

# GOURMET SANDWICHES

*Creative, Carefully Crafted Sandwiches  
are a Current Customer Favorite*

*upscale  
appeal*



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](http://WWW.SAVEUR.COM) AND [WWW.EPICUREOUS.COM](http://WWW.EPICUREOUS.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*