



Scotch-Brite™ Quick Clean Griddle Cleaning System

# Clean your griddle in minutes with 3 simple steps.







#### 3M.com/quickclean

- \*Offer is limited to commercial food service establishments in the United States only. Offer void where prohibited or restricted. Offer good while supplies last. Free Scotch-Brite\* Quick Clean Starter Kit will be used in the free demo. 3M may cancel or modify this promotion in its sole discretion and without prior notice. Offer is available only in accordance with these terms.
- The Scotch-Brite" Quick Clean Griddle Liquid meets Green Seal® Standard GS-53 based on effective performance, minimized/recycled packaging and protective limits on VOCs and human and environmental toxicity. GreenSeal.org.
- The Scotch-Brite Griddle Polishing Pad 46 is certified as "food safe" and "fit for purpose" by HACCP International.

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Stav connected with Gordon Food Service®









gfs.com/ideas





### Plan for Success UPCOMING DATES AND EVENTS

#### **AUGUST**

#### 02 National Ice Cream Sandwich Day

Go traditional or make it your own with a scoop of ice cream smashed between two cookies.

#### 12 National Julienne Fries Day

Any way you slice it—shoestrings, matchsticks or hash-brown-fries are worth celebrating.

#### 18 National Fajita Day

Steak, shrimp, chicken ... add some sizzle to the menu with these Tex-Mex favorites.

#### 28 International Read Comics in **Public Day**

Plate up Garfield lasagna, Dagwood sandwiches. Your guests will marvel at the creativity.

#### **SEPTEMBER**

#### 03 International Bacon Day

Pile it on a plate, a burger or a pizza. As if anyone needs an excuse to celebrate bacon.

#### 15 National Double Cheeseburger Day

Double down on your burger menu with a handheld special you can offer all week.

#### 17 International Eat an Apple Day

Harvest season is here, and apples are never better than this time of year.

#### 28 International Poke Day

Celebrate Hawaii's aloha spirit with an LTO to welcome the best part of fall season.

#### **OCTOBER**

#### **04 National Cinnamon Bun Day**

Get your buns in gear. Try them at breakfast with a cup of coffee or as a sweet dessert treat.

#### 12 National Take Your Parents to **Work Day**

Plan ahead so you can encourage family get-togethers around your tables.

#### 16 World Food Day

Feed into the message by showcasing sustainability and the work you do to nourish others.

#### 31 Halloween

Dress up your dining room or your team and offer treats that put diners in the spirit.



**HERE FOR CULINARY** 



Delicious is at the heart of everything we do, and chefs help us get there. Our Culinary Specialists are backed by a commitment to sourcing flavorful ingredients that inspire your business. We are Here for Culinary.

# WHO YA GONNA CALL?

Ghost kitchens and virtual kitchens are not about to vanish.

Two years ago, the restaurant industry couldn't stop talking about ghost kitchens. During the past two years, nearly every restaurant became one.

With limited seating or closed dining rooms, back of house rose to the forefront. Online was a lifeline. Takeout and delivery became the customer experience. In short, survival meant dabbling in the ghost kitchen or virtual kitchen space.

They won't likely vanish anytime soon. Three Gordon Food Service® experts weighed in:

- "The pandemic moved the conversation ahead about five years."
  - Darren Lexa, Calgary, Albertabased Culinary Specialist
- "I think this is only going to grow."
   Eric Schamp, Indianapolis-based
   Business Solutions Specialist
- "Ghost kitchens are going to continue as an industry disruptor."

Gareth Berg, Milton, Ontariobased Business Solutions Specialist







#### **Recognize the advantages**

As off-premise dining grows and a younger demographic embraces technology, speed and convenience, restaurants sense a ghost kitchen opportunity.

"All they really need to come up with is the concept," said Amina Gilani, co-founder and CEO of Sociavore, an all-in-one website and e-commerce platform for restaurants.

With a menu seen only online, gone are time-consuming, costly paper menus. Offerings and pricing can change quickly as product availability, pricing or staff capabilities fluctuate, she adds.

Another advantage is a simplified menu. "You don't need to sell appetizers, salads or complicated entrées," Schamp said. "Chili's started up a ghost kitchen that just sells wings-all you need are two or three items you can execute that are profitable and travel well."

One example is BuffaLouie's, Schamp notes. The Bloomington, Indiana wings, subs and sandwiches restaurant opened a virtual kitchen concept making bagels. Gables Bagels, available for pickup only inside BuffaLouie's, proved so popular it will soon become a brick-and-mortar location.

Even as restaurants return to dine-in service, ghost kitchens and virtual kitchens offer another revenue stream, Berg points out. "They can even be a place to try out new products before committing to them."

#### Be aware of challenges

Ghost/virtual kitchens only work when you understand food cost to profitability in your own restaurant, Schamp and Lexa agree. Without a solid business foundation, you'll just make more work instead of more money. Areas to watch include:

Space, equipment and staff. It's easy to overwhelm the current kitchen and staff. A virtual concept may require more storage, prep area or appliances. It could require more staff, different scheduling or special training.

You no longer just need a fryer guy, but you may need a chicken chef for three different concepts," Berg said. "A cross-trained staff really helps."

Foods that travel well. When building a ghost/virtual kitchen menu, consider the consumer's point of view. It's more than keeping hot or cold foods at temperature. How do they look and taste upon delivery?

You have to be creative," Gilani said. "A steak is really great hot off the grill. but a steak taco bowl is better for carryout."

Meal kits, with ingredients foodies can prepare at home, are an alternative, she says. A Toronto ramen restaurant sells subscriptions, and packages arrive with instructions and a QR code linking to a music playlist.

#### Technology, delivery and marketing.

A robust website or e-commerce platform is a must, Gilani explains. You can sign with a third-party delivery service, but you might not draw enough traffic.

"Also, delivery apps can remove about 20-30% of your margin, and they don't share guest data," she said. "You give away a lot of margin and don't know who your guests are."

Because consumers can only find your business online, marketing is critical for growth, Schamp says. You can advertise through social media, billboards, etc., but Lexa suggests using branded packaging.

"You'll need good packaging so your food travels well. Make sure it arrives with your name on it," he said. "GFSImpress is a great option for operators to get involved in branding their own operation."

Make your packaging stand out. Your Gordon Food Service Sales Representative has ideas to get you started at gfsimpress.com.

## INVENTORY MANAGEMENT

IT'S TEDIOUS, TIME CONSUMING, AND CAN HAVE A REAL IMPACT ON FOOD WASTE & AN OPERATOR'S BOTTOM LINE.

## Inaccurate inventory management costs operators up to 10% annually.\*

Back of House is where independent operators are connected with trustworthy insights and services to streamline processes like inventory management and to help their businesses thrive.



SOLVE YOUR
INVENTORY
MANAGEMENT
HEADACHE NOW!











After heaving six heavy trash bags into the bin, it's time to total up the day's receipts. The surprise that awaits is data showing a chunk of your daily profit is in the food waste headed to the landfill.

The dumpster behind your restaurant doesn't have to eat your money. Slicing expenses may be as easy as trimming meats and vegetables more carefully and consistently, according to Gordon Food Service® Culinary Specialist Dan Gervasi.

Agreeing is General Mills Chef Jessie Kordosky. "A lot of money goes into your food. It's too valuable to throw away," she said.

Both chefs explained how the industry is embracing three areas for waste reduction: precycling, upcycling and recycling.

#### What is precycling?

Precycling is thinking ahead. It includes rethinking the menu, standardizing recipes, developing a strong relationship with your food distributor, improving ordering and practicing better inventory management.

"Precycling is a newer concept to people," Kordosky said. "What I like is that you think about things prior to menuing them ... if we bring in these types of ingredients, how do we utilize as much as possible?"

By taking regular inventory and planning exactly how food purchases will be used, operators minimize overordering and maximize each ingredient.

"You have to think like a pizzeria. The same dough gets used in pizza pies, garlic knots, calzones and stromboli."



#### 1. PRECYCLING

Improve purchasing and food use by maximizing communications with vendors, distributors and sales reps.

#### 2. UPCYCLING

Learn to use all of the food you order to reduce what gets tossed in the garbage.

#### 3. RECYCLING

Dispose of the waste you can't avoid in ways that tell a story about your brand.

#### **ADVICE FROM THE** FIELD

We reached out to our experts and asked for their best tips on controlling food waste. Here's what they said:

#### NARROW DOWN WASTEFULNESS

I focus on three places to reduce food waste: Cross-utilizing products in multiple recipes, using Markon® Ready-Set-Serve® products whenever possible and paying close attention to what my prep cooks are throwing away.

**DAVID BIRER** BUSINESS SOLUTIONS SPECIALIST

#### TARGET RECIPES AND PREP

The biggest opportunity to reduce waste is by using standardized recipes scaled to meet the forecasted production needs. This helps forecast

> inventory needs and reduce waste. You also can review portion sizes and utensils during prep. Invest in scoops, spoodles, measuring cups or a kitchen scale.

> > MARIA DENICOLA BUSINESS SOLUTIONS SPECIALIST

#### **CROSS-UTILIZE FOR EFFICIENCY**

Cross-utilize ingredients across two or more menu items to cut waste and spoilage, as well as make inventory and ordering more efficient. Composting is an option to keep food waste out of the garbage, plus it has environmental benefits. And donate leftover food to a food pantry, soup kitchen or shelter.

**TERI ZASTROW CULINARY SPECIALIST** 



Another example: "If you have nachos on the menu, purée the sour cream, lime juice and cilantro into a crema for other menu applications," Gervasi said.

Training and tools also prevent food waste. With high turnover and limited labor, teaching your team food-prep skills pays off. When your team trims vegetables or proteins consistently, you control plate costs better.

Portioning also is critical. "Scoops, spoodles and ladles need to be used consistently or you can easily turn your 36-serving hotel pan into 24 servings," Kordosky said. The same is true for cutting cakes or pies. she notes.

#### The art of upcycling

Proper training empowers your staff. It's a nose-to-tail. root-to-stem mindset called upcycling. It happens when your team notices waste alternatives.

Instead of ending up in the trash, onion peels go into a broth or stock. The same with bones. In addition, the fat from meat trimmings can be rendered into an oil for seasoning vegetables.

"It's really about getting creative with things that may have normally been thrown away," Kordosky said. She champions a "Stales to Sales" concept, using items from yesterday's bakery case. Day-old cinnamon rolls

soak up custard beautifully and become her Thai Tea Lime Swirl French Toast Bake recipe.

She notes that the more chefs think about versatility, the more it reduces waste. For example, biscuit dough can be fried into biscuit-bite appetizers or made into waffles, sandwich carriers, flatbreads or even shortcake desserts.

#### Make recycling pay off

Zero waste is impossible. From egg shells to packaging to that fish with ice crystals in the freezer, trash happens. That's where recycling comes in.

Instead of viewing it as waste, make it an opportunity—a feel-good story to share through marketing and social media.

Overproduction or extra purchases can be donated to food shelters or food banks through organizations such as MealConnect. Food scraps can be turned into compost. Lots of packaging can be recycled.

"A lot of organizations will pick up food, and a lot of composting facilities provide bins you can put in your kitchen," Gervasi said. "Your waste can help people and contribute to the overall wellness of the environment, and who doesn't want to send that message?"

## MAKE SNACK TIME ANYTIME





## Flavor Detectives

The quest for the next hot menu item comes up with some winners.

Have you tried Korean corn dogs? You will. They are among the restaurant menu innovations uncovered by the Gordon Food Service® culinary team's recent research tour.

For two decades, Gordon Food Service has traveled to culinary capitals-New York City, Chicago and Los Angeles-in search of the latest food trends. The goal: Conduct streetlevel research to find recipes ready to energize your operation.

Why do we do it? We understand that business moves at breakneck speed, even on calm days. It's hard enough keeping pace with trends in your local market, let alone knowing that street vendors in Manhattan are fueling a Korean corn dog craze.

#### The experts take Manhattan

That's where the Gordon Food Service culinary team comes in. Led by Corporate Consulting Chef Nicholas Gonring, culinary and industry experts scour publications and websites, looking for new restaurants driving innovation.

"New restaurants have to compete in a very saturated market, so they come up with ideas that are most often different and can catch fire quickly," Gonring said.

The most recent tour visited NYC. There were 250 target restaurants, a list narrowed to 40 for the tour. The goal was to try 10 dishes at each, or a total of 400 in the innovation hubs of Manhattan and Brooklyn, providing a large sample to document and reimagine as kitchen-tested recipes.



We are flavor detectives. We try to determine what's relevant and evaluate whether it can work in other parts of the country."

#### **NICHOLAS GONRING**

Gordon Food Service Consulting Chef

"We've been able to find things that are not on people's radar, educate them about it, find sources for ingredients and build recipes," Gonring said.

#### Three trends to watch

The New York trip reaffirmed the Mediterranean movement is hot. It also uncovered other trends, three of which offer differentiation and are approachable for consumers-Korean corn dogs, jianbing and the return of bread and butter service.

#### • Korean corn dogs

These are a cousin to North American cornbreadwrapped hot dogs, but with more flavor complexity and versatility.

It starts with a hot dog, then veers to Korean street food mode. Dunked in a batter of yeast-leavened rice and wheat flours, flavor gets rolled on before it goes in the fryer. Diced potatoes, rice pearls or crushed ramen are options.

"The batter creates a textural difference from the standard corn dog, with a chew akin to a mochi doughnut that makes it unique and interesting," Gonring said. "And there's no right or wrong with sauces and garnishes after it comes out of the fryer."

It's a great option for a bar and grill, perfect for portability at summertime festivals, concerts, ball games and golf courses.

#### 2 Jianbing

Think of it as a Chinese crepe. This version uses rice and corn flour batter. Once it sets in the pan, an egg is cracked and mixed to cover the crepe. It's flipped and filled with condiments, barbecued pork, scallions, red cabbage and fried wontons. then folded for service.

"A lot of places serve it to go in little sandwich bags like the kind that hold burgers," Gonring explained. "It has fast-food portability, but it's also big for breakfast ... it's seriously addicting."

#### 3 Return of bread and butter

The trends tour team noticed bread and butter making a comeback, not as a give-away, but as a shared course people are happy to pay for.

One menu served bread with a tallow candle on the plate. Lit at the table, the candle melts into a dipping oil for the bread.

Other examples include making compound butters, using molds to create unique shapes, featuring your own bread program or serving breadsticks or a pan of rolls to tear apart and share.

"It's comforting, people love it, and you can create an experience that adds incremental sales using products you probably already have in your kitchen," Gonring said.







#### BBQ PORK JIANBING

#### **INGREDIENTS**

4 oz.	Recipe:	Jianbing	Batter
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1 ct. Gordon Choice® Large Grade A Shelled Egg

½ tsp. Trade East® Sesame Seeds

Markon® Ready-Set-Serve® Green Onions, ¼ 0Z.

greens only, sliced

1 oz. Gordon Signature® Hoisin Sauce

½ tsp. Sriracha Sauce

Markon Ready-Set-Serve Shredded 1 oz.

Red Cabbage

2 oz. Dry Pulled Pork BBQ

½ 0Z. Gordon Choice Gochujang Sauce

4" x 4" Thick Wonton Skins, cut into strips 1 ct.

and fried

#### PREPARE THE BBQ PORK JIANBING:

- **1. Heat** a crepe pan, tava, or non-stick pan over medium-low heat.
- **2. Ladle** 4 oz. of the iianbing batter onto the pan off the heat, tilting so the batter coats the surface evenly, like a crepe.
- **3. Return** the pan to the burner and cook the jianbing to set, about 3 minutes.
- **4. Crack** an egg on top of the jianbing, using a spoon to mix and spread it to cover the surface.
- **5. Sprinkle** the sesame seeds and half of the scallions evenly on top of the egg quickly so they adhere.
- **6. Turn** the heat to medium-high and cook the jianbing for another 2-3 minutes. The egg will bubble slightly.

- **7. Flip** the jianbing and reduce the heat to medium-low.
- **8. Add** the hoisin and sriracha to the jianbing, spreading it to completely cover.
- **9.** Add the shredded red cabbage and the remaining scallions.
- **10. Toss** the warmed pulled pork with the gochujang sauce and then add to the jianbing.
- **11. Add** the fried wonton strips and turn off the heat.
- **12. Fold** the jianbing from one side to the middle, then fold the other side the same way.
- **13. Tuck** the left and right sides inward, and then fold the right side over on top of the left side.
- **14. Remove** the jianbing from the pan, cut it in half and stack the halves.
- **15. Plate** as desired or place in a sandwich pouch for carryout.

#### NOTE:

- 1. Keep the pork hot in a steam well for service or heat to order in a sauté pan with a bit of water.
- 2. Cut the wontons into strips and deep-fry at 350°F until golden-brown. Drain and place in a hotel pan lined with a perforated insert. Once cooled, store in air-tight containers. If desired, use individual portioned and fried wonton strips instead of frying
- **3.** For volume, mix the hoisin and sriracha and keep in a squeeze bottle.

#### JIANBING BATTER

1 c. Ivory White Lentils

1 qt. Water (for soaking lentils)

10 oz. Water (to purée lentils)

3 c. Rice Flour, sifted

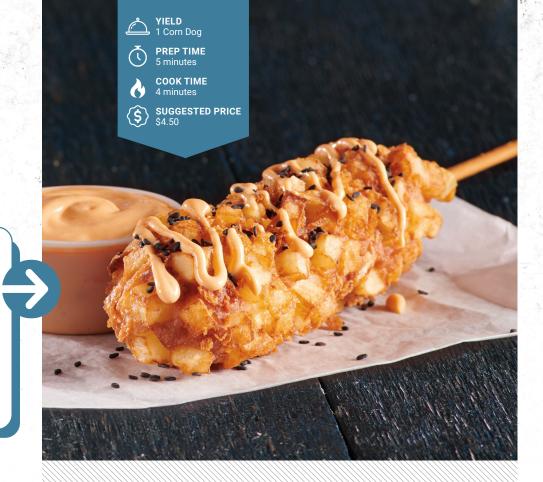
14 oz. Water

#### PREPARE THE JIANBANG BATTER:

- **1. Wash** the lentils under cold water.
- **2. Soak** the lentils in the water for 6 hours at room temperature.
- **3. Drain** the lentils and rinse to remove starchy residue.
- **4. Pulse** purée the lentils in a vitamix blender or equivalent.
- **5. Create** a smooth, thick batter by streaming in cold water (about 10 oz.) with the blender on high.
- **6. Whisk** together the lentil purée and sifted rice flour in a large stainless steel bowl.
- 7. Add the remaining water (14 oz.) and whisk until smooth.
- **8. Ferment** the mixture in a non-reactive storage container about twice the volume of the batter. Cover with plastic wrap and let it rest at room temperature overnight. NOTE: The batter isn't ready until there are noticeable air bubbles throughout the batter. This could take two days (or warmer air temperature).
- 9. Refrigerate the fermented batter until needed for service.

Bring global flavor to the table in an approachable way with jianbang. Think of it as a Chinese crepe, flavored with sriracha, hoisin sauce, green onions, cabbage, pulled pork and gochujang sauce. Fried wonton strips give a crunch to this folded, sliced dish that can be served on a plate or wrapped in a bag for carryout.





Bring a whimsical Korean street food tradition to the North American palate. Just in time for outdoor dining, festivals. concerts, ballgame concessions, this handheld is a tasty alternative to the common corndog. A hot dog coated with a doughy batter, diced potatoes and breadcrumbs delivers eye appeal and flavor. The coating is only limited by your imagination.

#### SPICY POTATO CORN DOG

#### **INGREDIENTS**

3 oz. Markon® Idaho Baker Potatoes, Medium Dice

1/4 OZ. Rice Flour

⅓ tsp. 8½" Wood Skewers

1 ct. Gordon Choice® Angus Beef Franks 3½ 07. Recipe: Korean Corn Dog Batter

½ OZ. Gordon Choice Coarse Panko Bread Crumbs

to taste Coarse Kosher Salt ½ 0Z. Recipe: Sriracha Mayo\* ¼ tsp. Trade East® Black Sesame Seeds

#### PREPARE THE SPICY POTATO **CORN DOG:**

- **1. Heat** a fryer to 350°F.
- **2. Skewer** the hot dog, pushing the stick to within about 1" inch of the end.
- **3. Create** a breading system, with the dough in a shallow pan, the blanched potatoes in a second pan, the breadcrumbs in a third pan, then a sheet tray for the finished product, NOTE; keep a bowl of water nearby to wet the hand that's applying the sticky dough.

- **4. Hold** the skewered dog in one hand, stretch the dough over the dog to completely and evenly cover. Use your wet hand to pull and stretch any extra dough from the bottom end.
- **5. Transfer** the coated dog to the pan with the diced potatoes. Roll the dog over the potatoes allowing them to adhere. Gently squeeze the dog to retain an even shape once this step is complete.
- **6. Coat** the dog with the panko mixture, gently patting the breadcrumbs down so they fill the gaps between the potatoes.
- **7. Fry** the corn dogs in baskets until the exterior is golden-brown, about 4 minutes, and the dog reaches an internal temperature of 165°F.
- **8. Place** the dog on a serving plate and season with salt.
- **9. Sauce** the dog with the sriracha mayo from a squeeze bottle and garnish with black sesame seeds.

#### KOREAN CORN DOG BATTER

Large Grade A Eggs 2 ct.

6½ oz. Tap Water

10½ oz. Primo Gusto® Crust & Bread Flour

4 07. Rice Flour

½ 0Z. Gordon Choice Granulated Cane Sugar

2 tsp. Instant Yeast

1 tsp. Coarse Kosher Salt

#### PREPARE THE KOREAN CORN **DOG BATTER:**

- **1. Crack** the eggs into the bowl of a stand mixer fitted with a dough hook. Add the water.
- **2. Add** the sifted flours, sugar, yeast and salt.
- **3. Mix** on low speed until fully combined and increase speed slightly until the gluten has developed.
- **4. Transfer** the dough to a lightly greased bowl and cover with plastic wrap.
- **5. Allow** the dough to rise at room temperature until it has doubled in size (up to two hours).
- **6. Store** in the cooler if not using immediately.

\*For the full recipe, including the Sriracha Mayo recipe, search *Spicy Potato Corn Dog* at gfs.com





Candles as cuisine? This idea absolutely shines as an easy-to-execute bread and butter plate with a flair for tableside presentation. Light the tallow candle on the plate and allow it to melt into a dipping oil customers will talk about. It's just one way to elevate the simplest comfort food—bread and butter—into a dish people will pay extra to enjoy.

#### **WAGYU TALLOW CANDLE**

#### **INGREDIENTS**

1½ oz. Beef Tallow

1 ct. 2 oz. Paper Souffle Cup as needed Butcher's Twine

5 oz. Sienna Bakery® Savory Garlic Bread Loaf

½ tsp. Markon® Fresh Rosemary

¼ oz. Sea Salt Flakes

#### TO MAKE THE CANDLES:

- 1. Line a quarter sheet tray with paper soufflé cups.
- **2.** Cut a piece of butcher's twine about 1½" long for each soufflé cup.
- **3.** Place a small sauce pot on a scale and weigh out 1½ oz. of tallow for each cup.
- **4.** Melt the tallow in the sauce pot on low heat.
- **5.** Transfer the warm tallow to a squeeze bottle with a wide tip and fill the soufflé cups evenly (about <sup>3</sup>/<sub>4</sub> full).
- **6.** Wrap the sheet tray tightly with film wrap and poke a hole with a skewer above the center of each filled soufflé cup.
- **7.** Add the butcher's twine pieces to the sauce pot and allow them to absorb any extra tallow.
- **8.** Insert the butcher's twine into each hole so the wick reaches the bottom of each soufflé cup and the top portion sticks out of the film.
- **9.** Place the tray in the cooler for at least 4 hours so the candles become firm.
- **10.** Remove the film wrap and the candles' paper jackets.
- **11.** Place the candles in a shallow hotel pan, cover and refrigerate for service.

#### TO SERVE:

- Warm a 5 oz. piece of the roasted garlic bread in a 350°F oven, then make four equally spaced slices to the bottom crust of the bread so it can be pulled apart at the table.
- **2.** Place the bread and unlit candle on the plate, allowing some space all around the candle.
- **3.** Disperse the chopped rosemary and salt around the candle.
- **1.** Light the candle at the table, allowing it to melt for dipping the bread.

# RECYCLE RECYCLE CLAR RECYCLE ECYCLER RECIC RECYCLE RECYCLE



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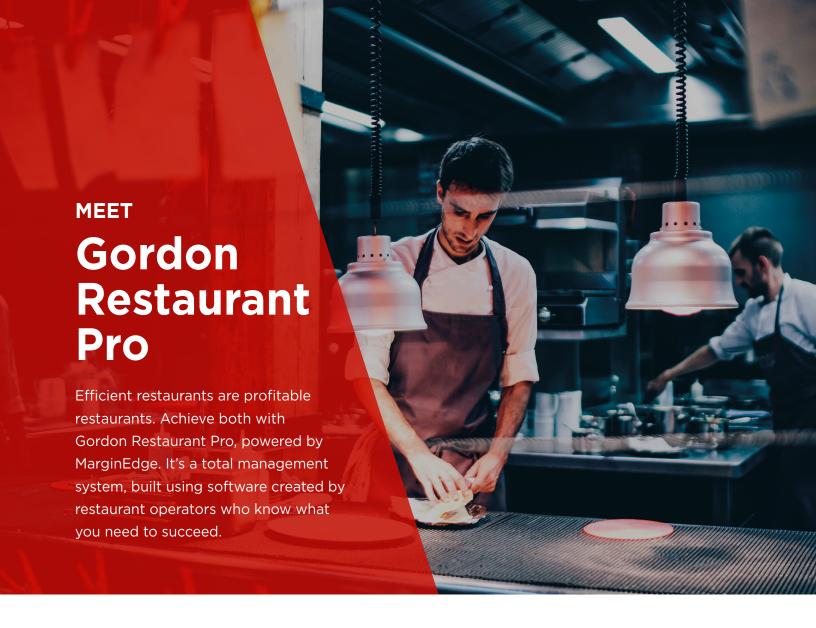
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REUSE RÉUTILISER REUTILIZAR

Simplify Sustainable with Re.Source, a Gordon Food Service® exclusive.





With Gordon Restaurant Pro, you can:

- Track food and labor costs in real time.
- · Automate invoice processing.
- Manage inventory, recipes, ordering and plate costs.
- See actuals vs. theoreticals.
- Connect to POS and accounting for daily P&L.

If you're ready to make more money, ask your Gordon Food Service® Sales Representative about Gordon Restaurant Pro.

