



TRESTLE HOSPITALITY  
CONCEPTS  
SETTING YOUR TABLE FOR SUCCESS

*LeadingAge*<sup>™</sup>  
Colorado

# BRINGING YOUR FOOD & BEVERAGE PROGRAM FRONT & CENTER

Generating Revenue & Brand Awareness with Your Senior  
Living Foodservice Program



# About Aaron Fish

## Founder & CEO, Trestle Hospitality Concepts

With nearly 30 years in hospitality & senior living, Aaron's focus has been on elevating the customer experience. His experiences with top hospitality organizations has developed a unique ability to build customer-focused food & hospitality operations. A seasoned senior living executive, Aaron's best-in-class experiences for operators & residents are accomplished through innovative concept design, implementing best practices, system development, & training programs.

Aaron holds a B.S. in Hospitality Management from Kansas State University and a MBA from Baker University.





# Agenda

## WHAT ARE WE GOING TO ACCOMPLISH TODAY?

- Strategic Approach to Bringing F&B Front & Center
- The Components of a Well Operating F&B Program
- Current Trends Outside of Senior Living Food & Beverage
- Understanding Revenue Streams
- Creating Brand Awareness



## MORE THAN JUST A LOGO

Branding adds spirit and a soul  
to what would otherwise be a  
robotic, automated, generic  
price-value proposition.

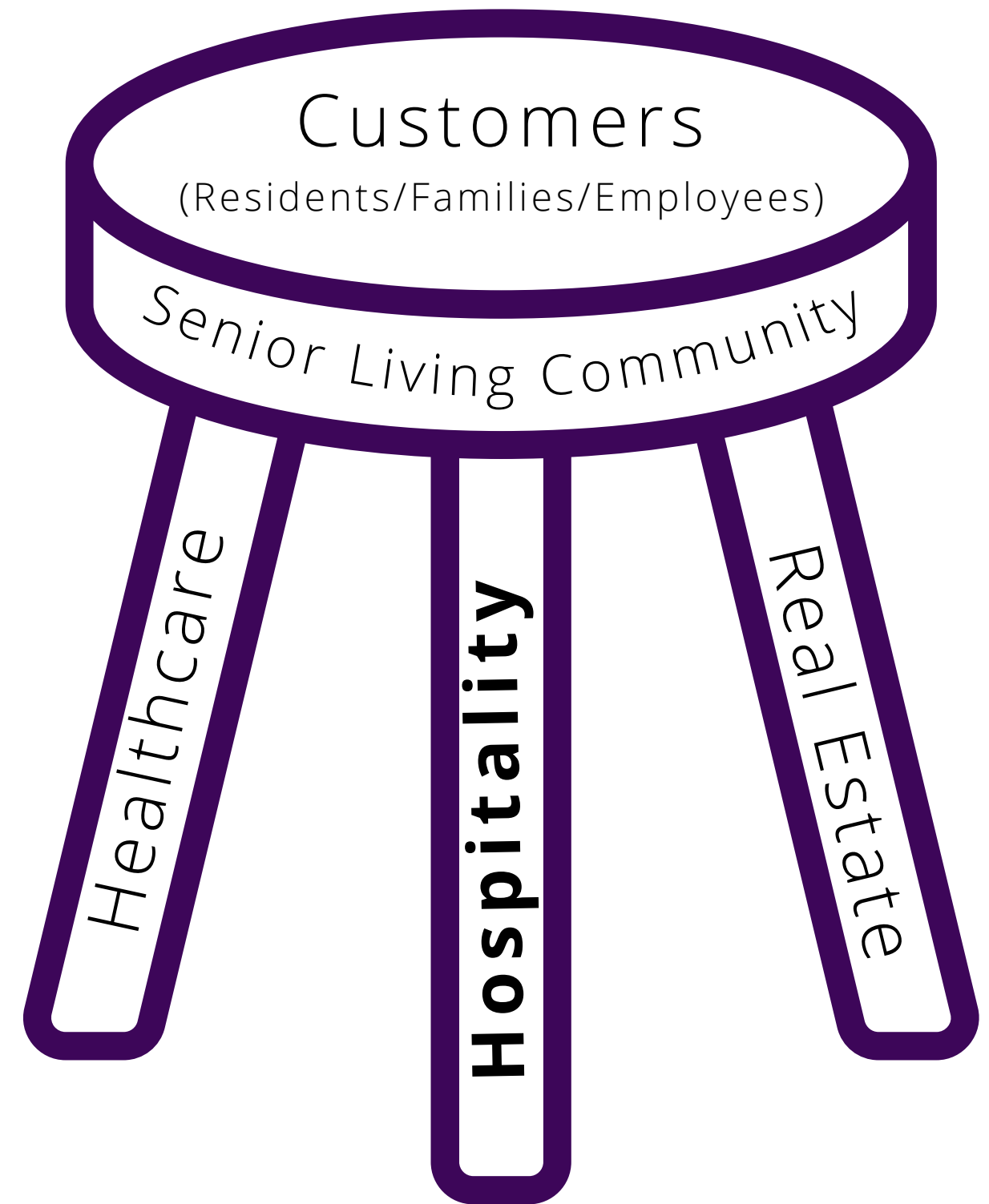
DAVID AAKER



# Strategic Approach to Bringing F&B Front & Center

## HOSPITALITY AS A STRATEGIC INITIATIVE

- Hospitality is not a second-tier initiative
- Executed correctly it can
  - Increase value of real estate
  - Reduce liability of healthcare
- Not just for the "luxury/resort" model



# Strategic Approach to Bringing F&B Front & Center

## HOSPITALITY AS A STRATEGIC VALUE

- Views Everyone as a Customer
- Create a "Profit Mentality"
- Requires a long-term commitment to F&B excellence
- MUST have a solid F&B foundation



# Strategic Approach to Bringing F&B Front & Center

## WHY SHOULD WE DO THIS?

### RECRUIT & RETAIN TOP TALENT

Shows culinary & hospitality programs and professionals that senior living creates avenues & career paths for them.

### F&B REVENUES ARE UNTAPPED RESOURCE

Additional revenues can be used not just for NOI, but for creating wage pools and other service enhancements

### BRAND AWARENESS NOT JUST FOR PROSPECTS

Remove the stigma of "institutional" food and service, and can create buzz around being the place to be for anyone



# The Components of a Successful F&B Program

## ASSESSING YOUR CURRENT STATUS

Where do we start with this journey?

Need to establish our operational status

*Time to Mind Your Ps & Q*



# Creating Your Foundation

Mind Your Ps & Q



People



Process



Product



Quality  
Management

# Minding Your Ps & Q - Ask Yourself...

## PEOPLE

What are you doing to invest in your employees from offer letter through the end of their time with you?

## PROCESS

Do you have standard operating procedures that are easy to use and create consistency for your staff?

## PRODUCT

Can your F&B Leadership manage and maintain product standards throughout the entire lifecycle of a meal?

## QUALITY MANAGEMENT

How does your team create the checks and balances needed to keep the food & beverage operation at a consistent & high level?



# So You've Checked the Boxes...



## STRATEGIC BUY-IN

Leadership embraces  
hospitality is a corporate  
pillar & supports strategic  
initiatives accordingly

## F&B FOUNDATION

Program components and  
execution are consistent  
and repeatable regardless  
of outside variables

## PROFIT MINDSET

F&B is seen through a lens  
of creating and generating  
revenues and profit, not  
just expense management





LOOKING OUTWARD

# Current Restaurant Trends

THAT CAN TRANSLATE INTO SENIOR LIVING



# Trends That Will Have an Impact



TECHNOLOGY AROUND LABOR



MENU SIMPLIFICATION



MEAL DELIVERY CO-OPS



MEAL PICK-UP/DRIVE THRU

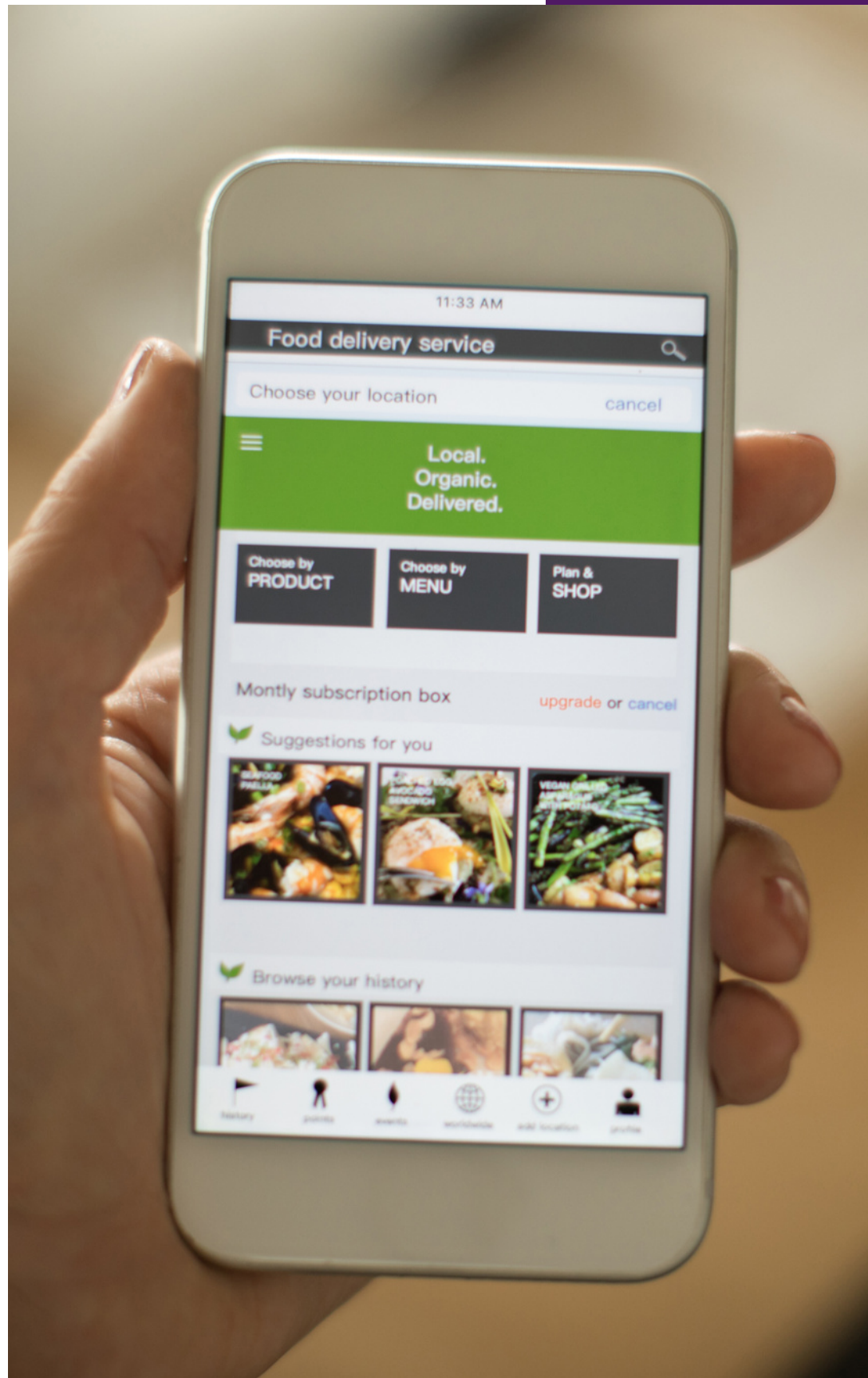


ONLINE & KIOSK ORDERING



PLANT-BASED ITEMS





# Capitalizing on Restaurant Trends

## WHY DO WE CARE ABOUT THESE?

We are not recreating these trends in our communities directly, but looking to try and capture portions of each to drive revenues & brand awareness



# REVENUES: Untapped Markets



## EMPLOYEES

Overlooked and not a focus,  
but a "captive" audience



## RESIDENT & FAMILIES

Chance to capture current  
service creep & "freebies"



## NON-TRADITIONAL

Opportunities that appeal  
internally & externally



# MARKET: Employee

## THE "CAPTIVE" MARKET

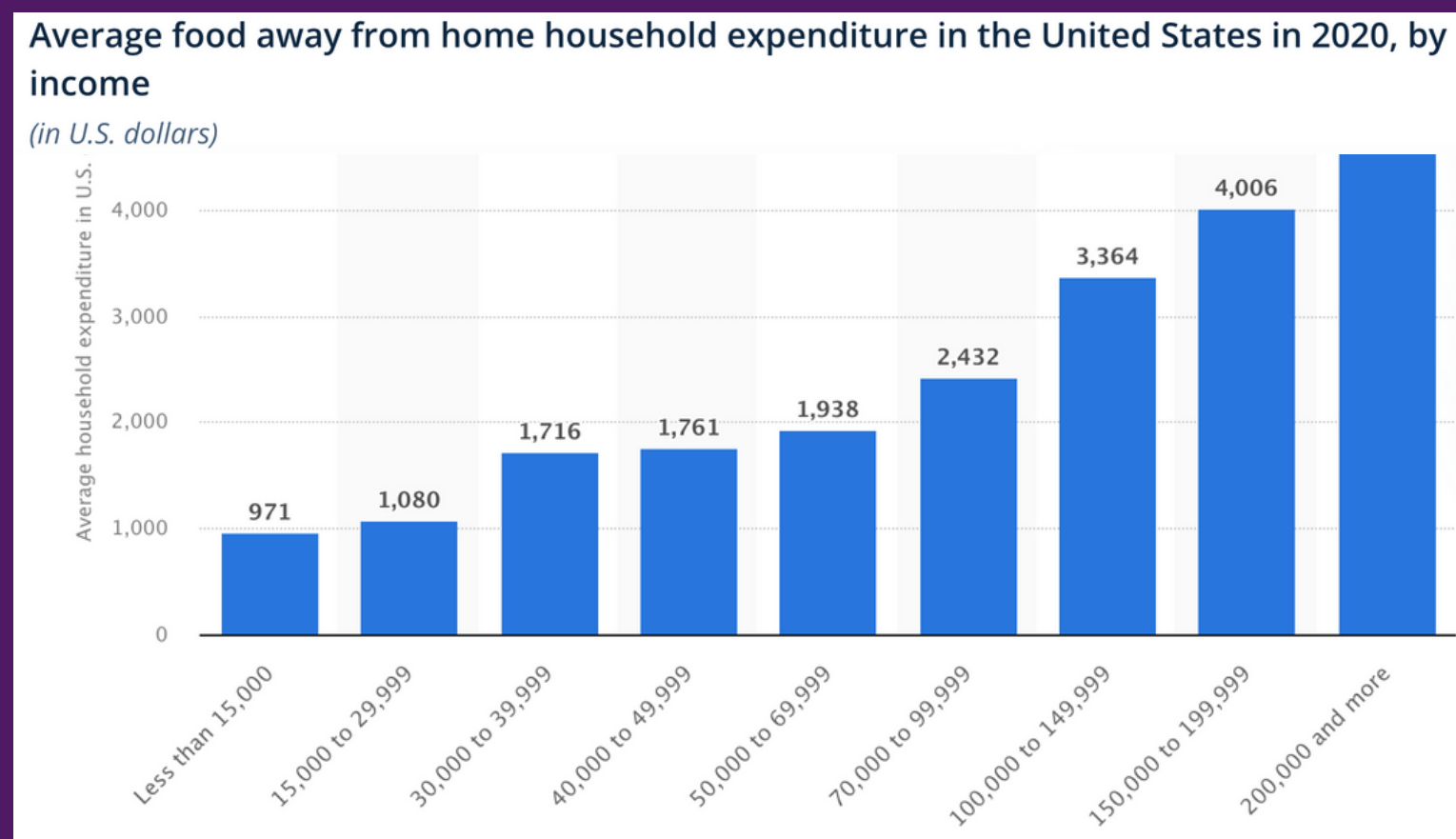
- Capturing Dollars that Will Be Spent
- Blend of Revenue and Employee Perk
- Program Opportunities Include:
  - Specialized Employee Menus
  - Convenience Meals
  - Vending Program





# MARKET: Employee

## WHAT'S THE "CAPTIVE" MARKET VALUE



- Capturing 10% of this spend monthly is 5-6 figure income annually

# MARKET: Resident & Families

CAPTURING REVENUE & ELIMINATING SERVICE CREEP

## PRIVATE DINING EXPERIENCES

Develop events & packages oriented around family events and experiences

## DINNER PACKAGES

Create various packages & offerings to entice families to join for meals during slower visiting times.

## BEVERAGE PROGRAM

Limited or Full-service alcohol program, mocktails with zero-proof spirits, or handmade sodas

## FOOD AWAY FROM "HOME"

Offerings that enhance current amenities, activities, and resident connections



# MARKET:Non-Traditional

## MERGING DINING SERVICES WITH RESTAURANT SERVICE

- Creating New Revenue Streams
- Capitalize On Consumer Trends



Meal Delivery & Pick Up  
Lockers



Wine & Alcohol  
Lockers



Catering for Outreach  
Targets



Locally Sourced  
Partnerships





# BRAND AWARENESS:

Creating Buzz with F&B



## NOT JUST FOR INDEPENDENT LIVING

Creating a brand or concept is a growing trend in IL, but if done strategically, can be a great way to differentiate yourself in AL & MC

# Create Restaurant Concepts

### WAYS TO CREATE RESTAURANT CONCEPTS

- Pop - Up Menus
- Main Dining Room to Concept
- Take Out Window
- Grab & Go
- Food Hall for Memory Care





# Using Your New Concepts & Brand

## CREATING AWARENESS THROUGH UNIQUE CHANNELS

### COMMUNITY ENGAGEMENT

Start promoting the brand through events to the local market. Combine awareness with revenue generation

### OFFER ACCESS TO INTERNAL EVENTS

Create brand specific resident engagement activities that have a broader appeal to the market - then give them access

### CO-BRAND LOCALLY

Take Locally Sourced to the next level by co-branding, co-creating locally with various local food artisans & vendors.





## CREATING A VIRTUAL BRAND

Everyone has a social media presence, but food is not a focus

Current trends and usage are moving towards video

Food has a great opportunity to grab attention for multiple audiences



## HOW CAN YOU USE THIS TO SET YOURSELF APART?



# Social & Food By the Numbers

## USE OF VIDEO IN MARKETING

- Video is the #1 way to attract attention on social media
- 93% of businesses landed a new customer because of video on social media
- 50% of Instagram users visit a website after seeing it in Stories
- Product Research is highest from video content

## FOOD ON SOCIAL MEDIA

Popularity of food related hashtags/posts

- #food - 484,435,668 IG posts
- #foodie - 215,808,761 IG posts

(as of May 9, 2022)

### Social platforms used for product research

% of UK/U.S. social media users who use the following platforms to find/research products

	Gen Z Aged 16-23	Millennials Aged 24-37	Gen X Aged 38-56	Boomers Aged 57-64
YouTube	59	61	48	32
TikTok	30	16	9	2
Snapchat	23	16	7	1
Instagram Live	15	25	14	4
Facebook Watch	12	25	20	10
Twitch	9	11	6	1
IGTV	9	9	4	1

GWJ Zeitgeist November 2020  
1,989 (U.S.) and 1,935 (UK) social media users aged 16-64

<https://animoto.com/blog/news/social-video-trends-marketers-2020>  
<https://sproutsocial.com/insights/instagram-stats/>





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