**![A screenshot of a cell phone

Description automatically generated]()**

**5/09/22**

* Is the “two-headed monster” of Inflation and Labor cost increases, continuing to take a bite out of your profits? If so, you are not alone. All restaurants across the country and the world, for that matter, are battling the rising costs of food, supplies, fuel and labor in order to continue to generate profit in these unprecedented economic times. Coming on top of the pandemic and it’s shutdown of dining rooms in general for several months, and the actual closing of over 110,00 restaurants acrosss the U.S., the supply disruptions with the resulting shortage of products, record inflation and staggering increases in labor costs,are causing most of us are trying to keep our heads above water and continue to provide the quality and consistency our customers have come to expect from us. The only solution to rising costs is to pass along the increases to your customers by increasing your menu prices. Many articles are avilable online in the trade periodicals, that discuss menu price increases at chains such as Chipotle, Texas Roadhouse, Taco Bell and multiple other restaurants. The consensus? Almost all report no negative feedback, if any feedback at all, from customers. Sales are strong, partly due to inflation, but also due to increased traffic and customers are all aware of what is going on in the nation with prices of groceries, fuel, cars, real estate, etc., etc. They understand that a $1.00 value meal is now $1.29 or $1.49. Customers are both savvy and more forgiving then we sometimes give them credit for. Raise your prices to help keep inflation in check !!
* We hve some samples available of some new Deli Meats for those of you looking to brighten up your Summer Menus with some new additions. We have an outstanding Hickory Smoked Sundried Tomato Turkey Breast and a Cherrywood Smoked Ham along with several other samples. We will be glad to send you samples or you can get your Sales Representative to bring you some samples. Thes are whole pieces of meats, so they do require slicing. Ask us for more information and to see these products.

**We look forward to hearing from you! The Staff of All Original Foods**