



Predictions for the Food Industry – 2021 and beyond!

As the United States begins to see life return to normal, the food service sector faces unique obstacles on the road to recovery. While some businesses struggle to find qualified employees in the midst of stimulus checks and unemployment extensions, others are operating on a strict budget.

These food service challenges will look different in different industries – and understanding which will have the greatest impact on your business or organization can help you prepare for a new type of normal that brings heightened concerns for safety and efficiency. Here's what to expect as we enter a post-COVID world:

- **Colleges, Universities, & Primary Schools:** While we see kids returning to the classroom, lunchtime will still look different than before. [According to the CDC](#), schools should prepare to create pre-packaged meals, familiarize children with daily offerings to expedite decision making, and place a staff member at each food station to help minimize the time students are spending in lunch lines. College and university dining halls should prepare similarly.
- **Fast Food Restaurants & Convenience Stores:** Even as worries of COVID subside, individuals will be wary of small spaces and large groups of people. As a result, they'll be [driving their personal vehicles more](#) and traveling via air, bus, train, or subway less. Convenience stores and fast-food restaurants should consider high-tech integrations to combat new labor costs and assist in managing increased business due to more road-trippers, especially during summer months.
- **Hospitals:** As businesses begin to operate regularly and individuals feel more comfortable going out in public, hospitals will see a surge in the types of elective, non-emergent cases they were receiving pre-pandemic. As a result, hospital cafeterias should also expect an increase in business and put practices in place to minimize long wait times and allow for pre-packaged options.

- **Senior Living:** For those in senior living establishments, mealtime is an important source of comfort and socialization, so restaurant-style dining can be a great option that allows them to maintain their routines without the additional risks associated with buffet-style options. Residents will only be in direct contact with their own meals, reducing the potential spread of germs. Meanwhile, those who use mealtime to socialize can do so more safely in smaller groups with socially-distanced seating.

As you prepare for these new challenges, high-tech equipment integrations and additional training can help you cut labor costs, save time by automating processes, maintain product consistency, and minimize downtime to keep up with increasing demand. If there's anything we can help with as you work to return to business as usual, just [let us know](#).

Best wishes,

Rachel Herren

President, Hess Meat Machines

Featured Product: Southern Pride SRG 400

Summer means BBQ! And when it comes to barbeque, the best of the best meat is made with the smokey flavor of burning wood. The Southern Pride SRG 400 mixes traditional, authentic barbeque methods with high-tech integrations to bring users a versatile solution that lowers labor costs, food costs, and wood usage while preserving the flavor of meats. Learn more about this gas-fired, wood-burning stationary smoker.



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Service & Financing

Hess Meat Machines is devoted to your success. That's why we offer delivery and installation services, [training programs](#), 24/7 on-call emergency services, a fully stocked parts department, and factory trained expert technicians to ensure your equipment runs in tip-top shape. Concerned about pricing? We offer a tiered pricing structure, so you only pay for what you need. Rest easy knowing that you're getting high-quality service for a low price.

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Preventative Maintenance

With our Preventative Maintenance Plan, you can be certain you're doing everything you can to extend the life of your equipment – and improve your bottom line. Our comprehensive plan offers improved efficiency, increased sanitation, savings on parts and labor, and more. Investing in a Hess Preventative Maintenance Plan is a no-brainer – after all, when your machine is up and running, so is your business.

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Testimonial

METTLER TOLEDO RETAIL SCALES

"Working with Hess Meat Machines was a pleasure. We knew we needed new counter scales, but we didn't know exactly what capabilities, options, or configuration we should put in our store. Hess patiently worked with us through the process of discovering what our needs were and helped us put together a solution that fit our budget perfectly. Throughout setting up our system, installing the scales, and supporting us after install, the service from Hess has been top notch. I would wholeheartedly recommend them to anyone looking for new equipment!"

– Nick Vorpapel, Lake Geneva Country Meats, Lake Geneva, WI



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