

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

# GAME DAY

We've got everything you  
need to feed a crowd.

*IDEAS TO HELP YOUR  
BUSINESS BE  
BETTER THAN EVER!*

UPPER LAKES FOODS | 801 INDUSTRY AVENUE | CLOQUET, MINNESOTA 55720  
800.879.1265 | UPPERLAKESFOODS.COM



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## MARKETING TIP

Coordinate LTO menu items to go along with special events like Draft Day, playoffs, or local rival showdowns.

# Refreshments Have ARRIVED



**SUGAR FREE BLACK RASPBERRY BEVERAGE**  
227761 - 12/17 oz.

**SUGAR FREE KIWI STRAWBERRY BEVERAGE**  
227766 - 12/17 oz.

**BLUE RASPBERRY W/ CAFFEINE BEVERAGE**  
227759 - 12/16 oz.

**VANILLA CHERRY W/ CAFFEINE BEVERAGE**  
227741 - 12/16 oz.



**CLEMENTINE SPARKLING JUICE**  
222276 - 24/8.4 oz.

**BLACKBERRY SPARKLING JUICE**  
222277 - 24/8.4 oz.



**CLAMATO JUICE**  
220889 - 12/32 oz.

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

## BERRY BREEZE

**Talking Rain Sugar Free Black Raspberry Beverage**  
227761 | 3 oz.

**Grape Flavored Vodka**  
1 oz.

**Mott's Real Lemon Juice**  
221550 | 1/4 oz.

**Mann Green Onions**  
138884 | .5 oz.

**Blueberries & Raspberries**  
111005 & 111302 | 1/4 cup

Pour Sparkling Ice Black Raspberry and grape flavored vodka into a glass over ice. Add lemon juice and stir. Top with blueberries and raspberries.





# Appetizers to **KICK THINGS OFF**



**BREADED RANCH CHEESE CURD**  
780578 - 6/2 lb.



**BREADED ORIGINAL CHEESE CURD**  
705551 - 2/5 lb.

**BREADED SEASONED CHEESE CURD**  
705555 - 2/5 lb.



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

**JALAPENO WHITE CHEDDAR CHEESE CURD**  
706705 - 2/5 lb.



**SRIRACHA BREADED CHEESE CURDS**  
706770 - 2/5 lb.

**DILL PICKLE CHEESE CURD**  
706704 - 2/5 lb.



**WHITE NAKED CHEESE CURDS**  
624279 - 20/8 oz. packs

**BREADED WHITE CHEDDAR CHEESE CURD**  
624316 - 4/2.5 lb.

**MACARONI & CHEESE BITES**  
780577 - 6/2 lb.

**SMOKED GOUDA, BACON & MACARONI BITE**  
705769 - 6/2 lb.

**TOASTED ONION BATTERED GREEN BEANS**  
705721 - 6/2 lb.

**FULLY COOKED SPINACH ARTICHOKE ROLLED TACO**  
705794 - 3/24 ct.

# MAKE EVERY BITE A "WORTH IT" MOMENT WITH MCCAIN



## POTATO



**OR SEASONED TWISTER FRENCH FRIES**  
689043 - 6/4 lb.

**OR TATER TOTS**  
702763 - 6/5 lb.



**5/16" OR EVERCRISP THIN FRENCH FRY**  
701392 - 6/5 lb.

## VEGETABLE



**BREADED BUTTON MUSHROOMS**  
706442 - 1/3 lb.

**BREADED PICKLE CHIPS**  
706042 - 6/2.5 lb.



**BREADED PICKLE SPEAR**  
706029 - 4/4 lb.

**BROCCOLI CHEDDAR TADO POPPER**  
705707 - 1/2.5 lb.



**BATTERED CAULIFLOWER WINGS**  
705952 - 4/3 lb.

## CHEESE



**3" BREADED MOZZARELLA CHEESESTICK**  
705855 - 1/4 lb.

## Amp Up Your Offerings

### CHEESE CURDS/STICKS

Instead of serving with the classic marinara or ranch, offer a side of Buffalo blue cheese or gochujang mayo

### PICKLE CHIPS/SPEARS

Top with chopped kimchi, creamy mayo, and chives for a twist on this favorite!

### VEGETABLE ALTERNATIVES

Spice up these choices with jalapeno ranch or a Cajun remoulade sauce



# "NACHO" AVERAGE NACHOS

Nachos are one of those classic menu items that never stop evolving. According to Datassential, nachos appear on nearly 20% of menus across the U.S., which could mean major opportunity for your bottom line. But how do you make your offerings stand out? Consumers are drawn to bold flavors, unique ingredients, and customizable options. Here are some tips to help you leverage these trends to innovate your menu and boost profitability.

## PREMIUM INGREDIENTS

Elevate your nachos by using high-quality ingredients. Items like unique cheeses, fresh vegetables and herbs, and premium proteins can justify a higher price point and attract discerning diners. Technomic highlights that consumers are willing to pay more for perceived value and quality.

Promote the use of premium ingredients on your menu and marketing materials to appeal to foodies and quality-conscious patrons.

## SEASONAL AND LIMITED-TIME OFFERS

Introducing seasonal and limited-time nacho variations can create a sense of urgency and excitement. Seasonal ingredients or holiday-themed nachos can drive repeat visits and boost sales. Rotate nacho specials regularly and use them to showcase seasonal ingredients, keeping the menu fresh and intriguing.

## SERVE IN A NEW WAY

Instead of multiple layers in a basket or bowl, layer chips in a single layer on a baking sheet to make sure each bite has all the goods!

## TRY UNIQUE FLAVOR PROFILES

Pick your flavor forward direction and go for it:

Traditional: Taco Meat + Tomatoes + Avocado + Cilantro + Hot Sauce

Caribbean: Grilled Chipotle Lime Shrimp + Avocado + Jalapenos + Queso Fresco

Hawaiian: BBQ Chicken + Grilled Pineapple + Peppers

Breakfast: Eggs, any way you like them + Bacon + Chopped Veggies

Southern: Fried Chicken + Black Olives + Tomatoes + Jalapenos

Red Neck: Brats + Sautéed Peppers + Onions + Cheese Curds

## INNOVATE THE EXTRAS

Serve trendy sides like zucchini pico or mango habenero guacamole alongside the classics of sour cream and traditional salsa.



From the ULF  
Kitchen to  
Your Menu!



# KOREAN NACHOS

**Old Dutch Restaurant Tortilla Chips**  
202564 | 3 oz.

**Cloverdale Fully Cooked Pulled Pork**  
553544 | 4 oz.

**Wildbrine Korean Style Kimchi** VG GF  
283180 | 2 oz.

**Mann Green Onions**  
138884 | .5 oz.

**Sauce Craft Korean Pepper Gochujang Sauce**  
463594 | 2 oz.

**Tabasco Sriracha Sauce**  
289905 | 1 oz.

**Burnett Low Moisture Part Skim Feather Shredded Mozzarella Cheese**  
211375 | 2 oz.

**Mann Veggie Power Blend**  
133963 | 1 oz.

Heat pulled pork and Power Blend together in sauté pan. Add gochujang sauce and mix thoroughly.

Place tortilla chips in oven safe bowl. Top with pork, Power Blend, cheese, and kimchi. Bake in oven until cheese is melted, about 5 minutes.

Garnish with a drizzle of sriracha sauce and green onions. Serve immediately.



# PERFECT PICKS FOR DIPPING AND SHARING

Large, sharable portions encourage group dining and can lead to higher sales volumes. Technomic's data suggest that items designed for sharing are particularly popular among younger consumers and those dining in groups.

## VESSELS



**4 CUT TRI-COLOR TORTILLA CHIP**  
783042 - 1/25 lb.

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



**RESTAURANT TORTILLA CHIPS**  
202564 - 9/13 oz.

**TACO IN A BAG CHIPS**  
202567 - 72/1.75 oz.

**RIPPLES POTATO CHIPS**

202632 - 9/14 oz.



**BAVARIAN SOFT PRETZEL TWIST**  
716212 - 10/16 oz.

**BAVARIAN SOFT PRETZEL TWIST**  
716210 - 4/10 ct. 5 oz

## DELIGHTFUL DIPS



**SINGLE SERVE MILD GUACAMOLE GF**  
114515 - 36/2 oz.

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



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

**N/D MANGO & PINEAPPLE SALSA W/TOMATOES**  
140076 - 1/5 lb.



**SPINACH ARTICHOKE DIP**  
704123 - 36/6 oz.



**ULTIMATE YELLOW CHEESE SAUCE POUCH**  
214133 - 6/106 oz.



# From the ULF Kitchen to Your Menu

## CARAMELIZED ONION DIP

**Grassland Non Salted AA Butter Solids**  
214676 | 2 oz.

**Jumbo Yellow Onion**  
138750 | 3 oz.

**Jumbo Red Onion**  
138602 | 3 oz.

**Tulkoff Chopped Garlic**  
430439 | .25 oz.

**Thyme Herb**  
133118 | 1/2 tsp.

**Livia's Kosher Salt Pepper & Garlic Seasoning**  
290904 | 1/2 tsp.

**Highland Market Extra Heavy Duty Mayonnaise**  
463339 | 6 oz.

**Prairie Farms Sour Cream**  
152297 | 6 oz.

**Ace Bakery Rosemary Focaccia Bread**  
730108 | 6 oz.

- Finely dice onions and sauté over low heat to caramelize. Once caramelized, set aside and cool.

- In a mixing bowl, combine onions, garlic, Livia's seasoning, thyme, mayonnaise, and sour cream. Mix until well incorporated and place in serving vessel.

- Cut and toast the focaccia. Serve with the dip.





# Cool Apps HOT PROFIT

Our culinary specialists are dedicated to sharing ideas that appeal to today's consumer tastes and benefit your bottom line. They have broken down some simple app ideas that could mean big things for your business.

*Get inspired and watch your profits grow.*



### HUMMUS + PITA BREAD

70¢ portion cost x 4 = \$2.80 plate cost  
Price a four serving portion for \$9.50 for a profit of \$6.70



### CHIP TRIO

77¢ portion cost x 4 = \$3.08 plate cost  
Price a four serving portion for \$10.00 for a profit of \$6.92



### PRETZELS + BEER CHEESE DIP

93¢ portion cost x 4 = \$3.72 plate cost  
Price a four serving portion for \$11.50 for a profit of \$7.78



### STUFFED MINI PEPPERS

55¢ portion cost x 4 = \$3.30 plate cost  
Price a four serving portion for \$10.00 for a profit of \$6.70



### MEAT + CHEESE + CRACKERS

82¢ portion cost x 10 = \$8.20 platter cost  
Price a party platter for ten at \$30.00 for a profit of \$21.80



### VEGGIES + DIP

64¢ portion cost x 10 = \$6.40 platter cost  
Price a party platter for ten at \$24.00 for a profit of \$17.60

## STRONG STARTERS



*Brukebush*

### FULLY COOKED CHICKEN WING DITTIES

681544 - 2/6 lb.

### FULLY COOKED BONELESS COUNTRY STYLE CHICKEN WINGS

681598 - 2/5 lb.



### FULLY COOKED OVEN ROASTED NAKED CHICKEN WINGS

681525 - 2/6 lb.



### OR FULLY COOKED GOLD N'SPICE CHICKEN BREAST

682658 - 2/5 lb. 1.1 oz.



### FULLY COOKED BONE-IN SEASONED MINI PIG WINGS

563115 - 2/5 lb.



### OR WINGETTE/DRUM CHICKEN

669382 - 4/10 lb. avg.

### OR 1/8" CUT MARINATED CHICKEN

669130 - 12/3.25 lb. avg.



### WILD ALASKAN POLLOCK WINGS

629317 - 2/5 lb. .84 oz.





## DIP IT OR DUNK IT

Condiments/Sauces



## Saucy Combos We're Loving

### CHICKEN TENDERS

Waffles + Nashville Hot Sauce + Honey

### MEATBALLS

Teriyaki Sauce + Green Onions + Sesame Seeds

### POLLOCK WINGS

Buffalo Sauce + Ranch Dressing

### CHICKEN WINGS

Tossed in Garlic Parmesan Sauce + Trio of Dipping Sauces (Buffalo, Smoked Black Pepper BBQ, & Honey Mustard)

## NEW



### Ranch Pickle Dressing

270133- 2/1 GAL.

A thick and creamy ranch blended with tangy and bold dill pickle flavor that perfectly complements the savoriness of Hidden Valley Original Ranch.



### Ranch Buffalo Dressing

270134- 2/1 GAL.

A thick and creamy ranch that balances the kick of buffalo flavor with the cooling effect of Hidden Valley Original Ranch.



### ORIGINAL CAYENNE PEPPER SAUCE

274944 - 4/1 gal.

### BUFFALO WING SAUCE

274951 - 4/1 gal.



### ORIGINAL BBQ SAUCE

289960 - 4/1 gal.



### POKE SAUCE

294558 - 6/2.4 kg.

### TERIYAKI GLAZE

235283 - 6/5 lb.

## CRAFTED FOR EXCITEMENT

Ventura Sauce Craft™ offerings add back of house ease and enable you to create endless new menu possibilities.



### BUFFALO SAUCE

235237 - 2/1 gal.

### GARLIC PARMESAN SAUCE

235236 - 2/1 gal.

### HONEY BOURBON BBQ SAUCE

463410 - 2/1 gal.

### KOREAN PEPPER GOCHUJANG SAUCE

463594 - 4/5 gal.



### NASHVILLE HOT SAUCE

463596 - 4/5 gal.

### ORIGINAL RANCH DRESSING <sup>GF</sup>

271951 - 4/1 gal.

### REFRIGERATED NEW YORK STYLE BLUE CHEESE DRESSING

270160 - 4/1 gal.



### REFRIGERATED ORIGINAL RANCH DRESSING <sup>GF</sup>

270120 - 6/32 oz.

### SMOKED BLACK PEPPER BBQ SAUCE

463411 - 2/1 gal.

### SWEET CHILI SAUCE

463592 - 4/5 gal.

### TERIYAKI SAUCE

463599 - 2/1 gal.



### SWEET & SPICY BBQ SAUCE CUP

274406 - 96/1.25 oz.

### BUFFALO WING SAUCE CUP

274408 - 96/1.25 oz.

### SWEET CHILI SAUCE CUP

274412 - 96/1.25 oz.

### GARLIC PARMESAN SAUCE CUP

274417 - 96/1.25 oz.

### CHIPOTLE HONEY BBQ SAUCE

463409 - 2/1 gal.





# SOCIAL MEDIA MATTERS

Boost sales and connect with your guests.

Social media is the go-to way for diners to interact with their favorite restaurants. Online platforms like Facebook, Instagram, and Twitter are easy, efficient, and low-cost tools to help create a direct connection between you and your guests.

## What can social media do for your business?

- Promote specials and the regular menu in a

cost-effective way.

- Drive traffic and repeat visits.
- Help you stand out from the competition.
- Help diners connect to your brand.

Check out our tips for the three biggest platforms.

## INSTAGRAM

- Instagram is a network where users post photos and share videos.
- Ask permission to share images that guests tag at your restaurant.
- Remember, if you're linking out of your post, links aren't clickable from Instagram post copy. Add the link to your profile bio and call out the location in your captions.



## EXAMPLE: ORDER NOW AT THE LINK IN OUR BIO!

## X (FORMERLY TWITTER)

- X is for REAL-TIME updates, so post and reply in a timely manner.
- Keep it simple, top-performing messages are usually around 100 characters.
- Be concise in your message and be sure to research any trending topics before joining in on the conversation.

## FACEBOOK

- If you use one platform and want to reach the largest range of diners, this should be it!
- Posts with short videos or photos perform best.
- Make sure your Facebook page is set up as a business. This will allow diners to leave reviews, and utilize features like the "Order Now" button.

## #HASHTAGS

Using hashtags on social media can accomplish two things:

- Unique hashtags can help you follow diners' posts about your restaurant. For example, tagging all of your posts on Instagram with #YourRestaurantName can help create a unique, trackable category.
- Using popular, relevant hashtags on your posts can help you join in on larger conversations, like #TheBigGame. This will also help boost engagement.

## MORE SOCIAL MEDIA TIPS

- On all of your social media accounts, regularly share links to your website's menu and ordering pages for quick access.
- Guests eat with their eyes. Make sure to only share the most appetizing shots of your food.

Source: McCAIN@FOODSERVICE SOLUTIONS, 2022 SPORTS WATCH PARTY GUIDE, A Social Media Toolkit for Operators

# NOTABLE UPCOMING GAMES

\* There are far more than are just shown below \*

Date	Match-Up	Location	Time	TV
14-Sep	🏈 University of Minnesota Duluth vs. MSU Moorhead	MN	2:00PM	
15-Sep	🏈 Minnesota Vikings vs. San Francisco 49ers	MN	Noon	CBS
15-Sep	🏈 Green Bay Packers vs. Indianapolis Colts	WI	Noon	Fox
22-Sep	🏈 Minnesota Vikings vs. Houston Texans	MN	Noon	CBS
29-Sep	🏈 Green Bay Packers vs. 🏈 Minnesota Vikings	WI	Noon	CBS
29-Sep	🏈 University of Minnesota vs. North Carolina	MN	7:00PM	
6-Oct	🏈 Minnesota Vikings vs. New York Jets	London	8:30AM	NFLN
13-Oct	🏈 Green Bay Packers vs. Arizona Cardinals	WI	Noon	Fox
3-Nov	🏈 Green Bay Packers vs. Detroit Lions	WI	3:25PM	Fox
16-Nov	🏈 University of Minnesota Duluth vs. MSU Mankato	MN	Noon	
29-Nov	🏈 University of Minnesota vs. 🏈 University of Wisconsin Madison	WI	11:00AM	
7-Dec	Big Ten Championship Game	IN	TBD	
16-Dec	🏈 Minnesota Vikings vs. Chicago Bears	MN	7:00PM	ABC
23-Dec	🏈 Green Bay Packers vs. New Orleans Saints	WI	7:15PM	ESPN
29-Dec	🏈 Minnesota Vikings vs. Packers	MN	Noon	Fox
	Conference Championship Games		TBD	
	Super Bowl LIX	New Orleans	5:30PM CT	Fox



# MINIMAL LABOR ITEMS

for after hours snackers.

Just because the kitchen is closed doesn't mean the good times have to stop!  
 These low labor items are simple to heat and serve any time.  
*Late night cravings don't stand a chance.*



**12" IW MEAT  
 LOVERS PIZZA**

573862 - 6/25.75 oz.

**12" IW PEPPERONI PIZZA**

573860 - 6/22.75 oz.

**12" IW SAUSAGE &  
 PEPPERONI PIZZA**

573861 - 6/24.75 oz.

**10" IW CHICKEN BACON  
 RANCH PIZZA <sup>GF</sup>**

573889 - 12/1.125 lb.

**5" X 11" OVEN FRIED  
 FLATBREAD W/RED SAUCE**

573892 - 1/12 ct.

**5" X 11" OVEN FRIED  
 FLATBREAD W/  
 GARLIC BUTTER**

573894 - 1/12 ct.

## Supplies to Keep you Running Smoothly



**9 OZ. PET CLEAR  
 SQUAT CUP**

808213 - 20/50 ct.

**20 OZ. PET CLEAR CUP**

808216 - 20/50 ct.

**16 OZ. PET CLEAR CUP**

808218 - 20/50 ct.



**6" X 6" WHITE HINGE  
 CLAM FOAM**

813613 - 4/125 ct.



**Companions<sup>®</sup>**

**CUTLERY KIT (Knife, Fork,  
 Spoon, Napkin, Salt & Pepper)**

845263 - 1/250 ct.

**HEAVY WEIGHT  
 POLYSTYRENE  
 BLACK FORK**

845257 - 10/100 ct.



**9" X 9" X 3" 1  
 COMPARTMENT PFAS  
 FREE HINGED CONTAINER**

845357 - 2/100 ct.

**8" X 5" SANITIZER WIPE  
 W/65% ALCOHOL**

860501- 1/1000 ct.

### CONTACT US

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