TEXAS RESTAURANT ASSOCIATION

OPENING REMARKS

THE AI ADVANTAGE FOR RESTAURANTS

A Google Workshop for Texas Restaurant Operators

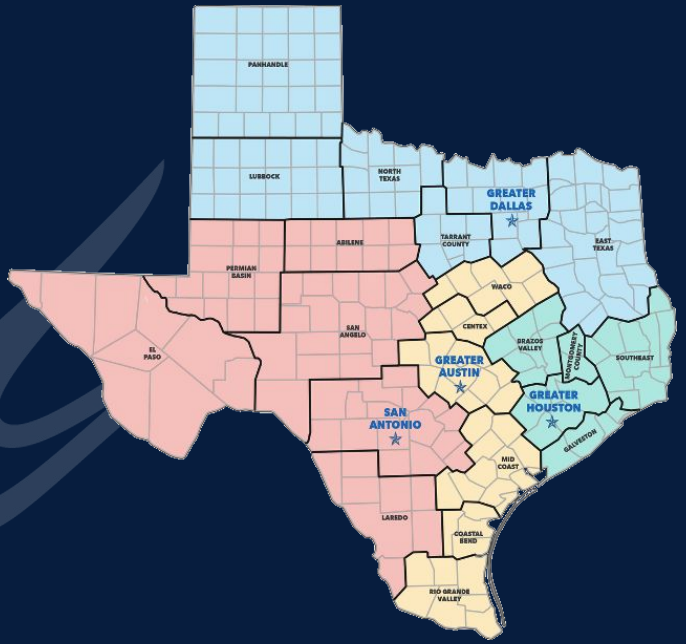
Ben Knorr
VP of Strategic Initiatives
November 12, 2026 | Dallas



WHO WE ARE

TRA OVERVIEW

Protect. Advance. Educate. One voice for Texas restaurants.



90	YEARS
23	LOCAL CHAPTERS
4	FIELD OFFICES
18,000+	MEMBER LOCATIONS
1	UNIFIED ORGANIZATION

TRA'S VIEW

AI IN THE RESTAURANT INDUSTRY

Proven tools, trusted partners, and measurable results for Texas operators.

THE MOMENT IS NOW

Labor costs are up. Margins are tight. Operators who build AI into their workflows today gain a measurable advantage. This is happening right now in Texas restaurants.

TRA'S ROLE

TRA vets and partners with AI companies that understand restaurants. Our job is to connect you with tools that are proven, practical, and built for your business.

WHERE AI DELIVERS

AI pays off in guest experience, efficiency, and revenue recovery, starting with how diners find you online and how your team spends its time.

TODAY'S WORKSHOP

WHAT YOU'LL LEAVE WITH

Laptops open. Leave with a personal AI plan and an updated Google Business Profile.

9:30

WELCOME

Opening remarks
Ben Knorr, TRA

9:45

MAKE AI WORK FOR YOU

Prompts, ideas, and time savers
Maria Elena Duron, Grow with Google

10:45

CONNECTING WITH DINERS

Live Google Business Profile audit
Lisa Landsman, Google

11:45

NETWORKING

Connect with fellow operators
Wrap-up by noon

UP NEXT

Maria Elena Duron
Founder & CEO, Smart Brand System
Grow with Google Coach
U.S. Southwest

TEXAS RESTAURANT ASSOCIATION



SCAN TO LEARN MORE
ABOUT THE TRA

Grow with Google

Make AI Work for You

Presenter

Maria Elena Duron

Southwest Regional Coach,
Grow with Google



Welcome!

What are 3 tasks you wish you could delegate this week?

Navigate to **gemini.google.com** on your computer.

Click Sign in to sign in to your personal Google account, if you have one.

Let’s warm up

Without overthinking it, try to use AI to accomplish one of the tasks you listed.

gemini.google.com

AI can help you...

- Research
- Plan
- Brainstorm
- Communicate
- Draft



- Code
- Analyze data
- Manage projects
- Design
- Edit

...and more!

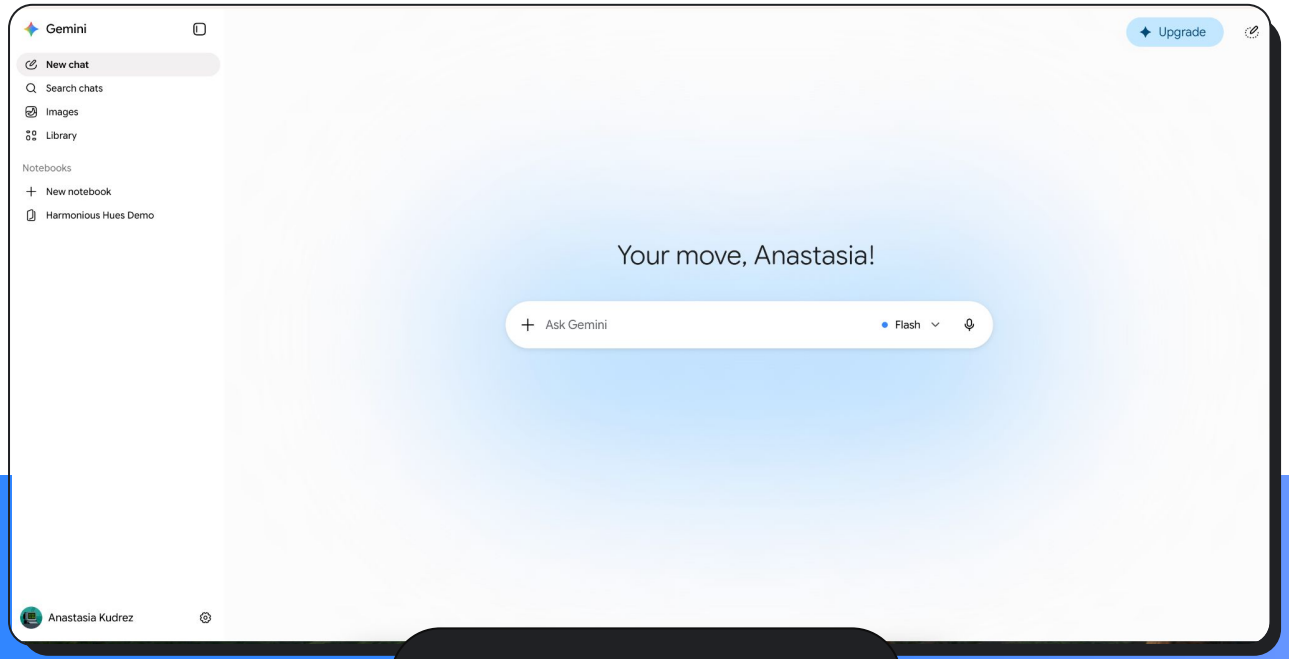
Agenda

1. Intro to Google Gemini
2. Understand anything with Gemini Notebook
3. Explore Google Workspace with Gemini
4. Recap & resources

1

Intro to Google Gemini

Gemini



gemini.google.com

Prompting Framework:

Giving specific instructions to an AI tool so it can achieve what you want it to do.

You're a [persona].

Help me with [task].

The output should be [format].

You should know that [context].



Remember

- Be the human in the loop
- Evaluate your output
- Iterate for better results
- The 3 C’s: concise, clear, consistent

Let’s try that prompt again

Using the prompt framework, iterate on your original prompt.
Can you improve the results?

Demo



Prompt chaining

Guides a gen AI tool through a series of interconnected prompts, adding new layers of context or tasks each step of the way

I want to expand my restaurant offerings. Act as my business advisor and list 3 complementary services we could provide.

First prompt in chain

That's an exciting goal! Expanding your offerings is a great way to boost revenue, attract new customers, and increase loyalty.

1. Interactive Cooking Classes or Workshops
2. Themed Tasting Nights with Partnered Vendors
3. Curated "Meal Kit" or Specialty Product Line

Prompt chaining

Which of these can we launch within 6 months?

Second prompt in chain

Themed Tasting Nights: 6-Month Action Plan

- Partner and Theme Selection: 2-3 Weeks
- Menu Development & Costing: 2-3 Weeks
- Legal, Permitting, & Logistics: 2-3 Weeks
- Marketing & Ticketing Setup: 4 weeks
- Execute Event and Gather Feedback

Prompt chaining

If I want to move forward, what tasks should I complete this week?

Third prompt in chain

This Week's Action Plan:

1. Select Your First Partner
2. Define the Theme & Menu Anchors
3. Initial Legal/Insurance Check
4. Staffing & Space Check
5. Set Up Ticketing

Examples

- Act as a **restaurant operations manager**. Build a weekly staff schedule that balances coverage, avoids overtime, and fits my restaurant hours, staff roles, and busy times: [insert details].
- Act as a **restaurant financial analyst**. Review my cost and sales data to find profit opportunities, suggest purchasing adjustments, and list 2–3 ways to cut waste: [insert data or summary].
- Act as a **restaurant marketing strategist**. Create a 4-week plan with social posts (captions + hashtags), one promo idea, and a re-engagement message based on my restaurant type, location, and target audience: [insert details].

Write a prompt to delegate a task

Help me with a comprehensive 30-day marketing campaign for our seasonal menu launch.

You're a restaurant marketing consultant, social media expert and a food stylist.

The output should be a detailed social media content calendar for instagram and facebook (post copy, image/video concepts and hashtags). Also include ideal post timings and influencers.

You should know that my restaurant is a small, owner operated, family-style Italian restaurant in Chicago, IL. We source fresh, seasonal and local ingredients. Our new menu features authentic yet innovative dishes aimed at young professionals and families.

Here are some references: menu, photos, reviews etc.

Write a prompt to delegate a task

Help me with identifying the critical bottlenecks within my restaurants operational workflow during peak dinner service and recommend 3 actionable solutions.

You're a 'lean operations' consultant for a restaurant and an expert in restaurant efficiency.

The output should be a diagnostic action plan, starting with 5 things that need to be observed, times and optimised. Then include a list of bottlenecks and their low cost, high impact solutions.

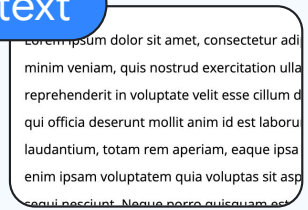
You should know that my restaurant is an Italian restaurant with a 6 person staff team (3 chefs, 2 servers, 1 manager) The kitchen has 3 stations: Fry/Apps, Saute/Pasta, and Grill/Expo. The bottleneck seems to be at the Saute/Pasta station where the cook has to manage 8 burners and plate our biggest sellers. Food is taking 25+ minutes when our goal is 15.

Here are some references including menu

Gemini

Built for multimodality

text



images



video

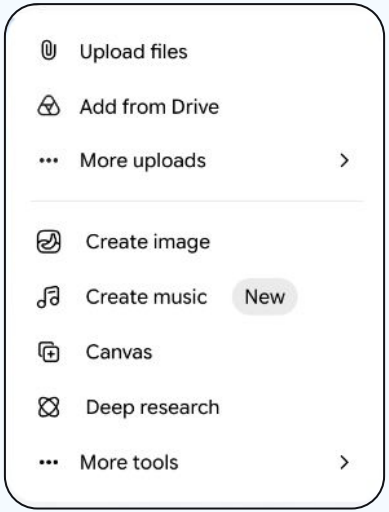


code



audio







The Gilded Spoon

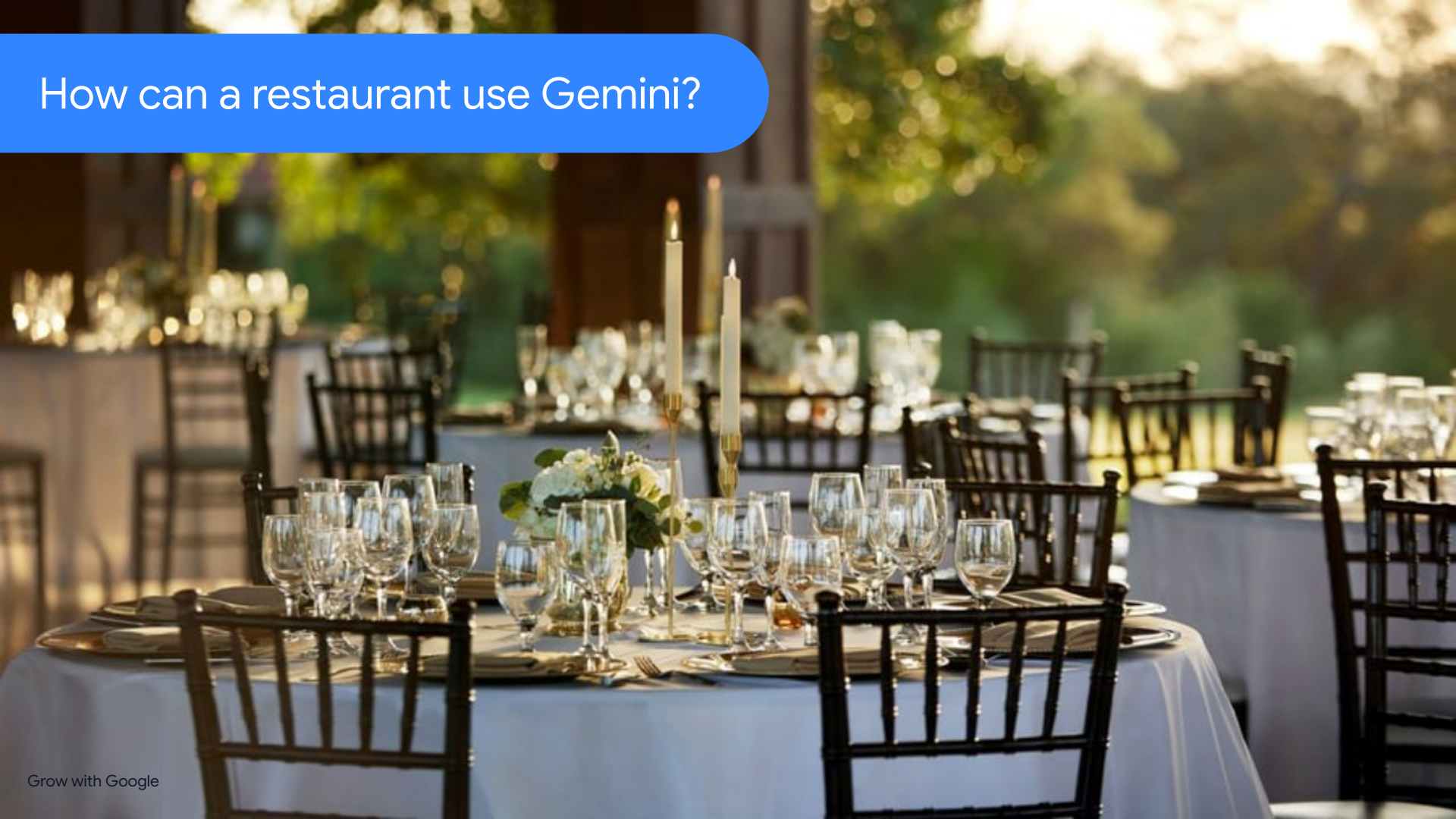
FINE CATERING & EVENTS

Introducing The Gilded Spoon

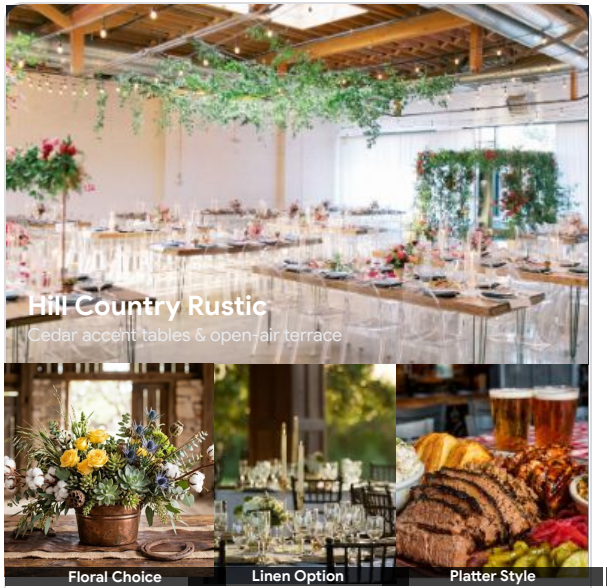
This small business offers premier farm-to-table dining and event catering services.

They want to secure high-value catering clients, but struggle to help customers visualize custom proposals.

How can a restaurant use Gemini?



By creating mockups for a client!



Floral Choice

Linen Option

Platter Style



Gold Trim

Plated Entree

Centerpiece



Branded Sign

Chef Bar

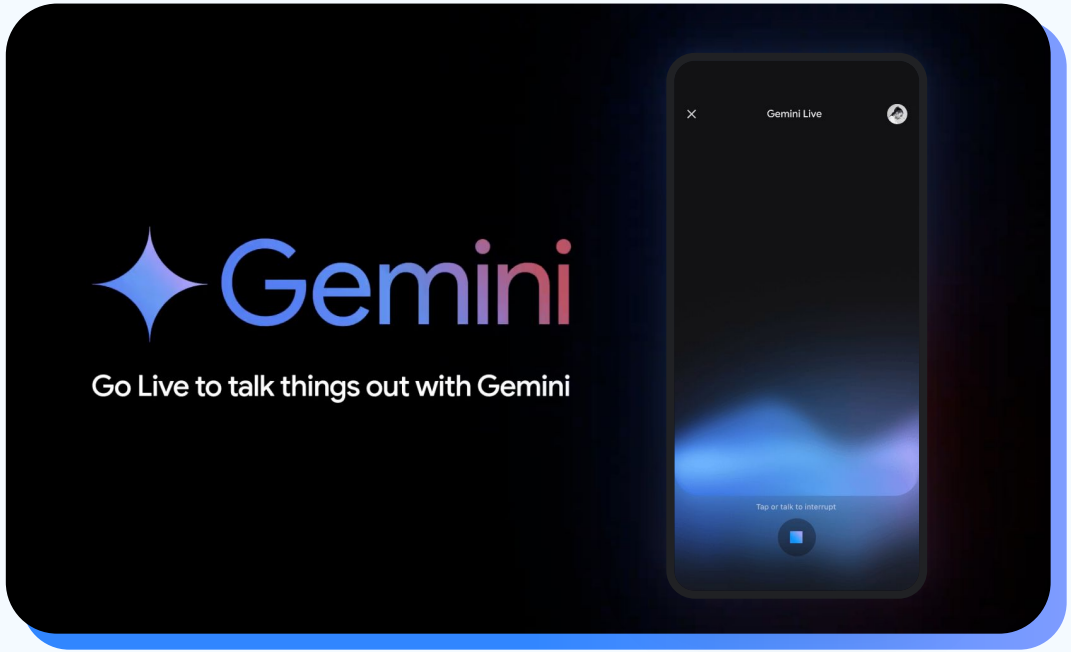
Lounge Seating


Drumroll...

Gemini Live

A conversational experience available in the Gemini app on Android and iOS that lets you have a natural, free-flowing, back-and-forth conversation with Gemini using your voice

Ask Gemini



2

Understand anything with Gemini Notebook

Gemini Notebook



Add Sources	Ask Questions	Listen to Understand

notebook.google.com

Live demo

goo.gle/gwgworkshop

Time to make your own notebook

Sample files: **goo.gle/gwgworkshop**

- ✓ Add sources
- ✓ Ask questions
- ✓ Create assets

What other use cases can you think of?

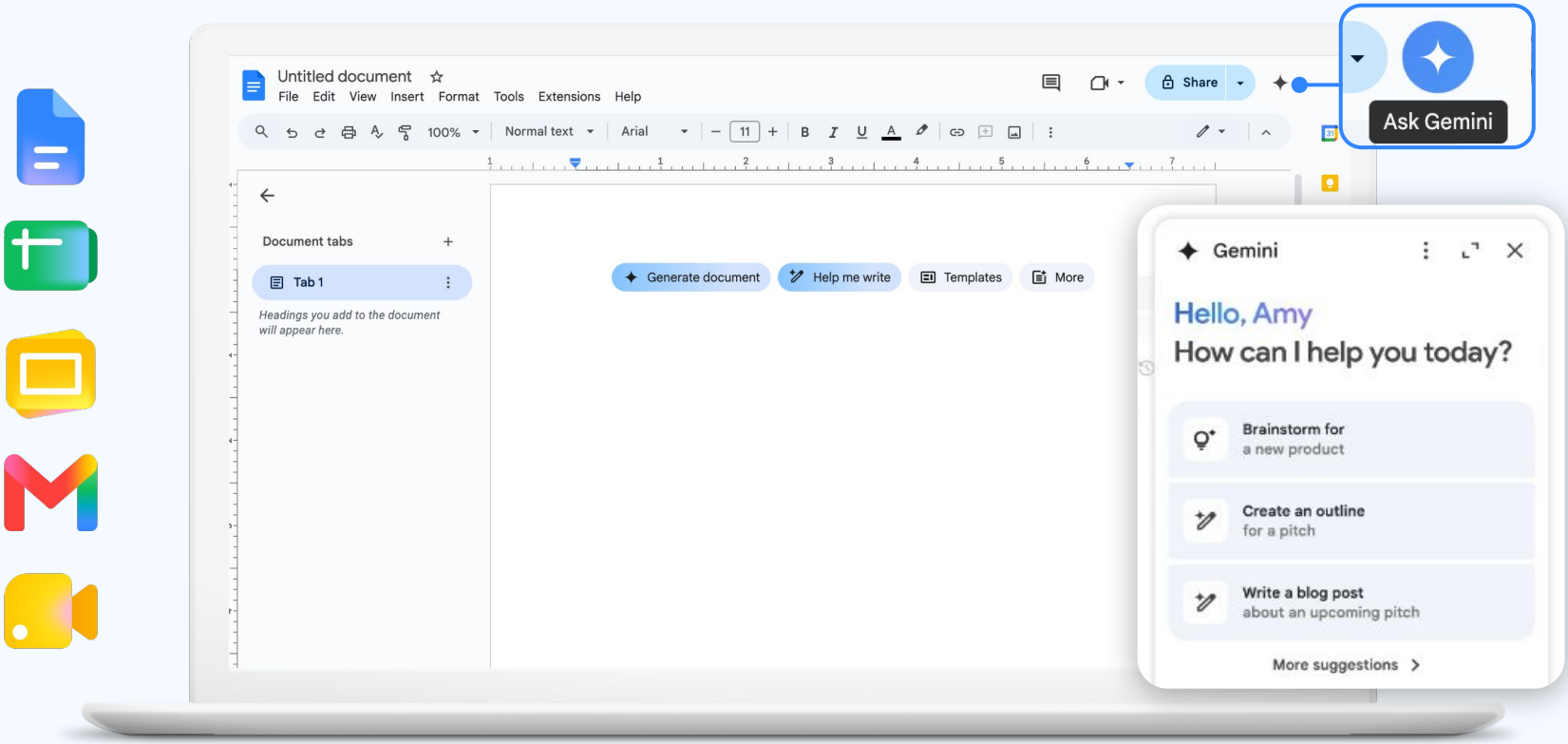
3

Google Workspace with Gemini

For consumers: one.google.com

For businesses: workspace.google.com

Google Workspace with Gemini



Live demo

4

Recap & resources

ACT responsibly:

Ask

if AI is appropriate for this task, if the data is safe to use, and if you're following the rules.

Check

before you use the AI output for accuracy, bias, appropriateness, originality, and potential harm.

Tell

clients and coworkers about your use of AI tools.

grow.google/SMB

Build essential skills with AI training

Flexible, online training programs designed to help you supercharge your work or business with AI.



Make AI Work for You

COURSE • 1 HOUR

Tired of your endless to-do list? Unlock fresh ideas and eliminate repetitive work with AI. Our YouTube course, Make AI Work for You, brings you helpful tutorials from Google experts and business owners – with new videos arriving weekly.

Watch on YouTube



Google AI Professional Certificate

NEW vibe coding course!

COURSE 7-10 HOURS

Build your AI fluency and get more done. With 20+ hands-on activities, you'll master the skills to use AI as a partner in your daily work. You'll learn to delegate routine tasks and build real, job-ready solutions you can put to use right away.

U.S. businesses can access the Google AI Professional Certificate at no cost. Terms apply - visit **grow.google/smb**

Start a new habit!

Think about what you're already doing and how AI could help.

Commit to trying twice per day.



Maria Elena Duron

maria@smartbrandsystem.com

mduron@google.com

- CEO, Smart Brand System™
- Grow with Google Coach, U.S. Southwest, Google
- International Marketing keynote speaker
- International Speaker Google, Search, and AI
- 370+ ★★★★★ Google reviews

To stay connected with me

SMART BRAND SYSTEM™
BUILDING BRANDS

SmartBrandSystem.com

@mariaduron

@marketingcoachmaria

Thank you!

To share your story on social, use #MakeAIWorkForYou and tag @GrowWithGoogle

Future of Search & Restaurants on Google

I’m Lisa





Understanding user intent is at the heart of **Google Search**





“The ultimate search engine would understand exactly what you mean and give back exactly what you want.”

Larry Page, Google co-founder, 2000

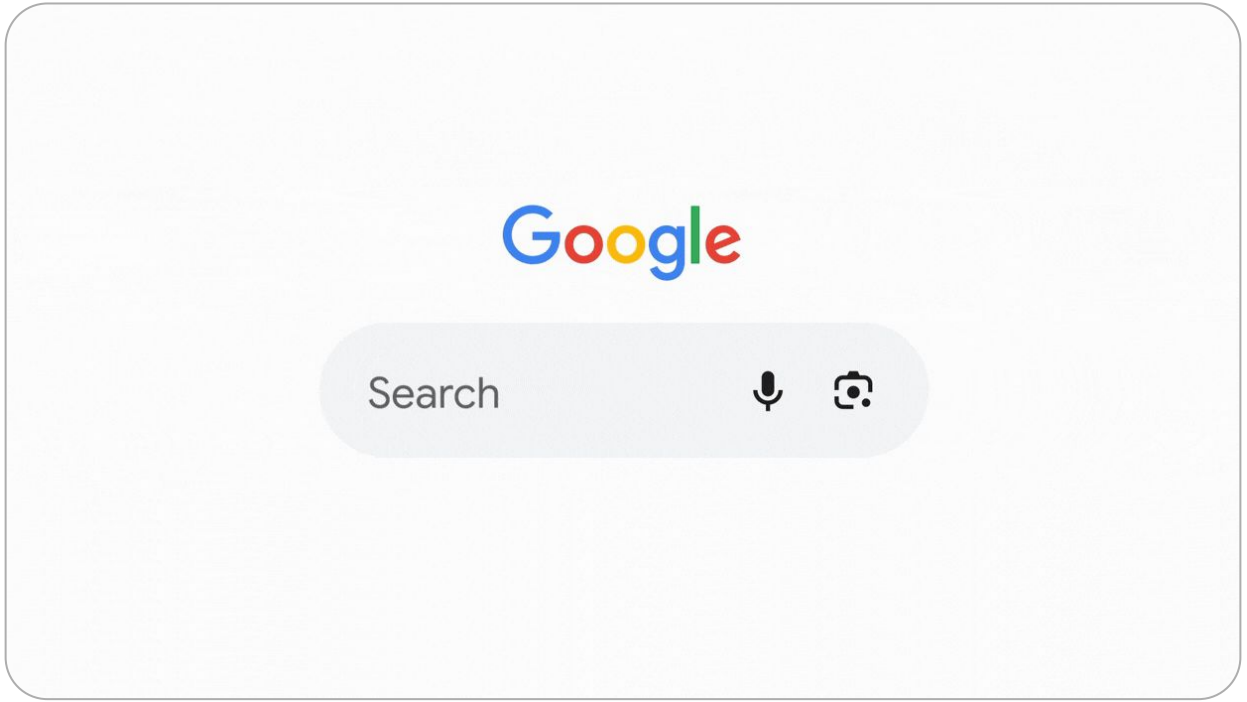
We’ve never been closer to making this a reality.

Whats New in Search



Google

Now, Google Search is AI Search



We're now sending
billions of clicks
to websites every week
through AI features in search

...and we're just getting started.

2.5B+

AI Overviews
monthly users

1B+

AI Mode
monthly users

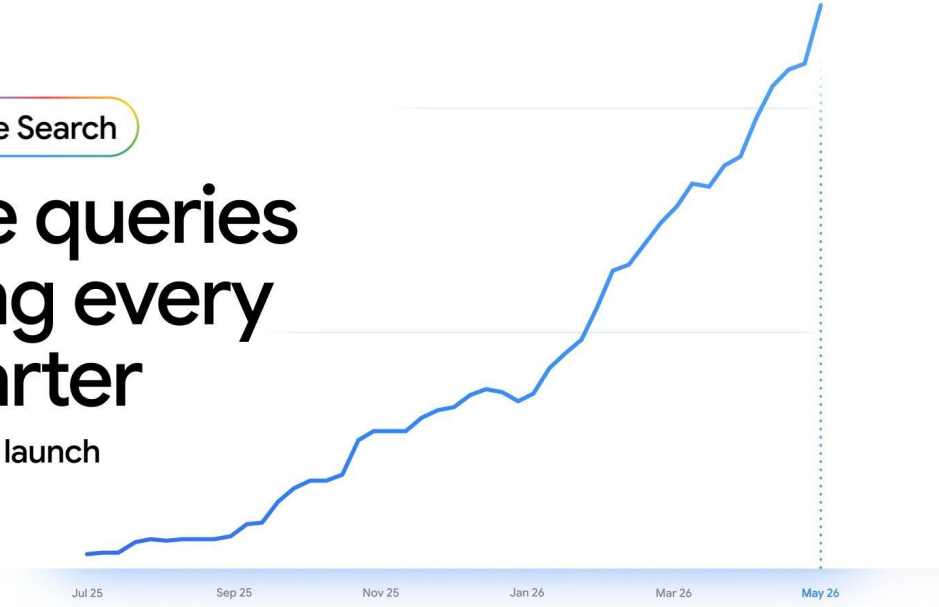


People's Search behavior is fundamentally changing with AI

Google Search

AI Mode queries doubling every quarter

Since launch



Longer and natural language queries

Average AI Mode search is

~3.5x

the length of a traditional Search query.

Multimodal and visual

Voice and image search is changing the way users look for information and connect with web sources, with

1 in 6 searches

multimodal on AIM.

More complex questions

Follow-up queries in AI Mode have increased by more than

40%

on average per month in the U.S. since launch



What might that query look like now?

"I'm looking for a casual lunch spot known for having the best club sandwich in town, along with solid vegetarian options, quick service, an outdoor patio, and wheelchair accessibility."

MEAL TYPE & VIBE

Casual Lunch Spot

Mid-day dining venue

MENU HIGHLIGHT

Best Club Sandwich

Signature food item

OUTDOOR SEATING

Outdoor Patio

Al fresco dining space

DIETARY PREFERENCES

Vegetarian Options

Plant-based menu items

SERVICE SPEED

Quick Service

Fast turnaround time

ACCESSIBILITY

Wheelchair Accessible

Step-free venue access

Top Recommended Lunch Spots



Fond

4.8 ★★★★★ (151)

$20–30 · Restaurant

Open · 1601 Elm St Ste 110

Order | Call | Directions | Website

- **Club Sandwich & Menu:** Celebrated for its signature **Tower Club** (roast turkey, pork belly, cheddar, Swiss, tomatoes, and herb aioli on ciabatta) alongside fresh, chef-driven vegetarian options and salads.
- **Patio & Accessibility:** Features a shaded outdoor patio, fast lunch service, and full wheelchair accessibility across the entrance, seating, restrooms, and parking.
- **Details:** Located in Downtown Dallas, serving lunch Monday through Friday from 11:00 AM to 2:00 PM.



HG Sply Co.

4.7 ★★★★★ (6.0K)

$20–60 · American

Open · 2008 Greenville Ave

Order | Call | Directions | Website

- **Club Sandwich & Menu:** Serves a popular club sandwich alongside an extensive lineup of vegetarian and vegan dishes, including the HG Falafel BYOB bowl, Deviled Avocados, and Crispy Brussels Sprouts.
- **Patio & Accessibility:** Boasts a casual rooftop patio with skyline views, quick daytime

Ask anything

Google

Fond

1601 Elm St Ste 110, Dallas, TX 75201 · Inviting downtown restaurant featuring Detroit-style pizza and house-made...

Google

HG Sply Co.

2008 Greenville Ave, Dallas, TX 75206 · American meals, craft beers & cocktails in a rustic-chic locale with a...

Google

The Henry

2301 N Akard St Ste 250, Dallas, TX 75201 · Lively American restaurant featuring a rooftop patio and diverse selectio...

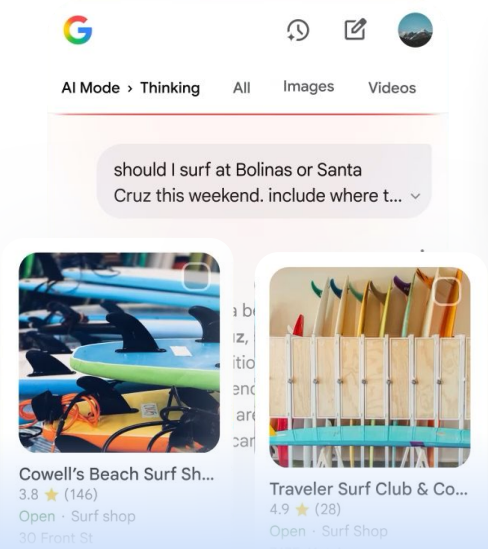
Show all

Google

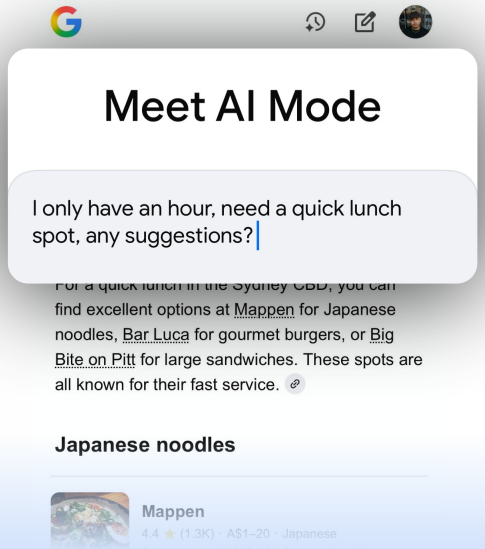
Proprietary + Confidential

Google Search is evolving beyond information to proactive assistance

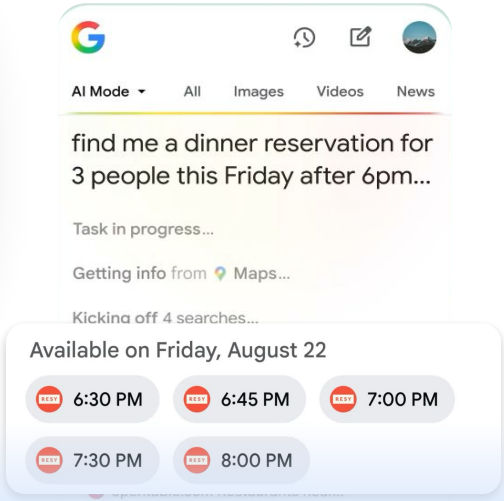
More Intelligent & Multimodal



Deeply personalized



Agentic





AI is only as good as the **content you feed it**



Five things to do for AI search success

Focus on unique, valuable content for people

Meet users' preferences in today's multimodal search environment, supporting your text content with high-quality images, videos.

Ensure Google can access your content

Prioritize content-rich pages for indexing and crawling, and ensure structured data is always supported by visible content.

Showcase your unique value & local expertise

AI identifies unique selling points. Highlight what makes your business special: local sourcing, unique services, etc.

Embrace transparency and accuracy across platforms

AI synthesizes information from various reliable sources. Contradictory information will confuse AI. Ensure consistency.

Cultivate and respond to reviews

AI search incorporates customer feedback. Actively encourage reviews on Google and other platforms and respond professionally.

Google

Commodity vs Non-commodity



Real Estate Agent

Commodity

7 Tips for First-Time Homebuyers

General tips on pre-approval, location, and budgeting.

Non-Commodity ✨

Why We Waived the Inspection (And Saved $15k): A Look Inside the Sewer Line

A breakdown of a specific bidding war you won last week: "We offered $15k under list but waived the sewer scope because I personally crawled the line and saw it was PVC, not concrete."



Interior Designer

Commodity

2024 Kitchen Trends You Need to See

Photos of green cabinets and brass hardware found on aggregator platform.

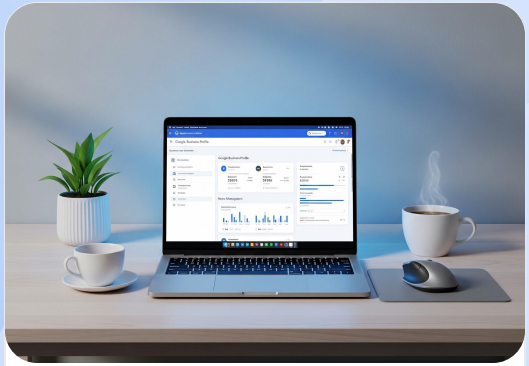
Non-Commodity ✨

Marble vs. Grape Juice: Why I Refused to Install Stone for a Family of Five

A video explaining why you refused to let a client put marble countertops in a house with three toddlers, showing the stain tests you did with grape juice to prove your point.

Optimizing Your Google Business Profile

Establishing a powerful digital foundation to connect with your local community



Master the Basics

Ensure your core data is accurate—from location and hours to categories—to build trust with potential customers.



Tell Your Story

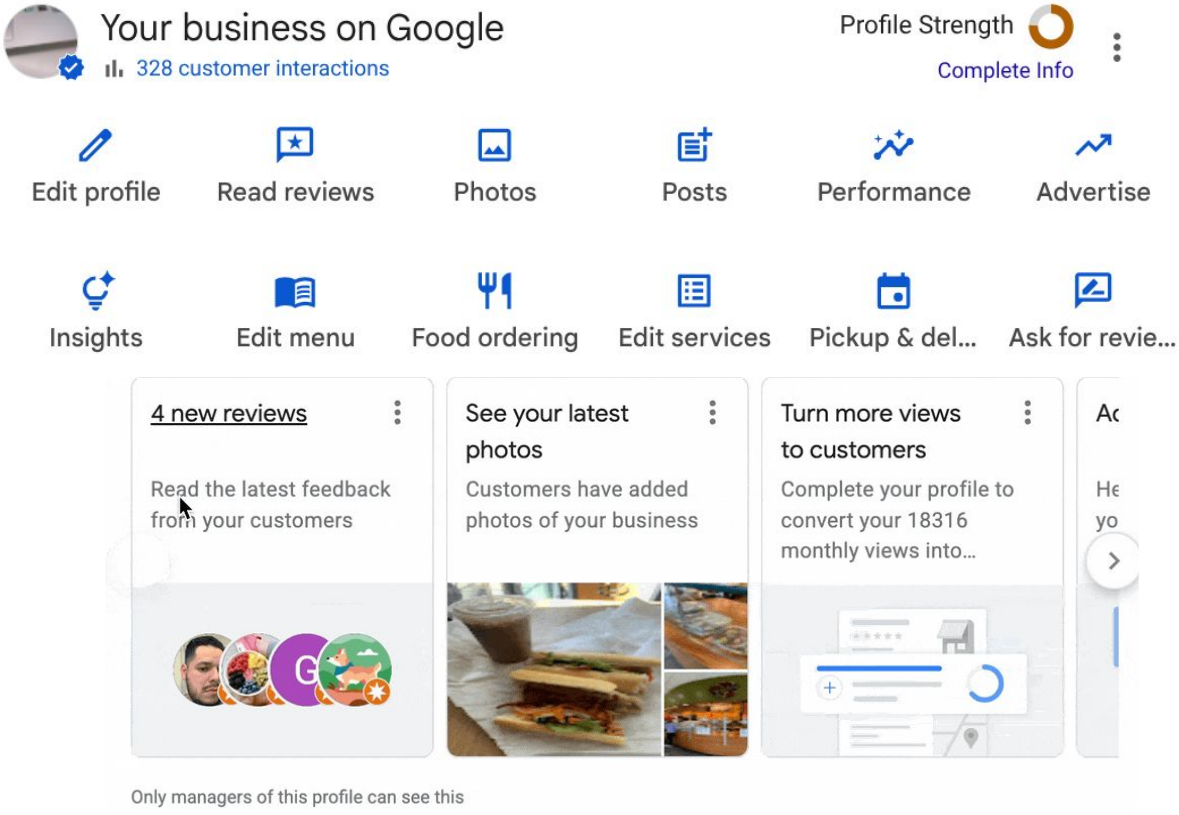
Use photos, videos, detailed descriptions, and unique attributes to showcase what makes your business stand out.



Engage Your Community

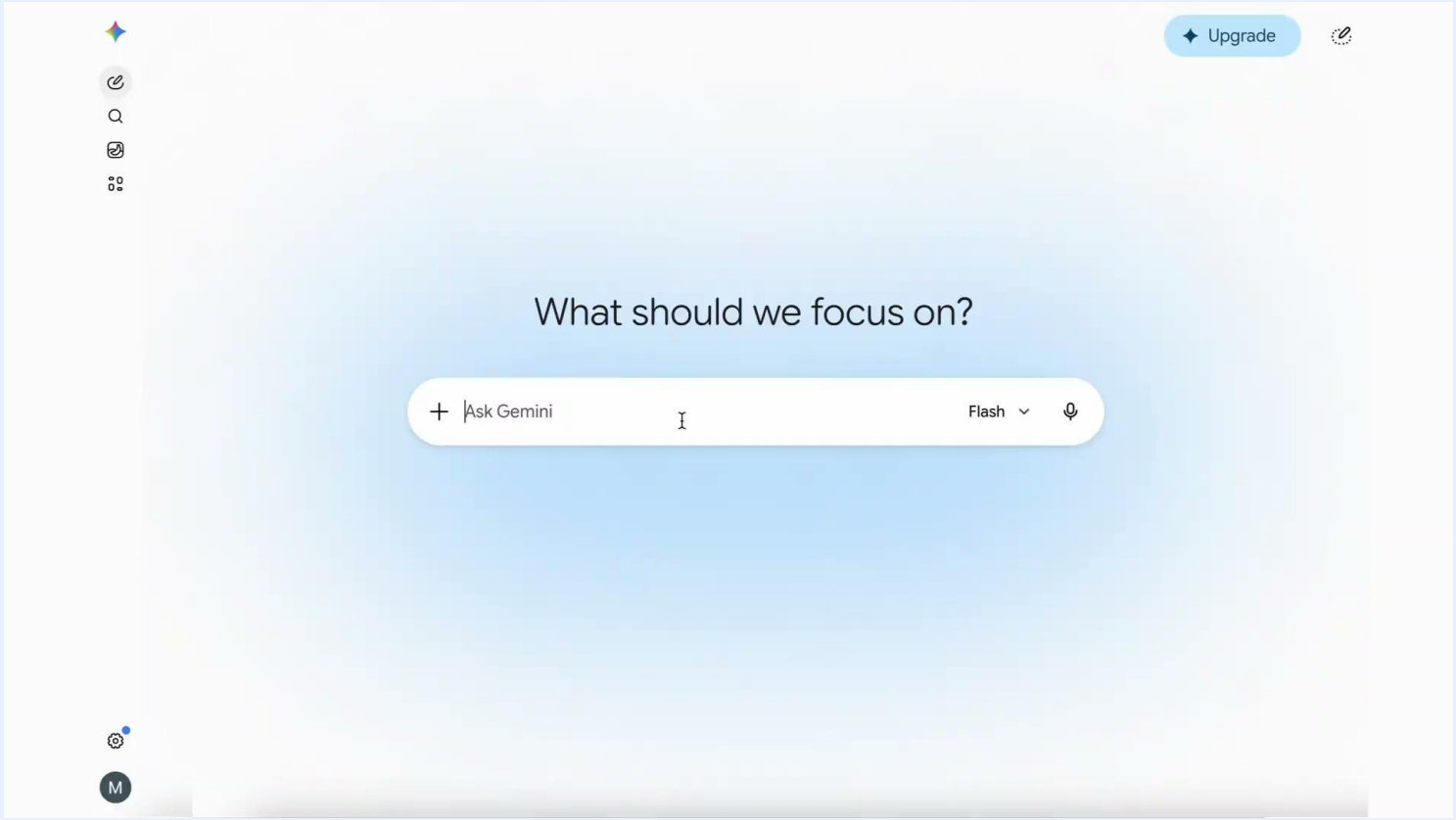
Cultivate loyalty by responding to reviews, posting updates, and answering customer questions in real-time.

Manage your Business Profile easily from Google Search and Maps



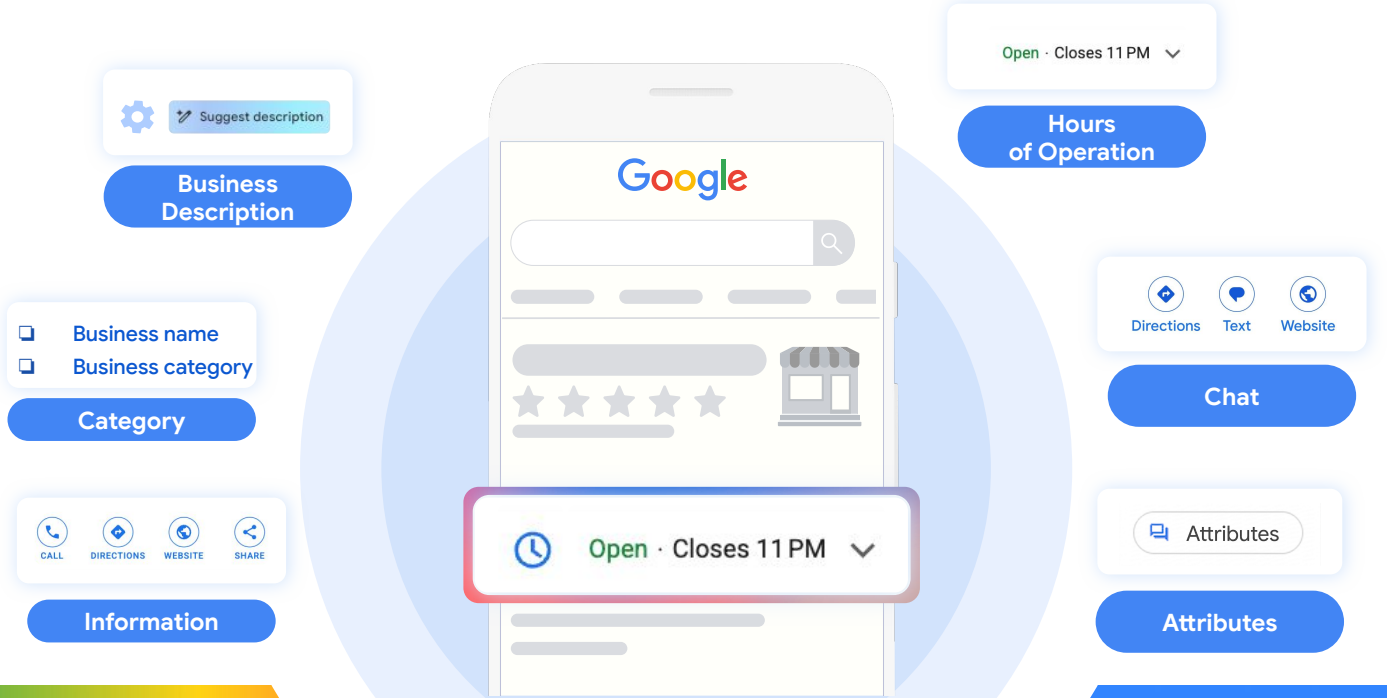
Google

Introducing Google Business Profile in Gemini



For businesses, Google Business Profile powers your digital local connection

More than a listing, your **Business Profile is the foundation Google uses to surface your business** and answer local customer questions. Here are the back to basics to set up.



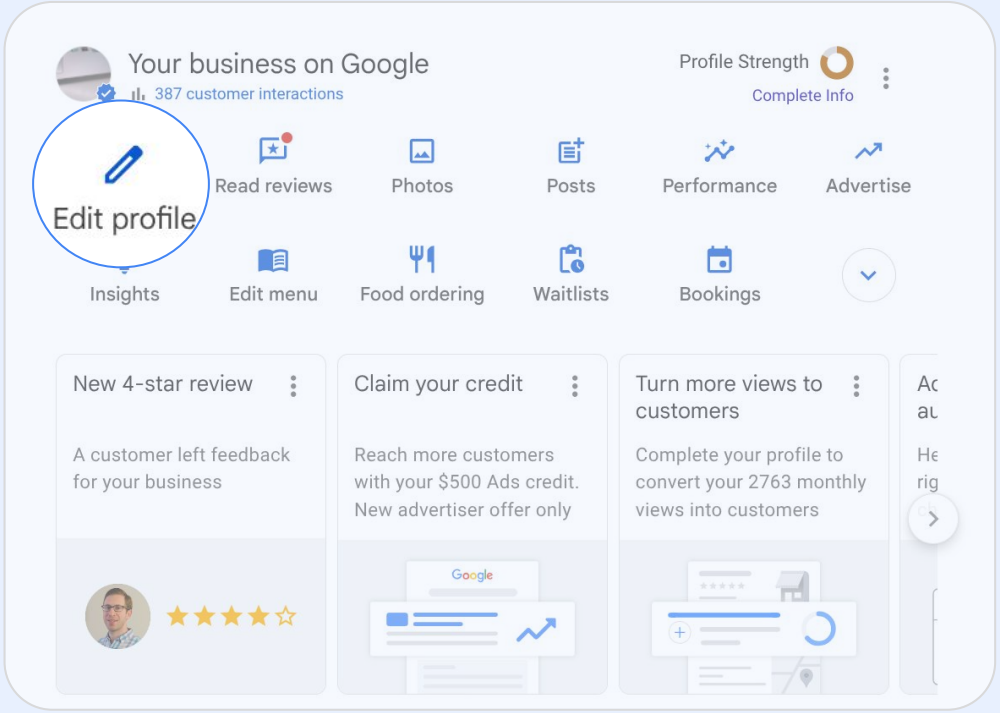
Google

Let’s Begin!

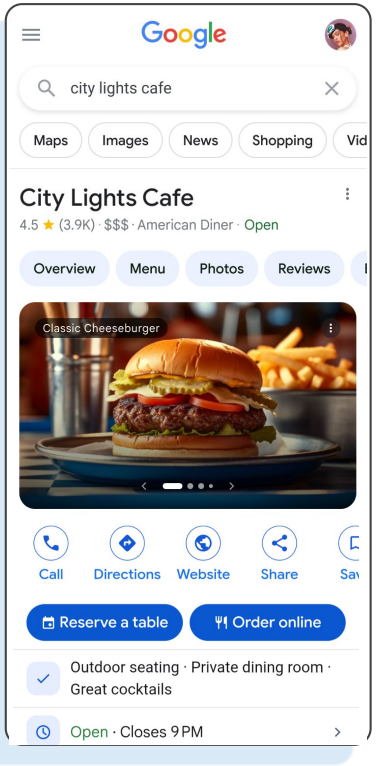
Navigate to your GBP

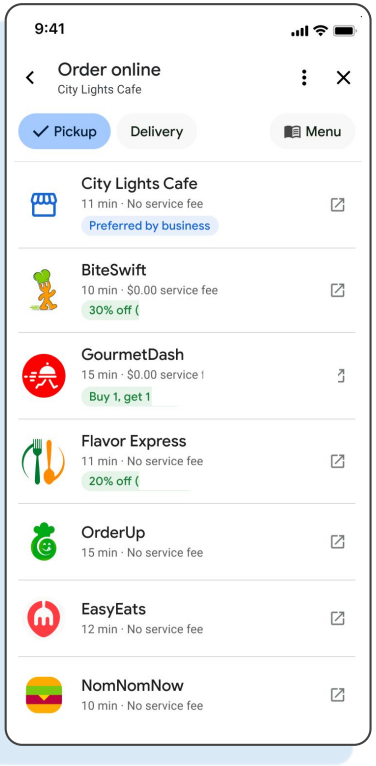
On Google Search, just search for your business’ name or “My business”

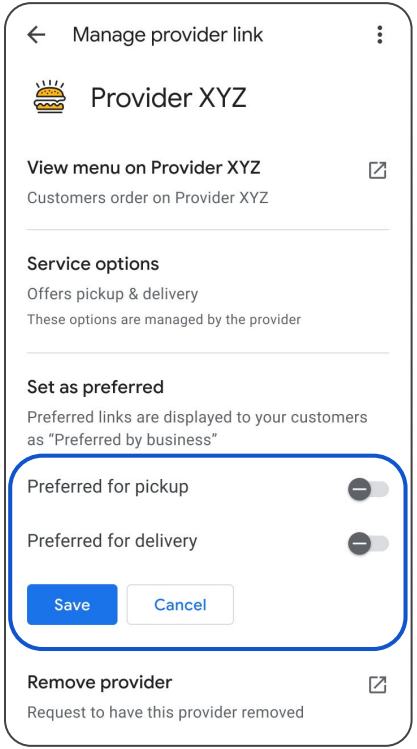
On Google Maps App, find the “business” tab in the bottom right corner

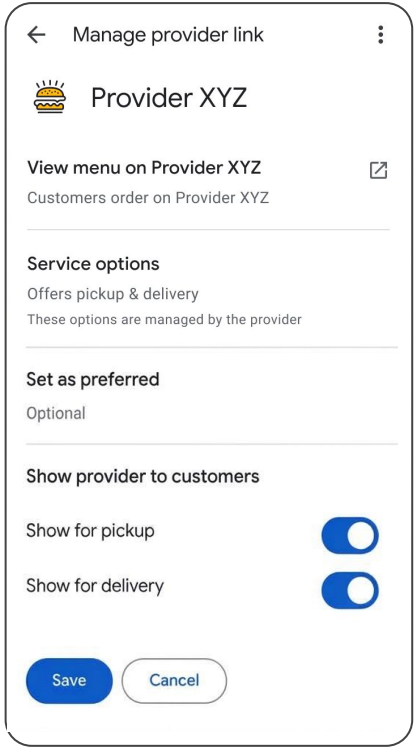


Update Pickup and Delivery Preferences







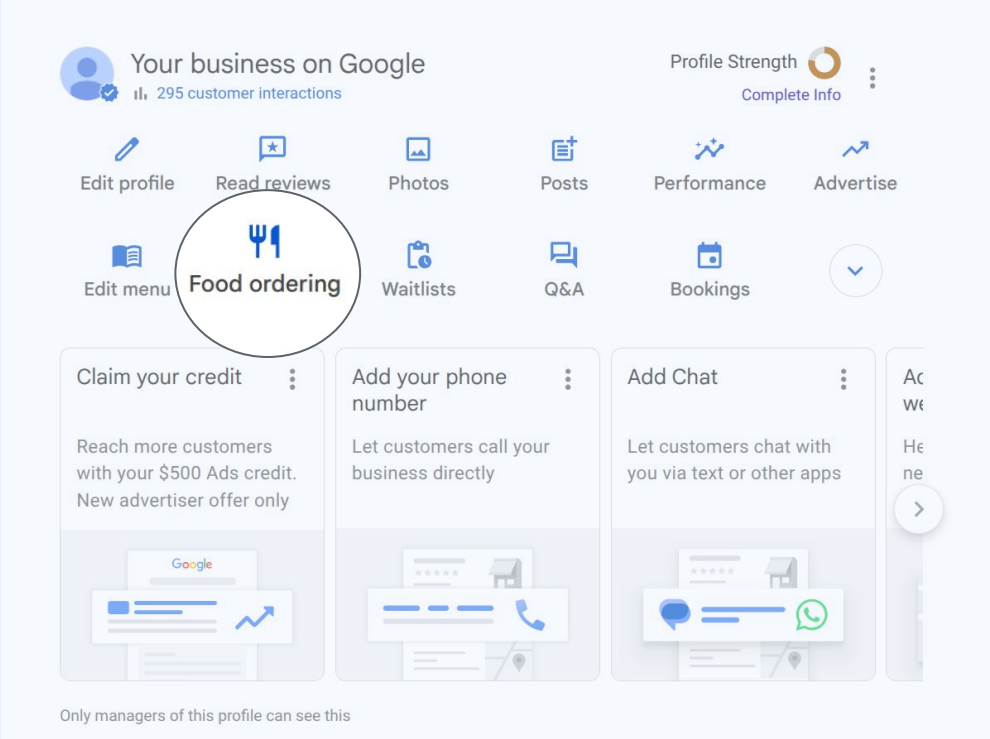


Let's Begin!

Navigate to your GBP

On Google Search, just search for your business' name or "My business"

On Google Maps App, find the "business" tab in the bottom right corner



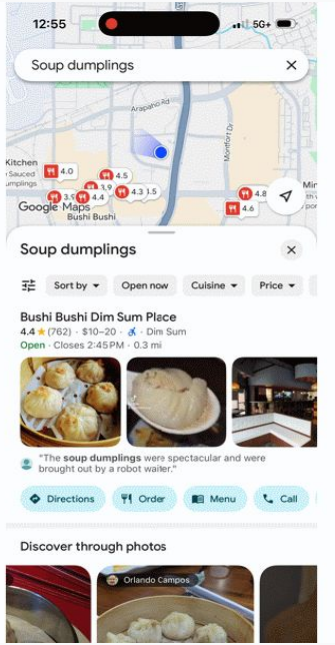
If your business profile could talk,

what story would it tell?

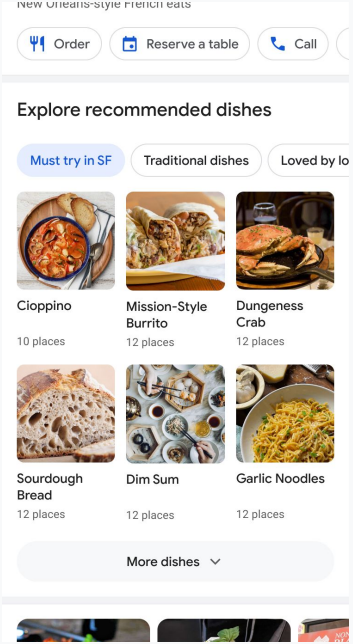


Menus are key in powering discovery experiences across Search and Maps

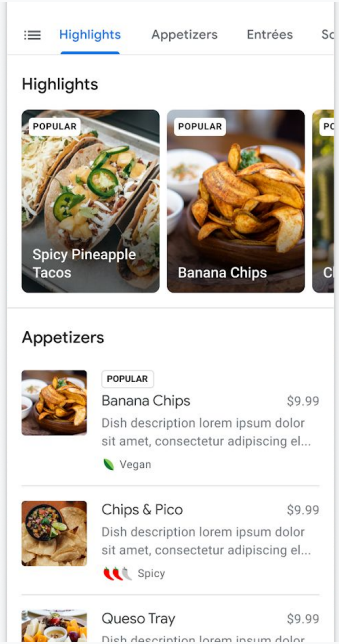
Dish Search



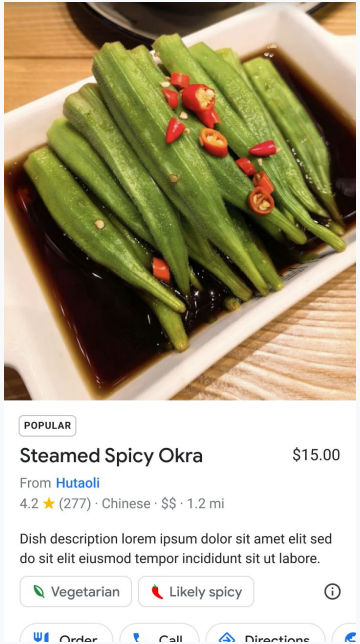
Dish Recommendations



Business Profile



Dish Photo Viewer

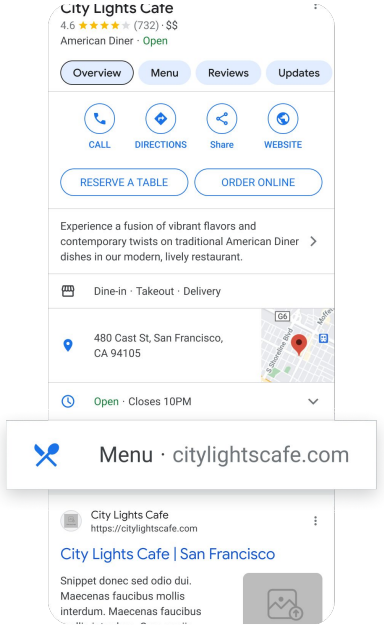


Google

Menu Format Options

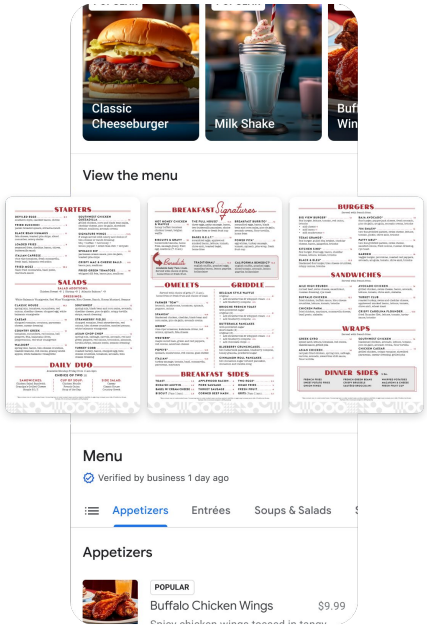
GOOD

Menu Links



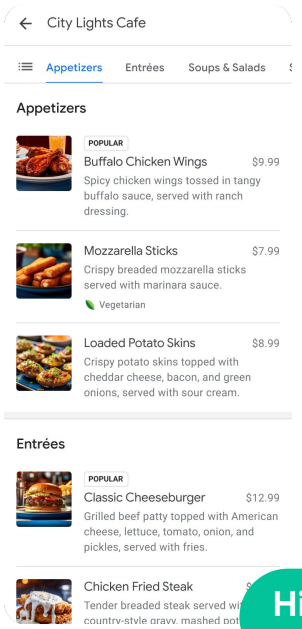
BETTER

Menu Photos/PDF



BEST

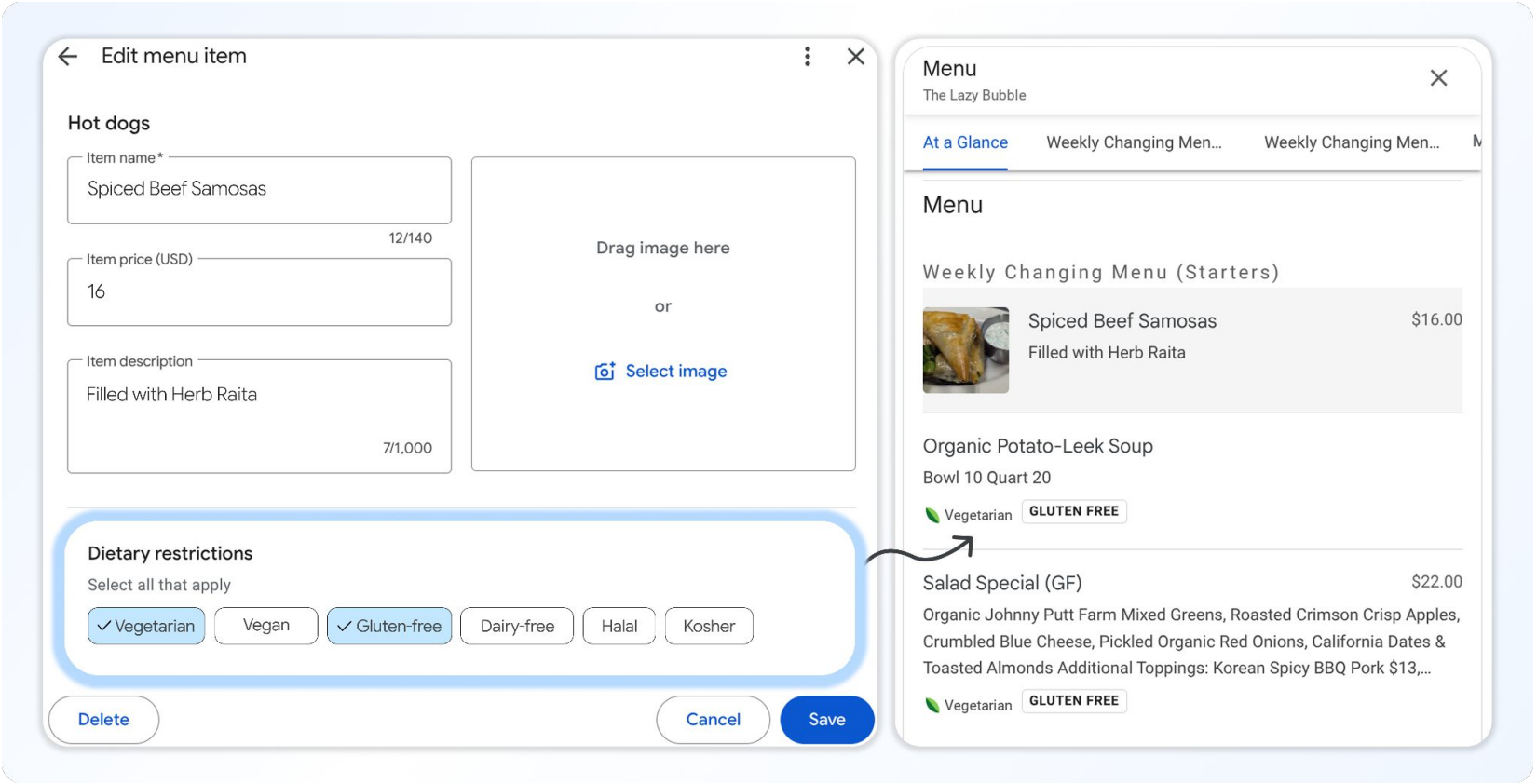
Structured Menu



Highest Interaction

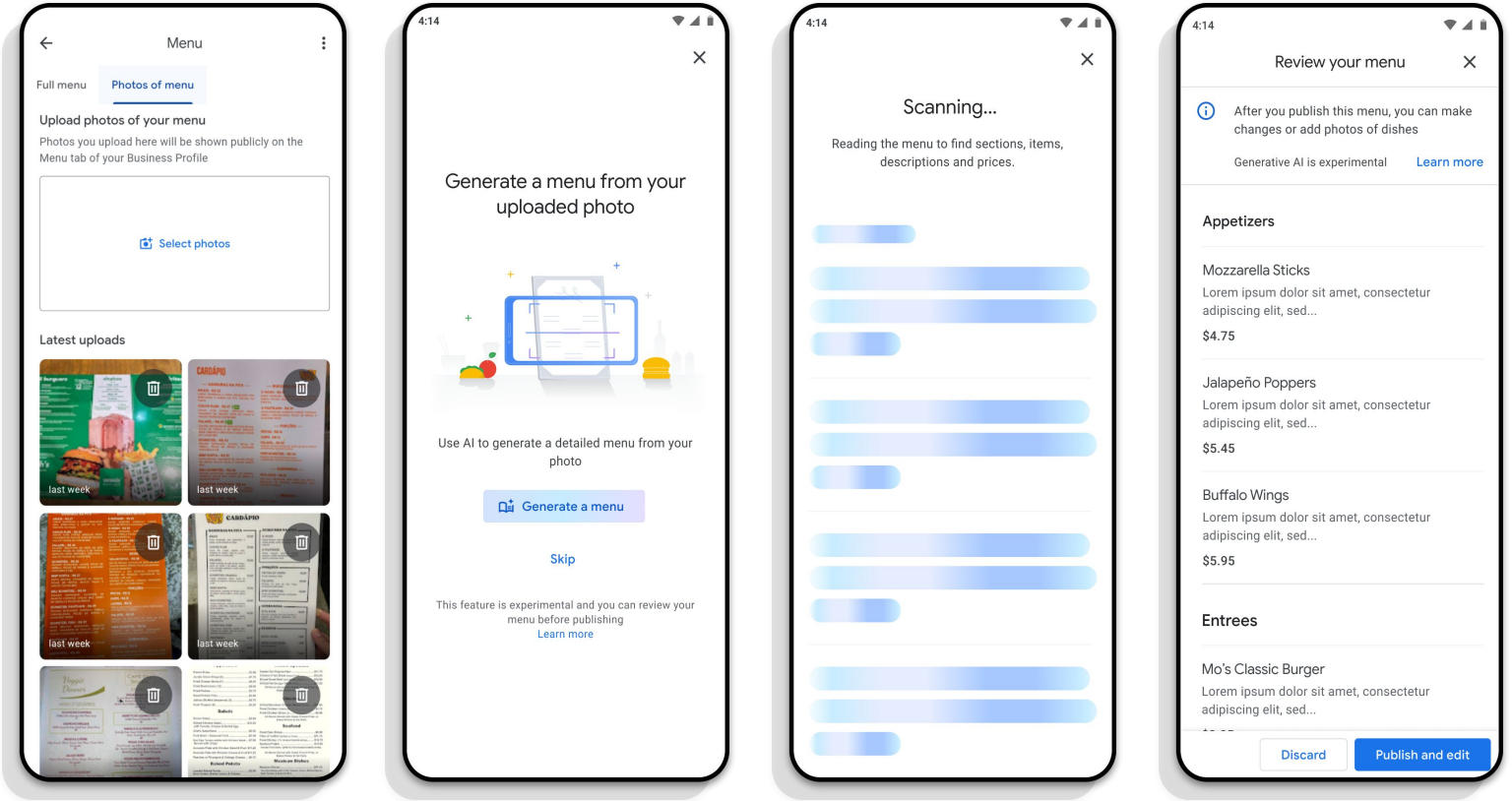
Google

We just expanded dietary attributes



Google

If you don’t have a partner providing menus, use AI to create one



Google

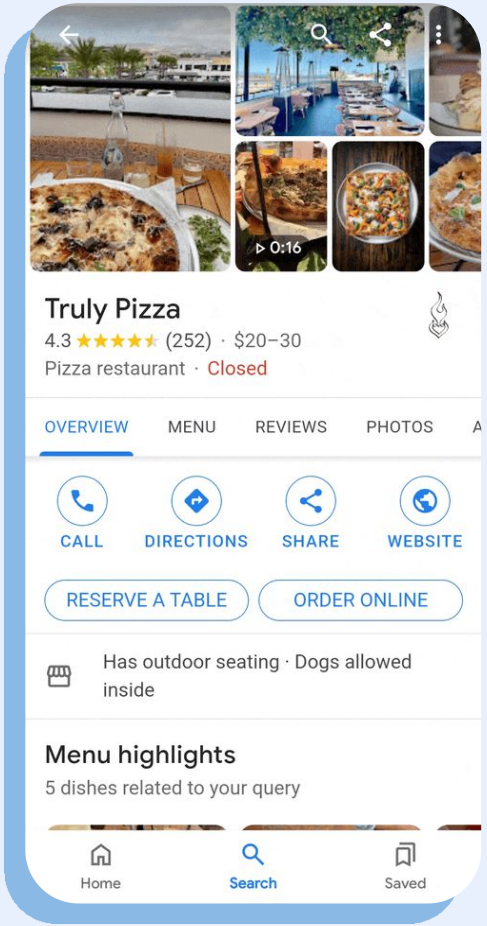
Fresh **photos and videos** drive action

90%

of people are more likely to visit you if you have photos of your business on Google Search and Maps

42%

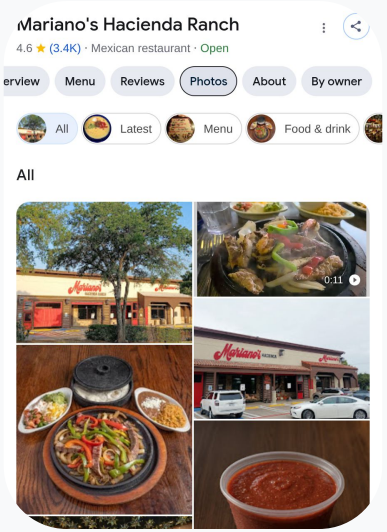
more requests for directions on Google Maps for businesses that add photos to their GBP.



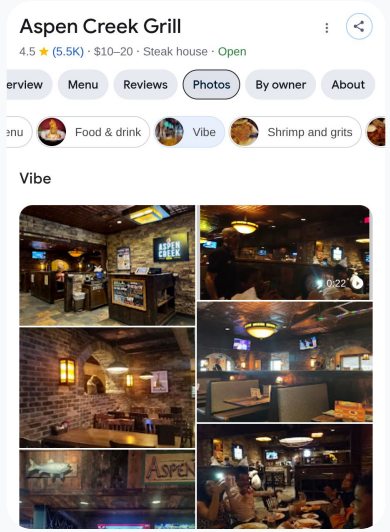
Google

In addition to showcasing vibe, photos help answer a customer's most pressing questions

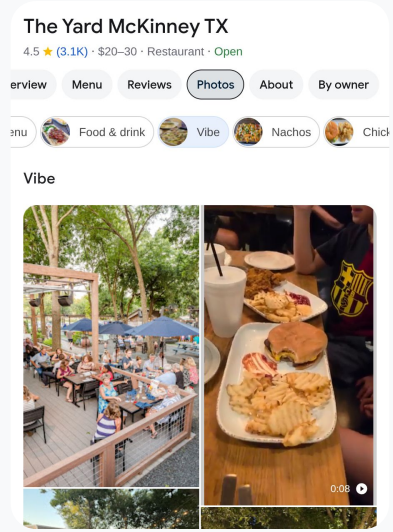
"Where is this place?"



"What should I wear?"



"Do they have a patio big enough for my group?"

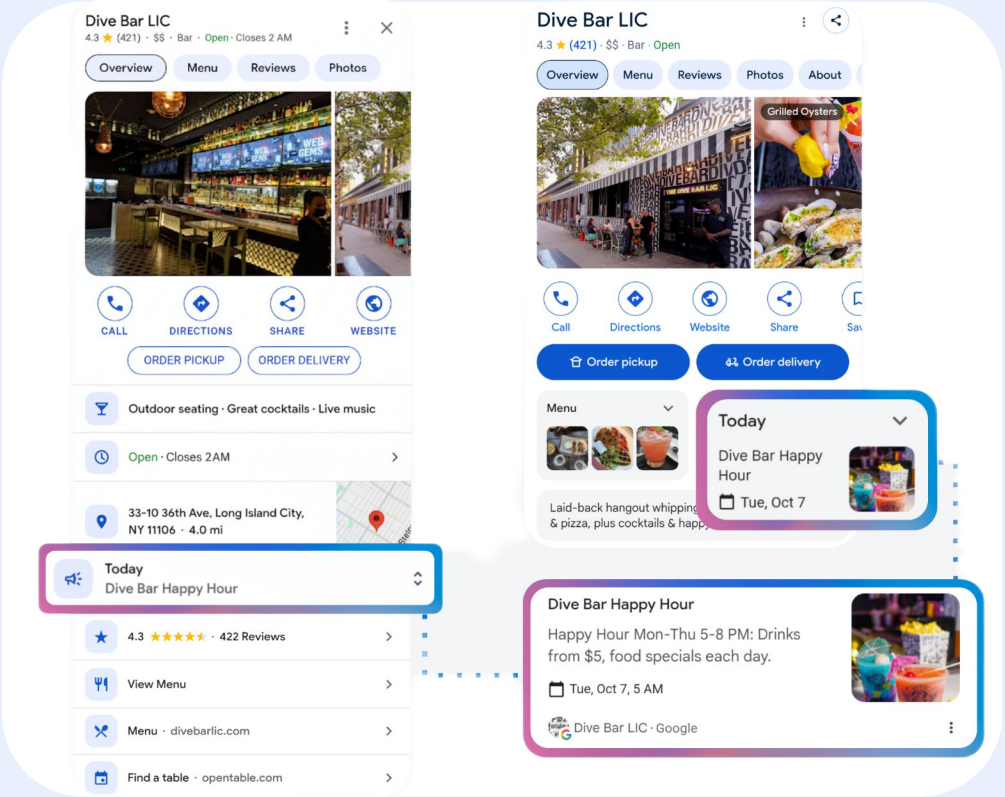


Google

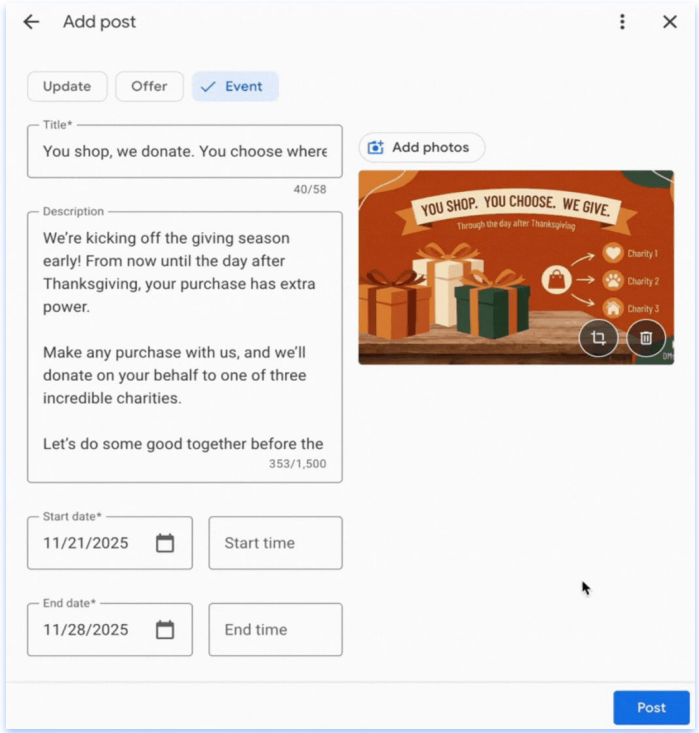
Google Posts turn your profile into a real-time pulse of your business

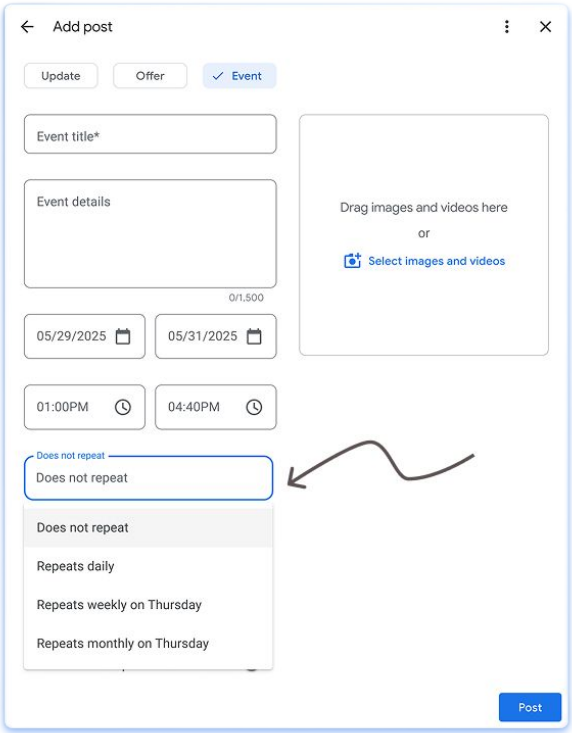
+9%

Increase in engagement for “tonight” posts

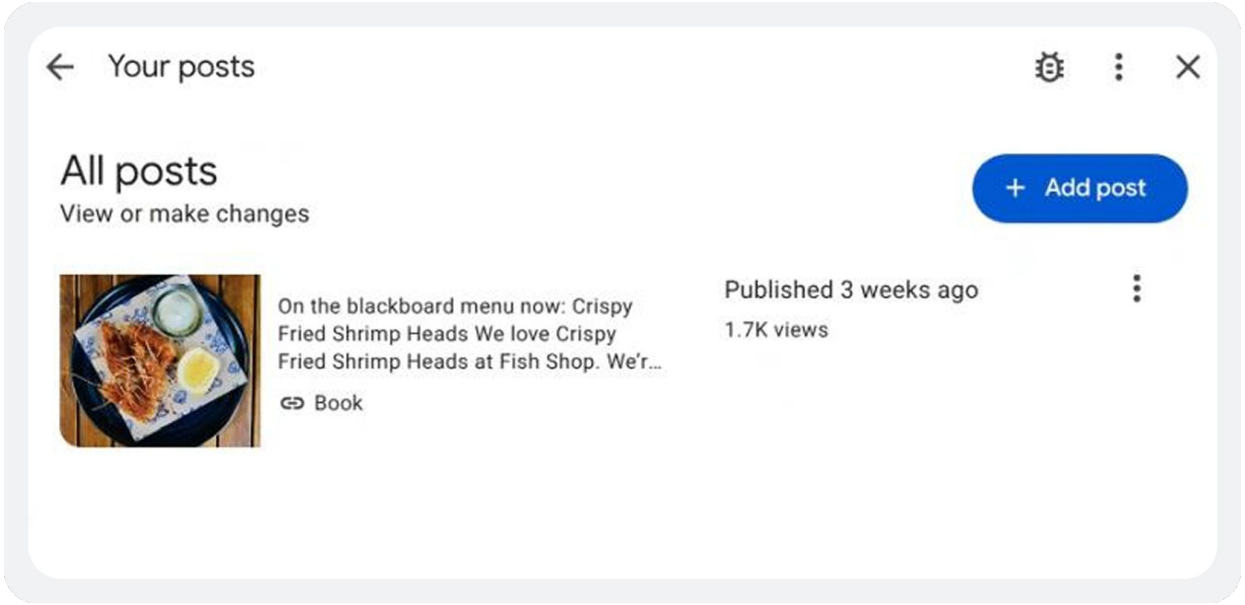


Now you can schedule posts or set them to repeat

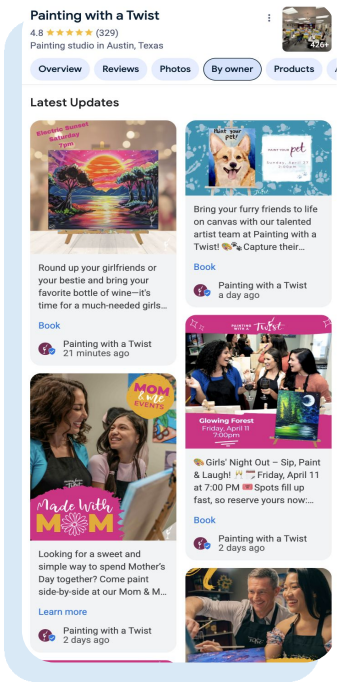


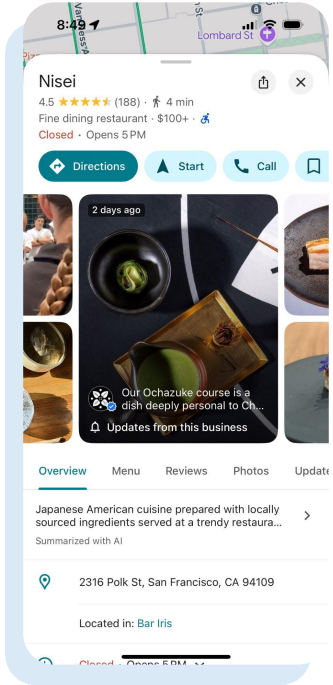


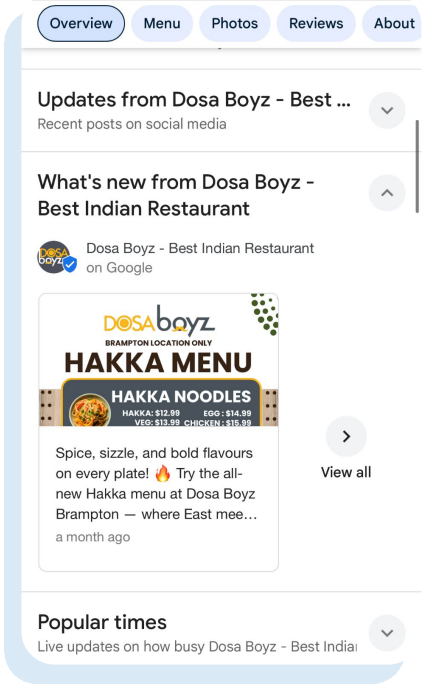
...and see **how many people viewed** them!

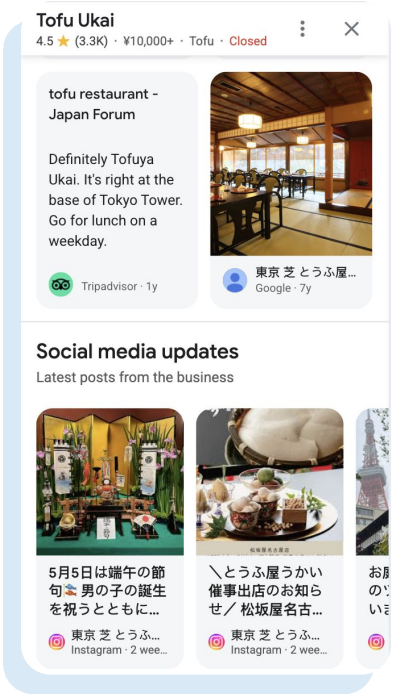


Posts from Social Media and Google can show up in various ways across Google Search & Maps



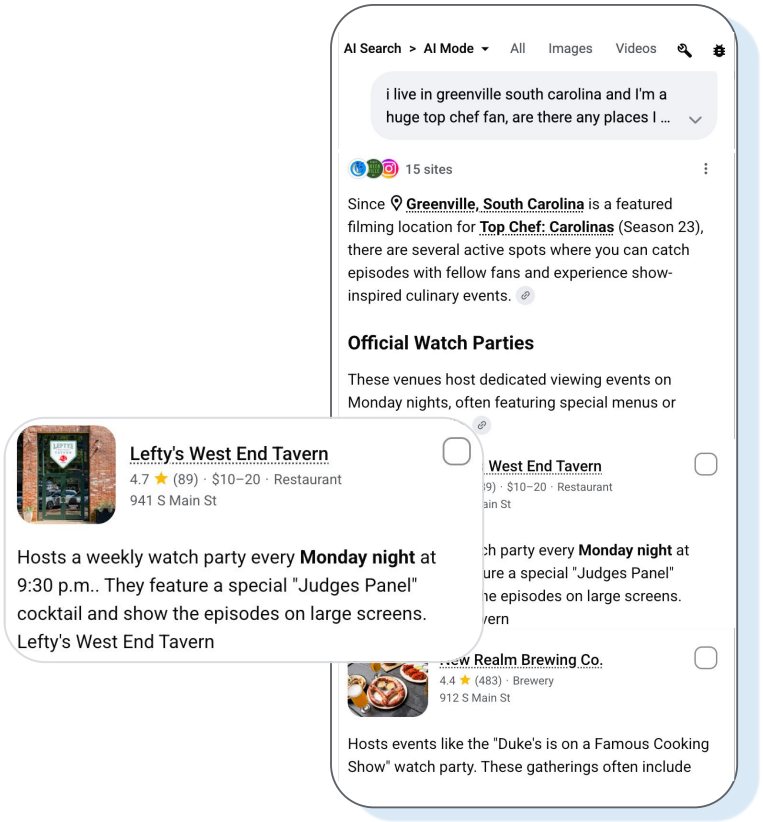


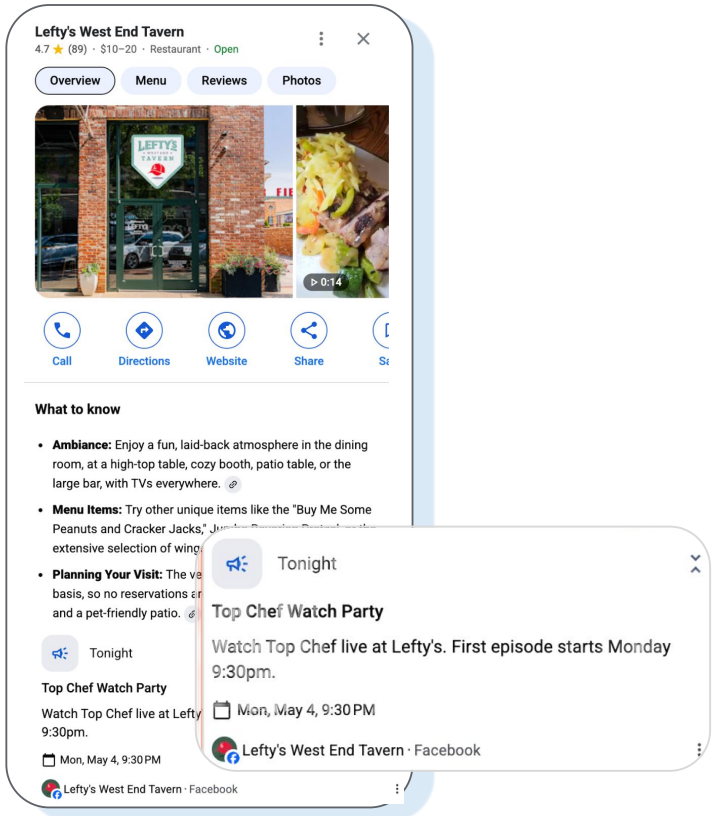




Availability: *All Verticals, Globally, All Mobile with "By owner" being also available on Desktop*

...and are now pulled into AI search results





Google

Best Practices for Posts

1

The "Once a Week" Rule:

Consistency is the most important signal to Google.

- **Post Frequency**: Aim for at least one update per week to keep things fresh.
- **Timing**: Research suggests Monday through Friday during business hours usually sees the highest engagement with the content.

2

Front-Load Your Value

Google typically only shows the first 80–100 characters before a user has to click "more."

- **The Hook**: Put your most important news or the "meat" of the offer in the very first sentence.
- **Keep it Succinct**: Users are not going to read paragraphs of text. Just because you have the space, it doesn't mean you need to use it

3

Use High Quality Visuals:

Avoid generic stock photos—they perform poorly and feel untrustworthy.

- **Authenticity**: Use photos of your actual team, your storefront, your products to bring your business or event to life
- **Specifications**: Use high-resolution images (recommended 720 x 720 px).
- **Videos**: Keep videos under 30 seconds.

Best Practices for Posts

Choose the Right Post Type

4

Selecting the specific category unlocks unique display features that drive higher conversion. Make sure you have accurate dates/ start & end times and include any coupon codes, details or T&Cs

- **Updates:** Best for general storytelling, tips, and customer reviews.
- **Offers:** Add "Get Offer" buttons and visual expiration tags to drive sales.
- **Events:** Be specific on event details. Although time is not required, we recommend to add. Post in advance so people can discover during their planning process

Include a Call-to-Action (CTA)

5

Every post should have a goal. Use the built-in CTA button to help with conversion rate:

- "**Book**" or "**Order Online**": Best for direct conversions.
- "**Learn More**": Great for driving traffic to a specific blog post or service page on your website.
- "**Call Now**": The most effective button for service-based businesses (plumbers, locksmiths, etc.) where the user is often on a mobile phone. Avoid including phone numbers in the actual post text to prevent spam flags. Instead, ensure your profile's contact number is up to date.

Best Practices for Posts

6

Treat This Differently Than Social Media

This content should be timely. Social media is for **discovery** while people are scrolling, but Google Posts are for **intent**—reaching customers at the exact moment they are ready to visit, call, or buy. *Example: you might post a "behind-the-scenes" video of your chef preparing for dinner to build brand vibes; on **Google Posts**, you would post a specific "Tonight's Special" with a "Reserve" button to capture the person searching for "dinner near me" right now.*

7

Avoid "Spammy" Formatting

Google's automated filters are sensitive. To avoid getting your post rejected:

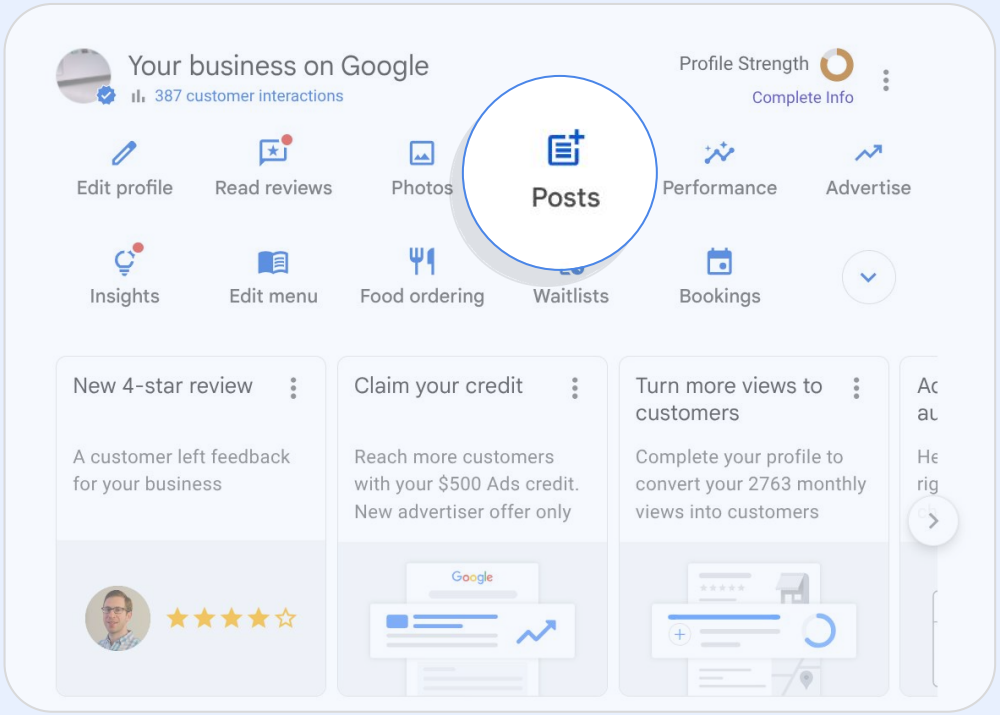
1. **Phone Numbers:** Do not put your phone number in the post text (use the "Call Now" button instead).
2. **All Caps/Symbols**: Avoid excessive exclamation points or writing in ALL CAPS.
3. **No Hashtags:** Unlike Instagram or X, hashtags do nothing for you on Google Business Profiles—save the character space.

Let’s Begin!

Navigate to your GBP

On Google Search, just search for your business’ name or “My business”

On Google Maps App, find the “business” tab in the bottom right corner



Engage your community



The Power of Reviews

Reviews are playing a more critical role. They are powering AI experiences.

Featured Classics: Mariano's & Weinberger's



Mariano's Hacienda Ranch
4.6 ★★★★½ (3.4K)
Mexican
Open · Dallas, TX

Order | Call | Directions | Website

- **The Vibe:** Festive, nostalgic ranch-style cantina famous as the 1971 birthplace of the world's first frozen margarita machine.
- **Comfort Food:** Mesquite-grilled Certified Angus beef fajitas, tableside queso, fresh house-made tortillas, and signature frozen margaritas.
- **Locations:** Flagship in Vickery Meadow (Dallas) plus a popular location in Arlington near the entertainment district.



Weinberger's Deli
4.7 ★★★★½ (2.6K)
Deli
Closed · Grapevine, TX

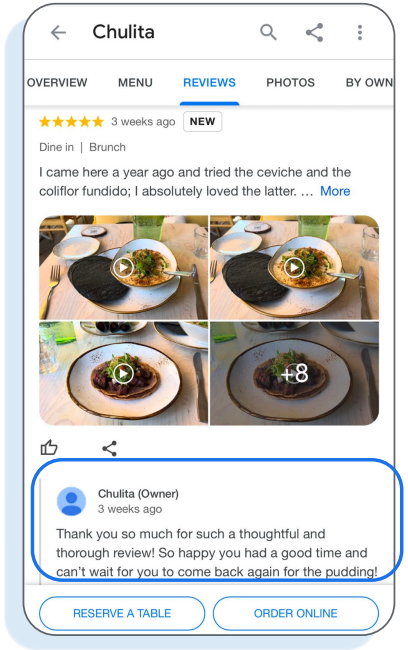
Call | Directions | Website

- **The Vibe:** Bustling, old-school neighborhood counter-serve deli tucked into historic downtown Grapevine.
- **Comfort Food:** Overstuffed, Chicago- and New York-style sandwiches like the Weinberger Reuben, Italian Sub, Cheesesteaks, Dagwoods, and homemade potato salads.
- **Atmosphere:** Fast-paced and unassuming with wall-to-wall menu boards and red-checkered baskets.

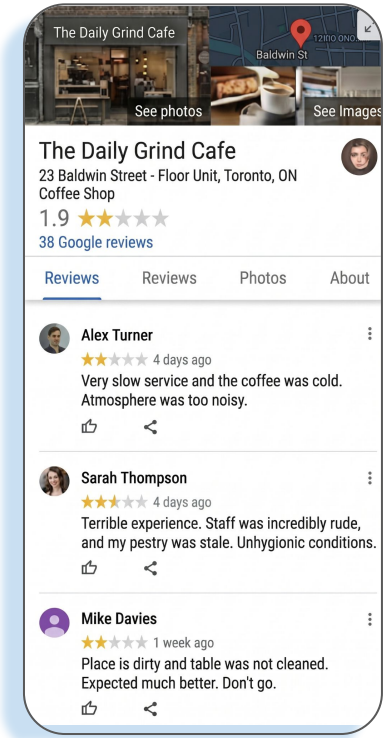
Google

General Reviews Best Practices

- **Respond Promptly:** Reply to all reviews—both positive and negative to demonstrate active engagement.
- **Keep it Professional:** Maintain your brand's voice and express gratitude to the customer for taking the time to leave feedback.
- **Personalize Responses:** Avoid copying and pasting identical automated replies. Reference specific details from their visit when possible.



Best practices for negative reviews



- **Stay Calm & Objective:** Never argue publicly. Defensive replies deter future customers more than the original complaint.
- **Acknowledge & Apologize:** Empathize with their experience immediately, regardless of who is at fault.
- **Take it Offline:** Offer a direct contact method (phone or email) to resolve the issue privately.
- **Flag Violations Responsibly:** Only report reviews that explicitly violate Google's content policies (e.g., spam, harassment).

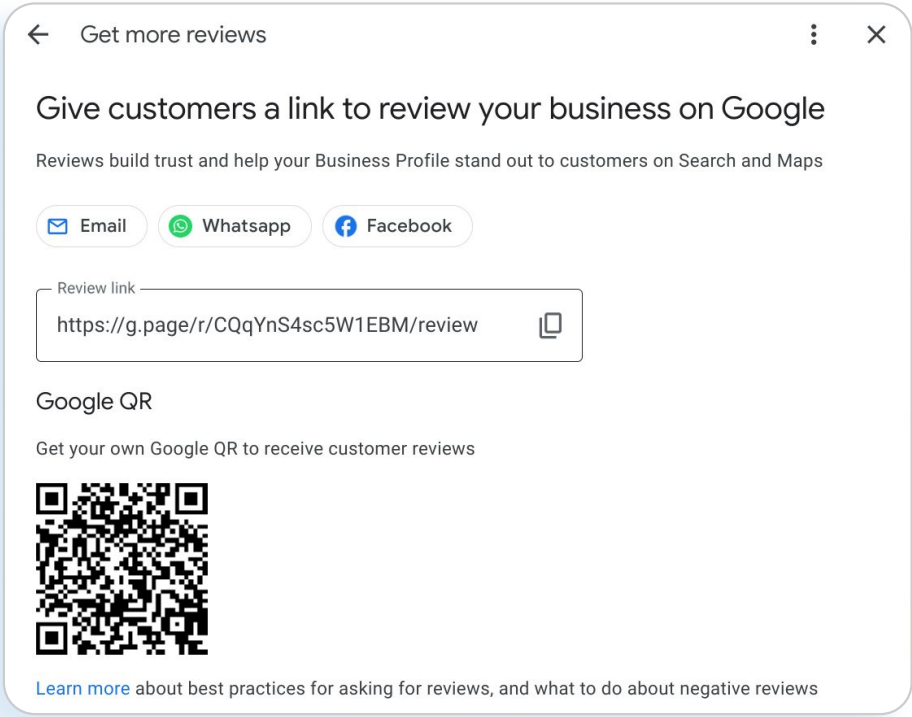
Google

Encourage satisfied customers to share

Encourage customers to share their review

Short link to review

Reviews QR code



Google

Test out GBP Connector in Gemini



Let’s begin!

01

Navigate

Go to gemini.google.com to start your session.

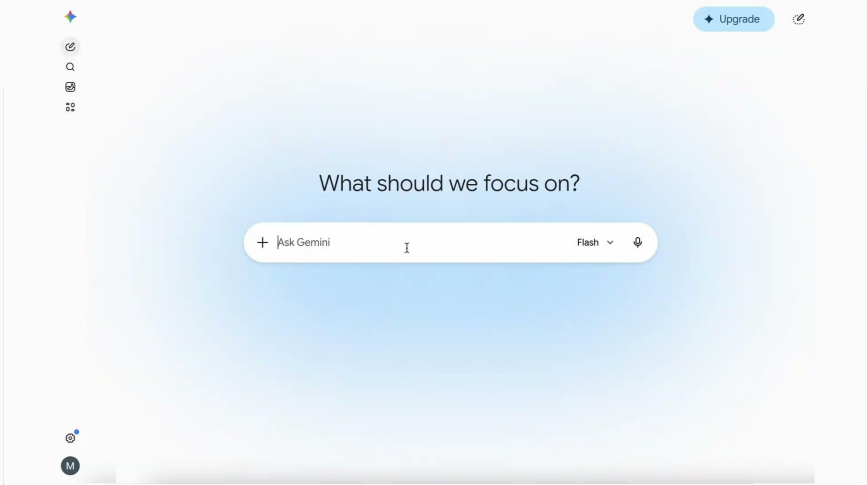
02

Prompt

Tag **@Google Business Profile** and ask *“Summarize my latest reviews and give me feedback.”*

Google

Google Business Profile demo



Analyze Customer Sentiment

@Google Business Profile Analyze our reviews from the last two months. What are the positive sentiments?

Real-time Profile Updates

@Google Business Profile We are closing early this Friday at 3:00 PM for a team event. Can you update our special hours for this Friday?

Create Marketing Assets

@Google Business Profile Generate an image of a flyer for a Sunday brunch special highlighting the top 5 most popular dishes on the menu.

Please scan the QR code to:

1. Share feedback on our session today

2. Subscribe to Google's monthly newsletter filled with GBP tips and new feature launch announcements