

foodscape™

ZERO PROOF
OPTIONS
BEYOND
WATER AND
SOFT DRINKS

***LTOs—
No limit to the
possibilities***



MAKE SPIRITS BRIGHT

Serve your holiday
cocktails and mocktails
in sparkling glassware.

InnoServ™ warewash experts are here to make you shine. With the right cleaning products, preventative maintenance checkups and emergency service, you're ready to let happy hour start the moment guests arrive.

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InnoServ™



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Stay connected with
Gordon Food Service®



gfs.com/ideas



Plan for Success

UPCOMING DATES AND EVENTS

FEBRUARY

01 Chinese New Year

Ring in the Year of the Tiger with a spicy tiger shrimp dish (shrimp symbolizes prosperity in China).

06 Football's Big Day

Get in the game with appetizers that score big in house or as takeout/delivery for parties.

14 Valentine's Day

Make the meal romantic with champagne and chocolate. Partner with a local merchant to add scented candles or flowers for an upcharge.

21 President's Day

Sell soft drinks for one Washington (a dollar bill) or table snacks for one Lincoln (a fiver) ... you get the idea.

MARCH

02 Lent Begins

Assemble Fat Tuesday treats the day before, and promote your upcoming Friday seafood specials for observers.

09 National Meatball Day

Meatballs come in one shape, but many styles—pork, beef, chicken, turkey, vegan and so on. They're simple, fast and great for portability.

17 St. Patrick's Day

Celebrate with dishes flavored with Irish whiskey or minty shamrock shakes with green sprinkles.

APRIL

01 April Fool's Day

Play with your food. Pick a menu item, and let customers who order it draw from a deck of cards. Ace = 1% off, 2 = 2% off ... 10 to King = 10% off. Draw a joker and the dish is free.

07 National Beer/Burrito Day

How fortunate for these days to coincide. It's an occasion to promote upcoming Cinco de Mayo plans.

17 Easter Sunday

Plan for in-house brunch service, or offer traditional ham, lamb, pork roast, sides and more for families celebrating at home.

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.

LTOs

UNLIMITED POSSIBILITIES

Build business and improve guest experience with limited-time offers.

Now more than ever, every restaurant visit is a special occasion. Improve upon the experience with limited-time offers. LTOs create excitement, spark repeat business and enhance your success.

Whether you're working to fill seats, beat the labor shortage or manage supply concerns, LTOs can be a problem solver. It pays to know why LTOs work and ways to use them to your advantage.

Why do I need LTOs?

To stay profitable, nearly 60% of restaurants shrank their menu during the pandemic, according to Datassential. Now, as operators fight staff shortages, rising food costs and supply issues, LTOs offer a way to energize the menu and grow business.

LTOs offer a way to feature innovation, stay on top of trends and manage labor and supply-chain issues.





60%

OF CONSUMERS ENJOY
LTO BEVERAGES

source: Mintel



23%

OF CONSUMERS MISSED
DESSERTS MOST DURING
THE PANDEMIC

source: DoorDash

A pre-pandemic Mintel survey showed 75% of consumers prefer seasonal flavors, while LTO beverages appeal to 60% of consumers. A recent DoorDash survey shows 23% of consumers missed desserts most during the pandemic. Here's why LTOs are good for business:

- **Offer choices.** Add a holiday shrimp dish, a seasonal cocktail/mocktail, a chocolate dessert, etc. Create a get-it-while-it-lasts desire and test future menu possibilities.
- **Simplify labor.** Enhancing a menu item by cross-utilizing one or two ingredients—a special sauce or seasoning—takes minimal extra labor, time or skill.
- **Control costs.** Combine consumers' willingness to pay more for LTOs with your ability to use value-added products or make items in advance. Check averages increase and you save time.
- **Manage supply.** Build LTOs around plentiful or seasonal ingredients. You also can limit production—say 50 each day—to build intrigue and guard inventory.

When do I use LTOs?

Many LTOs are seasonal—pumpkin spice in the fall, minty mocha in the winter, etc. Success depends on developing an LTO plan with enough time to procure ingredients, promote it in house and online, train staff to sell it and, ultimately, gather data.

Your goal is high profit and high popularity. Maybe you'll discover a dish worth adding to the permanent menu. Perhaps you'll develop an item guests will look forward to once a year (shamrock shakes, anyone?).

Because 80% of sales come from only 16% of menu items, LTOs don't need to be elaborate to succeed. Planning plays a big role, so keep these steps in mind:

1. Use your brand as a guide (try local/global/fresh ingredients in a timely way, when they're available, and as they fit your brand).
2. Identify your goal (check average, new clientele, menu-building, etc.).
3. Call on product/recipe insights from your Gordon Food Service® Sales Representative.

4. Test recipes in your kitchen and with your staff to assure you can meet labor and supply needs.

Why LTOs make sense now

While multi-unit operators have mastered LTOs, independents are well-positioned to utilize them. Independents are nimble and have a good sense of in-house capacity. They also can make LTOs fit their brand and quickly connect with local audiences.

Prior to the pandemic, LTOs increased 64% at Top 500 multi-unit operators, according to Restaurant Business online. Now that people are tired of eating at home, LTOs offer a way to feature innovation, stay on top of trends and manage labor and supply-chain issues.

Doing all of those things while appealing to customers means LTOs have unlimited potential.

Embrace the get-it-while-it-lasts excitement with limited-time offers. Your Gordon Food Service Sales Representative has ideas to get you started.



Search the Idea Center at gfs.com for more LTO ideas like this Holiday Fondue Plate (left) or Chocolate Stout Bread Pudding and a Blinker Cocktail (above).

Pouring Profits

Monin clean label flavoring solutions help you build authentic, unique, and profitable beverage menus.

Try this twist on a classic

Dragon Fruit Daiquiri

Add 1 ½ oz. light rum, ¾ oz. Monin Dragon Fruit Syrup and ¾ oz. fresh lime juice to a cocktail shaker with ice. Strain into a chilled coupe glass & garnish.

Scan for more recipe inspiration



For more information, contact your Gordon Food Service® Sales Representative.


MONIN®
monin.com

TECH DEMOS: Ask before you invest

7 time-saving questions restaurant operators should ask.

Restaurant operators understand that choosing the right technology solution is vital to business success. They also understand how busy they are, meaning that if they're going to spend the time on a demo, it's important to get the most out of it.

BackofHouse tapped Ken Tsang of the restaurant help desk Science on Call to review the key questions an operator needs to ask when demoing a new solution.

1 Which solutions do I realistically need to demo?

A little research goes a long way. Before you actually engage in a demo, make sure you've identified any must-haves, narrowing the field to those that truly appear to make sense for your business. Be honest and clear-eyed about your needs and resources.

2 Who are the key players in your category, and how do your features compare?

One way to find out if a solution is a good idea for your particular business is to quiz reps on how their solutions fit the market. How do they see themselves? Who do they consider competition, and why are they better?

Tsang recommends aiming to demo 3-4 solutions in whatever category you want to implement, from

reservation systems to third-party delivery platforms. "Generally that seems to be a good number," he said, because it allows you to learn how different vendors are thinking about the space.

3 How does pricing work? What return on investment can I expect? Can you offer any breaks?

Solutions are there to deliver ROI and smooth out the operational flow of your restaurant—and any solid reps should be able to articulate why their solution is worth the money. Ask direct questions about pricing and listen to their answers. And if the price isn't to your liking, it never hurts to ask if there is any wiggle room.



ADVICE FROM THE FIELD

We asked our specialists what their on-trend beverage ideas are. Here's some of the creative ideas they shared.

JALAPEÑO-INFUSED WATER

Infusing water is a great profit-builder. It costs almost no money to make, and it's an easy add-on for to-go orders. My favorite is made with fresh lemon slices, basil leaves, cucumber and a splash of Monin jalapeño concentrate.



DEREK SEIGFRIED

CULINARY SPECIALIST

BERRY PEACH TEA

This is a light and refreshing iced tea creation. Mix together iced tea, Monin blackberry syrup and Monin peach syrup, shake well. Garnish with a lemon slice and blackberry. Add your favorite libation for an adult version that's a refreshing weekend sipper.



GEOFF BURGESS

CULINARY SPECIALIST

INFUSED WATER UPGRADES

Upsell infused water by making an herb and fruit concentrate with any Markon® Ready-Set-Serve® items or seasonal items. Mix them with flat or sparkling water for a premium experience. I like sliced apples, cinnamon sticks and ½ tsp. of apple cider vinegar.



ABBY WINDAU

BUSINESS SOLUTIONS SPECIALIST



4 How much does my restaurant actually need?

"Most customers don't need the Cadillac version every time, but we want to know if they have a very particular thing that's only available in [a certain] tier," Tsang said. "Understanding your requirements and how these companies segment their product, making sure it lines up to your restaurant's actual needs is crucial."

5 Who handles implementation?

Just because a solution checks all the other boxes doesn't mean it magically installs its software and hardware in your restaurant. We're talking about implementation, and according to Tsang, you should ask about it so you know who is in charge of getting the technology up and running.

6 What is your support system like?

Similarly, you should get a sense of what kind of support you can expect from a vendor once you're using their product and encounter questions or experience unexpected problems. As Tsang puts it: "OK, so we get this thing implemented, and something breaks six months down the road. 'What kind of support tiers do you have?'"

7 What integrations do you offer today... and what about tomorrow?

Ask how well a solution integrates with your existing tech stack. "There are so many products out there that do niche things, but if they don't work with your POS system, for example, it's gonna be extra work for you," Tsang warned, adding that it's worth inquiring about future integrations to see if your issue might soon be solved, and what your potential partner's future roadmap looks like.

If you have restaurant technology questions or need help figuring out the right solution, visit backofhouse.io.

GET RESTAURANT TECHNOLOGY SOLUTIONS IN LESS TIME THAN IT TAKES TO TURN A TABLE.

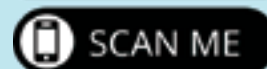
Back of House helps you find, filter, and save on the right tech solutions for your business.

Sign up for a **FREE** 90 minute tech consultation with one of our experts.

HOW IT WORKS:

- 1** Back of House will conduct a full technology needs assessment for your business
- 2** We'll recommend solutions that address your goals and fix your problems
- 3** We'll provide ongoing consultation including: participating in demos, cost analysis, implementation and tech support*

REQUEST YOUR CONSULTATION



Zero-proof beverages, foolproof opportunities

Colorful, health-minded drinks are like liquid gold for restaurants.

Looking for more revenue and profits? Try pouring some attention into your beverage program with zero-proof drinks.

"If you're not thinking outside water and soda, you're not thinking in the right space," said Gordon Food Service® Consulting Chef Nicholas Gonring. "It's not difficult to get more revenue by doing simple things that are exciting and visually appealing."

Using beverages to enhance the dining experience leads to incremental sales that add up to profits. Zero-proof beverages let operators offer variety, visual appeal, health-driven options and trending drinks with minimal added labor or expense.

Calling on containers

Ready-to-drink beverages deliver all of the variety and don't require any prep work, plus they are perfect for grab-and-go and off-premise consumption.

Up your beverage game with juice boxes, cans or bottles of trending beverages. Think: kombucha, cold brew coffee, bubble tea, jasmine tea and sparkling fruit/botanical beverages.

"Sparkling beverages are insanely huge, and their pace is being steered by younger generations," Gonring said. "It fits the zero-proof concept and works for all ages."

Operators also can package their own beverages, using bottles with tamper-proof safety caps or filling Capri Sun-style pouches. Both options show off beverage color and work for takeout.

The power of powders

Powders are exciting because they create vivid colors consumers love, Gonring says. Many also are associated with health benefits, such as boosting cognitive function.

"Health is a big deal coming out of COVID-19, especially for millennials and Gen Z," he said, noting that people are willing to pay more for these beverages because they enhance the dining experience."

Mixing in powders takes almost no labor, and it can be used to enhance lemonade, smoothies, agua frescas and even beverages served from a juice dispenser.





Mixers for alcohol

Operators don't struggle to sell booze. They struggle to sell beverages at noon on Monday, Gonring said. Even so, zero-proof doesn't have to overlook alcohol.

Add a shot to any drink for a cocktail version. If your operation can't distribute alcohol, sell a base mix consumers can use to craft at-home cocktails.

"It's a pain to mix a good cocktail at your house. Margaritas for a couple of friends takes 10 limes, and that adds up pretty quickly. Then you've got to squeeze them all," Gonring said. Zero-proof premade cocktail mix fits that picture.

Selling beverages when alcohol isn't flowing is where zero-proof shines, Gonring believes. It creates excitement and adds revenue on the morning, afternoon and portability menu without increasing staff or square footage.

"Experiential dining is super important because there hasn't been much socialization throughout COVID," he said. "People are looking to interact, and beverages can take you there."

Make your beverage program pop. Your Gordon Food Service Sales Representative can guide you on these and other drink ideas.

POWERFUL POWDERS

Powders popular for color and health

Activated charcoal
(fights toxins)

Matcha
(brain function)

Lion's mane
(heart health)

Lingonberry
(gut health)

Hibiscus
(antioxidant rich)

Butterfly pea flower
(mood enhancer)

Turmeric
(cardiovascular)

Pitaya/dragon fruit
(high-fiber)

Bee pollen
(heart health)

Blue spirulina
(cholesterol)

Ashwagandha
(anti-stress)

Many of these items are available through our Drop Ship program. Ask your Sales Representative for more information.

“Operators don’t need help selling booze, that’s the easy part. Alcohol consumption takes care of itself most of the time. The hard part is having options beyond water and soft drinks—that’s where the opportunity lies.”



NICHOLAS GONRING

Gordon Food Service® Consulting Chef

The popularity of smoothies has only grown over the past decade. They satisfy health-forward customers and those craving a flavorful, shake-like refreshment. This version calls on avocados and matcha, ingredients with lots of appeal. It’s a flavor-packed drink with the benefit of ingredients that support well-being.

AVOCADO MATCHA SMOOTHIE

INGREDIENTS

5 oz.	Harvest Valley® Apple Juice
5 oz.	Oat Milk
¼ oz.	Monin Immunity Boost Syrup
½ tsp.	Matcha Tea Powder
¼ tsp.	Bee Pollen Powder Supplement
1 Tbsp.	Markon® Ready-Set-Serve® Shredded Kale Blend
3 ct.	Markon Mint Leaves
2 oz.	Gordon Choice® Sliced Red Apples
2 oz.	Markon Ready-Set-Serve Avocado Pulp
1½ oz.	Gordon Choice Plain Greek Yogurt

PREPARE THE MATCHA AVOCADO SMOOTHIE:

1. **Combine** all ingredients in a Vitamix blender and purée until smooth.

TO SERVE:

1. **Pour** the smoothie into a desired glass, or cup with a straw and serve immediately.



YIELD
1 16-oz. serving



PREP TIME
4 minutes



SUGGESTED PRICE
\$7.99

Here's a bolt from the blue. Butterfly pea flower powder turns from blue to an electric violet when combined with the citric acid in lemonade. It's a sweet and tart thirst-quencher that's simple to make by the gallon, and works as easily on an in-house beverage menu as it does for grab-and-go, takeout or delivery.

ELECTRIC LEMONADE

INGREDIENTS

1 gal.	Lemonade
2 tsp.	Butterfly Pea Flower Powder
1 lb.	Markon® Lemons, for garnish

PREPARE THE ELECTRIC LEMONADE:

1. **Add** the butterfly pea flower powder to the gallon jug of lemonade. Recap the jug.
2. **Shake** the jug vigorously so the powder dissolves in the lemonade. It will turn the lemonade purple almost instantly.
3. **Slice** the lemons into 1 oz. rounds for garnish and refrigerate in a deli container.

TO SERVE:

1. **Fill** a pint glass with ice to the top and pour 8 oz. of electric lemonade over the ice.
2. **Garnish** with a lemon slice and serve immediately.



	YIELD 16 16-oz. servings
	PREP TIME 5 minutes
	SUGGESTED PRICE \$3.99

STRATEGIC INSIGHT

Do something special. Consider an attractive glass or unique method of serving. Guaranteeing the purchase of a second [drink] is all based on the quality and experience of the first one."

JEFF WEBER

Molson Coors Beverage Co.

as quoted in Restaurants Canada Foodservice Facts 2021



The nitro experience is worth the price of admission. Pour this drink tableside to generate Instagrammable buzz and sales. And, because it's simple to create, it's perfect for to-go drinks and can be marketed as an anytime healthy pick-me-up. Lion's mane mushroom powder, known for supporting mental clarity, is whisked into the cold brew for an add-on that takes your beverage menu to the next level.



YIELD
3 11-oz. servings



PREP TIME
5 minutes



SUGGESTED PRICE
\$6.99

LION'S MANE COLD BREW COFFEE

INGREDIENTS:

33 oz. Recipe: Lion's Mane Cold Brew Coffee Batch
1 ct. Nitro Charger

PREPARE THE NITRO LION'S MANE COLD BREW COFFEE:

1. **Pour** the lion's mane cold brew batch into a 1 L. nitro canister up to the fill line.
2. **Tighten** the canister lid, followed by the charger holder, containing a nitro charger. Note: Use a second charger for a more intense taste experience.
3. **Shake** the nitro canister vigorously.

TO SERVE:

1. **Dispense** the nitro cold brew into a serving glass, holding the dispensing tip at a slant so it flows down the inside of the glass. Serve immediately.
2. **Refrigerate** the pressurized canister for future orders.

LION'S MANE COLD BREW COFFEE BATCH

2 lb. Mosaic® Coffee Cold Brew Filter Pack
1 gal. Water
3 pt. Oat Milk
24 oz. Monin Vanilla Syrup
96 g. Lion's Mane Mushroom Powder
56 oz. Water

PREPARE THE COLD BREW BATCH:

1. **Add** two 1-lb. coffee filter packs and 2 gal. of cold water to an urn or an 18 qt. Cambro container.
2. **Steep** under refrigeration, covered, for 12 hours.
3. **Remove** the filter packs.
4. **Add** the oat milk, vanilla syrup and remaining 56 oz. of water to make 3 gal. total.
5. **Whisk** in the lion's mane powder, ensuring the mixture is fully dispersed.
6. **Refrigerate** until needed for service.

Black N' Berry Lemonade

INGREDIENTS:

- 3 oz IZZE® Sparkling Blackberry
- 2 oz club soda
- 4 oz lemonade
- handful of blueberries

INSTRUCTIONS:

In a highball glass, muddle fresh blueberries. Fill the remainder of the glass with ice. Add lemonade to a cocktail shaker and shake with ice for 20-30 seconds. Strain contents of shaker into the highball glass. Top with club soda and IZZE® Sparkling Blackberry. Stir and enjoy delicious berry goodness!

Recipe equivalent to one serving.





FALL INTO FRESH JUICES

It's time for a fall refresh, so pour it on with the just-picked freshness of Harvest Valley® juices. Popular, thirst-quenching flavors in dispensed and ready-to-drink forms are perfect for this season and the months to come.

Your Gordon Food Service® Sales Representative can help you choose juice products right for your operation. Rely on your trusted InnoServ™ expert for equipment, services and solutions to support your beverage program.



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