

IT'S ABOUT TIME

Our chefs provide insiders' points of view to not only the logistics of Retail Foodservice, but also, perspectives of the departmental demands raised by this new food channel.



The retail cuisine chef, driving the channel, maturing the expertise.

The retail cuisine chef is the driving influence in the development of the Retail Foodservice channel, and yes, most likely it presents itself in the guises of a retail super deli or a breakfast, lunch, and dinner destination whose creations result from the skills of highly qualified chefs, across all channels of food distribution. The abilities of retail cuisine chefs go well beyond recipe development and food preparation to the most critical aspects of menu development, speed to case delivery, planning and execution, cook 'n hold options, equipment selection, inventory management, food waste minimization (shrink), and food safety. They also confront the daunting challenges of making the food eye appealing in stainless steel bowls, and/or arranged inside glass display cases, or prepackaged for Grab 'n Go convenience.

When asked what they feel is the most difficult task of experienced foodservice chefs within the retail environment both Chef Machrina, a world recognized foodservice chef, and nationally recognized food merchandiser and consultant Roxanne Johnson agree, "For the most part, the retail cuisine chef is aiming at moving targets. With deeper consideration given to, Grab 'n go takeout, consumers' dine-in profiles not only continue to change, but also mature as their age and family needs begin to influence their taste and flavor preferences, as well as their cuisine choices, evolve."



More than ever, consumers are swayed by local favorites and urges to experience exotic international and untried regional flavors. So, not only do these moving targets impact menu selections, product development, and recipe preferences, they also present trials in logistics and product procurement strategies. Of course there are certain menu basics that remain constant and are dependent on retail operators. However, as the targets are moving, the chefs' anticipation skills become even more refined as they continue to match their food presentation and recipes coordination forecasting.

Learn more about why the time is now and how to become a part of the Retail Cuisine Chef's Association via our website > [Reading Material](#) > [RCCA](#).