

2024 ISSUE #2

• FAMILY-OWNED AND OPERATED •
UPPER LAKES FOODS
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The Feed

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pg. **4**

Breaking down the best social media platforms for restaurants.

COOKIES & ICE CREAM

A match made in heaven. Check out new pairing and topping ideas inside.

BEST BACON *EVER*

Find the right bacon for your operation.

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BEST. BACON. EVER.

Here are some easy ways to find the bacon that is the best fit for you and your operation.



How it's packed.

There are three common ways bacon is sold in foodservice: shingle, side-by-side, and slab.

Shingle Bacon: Sliced bacon that is packed so each slice is slightly overlapping. You see this most often in your grocery store. Slices are removed individually and placed on a cooking surface.

Grill Ready Bacon: Individual bacon slices placed on parchment paper with no overlap. Conveniently, the parchment, along with the bacon, can be placed in the microwave, on a sheet pan for the oven, or directly on the cooking grill.

Slab Bacon: This is bacon that has not been sliced. Slab bacon provides great flexibility to the foodservice operator.

How it's sliced.

The slice count is extremely important when deciding which bacon to use.

Bacon with a 9-12 slice count means that, on average, there are 10 slices of bacon per pound. A 14-18 slice count bacon would be thinner slices, averaging about 16 slices per pound. An 18-22 slice count bacon would be thinner still and average 20 slices per pound.

Think beyond breakfast.

Bacon fits on all menus, and not just for breakfast. Adding bacon is a great way to enhance any menu item including sandwiches, soups, dressings, salads, appetizers, desserts and more. Adding roughly 50¢ worth of bacon lets you to increase the menu item price by \$2 or more.

Grill Ready 14-18 Deluxe
Hickory Smoked Bacon
562166 - 2/7.5 lb.

Hickory Smoked 14-16 ct.
Thick Shingle Bacon ^{GF}
549217 - 2/7.5 lb.

Apple Smoked 10-12 ct. Bacon
549254 - 2/7.5 lb.

Apple Smoked 14-18 ct.
Shingle Bacon
562182 - 2/7.5 lb.

Hickory Smoked 10-12 ct.
Shingle Bacon
549242 - 1/15 lb.

THE BEST SOCIAL MEDIA PLATFORMS FOR RESTAURANTS



Is your restaurant using social media? And if you are, are you using it effectively? How many platforms are you using? Are you on the best ones for your target audience?

Social media is a great way to cater to your current customers while also getting new ones. Your goal is engagement and valuable content.

Your customers are definitely using social media platforms and generally multiple ones. In fact, the average social media user can be found on six to seven platforms each month.

You want to make sure you leverage the power of this free (except for paid ads) tool. So, let's look at the best platforms.

FACEBOOK

This social media platform still sits atop the leaderboard. Facebook is often the best for restaurants that want to reach their target audience and build engagement and relationships.

If you pick just one platform, you definitely need it to be Facebook. As a general rule, Facebook is the right choice for each and every restaurant.

This platform will help you in nearly all age groups, and you can even expand your reach with digital ads. Placing ads on Facebook is easy, and it is definitely cost-effective.

Here is a list of best practices when creating and using your Facebook page.

- Complete all of the information as you set up your page.
- Make sure that all of your content reflects your restaurant's

brand voice. This means all imagery, text, and videos. In addition, make sure your website and social media brand voice are all consistent.

- Be creative and engaging with your content.
- Post on a consistent basis.
- Create a social media calendar to make posting easier.
- Engage with all comments posted on your page.
- Respond to all comments about your restaurant on the pages of your followers.
- Use Facebook ads and target current and new customers.

Finally, be careful with self-promotion. While it is okay, you want to limit it. For example, you might post two self-promoting posts a week, while the rest are purely for engagement.

INSTAGRAM

Our next choice for the best social media platform for restaurants is Instagram. This very visual platform is great for posts, stories, and reels.

With Instagram, your best bet is always interesting and beautiful content in the form of images and videos. This is the perfect place to highlight menu items, staff, recipes, insider content, and more.

Here are some best practices for your restaurant's Instagram page:

- Always stick to the right size images and videos for this platform.
- Use a good camera and make sure your lighting is good. A good photographer is a must.
- Make sure your brand voice is consistent across all digital platforms.
- Use stories and reels.
- Use hashtags to drive content.

Finally, Facebook and Instagram integrate well together. You can run the same digital ads on Instagram as you can on Facebook, so be sure to leverage their power.

FINAL THOUGHTS ON THE MOST POPULAR SOCIAL MEDIA PLATFORMS

The most popular social media platforms for your restaurant include Facebook, Instagram, and TikTok. But don't forget YouTube, as it's the second most popular platform worldwide after Facebook.

Which ones should you choose? You want to take a look at your target audience and your demographics. Does your restaurant skew older, does it serve more families, or is it more well-suited to the 20-30 demographic?

This will tell you where your best platforms are. Just because it's a popular platform doesn't mean you should be there. You want to go where the majority of your audience is, so choose wisely.

In addition, don't take on more platforms than you can handle. Best practices often mean at least one post per day, and you will want to vary them slightly for each platform.

Our last piece of advice is to create a social media strategy and a content calendar. Try to schedule a month at a time. You'll find this helps you create the best content that resonates with your audience.

Source: UniPro Foodservice, Operator's Edge.

TIKTOK

A relative newcomer to the social media arena, TikTok is the perfect place to market to younger customers, including GenZ and GenX.

Since this platform is for video only, you'll want to make sure you have someone in charge of creating great content for you.

For example, this is the place to show off your dishes, your team in action, live events, customers (with permission), and behind-the-scenes activity.

You can add songs and sounds to your videos as well as hashtags. Be sure and leverage these to increase engagement.

Finally, always hashtag your location so people in your area see your videos.



SOUP IS HEATING UP

on Restaurant Menus



**RTU SHERRY BISQUE
LOBSTER SOUP**
776073 - 4/4 lb. pouch



**RTU NEW ENGLAND CLAM
CHOWDER SOUP**
776263 - 4/4 lb. pouch



**BAJA STYLE CHICKEN
ENCHILADA SOUP**
776067 - 4/4 lb. pouch



PROMOTIONAL IDEA

OFFER YOUR GUESTS SOUP FLIGHTS

Adventurous consumers are driving demand for soup innovation, and offering a flight of soups allows them to explore their tastes and create wining combinations.

Give customers the opportunity to upgrade their flight to a more substantial meal by offering a sandwich or toasted panini for an upcharge.

A MATCH MADE IN CHEESY HEAVEN



**BOURSIN ORIGINAL GARLIC
HERB CHEESE**
208830 - 2/2.2 lb.

*Add this tasty cheese to these offerings to
create a whole new level of delicious!*



**RTU WHITE CHEDDAR &
CAULIFLOWER SOUP**
776079 - 4/4 lb. pouch

**RTU ROASTED RED PEPPER
GOUDA TOMATO SOUP**
776068 - 4/4 lb. pouch

FINISH WITH EXTRA FLAVOR



**FEATHER SHREDDED
YELLOW CHEDDAR &
MONTEREY JACK CHEESE**
211758 - 1/5 lb.



**3/8" FULLY COOKED
BACON CRUMBLES**
558536 - 2/5 lb.



SOUR CREAM
152297 - 1/5 lb.



**ZTF HOMESTYLE
SEASONED CROUTON**
408021 - 4/2.5 lb.



RITZ CHEESE CRACKER BITS
408659 - 4/12 ct. 1 oz.



ZESTA OYSTER CRACKER
406730 - 150/.5 oz.

SALTINE CRACKER
403058 - 500/2 ct.

GET ARTISTIC WITH YOUR TOPPINGS

ARTISAN CHEESE CURDS

A SWIRL OF HEAVY CREAM

TOASTED RAVIOLI

BRIGHTLY COLORED
HERBS & SPICES

CHOPPED FRESH VEGETABLES

SALADS

LETTUCE BLENDS



SALAD BAR LETTUCE MIX (ICEBERG, RED CABBAGE & CARROTS)
143366 - 1/5 lb.

HERITAGE BLEND LETTUCE
133946 - 1/3 lb.

SPINACH
143231 - 1/2.5 lb.



FOUR WAY ROMAINE MIX (75% ICEBERG, 15% ROMAINE LETTUCE, 5% RED CABBAGE, & 5% CARROT)
143405- 1/5 lb.

CHOPPED ROMAINE
143439 - 1/2 lb.

CHOPPED LETTUCE
143348 - 1/5 lb.



SHAVED CHEESE SALAD BLEND
209204 - 1/5 lb.

DRESSING



BALSAMIC VINAIGRETTE SHALLOT DRESSING ^{GF}
274343 - 2/1 gal.

ZTF FRENCH DRESSING W/HONEY
463304 - 4/1 gal.



ZTF CAESER DRESSING
463562 - 4/1 gal.

REFRIGERATED NEW YORK STYLE BLUE CHEESE DRESSING
270160- 4/1 gal.

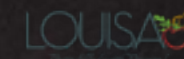
PASTAS



RIGATE PENNE PASTA
383281 - 2/10 lb.

ELBOW MACARONI HEAVY WALL
390141 - 2/10 lb.

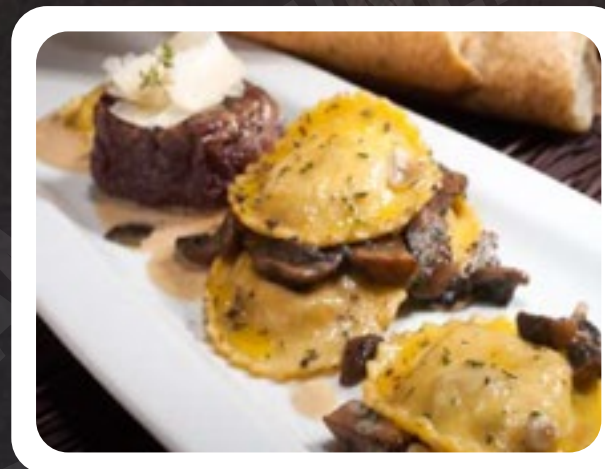
MEDIUM FARFALLE PASTA
390110 - 2/10 lb.



2" BUTTERNUT SQUASH RAVIOLI W/SAGE
762000 - 1/195 ct.

CHEESE TORTELLINI PASTA
762002 - 1/190 ct.

2.5" CHIANTI BRAZED BEEF RAVIOLI
762017 - 2/5 lb.



SAUCES



SPAGHETTI SAUCE ^{GF}
232768 - 6/#10 can



DELUXE MARINARA SAUCE ^{GF}
229306 -6/#10 can



ALFREDO SAUCE
742701 - 4/80 oz.



GRATED PARMESAN CHEESE
209234 - 1/5 lb.



PRO TIP

Elevate your dessert with sweet, delicious add-ons.

Roll a handmade ice cream sandwich with chopped peanuts, mini M&M's, sprinkles, or shaved coconut,

Rim a cookie and ice cream shake with gooey caramel, sprinkles, mini chocolate chips, or frosting.

Top off a sundae with... well, anything, really! We like chocolate-covered pretzels, chocolate sauce, fruit, or whipped cream.

COOKIES and ICE CREAM

Sundaes, shakes, or sandwiches -- you really can't go wrong with cookies and ice cream.



GOURMET CHOCOLATE CHIP COOKIE DOUGH

738528 - 106/3 oz.

HEATH BAR CRUNCH COOKIE DOUGH

739128 - 213/1.5 oz.

TRIPLE CHOCOLATE COOKIE DOUGH

738542 - 213/1.5 oz.



MEDIUM OREO COOKIE PIECES

409557 - 4/2.5 lb.



CHOCOLATE CHIP COOKIE DOUGH ICE CREAM

755182 - 1/3 gal.

16% VANILLA BEAN ICE CREAM GF

755187 - 1/3 gal.

BUTTER BRICKLE ICE CREAM GF

755215 - 1/3 gal.



DESIGNER CARAMEL TOPPING

350654 - 12/17 oz.

DESIGNER CHOCOLATE TOPPING

350658 - 12/16 oz.



8 COLOR RAINBOW SPRINKLES

435122 - 1/6 lb.



"Can I interest anyone in a cup of coffee?"

WHAT ARE THE ORIGINS OF THE AFTER DINNER CUP OF COFFEE?

Whether its a gourmet affogato or a mug of black coffee and pie, coffee remains a universal conclusion to dinner. While the practice may vary across different regions and cultures, here are some general aspects of its origins:

Boost Metabolism

The consumption of coffee after a meal has been linked to aiding in digestion. The warmth and acidity of coffee are believed to help settle the stomach and facilitate the digestive process. This tradition likely originated as a way to enhance the overall dining experience and reduce that lethargic feeling after a hearty meal.

Social and Leisure Time

Having coffee after dinner is associated with the social aspect of dining out. It provides an opportunity for diners to extend their time together, engage in conversation, and savor the moment. In France, coffee is always served after dessert, not with it, and is enjoyed at length before the check is requested.

Culinary Pairing

Coffee's rich and complex flavors complement a variety of desserts and sweet treats. The general rule of thumb is that darker and more full-bodied coffee usually pairs well with heavier and richer desserts. Espresso, for instance, is full-bodied and bright, meaning it pairs beautifully with the rich nuances of chocolate or dark chocolate.

COFFEE

RED DIAMOND 100% COLOMBIAN GROUND COFFEE

415980 - 48/2.25 oz.

RED DIAMOND DECAF GROUND COFFEE

415992 - 120/1.5 oz.

AND CREAMER

INT'L DELIGHT HAZELNUT CREAMER

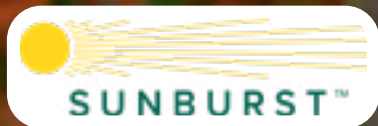
151721 - 288/13 ml.

INT'L DELIGHT IRISH CREAM CREAMER

151723 - 288/13 ml.

INT'L DELIGHT FRENCH VANILLA CREAMER

151726 - 288/13 ml.



*makes your
restaurant sparkle*

POWDER STAIN-AWAY PLUS

457604 - 2/3 lb.

LIME REMOVER PLUS

475571 - 4/1 gal.

LIQUID TOILET BOWL RESTROOM CLEANER

475587 - 1/6 ct.

QUICK SAN 10 LIQUID SANITIZER

482249 - 2/64 oz.

APPS



**NAKED WHITE
CHEESE CURDS**

624279 - 20/8 oz. packs

**BREADED WHITE
CHEDDAR CHEESE CURD**

624316 - 4/2.5 lb.



**KICKIN CHICKEN
STUFFED NACHO**

762009 - 2/5 lb.

**JALAPENO MACARONI
& CHEESE BITE**

762080 - 2/5 lb.

**SOUTHWEST FUSION
CHICKEN BITE**

762038 - 2/5 lb.

