

THE CONNECTION

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**MINNESOTA SHOPPING
CENTER ASSOCIATION**



Bytes & Bites: Unveiling the Digital Evolution of Dining



by Alison Krueger,
MID-AMERICA REAL ESTATE
- MINNESOTA, LLC

In an era where culinary innovation meets cutting-edge technology, the dining experience is undergoing a remarkable transformation. Gone are the days of simply perusing a paper menu and flagging down a server for your order. Today, restaurants are embracing a brave new world of technological advancements that are reshaping every aspect of the dining industry. From interactive menus that leap off the screen to the seamless integration of artificial intelligence (AI) and robotics in the kitchen, the restaurant landscape is undergoing a profound technological makeover right in front of us. What technology can you expect on the menu? Automation, AI and robotics. Current staffing challenges, menu inflation and high labor costs all contribute to the reasons in which restaurants are turning to technological solutions. Next year, 63% of restaurant operators will hop aboard the tech savvy train and invest in upgrading their menu, ordering and payment solutions.



Over the past few years, Panera Bread has been vigorously testing a variety of new restaurant designs, from a dual drive-thru model with increased pickup and contactless options to a Next Gen design that modernizes and revitalizes the dine-in experience.

Prior to the pandemic, many restaurant chains were already leading the industry with digital capabilities and an omnichannel infrastructure. COVID-19 underscored the importance of off-premise channels in the food business. A number of companies have redefined the dining experience to serve today’s guest in an increasingly off-premise world.

Part of the success of Crumbl Cookies, which entered the Minnesota market a few years ago, is due to their outsized digital presence. The cookie company app is the 6th most downloaded one in Apple’s app store’s food and drink category. That puts it ahead of older and much larger chains such as Domino’s, Taco Bell, and Chipotle Mexican Grill.

While some retailers toy with implementing simplistic versions of AI in their current business models, others have sought out more advanced, highly customized AI derived solutions to fit their newly found needs. For instance, Chipotle Mexican Grill’s newest technology investment, Chippy, is an automated tortilla chip maker. Meanwhile, Panda Express has adopted robotic woks that operate 25% faster than manual models.

appear to offer ultimate labor efficiency, but the reality of foodservice automation remains a work in progress. In the next five to 10 years, you will see more robotic arms at fry and griddle stations. Robotics will primarily be used to help fill a widening employment shortage across the hospitality industry.

Not all AI implementations will be robotic, Jetson-like futuristic concepts. Some smart kitchen technology advancements are going to be as simple as intelligent appliances, LED lighting, high efficiency heating and cooling systems, low-flow plumbing fixtures, tankless water heaters, ENERGY STAR rated kitchen equipment, kitchen display systems, low volatile organic compound (VOC) finishes and automated pizza oven conveyor belts.

New kitchen design will feature renewable energy from wind and solar power. McDonald’s, KFC, and Chipotle Mexican Grill have signed agreements or will be installing solar in the new year at several of their locations.

Taking flight this year – drone food delivery! Expect to see more partnerships between restaurants and drone companies with the hopes of expediting deliveries and cutting costs for consumers.

On paper, restaurants staffed by robotics

— continued on page 2

BYTES & BITES: UNVEILING THE DIGITAL EVOLUTION OF DINING *continued from front page...*

The fusion of culinary creativity and cutting-edge technology is reshaping the way we dine and how restaurants operate. From streamlining operations and enhancing customer experiences to ensuring food safety and sustainability, technology is no longer just a complement but an essential ingredient in the recipe for success. As we look to the future, we can only imagine the endless possibilities that lie ahead in this dynamic, tech-infused culinary landscape. So, whether you're a diner eager to savor the latest innovations or a restaurateur poised to embrace the next wave of change, one thing is certain –technology will continue to tantalize our taste buds and redefine the very essence of dining for generations to come. Bon appétit and may the future of restaurants be as delicious as it is innovative!



Halloween Predictions

Halloween Spending to Reach Record \$12.2 Billion

The National Retail Federation's annual Halloween consumer survey conducted by Prosper Insights & Analytics revealed that total Halloween spending in 2023 was expected to reach a record \$12.2 billion, exceeding the previous year's record of \$10.6 billion, despite Halloween falling on a Tuesday this year.

Consumers have been shopping early for festive décor and other related items and retailers have ample inventory and are prepared to help customers and their families take part in this popular and fun tradition.

Per person spending is anticipated to be up as consumers plan to spend a record \$108.24 each, up from a previous 'record' of \$102.74 in 2021. The greatest increase in spending came from costumes, which were more popular than ever.



The leading sources of inspiration continue to be online searches (37%), within a retail store or costume shop (28%), and friends and family (20%).

Sixty-nine percent of those celebrating Halloween plan to buy costumes, up from 67% last year and the highest in the survey's history. Total spending on costumes is expected to reach a record \$4.1 billion, up from \$3.6 billion in 2022.

Which costumes will be the highlights of this year's Halloween? Barbie and Ken?



HAVE YOU SEEN?

Twin City Twisters Gymnastics in Champlin is set to open a new facility off Highway 169 this fall/early winter.



COMMERCIAL
HANDYMAN
SERVICES



24-HOUR
RESPONSE
TIME



NO JOB
IS TOO
SMALL



GARDNER
QUALITY
CRAFT

BUDGET SEASON IS UPON US

We can give you real numbers for 2024 AND complete remaining projects within your 2023 budget.



IN THE NEWS

Minnesota Marketplace

- ▶ **MIDWEST MOUNTAINEERING**, which has sold camping equipment and other outdoor gear from its storefront in the Cedar-Riverside neighborhood of Minneapolis for more than a half-century, closes this fall.
- ▶ **4TH DIMENSION PROPERTIES** bought Blaine's **NORTHTOWN MALL** for \$31 million.
- ▶ **ANN KIM** closes Sooki & Mimi, reopens as Korean American restaurant **KIM'S**.
- ▶ **YWCA MINNEAPOLIS** plans closure & sale of facilities in Uptown and downtown Minneapolis.
- ▶ **PARASOLE** closed **GOOD EARTH** restaurant in Roseville, leaving the other in Edina at **GALLERIA**.
- ▶ **DANGEROUS MAN** to close Northeast Minneapolis taproom. Yia Vang's Hmong restaurant **VINAI** will move into the space.
- ▶ **NEW BALANCE** to open factory store at **TWIN CITIES PREMIUM OUTLETS**.
- ▶ **LIFE TIME** unveils new pickleball club concept in Chanhassen.
- ▶ **AGRA CULTURE** is closing in St. Paul's Highland Park, three other locations to remain open.

- ▶ Indoor pickleball club, **THE PICKLR**, plans to open six locations in the Twin Cities metro area in the next five years.
- ▶ **SOFT SURROUNDINGS**, a women's clothing, beauty products, gifts and home décor store, to sell assets as part of a reorganization under Chapter 11 bankruptcy plan.
- ▶ **WELLS FARGO** closed nine locations in Minnesota this year.
- ▶ **NAUTICAL BOWLS** opened their twenty-fifth location in New Hope in the retail center on Winnetka Avenue.
- ▶ **SELF ESTEEM BRANDS** secured deals for 55 additional **WAXING THE CITY** franchises.
- ▶ **TOTAL WINE** will take over the MGM Wine and Spirits space in St. Louis Park.
- ▶ Palace Theatre enlisted **WRECKTANGLE PIZZA** to open next to the music and event venue in downtown St. Paul. The pizzeria will feature menu items not found at their other locations.
- ▶ Modern Filipino restaurant **KALSADA** in St. Paul is closing after one year.



by Lisa Diehl,
DIEHL AND PARTNERS, LLC



by Jesseka Doherty,
MID-AMERICA REAL ESTATE – MINNESOTA, LLC

MSCA IS CURRENTLY LOOKING FOR COMMITTEE MEMBERS FOR 2024!

Come join a committee, build collaborative relationships and take on new opportunities. Your contribution will not only enhance and continue to strengthen MSCA but also build your professional network!

[CLICK HERE TO REVIEW THE COMMITTEES AND LET US KNOW WHERE YOU WANT TO GET INVOLVED!](#)



KIM'S



NAUTICAL BOWLS



WRECKTANGLE PIZZA



MSCA's September Program: The Art of Developing, Managing and Operating Diverse Food Destinations

SEPTEMBER SPEAKERS (left to right):

- Bill Wittrock** RSP Architects (moderator)
- Marshall Nguyen** Wyn Group
- John Wall** Wall Companies
- Gabby Grant** Bebe Zito
- Ben Spangler** Bebe Zito

WELCOME NEW MEMBERS

- JORDAN FRANK**.....G4CM
- KATE BAGWELL**.....COLLIERS | MINNEAPOLIS-ST. PAUL
- DOUG HALL**.....NCS CORP

REGISTER FOR THESE 2023 EVENTS WITH JUST A CLICK ON THE EVENT!

EVENT	VENUE	DATE
Playing Well in the Sandbox: Digging into Challenges and Sharing Insight Between Architects, Engineers, and Contractors	Oak Ridge Country Club	10/4/23
Second Third Thursday <i>Sponsored by Rochon</i>	Schuler's Tavern	10/12/23



2024 MSCA Advertising and Sponsorship Opportunities

MSCA has released all 2024 advertising/sponsorship via first come, first served. You may send in your forms on Friday, October 6, 2023, at 8 am at the earliest.

Click here for the advertising/sponsorship menu



2023
STARR
awardsSM



- YEAR END CEREMONIES
- STARRSM AWARDS
- HOLIDAY PARTY

Tuesday, November 28, 2023

Golden Valley Country Club
7001 Golden Valley Road, Golden Valley

3:30 p.m. Registration & Networking

5:00 p.m. Year End Ceremonies &
Awards Presentation

6:00 p.m. Holiday Party

**Reserve your tickets
online today!**

Corporate tables of eight: \$500*

Corporate tables of four: \$300*

Individual tickets: \$75 in advance
\$85 at the door

Click here to register

or for more information log on to
www.msca-online.com

**Limited number available*

MSCASM

MINNESOTA SHOPPING
CENTER ASSOCIATION

October 2023



THANK YOU TO OUR MSCA 2023 CORPORATE SPONSORS

