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**DATES TO REMEMBER:**  
\*November 6 - Daylight Savings Ends  
\*November 11 - Remembrance Day  
\*November 24 - Thanksgiving Day (USA)

**NOVEMBER IS...**  
- National Peanut Butter Month  
- National Raisin Bread Month  
- National Vegan Month  
- National Fondue Month

# Findlay's Monthly Features

\*\*Prices in effect while quantities last\*\*

- 1) 58160 **6oz Striploin Steak Center Cut** GREAT STEAK 1/4.54kg
- 2) 14110 **Montreal Steak Spice** HORTON SPICE 1/825gm
- 3) 36317 **Rustic Potato Panini** SIGNATURE FOODS 48/135gm
- 4) 34155 **Mushroom Shaped Ravioli** QUEEN PASTA 1/5kg
- 5) 25651 **Mini POGO on a Stick** ARTEL 100/30gm
- 6) 73235 **Wire Grill Brush with Scraper** WOODEN 1 each



**Regular customers  
are your  
greatest investment!**

In its 2008 Operator Survey, the National Restaurant Association reported that repeat customers account for approximately 75% of sales at quick-serve and family dining; 70% at casual-dining restaurants and 60% at white-linen establishments. Now if that is not a good enough reason to cultivate and maintain regular customers, I don't know what is. Here are a few hints to help turn your customers into regulars.

**1. Invest Time In Getting To Know Your Customers** - When someone calls you by name, it makes you feel important and who doesn't enjoy feeling like that. As a manager or owner you should invest time in getting to know your customers. Sit and have a conversation with them. Find out where they work, their spouse's and children's names, anything that will personalize the relationship. This is the fastest way to cultivate and maintain regular customers.

**2. Set An Example For Your Staff** - It all starts with you! Your staff will follow your lead. If you are friendly and charming to the customers, then your staff will follow suit. Lead by example, so that when you are not present, your customers will still receive the same five-star service they have come to expect.

**3. Hire Personality First** - This is key, servers need to know how to talk to people, how to make them feel welcome and to remember them. When interviewing, look for outgoing personalities that honestly enjoy people. A good memory is an asset as well.

**4. Complimentary Food, Drinks, Etc.** - Occasionally giving a complimentary glass of wine, a free dessert, t-shirt ect. to a regular customer is a good thing. Small gestures such as this will leave them feeling appreciated and it will reinforce why they love to frequent your establishment.

**5. Ask Regulars What They Think** - Getting input from your regulars is the best way to keep things running smoothly in your establishment. They will notice things that you, as a manager/owner, will sometimes miss with all you have to do. I remember one of my customers letting me know about a wobbly table and then came back that afternoon to help me fix it! Regulars are a wealth of constructive criticism listen to what they have to say.

**6. Solve Complaints Promptly** - Inevitably you will encounter customer complaints. Remember your regulars will be more forgiving of your short comings and will give you the opportunity to fix them. The worst thing to do is ignore it and say, " Oh...it's only Bob he will get over it." Instead, acknowledge the problem and offer some type of solution. This will ensure they will be back with the same positive feeling towards you as always.

# Peanut Butter Pie

## INGREDIENTS

3/4 cup graham crumbs (#09120)  
1/4 cup butter, melted (#44115)  
3/4 cups chocolate instant pudding (#12656)  
2 cups cold milk, divided (#44124)  
5oz cream cheese, softened (#20807)  
3/4 cups vanilla instant pudding (#12666)  
1/2 cup smooth peanut butter, divided (#12886)  
2 cups whipped topping, divided (#37533)  
1/2 cup chocolate chips (#09050)

## DIRECTIONS

- 1) HEAT oven to 375°F.
- 2) MIX crumbs and butter until well blended; press onto bottom and up side of 9-inch pie plate. Bake 10 min.; cool.
- 3) BEAT chocolate pudding mix and 1 cup milk with whisk 2 min. (Pudding will be thick.) Spread onto bottom of crust. Gradually add remaining milk to cream cheese in large bowl with mixer until well blended. Add dry vanilla pudding mix; beat 2 min. Reserve 1 Tbsp. peanut butter. Add remaining to vanilla pudding mixture; beat until well blended. Stir in 1 cup Cool Whip. Spread over chocolate pudding layer to within 1 inch of edge. Spoon remaining Cool Whip onto centre of pie.
- 4) REFRIGERATE 3 hours. When ready to serve, microwave remaining peanut butter in microwavable bowl on HIGH 45 sec. or until melted. Melt chocolate as directed on package. Drizzle both over pie.



## PROFIT POTENTIAL

Approx. Cost - \$1.40/serving  
Suggested Sell - \$3.99 - \$4.99  
Profit - \$2.59 - \$3.59/serving  
\*Based on the pie cut in 6

The holidays are soon approaching, ask your Findlay rep. about delicious center of the plate offerings.



**Findlay**  
Foods (Kingston) Ltd.