

Welcome to Sysco Produce “**DINING TIMES**,” where you will find some of the freshest news in the restaurant and produce industries. In this monthly newsletter, you’ll find “trends” in the produce and restaurant industries, the most useful up-to-date news, recipes, as well as helpful tips and fun facts about the produce you eat and serve.

**YOU  
INSPIRE  
HEALTHY  
EATING**

**DINING TIMES  
NEWS UPDATE**

**CHILDREN AWARE OF  
HEALTHFUL FOOD OPTIONS**

Most of the children who took part in a recent survey are mindful that they should be eating nutritious foods, such as fresh fruits and vegetables, though they might not always do so. “Kids now are health savvy, and the nutritional education they’ve received will impact their choices as consumers,” a food expert said. Other foods that the children classified as healthful were salad, eggs, fish, cheese, chicken and peanut butter.

**THINKING BEYOND  
ICEBERG LETTUCE**

Chefs are looking beyond the salad standbys of iceberg, romaine and baby lettuces to include green escarole and frisée, deep-purple radicchio, curly wild arugula and kale in their salads. Such greens offer new flavor dimensions and transition well to winter dishes.

**UNO CHICAGO GRILL LEARNS  
MORE ABOUT ITS DINERS**

Uno Chicago Grill has revamped its menu to include more healthful options and added an express concept to meet changing dining habits. When the company did an analysis of its customer demographics, it discovered that well-educated women are its true customer base, meaning the company had to refocus its menu.

**CHEFS OFFER JULIA CHILD-  
INSPIRED DISHES**

Inspired by the movie “Julie & Julia,” Chicago restaurants are serving dishes that Julia Child helped make popular. One chef is serving steak au poivre because “she took what was once viewed as hoity-toity French cuisine, and made it palatable to ‘meat and potatoes’ Americans.”

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**FRUIT SHINES  
ON  
RESTAURANT  
MENUS**

It’s a hot day for fruit on restaurant menus. Part of the sweet fame comes from the trend to make healthier menus, especially for children. Fruit/vegetable children’s side items, superfruits and exotic fruits continue to be a hot trend for the remainder of 2009, according to a survey of chef members of the American Culinary Federation. Fast-food giants started the trend with McDonald’s fruit and yogurt parfait and apple dippers and Burger King’s fresh Apple Fries. “The margin has to be dramatically different than fries,” said Steve Kenfield, vice president of sales and marketing for HMC Group Marketing Inc., Kingsburg, Calif. “But they are making an attempt to make healthy, fresh good-tasting choices available to the public.” Chick-fil-A restaurants include mandarin orange segments, strawberry slices, red and green apple pieces and red grapes in their fruit cups. Au Bon Pain includes fruit in the “portions” segment of its menu.

But it’s not just the kids’ menus. “Especially white-tablecloth and casual family restaurants have increased fruit on the menu,” said Steve Marinello, foodservice manager for Seald Sweet International, Vero Beach, Fla. He sees fruit served more often as a dessert option, in bar drinks and as a fruit salsa or sauce to accompany the entree. Pears have made it onto menus in dessert or salads, as in Uno Chicago Grill’s anjou pear salad, but now they appear on the savory side of the menu and in all types of cuisines, said Cristie Mather, communications manager for the Milwaukie, Ore.-based Pear Bureau Northwest. California Pizza Kitchen has a pear and gorgonzola pizza on the menu. With the restaurant trend of adding fruit to the menu as a healthful option, Tree Top Inc., Selah, Wash., which sells fresh-cut apples in various cuts and packages, is gearing its advertising and promotional material around menu applications, said Dan Wenker, director of foodservice sales. Its promotional piece offers two apple serving suggestions each for beverages, breakfast, lunch, dinner, desserts and snacks. Combining the desire for fruit on the menu with the trend toward locally grown, Sid Wainer & Son, New Bedford, Mass., has been inundated with foodservice requests for fruit, especially berries, said vice president Victor Simas.

**DINING TIMES  
STORAGE TIPS  
...AND OTHER FUN**



**APPLES:** Must be kept ice cold. Taking apples from cold storage to warm and back to cold will cause condensation, which will break down the wax on the surface, turning the wax into a whitish film.

**By the way...** Was the apple really the Forbidden Fruit in the Garden of Eden? Adam and Eve were naked, and apples ripen and color during cold Autumn nights. Some anthropologists believe it was actually the Mango.

**EGGPLANT:** Will get chill damage at temperatures under 45 degrees. Store in the warmest part of your walk-in, close to the door.

**By the way...** The purple Eggplant popular in America today was actually hybrid in the 1700s...by Thomas Jefferson.

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**YOU  
MOTIVATE  
HEALTHY  
EATING**

**DINING TIMES  
NEWS UPDATE**

**PARENTS WANT NUTRITIOUS  
AFTER-SCHOOL SNACKS**

Ninety-five percent of parents think after-school snacks provide an important energy boost for their children. A survey commissioned by frozen-snacks maker Farm Rich found that nearly half of children are unsupervised between school and dinner, so their snacks are typically not as healthful as parents would prefer.

**FRESH PRODUCE A PRIORITY  
FOR RESTAURANTS**

Almost three-quarters of restaurant operators say marketing fresh produce attracts customers, and almost half of restaurant operators look for produce that their patrons can't find at the supermarket, according to research by the National Restaurant Association and the Produce Marketing Association. A vast majority -- almost 90% -- of operators report they'd pay more for guaranteed safety. PMA hopes that restaurants can double their produce consumptions by 2020.

**SOUTH FLORIDA RESTAURANTS  
OFFER FIXED-PRICE DEALS**

Some restaurants in South Florida are running fixed-price promotions to fill seats. For part of September, 15 Palm Beach County restaurants are participating in a program called Flavor Palm Beach, in which they offer three-course lunches and dinners.

**4 NEW TRENDS FOR  
CHAIN RESTAURANTS**

What new menu items and trends are going to be popping up on restaurant menus over the next few months? The Cheesecake Factory is focused on adding very few new ingredients despite introducing a new Small Plates & Snacks menu, and Rubio's Fresh Mexican Grill is emphasizing a mix of ethnic foods. Gastropubs increasingly are popular, and Chevys Fresh Mex is highlighting contrasting flavor combinations.

**A VERY  
DRY  
SUBJECT:  
DRIED  
FRUIT**

Long after the fruit of summer is past, we are still longing for the flavors of the fruit of summer. You may not be able to find a luscious Peach in October or November, but you can find the flavor and aroma of summer Peaches...with dried Peaches. Laying fruit in the sun to dry, it's been done for thousands of years. Drying fruit is the oldest method of preserving fruit. Dried fruit may be the most unglamorous of all the produce we sell, but to bring life to Autumn and Winter produce, dried fruit is hot these days. In 1873, in Fresno, California, a number of grape bunches dried by accident. They were sold in San Francisco as a "Peruvian delicacy," and thus began the dried fruit industry.

As a snack, in baked items, trail mix, cereals, on your Yogurt, in your salads, even added to vegetables as a side dish, dried fruit is no longer a dry subject. It's hot.



**DINING TIMES  
STORAGE TIPS  
...AND OTHER FUN**



**FRESH-CUT LETTUCE:** Is still breathing, even when cut. Keeping fresh-cut lettuce ice cold helps it to breathe slower, and last longer. Leaving fresh-cut lettuce out at room temperature will cause it to breathe very fast, reducing shelf life.

**By the way...**The first salad to be packaged was Spring Mix, originally known as Mesculun Mix. 18<sup>th</sup> Century monks in a monastery in Italy developed the original Mesculun Mix, twelve bitter herbs and greens to represent the 12 apostles of Christ.

**GRAPES:** Will absorb odors produced by Leeks and Green Onions, so keep them as far away from each other as possible.

**By the way...**The Red Flame Seedless Grape was named by some school children in Fresno. All peach, plum, nectarine and grape varieties developed by scientists in Fresno, have names that start with the letter "F."

Fresh California  
Grapes

## RECIPES OF THE MONTH

The original Waldorf Salad recipe was created by "Oscar of the Waldorf" at the 1893 opening of the Waldorf Hotel in New York City. The original recipe simply used apples, celery and mayonnaise.

### ORIGINAL WALDORF

#### Ingredients

3 cups Apples (diced)  
1 TBS Lemon Juice  
1/4 cup Celery (diced)  
1/4 cup Walnut pieces  
1/3 cup Mayonnaise  
to taste salt and pepper

#### Instructions

- Toss the apples with lemon juice.
- Add all other ingredients and mix well.

### NEW WORLD WALDORF

#### Ingredients

1/4 cup Mayonnaise  
1 TBS Apple cider vinegar  
1/2 cup Buttermilk  
1/2 cup Crumbled blue cheese  
1/4 cup Yellow onion (finely minced)  
1/4 tsp Salt  
1/8 tsp Ground black pepper  
Pinch Cayenne  
2 cups Gala Apples (diced)  
1 cup Celery (thinly sliced)  
1/2 cup Red seedless grapes (halved)  
1/2 cup Walnut pieces  
1 head Butter lettuce (leaves separated)

#### Instructions

- In a bowl, whisk together the mayonnaise and vinegar. Slowly add 1/2 cup buttermilk, whisking to thicken. Add the blue cheese, onion, salt, pepper, and cayenne, and whisk well to combine, adding buttermilk, as desired. Set aside.
- In a large bowl, combine the apples, celery, grapes, and walnuts. Add the dressing, to taste, and toss well.
- Arrange lettuce leaves on 6 salad plates. Top with the tossed salad and serve.

## CUSTOMERS LOOK BEYOND WHAT'S ON THE PLATE

### GETTING IT RIGHT AT THE MOMENTS OF TRUTH

Educated diners, whether at a resort, in a prime fine dining restaurant, or in a college or university restaurant, increasingly are looking at the totality of the dining experience instead of solely on the menu. Parking availability, lighting conditions, noise level, quality of restroom soap and other intricacies can help restaurants differentiate themselves. There's something to be said for good food. Food is the primary raison d'être for any restaurant, and if it is done well, people notice and appreciate it. Some are even willing to overlook lackluster design or a crowded waiting list as long as the food suits their taste. But with the abundance of foodservice options today, quite often good food just isn't enough. In fact, nearly 43% of all restaurant customers say they take into account not just food, but all aspects of a dining experience when determining if a restaurant is a good value, according to Restaurants & Institution's New American Diner survey. For foodservice, this means it simply isn't enough to offer a great menu because consumers consider the totality of their experience when dining out. The friendliness of the person taking a reservation, availability of parking, the lighting, noise level, quality of restroom soap: these mini-experiences—and more—influence word-of-mouth recommendations and repeat business. Moments of truth occur at key touch points in a customer's interface with a restaurant. When someone enters a restaurant, "You're looking for a friendly greeting, and an immediacy of service," says Nick Peyton, partner and maître d' at Cyrus restaurant in Healdsburg, Calif. The restroom is no less important, says Brian Stys, vice president of Boston-based Shawmut Design and Construction's restaurant group. "If the detail in the ladies' restroom is not done right and if it's not clean, [a guest] may see it and say, 'We won't want to come back to this place.'" Nailing these moments of truth goes a long way toward creating customer loyalty, but personalization can seal the deal in terms of repeat customers. Many national foodservice chains are working to create a more emotional connection with their employees so they translate that into a more-emotional connection with their guests.

### How To Build An Experience

Creating a great customer experience takes dedication. Here are 10 tips on how to do it from two customer-experience experts, Danny Meyer, president of Union Square Hospitality Group, and Jonathan Tisch, CEO of Loews Hotels:

- Start planning your business around your customers, not your goods or services.
- Don't be afraid to learn from seemingly unrelated businesses.
- Hire empathetic, optimistic people who believe strongly in hospitality; invest in them.
- Respect the customer's desire to be in control and be on the customer's side.
- Collect customer information.
- Personalize your products or services.
- Improve all of the touch points where you connect with customers.
- View problems as opportunities.
- Break the rules if necessary to enhance customer service.
- Thank your customers for being your customers.



# D I N I N G T I M E S F R E S H I S C O O L



SEPTEMBER 2009

## Sysco Fresh Promotions OCTOBER

[ADA National Convention](#), Denver  
[American Heart Walk](#)  
["Andy Griffith Show" TV debut](#), 1960  
[Baseball World Series](#)  
[Columbus Day](#)  
[Charlie Brown](#), Snoopy born, 1950  
[Child Health Month](#)  
[Disneyworld opens](#), 1971  
[Eat Better, Eat Together Month](#)  
[Eat Country Ham Month](#)  
 Fall Back (set clocks back 1 hour)  
[Family Health Month](#)  
 Family History Month  
 Halloween  
 Harvest Festivals  
 "I Love Lucy" TV debut, 1951  
[National AIDS Awareness Month](#)  
[National Apple Month](#)  
[National Breast Cancer Awareness](#)  
 National Caramel Month  
 National Chili Month  
[National Cookie Month](#)

[National Crime Prevention Month](#)  
[National Customer Service Week](#)  
[National Dental Hygiene Month](#)  
[Nt'l Depression Awareness Month](#)  
 National Dessert Month  
 Nt'l Disability Awareness Month  
[Nt'l Domestic Violence Awareness](#)  
[National Frozen Food Festival Month](#)  
 National Health Education Week  
 National Make a Will Month  
[National Medical Librarians Month](#)  
 Nt'l Orthodontic Health Month  
[National Pasta Month](#)  
[National Popcorn Poppin' Month](#)  
[National Pork Month](#)  
[National Roller Skating Month](#)  
[National School Lunch Week](#)  
[National Seafood Month](#)  
[National Spinal Health Month](#)  
[National Stamp Collecting Month](#)  
[NBA Hall of Fame Ceremonies](#)

NBA season begins  
 NHL season begins  
 Octoberfest  
 PMA, Anaheim  
[Polish American Heritage Month](#)  
 Pumpkin Carving Contests  
[Spinach Lovers Month](#)  
[Substance Abuse Prevention](#)  
 Vegetarian Awareness Month  
[World Egg Day](#)  
[Yosemite Nt'l Park established](#), 1890



**eat right.** American Dietetic Association

**Why I Am Running**  
 Personal stories of motivation.



Welcome to Sysco Produce Fresh Promotions. Each month, Sysco Produce will provide you with events that will be in the news, making these ideas very timely for your menu, promotions or specials development.

## The Sysco Fresh Team

**All of us at Sysco Produce are committed to one goal: Your Success...by making produce the very least of your worries! Here is a helpful list of important contacts. Please feel free to contact us with any question or concern. We believe that "a problem shared...is a problem already half solved."**

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