

# foodscape™

ISSUE 2, 2021 // GFS.COM

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[gfs.com/ideas](https://gfs.com/ideas)



## Plan for Success

### UPCOMING DATES AND EVENTS

## NOVEMBER

### 01 World Vegan Day

Highlight your vegan menu items and promote earth-friendly products.

### 09 National Chicken Sandwich Day

Spice up your chicken sandwich and offer a platter complete with slaw and a biscuit.

### 11 Veterans Day

Salute those who served with a special treat or discount from the menu.

### 21 World Hello Day

Encourage people to share a social media howdy featuring your restaurant.

### 25 Thanksgiving

Advertise your ability to help fill the family table with takeout sides, entrées and desserts.

## DECEMBER

### 01 National Pie Day

Start the month in sweet style with whole pies to-go or slices

### 04 National Cookie Day

Promote a holiday cookie decorating kit with all the ingredients for a fun family event.

### 16 National Chocolate-Covered Anything Day

Step 1: Find Chocolate. Step 2: Melt it. Step 3: Seriously? You've got this.

### 25 Christmas

Help the celebration with takeout charcuterie plates and/or cocktail packages.

### 31 New Year's Eve

Decorate, provide party favors, snacks, champagne and start the countdown.

## JANUARY

### Be Kind to Food Servers Month

Celebrate your team for all the success of the past year.

### 01 New Year's Day

Start the year off with a mimosa or bloody Mary bar and light fare for those with resolutions.

### 15 National Bagel Day

Celebrate the greatest thing since sliced bread with bagel sandwich specials.

### 20 National Cheese Day

Cheese is king—from queso dip to sandwich topper to charcuterie board and beyond.

## 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.





# Win at Winter Holiday Catering

*Don't let operational and culinary challenges leave you in the cold.*

Holiday season is make-or-break time for most restaurants. While sales may be brisk right now compared to last year, don't underestimate the potential of catering.

Before the pandemic made it essential, off-premise restaurant dining was in growth mode. The desire remains, and operators can build their brand through catering. It requires planning and employing best practices on the operational and culinary sides.

With people ready to indulge during the holidays, you don't want to disappoint, says Christine Morgan, a Gordon Food Service® Business Solutions Specialist from Pittsburgh.

"Help consumers splurge with special offerings, flavors and ingredients that enhance the off-premise experience," she says. "It's possible to build excitement for them and, with some planning, make it manageable for your staffing and service capabilities."

## Understand operational catering needs

Everything starts on the operational side. Create a menu that's innovative but easy to execute. This lets you plan labor, prep space and logistics—all key to protecting brand integrity when products leave the restaurant.

These menu tips play into operational effectiveness:

- **Call on speed-scratch/value-added.** Save labor with washed and cut salads, trimmed fruits and veggies or pre-breaded chicken and seafood.
- **Offer prepared dishes.** Save time with heat-and-eat foods prepared ahead and ready for delivery or pickup.
- **Create meal kits.** Package ingredients in a branded box and include a recipe for at-home preparation.
- **Make it a party.** Cookie decorating kits or cocktail packages are easy and profitable add-ons to a meal package. They also can be a party kit by themselves.

To meet demand, restaurants also need to manage the calendar. Labor will be a nightmare if you schedule every party on Friday and Saturday. If possible, offer customers an incentive to book weekday events.

Because labor is delicate, Morgan recommends motivating your team. "Ask for their input. If they have a stake in your offerings and presentation, they'll be less stressful and more dedicated to success."

## Consider culinary catering strategies

On the culinary side, expect an appetite for indulgence during the holidays. For operators, success means identifying strengths and opportunities.

"It's important to align catering menus with your current menus as an extension of your business," Morgan says. "Your offerings should expand on things you do really well—these menu items define your concept and set you apart."

The culinary part of the equation, she notes, calls on equal parts planning and creativity.

## 1. PLANNING

- **Manage your menu.** Cross-utilize products as well as employee skills and productivity.
- **Match offerings to manpower.** Review your preparation needs and focus on the end product/experience.
- **Use Recipe Manager.** Cost out ingredients and determine plate price.
- **Know your limitations.** It's the best way to address needed resources and services.
- **Call on experience.** Reach out to past employees or students home from college for labor help.

## 2. CREATIVITY

- **Upscale menu offerings.** Favorite seasonal flavors include pumpkin, cinnamon, cranberry, sage, ginger, peppermint, sweet potato, eggnog or chocolate.
- **Try sensational shortcuts.** Save time with thaw-and-serve desserts or coffees and shakes with a shot of mint or hazelnut.
- **Innovate with beverages.** The season calls for old-school cocktails or warm drinks like Irish coffee, cider and hot chocolate.
- **Don't overlook trends.** Plant-based options and alcohol-free upscale beverages can differentiate your business.
- **Call on LTOs.** Local and seasonal ingredients work well for limited-time offers, creating "get-it-while-you can" excitement. Cross-utilize regular menu items and test items you're thinking of adding permanently.

"Adding value wherever possible—in the kitchen, on the menu and with the experience—is the best strategy for feeding a holiday crowd," Morgan says. "It's possible to build your brand without compromising quality."

Ask your Gordon Food Service Sales Representative about operational and culinary strategies to upgrade your catering.







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\*1Q FOOD SERVICE CHIP STUDY: NOVEMBER 2020

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Gordon Food Service® Sales Representative**

# Make Comfort Food a Menu Star

*Three steps to adding appeal and increasing sales with familiar classics.*

Consumers' tastes and preferences change, but one trend that sticks around is comfort food. People gravitate toward comfort food. As the holiday season approaches, it's a good time to make it a menu star.

Taking comfort foods to new heights takes more than just adding time-tested favorites to the menu. As with any recipe for success, it takes a pinch of nuance and a dash of playfulness.

"It is a great idea to elevate your comfort food offerings to make it your own version," says Chef Matt Dummar, a Gordon Food Service Culinary Specialist in Houston.

He recommends three ways to make comfort food a menu star:

1. **Elevate it**—improve the perception and value for customers.
2. **Create a service mashup**—marry two comfort food icons.
3. **Classic with a twist**—get global with it.

## Elevating comfort food classics

By definition, comfort food is enjoyable. Even so, getting customer orders calls for a strong menu description. Enhance the guest experience by taking a popular dish and elevating it to star status in a few words.

**Weak:** Shepherd's pie.

**Strong:** Shepherd's pie with Guinness demi glace and topped with Stilton mashed potatoes.

**Weak:** Chicken pot pie.

**Strong:** Chicken pie, with creamy sauce, French thyme and organic vegetables under a flaky pastry.

"You don't want to overdo it," Dummars notes. "But a small investment in one or two very flavorful and perceived exotic elements can send a dish to a much higher level."

## Create a new service mashup

Mashups aren't new, but comfort food can appeal to many tastes. Some consumers aren't willing to try something unfamiliar. By elevating the classics with a global mashup, you attract both adventurous and guarded eaters.

"Be creative by swapping out one or two key ingredients with unique offerings," Dummars says. "Swap out the egg noodles in chicken noodle soup with ramen noodles, and add a touch of coconut milk, ginger and soy sauce to your otherwise classic recipe, and you have a global mashup."



## IT ALL ADDS UP

**COMFORT FOOD CLASSIC + NEW SERVICE MASHUP = FUN MENU ITEM**

Chicken Pot Pie	+	Spring Roll	=	<b>Chicken Pot Pie Spring Roll</b>
Shepherd's Pie	+	Samosa	=	<b>Shepherd's Pie Samosa</b>
Mac and Cheese	+	Croquettes	=	<b>Mac and Cheese Croquettes</b>
Butter Chicken	+	Flatbread/Pizza	=	<b>Butter Chicken Flatbread</b>

*\*Mix items up (make Butter Chicken Spring Rolls or Shepherd's Pie Flatbread)*



## ADVICE FROM THE FIELD

We asked our specialists for their picks when it comes to on-trend comfort food. Here's what they had to say:

### “EGGS IN A BASKET” PATTY MELT

*I love this mashup dish, especially for brunch menus! The egg placed in the rye bread before cooking creates a delicious, rich sauce when the sandwich is cut open.*



*Top with sautéed onions, pesto aioli and a layer of crispy prosciutto to add unique flavor.*

**MEGAN PUNCHES**

CULINARY SPECIALIST

### BRUNCH BOARD

*Restaurants are taking the super popular charcuterie board and turning it into a brunch offering that includes an assortment of pastries, fruits, bacon and sausages. They are jazzing up these boards with flavorful jams and syrups, candied nuts and dipping sauces like hollandaise. It's a great way to provide variety in this daypart (or any time of the day)!*



**RACHEL MAZUR**

CULINARY SPECIALIST

### BBQ FUSION



*Barbecue fusion is showing up everywhere, from Asian to Korean and even Latin. Nothing better than a BBQ banh mi or a smoked brisket tostada with pickled red onions and a cilantro lime crema. Combining the comfort flavors of BBQ with the cravable international flavors and presentations creates a unique and amazing experience.*

**ADAM WALKOVER**

CULINARY SPECIALIST



*Comfort-food mashups like this Korean Lasagana add excitement with little extra expense or labor.*

Some quick overhauls allow expanded comfort food offerings with minimal work. The practice calls on cross-utilization of ingredients. Advantages include:

- Reducing labor costs.
- Decreasing the variety of products to buy and store.
- Limiting vendor deliveries (and costs associated with maintaining multiple vendors).
- Keeping inventory low and creating optimum freshness and quality.

**How it works:** Make extra volume of your chicken pot pie base and use it in a spring roll wrapper as an appetizer or sharing plate.

### Go from classic to trendy

Even consumers who want new and exciting offerings gravitate to comfort foods. The sales prove it, Dummars notes.

Because familiar foods help people feel better, ask your staff what foods they ate growing up. Then give it a twist.

“Feature one of those items as specials. If one of them takes off and is popular, look at ways you can possibly elevate it from a comfort food classic to a trendy dish,” Dummars says.

One example might be lasagna. The traditional Italian classic can take on a Korean-style twist.

**Sauce:** Turn the bolognese meat sauce into a Korean bulgogi sauce or barbecue sauce. A white sauce variation could be made using gochujang.

**Noodles:** Use fried wontons or spring roll wraps as the lasagna noodles.

**Cheese:** Include a little smoked cheddar to elevate all ingredients.

“It’s an exciting and interesting alternative,” Evans says. “And you can charge a menu price in line with food costs and the perception of a comfort food menu star.”

**Need comfort food ideas?**  
Go to [gfs.com/ideas](https://gfs.com/ideas) for recipes and strategies to drive profits to your bottom line.





Holiday Napkins



Gift Baskets



New Year's Eve Party Kit



Petit Fours



Truffles



String Lights



Vegan Baked Goods



Seasonal Sprinkle Blend



Seasonal Beverage Syrup

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# Show Me the Money

## REVENUE-GENERATING IDEAS

*Open the door to sales with planning and a focus on what you do best.*

'Tis the season to plan for profitable holidays and beyond. After months of business uncertainty, it's important to find ways your restaurant can support customers and add revenue.

The unpredictability of labor, costs and supply chain disruption has operators asking, "Is this our new normal? If so, how can we thrive in it?"

The answer is planning, says Angela Zguro, a New England-based Gordon Food Service® Business Solutions Specialist. Preparing today makes your business more likely to succeed in future months.

### Find new revenue streams

The path to success means rethinking menus and strategy, while still being creative, efficient and profitable. Start by adding revenue streams, such as holiday parties or events as ways to draw customers. More customers equals more money.

"It doesn't have to be hard," Zguro says. "Think about what worked well in the past and expand on that practice—use seasonality and local events for inspiration."

Take the meal-kit concept offered during the pandemic a step further. You can cross-utilize menu items in strategic ways as "experiences to go."

**"It doesn't have to be hard. Think about what worked well in the past and expand on that practice—use seasonality and local events for inspiration."**

**ANGELA ZGURO**  
GORDON FOOD SERVICE  
BUSINESS SOLUTIONS SPECIALIST



Create a complete “experience to go” with disposable plates, utensils, napkins and cups along with food and beverages. In fact, takeout/delivery alcohol can become at-home tasting kits or cooking with spirits. The holidays are a great time to impact the ticket average by adding beverages, including non-alcoholic drinks like mocktails or infused soft drinks and water.

You can also profit from marketing. Include your logo wherever possible and offer swag or a coupon that makes the customer want to return. Merchandise—shirts, hats or packaged products like dressings, sauces or spices—appeal to loyal customers.

Even gift cards add up, generating cash flow today and bringing customers back after the holidays. Make gift cards more appealing by offering \$5 off for every \$50 purchase.

### Revenue generating meal kits

Put your spin on these meal kit ideas to boost sales:

- **Date night.** You assemble the ingredients and provide a recipe to create an interactive experience. Add value with a candle, tablecloth or flowers from a local shop.
- **Event in a box.** Combine meal or cocktail kits with decorations, trivia cards, music playlists, movie suggestions, etc. Help customers celebrate birthdays, anniversaries or a night with friends.
- **Holiday themes.** Create a buzz with menu options available only through holiday kits celebrating Thanksgiving, Christmas, Hanukkah, Kwanzaa and New Year’s Eve.

### Revenue flow and beyond

Building kits around in-house inventory helps revenue flow by limiting ingredients, inventory, waste and training. For the consumer, it offers new choices.

Something as simple as adding a new sauce to a dish can change the experience, says Chef Rachel Mazur, a North Carolina-based Gordon Food Service Culinary Specialist.

“A soup from the lunch menu can become an ingredient in other dishes,” Mazur explains. “A seasonal pumpkin soup can be the base of a pasta sauce, a topping for cheesy potatoes or even a pizza sauce.”

Get your staff involved whenever possible, she urges. “Lots of great ideas come from the front lines, which increases buy-in from the team, thus boosting morale and sales.”

Mazur and Zguro remind operators not to overthink things. It’s all about looking at what your operation does well, then adding a twist. Create a plan, execute it and build revenue while managing challenges.

Your Gordon Food Service® Sales Representative can explain ways to get your revenue rolling into 2022.



## EXPERIENCE ENHANCERS

- ☐ **PIGGYBACK.** Create meals linked to local sporting or cultural events
- ☐ **PARTNER.** Join with a local charity or museum and use meal kits as fundraisers that generate attention and new business
- ☐ **PROVOKE.** Ask for photos of people enjoying meal kits, and include a fun hashtag for social media exposure
- ☐ **PARTICIPATE.** Hold a drawing for those who share photos online. Offer gift cards, a discount, a free appetizer, etc.

## CATCH ONTO *Khachapuri*

Canoe-shaped flatbreads are a popular part of the cuisine in Baltic Sea coastal areas. Some would argue they predate the first Italian pizzas. They are known as khachapuri — the national dish of Georgia. Neighboring countries like Turkey call it pide (pita).

*Add some texture  
with sesame seeds*



*Bacon and scallions  
make this dish ready  
for any daypart*



*Traditional toppings with  
a blend of cheese and egg*



*Try a new spin on flavors  
familiar to pizza lovers  
with a fun, alternative  
shape. It's sure to be  
a crowd pleaser.*



*Pepperoni cups make this  
dish fun and familiar*



*Everything bagel seasoning  
kicks up the flavor*





**YIELD**  
15 oz. Khachapuri



**PREP TIME**  
5 minutes



**COOK TIME**  
20 minutes



**SUGGESTED PRICE**  
\$8.00



## GEORGIAN KHACHAPURI

### INGREDIENTS

10 oz.	Pizza Dough Ball
4 oz.	Primo Gusto® Low Moisture Shredded Mozzarella
1 oz.	Brined Feta Cheese
¾ tsp.	Coarse Kosher Salt
1 pinch	Trade East® Black Pepper Restaurant Grind
1 Tbsp.	Gordon Choice® All-Purpose Flour
1 Spray	Gordon Choice Pan Spray
1 ct.	Gordon Choice Shell-On Large Eggs
1 tsp.	Tap Water
1 tsp.	Gordon Choice Unsalted Butter
1 ct.	Gordon Choice Shell-On Large Eggs

### PREPARE THE KHACHAPURI:

1. Thaw pizza dough balls overnight under refrigeration or for about 5 hours at ambient temperature.
2. Preheat a convection oven to 350°F on high fan.
3. Pulse the mozzarella and feta together with salt and pepper in a food processor just until incorporated and the cheeses are similar in size. Reserve.
4. Gather a small stainless steel bowl and whisk an egg with a teaspoon of water. Reserve to apply with a pastry brush as an egg wash.
5. Flour your work surface slightly.
6. Coat a 16" pizza screen with pan spray.
7. Toss and stretch the dough in an oblong shape long enough to fit lengthwise on a 16" pizza screen.
8. Transfer the stretched dough to the screen. (approximately 16" x 8").
9. Fold over the edges of the dough by 1"- 2" toward the center to make a crust or wall for the entire khachapuri.
10. Twist the top corners together to form a point and repeat the same process with the bottom corners. It will be a canoe-shaped bread boat with dough walls.
11. Par-bake the crust on the middle rack for 10 minutes and remove.
12. Press the puffed center sections down under the crust walls as needed.
13. Brush the egg wash on the crust and fill the boat evenly with the cheese mixture.
14. Place the khachapuri back into the oven on the middle rack for 10 minutes and remove.

### TO PLATE:

1. Separate the remaining egg and place just the whole yolk on the middle of the khachapuri.
2. Rub the whole butter along the crust allowing it to melt.
3. Prior to eating, instruct your guest to mix the egg yolk with the melted cheese or have your waitstaff do that tableside.
4. Cut into 4" wide planks and place on a serving tray.

*This recipe reflects the Georgian style, and it's easy to create by stretching pizza dough to get its shape. A quick fold along the edges forms a well that keeps the mozzarella and feta at bay. Just before the baking is complete, a cracked egg is nestled in the cheese. The result is a runny yolk that is classically mixed into the melted cheese before being cut into planks to share.*

# MEDITERRANEAN CHICKEN SKEWERS (SOUVLAKI)

## INGREDIENTS

6 oz.	Recipe: Souvlaki Marinated Chicken
4 oz.	Recipe: Shawarma Spiced Vegetables
2 oz.	Tzatziki Sauce
1 oz.	Feisty Feta Spread
2 ct.	Sienna Bakery® Mini Naan Bread

## PREPARE THE SKEWERS:

1. Preheat a char-grill to medium high.
2. Create an assembling station with the bowl of chicken next to the bowl of vegetables and a half-size sheet tray lined with parchment.
3. Skewer one piece of chicken through a metal skewer, keeping the chicken as flat as possible and pushing it down to the bottom of the skewer. Add 1 piece of red, orange and yellow peppers, followed by 1 piece of red onion and, finally, another piece of chicken, ensuring there is enough room in between for even cooking. Repeat the process, creating 3 total skewers and transfer to the sheet tray.
4. Grill the skewers for about 6 minutes per side, or until the chicken has reached 165°F.
5. Remove from the grill and transfer to a clean half-size sheet tray for plating.

## SOUVLAKI MARINATED CHICKEN

40 oz.	Halperns® Chicken Brochettes (1 cryo package)
3 oz.	Primo Gusto® Extra Virgin Olive Oil
1 oz.	Markon® Lemon (juice only)
1 Tbsp.	Gordon Choice® Honey (½ oz.)
1 Tbsp.	Markon Garlic (2 cloves, or 8 g. minced)
½ tsp.	Markon Oregano (1 g. chopped)
½ tsp.	Markon Rosemary (1 g. chopped)
½ tsp.	Markon Thyme (1g. chopped)
¼ tsp.	Trade East® Crushed Red Pepper Flakes
¼ tsp.	Trade East Smoked Paprika
2 tsp.	Kosher Salt (10 g.)

## PREPARE THE MARINATED CHICKEN:

1. Strain the chicken in a mesh strainer nested inside a mixing bowl. Discard any strained liquid.
2. Whisk the remaining ingredients (except the salt) in a medium-sized mixing bowl to create the marinade.
3. Transfer the chicken to the marinade wearing gloves and hand mix to evenly distribute. Press the chicken flat in the bowl for optimal coverage. Cover with plastic wrap and refrigerate at least 4 hours before grilling.
4. Reserve for skewer assembly.

## SHAWARMA SPICED VEGETABLES

11 oz.	Red Bell Peppers
11 oz.	Orange Bell Peppers
11 oz.	Yellow Bell Peppers
11 oz.	Red Onion
1 Tbsp.	Extra Virgin Olive Oil
1 tsp.	Shawarma Seasoning (3 g.)
2 tsp.	Kosher Salt (10 g.)

## PREPARE THE SHAWARMA SPICED VEGETABLES:

1. Cut the peppers and onions into approximately 2"x2" squares. You will need 3 pieces of each for 3 skewers, weighing ½ oz. total per type.
2. Toss the vegetables in a mixing bowl with the olive oil, spices and salt.
3. Reserve for skewer assembly.

## TO PLATE:

Plate the skewers on a platter or desired serving vehicle with the tzatziki sauce, the feisty feta and the warmed mini naan bread.

*Serve mezze as a table party platter or make it a portable picnic. Souvlaki-style chicken thigh brochettes are skewered and grilled with colorful shawarma-spiced peppers and onions and served with naan and tzatziki. It's an international caravan of flavors perfect for tableside, takeout or wrapping in naan for street food portability.*



**YIELD**  
8 oz. or 3 skewers



**PREP TIME**  
45 minutes



**COOK TIME**  
12 minutes



**SUGGESTED PRICE**  
\$12.99



*This salad bursts with flavor, color and texture. Start with veggies ripe for health-conscious eaters, then add a simple herbed Caesar dressing that fills in nicely for the traditional bagna cauda. Pull it all together with the whipped beet sujack—roasted beets, feta, yogurt and butter made in the blender and piped around the salad for bursts of purple delight.*



## PINZIMONIO SALAD

### INGREDIENTS

1 oz.	Carrots
½ oz.	Watermelon Radish
¼ oz.	Radish
½ oz.	Markon® Mini Cucumbers
1 oz.	Markon Celery
¼ oz.	Bell Peppers
½ oz.	Markon Cauliflower
2 oz.	Recipe: Herbed Caesar Dressing
1 oz.	Recipe: Roasted Beets Batch
1 oz.	Recipe: Whipped Beet Sujak

### PREPARE THE VEGETABLES:

1. Wash the vegetables to prepare them in advance of assembling the salad.
2. Peel the carrots and watermelon radishes and reserve.
3. Cut the carrots and celery into roughly 6" long sections with a chef's knife on a cutting board and set aside. (If using carrots with tops, save the tops for garnish.)

4. Trim the ends of the cucumbers and discard.
5. Gather a large lexan container and fill it three-quarters full with ice water.
6. Shave the carrots and celery on a mandoline lengthwise with the blade set to 1/16" and add to the ice water.
7. Julienne the bell peppers with a chef's knife and add to the ice water.
8. Shave the radishes whole into 1/16" rounds on the mandoline and add to a deli container.
9. Shave the cucumbers into 1/16" rounds on the mandoline and reserve separately in a deli container.
10. Shave the roasted beets into 1/16" rounds on the mandoline and reserve separately in a deli container.
11. Break the cauliflower into bite-size florets and add to a deli container.
12. Place the lexan of vegetables submerged in ice water into the cooler for at least two hours or until they have curled up.
13. Cover the deli containers with lids and place under refrigeration until needed.
14. Strain the vegetables from the ice water into a colander and transfer to a perforated half pan nested inside a regular half pan for service.

### HERBED CAESAR DRESSING

12 oz.	Pepper Mill® Caesar Dressing
1 oz.	Markon Chives
1 oz.	Markon Parsley

### PREPARE THE HERBED CAESAR DRESSING:

1. Place the Caesar dressing in a food processor.
2. Rough chop the chives and parsley and add it to the food processor.
3. Pulse the food processor until smooth and the herbs have been uniformly processed.
4. Transfer to a deli container and refrigerate for service.

### TO PLATE:

1. Plate the salad by spooning 2 oz. of the Caesar dressing down first and then artfully build a nest of the various vegetables on top.
2. Pipe out 4 rounds of the sujak around the salad and serve immediately.

*\*For the full recipe, search  
Pinzimonio Salad at gfs.com*

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Hors D'oeuvres



Breaded Chicken Breast



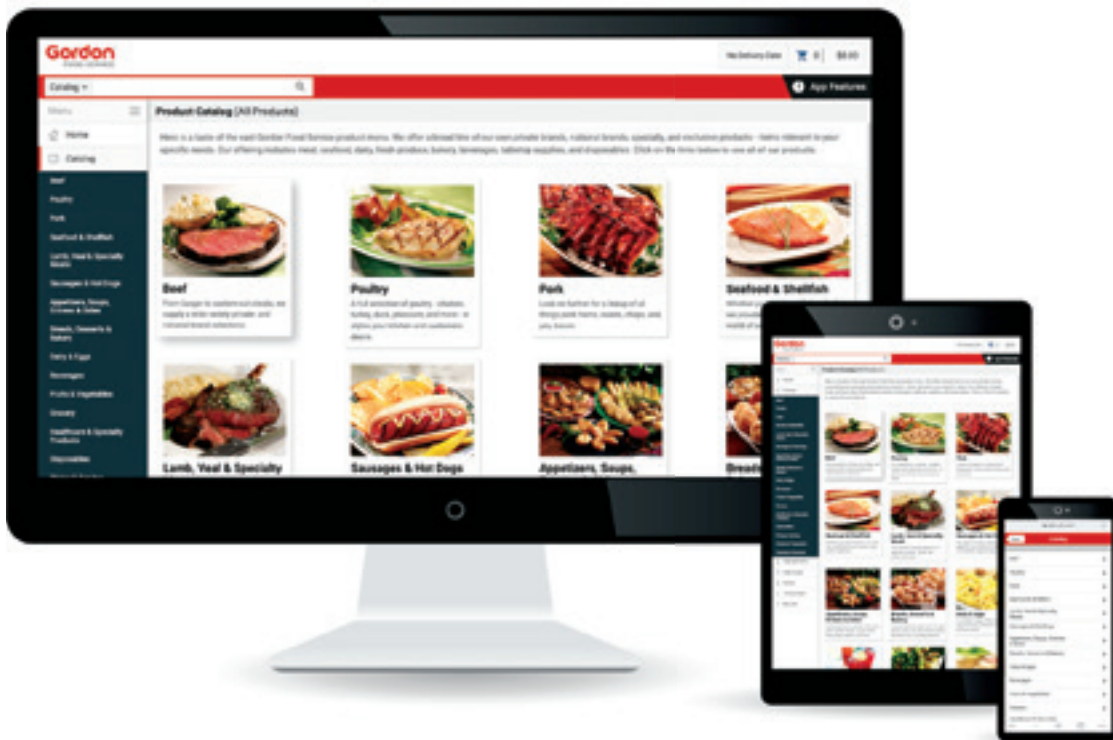
Refrigerated Soup



Breakfast Entrée



Angus Beef



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