

KEY TAKEAWAYS

We chase margins and moments,
keep menus fresh
and guests returning with glee.
But the more we optimize,
the less we sometimes see.

When process and protocol box out surprise,
Write by Erasing.
Clear the shelf, retire the rule,
let one recipe go so another can rise.

When fear of failure keeps bright ideas on ice,
Aim for the Trash Can.
Shake up the mix,
let the fizz of a bad idea
turn flat habits into something that bites.

When constraints feel like cages,
Think Inside the Box.
A smaller pour, a tighter lot—
let limits shape the taste you've got.

Because progress in this business
may not come from running faster.
It waits in the pause before we begin—
in choosing courage over comfort,
to unlock the artist within.

