

# The Feed

MARCH - APRIL

## PREPARE FOR MOTHER'S DAY!

Celebrate all the moms and mother figures with delicious brunch ideas.

## WHAT'S COMING FOR SPRING

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

pg. **9**

Easy tips for interacting with your diners on social media

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## Marketing Insight



### Invest in Your Restaurant Photography!

Everyone eats with their eyes to some degree, and refreshing your food presentation, both online and in print, can be a big help for any restaurant that's working through a slow period.

If you know you've already got Instagram-worthy dishes and an inviting interior, consider reading up on restaurant photography best practices, or even hiring a professional photographer to make sure your food is looking its best across all customer touchpoints.

Though good photography can cost a considerable amount of time and money, once you have high-quality pictures of your menu staples these assets can be used extensively in advertising, social media, table talkers, and anywhere else they might fit, promising a huge return on investment.



Try these exciting new products that are delicious and simple to heat and eat.



**IW FULLY COOKED BACON EGG & CHEESE KOLACHE**  
705933 - 1/24 ct.



**IW FULLY COOKED CHICKEN BACON RANCH KOLACHE**  
705937 - 1/24 ct.



**IW FULLY COOKED SAUSAGE EGG & CHEESE KOLACHE**  
705935 - 1/24 ct.



**IW FULLY COOKED PEPPERONI PIZZA KOLACHE**  
705939 - 1/24 ct.

### What is a Kolache?

Kolaches are a slightly sweet bun filled with a variety of savory goodness. Each individually wrapped sandwich is flash frozen to maintain their fresh out of the oven taste. Just microwave from frozen for a minute and a half to enjoy a delicious, hot meal.

Bohemian Ovens is a family-owned business that has been in operation for 26 years. We take pride in providing our customers with unique items of the highest quality. As a result, we are now the largest Kolache producer in the Midwest.

# How to Create a Signature Drink Your Place is Known For

Building a successful and profitable bar is all about creating a brand story that customers' buy into. *The better your story, the easier it will be to attract new guests and the more likely it will be that existing guests stay loyal to your place.*

There are many ways to build your brand story, but one of the most

effective ways is through your menu. *The creation of a signature drink can help your bar stand out from its local competitors.*

A signature drink isn't just a random cocktail that you've thrown together to use up old inventory. It's a drink that when someone brings up in conversation, everyone

automatically thinks of your bar.

The creation of a signature drink should be strategic. To do this, you need to use data from your inventory management system to understand what's driving your profits, what items are selling and what items you can use to create a drink with a high-profit margin.

## 1. ANALYZE THE SPIRITS THAT ARE POPULAR WITH YOUR GUESTS

While a signature drink can drive new guests through the door, its real aim is to ensure your existing guests remain loyal to your brand. You want to associate your signature drink with your restaurant, meaning whenever your guests want that drink they come straight through your doors.

To do that, you need to look at past sales data to see what your customers' most popular spirits are. This will give you a good idea of what your customers' typically like to drink. For example, if whiskey is your best-selling spirit, it's probably not the best idea to make your signature cocktail a mojito.

If your operation is already known for its food, then create a signature drink that pairs well with that. For example, if you're known for your all-day breakfast, then a Bloody Mary would be a hit and solidify your brand even further.

*Source: UniPro Operator's Edge.*

## 2. CHOOSE THE BRAND OF SPIRIT WISELY

Now you've chosen what spirit would work best for your cocktail, you need to choose which brand of that spirit you are going to use. You need to think about this one carefully to maximize your profit margins. Your inventory management data is crucial here.

We would recommend using a spirit that doesn't sell well, so you can maximize your profits on your sitting inventory items. There's no point using spirits that are selling well since you're already making money off of those. It's also a good idea to try and use a brand that has a low-profit margin. By changing the makeup of the drink and charging more for the cocktail, you should be able to increase the profit margins you make off each bottle.

## 3. CREATE A DRINK THAT DEFINES YOUR BRAND

Now you have your spirit, it's time to finish creating your cocktail. Choose something that defines your entire brand story. If your operation has Italian influences then maybe

you'll want to create something along the lines of sangria, while a restaurant with American roots might want to use bourbon to create a whiskey sour spin-off. Whatever your final cocktail is, it should tie in perfectly to your brand's story.

Signature cocktails should be simple. Not only does this mean you'll need few inventory products to create your cocktail, but it also saves huge amounts of time for your bartenders. It's fine spending time on that one-off cocktail for a customer, but you have to keep in mind that your signature cocktail should hopefully be selling frequently - and your bartenders just don't have time to keep up with that demand.

## 4. GIVE YOUR SIGNATURE COCKTAIL A NAME

Last but not least, it's time to name your cocktail. This is all part of the fun. You will want to give your cocktail a name that stands out, so your customers know that it's not just "another drink option." This is just another way that you can use your signature cocktail to play into your bar's theme and brand story.

Sip, sip, hooray!

Just add juice

## 6 Perfect Brunch Cocktails

Make your weekend brunch menu a little more special with delicious and easy-to-make cocktails.

Scan with your smartphone for ideas.



100% ASEPTIC ORANGE JUICE 223546 - 12/46 oz.	100% ASEPTIC CRANBERRY COCKTAIL JUICE 223512 - 12/46 oz.	100% ASEPTIC PINEAPPLE JUICE 223553 - 12/46 oz.
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Garnish with fruit!



N/D 1" GOLD PINEAPPLE CHUNKS  
140024 - 1/5 lb.

FANCY ORANGES  
103804 - 1/88 ct.

SEEDLESS RED GRAPES  
112607 - 1/18 ct.

STRAWBERRIES  
111253 - 4/1 lb.

# Mother's Day BRUNCH

Whether it's wanting to treat mom to a special menu or just not wanting to do the dishes, for Mother's Day on May 12, nearly half of consumers will let restaurants do the cooking.

According to new research by the National Restaurant Association, 4 in 10 consumers plan to go out to or order in from a local restaurant. Respondents who said they plan to dine out also said incentives would impact their choice on where to go.

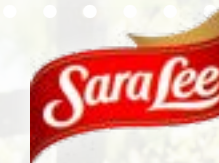
- 46% said they'd go to a restaurant that offers a special Mother's Day menu
- 44% like the notion of a free add-in for Mom, such as a special cocktail, dessert, flowers, chocolates, or small gift
- 41% said they could be swayed by a special Mother's Day discount
- 36% want outdoor seating—either on a patio, deck or sidewalk



**MEDIUM EGGS**  
215590 -1/15 dz.

**LARGE EGGS**  
215608 - 1/15 dz.

**EXTRA LARGE EGGS**  
215616 - 1/15 dz.



**MINI RED VELVET LAYER CAKE**  
721792 - 24/2.5 oz.



**MINI TIRAMISU CAKE**  
721813 -24/2.6 oz.



**ASSORTED DANISH PETITE TRAYS** ( Cheese, Raspberry, & Cinnamon Swirl)  
718433 - 50/1.3 oz.



**W ASSORTED DANISH** (Apple, Raspberry, Cheese, & Cinnamon)  
718436 -24/3.25 oz.



**MINI DANISH VARIETY**  
(Swirl w/Cinnamon, Crown w/ Apple, Crown w/Raspberry, Crown w/Custard cream)  
717573 - 120/1.5 oz.

**MINI CROISSANT BREAKFAST VARIETY** (Butter, Butter Swirl w/ Raisins & Custard, & Pain au Chocolate Butter w/Chocolate Filling)  
717578 - 225/1 oz.



**3" THAW & SERVE BAKED BUTTERMILK BISCUIT**  
717488 - 96/2.3 oz.

**SWEET CINNAMON ROLL DOUGH**  
717249 - 120/2.5 oz.

**IW CHOCOLATE BAVARIAN DONUT RING W/SPRINKLES**  
717988 - 48/3.25 oz.

**IW WHITE ICED RASPBERRY FILLED DONUT RING W/SPRINKLES**  
717989 - 48/3.25 oz.



**FULLY COOKED CHICKEN SAUSAGE LINK** GF  
581450 - 1/10 lb. .75 oz.

**FULLY COOKED CHICKEN SAUSAGE PATTY** GF  
581449 -1/10 lb. 1.5 oz.



**COOKED SKINLESS PORK LINK** GF  
581458 -1/200 ct. .8 oz.

**FULLY COOKED EXTRA THICK CHERRYWOOD BACON** GF  
562103 -1/240 ct.



**13-17 FULLY COOKED BACON 1**  
562536 - 2/3.5 lb. 288 sli.



**SEASONED HASHBROWNS**  
200329 - 6/37.5 oz.



# HOLY CANNOLI DONUTS

## INGREDIENTS

- 1 ea. Baker Boy IW Glazed Donut Ring (717992)
- 0.5 ea. Belgioioso Ricotta Cheese (209424)
- 4 oz. United Sugar Powdered Sugar (341504)
- 0.5 tsp. Vanilla Bean

**PREP** | Mix ricotta cheese, powdered sugar, and vanilla bean in bowl. Spread mixture over the top of the donut and top as desired.

## TOPPING IDEAS

- Fresh Mixed Berries
- Shaved Chocolate
- Mint Sprig Garnish
- Crushed Walnuts
- Raspberry Sauce
- Crushed Pistachios
- Diced Bacon
- Honey Drizzle

*On Trend for Spring!*



## Ideas to Interact with your Patrons on Social Media

### CREATE FILL-IN-THE-BLANK POSTS

Follow the lead of Pinkberry (they have over 65,000 followers!) by posting interactive fill-in-the-blank posts. For example, "The best #pinkberry frozen yogurt flavor is \_\_\_\_\_"

### ASK FOR CUSTOMER OPINIONS

Offering a new ice cream flavor, beverage or dish? Ask your customers to help you name it! By enrolling customers in the process, they'll feel compelled to continue following you to learn the end result of the contest.

### HOLD PHOTO CHALLENGES

Encourage customers to share photos and add your restaurant tag. Ask followers to post an iconic image of the city your restaurant is located in, with your business name tagged in the photo. Offer winners gift cards, a free meal, or a similar reward.

### REWARD CUSTOMER SHARES

Encourage Instagram users to post a photo that mentions your restaurant (a hashtag, check-in, or similar shout out) and reward them with a free treat! After all, they just advertised your restaurant to potential customers - for free!

### TAKE ADVANTAGE OF VIDEO

Instagram's video option allows you to take customer interaction one step further. Be among the first of restaurants to highlight your specials, staff, and customers with this highly popular feature! Verve Coffee's creative brewing video earned them over 20,000 likes. We've provided just a few ideas below.

- Uncork a wine bottle, pour into a glass, and raise it to salute the weekend
- Introduce diners to your chef at work in the kitchen
- Ask diners for reviews (get permission before posting!)
- Show a "before" shot of ingredients, the food prep process, and the final dish being served

# CINCO DE MAYO



**FULLY COOKED PORK AL PASTOR**  
553577 - 2/5 lb.

Serve the traditional Mexican staple without investing time, labor, skill or equipment. Cafe H Pork Al Pastor comes fully prepared using achiote, chipotle and guajillo to mirror the sweet-smoky-spicy taste of the street food favorite.

Cinco de Mayo is an annual holiday celebrating the Mexican Army defeating the French in battle on May 5, 1862. In the U.S., it is a day to honor Mexican culture and the perfect opportunity to promote Mexican dishes, margaritas, and limited-time offers on your menu.



**N/D FAJITA BLEND (Red, Yellow, Green Peppers & Onions)**  
140057 - 1/5 lb.



**CHOPPED LETTUCE**  
143348 - 1/5 lb.



**6X6 TOMATOES**  
121145 - 1/25 lb.



**FULLY COOKED PORK CARNITA MEAT**  
553438 - 6/5 lb.

**FULLY COOKED SEASONED CHICKEN FAJITA MEAT**  
553568 - 4/2.5 lb.



**95% FAT FREE FULLY COOKED BEEF TACO MEAT** <sup>GF</sup>  
674411 - 2/5 lb.



**6" FLOUR TORTILLA**  
783000 - 24/12 ct.

**6" YELLOW CORN TORTILLA**  
783043 - 16/50 ct.

**6" WHITE CORN TORTILLA**  
783045 - 12/40 ct.



**5" YELLOW TACO SHELLS**  
202709 - 8/25 ct.

**12" FRY READY FLOUR TORTILLA**  
782893 - 8/12 ct.



**INSTANT WHITE LONG GRAIN RICE**  
381300 - 1/25 lb. bag



**VEGETARIAN REFRIED BEANS**  
181347 - 6/27.09 oz.



**FIESTA TACO BLACK BEANS**  
182021 - 6/#10 can

**TEXAS RANCHERO PINTO BEANS**  
182030 - 6/#10 can



**SRIRACHA SAUCE**  
289905 - 6/20 oz.



**ENCHILADA SAUCE**  
463602 - 4/138 oz.

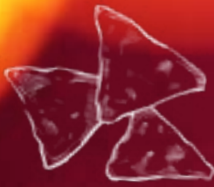


**SOUR CREAM**  
152297 - 1/5 lb.



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

**AEGEAN FETA CHEESE CRUMBLES**  
211457 - 1/2.5 lb.



# CHIPS & DIP



**4 CUT VALUE YELLOW  
TORTILLA CHIPS**  
783047 - 1/30 lb.



**MILD PICANTE SAUCE**  
291989 - 4/1 gal.

**THICK & CHUNKY  
MILD SALSA**  
291997 - 4/1 gal.



**REFRIGERATED PICO DE  
GALLO GUACAMOLE**  
114510 - 6/2 lb.

**NON-GMO CHUNKY  
AVOCADO PULP**  
703129 - 6/2 lb.



**WHITE QUESO SAUCE**  
294556 - 6/#10 can



**N/D PICO DE GALLO  
W/JALAPENO**  
144074 - 1/5 lb.



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