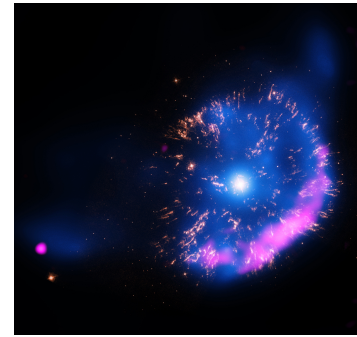


REBOOTING

FUELED BY



CONTROL POINT

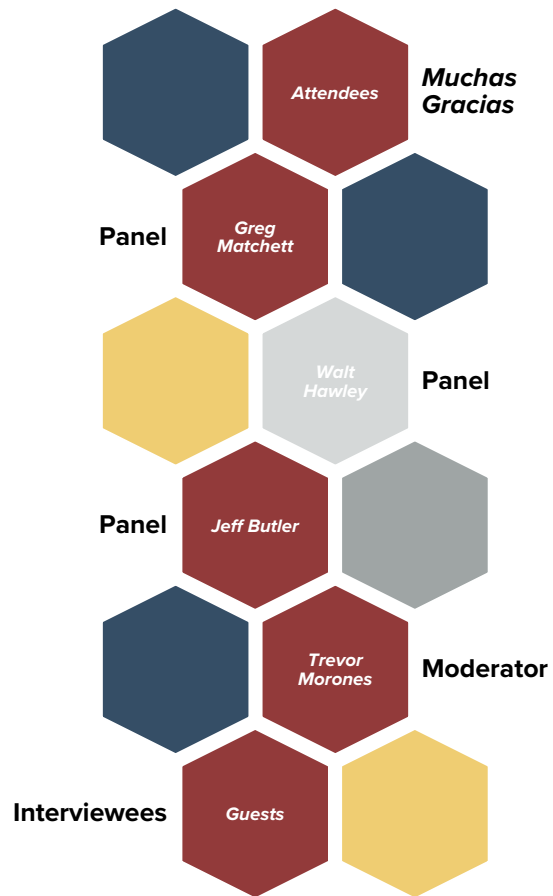


American Culinary Federation
Colorado Chefs Association



ROCKY MOUNTAIN
FOOD PARTNERS

INTROS



GUESTS

Thanks to our guest and sponsors!

Michael DeGiovanni
Morning Star Senior
Living

Tom McGuigan
TM Consulting

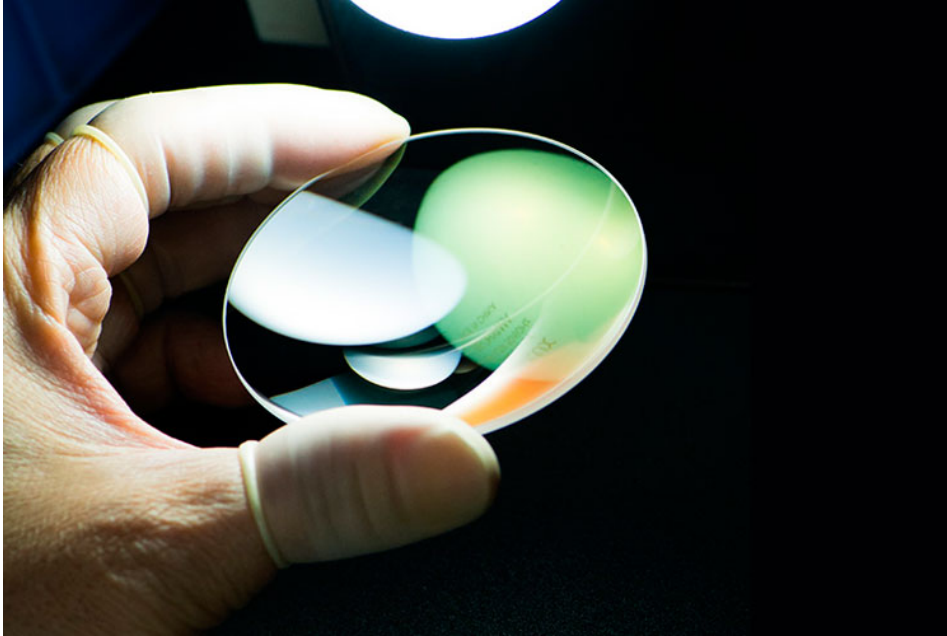
Michael Briski
National Center For
Atmospheric Research
(NCAR)

Rebecca Weidemer
Golden Grove Global

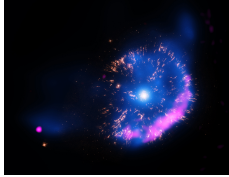
Jesse Moreno
Fit Chefs

Aran Essig
US Foods

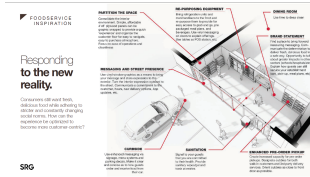
Perspective & Why



Milestones



Beginnings



Flow



Data



Culture



Gazing together



FSMS Beginnings – Roles, responsibilities, mission, target consumers, distribution, packaging, transportation.



FSMS generate robust value for operations

- Owning the industry
- Customer trust
- Reducing unnecessary \$\$\$
- Distinguished marketing
- Closing gaps
 - Preventative measures

Cost

Risk of not investing in FSMS

Withdrawal



Recall



Outbreak

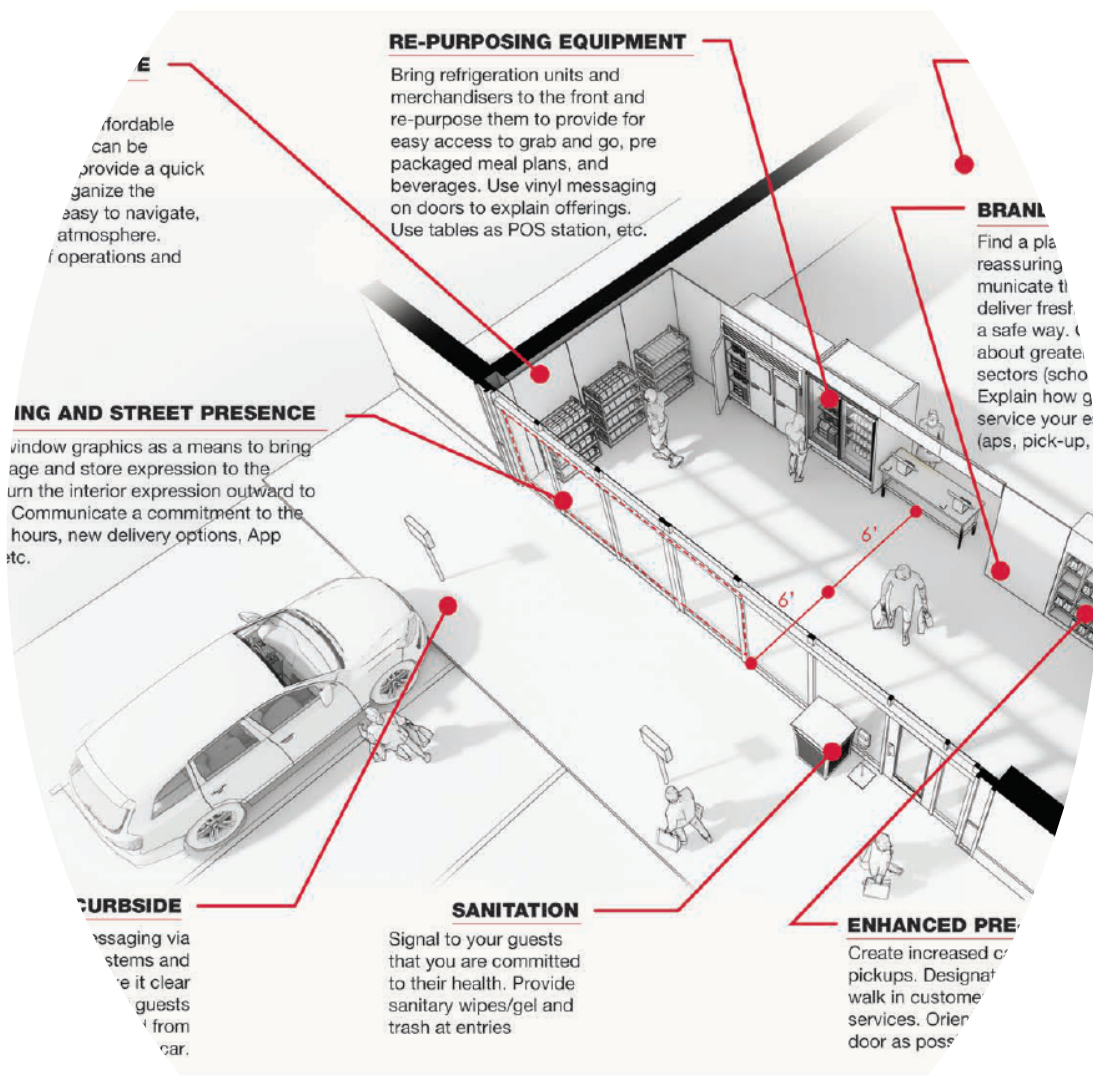




Data (annual)

- 1 in 10 people fall ill eating contaminated food
 - 420,000 die as a result
- Children under 5 years, are at particularly high risk
 - 125,000 children dying from foodborne diseases every year
- Now, Recalls average \$20M - \$30M
 - Utilities
 - Payroll
 - Vendors
 - Expenses
 - Damage Control

FLOW



Insight

From the trenches

Michael DeGiovanni
**Morning Star Senior
Living**



Tom McGuigan
TM Consulting



Michael Briski
**National Center For
Atmospheric Research
(NCAR)**



Diners see minimizing risk as a two-way street.

Consumers expect restaurants to maintain a safe environment once reopened, but they intend to do their part as well. They won't be quick to abandon COVID learned behaviors like social distancing and extra sanitizing. Many will also avoid open and uncooked foods. Consumers ready to dine right away put more trust in restaurants, while those who "might consider" feel safer taking extra precautions.

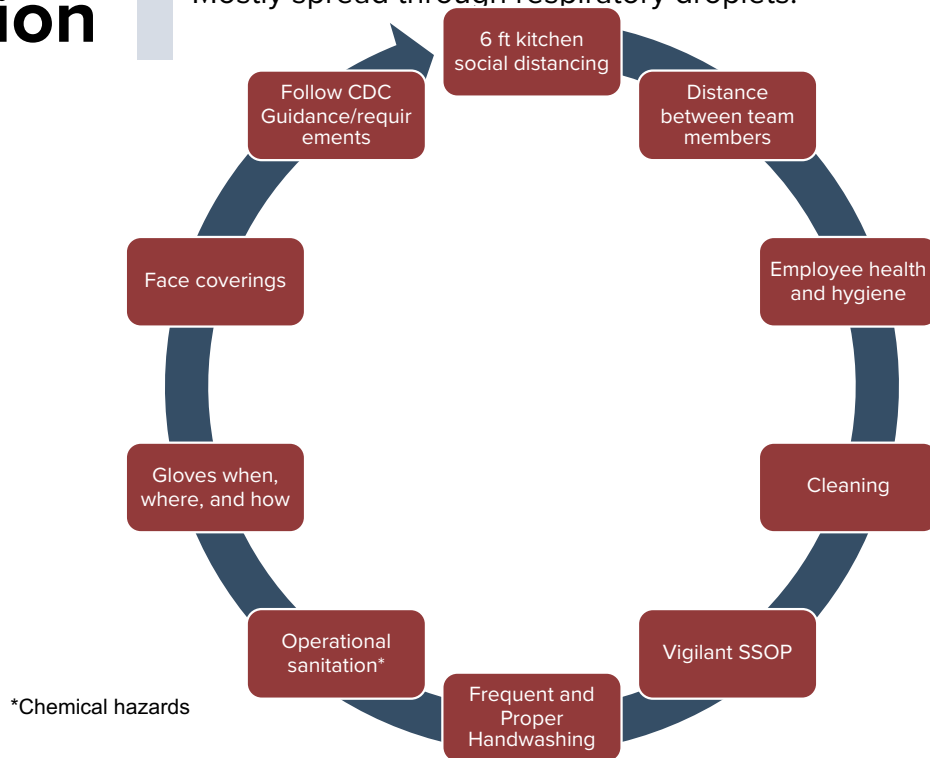
<i>(% of total consumers who PROBABLY WOULD do the following)</i>		I WOULD dine in right away	NO WAY I'D dine in right away
Wash hands more frequently	86%	70%	91%
Maintain distance from other diners	86%	69%	92%
Avoid crowded waiting areas	83%	63%	90%
Avoid restaurants with "open" food	79%	61%	88%
Disinfect / wipe down surfaces	66%	53%	75%
Avoid ordering raw / uncooked foods	64%	52%	71%
Avoid ordering shared foods	59%	52%	69%
Maintain distance from others in my party	52%	47%	58%
Wear gloves / masks to and inside restaurants	44%	42%	55%
Bring own utensils, straws, and pens	35%	43%	38%

**what measures would consumers adopt to
minimize risk at sit-down restaurants?**



Ongoing verification

REMINDER: Rare to transmit COVID-19 through food or food packaging.
Can spread by touching a surface and then touching mouth, nose or eyes
Mostly spread through respiratory droplets.



Safety & Sanitation - BOH



Consumer Perception

What are you displaying?

How are you displaying your actions?

- **Food safety has a commonsense approach**

- Ask for the proof
- Read the science
- Request more details
- Politely, challenge the sales force



Consumer Perception

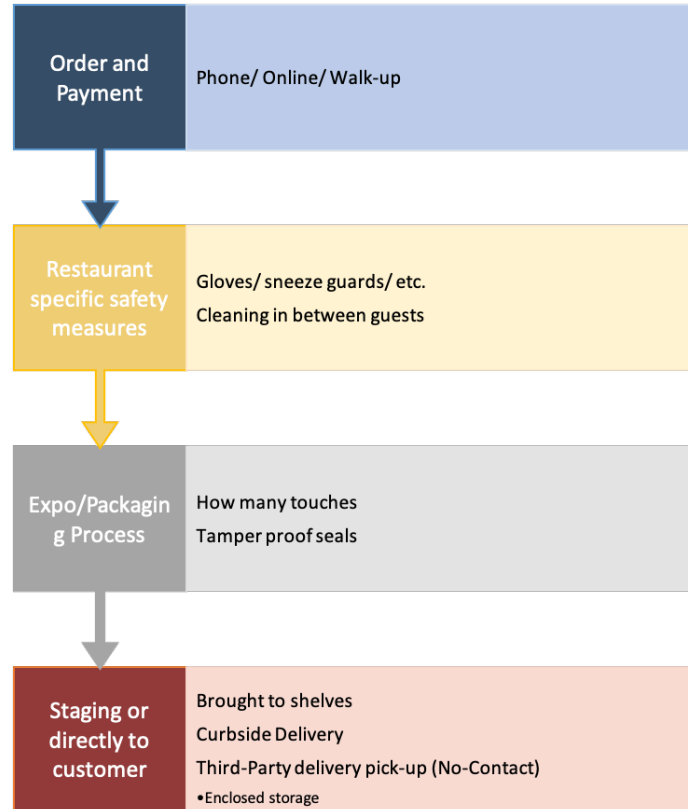
Other Areas





Pick up & Delivery: Steps

Sequence of Service - Take Out/Delivery



Hazard Analysis

Team > Flow > Hazard Analysis > CCP > CL > Monitoring > Corrective Actions > Verification/Validation > Record Keeping

Prevent, Eliminate, or Reduce



Dairy



Egg



Gluten



Peanuts



Seafood



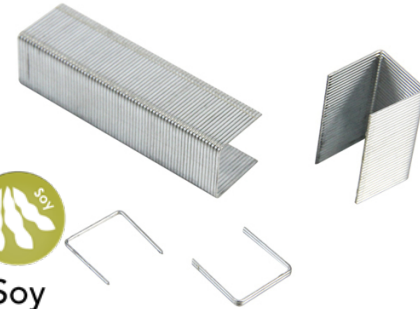
Shellfish



Soy



Tree Nuts



SSOP: Standard Sanitation Operating Procedures

- **Frequency is dictated by the operator and team**
- **Clean as you go, to reduce the amount of time during complete sanitation (Remove product, Wash, Rinse, Sanitize)**
- **Chemicals are determined by the type of operation (food service, manufacturing, cultivation, distribution)**

Stuck?

Team? Products? Packaging? Consumer?
Distribution?



Reminder, always
revert back to the
foundation.



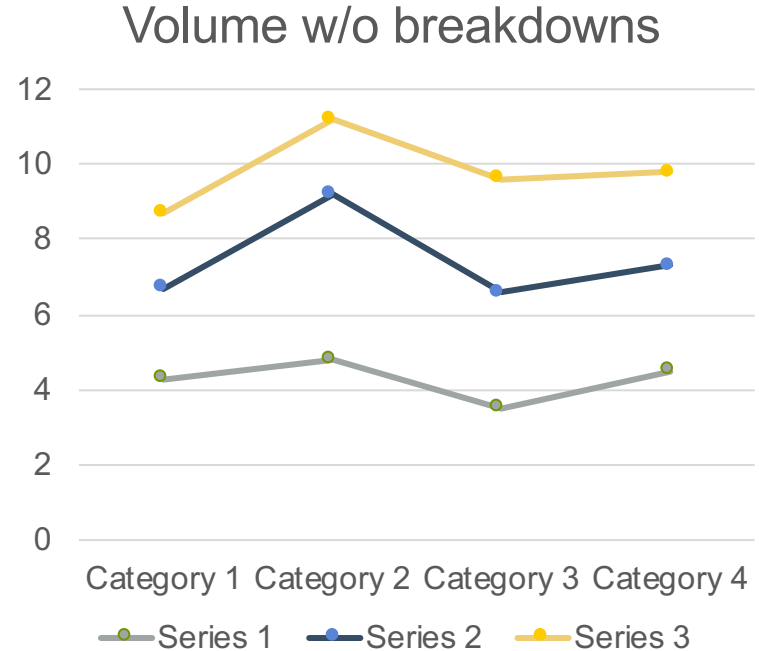
Are we collectively as a group seeing the value of food safety?

Do we see what the group is seeing?

Could we continue to spread the gospel of food safety and have the industry look through similar lenses?

Food Safety Value

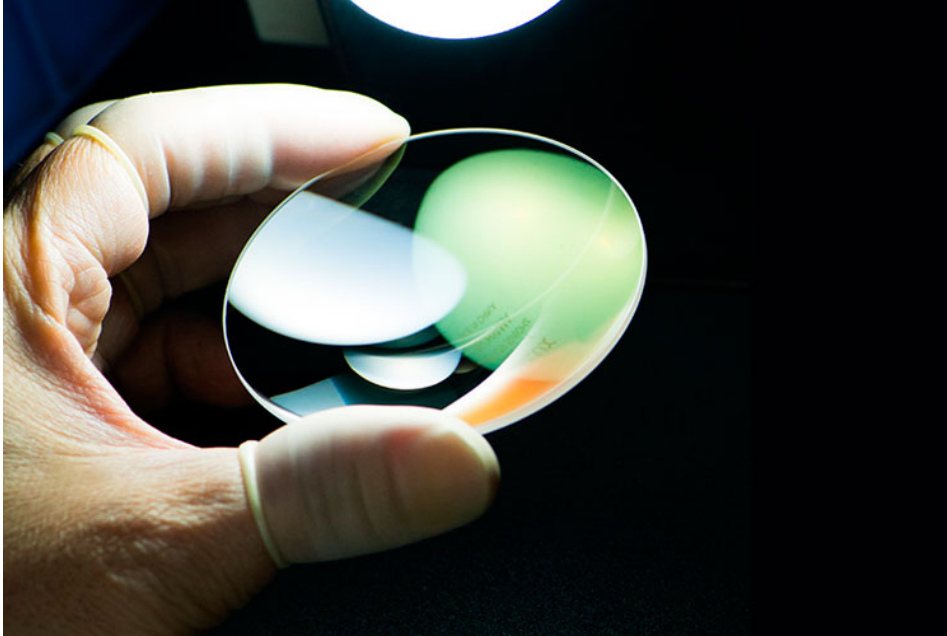
- **Reduce risk**
- **Operational excellence**
- **Prevent operational downtime**
- **Promote operational growth**
- **Own the industry (prevent unnecessary regulations)**



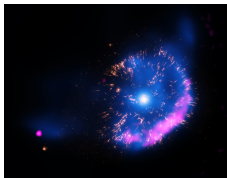
Trial by fire or Lost at sea



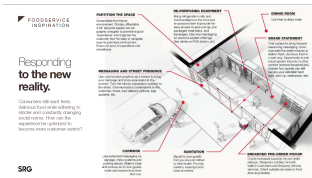
Perspective & Why



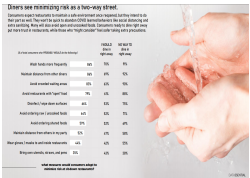
Milestones



Beginnings



Flow



Data



Culture



Gazing together

Contact

Let's keep the conversation going!

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Insight from the trenches

