

# foodscape™

ISSUE 3, 2022 // GFS.CA

**TRACKING TRENDS**  
THAT ARE READY  
TO STICK

*Ghost kitchens  
aren't about  
to vanish*

**Gordon®**  
FOOD SERVICE





## Scotch-Brite™ Quick Clean Griddle Cleaning System

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1

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2

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Free starter kit.\*



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The Scotch-Brite™ Quick Clean Griddle Liquid meets Green Seal® Standard GS-53 based on effective performance, minimized/recycled packaging and protective limits on VOCs and human and environmental toxicity. GreenSeal.org.

The Scotch-Brite™ Griddle Polishing Pad 46 is certified as "food safe" and "fit for purpose" by HACCP International.

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## Plan for Success

### UPCOMING DATES AND EVENTS

#### AUGUST

##### 02 Ice Cream Sandwich Day

Go traditional or make it your own with a scoop of ice cream smashed between two cookies.

##### 12 Julienne Fries Day

Any way you slice it—shoestrings, matchsticks or hash-brown—fries are worth celebrating.

##### 20 World Bee Day

Give maple syrup the day off and go with “Plan Bee”—sweeten up your menu with honey options.

##### 28 International Read Comics in Public Day

Plate up Garfield lasagna, Dagwood sandwiches. Your guests will marvel at the creativity.

#### SEPTEMBER

##### 03 International Bacon Day

Pile it on a plate, a burger or a pizza. As if anyone needs an excuse to celebrate bacon.

##### 09 Wiener Schnitzel Day

Add schnitzel-style breading on everything from pork (traditional) to poultry or seafood.

##### 17 International Eat an Apple Day

Harvest season is here, and apples are never better than this time of year.

##### 28 International Poke Day

Celebrate Hawaii's aloha spirit with an LTO to welcome the best part of fall season.

#### OCTOBER

##### 05 World Teachers' Day

Put yourself to the test with specials that honour teachers in your community.

##### 10 Thanksgiving Day

Help people ease the load with turkey or sides they can heat and serve at home.

##### 16 World Food Day

Feed into the message by marketing sustainability and the ways you manage food waste.

##### 31 Halloween

Dress up your dining room or your team and offer treats that put diners in the spirit.



HERE FOR CULINARY



Delicious is at the heart of everything we do, and chefs help us get there. Our Culinary Specialists are backed by a commitment to sourcing flavourful ingredients that inspire your business. **We are Here for Culinary.**



# WHO YA GONNA CALL?

*Ghost kitchens and virtual kitchens are not about to vanish.*

**Two years ago, the restaurant industry couldn't stop talking about ghost kitchens. During the past two years, nearly every restaurant became one.**

With limited seating or closed dining rooms, back of house rose to the forefront. Online was a lifeline. Takeout and delivery became the customer experience. In short, survival meant dabbling in the ghost kitchen or virtual kitchen space.

They won't likely vanish anytime soon. Three Gordon Food Service® experts weighed in:

- ***"The pandemic moved the conversation ahead about five years."***  
Darren Lexa, *Calgary, Alberta-based Culinary Specialist*
- ***"I think this is only going to grow."***  
Eric Schamp, *Indianapolis-based Business Solutions Specialist*
- ***"Ghost kitchens are going to continue as an industry disruptor."***  
Gareth Berg, *Milton, Ontario-based Business Solutions Specialist*



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*"You don't have to staff or maintain a dining room because technology becomes your restaurant door."*

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## Recognize the advantages

As off-premise dining grows and a younger demographic embraces technology, speed and convenience, restaurants sense a ghost kitchen opportunity.

"All they really need to come up with is the concept," said Amina Gilani, co-founder and CEO of Sociavore, an all-in-one website and e-commerce platform for restaurants.

With a menu seen only online, gone are time-consuming, costly paper menus. Offerings and pricing can change quickly as product availability, pricing or staff capabilities fluctuate, she adds.

Another advantage is a simplified menu. "You don't need to sell appetizers, salads or complicated entrées," Schamp said. "Chili's started up a ghost kitchen that just sells wings—all you need are two or three items you can execute that are profitable and travel well."

One example is BuffaLouie's, Schamp notes. The Bloomington, Indiana wings, subs and sandwiches restaurant opened a virtual kitchen concept making bagels. Gables Bagels, available for pickup only inside BuffaLouie's, proved so popular it will soon become a brick-and-mortar location.

Even as restaurants return to dine-in service, ghost kitchens and virtual kitchens offer another revenue stream, Berg points out. "They can even be a place to try out new products before committing to them."

## Be aware of challenges

Ghost/virtual kitchens only work when you understand food cost to profitability in your own restaurant, Schamp and Lexa agree. Without a solid business foundation, you'll just make more work instead of more money. Areas to watch include:

**Space, equipment and staff.** It's easy to overwhelm the current kitchen and staff. A virtual concept may require more storage, prep area or appliances. It could require more staff, different scheduling or special training.

You no longer just need a fryer guy, but you may need a chicken chef for three different concepts," Berg said. "A cross-trained staff really helps."

**Foods that travel well.** When building a ghost/virtual kitchen menu, consider the consumer's point of view. It's more than keeping hot or cold foods at temperature. How do they look and taste upon delivery?

You have to be creative," Gilani said. "A steak is really great hot off the grill, but a steak taco bowl is better for carryout."

Meal kits, with ingredients foodies can prepare at home, are an alternative, she says. A Toronto ramen restaurant sells subscriptions, and packages arrive with instructions and a QR code linking to a music playlist.

## Technology, delivery and marketing.

A robust website or e-commerce platform is a must, Gilani explains. You can sign with a third-party delivery service, but you might not draw enough traffic.

"Also, delivery apps can remove about 20-30% of your margin, and they don't share guest data," she said. "You give away a lot of margin and don't know who your guests are."

Because consumers can only find your business online, marketing is critical for growth, Schamp says. You can advertise through social media, billboards, etc., but Lexa suggests using branded packaging.

"You'll need good packaging so your food travels well. Make sure it arrives with your name on it," he said. "GFSImpress is a great option for operators to get involved in branding their own operation."

Make your packaging stand out. Your Gordon Food Service Sales Representative has ideas to get you started at [gfsimpress.com](https://gfsimpress.com).





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The Johnson Family, Peebles, Saskatchewan, Canada

Certified Angus Beef is an active member of the Canadian Roundtable for Sustainable Beef (CRSB).  
To learn more, speak with a Gordon Food Service® representative.







# Is **food waste** eating your profits?

*Back-of-house product efficiency can trim your budget's waste line.*

After heaving six heavy trash bags into the bin, it's time to total up the day's receipts. The surprise that awaits is data showing a chunk of your daily profit is in the food waste headed to the landfill.

The dumpster behind your restaurant doesn't have to eat your money. Slicing expenses may be as easy as trimming meats and vegetables more carefully and consistently, according to North Carolina-based Gordon Food Service® Culinary Specialist Dan Gervasi.

Agreeing is General Mills Chef Jessie Kordosky. "A lot of money goes into your food. It's too valuable to throw away," she said.

Both chefs explained how the industry is embracing three areas for waste reduction: precycling, upcycling and recycling.

## What is precycling?

Precycling is thinking ahead. It includes rethinking the menu, standardizing recipes, developing a strong relationship with your food distributor, improving ordering and practicing better inventory management.

"Precycling is a newer concept to people," Kordosky said. "What I like is that you think about things prior to menuing them ... if we bring in these types of ingredients, how do we utilize as much as possible?"

By taking regular inventory and planning exactly how food purchases will be used, operators minimize overordering and maximize each ingredient.

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**"You have to think like a pizzeria. The same dough gets used in pizza pies, garlic knots, calzones and stromboli."**

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## 3 WAYS TO FIGHT WASTE

### 1. PRECYCLING

Improve purchasing and food use by maximizing communications with vendors, distributors and sales reps.

### 2. UPCYCLING

Learn to use all of the food you order to reduce what gets tossed in the garbage.

### 3. RECYCLING

Dispose of the waste you can't avoid in ways that tell a story about your brand.



## ADVICE FROM THE FIELD

We reached out to our experts and asked for their best tips on controlling food waste. Here's what they said:

### AUDIT TO FIND SOLUTIONS

*Identify where food waste is happening with a physical audit. Have staff put everything they would normally toss out into bus pans instead for an entire shift. Review the contents to uncover what's being discarded and why. Then talk with your staff about reduction strategies.*



**TERESA WELLER**  
BUSINESS SOLUTIONS SPECIALIST

### THE 3 R'S: REDUCE. REUSE. RECYCLE.

*Reduce by reviewing sales and recipes, then adjusting the menu to maximize product yield and labour. Reuse ingredients by cross-utilizing them, and don't overlook using scraps to infuse flavour into other recipes. Recycle or compost what you must throw out, and donate usable products to charity.*



**MICHAEL VILORIA**  
CULINARY SPECIALIST

### MAKE EARTH-FRIENDLY CHOICES

*With packaging waste, know how it's being processed. Typical compost programs handle organic food waste, not packaging, so do some research. Compostable packaging that can't be composted is just expensive trash in a landfill, where a recyclable item may be a more earth-kind choice.*



**BARRY FRASER**  
PRODUCT SPECIALIST



Upcycled food like this Thai Tea Lime Swirl French Toast Bake is a creative way to use day-old cinnamon rolls.



### GET THE FULL RECIPE AT:

<https://www.generalmillscf.com/browse-recipes>

Search: Thai Tea Lime Swirl French Toast Bake

Another example: "If you have nachos on the menu, purée the sour cream, lime juice and cilantro into a crema for other menu applications," Gervasi said.

Training and tools also prevent food waste. With high turnover and limited labour, teaching your team food-prep skills pays off. When your team trims vegetables or proteins consistently, you control plate costs better.

Portioning also is critical. "Scoops, spoodles and ladles need to be used consistently or you can easily turn your 36-serving hotel pan into 24 servings," Kordosky said. The same is true for cutting cakes or pies, she notes.

### The art of upcycling

Proper training empowers your staff. It's a nose-to-tail, root-to-stem mindset called upcycling. It happens when your team notices waste alternatives.

Instead of ending up in the trash, onion peels go into a broth or stock. The same with bones. In addition, the fat from meat trimmings can be rendered into an oil for seasoning vegetables.

"It's really about getting creative with things that may have normally been thrown away," Kordosky said. She champions a "Stales to Sales" concept, using items from yesterday's bakery case. Day-old cinnamon rolls

soak up custard beautifully and become her Thai Tea Lime Swirl French Toast Bake recipe.

She notes that the more chefs think about versatility, the more it reduces waste. For example, biscuit dough can be fried into biscuit-bite appetizers or made into waffles, sandwich carriers, flatbreads or even shortcake desserts.

### Make recycling pay off

Zero waste is impossible. From egg shells to packaging to that fish with ice crystals in the freezer, trash happens. That's where recycling comes in.

Instead of viewing it as waste, make it an opportunity—a feel-good story to share through marketing and social media.

Overproduction or extra purchases can be donated to food shelters or food banks through organizations such as MealConnect. Food scraps can be turned into compost. Lots of packaging can be recycled.

"A lot of organizations will pick up food, and a lot of composting facilities provide bins you can put in your kitchen," Gervasi said. "Your waste can help people and contribute to the overall wellness of the environment, and who doesn't want to send that message?"



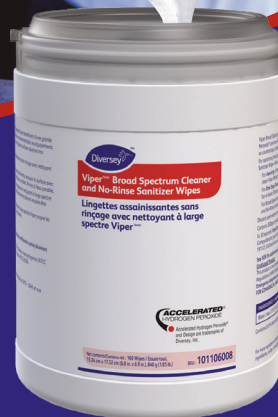


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# Flavour Detectives



*The quest for the next hot menu item comes up with some winners.*

Have you tried Korean corn dogs? You will. They are among the restaurant menu innovations uncovered by the Gordon Food Service® culinary team's recent research tour.

For two decades, Gordon Food Service has traveled to culinary capitals—New York City, Chicago and Los Angeles—in search of the latest food trends. The goal: Conduct street-level research to find recipes ready to energize your operation.

Why do we do it? We understand that business moves at breakneck speed, even on calm days. It's hard enough keeping pace with trends in your local market, let alone knowing that street vendors in Manhattan are fueling a Korean corn dog craze.

## The experts take Manhattan

That's where the Gordon Food Service culinary team comes in. Led by Corporate Consulting Chef Nicholas Gonring, culinary and industry experts scour publications and websites, looking for new restaurants driving innovation.

"New restaurants have to compete in a very saturated market, so they come up with ideas that are most often different and can catch fire quickly," Gonring said.

The most recent research sampled almost 400 dishes in the innovation hubs of New York's Manhattan and Brooklyn boroughs. The result? Foods to document and reimagine as kitchen-tested recipes.

"What we're seeing in the U.S. will fly here because successful restaurateurs are always looking for new things," Darren Lexa said.



Toronto, Montreal and Vancouver lead the trends scene in Canada. Those cities have traditionally been behind some of the major food centres in the U.S., but that gap has closed."

### DARREN LEXA

Calgary-based Gordon Food Service  
Culinary Specialist



## Three trends to watch

The New York trip reaffirmed the Mediterranean movement is hot. It also uncovered other trends, three of which offer differentiation and are approachable for consumers—Korean corn dogs, jianbing and the return of bread and butter service.

### ① Korean corn dogs

These are a cousin to North American cornbread-wrapped hot dogs, but with more flavour complexity and versatility.

It starts with a hot dog, then veers to Korean street food mode. Dunked in a batter of yeast-leavened rice and wheat flours, flavour gets rolled on before it goes in the fryer. Diced potatoes, rice pearls or crushed ramen are options.

“The Korean corn dog is all about mashups and fusion, and it will catch on easily because Korean chicken is very popular throughout Canada right now,” Lexa said.

It’s a great option for a bar and grill, perfect for portability at summertime festivals, concerts, ball games and golf courses.

### ② Jianbing

Pronounced “gin-bing,” think of it as a Chinese crepe. This version uses rice and corn flour batter. Once it sets in the pan, an egg is cracked and mixed to cover the crepe. It’s flipped and filled with condiments, barbecued pork, scallions, red cabbage and fried wontons, then folded for service.

“People need to know how to pronounce it so that’s not a barrier to ordering it,” Lexa explained. “People are very familiar with crepes, and the ethnic conversation is a big part of enjoying food. Jianbing can work as a portable or handheld option, or they can be plated and eaten with utensils, too.”

### ③ Return of bread and butter

The trends tour team noticed bread and butter making a comeback, not as a give-away, but as a shared course people are happy to pay for.

One menu served bread with a tallow candle on the plate. Lit at the table, the candle melts into a dipping oil for the bread.

Other examples include making compound butters, using molds to create unique shapes, featuring your own bread program or serving breadsticks or a pan of rolls to tear apart and share.

“It harkens back generations for people to talk about the fresh bread and butter they ate growing up in mom’s Alberta farmhouse kitchen,” Lexa said. “It creates a story that’s an easy, romantic thing to put on the menu.”





# BBQ PORK JIANBING

## INGREDIENTS

113 g.	Recipe: Jianbing Batter
1 ct.	Gordon Choice® Large Grade A Shelled Egg
½ tsp.	Trade East® Sesame Seeds
7 g.	Markon® Ready-Set-Serve® Green Onions, greens only, sliced
28 g.	Gordon Signature® Hoisin Sauce
½ tsp.	Sriracha Sauce
28 g.	Markon Ready-Set-Serve Shredded Red Cabbage
57 g.	Dry Pulled Pork BBQ
14 g.	Gochujang Sauce
1 ct.	10 cm. x 10 cm. Thick Wonton Skins, cut into strips and fried

## PREPARE THE BBQ PORK JIANBING:

1. **Heat** a crepe pan, tava, or non-stick pan over medium-low heat.
2. **Ladle** 113 g. of the jianbing batter onto the pan off the heat, tilting so the batter coats the surface evenly, like a crepe.
3. **Return** the pan to the burner and cook the jianbing to set, about 3 minutes.
4. **Crack** an egg on top of the jianbing, using a spoon to mix and spread it to cover the surface.
5. **Sprinkle** the sesame seeds and half of the scallions evenly on top of the egg quickly so they adhere.
6. **Turn** the heat to medium-high and cook the jianbing for another 2-3 minutes. The egg will bubble slightly.

7. **Flip** the jianbing and reduce the heat to medium-low.
8. **Add** the hoisin and sriracha to the jianbing, spreading it to completely cover.
9. **Add** the shredded red cabbage and the remaining scallions.
10. **Toss** the warmed pulled pork with the gochujang sauce and then add to the jianbing.
11. **Add** the fried wonton strips and turn off the heat.
12. **Fold** the jianbing from one side to the middle, then fold the other side the same way.
13. **Tuck** the left and right sides inward, and then fold the right side over on top of the left side.
14. **Remove** the jianbing from the pan, cut it in half and stack the halves.
15. **Plate** as desired or place in a sandwich pouch for carryout.

## NOTE:

1. Keep the pork hot in a steam well for service or heat to order in a sauté pan with a bit of water.
2. Cut the wontons into strips and deep-fry at 177°C until golden-brown. Drain and place in a hotel pan lined with a perforated insert. Once cooled, store in air-tight containers. If desired, use individual portioned and fried wonton strips instead of frying your own.
3. For volume, mix the hoisin and sriracha and keep in a squeeze bottle.

## JIANBING BATTER

1 c.	Ivory White Lentils
1 qt.	Water (for soaking lentils)
284 g.	Water (to purée lentils)
3 c.	Rice Flour, sifted
397 g.	Water

## PREPARE THE JIANBING BATTER:

1. **Wash** the lentils under cold water.
2. **Soak** the lentils in the water for 6 hours at room temperature.
3. **Drain** the lentils and rinse to remove starchy residue.
4. **Pulse** purée the lentils in a Vitamix blender or equivalent.
5. **Create** a smooth, thick batter by streaming in cold water (about 284 g.) with the blender on high.
6. **Whisk** together the lentil purée and sifted rice flour in a large stainless steel bowl.
7. **Add** the remaining water (397 g.) and whisk until smooth.
8. **Ferment** the mixture 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).
9. **Refrigerate** the fermented batter until needed for service.

*Bring global flavour to the table in an approachable way with jianbang. Think of it as a Chinese crepe, flavoured with sriracha, hoisin sauce, green onions, cabbage, pulled pork and gochujang sauce. Fried wonton strips give a crunch to this folded, sliced dish that can be served on a plate or wrapped in a bag for carryout.*



**YIELD**  
1 284-g. serving



**PREP TIME**  
5 minutes



**COOK TIME**  
8 minutes



**SUGGESTED PRICE**  
\$7.99





**YIELD**  
1 Corn Dog



**PREP TIME**  
5 minutes



**COOK TIME**  
4 minutes



**SUGGESTED PRICE**  
\$4.50

*Bring a whimsical Korean street food tradition to the North American palate. Just in time for outdoor dining, festivals, concerts and ballgame concessions, this handheld is a tasty alternative to the common corn dog. A hot dog coated with a doughy batter, diced potatoes and breadcrumbs delivers eye appeal and flavour. The coating is only limited by your imagination.*



## SPICY POTATO CORN DOG

### INGREDIENTS

85 g.	Markon® Baker Potatoes, Medium Dice
7 g.	Rice Flour
⅓ tsp.	8½" Wood Skewers
1 ct.	Angus Beef Franks
99 g.	Recipe: Korean Corn Dog Batter
14 g.	Coarse Panko Bread Crumbs
to taste	Coarse Kosher Salt
14 g.	Recipe: Sriracha Mayo
¼ tsp.	Black Sesame Seeds

### PREPARE THE SPICY POTATO CORN DOG:

- Heat** a fryer to 177°C.
- Skewer** the hot dog, pushing the stick to within about 104 cm. of the end.
- Create** a breeding system, with the dough in a shallow pan, the blanched potatoes in a second pan, the breadcrumbs in a third pan, then a sheet tray for the finished product. NOTE: keep a bowl of water nearby to wet the hand that's applying the sticky dough.

- Hold** the skewered dog in one hand, stretch the dough over the dog to completely and evenly cover. Use your wet hand to pull and stretch any extra dough from the bottom end.
- Transfer** the coated dog to the pan with the diced potatoes. Roll the dog over the potatoes allowing them to adhere. Gently squeeze the dog to retain an even shape once this step is complete.
- Coat** the dog with the panko mixture, gently patting the breadcrumbs down so they fill the gaps between the potatoes.
- Fry** the corn dogs in baskets until the exterior is golden-brown, about 4 minutes, and the dog reaches an internal temperature of 74°C.
- Place** the dog on a serving plate and season with salt.
- Sauce** the dog with the sriracha mayo from a squeeze bottle and garnish with black sesame seeds.

### KOREAN CORN DOG BATTER

2 ct.	Large Grade A Eggs
184 g.	Tap Water
298 g.	Crust & Bread Flour
113 g.	Rice Flour
14 g.	Granulated Cane Sugar
2 tsp.	Instant Yeast
1 tsp.	Coarse Kosher Salt

### PREPARE THE KOREAN CORN DOG BATTER:

- Crack** the eggs into the bowl of a stand mixer fitted with a dough hook. Add the water.
- Add** the sifted flours, sugar, yeast and salt.
- Mix** on low speed until fully combined and increase speed slightly until the gluten has developed.
- Transfer** the dough to a lightly greased bowl and cover with plastic wrap.
- Allow** the dough to rise at room temperature until it has doubled in size (up to two hours).
- Store** in the cooler if not using immediately.

\*For the full recipe, including the Sriracha Mayo recipe, search **Spicy Potato Corn Dog** at gfs.ca





 **YIELD**  
1 170-g serving

 **PREP TIME**  
30 minutes

 **COOK TIME**  
5 minutes

 **SUGGESTED PRICE**  
\$8.99



*Candles as cuisine? This idea absolutely shines as an easy-to-execute bread and butter plate with a flair for tableside presentation. Light the tallow candle on the plate and allow it to melt into a dipping oil customers will talk about. It's just one way to elevate the simplest comfort food—bread and butter—into a dish people will pay extra to enjoy.*

## WAGYU TALLOW CANDLE

### INGREDIENTS

43 g.	Beef Tallow
1 ct.	57 g. Paper Souffle Cup
as needed	Butcher's Twine
142 g.	Bread Loaf
½ tsp.	Markon® Fresh Rosemary
7 g.	Sea Salt Flakes

### TO MAKE THE CANDLES:

1. **Line** a quarter sheet tray with paper soufflé cups.
2. **Cut** a piece of butcher's twine about 4 cm. long for each soufflé cup.
3. **Place** a small sauce pot on a scale and weigh out 43 g. of tallow for each cup.
4. **Melt** the tallow in the sauce pot on low heat.
5. **Transfer** the warm tallow to a squeeze bottle with a wide tip and fill the soufflé cups evenly (about ¾ full).
6. **Wrap** the sheet tray tightly with film wrap and poke a hole with a skewer above the centre of each filled soufflé cup.
7. **Add** the butcher's twine pieces to the sauce pot and allow them to absorb any extra tallow.
8. **Insert** the butcher's twine into each hole so the wick reaches the bottom of each soufflé cup and the top portion sticks out of the film.
9. **Place** the tray in the cooler for at least 4 hours so the candles become firm.
10. **Remove** the film wrap and the candles' paper jackets.
11. **Place** the candles in a shallow hotel pan, cover and refrigerate for service.

### TO SERVE:

1. Warm a 142 g. piece of the roasted bread in a 177°C oven, then make four equally spaced slices to the bottom crust of the bread so it can be pulled apart at the table.
2. Place the bread and unlit candle on the plate, allowing some space all around the candle.
3. Disperse the chopped rosemary and salt around the candle.
4. Light the candle at the table, allowing it to melt for dipping the bread.



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ECYCLER RECIC  
RECYCLE RECYCLE



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Sesame Seeds



Pulled Pork



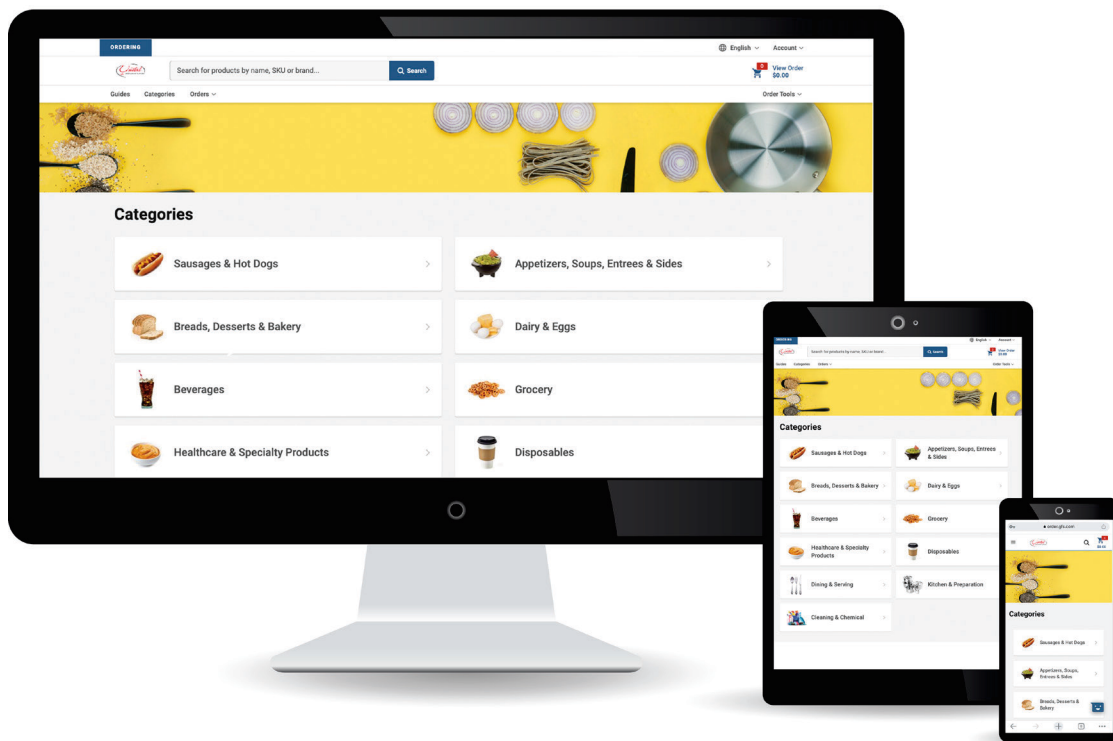
Beef Franks



Hoisin Sauce



White Lentils



Go to **gfs.ca** to start ordering.

**gfs.ca**

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