



Chef Jake
**THIS MAINES
MARDI GRAS
FOOD SHOW:
IT'S ALL ABOUT
WHAT'S NEW!**

*As you know, the theme of this year's
Maines Food Show is Mardi Gras!*

So you'll find plenty of Old World charm: the mystique and traditions of the Mardi Gras celebrations, the classic Creole and Cajun foods, and the music of historic New Orleans. But trust me when I tell you, this Show is really all about what's NEW, and what's hot NOW: innovative ideas, creative concepts, and products that capture all of the brightest and best of today's trends. I'll give you a few of my personal reasons why you should attend this year's Show but first, I'd like to share WHAT'S NEW!

NEW! THE CHEF DEMO QUARTER

Nothing has me more excited for the Food Show than the all-new Chef Demo Quarter. Move over French Quarter, this is where all the action will be! Six or seven chefs – including myself and fellow Maines chef, Eamon Lee – will hold on-going cooking demonstrations both May 11th and 12th. You'll see some of the exciting products available through Maines being worked with in a kitchen by professional chefs. We'll also show how to best present the finished dish, and of course, you'll be able to sample what we've cooked up! You can take a recipe and a product sheet from each demonstration to implement what you see back at your restaurant. The Chef Demo Quarter is yet another way we're working to make this Food Show full of useful, profit-boosting ideas for your business!

NEW! PRODUCT SHOWCASE

I'm equally "jazzed up" about all the new products that will be showcased at the Food Show. From on-trend desserts to taste-bud tantalizing appetizers, you'll discover more new items than ever before! This year, Maines has made it even easier to preview the latest and greatest items at the Food Show. We've created an engaging PowerPoint presentation highlighting the can't-miss items and vendors that will be on hand for you to explore. *Just ask your Account Manager for the presentation – which is conveniently loaded on a memory stick.*

My Top 4 Reasons
**YOU SHOULD ATTEND THE MAINES
MARDI GRAS FOOD SHOW**

Ok, I've already listed two really enticing, really NEW reasons to attend this year's Food Show. Here are three more to whet your appetite!

1 "Food Cost Fitness" Interactive Workshop

**Guest Appearance by Author and Restaurant Consultant, Jim Laube
Wednesday, May 11th at 3pm | Thursday, May 12th at 10am**

Mr. Laube works with independent restaurant operators who want *practical advice to improve their business management practices to build a more profitable restaurant*. He's hosting one interactive workshop, two times during the Show. Talk with your Account Manager and figure out the time that works best for you – you cannot miss the opportunity to learn from one of our industry's greats!



CHEF JAKE'S PLAN TO PREPARE FOR THE SHOW

One of the biggest mistakes you can make is attending a food show without a plan. A food show is not a passive event, you will need to participate to reap the rewards.

1. The first step in the plan is pre-ordering items with your Account Manager from March 18 - April 11. By doing this, you can focus on new products when you are on the Show floor.

2. Next you want to review and study pre-show information given to you by your Account Manager which includes:

- List of exhibitors
- Floor layout
- New products being shown
(ask your Account Manager for that memory stick!)
- Who is offering special pricing and allowances
- Your order history guide

3. Dress properly and wear comfortable walking shoes. This is absolutely critical: You will be walking and standing a lot!

4. While Maines will provide you with a bag, you may want your own: something durable, with a shoulder strap and several compartments. This makes it easy to carry product information and samples.

5. Bring lots and lots of BUSINESS CARDS! You want enough not only to give to any important contacts, but also to drop in all the fishbowls where exhibitors are giving things away.

SEE YOU SOON – MAY 11TH AND 12TH IS FAST APPROACHING! MAKE SURE TO PRE-REGISTER TODAY WITH YOUR ACCOUNT MANAGER.

2 Great Deals, Just For Maines Customers

Our partnerships with brokers and vendors allow us to pass on exceptional savings to you. At the Food Show, *additional case discounts, rebates, and incentives make it the perfect time to stock up on essentials* – and integrate some new and exciting items into your menu!

3 Excellent Networking and Resource Sharing

Where else can you find hundreds of your peers – fellow independent restaurant owners with the same goals as you – in one place? Take advantage of the Food Show to *share tips for success, and secrets for surviving as an independent restaurant owner* in today's competitive landscape!

4 Creative and Innovative Ideas

At the cocktail party you can see and learn many creative approaches to plating and presentations that you can implement.



ARCTIC CIRCLE BLACK COD

YIELDS: 1 Serving

095777	2 ea. Black Cod fillet, 4 oz.
370868	1 oz. Olive oil, extra virgin
340620	t.t. Salt
345631	t.t. Black pepper, café
097460	s needed: Napa Cabbage, sliced, for garnish
097579	1/4 ea. Orange bell pepper, quartered lengthwise and then julienne
See Recipe	4 oz. Wheat Berry Hash
See Recipe	3 oz. Orange Ginger Sauce

DIRECTIONS

1. Preheat oven to 375 degrees. Heat olive oil in an ovenproof saute pan on high heat. Season cod with salt and pepper and place in saute pan. Cook cod on 1 side until bottom is golden brown, approximately 5 minutes.
2. The transfer pan to oven and roast until fish is opaque, approximately 4-5 min.
3. To serve place wheat berry hash on serving plate and stack fish, crisp side up. Garnish with Napa cabbage and julienne pepper. Paint plate with orange ginger sauce and serve immediately.

ORANGE GINGER SAUCE

YIELDS: 2 cups

097737	1/2 c. Shallots, minced
097216	2 Tlb. Ginger, minced
096282	4 Tlb. Orange zest
N/A	2 c. White wine, dry
090030	2 c. Orange juice
015500	1 c. Heavy cream
000113	1 lb. Unsalted butter, cold, cut into pieces
304760	2 tsp. Soy sauce
340620	t.t. Salt

DIRECTIONS

1. In a heavy saucepan, combine the shallots, ginger, orange zest, wine and orange juice and bring to a boil. Reduce the heat to medium-low and simmer until reduced in volume by 2/3.
2. Add the cream and cook until reduced by 1/2.
3. Now whisking constantly, add the butter a little at a time, waiting until each is completely incorporated before adding the next piece. Continue whisking until the sauce is smooth. Add the soy sauce, and salt to taste
4. Now strain the sauce and reserve for service. Discard shallot mixture. Serve warm.

Recipe continued on page 26.