

# the dish

Fall / Winter 2020

## RED FOX HAND SANITIZER

New brand launches from alcohol  
beverage producers

## TAQUERIA SANTA BARBARA

New SB restaurant serves up delicious  
and authentic Mexican cuisine

## A STUDY ON FRENCH FRIES

A quarantine menu favorite

## DRIVING RESTAURANT TRAFFIC

## SEASONAL FAVORITES

Fall recipes you can take to go

PRESENTED BY  
*JORDANO'S*





# STANISLAUS

The "Real Italian" Tomato Company



Stanislaus Food Products | Modesto, CA | 800-327-7201



## Italian Roots California Grown



Corto Olive Co. | Lodi, CA | 888-832-0051

PRODUCTS YOU CAN TRUST  
FROM A FAMILY COMPANY YOU CAN TRUST.

# WELCOME TO

## the dish

I think it's fair to say that the world looks like a very different place since the last publication of The Dish was released back in early March; days before the state-wide shelter-in-place order was issued to help combat the spread of COVID-19. The foodservice sector has undoubtedly been amongst the hardest hit industries in the country. Since the shutdown, operators remaining able to stay open found themselves restructuring their existing business models to takeout or delivery only. Thankfully this past summer, restaurants felt some relief for their businesses by relocating their on-premise dining to the outdoors and following new social distancing and sanitation guidelines. However, sales are still lower from previous years.



In the words of novelist James Lane Allen, "Adversity does not build character; it reveals it." This pandemic has had a way of illustrating the resolve and steadfastness of operators, suppliers, and distributors (such as Jordano's) who have worked vigorously to keep businesses running despite logistical nightmares with fluid opening and closing directives.

It's this doggedness that we aim to showcase with stories like those from Prestige Imports distillery. When the chips were down and sanitizer shortages plagued the nation, Prestige Imports made it their duty to fill the gap. They pivoted their manufacturing to formulate and produce the much-needed Red Fox Hand Sanitizer brand to help slow the virus's spread.

You'll find encouragement from our spotlight customer at Taqueria Santa Barbara and how a widowed father of four achieved his American dream of owning a Mexican taqueria with his daughter's help. The only caveat, its grand opening ran simultaneously to a state-wide shelter in place order, and yet, they still persevered.

Read on to learn about innovations being made in the French fry industry as producers race to create a fry that holds freshness and crunch longer. A topic that has gained massive interest as the percentage of delivery and curbside takeout orders have skyrocketed this past year.

We recognize that it's not all good news, but these stories are what resonates with us as we continue to move forward. It reminds us to always look for the silver lining in any situation. While this year has had more than its fair share of obstacles, we couldn't be prouder of our partnerships and look forward to working together as an industry, community, and country.

Mike Sagraves

  
Vice President/General Manager  
Jordano's Foodservice







## **APPETIZERS**



## **ITALIAN**



## **MEXICAN**



## **ASIAN**



## **CHILI**

**Ajinomoto Foods North America makes it easy to menu the flavors of the world with premium frozen appetizers, handhelds, entrees, and sides. With trusted industry brands that save time and labor, our products meet the needs of every operation. Takeout, delivery and to-go options for your patrons.**

# TABLE OF CONTENTS

ISSUE NINE | FALL/WINTER 2020

06

## TAQUERIA SANTA BARBARA:

Father/daughter owners and operators, Lalo and Eva Umejido, open their new taqueria in downtown Santa Barbara despite the many obstacles facing the foodservice industry during the pandemic.

11

## PRESTIGE IMPORTS:

Beverage importer, wholesaler, and producer pivots part of its distillery to formulate and manufacture Red Fox Hand Sanitizer in an effort to ease shortages.

12

## DRIVING RESTAURANT TRAFFIC:

As dine-in restaurants reopen, consumer foot traffic is steadily rising and unease about eating out has started to slowly subside. We offer some insight on what consumers are looking for when choosing where to dine-in.

16

## A STUDY ON FRENCH FRIES:

Out of your entire menu available for takeout and delivery, there's one item that had better be good: your fries. Learn more about what's available and make an informed decision about what you offer your guests.

20

## TASTE OF THE SEASON:

Quick and easy seasonal recipes that can be offered as a family meal deal.







# TAQUERIA SANTA BARBARA

NEW LOCAL TAQUERIA BUSINESS GROWS WHILE FACING MANY CHALLENGES FROM THE PANDEMIC

By Lynn O'Neill

Those who aspire to chase their dreams are often required to take a leap of faith to make them a reality. For father and daughter restaurant owners, Lalo and Eva Umejido, this leap was two-fold when they opened their new restaurant, Taqueria Santa Barbara, amid the pandemic shutdown.

When Lalo moved his family to Santa Barbara in the 1990s, he and his wife wanted to open an authentic

taqueria in their new hometown. As a newly immigrated family from Mexico, Lalo lacked the financial backing required to open a restaurant and had to place his aspiration on the proverbial back burner while focusing on other business endeavors.



Sadly, Lalo's wife passed away seven years ago, and in her absence he knew it was time to get serious about opening their restaurant. "With the help of my daughter, Eva, we were able to achieve this dream of running our own Taqueria in Santa Barbara." After twenty years of hard work and planning, Taqueria Santa Barbara opened for business in March of 2020.



## STAYING THE COURSE

Much to the Umejido's dismay, the restaurant's grand opening came concurrently with a statewide stay-at-home order issued to combat the coronavirus pandemic. "We were like,

'Should we wait until COVID-19 blows over? Or should we open?'" said Eva. "We just said, 'Well, we've already waited so long. Let's open and see how it goes.'"

"Even with everything against us, we decided to continue with the opening, and the date turned out to be ideal, as it allowed us to start opening little by little," said Lalo. Following all the city's new guidelines for personal and business safety, Taqueria SB's staff went to work by making their menu available "to-go" for their customers. The slower foot traffic allowed them to work through unforeseen challenges that every new business will experience, making them more prepared for when they're fully operational.

Thankfully the simplicity of their tasty menu made the transition to takeout manageable. "Taqueria SB has a short menu; it's not extensive or complicated," said Lalo. "We have six different styles of meat, offering fresh, high-quality options that are an easy, convenient, and delicious experience for the customers."

Should we wait  
until COVID-19  
blows over? Or  
should we open?



The menu is an enjoyable mix of popular American staples of Latin cuisine (tacos, burritos, quesadillas) and includes items not typically seen outside of Mexico.

Ingredients used are authentic and fresh, sourced through local businesses, including Jordano's Foodservice. Lalo and Eva have continually worked closely with JFS account executive, Omar Quezada, to acquire their kitchen's needs. "Jordano's and Omar Quezada's guidance have been an important key to maintaining our restaurant inventory," said Lalo. "They have been helping us with the development and growth of the business."

### TOP MENU PICKS

"The house favorite is anything al pastor," remarks Eva. Richly marinated and spit grilled, the al pastor is prepared and served with sliced pineapple on handmade tortillas. Guests can enhance the dish's flavor by pairing it with Lalo's tangy pineapple salsa or with the salsa verde – a recipe from Eva's late mother.

A portion of the menu also features fajita-style alambres prepared with bell peppers, onion, and Chihuahua cheese and served with homemade tortillas on the side. Each signature alambre dish is charmingly named after local destinations that reflect the recipe's base ingredient. The "State Street" is a mix of asada, tocino (bacon), and jamon

(ham), while the Santa Rosa is camarones (shrimp).



Guests wanting to take their taste buds on a bigger adventure need only to explore the "Specials"

menu. The "Torta Cubana" is a fast-growing favorite. The Mexican-style sandwich uses three different types of meat, including al pastor, asada, and milanesa, packed with plenty of Chihuahua cheese and served on a soft telera roll. If you love meat, then this is a must-try.

Despite the carne-heavy menu, vegetarians need not shy away from eating at Taqueria SB. Many of the recipes have a vegetarian option available, and they won't want to miss out on tasting the traditional indigenous dish of "Bombas de Frijoles"! This sweet bun dish filled with beans and cheese can be enjoyed on its own or as a savory dessert.

### SETTING UP FOR SIT-DOWN

Happy that they were able to open, Eva was still a bit disappointed that guests initially were only able to order for takeout.

"I wanted people to try our food fresh, directly from the kitchen to the table, instead of as takeout," said Eva.

Thankfully, a new city ordinance has allowed them to set up a clean outdoor dining area on their terrace, complete with umbrellas, chairs and tables that create a comfortable culinary experience. Moving the Taqueria SB dining outdoors has the benefit of placing them in the direct sights of passerby, establishing a greater visual presence in the community.

"It has been an extremely hard and challenging project but not impossible. I am very happy to experience the American dream, and I know that all dreams can come true with hard work," adds Lalo. "We invite all diners to come and visit our location to try our authentic Mexican taqueria cuisine."

Taqueria Santa Barbara is located at 1213 State St. Ste. A, Santa Barbara, CA 93101, directly across from the Granada Theatre.

Guests wanting to take their taste buds on a bigger adventure need only to explore the "Specials" menu.







## The Ingredients to Satisfy Any Appetite

# 40+

Roland Foods sources from over 40 countries.

# 350+

We partner with over 350 global suppliers.

# 1500+

Our ever-growing assortment includes over 1,500 items such as basmati rice, curry powder and coconut milk.

Scan QR code to view our catalog



or visit our website on [rolandfoods.com](http://rolandfoods.com)



Basmati Rice 11 LB  
# 13508



Curry Powder 1 LB  
# 15951



Coconut Milk #10  
# 3868



Coconut Milk 13.5 FL OZ  
# 3870

# Roland®

Since 1934

©2020 Roland Foods, LLC /// [hello@rolandfoods.com](mailto:hello@rolandfoods.com) • 800.221.4030



## ***THE CHEFS***

at Ken's spend their days crafting delicious dressings, sauces and recipes. It's all they do.

They currently have 202 flavors, including 18 kinds of Ranch. What's the next Sriracha? We've got a guy working on that right now. Ken's will create flavors for you that are loaded with off-the-chart tastiness and will keep customers coming back for more.

**We're available everywhere.  
Just ask.**

*A few thoughts on flavor.  
Like, 202 OF  
THEM.*

*Ken's is always thinking up new flavors.  
And new ways to use them.*



---

Get a taste of what's to come at [kensfoodservice.com](http://kensfoodservice.com).

---

**KEN'S**  
A Family Owned Company®



# PROVEN **SOLUTIONS** AT YOUR FINGER TIPS

[www.oceanspraysolutions.com](http://www.oceanspraysolutions.com)



## Ocean Spray® BarPac™

- Core suspensions for accounts serious about selling great tasting cocktails
- Ready to fit into the speed rail
- Comes with a bar spout in every case
- Log on to the website for proven cocktail recipes for all Ocean Spray juices

◀ **Perfectly Balanced**  
Tart & Sweet

**Core Group Sales - 909.438.2626**



# FROM ALCOHOL TO ANTISEPTIC



## DISTILLERY SHIFTS PRODUCTION TO CREATE RED FOX HAND SANITIZER TO HELP MEET DEMAND

By Lynn O'Neill

Prestige Imports LLC. never expected to be in the hand sanitizer business at the start of 2020, but in the face of a global pandemic, the importer, wholesaler, private label and brand owner of alcoholic and non-alcoholic beverages pivoted a part of their manufacturing to help fill in the gap with shortages.

A representative from Anheuser-Busch first suggested the production changeover. Prestige Imports saw the pivot as an opportunity to provide real help during the COVID-19 crisis. They had the trucks, they had the capacity, and they had the equipment to provide an essential product in great demand throughout the country.

"When the virus first hit and ultimately resulted in the closure of bars and restaurants, we began looking into how quickly we could start making hand sanitizer," said Steve LaVara, a representative at Prestige Imports. "We knew we could already source the alcohol from the same suppliers we bought our alcohol to make spirits from and began bottling our formula in the 1.75-liter bottles we already had on hand for our well-spirits line."

### THE RED FOX FORMULA

Following guidelines set by the FDA, CDC, and WHO, Prestige Imports converted alcohol products to 80% alcohol hand sanitizer, and also took the extra step of adding reverse osmosis water and denaturing the formula to create a more pleasing aroma. Production for the sanitizer began in early March from their Dehner Distillery in Clive, Iowa, and branded as Red Fox Hand Sanitizer. "From there, we were making as much hand sanitizer daily as we could and selling it just as fast as we could make it," said LaVara.

Immediately Red Fox was being transported to industries all over the U.S. that were in great need of hand sanitizer. Truckloads of the Red Fox product got delivered to schools, retail outlets, government buildings, offices, and of course, their spirit distributors.

### RED FOX INCREASES ITS REACH

To help get the Red Fox brand out to the public, Prestige began looking to full-line distributors and reached out to Jordano's to carry the Red Fox label. Fully aware of the spike in demand for sanitizing products, Jordano's added the Red Fox Sanitizer to our inventory of personal protective equipment products. "By partnering with Jordano's, we can keep a consistent supply of our high quality, cost-effective hand sanitizer to the California market," said LaVara.

As the fight against COVID-19 has progressed this last year, other distillery producers have introduced similar hand sanitizing products, but over time had reverted to making alcohol due to capacity restraints. With a bit of foresight, Prestige Imports made room for the production of its new sanitizing line. "At first, we converted our well spirits line to bottle our hand sanitizer to get Red Fox up and running quickly," said LaVara. "It then became apparent that this pandemic wasn't going away anytime soon, so we began adding bottling lines to the distillery to allow us to keep up with the demand for both our spirits and our hand sanitizer."



Red Fox® 80% topical solution antiseptic hand sanitizer comes ready-to-use in 6 packs of 1.75 L. and available for purchase at Jordano's Foodservice. (JFS item #22452)

# DRIVING RESTAURANT TRAFFIC



## IN A POST-COVID WORLD

Much of the news lately has been focused on the world opening up and “getting back to normal.” As you walk or drive around your neighborhood, there may even be times that you think to yourself, “Wow, it feels like a normal day.”

While that may be comparatively true, the continued presence of face mask reminds us that things aren't quite back to normal yet. As the situation continues to evolve the majority of restaurant traffic is still for pickup or delivery, with only 12% of consumers dining in.

That number is increasing, however, while unease about eating out has started to subside. And make no mistake, consumers want to eat out. In a survey we ran, 45% of consumers say they missed dining out at their favorite sit-down restaurants, a response that scored higher than options like meeting friends and family members at their house and going to coffee shops.

But as consumers start to eat out again, how do you drive them to your operation? Last year, as part of the PULSE Report series which covers operator sentiment and opinions in the industry, it took a deep dive into traffic drivers. How are operators already driving traffic? What works and what doesn't? What promotions and tactics are operators most interested in? With many of these issues top-of-mind right now, we're looking at some of that PULSE data combined with some insights from Datassential's COVID-19 research to

understand how restaurants, supermarkets, and other segments can drive consumer traffic to their businesses and come back even stronger.

### TRAFFIC MATTERS -- AT ANY PART OF THE DAY

It may not be earth-shattering news to find out that customer traffic matters to operators – after all, it's kind of difficult to run a successful business without customers. But increasing traffic takes up a lot of resources even when operators aren't in the middle of a pandemic. In fact, last year 42% of operators reported that they put a lot of time, energy, and money into driving traffic, a number that increases to 47% for restaurant and retail operators.

That doesn't just mean at the core meal times, either: operators are specifically trying to drive traffic in off-peak times. When we asked operators about a range of promotions that might drive traffic, the top option they selected was “lowering prices to

**OPERATORS ARE SPECIFICALLY TRYING TO DRIVE TRAFFIC IN OFF-PEAK TIMES.**







drive traffic on slower days or times.” Over a quarter of operators overall were interested in that tactic and 35% of retail operators (like supermarkets) said the same thing.

That’s even more important right now when huge groups of customers rushing into a restaurant or supermarket at peak times can be downright dangerous. Some customers are already flattening out the daypart curve on their own. According to our recent COVID-19 research, over a third – 35% – of consumers say they’re avoiding eating out at peak busy times. Restaurants can further flatten the daypart curve by helping consumers understand when those busy peaks are by using options like apps and websites to show how busy their operation is at any given time.

### THE RIGHT COMBO

According to the research, operators say that combo pricing works better than any other type of promotion for driving traffic. In total, 42% of operators offer some type of combo pricing and the vast majority of operators have stuck with these combo offerings for years. Combo meals and value-driven pricing are only likely to become more important due to consumer cutbacks in spending as we navigate a worldwide recession.

COVID-19 won’t just impact pricing and deals, but also the types of options available in combo meals. Restaurants across the country have been offering family meals for delivery during the pandemic and could begin including those as part of dine-in combos in the future: buy one meal for dine-in right now and get another for takeaway to enjoy for lunch or dinner the next day. Those types of combos

## COMBO PRICING WORKS BETTER THAN ANY OTHER TYPE OF PROMOTION FOR DRIVING TRAFFIC

Combo meals and value-driven pricing are only likely to become more important due to consumer cutbacks in spending as we navigate a worldwide recession.

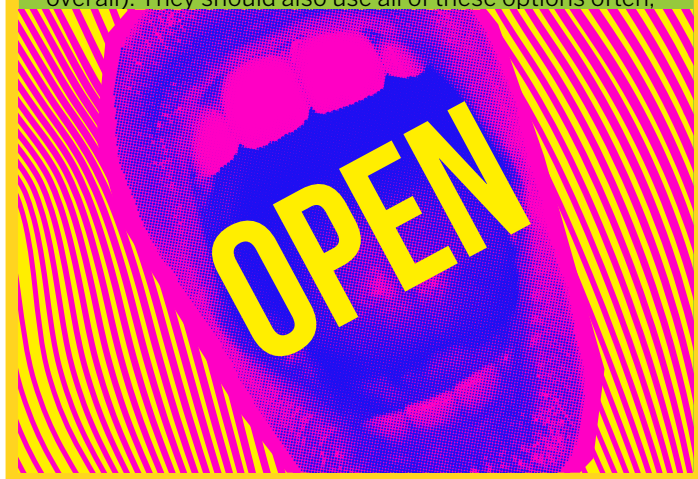
could resonate with consumers who still aren’t going to restaurants quite as often as they might have pre-COVID.

### GET THE MESSAGE OUT

Operators today have a wide range of options to get their marketing messages out and drive traffic, but the option they use the most is social media. In fact, over half of operators say they use social media, followed by email lists (32%), loyalty programs (31%), and traditional advertising (30%).

Using the wide range of messaging options will only be more important in the months ahead. Consumers report that they’ve had trouble getting correct information about operators during COVID, particularly with new policies and regulations changing so quickly. New hours, menu changes, expanded delivery areas, reopening dates, safety procedures – it’s a lot of information for consumers to track down.

Operators should use the wide range of messaging platforms available to make sure existing and potential customers are up-to-date on the latest information, starting with email (consumers’ preferred method overall). They should also use all of these options often;



## THE TOP TRAFFIC DRIVER IS...

At the end of the day, what do operators say is the top traffic driver to their operation? Is it tasty food? A well-known brand? Location, location, location? Actually, 84% of operators say that the friendliness of their service is what drives traffic to their operation. It all comes down to the people.

That's more true than ever before. When we asked consumers what will cause them to spend more money at restaurants as social distancing is eased, we expected them to say that they missed socializing with their friends and family, or were craving particular foods. But the top option, chosen by over a third of consumers, was wanting to help restaurants recover, which really comes down to the people that are on the other end of that support.

To drive traffic and come back stronger than ever, operators should let customers know how much their support means. Keep up that friendly, personal service, which can make all the difference when the world still



feels a little scary and unsafe. Many operators have made new connections with their local community and customers in the past few months; those connections can continue to grow stronger as customers start to dine in again.

## THE FRIENDLINESS OF SERVICE IS WHAT DRIVES TRAFFIC.

Source: Mike Kostyo for SmartBrief

## Make Takeout Stand Out

DELICIOUS CHOICES FOR CURBSIDE,  
TAKEOUT AND DELIVERY



OFF-PREMISE  
DINING IS  
SURGING

Drive-thru +40%  
Pickup/Delivery +34%  
In-store +27%<sup>1</sup>

Today, maintaining a strong takeout and delivery service is more important than ever. Count on us to help keep your to-go business going with in-demand everyday buns and profit-driving premium buns.

 **FlowersBakeries**  
FOODSERVICE

[www.FlowersFoodservice.com](http://www.FlowersFoodservice.com)

© 2020 Flowers Bakeries Foodservice

<sup>1</sup> Technomic's Foodservice Impact Monitor  
12th Edition—w/e June 5, 2020

## We've Got You Covered!

Your dependable resource  
for sanitary foodservice  
disposables



**hoffmaster®**  
*Color • Fashion • Design*

Hoffmaster Group, Inc.® • 2920 N. Main St. • Oshkosh, WI 54901  
[www.hoffmaster.com](http://www.hoffmaster.com) • 1.800.327.9774



# GOOD BREAD IS TOO PRECIOUS TO WASTE



In the United States, is estimated that restaurants generate **22 to 33 billion pounds** of food waste each year. Make an impact on your business by reducing food waste. There are plenty of delicious ways to give new life to your day-old bread. Here are a few ideas using our La Brea Bakery French Baguette.

## DAY 1

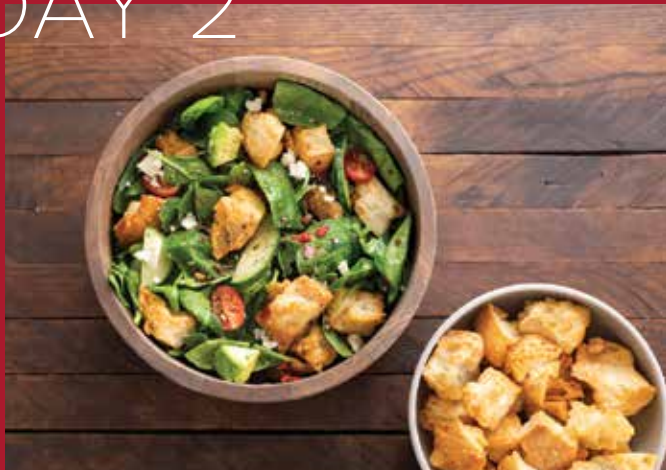


### BAHN MI SANDWICH

Vietnamese Style Grilled Chicken with Sriracha Aioli, Pickled Jalapenos and Cilantro.



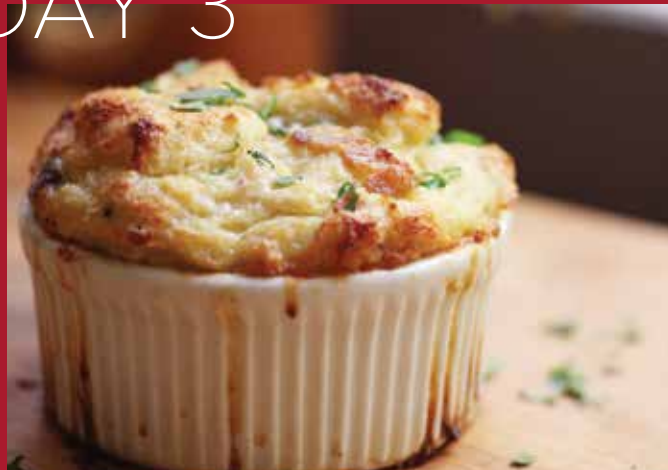
## DAY 2



### SALAD CROUTONS

Cube bread, toss it with olive oil, garlic powder, salt, and bake.

## DAY 3



### SAVORY BREAD PUDDING

Applewood bacon, whole chestnuts, and Italian parsley.

# STUDY: FRIES BECOMING EVEN MORE IMPORTANT DURING PANDEMIC



**If you're interested in keeping off-premise customers coming back during the pandemic, there's one menu item that had better be good in delivery and takeout: your fries.**

**With the stress brought on by the coronavirus crisis, Americans are hungry for comfort foods and fries are at the top of the list. According to recent research from The NPD® Group:**

- Fries remain America's #1 side dish across all age groups
- Fries are growing in importance on delivery menus faster than any other item
- Fry servings at delivery are up +81% versus 2018
- Fries are among the top 2 menu items served in QSR in every mode of service (delivery, takeout, dine-in and drive-thru)
- Fries are among the top 3 menu items served in casual dining every mode of service (dine-in, delivery and takeout)

This is good news for operators hit hard during COVID-19. Fries are a low-cost food item with high perceived value, so very profitable to offer. And because they're one of the few things patrons can't make themselves at home (at least, not well), cravings for restaurant-quality fries drive traffic and off-premise orders.

## OFF-PREMISE FRY ORDERS ARE UP BECAUSE OFF-PREMISE FRIES ARE GETTING BETTER

Until the last few years, fries for delivery and takeout were almost always a disappointment for customers. Packed into steam-trapping plastic or Styrofoam containers with other hot items like burgers, fries often arrived soggy and limp at their final destinations.

But that's changing.

New products like Simplot Conquest® Delivery+™ fries offer operators record hold time—a remarkable, industry-leading 40+ minutes—thanks to an innovative, starch-based clear coating that stays crisp.

**NO MORE SOGGY  
FRIES THANKS TO  
AMAZING NEW  
INNOVATIONS IN  
COATINGS.**

What's more, Simplot Conquest® Delivery+™ fries can be reheated at home. Just 20 seconds in a microwave brings back fresh-from-the-fryer flavor and texture. And they're versatile enough to work well as a dine-in fry, too, so operators don't have to stock an additional fry solely for off-premise.

Another factor adding the improvement of delivery fries: Operators are getting better at packing fries for the road. Many have opted to use vented paper and cardboard containers that retain will heat while letting steam escape.

Lamb Weston's CrispyCoat™ Crispy On Delivery® revolutionary even-batter coating extends hold time and maintains its crispiness up to 30 minutes when using vented packaging.





## OFF-PREMISE ISN'T GOING AWAY ANYTIME SOON, SO CHOOSE FRIES WISELY



In April 2020, 58% of restaurant meals (and 70% of fries) were eaten at home.\*\* Given the lockdown in much of the country at that time, this might not surprise you.

But now that consumers have had a taste of the off-premise experience, their desire to enjoy restaurant meals outside of restaurants is showing signs it will continue long after the pandemic ends.

### CONSIDER THESE RESEARCH FINDINGS:

- 56% of consumers have now tried 3rd party delivery sites and apps@
- 40% say they're likely or very likely to continue getting restaurant orders delivered\*
- 48% say they're likely or very likely to continue getting restaurant orders via carryout\*
- Nearly 1 in 3 plan on eating inside restaurants less

"Once we condition ourselves to these behaviors, they will not go back to previous norms," says David Portalatin, NPD's national food and beverage analyst. "It's reasonable to assume that these behaviors will remain at higher levels."

## THE OPPORTUNITY IN OFFERING FRIES FOR TAKEOUT

While the inclusion of fries in takeout orders is up 8% since 2018, fries are still under-penetrated in this mode of service: only 27% of fries orders were eaten via takeout compared to 53% of all food orders in April 2020.\*\* This gap spells opportunity for operators with a fry that performs well off-premise.

To increase your takeout fry orders, be sure to feature fries prominently in your online ordering platform.



## LEAD WITH FRIES, THE MONEY WILL FOLLOW

If fries continue to be popular and off-premise ordering continues to grow (both are likely), it'll be absolutely essential for operators to offer fries that perform as well at home as they do in the restaurant. It's not just a matter of taste anymore. It's a key to survival.

\*\* The NPD Group/CREST®, April 2020  
@ Datassential, 2020

\*Technomic Foodservice Monitor 10th Edition, May 22, 2020

Source: <https://simplotfoods.com/blog>

**WANT CRISPY FROM DOOR TO DOOR?  
CONTACT YOUR JFS ACCOUNT EXECUTIVE FOR MORE DETAILS.**







**WE MASTER  
THE SMOKE.  
YOU MASTER  
THE MENU.**

Go beyond traditional barbeque. Mix up your menu with AUSTIN BLUES® Smoked Meats. Slow smoked over real hardwood, our meat is always consistent, always flavorful, and always ready for you to take to extraordinary places.



IDEAS THAT DELIVER



**SMOKE THE COMPETITION: HORMELAUSTINBLUES.COM**

# OUR BRANDS, ALL IN THE FAMILY.



The Tyson Foodservice family of brands include some of the industry's leaders in poultry, beef, pork, prepared foods and bakery. Learn more at [Tysonfoodservice.com](http://Tysonfoodservice.com).

©2018 Tyson Foods, Inc. Trademarks and registered trademarks are owned by Tyson Foods, Inc. or its subsidiaries, or used under license.





**HANDI-FOIL OF AMERICA®** has been bringing you state of the art designs and superior customer service for over 30 years.

With over 300 sizes, we offer a complete line of high quality merchandise to cater to your customers' needs.

**HFA inc.®**  
**Handi-foil of America**

[www.handi-foil.com](http://www.handi-foil.com)

847-520-1000

Made in U.S.A.





## TAKING SEASONAL FLAVORS “TO-GO”

The family-style meal may not be the most innovative business tactic in consumer dining, it has however, been proven an effective strategy in the wake of the pandemic. Operators are quickly adopting the practice in efforts to help bridge sales gaps due to on-site dining limitations. As we move through the fall and winter season and cooling

temperatures, out-door dining options will become less palatable, still consumers will be looking for food options to satisfy small group gatherings.

To help get you inspired, Jordano's has curated a seasonal menu for family takeout.

# TURKEY DINNER YOU CAN HOLD IN YOUR HAND



### CRANBERRY STUFFED TURKEY BURGER

Prep Time: 15 minutes | Cook Time: 25 minutes

#### INGREDIENTS

##### BURGERS:

2 pounds ground turkey  
1 teaspoon dried rubbed sage  
1 teaspoon dried thyme  
1 teaspoon salt  
½ teaspoon pepper

##### FILLING:

2 cup cranberries  
½ cup orange juice  
2 tablespoon sugar  
salt to taste

#### DIRECTIONS

In a medium bowl combine turkey, sage, thyme, salt and pepper until evenly combined and set aside.

In a medium saucepan combine cranberries, orange juice and sugar, cover and let boil, stirring occasionally, until cranberries burst and sauce thickens (about 8-10 minutes). Season with a pinch of salt. Let the sauce cool a bit then form burgers.

Separate turkey into 16 even balls. Flatten each ball of turkey, scoop 1 heaped tablespoon of the cranberry filling onto 8 of the patties. Top each one with another patty and pinch the outside to create a larger patty.

Place a skillet over medium high heat and add a little oil to the pan. Cook the burgers for 4-5 minutes per side until they are cooked through.

Pull off grill, garnish with lettuce and serve either on its own, with choice of bun, or on a roasted sweet potato “bun” (as shown).

Source: [www.littlebitsof.com](http://www.littlebitsof.com)



## APPLE & BRUSSELS SPROUTS SLAW RECIPE

Prep Time: 15 minutes | Cook Time: 25 minutes

### INGREDIENTS

#### SLAW:

1/3 cup chopped raw pecans  
1 pound Brussels sprouts  
1 green onion thinly sliced  
1 large Gala apple julienned  
1 tablespoon minced fresh rosemary

#### DRESSING:

2 tablespoons fresh lemon juice  
1 garlic clove finely grated  
1 1/2 teaspoon agave nectar  
(or honey - not vegan)  
1 teaspoon Dijon mustard  
1/4 teaspoon kosher salt  
1/4 teaspoon ground pepper  
2 tablespoons extra virgin olive oil



### DIRECTIONS

**The dressing:** In a small bowl, whisk together the lemon juice, garlic, agave nectar, Dijon mustard, salt and pepper. While whisking, slowly pour in the olive oil. Set aside.

**The Slaw:** In a small skillet set over medium heat, toast the pecans until light golden brown. Watch carefully so they don't burn. Allow the nuts to cool.

Trim the ends off of the Brussels sprouts and peel away any wilted outer leaves. Using the slicing blade on a food processor, shred the Brussels sprouts. Alternatively, thinly slice with a sharp chef's knife.

In a large bowl, combine the shredded Brussels sprouts, green onion, apples and rosemary. Add the dressing and toss to coat. Serve.

Source: [www.cookincanuck.com](http://www.cookincanuck.com)



## SWEET POTATO FRIES

Prepare Sweet Potato Fries according to the manufacturer's directions.

### LAMB WESTON

**#40261** SWEET THINGS® FRIES SWEET POTATO TRIM STEALTH COATED 3/8"X1/4" 5/3 LB.

**#40262** SWEET THINGS® FRIES SWEET POTATO 5/16" SWEET THINGS 5/3 LB.

**#40263** SWEET THINGS® FRIES SWEET POTATO 1/4" PLATTER 5/3 LB.

**#40264** SWEET THINGS® FRIES SWEET POTATO 3/8" RIB CUT SEASONED 3/5 LB.

**#40267** SWEET THINGS® FRIES SWEET POTATO WAVELENGTH X-LONG 3/5 LB.

**#40464** SWEET THINGS® FRIES SWEET POTATO CRISS CUT SEASONED 5/3 LB.

**#40512** SWEET THINGS® POTATO SWEET TATER PUFFS MINI 6/2.5 LB.

### MCCAIN

**#40265** HARVEST SPLENDOR® FRIES SWEET POTATO 3/8" 6/2.5 LB.

**#40269** HARVEST SPLENDOR® FRIES SWEET POTATO 5/16" 6/2.5 LB.





# Delivery solved.

**NEW! CONQUEST® DELIVERY+™ FRIES WITH 40+ MINUTE HOLD TIME!**

## Unbeatable:

Stays crisp and delicious for 40+ minutes after cooking



## Versatile:

Use as your primary fry for both on- and off-premise customers



## Profitable:

Extra Long Fancy length fills containers and plates with fewer strips



## Satisfying:

Crisp on the outside, fluffy on the inside with great potato flavor



## Reheat-able:

Tell customers to microwave at home for 20 seconds to restore temperature and crispness



**#40103 Conquest®  
Delivery+™  
Straight Cut Fries**



# READY TO GO™



## CLEAN SMARTER...CLEAN BETTER

### GLASS & MULTI-SURFACE CLEANER

- For Windows, Glass, Mirrors, Tile & more
- Removes Smears, Smudges & Soil
- Streak Free Shine
- Fresh Breeze Scent

**#22177, 6/32 OZ.**

### ALL PURPOSE CLEANER W/ BLEACH

- For Restrooms, Showers, Kitchens, Counters, Grout & more
- Cleans & Deodorizes
- Removes Soap Scum, Stains, Mold & Mildew

**#22340, 6/32 OZ.**

### MANUAL POT & PAN DETERGENT

- Highly Concentrated
- Cuts Grease & Food Soils
- Long Lasting Suds
- Floral Scent

**#22268, 6/38 OZ.**

### ALL PURPOSE CLEANER & DEGREASER

- For Cleaning Hard Non-Porous Surfaces
- For Walls, Tables, Equipment & more
- Removes Dirt, Grease & Stains
- Zesty Lemon Scent

**#22327, 6/32 OZ.**

### OVEN & GRILL CLEANER

- For Ovens, Grills, Hoods, Fryers & more
- High Foaming Formula
- Tough on Grease, Food & Soils

**#22360, 6/32 OZ.**

### NO RINSE SANITIZER

- For Industrial & Institutional Use
- Fragrance Free
- For Use on Food Contact & Non Food Contact Surfaces

**#22344, 6/32 OZ.**

### CITRUS NEUTRAL DEGREASER

- For General Cleaning & Hard Surfaces
- Removes Grease, Dirt, Oils & Grime
- Natural Citrus Oils
- Pleasant Citrus Scent

**#22178, 6/32 OZ.**

### STAINLESS STEEL CLEANER & POLISH

- Cleans, Polishes & Protects
- Removes Fingerprints, Residue & Grease
- Bright & Clean Finish
- Repels Dust & Dirt

**#22377, 6/32 OZ.**

### DISINFECTANT SPRAY

- One Step - Virucidal
- Ready To Use Germicide
- Cleaner, Disinfectant & Deodorant

**#22347, 6/32 OZ.**



**JORDANO'S**

AMERICA'S  
FAVORITE  
KETCHUP FOR  
**150**  
YEARS



**GROWN.  
NOT MADE.**

## OUR TASTY TOMATOES

Henry J Heinz, a true pioneer in the food world, started breeding tomato varieties in 1934. Since then, our proprietary blend of HEINZ tomato seeds has improved year after year. Growing a redder, thicker tomato than you will find in grocery stores.

Now, the HEINZ tomato is world renowned for its unequaled texture, giving HEINZ ketchup the thick rich flavor you know and love.



## GROWN BY TOMATO SPECIALIST

Each step in the tomato-growing process is monitored by HEINZ Tomato Masters: Seven of the world's foremost experts on ketchup tomatoes at the highest standard of quality – because the ketchup on your table is only as good as the tomato it comes from.

**KraftHeinz**  
FOODSERVICE