MID-YEAR REPORT
FALL GOLF CLASSIC SEPTEMBER 20TH
MENU LABELING: PART I
TASTE OF NEBRASKA HIGHLIGHTS
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As we approach the mid-point of fiscal year 2010, I’m pleased to report that the decline in our financial status has leveled off and all revenue accounts are close to or, in some cases, over budget. Expense accounts, with the exception of educational materials, are on or under budget and our balance sheet is much improved.

This year’s Taste of Nebraska Reception and Awards Dinner was a great social and financial success. Attendance was equal to last year, the menu was excellent, the décor and entertainment well received and we had a number of outstanding nominations for the awards. Sponsorships for Taste of Nebraska and Silent Auction receipts were significantly greater than in previous years. We appreciate the support of all of our sponsors. A special thanks is due to the title sponsors, Pepsi and Coca Cola North America.

The Taste of Nebraska Committee under the leadership of Tony Messineo and Dawn Amend, with the excellent support of Beth Haas and Brandy Nielson, deserves a great deal of credit for the success of this event.

The Hospitality Education Foundation held the first annual HEF Golf Outing on June 7, 2010 at the Players Club in Omaha. This was a great success as a fund raiser for the Foundation and an excellent opportunity to become better acquainted with Omaha members. Michael McCarville and Heartland Payment Systems arranged for the use of the Players Club and Pepsi was the title sponsor for this event. Funds raised will be used to support the ProStart® Program including state and national competitions and scholarships. We expect to schedule the 2nd Annual HEF Golf Outing next summer at the same location.

We dissolved the Nebraska Restaurant Association PAC and now make our state political contributions out of the operating budget. The National Restaurant Association PAC continues to contribute to our Nebraska federal candidates based on their position on the issues. In past election years, total contributions
The Nebraska Restaurant Association offers Farmers Insurance Group as its endorsed insurance provider for 2010. We are confident that Farmers Insurance Group will provide more comprehensive opportunities for our members.

Riensche, Hall & Dunn
Health Insurance/Dental Insurance
Contact: Glen Riensche
402.420.2274

The Nebraska Restaurant Association Health Program covers employees and their family members with medical, prescription drug coverage, dental, disability and life insurance in one convenient plan.

Fishbowl
E-Marketing Solutions
Contact: Joe Gabriel
703.836.3421 x 230

Fishbowl has proven that targeted email marketing will generate more sales and increase guest frequency. Through a partnership with the Nebraska Restaurant Association and the National Restaurant Association, Fishbowl provides savings to current members.

Jackson Lewis LLP
Legal Services
Contact: Chad Richter
402.391.1991

Specializing in employment and labor laws, Jackson Lewis offers members a significant discount for legal services.

Heartland Payment Systems
Credit Card / Payroll Processing
Contact: Michael McCarville
402.551.9832

Heartland Payment Systems offers a full line of payment acceptance and payroll processing options designed specifically for association members. Local representation. Flexible, one-stop solution.

Nebraska.Statepaper.com
Online Dining Guide
Contact: David Hahn
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Nebraska.Statepaper.com is the premiere online dining guide of the Nebraska Restaurant Association. In addition to a free listing, members of the Nebraska Restaurant Association may receive additional discounts with enhanced listings and websites.

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Fax 402.488.4014
dineout@windstream.net
www.nebraska-dining.org

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Health Insurance/Dental Insurance
Contact: Glen Riensche
402.420.2274

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to Nebraska candidates for the US Senate and House of Representatives have been about $36,000. Our contribution to the NRA PAC has averaged less than $600. The NRA calculates our fair share to be about 10% or $3,600. I encourage you to consider contributing to this PAC so that we can support candidates with some understanding of issues important to our industry during the next election cycle.

The mission of the Nebraska Restaurant Association is to Represent, Educate and Promote the Hospitality Industry. The purpose of this report is to share with you some of the ways we are working to accomplish our mission in 2010.

The 2011 Nebraska Legislative Session will convene in January. Issues we anticipate on the agenda include the following:

**State Issues**
- Immigration
- Workers compensation
- Dram shop, third party liability
- Storm water fees on impervious surfaces to meet unfunded water quality issues
- Food Code Revisions

We will continue to work with the Legislative Committee to develop a sound strategic approach to best represent your long term interests in dealing with these issues.

**Federal Issues**
- Health Care Reform - implementing regulations
- Employee Free Choice Act (EFCA)
- Immigration Reform
- Food safety

We coordinate with the National Restaurant Association, Immigration Works USA and the National Retail Federation to keep our congressional delegation informed of our concerns and define a position on a variety of issues of interest to our members.

The education part of our mission is fulfilled by the Hospitality Education Foundation which supports the ProStart Program and through the various ServSafe® Training curricula developed by the National Restaurant Association. Beth Haas is responsible for both of these programs. She serves as a resource for the teachers in the forty four high schools participating in ProStart and did an exceptional job scheduling and managing the regional and national competitions. Her goal is to expand ServSafe and ServSafe alcohol training in the state. In order to accomplish this she has established a cooperative relationship with the University of Nebraska Extension Department and uses their resources across the state to support the training program.

One of our priorities is to be more proactive and aggressive in promoting the hospitality industry, Nebraska restaurants and our Association. Brandy Nielson has worked diligently to update our website and improve the quality of our publications and programs benefiting our members.

We are always looking for ways to expand existing service and develop more effective ways of delivering these services and our primary focus for the rest of 2010 will be to:

- Effectively represent your interests to the Nebraska Unicameral and the Nebraska Congressional Delegation.
- Continue to expand food and alcohol safety training and consulting programs.
- Aggressively promote the hospitality industry, individual restaurants and the association.
- Recruit new members.
- Maintain more frequent and effective contact with existing members throughout the state.

All of us on the Staff appreciate your strong support and guidance as we navigate our way through the challenges of 2010.

Learn how the Patient Protection and Affordable Care Act will affect your business and the restaurant industry. Discover the implications for companies of your size and what you can do to prepare. Join representatives from the National Restaurant Association and United Health Care for this members-only webinar to learn more about this evolving new law.
A recent national survey by ImmigrationWorks USA confirms that the U.S. public strongly supports immigration reform. ImmigrationWorks USA (a national organization advancing immigration reform) surveyed 800 likely U.S. voters to discover the public’s sentiment on immigration reform. The survey results showed that U.S. voters clearly recognize that today’s system is broken and unworkable. An overwhelming 89% of voters agreed that the current immigration system needed reforming. A majority of those voters thought America’s current immigration system needed “major reform”. The survey was conducted over three days in May of 2010.

**Responses**

To test what type of reform was supported, voters were asked about a recent bipartisan proposal. First, they were asked about the three pillars of reform: border security, work site enforcement, and a way for future workers to enter the country legally. Second, voters were asked about what to do with illegal immigrants already in the country.

**The bipartisan proposal included:**

- Requiring biometric Social Security cards to ensure that illegal immigrants cannot get jobs.
- Strengthening border security and enforcement in the U.S.
- Creating a process to admit temporary workers.

Under this proposal, there would be zero tolerance for gang members, smugglers, and those who commit felonies after coming to the U.S. illegally. Permanent residence would be awarded to immigrants who receive a Ph.D. or master’s degree in science, technology, engineering or math from a U.S. university. Furthermore, lower-skilled immigrants would be allowed to come to the U.S. to work, participating in a program designed to give legal entry to the kinds of workers who now come illegally. The program would be flexible enough to respond to the state of the economy, with more foreign workers allowed in when the economy is growing and fewer during a recession. The survey results showed that 77% favored the first part of the proposal. This was the case across party, race, gender, and educational lines. Large majorities of voters thought that foreign students with degrees in math, science, and engineering should stay in the U.S. to help the economy and that American companies need both American-born and foreign-born workers to compete in the global economy.

When asked what to do about current illegal immigrants, voters backed the part of the bipartisan proposal that would require illegal immigrants to pay fines and back taxes. However, voters said these illegal immigrants should also be required to pass background checks, be proficient in English, and should not earn legal status before those who were already waiting to be admitted legally. When these additional measures were included in the proposal, the proposal was supported by 83% of voters.

The ImmigrationWorks USA survey shows voters are ready and eager for a change in the current immigration system that would work for all Americans - employers, workers, and citizens.

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**Money on the Table**

*By Michael McCarville, Territory Manager for Heartland Payment Systems*

Are you looking for better solutions for your restaurant? So is Heartland Payment Systems. And that is why HPS is endorsed by your Nebraska Restaurant Association along with the National Restaurant Association and 40 other state associations that are looking after the best interests of the American Restauranteur.

So what’s new at Heartland that will help your restaurant operations? Let’s begin with the front-of-the-house. Heartland’s 360 POS is feature-rich no matter what your concept may be. From the one workstation sandwich shop to a multiple unit table service operation, Heartland’s 360 POS can handle the job. Ask yourself a few simple questions.

Would you like to have a POS that is always under warranty with automatic software upgrades? Would you like to have a POS that can be budgeted down to the penny with no unexpected surprises? Would you like your POS to be just as up-to-date ten years from now as it was the day you purchased it? Well, Heartland has the solutions and they come with the new E3 end-to-end card processing encryption solution with a PCI compliance warranty.

Moving on to the back-of-the-house, Heartland brings you Data Central Enterprise Reporting by Restaurant Magic. The right information … in the right hands … at the right time from anywhere. At your restaurant, in your home, or on the go via your PDA, your ability to monitor your business has never been better. Making quick decisions is a part of your daily life. Having accurate information enables you to make the right decisions for your business. Controlling food and labor expenses are crucial to your profitability and, ultimately, your success. Having the right information available anytime you need it will enable you to do that and much, much more.

So what’s next? How about driving more business to your door? Heartland’s Gift Marketing program is multi-faceted. We offer the traditional Gift Card with the added benefits of tying promotions and loyalty/rewards features that will help you attract new customers and encourage your regular customers to dine with you more often.

At Heartland, we’re here to help. We want our merchant customers to know we are looking out for your best interests by bringing better solutions to your table. We take great pride in educating our sales and service professionals who, in turn, bring better solutions to you. For a no obligation consultation, call or email your local Heartland Relationship Manager today. You can reach me at 402.551.9832 or by email at michael.mccarville@e-hps.com. We will answer your questions and help you keep your hard earned money on your table.
****PIZZA HUT****  
LOCATION: ALL THROUGHOUT NEBRASKA  
- The name “Pizza Hut” originated from founder, Dan Carney’s wife, who thought the roof of the original restaurant looked like a ski chalet. Hence the name “Pizza Hut”.  
- The #1 selling menu item is Pepperoni Pizza on Hand-Tossed Crust  
- Hand-Tossed Crust is the original crust and was inspired by a 1957 Saturday Evening Post article that the founder read.  
- The busiest days of the year are Super Bowl Sunday, Halloween, and the Wednesday before Thanksgiving.

****TRADITIONS INN****  
LOCATION: COLUMBUS  
- Traditions Inn has hosted dignitaries from China who were in town touring Behlen Manufacturing. Behlen has several plants in China – and built one of the buildings for the Olympics!  
- The name, “Traditions Inn,” reflects the owner’s love of celebrating family traditions and the importance of passing them on from one generation to the next.  
- The owners have operated the restaurant for 11 years. For the twenty years before the current owners came on board, the restaurant was called “The Muffin Shoppe”.  
- Traditions Inn has its own herb garden & grows many of their own vegetables and edible flowers for use in the restaurant.

****LAZLO’S BREWERY & GRILL/FIREWORKS****  
LOCATION: LINCOLN AND OMAHA  
- Lazlo’s was the first brewpub in Nebraska.  
- Its spin-off business, Empyrean Brewing Company, is the largest brewery in Nebraska and has the only beer bottling works in Nebraska.  
- Scott and Brian Boles bestowed the nickname of “Lazlo” on Jay W. Jarvis when the three were teenagers. The three of them are the co-founders of Lazlo’s Brewery & Grill restaurants.  
- Several famous people have dined at Lazlo’s, including actress Jessica Lange, actor Wesley Snipes, author Jim Harrison, musician David Byrne, mixed martial artist Chuck “The Ice Man” Riddell, U.S. Senator Mike Johanns, Governor and U.S. Senator Bob Kerrey and UNL football coaches Bo Pelini and Bill Callahan.

****CRACKER BARREL****  
LOCATION: LINCOLN AND OMAHA  
- The first Cracker Barrel Old Country Store opened in Lebanon, Tennessee in 1969.  
- There are 591 company-owned units in 41 states.  
- Each Cracker Barrel unit serves approximately 7,000 guests per week.  
- In a typical year, Cracker Barrel serves:  
  - 122 million slices of bacon  
  - 151 million fresh eggs  
  - 49 million cups of Cracker Barrel’s special blend coffee  
  - 15.2 million pounds of apples  
  - 11 million orders of Chicken n’ Dumplins  
- The Cracker Barrel Music Catalogue label has released exclusive CDs from Alison Krauss & Union Station, Amy Grant, Sara Evans, Lonestar, Aaron Tippin, Ricky Skaggs and Kenny Rogers.

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**Email Marketing Strategies to Increase Guest Frequency**

OpenTable, Inc., a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants, announced today it has entered into a strategic relationship with Fishbowl, Inc., the leading provider of email and online guest marketing solutions for restaurants. The alliance brings together two of the most widely-used industry software solutions dedicated to increasing guest reservations and revenue for restaurants.

Under the agreement, Fishbowl’s industry-leading email and guest marketing suite is now available with OpenTable’s popular reservations solution. Fishbowl automatically provides the ability to include OpenTable’s “Reserve Now” reservations link within its guest email messages and is also adding the ability to integrate the company’s guest databases.

“We’re very pleased to have Fishbowl as our partner,” said Bill Donnelly, President and Chief Operating Officer of Fishbowl. “By combining Fishbowl’s email marketing expertise with our reservation capabilities, we think we can help drive more diners into the restaurants of our partners by giving them more tools to help communicate directly with their customers.”

“Integrating Fishbowl’s Guest Marketing Suite with OpenTable’s world-class reservations software brings a new level of opportunity to our mutual clients,” said Ann Shepherd, Vice President of Marketing at OpenTable. “By combining Fishbowl’s email marketing expertise with our reservation capabilities, we think we can help drive more diners into the restaurants of our partners by giving them more tools to help communicate directly with their customers.”

About OpenTable, Inc. (www.opentable.com) OpenTable is a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants. The OpenTable network delivers the convenience of online restaurant reservations to diners and the operational benefits of a computerized reservation book to restaurants. OpenTable has more than 13,000 restaurant customers, and since its inception in 1998, has seated more than 150 million diners around the world. The company is headquartered in San Francisco, California, and the OpenTable service is available throughout the United States, as well as in Canada, Germany, Japan, Mexico, and the United Kingdom.

About Fishbowl, Inc. (www.fishbowl.com) Fishbowl, Inc. is a leading provider of on-demand marketing software and services to the restaurant industry. Fishbowl’s Guest Marketing Suite helps restaurants of all sizes manage critical guest marketing services, including Email Marketing, Social Media, Guest Database Management, Analytics and Local Store Marketing. Fishbowl supports over 35,000 restaurant locations and manages the industry’s largest guest database, with over 45 million opt-in members. Fishbowl is based in Alexandria, Virginia with offices in North America and Europe.
hot off the grill

After 27 years and about 20,000 free Easter dinners, the daVinci’s staff and volunteers have the holiday meal down to a science. There’s always plenty of help, piles of pizza and pasta, and a very generous helping of community spirit in action. Free dinners on Easter Sunday have been a daVinci’s tradition since 1984. The Knudson family closes their other Lincoln locations in honor of the Christian holiday, but their restaurant at 11th and G streets is a hub of activity between 11 a.m. and 3 p.m., when several hundred volunteers feed and serve between 700 and 850 diners. About 20 percent of the daVinci’s staff and a host of volunteers pitch in to prepare and serve all-you-can-eat pizza, pasta, garlic rolls and beverages to low-income diners and to those who are alone with nowhere to go on Easter. Kerry McDermott, head coach of the Husker men’s tennis team, and his 10 players served as runners between the kitchen and dining area. McDermott said he likes the bonding effect through community service projects that pulls the team together. Kudos to the Knudson Family for giving back to the community!

Dish Chef Travis Green, and Venue Chef Lorin Dagel, were the center of attention at the BryanLGH Heart Institute Heart Health Summit held in May at Lincoln Southwest High School. Recipes were submitted in advance and met heart-healthy status by the registered dieticians at LifePointe by BryanLGH. Travis Green prepared sautéed scallops with ratatouille. Lorin Dagel prepared pineapple-glazed salmon. The crowd was impressed as they got to sample the entrees that featured many ingredients typical of a Mediterranean diet. Way to go Travis and Lorin!

Stauffer’s Café & Pie Shoppe opened its second location in Lincoln in March on the corner of 48th Street and St. Paul Avenue. Stauffer’s is known for their home-style menu and the best fruit and cream pies in Lincoln. Claridy Stauffer bakes pies fresh daily, and usually has over twenty different varieties to choose from. Congratulations to Thad Stauffer on his newest location!

LaMar’s Donuts celebrated “National Donut Day” on Friday June 11th by giving customers a free glazed donut if they stopped by one of the stores. The Lincoln-based company, launched in 1960 in Kansas City, has three locations in Lincoln and Omaha. Thank you LaMar’s Donuts!

Raising Cane’s Chicken Fingers is working with KLKN’s Channel 8 for its 2nd Annual “Stuff the Bus” promotion. In 2009, restaurant owners Justin & Jennifer Jones were able to donate school supplies to children in need throughout nine different Lincoln Public Schools. The Jones’s believe that they can continue to make a large impact for underprivileged children in the Lincoln area schools and are hoping to gather enough school supplies to assure these children have what they need to assist with their education. Residents are asked to bring new and packaged school supplies to the Raising Cane’s location on N. 48th Street. School supply collection will take place from July 1st through August 4th and those who donate to this cause will receive a free fresh squeezed lemonade as a thank you.

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august 4, 2010 la vista conference center
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The Cornhusker Hotel was the site of the 2010 Taste of Nebraska “Around the World”. Members from across the state gathered on Monday, April 19th for the annual awards banquet and gala. The Cornhusker Hotel was decorated appropriately for the “Around the World” theme with inspirations from the countries of Italy, Mexico, Greece, America, Asia, and France.

Chef Mark Berg of the Cornhusker prepared a dazzling buffet including entrees inspired from each country. Guests dined on Tuscan Chicken with Linguini Puttanesca from Italy, Michoacán Beef with Cactus and Potatoes in Green Sauce from Mexico, Braised Loin of Pork with Fennel and Lemon from Greece, New England Ale Poached Salmon with Shrimp Wild Rice from America, and Crispy Roast Duck Breast with Baby Bok Choy, Sugar Snap Peas and Pickled Plums from Asia. To top off the exceptional meal, guests enjoyed French desserts including assorted crepes and Bananas Foster.

More than 550 guests in attendance were entertained throughout the evening by the San Juan Mariachi Band, EV Yates Italian Duo, and the Lincoln Southwest High School Choir. Guests also took part in a large silent auction throughout the evening. Mark Taylor, KFOR Radio, auctioned off a once in a lifetime trip on the USS Nebraska Trident Submarine and a Copper Mountain Ski Package.

Dawn Amend, Runza Restaurants, was presented the Mary Lutz Trophy Award for Nebraska’s outstanding Restaurateur of the Year for 2009 by Governor Dave Heineman. The Allied Member of the Year trophy was presented to Heartland Payment Systems. The Lodger of the Year trophy was awarded to John Gabel, Randy Mutchie, and Joe Armstrong with Holiday Inn in York, Nebraska. Darlene Berks received the Volunteer of the Year award for her active participation in Nebraska Restaurant Association events every year. These awards are presented each year to the industry professionals who best exemplify the Association’s objectives of enhancing the quality, service and visibility of Nebraska’s restaurant and hospitality industries.

The Nebraska Restaurant Association would like to thank Governor Dave Heineman for his attendance at this year’s awards dinner and for his continued support of the hospitality industry in Nebraska. Thank you to the Taste of Nebraska committee for your months of hard work, planning, and organizing of this year’s event. Without your dedication the Taste of Nebraska would not be possible. A special thank you to Dawn Amend, Runza Restaurants, and Tony Messineo, Valentino’s, for serving as co-chairs of the Taste of Nebraska committee! Thank you to Michael McCarville, Heartland Payment Systems, who served as our emcee for the evening.
“AROUND THE WORLD” HIGHLIGHTS

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Coca-Cola North America, Pepsi-Cola

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A SPECIAL THANKS TO
· Missy Frady, Graphic Design Artist, daVinci’s & Champions Fun Center, for the wonderful work on our programs.
· Fayrene Hamouz & UNL Hospitality Management & Professional Golf Management Students
· Southeast Community College Hospitality Students
· Kristian Anderson, Right Eye Digital, for the Taste of Nebraska video presentation.
· Casey Fritton, Fritton Photography, our photographer for the evening.

2010 COMMITTEE MEMBERS INCLUDE:
Dawn Amend, Runza Restaurants
Kim Brown, Lincoln Poultry
Fayrene Hamouz, UNL Department of Nutritional Sciences
Kelly Knudson, daVinci’s
Michael McCarville, Heartland Payment Systems
Tony Messineo, Valentino’s
Jan Moore, Amigos/King’s Classic
Chuck Parker, Pepsi-Cola
Tim Peterzen, Sysco-Lincoln
Dean Rasmussen, Grandmother’s
Bryan Wagner, Coca-Cola North America
Nebraska ProStart® Students Gain Real World Experience at National Invitational

Papillion LaVista South High School students faced new challenges, and Roncalli Catholic High School students almost didn’t make it, but both Nebraska ProStart® teams demonstrated the strength of the Nebraska ProStart Program at the National ProStart Invitational in Overland Park, Kansas April 30 – May 2, 2010. Papillion students Briana Bazamore, Kara Aerts, teacher Ms. Louise Dornbusch, and Roncalli students Corey Kitt, Aric Erdman, Darek Jensen, Will Braesch, and Zack Dunning (alternate) all gained “real-world” experience during the annual competition. and thanks to the belief and generosity of Kimberly Harrold from Magnolia Hotel, parents of the students, the Omaha Restaurant Association, Bakers, Kroger’s and Dillon’s Grocery, Cory, Aric, Darek, Will and Zack were able to demonstrate the strength of the Nebraska ProStart program at the National Invitational.

Congratulations to Papillion LaVista South High School and Roncalli Catholic High School ProStart students and to the teachers, parents, and supporters of the Nebraska ProStart program.

Papillion team faced a whole new level of difficulty this year in their round of competition which focused on management. The National Restaurant Association Education Foundation (NRAEF) felt in previous years the competition did not adequately provide an opportunity for students to demonstrate the knowledge and confidence gained in ProStart. This year the competition focused on entrepreneurship, marketing and critical thinking. Students were given scenarios and asked to write business plans that included a marketing plan, overall restaurant design, recipe development and food cost, and menu development. The Papillion LaVista South High School Students presented a well-conceived and thorough plan...and gained valuable experience. Way to go girls!

Roncalli almost didn’t get to go...

Roncalli Catholic High School’s ProStart team almost didn’t get the chance to make the Nebraska Restaurant Association proud at Nationals. Last year, Roncalli was forced to cut Family and Consumer Sciences classes due to budget cuts and Mrs. Cathy Leak, ProStart teacher was given a layoff notice. Parents and formers students, strong supporters of the ProStart program who have learned the program has helped many students develop and grow into respectful, professional students, launched a campaign to save Roncalli’s ProStart program and Mrs. Leak’s job. They were successful!

Despite a lack of funding for food, the program continued. When the Roncalli team decided they wanted to compete in the ProStart competition, they worked hard during class and after school and the hard work paid off with a chance to go to Nationals. But funding was again an issue. Mrs. Leak asked the community for donations, and thanks to the belief and generosity of Kimberly Harrold from Magnolia Hotel, parents of the students, the Omaha Restaurant Association, Bakers, Kroger’s and Dillon’s Grocery, Cory, Aric, Darek, Will and Zack were able to demonstrate the strength of the Nebraska ProStart program at the National Invitational.

Congratulations to Papillion LaVista South High School and Roncalli Catholic High School ProStart students and to the teachers, parents, and supporters of the Nebraska ProStart program.

Pepsi Refresh Project Grant

The Pepsi Refresh Project is giving America the power to decide how to fund good ideas, big and small, that help refresh our world. Only four months in, the Pepsi Refresh Project has funded over 100 projects and injected more than $5 million back into local communities. With 32 new grants and $1.3 million awarded each month, the impact of the Project is growing exponentially, reaching cities and towns in more than 30 states so far.

On June 7, Pepsi-Cola of Lincoln presented the Hospitality Education Foundation with a Pepsi Refresh grant of $5,000. Pepsi recognizes the contribution HEF makes to the foodservice community through its education programs and culinary competitions. By providing high school students with a foundation in the restaurant and hospitality professions, HEF recognizes the importance of giving all children access to an excellent education.
Players Club hosts 1st Annual HEF Golf Outing

On Monday, June 7th ninety-five golfers gathered at The Players Club in Omaha for the Nebraska Restaurant Association’s 1st Annual Golf Outing for the Hospitality Education Foundation and the Nebraska ProStart® Program. The rain held off all day and allowed restaurateurs and vendors to enjoy a beautiful day on the course. The event was a tremendous success, netting $10,000.00 for the Nebraska Restaurant Association Hospitality Education Foundation. Thank you to Tim Halpine and the staff at The Players Club for their top-notch hospitality and professionalism.

Thank you to our sponsors who made this event possible:

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Hole-in-one Sponsor
Huber Automotive

Golfers were challenged by the golf pros of Heartland Payment Systems at hole number thirteen. Some came up winners and others losers, however, fun was had by all and proceeds were donated to the Hospitality Education Foundation. Golfers also took their chance playing poker at hole number sixteen.

A delicious boxed lunch was provided to each and every golfer by Jimmy John’s. Golfers enjoyed beverages all day provided by Pepsi, Quality Brands, Miller Brands of Omaha, Coors, and Boulevard Brewing Company. After a long day on the course golfers relaxed in the club house enjoying burgers, hot dogs and desserts compliments of Hockenberg-Newburgh, Rochester Meats, and Rotella’s Italian Bakery.

A special presentation was made at the awards ceremony by Pepsi. Dave Woll and Chuck Parker presented a $5,000.00 check to NRA executive director, Jim Partington and NRA Education Coordinator, Beth Haas.

Congratulations to our tournament champions!

1st Place Championship Flight: Grisanti’s (Score 56): Ryan Quinn, Scott Tridle, Mike Vanier, Dave Tridle

2nd Place Championship Flight: Hockenberg-Newburgh (Score 58): Al Gomez, Tom Donlan, Jim Larsen, Larry Archer

1st Place Presidential Flight: Nebraska Retail Federation (Score 63): Jim Otto, Ron Burbac, Kirk Jamison, Barry Nelson

1st Place Ambassador Flight: Juhl Brokerage (Score 68): Jim McKain, David Hermann, Joe Sacco, Pete Hall

1st Place Mixed Flight: Republic National Dist. Co. (Score 61): Dwight Becker, Mark Rogers, Brian Lundin, Meredith Weber

Thank you to our friends of the Nebraska Restaurant Association who donated their time and volunteered to help make the 1st Annual Hospitality Education Foundation Golf Outing so successful!

Michael McCarville and the Heartland Payment Systems Team
Chuck Parker, Pepsi-Cola
Darlene Berks, OktoBeerFest
EVENT SCHEDULE
10:00 a.m. Registration and Lunch
11:00 a.m. Shotgun Start
4:00 p.m. Awards Reception and Dinner

FORMAT
18-hole, four-player scramble. The field is limited to the first 144 players. Mulligans will be available at registration the day of the event.

ENTRY
Individual entry is $125 and includes a round of golf, golf carts, lunch, dinner, contests, prizes and awards.

The driving range will be open for practice.

Join the revolution …
and discover how you can improve your restaurant.

The National Restaurant Association, Council of State Restaurant Associations, 40+ state restaurant associations — including the Nebraska Restaurant Association — and Heartland Payment Systems® have joined forces to upgrade the crucial business services of every restaurateur. Full Course Business Solutions℠ — initially launching with an exclusively endorsed menu of payments products and services — does just that, helping you reduce expenses, enhance operations and increase profitability. Our offering will grow as the industry — and your needs — evolve.

Full Course Business Solutions
Card Processing • Gift Marketing • Payroll Services
Tip Management • Check Management

To learn more about how this movement can help revolutionize your restaurant, call Michael McCarville at 402.551.9832 or michael.mccarville@e-hps.com.

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Nutrition-disclosure products, services at National Restaurant Association Show in Chicago

National Restaurant Association Show exhibitors are offering products and services to help restaurants comply with a new federal nutrition-disclosure standard. The standard, enacted in March as part of health care reform legislation, will require most chain restaurants to disclose calories on menus and menu-boards. It also will require them to provide more detailed nutrition information elsewhere in the restaurant, via brochures, signs, kiosks, etc.

Throughout the show floor at McCormick Place in Chicago, digital sign companies showed how their software and signs can help restaurateurs comply with the law. Among them: Uniguest of Nashville, Tennessee. Tamara Catron, Vice President, Sales, Restaurant and Foodservice, said several of her customers use digital signs to supplement information on menu boards and printed menus. They use the digital signs, which can be updated instantly, to post the more detailed nutrition information for regular menu items, as well as specials. Some customers prefer digital signs that allow customers to scroll the detailed nutrition data by item. The company also offers signs that show the information as a running feed at the bottom of the screen, as well as kiosks.

Linda Hofflander, Vice President and Chief Marketing Officer, Wireless Ronin Technologies, makes software for digital signs and works with manufacturers, such as NEC, as well as nutritionists and related companies to help companies develop customized menu-labeling solutions. Some companies display menu-items and nutrition data for specific day parts, such as just breakfast items, then switch the display at lunch.

“Quick service restaurants are looking at digital to get the maximum real estate on their screen,” she says. “There’s only so much space on menu boards.”

Other companies showed simple, traditional solutions. Menu-display company Consort Display Group showed how restaurants can use its Podia table tent to update menus and nutrition information within the restaurant. The upright plastic enclosure encases a piece of 8½ by 11 paper, folded lengthwise. “You can put nutrition information on one side and the menu on the other,” says Roger Leppley, President of the Kalamazoo, Michigan company. The tent also opens flat and can be mounted on the wall. Either way, restaurants update menus and nutrition data as frequently as needed by just printing out a color document from a computer. At this year’s show, the company introduced Billsboard, a lighted magnetic table tent that helps customers read fine print, such as nutrition information, in darkened restaurants. Leppley says the company is adding templates on its website to help restaurants create menus with the required nutrition data.

Menu-Quik (Signets), Mentor, Ohio, makes magnetic menu boards. Restaurants can change the columns to list menu item, price and calories or other information, says Terry Zuik, Vice President, Design. The magnets are precut and printed in rectangles, so they can be swapped out as needed. They also can be printed in various colors, so restaurants can make certain information, such as calories, stand out.

Axxya Systems, of Stafford, Texas, offers nutrient analysis software and services. Companies can use the software to analyze menu items themselves or work with Axxya dietitians, says Alaysha Duvall, Nutrition Sales Associate. The software generates nutrition fact labels for off-premise or prepared food sales, and allow operators to upload the information to their websites.

In previous years, most NRA Show attendees were interested in the software, Duvall says. But she estimates 75 percent more interest this year in customized services because of the new legislation. She’s also seen more interest from small chains and mom-and-pop operations not subject to the legislation. They say their customers are increasingly asking for nutrition information and expect that to continue as they receive that information in chain restaurants, she says.
Industry News

Foodborne Diseases

Infectious diseases spread through food or beverages are a common, distressing, and sometimes life-threatening problem for millions of people in the United States and around the world. The U.S. Centers for Disease Control and Prevention (CDC) estimates 76 million people suffer foodborne illnesses each year in the United States, accounting for 325,000 hospitalizations and more than 5,000 deaths.

Infections with the bacteria Salmonella alone account for $1 billion yearly in direct and indirect medical costs.

There are more than 250 known foodborne diseases. Bacteria cause the most cases, followed by viruses and parasites. Natural and manufactured chemicals in food products also can make people sick. Some diseases are caused by toxins (poisons) from the disease-causing organism, others by bodily reactions to the organism itself. People infected with foodborne germs may have no symptoms or develop symptoms ranging from mild intestinal discomfort to severe dehydration and bloody diarrhea.

Recently, public health, agriculture, and environmental officials have expressed growing concern over keeping the nation’s food and water supply safe from terrorist acts. This bio-terrorism threat is being studied by a number of U.S. agencies, including the Food and Drug Administration, Department of Agriculture, Centers for Disease Control and Prevention, Environmental Protection Agency, and National Institutes of Health.

The five primary foodborne diseases caused by bacteria are:

- Botulism
- Campylobacteriosis
- Esherichia coli (E. coli) infection
- Salmonellosis
- Shigellosis

PREVENTING FOODBORNE DISEASES

Many times, foodborne diseases are easy to avoid. These are some basic ways to prevent being infected by most foodborne germs.

- Wash hands carefully before preparing food
- Wash hands, utensils, and kitchen surfaces with hot soapy water after they touch raw meat or poultry
- Cook beef and beef products thoroughly, especially hamburger
- Cook poultry and eggs thoroughly
- Eat cooked foods promptly and refrigerate leftovers within two hours after cooking
- Wash fruits and vegetables thoroughly, especially those that will be eaten raw
- Drink only pasteurized milk and juices and treated surface water
- Wash hands carefully after using the bathroom, changing infant diapers, or cleaning up animal feces

Specific ways to avoid getting sick from foodborne organisms are described in supplemental Loss Control Information Bulletins on each of these foodborne diseases.

For More Information:
National Institute of Allergy and Infectious Diseases
For More Information:
National Institute of Allergy and Infectious Diseases, National Institutes of Health:
http://www.niaid.nih.gov
U.S. Centers for Disease Control and Prevention,
National Center for Infectious Diseases:
www.cdc.gov
Get to know the Nebraska Restaurant Association 2010 President: Judy Daniell – Ricardo’s Mexican Restaurant

Tell us about your family.
I am happily married to my husband of 29 years, Jay. We have two daughters. Megan 25, lives in Portland, Oregon and works for Kimpton Inns. Molly, 19, is a student at UNO and is entering the College of Education.

What do you see as one of the biggest turning points in your life?
Committing to a life-long relationship with my husband, Jay. We are together, forever.

What is your greatest material possession?
Our home. Business is great, but ”home is where the heart is”.

What are you most proud of?
Being blessed with two wonderful daughters. I am so proud of them.

What are your favorite things to do on a day off?
Visit friends, read a book, and enjoy a glass of wine.

What is the most unique or interesting thing about you that most people probably don’t know?
My husband and I just started a new church.

What is the one goal you would most like to accomplish?
To pay off the business and be able to travel more.

What is your greatest regret?
Life is too short to think about, could of, should of, would of… the past is the past.

Who has been the most important person in your self-development?
I have a group of friends that gathers every week for Bible study. I am a better person because of them.

What groups or organizations are you involved with?
• Renewed Hope Christian Community
• Nebraska Restaurant Association
• National Federation of Independent Business
• Multiple Christian small groups

What is a talent you have that you don’t use in your daily work life?
Is shopping a talent?

What is the talent you would most like to have?
I’d love to play the piano.

If you could change one thing about yourself, what would it be?
To have a healthier lifestyle.

What is your favorite book?
”Havah: The Story of Eve” by Tosca Lee.

What is your favorite movie?
Anything that makes me laugh and cry.

What is your favorite TV show?
It changes all the time. Right now – “Drop Dead Diva”.

What is your favorite restaurant?
“The Office” on the beach in Cabo.

If you could have dinner with one person from the past or present, who would it be?
Beth Moore, Christian author and Bible teacher.
By Anita Jones-Mueller*

Most Americans assume they will experience the effects of the newly passed national health care reform in their doctor’s office, neighborhood hospital and through their paycheck withholdings. But they will also find evidence of the new legislation at many of their favorite restaurants. That’s because the health care reform bill also requires restaurants with 20 or more locations to post calorie counts on menus and menu boards.

How did this new, national menu labeling legislation come about? In the last few years, twenty-two states have passed or were considering menu labeling, either statewide or within regions, and the threat of additional states considering the legislation was expected to grow. Legislators, along with many health organizations, have pushed labeling to the point of passing in these areas, contending that nutrition information is essential to help the public make wise choices when eating away from home.

National Restaurant Association supports the new standardized labeling legislation.

The regional and state-based provisions have varying requirements, making it complicated for chains operating in multiple areas. The National Restaurant Association (NRA), along with many chain restaurants and health advocates, support the new standardized, nationwide menu labeling legislation, in large part because it will preempt all other nutrition labeling bills that have passed or are pending. The NRA’s statement on the newly passed legislation emphasizes that this new ruling, as part of the healthcare reform bill, is a “win for consumers and restaurateurs,” as it provides “one consistent national standard that helps consumers make choices that are best for themselves and their families.”

Now that the bill is passed, restaurants have a lot of questions. While the answers are not all available at this point, here is what we now know:

WHO: Any restaurant with 20 or more locations nationwide, regardless of ownership, is subject to the menu labeling legislation. Also subject are foodservice establishments in schools and hospitals, convenience stores, mobile carts and vending machine operators.

WHAT: Entities subject to the legislation must post calorie counts next to standard menu items on menus and menu boards. Additional nutrition information must be available, most likely at the point of sale. Additional information required includes: calories, calories from fat, total fat, saturated fat, cholesterol, sodium, carbohydrates, sugars, dietary fiber and protein. It is likely that trans fats will also be required.

WHEN: At this point, a date for compliance has not been set. The Food and Drug Administration (FDA) has one year from the date the bill was passed to issue the final rulings on this legislation. After the FDA issues the ruling, a time period will be allotted for public comment. It is expected that restaurants will then have six months, possibly more, to comply. When will the pre-emption of the areas that have already passed menu labeling legislation occur? That is not known at this point. You may want to contact your state restaurant association to see what they recommend.

WHERE: Calories will be required to be printed on menus, posted on menu boards and/or printed on menu tags (for buffets, salad bars, etc.), next to the standard item. Additional nutrition information will most likely be required, upon request, at point of sale. The FDA ruling is expected to give exact specifications for how restaurants must disclose the calorie and additional nutritional information. For instance: what size font is chosen to present the calorie count, what statement must be made about recommended daily caloric intake, and how and where the additional nutrition information must be presented.

WHY: Not only will it be the law soon, but many restaurants are seeing a rise in consumer demand for nutrition information and/or healthier options. More than ever before, Americans are striving to eat more healthfully and want access to healthier cuisine when dining out. Some must eat healthier to alleviate nutrition-related health problems, such as high blood pressure, high cholesterol, overweight, heart disease, arthritis, celiac disease and others. Restaurants are finding it is good for business to rise to the challenge of meeting the nutritional needs of their customers.

As our nation turns the corner into a nutrition-focused era, many restaurants are positioning their companies to benefit from this shift, demonstrating their true culinary creativity with health and taste in mind.

Coming Next quarter: HOW? Next quarter, this series will continue. It will address everything you need to know about HOW to obtain accurate nutrition information; and HOW your restaurant can capitalize on the growing healthy lifestyles movement to attract new, loyal customers and gain a competitive edge.

*Anita Jones-Mueller is an expert on restaurant nutrition, and is president and founder of HEALTHY DINING.
Lisa Johnson Honored as 2010 Nebraska ProStart® Educator of the Year


“ProStart plays a vital role in our industry by helping to develop the next generation of leaders that will lead us into the future. At the forefront of this movement are the ProStart educators who work with the students daily to instill in them the management and culinary skills necessary for success,” said Beth Haas Education Coordinator. “Lisa is a shining example to all other ProStart educators in Nebraska, and we are proud to honor her as the Nebraska ProStart Educator of the Year.”

Ms. Johnson has been teaching ProStart for over six years. In 2008 and 2009 Ms. Johnson’s ProStart culinary and management teams advanced to the National ProStart Competition. Ms. Johnson’s philosophy is to create the best experience for the students. She has gained recognition at the local, state and national level for the work she has done with her students.

The NRAEF’s ProStart Educator Excellence Awards recognize exceptional educators who utilize the ProStart program in their classrooms. Each participating state nominates its leading educator who has demonstrated a strong commitment to his or her students and to the ProStart program. The winners were flown to Chicago and hosted by the NRAEF from May 21-22, 2010. The weekend activities kicked off with an opening reception on Friday evening at Buca di Peppo. On Saturday, the educators were honored at the Educator Excellence Awards Breakfast at Ditka’s, and then gathered to share best practices for running a successful ProStart program.

Finally, educators took advantage of a complimentary ticket to the National Restaurant Association Restaurant Hotel-Motel Show.

Nationwide, 83,000 students in 47 states, territories and districts are served by ProStart, a two-year curriculum developed by the National Restaurant Association Educational Foundation and supported by state restaurant associations across the United States. The career-building program blends classroom learning with mentored work experience to teach high school students the management and culinary skills needed for a career in the restaurant and foodservice industry. When students meet academic standards, complete a checklist of competencies, and work at least 400 hours in the industry, they are awarded the ProStart National Certificate of Achievement that signifies they are well qualified to enter the industry workforce. For more information on the ProStart program, please visit www.prostart.restaurant.org.

Ms. Lisa Johnson, Plattsmouth High School and Beth Haas

Together we will end childhood hunger in America.

www.GreatAmericanDineOut.org
The New 531 Area Code is Being Added in Nebraska

What is an area code overlay?
Due to increased demand for telephone numbers, the Nebraska Public Service Commission approved the addition of a new area code, 531, for the same geographic area as the 402 area code. This is called an area code overlay. An overlay does not require customers to change their existing area code or telephone number, but does require customers to dial the area code + seven-digit telephone number for all calls, including calls within the same area code.

Who is affected?
Anyone who has a telephone number with a 402 area code is affected, as well as anyone that receives a telephone number from the 531 area code in the future. The 402 area code generally covers the eastern portion of the state and serves communities such as Valentine, Norfolk, Omaha, Bellevue, Columbus, Fremont, Hastings and Lincoln. The 531 area code will cover the same geographic area as the 402 area code.

What is the dialing procedure for customers with a 402 or 531 area code?
Since more than one area code will serve the same geographic area, customers with a 402 or 531 telephone number will need to dial the area code for all calls – including calls within the same area code. To complete local calls from a wireless phone with 402 or 531 area code, the new dialing procedure requires callers to dial the area code + seven-digit telephone number.

When will the change begin?
Starting on June 26, 2010, all customers with a 402 area code should begin dialing the area code for ALL calls. There will be a grace period, so if you forget and dial just seven-digits during the grace period, your call will still be completed.

Beginning February 26, 2011, all customers with a 402 area code must use the new dialing procedure for ALL calls. On or after this date, if you do not use the new dialing procedure, your call will not be completed, and a recording will instruct you to hang up and dial again.

Beginning March 26, 2011, new telephone lines or services may be assigned numbers with the 531 area code. All customers with a 531 area code must dial the area code + seven-digit telephone number on all calls or the call will not be completed.

What will remain the same?
Your telephone number, including current area code, will not change. The price of a call, your wireless coverage area or other rates and services will not change due to the overlay. What is a local call now will remain a local call regardless of the number of digits dialed. You will still dial just three digits to reach 911.

If 211, 311, 411, 511, 611, 711 or 811 are currently available in your community you will still dial them with just three digits.

Why is the change necessary?
To ensure a continuing supply of telephone numbers, the 531 area code is being added to the area served by the 402 area code. Since more than one area code will now serve the same geographic region, the area code + seven-digit telephone number must be used when dialing any telephone number, including calls within the same area code.

Where can I find more information?
If you have any questions about the 402 / 531 area code overlay, please contact Verizon at (800) 922-0204.
**Calendar of Events**

Find updates online at www.nebraska-dining.org

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**August 4th**

Lincoln Poultry Summer Products Show
4:00 PM – 8:00 PM
LaVista Conference Center
Contact Becky Lamb at 402.437.3309

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**August 23rd**

Omaha Restaurant Association’s Annual Golf Tournament
Field Club of Omaha
Contact Jennie Warren at 402.493.4739

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**September 19th-25th**

Share our Strength’s Great American Dine Out
For more information go to: http://join.strength.org

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**September 20th**

Nebraska Restaurant Association Annual Fall Golf Classic
Hillcrest Country Club – Lincoln
Contact Contact Beth Haas at 402.488.3999 ext. 1

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**October 6th**

Cash-Wa Distributing Annual Fall Food Show
Lancaster Event Center – Lincoln
Contact CWD at 402.466.3663

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**October 17th**

Omaha Restaurant Association Hall of Fame Dinner
Institute of Culinary Arts at Metropolitan Community College – Omaha
Contact Jennie Warren at 402.493.4739

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**October 19th**

Sysco Fall Food Show
Embassy Suites – LaVista

---

**October 21st**

OktoBeerFest
Lancaster Event Center – Lincoln
Contact Beth Haas at 402.488.3999 ext. 1

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**Welcome New Members!**

**Restaurant Members**

**UNCLE RON’S**
Ron Tegtmeier
2137 Cornhusker
Lincoln, NE 68521

**GRETA’S GOURMET BUTCHER SHOP, DELI & CATERING**
Kevin Mandigo
6150 O Street
Lincoln, NE 68505

**PEPPERJAX GRILL**
Mark Burrus
13207 F Street
Omaha, NE 68137
*All 6 locations in Omaha!*

**Allied Members**

**NEBRASKA BEVINCO**
John Lowe
7 Wedge Way
Kearney, NE 68845

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**SERVSAFE Calendar**

**July**

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<td>20-21</td>
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<td>Cindy Brison</td>
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<td>24</td>
<td>Sioux City Area</td>
<td>Carol Larvick</td>
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<tr>
<td>27&amp;28</td>
<td>Grand Island</td>
<td>Cami Wells</td>
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**October**

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<td>Panhandle</td>
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<td>308.762.5616</td>
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402-327-8738 • www.deerspringswinery.com

Summer Hours: May-Sept.
Thurs-Sat, 1 p.m.-9 p.m. • Sun, 1 p.m.-6 p.m.

Fall/Winter Hours: Oct.-Apr.
Fri-Sat, 12 p.m.-8 p.m. • Sun, 12 p.m.-6 p.m.

Rotella’s Bakery Family
would like to thank all the restaurants that have helped make our bakery become successful.

NRA Allied Award of the Year Recipient.
Service that waddles along doesn’t cut it.

You need POS that handles orders better, faster, and smarter. With real-time alerts on speed-of-service and other information you need to know.

Fully integrated with kitchen production and inventory control that delivers a low total cost of ownership, for thousands of Quick Service Restaurant operators around the world.

MICROS POS is increasing business volume and efficiency, even in Antarctica. How cool is that?

The best route to success is the one with the most traffic.

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You need POS that handles orders better, faster, and smarter. With real-time alerts on speed-of-service and other information you need to know.

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How to make steak more okonomical.

In Japan, okonomi-yaki, a savory egg-and-veggie griddle cake, is a popular pub-style meal. And with a few slices of grilled Denver Steak, one of several new beef value cuts, you can flip this pancake into a profitable entrée. Just one more way to sell the sizzle in the new okonomi. ☞ Want more new ways to put the profit power of beef on your side?

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