

Today's Restaurant

THE FOODSERVICE INDUSTRY AUTHORITY

VOLUME 31

Appetizers

Gong Cha's new era of innovation efficiency



4

VENU+ and Famous Brands licensing agreement



5

TRN Featured City of the Month: San Antonio



8

Shipley Donuts caps record-breaking 2025



11

Entrées

Advertisers Directory	2
Appell Pie	2
Classified Ads	12
TRN Featured City	8
What's Going On.....	3

The "Ozempic Era" changes restaurant portions & alcoholic beverages demand

By Benson Fischer

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Benson Fischer

For owners, the challenge is clear: how do you maintain gross sales when your customers are biologically hardwired to eat and drink less?

The "Ozempic Era" has officially moved beyond the doctor's office and into the restaurant kitchen. As we navigate 2026, the rise of GLP-1 medications—like Ozempic, Wegovy, and Zepbound—has created a new class of "selective diners."

With roughly **one in eight American adults** now using these medications, the impact on restaurant bottom lines is undeniable. For owners, the challenge is clear: how do you maintain gross sales when your customers are biologically hardwired to eat and drink less? The answer lies in two major pivots: **portion re-engineering and a revolution in non-alcoholic (NA) mixology.**

The Portion Pivot: From "supersized" to "right-sized"

The traditional restaurant model of high-volume, low-cost carbohydrates (like the bottomless breadbasket or the mountain of pasta) is a losing strategy for GLP-1 users. Because these medications slow gastric emptying, users feel full much faster. When faced with a massive plate, they don't just leave

leftovers—they often feel "food guilt," which discourages a return visit. Many restaurants experiencing 30% to 40% customer left-over rates.

How to adjust portions without killing margins:

◆ **The "Nourish" Section:** Instead of a "Senior" or "Kids" menu, create a section titled "Focused Portions" or "Nourish Plates." These should be roughly 40% to 50% of the size of a standard entrée but priced at 60% to 70% of the cost. This accounts for the fixed labor and overhead costs while providing the diner with a manageable meal.

◆ **Protein-First Architecture:** GLP-1 users are often concerned about muscle loss. Menus should prioritize high-quality protein (wagyu, wild-caught salmon, or bison) in smaller doses. A 4-ounce premium wagyu slider is more attractive to this demographic than an 8-ounce standard burger.

◆ **The "Split-Plate" Strategy:** Rather than discouraging plate-sharing with fees, lean into it. Offer a "Share & Pair" option where a single entrée is split in the kitchen and served with two smaller, high-protein side salads for a nominal upcharge.

See **OZEMPIC** page 14

Dillas Primo Quesadillas sets ambitious growth goal to reach 50 locations by 2028

Dillas outlines a three-year plan centered on sustainable growth, operational discipline and strong franchisee support

Plano, TX — [Dillas Primo Quesadillas](#), the fast-growing, quesadilla-focused franchise, is setting a goal to reach 50 total locations by 2028, including 25 open restaurants and 25 additional franchise agreements signed.

The growth plan reflects more than a decade of operational experience from founders [Maggie](#) and [Kyle Gordon](#), who launched the concept in 2013 and have spent the past several years refining the model before accelerating franchise development.

As Dillas grows, the brand is focused on markets it can realistically support day-to-day.



"We've taken a very deliberate approach to growth," Maggie said. "We've spent years building the system, learning from our own company-owned locations, and supporting a multi-unit franchisee. At this point, we have the playbook, the data, and the

confidence to scale responsibly."

Today, [Dillas](#) operates six company-owned locations and supports a franchise partner with five restaurants already open. According to the founders, that real-world footprint has allowed the brand to validate real estate strategy,

labor models, vendor relationships and unit economics — all critical components as the system expands.

"We've built the system and the playbook, and we've already made the mistakes that come with growth," Kyle said. "All of that reinforces our vision to become the go-to brand for primo quesadilla meals. Doing that alone would be slow and limiting, so opening the model to franchise partners allows us to scale the right way and make a bigger impact."

As Dillas grows, the brand is focused on markets it can realistically support day-to-day. That means staying close to home, with an emphasis on Texas and parts of the Southeast, including Florida, Georgia, Tennessee and Oklahoma. Being nearby allows the founders and support team to stay involved throughout the process, from real estate and construction to training and opening day, which is especially important as the franchise system takes shape.

See **DILLAS QUESADILLAS** page 14