

2025 ISSUE #1

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

# The Feed

JANUARY - FEBRUARY

## WHAT'S COMING *FOR 2025*

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

## UPGRADE YOUR COMFORT FOOD

Nostalgia and innovation go hand-in-hand to create truly memorable dining experiences.



pg. **8**

Romantic and decadent ideas for Valentine's Day



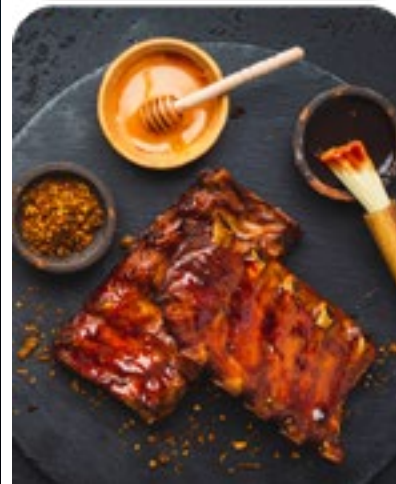
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## Consumer Insight Millennials Reach Middle Age

It's long past time to stop thinking of Millennials as children (in fact, 44% have kids of their own) and part of the "younger generation," as now those on the older end of the Millennial spectrum aren't youths but rather in their early 40s. As this generation impacts overall consumer spending, it's important to familiarize yourself with the foods, flavors, and beverages that skew towards Millennials today, the diets they're following (or not following anymore), how integral technology and social media are to their lifestyles, their grocery shopping habits, what they want from foodservice for their kids, and more.

Source: Datassential 2025 Trends Report.



## WHAT'S HOT 2025 Culinary Forecast

Personal and planetary well-being, coupled with a deeper exploration of Southeast Asian cuisines, take center stage in the National Restaurant Association's 2025 What's Hot Culinary Forecast.

Industry professionals identified restaurants' commitment to sustainability as the leading overall trend that will impact where customers choose to eat out.

Generationally, we can expect that customers' support of businesses that support environmental stewardship—through local sourcing, reduced-waste cooking, sustainable ingredients—will grow stronger rather than diminish.

Southeast Asian foods lit the survey, taking the top three spots under Dishes and two of the Top 10 overall. Korean- or K-dramas have a distinctive niche in global entertainment, including in the U.S.; combined with popular new Korean cooking co-competitions, and food documentaries, viewers have become especially curious about Korean food traditions and innovations. This year, Korean, Vietnamese and Filipino cuisines all ranked high.

The Association team behind What's Hot assumed customers are sensitive to restaurant value, and value deals came in second to sustainability as a Macro Trend. That said, in the overall trends, value was outranked by the likes of cold brew, hot honey, global cuisine and local beer and wine, telling us that at the end of the day, if the food's worth it, it's worth it.

## TOP 10 TRENDS

- |   |                                       |
|---|---------------------------------------|
| <b>1. Sustainability &amp; Local Sourcing</b> | <b>6. Hyper-Local Beer &amp; Wine</b> |
| <b>2. Cold Brew</b>                           | <b>7. Fermented/ Pickled Foods</b>    |
| <b>3. Korean Cuisine</b>                      | <b>8. Wellness Drinks</b>             |
| <b>4. Hot Honey</b>                           | <b>9. Creative Spritzes</b>           |
| <b>5. Vietnamese Cuisine</b>                  | <b>10. Value Deals</b>                |







**WHITE CHEDDAR  
CAVATAPPI  
MACARONI &  
CHEESE**

767926 - 4/4 lb. bag



**FRESH DELUXE  
MASHED POTATOES**

703931 -4/6 lb.

**HOLLAND SMOKED  
MAASDAM  
GOUDA CHEESE**

213141 - 1/6 lb. avg.



**GRAND CRU  
GRUYERE CHEESE**

211702 - 1/7 lb. avg.



**CHICKEN POT  
PIE FILLING**

789785 - 4/5 lb.



**6.75" POT PIE  
DOUGH CRUST**

739306 - 48/3.5 oz.



**RAW SKINLESS  
BONELESS CHICKEN  
BREAST FILLET**

682015 - 2/5 lb. 5 oz.

# Ten Ideas for Upgrading Comfort Food Favorites

## 1. LOADED MASHED POTATOES

**Upgrade:** Whip Yukon Gold potatoes with roasted garlic and brown butter for an ultra-smooth texture.

Top with smoked gouda, crispy pancetta, and chives. Drizzle with truffle oil for an added touch.

## 2. CLASSIC TOMATO SOUP

**Upgrade:** Make it a creamy tomato bisque with a swirl of mascarpone and a dash of paprika. Garnish with mini grilled cheese croutons made from sourdough and gruyere.

## 3. MACARONI AND CHEESE

**Upgrade:** Add premium proteins like pulled pork, pancetta, brisket, or lobster. Or add a panko topping with fresh herbs and bake until golden. Toss in lobster or brisket for a luxe twist.

## 4. CHICKEN POT PIE

**Upgrade:** Create individual pot pies and add shredded cheese (like fontina or gruyere) between

the filling and crust for a melty layer. Brush the crust with an egg wash and sprinkle with fresh chopped rosemary, thyme, or parsley before reheating.

## 5. MEATLOAF

**Upgrade:** Glaze with a smoky-sweet barbeque sauce and serve with garlic mashed sweet potatoes.

## 6. SPAGHETTI AND MEATBALLS

**Upgrade:** Use fresh pappardelle or bucatini pasta. Create meatballs with a mix of beef, pork, and veal, incorporating ricotta for a tender texture. Finish with marinara and fresh basil.

## 7. FRIED CHICKEN

**Upgrade:** Brine the chicken in buttermilk and hot sauce, then coat with a seasoned flour blend including smoked paprika and cayenne. Pair with a honey-sriracha glaze and serve over a Belgian waffle.

## 8. SLOPPY JOES

**Upgrade:** Use a premium ground beef blend and simmer it in a chipotle-barbecue sauce. Serve on brioche buns with a creamy slaw and pickled onions for a tangy crunch.

## 9. CHILI

**Upgrade:** Take your favorite chili recipe and mix-in premium ingredients like crumbled bacon, fire-roasted peppers, and fresh herbs. Serve with cornbread drizzled in hot honey.

## 10. SHEPHERD'S PIE

**Upgrade:** Make the base with lamb braised in red wine, carrots, and leeks. Top with a mix of mashed potatoes and parsnips, broiled for a golden crust.



**SWEET & SMOKY  
BBQ SAUCE (GF)**  
463485 -4/1 gal.



**CHILI CON  
CARNE W/BEANS**  
776236 -3/4 lb. tub

**HONEY  
SRIRACHA SAUCE**  
463590 -4/5 gal.



**CORN BREAD**  
729653 -4/64 oz.



**60/40 GROUND  
BACON BEEF  
BLEND**  
513038 -8/5 lb.

# BRISKET MAC AND CHEESE

### INGREDIENTS

4 slices Austin Blues®  
Sliced Brisket (553529)

8 oz. Nestle RTU  
Macaroni and  
Cheese (767928)

½ tsp. Frank's RedHot  
Hot Sauce (274944)

1/8 tsp. Baron Spices  
White Pepper (280930)

1/8 tsp. Baron Spices  
Cayenne Pepper (280918)

1/8 tsp. McCormick  
Smoked Paprika  
(280895)

½ tsp. Diamond Crystal  
Kosher Salt Box (308709)

¼ cup Cool Crisp Pickles,  
chopped (280320)

½ cup Red Bell Peppers,  
chopped (129809)

### DIRECTIONS

Heat macaroni and cheese to manufacture's specifications.

Stir in hot sauce, white pepper, cayenne pepper, smoked paprika, and salt.

Add the pickles and peppers.

Warm Austin Blues® Sliced Brisket until heated thoroughly and lay on top of noodles.

Garnish with chives and serve.

## FRESH HERBS

**ROSEMARY**  
133076 -1/4 oz.

**THYME**  
133118 -1/4 oz.

**PARSLEY**  
129388 -1/1 lb.



# Snacks for the **BIG GAME** February 9, 2025

## TIPS FOR PROMOTING GAME DAY LTO'S

### LEVERAGE SOCIAL MEDIA

Utilize platforms like Instagram, Facebook, and Twitter to create visually appealing posts, stories, and videos showcasing your specials. Run contests, polls, or share behind-the-scenes glimpses to generate buzz.

### OFFER DEALS AND BUNDLES

Create special packages or deals specifically for the Super Bowl, such as discounted group menus, combo offers on food and beverages, or exclusive game-day platters.

### EMAIL MARKETING

Send out targeted emails to your subscriber list detailing your Super Bowl specials, including enticing images and exclusive deals for subscribers.

### DECORATE FOR THE THEME

Deck out your restaurant with Super Bowl-themed decorations, banners, or team colors to create a festive atmosphere that aligns with the event.

 <b>OR 1ST &amp; 2ND ROASTED CHICKEN WINGS</b> 672998 - 3/5 lb.	 <b>BREADED WISCONSIN CHEESE CURD</b> 705560 - 2/5 lb.	<b>SPINACH ARTICHOKE DIP</b> 704123 - 36/6 oz.	 <b>FULLY COOKED CHICKEN KIMCHI POTSTICKER</b> 705798 - 120/1 oz.	 <b>TERIYAKI SAUCE</b> 235242 - 4/5 gal.
<b>FC GOLDEN CRISPY BONELESS CHICKEN WING</b> 680779 - 2/5 lb.	<b>BREADED CREAM CHEESE JALAPENO POPPER</b> 705772 - 6/2 lb.	 <b>FULLY COOKED APPLEWOOD SMOKED PORK BELLY SLAB (GF)</b> 549283 - 6/4.5 lb. avg.	<b>SMOKED GOUDA &amp; BACON MAC &amp; CHEESE BITE</b> 705769 - 6/2 lb.	<b>BOURBON SAUCE</b> 294540 - 4/5 gal.

# Honey, Honey

Honey is the bee's knees for 2025. Honey, seeds, and hot honey top both the ingredients and flavors/condiments categories respectively in this year's What's Hot forecast. Honey is a sugar, but it's high in antioxidants, has anti-inflammatory properties, and it's a natural, versatile product. Its rich, mild flavor pairs perfectly with seeds, nuts and spices in an unlimited number of culinary combinations—a drizzle of honey and sesame seeds over a square of Italian Robiola or Greek feta could be a menu starter or dessert.

Source: National Restaurant Association, 2025 What's Hot Culinary Forecast.

## EASY APPETIZER IDEAS

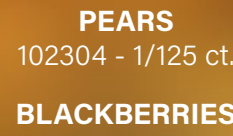
**BAKED PEARS WITH HONEY, GORGONZOLA, & WALNUTS**



**GOAT CHEESE, BLACKBERRY, & HONEY CROSTINI**



**HOT HONEY SAUCE**  
463422 - 1/5 lb.



**CHEESE MERCHANTS**

**GORGONZOLA CHEESE WHEEL**  
212598 - 1/7 lb. avg.



**FRENCH PARISIAN BREAD LOAF**  
716316 - 15/18 oz.



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



**WALNUT NUGGET/PIECES**  
430612 - 3/2 lb. bag

**PRESIDENT GOAT CHEESE CRUMBLE**  
223107 - 2/2 lb.





**DID YOU KNOW?**

Reservation requests climb by **500%** on February 14th, making Valentine's Day the second busiest day of the year for many businesses.

**\$4.4 BILLION**

was the amount estimated to have been spent in 2023 by the 32% of celebrators who went to have a special evening out.



- based on data from WalletHub

Now's the perfect time to prepare for  
**VALENTINE'S DAY**

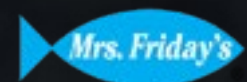


**16-20 COOKED TAIL-ON SHRIMP**  
606733 - 1/2 lb.

**21-25 RAW TAIL-OFF PEELED & DEVEINED SHRIMP**  
606717 - 1/2 lb.



**U-15 RAW TAIL-ON PEELED & DEVEINED SHRIMP**  
606722 - 1/2 lb.



**16-20 BREADED DEEP CUT COCONUT SHRIMP**  
604619 - 4/2.5 lb.

**STUFFED BREADED SHRIMP**  
612557 - 1/3 lb. 2 oz.

**12-15 HOMESTYLE BREADED DEEPCUT SHRIMP**  
604648 - 1/3 lb.

**26-30 BREADED SEA SCALLOPS**  
604641 - 1/2.5 lb.



**4 - 5 OZ. CANADIAN LOBSTER TAIL**  
623751 - 1/10 lb.

**5 - 6 OZ. CANADIAN LOBSTER TAIL**  
623752 - 1/10 lb.

**6 - 7 OZ. CANADIAN LOBSTER TAIL**  
623753 - 1/10 lb.



**CHEESE TORTELLINI PASTA**  
763003 - 2/5 lb.

**CAVATAPPIE PASTA**  
763005 - 6/3 lb.

**COOKED PENNE RIGATA PASTA**  
761676 - 6/3 lb.



**SPAGHETTI SAUCE W/ TOMATO BITS**  
290296 - 6/#10 can

**MARINARA SAUCE**  
290478 - 6/#10 can



**PARMIGIANA ALFREDO SAUCE** GF  
769069 - 4/80 oz.

**ALFREDO SAUCE POUCH** GF  
769073 - 4/96 oz.



**SHREDDED PARMESAN CHEESE**  
211886 - 1/5 lb.



**7" BORWN & SERVE GARLIC BREADSTICK**  
715891 - 144/1.5 oz.

**Top Flavors for 2025**

- Hot Honey

- Fermented / Pickled Foods

- Matcha

- Miso

- Spicy Maple



**CTC 0X1 STRIP LOIN**  
518402 - 2/15 lb. avg.

**MCC LIPON RIBEYE**  
518403 - 2/15 lb. avg. DN

**MCC 0X1 STRIP LOIN**  
518404 - 2/15 lb. avg.

**CTC LIPON RIBEYE**  
518400 - 2/15 lb. avg. DN

**MCC PSMO BEEF TENDERLOIN**  
518160 - 6/5 lb. avg. UP



**N/D USDA CHOICE CENTER CUT TOP BUTT**  
518755 - 20/8 oz.

**N/D CHOICE TOP BUTT CAP STEAK**  
490387 - 28/6 oz.



**FAT ADDED BEEF THIN SLICED LIP OFF RIBEYE**  
554910 - 3/3 lb. avg.

**FAT ADDED BEEF LIP OFF RIBEYE**  
554909 - 20/8 oz. avg.



**BLUE CHEESE CRUMBLES**  
210802 - 1/5 lb.



# 3 NEW MENU IDEAS FOR ST. PATRICK'S DAY

This St. Patrick's Day, elevate your restaurant's offerings with festive dishes that celebrate Irish flavors and traditions. Our curated menu ideas—Irish Whiskey Glazed Sirloin, Classic Irish Coffee, and Shepherd's Pie—are designed to captivate diners and encourage them to indulge in the holiday spirit. These crowd-pleasing recipes combine bold, hearty flavors with a touch of creativity, making them perfect for limited-time specials that boost sales and excitement in your establishment. Let's toast to good food, good company, and a memorable St. Patrick's Day!

## IRISH WHISKEY GLAZED SIRLOIN

### INGREDIENTS

1 each Rancher's Legacy N/D  
8 oz. Top Butt (518755)  
7 oz. Michael's Deluxe  
Mashed Potato (703931)

1 oz. N/D 1/8" Shredded  
Cabbage (125209)  
1 tsp. Green Onions (138884)  
2 oz. Minor's Bourbon Sauce (294540)  
3 oz. Sunsource Merrit Green  
Peas and Carrots (757931)



### DIRECTIONS

Pre cook cabbage and heat potatoes. Combine and hold in steam table. This side is called colcannon, a traditional Irish dish. Grill steak to desired temperature and heat peas and carrots. Plate attractively, and ladle 2oz of bourbon sauce over steak. Garnish with diced green onion and serve immediately.

## IRISH COFFEE

### INGREDIENTS

2 tsp. United  
Sugar Light  
Brown Sugar  
(341556)

4 oz. Red  
Diamond Ground  
100% Colombian  
Coffee (415980)  
1 1/2 oz. Irish

Whiskey  
1 oz. Land O'  
Lakes Heavy  
Cream, lightly  
whipped (149733)

### DIRECTIONS

Preheat your glass: while the coffee is brewing, pour hot water into the glass, then discard it before building the drink.

Place the brown sugar into the warm Irish coffee glass, mug, or other heatproof glass.

Add the coffee and Irish whiskey.

Stir until the sugar is dissolved.

Float the lightly whipped heavy cream on top by slowly pouring it over the back of a spoon and serve immediately.

## SHEPHERD'S PIE

### INGREDIENTS

1 lb. Rancher's Legacy 80/20  
Ground Beef (513019)  
1/2 cup Onion (138503)  
10.5 oz. Campbell's  
Condensed Cream of  
Mushroom Soup (443127)

### DIRECTIONS

Heat oven to 400°F. While the oven is heating, season the beef with salt and pepper. Cook the beef and onion in a 10" oven proof skilled over medium-high heat until the beef is well browned, stirring often

1 Tbsp. Red Gold  
Ketchup (448259)  
10 oz. Frozen Peas and  
Carrots (757931)  
2 cups Idahoan Mashed  
Potatoes (200236)

to separate meat. Pour off any fat.

Stir in the soup, ketchup, peas, and carrots. Spread the mashed potatoes over the beef mixture.

Bake for 15 minutes or until hot and the potatoes are lightly browned.



## NEW DESSERTS

ready  
for your  
menu



10" UNBAKED TROPICAL  
STRAWBERRY MANGO PIE  
738868 - 6/2.88 lb.

10" PREMIUM DULCE DE  
LECHE CREAM PIE  
738869 - 4/2.19 lb.



GINGER COOKIE DOUGH  
717456 - 240/1 oz.

SUGAR COOKIE DOUGH  
717835 - 240/1 oz.



APPLE PIE POTSTICKER  
705796 - 120/1 oz.





# MAKE YOUR DISHES SPARKLE IN THE NEW YEAR

VALUE



**AMERICAN DISH SERVICE  
DISHWASHER, DOOR TYPE**  
Model AF-3D-S

PREMIUM



**AMERICAN DISH SERVICE  
DISHWASHER, DOOR TYPE**  
Model HT-25

## AND THE SUDS TO GO WITH IT



### **SUNBURST RESULT 100**

475590- 1/5 gal.

*RESULT 100 is designed for use in both low-temp and high-temp dish machines. Economical to use, RESULT100 removes film, residue, and spots, leaving dishes crystal clear. Excellent hard water tolerance.*



### **SUNBURST SOLID PERFORMANCE**

475565- 4/8 lb.

*SOLID PERFORMANCE removes heavy food soils fast and effectively, strips stains off dishes and cuts coffee stains on contact. This highly active, powerful detergent provides lower use cost and superior effectiveness in hard water resulting in clear, spot-free dishware.*



### **RINSE AID SUNBURST XP SUNSHINE**

475551- 1/5 gal.

475568 - 4/1 gal.

*XP SUNSHINE is a lower cost rinse alternative that delivers results regardless of conditions or equipment type. XP SUNSHINE is formulated for results.*



### **SANITIZER SUNBURST SUNSAN2**

482228- 1/5 gal.

475621 - 4/1 gal.

*SUNSAN2 is a sanitizer required for low-temp dish machine and glass washers. A chlorinated sanitizing compound with long-term stability and controlled activity, SUNSAN2 disperses rapidly, removes stains and gives crystal clear results.*

• FAMILY-OWNED AND OPERATED •

**UPPER LAKES FOODS**

EST 1967