**, President of the **Restaurant Resource Group** has sent us this great article, **10 Financial Red Flags** . An important article for understanding and identifying **Ten Financial Red Flags** in your bookkeeping. A **must read** for anyone in management! **Visit this article** and download the **spreadsheets and operations manuals** he refers to. A powerful combination of commonly found circumstances in the restaurant industry, and



The image shows a screenshot of a spreadsheet titled "MENU ENGINEERING WORKSHEET". The spreadsheet has multiple columns and rows, with various data points and formulas. The columns include "Menu Item", "Price", "Cost", "Contribution Margin", "Sales Volume", "Contribution Margin Total", "Sales Rank", and "Contribution Margin Rank". The rows list various menu items with their respective prices and costs. The spreadsheet is used for analyzing the profitability of different menu items.

the **RIGHT TOOLS** to fix them.

### **Simple Accounting Tips to Avoid Desperate Measures**

**Fiona Gilford**, webmaster of **FineAccounting.com** has a message for Restaurant Operators, there are "**Simple Accounting Tips to Avoid Desperate Measures.**" A short, (yet very good), discussion on making it easier to organize and maintain your basic accounting skills.

## **Your Complete Operations Tool kit:**

**The Restaurant Operators Complete Guide to Quickbooks**

**The Restaurant Operations Spreadsheet Library**

**The Inventory, Recipe & Menu Costing Workbook**

## **Training**

### **Food Safety and the Public Perception**

Our great friend **Lee Biars** of **Safe Food Solutions** has sent us this excellent article on "**Food Safety and the Public Perception.**" Confronting the myth that "***no news, is good news,***" this article shares the importance of training procedures and going above and beyond customer expectations. **Safe Food Solution's** highly acclaimed, **Basic Food Safety training program** is one of the most sought after programs of its kind. Smart operators incorporate **Basic Food Safety** training to their procedures. **RestaurantEdge subscribers** get a **25% discount** on the program, but you better hurry, **offer expires August 31st, 2005.**

**Basic Food Safety**

Find a fast, easy and affordable way to train your staff!  
**UNLIMITED TRAINING \$99**

### **7 Tips for Personal and Professional Success**

Explore these **7 tips** for reaching your goals as you map out the future of your business. **Ron Yudd** points out that a "***realistic agenda***" for mapping out your success begins with proper planning and clear focus! Using these techniques as building blocks will take you places.

### **The Mother Lode of All Chef's Jobs Websites**

If you haven't seen the great Chef jobs or related fields' databases at **Chef2Chef.com**, then go there now! RestaurantEdge.com and **Chef2Chef.com** have come together to bring our readers the greatest combination of jobs, resume's, employer profiles websites for the food industry.

## Profitable Pre-Shift Lineups

**James Dunn**, faculty staff member at **New York Institute of Technology's Culinary Arts Department** and developer of [Service-Dynamics.com](http://Service-Dynamics.com) has written a great article on "[Profitable Pre-Shift Lineups.](#)" (.PDF) This great work examines the importance of motivating and briefing your staff at the beginning of their shifts, and things you can do to build a better team environment and improve your sales.

- [The Art of Waiting Tables](#)

## Don't Eliminate the Middle-Man, Add One

**Richard Saporito**, founder and president of [TopServe Consulting](#) argues that a [food runner or an expeditor](#) can get you over the bumps when you're in the weeds. **We agree!** It makes all the difference on your speed, timing and efficiency. Bottom line, if you know you're going to busy, plan well in advance!

- [Hosts and Bussers](#)

## Tipping

### Abolish Tipping? Some Think We Should

What's with all the recent hoopla about tipping in America? In New York, some restaurants are opting out of the traditional American tipping system and replacing it with a European style (where the tip is already included). **Steven Shaw** is *Tipped Off* at the American tipping system, and writes in the [New York Times](#) (*Subscription Required*) that we need to change tipping practices in America.

- [Tips Issues for Employers](#)
- [A Printable Guideline to Tipping in America](#)

What do you think?

Take our [POLL](#) (On the Homepage of [RestaurantEdge.com](#))

## Beverages

### Where To Find Your Fake ID Handbook

If you have a liquor license of any kind, being aware of the latest drivers license's and how to spot fraudulent ones is of primary importance. For those of you who may need an updated version or an additional copy, [CLICK HERE!](#)

- [Tips To Help Spotting Fake ID's](#)
- [Legal Definitions Common to Liquor Control](#)
- [Where to Find Your State's Liquor Control Agency](#)

## **The Latest Brew-Ha**

Quick energy beer drinks are captivating the beer market. There are now over 1,000 varieties of high energy drinks on the market with over \$1 billion in U.S. sales. **Budweiser's** latest raspberry-flavored caffeinated malt beverage, *Tilt*, is the latest to join the caffeine crowd. **But are high energy alcohol drinks healthy?**

- [7-11 and Pepsi Team Up for Private Label, "Frawg."](#)
- [Beer Sales are Down](#)
- [RealBeer.com](#)

## **The Economic Impact of Soft Drinks**

Soft drinks sell themselves. Soft drink sales have continued to soar over the last decade, and no signs indicate a slowdown. Highly profitable for restaurants, soft drinks are for everyone. Take a look at the huge statistics the soft drink contributes to our economy: **The Economic Impact of Soft Drinks** and **U.S. Soft Drink Sales Continue to Soar**

# **Food**

## **The Saga of A Personal Chef**

Ever wondered what a personal chef does? Or how they contemplate their menu's? Planning meals for the entire family, or for a catering event? We follow **Ara Gureghian** through his culinary adventures and allow him to show you the process. Gureghian is **well reknown** for his skills and success as a personal chef worldwide, and he wants to share with you his thoughts on the personal chef business and how it works.

- [The Personal Chef's Network](#)
- [Personal Chef Profile's on RestaurantEdge.com](#)

## **Capturing Great Food on Film**

Summertime is when all of us get the benefit of fresh foods, great menu inspirations, or other useful ideas that are unique to great weather. Capturing this on on film is one way to mark achievements, or create enduring shots for your menu. **Foodesigns.com** has launched a brand new and very professional website that is by far one of the greatest websites dealing with the subject. If you

have an interest in captivating food on film, you should swing by [Foodesigns.com](http://Foodesigns.com) and learn why they're great!

### **Gardening 101 for Chefs**

**Chef Joe Seals**, "[The Garden Guru](#)," runs us through the gamut on gardening for chefs. When chefs have a greater understanding of what it takes to grow and plant fruits, vegetables and herbs, the greater the synergy in the kitchen and the food. Find out more about [Chef Joe "the Garden Guru"](#) and how he educates chefs on gardening.....

### **The Grilling Glossary**

Ever wondered if you had the right "lingo" when you're grilling out? The last thing you want to do is embarrass yourself in front of your friends or family, let alone the guys in the kitchen. So get it straight, refer to the [RestaurantEdge Grilling Glossary](#).

## **.....AND MORE.....**

### **The Restaurant Lingo Dictionary**

**Right on!** "*Drag the ticket, before we 86 it.*" Up to speed with the industry, our great friends at [Dinersoft.com](http://Dinersoft.com) have created a marvelous distinction of the restaurant business from the inside, out through the [lingo](#) that's used everyday in the biz! **A MUST SEE!**

### **Summer Heat Driving Ice Cream Sales**

Did anyone happen to catch [this story on ice cream sales](#)? The brutal heat this summer has been really good for the ice cream business, all of the major manufacturers are reporting great figures. Something everyone should consider for menu or sales building. You can't go wrong with ice cream, especially when it's good ice cream and hot outside!

### **Rabbit Sales Outstrip Supply**

Rabbit sales have been steadily increasing in the United States in recent years. Demand has grown so well that rabbit breeders are unable to keep up with up demand, despite the animal's reputation to reproduce. The strong comeback in rabbit sales reflect American's concerns to eat more healthy and try something unique. More importantly, there's little marketing effort behind the strong growth in sales..... [Catch the rest of the story here](#).....

### **Where to Find RestaurantEdge Gear**

**RestaurantEdge.com** shirt on your back or get a giant RestaurantEdge.com coffee mug! Support RestaurantEdge.com and show how much you love the Internet's best restaurant information website! T-Shirts, sweatshirts, mugs and more are available at our new online store! **TAKE ME THERE NOW!**

We are **RestaurantEdge.com**! Striving to be the very best, one meal at a time. Tell your friends, co-workers and everyone else that **RestaurantEdge.com** is the place to hang out on the Internet!

