

# editor's note



**We are all well into** the swing of summertime by now. And that means we are happily swarmed with guests wanting to soak up the season on a patio or seeking relief in an air-conditioned establishment. There are lots of simple ways that you can attract even more guests to your location through summery food and beverage options.

When one thinks of summertime food, one of the first things that jumps to mind is barbecue. And from there, it is a quickstep to that all-time favourite: the hamburger. Popular with children and adults, it can be quickly and cost-effectively customized to meet everyone's taste. The ingredients and preparation are basic, but the results can be astounding when you consider the number of options for buns (Kaiser rolls, multi-grain and onion buns to start), patties (angus beef, ground turkey, Portobello mushrooms, to name a few) and toppings (I won't even begin). Chef Gurth Pretty covers the gamut in his column this issue and also does the math for us to figure out how one restaurateur is currently offering 210 types of hamburgers. He has also conjured up some tasty suggestions that will certainly get your mouth watering, and your customers coming back for more.

Of course, providing a good service to your guests entails a great deal more than the obvious

menu appeal. The background plans that your customers rarely see include fire safety preparation in the event of an emergency. A potentially life or death issue, foodservice operators need to ensure the same care and planning goes into this area of business as it does into food safety, another possibly lethal part of the industry.

Fred Baumgartner and Ray Goulet, of Firepoint Technologies Inc., walk us through this vital aspect of any foodservice operation. From developing and implementing the fire safety plan, including getting your staff knowledgeable and on board, to exercising it and evacuating customers, these two experts have prepared a careful checklist for you to ensure your plan is up to any challenge.

This is just one more area in which our customers count on us to be ready and able. Successful restaurateurs know that their responsibilities include everything from the menu and décor, to hygiene and food safety, and even life safety and security itself. Proactive steps in all of these areas protect your customers, your employees, your business and yourself.

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