



Atlantic Personnel Search

Sirloin Tips

Winter Edition 2011-2012

2011' Restaurant Industry Overview

Just the Facts

- ★ Sales: \$604 Billion
- ★ Locations: 960,000
- ★ Employees: 12.8 Million - One of the largest private sector employers
- ★ Restaurant - industry share of the food dollar: 49%



Top Ten Facts in 2011'

- ★ **\$1.7 Trillion:** Overall economic impact of the restaurant industry
- ★ **\$1.3 Million:** Number of positions the restaurant industry will add in the next decade
- ★ **34 Jobs** are generated from every additional million dollars in restaurant sales
- ★ **\$1.7 Billion:** Restaurant-industry sales on a typical day in 2011'
- ★ **80 percent** of restaurant owners started their industry careers at entry-level positions
- ★ **46 percent** of restaurant employees say they would like to own their own restaurant someday
- ★ **88 percent** of adults say that they enjoy going to restaurants
- ★ **71 percent** of adults say that they try to eat healthier now at restaurants than they did two years ago
- ★ **47 percent** of adults say that they would patronize food trucks
- ★ **69 percent** of adults say they are more likely to visit a restaurant that offers food grown or raised in an organic or environmentally-friendly way

*Facts provided by the National Restaurant Association

Actions Speak Louder Than Words: Interview Body Language

During an interview, how you look and speak is equally as important as what you say. While you may answer all the questions with precision and confidence, weak body language can undermine your performance. Below are a few tips to help you make sure your physical actions and gestures are conveying the right message. These tips alone will not win you the job, but they can most certainly help.

★ Enter the room confidently. When you meet your interviewer for the first time, hold your head up, put on a smile, and be sure you look like you are enthusiastic about the opportunity. Make and keep good eye contact.

★ Make sure your handshake is firm but do not overdo it.

★ Mirror the interviewer's attitude and actions in subtle ways. This creates an instant rapport. If your interviewer is extremely upbeat and enthusiastic, pick up on those emotions. If the interviewer is subdued, it is best to follow the same rule. Mirroring the body position of the person you are talking

to is a natural tendency, and this strategy often results in a more relaxed atmosphere.

 Sit up straight and have good posture. Find a position for your legs that is comfortable and stick with it. You want to make sure your interviewer concentrates on your great answers, not your fidgety behavior.

 Use your hands to be expressive when you are talking. When the interviewer is speaking, keep your hands folded in your lap, rested on the arms of your chair, or in another position that is lower than your elbows.

 Make and keep good eye contact. This is one of the most important interviewing tactics. Utilize other body expressions to demonstrate interest, such as nodding, tilting your head, or raising your eyebrows when the other person is making a point.

 Pay attention to your tone of voice. Answer questions in a strong, consistent tone. Remember to take a breath and think before answering. This will help calm your nerves and will give you the opportunity to "look before you leap" when it comes to your important answers.

Ask the Recruiter

Question 1: I am going through a tough financial time. I recently filed for a divorce and will probably have to file for personal bankruptcy. Is this going to eliminate me from finding a new job?

– J.T. from Rockville, MD

Answer: No, it is not. Companies have become more lenient in the past 3 years about credit checks as many Americans continue to struggle with their finances. It is actually better to have already filed for bankruptcy than to be in the middle of a massive debt. I encourage you to let each prospective employer know about your personal financial situation up-front so that there are no surprises when they run your credit check. You may even find some companies that do not even run a credit check.

Question 2: I have always wanted to work for a full-service restaurant. All I have is fast food experience, but I know I would

be good at it. What can I do to get hired as a full-service manager without the experience?

– O.C. from Baltimore, MD

Answer: You might be able to convince a full-service restaurant that you have the tools and the attitude to become a great manager, but I would be concerned that the hiring company might be in a downward trend. Have you ever considered a limited service concept such as Panera, Chipotle, or Corner Bakery? These companies have high service standards, fresh, made from scratch food and no late nights. If you still want to join a full-service restaurant after being in a limited service concept, you will be far more marketable.

Question 3: When I was hired, the company said I would be working an average of 50 hours a week. I am now working close to 70 hours. My AD said the company is hiring more managers to help us, but this has been going on for over 6 months. My GM still seems to keep her 5 day, 50 hour schedule. What should I do?

– D.W. from Arlington, VA

Answer: I would first try and have a sit-down with your GM to see what her short and long-term plan is for getting you back to a somewhat normal work week. Do not confront her about her own schedule. If she



seems to be dismissive and continues to ignore the problem, you may want to ask your AD about a transfer to another store. If you are denied a transfer and there seems to be no relief in sight, give us a call at Atlantic Personnel Search and we may be able to assist you in finding a new position. It is always your first choice to try & keep the job you have.

*If you would like to submit a question for our 2012' Edition, please submit entries to recruiters@atlanticpersonnel.com. Please insert "ask the recruiter" in the subject line.

SIRLOIN TIPS & Artichokes with Merlot & Black Pepper Gravy

Ingredients:

- 🍷 1 cup merlot wine
- 🍷 2 packages (17 ounces) beef tips with gravy
- 🍷 2 teaspoons steak seasoning
- 🍷 2 teaspoons cracked black peppercorns
- 🍷 1 box (8 ounces) frozen artichoke hearts, thawed
- 🍷 1 box (8 ounces) frozen petite peas with pearl onions, thawed
- 🍷 Basil Mashed Potatoes, recipe follows



Directions:

In a medium saucepan over medium-high heat, bring the wine to a boil. Reduce the liquid by half, about 8 to 10 minutes. Add the beef tips, steak seasoning, and peppercorns. Bring to simmer and cook for 5 minutes. Stir in the artichokes and peas and cook until heated through, about 4 more minutes. Serve hot with Basil Mashed Potatoes.

Basil Mashed Potatoes:

- 🍷 1 container (24 ounces) home-style mashed potatoes
- 🍷 1 tablespoon prepared pesto
- 🍷 1/4 cup fresh basil leaves, finely chopped

Remove the plastic from the mashed potatoes. Microwave uncovered on high setting for 3 minutes. Remove from the microwave and stir. Return to microwave and cook for an additional 2 to 3 minutes. Stir in the pesto and chopped fresh basil. Serve hot.

Total Time: 30 min **Prep:** 10min
Cook: 20 min
Level: Easy
Yield: 4 servings

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