

JUNE 2018

# Foodservice

equipment & supplies



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### Panera Bread Hits the Road with National Delivery Service

Fast-casual concept Panera Bread expanded its delivery service from its locations throughout the U.S. Panera now offers delivery in 897 cities and 43 states.

Panera delivery is available for lunch and dinner to offices, hospitals, college campuses and to consumers' homes in participating markets. Consumers access the service via the company's app or website. Digital sales, which include online, app and kiosk ordering, represent 30 percent of Panera's sales, per a company release.

"Panera delivery isn't a pilot program," said Blaine Hurst, Panera CEO. "Delivery is fueling our next phase of growth, and the success we have seen so far is exciting. The combination of providing clean food options via an entirely digital experience is giving us a real advantage, and the momentum is just beginning."

Panera aims to employ its own delivery drivers in every market, which contributes to the company's ability to scale and expand its delivery business. By the end of 2017, Panera had hired more than 10,000 drivers and associates system-wide to accommodate the increase in orders in both company and franchised markets across the U.S.

An entirely digital experience, consumers can order Panera delivery from most areas within an eight-minute drive time of a participating bakery-cafe. Most delivery cafes will deliver between the hours of 11 a.m. and 8 p.m., 7 days a week, for as little as a \$5 menu purchase, excluding tax, plus a \$3 delivery fee in the majority of markets.

Panera began rolling out delivery in 2016.

### InBrief

In a deal valued at \$325 million, **Del Frisco's Restaurant Group** will acquire Barteca Restaurant Group, a multi-concept operator that owns Barcelona Wine Bar and bartaco. Combined, these 2 concepts have 31 restaurants operating across 10 states and Washington, D.C.

**Empire Equipment Company** acquired TruTemp Equipment, based in Phoenix, and Norm's Refrigeration, based in Southern California. Together, the company will have seven distribution locations throughout the Southeast, Mid-Atlantic, Southwest, and West Coast. TruTemp and Norm's are wholesale distributors of commercial foodservice equipment and aftermarket parts to the foodservice, hospitality, health-care and retail industries.

**The Middleby Corporation** purchased Jospet S.A., a manufacturer of charcoal grill and oven cooking equipment for commercial foodservice and residential applications. Based in Pineda de Mar, Spain, near Barcelona, Jospet has approximately \$20 million in annual revenues, per a release announcing the deal. Middleby also expanded its portfolio of beverage-related equipment solutions through the purchase of JoeTap, a subsidiary of A.C. Beverage Inc. JoeTap manufactures on-demand nitro and cold brew coffee dispensing equipment for the commercial foodservice industry.

C-store chain **Sheetz** opened a new operations center in Claysburg, Pa., that includes 115,000 square feet of office space and a 13,000-square-foot daycare center. The first floor features test kitchens, a data center and training rooms.



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