



Chicago Park District Food & Beverage Concessionaire Training

Welcome

- UCG's Role
 - Manage the Park District's concession program to ensure compliance with:
 - State and Local laws
 - Park District code
 - Park District concession agreement
 - Contribute to the success of Park concessionaires
- Intent of Coaching Session
 - Provide tips to Park concessionaires on how to improve their operations

Tips for a successful food concession

- Facility Standards
- Operational Standards
- Menu & Merchandising
- Profitability
- Food Safety & Sanitation
- Other Important Topics

Facility Standards

- Front of House
 - Exterior well maintained
 - Landscaping/plants conform to park standards
 - Outdoor furniture weatherproof
 - Uniformed & approved building colors



Facility Standards

- Front of House Checklist
- **Daily:**
 - Sanitize the tables
 - Disinfect door handles
 - Inspect and wipe down the condiments and salt and pepper shakers
 - Wipe down all the counters with disinfectant wipe
 - Clean seats and benches
 - Take out the trash and recycling
 - Clean the interior and exterior of all the trash and recycling bins
 - Sweep and mop floors
 - Wipe down the walls if necessary

Facility Standards

- Back of House
 - Back of House areas are clean, organized, and well maintained
 - Service areas are clean and organized
 - Receiving and delivery areas are clean, organized, and blocked from public view where possible
 - Utilities blocked from public view where possible



Facility Standards

- **Back of House Checklist**
- **Daily:**
 - Wipe down the walls wherever there are splashes
 - Clean the grill, griddle, range, flattop, and fryer (make sure to get underneath the equipment)
 - Change the foil lining on top of the ranges, grills, and flattops
 - Wipe down other equipment, such as coffee makers, microwaves, toasters, and meat slicers
 - Disinfect prep area surfaces with surface sanitizing chemicals
 - Clean beverage dispenser heads in the soda fountains
 - Wash the utensils, smallware, flatware, and glassware and let them air dry overnight
 - Clean the sinks
 - Wash rags, towels
 - Refill soap dispensers and replace empty paper towel rolls
 - Sweep walk-in refrigerators and storage areas
 - Take out the trash and recycling
 - Disinfect the waste disposal area and clean the trash cans
 - Sweep and mop the floors

Facility Standards

- Back of House Checklist
- **Weekly:**
 - Clean ovens, including the walls, door, and racks
 - Delime the sinks and faucets
 - Boil out the deep fryer
 - Wash and sanitize refrigerators and freezers
 - Use drain cleaner on the floor drains

Facility Standards

- Back of House Checklist
- **Monthly:**
 - Wash behind the hot line to prevent clogs
 - Run cleaning and sanitizing chemicals through the coffee or espresso machine to remove built-up grime
 - Clean out and sanitize the ice machine (every 6 months)
 - Clean refrigerator coils to remove dust
 - Empty grease traps
 - Wash walls and ceiling to remove grease buildup
 - Wash vent hoods (every few months)
 - Replace pest traps

Facility Standards

- Pest Control
 - Secure windows and screens, eliminate gaps
 - Keep doors closed, eliminate gaps
 - Clean garbage areas, keep lids closed when not in use
 - No standing water or liquid
 - Sweep, mop, and clean surfaces throughout the day and at end of shift
 - Contract a professionally licensed pest control service

Operational Standards

- Hours of Operations
 - Clearly displayed and visible from the exterior
- Signage & Menu Boards
 - Professionally developed and not hand written
 - Organized and clean
 - Properly displayed
 - Appropriate contact and business info listed (include: parkconcessions@unison-ucg.com)

Business Hours

| | |
|-----------|-----------|
| Monday | 9:00-5:00 |
| Tuesday | 9:00-5:00 |
| Wednesday | 9:00-5:00 |
| Thursday | 9:00-5:00 |
| Friday | 9:00-5:00 |
| Saturday | 9:00-5:00 |
| Sunday | Closed |

Comments email: parkconcessions@unison-ucg.com

Operational Standards

- Staffing Levels
 - Appropriate for the volume of business
 - Flexibility with weather, current events, special events
- Memorial Day, 4th of July, Labor Day Weekends & Concerts and Festivals
 - Holiday weekends bring visitors from throughout the country
 - Be prepared with staff and product
 - Plan for staff to be delayed with traffic, public transportation, street closures
 - Schedule additional staff at earlier times
 - Watch the weather forecast
 - Design menus and menu items to maximize efficiency

Operational Standards

- Hiring Tips
 - Estimate your hiring needs and start the recruitment search early
 - Be clear about the schedule and compensation
 - Will your employees be on-call, have flexible schedules or fixed hours? Will they work: weekends, evenings, holidays, etc.
 - What is the hourly rate and are there any other benefits?
 - Highlight job benefits: Discounts, perks or bonuses that make your job stand out.
 - Allow candidates to apply for multiple roles
 - Focus recruiting on people who want a seasonal job
 - High school and college students, stay-at-home parents, retirees

Operational Standards

- Hiring Tips (cont.)
 - Where to find workers
 - Former staff (keep in touch with them once a quarter)
 - Employee referrals: Your employees may have friends and family looking for work
 - Social media: Post your vacancies on your social media accounts.
 - Job search engines: Places your job description in front of a wealth of candidates.
 - Retaining your staff
 - Treat them like family, keep communication open & make work fun
 - On-boarding and training
 - Bring employees onboard with enough time to ensure sufficient job training.
 - Thorough job preparation will reduce issues during the season and help keep your staff engaged.

Operational Standards

- Employee Training & Appearance
 - Employees – professional appearance
 - Uniforms – company logo on hat, shirt, name tags
 - Training and Onboarding
 - An organized training program for staff creates positive work experiences, this flows into positive client experiences
 - Keys to employee retention and growth
 - Should be appropriate for position
- Owner Involvement
 - Even if you have a manager, monitor the daily sales and profits



Operational Standards

- Training Tips

- Greet Each Guest Promptly

- A simple hello, a thank you, and a smile of staff goes a long way
 - Use a warm, welcoming greeting, for example “Hello, what can we get for you today?”
 - Avoid using ‘no problem’ – suggest replace with ‘my pleasure’
 - Always thank the guest
 - Give the guest your full attention

- Repeat the order to ensure accuracy

- Properly handle complaints or customer concerns

- Take responsibility for the mistakes that occur
 - Offer a sincere apology and to correct the problem
 - Take preventative measures and be proactive to avoid issues



Operational Standards

- Training Tips (cont.)

- Train Your Staff to Upsell

- ex: “Would you like to add chips to that hot dog?”
 - ex: “Would you like to add a beverage with that hamburger?”
 - ex: “Would you like to purchase our value meal?”

- Communicating Alcohol Policies

- Train Your Staff to Effectively Communicate with Customers

- ex: “Outside Liquor is not allowed in the restaurant.”
 - ex: “Liquor not allowed pass this point”.

Menus & Merchandising

- Menus and signage should be professional in appearance
 - No hand-written menus or signage
- High-profit items should be positioned to catch the customers' eye
 - For example, most customers usually read the menu from the top right corner. It is a good idea to place your high selling and high-profit-margin items there.

MENU & REFRESHMENTS

FOOD & SNACKS

| | |
|--------------------------|-----------------------|
| Hamburger | \$4.00 |
| Cheeseburger | \$4.50 |
| Hot Dog | \$3.00 (2 for \$5.00) |
| Corn Dog | \$3.00 |
| BBQ Sandwich | \$4.50 |
| Pizza by the Slice | \$4.00 |
| Large Pizza | \$14.00 |
| Grilled Chicken Sandwich | \$5.00 |
| Crispy Chicken Sandwich | \$5.00 |
| Chicken Strips | \$4.50 |
| Nachos | \$4.50 |
| Cheese Sticks (6) | \$4.00 |
| Funnel Cake | \$4.00 |
| Chips | \$1.00 |
| Dill Pickle | \$1.00 |
| Pretzels | \$3.00 |
| Small Dippin' Dots | \$4.50 |
| Large Dippin' Dots | \$7.00 |

SALADS

| | |
|-----------------------|--------|
| Ham Salad | \$5.00 |
| Turkey Salad | \$5.00 |
| Crispy Chicken Salad | \$5.00 |
| Grilled Chicken Salad | \$5.00 |

MENU COMBOS

| | |
|---|--------|
| 1 Hot Dog, chips, & Fountain Drink | \$6 |
| 2 Corn Dog, chips, & Fountain Drink | \$6 |
| 3 Cheeseburger, chips, & Fountain Drink | \$8 |
| 4 BBQ Sandwich, chips, & Fountain Drink | \$7.50 |
| 5 2 Pizza Slices & Fountain Drink | \$7 |
| 6 Chicken Strips, chips, & Fountain Drink | \$7.50 |
| 7 Grilled Chicken Sandwich, chips, & Fountain Drink | \$8 |
| 8 Crispy Chicken Sandwich, chips, & Fountain Drink | \$8 |
| 9 Hamburger, chips, & Fountain Drink | \$7.50 |

COLD BEVERAGES

Coca-Cola Products

| | |
|------------------------|--------|
| 20oz bottles | \$3.00 |
| Regular Fountain Drink | \$3.00 |
| Medium Fountain Drink | \$4.00 |
| Souvenir Cup | \$5.00 |
| Souvenir Cup Refills | \$3.00 |
| Dasani Bottled Water | \$2.00 |

GRAND PARADISE WATERPARK
COLLINS, MISSISSIPPI

Hattiesburg Coca-Cola is a proud partner with Grand Paradise Water Park.

Menus & Merchandising

- Menus and signage should be professional in appearance (cont.)
 - Emphasize or mark your specialty items, or your top sellers (highlight / box / printed poster)
 - Menu descriptions should be clear and short
 - Partner with Coca-Cola to for menu printing
 - When possible, display professional pictures of your food and beverage offerings
 - Studies show that pictures instigate customers to order more.
 - Pictures gives customers an idea of what they are ordering and what to expect.
 - Pictures of high-profit items boost their sales.

Menus & Merchandising

- Menus and signage should be professional in appearance (cont.)
 - Psychology of Colors
 - Choice of menu colors will determine how people subconsciously feel about your food and restaurant.
 - For a restaurant wanting to market its food as fresh and cool in a hot climate, the color green and blue are go-to options as they signify freshness
 - The color orange is known to stimulate hunger while yellow makes a person feel happy.
 - Red encourages diners to take a plunge, making it perfect for restaurants that are dealing with less mainstream food.
- Determine best location to display offering and pricing

Profitability

- Food Item Cost Outs & Cost of Goods Sold

- Examples:

- Food cost 25% to 35%
- Beverage cost 18% to 30%

| Hamburger - \$8.00 | | Bottled Water | |
|---|--------|---|--------|
| Bun | \$0.20 | Bottled Water | \$1.00 |
| Lettuce | \$0.05 | Total Cost = | \$1.00 |
| Tomato | \$0.05 | Sale Price = | \$3.50 |
| Ketchup | \$0.05 | Total Cost divided by Sale Price | |
| 1/3 lb. Burger Patty | \$1.35 | Food Cost % = | 28.57% |
| Packaging | \$0.20 | Contribution (sale price minus cost) = | \$2.50 |
| Total Cost = | \$1.90 | | |
| Sale Price = | \$7.50 | | |
| Total Cost divided by Sale Price | | | |
| Food Cost % = | 25.33% | | |
| Contribution (sale price minus cost) = | \$5.60 | | |

* remember to add tax 11.75%

Profitability

- Upselling
 - Upsell High-Profit Items
 - Give Free Samples to Upsell
 - Create value meals to add chips & drink to food item
(Time saver and revenue generator.)

Food Safety & Sanitation

- **Certified Food Service Sanitation Manager**
 - Responsible for overseeing the food handling and preparation process to prevent the occurrence of food-borne illness
 - Must be on duty at all times
https://www.chicago.gov/city/en/depts/cdph/provdrs/healthy_restaurants/svcs/enroll_in_a_foodsanitationcertificationcourse.html
 - Where to obtain certification
<https://www.servsafe.com/>
- **Illinois Restaurant Association**
 - Updated operating information including COVID-19
<https://www.illinoisrestaurants.org/>

Food Safety & Sanitation

- Step 1 to Food Safety



- Clean: Wash your hands and surfaces often
 - Wash hands for 20 seconds with soap and water before, during, and after preparing food.
 - Wash your utensils, cutting boards, and countertops with hot, soapy water.
 - Rinse fresh fruits and vegetables under running water.

Food Safety & Sanitation

- Step 2 to Food Safety



- Separate: Don't cross-contaminate
 - Raw meat, poultry, seafood, and eggs can spread germs—keep them separate.
 - Use separate cutting boards and plates for raw meat, poultry, and seafood.
 - Keep raw meat, poultry, seafood, and eggs separate from all other foods in the refrigerator.

Food Safety & Sanitation

- Step 3 to Food Safety



- Cook to the right temperature

- Food is safely cooked when the internal temperature gets high enough to kill germs
- The only way to tell if food is safely cooked is to use a food thermometer
 - All poultry, including ground chicken and turkey: 165°F
 - Ground meats, such as beef and pork: 160°F
 - Whole cuts of beef, veal, lamb, and pork, including fresh ham (raw): 145°F (then allow the meat to rest for 3 minutes before carving)
 - Fish with fins: 145°F or cook until flesh is opaque

Food Safety & Sanitation

• Step 4 to Food Safety



• Chill: Refrigerate promptly

- Bacteria can multiply rapidly if left at room temperature or in the “Danger Zone” between 40°F and 140°F.
- Never leave perishable food out for more than 2 hours (or 1 hour if exposed to temperatures above 90°F).
- Keep your refrigerator at 40°F or below and label when to throw food out.
- Thaw frozen food safely in the refrigerator, in cold water, or in the microwave. Never thaw foods on the counter because bacteria multiply quickly in the parts of the food that reach room temperature.

Other Important Topics

- Safety & Security
 - If you see something, say something
 - Parks draw large crowds, always do our best to be aware of surroundings
 - If something looks suspicious, contact police
 - Keep doors to your facility always locked to outsiders
 - Even during operating hours
 - Must be kept accessible to those inside to exit in case of emergency
 - Install surveillance cameras when possible
 - View of entrances, exits and guest lines
 - Fire extinguishers and proper fire suppressant systems
 - Installed, up to date and charged
 - Be aware of your surroundings, and those around you

Other - Winterize & Facility Shut Down

- Winterize & Facility Shut Down

- Exterior

- Garbage dumpsters and grease tanks removed
 - Building free of graffiti
 - Litter removed from grounds
 - Doors locked
 - Windows locked, and boarded if necessary
 - Removable signage, anything that will blow in wind
 - All chairs, tables, and other items removed from outside areas and stored inside

- Interior

- All consumable product removed
 - All countertop areas clean
 - Plumbing, contact CPD plumbers to turn water main off
 - Equipment, powered off, unplugged, clean
 - All garbage out
 - Floors swept and mopped
 - Do not block doorways with equipment or storage items

Other Important Topics

- Communication throughout the season
 - With your staff
 - With your customers
 - With UCG





Have a Great Season!