

August
2011

Findlay
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DATES TO REMEMBER:
*August 1st - Civic Holiday
AUGUST IS ...
- National Peach Month
- National Watermelon Month
- National Sandwich Month
- National Catfish Month
- All Berries Month

Findlay's Monthly Features

Prices in effect while quantities last

- 1) 31634 4-4.5oz **Chicken Breast Fully Cooked** TAMSCO 5/10's
- 2) 20620 **Smoked Cheddar Cheese** TRESTELLE 1/2.5Kg
- 3) 27107 **Turkey Breast Sliced & Ckd** EUROPEAN 4/500gm
- 4) 36291 **Banana Caramel Cheesecake** GOURMET 1/14 cut
- 5) 14731 **Peach Iced Tea Drink** SNAPPLE 12/473ml
- 6) 38349 **Swiss Triangle Sandwich Roll** ACE 45/110gm



 *Gina's Corner*

Back to School ...are you ready?

1. JOIN FORCES WITH OTHER BUSINESSES

Going back to school includes shopping for stationary, new clothes and shoes and getting a haircut.

Work with other local businesses to help boost each other's sales. Give your local retailer a stack of your coupons to hand out to all their customers, and in return, give out a coupon for their service or product to your customers. Make sure you advertise the cross promotion at each other's businesses.

2. FAMILY MEAL DEALS

Make it easier on parents the month of September by offering a back-to-school family-style meal deal.

Advertise during the summer so that customers will be well aware of your offer in their time of need.

3. DISTRIBUTE COUPONS TO SCHOOLS

Contact all the local schools and ask if they can include a coupon for a small discount with their take home information pack. For every coupon that is used in the restaurant, you can offer the school a certain amount of money towards fundraising.

4. HAVE A "STUDENT LUNCH SPECIAL"

To generate more lunch traffic offer a student lunch specials. Quick lunches are best because most students have less than an hour for lunch. Have students sign up to receive a text informing them of daily specials.

Send out the mass text message at 10:30 a.m. everyday, just in time for them to decide where they are going for lunch.

5. "KIDS EAT FREE" WITH ADULT PURCHASE

Families are always looking to save money. This is an easy marketing idea because it does not require you to print coupons or for customers to sign up for anything.

Smoked Cheddar, Lettuce & Tomato Sandwich

INGREDIENTS

2oz of smoked cheddar cheese (20620)
2oz of cream cheese (20815)
1 tbsp of butter (44115)
A handful of arugula lettuce
3-4 tomato slices (87054)
Multi-Grain demi baguette or pretzel bun (36625)



PROFIT POTENTIAL

Approx. Cost - \$3.88/serving*
Suggested Sell - \$9.99-\$12.99
Profit - \$6.11-\$9.11/serving
*Includes a provision of \$.80
for side salad.

DIRECTIONS

1. In a food processor mix together the cheeses, butter and arugula. Mix together until it becomes a puree.
2. Spread a generous amount of the cheese puree onto both sides of the bread.
- Layer the tomato slices in the bottom half and top with the other bread half.
3. Press in a Panini press or a grill for about 5 minutes until the cheese is melted.

Roast Turkey Sandwich with Smoked Honey Mustard Dip

INGREDIENTS - Yield 1 Sandwich

4 slices roast turkey (27107)
2 slices cheddar cheese (20766)
2 slices vine ripened tomato (87050)
1 green leaf lettuce rinsed and dried(87046)
1 triangle swiss roll (38349)
smoked honey mustard dip (recipe below)



INGREDIENTS - Smoked Honey Mustard Dip (yields 1 cup)

2 tbsp liquid honey (12876)
¾ cup mayonaise (05165)
1 tsp smoked paprika
¼ cup Dijon mustard (07100)
1 tsp lemon juice (10262)
salt to taste

For The Dip

In a blender combine all ingredients except salt and blend on a medium speed until smooth.
Taste and adjust seasoning if desired. If more smoke is desired add more smoked paprika.
Place in an air tight container and keep in the fridge until needed.
Will keep for 2 weeks when properly stored and sealed.

PROFIT POTENTIAL

Approx. Cost - \$5.01/serving*
Suggested Sell -
\$11.99-\$14.99
Profit - \$6.98-\$9.98/serving
*Includes a provision of \$.70
for sweet potato fries.

Cut the bun in half and toast on the char broiler. Assemble the sandwich using the dip as you would butter.
Serve with Crinkle Cut Sweet Potato Fries and a side dish of the Smoked Honey Mustard Dip.
The sweet and smokey flavour is a perfect compliment for the sweet potato fries.