

Surviving the Pandemic: Industry Leaders Speak Out, Part Two



FIRST ROW (left to right): Kevin Geick, Bio Recovery; Mark Moeller, The Recipe of Success; Abraham Merchant, Merchants Hospitality; Mo Sloan, EZ-Chow. SECOND ROW (left to right): Francesco Sinatra, Pasta Sisters; Jonathan Weislow, Amicon; Danni Eickenhorst, Steve's Hot Dogs. THIRD ROW (left to right): Burke Moran, Finally Restaurant Group; Tobie Nidetz, Restaurant Legends and Lies; and Peter Klamka, Virtual Dining Brands / Cordia Corporation. (Restaurant Industry Issues)

Mark Ellman

Chef / Restaurateur

[Frida's Mexican Beach House](#) and [Honu Seafood & Pizza](#)

“My family owns two popular, successful oceanfront restaurants in Lahaina, Maui, Hawai'i. We depend on tourism, and our tourist industry was shut down from March to October 15th. That's when we reopened one of our restaurants, Frida's Mexican Beach House. Our visitor numbers are still flat and we believe they will be so for a while. Fortunately, we have many loyal customers among the local population, and we have been gratified by their response. They fill our socially-distanced tables every day. So, the first piece of advice I have for restaurateurs everywhere is to engage with and nurture the people in your neighborhood. And be a good community citizen. Get involved in what's going on around you in whatever way you can. We came to another realization during the time we were closed. Everyone needs time off. We had always been open seven days a week and we are now permanently closed on Sundays. When we open our other restaurant, Honu Seafood & Pizza, it will be closed Sundays, as well. Take care of your employees.”