

# foodscape™

ISSUE 1, 2022 // GFS.CA

## BRUNCH IS SERVED

CALL ON EASY,  
ELEVATED  
CLASSICS

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*Let cleanliness  
build customer  
confidence*

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[gfs.ca/ideas](https://gfs.ca/ideas)



## Plan for Success

### UPCOMING DATES AND EVENTS

#### MAY

##### 05 Cinco de Mayo

Give customers a Mexican fiesta with always popular spicy global flavours.

##### 08 Mother's Day

Offer flowers or a complimentary dessert to help people celebrate Mom's special day.

##### 13 International Hummus Day

Give springtime snacking a global appeal with this Mediterranean favourite.

##### 15 World Baking Day

Pastries, sweet treats, artisan breads ...oh, you had me at pastries.

##### 23 Victoria Day

Go traditional (afternoon tea and coronation chicken salad) or go beyond (pints and burgers) for the arrival of grilling season.

#### JUNE

##### 16 World Tapas Day

Make a big impression with a small plates menu or shareables menu the whole week.

##### 19 Father's Day

Show all the dads some love with hero sandwich specials and barbecue favourites.

##### 21 Indigenous Peoples Day

Celebrate the culture of native Canadians with recipes featuring the three sisters—corn, squash and beans.

#### JULY

##### 01 Canada Day

Show your national colours with red and white strawberry shortbread kebabs or maple anything.

##### 07 World Chocolate Day

Cake, cookies, ice cream ... something wickedly chocolate this way comes.

##### 30 International Day of Friendship

Encourage friends to grab a meal together and post photos on social media.

##### 31 Harry Potter's Birthday

Charm guests by conjuring up shepherd's pie and Yorkshire pudding specials.



HERE FOR GOOD



We didn't burst on the scene yesterday. Since starting as a butter and egg delivery service 125 years ago, Gordon Food Service® has been here for every customer, every order, every delivery, every day.  
**We're Here for Good.**

# It's always a great time for **BRUNCH**

*Satisfy the brunch appetite with flavour and creativity.*

Brunch is a place where cross-utilization and comfort foods combine. It's an enticing way to satisfy breakfast lovers and the lunch bunch, calling on a small, easy-to-execute menu of elevated classics.

All-day dining and brunch menus enjoyed popularity before the pandemic. That appetite continued during the past 22 months, as people ate breakfast comfort foods outside of the traditional breakfast meal.

This suggests an opportunity for restaurants to lean back into brunch business, with an eye on creativity, labour capability and ingredient cross-utilization.

"Having 600 items for brunch ... those days are gone," said Gordon Food Service® Consulting Chef Nicholas Gonring. "You can have 10 really good brunch items and create a really great value for customers."

## **Play with your food**

Enhance the experience with brunch innovation. Incorporate global flavours. Surprise guests by swapping out a traditional ingredient. Add a sauce to elevate the dish. It can be accomplished by calling on items used elsewhere on the menu.

"Brunch is an awesome option to take things you serve for lunch and dinner and use them for breakfast," he said. "You can turn your inventory over faster and customers won't see any redundancy in presentation because they are so different from your entrée items."



He reimaged three brunch menu staples—crepes, bennies and bowls—to include global ingredients, zesty sauces and plenty of space to use playful ingredients:

- **Dosas.** This Indian version of a crepe is made with rice and lentils, providing a tasty vegan option that can be a carrier for many fillings.
- **Bennies.** Eggs Benedict go Mexican by subbing braised birria meat for the traditional ham. Blend some birria sauce into the hollandaise for a pop of colour and flavour.
- **Bowls.** This versatile menu star takes a healthy twist with rice, grains, legumes, beets and a potato churro, or include eggs (any style) with global condiments.





## STACK UP YOUR OWN BENNY

- 4 **Top it off.** Put your own spin on the hollandaise sauce by incorporating global flavours or seasonal herbs..
- 3 **Poach to perfection.** Turn the ordinary egg into a thing of beauty with slightly firm, opaque whites that encase the tasty yolk.
- 2 **Layer on the flavour.** Consider braised meats, grilled seafood or marinated veggies to enhance this breakfast favourite.
- 1 **A sturdy base.** Use the right palette for your work of art. Stick with the traditional English muffin or try focaccia bread or even a sweet potato.

The French chef's hat has 100 pleats, said to represent the 100 ways to cook an egg. Don't overlook the simple egg—an inventory staple that can be prepared in a multitude of ways—as an easy way to energize brunch.

Breakfast nachos are up 124% on menus over the past four years. Tostadas have shown 72% growth on morning menus.

Source: Flavor & The Menu

### Set your brunch apart

To make brunch stand out, Gonring urges menu differentiation. "Everybody knows what a crepe is, but a dosa is thinking through things with a global approach—it's more unique than a crepe, so it sets you apart. But in the end, it's just a carrier you can fill any way you like and market it as global, healthy, flavourful."

Don't let dosas be your only handheld. Brunch burritos are customizable and sandwiches can be built using muffins, waffles or pancakes as carriers. All of these can include unique, authentic or seasonal ingredients.

Differentiation doesn't mean abandoning brunch mainstays. Incorporate the nachos from your appetizer lineup into brunch by adding eggs, bacon or sausage to a pile of chips, cheese, onions, peppers, sour cream, avocado slices and salsa.

This formula calls on ingredients you already stock to create options consumers enjoy. *Flavor & The Menu* reports breakfast nachos are up 124% on menus over the past four years. Tostadas have shown 72% growth on morning menus.

### Brunch with benefits

A well-planned brunch menu helps in other ways. When offered during specific days and times, brunch builds a following. Combined with a Bloody Caesar menu, there are bar profit possibilities. Brunch items also can be portable with the right packaging and presentation.

Most of all, you can create an exciting brunch menu and execute it with an eye on making labour more effective. Don't spend hours peeling potatoes or chopping salad ingredients, Gonring explained, because it doesn't get noticed by customers.

"If you're going to invest in labour, do it in a way that comes back to enhancing the dining experience," he said. "Use your time and labour to make something different. There's no sense in spending time on thoughtless labour that doesn't get you ahead of your competitors."

Ask your Gordon Food Service Sales Representative about operational and culinary strategies, as well as recipes to make your brunch menu stand out.



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# Make a **clean** first impression

Set high standards, so diners notice when they walk through the door.



Clean is king in the food industry. Aside from obvious health implications, a clean space enhances your overall business. Regardless of the quality of food or service, a space perceived as unclean will leave customers with a negative impression.

The moment customers walk through your door, the judgment meter is running. Statistics in a recent Forbes article showed it only takes a consumer seven seconds to lock in their first impressions about your space and your business.

Seven seconds feels awfully fast. But when you dig in, it makes sense. Although seven seconds represent a tiny snippet of information, that duration represents 100% of a

customer's experience with your business. From that point, all other reactions are filtered through that initial impression. This is known as a "first impression filter," and you can't afford to stumble. After all, there's truth to the adage "you don't get a second chance at a first impression."

## Cleanliness adds value

Public spaces are important. Creating the best image for your location in those first moments is paramount to building consumer confidence. That's because no one's immune to forming a quick negative impression:

- Were you hit with a musty smell when you walked through the door?
- Did the server miss cleaning some spill from the table before you were seated?
- Was everything going great until you went into the bathroom?



## ADVICE FROM THE FIELD

Brunch can be a profit-maker, as long as you have the support staff with skills to execute it. We asked our specialists for their thoughts on brunch.

### GLOBALLY-INSPIRED FLAVOURS

*Brunch is the epitome of comfort. Globally-inspired flavour twists can be as easy as adding ready-to-use sauces and seasonings to your core menu*



*ingredients. It's a great strategy to turn your inventory faster and create menu excitement for customers. If brunch is right for you, set up a dedicated brunch team to champion the concept, and take on additional training if needed.*

**TERESA WELLER**  
BUSINESS SOLUTIONS SPECIALIST

### POUTINE

*My favourite brunch ideas are the breakfast poutines from OEB Breakfast Co. in Calgary, AB. They are innovative and combine traditional breakfast items with brunch staples like bacon, eggs and hash browns in hip and trend-setting ways. They use quality ingredients, prepare them*

*simply, and execute at a very high level to create an elevated brunch experience in a fun, casual environment.*



**DARREN LEXA**  
CULINARY SPECIALIST

### BENEDICTS, WAFFLES, OMELETS

*My three brunch favourites are Benedicts, waffles and omelets. Benedicts can be served with many different twists and turns, with different sauces or egg preparations. Waffles with a twist—duck and maple syrup, topped with crumbled caramel—add menu possibilities. Omelets have no limits. Showcase cheeses, proteins, sauces, toppings and even creative sides.*



**STEPHANE RENAUD**  
CULINARY SPECIALIST



Guests get a sense of cleanliness immediately, and it's impossible to turn disgust into delight. Getting off to a clean start makes guests much more forgiving of other shortcomings—an edge that may be valuable when you're short-staffed or making menu changes because of supply-chain limitations. Consider these statistics:

- 51% of visitors will overlook poor service if the space is clean and inviting.
- 57% report a clean table is more important than the quality of the food.
- 73% say a smelly restroom is worse than receiving the wrong order.

### Planning makes perfect

Clearly, a clean and welcoming appearance is vital to your success with customers, but it's only half of the equation. If success is where talent meets opportunity, then your employees—your talent—also have a pretty loud voice.

This doesn't happen by accident. Consistent cleaning is planned. Taking time to develop a standard operating procedure for cleaning will pay dividends on a daily basis.

With a clear schedule of tasks, outlining what needs to be done, by when, and by whom, the efficiency by which it is done will increase. Your space will become better organized and, most importantly, everyone in that space will be safer.

### The payoff: better business

Don't be afraid to signal to customers that you take cleaning seriously. The inclusion of hand sanitizers, visual signage indicating procedures and actions taken by staff and management will show customers the environment they are dining in is safe and clean. The confidence you create can boost your success.

With this in mind, the direction seems clear. By maintaining a clean space and signaling that you take cleanliness seriously, you build consumer confidence and word of mouth or social media buzz.

Ultimately, it leads to loyal customers. These customers will return again and again, and they will recommend a space they know is safe and clean to their families and friends.

Make your business sparkle. Customers will notice. Ask your Gordon Food Service® Sales Representative how to get started.





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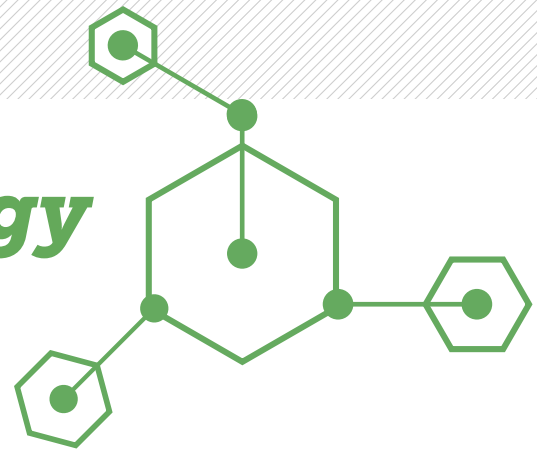


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Sales Representative.



# Three ways technology helps your business

*The right tools can increase your customer base, drive profits and manage your team.*



The proliferation of restaurant technology has improved restaurant operations in many ways, but it also has the potential to create confusion and difficult decisions. How can you be certain technology aligns with your business goals? What results should your operation expect when adding a new piece of technology?

While the number of technology companies serving the restaurant industry multiplies, it's helpful to organize them in broader categories that reflect how they're meant to help your business. Most tech solutions are designed to help restaurants in at least one of the following three areas:

1. Improving customer experience
2. Increasing profitability
3. Managing and optimizing staff

Let's take a look at each area more closely and examine the different types of beneficial technology available:





## 1 Improving customer experience

Customers increasingly expect technology to be part of their restaurant interaction, whether on-premise or online. Putting your best digital foot forward is critical for creating a positive experience.

**Website building and management.** Your website is often the place a customer first encounters your brand. It's also a hub for online ordering and reservations.

**Online ordering and delivery.** Customers increasingly "shop" online for options with the recent rise in off-premise dining.

**Reservations.** These platforms allow customers to plan their visit, adjust their plans easily and, best of all, skip the wait line.

**Automated and contactless payment.** These technologies offer several customer benefits, from the ability to pay quickly and on their own timing to increased safety.

**CRM and loyalty.** Use your data to build CRM (customer relationship management) tools. Promote special events and menu specials, customize messages to your regular, and even not-so-regular, customers.

**Catering and events.** Provide more automation and a sense of immediacy to customers looking for event spaces and catering services.

## 2 Increasing profitability

On some level, all technology should lend itself to increasing profitability. The areas highlighted here have a strong connection to keeping an eye on operating costs and improving your bottom line.

**Inventory management.** The right inventory management software helps you avoid product loss, manage costs and execute the process efficiently.

**Recipe costing.** These tools make developing, adjusting and pricing recipes easier. This goes directly to profitability.

**Purchasing.** A good purchasing solution will streamline managing vendor relationships and make your process more cost-effective.

**Phone and chat bots.** Expand your customer service process at a lower cost and free up time so people can focus on other tasks.

**Kitchen automation.** This growing area of restaurant tech can automate simple kitchen tasks and let you do more with less staff.

## 3 Managing and optimizing staff

Your staff is the backbone of your restaurant. Whether it's hiring new people or retaining your team, technology should allow you to improve processes, communicate more effectively and automate basic management tasks.

**Human Resources.** There are a variety of solutions available to streamline HR functions for your team.

**Payroll.** Payroll management can be a headache, but there are many software solutions that simplify the process.

**Hiring.** Restaurants constantly need to find and hire talent, and the right staffing software can be a valuable tool.

**Scheduling.** Offering schedule transparency and flexibility can be a major part of retaining staff and avoiding shortages.

For more restaurant industry solutions and insights, visit [backofhouse.io](https://backofhouse.io).



**YIELD**  
1 8-oz. serving



**PREP TIME**  
5 minutes



**COOK TIME**  
3 minutes



**SUGGESTED PRICE**  
\$9.00

*Meet the crepe of Southern Indian street food. This dosa batter is made with lentils and rice flour, creating a global flavour that's also gluten-free. It's also versatile—a carrier ready to be filled with an array of ingredients before rolling, folding and serving with sauces and condiments for dipping.*



9. Ferment the mixture by placing it in a non-reactive storage container about twice the volume of the batter. Cover with plastic wrap and let it rest at room temperature overnight. NOTE: The batter isn't ready until there are noticeable air bubbles throughout the batter. This could take two days (or warmer air temperature).

*Refrigerate the fermented batter until needed for service.*

## PREPARE THE VEGGIE BREAKFAST DOSA:

1. Pour the dosa batter into the middle of the unheated pan.
2. Spread the batter using a 3 oz. spoodle with a flat bottom, spreading the batter to completely and evenly cover the pan surface.
3. Sprinkle the za'atar seasoning on the dosa batter and season with salt and pepper while the batter is wet. Turn the heat to high and cook.
4. Spray the top of the dosa gently with pan spray to prevent cracking as it cooks.
5. Melt butter in a sauté pan and sauté the greens, garlic, shallot and crushed red pepper. Season with salt and pepper.
6. Top the dosa with the shredded mozzarella as it cooks. The total cooking process should take 3 minutes, finishing as the dosa pulls away from the pan and browns on the edges.
7. Remove the dosa pan from the heat and add the sautéed greens mixture evenly, allowing it to stick to the cheese.
8. Fold the dosa in half twice for plating.

## TO PLATE:

1. Place the dosa in the centre of a plate or coupe. Add the eggs, any remaining greens, the red pepper jam and oven-dried tomato halves, if using.

**NOTE:** Optional garnishes could include fennel fronds and shaved fennel.

# VEGGIE BREAKFAST DOSA

## INGREDIENTS

3 oz.	Recipe: Dosa Batter
¼ tsp.	Za'atar Spice
to taste	Kosher Salt
to taste	Trade East® Ground Black Pepper
as needed	Gordon Choice® Pan Coat Spray
2 ct.	Gordon Choice Large Eggs, scrambled
1 Tbsp.	Gordon Choice Unsalted Butter
3 oz.	Markon® Ready-Set-Serve® Urban Blend Salad Mix
¼ tsp.	Markon Ready-Set-Serve Peeled Garlic
1 oz.	Shallot, peeled
⅞ tsp.	Trade East Crushed Red Pepper
2 oz.	Mozzarella Cheese, shredded
1 oz.	Recipe: Red Pepper Jam, optional
2 ct.	Recipe: Oven-Dried Tomato Halves, optional

## DOSA BATTER

1 c.	Ivory White Lentils
1 qt.	Water (for soaking lentils)
10 oz.	Water (to puree lentils)
3 c.	Rice Flour, sifted
14 oz.	Water

## PREPARE THE DOSA BATTER:

1. Wash the lentils in a mesh strainer under cold water until the water turns clear.
2. Mix the lentils with 1 qt. of water in a storage container. Soak for 6 hours at room temperature.
3. Drain the lentils in a mesh strainer and rinse with cold water to remove starchy residue.
4. Purée the lentil mixture in a blender.
5. Create a smooth, thick batter by streaming in cold water (about 10 oz.) with the blender on high.
6. Scrape down the sides of the blender to fully purée and remove lumps.
7. Whisk together the lentil purée and sifted rice flour in a large stainless steel bowl.
8. Add the remaining water (14 oz.) and whisk until smooth.

*\*For the full recipe, search Veggie Breakfast Dosa at gfs.ca*



*Everyone knows how valuable bowls are for cross-utilizing ingredients. Bowls showcase items from your main menu and give them new appeal. This recipe creates a plant-based beet chorizo, which helps battle the high cost of proteins with a brunch option that goes far beyond sausage crumbles.*

## BEET CHORIZO BREAKFAST BOWL

### INGREDIENTS

3 oz.	Recipe: Basic Heritage Rice
½ ct.	Recipe: 6 Minute Egg
1 oz.	Gordon Choice® Fire Roasted Salsa Verde
1½ oz.	Recipe: Roasted Beet Chorizo, bulk
1½ ct.	Recipe: Potato Churros
2 oz.	Markon® Ready Set Serve® Pico de Gallo Guacamole
1 oz.	Recipe: Smoked Paprika Aioli
1 Tbsp.	Markon Ready Set Serve Cilantro, or garnish

### TO PLATE:

1. Reheat the rice with a little water in a non-stick sauté pan and place in the centre of a bowl to plate.
2. Place the egg half on top of the rice so the yolk doesn't spill.
3. Spoon the salsa verde around the egg.
4. Sauté the beet chorizo in a non-stick sauté pan to bring to temperature. Work quickly to avoid scorching or adding any colour. Spoon the beet chorizo around the rice in the bowl.
5. Place prepared potato churros next to the beet chorizo.
6. Dollop the guacamole around the perimeter of the rice and squeeze aioli from a bottle to make dots of sauce.
7. Garnish with torn cilantro leaves.

\*For the full recipe, search **Beet Chorizo Breakfast Bowl** at [gfs.ca](https://gfs.ca)



**YIELD**  
1 10-oz. serving



**PREP TIME**  
10 minutes



**COOK TIME**  
10 minutes



**SUGGESTED PRICE**  
\$9.00

### ROASTED BEET CHORIZO BULK

**Yield: 90 oz.**

6½ lb.	Beets
½ oz.	Kosher Salt
¾ oz.	Gordon Choice Canola/Extra Virgin Olive Oil 75/25 Blend
2 Tbsp.	Trade East® Smoked Paprika
2 Tbsp.	Trade East Hot Chili Powder
1 Tbsp.	Trade East Ground Chipotle Chili Pepper
1 tsp.	Trade East Ground Cumin
¼ tsp.	Trade East Ground Cinnamon
½ tsp.	Trade East Ground Coriander
¼ tsp.	Trade East Ground Nutmeg
¾ oz.	Kosher Salt
4½ oz.	Gordon Choice Canola/Extra Virgin Olive Oil 75/25 Blend
4½ oz.	Markon Jumbo Red Onion, small diced
¾ oz.	Markon Ready Set Serve Peeled Garlic
4½ oz.	Mezcal
2½ oz.	Gordon Choice Red Wine Vinegar
13½ oz.	Recipe: Red Pepper Paste

### PREPARE THE ROASTED BEET CHORIZO BULK:

1. Heat a convection oven to 350°F.
2. Trim and peel the beets, removing and discarding the stem and outside skins.
3. Combine the beets with ½ oz. of salt and ¾ oz. of oil and toss in a stainless steel bowl.

4. Wrap each beet individually, first in a piece of parchment, followed by a sheet of foil. Place on a roasting rack inside a sheet tray.
5. Roast for 1 hour, or until they are just cooked through.
6. Cool the wrapped beets completely under refrigeration.
7. Unwrap and quarter the beets.
8. Pulse the beets in batches using a food processor to create a uniform small dice or fine grind.
9. Line a perforated sheet tray with cheesecloth, placed on top of an additional sheet tray. Spread the beet granules evenly on the cheesecloth and refrigerate uncovered overnight to remove excess moisture.
10. Store the beets in a stainless steel bowl for the cooking process.
11. Combine all of the spices and salt in a mixing bowl. Reserve spice mixture for cooking.
12. Heat a large rondeau over medium/low heat and add the oil.
13. Add the onions and garlic and sweat down (do not brown).
14. Add the ground beets and turn the heat to medium high, sautéing with a wooden spoon or spatula.
15. Fold in the spice mixture, stirring to evenly coat the beets.
16. Deglaze the pan with the mezcal and red wine vinegar, and reduce the liquid by at least half.
17. Fold in the red pepper paste to give the chorizo body.
18. Taste and adjust with salt and pepper, if desired.
19. Serve immediately.



**YIELD**  
1 12-oz. serving



**PREP TIME**  
5 minutes



**COOK TIME**  
5 minutes



**SUGGESTED PRICE**  
\$12.99

*Separate yourself from the crowd with a simple Benedict like no other. Out with the ham slice, in with the sensational birria flavour. Slow-braised osso bucco made in batches creates many servings and simplifies prep at serving time. Add some zip to the hollandaise sauce with braising liquid and you have a new take on a brunch tradition.*

## BIRRIA BENEDICT

### INGREDIENTS

1 ct.	Gordon Choice® English Muffin, sliced and toasted
2 oz.	Recipe: Birria Braised Beef Batch
2 ct.	Gordon Choice Large Eggs
1 oz.	Markon® Ready Set Serve® Frozen Chunky Avocado
1 oz.	Gordon Choice Hollandaise Sauce Mix
½ oz.	Water
½ oz.	Broth from Braised Birria
¼ oz.	Cotija Cheese, grated
½ tsp.	Markon Ready Set Serve Cilantro Leaves, for garnish

### PREPARE THE BIRRIA BENEDICT:

1. Fill a medium sauce pot with water on low to medium heat for poaching the eggs. Season the water, as desired, with salt and a splash of vinegar.
2. Heat a salamander or broiler to high heat.
3. Create the birria hollandaise using a 2:1 ratio: hollandaise mix and liquid (equal parts birria braising broth and water).
4. Boil the liquid and then whisk in the hollandaise powder vigorously until fully combined, smooth and viscous. Reserve until needed for service.

**NOTE:** For visual height, julienne some corn tortillas and drop them in the fryer briefly to create a functional garnish.

### TO PLATE:

1. Split the English muffin in half and place it, cut-side up, on a ¼ sheet tray under the broiler or salamander.
2. Toast until the cut side is golden-brown.
3. Crack both eggs into separate 4 oz. souffle cups and bring them to the poaching station.
4. Whisk the hot water so it swirls inside the pot.
5. Pour the eggs into the water, one at a time, so they don't crowd one another.
6. Poach the eggs until the whites are no longer opaque and the yolk is soft-poached, then remove with a slotted spoon.
7. Heat the braised beef with a few tablespoons of water in a sauté pan on medium-high heat as the eggs cook.
8. Place the English muffins down next to each other. Cover both English muffins, wall to wall, with equal portions of beef.
9. Slide the poached eggs on top of the braised beef, followed by 1 oz. of hollandaise per egg.
10. Dust the sauce with grated cotija cheese, ½ oz. of avocado per egg and leaves of cilantro for garnish.

**\*For the full recipe, search *Birria Benedict* at [gfs.ca](https://gfs.ca)**





# Rise to the Occasion

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# SCAN. KNOW. GO.

## QR code stickers from GFSImpress

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Find out more at [ca.gfsimpress.com](https://ca.gfsimpress.com).

