

FOOD BUSINESS

MANAGING FOOD OPERATIONS
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Review



INSIGHTS

FOODSERVICE PARTNERSHIP LEADER

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TABLEWARE THAT RESTAURANTS CAN TRUST

BY KEVIN COLLIS, PRESIDENT, TOTAL TABLETOP PLUS

Editor's Note: Restaurant operators depend on tableware that can withstand demanding service environments while supporting presentation, consistency and the overall dining experience. Collis's perspective gives foodservice decision-makers a practical view of why product reliability and responsive supplier relationships matter when choosing essentials that directly influence daily operations and guest satisfaction.

A Lifelong Passion for Foodservice

My initial connection to the industry came through family. My uncle in Montreal owned a second-generation manufacturers' representative business, which gave me early exposure to the restaurant supply world.

The industry has also become a family tradition, as all of my brothers work in similar areas of the business.

What has sustained my interest is a genuine passion for foodservice. I have spent my entire career in the industry, progressing from busboy to waiter and bartender and ultimately to owning a distribution company.



Building Trust through Consistency

Listen carefully to both your sales representatives and your customers. Their feedback provides valuable insight into what the market needs and where expectations are changing.

Give your team and customers the tools, information and support they need, while managing expectations clearly and realistically.

Above all, build trust through consistency: say what you are going to do, and then do what you say.

Balancing Costs, Supply and Service

Rising tariffs and exchange rates are increasing costs, which is forcing

customers to reconsider their tableware spending in order to protect already-tight profit margins.

At the same time, supply-chain expectations are becoming more difficult to manage. Customers have become accustomed to the superior service and availability associated with our premium brand, so maintaining that standard in a more challenging supply environment requires careful planning and communication.

The Habits that Build Longevity

Work hard and develop a strong work ethic. Consistent effort creates opportunities and builds a reputation that lasts.

Invest in long-term relationships with both customers and suppliers. Strong partnerships are essential in an industry built on trust and reliability.

Communicate clearly and, just as importantly, listen carefully to the needs of your customers and to changes in the market.

Be dependable and follow through on your commitments. If you say you are going to do something, make sure you do it. **FB**



*Say what you do and
do what you say.*

Premium Quality, Faster Availability

One of our greatest sourcing challenges today is selling premium products that combine superior style and durability, but its higher quality also comes at a higher price point. One of the key advantages, however, is that we are able to import these brands relatively quickly.

Other porcelain manufacturers can offer lower-priced alternatives, but the trade-off is often reduced quality and significantly longer lead times. Customers increasingly expect faster availability and are reluctant to wait, which can directly affect our ability to serve them and grow the business.