

MRU
mass restaurants united
#saverestaurants
community | reach | advocacy | voice | education & resources

sobremesa sessions

virtual zoom gatherings to unite + support
independent Massachusetts restaurateurs

2.22.21 take-out session part 2 | beverage & beyond



take out & retail evolutions

our industry panel

- TJ Douglas of Urban Grape & Urban Events @urbangrape
- Emma Hollander of Trina's Starlight | Trina Snack Shack | Parlor Sports
@trinastarlite @trinasnackshack @parlorsports
- Tom Schlesinger-Guidelli of Alcove & Alcove Market @alcoveboston
- Nancy Batista-Caswell of Caswell Restaurant Group - moderator

Thank you to our panelists for sharing their wisdom, vulnerability and honesty during these one hour conversations. MRU members are able to gain invaluable insights on business evolutions, support community thru collaboration and submit questions during our Q & A. Our goal is to give every member a seat at the table during Sobremesa.



*The hospitality frontier of take-out
thru the lens of all things beverage & beyond.*

a few key takeaways from the panel

wisdom + evolutions - full zoom recording is now on member resources page

- **TJ** Drink progressively and foster better community thru beverage | be transparent to all from guests to vendors to bankers to team | be honest about the help you need | make it unstoppable. **evolutions-** the rapid growth of delivery, wine counter- a business within a business- the rewards and growing pains | success of urban events | supportive industry pop-up collabs wine and food pairings to support restaurants(\$45,000 of direct support to independent restaurants thru partnering pop-ups) - Tech Takeout App- Shopify offers support and great pricing on credit cards | Optimal Route App for delivery consolidations
- **Emma** Imagine more- imagine the future you want | complacency is not an option | Josh Childs is a super (& builder) hero! community and idea building thru cocktails | **evolutions-** soft serve | trina's snack bar menu | parlor sports -how to re-create the bar from the welcome vibe to hospitality without a 'bar' | speaker in take-out window | sloppy joe wednesdays | Trina's Fridge | Collabs & pop-ups | Tech Takeout App- Toast Tab -great support and functionality
- **Tommy** Value your talented team, rotate bar team to allow guest interaction and hospitality connections | What are you bringing your guest right now? Innovate by talking to your guests | say yes, as much as possible | **evolutions-** alcove marketplace | fire pits + s'mores | outdoor grilling | cookie dough & chicken fingers are a delicious way to support families ordering in | dovetailing with the neighborhood community-phone orders for guests wanting human element | Tech Takeout App- Toast Tab & Canva App for menu design, graphics and more.



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