



COLLECT YOUR BEADS!

10 Essential Steps to Make

Reap the Rewards at the Maines Mardi Gras Food Show – May 11th and 12th!

Nothing says Mardi Gras more than beads flying through the air, thrown to crowds from elaborate parade floats. At the upcoming Maines Mardi Gras Food Show, expect to collect your fair share of beads – and pearls of wisdom, too. That is, if you know where to look. With almost 300 vendors, hundreds of attendees, and exciting special events (not to mention the Turning Stone Resort & Casino's attractions), it's easy to get caught up in the action and miss those valuable beads. **Have fun AND gather your beads of knowledge by making these essential steps.**



FRESHEN UP AT PRODUCE EXPRESS BOOTH #23-26, 43-46

With thousands of produce items available on a daily basis, Produce Express is a need-to-know service of Maines exclusively available to independent restaurant owners. Stop by and meet with the Produce Express team to capitalize on decades of industry experience. Discover the “no middle market” advantage which keeps costs lower for you and ensures consistency and quality at every step. Produce Express participates in the exclusive Markon 5-Star Safety Program where quality is controlled at every step from selecting partner farms that meet stringent safety standards to rigorous post-harvest controls. Looking to capitalize on trends like locally sourced and organic produce without sacrificing quality and food safety? Produce Express makes it easy and cost-effective. From pre-cut, washed, and packaged items to exotics and organics, Produce Express offers it all!



IT'S EASY GOING GREEN: JUST VISIT THE MAINES GREEN BOOTH BOOTH #31.3

Maines makes it simple to go green: The Maines Green Booth showcases the latest eco-friendly products like cleaning agents, Fair Trade-certified items, recycled paper products and plasticware, and wild-caught seafood. At the Green Booth, you can also pick up detailed information and tips for integrating the “green” philosophy into your restaurant.



DRINK TO GREATER PROFITS: MAINES COFFEE AND BEVERAGES BOOTH #34.2

Beverages provide restaurant owners with exceptional opportunities for profit. The Maines Beverage and Coffee Team, led by Specialist Carl Hodorowski, will be on hand to share valuable insight into both products and programs that can boost your bottom line. For example, with more than 50 percent of Americans drinking three or more cups of coffee daily, expanding your business model to include a coffee counter might be a good idea. Gather beads of knowledge by the “cupful,” here!



CLEAN UP YOUR ACT WITH PROPOWER CHEMICALS BOOTH #37

ProPower Chemicals features a complete line of cleaning supplies from advanced enzymatic products that require less labor and super-clean surfaces to concentrated ware washing detergents. Chemical Specialist Kelli Mosher and team can point out specific products that save you time – and cut costs. Remember, ProPower is one of many Maines Signature Brands, designed to deliver the consistency and quality of comparable national brands but with greater savings for you.



KEEP YOUR OPERATION RUNNING SMOOTHLY WITH MAINES E&S BOOTH #39

The right equipment and supplies provide the foundation for a smooth operation. Maines E&S offers virtually everything you need like no-slip mats, mops, ice melts, trash bins and liners, bathroom supplies, and more. In addition to the “basics,” Maines E&S booth will showcase smallwares – from simple to sophisticated – that will give your table settings a polished look. At the booth, you can meet with E&S Specialist Jim Reardon, who can point out key items that will work for the specific needs of your business. *Don't forget to visit Libbey Glassware's booth right next door at Booth #41.*



CENTER OF PLATE – IN ONE PLACE BOOTHS #167-170 & 185.1-188.2

Indian Ridge, Esposito, Hopkins, Silverbrook Fresh Chicken

It's easy to explore center-of-plate options because key purveyors are located in one place at the Maines Mardi Gras Food Show. Discover Black Canyon Angus Beef, a leading USDA-certified supplier of customer-pleasing Angus Beef products. Or, talk with Center of Plate Specialist Bill Howell who can share unconventional steak cuts that will appeal to customers but give you room for significant profits.

CULINARY SECRETS DESSERTS BOOTH #55.2

Maines customers can't get enough of the Culinary Secrets Dessert program. The desserts incorporate the latest trends like bite-size but decadent cheesecakes and individual chocolate lava cakes. Learn some tantalizing tips on how to market and merchandise desserts to boost your check averages. See great ideas for plate presentations that create visual appeal. Customers have an extremely high value perception of restaurants that serve Culinary Secrets Desserts, and we'll keep your secret that they're not house-made (even though they boast a from-scratch appearance and taste).

MAINES DIRECT IMPORTS BOOTH #42.1

Maines Direct Imports travels the world, seeking out the finest imports – so you don't have to. Survey the delicious and highly marketable imported products like olive oil and olives from Spain, cheeses direct from Italy, and exotic culinary ingredients. Chefs won't want to miss this booth! In fact, the imported items may spark ideas for creative dishes. With customers craving ethnic cuisine now more than ever, a trip to the Maines Direct Imports booth should be part of your Food Show visit.



MASTER YOUR MANAGEMENT AND MARKETING BOOTHS #190-196

Gava Systems, Menus & Stuff, Bright Menus, Acme Cash Registers, Opportunity Knocks, When to Manage, WyckWyre

To support your restaurant with profit-enhancing programs and services, Maines has partnered with select businesses. Visit Gava Systems to learn how a loyalty program can work for your restaurant. If you're considering updating your menu design, stop by Menus & Stuff. Looking to receive and fulfill online orders? Head over to Bright Menus. Acme Cash Registers can help with touch-screen, point of sale technology. And WhentoManage.com can streamline your operations with back-end software made simple. Birthday Prospecting is an essential lead generating service (also featured in this issue on page 15). And don't miss the WyckWyre.com booth where you can explore a “fresh approach to hiring.” Remember, each of these Maines marketing and management partners offer exclusive discounts just for Maines customers.



IT'S NOT A BOOTH...

But You Gotta Be There!

THE JIM LAUBE SEMINAR – LEARN FROM THE BEST

**“Food Cost Fitness” Interactive Workshop
PROVEN WAYS TO TRIM YOUR WASTE,
PUMP UP PROFIT, AND PLEASE GUESTS!**

**WEDNESDAY THURSDAY
May 11th at 3pm May 12th at 10am**

During the Maines Mardi Gras Food Show, one of **America's leading restaurant industry gurus**, Jim Laube, will be leading two seminars. You'll walk away from his seminar empowered with marketing, operational, and management tips for success! *(Learn more about Jim Laube in this issue's pullout Mardi Gras Travel Guide.)*

