

# Chef's Corner

## July 2004 – Issue 23

Navy Personnel Command  
Pers655

## Branded Concept Openings

**BRANDING MWR FOOD AND BEVERAGE...**locations continue at a steady pace. **NAS Lemoore** opened a Nap's™ Southern Grill casual dining concept in the newly renovated Village Community Complex. The menu features ribs, chicken, entrée salads and gourmet burgers. MWR for the Southwest Region has started construction for a second Nap's Southern Grill location in the Duke's complex at Port Hueneme in Ventura County. **NAB Coronado** opened a Mean Gene's Burgers® and Pizza location inside the newly remodeled "Q-Zone". Wrestling personality "Mean Gene Okerlund" made a live appearance for the Grand Opening ceremonies that were held on April 20, 2004. **NAS Meridian** replaced the Subway in their bowling center with a Mean Gene's Burgers® and Pizza and a Smash Hit Subs®. "Mean Gene Okerlund" attended this Grand Opening as well, which was held on April 27, 2004. **NS Pearl Harbor** added a second Hot Stuff Grill® location in the Naval Station bowling center. This location replaced a generic snack bar. Pearl Harbor's first Hot Stuff Grill® is located at the Navy-Marine Golf Course and a third Hot Stuff Grill® is currently under renovation at the Barbers Point Bowling Center. Our current branded locations total 105 at 42 bases around the world. If you would like more information on branding, contact Marlin Ruhl.



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## News Releases

We like to share with the rest of the foodservice world what Navy MWR is doing and the news releases are the means. Here is the news release regarding **NAS Lemoore's** Nap's™ Southern Grill. The MWR Communications Group sent it out to the following publications for release: Foodservice Director, Military Clubs & Hospitality, Government Food Service, MWR Today and Navy NewsStand.

### FOR IMMEDIATE RELEASE

April 20, 2004

#### **Navy MWR Celebrates 100<sup>th</sup> Branded Restaurant**

MILLINGTON, Tenn. – Navy's Morale, Welfare and Recreation (MWR) Division recently celebrated the opening of their 100<sup>th</sup> branded restaurant. Nap's™ Southern Grill kicked off the first phase of a three-tiered revamping of The Village Community Complex at Naval Air Station Lemoore, Calif. Nap's, a casual dining restaurant is one of Orion Food Systems branded concepts featuring "Smokin' Good" BBQ Ribs, Pork and Beef along with Southern style Catfish, 1/2lb Burgers, Wrap Sandwiches and a array of Nappetizers™ and entrée Salads.

"So far the Nap's Southern Grill concept has been a real success story here," said Ron Stanphill MWR director at NAS Lemoore. "Our Sailors seem to appreciate the variety of the menu, which features everything from ribs to sandwiches and entrée salads."

"Our customers wanted a sit-down facility, and we created just that," said Mike Pittman, NAS Lemoore Quality of Life director. "Once The Village is complete, they can sit down to dine, enjoy great food, play video games, dance, surf the Internet, have a cup of Starbucks® coffee and a lot more, all in one location."

"We're excited to bring the Nap's™ Southern Grill concept to the Sailors and their families," said John Doelling, head, Navy MWR's Food, Beverage and Entertainment section. "Using the branded concept, MWR is able to bring current industry trends to Navy installations while providing quality products and superior customer service at a reasonable price".

MWR began using brand name food service to update existing facilities in 1998. The decision to use branded concepts was based on feedback from Sailors who indicated a desire to have dining options similar to the private sector without leaving the base.

"Branding is a way for us to update and redesign some of our existing clubs, restaurants, catering/conference centers and recreation facilities into familiar, quick serve or casual dining restaurants and bars," Doelling said. "It's also a way we can increase sales and profits, which is important because the profits are used by the local MWR activity to help support other quality-of-life programs for our Sailors and their families."

Navy MWR's first branded concept, an A&W® All-American Restaurant™, opened August 24, 1998, in Pensacola, Fla., which is still in operation today. Other MWR branding

partners include Budweiser® Brew House, Freshens® Smoothies, YUM! Brands (KFC®, Long John Silver's™, Pizza Hut™), Noble Roman's®, Seattle's Best Coffee®, Starbucks® and the Orion Food Systems brands which include Mean Gene's Burgers®/Pizza, Hot Stuff Pizza®, Smash Hit Subs®, Cinnamon Street Bakery® and MacGregor's Market®.



**THREE MORE STARBUCKS BRANDED COFFEE...locations open.** Three Starbucks® Coffee locations have been recently added to MWR facilities in **Yokosuka, Japan, Norfolk, VA and Lemoore, CA.** MWR Yokosuka entered into a concessionaire agreement with Starbucks® Japan to offer coffee, espresso, latte and tea based drinks as well as pastries and sandwiches. This store is located on the ground floor of the MWR Administration building. Naval Station Norfolk added a “We Proudly Brew” Starbucks® location in the newly renovated W-143 Civilian Cafeteria to complement MWR’s breakfast and lunch offerings. Naval Air Station Lemoore added a “We Proudly Brew” Starbucks® location as part of the unveiling of Phase II of The Village Complex which also is the home of the Nap’s™ Southern Grill, Recreation Center and The Village Scoop Ice Cream Parlor/Coffee Shop. If you would like more information on Starbucks®, please contact Marlin Ruhl.



## Behind the Bar

### Coors to Roll Out Second Low-Carb Beer, Coors Edge Will Only Be Sold in Texas

Coors Brewing Co. is rolling out Coors Edge in June, a new low-carb brew, in the Dallas-Fort Worth area, a company spokeswoman said. The introduction follows the national rollout in May of its other low-carb offering, Aspen Edge. The brewer is making the move as it grapples with sales declines of its flagship brand, Coors Light, in Texas and nationwide.

*Source: AdAge.com, 5/6/2004*

### Corona Steps on Heineken's Turf

Trying to find new drinkers to boost slowing growth of Corona Extra, the brew's marketer for the eastern and southern U.S. is launching its first major promotion aimed at African Americans. While Corona lapped Heineken years ago to become the No. 1 import, the Dutch beer in the green bottle still has an edge in the African-American market, said Don Mann, general manager of Modelo brand marketing group at Gambrinus Co. To try to build

its position, Gambrinus is teaming with urban radio stations in 12 cities to promote and host "white linen" parties at nightclubs from June 1 to July 31. The promotion is tagged "Smooth Out Your Summer Corona Style." Hip-Hop inflected radio ads- which feature rapping over steel drums and bass-broke last week.

**Source:** *Advertising Age*, 4/26/2004

### Tourist Path

Corona positions itself as synonymous with perfect Mexican beaches, Dos Equis as the sexy side of Mexico. Now Barton Beers is touting its Pacifico brand as the embodiment of a more authentic side of Mexico. One of three print executions in May magazines shows a Jeep carrying surfboards and taking a dirt road toward a beach. Copy reads, "Keep going until the English is gone." In another ad, a couple stands by a hut on a beach, their clothes hung on a line; copy asks, "Why shout tourist when you can whisper it?" The \$1 million effort includes outdoor ads. Pacifico shipped 285,000 barrels last year, up 12 percent from 2002. That's dwarfed by category leader Corona Extra, also imported by Barton, which shipped 7 million barrels, up 2.3 percent.

**Source:** *Adweek*, 4/26/2004

### Low-Carb Beer Fuels Coors Earnings Jump



Adolph Coors Cos., the third-biggest U.S. brewer, said today that first-quarter earnings jumped sixfold, boosted by demand for its new low-carbohydrate Aspen Edge beer. Net income climbed to \$4.8 million or 13 cents a share, from \$0.8 million, or 2 cents, a year earlier, the Golden-based company said in a statement. Sales in the period ended March 28 increased 12 percent to \$923.5 million, benefiting from the falling U.S. dollar. Chief Executive Leo Kiely, 57, introduced Aspen Edge in March to take sales from Anheuser-Busch Cos.' Michelob Ultra and Miller Brewing Co.'s Miller Lite. The move helped U.S. profit rise 18 percent.

**Source:** *Bloomberg News*, 4/23/2004

### Fund-raising Begins for Pentagon Nine Eleven Memorial

The beer giant Anheuser-Busch has become the first company to contribute to a fund-raising drive for a September eleventh memorial at the Pentagon. Organizers today announced the company has donated one million dollars, helping to launch a 30-million dollar campaign. The two-acre memorial will cost an estimated 17 million dollars to build, and more money is needed to establish an endowment for its maintenance. The project is being financed with private donations. Organizers hope to open the memorial in the fall of 2006. It'll be near the spot where terrorists crashed a hijacked airliner into the Pentagon on Nine-Eleven. Contributions to the Pentagon Memorial Fund may be made online at [www.pentagonmemorial.net](http://www.pentagonmemorial.net) or by calling 1-800-929-4911.

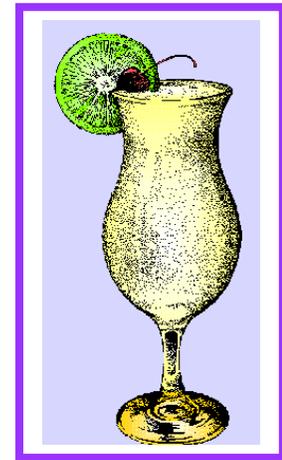
**Source:** *Associated Press*, 4/22/2004

## Summer Drinks

Summertime is here and the heat is on. It's a time to kick back after enjoying an afternoon in the sun with a tall cool drink. Tropical and fruit drinks are always popular but coffee flavored drinks are also making their way into the foray. Rich's® Bahama Blast concentrates provide flavorful bases with which to create your summer drink menu.

If your creative juices just are not flowing don't worry you can go to their web site ([www.bahamablast.com](http://www.bahamablast.com)) to search their extensive drink recipe data base for your recipes. They have both alcoholic and non-alcoholic recipes for you to use. Here is just a sampling of some of the recipes listed on their web site.

All of these recipes make a 12-ounce drink.



### Alcoholic Beverages

#### Mocha Loco

- 4 oz. Bahama Blast Mochaccino
- 1 oz. Coconut Rum
- ½ oz. Meyers Rum
- ½ oz. White Crème de Cocoa
- 1 cup of Ice – Blend

#### Southern Mud

- 4 oz. Bahama Blast Mochaccino
- ¾ oz. Southern Comfort
- ¾ oz. Kahlua
- 1 cup of Ice – Blend

#### Berry Blaster

- 4 oz. Bahama Blast Berry Blast Concentrate
- 1 ¼ oz. Vodka
- 1 cup of Ice – Blend

#### Cozy Colada

- 4 oz. Bahama Blast Pina Colada Drink Mix
- 1 ¼ oz. Frangelico
- 1 cup of Ice – Blend

### Non-alcoholic Beverages

#### Triple Berry Cheesecake

- 4 oz. Bahama Blast Berry Blast Concentrate
- 1 Tbsp. Cream Cheese
- 1 Tbsp. Graham Cracker Crumbs
- 1 cup of Ice – Blend

#### Citrus Surf

- 3 oz. Bahama Blast Orange Crème Concentrate
- 2 oz. Bahama Blast Pina Colada Drink Mix
- 1 cup of Ice – Blend

#### Savanna Sunrise Smoothie

- 3 oz. Bahama Blast Strawberry Concentrate
- 2 oz. Bahama Blast Peach Concentrate
- 1 cup of Ice – Blend

*Source: Web site [www.bahamablast.com](http://www.bahamablast.com)*



## Bar Tidbits

- ◆ Old U.S. laws required that alcohol containers be concealed in public by being placed in paper bags or “packages” by liquor stores. This gave us the name “package stores” that sell “package goods”.
- ◆ The actual term for fear of alcohol is “methyphobia”.
- ◆ In ancient Rome a piece of toasted bread was dropped into wine to wish one good health – which is how we obtained our term for a “toast”.

### Little Known Beer Facts

#### Adolph Coors Co.

Coors introduced refrigerated handling and the accompanying product marketing in 1959.

#### Anheuser-Busch Inc.

Budweiser is the second - largest selling beer in Ireland.

#### Latrobe Brewing Co.

Speculation as to the brand's name origin includes the following: there are **33** words in the Rolling Rock Pledge; Prohibition was repealed in 1933; and Latrobe Brewing has 33 different recipes for beer - Rolling Rock is number **33**.

#### Labatt

When prohibition was repealed in Ontario in 1926, just 15 breweries remained and only Labatt retained its original management. This resulted in a strengthened industry position.

#### Miller Brewing Company

Miller owns and produces more than 50 brands of beer.

#### Warstiner Importers USA

Premium Verum is pilsner style brewed according to German Purity Law of 1516

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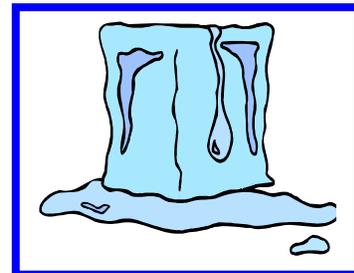
## Ice Usage

Here are a few numbers to keep handy next time you need to quickly calculate how much ice you're going to need per person depending on your operation.

**Quick Service Restaurant** - .9 lb. per customer

**Full Service Restaurant** - 1.7 lb. per customer

**Bars & Lounges** - 3 lb. per customer



## Spot Light...

The MWR folks at Sasebo were pleased to share with us their little twist in executing Navy Ball. Read on to find out more...

### Navy Ball 2003 at COMFLTACT Sasebo

By Frank A. DeSilva, Public Affairs Specialist, MWR Sasebo

Sasebo Navy Ball Project Officer Commander Pat Smith was determined to do something different. The old, traditional Navy Ball format where guests sit around nicely decorated tables, listen to a speech or two then depart right after dinner and a drink or two was, in Smith's view, pretty boring stuff.

So when the commander paid a visit to Sasebo Harbor View Club Manager Kevin Dugan early last year and asked for advice, he was accommodated.

Mr. Dugan suggested they take over the entire multi-room club and transform it into an international dining experience. Rather than settle for the traditional banquet style dinner in the main ballroom, each room of the club would focus on the cuisine of a specific country. Guests could walk from on themed room to another throughout the club and enjoy a great selection of fine international food and entertainment.

Commander Smith, fascinate with the idea, got approval up the chain and soon he and Dugan were making plans for the big event in November.

Teaming up with assistant club manager Charles Yost and Sasebo MWR Marketing Director Allison Foo, the group set about to create a truly international menu set in specially designed theme rooms with appropriate décor.

It was a huge undertaking, but Mr. Dugan and his team were determined, with the support of volunteers from MWR interns, MWR staff and the Seabees they were able to support the event.

When the doors finally opened Navy Ball guests entered to find that The Tavern Lounge, located immediately to the left as you enter the club, was transformed into Little Mexico. Hosted by enlisted club manager Efrain Gracia, the quaint little slice of Mexico featured treats from south of the border such as beef and chicken fajitas, pinwheel quesadillas, mini tamales, chips, salsa and an exceptionally delectable pico de gallo.

Just a few steps away guests noticed the Harbor Café was suddenly the Paris Café, filled with a great selection of international cheeses, fondues, baked Brie and a tasty assortment of specialty crackers. A stunning visual rendition of the Eiffel Tower helped put everyone in the mood.

Exiting the Paris Café guests found themselves deep inside Napa Valley vineyards where many fine wines were readily available as they gazed at the impressive paintings and props reminiscent of historic Napa Valley.

Just up ahead was the famous Manhattan Martini Bar with a breathtaking view of the New York skyline including the twin towers, least we forget, where on could order on of six different martinis.



Just past the Manhattan Martini Bar was the main dining room, magically transformed into Bubba Gump's Fish Market featuring all you can eat southern style peel and eat shrimp, bacon wrapped scallops, oysters Rockefeller and lobster croquettes.

After a quick stroll down the walkway guests discovered the popular Sushi Bar and lined up for smoked salmon, cream cheese, California rolls and Nigiri Sushi with poached shrimp.



Guests could then stroll down another walkway to Monte Carlo, formerly the club's slot room, where carving stations served up slow roasted pork loin, whole turkey, ham, roast beef, various rolls, condiments and assorted fruit.

Up ahead guests experienced Little Italy that featured a build your own pasta station. The large menu featured fresh herbs, meatballs, sausage, peppers, onions, mushrooms, olives,

fresh garlic plus a fine selection of pasta and sauces.

Guests exited Little Italy only to find themselves in China Town, formerly the CPO lounge. Here they could enjoy Asian delights such as fried shrimp tempura, egg rolls, gyoza, steamed rolls, yakitori and fried rice to name a few.

All locations featured a huge selection of fresh baked cookies, petite fours and non-alcoholic beverages. Four bars were available throughout the club for our 350+ guests who brought along a designated driver or who made reservations to stay on base overnight.



Shortly after the festivities began Sasebo Commanding Officer Captain M.L. James welcomed guests and introduced the guest speaker for the evening, VADM R.F. Willard who gave a motivating speech. The opening ceremony was broadcast to all rooms via a closed circuit television system, allowing guests away from the main ballroom to be part of the extravagant event.

Mr. Dugan received countless compliments for weeks after the event, a testament to his unwavering commitment to quality and service.

Dugan and his staff of professionals gave Navy members and their guests an evening they will not soon forget. The only question is what fantastic idea will Dugan and company have in store for next year?



**Sasebo also shared this additional article about the opening of Puck's Café.**

## Pucks at Sasebo

By Frank A. DeSilva, Public Affairs Specialist, MWR Sasebo

The former Officers' Lounge in the Sasebo, Japan Harbor View Club was recently converted into Harbor Café, an all hands facility similar to the Starbucks® Coffee House concept with one major exception - they only serve the famous Wolfgang Puck's line of gourmet coffee and food products.



Sasebo MWR Director Scott Poluhowich says the new facility, sporting a distinctive European sidewalk café theme, was designed and fitted completely in house with help from Marketing Director Allison Foo and Facilities Division master carpenters Tim Lords, Yoji Yoshimura and Yoshihiro Tokiwa. The beautifully appointed Harbor Café has already proved to be extremely popular with early morning, lunch and

evening patrons.

Puck's, world renown for Master Chef Wolfgang Puck, owner of Spagos Restaurant, created its unique brand of gourmet coffee. The company operates stores in major cities around the U.S. Harbor View Club Manager Kevin Dugan says they were lucky to have the Puck's top quality brand in Sasebo.

"We serve gourmet coffee, fresh baked breakfast pastries, cold sandwiches for lunch, salads, soft drinks, cookies and desserts," Dugan said.

"It's an operation where you can 'grab and go' or a place where you can sit back, relax, maybe read a book, play chess or some other board game that we have available for our customers to just enjoy the ambience we've created here.

"We also offer a variety of specialty desserts such as chocolate mousse, tiramisu cake, caramel apple and California lemon tortes, carrot cake, key lime pie, fudge cake and many other delicious dessert items to go along with the Puck's famous brand of gourmet coffees," he said.

Other morning offerings include assorted muffins, Danish pastries, bagels, cinnamon rolls, crumb cakes, fresh whole fruit and more.

Customers can also buy Otis Spunkmeyer gourmet cookies, either individually, by the dozen or in tins.

For lunch, the new facility serves up pre-wrapped gourmet sandwiches, special signature salads, assorted potato chips and fresh-baked Otis Spunkmeyer cookies.

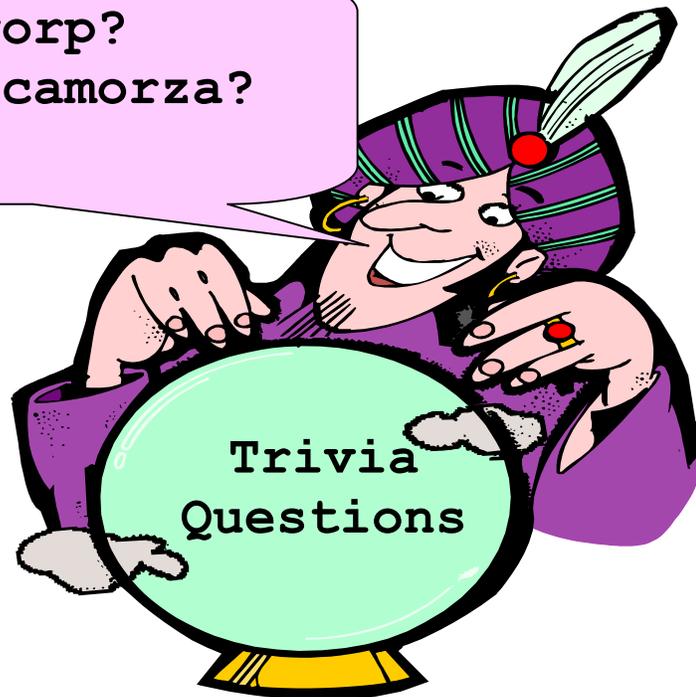
"The Harbor Café is a hit with our customers," Dugan says proudly. The new Harbor Café is open from 6 a.m. to 9 p.m. Monday through Friday and from 7 a.m. to 9 p.m. Saturday and Sunday.

"It's turning out to be a great place to hang out and relax. It's every bit as popular as we thought it would be.

"We will never lose focus of our primary responsibility, serving great food with great hospitality seven days a week," Dugan said. "Our customers deserve nothing less."



1. What is gorp?
2. What is scamorza?



## Combo Meals are Getting Healthy

With the influence of the low-carb craze the major QSR are changing their combo meal offerings. Side salads, small baked potatoes and bottle water are the now the options to customize their combo meals. McDonald's has launched an adult "Happy Meal" with a choice of four salads and bottled water. During the initial launch they were even including a pedometer along with exercise related materials.

What are you offering your customers who are on a low-carb diet? Small salads with fat-free dressing options, steamed vegetables, small plain baked potatoes, crunchy fresh vegetable relishes are just some of your options you could offer. If you have a full-service kitchen more complex scratch entrée's, salads or side dishes could be made available.

### Top Five Most-Menued Appetizers

1. Chicken Strips/Fingers/Tenders
2. Onion Rings
3. Fruit Cup
4. Shrimp Cocktail
5. Cheese & Crackers

### Top Five Strongest- Selling Appetizers

1. Chicken Wings
2. Chicken Strips/Fingers/Tenders
3. Spinach/Spinach-Artichoke Dip
4. Grilled Shrimp
5. Quesadillas

*Source: R&I Menu May/June 2004*

## Dip, Dip, Dippity Do (Dunk)!

No, we're not talking about hair setting gel from the 60's but the food-dipping craze going on. (Oops! I'm showing my age now or maybe a gray hair or two.) All kidding aside, food dipping or dunking has been around forever but now food dipping is hot & taking center stage in snacking.

Food retail manufacturers and some quick service restaurants are jumping on the bandwagon by developing and/or serving more dippable foods. Typically the target marketing of dippable items are kids ages 4 to 12. With more snacking going on in our lives today verses traditional sit-down meals, dipping items fit the quick snacking niche. Adults and kids like dipping/dunking foods in ketchup, sauces & dressings, fruit sauces and chocolate.



Chicken nuggets are the first things that come to mind as a children's menu item that is dunkable. Bags of baby carrots with ranch dressing, apple slices with caramel dip are just a couple of new items that being offered in kid's meals packages. Foodservice manufacturers have been making funny face shaped foods for the last couple of years, again targeting kids food to be fun. Plus they can dunk the item in ketchup or ranch dressing. You can bet your bottom dollar that they will be developing more items in the next year.

With the talk of nutrition in the headlines it will be a challenge for the dipping foods not to become involved in the spotlight. One food nutritionist feels food shouldn't be fun and that the sauces add empty calories to the diet. If the kids are always dunking, they will not how to properly use a knife and fork. The reverse argument to this is that it's one way to get kids to eat more vegetables and fruits.

The kids feel they have control over their food by deciding how spicy and/or how much or little sauce they put on the item when they dunk it.

Maybe it's time to start thinking about what other kinds of dipping foods and sauces you can add to your menu. Here are just a few dipping items to get you started – chicken tenders, fish bites, corn dog nuggets, corn nuggets, raw vegetable relishes, mini eggrolls, fried vegetables of mushrooms, zucchini & cauliflower, mini cocktail franks, potstickers, mini quesadillas, onion rings, cheese sticks, calamari, coconut fried shrimp, pretzel bites, buffalo wings and tater tots. You can add excitement and be very creative with the types of sauces to serve with your dippers. There are always the traditional sauces of ketchup, spicy mustard, ranch dressing, blue cheese dressing, honey mustard dressing, sweet & sour sauce, barbecue sauce, tartar sauce, marinara sauce, salsa, guacamole and horseradish sour cream. Why not create a unique sauce or salsa to go with your dipper like a Parmesan Caesar dressing, a creamy jalapeno lime sauce, a smoky jalapeno cheese sauce, a coconut-curry peanut sauce, a coconut-pineapple salsa, mango salsa, pineapple-mango salsa, Wasabi creme sauce or even a spicy hummus.

What will you be offering on your menu to satisfy your customers snack attack cravings?

# Vanilla Prices Soar

We're aware of the soaring gas prices at the pump each time we fill-up our cars, SUV's and trucks. In addition, over the last three years vanilla prices have also risen considerably. The average person may not be aware except when they purchase some vanilla for their holiday baking. But as a foodservice operator you notice the price increase because of your purchasing & inventory controls.

We can at least identify why the price of vanilla has been rising over the last few years. The price increases are due poor weather conditions in the predominate growing areas where vanilla is grown –Madagascar, Indonesia and Mexico. Madagascar experienced cyclones in April 2000, which destroyed about a third of the vanilla vines. Serious floods in Mexico affected their production.

There are four primary growing areas for vanilla beans – Madagascar, Indonesia, Mexico and Tahiti. Madagascar and Indonesia grow approximately 90% of the worlds' crop. Uganda and India also produce vanilla but not in any significant quantities. Each of the vanillas from these regions has different quality & flavor characteristics. Madagascar Bourbon vanilla refers to the vanilla grown on the Bourbon Islands that consist of Madagascar, Comoro, Seychelle and Reunion.

In addition to the poor weather the growing areas have experienced, it is labor intensive to cultivate the vanilla beans. The flowers must be pollinated by hand and the resulting beans are also harvested by hand.

The forecast for the price of vanilla is that it will remain high until the end of the year. (Look for ice cream prices to increase due to the price of vanilla as well as the price of milk. For those who like chocolate ice cream don't feel left out, the price will increase for you too – chocolate prices are high as well.)



## NiteLife Military Entertainment, Inc.

has entered into a new Nonappropriated Fund Purchasing Agreement from 14 June 04 through 13 June 06. This is great for those bases that use them. Those who are considering having disc jockey entertainment services, equipment, music, videos or other entertainment & promotion activity the work is done for you. For more details please contact: [mike.miller@persnet.navy.mil](mailto:mike.miller@persnet.navy.mil) or call 901-874-6652.

# Food Allergies

Many folks suffer from food allergies; you may even be one of them. There are up to 165 food substances that can cause an allergic reaction but about 90% are triggered by contact with the "Big Eight". These are the ones most often associated with causing a reaction. By educating your staff (both back-of-the-house & front-of-the-house) you can provide an extra level in your service & you have the opportunity to prevent a trip to the emergency room for your customer or in fact save their lives.

It is the chef's responsibility to spell out the ingredients on the menu but sometimes an item like a nut oil or shellfish may slip through. As part of the team, the servers should know what the "Big Eight" items are and can identify if any of those are in your menu items if your customers have any questions. The "Big Eight" items are nuts, peanuts, milk, wheat, eggs, fish, crustaceans and soybeans. A catch phrase to help the staff remember the items - "Never prepare menus without explaining food components to servers". Post the list where the servers can easily see it during work, put it in their training manual, review it during pre-service meetings, and make it a part of your training exams. The more your staff becomes aware of all the ingredients in your menu items, the better service they can provide to the customer.

Another helpful item is to have a handout of the dinner specials listing the price, the POS keys, and a check off list of the "Big Eight" items if they are used in the menu item and add a suggested wine to complement the entrée. This will help keep the servers attention during the pre-service meeting instead of scribbling notes about the special. This sheet can even be posted back in the service area as a reminder.

It is said that knowledge is power let's pass on some of that power to our staff. Just imagine how much better our operations could be. For more information about food allergies visit [www.foodallergy.org](http://www.foodallergy.org).



## Food Tidbits

The water chestnut is not a nut; it is an edible portion of a plant root known as a corm. (This item is safe from allergies of nuts.)

Become a contributing writer or a mystery writer...If you have any ideas or new programs you would like to share with other MWR F&B folks in the "Chefs Corner", please send your articles to [p655f4@persnet.navy.mil](mailto:p655f4@persnet.navy.mil).

# Marketing Ideas

## BYO Baby Movie Time

Some of the major movie chains around the country are offering a special morning matinee for parents with babies up to the age of 2 years. Typically parents without a baby sitter don't go to the movies because of the baby crying and fussing.

The movie theaters have found a new market to tap. They offer a special morning matinee one-day a week to have mom's & dad's show up with the baby to watch the movie. Currently the age for the baby is up to the age of 2 years.

The baby can be controlled fairly easy up to this age limit. Once they reach toddler years they cannot sit that long and like to run around too much. With the age limit it also frees up the movie theater to show a broader spectrum of movies.

Concessions are open for soda and popcorn sales. The theater provides a changing table in the back of the theater along with baby wipes and lotion. Lights are dimmed but not turned all the way down so parents can see to take care of their child.



## Mobile Marketing Idea

It's tough coming up with a new ways to promote your MWR programs or special events.



You don't have to look too far for this vehicle. Yes, I said vehicle...using your golf course carts. It's a moving marketing campaign that you can hit the base during lunchtime at different locations. Why not decorate them to advertise your upcoming special event?

July 4<sup>th</sup> Picnic & Fireworks: decorate with red, white & blue, driver to wear a large patriotic clothing, hand out key chains or wrapped hot dogs or ice cream sandwiches.

Circus coming to town: decorate with balloons, clown costume driver and hand out boxes of animal crackers.

Luau: decorate like a grass hut with Polynesian music, driver wearing a Hawaiian shirt & lei. Halloween party:

decorate like a hurst & have a mummy driving. Thanksgiving: decorate as a turkey announcing your special brunch. Christmas tree lighting ceremony or Breakfast with Santa: decorate with garland and plastic ornaments, battery powered holiday lights, and hand out candy canes.

# Catering

## Popular Wedding Months

Traditionally in the catering business when you spoke about wedding business, you thought of the June. Well, move over June because August is now the most popular month to hold a wedding. (Last year there had been a tie with June & September being the most popular.) The number of weekends in the month along with the long Labor Day weekend makes it a popular month to have a wedding. The other months in descending order are October, June and September.

## Creative Flair with Flavored Syrups

Today, everyone is looking for flavor in the food and beverages they're ordering. It's even more challenging when folks are looking for sugar-free items so they can stay on their diets. Who would want to turn down a little ice cream with sugar-free chocolate sauce? Torani® offers both regular & sugar-free (made with Splenda®) syrups and sauces. Their web site ([www.torani.com](http://www.torani.com)) features a recipe database that catering and bar operations should find helpful for developing new beverage options or promotions. There are some unique punch recipes that catering operations might want to try at their next change of command or wedding reception using a combination of flavored syrups.

## Training Thoughts & Points to Ponder

### Training Notes

Here's an idea to use the next time you need to use a flipchart during a presentation. Write out your pages, then post them around the room & tape up the bottom half to hide the material. This allows you to walk around the room to reveal each page during your presentation.

### Telephone Messages

Today we conduct much of our business by telephone or cell phones and leaving voice messages have become the norm. When leaving your number during your message, say it slowly, twice – once at the beginning and again at the end. (Saying it slowly allows the person to write the number down and to double check it again for accuracy before you sign off.) Do this even if the person knows your number. They may be away from their desk and not carrying your number with them.

## Is Grandma A Part of Your Service Team?

With so many common phrases today we say to our customers, are we being polite? A simple way to check is adding the word "Grandma" to the end of the phrase. (I.e. Look, I'll be right with you, Grandma. It's not our policy, Grandma.) If you don't think that your grandma would like to hear that, then why would you say it to your customer? This simple test can help eliminate words & phrases that might unknowingly be a turn-off for your customer.

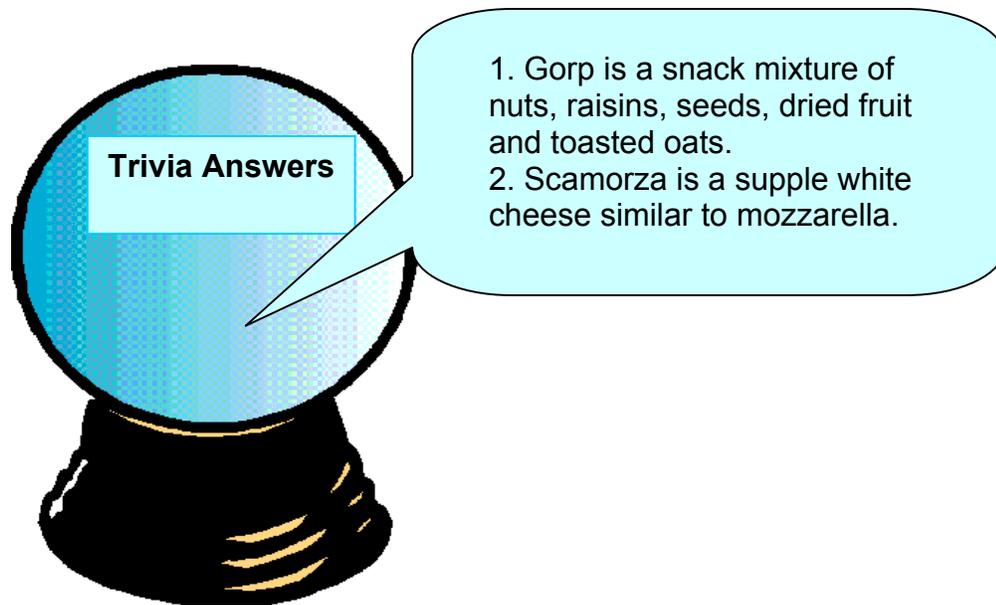


## A Twist on "Get Out of Jail"

You might recall from playing the Monopoly game there was the coveted card of "Get Out of Jail" Free. That you would even negotiate with a fellow player to buy their card from them so you could make your escape quicker.

Here is a twist on that card that may become a part of your employee incentive program. Print up the card with a prisoner and the words "Get Out of Jail Free" only have a line through the word jail. Underneath place the word or words meeting, project or work. If they decide on a meeting, it would allow them to bow out of a meeting they aren't really needed for. If they decide on work, then they could get out of work early on three (3) Fridays during the summer months. If the project was selected, then they could forgo working on a project that didn't interest them so they could work on another engaging project.

When using this type of incentive program management must believe in the staff and trust that they will choose wisely and be responsible for their timelines and tasks.



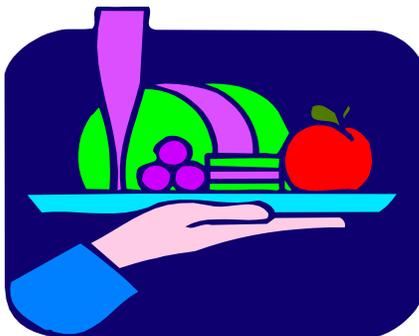
## Conferences & Seminars

### Hawaii Lodging, Hospitality & Foodservice Expo

July 14-15  
Blaisdell Center  
Honolulu, HI  
POC: Douglas Trade Shows  
800-525-5275  
www.douglastradeshows.com

### ACF National Convention

July 16-20  
Orlando World Center Marriott  
Orlando, FL  
POC: ACF National Office  
800-624-9458  
www.acfchefs.org



### National Association of Catering Executives – Educational Conference

July 18-21, 2004  
Sheraton San Diego Hotel and Marina -  
San Diego, California  
619-291-2900  
For information: www.nace.net/

### Louisiana Foodservice Expo

July 31- Aug 2  
Ernest N. Morial Convention Center  
New Orleans, LA  
POC: Sandy riddle  
504-454-2277  
www.lra.org

### MWR Expo 2004

Aug. 25-26, 2004  
Denver, CO  
POC: Sari Jill Schneider at IMCEA  
Email: Sarischneider@imcea.com

### Western Foodservice & Hospitality EXPO

Aug. 28-30, 2004  
Los Angeles Convention Center  
Los Angeles, CA  
POC: Reed Exhibitions  
203-840-5314  
www.westernfoodexpola.com

### Chicago Pizza Expo

Aug. 31 – Sep. 1  
Navy Pier  
Chicago, IL  
POC: Pizza Today  
www.pizzaexpo.com

### Tennessee Hospitality Alliance Exposition

Sep. 8-9, 2004  
Gaylord Opryland Resort & Convention  
Center  
Nashville, TN  
POC: Sandi Goad  
615-771-7056  
www.thetra.com



**Florida International Restaurant and Hotel Expo**

Sep. 10-12  
Orange County Convention Center  
Orlando, FL  
POC: Jay Driscoll  
203-840-5443  
www.fraexpo.com

**Beverage Expo 2004**

Sep. 29 – Oct. 1  
Tampa Convention Center  
Tampa, FL  
703-934-4714  
www.beveexpo.com

**Mid-Atlantic Food, Beverage & Lodging Expo**

Oct. 20-21, 2004  
Maryland State Fairgrounds  
Timonium, MD  
POC: Kitty Whittington  
410-290-6800 / 800-874-1313  
www.midatlanticexpo.com

**San Francisco Restaurant Show**

Nov. 5-7, 2004  
San Francisco, CA  
POC: Allen Middleton  
877-674-8241  
inquiry@internationalrestaurantsf.com



## “New” Products

The makers of **Crystal Light®** have packaged three of their beverage powders into portion size foil lined tubes called “Crystal Light® On the Go”. The tubes are designed to flavor a 20-ounce bottled water. Lemonade, Raspberry Ice and Peach Tea are the three flavors being packaged in the tube, with 30 tubes per display carton. Currently only foodservice distributors are carrying the product. Suggested retail is 35¢ each or 3 for \$1. This is a great way to expand your beverage offerings without any extra refrigeration. Fitness centers/gyms, golf courses, youth centers, single sailor centers, snack bars and even catering can benefit from this new product and convenient packaging.

Off-premise transporting and holding food has a new look courtesy of **Cambro**. They have now designed an electric Camtherm Cart. It is designed to either be a hot or cold holding & transporting cart at the flip of a switch. You determine how the cart is to be used. For more information contact Cambro at 800-854-7631 or visit their web site at [www.cambro.com](http://www.cambro.com).



National Baked Bean Month  
 (www.americanbean.org)  
 National Bison Month  
 (www.bisoncentral.com)  
 National Culinary Arts Month  
 (www.acfchefs.com)  
 National Hot Dog Month  
 (www.hot-dog.org)  
 National Ice Cream Month  
 National Parks & Recreation Month  
 (www.nrpa.org)  
 National Tennis Month  
 Dog Days of Summer (July 3-Aug. 11)  
 Tour De France (July 3-25)

3<sup>rd</sup> Week: Lyme Disease Awareness Week  
 4<sup>th</sup> Week: National Salad Week  
 (July 25- 31)

July 1 - Hershey Kisses First Made (1907)  
 July 1 - Halfway Point of 2004  
 July 3 - Stay Out of the Sun Day  
 July 4 - Firecracker Day /  
 US Independence Day  
 July 5 - US Independence Day – Federal  
 Holiday

July 6 - National Fried Chicken Day  
 July 7 - National Strawberry Sundae Day  
 July 9 - National Sugar Cookie Day  
 July 10 - National Pina Colada Day  
 July 11- National Swimming Pool Day  
 July 13 - International Puzzle Day  
 July 13 - National French Fries Day  
 July 18 - National Ice Cream Day  
 July 20 - National Lollipop Day  
 July 21 - National Junk Food Day  
 July 23 - Ice Cream Cone Day  
 July 24 - Coffee Day  
 July 26 - US Dept. of Defense Created  
 (1947)  
 July 28 - Bagelfest  
 (www.mattoonillinois.org)  
 July 28 - Hamburger Day  
 July 28 - National Drive-Thru Day  
 July 29 - National Lasagna Day  
 July 30 - Henry Ford's Birthday (1863)  
 July 30 - National Cheesecake Day  
 July 30 - US Navy WAVES established,  
 1942  
 July 31 - All American Soap Box Derby





Brownies at Brunch  
 Family Eye Care Month  
 Family Fun Month  
 (www.FamilyFun.com)  
 Peach Month  
 National Back to School Month  
 National Immunization Awareness Month  
 National Golf Month  
 National Catfish Month  
 Romance Awareness Month

2<sup>nd</sup> Week: National Apple Week  
 Elvis Week (7-16) (www.elvis.com)  
 National Smile Week  
 3<sup>rd</sup> Week: National Reduce Clutter Week  
 (15-21) (www.cluttermaid.com)

Aug. 1 - MTV debuted in 1981  
 Aug. 2 - Friendship Day  
 Aug. 2 - National Ice Cream Sandwich  
 Day  
 Aug. 3 - National Night Out  
 (www.natw.org)  
 Aug. 5 - National Waffle Day

Aug. 6 - Halfway Point of Summer  
 Aug. 6 - National Pamper Yourself Day  
 Aug. 10 - National Garage Sale Day  
 Aug. 10 - National Rice Pudding Day  
 Aug. 10 - National S'mores Day  
 Aug. 11 - Play in the Sand Day  
 Aug. 12 - Vinyl Record Day  
 Aug. 13 - Games of the XXVII Olympiad  
 (13-29) Athens, Greece  
 (www.athens2004.com)  
 Aug. 13 - International Left-Hander's Day  
 Aug. 13 - Alfred Hitchcock's Birthday  
 (1899)  
 Aug. 17 - Sandcastle Day  
 Aug. 18 - Wizard of Oz premiered in 1939  
 Aug. 19 - National Aviation Day  
 Aug. 24 - National Peach Pie Day  
 Aug. 24 - Single Parent Family Day  
 Aug. 25 - National Banana Split Day  
 Aug. 29 - More Herbs, Less Salt Day  
 Aug. 30 - National Toasted Marshmallow  
 Day  
 Aug. 31 - National Trail Mix Day





Backpack Safety America Month  
 (www.backpacksafe.com)  
 Back to School Time  
 Baby Safe Month  
 Children's Eye Health & Safety Month  
 Children's Good Manners Month  
 Emergency Care Month  
 National Biscuit Month  
 National Chicken Month  
 National Cholesterol Education &  
 Awareness Month (www.nhlbi.nih.gov)  
 National Courtesy Month  
 National Honey Month (www.honey.com)  
 National Little League Month  
 National Potato Month  
 (www.capecodchips.com)  
 National Rice Month (www.usarice.com)  
 Read-A-New Book Month  
 Sea Cadet Month (www.seacadets.org)  
 Self Improvement Month  
 Update Your Resume Month  
 Youth Month

1<sup>st</sup> Week: Letters From Mom Week  
 National Waffle Week (Sept. 5-11)  
 (www.waffleweek.com)  
 2<sup>nd</sup> Week: Biscuits & Gravy Week  
 Improve Your Home Office Week  
 National 5-A-Day Week  
 (www.5aday.com)  
 3<sup>rd</sup> Week: National Dog Week (19-25)  
 National Child Care Week  
 National Courtesy Week

4<sup>th</sup> Week: National Food Service Workers  
 Week  
 National Roller Skating Week  
 National Singles Week

Sept. 4 - Cook a Great Meal Day  
 Sept. 5 - National Cheese Pizza Day  
 Sept. 6 - Labor Day (Federal Holiday)  
 Sept. 10 - Hot Dog Day  
 Sept. 11 - 3<sup>rd</sup> Anniversary of Terrorist  
 Attack on America  
 Sept. 12 - National Grandparents Day  
 Sept. 13 - Fortune Cookie Day  
 Sept. 13 - Helicopter Day  
 Sept. 13 - International Chocolate Day  
 Sept. 14 - Celebrate Pregnant Women Day  
 (www.beforebaby.com)  
 Sept. 15 - National Crème de Menthe Day  
 Sept. 17 - National Apple Dumpling Day  
 Sept. 18 - US Air Force Established (1947)  
 Sept. 19 - Talk Like a Pirate Day  
 Sept. 21 - Miniature Golf Day  
 Sept. 21 - National Pecan Cookie Day  
 Sept. 22 - Ice Cream Cone: Birthday  
 (1903)  
 Sept. 25 - Family Health & Fitness Day  
 USA  
 Sept. 25 - National One-Hit Wonder Day  
 Sept. 28 - National Strawberry Cream Pie  
 Day  
 Sept. 30 - National Mulled Cider Day

## Rosemary

Instead of writing on a fruit or vegetable or even a crustacean, I thought an article on an herb would be a nice change. With the emphasis is on healthy menu offerings and people looking for more flavors, doing an article on an herb seemed to be the right up the alley or should we say around the herb garden. Granted there are many herbs we could feature but I thought rosemary would be the lucky one this time around.

Everyone has heard of rosemary. Even Simon & Garfunkel sang about it in one of their songs "...parsley, sage, rosemary & thyme". Have you ever seen it or even tried it? Well, I think you would be surprised to find out some of its folklore, history and uses.

- It's Latin name means "dew of the sea".
- Part of the mint family. This evergreen shrub native to the Mediterranean coast but grown around the world today. There are 2 varieties – one that grows tall sometimes up to 6 feet in height & the other that is a low creeping bush. Both varieties can be used in any application (cooking, perfumery, medicinal and ornamental).
- It's a hardy herb with a piney scent and flavor. Prefers growing in a sunny dry climate. It typically doesn't survive northern winters, so annuals are grown instead. Plants can be started from seed and cuttings. Plants started from seeds however are hardier than from cuttings.
- The flavor is stronger when fresh than when dried.
- Strip leaves from the stems for use & use sparingly.
- Crushing the leaves is necessary to avoid pricking in your mouth. Use the crushed herb in soups, breads, eggs, stews, lamb, poultry, fish and vegetables.
- You can remove the leaves and use the stem like a skewer for kabobs.
- Throw the sprigs on the fire of an outdoor grill and have instant flavor.
- Currently it is popular to pair rosemary with citrus fruits for a unique flavor combination. Add a teaspoon of crushed leaves to lemon bars or cake for a new taste treat.
- Shakespeare wrote about rosemary in Hamlet, Prince of Denmark IV, v "There's rosemary, that's for remembrance. Pray you, love, remember".
- Rosemary is a symbol of remembrance. Mourners used to drop sprigs of the herb onto the coffin as a promise not to forget the person.
- It is also traditional gift for a loved one. In Tudor times it was woven within the brides wreath to remind the happy couple not to forget their vows.
- At Christmas it is called "Holy Herb".
- When made as a rinse for dark hair, it increases shine and helps to reduce dandruff.
- Studies have shown the essential oil it as a stimulant for the nervous system. Just a few drops in bath water can restore energy levels. The oil is also used as an antiseptic and anti-bacterial. It was often used as a remedy for upper respiratory ailments and colds. A brew of rosemary tea also provides some of these same results. It does raise blood pressure so it wise not to over indulge.
- It has also been associated with improving memory.



## Commodity Outlook

Here is an update on the commodity market at this time.

**Beef:** USDA to expanded BSE testing of U.S. cattle. Beef prices are likely to remain steady through July.

- ◆ **Ground Beef** – Prices are 10% over 2003
- ◆ **Beef Ribeye (choice)** – Prices 4% over 2003
- ◆ **Beef Strip Loins (choice)** – Prices are 16.5% over 2003
- ◆ **Beef Tenderloins (choice)** – Decrease of 9% over 2003

**Chicken:** Texas had another outbreak of Avian flu with a loss of 24,000 birds destroyed. Strong demand will keep the market prices high. (Prices most likely tied to the popularity of low-carb diets & warm weather for outside grilling.)

- ◆ **Wings (medium)** – Prices are 61% over 2003
- ◆ **Wings (jumbo cut)** – Prices are 41% over 2003
- ◆ **Boneless Skinless Breasts** – Prices are 45% higher than in 2003

**Pork:** Strong Canadian imports still coming into the market. Seasonal charts trend that the market prices should go down from late July to early September.

- ◆ **Baby Backribs (1.75 lb. & up)** – Prices are 48% higher than in 2003
- ◆ **Pork Tenderloins (1.25 lb.)** – Prices are 20.7% lower than in 2003

**Seafood:** Still waiting on the news about the shrimp tariff. If passed, this could mean lower supplies during the 2004 holiday season.

**Oils:** The grain market is volatile. Weather is a big player in this section of the market.

**Dairy:** Milk prices are up. Butter pricing will remain high due to restricted butter inventories and reduced production. Cheese markets are steady with adequate supplies.

**Tomato Products:** Inventories remain steady. Italian tomato production is to be 10% higher than the last two years.

**Green Beans:** Forecast is that crops will not meet anticipated goals. Limited supplies could persist.

**Peaches:** California peach production is expected to be 7% more than in 2003. Lower canned peaches may be coming this summer.

**Fresh Produce:** Prices fluctuating due to the changing of the harvest areas around the country and weather conditions.

## Contact Corner

Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

Food, Beverage & Entertainment Section

Head, Food, Beverage & Entertainment Section – John Doelling –

John.Doelling@persnet.navy.mil

Branded Concepts – Marlin Ruhl – Marlin.Ruhl@persnet.navy.mil

Executive Chef – Carol Day – Carol.Day@persnet.navy.mil

Food & Beverage Manager – Mike Miller – Mike.Miller@persnet.navy.mil



[www.Bartender.com](http://www.Bartender.com) – This web site features Bartender Magazine, e-newsletter, bar art and drink recipes.

[www.Barmedia.com](http://www.Barmedia.com) – This web site is by Robert Plotkin an industry leader in the bar business. The site also features drink recipes.

[www.pizzatoday.com](http://www.pizzatoday.com) – The on-line publication of what's going on in the pizza business.

[www.mozzco.com](http://www.mozzco.com) – Features American made mozzarella cheese also offers unique recipes.

## Market St. Grill, Parcheezi's & Other Quick Service Operations

Turn up the heat this summer with savory grilled items. Serve up Mesquite **Lime Chicken** either as a sandwich, salad or quick fajitas. This recipe gets its flavor from mesquite seasoning in the fresh lime juice marinade.

This next item uses rosemary as one of the herbs in this specially seasoned chicken breast in **Summertime Grilled Chicken Salad**.

For a unique summer salad try **Orange and Radish Salad with Cinnamon Vinaigrette**. This salad combines fresh baby spinach with oranges, radishes, almonds and citrus vinaigrette with cinnamon.

Don't limit yourself to BLT sandwiches in the summertime. **BLT pizza** is a terrific item to feature with summers' fresh lettuce and red ripe tomatoes.

## Consumer Trends: Looking at Low-Carb Diets

**NPD Group** surveyed a group of 11,000 Americans – Results were that Americans are still consuming carbohydrates regardless of what the low-card diets suggest. They found that only 25% of those on the diet had cut their carbohydrates.

**Opinion Dynamics Corp.** study found the following:

- ◆ 12% of the public follow low-carb diets, generally more popular with higher income individuals.
- ◆ 22% of the consumers had incomes over \$75K reported on this type of diet.
- ◆ Low-carb diets are popular among individuals ages 46-64.
- ◆ No difference in popularity among the genders.
- ◆ Minorities expressed a future interest in this type of diet by would not currently be on such a diet.
- ◆ When dining out, people are less likely to make a restaurant selection based on low-carb menu items than when deciding grocery purchases.