

# The Feed

JULY - AUGUST



## DISCOVER

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

## REFRESH

*Your drink*

New beverage offerings mean big business for your menu.

*Tips to*

## MANAGE

those not-so-great online reviews.

# Contents

Harness the Power of Grab-and-Go 3

Refresh with Tractor Beverage ..... 4

All About Kimchi ..... 6

Whipped Feta ..... 8

Fish Fry Favorites ..... 9

Manage Not-So-Great Restaurant

Reviews Online..... 10

Supplies ..... 12

# Harnessing the Power of GRAB-AND-GO

## CONVENIENCE IS KING

Grab-and-go options are expected to be a significant driver of food service sales in 2024. The convenience of these items appeals to busy consumers looking for quick, nutritious meal solutions. According to Circana, the deli sector, which features grab-and-go products, is poised to outperform other food and beverage categories.

Snacking has become an integral part of daily life for many consumers. Datassential reports that many people incorporate snacks into their diets regularly, with nearly 29% of consumers replacing meals with snacks. This trend is particularly pronounced among Millennials and those with children, who snack an average of 2.3 times per day, compared to 1.8 times for Boomers.

Experiment with different flavor combinations and consider offering seasonal flavors to keep your menu fresh and exciting. Imagine the delight of your customers when they discover a refreshing watermelon iced tea garnished with fresh mint in the summer or a classic iced tea with a spicy cinnamon rim in the fall.

## OPPORTUNITIES FOR RESTAURANT OWNERS TO HARNESS THIS TREND

**Menu Innovation:** Experiment with new snack items that can be introduced quickly and easily. Consumers are more willing to try new and bold flavors in snacks, so this can be a low-risk way to test new trends and attract attention.

**Health-Focused Options:** Capitalize on the demand for healthier snacks by offering items that are high in protein, low in sugar, and packed with nutrients. Think about sushi, yogurt parfaits, wraps, and veggie sticks with dips.

**Re-purposing Ingredients:** Reduce waste and increase profitability by re-purposing existing ingredients into snack-friendly formats. For example, leftover sausages can be turned into pigs in a blanket, and unused cake can be transformed into cake pops.

The snacking and grab-and-go segments present lucrative opportunities for restaurant owners in 2024. By understanding consumer preferences and strategically enhancing menu offerings, operators can effectively tap into these trends to drive sales and improve customer satisfaction.

Embrace innovation, prioritize health, and leverage convenience to stay ahead in the competitive food service landscape.

## HIGH PROTEIN, LOW LABOR!

**CALIFORNIA SUSHI ROLL**  
606004 - 4/8 pc.

**SPICY SUSHI CRAB ROLL**  
606005 - 4/8 pc.

**CALIFORNIA & CREAM CHEESE SUSHI ROLL**  
606006 - 4/8 pc.

# WRAPS



**BREAD READY SLICED HARD SALAMI**  
558700 - 6/2 lb. 8/oz.



**OVEN ROASTED SLICED BREAST & WHITE TURKEY**  
691240 - 12/1 lb. .5 oz.

**ITALIAN SLICED TURKEY COMBO PACK**  
691237 - 12/1 lb. .5 oz.



**SLICED SMOKED HAM**  
549020 - 6/2 lb. .5 oz.



**CAESAR CARDINI DRESSING**  
269403 - 4/1 gal.

**AVOCADO RANCH DRESSING**  
274342 - 2/1 gal.



**3/4" SOURDOUGH BREAD**  
715805 - 1/8 ct. 16 sli.

**THICK SLICED VIENNA BREAD**  
716266 - 8/18 oz. 16 sli.



**10" PRESSED FLOUR TORTILLA**  
783003 - 12/12 ct.

**12" GARDEN VEGETABLE TORTILLA**  
783032 - 6/12 ct.

**12" TOMATO BASIL TORTILLA**  
783030 - 6/12 ct.

# Refresh With TRACTOR BEVERAGE



**ORGANIC FARMERS PUNCH  
NON CARBONATED JUICE** GF VG  
230000 - 12/12 oz.

**ORGANIC NON CARBONATED  
LEMONADE** GF VG  
230001 - 12/12 oz.

**ORGANIC PEACH MANGO NON  
CARBONATED JUICE** GF VG  
230003 - 12/12 oz.

**CONCENTRATED  
ORGANIC  
UNSWEETENED  
BLACK TEA** GF VG  
416421 - 12/32 oz.

**CONCENTRATED  
ORGANIC FARMERS  
PUNCH** GF VG  
416422 - 12/32 oz.

**CONCENTRATED  
ORGANIC  
LEMONADE** GF  
416424 - 12/32 oz.

**CONCENTRATED  
ORGANIC MANDARIN  
& CARDAMON  
BEVERAGE** GF VG  
416425 - 12/32 oz.

## FROM SOURCE TO SIP, IT'S ALL GOOD

*A message from the folks at Tractor --*

"A few years back we created Tractor, an organic beverage company committed to delicious drinks rooted in sustainable farm practices. We wanted to provide better beverage options to our communities and to build a business reflective of our commitment to farms and families. We distributed through food service because it was efficient and environmentally responsible.

"We ignited a movement in food service with the belief that beverages should be prepared with the same intention as the food they accompany, and that drinks can help make a world of difference. We have grown from local eateries and chef-driven concepts to larger partners and channels looking for something exciting to serve their guests.

"As we grow, we maintain our commitments to doing things differently and to delivering the most flavorful organic beverages that feel as good to drink as they do to pour."



**AT TRACTOR,  
WE HAVE  
DONE ALL  
THE HEAVY  
LIFTING FOR YOU**



**SOURCING FROM THE WORLD'S BEST ORGANIC FARMS IN  
ASEPTIC PACKAGING THAT EXCEEDS QUALITY STANDARDS.**

In an era where consumer's expectations of minimal touchpoints combined with transparency, our premium, delicious beverages are available to satisfy the most stringent QA. Tractor Beverage Co. is designed for operational efficiency. Our products are aseptically packaged and require no product handling. Simply twist open the cap, pour, and add fresh, filtered water for a delicious beverage.

## YOUR BEVERAGE STATION, YOUR WAY

**TRACTOR'S TOTAL BEVERAGE SOLUTION IS DESIGNED  
WITH FLEXIBILITY AND PURPOSE IN MIND.**



Tractor offers a diverse range of machinery to support your serving needs. Units from Tractor's equipment lineup are provided complementary as part of a 3 year agreement with volume requirements. Contact your representative to discuss equipment options.

**Tractor Beverage Co.**  
Better Drinks, Better Service  
sales@drinktractor.com  
+1 336 TRACTOR (336-872 2867)





# All About KIMCHI

**Kimchi, a quintessential Korean dish, boasts a rich history that dates back over 2,000 years. The first records of kimchi can be traced to 37 BC, where early versions of fermented vegetables were developed to preserve food for harsh winters. The word "kimchi" itself is derived from the Korean term "chimchae," which means "salted vegetables."**

## A SYMPHONY OF FLAVORS

Kimchi's flavor profile is complex and multifaceted, offering a delightful blend of spicy, sour, and umami notes. The primary ingredient, Napa cabbage, or sometimes radishes, is combined with a paste made of chili powder, garlic, ginger, and often fish sauce or shrimp paste. The fermentation process, which can last from a few days to several months, develops deep flavors and beneficial probiotics.

The result is a crunchy, tangy dish with a distinctive kick, capable of elevating any meal. Its versatility allows it to be used in a variety of dishes—from soups and stews to pancakes and even as a topping for burgers and tacos.

## RISING POPULARITY AMONG DINERS

In recent years, kimchi has transcended its cultural boundaries and gained international acclaim. Its rise in popularity can be attributed to the global trend towards fermented foods, which are celebrated for their health benefits, including probiotics for gut health, vitamins, and antioxidants.

Moreover, the bold and unique flavors of kimchi have captivated adventurous eaters and food enthusiasts worldwide. Its inclusion in fusion cuisines, such as kimchi tacos, kimchi fried rice, and kimchi grilled cheese, has introduced this traditional dish to a wider audience.

## INCORPORATING KIMCHI INTO YOUR RESTAURANT MENU

As a restaurant owner, incorporating kimchi into your menu can offer diners an exciting culinary experience and demonstrate your commitment to diverse and health-conscious offerings. Here are a few ideas to get you started:

- **Appetizers:** Serve kimchi as a starter or as part of a Korean-inspired charcuterie board.
- **Entrees:** Incorporate kimchi into main dishes like stir-fries, rice bowls, or as a topping for burgers and sandwiches.
- **Fusion Creations:** Experiment with kimchi in fusion dishes, such as kimchi pizza, tacos, or even kimchi pasta.
- **Signature Dishes:** Create signature dishes that highlight kimchi as a central ingredient, setting your restaurant apart from the competition.

Kimchi's rich history, vibrant flavor profile, and growing popularity make it an excellent addition to any menu. By embracing this versatile and nutritious ingredient, you can offer your diners a taste of Korean tradition while keeping up with contemporary culinary trends.

## KIMCHI PORK BAO BUNS

**Cloverdale Fully Cooked Pulled Pork**  
553544 | 3 oz.

**Amoy Bao Bun**  
787149 | 3 ea.

**Wildbrine Kimchi**  
283180 | 2 oz.

**Kikkoman Poke Sauce**  
294558 | 1 oz.

**Wholesale Produce Shredded Bahn Mi Vegetables**  
140014 | 1 oz.

**Foothill Farms Spicy Garlic Pickling Mix**  
294262 | 1 oz.

**Taylor Farms Cilantro**  
127771 | 1 Tbsp.

Combine pickle mix and bahn mi vegetables and rest overnight.

Combine and heat pulled pork, kimchi and poke sauce. Place about 1.5 oz. of pork mixture in bao bun, top with bahn mi veggies and cilantro and serve.



## KIMCHI BOOM BURGER

**Rancher's Legacy 78/22 Fresh Premium Hand Crafted Beef Patty**  
514736 | 1 ea.

**Pan O Gold 4" Sliced Split Top Hamburger Bun**  
715991 | 1 ea.

**Cloverdale 10-12 Double Applewood Smoked Shingle Bacon <sup>GF</sup> Cooked and Chopped**  
549231 | 1 oz.

**Great Lakes Rapid Packed Sliced Pepper Jack Cheese**  
214398 | 2 ea.

**Wildbrine Korean Style Kimchi <sup>GF</sup> <sup>VG</sup>**  
283180 | 1 oz.

**Tabasco Sriracha Sauce**  
289905 | .5 oz.

**Highland Market Extra Heavy Duty Mayonnaise**  
463399 | 1 oz.

**McCain 1/2" Seasoned Deep Grooved Crinkle Cut French Fries**  
690025 | 6 oz.

Combine sriracha and mayonnaise to make the sauce. Set aside. Toast bun. Cook burger on grill until desired temperature is reached. Spread sauce on the bottom of the bun. Top with the burger patty, kimchi, chopped bacon, and cheese. Serve immediately.

# Whipped Feta

## HOW TO MAKE WHIPPED FETA

**Aegean Feta Cheese Crumbles**  
211457 | 8 oz.

**Oikos Plain Greek Yogurt**  
152490 | 2 oz.

**Cortona Extra Virgin Olive Oil**  
267668 | 1 oz.

**Lemon Juice**  
221550 | 1 Tbsp.

**The Garlic Co. Fresh Minced Garlic**  
430436 | 1 tsp.

**Diamond Crystal Kosher Salt**  
308709 | 1 tsp.

**Baron Spices Ground Black Pepper**  
280902 | 1 tsp.

Combine feta cheese, yogurt, olive oil, lemon juice, garlic, salt and pepper in food processor and blend until smooth. Transfer to storage pan with cover, label, date, and store in refrigerator until use.

## INCORPORATING WHIPPED FETA INTO YOUR MENU

Adding whipped feta to your menu can offer diners a delightful and trendy experience. Whether you serve it as a dip with pita chips or spread on toast, here are a few tips on how to make it succeed on your menu:

**Menu Specials:** Introduce whipped feta through daily or weekly specials to gauge diner interest and gather feedback.

**Creative Pairings:** Experiment with unique flavor pairings and presentations. Consider seasonal ingredients and local produce to create standout dishes. Check out our topping ideas below!

**Interactive Dining:** Offer whipped feta as part of an interactive dining experience, where diners can customize their dishes with a selection of toppings and accompaniments.

## TOPPING IDEAS:

A drizzle of hot honey + chopped pistachios + fresh thyme

Pickled red onions + sliced avocado + Everything bagel seasoning

Granny Smith apple + chopped walnuts + honey

Cherry tomatoes + fresh basil + a drizzle of balsamic glaze

Bacon jam + fresh cracked black pepper

Grilled peaches + a drizzle of balsamic glaze

# FISH FRY FAVORITES

## FISH FRIES AREN'T JUST FOR FRIDAYS ANYMORE!

Frying up a bunch of fish with all the sides and fixings is any easy way to feed a crowd, and everybody loves it!



**BREADED DILL PICKLE CHEESE CURDS**  
706704 - 2/5 lb.

**BREADED WHITE CHEDDAR CHEESE CURD**  
706754 - 2/5 lb.

**BREADED GARLIC CHEESE CURD**  
706756 - 2/5 lb.



**4-6 OZ. IQF SKINLESS BONELESS ALASKAN POLLOCK FILLETS**  
643704 - 1/10 lb.

**4 OZ. SKINLESS BONELESS COD LOIN**  
640468 - 1/10 lb.

**6 OZ. IW BONELESS SKINLESS ATLANTIC SALMON**  
649571 - 27/6 oz.



**ONE-STEP BREADING MIX**  
430356 - 1/25 lb.

**ONE-STEP CAJUN BREADING MIX**  
430362 - 8/12 oz.

**ONE-STEP LEMON & PEPPER BREADING MIX**  
430365 - 8/12 oz.



**1-STEP ORIGINAL BREADINGMIES**  
430359 - 1/5 lb.



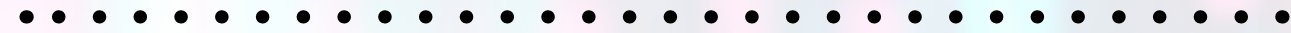
**REAL LEMON JUICE**  
221550 - 8/48 oz.



**DELI FRESH COLESLAW**  
148522 - 2/5 lb.

**EXTRA CREAMY COLESLAW**  
148524 - 2/11 lb.

# 7 BRILLIANT WAYS TO MANAGE "Not-So-Great" RESTAURANT REVIEWS ONLINE



Everyone gets a bad review here and there, but what can you do about it? It is possible to sway public opinion by giving an honest, thoughtful response.

In this article, we look at seven brilliant ways to manage not-so-great restaurant reviews online. Here are some review management tips.

## 1: ALWAYS ADDRESS THE REVIEWER PERSONALLY

The first thing you want to do when responding to bad reviews is address the reviewer by name. Your negative reviewer wants to be heard, and the first best way to let them know you hear them is to use their name in an address.

In addition, use a salutation. For example, "Hi, Jane," or "Dear Jane," or "Thank you for the review, Jane."

Since most reviewers include their names, you shouldn't have a problem finding it. If, for some reason, their name isn't listed, go ahead and use a proper salutation.

## 2: SAY THANK YOU

Next, you want to thank the reviewer for taking the time to leave a review. While your first response may be anger, you want to calm down and thank them anyway.

You want to thank all reviewers, both positive and negative. Doing so shows your customers and your potential customers reading through your reviews that you value and appreciate candid feedback.

Bottom line – always say thank you, even if you don't appreciate the not-so-great review.

Here are some potential first lines:

"Hi, Jane. Thank you for your review. We're sorry to hear about your frustrating experience on Friday night. We really appreciate you letting us know about your issue."

"Dear Jane. We are very sorry to hear about your experience. Thank you for leaving a review, as we will look into this right away."

"Hello, Jane. Thank you for taking the time to let us know about your experience. Your

feedback helps us improve our processes so we can do better next time."

## 3: SHOW EMPATHY AND SYMPATHY IN YOUR RESPONSE

There is a difference between empathy and sympathy:

Being empathetic means putting yourself in the reviewer's shoes and seeing their experience from their viewpoint.

Being sympathetic means showing concern for the reviewer.

You want to use both of these tactics in managing your not-so-great restaurant reviews.

Once you've addressed the reviewer and said thank you, now it's time to show you are sorry. Even if what happened doesn't make sense, is incorrect, or wasn't your fault, you still want to show empathy and sympathy.

If it was your mistake, own up to it. This strengthens trust and loyalty. If it wasn't your mistake, go ahead and say something like this: "We are sorry our service didn't meet your expectations."

Whether your staff was right or wrong, the important thing is to realize your customer thought something bad happened. So, put yourself in their shoes and show concern for their experience.

Don't forget that other people are reading the review, and even more importantly, they are reading your response.

## 4: TAKE RESPONSIBILITY

If your restaurant or staff truly made a mistake, don't make excuses for it. Your customers don't care that you are busy. They care that they weren't treated well.

Often times customer complaints are due to something out of the norm. But you still need to acknowledge the customer's issue and take responsibility for it.

In addition, let your customer know that you intend to make sure it doesn't happen again.

You can even take it a step further and let the customer know what steps you're going to take to remedy the issue so no one else has to deal with it in the future.

## 5: OFFER A SOLUTION

Your next step is to offer the customer a solution. Here's your chance to take your response to the next level by providing options for a solution.

For example, if someone placed a pick-up order and they got home missing an item, you can offer them a discount.

Or, if a customer waited over an hour for their food one night, you could offer to comp them their next meal.

When deciding on a solution, pay careful attention to the review. The customer just might tell you what they want.

Your overall goal here is to win the customer back. Sometimes, they'll even take their not-so-great review down. So, offer a solution and invite the reviewer back to give your restaurant a second chance.

## 6: DON'T USE A COOKIE CUTTER RESPONSE

It's important that every response you leave to a review (negative and positive) is unique. Don't use a cookie-cutter response.

Imagine if someone was reading through your reviews and noticed that you said the same thing over and over.

Each customer is unique, so each response should be unique and appropriate to the review.

## 7: MOVE THE CONVERSATION OFFLINE

In some instances, you want to take the conversation off the

review site. This would be in cases of extreme anger. It might also be on the occasion when you did something wrong, and your customer is really upset.

By taking it offline, you are avoiding any extra comments and an ugly back-and-forth.

Final Thoughts on Those Not-So-Great Restaurant Reviews

With nearly 30% of diners saying they won't dine at a restaurant after reading just one negative online review, you can see how vital it is to respond appropriately to not-so-great online reviews.

With the tips in this article, you now know how to handle negative comments.

Our final tip to you is to assign either yourself or a team member to monitor your reviews daily. Best practices say you need to respond to reviews within 24 hours. Please don't let them sit for long.

Potential customers are searching for reviews daily. You don't want to miss your chance to respond in a timely manner. It might mean the difference between a new customer and a might-have-been customer.

Sources: Justine Nightingale, Restaurant Engine and Uni-Pro Operator's Edge



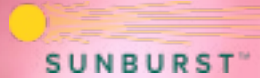
# SUPPLIES



**6"X4.75"X2.5" #8  
KRAFT CARTON**  
029124 - 1/130 ct.

**7.75"5.5"X3.5" #4  
KRAFT CARTON**  
029125 - 1/90 ct.

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

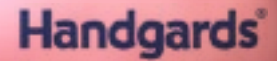


**LIQUID HEAVY DUTY  
CHALLENGE DEGREASER**  
475550 - 4/1 gal.

**SUNSAN2 CHLORINE  
SANITIZER**  
475621 - 4/1 gal.

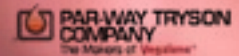
**LIME REMOVER PLUS**  
475571 - 4/1 gal.

**LIQUID TOILET BOWEL  
RESTROOM CLEANER**  
475587 -1/6 ct.



**4" ASSORTED COLORS  
BAMBOO TOOTHPICK W/FRILL**  
849612 - 1/1000 ct.

**4" BAMBOO PICK KNOT**  
849617 - 10/100 ct.



**PAN SPRAY**  
262817 - 6/21 oz.

**ALLERGEN FREE PAN SPRAY**  
262856 - 6/16.5 oz.

