

2024 ISSUE #9

FAMILY-OWNED AND OPERATED
UPPER LAKES FOODS
EST 1967

The Feed

NOVEMBER 2024 - JANUARY 2025

NEW

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



6

tips to increase holiday sales

'Tis the season for holiday favorites!

Center of the plate ideas and more on page 8.

UPPER LAKES FOODS | 801 INDUSTRY AVENUE | CLOQUET, MINNESOTA 55720
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CONTENTS

03 Holiday Appetizers

08-09 Holiday Entrees

04 Fall Food Show Recap

10 Delectable Sides

05-07 Recipes from the ULF Idea Market

11 Bakery and Pantry

12 Beverages

Happy Holidays from Upper Lakes Foods!

In the restaurant industry, planning ahead is essential. With the holiday season offering a great chance to boost your bottom line, preparing for this busy time can give you an edge over the competition. Keep an eye out throughout this issue of The Feed for some practical ways to increase holiday sales and create a memorable dining experience for your customers. Here's the first one:

MARKETING TIP

Tip #1 - Add Seasonal Flair to Your Menu

A simple yet effective way to draw in holiday diners is by creating a special seasonal menu. Introducing unique dishes that capture the flavors of the holidays, like a roast turkey with festive sides or a twist on a classic dessert, keeps your offerings fresh and interesting for regulars and new guests alike. Consider offering these holiday specials as part of a prix fixe menu, featuring a starter, main dish, seasonal drink, and dessert, to create a well-rounded experience.

Cheers!

HOLIDAY APPETIZERS

As holiday gatherings bring diners out to celebrate, offering a seasonal menu of inspired appetizers can set your restaurant apart and elevate the guest experience.

KEEP IT FRESH...



BLUEBERRY POMEGRANATE & BURRATA CROSTINI

4 pcs. Ace Bakery Rosemary Focaccia Bread (730120)

3 oz. Belgioioso Mozzarella Burrata Cheese (209416)

2 oz. Hidden Valley Blueberry Pomegranate Vinaigrette Dressing ^{GF} (274330)

1 Tbsp. Azar Whole Toasted Hazelnuts (430819)

1 pinch True Salt Kosher Grain Sea Salt (308714)

1 pinch Baron Spices Cracked Black Pepper (280906)

1 pinch Merlot Micro Green Mix (127718)

PREP | Cut focaccia bread into 2"x3" crostini, and toast until golden. Mash Burrata cheese and place equal amounts on each crostini. Season with salt, pepper and toasted hazelnuts. Drizzle blueberry pomegranate dressing over the crostini. Garnish with micro greens and serve.

Offering shareable plates also encourages groups to sample multiple items, increasing check averages and satisfaction. Festive touches—like garnishes with fresh herbs, edible flowers, or colorful sauces—add visual appeal that resonates with holiday diners looking to indulge in memorable meals.

OR KEEP IT CLASSIC



FULLY COOKED LIL BEEF SMOKIES
556553 - 6/3 lb.



16-20 RAW TAIL-ON PEELED & DEVEINED SHRIMP
606734 - 1/2 lb.

26-30 RAW TAIL-OFF PEELED & DEVEINED SHRIMP
606720 - 1/2 lb.

21-25 COOKED PEELED & DEVEINED TAIL-ON SHRIMP
606735 - 1/2 lb.



COCKTAIL SAUCE
275230 - 1/32 oz.

FALL FOOD SHOW RECAP



You came, you saw, you conquered. Well, more like tasted, but you catch our drift. At the "Flavor Forward" Fall Food Show on October 29, there were culinary delights to savor, live demos to inspire, and menu ideas to build your business.

Enjoy some moments from that incredible day and mark your calendars for the Spring Food Show on May 6, 2025 in Duluth, MN!



A favorite product among ULF staff, The Good Bread Company's Cranberry Wild Rice Bread (ULF #719180) is perfect for a seasonal "Thanksgiving Leftovers Sandwich." Your next LTO is calling!



Audra Bastian, Territory Manager at Hormel Foods, engages the crowd at the live demo stage showcasing menu ideas with their premium Jennie-O Grand Champion Turkey Breast (ULF #691026).



(Left) Sales Account Executives Paul Bittner and Mia Valentini are all smiles as they prepare to greet their customers and show them products to enhance their menu.

(Top) The team from Rancher's Legacy, based in Vadnais Heights, MN, offers high quality, fresh and frozen meat products that constantly exceed our customers' expectations, time and time again.

AS SEEN (AND TASTED) IN THE ULF IDEA MARKET! Premium Handhelds



UPPER LAKES FOODS RIBEYE SANDWICH

1 ea.	Ace Bakery Sesame Seed Bun (730134)	PREP Preheat the oven to 325°F (160°C). Toss sliced mushrooms with minced garlic and roast until browned.
4 oz.	Two Rivers Sliced Ribeye (554910)	
0.5 oz.	Major Demi Glace (294358)	Cook the ribeye on the flattop for 2-3 minutes, then coat it with demi-glace sauce.
2 oz.	Belgioioso Gorgonzola (212595)	Toast sesame seed buns on the flattop until golden brown.
2 oz.	PNW Sautéed Onions (701390)	Layer the bottom bun with warmed sautéed onions.
2 oz.	Chestnut Mushrooms (128996)	Add the ribeye steak on top. Finish with roasted mushrooms and crumbled Gorgonzola cheese.
2 oz.	Golden Oyster Mushrooms (129200)	Place the top bun on and serve with your choice of side.
0.25 oz.	Tulkoff Garlic (430439)	

AS SEEN (AND TASTED) IN THE ULF IDEA MARKET!

Premium Handhelds



CRAZYTOWN BLT

- 4 ea. Cloverdale Smoked Jalapeño Bacon (549208)
- 1 oz. Kindred Smoked Cheddar Cheese (208814)
- 2 sli. Turano French Bread (730119)
- 2 sli. Hydroponic Tomato (121251)
- 4 leaves Bibb/Butter Lettuce (133884)
- 2 oz. Hidden Valley Dill Pickle Ranch (270133)

PREP | Slice the bread on a bias and toast it on a flattop until golden.

Bake the bacon until crispy, then let it cool.

On one slice of toasted bread, spread dill pickle ranch. Layer with butter lettuce, tomato slices, cheddar cheese, and crispy bacon. Top with another slice of toasted bread.

Slice the sandwich in half and serve.

AVOCADO & SHRIMP SLIDER

- 3 ea. Social Kitchen Shrimp Slider (569793)
- 3 ea. Baker Boy Brioche Slider Bun (715869)
- 3 oz. Athenos Whipped Feta (211455)
- 3 oz. Arugula (139039)
- 3 oz. Dole Frozen Diced Avocado (702126)
- 1.5 oz. Red Onion (138629)
- 2 oz. Hidden Valley White Balsamic Shallot Dressing (274343)

PREP | In a bowl, slightly mash the avocado and mix in diced red onion.

Toast the slider buns on a flattop until golden.

Cook the shrimp sliders on the flattop until fully cooked.

Spread whipped feta on the bottom bun. Place the shrimp sliders on top. Add the mashed avocado and red onion mixture.

Toss arugula with white balsamic vinegar and place it on top. Finish with the top bun and secure with a skewer.

ROASTED APPLE AND PEPITA SALAD

- | | | |
|-------|--|--|
| 8 oz. | Heritage Lettuce Blend (133946) | Maple Apple Cider Vinaigrette |
| 2 oz. | Azar Pepitas (431677) | 4 Tbsp. Esprit de Pari Dijon Mustard (274246) |
| 2 oz. | Honeycrisp Apples (141186) | 1 cup Anderson's Pure Maple Syrup (354549) |
| 2 oz. | Brussels Sprouts, Halved (126409) | 1 cup Pepin Heights Local Apple Cider (100785) |
| 2 oz. | Roasted Butternut Squash 3/4" (144222) | 1 cup Pastorelli Apple Cider Vinegar (289037) |
| 2 oz. | Belgioioso Gorgonzola Cheese (212595) | 3 cups Cortona Extra Virgin Olive Oil (267668) |

PREP | Preheat the oven to 325°F (160°C). Toss Brussels sprouts, butternut squash, pepitas, and apples together. Roast for 10-15 minutes until slightly golden and tender.

In a bowl, toss the heritage blend with maple apple cider vinaigrette. Plate this mixture as the base. Top the greens with the roasted Brussels sprouts,

butternut squash, pepitas, and apples. Sprinkle with crumbled blue cheese and drizzle with extra dressing.

In a large mixing bowl, whisk together the Dijon mustard, maple syrup, apple cider, apple cider vinegar, and extra virgin olive oil until well combined. Taste and adjust the seasoning if needed. You can add salt and pepper to enhance the flavors.

Fresh Seasonal Salads



SPIRALIZED BEET SALAD WITH GOAT CHEESE

- 4 oz. Spiralized Beet Noodles (125002)
- 6 oz. Mann's Power Blend (133963)
- 3 oz. Hidden Valley White Balsamic Shallot Dressing (274343)
- 2 oz. President Goat Cheese Crumbles (223107)
- 2 oz. Fisher Toasted Almond (430751)

PREP | Preheat the oven to 325°F (160°C). Spread almonds on a baking sheet and toast for about 10 minutes, or until golden brown.

In a bowl, toss beet noodles and power blend with minced white shallot and balsamic vinaigrette.

Add crumbled goat cheese and toasted almonds on top of the salad.



HOLIDAY ENTREES

IDEA FROM
OUR KITCHEN

PRODUCT SPOTLIGHT

549283 6/4.5 lb. Cloverdale Fully Cooked
Applewood Smoked Pork Belly Slab **GF**

An on-trend and convenient way to add delicious pork belly to any menu. Slow smoked for over 5 hours to produce an intense natural smoky flavor. Fully cooked and ready to serve providing labor and time savings with consistent results.

Customize with unique flavors to offer a multitude of ideas and concepts to grill, fry, oven roast or pan sear, feature your own in-house, hand-cut bacon. Endless options that will bring value to your operation and an elevated flavor experience for your customers!

This case contains six packages of vacuum sealed fully cooked pork bellies which are cut into thirds.

KEY ATTRIBUTES: Triple Applewood Smoked, Gluten Free, No Added MSG, Fully Cooked, Cut into Thirds

INGREDIENTS: Cured With: Water, Salt, Sugar, Sodium Phosphate, Sodium Erythorbate, Sodium Nitrite.

COOKING INSTRUCTIONS: Fully Cooked. Reheat as desired for menu application.

FAMILY OWNED AND OPERATED
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EST. 1967

POLYNESIAN PORK BELLY

6 oz.	Cloverdale Sous Vide Pork Belly (549283)	0.25 oz.	Scallions (138884)
		1 tsp.	Baron Spices Sesame Seeds (280948)
2 oz.	Cattleman's Hawaiian BBQ Sauce (275642)	0.5 oz.	Sesame Oil (237113)
4 oz.	Go Fresh Bahn Mi Blend (140014)	0.25 oz.	Crystal Granulated Sugar (340162)
0.25 oz.	Cilantro (127771)	0.25 oz.	LaChoy Soy Sauce (235002)
0.25 oz.	Cayenne Peppers (129704)		

PREP | Cube the pork belly and brush with Cattleman's BBQ sauce.

In a bowl, combine the indulgence veggie mix, chopped cilantro, peppers, scallions, sugar, sesame oil, and soy sauce. Let it marinate for 20 minutes.

Heat a pan and sear the pork belly pieces until crispy and hot.

Create a bed of your slaw, top with the crispy pork belly, and garnish with sesame seeds.



ROASTED HALF DUCK
683336 - 12/15 oz.

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



GARLIC BUTTER CAP STEAK
531665 - 16/10 oz.

GARLIC BUTTER CAP STEAK
531632 - 20/8 oz.

Tip #2 - Embrace Holiday Themes

Creating a festive ambiance can elevate the dining experience and make your restaurant a seasonal destination. Adjusting your décor to reflect holiday themes—whether for Halloween, Thanksgiving, Christmas, or New Year's—sets the right mood. For upscale restaurants, small touches like refined table settings, subtle lighting changes, and tasteful decorations can capture the spirit while staying elegant. For more casual spots, lean into the festive vibe with creative, bolder decorations.



GF Gluten Free

V Vegetarian

VG Vegan

Tip #3 - Boost Your Holiday Marketing

Effective holiday marketing can bring in both new guests and loyal customers. Here are a few marketing ideas to consider:

SOCIAL MEDIA: Use social media to promote your holiday menu items as limited-time specials. This can create a sense of urgency and drive more visits. Visual content like videos and photos work especially well for showcasing your dishes. For added convenience, add reservation links to your posts if possible, allowing guests to easily book a table right from your social media page.

LAST-MINUTE SPECIALS: If reservations are lower than expected, introduce limited-time deals on holiday menu items. For example, offer a complimentary holiday drink for guests dressed in a certain color, or discounts for last-minute bookings. Post these offers on social media to attract customers who might be looking for spontaneous holiday dining plans.

HOLIDAY GIFTS: Offer guests small holiday gifts to create memorable experiences. Branded merchandise, gift cards, or unique keepsakes can leave a lasting impression and encourage return visits.



BONELESS SMOKED PIT HAM
562819 - 1/16 lb. avg.

BONELESS FLAT BOTTOM PIT HAM
562835 - 1/14 lb. avg.



**FULLY COOKED CHERRYWOOD
SMOKED BONELESS HAM **GF****
567194 - 2/7.9 lb. avg.

DELECTABLE SIDES

Holiday side dishes offer a chance to bring flair and flavor to your seasonal menu. Consumers love fresh twists on classic sides, like roasted Brussels sprouts with pomegranate glaze, maple-roasted root vegetables with chili oil, or mashed sweet potatoes with herb-infused butter. These creative touches can elevate the dining experience and make your menu stand out.



Add crushed potato chips as a crunchy topping!



RIPPLES POTATO CHIPS
202632 - 9/14 oz.

Tip #4 - Promote Online Ordering and Takeout

If your restaurant offers takeout or delivery, leverage this for holiday sales. Many guests enjoy holiday meals at home but prefer not to cook. Offering pre-packaged holiday dinners for pickup on major holidays like Thanksgiving or Christmas can be a great option. Consider working with third-party apps to expand your reach, especially for high-demand days like New Year's.



AU GRATIN POTATOES
200358 - 12/20.35 oz.

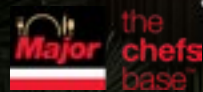
CREAMY REAL MASHED POTATOES
200236 - 12/26 oz.

CLIPPED GREEN BEANS
144154 - 1/5 lb.

SWEET POTATOES/YAMS
142307 - 1/40 lb.

BUTTERNUT SQUASH
130865 - 1/10 lb.

FRESH TYME
133118 - 1/4 oz.



SUPERB NAMSG BEEF GRAVY MIX
294336 - 8/1 lb.

SUPERB NAMSG TURKEY GRAVY MIX
294338 - 8/1 lb.

SUPERB NAMSG PORK GRAVY MIX
294340 - 8/1 lb.



ROAST BEEF GRAVY
294653 - 12/50 oz.

ROASTED PORK GRAVY
294678 - 12/50 oz.

ROASTED TURKEY GRAVY
294687 - 12/50 oz.

BAKERY & PANTRY

Elevate your bread basket by offering a whipped butter blended with honey and maple syrup, adding a sweet, seasonal touch that pairs well with hearty bread.



BAKED WHOLE GRAIN WHEAT DINNER ROLL
717142 - 6/30 ct. 1.2 oz.

BAKED WHITE DINNER ROLL
717141 - 6/30 ct. 1.2 oz.

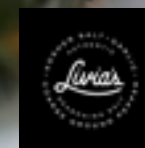
BAKED YEASTY SLIDER ROLL
715868 - 120/1.2 oz.



21" BAKED FRENCH BREAD
730119 - 6/4 ct. 12 oz.

Tip #5 - Reward Loyal Customers

Show appreciation for your regulars with special holiday perks. Consider offering a limited-time loyalty bonus, like increased discounts or special offers. For instance, invite loyal customers to bring a friend or family member for a discount, turning your regulars into advocates and bringing in new faces.



KOSHER SALT PEPPER & GARLIC SEASONING
290904 - 1/28.4 oz.



AA BUTTER FOIL WRAPPED
215053 - 5/200 ct.



ORIGINAL SYRUP
409752 - 4/1 gal.



KOSHER SALT BOX
308709 - 9/3 lb.



EZ-POUR PURE CLOVER HONEY
353534 - 1/6 lb.

BEVERAGES

Nothing sets the stage for a cozy meal like a warm, seasonally-inspired drink. Some crowd-pleasing ideas include a spiced cranberry mule, an apple cider hot toddy, or a traditional Tom and Jerry. Adding unique garnishes—such as fresh rosemary sprigs, cinnamon sticks, candied orange slices, or cranberries can make these drinks as visually appealing as they are delicious!



Tip #6 - Train Staff to Upsell Effectively

Upselling during the holidays can increase average ticket sizes. Train your staff to suggest pairings and additions, like wine to complement dishes or a holiday dessert to finish the meal. Emphasize subtlety in upselling to keep the experience enjoyable, and encourage servers to gauge customer openness to suggestions.

FRESH ROSEMARY
133076 - 1/4 oz



LOCAL APPEL CIDER
100785 - 1/1 gal.



TOM & JERRY'S MIX
748400 - 6/1 qt.



3" CINNAMON STICK
290828 - 1/8 oz.



10% ASEPTIC CRANBERRY COCKTAIL JUICE
223512 - 12/46 oz.

100% ASEPTIC ORANGE JUICE
223546 - 12/46 oz.

100% ASEPTIC PINEAPPLE JUICE
223553 - 12/46 oz.