Soups Take Centre Stage
Quenching Customers’ Taste for Oktoberfest
Let’s Talk Turkey
SKEWERS
for any occasion!

Grilled Pork Skewers
85g x 40 / Order code: 7109954

Grilled Chicken Satays
28g x 100 / Order code: 7109743

Grilled Chicken Thigh Skewers
76g x 36 / Order code: 0996641

- Fully cooked
- Natural grill marks
- Hand-made
- Great appetizers & centre-of-the-plate ideas
- No labour or waste
- Increased operator efficiency

Good things come from Sysco

Contact your Sysco Marketing Associate for more information

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Hand Washing

Proper hand washing is a vital and necessary public health practice in retail and foodservice. Using alcohol gel in place of hand washing does not adequately reduce important foodborne pathogens on food workers’ hands.

benefits of foam

As we raise a glass to Oktoberfest this month, let’s consider the benefits of foam:

- Helps release aromas to the drinker
- Releases some carbonation which makes for a better taste and less bloated feeling
- Protects beer from oxygen
- It looks attractive
- Adds profits

70,000,000

Turkey eggs are not sold commercially because it’s not a trade that has been developed. This is primarily because turkey hens don’t start producing eggs until a later age than chickens, and when they do, they lay fewer eggs so are far less productive.

The quantity of turkey meat used by foodservice in Canada in 2012 was estimated at roughly 70,000,000 kilograms.

In 2012, the average live weight of a turkey in Canada was 9.4 kg.

13%

The average check per person rose to $7.20 in 2012, that’s up 13 cents from the previous year.

Top 10 Emerging Menu Trends

1. Red rice
2. Digital Menus
3. Goat
4. House-made Soft Drinks
5. African Cuisine
6. Gluten-free Beer
7. Kid Friendly Versions of Adult Dining Options
8. Underutilized Fish
9. Drinkable Desserts
10. Black Rice

Source: Turkey Farmers of Canada, www.thirstforknowledge.ca, Food and Drug Administration, Canadian Restaurant and Foodservice Association, Dummies.com
**We Turn the Spotlight on...**

**Michael Brown**
Corporate Chef  CCC, Sysco Edmonton

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**ST - Your tenure with the Company.**
I started as Corporate Chef here at Sysco Edmonton two years ago.

**ST - What is your foodservice background and how does it help you understand our customers’ business needs more now.**
I started my career in 1982 after completing three years at culinary school, where I received my Advanced Culinary Diploma. Immediately following, I went to work in Germany, Switzerland, the Arabian Gulf, England, and Canada. My job experiences were mostly in four-star hotels with two hundred to six hundred rooms, some of these facilities include Marriott, Starwood, and several other leading hotels of the world. Over my entire culinary background, I’ve spent the last seventeen years filling Executive Chef positions.

Having worked with many cultures in different countries, has helped me to understand the importance of overall day-to-day consistency. If you are consistent in your approach to your employees, your customers, and your food offering, you will be better setup for success.

**ST - What do you like best about Sysco Brand and what has operator response been to Sysco Brand?**
What I like best about Sysco Brand is that there is a range of products available to suit any type of operator, from Sysco Supreme which encompasses elite products, to Sysco Reliance which is more economical.

Operators know that they have quality, variety, and consistency with Sysco Branded products, and appreciate the convenience. For example, if one of our Sysco operators is looking for an Italian theme to put on their menu, they just need to look at our line of Arrezzio products to select from. I have the opportunity to work with Sysco Brand every day, so it is reassuring to know that the wide range of products are reliable, safe, and quality assured.

**ST - Describe how you have helped customers solve problems.**
Through our Business Review test kitchen we are able to connect with our customers on a one-on-one basis to prepare, cook, and present dishes that they have selected through our newly launched STIR modules. Quite often they ask us questions on the best way to prepare a dish or how to solve a challenge that they are experiencing back at their own property. It is very rewarding when we can help support them, as their success is our success! Additionally, sometimes the problems they are experiencing are problems that we have experienced in our own careers, so it’s nice to share best practices whenever we can.

**ST - What is the most challenging aspect of your job?**
A lot of our customers have businesses outside of Edmonton in the Northern Alberta area, so we have to fly or drive to see them and conduct Business Reviews in their own kitchens. In these cases, we have to enter a kitchen that we are not familiar with to prepare and cook a variety of dishes which can be challenging at times. The unfamiliar kitchens are usually very busy so if we forget to pack some equipment or key ingredients we don’t have the luxury of returning back to Edmonton to get them. We have to be very well organized and plan months ahead for each trip.

**ST - What is the most rewarding aspect of your job?**
For me, the most rewarding part of my job is getting to cook each and every day with a wide range of fantastic ingredients at my fingertips. We get to see brand new products before they reach the market. I enjoy being creative and this job allows me to be very innovative, whether cooking from scratch or using value-added products, each business review is a totally different experience every time.

It’s great to be able to cook right in front of our customers and to hear their feedback; it’s extremely rewarding and motivating.

**ST - What are your goals for the future?**
To keep on learning, developing new culinary skills, and pushing the boundaries with great tasting food. Sometimes the simplest creations are the most rewarding! As the president of the CCFCC Edmonton branch, I have an advantage as it helps keep me connected with other professionals within the industry.

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**ST - What do you enjoy most about working for Sysco?**
The opportunity to meet and connect with customers every day is one of my favourite parts of working at Sysco. To focus on their business needs, to cook for them, to see their businesses grow, and know that we have been a part of that process, that is the icing on the cake.

**ST - What foodservice trends do you see emerging? How do you respond to them?**
The biggest trend that has really gained momentum is local/healthy and sustainable; consumers know more about food and the ingredients that go into food than ever before. I like to be up-to-date with all food trends, as our customers rely on us to have knowledge in all culinary aspects. We are always looking to the future to see what is coming around the corner. For example, sweet potato fries are now very popular especially with great dips and coatings to complement them. Who would have thought that cinnamon sugar dusted sweet potato fries, with a marshmallow dip, would be such a winning combination? It’s a fun and exciting industry to be in and I love it.

**ST - What do you think is the biggest mistake that an operator might make in today’s market?**
To remain complacent, believing that what was a winning formula ten years ago should still be a winning formula now. Times change quickly and competition is fierce. “Move with the times or the times move you” is a famous quote by Ramsay; this statement rings very true.

**ST - What do you think makes some operators successful and others not so successful? (particularly when they are running similar size/type businesses)**
Successful operators listen and act on feedback. They never sit back and think “we don’t need to do anything else.” They are always thinking out of the box and focusing on how to be more efficient. This helps them to continually improve and perfect their business.

Please add anything further you might like to say: About our customers, how we meet or exceed expectations etc.

In this industry it is important to always go above and beyond to exceed your customer’s expectations. We are very fortunate to have some really fantastic customers who are great fun to work with. Together, we truly are a formidable team.
Now featured at eateries everywhere are soups that take a different approach to pleasing patrons. A recipe that harkens back to a childhood favourite with a new twist of added ingredients; vegetables and meat-free stocks used to craft a meal that pleases the health-minded eaters; or a Southwest-inspired treat for those in search of ethnic flavours south of the border. Soup is a great vehicle to satisfy patrons’ desire for flavour, exploration and unique ingredients in a familiar format.

Foodservice operators looking to take full advantage of these trends turn to Campbell’s®, the number one foodservice soup brand in Canada.¹ A trusted name known for quality ingredients, Campbell’s® offers everyday soup solutions across multiple formats to meet the needs of any kitchen. With a diverse portfolio of products including the new Campbell’s® Signature ready-to-serve frozen soup pouches, let Campbell’s Foodservice provide the tastes and flavours that will help keep patrons coming back week after week.

* article features information supported by Technomic, Inc’s Soup: Back to Basics to Beyond the Border
¹ Direct Link Market Share, 52 weeks ending March 2012

By Campbell’s Foodservice

One thing is clear when it comes to soup, it’s definitely no longer just a starter or side designed to complement the main meal. With so many choices available, from health-conscious recipes to more decadent selections, soup continues to grow in popularity as an entrée. The desire for new flavours and different takes on traditional recipes has also grown, leading restaurants, educational and business cafeterias and other foodservice outlets to broaden their soup offerings.
Campbell’s® Signature Ready-to-Serve Frozen Pouches

SOUPS MADE SIMPLE!

Beef Pot Roast 2365060
Broccoli Cheddar 1678962
Buffalo Style Chicken with Blue Cheese 2365072
Chicken Corn Chowder with Sweet Peppers 1678950

Chicken Tortilla 1678939
French Onion with Marsala Wine 2365086
Harvest Butternut Squash 2365052
Hearty Beef Chili with Beans 1678970

Loaded Baked Potato 1678891
Roasted Chicken Noodle with Herbs 1678917
Sautéed Mushroom and Onion Bisque 1678921
Southwestern Vegetarian Chili 2365098

Tomato Bisque with Basil 1678947
Vegan Vegetable 2064008

For more information contact your Sysco Marketing Associate, call 1.800.461.7687 or visit Campbellsfoodservice.ca
You don’t need to live in Munich or Kitchener-Waterloo to put on a show-stopping Oktoberfest celebration.

Pull out those Tyrolean hats, snap on a pair of suspenders, dust off your beer steins and turn up the oompah music – now you have a party fit for a king.

Why not consider pairing some tasty ales and lagers with appetizers or even desserts as your little nod to the 16-day German festival that was first put on in 1810 to honour the marriage of Crown Prince Ludwig.

The trick to that, though, is to consider the weight of the appetizers and no we don’t mean to put your calamari on a scale. Weight, when it comes to food and beer, refers to how heavy or light something is. According to Canadian beer connoisseur Roger Mittag, matching them in food and drink is critical to a successful pairing.

Preparing a seafood appetizer such as mussels or shrimp? Think of pairing it with a lighter brew. If you plan on serving fried apps – maybe arancini or wontons – you’ll need a heavier, bitterer beer such as an amber lager, pale ale and pilsner to cut through the fat.

“Generally, ales are like red wines and lagers are like white wines,” says Mittag. “Lagers are typically less flavourful and aromatic so they should be paired with lighter food, while ales, which are more robust and complex, should be paired with fuller foods.”

Let’s say instead your starters are an assortment of cheeses. Stronger cheeses like Asiago need bitterness, carbonation, body and texture so Mittag suggests going with Belgian style beers. For Brie and Camembert try wheat beers and if you’re into firm cheeses like Cheddar heighten the intensity and bitterness of the beer.

“It becomes a lot more thought provoking when you’re dealing with cheese,” says Mittag, who teaches beer appreciation to green palettes at Humber College and other settings in Ontario and Vancouver. “You can’t assume one beer will do all cheeses.”

The principle of contrast – two completely separate flavour profiles in which one does not overpower the other – applies when pairing beer with dessert. So if you were serving a chocolate fondue a fruit beer would work well in terms of the contrast. Or consider trying India pale ale with a ginger cake or a stout beer with cream puffs.

Oktoberfest food – potato salad, roast chicken, bratwurst, beef rouladen, warm pretzels – is often fatty and rich so it works well with beer that is higher in bittering units, somewhere in the range of 14 to 28.

“Oktoberfest is a celebration about the enjoyment of food, friends and beer,” says Mittag. “I would recommend trying more traditional types of beer being served in Germany. It’s about litre glasses and lighter serving beer, it’s about fun. Make sure the music and food are reflective of the party.”
What’s brewing:

a Q & A with beer professor
Roger Mittag

Q - Why is beer considered more uncouth while wine is viewed as more refined?
A - A lot of that stems from our history. In ancient times, wine was the drink of the socially elite and beer was the drink of the commoner. Also, beer is something we tend to drink in volume, certainly more than wine.

Q - Is one of the reasons we associate food more with wine as opposed to beer is because beer is so filling by comparison?
A - History has dictated that because beer is more social in nature we assume it’s more for drinking than pairing. Also, the wine industry has done a superb job of educating people about pairing, while the beer industry has spent most of its time talking about the party.

That’s changing, though. Over the last 15 to 20 years, people are gaining a better understanding of what beer brings to the table. Belgium is leading that. They’re beer drinkers and they’ve always done gastronomy and beer. In fact, beer is easier to match than wine because the flavours in beer are the same as what we cook with.

Q - You’ve heard of people mixing other items in beer to create a shandy or some other kind of beer cocktail. Is this a good idea?
A - At one point I was a purist and would have thought no. Nowadays anything that brings people into the beer market is good. If you need to add tomato juice, ginger ale or lemonade, go right ahead.

Q - If you could change one thing about beer what would it be?
A - It would be the notion that beer has a lower class image. It is equally if not more complex than wine. It has such a wide variety of styles and flavours associated with it and it can be used at any occasion. Beer is always viewed to be simplistic and it’s not.

Also, I wish people in the hospitality industry would learn to properly pour beer and serve it. It should be poured with foam, served in the right glass with the logo facing the drinker.

Q - The sales of craft beers have really taken off in Canada. What does that tell you about our beer drinking population?
A - There is way more interest in craft beer than ever before and that’s forcing the big brewers to change their strategy. Branded beers are declining in great numbers because people are drinking more imported and craft beers. A lot of big brewers are creating similar beers. There was a homogeny with beer and now there is way more variety and style and it’s creating a really cool interest in the beer industry.

More than a thirst quencher, beer – perhaps most surprising of all – is also good for you. Your average bottle contains:

- 135 - 150 calories or less than a glass of apple juice or a rum and Coke
- No fat, cholesterol, caffeine or nitrates
- 1 gram of protein and 13 grams of carbohydrates
- Lots of B vitamins and anti-oxidants (darker beers)
- Significant amounts of calcium, magnesium, potassium, phosphorus and vitamins such as folic acid and niacin
- Very small amounts of sodium (less than 11 mg)
- Anti-oxidants provide protection against diseases related to aging such as cancer, Alzheimer’s, heart and stroke disease, osteoporosis and diabetes
- Moderate consumption of beer for men is considered to be 2-3 servings a day while for women it’s 1-2.

Source: Fred Eckhardt of All About Beer
Let's talk turkey

Hatch a Thanksgiving menu that features turkey. Customers will gobble it up.

“There’s something very traditional and pioneer-like about the whole turkey-dinner experience,” says Franklin. “It lends itself to a very family oriented or homey feeling.”

Franklin is something of professional turkey cook. Not only can he debone the big bird in 10 minutes, he’s often asked by his East City neighbours to help get their birds oven-ready come Thanksgiving and Christmas. In fact, Franklin became so skilled at deboning turkeys he used it as a sort of motivator with kitchen staff.

“I told apprentices they’ll never have to debone a turkey if they can do it faster than me,” he says. “In other words, it was kind of a loaded task.”

But when it comes to carving roasted turkeys whole at the dinner table, that’s not something Franklin enjoys doing so he prefers to debone the bird and create two roasts, one dark meat and one light. That greatly reduces your cooking time to about one-and-a-half to two hours. Use the bones to make a delicious turkey stock ahead of time and use it in your gravy.

To debone a raw turkey place the breast side up and cut down both sides of the keel bone that runs the length of the breast. Follow your blade along the ribs to the wing and then you cut the light meat with the wings attached. Flip over the bird, go in at the hip and take off the thigh bone. Split your carcass in half and save it for the stock pot. To debone the leg and thigh run your knife about halfway down the leg. Franklin suggests leaving the left wing on the bird after deboning so that your designated turkey carver has something to hold on to when cutting up the bird. This is mostly for appearances and for that one family member that has to have something on the bone.

By Kelly Putter

The turkey scene in the iconic holiday movie National Lampoon’s Christmas Vacation is funny and biting as it points to our culinary fears around the big holiday bird. Understandably so, no one wants their festive fowl to be a big turkey.

The bird’s large size is really what scares us most, says David Franklin CCC, the Corporate Chef at Sysco Central Ontario. The sheer immensity of the fowl means there needs to be a fair bit of forethought when cooking turkey. If the bird is frozen, you need days potentially to defrost it, then if you want to brine the bird that might take a day or two. Even cooking the poultry can take a good chunk of a day as opposed to the hour or 90 minutes you might invest in a chicken.

But just because they’re more work than their smaller-sized cousins, doesn’t mean they’re not worth the effort. As the country celebrates Thanksgiving this October 14, why not consider offering guests a delicious homemade turkey dinner or perhaps your own special turkey creation.
skin, giblets, heart – go in the pot. Don't include the liver as this clouds the stock and makes it bitter. Toss in onions, carrots and celery, pepper, thyme, parsley, bay leaf, some savoury or sage. Make sure that more than one third of the total water volume covers the carcass, veggies and herbs. Bring to a boil quickly and then turn it down and let it simmer for four hours. Remove any foam or scum and keep an eye on the water level.

While roasting a turkey in the oven, “Griswold style”, is the most common preparation method, there are other ways. Heard of turducken? That's where a deboned turkey is stuffed with a deboned duck that's stuffed with a deboned chicken. Often prepared with layers of sausage meat between each bird, this layered poultry and pork mash-up takes a good amount of time to cook.

Barbecue style turkey in which the bird is brined and smoked first is a treat, says Franklin. But slow cooking the bird in a smoker shouldn't be its final step as that process often makes the skin rubbery. Franklin prefers to finish smoked turkeys in the oven to crisp up the skin. He prefers smoking the bird with sweeter fruit woods such as apple or cherry mixed oak or hickory.

Franklin suggests letting your imagination run wild when it comes to repurposing leftover turkey for your restaurant. Why not roll it up into a turkey spring roll that's fried and dipped in gravy or try a Thai version with your turkey. Or how about turkey pot pie, turkey à la king or an open-faced turkey sandwich served with a side of mashed potatoes, dressing and smothered in gravy? The Turkey Farmers of Canada offer many recipes including one for Turkey Chow Mein. Please check out their website for this recipe and many others: www.turkeyfarmersofcanada.ca/recipes.

Franklin recalls watching an episode of Diners, Drive-Ins and Dives in which the featured restaurant served only turkey, turning out some pretty unique poultry creations. One such recipe called for leftover turkey, stuffing and mash potatoes mixed in a food processor and shaped into croquettes. They were formed into egg shapes, dredged in flour, an egg wash and bread crumbs and then fried.

Of course, if your leftover turkey is raw that gives you even more menu flexibility. Substitute turkey for your chicken and pork items. Think turkey steaks or medallions wrapped in bacon and served like a filet mignon, or serve it with a piece of salmon for a Canadian-style surf and turf. Grind fattier leg and thigh meat for turkey burgers, meatballs or satays with a spicy peanut sauce.

Turkey is such a classic comfort food that it often evokes memories of family get-togethers at special holidays. Don't be afraid to offer this protein to customers.

“Intellectually we should be eating less,” says Franklin. “But that’s not what we go to a restaurant for. We go out for our wants and not our needs. So if we can tie in comfort food flavours such as turkey, that’s what will excite our customers.”

Interesting Facts:

• Thanksgiving, Easter and Christmas account for over 80 per cent of annual whole turkey sales.
• In 2012, there were 531 registered turkey farmers in Canada.
• The Canadian turkey industry’s contribution to the GDP in 2012 was $1.1 billion.
• The farm-gate value of turkey in 2012 was $353.4 million.
• There are several breeds of turkeys; primarily the breed raised for meat in Canada is the Broad Breasted White.
• Approximately 15% of Canadian turkey is exported. Imports are equivalent to 2% of Canada’s total production.
• Per capita turkey consumption has remained relatively stable over the past 15 years, with production and consumption growing at the same rate as the population.

Source: Turkey Farmers of Canada
Choosing the Right Dining Configuration

By Michelle Ponto

It seems everyone wants a booth or a window seat, but there other dining configurations and choosing the right one could help boost your bottom line.

In fact, in many cases having booths in your venue can be the right choice as they can create private, intimate dining spaces for customers who want to have a more private conversation, plus studies show that the average check per person is higher with booths.

Booths are also kid-friendly. The natural barriers they create help parents keep their kids in one place and help prevent them from distracting other patrons in the restaurant. Another benefit of booths is they often have flexible capacity. On average they seat four people, but a family of five with small children may often be willing to sit there as well.

From Booths to Benches

A couple of the downsides of booths is that they can sometimes look dated, turn an open, airy feeling space into a stuffy, closed-in venue or limit the number of customers who can have a cushiony booth seat to only a few. But there are ways around that.

Traditionally, restaurants line their booths along the wall and chairs with tables in the centre of the room, but that doesn’t always work with the venue’s style. One of the appealing factors of booth seating that customers love is the comfortable, cushioned seats. There is no reason why you can’t take that concept of comfort and transform your booths into long cushioned benches.

These benches can be used in a number of ways. They can line the walls with tables facing them and chairs on the other side in banquette style, or they can be placed in the centre of the room with a larger table to create a trendy community dining area. Cushioned benches can also be used in the bar area to help separate it from the dining area without having to put up a wall.

The benches don’t have to be used in rows. If your venue has the space, think about placing them in a square with a table in the centre. This also works well on patios where a fire feature could be the centre focus.

Having a mix of table and chairs and cushioned bench areas can create a visually interesting floor space that gives your customers options. Instead of boxing them off in booths, it leaves your spaces feeling open and won’t leave those left sitting in the middle of the room feeling exposed.

Benches with backs or banquettes can also be used to create room dividers or aisles in your restaurant if you need them.

Creating the Right Atmosphere

Before designing the layout of your table floor plan and seating area, you first need to consider your space limitations, how many different dining areas you need and the style of restaurant you have.

When you look at your space you may want to create different dining areas that flow into each other. This can create areas of intimacy and help you control the flow as you can close off certain sections during your slow periods.

But this is not always the best option. If you are looking to create more excitement in your venue, keeping the area open will do this as your customers will see and hear all other parties in the place.

The amount of space between the tables also sets the tone for your venue. If you are a quick service venue, there can be
less space between the tables as this creates an exciting, yet casual atmosphere. Bars and pubs can also have close quarters as they are places customers go to socialize.

However, if you are focused on family-friendly, you’ll need to think about leaving space in the aisles for strollers and places around the table for diaper bags and other necessities. And for fine dining venues, you will need more space between the tables to give your diners extra comfort and privacy.

5 Steps to a Seating Layout:
1) Draw a map of the dining area
2) Determine the space between tables
3) Think about party sizes
4) Anchor some seating with booths or benches
5) Use seating setups to create ambience

Always keep in mind the customer and your staff. You don’t want your customers to feel like they were packed into the place and you need space for your staff to maneuver around the tables. You also need to keep in mind fire codes and have a clear route to the exits in case of an emergency.

Another thing to think about is large parties and event situations. How will you accommodate them? You may need to consider having a couple of large tables or a flexible seating layout where you can quickly push tables together to transform a table of two or four into a table of six or eight.

Creative Ways to Anchor Seating
People love to sit in cozy nooks, and while the booth is a popular way to create this, there are other ways. Partitions, curtains and screens can separate off sections. They are often used in Japanese style restaurants, but can be used in fine dining venues and lounges to create an upscale feel. Screens have come a long way over the years and are made out of a number of different materials. They can also be lit up to enhance the atmosphere of the venue.

Adding columns or pillars to your dining area can transform a big open space to one that is more intimate. Just having them in the room will break up the space.

Whatever you decide, think about your goals. Do you want high traffic or do you want your customers to linger? All of these things play a role in how close you place your seating, what type of seating you choose and what type of environment you want to create.
WHY Millennials Matter

Born between 1977 and 2002, Millennials are the largest and most influential generation of consumers. According to reports, there are an estimated 92 million Millennials in North America and they are a unique customer base.

Millennials are tech savvy, love instant gratification and are highly social. But this doesn’t mean they’ll show up with a large group of friends. Many times they’ll show up in your venue alone or with just a couple of friends, but while they are there, they’ll be connecting with their entire network. Because of this, make sure your venue is WiFi friendly with plenty of plugs. Millennials are looking for a place where they can easily plug-in and socialize online while they eat and drink.

You may also want to tempt them with digital rewards on Foursquare or Yelp, but don’t make them work too hard to get them. They like instant rewards like a free appetizer with their meal for their first time checking out the place. However, if they like your venue, they are willing to do the extra work for their rewards.

The good news is because they are highly connected, Millennials will advertise for you. They are constantly communicating where they are and what they are eating through Facebook, Twitter, Instagram, Yelp and other online tools.

They’ll talk about your food, the ambience, the service and any benefits or discounts they received while being there. In addition to talking about it, they’ll photograph it – and send it everywhere. When a Millennial has a good experience, it will help you, but a bad experience is going to hurt.
**WHAT Millennials Want**

Plastic booths are not going to tempt a Millennial. They want stylish furniture, slick flat screens and local artwork. Millennials love being trendsetters, so help them set the trends for their friends. They are not going to “check-in” at a fast food chain, but will tell their friends if they are someplace their group would consider worthy and interesting.

This doesn’t mean you need to spend a lot of money to impress a Millennial. They are into the experience. They pay attention to where the food comes from on the menu, and they like to know the story about the place where they eat – so tell it. Is the venue historical? What’s the chef’s history? What’s the philosophy of the venue? Do they give to charity? Do they support local growers? Give them a reason to tell their friends that they are there and that they support you.

Finally, make sure your staff is attentive. Amazing customer service goes a long way with Millennials – and it’s something that will not only keep them coming back, but will keep them talking about it through their digital networks.

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**Did you know...**

1. Interaction with smartphone apps may eat up to 40 percent of a Millennial’s dining time.
2. Photos and check-ins are part of a Millennial’s dining experience, but they will only check in if your place is worthy.
3. Smoothies, super foods and healthier choices are tempting for Millennials – so educate them on the trends.
4. Service is something they value and good service will be rewarded via their social networks.
5. 32 percent of Millennials report looking at a menu via their smartphone.
6. Millennials tend to visit venues during non-peak times so offering deals during these times will appeal to them.
Skinless, Boneless Chicken Breast

Beat the Chicken Conundrum

Your Centre-of-the-Plate item should be as enticing as the rest of your menu. Reliance brand provides you that confidence and the quality and flexibility you want. Available in 4, 5, 6-ounce and Random portions for optimum product consistency and food cost containment.

<table>
<thead>
<tr>
<th>ORDER CODE</th>
<th>PRODUCT DESCRIPTION</th>
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<td>9221789</td>
<td>RANDOM B/S BREAST IQF SYSCO RELIANCE</td>
<td>4kg</td>
</tr>
</tbody>
</table>

Preparation, Handling & Storage

- Grill, Charbroil, Barbeque or Oven-Roast
- Cook until the internal temperature reaches 165°F

For Additional Recipe ideas to Complement Your Own Contact Your Sysco Representative
The Complete™ Solution

The Sysco lineup of high capacity, product controlled touchless towel dispensers means less cost, better performance and a level of hygiene to suit even the most demanding applications. Sysco’s Complete™ Electronic and Mechanical dispensers provide product dispensing control and performance for a great user experience. For additional cost-in-use benefits pair with Sysco’s high quality Imperial long roll towels to reduce the amount of maintenance refills required, lower the amount of product used overall through controlled dispensing and avoid the chance of run-outs. For every dispenser solution, Sysco delivers.

<table>
<thead>
<tr>
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<th>PRODUCT DESCRIPTION</th>
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<tbody>
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<td>5926918 Imperial Roll Towel, 6 x 600 ft</td>
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<td>Sysco Complete™ Touchless Mechanical Dispenser</td>
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<tr>
<td></td>
<td></td>
<td>0977423 Imperial Roll Towel, 6 x 800 ft</td>
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</tbody>
</table>

Good things come from Sysco Complete™.
When you hear the term superfood do you imagine red and blue-clad strips of kale leaping tall buildings at a single bound? That Superman myth might work in movies but does the concept also fly when it comes to real-life food? Some experts seem to think so, while others aren’t as convinced. Regardless, given our growing appetite for healthy restaurant fare, it makes sense that these good-for-you options continue to appear faster than a speeding bullet in restaurants large and small across the country.

Superfoods include an ever-widening list of nutrient-dense food, from beets, avocados and hemp hearts to yogurt, dark chocolate and oats. And while there’s no standard definition of what constitutes a superfood, they’ve likely earned that name because they’re packed with high levels of antioxidants, vitamins, minerals, fibre and phytochemicals.

But it’s important not to lose perspective when it comes to superfoods, says Liz Yeung, a Registered Dietician at Eatright Ontario, a resource people access to ask questions about healthy eating. Go ahead and consume them as part of a healthy diet. The trick, though, she says, is not to depend on them solely for all of your nutritional needs.

“Superfood is like a sexy term,” Yeung explains of the current craze. “There’s limited or no research. But businesses use the term for marketing and advertising.”

Superfoods have been a part of foodservice’s marketing mix for some time now. In 2007, Westin Hotels & Resorts launched a superfoods-inspired menu of cocktails and restaurant foods as part of its marketing campaign for health-conscious travellers. Superfoods such as sweet potatoes and avocado are being offered at fast-food sub shops and hamburger joints. According to a recent burger survey by Technomic, kale is offered as a topping on hamburgers at over eight per cent of independent restaurants in Canada.
If you’re looking for ways to add superfoods to your menu, here are a few simple suggestions:

**Sweet potatoes** – Loaded with vitamin A, sweet potatoes are the spud that could. Think of all the things you use white potatoes for and then substitute or mix in sweet potatoes – fries, Shepherd’s pie, hash browns.

**Mangoes** – Add mango to chicken wraps for a fresh and tasty change or chop them up in a Thai mango salad.

**Kale** – A member of the cabbage family, kale can be prepared the same way you would spinach. It’s good in salads, omelettes, pastas, stir-fries and soups.

**Yogurt** – Delish and packed with calcium and protein. Add yogurt to breakfast parfaits with nuts and fruit or make a yogurt dip. Use in smoothies or substitute heavier mayos and sour creams for yogurts in salad dressing.

**Walnuts** – Nuts can help keep your heart healthy and your blood pressure low. They may protect you against some cancers and improve bowel health. Use in crepes, salads, parfaits and cereals. Or try stuffing chicken with them.

**Dark chocolate** – Dark chocolate and cocoa powder have the highest levels of flavonoids and may offer the greatest potential health benefits. Use in molten cakes, truffles or fondue.

**Beans** – They’re delicious in salsas, puréed into dips such as hummus, rolled into meatballs, breaded and fried or baked.

**Berries** – These little spheres of juicy freshness are crammed with goodness. Incorporate them into your menu by tossing them in smoothies, adding them to salads or using them in a glaze on chicken or pork.

**Avocado** – Top burgers, make your unique version of guacamole or toss in salads to add substance.

**Green Tea** – Consider infusing custards or ice creams with green teas.

**Seeds** – Flax, hemp, chia – they’re all mini superfoods that go great in salads, soups and in baked goods.

When it comes to superfoods, know that the double wow factor of serving tasty food that is also considered healthy may go even further in paying dividends for your operation.

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### Top Superfoods Offered at Restaurants

<table>
<thead>
<tr>
<th>Superfood</th>
<th>% Menu Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avocado</td>
<td>35.6%</td>
</tr>
<tr>
<td>Olive Oil</td>
<td>30.1%</td>
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<tr>
<td>Walnuts</td>
<td>23.6%</td>
</tr>
<tr>
<td>Blueberries</td>
<td>20.0%</td>
</tr>
<tr>
<td>Sweet Potato</td>
<td>18.6%</td>
</tr>
<tr>
<td>Oatmeal</td>
<td>15.7%</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>12.7%</td>
</tr>
<tr>
<td>Pumpkin</td>
<td>10.7%</td>
</tr>
<tr>
<td>Beets</td>
<td>8.5%</td>
</tr>
<tr>
<td>Brown Rice</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

Rate of appearance on menus in 2012

*Source: Datassential Menu Trends*
Benefits of a Loyalty Program

By Gary Thorsteinson, Cascadia Motivation

In the fiercely competitive restaurant industry, setting your business apart from the competition is critical to long term success and survival. Implementing a customer loyalty program is one way for your restaurant to stand out from competitors and boost revenue. Motivating 20 per cent of your guests to visit 20 per cent more often, drives a 4 per cent increase in revenue while boosting profitability.

On average, loyalty program members tend to purchase over 30 per cent more than new customers and have a 100 per cent referral rate. This is because loyalty program incentives drive changes to buying behaviours, which translates to your loyal customers spending more than non-members at each visit. An example of this would be when a customer orders an add-on to their meal (dessert for example) so they can receive more reward points from their meal.

Loyalty program members are also more likely to recommend the restaurant and bring friends, colleagues, or business associates when they visit. A recent survey showed that nearly two-thirds of consumers would recommend a restaurant more to others if it had an appealing rewards program.

Increasing visit frequency stands at the core of every loyalty program. Customers who belong to a loyalty program visit about 20 per cent more often than non-members. By joining your loyalty program, guests declare that your restaurant is a preferred place for a meal. Membership in your loyalty program makes your brand a first choice when guests select a dining-out destination.

Additionally, according to Inc. (2012), it costs a business about 5-10 times more to acquire a new customer than it does to sell to an existing one -- and on average those current customers of yours spend 67 per cent more than a new one. What’s more, in a comprehensive survey of selling costs, Sales & Marketing Magazine reported that it costs 133 per cent more to sell to new customers than existing ones.

The benefits of a customer loyalty program are outstanding. Many of your competitors have most likely already implemented a customer loyalty program. According to the Restaurant Industry Forecast (2012), approximately 30 per cent of restaurant operators are already offering loyalty or frequent-diner programs to their customers in order to increase patronage and loyalty. In order to stay competitive in the restaurant industry, there are many options for your restaurant to design a specialized customer loyalty program.

Types of Restaurant Loyalty Programs

Many of the loyalty marketing companies in the restaurant industry operate using specialized software for their clients. Below we discuss a few of the many options available for designing a customer loyalty program at your restaurant.

Integrating into Existing POS Systems

Software that is compatible with your restaurant’s existing POS System is the most common way for restaurants to implement a customer loyalty program.

The main benefit of this type of customer loyalty program is your patron’s information is collected and can be used for increased cost-
effective marketing efforts. You can also track your client’s spending habits and evaluate what menu offerings best cater to them and how to properly reward them. Using this type of loyalty program increases external marketing, as it improves customer loyalty and repeat business.

Complimentary Rewards

Complimentary rewards loyalty programs automatically compensate customers when they visit your restaurant. Customers are automatically rewarded a free item such as a coffee or a soup when they collect a certain amount of points or stamps. Whenever they purchase a new item from the restaurant, their card is “punched”, and a free item, meal, or discount is awarded upon the completion of designated number of punches. As an extension, these free perks could be shared with the customer’s contacts on social media to allow for increased market penetration.

Restaurant Gift Cards

Restaurant gift cards are also an effective method of driving restaurant loyalty. Gift Cards allow restaurants to capitalize on existing customers, motivate new customers and stimulate revenue. Card balances encourage customers to return and boost menu sales.

All of these alternatives will provide your restaurant with customer recognition and will allow for increased revenue and long term profitability. In an industry where tight margins and increasing competition are common, implementing a customer loyalty program for your restaurant can be very simple to do and very rewarding. The data is convincing. Loyalty programs do work and will help your business drive repeat business and ultimately long-term profits. 

For easy preparation, portion control, high yields, versatility and added convenience.

Proudly made in Ontario!

For easy preparation, portion control, high yields, versatility and added convenience. Proudly made in Ontario!
The Flavour of Canada

Matt Deacon-Evans, Executive Chef
The Capital
Vancouver, BC

“When it comes to food, the menu is eclectic and constantly evolving.”

Located in Vancouver, BC, The Capital is the newest addition to Chef Matt Deacon-Evans’ line of restaurants. The venue opened in the Spring of 2013 and has already built a reputation for providing delicious meals with unique flavour profiles at unbeatable prices. In fact, everything on their menu is an incredible $4.95.

Matt Deacon-Evans is the Executive Chef at The Capital. He’s worked with the crew for 12 years in different capacities at various establishments and has been a part of the company for 10 years. Their first location, called The Moose Vancouver, opened in 2001. From there, they expanded and currently have eight different casual dining venues across Canada including Famous Warehouse, Hastings Warehouse, El Furniture Warehouse in Whistler, The Capital, The Dime, The Moose Vancouver, The Factory and Le Bureau de Poste which will soon open in Québec.

You will find each venue located in up-and-coming neighbourhoods of the city, which perfectly matches their creative, edgy and trendy ambience. Catering to a young, urban crowd, their restaurants are laid-back affordable places where customers frequent five to seven times a week. Their goal is to create an environment that is an extension of their customers’ living rooms with the only exception being that in their restaurants, they cook and do the dishes for you.

With 400 plus employees across the country, their kitchen team is very much a part of the growth of the different venues and is involved in the decisions driving the business forward. Each location has its own kitchen manager/chef that executes the menu but they retain the freedom to be creative. They also write their own monthly feature menu.

No matter which venue you visit, you’ll find quality items at affordable prices. This is because the company prides itself on providing value to their customers by sourcing suppliers who can deliver premium ingredients. Their philosophy is they don’t make $4.95 food; they just charge $4.95 for it.

And when it comes to food, their menu is eclectic and constantly evolving. After taking over the role of Executive Chef 18 months ago, Deacon-Evans and the team reinvented the menu for all eight of their locations. They contain something for everyone and range from classic comfort foods to international-inspired dishes.

One of their most popular items at The Capital is Nasi Goreng, the national dish of Indonesia. Similar to a jambalaya, it is a rice based stir-fry dish with prawns, chicken and a fried egg on top. Their classic dishes include such items as a Braised Beef Dip with onion strings and a rosemary jus for dipping and Jerk Wings with fresh veggies and side chimichurri sauce. But they also have vegan and gluten-free options including a Quinoa Salad which contains, crisp apple, creamy avocado, crunchy almonds and salty soy dressing with fresh mint and cilantro. The salad can be made gluten free if served without the dressing.

Driven by his passion, Deacon-Evans gets his inspiration from family, friends and other chefs in the industry. And with the success of The Capital, he’s already working on launching their next location called Le Bureau de Poste. It will be located in one of the oldest post office buildings in Québec City, which was built in 1908. The menu will be based on their successful $4.95 Warehouse menu with a unique Québec twist.

Deacon-Evans has used Sysco since 2001, and except for a few niche products from local suppliers, the company gets 90 per cent of their food and supplies from Sysco. Their Marketing Associate, Chris Einard, has become a key part of their business. Because he’s been working with them for over a decade, he understands their business as well as they do, and works aggressively to keep them informed on pricing and products he knows will help them move forward.

To maintain their $4.95 menu, it is extremely challenging to maintain quality and value for every item. Sysco has been helping them rise to this challenge – and has helped them succeed by sourcing great products that their customers love.

The Capital and their seven other locations are just the beginning for this company. Deacon-Evans and his team are currently in the process of going national and looking for more success of The Capital, he’s already working on launching their next location called Le Bureau de Poste. It will be located in one of the oldest post office buildings in Québec City, which was built in 1908. The menu will be based on their successful $4.95 Warehouse menu with a unique Québec twist.

Deacon-Evans says their salads are one of their specialties as they strive to make each of them well balanced, healthy and hearty. They aren’t just a side dish, but a meal.

Deacon-Evans grew up in England, moved to Montreal and then to Vancouver. He apprenticed under a classically trained French chef and challenged the exams and earning his red seal. One of his most demanding opportunities to date was opening their location in Whistler. Preparing 25,000 plates a week, he cooked like he had never cooked before and says it was a “real eye-opener”.

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Photography: Michael Audet
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The Capital and their seven other locations are just the beginning for this company. Deacon-Evans and his team are currently in the process of going national and looking for more markets to fill. Their goal is to have 50 locations across Canada.
Known for its quaint atmosphere, Maverick’s Steakhouse and Grill opened in the early ’90s and was first located in the heart of downtown Moncton on Weldon Street. Seven years ago, they relocated to their new home in Moncton North off of Mapleton Road in the Future Inn.

Their new location is perfect for the steakhouse. Moncton’s north end is steadily on the rise with the neighbourhood growing each year. Plus, the convenience of being located within a hotel allows them to cater to guests, locals looking to dine out, corporate clients and those who require catering within the meeting rooms of the hotel.

Maverick’s Steakhouse is a special place in the city. Its charming décor complete with roaring fireplaces sets the mood for a romantic evening for two. But the restaurant is also perfect for families, friends, and business dinners. Whether dining parties want to enjoy their tropical fish tanks or take in a game on one of their many flat screen TVs, Maverick’s has it all – including exceptional food and customer service.

One of their most unique features are their private dining rooms. You won’t find many of these in Moncton so having them readily available in Maverick’s is a rarity their customers appreciate. The private spaces are located within the restaurant and in addition to being used for special family celebrations, are used often by corporate clients for business dinners and meetings.

What makes them even more special is that the rooms are free to use when dining with a group.

The team at Maverick’s believes where their customers celebrate is as important as what they celebrate, and they love being able to help their customers celebrate special occasions with family and friends. Their slogan is “Simply The Best” and their staff and management strive to provide this in all aspects whether it be service, food or atmosphere.

As a steakhouse, Maverick’s is the place to go for fantastic steaks and seafood in the area, but they also serve traditional favourites such as beef stroganoff and Maverick’s pasta. Their most famous dish is their "Texas Tenderloin." It is not only a favourite of the Maverick’s family, but is a culinary delight to their customers. The Triple A Filet Mignon is grilled to perfection and topped with a homemade barbecue sauce. It is then layered with shrimp and succulent lobster tail. The dish satisfies all cravings with just one bite.

With a menu built on quality food and satisfying entrées, Maverick’s is always changing to adapt to their customers’ needs. They are gluten conscious and pay close attention to their customers’ food sensitivities and allergies. Their team closely watches
food trends and experiments with different menu options – all while ensuring their brand of being the best steakhouse in the area remains intact.

Maverick’s is open seven days a week, and for the convenience of guests staying in the hotel, they serve from 7 a.m. to 10 p.m. The steakhouse is full service where customers can dine-in, take-out or have meals catered within the hotel. Maverick’s also provides outside catering for both small and large scaled parties. And because of their flexible and extended hours, they can easily cater to most requests for dining or meeting times.

For extra convenience and to help cater to those visiting the city, any customers staying at any Moncton hotel, can take their free shuttle service to the restaurant. They call it “The Mav’s Coach” and out-of-town guests dining with them in the evening can be picked up from their hotel and driven back after their meal.

With Maverick’s, it is all about providing exceptional service and creating a memorable evening for their customers. They strive to go beyond excellence to meet their customers’ needs and this has contributed greatly to their success. Many of their customers have returned again and again over the years, and their commitment to serving them has resulted in a loyal following.

Owned by a local family and a cornerstone of Moncton’s hospitality community, Maverick’s is a proud supporter of local charities and currently sponsors the Moncton Boy’s and Girl’s Club. In fact, “Booth 53” inside the restaurant is dedicated to the club, and a portion of its monthly sales is returned to the club to support local children in the area.

Maverick’s has been using Sysco as a supplier since they opened back in the 1990s. Just like the excellent service they provide, Sysco has done the same for them. General Manager Ryan Kay says the personal attention provided by the reps and management in this ever-changing industry is what has kept them coming back to Sysco. They know they can depend on a product and whatever they purchase will be fresh and high quality. Most importantly, they know it would be something they would be proud to serve. Sysco’s training programs and expertise have also helped form the basis of how they deliver customer service.

Creating memorable dining experiences for nearly 20 years, Maverick’s is looking forward to serving many more generations of customers – including repeat visits from existing valued clients and those yet to discover Moncton’s favourite steakhouse.
Get Rich, Not Expensive.

At $\frac{1}{3}$ the cost of cream, Knorr* shelf-stable Culinary Cream Base delivers rich dairy taste while saving you money and refrigeration space.

Soups, casseroles and sauces all start with Knorr* Culinary Cream Base—the foundation for so many wonderful dishes. Perfect for savoury recipes calling for cream or béchamel, Knorr* Culinary Cream Base offers great scratch flavour that works in a variety of delicious applications.

$\frac{1}{3}$ the cost of cream is based upon a cost comparison of 1 litre of heavy cream to 1 litre of prepared Knorr* Culinary Cream Base.

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New Product!

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Healthy has never tasted so good.

We set out to create reduced-sodium soups which would redefine the category. With incredibly high standards, we refined our formulas until they had the outstanding flavor we were looking for. With less than 480mg per 175ml serving, we think these seven are the best-tasting reduced-sodium soup on the market.

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Improved Packaging!

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Knorr®

Soup soupe
du jour.

Contact your Unilever Food Solutions Representative for samples. For our complete recipe database, visit www.unileverfoodsolutions.ca/AsGoodAsCream

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Q Got culinary and business issues you need help with?
Q Feel like tweaking a classic recipe to make it really shine?
A Consider Sysco’s CBR teams and their brand-new customer-driven platform that offers tailor-made solutions with your success in mind.

Running your own business can be a lonely proposition. Maybe you have important questions that need to be answered and as a new owner-operator, you’re a little uncertain. Or perhaps you’re the type who likes to bounce ideas around before you make a move. Either way, making tough business decisions day-in, day-out can take its toll.

Sysco is here to help with its brand new business review platform called STIR. STIR, which stands for Success Through Integrated Resources, lets you drive what business and culinary areas you need help with. During annual meetings with Sysco’s Culinary Business Resources (CBR) teams, you select the topics and our CBR teams respond by building ideas, solutions and dishes that fit your operation.

Got a classic burger recipe you’d like to beef up? Consider suggestions from STIR. Want to learn more about how to market your restaurant’s specials? Give STIR a try. Need suggestions about how to hire staff? Look to STIR.

STIR is a web-based customer-driven business review platform that gives you complete control over what information you choose to share and what information you choose to seek out. Letting the customer drive this process was a deliberate move on the part of Sysco because the company believes that being self-directed only fosters more entrepreneurial success. As a Sysco customer, you’re in the driver’s seat as you choose innovative topics to enhance your business and learn about current industry trends.

How it works is you get to choose what you want based on your business goals and needs. Based on your direction, the CBR teams build marketing tips, concepts, dishes that are tailor made to drive your success. STIR offers multiple categories each with a selection of modules. Culinary and business are the broad areas from which you can choose your modules. Under culinary, you might select from dozens of topics such as basic food prep to which dishes are currently hot around the globe. Business modules also offer a wide variety of topics from controlling your bottom line to menu development.

The new catalogue of STIR topics has been gathered after years of research by our CBR teams, who have crisscrossed the country conducting thousands of business reviews with all kinds of restaurants. Team members have shared this invaluable insider knowledge, extrapolating leading trends and ideas that will make you successful and drive your business forward.

If you have further questions about STIR or want to set up an appointment to learn more about this unique educational business tool, don’t hesitate to ask your Marketing Associate.

Sharing this invaluable insider knowledge is essential because Sysco believes in investing in its customers. After all, your success is our success.
What is your favourite kitchen item and why do you like it so much?

My favourite item in the kitchen currently is the sous vide machine. I'm a fan because it's a great way to cook products accurately and infuse different flavours into the product at the same time. You can cook anything -- meats, proteins and vegetables -- perfectly and with ease.

What’s the best tip you offer foodservice operators?

The best tip that I could offer is to surround yourself with well-trained and caring people to help you grow your business.

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

I would have to say the easiest things an operator could do would be to have a vision and mission statement that all the staff know and follow. In addition, give new staff proper training and tools to help them succeed.

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

Ambience and service can make or break a restaurant. They are the first two pieces of a restaurant that the customer experiences. The service staff is the frontline, and their attitude, attentiveness and knowledge are the keys to repeat customers and the restaurant’s sales growth.

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

Operators should do two things: look at everything with the customer in mind and don’t do everything themselves. Surround yourself with well-trained and knowledgeable staff so that job responsibilities are divided and so the operator can concentrate on the big picture.

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

I was trained classic French but I have had the opportunity to diversify through some great chef mentors. To name a few I would have to say that Chef Bruno Marti, Chef Tobias Macdonald, and Chef Ned Bell have all inspired me throughout my career.

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

I love vegetables and frequently get cravings for them but lately milk chocolate has been sneaking up on me.

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

A current trend that I really like is snout to tail and creating a menu involving the entire animal. I think that sometimes people over-value certain cuts of meat and miss out on other parts of the animal.

Tell us about your favourite all-time dish.

Wow, that’s a hard question. I have had so many great dishes over the years. One that really stands out was when I first experienced foie gras. We sprinkled a little sugar onto the slice, seared it off and served it with our own brioche and fig compote. It was delicious.

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

I knew when I was 14 and took the Culinary Arts program in high school. I fell in love with it at that point and haven’t looked back since.

What’s your favourite cookbook?

I am an avid collector of cookbooks and some of my favourites include, Larousse Gastronomique, Malouf and Modernist Cuisine.

What’s your best cooking tip?

Everything doesn’t have to be cooked on high heat, season every component of a dish separately and taste frequently to ensure it tastes right.

Do you have a favourite kitchen disaster story to share?

I was in a hotel and it was a very busy day. We were short staffed, our oven broke down and it was the one oven that we needed to get through the day. We had a seven-course plated dinner that night for 350 people and I didn’t have an oven to use. We had to be very creative in how we cooked everything and plated it. At the end of the day everything worked out and we learned our lesson. Do all the regular maintenance on the equipment and always have a backup plan.

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

Whole wheat pasta with bolognese sauce and garlic bread.
what’s cooking?

Your menu’s true colours will shine through with these Fall favourites: Braised Beef Short Ribs, Buffalo Chicken Risotto, Goat Cheese Poutine and Red Wine Poached Pears with Goat Cheese. Let your customers enjoy the festival of food with these warm and delicious recipes!
## Buffalo Chicken Risotto

*Tender short ribs braised in Campbell's® Signature French Onion with Marsala Wine soup, topped with fresh herbs.*

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>METRIC</th>
<th>IMPERIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef short ribs, bone out (3-5 oz each)</td>
<td>2.04 kg –</td>
<td>4 lbs 8 oz –</td>
</tr>
<tr>
<td>24 boneless short ribs</td>
<td>3.40 kg</td>
<td>7 lbs 8 oz</td>
</tr>
<tr>
<td>Salt, kosher</td>
<td>30 mL</td>
<td>2 Tbsp</td>
</tr>
<tr>
<td>Ground black pepper</td>
<td>10 mL</td>
<td>2 tsp</td>
</tr>
<tr>
<td>Vegetable oil</td>
<td>180 mL</td>
<td>¾ cup</td>
</tr>
<tr>
<td>Red wine</td>
<td>2.25 L</td>
<td>2 ¼ qt</td>
</tr>
<tr>
<td><em>Campbell’s® Signature French Onion with Marsala Wine soup</em></td>
<td>11.4 L</td>
<td>4 lbs</td>
</tr>
<tr>
<td>Roux* see recipe below</td>
<td>681 g</td>
<td>1 lb 8 oz</td>
</tr>
<tr>
<td>Thyme, fresh, roughly chopped - 6 sprigs</td>
<td>5 mL</td>
<td>1 tsp</td>
</tr>
<tr>
<td>Rosemary, fresh, roughly chopped - 6 sprigs</td>
<td>7 mL</td>
<td>1½ tsp</td>
</tr>
</tbody>
</table>

### METHOD

- Place short ribs on a paper towel to remove excess moisture.  
- Season all sides of the short ribs with salt and pepper.  
- Place a rondeau pot on the stove over high heat. Add the oil and get hot but not smoking.  
- Sear all sides of the ribs. Take out and place in a hotel pan.  
- Deglaze with red wine and reduce until almost dry.  
- Add Campbells® Signature French Onion with Marsala Wine soup. Bring to a boil. Add fresh herbs.  
- Once boiling, thicken with roux and bring back up to a boil, cut to a simmer and add the short ribs.  
- Place lid on the pot and place in a 350°F/175°C oven for 2-3 hours or until fork tender.  
- Serve short ribs with ¼ cup of the braising liquid.  

*Roux Recipe:* Place 1 ½ cups vegetable oil in a pot over medium high heat. Add 2 ¾ cups of All-Purpose Flour and whisk in to make a wet sand consistency.

## Braised Beef Short Ribs

*Tender short ribs braised in Campbell’s® Signature Buffalo Style Chicken with Blue Cheese soup.*

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>METRIC</th>
<th>IMPERIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olive oil</td>
<td>190 mL</td>
<td>¾ cup</td>
</tr>
<tr>
<td>Onions, diced</td>
<td>250 mL</td>
<td>1 cup</td>
</tr>
<tr>
<td>Arborio rice dry</td>
<td>681 g</td>
<td>1 lb 8 oz</td>
</tr>
<tr>
<td><em>Campbell’s® Signature Buffalo Style Chicken with Blue Cheese soup</em></td>
<td>2.85 L</td>
<td>3 qt</td>
</tr>
<tr>
<td>Swanson® Chicken stock, hot</td>
<td>0.95 L</td>
<td>1 qt</td>
</tr>
<tr>
<td>Parmesan cheese, grated</td>
<td>170 g</td>
<td>6 oz</td>
</tr>
<tr>
<td>Internal garnish of the soup</td>
<td>As reserved</td>
<td>As reserved</td>
</tr>
</tbody>
</table>

### METHOD

- First, strain the Campbell’s® Signature Buffalo Style Chicken with Blue Cheese soup and place the liquid back into the pot. Reserve the internal garnish of the soup.  
- In a sauce pan, add the olive oil and warm over medium heat.  
- Add the onions and sweat them, making sure there is no colour on the onions.  
- Add the Arborio rice and continue to stir until you smell a toasted aroma but make sure not to brown the rice.  
- Add 1/3 of the strained soup, stirring the rice until the rice has absorbed the soup.  
- Add the remaining soup in two more additions, stirring constantly.  
- Stir in the Artisan™ by StockPot® Chicken stock  
- Cook the rice until al dente. The texture should be creamy and most of the liquid absorbed.  
- Take off the heat and stir in the Parmesan cheese and the internal garnish of the soup.  
- Serve hot.
Goat Cheese Poutine

7 – 10 Servings

courtesy of Woolwich Dairy

INGREDIENTS

METRIC IMPERIAL

Large Sweet Potatoes 7 7
Vegetable Oil 15 mL 1 Tbsp
Shallot, minced 1 1
Garlic Clove, minced 1 1
Veal or Beef Stock 1 L 4 cups
Ketchup 30 mL 2 Tbsp
Cider Vinegar 15 mL 1 Tbsp
Whole Green Peppercorns 15 mL 1 Tbsp
Worcestershire Sauce 2.5 mL ½ tsp
Butter 30 mL 2 Tbsp
Flour 30 mL 2 Tbsp
Block & Barrel Crumbled Goat’s Milk Cheese 300 g 10 ½ oz
Salt and Pepper To taste To taste
Vegetable Oil As needed As needed

METHOD

• Clean and peel potatoes. Cut potatoes into desired size. Place in large bowl filled with cold water and let sit for one hour.

• In a saucepan, heat the vegetable oil on medium heat and sauté the shallotts and garlic until translucent; about 3 minutes. Add stock, ketchup, cider vinegar, peppercorns, Worcestershire and bring to a boil. In a separate saucepan on medium high heat melt butter.

• Add flour and stir for 2-3 minutes forming a roux. Allow to brown slightly. Whip the roux mixture into the stock and let simmer for about 20 minutes until reduced by half and thickened. Season with salt and pepper. Keep warm.

• In a deep fryer set to 250°F, blanch the fries for about 2 minutes. Let them rest for about 5 minutes. Then, fry them again for about 2 minutes or until golden brown.

• Place on a tray lined with paper towel to absorb excess oil. Salt and pepper. Remove sauce from the stovetop and strain. Plate fries in a shallow bowl, pour sauce on top and garnish with goat cheese.

Red Wine Poached Pears

WITH GOAT CHEESE

Serves 4

courtesy of Woolwich Dairy

INGREDIENTS

METRIC IMPERIAL

Fresh Pears with Stems (Bosc) 4 4
Red Wine, Full Bodied (shiraz or cabernet) 750 mL 3 cups
Granulated Sugar 125 mL ½ cup
Water 180 mL ¾ cup
Lemon Juice 15 mL 1 Tbsp
Pure Vanilla Extract 15 mL 1 Tbsp
Orange 1 1
Cinnamon Sticks 2 2
Block & Barrel Goat Cheese 300 g 10 ½ oz
Freshly Squeezed Orange Juice 30 – 45 mL 2 -3 Tbsp
Icing Sugar 15 mL 3 tsp
Mint Leaves, Chopped Nuts (optional)

METHOD

• Remove goat cheese from package and place in a small bowl allowing it to come to room temperature and soften.

• Poaching Liquid: Use a small to medium sized cooking pot that holds 4 pears. Add wine, sugar, water, lemon juice, vanilla, cinnamon sticks and with a peeler or sharp knife cut a long strip of the orange peel avoiding the pith and add it to the liquid. Begin heating the liquid to a low simmer.

• Carefully peel the whole pears and cut into halves and remove the core. Add pears to the liquid and simmer for 20-25 minutes until softened, turn the pears to allow all sides to soak. Remove pears and set aside to cool completely.

• Remove cinnamon and orange peel, add 1 Tbsp. granulated sugar and simmer liquid to reduce down while stirring occasionally to approximately 1/2 to 3/4 cups of rich, thickened red wine sauce.

• Remove from heat and allow to cool.

• Goat Cheese Stuffing: Add orange juice and icing sugar to the goat cheese and mix.

• Assembling the dessert: With a piping bag, ice cream scooper or melon baller, fill the core cavity with the goat cheese stuffing.

Option: On a dessert plate, pour the wine sauce around the pear, sprinkle with chopped nuts and icing sugar. Garnish with a fresh mint leaf.
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<td>House Recipe Old Fashioned Rolled Oats - Tube</td>
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<tr>
<td>0603163</td>
<td>House Recipe Instant Regular Oatmeal Single Serve 28g Pouch</td>
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<td>0603151</td>
<td>House Recipe Instant Maple Brown Sugar Oatmeal Single Serve 43g Pouch</td>
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<td>0603146</td>
<td>House Recipe Instant Maple Brown Sugar Oatmeal Single Serve Cups</td>
<td>24/1.9 oz.</td>
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