

2024 ISSUE #1

• FAMILY-OWNED AND OPERATED •
UPPER LAKES FOODS
EST 1967

The Feed

JANUARY - FEBRUARY

ELEVATED COMFORT FOOD

Nostalgia and innovation go hand-in-hand to create truly memorable dining experiences.

WHAT'S COMING FOR 2024

New hand-picked products, marketing tips, and recipes to spark your creativity.

pg. **10**

Wow your guests with the newest, hottest appetizers from ULF

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Menu Insight Menus Go Granular

Vague menu descriptions are obsolete as transparency gains traction. Cocktails specify Granny Smith apple flavor, and red wine vinegar upgrades to Barolo. Raw beef dishes differentiate with filet mignon carpaccio and tenderloin steak tartare. Momentum in menu descriptions includes not only ingredient varietals but also callouts of regions or countries of origin, such as Haitian honey and Senegalese-style chicken. This detailed approach enhances quality, premiumization, and transparency in the consumer mindset.



WHAT'S HOT 2024 NRA Trends

The top “Macro Trend” in the 2024 What's Hot Culinary Forecast — according to more than 1,500 culinary professionals—is incorporating social media trends into restaurant menus and marketing. Making use of platforms like TikTok is top of mind for operators and very much a two-way street when it comes to influence. Viewers help restaurant fare go viral and restaurants riff on online food fads, parlaying them into innovative menu additions or LTOs.

In the food categories — dishes, ingredients, flavors and condiments—**comfort and community dominate**. Soups and stews, stuffed vegetables, and melty cheeses are classic comfort foods and are a safe way for consumers to sample unique ingredients and flavors from other regions, both domestic and international. Social sharing quickly heightens awareness of regional food discoveries. When it comes to beverages, energy and health are the keynotes. In the non-alcohol category, beverages that boost energy are in demand, but consumers are increasingly looking for ingredients that boost health, too.

The botanicals infusing the cocktail market also carry a health-forward vibe, with easy-to-recognize herbs, berries, flowers and leaves **enhancing the flavor and presentation**. Low-alcohol beverages, both the commercial brands restaurants sell and the cocktails they create, have a health hook that's trending well with adults today. Check out the What's Hot top picks and take a peek at the emerging trends in each category—are you on track to strike while the trend iron's hot?

TOP 10 TRENDS

1. *World Stage Soups & Stews*
(Birria, Chicken Tom Kha, Laksa, Salmorejo, Upscale Ramen)

2. *Global Chicken Wings*

3. *International BBQ*

4. *Incorporating Social Media Trends (TikTok)*

5. *Grilled/Cooked Cheeses*
(Provolone, Queso Fundido, Raclette, Halloumi, Juustoleipa)

6. *Wagyu Beef*

7. *Stuffed Vegetables (Chiles en Nogada, Stuffed Peppers, Stuffed Cabbage Rolls)*

8. *Regional Menus*

9. *Streamlined Menus*

10. *Hot Honey Breakfast Sandwiches*



RESTAURANTS EMBRACE THE COMFORT FOOD CRAZE

Catering to Changing Dining Habits

- In recent years, a seismic shift in dining preferences has swept across the culinary landscape. The resurgence of comfort food has not only redefined our palates but has also sparked a revolution in the restaurant industry. The allure of familiar, hearty dishes has propelled a wave of innovation, with establishments strategically capitalizing on this trend to meet evolving consumer demands.

THE COMFORT FOOD COMEBACK: A STATISTICAL VIEW

- **1. Dining Habit Evolution:** According to industry reports from leading market analysts like Mintel, nearly 72% of consumers express a preference for comfort food when dining out, emphasizing a shift in eating habits toward nostalgic, soothing dishes.
- **2. Pandemic Influence:** The upheavals caused by the pandemic played a pivotal role in reshaping dining preferences. The uncertainty and stress spurred a desire for familiar, nostalgic flavors, leading to a 32% increase in orders for comfort food items across various restaurant segments, according to data from the National Restaurant Association.

3. Consumer Psychology: Studies conducted by Technomic reveal that comfort food is not merely about taste; it taps into emotions, offering a sense of nostalgia and security. Restaurants leveraging this understanding have experienced a surge in customer satisfaction and loyalty.

HOW RESTAURANTS ARE RESPONDING

1. Menu Innovation: In response to this paradigm shift, restaurants are revamping their menus, placing a renewed emphasis on classic comfort fare. From gourmet macaroni and cheese to elevated versions of fried chicken and mashed potatoes, these establishments are re-imagining comfort food without compromising on quality.

2. Embracing Authenticity: Consumers are increasingly drawn to authentic, homemade flavors. Restaurants are leveraging this by incorporating traditional family recipes, locally sourced ingredients, and artisanal cooking methods to evoke a sense of nostalgia and genuineness.

3. Creative Presentations: Presentation matters, and restaurants are getting

creative. The visual appeal of comfort food is being elevated through innovative plating techniques, showcasing the dishes in a more upscale and Instagram-worthy manner.

MEETING THE DEMAND: THE BOTTOM LINE

As consumer preferences continue to evolve, restaurants that adapt and cater to the comfort food trend are experiencing a significant uptick in sales. The strategy of tapping into nostalgia and providing a sense of familiarity has proven to be a winning formula in an ever-evolving industry.

FINAL THOUGHTS

The comfort food trend shows no signs of slowing down. As restaurants navigate the changing landscape, those adept at embracing this movement are not only meeting consumer demands but are also setting the stage for a new era of dining experiences—a fusion of nostalgia, innovation, and culinary delight.

In this evolving landscape, the allure of comfort food remains a guiding beacon, offering not just sustenance but a warm, familiar embrace in every bite.



Ideas for Elevating Comfort Food

BUTTERY BRIOCHE GRILLED CHEESE

Swap traditional white bread for French brioche bread, and a three-cheese blend with Dijon and garlic takes the place of the usual American slices.

STUFFED CRUST PIZZA WITH SMOKED MOZZARELLA

Tuck delicious smoked mozzarella into the edges of your pizza crust and fold the dough over to create a more refined stuffed crust.

MEATBALLS WITH WHIPPED RICOTTA

Juicy meatballs over a fluffy whipped ricotta. Top with a simple, bright tomato sauce and fresh basil.

SPINACH ARTICHOKE DIP

Top a pre-made dip with shaved Parmesan cheese and serve with thick slices of toasted ciabatta.



FULLY COOKED BEEF POT ROAST
674406 - 2/9 lb. avg.



FULLY COOKED CANNED WILD RICE
381244 - 6/#10 can

MINNESOTA CULTIVATED WILD RICE
381247 - 6/16 oz.



EXCEL POTATO PEARLS
200238 - 12/28 oz.



GOLD MASHED POTATO PEARLS
200205 - 12/29.6 oz.

FLAV R PAC ROASTED SEASONED ROOT VEGETABLES
758923 - 6/2.5 lb.



SMALL WHITE ROLL DOUGH
716977 - 252/1.25 oz.



HONEY WHEAT ROLL DOUGH
716993 - 252/1.25 oz.



CHEF'S PREMIER NAMSG BEEF BASE GF
294300 - 6/1 lb.



CHEF'S PREMIER NAMSG AU JUS BASE
294301 - 1/1 lb.

HOT HONEY

Hot honey has been buzzing (pun intended) all over kitchens, restaurants, and social feeds! Its unique blend of heat and sweetness has won hearts and taste buds everywhere.



BUILD THE ULTIMATE HOT HONEY CHICKEN SANDWICH



HOT HONEY SAUCE
463422 - 1/5 lb.



PARFRY CRISPY CHICKEN FILLET
682688 - 2/5 lb. 5.7 oz.



**3/8" OR SURECRISP
PXL FRENCH FRY**
689060 - 6/5 lb.

Mrs. Gerry's
the best in salads & sides

DELI FRESH COLESLAW
148522 - 2/5 lb.



BREAD & BUTTER PICKLE CHIPS
282920 - 1/2 gal.



4.25" HOMESTYLE BRIOCHE BUN
712119 - 4/12 ct. 2.88 oz.



SOCIAL MEDIA IS MAKING FOODIES OF US ALL.

EMERGING TRENDS

- Artificial Intelligence (AI) Integration
- Augmented Reality
- Monthly Restaurant Subscriptions

HOT MACRO TRENDS

- Incorporating Social Media Trends
- Regional Menus
- Streamlined Menus
- Restaurants as Entertainment
- Inventory Optimization

Restaurant dishes become viral sensations and vice versa—in the right culinary hands, viral “food fads” can successfully translate to menus and LTOs. Social platforms are intrinsic to restaurant marketing today, capturing attention and generating buzz.

Social media plays a part too in consumers' awareness of regional foods, both domestic and international. But the fun is not just in adopting the original but rather finding tastier, more creative, more buzz-worthy ways of using regional stars to create original dishes.



CLICKING WITH FOODIES

TikTok's impact on food trends and restaurant menus can't be overstated. Through social media and at viral speeds, consumers discover virtually unknown flavors, ingredients, prep methods, and menu hacks.

THE HEAT IS ON

Top Flavors and Condiments

TOP FLAVORS

- Nashville Hot
- Agave Syrup
- Everything Bagel Spice
- Turmeric Ginger
- Hibiscus

Coast to coast customers find Carolina, Kansas City, and Texas BBQ sauces together on the table. They have a choice of Chicago, New York, or Detroit-style pizzas, and can sample local takes on upper Midwest hotdish and low-country boils.

Chefs are looking to regional standouts for inspiration and finding ways to make them their own. **Nashville hot** is one such standout, a natural flavor to emerge after Fried/Chicken Sandwiches 3.0 topped 2023's Hot list. **Agave syrup** is another to emerge from a 2023 top trend, alternative sweeteners; it's sweeter than sugar but easier on the glycemic index. Also gaining high marks, **hibiscus**, with its tart, sweet, cranberry-ish flavor, is a versatile ingredient in everything from salads, to beer, cocktails, and desserts.

SPICE UP YOUR MENU



GROUND GINGER SPICE
280862 - 1/14 oz.



EVERYTHING BAGEL SEASONING
300092 - 1/21 oz.



NASHVILLE HOT SAUCE
463596 - 4/5 gal.

ULF PRODUCE

N/D GROUND TURMERIC SPICE
133094 - 1/1 lb.

FRESH GINGER ROOT
128598 - 1/5 lb.

TOP CONDIMENTS

- Chili Crisp
- Tajin
- Chipotle Ketchup

TAJIN SEASONING

INGREDIENTS

- 3 Tbsp. Chili Powder
- 2 Tbsp. Smoked Paprika
- 1 Tbsp. Ground Chipotle
- 1 Tbsp. Salt
- 3 Limes, zested

PREP | In a medium bowl whisk together chili powder, paprika, ground chipotle, salt, and zest until well combined. Transfer mixture to an air-tight container. Store up to 3 months in a cool, dry, dark, place.

A kick on everything from mango to meat, Tajin is traditionally made from salt, dehydrated lime juice, chile peppers, and garlic. Social-shares include Tajin baked into mango fruit leather and Tajin-sprinkled elote.

CHIPOTLE KETCHUP

INGREDIENTS

- 1 cup Ketchup
- 2 Chipotle Peppers
- 1 Tbsp. Adobo sauce

PREP | Add the ketchup, chipotle peppers, and adobo sauce to the bowl of a small food processor. Blend the ingredients until completely combined. Serve or store immediately.

Make it yours! Experiment with this ketchup by adding other herbs and spices that you enjoy like garlic, onion powder, or even smoked paprika.

PINEAPPLE MARGARITA WITH TAJIN RIM



FANCY KETCHUP JUG W/PUMP
448259 - 6/114 oz.



CHIPOTLE PEPPERS IN ADOBO
189518 - 24/7 oz.

Snacks for the BIG GAME

TIPS FOR PROMOTING YOUR GAME DAY LTO'S

LEVERAGE SOCIAL MEDIA

Utilize platforms like Instagram, Facebook, and Twitter to create visually appealing posts, stories, and videos showcasing your specials. Run contests, polls, or share behind-the-scenes glimpses to generate buzz.

EMAIL MARKETING

Send out targeted emails to your subscriber list detailing your Super Bowl specials, including enticing images and exclusive deals for subscribers.

OFFER DEALS AND BUNDLES

Create special packages or deals specifically for the Super Bowl, such as discounted group menus, combo offers on food and beverages, or exclusive game-day platters.

DECORATE FOR THE THEME

Deck out your restaurant with Super Bowl-themed decorations, banners, or team colors to create a festive atmosphere that aligns with the event.

MENU IDEA

Chili Lime Cheese Curds

Wisconsin Cheddar curds tossed with chili seasoning with fresh lime and cilantro aioli.

SCAN THE QR CODE FOR
MORE DELICIOUS RECIPES!



PEPPERONI & CHEESE
PIZZA LOG
787706 - 72/2 oz.



SIGNATURE SAUCE
463424 - 1/5 gal.

HONEY SRIRACHA SAUCE
463590 - 4/5 gal.

KOREAN PEPPER
GOCHUJANG SAUCE
463594 - 4/5 gal.



FULLY COOKED OVEN
ROASTED NAKED
CHICKEN WINGS
681525 - 2/6 lb.

FULLY COOKED BONELESS
DOO-WA CHICKEN WINGS
681594 - 2/5 lb.



BATTERED CAULIFLOWER
WINGS
705952 - 4/3 lb.

NATURAL FLAT
POTATO CHIPS
701384 - 6/4 lb.

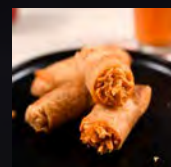
BREADED WISCONSIN
CHEESE CURD
705560 - 2/5 lb.



FULLY COOKED SMOKED
BEEF BRISKET BURNT ENDS
553528 - 2/5 lb.



BUFFALO CHICKEN LONG
787704 - 72/2.3 oz.



MENU IDEA

CAJUN CAULIFLOWER WINGS

Crispy vegetarian 'wings' seasoned with Cajun spices and served with a spicy remoulade dipping sauce



DID YOU KNOW?

Reservation requests climb by **500%** on February 14th, making Valentine's Day the second busiest day of the year for many businesses.

\$4.4 BILLION

was the amount estimated to have been spent in 2023 by the 32% of celebrators who went to have a special evening out.



- based on data from WalletHub

Now's the perfect time to prepare for VALENTINE'S DAY



S/O 10-20 FRESH DRYPACK SCALLOPS
668128 - 1/1 gal.

S/O U-10 FRESH DRYPACK SCALLOPS
668133 - 1/1 gal.



RAW RING & TENTACLE CALAMARI
632431 - 6/2 lb.



16-20 COOKED TAIL-ON SHRIMP
606733 - 1/2 lb.

21-25 RAW TAIL-OFF PEELED & DEVEINED SHRIMP
606717 - 1/2 lb.



U-15 RAW TAIL-ON PEELED & DEVEINED SHRIMP
606722 - 1/2 lb.

8-12 RAW TAIL-ON PEELED & DEVEINED SHRIMP
606723 - 1/2 lb.

26%

of singles say they always celebrate Valentine's Day, even if they don't have a date. Don't forget to have something for them too!

- based on data from WalletHub



16-20 BREADED DEEP CUT COCONUT SHRIMP
604619 - 4/2.5 lb.

STUFFED BREADED SHRIMP
612557 - 1/3 lb. 2 oz.

STUFFED SHRIMP BAKER
612599 - 1/3 lb.

12-15 HOMESTYLE BREADED DEEPCUT SHRIMP
604648 - 1/3 lb.

26-30 BREADED SEA SCALLOPS
604641 - 1/2.5 lb.



IW BONELESS SKINLESS ALASKAN SOCKEYE SALMON
649569 - 27/6 oz.



IQF POLLOCK FILLET
649549 - 1/25 lb. 6-8 oz.



4 - 5 OZ. CANADIAN LOBSTER TAIL
623751 - 1/10 lb.

5 - 6 OZ. CANADIAN LOBSTER TAIL
623752 - 1/10 lb.

6 - 7 OZ. CANADIAN LOBSTER TAIL
623753 - 1/10 lb.



CTC 0X1 STRIP LOIN
518402 - 2/15 lb. avg.

MCC LIPON RIBEYE
518403 - 2/15 lb. avg. DN

MCC 0X1 STRIP LOIN
518404 - 2/15 lb. avg.

CTC LIPON RIBEYE
518400 - 2/15 lb. avg. DN

MCC PSMO BEEF TENDERLOIN
518160 - 6/5 lb. avg. UP



N/D USDA CHOICE CENTER CUT TOP BUTT
518755 - 20/8 oz.

N/D CHOICE TOP BUTT CAP STEAK
490387 - 28/6 oz.



FULLY COOKED PORK OSSOBUCO
553266 - 6/3.5 lb. avg.



ROASTED HALF DUCK
683336 - 12/15 oz.

MEDIUM SIZED BONELESS DUCK BREAST
683389 - 24/6.5-9.5 oz. avg.



ON TREND FOR ST. PATRICK'S DAY

REUBEN EGGS BENEDICT

INGREDIENTS

- 4 ea. Sparboe Farms Large Eggs (215608)
- 1 Tbsp. Pastorelli Distilled White Vinegar (289045)
- 4 oz. Knorr Hollandaise Sauce Mix, prepared (296627)
- 2 oz. Hidden Valley Thousand Island Dressing (463345)
- 4 slices Rotella's Rye Bread (719005)
- 1/2 lb. Hormel Sliced Corned Beef or Pastrami (553400 Or 558630)
- 1 cup GLK Sauerkraut, warmed (283185)
- Finely Chopped Parsley, for garnish (129388)

PREP | In a medium bowl, whisk prepared hollandaise sauce and Thousand Island dressing. Place the bowl over a saucepan of just-simmering water and keep warm.

Preheat the oven to 425°.

Fill a high-sided skillet halfway with water. Add the vinegar and bring to a boil. Reduce the heat to maintain a steady simmer.

Crack each egg into a ramekin and add to the water. Poach the eggs until the whites are set and the yolks are runny, about 3 minutes. Using a slotted spoon, gently transfer the eggs to a paper towel-lined plate to drain. Cover the poached eggs with foil to keep warm.

On a baking sheet, toast the rye bread for 8 minutes, turning once. Top with the corned beef and bake for 2 more minutes. Top each toast with sauerkraut, a poached egg and the Reuben hollandaise. Sprinkle with parsley and serve immediately.



COOKED DELI PASTRAMI FLAT
558630 - 2/6 lb. avg.



BLACK RUSSIAN REUBEN BREAD
715809 - 6/36.6 oz. 16 sli.



SHREDDED SAUERKRAUT
283185 - 1/2 gal.

COOKED ROUND TOP CORNED BEEF
553400 - 2/7 lb. avg.

5/8" SLICED MARBLE BREAD
716178 - 6/2.27 lb. 19 sli.



THICK MARBLE REUBEN BREAD
716172 - 1/6 ct. 14 sli.

1000 ISLAND DRESSING
463345 - 6/32 oz.

NEW IN DESSERT



RASPBERRY CHEESECAKE DESSERT LOG
787700 - 72/2.13 oz.

APPLE PIE DESSERT LOG
787702 - 72/2.3 oz.



CARAMEL APPLE OATMEAL COOKIE DOUGH
737953 - 200/1.5 oz.

ZTF OATMEAL CRANBERRY WALNUT COOKIE DOUGH
737974 - 200/1.5 oz.



ZTF STRAWBERRY SHORTCAKE COOKIE DOUGH
738321 - 200/1.5 oz.



12"X16" ORANGE CLASSIC ICED SHEET CAKE
738760 - 4/75 oz.

12"X16" RED VELVET CLASSIC ICED SHEET CAKE
727715 - 4/12"x16" pan



8"X15" FRENCH CREAM CHOCOLATE CHEESECAKE
740505 - 4/73 oz.

8"X15" FRENCH CREAM PLAIN CHEESECAKE
740500 - 4/73 oz.





TAKE IT TO GO



7.75" X 4.75" X2.5" #8 KRAFT CARTON
029124 - 1/130 ct.

7.75" X 5.5" X 3.5" #4 KRAFT CARTON
029125 - 1/90 ct.

4.3" X3.5" X2.5" #1 KRAFT CARTON
807620 - 1/180 ct.

RJ Schinner has options to help you meet the changing preferences and lifestyles of consumers while providing a delightful dining experience beyond the traditional dine-in setting.