

2025 ISSUE #6

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

The Feed

JULY - AUGUST

DISCOVER

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

REFRESH

Your drink

New beverage offerings mean big business for your menu.



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

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STAY REFRESHED

Cinnamon Cherry Vanilla Tea Sparkler

3 ea. Morris & Park Cinnamon Spice Black Tea [118328](#)

18 oz. Water

6 oz. Sparkling Ice Vanilla Cherry w/Caffeine Beverage [227741](#)

2 oz. Rich's On Top Original Whipped Topping [709055](#)

- **PREP** | Steep the Cinnamon Spice Tea bag in hot water for about 5 minutes. Allow tea to cool and transfer tea to ice cube mold and freeze. Transfer tea ice cubes to a glass.
- Slowly add Cherry Vanilla Sparkling Ice to the glass.
- Top with a dollop of whipped cream for a creamy finish.
- Serve and enjoy!



100% CARBONATED APPLE JUICE
200925 - 24/8 oz.

100% CARBONATED FRUIT PUNCH JUICE
200927 - 24/8 oz.

100% CARBONATED KIWI STRAWBERRY JUICE
200929 - 24/8 oz.



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

BLACK RASPBERRY W/ CAFFEINE BEVERAGE
227740 - 12/16 oz.

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

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

TOP IT OFF WITH NICE GOLD FRESH BERRIES



IQF CULTIVATED BLUEBERRIES
749404 - 1/30 lb.

IQF PITTED TART RED CHERRIES
749469 - 1/40 lb.

SAVOR THESE APPS FOR SUMMER

Fresh, vibrant, and full of flavor, these two new appetizers are made for summer dining. **The Boom Boom Crab Cakes** bring bold, coastal flair with sweet heat and crisp sear, while the **Watermelon & Tomato Crostinis** offer a refreshing bite with creamy burrata, smoky bacon, and a touch of hot honey.

Perfect for patio menus, small plates, or seasonal specials, these dishes deliver the bright, craveable flavors your guests want this time of year.

BOOM BOOM CRAB CAKES

4 oz. Handy Lump Crab Meat (243057)

2 oz. Upper Crust Panko (430124)

2 oz. Ken's Boom Boom Sauce (463012)

2 oz. Ambrosia Jasmine Rice (236495)

1 oz. Green Cabbage (143411)

1 tsp. Mann's Green Onions (138884)

2 ea. Lemon, Sliced (105130)

PREP | In mixing bowl, gently combine lump crab, boom boom sauce and panko. Do not over mix. Let mixture rest.

Sear crab cake on flattop until golden and heated through.

In sauté pan, cook the green cabbage until tender and then add the rice. Heat for two minutes.

Place cabbage and rice mixture in the center on a dinner plate.

Plate the crab cakes on the rice mixture.

Garnish with green onion and lemon slices.



BRING IT TO YOUR MENU WITH THIS ENTICING MENU DESCRIPTION:

Golden-seared lump crab cakes blended with crispy panko and spicy-sweet Boom Boom sauce, served over a warm bed of jasmine rice and sautéed green cabbage. Finished with fresh green onions and lemon slices for a zesty kick.

WATERMELON AND TOMATO CROSTINIS

0.25 oz. Watermelon, small diced 108977

0.25 oz. Tri-Color Grape Tomatoes, quartered 121269

0.5 oz. BelGioioso Burrata Cheese 209416

1 sli. Hormel Pecanwood Smoked Shingle Bacon 566815

0.5 tsp. Fresh Origins Micro Basil Mix 132011

1 ea. Turano Baking French Bread, sliced 730119

0.25 oz. Sauce Craft Hot Honey Sauce 463422

0.25 oz. Cortona Extra Virgin Olive Oil 267668

0.25 tsp. Livia's Seasoning 290904

PREP | Brush crostini with olive oil and bake in 350°F oven until crisp.

Mash burrata mixed with Livia's seasoning and spread on crostini.

Top with watermelon, tomato, and bacon. Garnish with hot honey and micro basil.

BRING IT TO YOUR MENU WITH THIS ENTICING MENU DESCRIPTION:

"Crispy toasted crostini layered with seasoned burrata, sweet diced watermelon, tri-color grape tomatoes, and smoky pecanwood bacon. Finished with a drizzle of hot honey and a touch of micro basil for the perfect balance of sweet, savory, and heat."



CREATE BUZZ WITH AN EYE-CATCHING PHOTO AND SOCIAL MEDIA CAPTION:

Sweet, smoky, and a little bit spicy! Our new Watermelon & Tomato Crostinis are loaded with creamy burrata, crisp bacon, and a drizzle of hot honey—summer flavor in every bite!

FRESH CATCH

Light & Flavorful Seafood for Summer Menus

Bring bold, fresh flavor to your summer menu with these two seafood-forward standouts. The Spicy Peach Cod Loin pairs tender baked cod with a sweet-heat peach glaze, buttery mashed potatoes, and vibrant Sicilian vegetables for a dish that's as colorful as it is craveable.

For a more casual option, the Northwoods Walleye Tacos offer a twist on a summer favorite with crispy lemon-pepper walleye tucked into soft tortillas with a zesty wild rice slaw, served alongside pub-style fries. Light, flavorful, and built for warm-weather dining.

SPICY PEACH COD LOIN

2 each 4 oz. Ocean Horizons Pacific Cod Loin (650026)

3 oz. Flav R Pac Sicilian Vegetable Blend (760876)

8 oz. Idahoan Homestyle Buttery Mashed Potato (200341)

3 oz. Sweet Baby Ray's Spicy Peach Sauce 290076

1 sli. Lemon 105130

1 sli. Lime 105353

2 sli. 1/8" Sliced Radish 140064

PREP | Glaze cod loins with spicy peach sauce and place in 350 degree oven.

Heat vegetables and mashed potatoes per manufacturer's instructions.

Assemble decoratively on dinner plate. Garnish with lemon, lime and radish slices.

NORTHWOODS WALLEYE TACOS

6 oz. Fresh Water Walleye Fillet (624312)

1 tsp. Baron Spice Lemon Pepper Seasoning (290868)

3 ea. Catallia 6" Flour Tortilla (783000)

2 oz. Mann Veggie Power Blend (133963)

2 oz. Canoe Fully Cooked Canned Wild Rice (381246)

7 oz. McCain 3/8" Skin-On Pub Style French Fry (690042)

PREP | De-bone walleye, then cut into strips.

Season with lemon pepper and flash fry in 350 degree fryer.

Combine veggie power blend, wild rice and jalapeño ranch dressing.

Heat tortillas and place equal amount of the slaw in each. Top with the walleye, serve with French fries.



MIES PRODUCTS, INC.

ALL PURPOSE CRISPY BREADING MIX
430351 - 1/25 lb.

1-STEP ORIGINAL BREADING
430359 - 1/5 lb.

SAUER BRANDS, INC.

LEMON JUICE PACKET
221607 - 200/4 gr.

TARTAR SAUCE CUP
274994 - 100/1 oz.

COCKTAIL SAUCE CUP
275212 - 100/1 oz.

HIGH LINER FOODSERVICE™

IQF PACIFIC COD LOIN
650026 - 1/10 lb. 4 oz.

SKINLESS HADDOCK FILLET
643721 - 1/10 lb. 4-6 oz.

KING & PRINCE SEAFOOD
Sea. Taste. Enjoy!

31-40 BREADED BUTTERFLY SHRIMP POUCH
604621 - 12/6 oz.

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

LOBSTER SENSATIONS
649778 - 1/2 lb.

Catallia
PREMIUM TORTILLAS

6" FLOUR TORTILLA
783000 - 24/12 ct.

6" WHITE CORN TORTILLAS
783045 - 12/40 ct.



NEW! IQF BREADED WALLEYE BITE
624529 - 1/10 lb.



GF Gluten Free
V Vegetarian
VG Vegan

SUMMER VIBES for Center of the Plate

Summer is the perfect time to fire up bold flavors! From tender braised pork ribs to juicy sirloin, hearty proteins take center stage on seasonal menus.

Pair them with vibrant sauces like mango habanero or a bourbon glaze to create craveable, grill-inspired dishes that stand out.

Whether you're building out your entrée features or looking for fresh takes on BBQ classics, these flavor-forward options are made for summer dining.

Ken's
ORIGINAL BBQ SAUCE
289960 - 4/1 gal.

KEN'S
A Family Owned Company

SWEET GARLIC TERIYAKI SAUCE
463070 - 4/65 oz.

MANGO HABANERO WING SAUCE & GLAZE
463388 - 4/.5 gal.

MINOR'S

RTU BOURBON SAUCE
294540 - 4/.5 gal.

SWEET & SPICY PLUM SAUCE
294550 - 4/.5 gal.

Two Rivers
MEAT CO.

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.

Stouffer's

WHITE CHEDDAR CAVATAPPI
MACARONI & CHEESE
767926 - 4/4 lb. bag

MACARONI & CHEESE
768516 - 4/76 oz.

Mrs. Gerry's
All that we made is made

DELI FRESH COLESLAW
148522 - 2/5 lb.

DELI FRESH POTATO SALAD
148164 - 2/5 lb.

ITALIANO PASTA SALAD
148541 - 2/5 lb.

FAMILY-OWNED AND OPERATED
UPPER LAKES FOODS
EST 1967

PRODUCE

LOCAL BROCCOLI CROWNS
126300 - 1/20 lb.

LOCAL SWEET CORN W/HUSK ON
127902 - 1/4 dz.

LOCAL CUCUMBERS
128208 - 1/50 lb.



BUTTER LEAF HEADS
133987 - 1/12 ct.



LETTUCE SPRING MIX
133980 - 1/3 lb.



ROMAINE CRUNCH LETTUCE
133982 - 1/3 lb.

MICRO INTENSITY MIX
132806 - 1/4 oz.



PEELED PORK
RIB BACK
566134 - 12/2.25
lb. avg.

FIRED BRAISED
COOKED ST. LOUIS
PORK RIBS
566140 - 12/2 LB. AVG.

FULLY COOKED
SMOKED PULLED
BEEF BRISKET
553527 - 2/5 LB.



BONE-IN PORK
BABY BACK RIBS
2.26-2.5 LB.
520050 - 1/30 lb. avg.

BONE-IN BABY
BACK PORK
RIBS 2.5 UP
520051 - 16/3 lb. avg.

PORK LOIN BACK
RIBS 2 DOWN
520052 - 1/30 lb. avg.



8 ESSENTIAL ELEMENTS

Every Restaurant Website Needs in 2025

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Investing in your restaurant website is a game-changer for your online presence.

Restaurants that pour focus into their site visibility, content quality, and mobile responsiveness will reap the benefits in a local search and drive more hungry customers to their reservation page.

It's time to bring your restaurant into the 21st century. In 2025, neglecting your restaurant website is not an option. As food ordering, reservations, and even restaurant menus move into a digital domain, it's important to stay ahead of the curve as a restaurant owner.

A restaurant website matters to your customers. With more than 77 percent of diners claiming that they will now visit a restaurant's website first before stepping into the establishment, it's up to you to make a standout digital impression.

Your restaurant website serves as a hub for customers to review your menu ahead of time, make reservations with ease, and in some cases, order their food straight to their door.

In order to compete against other local eateries, your website should follow the same rules as any other small-business domain. This includes optimizing your site for SEO success, investing in high-quality content,

and, most importantly, making your restaurant findable through online searches and map listing.

With this in mind, we've put together a guide to improving your own restaurant website in 2025. Here are eight essential elements to add to your website design in order to attract more visitors both online and in person.

Add Contact Info and Hours

Your restaurant website is often a customer's first port of call when it comes to sourcing your establishment's contact information and opening hours.

All restaurant sites should prioritize the inclusion of clear and easily accessible contact information. This includes your restaurant's phone number, email, address, and opening hours so that customers can easily get in touch.

If you are operating with a small team, consider a chatbot or contact form addition that can take the pressure off of the phone line. Chatbots and contact forms are available for use 24/7 and are often preferred by customers.

With the ability to answer simple questions and even take bookings after hours, these digital-savvy additions are a game changer.

Highlight Your Location and Provide Directions

Your website should make it easy for customers to see where your restaurant is located.

In order to enhance their customer experience, ensure that your location landing page is easily navigated from your homepage and includes an embedded map with clear instructions to reach your establishment.

With multiple locations to list, they have embedded a map that pinpoints their establishments all over the city so that the customer can quickly identify which location they're searching for.

You should also ensure that your restaurant location page is linked to your Google My Business profile with an accompanying verified address, description, and tagging. This makes your location and your website more searchable in your local area.

Prioritize Consistent Branding

If your restaurant has well-established branding, your website should follow suit. Clear and consistent branding builds trust with the customer, and familiarity improves your visibility online.

This is why it's important to match

your fonts, colors, and logos to your established in-store branding.

Don't Sleep on Mobile Optimisation

Approximately 63 percent of all local Google searches occur on mobile devices. In order to appeal to your younger, more digitally savvy audience, don't sleep on your mobile website optimization.

Gen Z and Millenials now use mobile devices to order food, make online bookings on the go, and even browse your restaurant menu on the way to the establishment.

This means that your website design must be fully responsive on all devices and provide a seamless user experience at all scales.

Ensure that your online booking system allows for touchscreen entry and that your phone-friendly site features elements such as a click-to-call button for mobile browsers.

Include a Digital Menu

Including a digital menu on your restaurant website is also a game changer. After a 2024 TouchBistro report found that 88 percent of Gen Z diners always check a restaurant's menu online before giving it a try, adding one to your restaurant's website has become a crucial feature for online success.

If you already have a menu feature on your website, there are also plenty of ways to upgrade it.

Online visitors are looking for a seamless experience and a fast-loading menu to get a quick taste of what is on offer.

Say goodbye to slow-loading PDF attachments and switch to a seamless, text-based menu for the best results.

Optimize Your Website For SEO

A good restaurant website ranks highly in local search results. To compete with other restaurants in your area, ensure that you use targeted search keywords, optimize your website content, and build high-quality backlinks to your website.

For SEO best practices, create a website for your restaurant using a professional web builder. Using ready-made templates and designs that are SEO-friendly is a great way to ensure your site is visible as a new business.

For ongoing search success, also ensure that your Google Business Profile is regularly updated and utilizes local and niche keywords, as well as maintaining consistency in NAP (Name, Address, Phone) across all platforms.

Invest in High-Quality Photography

Another way to spice up your web design is to invest in high-quality photography. Offering customers tantalizing images of dishes up close helps bring your menu to life and encourages online visitors to make a booking.

Reservations and Online Ordering

Last but not least, another key element to add to your restaurant website is a reservation system.

In 2025, nearly half of restaurant reservations are made online, so it's critical that you offer your customers the option to book a table from the comfort of their computer or smart device.

For local customers, you could also implement an online ordering system that rivals key delivery platforms like Deliveroo and UberEats. Your ordering system should be mobile-responsive and accept leading payment methods, especially if you want locals to purchase from you rather than a chain restaurant.

Why not offer your customers an online ordering incentive, such as 25 percent off their first order or free delivery? These perks can drive long-term traffic to your website.

Wrapping Up

There's no doubt that investing in your restaurant website is a game-changer for your online presence.

Restaurants that pour focus into their site visibility, content quality, and mobile responsiveness will reap the benefits in a local search and drive more hungry customers to their reservation page.

If you're yet to invest in your online presence, a powerful website is a great place to start.

Source: Coley, B. (2025, June 5). 8 essential elements every restaurant website needs in 2025. QSR Magazine. <https://www.qsrmagazine.com/story/8-essential-elements-every-restaurant-web-site-needs-in-2025/>

NON FOODS



**LIQUID HEAVY DUTY
CHALLENGE DEGREASER**
475550 - 4/1 gal.

**SUNSAN2 CHLORINE
SANITIZER**
475621 - 4/1 gal.

**BEACON SILVERWARE
PRESOAK CLEANER**
475503 - 1/4.75 lb.

**LIQUID TOILET BOWEL
RESTROOM CLEANER**
475587 - 1/6 ct.

**SUNDROPS 59 FOAM
HAND SOAP**
475614 - 8/1000 ml.

Handgards®

**4" ASSORTED COLORS
BAMBOO TOOTHPICK W/FRILL**
849612 - 1/1000 ct.

4" BAMBOO PICK KNOT
849617 - 10/100 ct.

**MEDIUM POWDER FREE
BLACK VITRILE GLOVES**
903004 - 1/100 ct.

**LARGE POWDER FREE
BLACK VITRILE GLOVES**
903006 - 1/100 ct.

**EXTRA LARGE POWDER FREE
BLACK VITRILE GLOVES**
903007 - 1/100 ct.