

2025 ISSUE #5

FAMILY-OWNED AND OPERATED
UPPER LAKES FOODS
EST 1967

The Feed

JUNE - JULY

DISCOVER

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

NEW AND TRENDING

We've got fresh
ideas and products
for your menu.



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

CONTENTS

Spice Up Your Bloody Mary3

From the Idea Market to Your Menu4

Center of the Plate.....6

New at ULF!8

Supplier Spotlight: JonnyPops9

Boost Your Restaurant's
Marketing with AI10

Spring Food Show Recap.....12



CRANBERRY COCKTAIL JUICE CAN

222185 - 24/7.2 oz.

100% WHITE GRAPEFRUIT JUICE CAN

222186 - 24/7.2 oz.

100% ORANGE JUICE BLEND

222184 - 24/7.2 oz.

100% APPLE JUICE

222187 - 24/7.2 oz.

Spice Up Your **BLOODY MARY**

Few cocktails boast a legacy as colorful—or as garnished—as the Bloody Mary. Born nearly a century ago, this bold brunch staple has grown from a hangover cure into a culinary canvas for bartenders worldwide.

Its origins date back to the 1920s or early '30s, likely at Harry's New York Bar in Paris. American bartender Fernand "Pete" Petiot is often credited with mixing tomato juice

and vodka for homesick US expats. The name "Bloody Mary" came later, possibly referencing Queen Mary I or a Chicago waitress named Mary. Like any great cocktail, the details are fuzzy—but the impact is lasting.

Once a simple mix, the Bloody Mary has evolved into a full-blown ritual. Today's versions include infused vodkas, smoky

spices, and toppings from kimchi to bacon. In many restaurants, it's more than a drink—it's a head-turning experience.

Its savory flavor makes it a standout for late mornings and lazy weekends. Endlessly customizable—fiery, tangy, smoky, or with a seafood twist—the Bloody Mary has become the unofficial centerpiece of brunch.

TURN UP THE HEAT

A dash of Frank's RedHot Cayenne Pepper Sauce adds a spicy twist to your favorite Bloody Mary recipe, but why stop there? Here are some fiery garnish ideas to ignite your creativity.

Brakebush Zipptitty Doo
Chicken Wing (682335)

Minh Buffalo Chicken
Egg Roll (787551)

Anchor Spicy Battered
Pickle Fries (706030)

Louisa's Toasted
Ravioli (762012)

Louisa's Jalapeno Mac and
Cheese Bite (762080)

Water's Edge Ghost
Pepper Beer Batter
Cheese Curds (624399)

Klements IW Hot Beef &
Pork Sticks (584264)

Shishito Peppers,
blistered (129449)

Deviled Egg



BLOODY MARY MIX

221638 - 6/1 ltr.



BLOODY MARY SEASONING MIX

220824 - 6/16 oz.



REDHOT ORIGINAL CAYENNE PEPPER SAUCE

274944 - 4/1 gal.

REDHOT ORIGINAL HOT BUFFALO WING SAUCE

274951 - 4/1 gal.

FROM THE IDEA MARKET to Your Menu

BIRRIA BEEF NACHOS

INGREDIENTS

- 1 ea. Hormel Low Sodium Pot Roast (553358)
- .5 lb. La Franchera Birria Base (294319)
- .5 lb. Major Demi Glace (294358)
- 2 Tbsp. Cilantro (127712)

- 2 oz. Flav R Pac Veggie Baja Roast (760822)
- 3 oz. Chef-Mate White Queso (294556)
- 2 oz. Old Dutch Tortilla Chips (202564)
- 1 oz. Tabasco Picante Sauce (289906)

DIRECTIONS

Cut pot roast in quarters and pull apart into bite sized pieces. Bring the demi glace and birria base to a boil together until thickened. Set aside. To make the nachos, heat 5 oz. of pot roast with 2 oz. of birria sauce until sauce is mostly reduced. Heat the baja blend vegetables. In serving bowl, place the chips and top with the vegetables, cheese sauce, birria beef, queso, and salsa picante. Garnish with cilantro and serve.

FIERY BACON BURGER

INGREDIENTS

- 1 ea. Rancher's Legacy Hand Crafted Angus Beef Patty (515203)

DIRECTIONS

Pre-cook bacon, rough chop and set aside. Place burger on grill and cook to desired temperature. Deep fry the MozzaMia wedges. Toast the bun. Assemble the burger , top with bacon, smashed MozzaMia wedges and red hot pepper relish. Serve with fries.

- 2 ea. McCain Breaded MozzaMia Cheese Wedge (704232)
- .5 oz. Cool Crisp Red Hot Pepper Relish (280751)
- 0.5 oz. Cloverdale Jalapeño Hickory Bacon, rough chop (549200)
- 1 ea. Turano Baking Gold Split Top Bun (717151)
- 1 tsp. Livia's Seasoning (290904)



DILL PICKLE CHICKEN SALAD SANDWICH

INGREDIENTS

- 5 lb. Brakebush FC Flame Seared Pulled Chicken (673253)
- 1 ea. Emma Krumbees Wild Rice Hoagie (717113)
- 2 lb. Cool Crisp Pickle Shredies (280750)

DIRECTIONS

To make chicken salad dressing, combine mayo, pickle shredies, pickle juice, dill weed, Livia's seasoning, and diced red onions. Mix in the flame seared chicken. Assemble sandwich with 6 oz. of chicken salad, two slices of tomato and two leaves of red romaine.

- 1 cup Cool Crisp Pickle Juice (280750)
- .33 gal. Highland Market Extra Heavy Mayonnaise (463398)
- 2 Tbsp. Baron Spices Dill Weed (290840)
- 2 Tbsp. Livia's Seasoning (290904)
- 1 cup Red Onion, diced (138629)
- 2 leaves Revol Red Romaine (133983)
- 2 sli. On the Vine Tomatoes (140207)
- 3 oz. Sunsource Merrit Green Peas and Carrots (757931)



CENTER of the Plate



Mazzetta Company, L.L.

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

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



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

**ENHANCED NO ROLL
BEEF TOP SIRLOIN**
554905 - 20/8 oz. avg.

**ENHANCED BEEF
NEW YORK STRIP**
554907 - 14/12 oz. avg.



**FIRE BRAISED FULLY
COOKED BEEF FLANK
STEAK**
553260 - 2/4.725 lb. avg.

**AUSTIN BLUES
SLICED SMOKED
BEEF BRISKET**
553529 - 2/7 lb. avg.

**NEW! FULLY COOKED
LOW SODIUM BEEF
POT ROAST**
553358 - 2/7.5 lb. avg.



**BONELESS
PORK CHOPS**
508218 - 40/4 oz.

**IW 1/2" MARINATED
BEEF CHISLIC
STEAK BITES**
502208 - 20/8 oz.

**NEW! SLICED
MARINATED
CHICKEN PHILLY**
530022 - 120/2 oz.

SIDES



DELI POTATO SALAD
148160 - 2/12 lb.

**PREMIUM MACARONI
& CHEESE**
148847 - 4/5 lb.



**ROASTED SEASONED
PETITE POTATOES**
758925 - 1/2.5 lb.

**CLASSIC KEY WEST
VEGETABLE BLEND**
(5 Sieve Whole Green Beans,
Bias Cut Carrots, Bias Cut Yellow
Carrots, 3/8" Red Pepper Strips)
760819 - 1/4 lb.

EXTRAS



**ROASTED
& SALTED
SUNFLOWER
SEEDS**
431627 - 1/5 lb.

**HALVES
& PIECES
WALNUTS**
430826 - 1/5 lb.



**ZTF BUTTERY
DELIGHT PAN
SPRAY**
262831 - 6/17 oz.

**PREMIUM 3 OIL
PAN SPRAY**
262818 - 6/17 oz.



**COCKTAIL
SAUCE**
275230 - 1/32 oz.

**EXTRA HOT
PREPARED
HORSE RADISH**
430405 - 1/32 oz.

NEW ITEMS



To keep you on top of industry trends, our team spends months looking for the latest and greatest products in foodservice. When we find something trending, exciting, or innovative, we bring that product in!



BLAZIN GHOST PEPPER SAUCE
235238 - 1/5 gal.

SPICY TERIYAKI SAUCE
235239 - 1/5 gal.

MANGO HABANERO SAUCE
235245 - 1/5 gal.

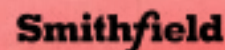


FULLY COOKED LIGHTLY BREADED HONEY CHICKEN CHUNK
680745 - 2/5 lb.

FULLY COOKED LIGHTLY BREADED HOT HONEY CHICKEN CHUNK
680747 - 2/5 lb.



T&S SLICED ASIAGO BAGEL
718442 - 48/4 oz.



SLICED CAPICOLA
591002 - 5/2 lb.

14-18 FULLY COOKED PLATINUM BACON
768813 - 2/3.5 lb.



14" FLOUR TORTILLA
783006 - 12/8 ct.



ROASTING VEGETABLE MIX
(Cauliflower florets, sliced Brussels Sprouts, diced carrots, & broccoli florets)
143143 - 1/5 lb.



NATURAL FLAT POTATO CHIPS
701384 - 6/4 lb.

BREADED CHEDDAR CAULIFLOWER
705998 - 6/3 lb.

OR BREADED NACHO CHEESE TRIANGLES
704231 - 6/2 lb.



BIRRIA CONCENTRATE BASE
294319 - 1/1 lb.

CHEF'S ELITE NAMSG SEAFOOD BASE GF
294366 - 1/1 lb.

NAMSG LOW SODIUM BEEF BASE GF
294315 - 6/1 lb.

SUPPLIER SPOTLIGHT

Jonny Pops - A Better Pop for a Better World!™

Erik Brust and Connor Wray started JonnyPops as college students in 2011, using blenders and real fruit in their dorm rooms to create delicious flavor combinations. Since their humble beginnings, their mission has always been to make the world a better place, one pop at a time.

In honor of their namesake, each JonnyPop is printed with a good deed because they believe sharing kindness, through actions big and small, helps achieve their mission

of making the world a better place, one pop at a time.

"At JonnyPops, we believe that sharing kindness helps us achieve our mission of making the world a better place, one pop at a time. We can't make a difference without YOU and we hope our pops encourage you to pay it forward in your communities - through random acts of kindness and by sharing the undeniable yumminess of JonnyPops with family + friends!"



CHOCOLATE FUDGE W/OAT MILK FROZEN BAR GF VG
748501 - 20/2.06 oz.

RED WHITE & BOOM FROZEN FRUIT BAR GF
748503 - 20/1.85 oz.

STRAWBERRY & CREAM FROZEN FRUIT BAR GF
748505 - 20/2.06 oz.

WATERMELON FROZEN FRUIT BAR GF
748507 - 20/1.85 oz.



Boost Your Restaurant's MARKETING WITH AI

SAVE TIME | ENGAGE CUSTOMERS | STRENGTHEN YOUR BRAND

Running a restaurant isn't just about serving great food—it's about creating an experience that keeps customers coming back. But between daily operations, social media, and customer feedback, marketing can feel overwhelming.

That's where AI comes in! ChatGPT can help you create engaging content, collect valuable menu feedback, and craft thoughtful review responses—all in a fraction of the time.

Here's how to use AI to elevate your restaurant's marketing:

HOW TO USE AI FOR RESTAURANT MARKETING

To get the best insights, follow these steps to upload your data and ask ChatGPT the right questions:

Step 1: Define Your Goal

Decide what you need help with—our examples include topics like social media posts, gathering guest feedback, or responding to reviews.

Step 2: Provide Relevant Details

The more context you give, the better ChatGPT's responses. Share details like dish ingredients, restaurant vibe, or past customer reviews.

Step 3: Copy, Edit, and Use

Take AI-generated content, tweak it to match your brand, and post or send it out.



3 PRACTICAL WAYS YOU CAN USE CHATGPT TODAY

SOCIAL MEDIA CONTENT CREATION

Make dining at your restaurant an experience customers want to share. AI can craft engaging posts that bring your dishes to life.

Try this prompt:

"Create an Instagram post about our new summer special: Grilled Peach and Burrata Salad. Make it sound fresh, seasonal, and irresistible, and include a fun call-to-action."

Bonus Tip: Ask ChatGPT to suggest engaging captions, hashtags, and visuals to go with your post.

MENU FEEDBACK COLLECTION

Instead of spending hours writing surveys, let AI draft one for you. Gathering customer feedback helps fine-tune your menu to diner preferences.

Try this prompt:

"Write a short and engaging customer survey asking guests about their favorite and least favorite menu items, portion sizes, and what new dishes they'd love to see."

Bonus Tip: You can also ask AI to suggest ways to analyze survey responses for actionable insights.

Please be aware that content generated by an AI system may contain errors, inconsistencies, or outdated information. It is provided as-is without any warranties or guarantees of accuracy. We strongly recommend using this content as a starting point for further research and consultation with relevant experts. We disclaim any liability for damages or losses resulting from the use or reliance on this content.



REVIEW RESPONSE IDEAS

Thoughtful responses to reviews—both positive and negative—help build customer trust. AI can help you craft polite, professional, and on-brand replies.

Try this prompt:

"Generate a warm and appreciative response to this 5-star review: 'The service was incredible, and the truffle pasta was the best I've ever had!'"

For negative reviews:

"Write a professional and empathetic response to this 2-star review: 'The food was great, but we waited 45 minutes for a table even with a reservation.'"

Bonus Tip: ChatGPT can also create a review response template for consistent replies across multiple platforms.

AI helps you work smarter, not harder! With AI-powered content creation and customer engagement, you can focus on what matters—delivering a truly unforgettable dining experience.

CONTACT US

801 Industry Ave, Cloquet, MN 55720

800.879.1265

upperlakesfoods.com



SPRING FOOD SHOW RECAP

You came, you saw, you conquered. Well, more like tasted, but you catch our drift. At the **"APPLIED INTELLIGENCE" SPRING FOOD SHOW** on May 6, 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 Fall Food Show on November 4, 2025** in Duluth, MN!



The **Produce Expo table** was hopping all day as Paxton Zirpel, Zach Condon, and Brett Knutsen sampled some of the exotic offerings from ULF Produce and educated customers.



The crew from **Red Diamond Coffee & Tea** kept customers (and ULF staff) well-cafeinated and delighted with their art-inspired coffee drinks.

