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HOOD CLEANING SPRING/SUMMER 2016 NEWSLETTER



In This Issue

Millennials Matter

The Social Media Generation

Causes of Restaurant Fires

Don't Be a Statistic

Fire Safety Tips

Local Breweries

New and Classic

Wichita Breweries

Millennials Matter

U.S. Census Bureau figures released in late June show that millennials – people born between 1982 and 2000 – now number 83.1 million and make up more than one quarter of the country's population. They have surpassed the number of baby boomers, who are more than 75 million strong.

Millennials also are more diverse than any generation before. About 45 percent of millennials are part of a minority race or ethnic group.

What does this mean for your business? It means you need to be reaching out to millennials.

They are the most connected generation, relying on social media for much of their communication. So you need to be engaging them via social media.

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Is your menu available on your Facebook page? It should be!

Do you offer perks for customers who check in at your restaurant? You should. Do you post your daily specials on Facebook and Twitter? You should. Millennials are visual creatures, so posting photos of menu items will engage them as well.

Locally, Tanya's Soup Kitchen and Schane Gross properties – The Anchor, Fork & Fennel and Douglas Avenue Chop Shop – do a great job of engaging customers, including millennials.

They post photos of the day's specials, such as above, and reach out to customers who have questions or concerns.

To review, here are five quick ways to engage millennials:

- 1. Post your menu on Facebook.**
- 2. Post photos on Facebook and Twitter.**
- 3. Reward customers for checking in to your restaurant.**
- 4. Encourage customers to write reviews and reward them with a percentage off or a free small menu item.**
- 5. Post and promote specials on Facebook and Twitter.**



Causes of Restaurant Fires



Source: National Fire Protection Association "Structure Fires in Eating and Drinking Establishments"

Pass your next fire inspection with these helpful tips

To prepare for your next inspection, Andy, our Certified Exhaust Cleaning Specialist (CECS) and the only Certified Exhaust System Inspector (CESI) in Kansas, recommends these five easy tips:

1. Eliminate clutter. Keep the ingress and egress to your kitchen free of clutter and obstacles. Inspectors want to see that people can get in and out easily without a problem. The more you have piled up, the more they'll look around.
2. Make sure to clean your hood filters regularly. Run them through the dishwasher daily to eliminate buildup of grease.
3. Wipe down your hood canopy routinely to eliminate the buildup of grease. Grease is something inspectors will look hard for because it's the fuel source for a high percentage of fires.
4. Make sure your fire suppression pull stations and extinguishers are properly labeled and have been inspected on schedule. The fire suppression system needs to be inspected every six months. Extinguishers need to be inspected and tagged every 12 months. Keep on top of these tasks to keep your restaurant safe and inspectors happy.
5. Your exhaust fan unit is the most integral part of your exhaust system. Listen for changes in the sound of your fan, and if you hear anything irregular, have us come out to check for proper airflow.

If you give fire inspectors any reason to dig deeper around your restaurant, especially its kitchen, they will.

The National Fire Protection Association says that 57 percent of restaurant fires are caused by cooking equipment. We know that hoods are a common culprit.

The best way to prevent a problem at inspection is by being proactive. And keep in mind that your inspector only has the health and safety of your employees and customers in mind.

Don't Be a Statistic

The National Fire Protection Association (NFPA) reports an average of 8,000 fires in eating and drinking establishments every year. Failure to clean was a factor in 21 percent of those fires, the group says. The blazes cause an annual average of \$246 million in direct property damage alone. That doesn't include lost revenue.

We'll help you with the cleaning and maintenance of your kitchen hoods and exhaust systems. But keeping your kitchen in good shape is just one path to prevention.

You need to do regular training with your staff as well. Obviously train new employees on safety procedures but also do routine refresher training with longtime staff members. Be sure employees understand their responsibility in keeping your restaurant safe.





NFPA recommends you train your staff to:

Find and use a fire extinguisher appropriately. An acronym you may find helpful is PAST – Pull out the pin, Aim at the base, make a Sweeping motion and be Ten feet away.

Clean up the grease. Cleaning exhaust hoods is especially important, since grease buildup can restrict air flow. Be sure to also clean walls and work surfaces; ranges, fryers, broilers, grills and convection ovens; and vents and filters.

Never throw water on a grease fire. Water tossed into grease will cause grease to splatter, spread and likely erupt into a larger fire.

Remove ashes from wood- and charcoal-burning ovens at least once a day. Store outside in metal containers at least 10 feet from any buildings or combustible materials.

Make sure cigarettes are out before dumping them in a trash receptacle. Never smoke in or near storage areas.

Store flammable liquids properly. Keep them in their original containers or puncture-resistant, tightly sealed containers. Store containers in well-ventilated areas away from supplies, food, food-preparation areas or any source of flames.

Tidy up to avoid fire hazards. Store paper products, linens, boxes and food away from heat and cooking sources. Properly dispose of soiled rags, trash, cardboard boxes and wooden pallets at least once a day.

Use chemical solutions properly. Use chemicals in well-ventilated areas and never mix chemicals unless directions call for mixing. Immediately clean up chemical spills.





Carry Nation probably would be hoppin' mad at all the new breweries in Wichita today, but we're OK with that.

Central Standard Brewery is a breath of fresh air at 156 S. Greenwood. The place has a big-city feel and provides patrons with board games to play. (We recommend playing Operation after having a flight of beers.) Food trucks parked out front dish up food, but the brewery also has a killer charcuterie plate as well as snacks.

Hopping Gnome, 1710 E. Douglas, is busy serving flights of its Sepia Amber Ale, ICT IPA, Douglas Ave. Pale Ale and other beers marketed as "brewed for locals." The brewery, which opened in May 2015, is small but worth the wait for a seat. Hopping Gnome is open Thursdays, Fridays, Saturdays and Sundays. Food vendors often are set up outside, and the brewery serves free popcorn.

Wichita Brewing Co. & Pizzeria opened an eastside location at 535 N. Woodlawn in June 2015 after the success of its westside location at 8815 W. 13th St. The pizza is as tasty as the beer. Winning.

Aero Plains Brewing is the project of former longtime Marine Lance Minor. He and partners Ryan Waite and Brent Miller hope to open this summer at 117 N. Handley in Delano. According to a story in The Wichita Eagle, Aero Plains will have a tasting room with 18 beers on tap and a 20-barrel brewing system.



Hopping Gnome serves Sepia Amber Ale, ICT IPA, Douglas Ave. Pale Ale and other beers marketed as "brewed for locals."

Augustino Brewing will be a new option for west-siders when it opens. Augustine Iacopelli told The Wichita Eagle in February that he is scouting locations in west Wichita, Maize and Valley Center.

Third Place Brewing, the side project of a surgeon and a pilot, is set to open this summer at 630 E. Douglas. It also will have a taproom.

We can't forget about some of the city's legacy breweries.

Wichita has a strong tradition of local breweries and restaurants.

River City Brewing Co., 150 N. Mosley, is Wichita's original homegrown brewery. A beer club for women, Beauties and the Beers, meets the third Thursday of the month there.

Hank Is Wiser, 213 N. Main in Cheney, celebrated its 10th anniversary last year. Open Thursdays, Fridays and Saturdays, it serves its own craft beer and is definitely worth the drive. Just be sure to obey the speed limit in Cheney. The brewery also serves Beer-B-Que.

Wichita also has breweries that have restaurants in Wichita but are based elsewhere, such as **BJ's Brewhouse**, 7960 E. Kellogg; **Granite City Food and Brewery** at 2244 N. Webb and 2661 N. Maize Road; and **Bricktown Brewery of Wichita**, 2142 N. Tyler.



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**We'd like to welcome some of
our newest customers!**

Cafe 151

Jimmie's Diner at Tyler and 21st

Knolla's Pizza

**At SafetyTec, our No. 1 goal is
complete and total client satisfaction.**

**We appreciate the opportunity to earn
your business.**

**REFERRALS ARE ALWAYS
APPRECIATED!**

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