



"When its time to eat, you'll find our creative cuisine  
has something for everyone!"

P.O. Box 13160 ♦ Longview, Texas 75607

## **Concessions for Expo Center**

Bid #1711-205

Williamson County, Texas  
901 S Austin Ave  
Georgetown, TX. 78626

**Dec 28, 2017 3:00 pm Eastern**



P.O. Box 13160 ♦ Longview, Texas 75607

**"When its time to eat, you'll find our creative cuisine  
has something for everyone!"**

December 27, 2017

VIA Email: [johnny.grimaldo@wilco.org](mailto:johnny.grimaldo@wilco.org)

Williamson County, Texas  
Attn: Johnny Grimaldo -Purchasing Specialist II  
901 S Austin Ave  
Georgetown, TX. 78626

RE: Bid #1711-205 Concessions for Expo Center

Dear Mr. Grimaldo,

Attached is our response to the Solicitation mention above and issued by your agency. I understand that this proposal will be reviewed, and evaluated by staff members, who will select a contractor. We fully understand the terms and conditions of the contractor's obligations and hereby state that our company is fully capable of performing the services set out in the RFP. All of the attached materials have been reviewed and approved through the appropriate channels within our organization.

If you have any question(s), please contact me at (903) 917-6405.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Hanon", written over a horizontal line.

Kenneth Hanon,  
President

## PERSONNEL QUALIFICATION

**Heartland Food Group** (HFG) have over twenty years in providing food services similar to the described services of the Williamson Count Expo District.

In January 2015, the food service division began operating the food services for **Texas Parks and Wildlife's Game Wardens Training Center** located in Hamilton, Texas.

### OPERATIONAL COMMITMENT

**Heartland Food Group** (HFG) shall furnish and operate the WILLIAMSON COUNT EXPO Food Services service as is described in the bid #1711-205 . Services will include staffing, management, food service, equipment maintenance, janitorial, and any other function consistent with an operation of this type.

HFG's management consists of employee monitoring, supervision, and customer service procedures. We maintain a hands on approach to our staff management so that you are treated in a way that shows that we value your business.

### EXPERIENCE and PAST PERFORMANCE

**Heartland Food Group** most valuable assets are the people we hire to provide quality goods and services. The reputation of the company relies on our ability to select and train the best possible candidates. Aptitude, demeanor, and a desire to choose food service as an occupation and career path is an indicator that the candidate has what it takes to be successful.

Experience in hiring and training employees and its managing consortium's is one of **Heartland Food Group** greatest strengths. Staff members have spent several years recruiting, interviewing, training, and managing employees through programs with Texas Workforce Commission, and with the private sector. Insight into what to look for in prospective employees, tremendously aid us in selecting employees those are right for a particular assignment. At the time of the submission of this proposal, HFG have not identified the person or persons who will be hired to operate or manage the facility; however, we will use our current management team to perform the services as necessary. We tend to have a hands-on approach doing the start-up of the operation and when there are major events.

**Heartland Food Group** will ensure that there are enough employees and recruits available at the request of the **Williamson Count Expo's** officials, unforeseeable circumstances or to replace non-compliance employees.

### BASICE FUNCTION

- **Heartland Food Group** shall furnish and operate the Williamson Count Expo District Cafeteria Services; including staffing, management, food service, janitorial services, and any other function consistent with an operation of this type.
- **Heartland Food Group** shall hire at his own cost and expense, train and supervise staff whose appearance, manner, and character will reflect credit on the facilities and will be acceptable to the patrons of the facilities, to assist in the performance of this contract.

- **Heartland Food Group** will ensure that employees currently working will be given an equal opportunity to continue their employment. This includes offering each employee the opportunity for advancement and promotion.

## **FOOD SERVICE ADMINISTRATIVE STAFF**

### **DUTIES AND RESPONSIBILITIES**

1. **Administrative Duties.** Typical tasks: manages a food service operation by assigning work, developing work procedures consistent with agency policy, establishing work schedules, and monitoring work performed by subordinates to meet established goals and objectives; prepares budget information for assigned area by projecting resource needs and preparing written reports; provides information to upper-level management concerning long-range planning, goal setting, and policy and procedure development; evaluates the needs of the food operation in terms of staff, supplies, and equipment; ensures that expenditures for food service operations stay within the allotted budget.
2. **Supervision.** Typical tasks: plans, assigns, and reviews work of assigned staff; adjusts work assignments and schedules to maintain adequate staffing levels and respond to fluctuating workloads; evaluates employee performance and prepares performance appraisals; assesses training need of staff and arranges for or provides appropriate instruction; provides initial orientation to new employees; reviews applicant's credentials, participates in the interview process, and hires or effectively recommends hiring of staff; resolves personnel problems, complaints, and formal grievances at the first level; disciplines and rewards employees; counsels employees in work-related activities, personal growth, and career development.
3. **Food Service Coordination.** Typical tasks: participates in planning and preparing menus; checks daily menus for possible changes to recipes; makes recipe changes and informs staff; makes sure all menu items are ready for distribution at prearranged times; updates and evaluates recipes; ensures that the staff serves the food at proper temperatures; observes food to be sure it is visually appealing and served in adequate portions; plans and directs the preparation of new food items or new service activities for increased customer satisfaction; obtains feedback from resident inmates or student customers concerning the quality of the food served and the service provided; maintains the general operation and efficiency of commercial kitchen equipment; supervises and directs staff in preparing food for resident or student outings and picnics, special banquets, buffets, and dinners; accommodates special diet needs of residents, students, and/or inmates who have specific religious, medical, or dental requirements; and/or recommends improved methods of food preparation, service, and personnel practices.
4. **Product/Supplies Requisition.** Typical tasks: determines food items to order based upon the food on hand; obtains cost quotes or bids from vendors or food suppliers; initiates purchase orders for produce, baked goods, and cooking and serving equipment; ensures procedures are followed by staff for receiving, storing, and issuing food and supplies; inventories food supplies needed before each order by counting food items, recording totals, and reporting findings; recommends purchases of commercial kitchen equipment.
5. **Recordkeeping.** Typical tasks: keeps track of the number of meals served daily; records the number of complimentary meals served; records items which are routinely rejected by

consumers documents the nutritional value of each meal served; records the daily estimated food costs for each meal; prepares quarterly expenditure reports concerning, for example, cost per meals; forecasts future food needs based on current data; records customer orders and payroll costs; compiles data and prepares reports on labor costs (hours worked and pay rates); reports cash sales each day; submits accident and injury reports to superior.

6. **Miscellaneous.** Typical tasks: contributes new ideas and creative ways of preparing and distributing foods; writes brochures for special meal events; occasionally assists staff by performing some of the food service activities such as preparing, serving, and distributing food when necessary.

## **QUALITY CONTROL PROGRAM**

Quality is everyone's business. The organizational structure, a reporting system and open communication are necessary for success. *"Quality doesn't cost, it pays"*

Food is basic for life. Quality or excellence in our food supply should be an important concern to all. Safety and wholesomeness are the most important attributes of food quality. The lack of quality as it relates to safety and wholesomeness can result in personal injury, sickness or death.

### **Objectives**

The principal objectives of *Quality Control Program* are:

1. Protecting public health by reducing the risk of food borne illness;
2. Protecting consumers from unsanitary, unwholesome, mislabeled or adulterated food

## **COMPLAINTS:**

The management team of HFG shall investigate patrons' complaints regarding food concessionaire services within 24 - 72 hours of receipt. Management shall give priority response to both patron complaints of food borne illness and complaints concerning substantial hazards to the public health.



### THE PAPPY'S CONCEPT...

**What set us apart?** The restaurant industry has the number one failure rate for business in America according to the Small Business Administration (SBA). The concept used by HFG is to establish a method to minimize the risk of failure.

**Strategic Plan.** In order to minimize failure rate, HFG has focus on operating food service in facilities where there is an established clientele. These facilities include; hotel and lodging facilities, colleges and universities, and government owned facility; such as courthouses and military bases. These facilities normally have an exclusive contract to provide food services with little or no competition.

#### MISSION STATEMENT

Our first responsibility is to the financial well being of the company. Our goal will be met by 1) the effect of our products delivered and sold to the customers; 2) the impact that our business make in the market that we service; 3) the high quality of attitude, fairness, understanding, and generosity between management, staff, customers, and vendors. Awareness of all these factors and the responsible actions that results will give our efforts a sense of purpose and meaning beyond our basic financial goals.

## **PLAN OF OPERATION**

**Heartland Food Group** is dedicated to providing the same quality service as in the previous years of operations. In the observation of the traditional operation, HFG propose to maintain the same type of foods but will diversify the menu slightly. The traditional menu is a home-style cooking base menu with short orders available. Whereas, home-style is classified as a good and hearty meal, it does not usually appeal to the young to medium age health awareness generation.

## **EXPERIENCE and PAST PERFORMANCE**

**Heartland Food Group** most valuable assets are the people we hire to provide quality goods and services. The reputation of the company relies on our ability to select and train the best possible candidates. Aptitude, demeanor, and a desire to choose food service as an occupation and career path is an indicator that the candidate has what it takes to be successful.

Experience in hiring and training employees and its managing consortium's is one of **Heartland Food Group** greatest strengths. Staff members have spent several years recruiting, interviewing, training, and managing employees through programs with Texas Workforce Commission, Texas A&M Culinary School, and with the private sector. Insight into what to look for in prospective employees, tremendously aid us in selecting employees those are right for a particular assignment.

**Heartland Food Group** provides an exceptional training program that foster career growth and a highly trained and motivated team of proud specialist. Our extensive training program includes 20 hours of formal orientation, classroom instruction, and testing in real life scenarios. All staff are required to complete our training program and will have completed a PMAB and First Aid & CPR training within their first three months of employment.

## **MANAGEMENT**

### ***PROFESSIONAL MANAGEMENT SERVICES***

**Heartland Food Group** will operate the facility using of Food Service Managers from the Private and Public sector. The goals are to have experienced food service manager with experience in the industry and private business and hospitality sector.

In the past, Public food service managers as well as providers focus on providing services in quantity manner, typically meaning providing services to large number of personnel. This often meant poor quality of taste and choice. Meanwhile, the private sector generally have to compete for customers, generally means that poor quality and taste usually result in lost customers, profits, and even closing of the business. Therefore the private sector food manager usually have a more important role in the quality of the food services.

## **BASIC FUNCTION OF MANAGERS**

The Food Service Manager (Project Manager) serves as the primary representative of **Heartland Food Group** for the designated client account. He/she is responsible for successfully coordinating and directing all activities within the assigned account through subordinate managers, supervisors, and employees. The Project Manager will work with each employee and the Departmental Officials as directed in all matters relating to contract and account operations in order to establish and maintain a solid, mutually beneficial business relationship. Highest possible client and customer satisfaction, employee relations, and retention programs must be maintained and financial goals achieved for the client. In carrying out assigned responsibilities, the Project Manager ensures that all personnel under

his/her operational control comply with all Client, government, corporate, and division policies and procedures. Other reasonable duties may be assigned.

### **QUALITY plus QUANTITY**

The proposed service will include a monthly rotating menu, including an ala cart express service for those with a special need. The daily menu will be in consistence with USDA nutrition requirements; including, low-fat & low sodium diets, low-carbs, vegetarian diets, and ethics food items. Our slogan *“When its time to eat, you’ll find our creative cuisine has something for everyone!”*, is our commitment to excellence.

### **COMMITTEMENT to QUALITY SERVICE**

HFG set the standard high for commitment to quality services. While it is not possible to satisfy 100% of the customers 100% of the time, HFG goals are customers’ satisfaction are higher than most service contract requirements. **HFG** will hire two (2) Quality Assurance Managers (QAM) who primary responsibilities are to implement and assure Williamson Count Expo policies, quality of services, and patron satisfaction. The QAM will implement quarterly customers’ surveys, monthly inspections of facilities operation and make all recommendations of any needs or changes as necessary. The QAM shall work directly with Williamson Count Expo officials to insure that services are being met. All complaints of services will be addressed by the QAM with in five (5) working days after the complaint is filed.

### **OPERATIONAL COMMITMENT**

**Heartland Food Group (HFG)** shall furnish and operate the WILLIAMSON COUNT EXPO food service as is described in the RFP739-SL1-708553. Services will include staffing, management, food service, janitorial services, security, equipment maintenance and any other function consistent with an operation of this type.

HFG’s management consists of employee monitoring, supervision, and customer service procedures. HFG’s experienced management team will find the solution to your specific food service concerns. We maintain a hands on approach to our staff management so that you are treated in a way that shows that we value your business.

The food service division will ensure that there are enough employees and recruits available at the request of the **Williamson Count Expo** officials, unforeseeable circumstances or to replace non-compliance employees.

### **PAST EXPERIENCE & BUSINESS REFERENCES**

Heartland Food Group is a full service food company. The managers and staff members have over 127 years of combined services in restaurant management, catering, and Meal. We provide catering services to outdoors event throughout the State of Texas. In the mid 80’s through the early 90’s, **HFG** was the 4<sup>th</sup> rank catering company in the Dallas-Ft. Worth metroplex. Even though many of the staff members have retired or open their own food service business, the primary owners and managers are still intact and have moved toward providing services in school, universities, government facilities, and Meals. **HFG** has operated full food service in three (3) hotels, courthouses, and is an approved Department of Agriculture Special Nutrition Program for public school systems.

### **TRAINING POLICIES**

Training the operational staff is important, real important. All employees will be trained not only in their specific operation duties, but also in the philosophy and application of our concept. They will received extensive information from the administration and be kept informed of the latest information on healthy eating The menu for this RFP is moderated sized, and moderate-low priced offering a collection of fast-



food type items without fast-food taste. Our goal is to create the image of flavorful, satisfying and nutritious food.

## **STAFFING PLAN APPROACH**

Food Services Managers has the responsibility of developing a staffing plan as well as supervision of that plan and the employees. Staffing plans per facility shall be conducted in order to meet the services needs. The Food Services Administrative staff shall budget and staff each facility sites efficiently. Staffing plans include doing a Meal-Per-Labor-Hour Analysis to help insure efficiency.

1. Number & type of positions needed at each facility
2. Work hours and schedule, including breaks, for each position
3. MPLH that reflects planned work hours and is “efficient”

After it is determined how many positions/staff are needed, the administrative staff will assign the appropriate number of staff to each facility. The selection and hiring of staff needs, not only to fill open positions, but to fill substitute positions that are needed too.

**HIRING MEASURES** shall be taken to assure staffing needs are met, and for those times when the program is short of staff, **911** plans should be prepared and updated as needed. The basic process is as follows:

1. Candidates are interviewed for the substitute force first. If deemed qualified, they are cleared for further processing, which includes orientation, drug test, physical, background check and food handler certification.
2. Successfully completing that mentioned above, the candidate is placed on the sub force and will serve in one of 2 scenarios: subbing for an open position, or subbing on an on-call basis.

Staff hired onto the regular force normally come from our substitute force. The hiring process includes an interview and a more formal back-round check (finger printing).

## **STAFF PERFORMANCE & EVLAUATION**

It's management's responsibility to evaluate staff performance. To do this well requires certain things to get done well in advance evaluating them:

1. Setting and then communicating program performance standards
2. Regularly visiting facilities during peak and non-peak hours to determine whether program performance standards are being met.
3. Ensuring staff is advised during visits whether they are meeting program performance standards. This is not only done verbally, but with appropriate documentation as well.

## BAR-B QUES

*Heartland Food Group* offers delicious slow smoked BBQ meats, high quality house-made sides, delightful desserts and all the extras that make our catering so special and that you won't find at a typical BBQ restaurant.



Our expert chefs can design the perfect menu, using their expertise to create amazing dishes tailored to your need and desire whether you are looking for a seated dinner or buffet.

Our goal is to serve the freshest BBQ meals at any location, at reasonable prices. We do this with the best foods, freshest ingredients, family recipes and a dedicated staff..... **"THIS SETS US APART!"**

We've created our own marinades, rubs and sauces, and are different from most caterers as we grill and fry everything fresh at your location with our professional staff and equipment.

## **CONCESSION and OUTDOOR EVENTS**

**Heartland Food Group** has experience operating sporting event concession. Currently we are providing services to UTSA Park West Athletic Complex.



*UTSA Park West Athletics Complex is home to soccer field and track and field stadium*



*Park West Athletic Stadium Concession*



# PAPPY'S JUICE BAR



Heartland Food Group operation of a Juice Bar helped us with understanding the new trend in Universities and colleges. Students are moving toward healthier food items. The Juice Bar offered 100% sugar-free and low calories items.

*"Pappy's is the place to be before class, in-between class, or after class. We have everything that is fitted for the environment for you. Such as, different flavor smoothies, wellness drinks, refreshment drinks, and coffee for the morning goers. Maybe, you would like to delight in a sand-which, wraps, or protein bars. Well we have it!! Also, other things you would enjoy. Don't forget the weekly specials and coupons we have online. Come check us out!!"*



# Government Agencies

Beside feeding the National Guards in seven (7) different states since 2005, Heartland Food group has performed food services to the training facility of Texas Game Wardens. We have provided meals to government agencies from 15 to 1,500 daily including breakfast, lunch, and dinner.



*Texas Game Warden last day after seven months of training.*

## Government Agencies:

**Texas Game Warden Facility**  
Hamilton, TX 78744

**University of Texas San Antonio**  
San Antonio, Texas 78249

**Georgia Army National Guards**  
Fort Stewart, GA 31314

**Department of Homeland Security - Dallas**  
Dallas, Texas 75247

**Dallas Military Entrance Processing Station**  
Dallas, Texas 75207

**Department of Homeland Security - El Paso**  
Washington, D.C. 20229

**Texas A&M University**  
College Station, Texas 77843-1236

**Louisiana Army National Guards**  
Pineville, LA 71380

**Arkansas National Guards**  
Jonesboro, Arkansas

**City of Corinth Texas**  
Corinth, Texas 76208

# PAPPY'S

"Division of East Pointe Holdings, Inc."

## Williamson County Concession Expo Menu



**Bar-B-Que Plate**

**\$10.00**

**Hamburger**

**\$4.00**

**Chicken Fried Steak**

**\$5.50**

**Chopped Beef**

**\$4.50**

**Sausage-On-a-Stick**

**\$3.00**

**Hot Dog**

**\$2.50**

**Pappy Taco**

**\$2.00**

**Cheese Nachos**

**\$4.00**

**Beef Nachos**

**\$5.75**

**Deli Submarine (6")**

**\$4.00**

*Ham, Roast Beef, Turkey, Meatball served with lettuce, pickles, tomatoes, and onions*



**Classic Roast Beef Bacon & Cheddar**

**\$4.50**

**Coke-Cola**

**Diet Coke**

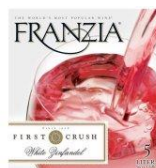
**Dr. Pepper**

**SPRITE**

**ROOT BEER**

20 oz Bottle

**\$2.00**



**\$4.00**