ESSENCE | OF MAINES

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May/June 2011

Gourmet Sandwiches

Creative & Carefully Crafted

Menus Made for Sharing

ENHANCE THE SOCIAL EXPERIENCE AND DRIVE UP SALES

Chef's Corner

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May/June 2011

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MAINES
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EFFECTIVE DATES:
May and June, 2011

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WELCOME

AFTER A LONG WINTER, SPRING HAS FINALLY ARRIVED IN THE NORTHEAST. Everyone is looking for ways to maximize their enjoyment of milder temperatures and longer, sunnier days. It's the ideal time to literally open your doors to greater profit; that's why Essence has focused on outdoor dining.

Whether you're new to the idea of "al fresco" at your restaurant, or want to improve your existing out-of-doors experience, you'll find plenty of tips and tactics for a successful season in this issue's MaineSense. Chef Jake also shares his insights on taking it outside with menu items, décor, and table settings made for the great outdoors (page 18).

The seasonal switch to warmer weather is also the ideal time to launch a new menu. And there are two trends you should seriously consider.

First, gourmet sandwiches will reign supreme this season. Combine high-quality, artisan ingredients in upscale interpretations (page 12).

Second, discover ways to make your menu more shareable and see sales soar this summer (page 8)! Meal sharing is a trend that's truly taking off as customers seek a more social dining experience.

The loyal customers of Jolime Fresh Garden Café in North Syracuse are treated to an experience that goes beyond dining. Owners John and Lisa Caveny have expertly integrated the on-site Chuck Hafner's Garden Center into the guest visit, expertly creating a unique experience that meshes retail and restaurant (page 5).

If you're looking for a fresh start to spring and summer at your restaurant, look no further than right outside your own back (or front!) door. There, you'll find plenty of opportunities to attract new guests and please existing customers.

Enjoy the issue!

JOLIME FRESH GARDEN CAFÈ

BY *LINDSAY OTT*

When a restaurant offers guests more than just food, it becomes a destination and that's exactly what Jolime Fresh Garden Café in North Syracuse is. Owners John and Lisa Caveny (The "Jo" and "Li" in the name, "Me" stands for their daughter, Megan) built their eatery last November, adjoining it to the 65,000 square foot Chuck Hafner's Garden Center, and the favorite neighborhood ice cream stand. Not only is their café physically connected, the garden ambience carries over to Jolime as well.

"Jolime was inspired by the garden centers in European towns, where people come to leisurely browse the garden plants and artisan crafts for the day while enjoying casual café fare," said Lisa.

Even though Jolime is a new destination, the interior of Jolime artfully captures the Old World garden café feel. Wood reclaimed from the 150-year-old Hafner barn was used in the custom-built tables and decorative beams in the 100-seat café area. Carefully potted plants top each table, and low-hanging, softly glowing lights invite guests to lean in for relaxed conversation. Guests can also choose to dine outdoors or in the greenhouse, where the sounds of a waterfall and sights of lush plants in the Garden Center create an unhurried experience. This seating also beckons guests to wander into the retail area.

While guests never feel rushed, Jolime prides itself on delivering fresh, hand-made food in a timely manner. Maines Paper & Food Service, Inc. was integral in helping John and Lisa master the logistics of serving "slow food," fast. For example, the Cavenys wanted to serve a true house-cooked turkey sandwich so the team of Chef Jake Hizny, Chef Eamon Lee, and Account Manager Bob Harvey created a system of roasting fresh turkey in

the evening, chilling it overnight, then slicing it in the morning so it was ready for their popular Oven Roasted Turkey Sandwich served with sun-dried tomato pesto, mixed greens, honey mayo on country white bread.

Business: Jolime Fresh Garden Café
Locations: 7265 Buckley Road, North Syracuse NY 13212
Phone: 315.299.4451
Website: www.jolime.com

Hours: 7am-5pm, Every Day
Popular Items: The Athena Sandwich, Ham Off the Bone, Homemade Cupcakes
Cuisine: Fresh Café Fare

"Guests tell us how pleased they are that we serve such fresh, quality food, so quickly! They also appreciate how adding Jolime to the Garden Center creates a total 'experience' for them," added John.

Just as the plants and other retail items in the Garden Center change with the seasons, Jolime's menu is frequently updated based on seasonal produce.

"At Jolime, we believe in transparency. It's just like a true European café, where ingredients are displayed for guests so they can have confidence in the quality of their meal. Guests see us slicing the turkey, smell the freshly baked bread on the counter, and they know the 'story' behind what they're eating and that makes us – and our guests – feel good," said John.

Success Stories

SHARING YOUR LATEST AND GREATEST ACHIEVEMENTS!

One of the best ways to grow your business is by learning from your peers. In this new section, you'll discover what other independent restaurants are doing to experience success.

CAMELBACK MOUNTAIN RESORT

One Camelback Road / Tannersville, PA 18372
Phone: 570.629.1661 / www.skicamelback.com

Camelback Mountain Resort is a thriving all-seasons destination in the Poconos. And Food and Beverage Director John Bray has worked to create dining options that enhance the guest experience during every season. In the winter, skiers are able to warm up in a full food court with six checkout areas instead of a single concession-stand line, reducing wait time and giving customers more options. One of the most popular food court options has been the Asian Wok concept, which John worked closely with Maines to implement. The Asian Wok concept includes everything from a pre-planned menu to signage. "The Asian Wok concept has gone over extremely well with customers, they love seeing their food prepared fresh right in front of them and it was a streamlined process getting it up and running thanks to the attentive service of my Business Development Manager, Mark Ambrose," said John. In the summer, Camelback Mountain transitions to Camel Beach water park and in addition to the air-conditioned food court, guests also have the dining option of renting "beach"-side cabanas with full wait service. Again, John wanted to create a dining experience that fit around guest activities. The cabanas provide a private, shaded space for casual eating and the wait service allows guests to stay relaxed at their poolside spot. One of John's secrets for success at Camelback Mountain is continually improving the dining experience, adding something "new" each year to keep guests impressed. That's a winning recipe for success!

HUDSON'S RIBS & FISH

1099 Route 9 / Fishkill, New York 12524
Phone: 845.297.5002 / www.hudsonsribsandfish.com

Restaurants that stand the test of time expertly balance old and new menu items. Some customers prefer the iconic dishes that have been on the menu for years while others crave unexpected flavor experiences with every visit. At Hudson's Ribs & Fish, Chef Felice Mugnano has achieved the ideal menu balance. Guests can count on signature offerings that have been on the menu for over two decades: hand-cut USDA Choice steaks, fresh seafood delivered daily, secret-recipe ribs, and homemade popovers with strawberry butter. Chef Felice also brings an exciting edge to the menu with what he calls "classics with a twist" that often feature Asian-Latin fusion flavors. No matter what's on the menu at Hudson's, Chef Felice insists only the freshest ingredients are used. "Maines Produce Express has empowered us to serve our customers even better because of their daily produce delivery. We're able to place smaller, more frequent orders so our guests get the freshest fruits and vegetables possible – nothing sits around in our coolers" said Chef Felice. The variety available through Produce Express also helps fuel Chef Felice's culinary creativity. Inspired daily specials like his recent Pork Tenderloin with Cranberry Glaze, Shallot Whipped Potato, and Grilled Asparagus help Hudson's enjoy continued success.

MENUS MADE FOR SHARING

Enhance the social experience for customers — and drive up profits for you!

Just as social media is on the rise, social dining is also on the upswing! A snack revolution is influencing menu trends and driving growth in foodservice today. Create a mix-and-match menu that is conducive to ordering different things and sharing. The result is often higher average checks, at the same time that customers see value prices and uniqueness.

BIG PROFITS CAN BE FOUND IN SMALL PLATES

The increasingly casual approach to dining encourages sharing and a convivial atmosphere. Whether they're designed to whet guests' appetites or make up the entire menu, eye-catching, mouth-watering small plates pack a culinary punch. And, interestingly, operators who have experimented with mix-and-match menus report that patrons actually spend more, because they'll "throw in" another dish or dessert by rationalizing, "it's just a few more dollars…" A menu with a wide variety of options can also encourage repeat business, as patrons can come in for a leisurely full meal on a weekend night, or a light weeknight meal.

Mini desserts are a blazing hot trend right now.

RECESSIONARY SHARING

Another reason sharing small plates is so popular is that in the customer's mind, it not only allows customers to eat what they want, it also allows them to spend as much or as little as they care to. Today's customers like sharing smaller portions as a way to economically experiment with different foods and flavors. Over 80 percent prefer that restaurants offer various portion sizes. To encourage re-ordering throughout the meal, consider placing your small plates menu on a table tent. And remember, because sharing often equates to snacking in a customer's mind, a menu made for sharing works for all day-parts including that slow time between lunch and dinner.

ONE VERY SWEET SHARE

How many times do customers say no to desserts because they're "just too full"? Give your servers something to really sell with a mini dessert program (ask your Account Manager about the Culinary Secrets Dessert Program with plenty of mini dessert options). Mini desserts are a blazing hot trend right now because they solve the "I can't decided what dessert to choose" dilemma as customers can try multiple items, and they're a small – and therefore – justifiable indulgence. House-made mini cupcakes served with a trio of small sorbets or granatas made with fresh, in-season fruit is another way to encourage dessert sharing.

GO BIG WITH THE SHARING CONCEPT

Small plates, appetizers, and mini desserts aren't the only menu items meant for sharing: The whole meal – including salads and entrees – can be served family-style! Family-style dining is simple to implement, and it provides a novel experience for diners. A common objection to family-style menu options is the concern that guests won't be able to agree on an entrée or salad: The key is to offer a family-style package that includes the selection of two salads, two sides, and even multiple entrees – it's similar to a catering menu.

NEW FLAVORS AND EXPERIMENTATION

Customers are more interested than ever in trying new flavors and ethnic cuisine. Small plates can be more exciting than entrees because it's a safer level of experimentation for customers, not as big a commitment. Small plates for sharing allow people to try something that maybe they're never had before without risking their entire entrée. The editors at the Food Channel cite "DIScomfort" food as one of the year's top trends. Get guests out of their comfort zone with a small plate, or appetizer menu featuring inventive options that utilize unconventional meats, seasonings, and food from exotic locations such like duck quesadillas, Bahn-Mi (Vietnamese sandwiches), or fresh vegetable samosas.

Big parties love to share, so do couples and smaller groups.

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2) INVENTORY: Gain control of your largest expense with WhentoManage.com. You can track purchase orders, invoices, and monitor usage. Just as with scheduling, you get a real-time snapshot of your inventory system. With this data, you can better plan orders based on item quantities required for recipes on your menu. Inventory waste is reduced as your profitability increases.

3) POS: Take the guess work out of guest behavior by monitoring sales for menu item trends. This intuitive system works with your existing POS to provide custom reports and alerts delivered to your email or mobile phone.

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GOURMET SANDWICHES

Creative, Carefully Crafted Sandwiches are a Current Customer Favorite

BY *LINDSAY OTT*

RIGHT NOW, THE SANDWICH IS RETURNING TO ITS NOBLE ROOTS. The word comes from the fourth Earl of Sandwich, who loved the savory bread-meat-cheese combination plus its ease of handling, allowing him to work while eating. This year, customers are hungry for upscale sandwiches fit for an earl, served up in a manner meant for today's hectic schedules!

"FINE FAST"

While food trucks are just now making their way to our area, the type of "fine fast" sandwiches they offer can inspire in your restaurant. Consider the Grilled Cheese Truck in Los Angeles: The Double Cream Brie is one of L.A.'s most popular sandwiches and includes melted brie with sliced pears and clover honey. This isn't your average grilled cheese, it has gone upscale – and so has the price point. But customers don't mind, they literally run out of their office to grab this gourmet version of the classic.

FIND RECIPES AND INSPIRATION FOR AN ENDLESS VARIETY OF GOURMET SANDWICHES INCLUDING THE PICKLE-LADEN ROAST BEEF SANDWICH ON OUR COVER – THE "CHUCK SCHUMER" AT WEBSITES SUCH AS WWW.SAVEUR.COM AND WWW.EPICURIOUS.COM

quality you can see, smell, and taste

A CLOSE ENCOUNTER

Guests get up close and personal with their sandwiches! Because it's brought right up to the guest's face, you want that sensory overload to be positive: the smell and texture of freshly baked bread, the sound of crisp lettuce crunching, and the sight of bright red tomatoes. Leading research firm, Technomic, breaks down what matters most to the *93 percent of Americans who eat at least one sandwich each week* in their *Sandwich Consumer Trend Report 2011:*

86% QUALITY OF MEAT

84% FRESHNESS OF INGREDIENTS

81% QUALITY OF BREAD

Maines offers an extensive selection of ingredients to help you craft the perfect sandwich, here are just a few highlights:

Meat

Cobblestone Market's line of deli meats includes upscale options like roast beef you can hand-cut for "artisan appeal" and fresh turkey, ham, pastrami and more. Cobblestone Market also offers full point of sale support.

Produce

With daily delivery, Produce Express ensures fruits and veggies are ready for their close up!

Bread

Brickfire Bakery, Bakery de France, and other lines offer ready-to-bake breads, giving guests a high-quality bread without the hassle of hand-made dough.

THE FINE ART OF SANDWICH MAKING!

Just as bartenders today sometimes refer to themselves as mixologists, elevating the concept of drink mixing to a fine art, chefs should take the same approach to sandwich creation. A little inspiration and attention to individual ingredients goes a long way in turning a sandwich into a gourmet work of art! For example, instead of wheat or white bread, consider gourmet options like flatbreads, ciabatta rolls, croissants, or a hearty – even house-made – multi-grain. Instead of plain mayonnaise, house-made sauces invoke upscale appeal: try aioli, which is a French sauce made of garlic, olive oil, and egg. Or, use mayo as a base and kick it up with wasabi for an Asian-style offering, ancho chili peppers for a Southwest approach, or cranberry sauce for a hand-carved turkey sandwich!

Ciabatta Roll

Flatbread

Croissant

Multi-grain

SOFT/FRESH CHEESES

Mild, rich and creamy, soft/fresh cheeses like Mascarpone, Ricotta, Goat and Feta are great for using as a spread or dip. Pairing them with sweet treats like honey and maple syrup is a delicious contrast for these salty cheeses. Fruity, floral wines pair well with their creaminess as does the earthy flavor of green tea.

SOFT-RIPENED CHEESES

Soft-ripened cheeses are snowy-white and delicious at room temperature or served warm out of the oven. These cheeses, including Brie and Camembert, have an earthy, creamy flavor that pairs well with fruits like melon and berries as well as sun-dried tomatoes. Sparkling wine, Pinot Noir and beer infused with fruit, such as a cherry lager, also complement this style of cheese.

BLUE-VEINED CHEESES

Blue and Gorgonzola, two well-loved blue-veined cheeses, are known for their crumbly texture and distinct flavor. Sweet and nutty accompaniments such as fruit, almonds, and spices such as ginger help balance the saltiness of these cheeses. Spicy gin, flavored beers and red wines are bold beverages that bring out blue-veined cheeses' intense flavors.

SEMI-SOFT CHEESES

Semi-soft cheeses are a smorgasbord of flavor – ranging from mild and buttery to earthy and pungent. Favorites such as Fontina, Havarti, Muenster and Monterey Jack pair well with roasted vegetables like mushrooms and asparagus as well as with sweets that include poached fruit and sugared hazelnuts. Try them with a fruity wine or good lager for the perfect sidekick.

HISPANIC-STYLE CHEESES

Hispanic-style cheeses such as Asadero and Queso Quesadilla are rapidly gaining in popularity. Their creamy texture and tangy flavor go well with sweet accompaniments like clementines and toasted almonds as well as savory delights like spicy salsas and olives. Drink with Spanish favorites like sangria and margaritas or with Spanish wines to balance the flavors of cheeses.

SEMI-HARD CHEESES

With a wide variety of flavor profiles, semi-hard cheeses are often a favorite. Cheddar is rich and nutty, making it perfectly suited for foods such as fruits, including cranberries and apples. Swiss and Gruyere, two favorite Alpine-style cheeses, taste delicious with spicy pestos or rich chocolate. Cheeses such as Gouda and Edam are smooth and buttery, making them suited for the flavors of spicy nuts and peppers. Sparkling ciders and wines along with pale ales, and stout beers blend well with the diverse flavor of semi-hard cheeses.

HARD CHEESES

Hard cheeses like Asiago, Parmesan and Romano are best matched with foods that pack an intense flavor punch. Spiced nuts, grilled vegetables, tangy vinegars and cured meats all bring out the sweet, nutty and buttery flavors of these cheeses. Pair with fruity wines like Riesling and Prosecco or with a full-bodied red wine. Hard cheeses are definitely hard to resist.

SAN PABLO® FAJITA MARINADE

FLAVOR PROFILE:

A granular blend of salt, onion, garlic, black pepper and other spices. San Pablo® Fajita Marinade also contains meat tenderizer.

USAGE TIPS:

- Use to season your choice of beef, chicken or pork fajitas.
- Add your choice of guacamole, salsa, onions, sour cream and lettuce before serving.

Item Description	Pack/Size	Maines Item #
San Pablo® Fajita Marinade	**6/25 oz.**	**345812**

CULINARY SECRETS® TRADITIONAL STYLE ROTISSERIE SEASONING

FLAVOR PROFILE:

Traditional Style Rotisserie Seasoning is a great seasoning for a rotisserie or conventional oven. It is a perfect combination of savory flavors, blended with onion, garlic, peppers, spices and salt.

USAGE TIPS:

- Apply directly to surface of chicken or combine with vegetable oil and brush on skin.
- Try on steaks, burgers, pork chops, seafood or unseasoned fries for a great flavor.
- Use as a rub for prime rib to create a unique and flavorful menu item.

Item Description	Pack/Size	Maines Item #
Culinary Secrets® Traditional Style Rotisserie Seasoning	**6/25 oz.**	**342737**

CULINARY SECRETS® CAJUN SEASONING

FLAVOR PROFILE:

A hot pungent blend of peppers, garlic, spices, herbs and salt that brings a true Cajun flavor to foods. It is brownish-red in color and similar in size and consistency to seasoning salt.

USAGE TIPS:

- Works wonders in rice, gumbos, creoles and stews.
- Excellent for blackened fish, meat and poultry dishes.
- Culinary Secrets® Cajun Seasoning will transform crab cakes, alfredo sauce and even ranch dressing into a Cajun flavor profile.

Item Description	Pack/Size	Maines Item #
Culinary Secrets® Cajun Seasoing	**1/6.75 lb.**	**345814**

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Impressive Performance Rating:
Powerful, simple, effective. Easily makes margaritas and smoothies. This blender is well designed and is extremely powerful, which really helps when grinding up big chunks of ice. More than that, the blades angle nicely up inside the pitcher which is fairly wide. This is good when you are trying to blend thick mixtures (the more contact with the blades, the better the mixing). It made fast work (literally less than 10 second) of margaritas using ice cubes. The controls are simple (a main on/off button and buttons for low/high/stop and pulse). There is also a flat membrane which is very easy to clean. The cord for the blender is about six feet long, which can be handy.

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