

5 LEGACY CHAINS MODERNIZE

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# QSR

How CEO Kevin Bazner and his team are pushing the brand 100 years on

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## Hash Patties

Jones Dairy Farm added fully cooked Canadian Bacon Hash Patties to its extensive line of foodservice offerings. The product is leaner and lower in carbs than traditional Corned Beef Hash and contains 7 grams of lean protein per 2-ounce serving. Since the patties are fully cooked, operators can simply heat and serve them in a wide variety of menu options.

[jonesdairyfarmfoodservice.com](http://jonesdairyfarmfoodservice.com)



## High Chair

Tomlinson Industries' Marston High Chairs are ASTM F404-18 compliant. The C-40 high chairs are solid ¾-inch oak with mortise and tenon construction. The wider base stance improves chair stability and prevents tipping. An easy-to-use three-point harness system with passive crotch strap firmly secures child in chair. The chair is available in walnut, natural, and black finishes.

[tomlinsonind.com](http://tomlinsonind.com)



## Precision Cooked Chicken

Tyson Foodservice introduced Tyson Precision Cooked Chicken, a new fully cooked product category that helps operators meet consumer demand for food that looks and tastes like it was made from scratch. Operators can choose from three premium options: Portioned Breast, Thigh Fillet, and Ready-to-Pull Thigh.

[tysonprecisioncookedchicken.com](http://tysonprecisioncookedchicken.com)



## Juice Drink

Perrier Carbonated Mineral Water introduced Perrier & Juice drink. The new product line features Perrier mixed with real fruit juices, sugar, and other natural flavors, and is available in three vibrant flavor combinations: Strawberry & Kiwi, Peach & Cherry, and Pineapple & Mango, all of which boast a touch of real apple and lemon juices to round out the flavor.

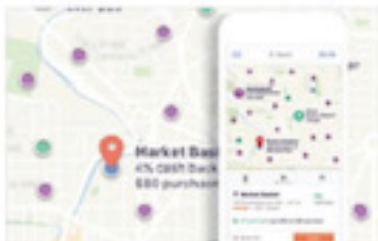
[perrier.com](http://perrier.com)



## Allergen App

CertiStar's mission is to make the dining-out experience safer and easier for children, women, and men who suffer from allergies and intolerances. Its MenuStar software for restaurants can help identify food-allergy threats with a 3-second search. The software also allows for restaurants to create and house recipes and educate and empower staff with allergen and nutritional information.

[CertiStar.com](http://CertiStar.com)



## Cash-Back App

GetUpside is a platform that personalizes brick-and-mortar commerce to help communities thrive. Consumers use the mobile app to earn cash back on daily purchases at restaurants, gas stations, and grocery stores. Personalized offers win merchants new customers and motivate existing customers to buy more, more often. Merchants see exact changes in incremental profit daily without requiring any incremental work. [getupside.com](http://getupside.com)

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wagon, but I try to avoid that because that gets really tired really fast," Lewandowski says. Still, City Barbeque was quick on the uptake during HBO's "Game of Thrones" final season, when the brand doctored a viral still of a scene featuring an accidental Starbucks cup by superimposing a Motherload barbecue platter on the photo.

Brands are even choosier about leveraging platforms for activations or brand announcements, like Arby's loyalist-gearred announcement of the return of its seasonal Orange Cream Shake, or Chipotle's creation of limited-edition scented Giphy stickers following the success of the digital version, which pulled 225 million views. This is largely to protect what the brands have grown in the hopes that, when a customer makes a choice about where to eat, they'll remember those connections.

"Social has definitely opened up people's perspective about the brand," Martin says. "We've seen over and over very qualitative results—people saying, 'I've never been to Arby's, but since you connected with me on my favorite anime character, I'm going to go.' Thirty minutes later, they @ us with a picture of their drive-thru bag."

Buikling on recent successes, Chipotle is looking beyond existing channels for activations and engagement to platforms such as short-form mobile video app TikTok, which it partnered with on a hashtag challenge for free delivery and digital payment service Venmo, where it paid out various amounts of free Chipotle in March concurrent with the announcement of its new rewards program. It was the second company after Uber to get its own emoji, one of a chipotle pepper.

"We're so heavily mentioned on Venmo that there was a natural connection," Lieberman says. "We only want to show up if we provide value or are endemic to that platform."

But in this fast-moving culture of experimentation, it's worthwhile to take risks, which is why the leading brands empower their marketing teams. "You can't be too precious," Lieberman says. "Sometimes you hit it out of the park, sometimes you don't, and that's a really good thing. We keep trying things." ☞

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