

vine solutions, inc.



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Put your \$ where your Mouth is...

In this day in age, there are so many options when it comes to attracting new clients to your business; be it social media-based, Internet advertising, or good old fashioned cold calls. At Vine Solutions, we feel the best form of advertisement comes from our list of existing happy clients. This being said, Vine Solutions has a great **Client Referral Program** instituted to benefit our current clients. Refer any new client to Vine, and upon their signing, receive 1 free month of services- it's that simple! If you've got friends, you've got money in your pocket! Please contact your Client Manager for more details.

The Vine Solutions Newsletter

As most of you know, the monthly newsletter we publish for the distribution of our clients is a way in which we, at Vine Solutions, can communicate important information, convey Vine updates, inform you of HR procedures, as well as introduce critical pieces of news on laws and government programs as they relate to the restaurant industry.

Due in large because our newsletter is our primary method of communication to all our clients, it is imperative to us that our newsletter reaches you. This brings up the next topic; making sure to remove spam filters which may block our email (info@vinesolutions.com) from reaching you. In addition, you may wish to add additional staff members to our newsletter list. Finally, if you wish to unsubscribe from our monthly newsletter, please contact me at khevia@vinesolutions.com , or simply click "unsubscribe" at the bottom of the newsletter.



Small Business Health Care Tax Credit

In an effort to help small businesses afford the rising cost of health insurance, the IRS has created a new 35% tax credit on the health insurance they provide to their workers as part of the new *Patient Protection and Affordable Care Act* (PPACA).

Those who are eligible, according to the new credit requirements, must provide a minimum coverage of 50 percent towards the cost of an individual's plan. The business must also have less than 25 full-time employees and report an average annual wage of less than \$50,000.

For more information on how to take advantage of this government subsidized tax relief as well as the appropriate forms for which to fill out, click [here](#).

[Read More](#)

RESTAURANT SPOTLIGHT

Dates To Note:

Vine Solutions will be closed on Monday, February 21 in observance of President's Day. We will assume normal business hours the following Tuesday.

The Village Pub



The restaurant industry has seen its fair share of popular trends develop over the last several decades which forever change the face of industry; Tableside cooking, "green", locally-sourced practices, wines on tap, organic and farm-raised produce. All of these concepts, while popular in their own right, have given credence to the notion that restaurant goes these days have become well-educated and expect both better quality as well as better values from their menu choices.

This year is no exception as 2011 has shown all signs of pointing in the direction of in-house farming from the restaurant's own garden for the purposes of utilizing the freshest, most environmentally sustainable practices in their restaurant. This trend, while quite altruistic and earth-friendly, has also shown to help soften the bottom line. Opting to grow one's own produce as opposed to buying from a vendor and having to pay shipping costs, the chef can simply visit their onsite garden or a contracted farm nearby, and select the desired seasonal produce for the current menu.

A recent article from *The Washington Post* stated that according to a survey conducted by *The National Restaurant Association*, one-third of 2,000 chefs polled choose *gardens* to be the biggest trend in restaurants for the 2011 year.

Dmitri Elperin, Head Chef of The Village Pub in Woodside, Ca, a small town just south of San Francisco, is no stranger to the concept of sourcing locally from their own land. In partnership with SMIP Ranch, The Village Pub grows about 80% of all produce used in the restaurant from their own pesticide, herbicide and fertilizer-free plots. As stated by the restaurant themselves, "The collaboration allows the restaurant to demonstrate its allegiance to the global effort for earth stewardship and safe, sustainable food while providing guests the freshest fare possible."

The Village Pub which is known for its picturesque setting, the warm and inviting atmosphere, and their Michelin Star-awarded cuisine, was the project behind the collaborative masterminds of Tim Stannard, Mark Sullivan, and Andrew Green. Each a restaurant great in their own right, together created a masterpiece which was sure to please.

In addition to the sustainability efforts with which they pursue, Elperin

focuses on creating a menu which fluctuates with the seasons; one steeped in rich French history, but leads with an American flair. Items such as fish, meats, poultry, and game are all purchased from local purveyors who too are committed to reducing their carbon footprint.

The Village Pub is open for lunch Monday-Friday from 11:30a.m. to 2:30p.m. Dinner is available nightly from 5:00p.m. to 10p.m. The Bar/lounge hours are 2:30 p.m. to 10p.m.

For further information or to make reservations, please click [Here](#)

Vine Online

Productivity, or lack thereof, can sometimes be the determining factor between a restaurant that survives, and one that ultimately fails. Being able to look at your level of productivity and analyze it from several different vantage points, can help you to gain insight as to how your business could potentially perform more efficiently.

Here are several ways to look at your business's level of productivity using Vine Online:

1. First click on the "Key Info" Icon.
2. Select to narrow your search by unit or by all company.
3. Pick a specific time frame.
4. Options (what is it that you would like to compare)?
5. Choose to search within either **Sales or Labor**. *Sales* will give you Net Sales by shift, # of shifts, Comps, Promos, Voids, Guests, Guest Averages, Checks, Check Averages, Entrees, Entree Averages, and/or Credit Card tip percentages. *Labor* will give you Hours, Shifts, Sales Per Labor Hour, Over-Time, and/or Labor percentages.

If you have any additional questions regarding how to perform these additional productivity reports, please contact your Client Manager or Rick Graves at rgraves@vinesolutions.com.