

Dreaming of a **SUCCESSFUL HOLIDAY SEASON?**

Don't wait until the night before Christmas to start preparing.



THERE ARE TWO MAJOR FLAWS I REPEATEDLY SEE IN RESTAURANTS DURING THE HOLIDAY SEASON:

TOO FEW EMPLOYEES

Don't get caught with too few employees to provide proper service during the peak season. If you think this may be a problem for you, Maines offers a service that can help. WyckWyre.com is a premier online recruiting tool for the restaurant and hospitality business. It allows employers to pre-screen applicants so you can find your best-qualified employee quickly and easily. WyckWyre.com will send job alerts when you post jobs so you can reach more candidates. Ask your account manager for additional information.

INADEQUATE AMOUNTS OF SUPPLIES

The second holiday restaurant flaw is being short on small wares, kitchen supplies and tabletop items. Whatever the size of your restaurant, Maines E & S can deliver what you need, when you need it, within your budget. E & S brand specialist Jim Reardon is always available to help you. Bringing more than 20 years of experience to the table, Jim is an encyclopedia of information who knows where to get the best items for the best prices. When you need supplies, contact Jim Reardon at 607-779-1454.

Make sure to plan for these holiday highpoints and you'll stuff your restaurant with guests:



THANKSGIVING

If you have the right plan in place for Thanksgiving, there should be no excuse for not having a full restaurant. Thanksgiving is still about family but for many, Thanksgiving has moved from home to the restaurant. To make Thanksgiving special, offer family-style service. Bring a whole slow-roasted turkey to the table (the customer gets to carve it) along with all the traditional sides that will remind them of holidays at Grandma's. Remember, Thanksgiving guests comprise the same audience you are trying to attract for the Christmas season, so be sure to go above and beyond to impress them.



BLACK FRIDAY

The holiday season begins on Black Friday and shoppers will be in money-spending moods – both in the stores and in your restaurant. Plan promotions to attract customers to your restaurant such as raffling off a gift card daily. You could also offer menu specials. Promote these contests and specials with an e-mail newsletter, blogging, social networking and other cost effective advertising.

CHRISTMAS

There are three very lucrative opportunities during the peak portion of the holiday season: catering, parties and gift cards. Make sure you create plenty of materials to market these services and designate specific staff members to push them. Also, add messages to the end of guest checks as reminders of these promotions.

One of my favorite promotions is “Secret Santa.” Between the first of December and Christmas, give dinner patrons a “Secret Santa Envelope,” redeemable in the month of January. Place a variety of prizes inside the envelopes, such as free appetizers, 10 to 25% off their bill, shirts, and one or two valuable prizes like a television or ipod. If the guest opens the envelope before returning to your restaurant it is void. This will help to draw January traffic to your restaurant during one of the notoriously slowest months in the industry.

THE WEEK AFTER CHRISTMAS

After the holiday, customers will still be out shopping and using up vacation time, so you should use the same tactics you used to promote your restaurant during the holidays during this time period, also.

NEW YEAR'S EVE

Lots of people will be dining out for the last celebration of the year: New Year's Eve. This is a chance to make an impression on first time or infrequent diners. Take this opportunity to dazzle guests by offering a few impressive, creative featured items. But be careful not to complicate it: Think humble, but elegant. Produce is the new center of plate, so you should base at least a few of your featured dishes on organic and artisanal produce. Vegetarian lasagna with house-made pasta and ricotta, zucchini and mushrooms is a perfect option. Customers will remember a heavenly dish at a reasonable price as the perfect way to end their year. So be creative but, of course, don't forget to offer the lobster tails and filet mignons.



ORANGE-THYME TURKEY ROULADE WITH GOAT CHEESE AND RED CURRANTS

YIELDS: 6-8 Servings

as seen
on cover

070703	1 ea. 2 1/2-pound Turkey breast (skin, bones and fillet removed)
010794	3 oz. Goat cheese, finely crumbled
005770	1/2 c. Fresh Red currants + additional for garnish
097302	1/4 c. Fresh thyme, leaves only + whole sprigs for garnish
623232	1 tbsp. Orange Marmalade
340657	t.t. Kosher salt
345631	t.t. Black pepper, café
289336	1 1/2 c. Chicken broth
305611	1 c. Apple cider
N/A	As needed: Roux

DIRECTIONS

1. Preheat oven to 375 degrees.
2. Place turkey breast between two sheets of plastic wrap. Using a meat mallet, pound the breast until it is uniformly thick. Be careful not to rip through the meat.
3. Generously salt and pepper both sides of the breast. Now lay the breast flat side down and top with the goat cheese, pressing the cheese into the meat to help it stick. Then top the goat cheese with the red currants.
4. Roll the breast into a log, starting with the narrow end. Tie the roulade (rolled meat) using butcher's twine.
5. Rub the outside of the roulade with the orange marmalade. Place on the baking pan and bake for approximately 45 minutes, or until a thermometer inserted into the center of the roulade reads 165 degrees.
6. Remove the roulade from the baking pan, cover with foil and let rest for 5 minutes. Next, add the broth and apple cider to the baking pan and bring to a simmer, scraping up browned bits. Add roux and let sauce reduce. Strain, reserve for service.
7. To serve, slice roulade into medallions, shingle on serving plate, garnish plate with sauce, red currants and thyme sprig.