



Dates of Interest:

- 5/2-4/2023: HD Expo
- 5/20-23/2023: NRA Show
- 7/8-10/2023: TRA Show

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"The ones who are crazy enough to think they can change the world, are the ones that do."

- Anonymous



WHAT'S NEW: Creative Completed Projects

Congratulations to our clients and the design teams on these successfully completed projects. We are excited to highlight new projects in Waco, Texas. Magnolia Headquarters renovated the former Waco Tribune building. The renovated space not only houses their corporate offices, but the Magnolia Test Kitchens and Full-service Coffee Bar aptly named "The Press Room."

Magnolia HQ Test Kitchens

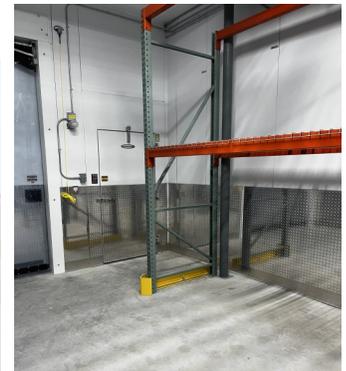


Magnolia HQ Coffee Bar



Waco I.S.D. is also building numerous facilities. Among the unique new projects is the Waco I.S.D. Child Nutrition Cold Storage Building. This Cold Storage building boasts over 5,000 sf of refrigerated and freezer space.

Waco I.S.D. Child Nutrition Cold Storage Building





In The News: Sous Chef Technology Powered by AWS

Duke's connected equipment platform (DCEP) provides the user with menu, operational and asset management by creating a simple process for connectivity, security, and interoperability. It allows the user continuous value by tracking your valuable assets over their life. DCEP not only provides an inventory of what is where, performance over time and user data; it also gives metrics to measure and improve on cook/hold history, speed, and quality. Finally, it ensures your equipment is up to date with software/firmware, recipes and schedules.

Menu Management is made easy with the ability to create a master recipe library which provides recipe accuracy and quality control. DCEP utilizes both remote and local uploading and reporting on products, recipes and daypart (breakfast, lunch and dinner) production needs so you stay up to date. Operational Management tools like cook/hold data and history are easily accessible. Quality and performance tracking is simple with alerts for temperature and status at your fingertips. Service needs have been streamlined to allow any user to run equipment diagnostics and find service issues. All information can be directly sent to a licensed repair technician. Asset management is easily stored including identification (name, serial #

and model #), as well as location of equipment and warranty information including installation date and service provider.

Easy, reliable and scalable connectivity is an integral part of the technology. No additional IT gateway or proprietary smart hub required. DCEP can connect directly to WIFI using standard IP protocols. It allows your IT to flexibly integrate and limit the number of devices to manage with Bluetooth mesh capabilities. DCEP actualizes mobile solutions for customers and service technicians. Patented CAN Bus Architecture protects safety critical systems and firmware update management which ensures the most current security protection. Built on top of Amazon web services, DCEP leverages the IT security that comes with the scale of Amazon. The out of the box Interoperability and the ease to connect the equipment and/or platform data to platforms and systems you already have or plan to implement in the future make this platform one of a kind. Connect your Sous Chef Technology integrated equipment to gain recipe management, asset tracking, and equipment diagnostics and operational data. The APP is available in the Apple store.

GIL R. URIAS
SPECIFICATION SPECIALIST



Tinned Fish: “Seacuterie Boards”

Recently a video went viral featuring a tinned fish date night. In 2023 trends experts, expect to see the continued rise of creative, shareable tinned fish spreads. We aren't just talking about the average can of tuna, either. Taking notes from traditional Spanish *conservas* (top-quality foods preserved in cans or jars), trendy tinned fish includes octopus, squid, mussels, mackerel and more. You'll often find these selections preserved in sauces or with herbs, or sometimes smoked.

“Seacuterie boards” are making waves. There are many varieties of tinned fish infusing all sorts of home-cooked meals.

Anchovies are making their way into frittatas, fried rice, and even potato salad. Sardines are appearing in shakshuka, flatbreads, pates, and tartines. Mackerel is showing up on pizza, fish tacos, and fish stew. If you've never browsed the tinned fish aisle of your grocery store beyond tuna or sardines, now's your chance to branch out.

Not only delicious, accessible and a wonderful addition to a snack board, tinned fish can also be a health-conscious addition to your pantry. Seafood is a great source of protein and heart-healthy omega-3 fatty acids. Shellfish such as mussels and oysters are an excellent way to up your intake of zinc and vitamin B12. Plus, since so much tinned seafood consists of smaller-bodied, non-predatory fish (sardines, mackerel, squid, mussels, etc.), you can breathe easy knowing the mercury content is much lower than what you'd find in regular servings of large fish. Try some spread on crackers, flaked over salad or eaten alongside a loaf of good bread and a glass of your favorite wine. You may also find tinned fish courses cropping up at popular eateries.





MARKETING MATTERS: 5 Trends That are Shaping the Hospitality Industry in 2023

1. Business leisure travelers and hotel workspaces: Remotely working today has become commonplace for many employees and is forecasted to become more than just a passing trend. A shift accelerated by the global public health crisis, an unprecedented number of high-profile companies announced that they will adopt a hybrid or flexible approach to working. It's projected that 22% of the American workforce will be remote by 2025. This means that hospitality venues are turning themselves into remote working hotspots for locals and traveler's alike. This is a great opportunity for Hotels and Food and Beverage Venues to capitalize on the trend and adapt their offerings to meet the needs of this emerging segment. Ample plug sockets, free high-speed WIFI, meeting rooms and great coffee are good starting points.

2. Digitalized guest experiences: Apps are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience. The trend towards digital and contactless services has gained new momentum. Traditionally, customer-facing services are being given an overhaul thanks to the more widespread use of technology-assisted options, such as mobile check-in, contactless payment and biometrics. Consumers who have become accustomed to unlocking their smartphones and laptops using facial and fingerprint recognition will soon come to expect the same convenience in accessing their hotel rooms. Unfortunately for the establishments looking to welcome them, these upgrades may be costly to install and maintain. If you want to stay ahead of the curve, we recommend you dig deep and make the investment.

3. Experience economy and essentialism: Travel guilt is real. Minimalism has reinvigorated the otherwise somewhat dusty saying "less is more". Travelers are decreasingly seeking lavish displays of wealth, preferring instead

to spend wisely, purposefully and make a positive impact on the world. Unique experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays, and relaxation retreats.

4. Renewable energy: A hospitality trend that is both current and a hallmark of recent years "sustainability" once again assumes its position, with a focus on renewable energy. In recent years hospitality outlets have been making small steps by prioritizing the removal of disposable plastics and eliminating unnecessary paper consumption thanks to opt-in receipts and reducing food waste. However, more far-reaching ethical and environmental considerations are shaping decisions made at the hospitality management level and within the construction stage. Technology is beginning to play a role in this by enabling hotels to track and reduce their energy and water usage.

5. Deal-Seekers: The bargain hunters are out in force because of the cost-of-living crisis many countries are facing due to global conflicts, soaring energy prices and record-shattering inflation rates. Consumers are more price sensitive than ever before. Consumers will ultimately always seek value for money, but the ongoing cost of living crisis has certainly heightened price awareness. This means that consumers are definitely in 'deal-seeking mode' and will be particularly receptive to timely recommendations and offers from businesses. This is especially the case when the messaging is relevant, personalized, and based-on previously viewed products and categories.

Savvy customers will be looking for new experiences this year. Use these trends to help target your customer engagement efforts in 2023!

**MICHAEL T. COUNIHAN, F.C.S.I.
CONSULTANT/OWNER**



TRENDS IN THE KITCHEN: Scrap and Stack Cart by New Age

Ideal for school serving lines and buffets, this labor-saving cart by **NEW AGE INDUSTRIAL** makes after service cleanup a breeze. The Scrap and Stack is a two-tier, open design cart with a waste chute for scraping and disposal, removable waste receptacle and soiled utensil repository. Built-in storage for empty steamtable and sheet pans makes this the go-to cart for quick and easy serving line cleanup.

- 12"x12" waste chute with removable, easy to clean waste receptacle. Top mounted pan rail holds two rows of stacked 12" x 20" steamtable pans.
- Angle slides mounted below holds stacked 18" x 26" sheet pans.
- Removable receptacle for soiled spatulas, spoodles, and other serving utensils.
- 5" plate type swivel casters, two with brakes, provides easy maneuverability.
- Lifetime guarantee against rust and corrosion.



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harder I work, the
more luck I seem to
have."*

- Thomas Jefferson

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at info@counihanassoc.com
for more information. We
look forward to hearing
from you!!!

*"You know you are
on the road to suc-
cess if you would do
your job, and not be
paid for it."*

- Oprah Winfrey

**THE DESIGN CORNER: The Rise in Culinary
Arts in Career and Technical Education**

In the 1800s the first Cooking school was founded in Boston. Basic cooking was taught. Basic cooking became gourmet cooking as the schools evolved. Today there are many Culinary Arts schools that offer exceptional teaching for their students. One expanding trend out of the COVID chaos has been a rise in Culinary Arts education that provides in-depth education for high school students in the food service and hospitality industries. Two to Four year programs offering basic skills training and in-depth training in preparation, cooking, food safety, and service are currently popular. These Culinary Arts programs fall under the Career and Technical Education (CTE) curriculum. The Culinary Arts programs provide students with an advantage after graduation of being prepared for a career in food service or pursuing specialty training in culinary schools.

CTE provides an important pathway to success for high school students and offers each student opportunities to personalize his or her education based on their career interests and unique learning needs. CTE refers to courses and programs designed to prepare students for careers in current or emerging professions. At the high school level, CTE provides students with opportunities to explore a career theme of interest while learning a set of technical and employability skills that integrate into or complement their academic studies. High school CTE is meant to connect with and lead to post-secondary programs of study or additional specialized technical instruction. These pathways can culminate in post-secondary degrees or certificates, apprenticeships, and gainful employment.

A critical workforce challenge in the United States is the skills gap, particularly among jobs that require either a high school diploma, post-secondary certificate, or associate's degree. Jobs requiring these "middle skills" outnumber the adults in the workforce who possess them. There are 30 million jobs in the United States that do not require a bachelor's degree that pay median earnings of \$55,000 or more. CTE provides an important avenue for young adults to gain these skills beginning in high school. The food service industry has many lucrative positions that students in Culinary Arts can get their start toward including: Sous Chef (avg. \$51,137 per year), Dietitians (avg. \$50,363 per year), Dining Manager (avg. \$53,484 per year), Executive Chef (avg. \$65,716 per year), Food Safety Specialist (avg. \$71,975 per year), and Restaurant Manager (avg. \$73,434 per year). Culinary Arts programs are growing in popularity as we see the need in the industry for trained labor.

Food Service Design for Culinary Arts programs has also grown exponentially. No longer is it just a "Home Economics Lab or Family Kitchen" as the basis of design...the Culinary Arts areas of today are specialized development areas that align with their specialized curriculum. The majority of current Culinary Arts Food Service designs include Culinary Classroom(s), hands-on Culinary Learning Lab, a full Commercial Culinary Kitchen, and a Culinary Café. Students learn everything from food safety, knife-skills, food preparation, food production/cooking, wait/service skills, pastry skills, catering, and kitchen management. Several of the large high schools that we have worked with also offer dual enrollment college credit in the 3rd and 4th year practicum Culinary Arts classes. Schools are seeing the benefit of Culinary Arts programs in student engagement, college/career readiness, and as an added benefit great "On-site Catering" for the school! Culinary Arts is a Design Area trend that is here to stay!

**JOANNE COUNIHAN, IIDA
DESIGNER/OWNER**