

foodscape™

ZERO PROOF
OPTIONS
BEYOND
WATER AND
SOFT DRINKS

***LTOs—
No limit to the
possibilities***



CUSTOM PRINTED PRODUCTS

➞ JUST A CLICK AWAY



Need a custom printed item? Look no further.

Explore our extensive product line to find the right item for your application. From parking tags to roll labels, we've got you covered. Ordering custom products has never been so easy!



Deluxe Loyalty Cards



Plastic Menus



Circle Touchless Menu Stickers



Square Touchless Menu Stickers



Coasters



Banners

Check out ca.gfsimpress.com to learn more

In This Issue...

4 LTOs—Unlimited Possibilities

Make every occasion special and improve business with limited-time offers.

7 Tech Demos

Ask these questions to find the best fit on restaurant technology solutions.

10 Zero-Proof to Foolproof

Pour attention into your beverage menu with health-minded, colourful drinks.

FEATURED RECIPES

12 Grapefruit Mojito

13 The Double O-75

14 Leather Jacket



14

Stay connected with
Gordon Food Service®



gfs.ca/ideas



4



7

Plan for Success

UPCOMING DATES AND EVENTS

FEBRUARY

01 Chinese New Year

Ring in the Year of the Tiger with a spicy tiger shrimp dish (shrimp is a symbol of prosperity in China).

02 Start a Tater Tot Day

Create a tater tot poutine or simply serve up a basket and offer some creative sauces or dips.

06 Football's Big Day

Get in the game with appetizers that score big in house or as takeout/delivery for parties.

14 Valentine's Day

Make the meal more romantic with champagne, a special chocolate creation, or even partnering with a local merchant to add scented candles or flowers for an upcharge.

MARCH

02 Lent Begins

Assemble Fat Tuesday treats the day before, and promote your upcoming Friday seafood specials for observers.

14 Celebrate Pi Day

On 3.14, it's a great day to promote all things circular. Such as pies. Or anything served on a plate. Or in a bowl. Or in a glass.

17 St. Patrick's Day

Celebrate with dishes flavoured with Irish whiskey or minty shamrock shake mocktails with green sprinkles.

APRIL

01 April Fool's Day

Play with your food. Pick a menu item, and let customers who order it draw from a deck of cards. Ace = 1% off, 2 = 2% off ... 10 to King = 10% off. Draw a joker and the dish is free.

17 Easter Sunday

Plan for in-house brunch service, or offer traditional ham, lamb, pork roast, sides and more for families celebrating at home.

22 Earth Day

Remind customers about your environmentally friendly packaging or commitment to sustainability, local foods or clean label products.

foodscape™

Welcome to Foodscape, covering the vast landscape of foodservice in a way that meets today's hectic pace. It's all about exploring the things you love and addressing your challenges. Stock up on ideas for special ingredients, innovative dishes and creative preparation. Set the table to deliver a better guest experience, staff efficiency and business growth. From the back of the house to the dining room, out the door and beyond, Foodscape helps you find new horizons.

LTOs

UNLIMITED POSSIBILITIES

Build business and improve guest experience with limited-time offers.

Now more than ever, every restaurant visit is a special occasion. Improve upon the experience with limited-time offers. LTOs create excitement, spark repeat business and enhance your success.

Whether you're working to fill seats, beat the labour shortage or manage supply concerns, LTOs can be a problem solver. It pays to know why LTOs work and ways to use them to your advantage.

Why do I need LTOs?

To stay profitable, nearly 60% of restaurants shrank their menu during the pandemic, according to Datassential. Now, as operators fight staff shortages, rising food costs and supply issues, LTOs offer a way to energize the menu and grow business.

LTOs offer a way to feature innovation, stay on top of trends and manage labour and supply-chain issues.





60%

OF CONSUMERS ENJOY
LTO BEVERAGES

source: Mintel



23%

OF CONSUMERS MISSED
DESSERTS MOST DURING
THE PANDEMIC

source: DoorDash

A pre-pandemic Mintel survey showed 75% of consumers prefer seasonal flavours, while LTO beverages appeal to 60% of consumers. A recent DoorDash survey shows 23% of consumers missed desserts most during the pandemic. Here's why LTOs are good for business:

- **Offer choices.** Add a holiday shrimp dish, a seasonal cocktail/mocktail, a chocolate dessert, etc. Create a get-it-while-it-lasts desire and test future menu possibilities.
- **Simplify labour.** Enhancing a menu item by cross-utilizing one or two ingredients—a special sauce or seasoning—takes minimal extra labour, time or skill.
- **Control costs.** Combine consumers' willingness to pay more for LTOs with your ability to use value-added products or make items in advance. Cheque averages increase and you save time.
- **Manage supply.** Build LTOs around plentiful or seasonal ingredients. You also can limit production—say 50 each day—to build intrigue and guard inventory.

When do I use LTOs?

Many LTOs are seasonal—pumpkin spice in the fall, minty mocha in the winter, etc. Success depends on developing an LTO plan with enough time to procure ingredients, promote it in house and online, train staff to sell it and, ultimately, gather data.

Your goal is high profit and high popularity. Maybe you'll discover a dish worth adding to the permanent menu. Perhaps you'll develop an item guests will look forward to once a year (shamrock shakes, anyone?).

Because 80% of sales come from only 16% of menu items, LTOs don't need to be elaborate to succeed. Planning plays a big role, so keep these steps in mind:

1. Use your brand as a guide (try local/global/fresh ingredients in a timely way, when they're available, and as they fit your brand).
2. Identify your goal (cheque average, new clientele, menu-building, etc.).
3. Call on product/recipe insights from your Gordon Food Service® Sales Representative.

4. Test recipes in your kitchen and with your staff to assure you can meet labour and supply needs.

Why LTOs make sense now

While multi-unit operators have mastered LTOs, independents are well-positioned to utilize them. Independents are nimble and have a good sense of in-house capacity. They also can make LTOs fit their brand and quickly connect with local audiences.

Prior to the pandemic, LTOs increased 64% at Top 500 multi-unit operators, according to Restaurant Business online. Now that people are tired of eating at home, LTOs offer a way to feature innovation, stay on top of trends and manage labour and supply-chain issues.

Doing all of those things while appealing to customers means LTOs have unlimited potential.

Embrace the get-it-while-it-lasts excitement with limited-time offers. Your Gordon Food Service Sales Representative has ideas to get you started.



Search the Idea Centre at gfs.ca for more LTO ideas like this Holiday Fondue Plate (left) or Chocolate Stout Bread Pudding and a Blinker Cocktail (above).



FALL INTO FRESH JUICES

It's time for a fall refresh, so pour it on with the just-picked freshness of Harvest Valley® juices. Popular, thirst-quenching flavours for your beverage dispensing system are perfect for this season and the months to come.

Your Gordon Food Service® Sales Representative can help you choose juice products right for your operation.



TECH DEMOS: Ask before you invest

7 time-saving questions restaurant operators should ask.

Restaurant operators understand that choosing the right technology solution is vital to business success. They also understand how busy they are, meaning that if they're going to spend the time on a demo, it's vital to get the most out of it.

BackofHouse tapped Ken Tsang of the restaurant help desk Science on Call to review the key questions an operator needs to ask when demoing a new solution.

1 Which solutions do I realistically need to demo?

A little research goes a long way. Before you actually engage in a demo, make sure you've identified any must-haves, narrowing the field to those that truly appear to make sense for your business. Be honest and clear-eyed about your needs and resources.

2 Who are the key players in your category, and how do your features compare?

One way to find out if a solution is a good idea for your particular business is to quiz reps on how their solutions fit the market. How do they see themselves? Who do they consider competition, and why are they better?

Tsang recommends aiming to demo 3-4 solutions in whatever category you want to implement, from

reservation systems to third-party delivery platforms. "Generally that seems to be a good number," he said, because it allows you to learn how different vendors are thinking about the space.

3 How does pricing work? What return on investment can I expect? Can you offer any breaks?

Solutions are there to deliver ROI and smooth out the operational flow of your restaurant—and any solid reps should be able to articulate why their solution is worth the money. Ask direct questions about pricing and listen to their answers. And if the price isn't to your liking, it never hurts to ask if there is any wiggle room.



ADVICE FROM THE FIELD

We asked our specialists what their on-trend beverage ideas are. Here's some of the creative ideas they shared.

LASSI DRINKS

Yogurt-based fruit smoothies—creamy, fruity, sweet-salty and pungent with a hint of spice—can be a lucrative addition to a beverage program, boozy or not. Health and well-being are increasingly on customers' minds. Lassi with Ayurveda healing properties (benefitting mind, body and spirit) are believed to calm the stomach and the mind. On all-day snacking menus, lassi beverages are an opportunity to add a between-meal pick-me-up, aperitif or digestif.



DAVID EVANS
CULINARY SPECIALIST

BOURBON OLD FASHIONED

As people return to restaurants and lounges, there is a demand for nostalgia and classics. Bourbon has made a comeback, and aficionados as well as the "bourbon curious" are finding comfort and a sense of affordable luxury with the Old Fashioned cocktail. Save and simplistic, with whiskey, sugar, water and aromatic bitters. Trendy bars offer modern twists like smoked rosemary or charred oranges to add sophistication to this 200-year-old recipe.



NATHAN VOULGARIS
BUSINESS SOLUTIONS SPECIALIST

BEVERAGE BUBBLES

Bubbly beverages, whether carbonated or naturally fermented, are integral to a beverage program. They attract the mindful drinker who is looking for a local or handcrafted beverage, and they also appeal to those looking for beverages with functional and healthy properties. With or without alcohol, both support increased cheque averages and pair with every bite to cleanse and refresh the palate.



MICHAEL VILORIO
CULINARY SPECIALIST



4 How much does my restaurant actually need?

"Most customers don't need the Cadillac version every time, but we want to know if they have a very particular thing that's only available in [a certain] tier," Tsang said. "Understanding your requirements and how these companies segment their product, making sure it lines up to your restaurant's actual needs is crucial."

5 Who handles implementation?

Just because a solution checks all the other boxes doesn't mean it magically installs its software and hardware in your restaurant. We're talking about implementation, and according to Tsang, you should ask about it so you know who is in charge of getting the technology up and running.

6 What is your support system like?

Similarly, you should get a sense of what kind of support you can expect from a vendor once you're using their product and encounter questions or experience unexpected problems. As Tsang puts it: "OK, so we get this thing implemented, and something breaks six months down the road. 'What kind of support tiers do you have?'"

7 What integrations do you offer today... and what about tomorrow?

Ask how well a solution integrates with your existing tech stack. "There are so many products out there that do niche things, but if they don't work with your POS system, for example, it's gonna be extra work for you," Tsang warned, adding that it's worth inquiring about future integrations to see if your issue might soon be solved, and what your potential partner's future roadmap looks like.

If you have restaurant technology questions or need help figuring out the right solution, visit. **backofhouse.io**.



Welcome to Pure Paradise.

ISLAND
ORIGINALS[®]



Good from the berry beginning

Made with only natural, premium ingredients, helping you create incredible beverages all over the world. Our belief is that true paradise is the essence of providing total refreshment...while being able to feel good about it.

Refreshing natural mixes for endless beverages
Enjoy Frozen or On the Rocks

Cocktails | Mocktails | Smoothies | Agua frescas |
Lemonades | Iced teas

Contact your Gordon Food Service[®] Sales Representative to learn more about Island Originals and how we can build your beverage program.

Zero-proof beverages, foolproof opportunities

Colourful, health-minded drinks are like liquid gold for restaurants.

Looking for more revenue and profits? Try pouring some attention into your beverage program with zero-proof drinks.

"If you're not thinking outside water and soda, you're not thinking in the right space," said Gordon Food Service® Consulting Chef Nick Gonring. "It's not difficult to get more revenue by doing simple things that are exciting and visually appealing."

Using beverages to enhance the dining experience leads to incremental sales that add up to profits. Zero-proof beverages let operators offer variety, visual appeal, health-driven options and trending drinks with minimal added labour or expense.

Calling on containers

Ready-to-drink beverages deliver all of the variety and don't require any prep work, plus they are perfect for grab-and-go and off-premise consumption.

Up your beverage game with juice boxes, cans or bottles of trending beverages. Think: kombucha, cold brew coffee, bubble tea, jasmine tea and sparkling fruit/botanical beverages.

"Sparkling beverages are insanely huge, and their pace is being steered by younger generations," Gonring said. "It fits the zero-proof concept and works for all ages."

Operators also can package their own beverages, using bottles with tamper-proof safety caps or filling Capri Sun-style pouches. Both options show off beverage colour and work for takeout.

The power of powders

Powders are exciting because they create vivid colours consumers love, Gonring says. Many also are associated with health benefits, such as boosting cognitive function.

"Health is a big deal coming out of COVID-19, especially for millennials and Gen Z," he said, noting that people are willing to pay more for these beverages because they enhance the dining experience."

Mixing in powders takes almost no labour, and it can be used to enhance lemonade, smoothies, agua frescas and even beverages served from a juice dispenser.





Mixers for alcohol

Operators don't struggle to sell booze. They struggle to sell beverages at noon on Monday, Gonring said. Even so, zero-proof doesn't have to overlook alcohol.

Add a shot to any drink for a cocktail version. If your operation can't distribute alcohol, sell a base mix consumers can use to craft at-home cocktails.

"It's a pain to mix a good cocktail at your house. Margaritas for a couple of friends takes 10 limes, and that adds up pretty quickly. Then you've got to squeeze them all," Gonring said. Zero-proof premade cocktail mix fits that picture.

Selling beverages when alcohol isn't flowing is where zero-proof shines, Gonring believes. It creates excitement and adds revenue on the morning, afternoon and portability menu without increasing staff or square footage.

"Experiential dining is super important because there hasn't been much socialization throughout COVID," he said. "People are looking to interact, and beverages can take you there."

Make your beverage program pop. Your Gordon Food Service Sales Representative can guide you on these and other drink ideas.

POWERFUL POWDERS

Powders popular for colour and health

Activated charcoal
(fights toxins)

Matcha
(brain function)

Lion's mane
(heart health)

Lingonberry
(gut health)

Hibiscus
(antioxidant rich)

Butterfly pea flower
(mood enhancer)

Turmeric
(cardiovascular)

Pitaya/dragon fruit
(high-fibre)

Bee pollen
(heart health)

Blue spirulina
(cholesterol)

Ashwagandha
(anti-stress)

Many of these items are available through our Drop Ship program. Ask your Sales Representative for more information.

Operators don't need help selling booze, that's the easy part. Alcohol consumption takes care of itself most of the time. The hard part is having options beyond water and soft drinks—that's where the opportunity lies."



NICHOLAS GONRING

Gordon Food Service Consulting Chef



YIELD
1 serving



PREP TIME
5 minutes



SUGGESTED PRICE
\$7.00

The sober-curious movement is picking up steam, and here is a drink to satisfy all beverage lovers. Keep the yo-ho-ho mojito magic flowing with a drink that features minty, sparkling grapefruit bitterness. If your guests want to shake up the celebration, add a splash of rum.



GRAPEFRUIT MOJITO

INGREDIENTS:

11 ct.	Large mint leaves (16 ct. if small)
3 ct.	Lime Wedges
1 c.	Sprite
2 oz.	Grapefruit Juice
1 c.	Crushed Ice
garnish	Mint Sprig (optional)
garnish	Grapefruit Wedges (optional)

PREPARE THE GRAPEFRUIT MOJITO:

1. **Combine** the lime wedges, mint leaves and a bit of Sprite in a juice glass and muddle.
2. **Add** the grapefruit juice and the remainder of the Sprite to the glass.
3. **Pour** in ice and stir well.
4. **Garnish** with mint and grapefruit wedges.

NOTE: Top off with more Sprite or soda, as desired.

Never thought you could upgrade the classic French 75 cocktail? Never say never again, because this beverage has a license to thrill. Create a lavender simple syrup to add a floral, “femme fatale” spin on a drink that dates back to WWI. By the way, it’s always shaken, not stirred.



YIELD
1 serving



PREP TIME
10 minutes



SUGGESTED PRICE
\$10.00

THE DOUBLE 0-75

INGREDIENTS

1½ oz.	Hendrick’s Gin
¾ oz.	Fresh Lemon Juice
3 oz.	Sparkling Wine
½ oz.	Recipe: Lavender Simple Syrup
garnish	Lemon Peel (optional)
garnish	Fresh Lavender Flowers (optional)

LAVENDER SIMPLE SYRUP

200 g.	Food Grade Lavender Buds
1 L.	Water
400 g.	White Sugar

PREPARE THE LAVENDER SIMPLE SYRUP:

1. **Combine** all the ingredients in a small saucepan over medium-high heat.
2. **Cook** for 5 minutes until the sugar has completely dissolved.
3. **Remove** from the heat and let the syrup cool to room temperature.
4. **Strain** into a clean container.
5. **Refrigerate** the syrup in a sealed container. It will last up to a month.

PREPARE THE DOUBLE 0-75:

1. **Combine** the gin, lemon juice and lavender syrup in a cocktail shaker filled with ice.
2. **Shake** and then strain into a coupe or champagne flute.
3. **Top** with sparkling wine.
4. **Garnish** with lemon slices and lavender flowers for service.



STRATEGIC INSIGHT

Do something special. Consider an attractive glass or unique method of serving. Guaranteeing the purchase of a second [drink] is all based on the quality and experience of the first one.”

JEFF WEBER

Molson Coors Beverage Co.

as quoted in Restaurants Canada Foodservice Facts 2021

Make the old-school Old Fashioned new again. This cocktail harbours scents and sensations that will remind you of your favourite uncle Dave with his whiskey, smokes and dad jokes about your actual dad. Traditional whiskeys with some cold brew coffee grounds amp up the bitter warmth of this drink.

LEATHER JACKET

INGREDIENTS

2 tsp.	Simple Syrup
1 oz	Cold Brew Coffee
2 dashes	Angostura Orange Bitters
1 c.	Crushed Ice
1½ oz.	Bourbon Whiskey
½ oz.	Smoky Scotch Whiskey
1 ct.	Orange Slice
1 ct.	Maraschino Cherry

PREPARE THE LEATHER JACKET:

1. **Pour** the simple syrup, coffee and bitters into a whiskey glass.
2. **Stir** to combine, then place the ice cubes in the glass.
3. **Pour** the bourbon and scotch over the ice and stir to chill.
4. **Garnish** with the orange slice and maraschino cherry.



YIELD
1 serving



PREP TIME
3 minutes



SUGGESTED PRICE
\$16.00



Timothy Tejuco is a 20-year foodservice veteran working primarily in Vancouver, British Columbia. From hotels, fine dining, premium casual, large-scale catering, quick service and cafes, he has experience at many levels. After working in many operations, he brings a varied perspective to the food and beverage industry. This allows him to support the diverse needs of Gordon Food Service® customers.

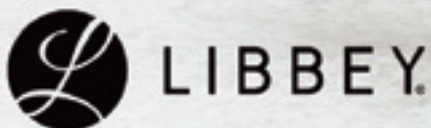
One thing he enjoys with dinner is a well-crafted cocktail. His time working with mixologists has inspired him on several of his own favourite drinks. Using different techniques and unique combinations of flavours, this allows him to create one-of-a-kind beverages.

Raise a Glass

*to a full spectrum of
colours and flavours*



Your imagination's the limit when creating beverages, appetizers and desserts. Hot or cold, sweet or savoury—menu items look their eye-catching best in clear glassware. United Restaurant Supplies® offers a versatile line of Libbey® glassware. Delight your guests while saving on replacement costs with these durable, heat-treated vessels.



www.united-rs.com

Contact your Gordon Food Service® Sales Representative
for more tableware and smallwares products
to prepare for the holiday season.



Chia seeds



Farro



Flatware



Pizza peel



Red quinoa



Toiletry kit

MORE ITEMS TO SEE AND ORDER

We have thousands of unique and specialty Drop Ship products available exclusively through Gordon Ordering. Find them by selecting the “Drop Ship” filter and you can get everything for your foodservice operation in a single order.

Ask your Gordon Food Service® Sales Representative for access to Gordon Ordering.