

October 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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www.findlayfoods.com

Product of the Month
Souvlaki by Glacial Treasure

#65524 Chicken (Raw)
50/85gm

#65520 Pork (Raw)
50/100gm

#65511 Lamb (Raw)
50/90gm

Dates to remember:
*Thanksgiving Oct. 11
*Halloween Oct 31

October is :
-National Pasta Month
-National Sausage Month
-National Dessert Month
-National Cookie Month
-National Seafood Month
-National Chili Month

Findlay's Monthly Features

Prices in effect while quantities last*

- 1) 24295 **Sausage Octoberfest 7"** 1/4kg JMS
- 2) 34175 **Chili Klondike with Meat** 3/4lb CAMPBELL'S
- 3) 06305 **Cranberry Sauce** 200/16ml OLD STYLE
- 4) 36221 **Chocolate Eruption Cheesecake** 1/14 cut GOURMET
- 5) 42757 **Squid Rings** 1/2lb OCEAN PRIME
- 6) 11570 **Rotini Whole Wheat/Grain** 1/10lb ITALPASTA

Gina's Corner

"Why are Big Chains Successful?"

Visit our website for
"Service 101" sheet.
www.findlayfoods.com

1) They are consistent; you know every time you visit, the food will look and taste the same.

2) They hire the right person for the job; recruiting a person with the right personality, work ethic and skill is key, using the "Predictive Index" test will help.

3) They properly train their staff; trained staff makes them more productive and loyal to a company.

4) They promote from within the business; a manager who started as a dishwasher and worked his/ her way up will be more in tune with all aspects of the business, more relatable as a leader and again more loyal.

5) They reward their loyal customers; use reward cards, offer a complimentary appetizer or dessert with the fourth or fifth visit, send customers home with a coupon to be redeemed on their next visit.

6) They keep up with food trends; introduce at least four new menu items a year on your menu and remember to promote seasonal specials on your boards.

7) They advertise big! Choose your advertising carefully, but it is important that you DO ADVERTISE. Piggy backing chain specials is a good way to take advantage of the chains advertising dollars.

8) They provide excellent service; ask your top server to train new servers, ask your Findlay Rep about our "Service 101" sheet, to help train new servers as well.

9) They have buying power; where possible stock up on items on sale. "Findlay Foods Hot Deals Sheet"

10) They up-sell; train servers to ask for add ons, such as fries or gravy, appetizers, dessert and featured drinks.

11) They draw in customers with value menus; 20% of \$5 dollars is still better than 40% of \$0.00 dollars.

Volume is the key, a wise man once said!

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Italian Sausage & Rotini Bake

INGREDIENTS

1 lb of whole wheat rotini (#11570)
1 1/2 lbs of Italian sausage, 1/2" slices (#24573)
4 oz of mushrooms, fresh, slices
1/3 cup of green pepper, chopped
1/3 cup of onion, chopped
1/4 cup of butter or margarine
1/2 cup of flour
1 1/2 tsp of salt
1 tsp of mustard, dry (#07095)
4 cups of milk (#44131)
3 cups blended cheese, shredded (#20665)
1 tsp of worcestershire sauce (#06528)
2 cups mozzarella cheese, shredded (#20670)



PROFIT POTENTIAL

Approx. Cost - \$3.89/serving*
Suggested Sell - \$11.99 - \$13.99
Profit - \$8.10 - \$10.10/serving
*Includes a provision of \$0.60
for Garlic Loaf.

DIRECTIONS

Cook rotini in boiling salted water until tender; drain and set aside.
Cook sausage on both sides in a large saucepan; remove from pan, reserving drippings. Add mushrooms, green pepper, onion and butter to sausage drippings; cook over medium heat 3 minutes. Stir in flour, salt and dry mustard. Gradually blend in milk; cook over medium heat, stirring constantly, until thickened. Stir in blended cheese and worcestershire sauce; continue cooking until cheese melts. Mix in sausage and rotini. Divide mixture into individual baking dishes; cover and place in refrigerator until ordered. When ordered, microwave for 3 minutes, uncover, top with shredded mozzarella cheese and bake in preheated 400°F oven for about 8 to 10 minutes or until golden brown and bubbling. Serve with garlic loaf.

A perfect meal for a cool
autumn evening.
Your guests will love it!

Pan Fried Squid

INGREDIENTS

2 lbs squid rings (#42757)
10 oz semolina flour (#09128)
10 oz all purpose flour (#09125)
4 cups whole milk
Sunflower Oil for frying
Salt to taste

*So... easy!
So... profitable!*

DIRECTIONS

Place the squid rings in a large bowl, pour in the milk and let them soften for 15 minutes, then drain. Mix flours together. Coat the rings with flour, adding a few squid rings at a time. Now heat the oil in a large frying pan and fry the squid rings until golden brown. When squid rings are cooked, turn off the heat, remove them from the pan with a slotted spoon and drain on absorbent paper towel. Salt to taste. Garnish with lemon. Serves 4-6.



PROFIT POTENTIAL

Approx. Cost - \$2.60/serving*
Suggested Sell - \$8.99 - \$10.99
Profit - \$6.39 - \$8.39/serving

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