

ISSUE 1, 2021 // GFS.COM

foodscape™

*The summer
is ripe for
seasonal
produce and
time-saving
measures*

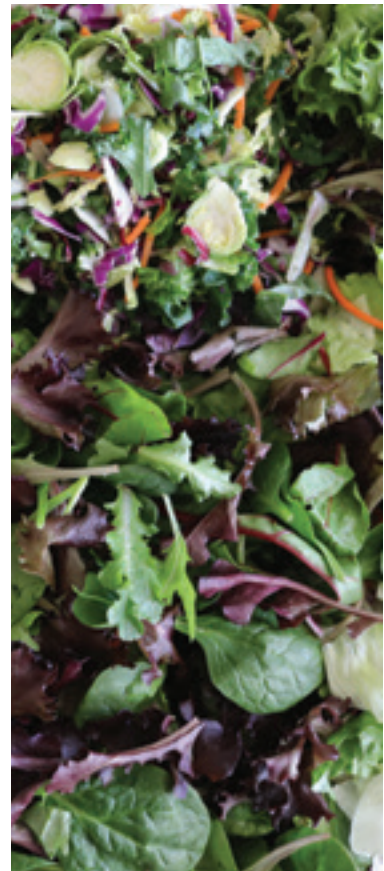
**ON-TREND
RECIPES**
YOUR
DINERS
WILL
LOVE

Gordon®
FOOD SERVICE



READY-SET-SERVE. FRESH NEW LOOK, SAME INNOVATIVE PRODUCTS.

When we created Markon's Ready-Set-Serve®, it was the first pre-prepped, table-ready brand created specifically for foodservice. This product line has evolved to more culinary-focused, value-added fruits and vegetables, and packaging is evolving along with it. Ready-Set-Serve provides the flexibility to elevate your craft, to offer more. More flavor, more expression. More of the bold, inspired, outside-the-menu creations you're looking for. Because with Markon, you not only get premium farm-to-table produce, you'll also get inspiration, innovation, and transparency. All so you can do what you do best.



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A smaller menu provides flexibility and profit control.

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foodscape™

Welcome to Foodscape, covering the vast landscape of foodservice in a way that meets today's hectic pace. It's all about exploring the things you love and addressing your challenges. Stock up on ideas for special ingredients, innovative dishes and creative preparation. Set the table to deliver a better guest experience, staff efficiency and business growth. From the back of the house to the dining room, out the door and beyond, Foodscape helps you find new horizons.

Stay connected with
Gordon Food Service®



gfs.com/ideas

Plan for Success

UPCOMING DATES AND EVENTS

AUGUST

Back to School Month

Help families adjust to busy work and school schedules with take-home meal kits and comfort-food menu items.

02 National Ice Cream Sandwich Day

Create custom treats with a cold scoop between cookies and rolled in chocolate chips or sprinkles.

08 International Beer Day

Say cheers with local favorites paired with light snacks or appetizers.

31 Eat Outside Day

Invite guests for patio specials as summer winds down.

SEPTEMBER

04 International Bacon Day

Need an excuse to feature bacon? Breakfast side, on potatoes, salads, sandwiches, burgers, pizza or even on maple iced doughnuts.

06 Labor Day

Help guests by taking on the kitchen work with takeout barbecue, or break out the checkered tablecloths and host an in-house cookout.

08 International Eat an Apple Day

It's harvest time, so menu them at their flavorful best.

29 Coffee Day

Brew something special for your guests and don't overlook scones, muffins or other small bites.

OCTOBER

04 World Taco Day

If you haven't added birria tacos to the menu, what are you waiting for?

09 International Beer & Pizza Day

Feature local brews and personal pizzas. Don't overlook the takeout pairing possibilities.

11 Columbus Day

Chart a course for adventure with crostini apps, Italian fare, or sail the ocean blue with a seafood specialty.

16 World Food Day

Tout your local, clean-label or earth-friendly program. Ask about Clear Choice options.

31 Halloween

Make mask-wearing cool again. Offer a special treat to guests who dress in costume.

UPCOMING SHOWS

Attend our Gordon Food Service Show in-person this year. Get culinary and operational insights, speak with suppliers and our team of experts, sample foods and attend seminars. Register for your show at gfs.com



AUGUST 25

Palm Beach (Florida) Show
Palm Beach County Convention Center

SEPTEMBER 1

Columbus (Ohio) Show
Greater Columbus Convention Center

SEPTEMBER 15

New England Show
Rhode Island Convention Center, Providence

SEPTEMBER 29

Texas Show
NRG Center, Houston

OCTOBER 5-6

Grand Rapids (Michigan) Show
DeVos Place

OCTOBER 13

Louisville (Kentucky) Show
Kentucky Exposition Center

OCTOBER 27

Mid-Atlantic Show
York Expo Center, York, Pennsylvania



Think Shrink for Menu Flexibility

Find your balance to build sales and maximize cost control.

In a business fixated on growth, “shrink” can’t be good. Think again. A smaller menu can provide more flexibility and protect profits during times of rising or unstable pricing.

The summer season is a great time for menu management. People are busy, and a menu with fewer, simpler options allows them to choose quickly. It also eases the load on your kitchen, which may be affected by labor shortages.

It’s time to think like a food truck—present a craveable menu built around fewer items that can be cross-utilized on the menu. The longer the menu,

the more costly it is to maintain. More dishes mean more products, larger storage capacity, extra kitchen skills and a bigger staff. Reducing any of those can offset food costs.

Don’t forget about your brand

Menu changes shouldn’t come at the expense of your brand. It requires an understanding of your customers. Do guests want more fresh choices, local flavors, global options? Define your menu based on expectations of your position in the marketplace.

The pandemic had a huge impact on the availability and price of certain products. Seasonality also affects pricing and your profitability on menu items. Act deliberately. What looks

like a bargain during the middle of the July growing season may be a burden in winter. Here are some decision-making tips:

- Create dishes with flexibility in mind—sides of fresh greens in summer, root vegetables in winter.
- Use limited-time offers to promote items when they are available and profitable.
- Consider frozen products for price-sensitive items to stabilize costs.
- Incorporate pre-cooked, pre-sliced or other value-added products to save time.

Build menu flexibility smartly

Everything starts with your core menu—the basic items that determine your brand. Your menu can always change, but every change requires serious consideration. Simply reacting to hot trends may feel like a flexible menu, but it only works if the changes enhance your brand.

For example, if you menu a regular chicken sandwich and want to add a Nashville hot chicken sandwich option, there's a lot to consider. Ask yourself:

- Does it fit my brand?
- Will it satisfy customer demand?
- Will it take more labor?
- Can I also use the hot chicken in a salad or other entrée?

By making the right choice of products it's possible to find menu solutions that fit your needs without hurting your bottom line.

Re-evaluate your recipes

A smaller, flexible menu works best when recipes are carefully managed. Jean-François Houde, Executive Chef of Restos Plaisirs in Quebec, says menu optimization starts with the recipe book.

"Standardization of each plate is the key to maximize consistency and quickness," he notes. "Vendors are a great solution when it comes to efficiency. While they are already equipped to produce large quantities of a specific item, they also keep high quality standards as well as our signature flavors."

He also flavors economizing with cross-utilization. "Limiting the number of items you use in your kitchen is definitely the first strategy to optimize your components because it helps manage freshness. Each product should be used in a couple of dishes, having single-use items can be risky." ■

Menu agility is easier than ever today. Online menus allow real-time changes to manage pricing, product availability or production challenges. Ask your Gordon Food Service® Sales Representative for ideas to right-size your menu.

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Plastic Menus



Circle Touchless Menu Stickers



Square Touchless Menu Stickers



Square Coasters



Banners

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UPGRADE

the Center of the Plate



Quality is always in style. So is great flavor. Halperns'® uncompromising standards and commitment to top-quality meats and seafood have inspired creations that make menus sizzle.

Choose from our steaks and chops, custom ground beef blends, specialty provisions and a vast assortment of the finest fresh and frozen seafood. Call on our chef-driven team so you can set your operation apart with exceptional products available direct from your Halperns' Sales Representative or through Gordon Food Service®.

Contact Your Sales Representative

Atlanta and SE	(404) 767-9229
South Florida	(954) 768-0888
Central and Northern Florida.....	(407) 423-8550
Texas	(972) 401-9600
Mid Atlantic and Northeast	(410) 539-7055
Gordon Food Service	(800) 968-4164

Be Your Best with Ready-to-Use Foods

Menu flexibility and creativity while saving time and labor.

Is it worth paying restaurant employees to peel potatoes? Should they spend time cutting and mixing salad greens? The current labor climate raises these questions. The answer could be as simple as ready-to-use products.

As operations start to add more dine-in traffic to already busy takeout and delivery schedules, employees are beyond busy. Combine that with the likelihood of being short-staffed and the phrase “time is money” gets real.

Add in employee turnover or a no-show during a busy shift and you’ll spend time and money training team members to avoid sacrificing quality. After all, you can’t afford to disappoint customers, especially as they’re just returning to the dining-out scene.

Find your labor vs. cost balance

It’s common knowledge that pre-cut, ready-to-use (RTU) items cost a little more than buying whole vegetables or carving your own meats. You pay a cost when the supplier slices veggies, washes lettuce, packages salad blends, or expertly and consistently trims steaks.

It’s a balancing act. Money spent on RTU products saves labor in your kitchen. A plate-cost analysis might show it takes 15 cents per serving to make a menu item but saves 20 cents in labor. That five cents goes right to your bottom line.

The time you save handling labor has other benefits. Instead of spending hours in the prep kitchen, your team can focus on creativity and be happier and more challenged. The resulting new menu concept or beautiful plate presentation adds value to your brand.

How does it work?

If you prepare a realistic plate-cost model, including time spent on preparation, you can assess whether it’s worthwhile to incorporate value-added key products. Start by asking three questions:

1. Is my time (or my employees’ time) worth doing repetitive work that does not add value to my dishes?

YES ☒ NO ☐

2. Can I maintain the consistency of my dishes considering staff issues that may happen?

YES ☒ NO ☐

3. Can my staff properly manage some items and keep dishes profitable?

YES ☒ NO ☐

A “no” answer to any of those questions should have you considering alternative solutions.

Instead of spending hours in the prep kitchen, your team can focus on creativity and be happier and more challenged.

ADVICE FROM THE FIELD

We asked our specialists what time-saving products were some of their favorites. Here's their take.

585564 // OYSTER ON THE HALF SHELL, IQF

No need for shucking or possible knife injury while in doing so. Thaw what you need and lightly mist with saltwater for that freshly shucked flavor. These oysters are vibrio free, so no worries about food-related bacterias.



BILL BARKER
CULINARY SPECIALIST

182570 // MARKON® RSS® WASHED AND TRIMMED ROMAINE LETTUCE

Ready-Set-Serve washed and trimmed romaine lettuce is one of the marquee products from the Markon family of innovation. A truly remarkable product, it saves time and labor right out of the bag. Enjoy less of the perennial issues with regular romaine hearts, such as inconsistent field weights, irregular pricing, rib rust, burnt leaf tips and insect pressure that lead to shrink or losses and cut into profits.



BOBBY VIEL
CULINARY SPECIALIST

789942 // MARKON® RSS® CHUNKY AVOCADO

It is absolutely my favorite Ready-Set-Serve product. It tastes like you are opening and eating a fresh avocado—a key aspect that is lost with most other pre-packaged avocado products.



ERIN COPELAND
CULINARY SPECIALIST



Use Ready-Set-Serve Fresh Cut Salad for simple summer salads that will wow your customers



GET THE FULL RECIPE AT:

gfs.com/ideas/recipe/smoked-salmon-rosti-salad

Produce possibilities

Markon® Ready-Set-Serve® produce is a proven cost saver. Markon has created a cost calculator so operators can check the savings on chopped, peeled or prewashed fruits and vegetables. The savings go beyond labor.

"In addition to labor savings, operators save money by maximizing the yield—you don't pay for parts that get trimmed and thrown out," says Gordon Food Service® Business Solutions Specialist Juan Del Corral. "You actually get more usable product per pound and really good shelf life."

Markon guarantees quality with a 5-Star Food Safety Audit Program, and prewashed RSS produce meets HACCP standards, saving your staff cleaning time and monitoring.

Protein profitability

Protein is usually the most expensive item on the plate. Buying whole cuts of meat at the right price seems economical, but there are risks that can compromise profitability:

- Inconsistency and miscuts
- Cost of unused by-products
- Price volatility

By working with a pre-cut program, you pay for 100% yield and ensure consistent weight and quality with every piece. This makes it easier to calculate the real food cost of each plate without any surprise, resulting in a better control of your sales. ■

Your Gordon Food Service® Sales Representative can introduce you to ready-to-use options that offer menu benefits and labor savings.

WE RAISED THE BAR ON ORDERING SIMPLICITY

Access the complete Gordon Food Service® product catalog with Online Ordering. It's your 24/7 computer, tablet or smartphone link to discover new products. See for yourself by searching these keywords.

Vegan Burger



Markon RSS Lettuce



Grilling Planks



Artisan BBQ Sauce



Value Added Steak



Go to apps.gfs.com to start ordering.

VEG-FORWARD DISHES HELP YOU STAND OUT

Veg-centric, vegetarian or vegan options are ripe for year-round opportunity.

Vegetables are plentiful and at the peak of flavor during the summer months. Take advantage of the variety with creative veg-centric menu options that appeal to consumers who want fresh flavors in a health-halo format.

Veg-centric meals have been moving to the mainstream for several years. Preparing vegetables with high-impact finishes and putting them at the center of the plate is something people have come to expect.

Don't confuse the concept with vegetarian or vegan. In fact, many veg-centric plates are incomplete without meat proteins. Vegetables are the star, but simmering veggies in meat broth or adding bits of prosciutto, country ham, bacon or a bagna cauda dip will amp up the craveability.

Finding a vegetable solution

These meals are must-have options on any menu. Vegan products have seen the most growth in recent years, and part of the appeal is that they are not exclusive to vegan eaters. Average customers want to try new things, and vegan or veg-centric options are part of the solution.

The deciding factor often comes down to preparation. Aggressive cooking methods like oven-roasting, pan-searing or char-grilling make vegetable dishes stand out on the menu and on the palate. Foods pick up unique and unexpected textures and layers of flavor when you introduce these cooking methods.

It's worth moving vegetables to a more prominent spot on the menu. The desire for freshness, flavor and more sustainable food choices gives you the opportunity to:

- Incorporate accessible alternative proteins like plant-based burgers to the menu.
- Use menu flexibility by adding vegetarian, vegan or veg-centric options.
- Create completely new dishes using fresh cooking techniques on common products.



The local, seasonal advantage

Another advantage vegetables bring to the menu is the ability to call on local food favorites that support area farmers, producers and suppliers. This is a gateway to reaching a new generation of consumers focused on sustainability. It also adds a feel-good, fresh appeal for existing guests.

People equate vegetables with healthy eating, but the marketing advantages go much further. Vegetables open the door to building relationships. Try the following:

- Make a positive farm-to-table connection by naming the source of your vegetables.
- Train your team to tell the story of the region or farm behind the products.
- Promote the seasonality and freshness of local favorites.
- Share images and information about local products on social media.



Incorporate accessible alternative proteins like plant-based burgers to the menu.

Vegetables offer menu agility, with updates possible depending on profitability and availability based on market changes and procurement issues.

Listen to customer demand

For operators looking to stretch the potential of each ingredient, vegetable-centric dishes allow the flexibility of fitting multiple menu offerings. For Jean-François Houde, Executive Chef at Restos Plaisirs in Quebec, vegetables are an enduring and essential favorite.

"We used to have this big steak in the center of the plate with a couple vegetables, this is a bit less common than it was," he notes. "Of course, these changes usually come from what the customers want, and our role is to listen to them constantly."

Among his values are working with the most clean, ethical and ecological products possible. "Working with local products has always been in the DNA of our restaurants. It is also a great advantage we have when it comes to menu design and opportunities."

Vegetables offer menu agility, with updates possible depending on profitability and availability based on market changes and procurement issues. He urges operators to maintain a close relationship with foodservice distributors to avoid surprises. ■

Talk to your Gordon Food Service® Sales Representative for Kitchen-Tested Recipes and advice on elevating vegetables to star status on the menu.

13 HIGH-IMPACT PROTEIN ADDS

Umami-rich, savoury elements ratchet up the flavor experience. A little goes a long way.

Bagna Càuda

1



2

Iberico, Prosciutto & Country Ham



'Nduja

3



4

Meat Ragoût



Lap Cheong

5



6

Lardo



Salami & Sopressata

7



8

Crispy Chicken Skin



Bacon & Pancetta

9



10

Katsuobushi (Bonito Flakes)



Meat Broth

11



12

Dashi



Uni

13





YIELD
1 10-oz. sandwich



PREP TIME
20 minutes



COOK TIME
3 minutes



SUGGESTED PRICE
\$11.99



As the nation's chicken sandwich wars rage on, this playfully themed handheld recipe crosses the road to a veg-centric approach.

CHICKEN-FRIED HEN OF THE WOODS SANDWICH

The flavor of hen-of-the-woods mushrooms may fool fried poultry connoisseurs, but it's not about deception. It's a way to satisfy two demands — the love of chicken sandwiches and the desire for more veg-centric options.

*For the full recipe, search *Hen of the Woods* at gfs.com

INGREDIENTS

- 2 oz. Hen-of-the-Woods Mushrooms
- 1 oz. Gordon Choice® Homestyle Chicken Breader
- ½ tsp. Trade East® Buffalo Seasoning
- ¼ tsp. Coarse Kosher Salt
- 3 oz. 1% Buttermilk
- 1 ct. Gordon Choice Shell-On Large Eggs
- 1 ct. Gordon Choice 4½" Hawaiian Hamburger Buns, sliced
- 1 ct. Gordon Choice Shell-On Large Eggs
- 1 ct. Gordon Choice Pan Coat Spray
- 1 oz. Markon® Ready-Set-Serve® ¾"-Cut Shredded Iceberg Lettuce
- 4 ct. Gordon Choice Hamburger-Sliced Dill Pickle Chips
- 2 ct. Gordon Choice Pasteurized Process White American Cheese, sliced
- 1 oz. Recipe: Alabama White Sauce (sauce782)*

PREPARE THE SANDWICH:

1. Preheat a fryer to 350°F and a broiler or salamander to high heat.
2. Process the hen-of-the-woods or maitake mushrooms into smaller florets held together at its base and reserve in a deli container or quarter-size sheet tray as you prepare the breading process.
3. Gather a small stainless steel bowl and two quarter-size sheet trays. In the bowl, whisk the buttermilk and the egg until smooth. In one of the trays, mix the chicken breader, the buffalo seasoning and salt.
4. Place the mushrooms in the breadier mixture and coat them liberally, ensuring all gaps and crevices are coated. Allow the mushrooms to sit in this mixture for 5 minutes. Add the mushrooms to the buttermilk/egg mixture, ensuring they are fully submerged and coated. Then place them, one at a time, back into the breading mixture. Coat the mushrooms with the breading, slightly pressing it into the mushrooms to ensure adhesion.

5. Place the now double-dredged mushroom on a clean quarter-sized sheet tray in preparation for frying. Meanwhile, use the pan spray to coat the inside of the buns and toast under the broiler or salamander until golden-brown. Remove and reserve for plating.
6. Place a roasting rack in a half-size sheet tray and bring that and the tray of mushrooms to the fryer. Add the mushrooms to two baskets inside the fryer and fry, turning over as needed with a spider, for 4 minutes or until they are golden-brown. Remove from the fryer and transfer to a stainless steel mixing bowl. Season immediately with salt and pepper. Then place the mushrooms in single layers on top of the roasting rack to keep crisp.

TO PLATE:

7. Spread ½ oz. of the Alabama white sauce on each toasted part of the bun.
8. Next, add the shredded lettuce to the bottom bun portion, followed by the pickles.
9. Add the fried mushrooms on top of the pickles, followed by the American cheese and then the top bun.
10. Cut in half, if desired, for plating.

Step aside, garden salad. It's summertime and the grill is hot. Why not add an element of surprise by charring nectarines for a salad that combines sweet and tangy flavors? It's a refreshing option for your veg-centric menu.



	YIELD 24 12-oz. portions
	PREP TIME 20 minutes
	COOK TIME 3-5 minutes
	SUGGESTED PRICE \$8.00

GRILLED NECTARINE SALAD

Elevate your veg-centric menu with a salad that blends char-grilled nectarines, peppery arugula, smoky ham and a kiss of honey.

INGREDIENTS

12 lb.	Nectarines, cut into 1 oz. wedges
1 ½ c.	Gordon Choice® Extra Virgin Olive Oil
1 ½ lb.	Markon® RSS® Wild Baby Arugula
1 ½ lb.	Radicchio, torn into 1" squares
24 oz.	Recipe: Clover Honey Vinaigrette
12 oz.	Gordon Choice Balsamic Glaze
3 lb.	Applewood Smoked Ham
12 oz.	Parmesan Cheese, shaved

PREPARE THE GRILLED NECTARINE SALAD:

1. Brush 8 oz. of nectarine wedges (7-8 wedges) with 1 Tbsp. of olive oil. Place on a heated char-grill. Cook on the 2 sliced sides. Be careful not to burn.
2. Spread the wedges out on a serving plate in a circular pattern around the inside rim of the plate. Place 1 oz. each of arugula and radicchio in a stainless steel mixing bowl. Season to taste with salt and pepper. Drizzle 1 oz. of clover honey vinaigrette over the top of the salad. Toss together.

TO PLATE:

1. Place the salad in the center of the plate. Leave a portion of the wedges exposed. Going around the plate in a circular pattern, drizzle 1 tbsp. of balsamic glaze over the top of the wedges.
2. Fold four ½ oz. pieces of ham into round piles. Alternate them between the wedges. Place ½ oz. of shaved parmesan cheese on top of the salad.

CLOVER HONEY VINAIGRETTE

8 ct.	Markon Lemons, zested and juiced
4 c.	Gordon Choice Canola Salad Oil
1 c.	Gordon Choice Extra Virgin Olive Oil
2 c.	Gordon Choice Clover Honey
1 c.	Rice Wine Vinegar
2 Tbsp.	Kosher Salt
½ tsp.	Trade East® Ground White Pepper

PREPARE THE CLOVER HONEY VINAIGRETTE:

3. Remove the zest from the lemons with a zester. Chop fine, 2 Tbsp. will be needed. Juice the lemons on an electric juicer. 2 c. will be needed.
4. Place the canola oil, olive oil, honey, rice vinegar, salt and white pepper in a stainless steel mixing bowl. Whisk together thoroughly. Transfer to a nonreactive storage container. Cover and refrigerate until needed. Whisk together thoroughly before each use.



YIELD
1 14-oz. serving



PREP TIME
10 minutes



COOK TIME
10 minutes



SUGGESTED PRICE
\$14.99

KOREAN BBQ SKIRT STEAK

A simple marinade dials up the global flavor on tender cuts of beef that play nicely with sautéed greens.

INGREDIENTS

8 oz. Halperns® Outside Skirt Steak
2 oz. Gordon Signature® Korean BBQ Sauce
6 oz. Recipe: Sautéed Bok Choy

PREPARE THE SKIRT STEAK:

1. Marinate the steak in barbecue sauce for several hours or overnight.
2. Grill the beef to your desired doneness
3. Cut into thin slices, as desired.

TO PLATE:

1. Place the bok choy on a serving plate and top with sliced skirt steak.

SAUTÉED BOK CHOY

1 lb. Bok Choy
1 ct. Garlic Clove, minced
1 tsp. Green Onion, minced
2 tsp. Sesame Oil
4 Tbsp. Chili Garlic Sauce
to taste Sugar
2 tsp. Sesame Seeds

PREPARE THE BOK CHOY:

1. Sauté the bok choy, garlic and green onion in the sesame oil until the bok choy greens are wilted and the stems are fork-tender.
2. Add the sugar when the bok choy starts to wilt.
3. Finish with the chili garlic sauce and top with sesame seeds

Popular as a fajita meat, skirt steak absorbs marinades well. That makes it a great option for this Asian plate. When layered across a bed of bok choy, love at first sight meets love at first bite.

Hungry for inspiration?



The Idea Center has the expert advice you need.

Check out the Idea Center at gfs.com/ideas for ideas and inspiration to help improve your culinary and operational processes and set yourself apart from the competition.

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