

# The Feed

SEPTEMBER - OCTOBER

pg. **6**

Smells like team spirit!  
Discover tips for hosting  
a tailgating party in your  
parking lot or patio.

## FALL MENU IDEAS

Dive into the autumn season with  
seasonal flavors on your menu.

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## MARKETING TIP

*Consider offering pastries, muffins, or scones with similar flavor profiles, such as pumpkin spice or apple cinnamon, to encourage customers to indulge in a full fall-themed treat.*



**GROUND 100% COLOMBIAN COFFEE**  
415980 - 48/2.25 oz.

**GROUND 100% ARABICA FRENCH ROAST COFFEE**  
415981 - 42/2.25 oz.

**ESTATE WHOLE BEAN ITALIAN ROAST COFFEE**  
416050 - 2/4 lb.



**HAZELNUT CREAMER**  
151721 - 288/13 mil.

**IRISH CREAM CREAMER**  
151723 - 288/13 mil.

**FRENCH VANILLA CREAMER**  
151726 - 288/13 mil.



**BLUE ASPARTAME SUGAR SUBSTITUTE**  
342009 - 2000/1 gr.

**YELLOW SUCRALOSE SUGAR SUBSTITUTE**  
342011 - 2000/1 gr.

**PINK SACCHARIN SUGAR SUBSTITUTE**  
342010 - 2000/1 gr.

# Fall into Seasonal COFFEE FLAVORS

Fall presents a prime opportunity for restaurant owners to innovate their coffee offerings and attract customers with seasonal, buzz-worthy flavors. By embracing both classic and unique fall flavors, focusing on customization, and promoting food pairings, you can create a buzz-worthy fall coffee LTO menu that drives traffic and boosts sales.

Pumpkin spice remains a fall favorite, there's also a growing interest in new and unique flavors. Technomic notes that consumers are becoming more adventurous, seeking out innovative twists on traditional flavors. Consider incorporating flavors like hazelnut, caramel apple, maple, toasted marshmallow, spiced pear, or chai into your coffee offerings.



# TACOS ARE #Trending

## TACO MEAT



**MARIA'S FULLY COOKED BEEF TACO MEAT W/TPV**  
789852 - 2/5 lb. pouch

**TEXAS STYLE BEEF TACO FILLING**  
789791 - 2/5 lb.



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

## RICE



**SPANISH RICE**  
789778 - 2/5 lb.

## SHELLS



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

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



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



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

## CHIPS



**THIN WHITE CORN TORTILLA CHIPS**  
783064 - 1/30 lb.

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



**TRI-COLOR TORTILLA STRIP**  
202990 - 10/1 lb.

## TACO TREND: GLOBAL FLAVORS

One of the buzziest trends in the taco world is the integration of global flavors. Consumers' tastes are growing bolder and seeking tacos that incorporate flavors from various cuisines, such as Korean, Mediterranean, or Indian.

*Tip: Experiment with global ingredients and seasonings to create fusion tacos that stand out. Offering a rotating "Taco of the Month" featuring different international flavors can keep your menu fresh and engaging.*



## AL PASTOR STREET TACO

- 3 oz. Hormel Fully Cooked Pork Al Pastor 553577
- 3 each Catallia 5" Flour Tortilla 782997
- 3 oz. Posada Latin Rice 705792
- 3 oz. Wildbrine Latin American Slaw Curtido 283181
- 3 oz. Belgioioso Oaxaca Cheese Shreds 214453
- 3 slices Capital City Lime 105304
- 1.5 Tbsp. Cilantro 127704

*Place tortillas on flat top with 1 oz. cheese on each.*

*Heat pork al pastor and Latin rice and place equal portions on each tortilla.*

*Top with curtido and cilantro. Garnish with lime. Serve immediately.*

## TACO TREND: CREATIVE PAIRINGS

Presentation matters, especially in the age of social media. Tacos presented in a visually appealing way are more likely to be shared on platforms like Instagram, driving word-of-mouth marketing. Additionally, pairing tacos with complementary beverages or sides can enhance the dining experience and increase check averages.

*Tip: Pay attention to the presentation of your tacos, using colorful ingredients and thoughtful plating. Consider creating taco and drink pairings, such as tequila or craft beer, to elevate the meal and encourage higher spending.*



## BUFFALO RANCH CHICKEN AND BACON TACOS

- 6 oz. Gerber Amish Chicken Thighs 673243
- 3 oz. Cucina Blue Cheese Crumbles 210802
- 3 oz. Jones Fully Cooked Bacon Toppings 562112
- 3 oz. Go Fresh 1/4" Shredded Romaine Lettuce 143436
- 1 Tbsp. Mann Green Onion, Slivered 138884
- 3 oz. Hidden Valley Buffalo Ranch Dressing 270134
- 1 tsp. Baron Spices Barbecue Spice with Sugar 290802
- 3 ea. Catallia 5" Flour Tortilla 782997

*Coat chicken thighs in BBQ spice and grill until internal temperature reaches 165 degrees. Allow to rest and dice. Toast tortillas on flat top grill. Build tacos in a taco holder by layers of lettuce, chicken, warm bacon, and blue cheese. Drizzle Hidden Valley Buffalo ranch on top and serve.*

## TOP IT OFF



**1/4" SLICED JALAPENO PEPPERS**  
282611 - 4/1 gal.

**PICKLED BANANA PEPPER RINGS**  
282615 - 4/1 gal.



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

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

# How to Host a Tailgating Party

## IN YOUR RESTAURANT PARKING LOT OR PATIO

Make your place the place to be on game day! Tailgating parties are a great way to bring excitement to your restaurant while attracting new customers and boosting sales. Here's how you can throw a successful tailgating party in your parking lot that will draw a crowd and create a fun, festive atmosphere.

### 1. SECURE THE NECESSARY PERMITS

Before planning your tailgating event, make sure to check with local authorities about any required permits or regulations. You may need a special event permit, especially if you plan to serve alcohol or play amplified music outdoors. Ensuring you have the proper permissions in place will help you avoid any disruptions during the event.

*Tip: Contact your city's licensing office to understand the requirements well in advance.*

#### MEAT



**78/22 FRESH CHUCK BLEND BEEF PATTY**  
514716 - 24/6 oz.

**78/22 FRESH PREMIUM HANDCRAFT BEEF PATTY**  
514736 - 24/6 oz.



**6" 6-1 ALL BEEF HOT DOG** GF  
548653 - 1/10 lb.

**5-1 FULLY COOKED SMOKED SKINLESS POLISH** GF  
548859 - 2/5 lb.

#### TOP IT OFF



**CONEY HOT TOP TOPPING** GF  
789776 - 4/5 lb.



**1/4" DILL CRINKLE CUT HAMBURGER PICKLE**  
280749 - 1/5 gal.

**SWEET PICKLE RELISH**  
281502 - 4/1 gal.



**4" SLICED BRIOCHE BUN**  
715883 - 6/12 ct.

**4" SLICED VEGAN WHITE HAMBURGER BUN**  
719184 - 1/72 ct.



**5" SLICED HOT DOG BUN**  
716415 - 9/6 ct.

#### SIDES



**GRAMMA D'S CALICO BAKED BEANS**  
789822 - 4/5 lb.



**DELI FRESH MACARONI PASTA SALAD**  
148546 - 2/5 lb. .

**DELI FRESH POTATO SALAD**  
148164 - 2/5 lb.

#### BEVERAGE



**TWIST TOP BOTTLED WATER**  
227398 - 24/10 oz.

**TWIST TOP BOTTLED WATER**  
227400 - 24/.5 ltr.

### MARKETING TIP

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



### 2. CREATE A TAILGATE-FRIENDLY MENU

Tailgating is all about enjoying good food with friends, so design a menu that's easy to eat and share. Offer classic tailgating fare like burgers, hot dogs, wings, and nachos, and consider including some unique items that reflect your restaurant's specialties. Don't forget to offer combo deals or meal packages that include a drink, making it easier for customers to order quickly and enjoy the game.

*Tip: Promote special "game day" menu items or limited-time offers to create a sense of urgency.*

### 3. SET UP THE RIGHT ATMOSPHERE

Transform your parking lot into a tailgating hub with festive decorations like team colors, banners, and balloons. Set up large-screen TVs or projectors to broadcast the game, ensuring everyone has a good view. Arrange tables, chairs, and high-top tables for comfortable seating, and consider providing tents or canopies for shade.

*Tip: Offer lawn games like cornhole or ladder toss to keep guests entertained before and after the game.*

### 4. OFFER DRINK SPECIALS

A great tailgate isn't complete without refreshing beverages. Create drink specials that align with the tailgating theme, such as buckets of beer, pitchers of cocktails, or team-inspired drinks. If your restaurant has a liquor license, consider setting up an outdoor bar to keep the drinks flowing and reduce wait times inside.

*Tip: Feature local craft beers or create signature cocktails named after local sports teams or players.*

### 5. PROMOTE THE EVENT

Use social media, email newsletters, and in-restaurant signage to promote your tailgating event. Create buzz by offering early bird discounts or incentives for guests who RSVP in advance. Partnering with local radio stations or influencers can also help spread the word and attract a larger crowd.

*Tip: Run a contest or giveaway on social media leading up to the event to increase engagement and encourage shares.*

### 6. PROVIDE EXCELLENT SERVICE

Even though the event is outside, maintaining high standards of service is key. Ensure you have enough staff on hand to manage the crowd, take orders, and keep the area clean. Consider setting up additional portable restrooms if your indoor facilities may not be sufficient.

*Tip: Train your staff on handling large outdoor events to ensure a smooth and enjoyable experience for all guests.*

### 7. CAPTURE THE MOMENT

Encourage guests to take photos and share them on social media using a dedicated event hashtag. You can even set up a photo booth with fun props related to the sport or team to create memorable moments. This not only enhances the experience but also serves as free advertising for your restaurant.

*Tip: Offer a prize for the best social media post from the event to encourage participation.*

Hosting a tailgating party in your restaurant's parking lot can be a fantastic way to attract new customers, boost sales, and create a lively community atmosphere. With careful planning and attention to detail, you can turn your parking lot into the go-to spot for game day festivities.

# Fresh Pizzas: A RECIPE FOR SUCCESS

Fresh, made-to-order pizzas are more than just a menu item—they're a key differentiator that can elevate your restaurant's reputation and profitability. Research from Datassential highlights the growing consumer demand for freshness, customization, and quality in their dining experiences. Here's why incorporating fresh pizzas into your menu can be a game-changer.

## 1. MEETING CONSUMER DEMAND FOR FRESHNESS

Consumers increasingly prioritize fresh ingredients and made-to-order meals. According to Datassential, the perception of freshness is a top driver for restaurant visits, especially among younger diners who associate fresh food with quality and healthfulness. By offering pizzas made with fresh dough, house-made sauces, and premium toppings, you can tap into this demand and enhance your restaurant's appeal.

Tip: Highlight the freshness of your pizzas in your marketing materials and menu descriptions to attract health-conscious diners.

## 2. CUSTOMIZATION DRIVES CUSTOMER SATISFACTION

Customization is a powerful trend in the foodservice industry, with consumers wanting to tailor their meals to their preferences. Fresh pizzas offer endless possibilities for customization, from crust type and sauce choice to a wide variety of toppings. Technomic's research shows that consumers are more likely to return to a restaurant that offers personalized dining experiences.

Tip: Introduce a "build-your-own" pizza option that allows customers to choose their ingredients, catering to dietary preferences and encouraging repeat visits.

## 3. HIGHER PERCEIVED VALUE AND PROFIT MARGINS

Consumers are willing to pay more for freshly prepared, high-quality food. Fresh pizzas, with their premium ingredients and artisanal preparation, can command a higher price point, leading to increased profitability. Additionally, by using fresh ingredients, you can reduce food waste and optimize your inventory, further boosting your bottom line.

Tip: Price your fresh pizzas appropriately to reflect their quality, and consider offering premium toppings at an additional cost to increase average check sizes.

## 4. INNOVATION AND SEASONAL MENUS

Fresh pizzas offer a versatile platform for menu innovation. You can easily incorporate seasonal ingredients, experiment with new flavor combinations, and create limited-time offers that keep your menu exciting and draw in curious customers. Datassential's data indicates that seasonal and LTO items create urgency and encourage diners to try something new.

Tip: Rotate seasonal pizza offerings regularly and promote them as limited-time options to create buzz and drive sales.

## THE BASE



**HIGH GLUTEN PIZZA DOUGH BALL**  
788847 - 24/20 oz.

**14" PAR BAKED PIZZA CRUST**  
788789 - 12/15 oz.

## SAUCE IT UP



**FULLY PREPARED PIZZA SAUCE**  
233026 - 4/10 lb.



**DARK BALSAMIC VINEGAR** GF V  
289038 - 4/1 gal.

## ACCOMPANIMENTS



**BABY ARUGULA**  
139036 - 2/1.5 lb.



**CAPITAL CITY FRUIT ROMA TOMATO**  
121350 - 1/25 lb.

**FRESH BASIL**  
133025 - 1/8 oz.

## CHEESE



**75% WHOLE MILK RICOTTA CHEESE**  
209424 - 1/5 lb.

**MOZZARELLA CHEESE LOG**  
209410 - 8/1 lb.



**50/50 LOW MOISTURE PART SKIM MOZZARELLA CHEESE & PROVOLONE**  
211828 - 4/5 lb.

**FEATHER SHREDDED WHOLE MILK MOZZARELLA CHEESE**  
211373 - 1/5 lb.

## KOREAN BBQ CHICKEN PIZZA

1 ea. AK Pizza Crust 12" Self Rising Pizza Crust 788100

4 oz. Brakebush Fully Cooked Diced Chicken Breast 673227

1 oz. Jumbo Red Onion, Diced 138602

8 oz. Burnett Low Moisture Part Skim Feather Shredded Mozzarella Cheese 211375

4 oz. Wildbrine Korean Style Kimchi GF V 283180

0.5 oz. Mann Green Onions 138884

4 oz. Sauce Craft Korean Pepper Gochujang Sauce 463594

Prep | Spread gochujang sauce evenly on pizza crust. Top with diced chicken, kimchi, red onion, and mozzarella cheese.

Bake in 450 degree oven until cheese has melted and beginning to brown. Cut pizza into slices.

Top with green onions as garnish and serve immediately.



GF GLUTEN FREE  
V VEGETARIAN  
VG VEGAN

# EXPERT TIPS ON COOKING DUCK LIKE A PRO

Looking to go the extra mile with your duck dish? Maple Leaf Farms has worked with hundreds of fantastic and creative chefs over the years, and they are happy to bring their tips and tricks to you.

## USE A COOL PAN

Always place duck breast in a cool pan skin side down, then turn the heat to medium low to start rendering the fat for 10 minutes. This low and slow method gives the perfect crispy skin.

## SCORE AND RENDER

Score the skin by cutting it into 1/4 inch intervals in a crisscross pattern on the duck breast. This will ensure the fat is rendered evenly. You can render off up to 70% of the fat this way.

## SAVE YOUR DUCK FAT

Save the rendered duck fat! You can use it to roast vegetables or add to mashed potatoes.

Source: Maple Leaf Farms

## APPETIZER

**SWEET CORN BACON DUCK WONTON**  
683331 - 100/1.2 oz.

**FULLY COOKED DUCK WING DRUMETTE**  
683324 - 5/2 lb.

## ENTREE

**DUCK BONE-IN LEG & THIGH**  
683337 - 36/9 oz. avg.

**ROASTED HALF DUCK**  
683336 - 12/15 oz.

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

## GRILLED DUCK BREAST WITH ORANGE SAUCE

1 ea. Maple Leaf Farm Medium Sized Boneless Duck Breast 683389

1/2 cup Santa Lucia Quinoa 381299

2 oz. Minor's RTU Zesty Orange Sauce 294555

Prep | Grill duck breast until medium rare to medium.

Slice duck on the bias and arrange around the Tri Color Quinoa.

Sauce with orange sauce and serve immediately.



## DUCK POUTINE

4 oz. 4 oz. Duck Meat using Maple Leaf Farms Roast Half Duck, Pulled Duck Leg Meat, or Duck Leg Confit 683336

6 oz. McCain 3/8" OR XL French Fry 690034

4 oz. Ellsworth White Cheddar Cheese Curds 211863

2 oz. Superb Brown Gravy Mix 294328

As needed ProAct Green Onions, chopped 138884

Prep | If frozen, defrost duck in refrigerator overnight. Preheat oven to 375 degrees F. Remove from bag and place in a shallow baking pan. Bake 15-20 minutes.

Deep fry French fries until crispy. Add 2 oz. of hot water to 1 tsp. of gravy mix and stir until smooth.

Place French fries in serving vessel. Top with pulled duck and white cheddar cheese curds. Drizzle gravy on top. Finish under the broiler to melt the cheese for 3-5 min.

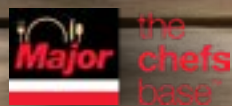
Garnish with green onions and serve.



# SAVORY SOUPS and Bases

Cooler weather calls for warming up with a hot bowl of soup. Customers are looking for uniqueness and variety on your menu, so they expect the same from any soups you may offer. Find some strong daily favorites and rotate in some specials during the week to keep things interesting and keep patrons coming back.

## BASE



**SUPERB NAMSG  
CREAM BASE  
SOUP** <sup>GF</sup>  
294304 - 6/28 oz.

**CHEF'S PREMIER  
NAMSG CHICKEN  
BASE** <sup>GF</sup>  
294302 - 6/1 lb.

**CHEF'S PREMIER  
NAMSG BEEF BASE** <sup>GF</sup>  
294300 - 6/1 lb.

## COMFORTING CLASSICS



**BROWN & WILD RICE  
CHICKEN SOUP**  
776005 - 3/4 lb. tub.

**CONDENSED FRENCH  
ONION SOUP**  
776239 - 3/4 lb. tray

**RTU HARVEST  
BUTTERNUT  
SQUASH SOUP**  
776252 - 4/4 lb. pouch

## MARKETING TIP

Train your servers to upsell soup to every table, and market your soup offerings on social media, table tents and through email blasts and e-newsletters. Make sure your customers know about all of your new soups and about every combo possibility.

*Did you know ULF can help you create table tents? Ask your sales rep how we can assist.*



<sup>GF</sup> GLUTEN FREE <sup>V</sup> VEGETARIAN <sup>VG</sup> VEGAN