

MRA NEWS

Serving up news for the Massachusetts Restaurant Community

FEBRUARY 2020

Congratulations

On behalf of the MRA Board of Directors, we are excited to announce the 2020 MRA Annual Award Winners. Join us to honor these well deserving recipients at our Awards Gala on Monday, March 23, 2020 at the Seaport Hotel in Boston.

Restaurateur of the Year

Ryan Dion, 110 Grill/Evviva Trattoria

Limited Service Restaurateur of the Year

Jody Adams, Jonathan Mendez & Eric Papachristos, Saloniki Greek

Executive Chef of the Year

Pino Maffeo, Il Molo

Business Partner Associate of the Year

Dave Vieira, Piantedosi Baking Company

Business Partner of the Year

Rhonda Kallman, Boston Harbor Distillery



Register for the 2020 MRA Annual Awards Dinner

Monday, March 23, 2020

5:30pm - Cocktail Reception

& Silent Auction (Seaport Ballroom)

6:45pm - Dinner/Program
(Plaza Ballroom)

Seaport Hotel: 1 Seaport Lane, Boston

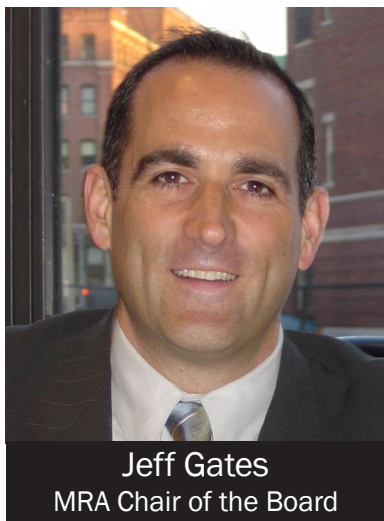
Tickets - \$130 each
Tables of 10 - \$1,175
Reservations are required.

Event sponsorship
opportunities* are available [here](#).

GET YOUR TICKETS HERE

*Deadline to sponsor this event is March 17, 2020.

From our Chair



Dear Members,

The month of January was unlike any January in recent memory. We have become accustomed to expecting that the Patriots will play at least two Saturday night playoff games, along with annually being in the Super Bowl. That obviously changed this year. The combination of an unusually mild month of weather temperatures and lack of the white stuff assisted most operators that I have spoken with resulting in a strong sales start to the 2020 year. The better news is the first 10 days of February are projecting out to be much the same, so let's hope the roll continues.

February gets us moving in three related fronts for the MRA and our industry. On March 10th, the MRA Educational Foundation will host the MA ProStart Student Invitational Competition at Gillette Stadium. Here, some of the brightest and most skilled high school talent from the next generation of hospitality leaders will compete showing off their culinary and management skills for bragging rights and scholarship awards. It is a terrific event, and if you have not attended before, we encourage you to join us. If interested, purchase your tickets to the event [here](#) or contact our Director of Education, [Jen Almeida](#)!

In addition, Jen has opened up the scholarship application process for students either attending hospitality programs post high school graduation, or for students currently enrolled in those programs. The Educational Foundation, through the generosity of our benefactors, has and continues to invest in helping deserving students better afford an education so that they may become the future leaders of our industry. We encourage you to have any culinary or hospitality students apply for these valuable scholarships who may possibly benefit. Again, contact Jen with any questions you or they may have.

Also, make certain to circle you calendar for **March 22-24**, to attend the 2020 New England Food Show. We are back at the Boston Convention & Exhibition Center, and during these three days, it is the place to be to see the latest and greatest products and services in our industry, while both making new or enhancing existing relationships with our great business partners. There is no doubt that **#TogetherWeWin!**

And finally, I wish everyone an early and great Valentine's weekend of sales, not simply one day!

Sincerely,

A handwritten signature in black ink, appearing to read "JGates", written over a light gray rectangular background.

Jeff Gates
MRA Chair

jgates@themassrest.org

- 4-5 Industry News
- 6-7 Membership News
- 8 Business Partner Member Profile:
Hospitality Mutual Insurance
Company
- 9-11 Education News
- 12 Welcome New Members

Bob Luz
President & Chief Executive Officer
bluz@themassrest.org

MEMBERSHIP TEAM

Kerry Miller
Vice President, Operations
kmiller@themassrest.org

Bob Brammer
Member Services Manager - Central
& North, Cape and Islands
bbrammer@themassrest.org

Lynne Johnston
Member Services Manager - Central & West
ljohnston@themassrest.org

Sharon Driscoll
Member Services Manager - Boston & South
sdriscoll@themassrest.org

Jennifer Almeida
Director of Education
jalmeida@themassrest.org

Stephen Clark
Vice President, Government Affairs
sclark@themassrest.org

Christine Johnson
Director of Communications
cjohnson@themassrest.org

Renée Serafino
Director of HR & Business Operations
rserafino@themassrest.org

Tracy Zibell
Educational Foundation Program Assistant
tzibell@themassrest.org



Current Economic Indicators - Massachusetts Meals Tax Collections

Nov 2019: \$108,749,625
Nov 2018: \$104,880,524

3.6%
INCREASE



Dec 2019: \$104,019,704
Dec 2018: \$95,266,337

9.1%
INCREASE



YTD 2019: \$655,355,670
YTD 2018: \$686,256,267

4.7%
INCREASE
FY: JUL-JUN



CONSUMER CONFIDENCE (0-150 scale)

	UNITED STATES	NEW ENGLAND
Jan '20	131.6	131.6
Dec '19	128.2	122.5
Nov '19	126.8	92.6
Oct '19	126.1	115.4

UNEMPLOYMENT as of February 5, 2020

Massachusetts:

2.8%

United States:

3.5%

PRICES (YR OVER YR)

Wholesale food prices in 2019:

UP 1.6%

Menu prices in 2019:

UP 3.1%

Boston Black Restaurant Challenge happening throughout the month of February

The Boston Black Restaurant Challenge returns for a third year, calling for Bostonians to dine at four Black-owned restaurants in February.

State Representative Chynah Tyler launched the initiative in 2018 based on similar events taking place across the country, and this year will feature roughly 70 restaurants participating.

The Challenge kicked off on Saturday February 1st at Darryl's Corner Bar & Kitchen. Darryl's owner Nia Grace helped Tyler spearhead this year's challenge.



Photo credit: boston.com

This year, diners can also pick up a Black Restaurant Passport listing the participating restaurants; the individual who dines at the most Black-owned restaurants throughout the month will win a catering prize, which will be funded by the Boston Black Restaurant Challenge committee.

The event is being promoted through most restaurants, social media accounts, storefronts, and word of mouth.

For more information click [here](#).

News You Can Use - January 2020



Take a look at our latest News You Can Use video that was published on January 28, 2020.

Our latest [News You Can Use video](#) January's MRA News You Can Use provides you with an update on a major win in New York State regarding the tip credit. News on tariffs and their impact on restaurant operations is also explained.

Restaurant Promotion Commission Needs Owner/Manager Feedback

Want to help the legislature understand the impact of legislation and the business environment in your restaurant(s)? Please take this short, confidential survey that is being conducted by the consulting firm that the Restaurant Promotion Commission has hired, to understand and report out to the legislature on The State of The Restaurant Industry. **Your feedback is important and critical to this process.** Thanks in advance for your assistance.

Take the survey [here](#).



The Latest on The 2020 New England Food Show

Michaela Mendelsohn

CEO - Pollo West Corporation



Diversity Keynote

Sunday, March 22 - 11:15 AM - 12:15 PM

Paul Wahlberg

Chef



Business Keynote

Sunday, March 22 - 1:00 PM - 2:00 PM



March 22-24, 2020
Boston Convention & Exhibition Center Boston, MA

Register [here!](#)

See full schedule [here.](#)

Visit NEFS website [here.](#)

Have questions? Click [here.](#)

Richard Blais

Chef



Culinary Keynote

Monday, March 23 - 12:30 PM - 1:30 PM



Watch a quick intro video from Chef Blais

Marian Leitner-Waldman

CEO & Co-Founder - Archer Roose Collective



Beverage Keynote

Tuesday, March 24 - 11:00 AM - 12:00 PM

Live Culinary Demos!

Come and enjoy amazing culinary demos from these talented chefs at Center Stage

For the full Education Program

[Click Here](#)

Just Confirmed!

Kelsey Barnard Clark

Chef



Culinary Demo

Sunday, March 22 - 2:30 PM - 3:15 PM

Jeff Danzer

Chef - JeffThe420Chef



Cannabis Culinary Demo

Sunday, March 22 - 3:00 PM - 4:15 PM

Cannabis Culinary Demo

Monday, March 23 - 3:30 PM - 3:45 PM

Carl Dooley

Chef - Table at Session



Culinary Demo

Monday, March 23 - 11:00 AM - 11:30 AM

Colton Coburn-Wood

Chef - Wildlife Hospitality Group



Culinary Demo

Monday, March 23 - 1:45 PM - 2:15 PM

Shaun O'Neale

Celebrity Chef



Culinary Demo

Tuesday, March 24 - 12:45 PM - 1:45 PM



Watch a quick intro video from Chef O'Neale

The Toast - NEFS Industry After Hours Party on March 22, 2020



Live performance
by **CARLY TEFFT**
Carly's bio [here](#).

Celebrate in style at M.J.'s O'Connor's Westin Waterfront Irish Pub immediately following the closing of the New England Food Show on Sunday, March 22nd.

Carly Tefft will headline our evening of fun, camaraderie, heavy hors d'oeuvres and cash bar.

MJ O'CONNOR'S
irish pub

425 Summer Street
Boston, MA

Doors open at 5:00pm

Registration is now open!

GET YOUR TICKETS HERE

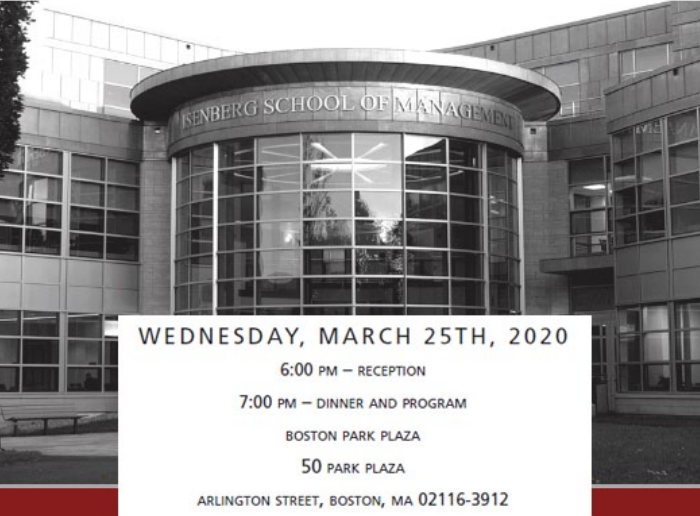
Many Thanks to The Toast Event Sponsors:



UMassAmherst | Isenberg School of Management

THE HOSPITALITY & TOURISM MANAGEMENT

Annual Awards Dinner



WEDNESDAY, MARCH 25TH, 2020

6:00 PM – RECEPTION

7:00 PM – DINNER AND PROGRAM

BOSTON PARK PLAZA

50 PARK PLAZA

ARLINGTON STREET, BOSTON, MA 02116-3912

The Hospitality & Tourism Management Annual Awards Dinner - March 25, 2020

For registration & event details, click [here](#).

If you are interested in becoming a 2020 HTM Corporate sponsor, the Corporate Sponsorship Package is now [available for download](#).

Sponsorship packages and individual tickets are also available via this [link](#).

We are the MRA - Business Partner Profile



RICHARD WELCH JR, CEO



Facts about Hospitality Mutual Insurance Company

Name and Title: Richard Welch Jr, CEO

Organization: Hospitality Mutual Insurance Company

City: Southborough, MA

Year Founded: 1985/2008

Website: www.hmic.com

MRA Member since: 1992

What is your business specialty?
Liquor Liability Insurance.

Why is the MRA important to you & your business? MRA is a great business partner. Both of our organizations are focused on helping restaurants, bars, taverns, and other eating and drinking establishments run profitable businesses and promote the responsible service of alcohol. MRA's programs on food safety and alcohol server training tie in with our goal of providing insurance to those responsible businesses that serve and sell food and/or alcohol.

What benefit does your business offer MRA members specifically? We provide MRA members a 20% discount on their liquor liability insurance premium. For members with higher alcohol sales this can represent a considerable annual savings.

1. Tell us a little about what your organization does? Hospitality Mutual Insurance Company provides liquor liability, general liability, property insurance, and excess liability insurance to businesses that serve or sell alcohol.
2. What brought you into the business? I came into the insurance business with Travelers in 1987 as a strategy specialist and joined Hospitality Insurance Group in 2018.
3. What is your favorite part of the business? Knowing that we provide a service that allows hospitality-based business owners to focus on running their business. We provide them with peace of mind, knowing that if something should occur, that they have the backing of a company that can successfully defend and settle claims for them.
4. Tell us about what sets your business apart from others? Hospitality Insurance Group caters to the insurance needs of businesses in the hospitality industry specializing in providing comprehensive restaurant insurance coverage to establishments that serve or sell liquor. Being a specialist, we can stay on top of industry issues and address the concerns of the business owners in this market segment.
5. How do you feel you best serve the restaurant industry? We best serve the restaurant industry by providing them with the insurance coverage and claims expertise they need to make sure an unfortunate accident does not financially put them out of business permanently.

MRAEF Certified Restaurant Professional Apprentice Program – Rounds Two and Three



As you may be aware, this past July we kicked off our initial apprentice program in Central Massachusetts with 12 apprentices that represented 7 MRA member restaurants. Over the past 7 months these apprentices have attended restaurant and hospitality college classes at Quinsigamond Community College as well as pertinent certification classes. This education equated to the required 150 hours of Related Technical Instruction that is required by the Massachusetts Department of Apprenticeship Standards and relates to the following education and certifications:

- ServSafe Food Handler
- ServSafe Alcohol
- ServSafe Workplace, Manager
- ServSafe Manager
- Choke Saver Training
- Allergen Training
- Understanding Unconscious Bias in the Workplace, Manager
- NRA Certified Restaurant Professional Online Course and Exam
- Eight, 6 Hour Restaurant Colleges Classes at Quinsigamond CC that will equate to 10 College Credits

In January we finalized the Required Technical Instruction and assessed work that needs to be completed to complete the 150 hours required to graduate the program. We will also be circling back with the host restaurants to assess any gaps in the 2,000 of work-related training that is also required. We expect that we will be graduating the first class of apprentices in early spring 2020.

We are also currently confirmed with Bunker Hill Community College and working with Holyoke Community College to kick off MRAEF Certified Restaurant Supervisor Apprentice programs in early spring and we look to be back at Quinsigamond Community College for round two in July. The new program will be enhanced, and along with the NRA Restaurant Professional Certification, participants will also receive the NRA Restaurant Supervisor Certification. For these programs we will be seeking out apprentice candidates in the Boston, Western Mass and Central Mass locations from MRA Member Restaurants.

This past week we kicked off interviewing candidates for the Bunker Hill CC apprenticeship program which will start at the end of March. We currently have enrolled 15 apprentice candidates representing 7 MRA Restaurants into the program. We will continue to meet with candidates for one additional week.

If you have an internal employee that could benefit from this program and has an interest in participation, please reach out directly to either [Jen Almeida](#) or [Kerry Miller](#).

MRA Educational Foundation News

Please Help Support our 2020 MRAEF Scholarship Capital Campaign

Building the Next Generation of Greatness



The MRAEF has embarked on a bold and necessary capital campaign focused on identifying and developing our next generation of leadership.

- In 2000, the MRA Hospitality Institute, a 401(c)(3), was formed, later named the Massachusetts Restaurant Association Educational Foundation (MRAEF). Ernie Tremblay, President of Sylvan Street Grille, was elected our first chairman and remains very active.
- In 2004, we launched our initial 10-year benefactor program initiated by Kathy Murphy, former MRA Executive Assistant, where companies pledged \$2,000 per year for a 10-year period. Our goal was to help fulfill the needs of every student applying for a scholarship.
- After feedback from prominent restaurateurs and supporters, in 2016 we began offering different commitment options and levels.
- The MRAEF has awarded over \$1.3M to more than 1,000 students studying Culinary Arts or Hospitality Management. Often the students who receive scholarships would have been unable to attend college due to financial hardships.
- At the end of 2000, we had 5 ProStart schools. Now, we're up to 40 schools reaching over 2,800 students!
- As we see tremendous growth in ProStart, it's more important than ever to be able to provide financial assistance to as many deserving students in need as possible, who dream of being in our industry.

We ask you to consider contributing any amount that works for you. We have also included the option to contribute to the MRAEF General Scholarship Fund that will go towards an annual scholarship.

Please complete the online [contribution form](#). We will send you an invoice annually based on your commitment. It's that simple! Thank you!



Make your commitment [here](#).

The 2020 MRAEF ProStart Student Invitational is on March 10th at Gillette Stadium!



Come and experience an exciting and competitive day at 2020 ProStart!

GET YOUR TICKETS HERE



Servsafe Manager Training Classes



FEBRUARY 2020

- ▶ 01 - **Springfield**, Hilton Garden Inn
Class Times: 8am to 2pm
- ▶ 03 - **Andover**, Courtyard by Marriott
Class Times: 8am to 2pm
- ▶ 03 - **Boston**, Hampton Inn & Suites
Class Times: 8am to 2pm
- ▶ 04 - **Framingham**, Residence Inn by Marriott
Class Times: 8am to 2pm
- ▶ 06 - **New Bedford**, Fairfield Inn by Marriott
Class Times: 8am to 2pm
- ▶ 08 - **Worcester**, Hilton Garden Inn
Class Times: 8am to 2pm
- ▶ 10 - **Hyannis**, Holiday Inn
Class Times: 8am to 2pm
- ▶ 10 - **Danvers**, McNeilly EMS Educators
Class Times: 8am to 2pm
- ▶ 11 - **Lynn**, North Shore Latino Business Association
Class Times: 10am to 4pm
Spanish
- ▶ 12 - **Raynham**, Hampton Inn
Class Times: 8am to 2pm
- ▶ 19 - **Plymouth**, Hampton Inn & Suites
Class Times: 8am to 2pm
- ▶ 24 - **Worcester**, Hilton Garden Inn
Class Times: 8am to 2pm
- ▶ 24 - **Springfield**, Hilton Garden Inn
Class Times: 8am to 2pm

MARCH 2020

- ▶ 02 - **Boston**, Hampton Inn & Suites
Class Times: 8am to 2pm
- ▶ 02 - **Andover**, Courtyard by Marriott
Class Times: 8am to 2pm
- ▶ 03 - **Framingham**, Residence Inn by Marriott
Class Times: 8am to 2pm
- ▶ 04 - **Woburn**, Courtyard by Marriott - Mishawum Road
Class Times: 8am to 2pm
- ▶ 04 - **New Bedford**, Fairfield Inn by Marriott
Class Times: 8am to 2pm
- ▶ 07 - **Springfield**, Hilton Garden Inn
Class Times: 8am to 2pm
- ▶ 09 - **Hyannis**, Holiday Inn
Class Times: 8am to 2pm
- ▶ 09 - **Danvers**, McNeilly EMS Educators
Class Times: 8am to 2pm
- ▶ 10 - **Lynn**, North Shore Latino Business Association
Class Times: 10am to 4pm
Spanish
- ▶ 10 - **Raynham**, Hampton Inn
Class Times: 8am to 2pm
- ▶ 14 - **Worcester**, Hilton Garden Inn
Class Times: 8am to 2pm
- ▶ 16 - **Plymouth**, Hampton Inn & Suites
Class Times: 8am to 2pm
- ▶ 23 - **Edgartown**, Harbor View Hotel
Class Times: 8am to 2pm
- ▶ 30 - **Springfield**, Hilton Garden Inn
Class Times: 8am to 2pm
- ▶ 30 - **Worcester**, Hilton Garden Inn
Class Times: 8am to 2pm

CLICK HERE to view all ServSafe Classes offered on our event calendar!



CLICK [HERE](#) for **SERVSAFE ALCOHOL** classes.

If you would like to schedule a SERVSAFE ALCOHOL CLASS at your location, please call Tracy Zibell directly at (508) 573-4180 or email her at tzibell@themassrest.org



Choke Saving Courses Available at the MRA

CLICK [HERE](#) and select MRA under location to view the list of classes available.

Welcome to MRA's Newest Members

Food & Beverage Operators

Chapin's Bayside
85 Taunton Ave.
Dennis, MA 02638
(508) 385-7000
Lexxie Racheotes

Fiddlers Green Pub
19 Temple St.
Worcester, MA 01604
(508) 792-3700
Christine Verдини

Gavel Pub
153 Washington St.
East Walpole, MA 02032
(617) 483-2762
Glenn Stowers

Oakholt Farm
80 Lake Rd.
Brookfield, MA 01506
(508) 789-9000
Christopher Predella

Otto Pizza
576 Congress St.
Portland, ME 04101
(207) 517-3091
Ann Foley

Otto Pizza-BU
888 Commonwealth Ave.
Boston, MA 02215
(617) 499-3352

Otto Pizza-Cambridge
1432 Massachusetts Ave.
Cambridge, MA 02138
(617) 499-3352

Otto Pizza-Lynnfield
1210 Market St.
Lynnfield, MA 01940
(617) 499-3352

Yotel
65 Seaport Blvd.
Boston, MA 02210
(617) 366-6032
Michael Letterman

Business Partners

Appleseed Business Machines
61 Bemis Rd.
Fitchburg, MA 01420
(978) 342-8696
Kevin Smith
POS Systems/Cash Registers

Protis Global
2200 NW 2nd Ave.
Suite 204
Miami, FL 33127
(508) 254-5553
Recruiting /Executive Search

Thanks to our 2020 Annual Sponsors



Massachusetts Restaurant Association
160 East Main Street, Suite 2, Westborough, MA 01581
Phone: (508) 303-9905 www.themassrest.org



facebook.com/marestaurants



twitter.com/massrestaurants



instagram.com/ma_restaurants



Check out the MRA LinkedIn Group