

PEEL

NEWS • TASTES • TRENDS
FOR CULINARY PROFESSIONALS

Winter 2019

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TURN UP THE HEAT WARMING FOOD AND DRINK TO MELT THE WINTER CHILL

There is real comfort in coming in from the cold to a hot meal and a warm drink. While there is a place for enjoying the rich, heavy foods often associated with colder months, your guests will appreciate having some hearty but healthy options. This winter, try incorporating global spices and other on-trend flavors to add warmth, interest and nutrition to your hot dishes and beverages.

Soup is a go-to winter favorite for both operators and guests. It serves a crowd and helps you make full use of the vegetables you have on hand, so it has great profit potential. More importantly, it can also deliver a filling meal — all while packing a nutritional punch. *Flavor & the Menu* suggests boosting the flavor of plant-based soups with a foundation of roasted, dehydrated or smoked vegetable stock. Try translating proven flavors like eggplant parmesan or Puerto Rican rice and beans into soup form. For thickness, add pureed chickpeas, charred black beans or global spices like harissa. Experimenting with nut milks ranging from almond to walnut can add creamy flavor too. For the carnivores, chorizo, ham or shredded chicken can add heft to a soup or stew — the Portuguese soup caldo verde, which combines potatoes, leeks, shredded greens and chorizo, is one option. (cont'd. p.6)



*Soup can also deliver a filling meal —
all while packing a nutritional punch.*

CHEF SPOTLIGHT

CHARLIE BAGGS, EXECUTIVE CHEF
AT MICHAEL FOODS



At a time when the potential for foodborne illness worries many a foodservice operator and flexitarians demand a wider variety of menu options, the pasteurized shell egg (PSE) is helping to address both challenges — and is winning enthusiasts. The eggs, gently heated in their shells to the point where they are not cooked but bacteria is killed, make the product safe for recipes calling for uncooked or partially cooked eggs. One of Chef Charlie Baggs's goals at Michael Foods is to demonstrate to clients in a broad array of segments how the PSE can help protect food safety and, at the same time, give an operation dozens of high-protein dishes to add to a menu.

Q: First off, can you tell me more about the PSE and how it can help a menu?

A: Cross-contamination is a major threat to food safety and PSEs provide a huge safety net against Salmonella. They're also a major opportunity. Eggs are the most versatile sources of protein and one of the most flexible as far as recipe development is concerned, partly because they can take on so many different textures. They make foods more craveable — think about what a runny egg does for a cheeseburger — and in a way that uses minimal ingredients and translates easily to global trends.

Q: How do you show chefs what the PSE can do?

A: Our job is to open the chef's mind and have them use something they have already. So if I were presenting to a non-commercial segment like healthcare, or to a university cafeteria, I would probably go in with a PSE and show them a poached egg dish with six different sauces — marinara, Bolognese, Shakshuka, tomatillo, tomato pesto and Arrabiata. These could be sauces left over from something else or used for a recipe on hand. On top of the six sauces, I'll suggest six garnishes — arugula, parsley, basil, crumbled goat cheese, fried onions, crispy bacon. Then I'll suggest three ways to present it — served in a small skillet, out of a hotel pan, or in a bowl on top of couscous, quinoa, brown rice or orzo. And I can show them all of this in one hour. There are exponential possibilities for PSEs, which also make them very cost effective.

Q: How have you seen PSEs translate especially well to global flavors?

A: Every ethnic cuisine has some version of a sauce that you can use to poach eggs. In Israel you might serve it as a breakfast item but in Africa it could be lunch or dinner, served with a light and fluffy couscous. Once you give chefs an idea for something like this, it can go in so many directions. They can make adjustments, maybe dialing down the cumin in a healthcare facility. It's about finding the right balance of flavors for that segment.

Q: As part of your role, you train non-culinary teams at Michael Foods. What does that involve?

A: Our training deepens our non-culinary teams' knowledge of their products by demonstrating usages with all 12 cooking techniques. We might train the sales/marketing and technical teams how to make a sauce carbonara. This kind of training makes them look at an egg differently and helps them talk about a product in a new way. They're often surprised at their innate abilities to make recipes with eggs and how easy it is to use them. It's the same for our clients: Our goal is to help increase the depth of their knowledge about their products' capabilities.

UNLEASH THE POWER OF YOUR APP



Food delivery app downloads have climbed 380 percent compared with three years ago, according to the market data firm App Annie.

Nation's Restaurant News predicts that apps will drive visits to foodservice operations this year — and for good reason: A number of major brands have embraced app-only promotions as vehicles for driving loyalty and generating buzz. *Burger King*, for one, recently accomplished both objectives through its campaign to launch its revamped app, giving away a one-cent *Whopper* to anyone standing within 600 feet of a *McDonald's* while downloading the new app.

Sure, not every foodservice operation has the presence and name recognition of *Burger King*, but for businesses small and large, apps have the power to drive sales and inspire loyalty. By offering mobile ordering through your app, you are paving the way for increased sales of food and merchandise, making it possible to serve more people at once, directing promotions to the people who already support your business, opening the door to more online reviews, and collecting a valuable store of data you can use to make intelligent decisions about your menu options, prices and promotions — resulting in an improved experience for your guests.

To encourage downloads and customer use of your app, communicate about it. Your employees, delivery couriers, in-restaurant table cards, delivery packaging and social media channels should encourage people to download your app. Offer reward points toward a menu item in exchange for a review. Once you have collected data from your customer base, make good use of it by sending targeted push communications that consider the recipients' meal preferences — and provide the right enticement to place another order.

MAKE IT A HEALTHY 2019

BOOST YOUR OPERATION'S HEALTH PROFILE

American consumers are craving healthier dining options — or are at least letting those options sway their purchasing decisions. More than 80 percent of U.S. consumers reported that having healthy options on the menu played some role in their decision when choosing a restaurant, according to *Statista* research conducted in 2016. What's more, convenience-driven Millennial consumers, who eat at restaurants more than any other generation, have a strong preference for healthy alternatives. *The Center for Nutrition Studies* reports that 40 percent of these consumers eat a plant-based diet — and that figure climbs to 48 percent for younger consumers.

Can guests trust your operation to look out for their health?

First, it's important for you to understand how they eat. What items do they order the most? Are they interested in foods without dairy or gluten? Do they prefer foods with simple, plant-based ingredients? Do they respond to labels like “vegan”, “paleo” or “IIFYM”? Plan your menu around lifestyle choices as opposed to passing fads, and highlight healthier alternatives on your menu so guests don't have to search for them.

How do your guests spend their time?

If they are fitness enthusiasts, you can sponsor sporting events in your area to demonstrate your commitment to supporting good health. *Next Restaurants* advises getting approval by organizations or social media influencers who can help promote your operation's health-focused values.

Can you be more transparent?

Next Restaurants suggests including menu nutritional information on your website so those interested can find it (and those who would rather not know don't have to see it), along with being up-front about how you run your business. As the marketer Jay Baer told *Modern Restaurant Management*, “Radical transparency is a cultural mandate set by leadership that a company will not only be forthcoming with customers about the good, the bad and the ugly, but that it will also work to make that information readily available.” That means finding ways to share your traceability strategy and supplier information on social media and your website, as well as arming your team with information they can use to answer guest questions.

Is it time to reinvent your service model?

The growing demand for food delivery, the rising minimum wage in many states, the effect of technology on foodservice operations — these are just a few factors making operators question and adjust how they deliver service right now.

Many foodservice operators are experimenting to find the ideal model. *Eater* reports that the Oakland, Calif. seafood restaurant *AlaMar*, which once operated as a full-service restaurant, abruptly changed course when minimum wage hikes made its labor costs unsustainable. It shifted to a counter-service model with one cashier and also eliminated cash transactions. In the wake of the changes, the restaurant's sales have climbed 17 percent and transactions are seven seconds faster.

Meanwhile, the delivery boom is seeing many foodservice operations — full-service and quick-service alike — struggle to fill dining rooms despite bringing in strong sales. *Restaurant Business* reports that when Justin Rosenberg, founder of *Honeygrow*, visited one of his restaurants and found staff were busy but the dining room was mostly empty, he knew he needed to make a change. The restaurant has begun taking app and delivery orders from a test kitchen to assess how that model might work.

If you are experiencing similar struggles, it may be time to make adjustments. *Aaron Allen & Associates* recommends some strategies to determine the best course of action:

- Assess your performance against desired targets and industry benchmarks: Determine your sales per employee and per labor hour, employee turnover and retention rates at each location, and limits of capacity for each profit center in your operation. Look for patterns.
- Conduct an in-depth analysis of tasks, labor and ticket times: Which processes are really necessary? How much do you spend on labor per employee, department, activity and task? How much time is spent on each ticket and what factors influence those results?
- Identify tech-enabled productivity enhancements: Find opportunities to reduce repetitive tasks, then seek to eliminate or automate them. This could be applied to tasks ranging from taking food orders, to managing inventory, to overseeing staff schedules.



As operators experiment to find the right service model, several strategies can help you do what's right for your own business.



- Engage your team: Consider their ideas and feedback. Develop a career progression program so they can envision and work toward their next position.
- Set and manage metrics: Combine performance metrics with tools for tracking, measuring and reporting.
- Perform your organizational redesign: Adjusting your systems and work flows can help you make the most of both your team's capabilities and the technology advances available to you.

Turn Up the Heat (cont'd.)

From the Za'atar common in Middle Eastern cuisine to Jamaican jerk seasoning, global spices can add winter warmth and kick to your entrées. Consider the Za'atar and pomegranate roasted chicken from *Sips and Spoonfuls*, or the *BBC's* jerk pork with sweet potato mash. Entrées like paella, Mexican lasagna and spicy curries can also add heat to your menu and help you incorporate any number of winter vegetables too.

Even in their simpler form as side dishes and entrée accompaniments, vegetables offer a different experience in winter. Try charring vegetables ranging from Brussels sprouts to squash to add smoky heat and caramelized flavor that will complement the spices you use. Winter root vegetables like celeriac, parsnips and turnips can get a boost from warm seasonings like miso, ginger or cumin.

Beverage menus are showcasing more global flavors and superfoods too. Consider adding interest to your hot beverage selection with turmeric, matcha or beetroot lattes, Masala chai tea or spiced hot chocolate with cinnamon, cardamom, cloves, nutmeg and white pepper.



Snacks that steal the spotlight

Consumers are demanding snackable foods during all day parts — and snacks are a valuable opportunity for kitchens to test guests' response to new flavors.

Snacks account for 11 percent of visits to restaurants and stores, according to research from the *Coca-Cola Company's DINE360*. That's a big opportunity for operators to attract traffic throughout the day and into the evening. Many consumers prefer snacks or small plates to full meals nowadays, so as long as your menu offers a range of flavors and nutritional profiles, it can serve both the guest craving a pre-meal snack and the guest looking to order a combination of small items in place of an entrée. Your snack menu can give your kitchen team some freedom to experiment with on-trend flavors with minimal risk. In these small portions, you can get away with serving up guilty pleasures like bacon brittle, a trend currently delighting guests across the country. Or, try putting a healthy spin on a traditional favorite like sliders by serving patties made from chick peas, quinoa and vegetables (cauliflower can work well) topped with pickled shallots and a spicy aioli.

Big opportunity in a small package

Anything that can be eaten in a bite — from tempura to sushi to meatballs — can be a good canvas for trying global flavors. Consider the ground beef and lamb Kos Meatballs at the Greek restaurant *Ouisa* in New York. The meatballs arrive in a cast-iron skillet in a marinade of cumin tomato sauce and topped with Greek yogurt. Or, serve a sampler plate of different hummus varieties, which can incorporate eye-catching color and serve as a versatile base for on-trend or in-season garnishes. *Flavor & the Menu* suggests hummus as a foundation for tikka masala chicken, butternut squash with pumpkin spice, and glazed shishito peppers, to name just a few options. It's not just about ingredients, either. You can also get creative with presentation on your snack menu: One appetizer trend picking up momentum in 2019 is the grazing table — oversize platters of cheese, charcuterie, produce and anything else you can dream up.

Shakshuka Simmered Eggs

featuring *Michael Foods Pasteurized Shell Eggs*

Recipe provided by *Charlie Baggs, Executive Chef at Michael Foods*

Yield: 24 Servings

Portion Size: 10-12 oz. portions (2 PSE eggs per portion)



This is a trending Middle Eastern breakfast, brunch, lunch or dinner egg dish that benefits and highlights the *Michael Foods Pasteurized Shell Egg (PSE)*. The PSEs are poached in a savory tomato sauce. This dish is craveable due to the caramelized onions and bell pepper and the spices and herbs that complement the poached eggs. This traditional dish is very versatile and can be composed with various herbs, spices and roasted vegetables. Simply delicious and easy to prepare. This dish is excellent served with warm pita, challah or artisan bread and either feta or goat cheese topped with fresh parsley.

Ingredients:

Michael Foods Pasteurized Shell Eggs (PSE)

48 each, (1 1/2 oz. per egg)

Sofrito or Sauce Base

1/4 cup Extra-virgin olive oil

1/4 cup Garlic, fresh, thinly sliced, slivers

2 cups Onion, raw, thinly sliced

Red bell pepper, thinly sliced, 2 cups

Seasoning Blend

1 tsp. or as desired Red pepper chili flakes,

1 Tbsp. or to taste Cumin, ground

1 tsp. Black pepper, finely ground

1/4 cup Sweet paprika

Tomato Sauce

1 #10 can Tomatoes, whole plum, coarsely chopped

1 cup Tomato paste

Salt, kosher, to taste

Black pepper, to taste

Garnish

1 cup Feta cheese, diced or crumbled

1 cup Parsley, chopped

Extra-virgin olive oil, drizzle as desired

Method:

1. Pre-heat oven to 350°F.
2. Heat extra-virgin olive oil in a large rondo or tilting skillet.
3. Add garlic and stir, allowing to sauté for 3-5 minutes until the garlic becomes toasted golden brown in color.
4. Add onions and bell peppers and sauté until starting to caramelize, about 10 minutes on medium-high heat.
5. Add tomatoes and bring back to a simmer.
6. Add spices, stir in and cook for 5 minutes at a simmer. Season to taste with salt and black pepper.
7. Place sauce into a hotel pan.
8. Place a small indentation in the sauce and crack a raw *Michael Foods Pasteurized Shell Egg* into sauce.
9. Place the pan of sauce and eggs in the preheated oven for 10-15 minutes or until the eggs are cooked to your specification; yolk should be runny for most craveable result.
10. To serve: Use a spoon to place the two cooked *Michael Foods Pasteurized Shell Eggs* and about 6 oz. of sauce into a serving bowl.
11. Garnish the dish with feta and chopped parsley and a drizzle of extra-virgin olive oil.
12. Serve warm with your choice of warm bread.



PREMIER

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