

August
2010

Findlay
Foods (Kingston) Ltd.

659 Justus Dr. Kingston ON K7M 4H5
Tel: (613) 384-5331 or 1-800-267-2596
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Product of the Month

#36271

Key Lime "Islander"

Pie - 2/10"

Dates to remember:
*Civic Holiday August 2

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) 27169 **Pork Chops 4oz Center Cut Bone-In** 1/10lb Great Steak & Seafood
- 2) 38140 **Fruit Salad Deluxe** 1/14lb Fruit Fresca
- 3) 12565 **Peach Jelly Powder** 2/5lb Old Style
- 4) 34266 **Waffles Round Plain** 12/8's Sepp's
- 5) 20642 **Blue Cheese Slices** 8/100gm Rosenborg
- 6) 08649 **Suckers Assorted Wrapped** 1110 - 1/10kg

 Gina's Corner

Customer Service

Customers are the reason you are in business. I'm reminded of a waitress I once heard jokingly commenting, "Working here would be great if it wasn't for the crabby customers." While I agree that some customers can be demanding, most problems can be avoided by training your servers to taking care of the customer right from the start. It's much easier (and less costly) to avoid a problem, than to mend the problem after the customer is upset.

Make the customer feel welcome, and that you truly appreciate their business. They could have gone anywhere, but they chose to come to you. Train your staff, and demand that they treat the customers as honored guests.

"IF YOU DON'T TAKE GOOD CARE OF YOUR CUSTOMERS, SOMEONE ELSE WILL", my mentor always says.

Do what it takes to keep your customers happy, within reason. Acknowledge and fix mistakes, right away (even if the mistake wasn't your fault). In the long run it will pay off. It's less expensive to keep a customer than it is to attract new customers. While they may not always tell their friends and family the wonderful experience they had at your establishment, be assured they will always talk about anything that went wrong.

Visit our website for; Step by Step Customer Service Tips for Training Your Servers.

July 2010

Pork Chops with Bourbon Peach Sauce

INGREDIENTS

4 center-cut pork chops bone-in (#27169)
3/4 tsp sea salt (#13793)
1/4 tsp black pepper (#14031)
1/4 tsp ground red pepper
Cooking spray (#13615)
1 tbs minced shallots
1 tsp minced bottled garlic (#05225)
1 1/2 cups frozen sliced peaches (#37847)
1/2 cup chicken broth (#03687)
2 tsp brown sugar (#09603)
2 thyme sprigs
2 tbs bourbon
2 tsp butter (#44110)

DIRECTIONS

1. Sprinkle pork with salt and peppers. Heat a large skillet over medium-high heat. Coat pan with cooking spray. Add pork to pan; cook 3 minutes on each side or until browned. Remove pork from pan; keep warm.
2. Add shallots and garlic to pan; sauté 30 seconds. Add peaches and broth to pan; sauté 2 minutes. Add sugar and thyme to pan; cook 1 minute. Add bourbon and butter to pan; cook 4 1/2 minutes or until butter melts and sauce is slightly thickened. Discard thyme sprigs. Serve with pork



PROFIT POTENTIAL

Approx. Cost - \$2.83/serving*
(2 pork chops)

Suggested sell - \$11.99 - \$13.99

Profit - \$8.16 - \$10.16/serving

*Includes a provision of \$1.00
for asparagus and side of rice.

Beef & Blue Cheese Grill

INGREDIENTS

1 lb Fardella's deli-style roast beef, thinly sliced (#30435)
1 small red onion, thinly sliced
2 tbsp horseradish (#06442)
2 cups arugula or baby spinach leaves
6 slices Rosenberg Blue Cheese slices (#20642)
6 slices dark rye or pumpernickel bread (#38317)
1 tbsp margarine (#44243)

DIRECTIONS

Preheat panini press or indoor grill. Spread butter evenly onto one side of each slice of bread. Place 3 slices of bread, buttered side down and spread horseradish equally onto each slice. Top equally with roast beef, onions, arugula or baby spinach and slices of blue cheese. Top with remaining slices of bread, buttered side up. Cook on press or grill for approximately 4-6 minutes. Makes 3 servings. Serve with a side of mixed greens salad and poppyseed dressing.



PROFIT POTENTIAL

Approx. Cost - \$2.33/serving*

Suggested sell - \$8.99 - \$10.99

Profit - \$6.06 - \$8.06/serving

*Includes a provision of \$.60
for mixed greens salad.

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