

Heights will donate \$2 from the sale of every pizza sold from 6:00 p.m. to 8:00 p.m. Follow Fight For Children on Facebook and Twitter to get the digital flyer that must be shown at check-out.

a million fewer lunch trips to restaurants in 2016, resulting in nearly \$3.2 billion in lost revenue for the foodservice industry and the lowest level of lunch traffic in decades.

With this recent decline in “lunching out,” mom and pop

new clientele and keep repeat diners coming back. One way is through social media and tabletop marketing. Tork® Xpressnap® AD-a-Glance® is a product solution that allows independent restaurant owners to transform traditional napkin dispenser ads into onsite and online vehicles to showcase menus, promotions, and events to drive and sustain in store traffic.

“Our goal is to arm small restaurateurs with the products and resources to change the lunchtime dynamic,” said Suzanne Cohen, foodservice marketing director for Tork. “AD-a-Glance offers the marketing tools the big-name chains use, such as a consistent campaign messaging strategy and social media amplification tools, to boost tabletop marketing and communicate specials and offerings to people inside and outside of the dining room. We want to see our customers win back the lunch hour with increased traffic and sales.” For more information, go to [www.torkusa.com/ad-a-glance/](http://www.torkusa.com/ad-a-glance/).

governing standards. The purpose of the certification is to contribute to the health of the world’s oceans by recognizing and rewarding sustainable fishing and to influence the choices people make when buying seafood. Certified products have been assessed and certified as “ecologically sustainable and fully traceable.”

In addition, Metropolitan has become SQF-2 Certified from the SQF Institute. The SQF Program is recognized by the Global Food Safety Initiative (GFSI) and links primary production certification to food manufacturing, distribution, and agent/broker management certification. It is the only certification program to integrate a quality component as well as food safety. Metropolitan received an outstanding grade on its recent audit.

According to Metropolitan President Scott Willard, “It was truly a team effort that virtually everyone participated in. Not only did everyone’s commitment to excellence create marvelous audit results, it created noticeable improvements in every area and every department.”

**Correction...**

Please note a correction in the August FSM Craft Beer story (hard copy, pg. 16). What should have been said:

Dan: I had to learn the many franchise and craft beer laws that are unique to Maryland. Maryland laws state that breweries who produce under 22,500 barrels of beer per year can self-distribute up to 3,000 barrels annually.

Not: ...who produce under 3,000 barrels of beer per year can self-distribute their products.

We regret the error.



**Tabletop Marketing to the Rescue**

Earlier this year, market research firm NPD Group, Inc. reported that Americans made nearly half

eateries and independent restaurant owners are looking for cost-effective and efficient ways to attract



**Way to go! Metropolitan Meat, Seafood & Poultry...**

Metropolitan — a Mid-Atlantic center-of-the-plate and specialty food distributor — has become a Certified Chain of Custody (CoC) Supplier of MSC and ASC seafood products. The Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC) are two of the largest and most recognized of the independent seafood industry

RESTAURANT





## CLASS SCHEDULE

ServSafe Manager - 2 Day (16 hours)

Sept. 09&10 - Columbia // Sept. 19&20 - Baltimore // Oct. 09&10 - Baltimore

ServSafe Recertification - 1 Day (8 hours)

Sept. 12 - Columbia // Oct. 05 - Baltimore // Oct. 16 - Columbia

Maryland's BEST - Alcohol Awareness

Sept. 07 - La Plata // Sept. 18 - Columbia // Oct. 03 - Annapolis

ServSafe en Español

Sept. 09&10 - Columbia // Oct. 14&15 - Columbia // Nov. 18&19 - Columbia

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 » Use code "FSM2017" for 15% off!      » (410) 290-6800

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