Late Summer 2013

sysco today

Hot Off the Grill!

Let Your Steaks Sizzle

Pancakes Going Beyond Breakfast

Happy Employees Means Higher Profits

Good things come from Sysco
Sysco Imperial Sweet Potato Fry
Plank Cut
Pack Size: 6 x 2.5 lb.
Order Code: 2071886

Sysco Imperial Sweet Potato Fry
5/16 Straight Cut
Pack Size: 6 x 2.5 lb.
Order Code: 2071904

Sysco Battered Sweet Potato Fries are naturally sweet with rich and consistent flavour. Their distinctive appeal is ideal for today’s lunch or dinner menus.

Contact your Sysco Marketing Associate for more details.
We Turn the Spotlight on …
Mark Macartney, Marketing Associate for Sysco Toronto.
Mark’s 15 year experience in the restaurant business
prior to working at Sysco has given him the edge
in knowing how to satisfy his customers.

Let Your Steaks Sizzle
With Pre-Portioned Cuts
The best steaks are already cut.
Pre-portioned saves you money and time.

Today’s Pizzas
There are exciting menu developments taking shape for
today’s pizza category. Read on to find out how!

Pancakes, Going Beyond Breakfast
Comfort food doubles as gourmet main courses.
Classic, fun or gourmet- the choice is yours!

What’s Trending: Gluten-Free Menu Items
Gluten-free is now worth millions in Canada with the
market reaching $4.2 billion in 2012. If you haven’t added
gluten-free items to your menu, now is the time to do it.

Are Higher Menu Prices on the Horizon?
Rising food costs have prompted menu price hikes. If that
doesn’t grab you, here are a few ideas that might.

Become a Benevolent Boss
and Watch Staff Turnover Disappear
Staff turnover is a constant struggle.
Here’s how you can kick it.

How to Make a Kid-Friendly
Menu Parents Will Love
Families are looking for healthy,
tasty options for kids at an affordable price.

The Flavour of Canada
This month, we showcase Parkland Village Inn, located
in the small fishing village of Alma, New Brunswick,
offering casual dining with a focus on delicious local
seafood. Also, we feature Brentwood Bay Resort and
Spa, voted among Canada’s top ten romantic hotels and
just 20 minutes outside of Victoria, British Columbia.

Chef du Jour
We like to celebrate our Sysco chefs and what better way
to applaud them than to showcase their cooking tips,
likes and dislikes. This month we feature Elton Roscoe,
corporate Chef from Sysco Regina. Read on to find out
what his guilty pleasure is when it comes to food!

What’s Cooking?
Let your menu sizzle with these hot and innovative
recipes! Whether it’s steak, veal or lamb, these recipes
will surely satisfy all meat lovers!
Dining al fresco - While many think August is a month where the country shuts down, that’s simply not true in the food world. Looking for outdoor festivals with a nosh theme? Look no further than the Leamington Tomato Festival, Toronto’s Taste of the Danforth or Drummondville’s Festival de la Poutine in Quebec.

2.7 per cent

For the first time in four years, the growth of diners eating at full-service restaurants in 2012 outpaced those at quick-service restaurants. This was prompted by two factors: a rebound in visits to fine-dining establishments plus higher traffic at family and casual dining restaurants, which combined boosted total traffic to full-service restaurants by 2.7 per cent.

As expected, fine dining was hardest hit by the recession but managed an impressive bounce back in 2012 as the fastest growing segment with a 9.2 per cent jump in traffic.

Snack Attack -
This emerging trend is growing. In 2012, snacking represents a combined 35 per cent of all restaurant traffic. That’s two points higher than in 2008.

Morning and afternoon snacks are two of the fastest growing meal occasions with respective traffic hikes of 15 and 11 per cent from 2008 to 2012.
We Turn the Spotlight on...

Mike Macartney
Marketing Associate, Sysco Toronto

ST - Your tenure with the Company.
6.5 years as a Marketing Associate in Kitchener-Waterloo, Cambridge and Stratford.

ST - Did you ever work in a restaurant or any place in foodservice as a young person, and if so does that help you understand their business needs more now?
I worked in the front-of-the-house, back-of-the-house and as an owner-operator for a combined total of 15 years before Sysco. I have empathy for the majority of my clients because I’ve walked many miles in similar shoes.

ST - Where do your Accounts fall in relation to your territory - do you have to visit several communities?
I am fortunate to have most of my clients concentrated in small geographical areas. My territories are all aligned equally.

ST - Describe the account composition of your territory.
The account composition of my territory are primarily upscale restaurants and hotels with a sprinkle of casual dining mixed in.

ST - How does this affect how you do your job?
My clients source a lot of product locally so the challenge is to compete with the local suppliers whenever possible while ensuring I am also providing the basics (dry and frozen goods, sundries and chemicals).

ST - What do you like best about Sysco Brand?
Our brand represents consistency and good value.

ST - Do many of your accounts use Sysco Brand and what has operator response been to Sysco Brand?
Overall if asked the Operator, I believe my clients would say they are pleasantly surprised with the quality and value of our brand.

ST - Describe how you have helped customer’s solve problems.
With the support of Kristin Franchetto, our Business Review Specialist, we have engineered, designed and maintained several menus for my clients. It helps them stay current with rising industry costs and maintaining profitability.

ST - What is the most challenging aspect of your job?
In a perfect foodservice world my current role would be obsolete – fortunately we don’t exist in a perfect world! Delivery issues, shorted products, mispicks, dealing with the logistics while maintaining customer satisfaction is the job.

ST - What is the most rewarding aspect of your job?
It is always appreciated when you hear your personal service is part of your client’s loyalty to our company.

ST - What are the good things about working with your accounts?
I’m very privileged to deal with a great number of knowledgeable Owners and Chefs. I get to constantly learn on the fly!

ST - What are your goals for the future?
In the not-to-distant future, I’d be interested in exploring other opportunities within our company where I might have a positive impact.

ST - What do you enjoy most about working for Sysco?
The entrepreneurial spirit – you get to operate your own “business” with a corporate infrastructure already in place!

ST - What foodservice trends do you see emerging? How do you respond to them?
Local and sustainable isn’t going away anytime soon – determining where my opportunities in these areas is the focus.

ST - What do you think is the biggest mistake that an operator might make in today’s market?
Not updating the pricing and product mix on their menu. It needs to be done twice a year to keep up with trends and inflation.

ST - What do you think makes some operators successful and others not so successful? (particularly when they are running similar size/type businesses).
Owner operators who are hands on both front-of-the-house and back-of-the-house typically have a higher success rate – no one cares about your business like you do!
When it comes to sizzling-hot summer foods -- the kind customers salivate over or claim it’s worth dying for – grilled steak has to be at the top of the list.

While cutting, cooking and serving a perfectly done rib eye is sure to net you the satisfaction of a job well done and hopefully repeat business from satisfied customers, there is an easier and more economical way. Ever considered the benefits of buying your beef already portioned?

“In today’s day and age, portion-controlled steaks are becoming more and more the norm,” says Steve Christie, Director of Protein for Sysco Fine Meats. “This is due to the high costs of labour, the potential for accidents, the food-safety element and also from a quality-assurance element. Portion control beef is the way of the future.”

Buying your steaks pre-portioned is a terrific way to manage your restaurant’s costs. With Sysco steaks, there is a half-ounce weight tolerance so steak sizes are always consistent within that small variance. These precision cuts mean little waste so you save on labour costs and disposal costs.

“No skilled labour is needed when you’re buying portion control,” says Christie. “An experienced meat cutter is expensive and that cutter has already been paid for when you’re buying pre-cut.”

In Canada, the top cuts of steak are New York strip loin, top sirloin, rib eye and tenderloin. While there are hundreds of different cuts of beef, these four account for roughly seventy per cent of Sysco steak sales.

Due to the recession and rising commodity prices, customers are seeking out more economical cuts for their menus such as Teres Major (also known as petite tender filets), which come from a muscle inside the chuck, or a Stockyard steak, which comes from the bottom of the sirloin. Swiss and Pub steaks are also good options if you’re looking to tighten your belt.
Christie says a good steak begins with a cut that is well marbled. The higher degree of marbling in a steak, the higher flavour profile and tenderness a piece of meat will possess. The meat should be a bright red colour and the fat or marbling should be white. Texture is also important. It should be firm when you touch it and not soft or floppy.

All meat in Canada is typically graded by the federal and provincial governments. The highest quality grade is Canada Prime, which only represents about two per cent of the Canadian cattle market. Canada AAA is the second highest grade, followed by Canada AA and then Canada A. Cuts of beef are slotted into these four grades according to such attributes as marbling, maturity, meat colour, fat colour, muscling, fat texture, fat depth and meat texture.

To heighten the tenderness of the meat, Sysco Fine Meats ages its beef a minimum of 21 days. Aging prepares the beef by breaking down the connective tissue that makes meat tough and helps enhance the flavour of the meat.

There are several ways to cook steak, from grilling and pan frying to broiling or slow roasting. Whether cooked blue or well done, it's paramount that chefs and cooks achieve the right level of doneness.

"Even the best steak in town can be ruined if it's not properly grilled or not served at the desired preference of doneness," says Christie. "The number one reason why a guest will return to a restaurant for steak was because that steak was cooked to perfection. It's critical that service staff in the kitchen understand doneness expectations."

Food safety is hot on everyone's minds these days and if you're running a restaurant you need to be extra vigilant. Buying pre-portioned steaks gives you an extra level of security when it comes to making sure your food is safe for consumption.

Besides being inspected by federal meat inspectors, Sysco beef is aged, trimmed, cut and packaged under the watchful eyes of Sysco's in-house quality assurance field specialists. Furthermore, it meets the internationally recognized industry standard for measuring food safety throughout the food chain. This is known as HACCP, which stands for Hazard Analysis of Critical Control Points. In addition, since there is no waste from cutting the portion there is less chance for cross contamination with pre-portioned cuts.

As for staff safety, your risk of injuries is minimized as the amount of cutting your staff does is reduced. Spoilage is also minimized as you only open each portion as needed compared to cutting from a whole loin, which has a limited shelf life.

The other advantage to pre-portioned meat is that it can help eliminate your losses due to pilferage because you have a record of your exact number of portions within each case. That rarely happens with a whole loin as the number of cuts it yields can vary based on the ability of the meat cutter.

There really is nothing quite like summer and a good steak. Purchasing pre-portioned steaks lets your customers enjoy a great cut of beef while you spend the time and money you save on other aspects of your restaurant.
Pizza’s Increasingly Popularity

Canadians’ affinity with pizza appears to be growing as consumers recently reported that they are eating pizza more often today than they were just two years ago. Over a third of consumers (35%) now report that they eat pizza at least once a week, which is up from 22% in 2010. Although consumers vary on how much they are willing to spend or where they eat their pizza, the freshness and variety of ingredients are critical in a good pizza experience. With the economy lagging in consumer confidence the underlying importance of value has remained strong; more than ever, operators are working to strengthen the value perception for pizza, while identifying just how much consumers are willing to pay for premium.

Who Wants Pizza

The increase in pizza consumption is driven by consumers who are choosing pizza more often because they value its convenience and that it can be a fresh and healthy meal. Although young to middle aged men are still the biggest consumers of pizza, three important demographic groups characterize today’s pizza consumers. The first is a larger number of young professionals who are looking for convenient and low-risk methods of trying new foods. Next are single parents and mothers who are looking for convenience, but also fresh and healthy food options for their families. And finally, low-cost convenient foods are also important to elderly singles, especially because they do not always cook from scratch.

What Consumers Want From Their Pizza

There are exciting menu developments taking shape for today’s pizza category. Ingredient quality, rustic and artisan preparations, and a drive to underscore flavour and unique preparations are all playing a role in how both limited and full-service restaurants are promoting pizza. This is in response to a burgeoning consumer desire to try both highly innovative toppings and regional and/or themed flavours, i.e. Greek or Hawaiian pizza. And while the
freshness and variety of toppings are extremely important, more than seven out of ten consumers report that the dough, crust texture and consistency are very important factors in creating a good pizza. Consumers confirm, when you bite into a pizza it is really the dough that is a key contributor to the overall satisfaction of the pizza experience. Not only is the dough and crust an important part of the overall pizza experience, but the type of crust a consumer chooses is indicative of the characteristics of a good pizza. Thin crust pizzas are overwhelmingly preferred by more than half of older consumers who likely view this type of crust as a healthy option. In addition, the younger generations, likely less concerned with their waistlines, continue to prefer deep dish and stuffed crust pizzas.

WHERE CONSUMERS WANT TO EAT THEIR PIZZA

It is not surprising that pizza consumption has increased over the past two years as leading players revamp their menus to include value-oriented offerings and premium ingredients, as well as items beyond pizza that help operators drive traffic by minimizing the veto vote. Consumers are also increasing their away-from-home pizza purchases as the economy improves, but others are still looking at bottom-line prices. While some consumers are also now loosening their purse strings and returning to restaurants for more of their pizza occasions, many cash-strapped consumers are still attracted to generally less expensive, yet high quality, take-and-bake and frozen pizza offerings. It is important to note that take-and-bake pizza has increased in demand 64% (2012 vs. 2010), which again stresses the importance of quality and freshness and affordability.
Start the Day Right with Sysco Brand

Breakfast Sausages and Ham

We Only Use Canadian Pork

Breakfast Sausage Links

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>Sysco Reliance</th>
<th>Sysco Classic</th>
<th>Sysco Classic</th>
<th>Sysco Classic</th>
<th>Sysco Classic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pork Sausage 12-14/lb</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pork and Beef 12/lb Breakfast Sausage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pork 5/lb Sausage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pork 16/lb Breakfast Sausage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pork 12/lb Breakfast Sausage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| ORDER CODE          | 8870743 | 8834715 | 0698829 | 8834888 | 8835084 |
| PACK SIZE           | 5 kg    | 5 kg    | 5 kg    | 5 kg    | 5 kg    |

Ham Selections

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>Smoked Ham</th>
<th>Honey Ham</th>
<th>Smoked Black Forest Ham</th>
<th>Smoked Toulouse Ham</th>
<th>Smoked Round Ready Ham</th>
<th>Cooked Ham 4x4</th>
<th>Cooked Ham 4x6</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORDER CODE</td>
<td>0110379</td>
<td>1845488</td>
<td>0112458</td>
<td>0111823</td>
<td>0112482</td>
<td>7237233</td>
<td>0111401</td>
</tr>
<tr>
<td>PACK SIZE</td>
<td>2 x 3.5 - 4 kg avg</td>
<td>2 x 3.5 - 3.5 kg avg</td>
<td>2 x 3.5 - 4 kg avg</td>
<td>2 x 6.5 kg avg</td>
<td>2 x 5 - 5.5 kg avg</td>
<td>2 x 5 kg</td>
<td>2 x 5 kg</td>
</tr>
</tbody>
</table>

Contact your Sysco Marketing Associate or Account Executive for further information.
Comfort Food Doubles as Gourmet Main Courses

Going Beyond Breakfast

Pancakes

Brought to you by Horizon Milling

Breakfast is said to be the most important meal of the day. Foodservice operators are taking notice. Eating breakfast out at restaurants, diners, cafés, cafeterias and other foodservice venues is becoming more frequent and is creating higher levels of customer loyalty. For the past ten years, statistics show that the morning meal has been outperforming all other away-from-home meals.

What's also surprising is that consumers are not just grabbing a coffee and a muffin. They are ordering full meals; with pancakes ranking as one the top 10 most ordered items.
Pancake Appeal Over Time

Pancakes have been around for hundreds of years and have been associated with Shrove or Fat Tuesday - the last meal before Lent. In the medieval and modern Christian period, especially in Britain, pancakes were traditionally made to use up eggs and other ingredients before the period of Lent fasting began.

But the popular breakfast item isn’t just a British tradition. Pancakes are enjoyed throughout the world and come in different shapes and sizes but most are traditionally made in a hot skillet or frying pan. The ancient Greeks made pancakes called Tagenites, a name derived from frying pan. Reference to these “pancakes” date back to 5th century BC.

Today, pancakes are still a popular choice for customers – especially when eating out for breakfast or brunch. According to a 2011 report from market research firm The NPD Group, they are the eighth most popular breakfast item choice for people of all ages. But when it comes to consumers under 18, pancakes represent the number one choice for breakfast away from home.

Classic, Fun or Gourmet – the Choice is Yours

Pancakes are a versatile and low cost food and do not require a lot of skill to make. With Sysco Classic Buttermilk Pancake Mix you don’t have to add anything but water – helping to ensure that your pancake quality is the same day after day. Plus, the pancake mix already contains egg and leavening ingredients so that your products won’t start to rise until they hit a hot griddle.

To get the most out of your pancake batter, you need to think outside the box and beyond the classic comfort stack with maple syrup. Pancake batter doesn’t just make pancakes. With slight recipe adjustments, pancake mixes can be used to make waffles and crêpes, too. Not only can this help make your breakfast menu different from your competition’s menu, but it will provide menu items that will attract consumers of all ages and ethnicities.

One idea is to introduce a pancake, crêpe or waffle-of-the-day special using different fruits, grains, nuts and sauces. Depending on your venue, you can market these items specifically to your target audience to create something unique to specific tastes. For example, a 7-grain and blueberry pancake could be promoted as the Omega Power Breakfast since blueberries and grains are high in antioxidants.

If your customers are more into comfort than health, change it up and add pieces of walnuts for Old Fashion Maple Walnut pancakes. You could also add sliced apples or peaches to buttermilk pancakes for seasonal flavours.

The batter from pancakes, waffles and crêpes can be incorporated, after breakfast, into appetizers, lunch and dinner, or dessert menus by simply changing the portion size, toppings or fillings. You can also add cocoa powder and spices like cinnamon and nutmeg to the batter.

For dessert pancakes, think about adding chunks of brownies, whipped cream and cherry pie filling for your own decadent version of black forest crêpes or waffles. Another idea is to fill crêpes with ice cream and drizzle with sauce. Consider adding seasonal berries, fresh cream and chocolate or fruit sauce. For a premium version, use Greek yogurt with honey or Madagascar vanilla bean ice cream.

Beyond Breakfast

One of the great things about pancakes, waffles or crêpes is that it’s easy to enhance and change their flavour to create a new taste that can turn the traditional breakfast item into a main course or savoury appetizer. To do this, add the following to the wet batter prior to depositing on the griddle: spices like garlic, sage or dill, lemon, lime or orange zest, parmesan or other finely grated cheeses.

One easy appetizer menu option is to lightly season small three-inch crêpes with garlic or sea salt, roll them up
and serve accompanied by a red pepper chutney and goat cheese. Another creative item is mini pancakes that have jalapenos, bacon chunks and cheese mixed in the batter. You can also make pancake sliders using the same spicy pancake batter as the “bread” and a slice of Canadian bacon in between.

For lunch and dinner, the crêpe fillings are endless. Seafood, chicken, pork or beef can be paired with vegetables and sauces. Traditional beef stews or salmon with dill sauce go great in a crêpe. You can also introduce ethnic options like Indian or Thai by changing the spices and sauces. Vegetarian options could include grilled root vegetables topped with a spicy peanut sauce or broccoli and cheddar.

Low Cost and Low Waste

There’s a reason why you often see pancakes in buffets. It’s because a good pancake, like those that are made with Sysco Classic Buttermilk Pancake Mix, will hold up well for long periods of time under heat lamps without sticking together or drying out.

Some pancake mixes allow the batter to be prepared ahead of time and work well after being refrigerated overnight to further reduce waste and help control costs.

You can’t go wrong with this popular item. All you need to remember is to have fun with pancakes, crêpes and waffles. Griddle cakes are not just for breakfast anymore. Give them a prime spot on your menu as an appetizer, decadent dessert or a gourmet dinner entrée.

Also try Robin Hood® Wheat Wise ® Multigrain Pancake Mix (see ad on page 7). Made with a combination of wholesome grains this pancake will taste great and fit the bill for healthier eating. The Canada food guide recommends to “Make at least half your grain products whole grain each day”. They also recommend eating a variety of whole grains including barley, oats and quinoa which are found in this mix! 

---

**Sysco Classic Buttermilk Pancake Mix**

<table>
<thead>
<tr>
<th>Order Code</th>
<th>Description</th>
<th>Pack Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>7803408</td>
<td>Sysco Classic Buttermilk Pancake Mix</td>
<td>20 Kg</td>
</tr>
<tr>
<td>0214759</td>
<td>Sysco Classic Buttermilk Pancake Mix</td>
<td>6 x 2 Kg</td>
</tr>
</tbody>
</table>

- Customer Satisfaction
- High Quality
- Great Taste
- Ease of Operation
- Profitable

---
Developing a Gluten-Free Menu

Gluten isn’t just found in bread. It’s a protein found in wheat, rye, barley and crossbred hybrids. You can also find gluten in things like soy sauce and salad dressings.

Adding gluten-free items to your menu doesn’t have to be complicated. In many cases, it’s simply substituting the gluten grains with quinoa, amaranth, millet, wild rice, corn, oats and buckwheat. Gluten-free flour is also available to make it easy for you to change up pizza crusts, pancake batter and other traditional wheat flour items.

Some items on your menu may already be gluten-free. For example, some of your soups, salads, vegetable sides, meats, and seafood entrees may be naturally gluten-free. If you’re not sure, ask your Sysco representation to check the ingredients for you. There are also gluten-free breads, pizza crusts, flatbreads, pastas and other items available to order.

In addition to the ready-made gluten-free foods, you can get creative by developing a few dishes of your own. Buckwheat pancakes are great gluten-free...
can be made gluten-free by using rice noodles instead of wheat noodles.

Many of your main meat dishes may already be gluten-free, but if they are marinated in a sauce, you will need to check to see if flour was used as thickener. There are also numerous tasty gluten-free entrees that are easy to add to a menu. Grilled sea bass with citrus and pork, chicken or steak tacos with corn tortillas are just a few ideas. Rice noodles can also be used as a substitute in some pastas or Thai-inspired dishes.

Again, you’ll need to make sure the sauce you use is also gluten-free.

Then there are desserts. A delicious gluten-free option is a flourless chocolate cake. And crème brûlée is also gluten-free as it contains no flour.

Marketing to Your Customers

Keep in mind you don’t have to make everything on your menu gluten-free, but once you’ve established which ones are, make sure you promote them.

Three ways to promote gluten-free items:

1. Adding a gluten-free symbol beside them on the menu.
2. Creating a separate area on the menu just for gluten-free choices as you would for vegetarian items.
3. Tagging your online profiles with “Gluten-Free” on sites such as Yelp and UrbanSpoon as well as your venue’s website.
With food prices on the rise, owners and operators may be taking a long, hard look at their menu prices.

A combination of factors, including the 2012 drought in the American Midwest, has taken its toll on commodities driving prices upwards and affecting end users such as restaurants and food retailers.

Given the challenges the foodservice sector has faced in the past five years, owners may be reluctant to raise prices for fear they’ll scare away already price-conscious customers. But clearly it’s an issue on everyone’s mind.

“It’s the number one issue,” said Garth Whyte, President of the Canadian Restaurant and Foodservices Association (CRFA), which in a recent poll found that 67 per cent of respondents ranked increasing food prices as the priority issue for the industry.

Combine food price hikes with the rising cost of labour and a weak economy and it’s no wonder 43 per cent of CRFA members say they plan to raise prices this year, while 55 per cent said they would hold back on doing so.

“I think they’re very reluctant to raise prices because of the price-conscious customer,” Whyte says. “But they may have to.”

This theory also applies to the U.S. where chain restaurants largely held back on price increases last year and refocused their efforts on lower price point items such as snacks and chicken, value menus and discounts.

“Taking a long hard look at your menu is another possible solution to a constant diet of eating higher food costs,” says Jeff Hermsen, a restaurant consultant in Toronto. Get rid of your losers and play up your higher profit items, he recommends. Also consider shrinking portions, though this must be done very carefully so as not to upset loyal customers.

Check your waste – literally. What staff throw out might shock you. Hermsen once worked with a chef who occasionally would take the main kitchen garbage and spread out its contents on a large plastic sheet to see what was being discarded. An easier alternative, though, might be to spend some serious time watching plates as they come back from the tables. Look for items that repeatedly go untouched. Perhaps this is an opportunity to scale back or change to something more economical.

Hermsen suggests operators try negotiating with their food suppliers. Shop for the best deals. And even though your operation may be small, if you buy substantial quantities of some things, this may be an area you can zero in on.

“You may be paying too much,” says Hermsen. “Even if it’s a dime too much if you buy by the pound and go through 500 pounds that adds up to a lot of money.”

Some restaurateurs may need to raise their prices. This is not an easy task for lower-end restaurants, where profit margins are smaller and there’s clearly less breathing room. That’s why it’s important to do so gradually. Raising the price on your tuna salad sandwich to $4.75 from $4.50 might turn a head or two, but it’s unlikely to stop customers from returning.

“Raising prices is difficult,” Hermsen says. “You need to be sensitive and really careful because people will notice. If you’re busy and producing a good product I think people sort of understand prices will go up as long as you chip away at it incrementally.”

There are solutions out there to offset higher food costs. They’re not always the easiest route to take, but neither is passing on your higher costs to customers. Like most things, moderation is advised. A small price increase coupled with cost-savings measures elsewhere within your operation may be your battle plan.
Butcher’s Block Reserve PORK

Contact Your Syscô Marketing Associate for more details.
Bear in mind that instilling a culture of humanity within your business must be done genuinely. Lip service alone will not promote staff loyalty. You need to be aware of each employee’s goals and how you can help them get there.

Fisher has clients who provide employees time off to take courses and some who even pay for a portion of the course provided the staffer maintains a certain grade. Other businesses might opt to encourage staff involvement in the community by giving employees time off to coach soccer or do fundraising.

Foodservice and hospitality consultant Diane Chiasson believes employers must not only recognize but also reward staff for a job well done. An employee incentive program that rewards staff excellence with bonuses is a great idea. Contests in which staffers compete for prizes of cash or gift cards can also be a fun way to add excitement and competition to the workplace. It’s also important for staff to interact socially in an effort to build camaraderie so consider hosting staff nights.

“This will make for a friendlier environment,” says Chiasson, “which will reflect in your restaurant and trickle down to your customers as well.”

The restaurant industry has its hiring seasons and the ebbs and flows that accompany them.
and September is one such time. It’s when employers often get back to work in full swing. It’s often the time when job postings and hiring decisions get back on track after being delayed because of summer vacations. It’s a time when student summer help leave their restaurant jobs to return to school. To prepare for it, it’s wise to start in August. But if that’s impossible take advantage of early September’s notoriously slower sales.

When hiring, look for staff that know how to best represent your restaurant concept. You want mini ambassadors who naturally know how to sell your food and bar products, who know how to make customers feel comfortable and happy and who thanks to their wit and charm, manage to inspire future visits from satisfied guests.

“You don’t want people who are sleepy or dopey,” says Jeff Hermsen, a Toronto foodservice and restaurant consultant. “The problem nine times out of ten is management; they’re not being managed properly or they’ve hired someone not up to snuff.”

Hermsen believes one of the best ways to train front-of-house staff is to let your new employee shadow your best server. In the kitchen, that may not always be possible given the logistics and time and space limitations. If you’re hiring someone without experience in the kitchen try to ascertain whether the prospect has drive and a passion for food and cooking. Those might prove to be his or her best assets.

For a restaurant to run at peak performance it’s important that the various teams or sections work well together. But often they don’t and tension builds among the teams. Chiasson recommends that restaurants have each staff member step into another staffer’s shoes for a shift. This will engender a certain level of know-how, sympathy and, most importantly, respect.

“It is important that all staff members have respect for each other’s positions, and understand how important and difficult each role is.”

Keen and happy employees come at a cost. But the outlay of time, effort and money is well worth the result. What’s better than a staff line-up full of enthusiastic and vocal supporters cheering for your restaurant’s success?
Families are looking for healthy, tasty options for kids at an affordable price.

Families like to eat out, too, and they don't always want fast food. Instead they are looking for healthy, tasty options that kids love at an affordable price.

It’s not rocket-science, yet many restaurants either don’t cater to kids at all or don’t make their venue friendly for families – and this means they could be missing out on profits. According to NPD, adult-only visits increased by 1 percent over the last year, but visits with children didn’t increase at all. Restaurant industry analysts see this as an opportunity to capture the family market.

What Parents Want

Parents are looking for healthy food but something that their kids like— and that doesn’t mean serving everything with fries.

The CSPI (Centre for Science in the Public Interest) says restaurants in Canada aren’t making the Kids LiveWell program standards. In fact, they claim 97 percent of kids’ meals fail to meet the standard of being under 430 calories. When putting together your kid’s menu, think about what can be grilled instead of fried. Do you need to serve chicken fingers or can you serve grilled chicken breast? Can you add fruit salad to the meal?

In addition to healthy choices, parents want to relax when out enjoying a meal, which means the restaurant needs to entertain their kids. This can range from balloons, to crayons and a coloring page, to crossword puzzles for older kids. Some Asian restaurants have even included training chopsticks to entertain the kids while there.

Parents also want value for their money. Let’s face it, they know their kids may not eat everything, so they don’t want to pay a lot for the meal. Consider offering all items on the kid’s menu under $5 and include a free beverage. You could market it as kids under 5 eat for $5. Some places even offer free kid’s meals on certain nights or have special $1.99 nights (or time periods like a Kid’s Happy Hour).

The little extras also go a long way in having you stand out. These could include offering to cut the meal into bite-sized pieces in the kitchen so the parents don’t have to, and having your kid’s menu online. Many parents research in advance where to bring their kids to make sure there will be something both the parent and the child will like.

What Kids Want

Kids are customers in their own way. Just as you would want to create a memorable experience for your adult patrons, creating a fun experience for both the parents and their kids can go a long way in repeat visits.

Kids come in various ages so your menu will need to reflect this. Some kids, especially young ones, are looking for recognizable food such as Mac n’ Cheese, cheese pizza and simple grilled chicken breast with mashed potatoes. In these cases, don’t get fancy. Goat cheese and arugula on a pizza isn’t going to work, but a basic mozzarella cheese pizza will.

Also, keep in mind the portions. Because a restaurant is new for some kids and filled with distractions, some
parents may need to bribe them to eat – such as, “you need to eat two slices of your pizza or two pieces of chicken and then you can play.” Having a meal that is portioned for a bigger person would not only be a waste of money for their parents, but intimidating for the child.

But as children grow older such as 6 to 9 years olds, they may be looking for a more “adult” meal as they may feel they have outgrown the kiddie table. In these cases, a simple solution is either to offer a pre-teen sized version of all entrees at a set price or list a few of the main entrees on the kid’s menu at kid sizes. Also think about your appetizers. Can you offer family sharing platters so they can enjoy it as a group?

Drinks are also important. Young kids may still drink milk or juice, but kids over 5 might want to have a fancy drink with the cherry on top. Anything they can take home with them, like a drink umbrella, will be something they cherish and remember. It could be the difference between you and the competition when their parents ask them which place they want to go for a family meal.

### Raising the Bar of Family-Friendly

Crayons and paper tablecloths are the norm when it comes to family dining. If you want to really stand out, you might want to go the extra little bit. One way to do this is to hold family events earlier in the day.

Not only does this separate the families from kids-free patrons, but it can help generate revenue in slow periods. These events could range from sing-alongs to treasure hunts. They could also be holiday themed like a special Santa dinner for families or a mid-afternoon Easter egg hunt and tea.

Regardless of what you decide, always treat the child as a patron. Don’t try to squeeze a family of three into a table of two. And when planning your menu, think about what the child and the parent would like.

One final word of advice: Don’t keep the child waiting. Crayons will only keep them entertained for a few minutes, so bring out the food quickly.

### Wholesome Farms Ice Cream & Frozen Dessert

- **9993080 FRENCH VANILLA BEAN FLAKE ICE CREAM** 11.4 L
  - Premium 10% butter fat
  - Vanilla Bean Flake for flavour & presentation
  - Ideal for premium desserts

- **9993411 VANILLA ICE CREAM** 11.4 L
  - Premium 10% butter fat vibrant vanilla flavour
  - Outstanding for milk shakes

- **9993429 VANILLA PREMIUM LITE ICE CREAM** 11.4 L
  - Also known as traditional
  - 6% butter fat = fewer calories
  - Lower price point - Same great vanilla flavour

- **7463882 VANILLA FROZEN DESSERT** 11.4 L
  - Contains dairy
  - Healthy nutritional advantages compared to ice cream
  - Fantastic price point
  - Ideal for buffets, healthcare, camps

**Taste the difference • Premium Ingredients • Exclusive Recipe**

Contact Your Sysco Marketing Associate for more information.

### 10 Family-Friendly Additions

1. Changing tables in both the men and women’s restrooms.
2. Have high chairs and booster seats available.
3. Serve kid’s drinks with a lid — and only fill halfway. It’s easier to refill than fix a spill.
4. Add step stools in the bathroom for hand washing.
5. Offer a community basket of books or games to play at the table.
6. Have a place to store or fit strollers.
7. Arm your staff with ideas on how to convert kid friendly meals from items on your menu.
8. Make food fun by letting kids create their own pasta dish by selecting the pasta shape and the sauce.
9. If you have TVs, have one turned to the cartoon station.
10. If crayons are too messy, bring out an Etch A Sketch for the kids to play with or some other toy.
Located in the small fishing village of Alma, NB, Parkland Village Inn can be found on the waterfront, adjacent to the Alma wharf. The inn has been in business for almost 65 years, and opened the same time as the Fundy National Park in 1949. Depending on the season, guests can dine while watching local fishermen working along with the world's highest and fastest tides.

Co-owner and executive chef Marc Casey and his family moved from Ontario and purchased Parkland Village Inn 15 years ago. Over the years, they expanded the facility to include a conference room, more hotel rooms and an outdoor patio eating/take-out area. The family has taken great care to restore as much of the original charm of the building as possible including the gorgeous, refinished hardwood floors in the upper level of the Tides Restaurant and Lounge, the inn's main dining room.

Keeping with the local flavour, the restaurant is decorated with subtle nautical accents along with photos, paintings and pottery from local artisans. The patio area also has a casual, comfortable vibe. With solid wood picnic tables and bar tables, it is covered so the view can be enjoyed in all types of weather.

Tides Restaurant has 110 seats as well as a bar area. With two levels overlooking the Bay of Fundy, the venue offers casual dining with a focus on local seafood. It's generally filled to capacity during their peak season, and caters to those who have spent their day enjoying the park and surrounding attractions. Located next to the Fundy National Park, it is only 15 minutes to Cape Enrage and 40 minutes drive to Hopewell Rocks Provincial Park.

Tides Wharfside patio is the Inn's outdoor patio and take-out area. It still provides customers with licensed table service but has a different, yet extensive, menu with quicker serve options as well as take-out. Lobster Rolls are one the most popular items on their patio menu, often bringing guests back for more.

Family owned, Parkland Village Inn prides itself on having a friendly, welcoming atmosphere and takes the time to greet every guest. While they have approximately 25 seasonal staff, members of Marc’s family play key roles in the inn. Executive Chef Marc Casey graduated from the Culinary Apprenticeship program at George Brown College in Toronto and then worked at various food establishments in Ontario and New Brunswick before his family purchased The Parkland Village Inn. You’ll find him doing everything from creating the menu to cooking and serving. It’s also not uncommon to see Marc’s mother clearing tables or washing dishes, Marc’s dad tending bar, or his brother

Marc Casey, Co-owner & Executive Chef
Parkland Village Inn
Alma, NB

“Next to the local fisherman’s wharf, which provides the inn with the best and freshest Fundy seafood available.”

Located in the small fishing village of Alma, NB., Parkland Village Inn can be found on the waterfront, adjacent to the Alma wharf. The inn has been in business for almost 65 years, and opened the same time as the Fundy National Park in 1949. Depending on the season, guests can dine while watching local fishermen working along with the world’s highest and fastest tides.
Andrew and wife Joanna dealing with guest relations.

Parkland Village Inn is next to the local fisherman's wharf, which provides the inn with the best and freshest Fundy seafood available. Alma is known for scallops and lobster, and the inn takes advantage of what the ocean can offer. The menu includes a wide range of options including fish & chips, scallops, halibut and lobster. The Tides Restaurant is known for their seafood pastas, whole lobster and seafood chowder, but Marc also features a unique dish every evening created from something that has inspired him.

Marc was introduced to cooking at a young age. In high school, he was offered a work placement apprenticeship in a restaurant. It was then he discovered his love for the industry. Marc's inspiration comes from a variety of places including the ingredients available, the people he's met and the food he's eaten. A collector of cookbooks, he loves trying new things, and you'll often find him talking with other chefs and watching cooking shows.

Tides Pasta

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>METRIC</th>
<th>IMPERIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oil</td>
<td>15 mL</td>
<td>1 tbsp.</td>
</tr>
<tr>
<td>Butter</td>
<td>5 mL</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Scallops</td>
<td>3 large</td>
<td>3 large</td>
</tr>
<tr>
<td>Salmon</td>
<td>75 g</td>
<td>3 oz.</td>
</tr>
<tr>
<td>Shrimp</td>
<td>3 large</td>
<td>3 large</td>
</tr>
<tr>
<td>Garlic</td>
<td>5 mL</td>
<td>1 tsp.</td>
</tr>
<tr>
<td>Basil, Thyme, Oregano, mixed</td>
<td>pinch</td>
<td>pinch</td>
</tr>
<tr>
<td>White Wine</td>
<td>60 mL</td>
<td>1/4 cup</td>
</tr>
<tr>
<td>Lemon juiced</td>
<td>1/2</td>
<td>1/2</td>
</tr>
<tr>
<td>Mussels</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Linguine</td>
<td>145 g</td>
<td>5 oz.</td>
</tr>
<tr>
<td>Cold Butter cubed</td>
<td>15 g</td>
<td>1/2 oz.</td>
</tr>
<tr>
<td>Fresh Baby Spinach</td>
<td>handful</td>
<td>handful</td>
</tr>
<tr>
<td>Salt &amp; pepper</td>
<td>pinch</td>
<td>pinch</td>
</tr>
</tbody>
</table>

Method

- Heat butter & oil, add scallops & salmon sear. Then add garlic, shrimp and herbs.
- Add wine, lemon juice, and mussels and cover until cooked. Take your mussels and arrange around your bowl.
- Add cold butter, tomato, spinach and reduce until you get a saucy consistency. Add pasta, salt and pepper.
- Serve immediately.

The Parkland Village Inn is a seasonal venue, operating from May until October. Their restaurants are open 8 a.m. to 9 p.m. daily. While most of their guests are tourists, they have a loyal following of locals and "staycationers" who come from areas like Moncton, Fredericton, St John and Halifax.

Parkland Village Inn has been using Sysco as their main supplier since Marc's family purchased it 15 years ago. They like using Sysco as the company has been extremely supportive of their business and has often gone above and beyond for Marc's family.

In the future, Parkland Village Inn hopes to expand their main dining room and add outdoor seating to take advantage of their incredible view. They also would like to open up a part of their kitchen so customers can interact with the staff, see their food being prepared, pick their Lobster from a tank and have it cooked right in front of them.

You are welcome to visit the Casey's at our web site www.parklandvillageinn.com or in person. “It's worth the drive to Alma.”
Written by Robert Ross

If you’re looking for an easily accessible spot to enjoy the best that Supernatural British Columbia has to offer, in style and comfort, you would be wise to check out Brentwood Bay Resort and Spa.

Dating back to 1930 there was originally a fishing lodge on this beautiful location in Brentwood just 20 minutes outside of Victoria, BC. The current incarnation of Brentwood Bay Lodge was opened in May 2004, by Dan and Frauke Behune, after a complete redesign. Rebuilt from the ground up, the lodge now includes 33 rooms, 2 villas and the main lodge with two meeting rooms, the Seagrille Seafood & Sushi dining room and the casual “gastro” Brentwood Bay Pub featuring local Pacific Rim cuisine.

Situated on Saanich Inlet the Resort enjoys a micro-climate that keeps the weather warm and sunny most of the year. The Inlet itself has a unique eco-system that is popular for scuba diving, kayaking and fishing. The warm temperatures have also produced several great wineries in the region and you can find those wines and the best of BC craft beers in both the Seagrille and pub.

The Resort is a perfect base of operations for visitors wishing to explore this beautiful area, located near Victoria International
Airport, BC Ferries and the City of Victoria. There are many exciting natural attractions in the area including the world famous Butchart Gardens just across the bay.

Sharing a kitchen and a good portion of the menu, the Seagrille Dining Room and Pub both have a relaxed atmosphere with sophisticated yet unintimidating selections. A patio and optional poolside dining offer many ways to enjoy the spectacular view. Open for breakfast, lunch and dinner as well as an impressive Sunday brunch, guests never need to leave the lodge for great food.

The menu is creative and diverse with dishes like handmade burgers, fish & chips, wood oven pizza as well as bouillabaisse, seafood risotto and bison ribs. There is a pronounced focus on local seafood, produce and sustainability. Check out the very popular clam chowder for an excellent example of how this all comes together in a flavourful local dish.

In 2009 Dan decided to add a fresh sushi and raw bar to the dining room and it has been a great success thanks to the talented Japanese sushi chef and excellent quality local seafood. Sushi is offered and extremely popular in both the Pub and the Seagrille.

The clientele includes a loyal following among the locals for the great food and drinks in the Pub and also includes international travelers from all over the world. The beautiful location has become quite popular with companies for holding annual meetings and business retreats. The Resort has received many accolades now including a Trip Advisor Certificate of Excellence and was voted among Canada’s Top Ten Romantic Hotels.

Dan likes to maintain a teaching kitchen and adds many aspiring young chefs to work with the more experienced chefs. They can learn the ins and outs of a working kitchen for a year or two and then go off to start successful careers on Vancouver Island.

The Resort works almost exclusively with Sysco and they appreciate the wide variety of exceptional quality products available. Sysco’s local warehouse means we can respond quickly to problems and emergencies and Dan feels it is important to contribute back into the Vancouver Island community.

Sysco Marketing Associate Cliff Congdon works with the Chef, Thelma Yokahama to bring a personalized service to the Lodge. Cliff visits almost daily and is always available to answer questions. Thelma says, “He works with us on our food costs and helps us find the right products for our needs.” Cliff has become so much a part of the staff that Thelma has assigned Cliff to track inventory levels on their non-food items and to place the orders himself.

What’s up next for Brentwood Bay Lodge? This Fall they will be expanding and adding a raw oyster bar to the Seagrille Sushi Bar. They will also be working with Cliff to revamp their menu and add more interesting dishes with an eye towards game meats.

Brentwood Bay Lodge Sushi Platter

**Dragon Roll**
Bloq eel, avocado, cucumber, spinach, tamago

**Brentwood Roll**
Roasted pepper, spinach, avocado, cucumber, carrots

**Softshell Crab Roll**
Deep fried soft shell crab, cucumber, crispy rice noodle

Served with assorted Sashimi, Sunomono Salad and Wa Gomae
**A Fresh Way to Look at Fruit!**

**Sysco Natural® al fresco**, the amazing fresh-cut fruit product from Sun Rich. Saves time, effort, and reduces the risks of cutting fruit in-house.
- Consistent year-round pricing for food cost stability
- Reduced risks due to cross-contamination
- Single fruit varieties available – oranges, melons, pineapple and grapefruit
- No cutting maintains staff safety

**Sysco**

*Contact your Sysco Marketing Associate for more information.*

---

**Reward Yourself...**

**Arrezzio.**

**Italian Meatballs & Sausages**

Contact your Sysco Marketing Associate for more information.

---

**Tulip Muffins**

- Blueberry Cobbler: SLPC# 1250176
- Double Chocolate: SLPC# 1250192
- Cinnamon Streusel: SLPC# 1250200
- Cranberry Orange: SLPC# 1250214
- Triple Berry WG: SLPC# 1250226

Contact your Sysco Marketing Associate for more information.

---

**Meatballs & Sausages**

**Italian Meatballs & Sausages**

**Contact your Sysco Marketing Associate for more information.**

---

**Breaded 9-Cut Chicken Pieces**

**Features & Benefits**
- Exceptional taste and appearance
- Fully cooked - just heat and serve
- Versatile & convenient
- SLPC# 3052096

---

**AUTHENTIC STREET TACOS**

**Made easy with 4.5” tortillas.**

**Visit MISSIONFRESHIDERS.COM for on-trend recipes.**

---

**Reward Yourself...**

**Contact your Sysco Marketing Associate for more information.**

**syscorewards.ca**

---

**Sysco Today**

**Late Summer 2013**
**Chef du Jour**

*Elton Roscoe, Corporate Chef, Sysco Regina*

**What is your favourite kitchen item, and why do you like it so much?**

My favourite piece is a Robot Coupe, which is a multi-use food processor. I love this item because I can puree, slice, shred. It’s a great time saver. I make absolutely everything with it.

**What’s the best tip you offer foodservice operators?**

A lot of people miss out on keeping a proper inventory. They assume they know what they have and they overlook it. It’s an incredible tool to know how much you have and what you’re sitting on.

**What is one of the easiest things an operator can do to improve his or her establishment?**

Be consistent with your portion sizes. You might have two cooks, one with really big hands and another with tiny hands. You lose consistency when you tell them to plate a handful of fries. I recommend using a portion cup or a scale. That way everybody gets four ounces of fries.

**How important is service and ambience in the overall standing of a restaurant?**

It’s huge. Service is massive with food placing a close second. If you come in and you’re there with four of your female friends and the server says, ‘Hey guys. How’s it going?’ or you’re waiting to be served and no one acknowledges your presence, that’s rude.

**Finish this sentence. When running a restaurant, operators should always….**

Treat their staff like they would want to be treated.

**What cooking techniques and/or chefs have inspired your work?**

I wouldn’t have cooked and enjoyed it as much if I hadn’t cooked and hung around the kitchen with my grandma. I helped scoop the flour and stir the soup and lick the beater on the electric mixer. Her name was Lucretia Roscoe and she was an excellent cook, who did everything from scratch.

**Do you have a guilty pleasure when it comes to food?**

Bacon. I absolutely love it. I could eat bacon every day at every meal.

**What’s your favourite culinary trend, past or present?**

I’ve always liked southern barbecue and Cajun food for their smokey and spicy flavours.

**Tell us about your favourite all-time dish.**

Anything with bacon in it.

**How and when did you know that working in a kitchen was for you?**

As a teenager, I was taken by the creativity of cooking. How, for example, just peeling and cutting vegetables and seeing them transform into something beautiful and tasty was so cool to observe. I like the creativity in that.

**What’s your favourite cookbook?**

The New Orleans Cookbook, by Rima and Richard Collin.

**What’s your best cooking tip?**

Cook it slow and stir it.

**Do you have a favourite kitchen disaster story to share?**

As an over-tired teen suffering from a hangover I actually fell asleep on the floor of the kitchen while cleaning the band saw they used to cut pate. Fortunately, I was out for just a few minutes.

**Your last meal would be........what?**

Perogies and cabbage rolls with sour cream and, of course, bacon.
Bias cut, bistro style!

New

Paradisio Mix

4 x 2kg - Bonduelle: 10718
Sysco: 2040197

Whole green beans, whole wax beans,
bias cut orange carrots, bias cut yellow carrots,
broccoli florets

Cooking method
Step 1: Steam
Step 2: Stir-fry

Suggestion
Try it with an olive oil and basil dressing

New

Bistro Mix

4 x 2kg - Bonduelle: 10717
Sysco: 2040188

Whole green beans, whole wax beans,
bias cut orange carrots, bias cut yellow carrots.

Cooking method
Steam or Boiling water

Suggestion
Try it with a sesame and ginger teriyaki dressing

www.bonduelle.ca
what’s cooking?

Let your menu sizzle with these hot and innovative recipes!

Whether it’s steak, veal or lamb,
these recipes will surely satisfy all meat lovers!
Hazelnut Crusted Rack of Lamb

Serves 8

INGREDIENTS

- Lamb Racks, frenched
- Salt and Pepper to taste
- Olive Oil
- Hazelnuts, toasted and skins rubbed off in cloth
- Dijon-Style Mustard
- Cloves Garlic, finely chopped
- Fresh Rosemary, chopped
- Fresh Mint, chopped

METHOD

- Pat racks dry with paper towel and season with salt and pepper. In large skillet, heat oil over high heat. Brown meat side of each rack until golden brown; set aside.
- In food processor, finely grind nuts; set aside.
- In small bowl, combine mustard, garlic, rosemary and mint. Spread mustard mixture over meat side of racks. Sprinkle on ground hazelnuts.
- Place racks meat side up in shallow roasting pan. Roast at 375°F for 28 to 38 minutes or to desired degree of doneness. Remove from oven, cover, and let stand for 10 minutes.
- Slice into ‘Lollipops’ and serve.

Grain Fed Veal Medallion Satay with peanut butter sauce

Serves 4

INGREDIENTS

- Grain Fed Veal Medallions, sliced (85g)
- Peanut Oil
- Soya Sauce
- Honey
- Ginger, fresh & chopped
- Peanut Butter
- Chicken Broth, hot
- Soya Sauce
- Lime juice
- Garlic, crushed

METHOD

- Mix all ingredients for marinade together in a shallow dish and set aside. Soak wooden skewers in water for 10 minutes and drain.
- Cut veal medallion cross wide into 10mm (3/8 inch) slices. Thread veal strips in “S” shapes onto wooden skewers and place them in marinade dish making sure to thoroughly cover meat with marinade. Cover with plastic wrap and transfer to refrigerator. Marinate for 2 hours.
- In a bowl, mix all ingredients for peanut butter sauce with a whisk and adjust the consistency with a little chicken broth if necessary.
- Grill veal skewers on barbecue or broil in oven [at approx. 10 cm (4 inches) from broiler element] for 5 or 6 minutes, turning only once during cooking time.
- Serve immediately with peanut butter sauce.
Grilled Beef Steak and Mango Salsa with Endive

**INGREDIENTS**

<table>
<thead>
<tr>
<th>METRIC</th>
<th>IMPERIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sesame Oil</td>
<td>15 mL</td>
</tr>
<tr>
<td>Soy Sauce</td>
<td>50 mL</td>
</tr>
<tr>
<td>Wine Vinegar</td>
<td>30 mL</td>
</tr>
<tr>
<td>Granulated Sugar</td>
<td>15 mL</td>
</tr>
<tr>
<td>Clove Garlic, minced</td>
<td>1 mL</td>
</tr>
<tr>
<td>Minced Fresh Ginger Root</td>
<td>15 mL</td>
</tr>
<tr>
<td>Strip Loin Grilling Steaks, (6 oz/175 g)</td>
<td>2</td>
</tr>
<tr>
<td>Granulated Sugar</td>
<td>15 mL</td>
</tr>
<tr>
<td>Mango Salsa (recipe follows)</td>
<td></td>
</tr>
</tbody>
</table>

**METHOD**

- Combine soy sauce, vinegar, onions, sugar, garlic, ginger root and sesame oil in small bowl. Place half of the marinade in large sealable freezer bag, reserving remainder for dressing. Add steaks to bag; seal and refrigerate for 30 minutes or up to 2 hours, turning occasionally.
- Lightly oil preheated grill or grilling pan. Remove meat from marinade and season with salt and pepper to taste; discard marinade. Grill over medium-high heat for 2 to 3 minutes per side, turning once. Remove from heat; let stand for 5 minutes.
- Cut steak diagonally into 1/4-inch (5 mm) thick slices; toss with reserved dressing. To serve as layered salad, arrange over layer of individual endive leaves arranged on large platter; top with Mango Salsa. To serve as individual hors d’oeuvres, tuck strips of steak into individual endive leaves and top each with some Mango Salsa.
- Mango Salsa: In small bowl, combine 1 mango, peeled and diced, 1 tomato, seeded and diced, 1/4 cup (50 mL) diced red onion, 1 tbsp (15 mL) chopped fresh coriander and 2 tbsp (30 mL) fresh lime juice. Season with salt and pepper to taste.

Spice-Rubbed Beef and Mediterranean Pasta Salad

**INGREDIENTS**

<table>
<thead>
<tr>
<th>METRIC</th>
<th>IMPERIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Pepper Sauce and Minced Fresh Thyme</td>
<td>30 mL</td>
</tr>
<tr>
<td>Clove Garlic, minced</td>
<td>1</td>
</tr>
<tr>
<td>Chili Powder</td>
<td>15 mL</td>
</tr>
<tr>
<td>Beef Strip Loin or Top Sirloin Grilling Steak, 1 inch (2.5 cm) thick, cut into cubes</td>
<td>1 kg</td>
</tr>
<tr>
<td>Salad: Large Pasta shapes such as Scoobi Doo, Penne or Rigatoni (preferably whole wheat)</td>
<td>750 mL</td>
</tr>
<tr>
<td>Plum Tomatoes, Quartered</td>
<td>3</td>
</tr>
<tr>
<td>EACH Sweet Red and Yellow Pepper, seeded and cut into chunks</td>
<td>1</td>
</tr>
<tr>
<td>Clove Garlic, minced</td>
<td>1</td>
</tr>
<tr>
<td>Extra-Virgin Olive Oil</td>
<td>50 mL</td>
</tr>
<tr>
<td>EACH Snow Peas and Green and Yellow Beans, trimmed and blanched</td>
<td>250 mL</td>
</tr>
<tr>
<td>EACH Salt and Pepper</td>
<td>1 mL</td>
</tr>
<tr>
<td>Green Onions, thinly sliced</td>
<td>2</td>
</tr>
<tr>
<td>Crumbled Feta Cheese</td>
<td>125 mL</td>
</tr>
<tr>
<td>Lemon Wedges</td>
<td></td>
</tr>
</tbody>
</table>

**METHOD**

- Combine hot sauce, garlic, chili powder and half the thyme in medium bowl to make a smooth paste. Add beef cubes and stir to coat. Thread cubes onto soaked wooden skewers; cover and refrigerate for 15 to 20 minutes.
- Salad: Meanwhile, cook pasta according to package directions; drain and transfer to large bowl. Meanwhile, toss together tomatoes, red and yellow peppers, garlic and 1 tbsp (15 mL) of the oil on parchment paper-lined rimmed baking sheet; season with salt and pepper. Broil or grill in grilling basket, turning occasionally, until tender-crisp, about 15 minutes. Set aside.
- Grill beef skewers, over medium-high heat for about 5 minutes per side.
- Add blanched snow peas and green and yellow beans to pasta. Add green onions, feta cheese, and remaining thyme and oil; toss together. Season to taste with a squeeze of lemon juice. Serve with beef skewers or remove beef from skewers and toss with pasta salad.
To learn more about our Sysco Steaks and other products, please visit syscofinemeats.ca or contact your Sysco Marketing Associate for more details!