

foodscape™

ISSUE 2, 2022 // GFS.CA

**TOMORROW TASTES
MEDITERRANEAN**
SET SAIL ON A
FLAVOURFUL
JOURNEY

*Are you ready
to experience
outdoor dining?*



Gordon®
FOOD SERVICE



The Foundation of Flavour

Behind our new Trade East® brand is a world where culture meets cuisine. Boldly tell the story of every dish by calling on spices, seasonings, rubs, blends and fusions. When you highlight global flavour and diversity, you deliver an unforgettable dining experience.

Your Gordon Food Service® Sales Representative can help you select from hundreds of carefully crafted options.

TRADE EAST®

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Help your customers enjoy the fresh air by being patio ready.

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14 Harissa Honey-Glazed Chicken

Stay connected with
Gordon Food Service®



gfs.ca/ideas



HERE FOR GOOD



Flavour is ever-evolving, and the Gordon Food Service® story is much the same. We're always looking forward, aware that our story is still being written the same way as yours—by a passion for food. **We are Here for You.**

Plan for Success

UPCOMING DATES AND EVENTS

JUNE

03 Celebrate Egg Day

Get cracking with eggs any way you like. Over-easy. Scrambled. Hard-boiled. In a cake batter.

10 Create an Iced Tea Day

Sip down this summertime beverage basic. Dress it up with fresh Markon® fruit slices.

19 Father's Day

Show dads some love with hero sandwiches, barbecue favourites and "pop"-sicles.

21 Indigenous Peoples Day

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

JULY

01 Canada Day

Deck the tables with red and white for a celebration that includes poutine, strawberry compote or anything maple.

07 World Chocolate Day

Feature specials on chocolate desserts or tuck a mini chocolate in to-go bags with a note of thanks.

20 Hot Dog Day

Celebrate summer's favourite food. Is Kraft Dinner a hot dog topper? Yes it is!

30 Say Cheese! It's Cheesecake Day

Shouldn't this be every day? Whip up your own or call on Sienna Bakery® specialties.

AUGUST

05 International Beer Day

Prepare salty snacks, appetizers or feature special pairings with favourite craft brews.

16 Enjoy Bratwurst Day

Smother your brats in onions and brown mustard, or go global with banh mi toppings.

18 Construct a Fajita Day

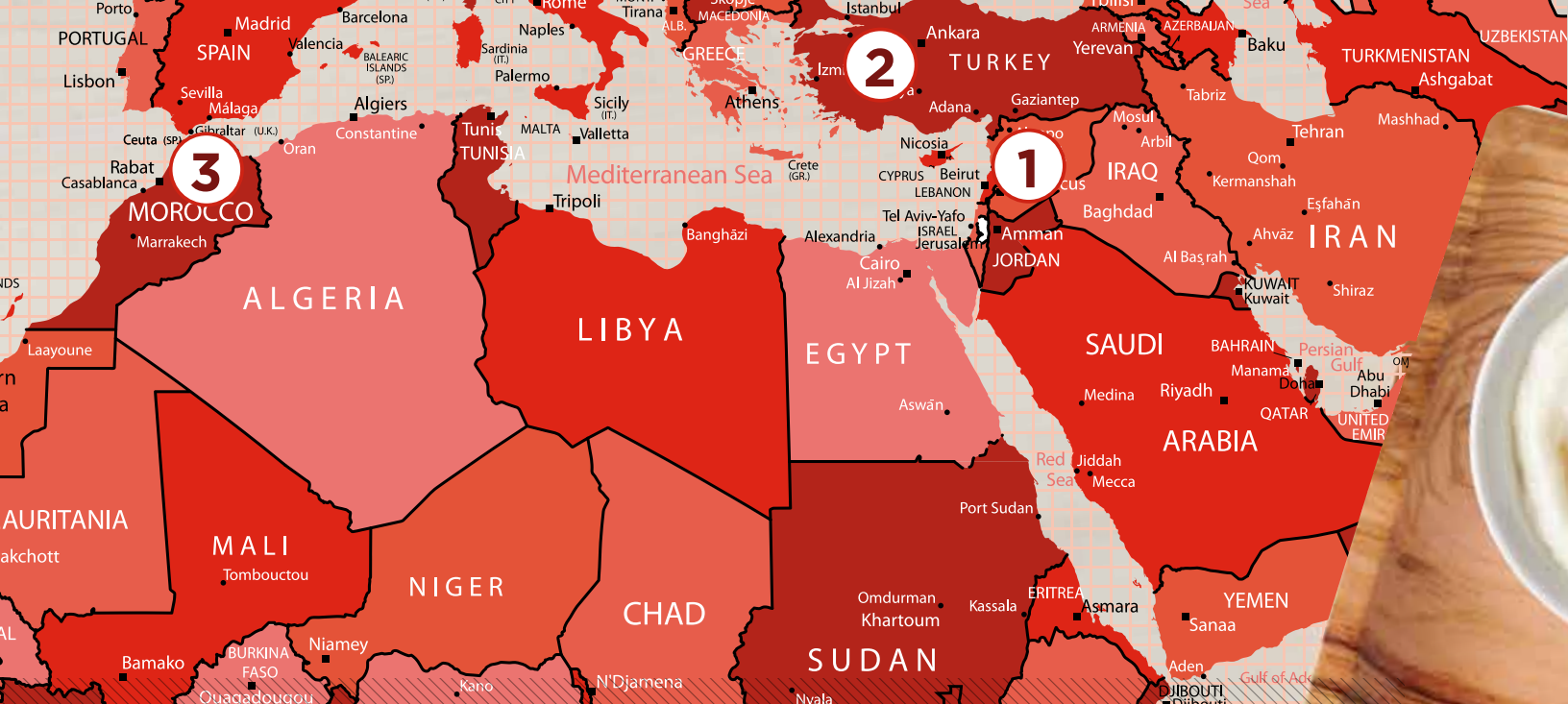
Add some sizzle with an all-veggie version, a fajita on a stick, or a seafood option using shrimp.

7



10





MEDITERRANEAN FLAVOURS *yours to rediscover*

The cuisine at the cradle of civilization meets the future of dining.

At the dawn of 2022, food trend predictions called for more global flavours and health-conscious eating. Mediterranean foods and flavours are poised to help operators keep pace.

Sail through the Strait of Gibraltar and enter a world of Mediterranean flavour that goes far beyond the familiar Italian and Greek dishes. From Albania to Turkey, there are 21 countries bordering the Mediterranean Sea, each with regional cuisines ripe for adding global flavour and satisfying mindful eaters.

“The repertoire of what you have available for Mediterranean cuisine is a huge reach, with all kinds of wonderful foods stretching from North Africa to the Middle East and the Baltic region to the Iberian Peninsula,” said Gordon Food Service® Consulting Chef Nicholas Gonring. “And from a health perspective, it’s really encouraging that you can cook more healthy and flavourful dishes.”

Start simply

Adding Mediterranean foods and flavours to the restaurant menu doesn’t have to feel foreign. It can be as simple as starting by mixing up some dips or adding seasonings, glazes and sauces to a familiar protein like chicken or vegetable like cauliflower.

“The foods you select can be approachable and recognizable while being interesting and healthy,” Gonring said. “There are so many foods and flavours in the Mediterranean realm—it’s a fun spot to play in.”

Although Mediterranean foods are Old-World, it’s a new school of thought for some operators. For those looking to differentiate their menus and achieve the sweet spot of being both flavourful and healthy, there’s a lot of promise. To set yourself up for success, Gonring recommends looking for ingredients that can become staples.

**1**

TOUM

A Lebanese version of vinaigrette.

LEMON JUICE
DIJON MUSTARD
OIL
LOTS OF GARLIC

2

MUHAMMARA

A spicy Turkish dip made the same way as the familiar romesco.

WALNUTS
RED PEPPERS
POMEGRANATE MOLASSES
LEMON JUICE
BREADCRUMBS

3

CHERMOULA

A North African condiment that is a cousin of the familiar pesto.

CILANTRO
PARSLEY
SCALLIONS
OLIVE OIL

Woo with familiarity

Unlike French cooking, where butter and cream are a flavour staple, Mediterranean cuisine offers condiments and sauces with lots of healthy flavour options that can be woven into the menu. It's all about showing diners how Mediterranean components are constructed in ways similar to familiar foods.

"Most people are already familiar with components and techniques," Gonring said. "It would be easy to add yogurt-marinated chicken wings with a dipping sauce to introduce these flavours to mainstream audiences."

Win with healthfulness

Now is a great time for operators to consider a Mediterranean strategy, notes Amanda Goldman, a Gordon Food Service Healthcare Industry Sales Strategist and registered dietitian. For the fifth straight year, the Mediterranean Diet has been ranked No. 1 for healthy eating by *U.S. News and World Report*.

"As operators look for ways to emerge from the pandemic, they are looking for something that's innovative, interesting and attention-getting," she said. "From a health perspective, Mediterranean is in line with anyone who wants to move ahead with plant-based or plant-forward menus."

Consumers also are looking for new flavour experiences. Taking traditional ingredients and applying a modern Mediterranean twist may be a good strategy.

"The pandemic has pushed forward where millennials are making living in the suburbs cool again, but that also means the places they like to eat will also move into the suburbs" Goldman said. "I think the pandemic and the work-from-home lifestyle make Mediterranean an opportunity."

Your Gordon Food Service Sales Representative can introduce you to easy ways to add Mediterranean menu options.

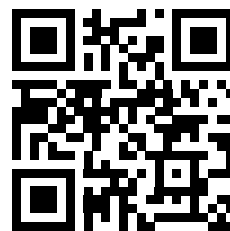
Look for the logo:



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Learn more:



Contact your Gordon Food Service® Sales Representative

Meet expectations with *menu innovation*

Realize better profits with product cross-utilization and proper pricing.



1 INGREDIENT ⓘ 6 APPLICATIONS

START WITH

Gordon Choice® Fresh CVP
Chicken Tenders

CREATE

- 1 **Hand-bread** for a basic appetizer basket or kids' meals.
- 2 **Cut up** and bread or batter to toss in a wing sauce as an alternative to chicken wings.
- 3 **Shred** and use for nachos, quesadillas and even on-trend birria tacos.
- 4 **Grill** and slice for salad toppers.
- 5 **Skewer** and grill layered with veggies for a great kebab. (Use your favourite marinade or seasoning, or apply international flair with Mediterranean seasoning.)
- 6 **Pound** and hand-bread for chicken parmigiana, marsala or piccata.

Amid all the challenges facing restaurant operators, menu innovation remains a key ingredient to success. It's a matter of doing more with less.

For restaurants, a downsized labour force has downsized menus. Supply-chain struggles have manufacturers in a bind, often unable to develop new products as they try to keep core products in the pipeline. Then there's inflation.

What's an operator to do? Get back to basics—focus on ingredients that define the restaurant's brand. It requires a lens of product cross-utilization, menu smarts and operational efficiency, according to Gordon Food Service® experts.

Balancing innovation

Customers are dining out more and have increasing expectations. Buying a different cut of beef for each dish is a

tall order. With a smaller kitchen staff and inconsistent product availability, you're inviting stress, Calgary-based Culinary Specialist Darren Lexa said. He recommends a hard look at batch cooking and cross-utilization.

Consider the convenience of batch-cooked short ribs. It's a star in the centre of the plate, but it's right at home elsewhere:

- Add seasonings and use it for tacos.
- Shred it into a nacho plate.
- Stir it into a ragout and serve over pasta.
- Cut it into chunks, deep-fry and create a barbecue burnt ends appetizer.
- Put it on a biscuit with a fried egg as a brunch item.

"Cooking short ribs in bulk might require three or four hours of labour when you're not open, but it will reduce the volume on the line so you can execute service easier," Lexa said.

ADVICE FROM THE FIELD

We reached out to our specialists and asked what makes Mediterranean foods great. Here's what they said:

MAGICAL MEZZE

My favourite Mediterranean concept is mezze, simply translated to appetizer. Try a platter of dips, such as hummus, yogurt and muhammara (red pepper dip), along with cheeses, olives, fresh bread, fresh and pickled vegetables. It's a delicious, healthy, full-flavoured option that can be made completely vegan.



TIM TEJOCO

BUSINESS SOLUTIONS SPECIALIST

RATATOUILLE RULES

An authentic Mediterranean dish with huge flavour, colour and amazing presentation is ratatouille.



Eggplant, tomatoes, summer squash, sweet peppers, roasted garlic and nutty olive oil ... incorporate this classic into your menu, alongside grilled meats, tossed with pasta, or served over crostini with goat cheese.

NATHAN VOULGARIS

CULINARY SPECIALIST

GO FOR QUALITY

Let the quality of your ingredients stand on their own—use fresh produce, fresh herbs and meat, instead of over-salting and over-seasoning. The key to any Mediterranean dish is really good extra virgin olive oil, and don't skimp. It's the first flavour to hit your palate and it lingers.



ROBERT BILLINGSLEY

CULINARY SPECIALIST



"Using the perceived value can capture more profit on an item that's pretty easy to make."

Cover all bases

Innovative cross-utilization doesn't stop with proteins. Simple mixtures can create signature flavours, Customer Marketing Manager Art Tigera explains. Add blackening spice to ranch dressing for a blackened ranch condiment. Combine ranch dressing and hot sauce for a buffalo ranch dip. "These can take your appetizers up a notch without adding new products."

Don't overlook the bar, says Culinary Specialist Bill Pilgrim. A can of wild cherry topping mixed with a little bourbon makes a wonderful sauce for a chocolate torte. Those same cherries can be used to create a shrub for a non-alcoholic offering or for your signature Old-Fashioned. Add a bit of olive oil and vinegar to create a cherry vinaigrette for a marinade or salad dressing.

Speed-scratch also is a player. Pilgrim suggests these ideas:

- **Signature salsa.** Start with fire-roasted salsa verde, then blend cilantro, jalapeños, green onions and fresh lime juice.
- **Trendy elote.** Start with frozen corn and jalapeño blend, combine with mayo, butter, top with crema and a sprig of cilantro.
- **Seafood sauce.** Start with lobster bisque, add cream and egg yolks, then whip until creamy and serve as lobster veloute.

Price for profitability

A big mistake operators make is overlooking how plate costs affect profits. With rising food and labour costs, simply increasing menu prices may not protect profit margins.

"You can't make money unless you know where you're losing money," Tigera said. "Before you go through menu innovations, you really have to understand where your costs are."

One way to start is by analyzing the 10 or 15 top-selling menu items, Culinary Specialist Adam Walkover suggests. Price adjustments on those items will impact the bottom line the fastest. After the first 15 items, cost out five more each week to cover the entire menu. Gordon Recipe™ can help make sense of the numbers.

Innovative dishes run through a pricing formula alone won't always deliver the most profit. Pilgrim recommends putting the dish in front of your team and asking what they would pay.

"They might tell you it's a \$19 dish in your market, where the food-cost formula might price it at \$11 or \$12," Pilgrim said. "Using the perceived value can capture more profit on an item that's pretty easy to make."



Say goodbye to the winter blues

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or shop Gordon Ordering. Brought to you by United Restaurant Supplies®.

An outdoor dining oasis awaits

Get your restaurant patio ready with these five basic steps.



Outdoor dining is around the corner for most of North America, and that means it's time to get your patio ready. Before al fresco service begins, there's a list of things to consider.

As you prepare to open your patio, deck or sidewalk seating, you have to clean, tend to landscaping and get the word out to your customers and your team. It's a big task.

"Given the current climate—a pandemic, a labour shortage and product-supply difficulties—you need a plan so you can execute with the staff and capabilities you have," said Art Tigera, Gordon Food Service® Customer Marketing Manager.

- 1 Put someone in charge.** Outdoor seating adds a dining room, and it helps to have someone to manage it. Put this person in control of the patio team. Whether it's seasonal hires or regulars relocated to work the patio, make sure they are cross-trained so they can work indoors if the weather turns bad.
- 2 Equip for success.** Get your tables, chairs, umbrellas, carts, grills, etc. out of storage. Check for damage and make repairs. Also check things like outdoor power outlets, and have an inspector take a look.
- 3 Think about the menu.** In warm-weather climates where the patio is always open, it's time to shift from winter beverages to refreshing drinks like lemonade or iced teas, Tigera says. Outdoor brunch also is an option: "Easter, Cinco de Mayo, Mother's Day, Father's Day ... this is the time of year for brunch holidays, and it gets people in the mood to eat outdoors."
- 4 Make it look inviting.** Potential guests see your outdoor dining as they pass on the street. Landscaping—trees, plants, flowers, tall grasses, awnings, umbrellas—provides a park-like feel.
- 5 Build anticipation.** Whether you're opening for the season or making changes to your ongoing outdoor dining, make sure guests know. Patio-only specials and limited-time offers can stoke excitement and help you control back-of-house execution. Don't forget to spread the word about your menu, specials or live entertainment on your website and social media.

Outdoor dining includes many moving parts and lots of details. Preparation makes it easier on your business and more enjoyable for your guests.



"Given the current climate—a pandemic, a labour shortage and product-supply difficulties—you need a plan so you can execute with the staff and capabilities you have."



Help guests breathe easier

Many people prefer eating outdoors because, well, COVID-19. Enhance their sense of safety with these tips:



Start with a clean slate.

Give patio equipment a deep cleaning. Get rid of leaves and debris, then use a detergent to remove dirt, dust and pollen, followed by applying a quaternary sanitizer.



Go with a flow.

If possible, create a path with one way in from the restaurant and one way out, so people (including staffers) don't need to double back.



Make hand cleaning easy.

Have hand sanitizer at each table, or within sight of guests. That way, no one needs to trek through the dining room just to wash hands in the bathroom.



Have visibility.

As with indoor dining, once a table opens up, get staff in there cleaning and sanitizing.

Brand recognition works: People recognize labels (such as Array® or Purell), and feel more comfortable when seeing cleaning agents they recognize.



Send signals.

Masks, gloves and other personal protection shows you care about the safety of customers and your staff.



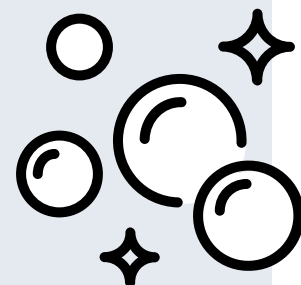
Place signage.

Make your cleaning and healthy practices visible with signage, such as "this table has been sanitized for your safety."



Use safety flourishes.

Food tray covers help keep meals hot (or cold), plus it shields airborne germs or flying pests. It also feels like a five-star experience when food is unveiled tableside.





YIELD
1 368 g. serving



PREP TIME
5 minutes



COOK TIME
15 minutes



SUGGESTED PRICE
\$17.99

GRILLED CAULIFLOWER STEAK

INGREDIENTS

283 g.	Markon® Cauliflower, trimmed
14 g.	Extra Virgin Olive Oil
to taste	Kosher Salt
to taste	Trade East® Ground Black Pepper
14 g.	Pomegranate Molasses
28 g.	Recipe: Chermoula Paste
1 ct.	Lemon, zested
1 ct.	Markon Mint
57 g.	Recipe: Red Pepper Walnut Muhammara

PREPARE THE CAULIFLOWER STEAK:

1. Heat a char-grill to high and your convection oven to 304°C (400°F) on high fan.
2. Slice the cauliflower, stem-side up, cutting crosswise about 1" past the stem end on both sides, leaving one large centre section. Cut this in half again, using the stem as the middle point. Place cauliflower in a covered storage container and refrigerate.
3. Brush both sides of the cauliflower with olive oil and season with salt and pepper.
4. Grill the cauliflower for about 4 minutes per side.
5. Remove from the grill and place on a sheet tray. Brush with pomegranate molasses and roast until the cauliflower is tender and caramelized.
6. Place the cauliflower on a serving plate and spoon the chermoula on top, spreading it evenly.
7. Garnish with lemon zest and torn mint pieces.
8. Spoon the muhammara next to the cauliflower.

CHERMOULA PASTE

1 tsp.	Trade East Cumin
½ tsp.	Trade East Smoked Paprika
1 tsp.	Crushed Aleppo Pepper
¼ tsp.	Trade East Ground Coriander
1 tsp.	Markon Ready-Set-Serve® Fresh Garlic
85 g.	Markon Ready-Set-Serve Cilantro
43 g.	Markon Italian Parsley
43 g.	Markon Ready-Set-Serve Green Onion
1 ct.	Markon Lemons
113 g.	Extra Virgin Olive Oil
½ tsp.	Kosher Salt

PREPARE THE CHERMOULA PASTE:

1. Combine the ground cumin, paprika, Aleppo pepper and coriander in a small sauté pan and toast over medium-low heat until just warmed through, stirring frequently. Remove from the heat and reserve.
2. Zest and juice the lemon. Add 57 g. of lemon juice to a food processor and keep lemon zest for garnish.
3. Add the toasted spices and chopped garlic to the food processor, followed by the cilantro, parsley and scallion greens.
4. Pulse the food processor to create a pesto.
5. Stream the olive oil into the running food processor.
6. Season with salt.
7. Transfer the chermoula to a deli container. Add a little olive oil on top to prevent oxidation.
8. Refrigerate until needed.

One joy of Mediterranean cooking is presenting familiar ingredients in an exotic, health-forward way. Charred cauliflower has the starring role, but gets support from caramelized pomegranate molasses, chermoula paste and muhammara—a red pepper dip not far removed from romesco.

*For the full recipe, search **Grilled Cauliflower Steak** at gfs.ca

When life hands you butternut squash, make mezze—a traditional Mediterranean sharing plate. This dip is a play on hummus, but without chickpeas. It pairs well with apricot preserves and pomegranate. Serve alongside naan flatbread as an irresistible and healthy snack.



BUTTERNUT SQUASH & POMEGRANATE DIP

INGREDIENTS

2 ct.	Garlic Naan Flatbread
170 g.	Recipe: Butternut Squash Pomegranate Dip
7 g.	Extra Virgin Olive Oil
14 g.	Apricot Preserves
7 g.	Pomegranate
7 g.	Gordon Choice® Walnuts
¼ tsp.	Trade East® Hulled Sesame Seeds
1 ct.	Markon® Lime, zested
1 ct.	Markon Mint Leaves

TO PLATE:

1. Grill the naan on a char-grill or flat top to warm it through. Cut each piece in half and reserve.
2. Add 170 g. of squash dip to a serving plate, making a well in the dip.
3. Drizzle with extra virgin olive oil.
4. Spoon apricot preserves onto the plate, followed by the pomegranate and toasted walnuts.
5. Garnish with white hulled sesame seeds, fresh lime zest and hand-torn mint.
6. Place the naan next to the dip and serve.



YIELD
1 2.3 kg. serving



PREP TIME
5 minutes



COOK TIME
2 minutes



SUGGESTED PRICE
\$10.99

BUTTERNUT SQUASH AND POMEGRANATE DIP


28 g.	Extra Virgin Olive Oil
85 g.	Jumbo Spanish Onions, thinly sliced
1 tsp.	Crushed Aleppo Pepper
¾ tsp.	Kosher Salt
1.1 kg.	Butternut Squash, diced
28 g.	Roasted Garlic
85 g.	White Balsamic Vinegar
28 g.	Gordon Choice Honey
1 tsp.	Gordon Signature® Roasted Chicken Base
454 g.	Water
1 ct.	Markon Lemon, juiced
57 g.	Pure Tahini Paste
57 g.	Extra Virgin Olive Oil
to taste	Kosher Salt


PREPARE THE BUTTERNUT SQUASH AND POMEGRANATE DIP:


1. Heat the olive oil in a medium-sized non-reactive sauce pan over medium heat.
2. Add the onions, Aleppo pepper and salt and sweat the mixture down until the onions are translucent.
3. Reduce the heat to medium-low. Add the squash and roasted garlic and continue to sweat down.
4. Whisk together the white balsamic vinegar, honey, chicken base and hot water in a small bowl.
5. Pour the mixture into the pot, scraping any food off the bottom of the pan.
6. Simmer, stirring frequently, and reduce the heat to low. Cook down until the pot is almost dry.
7. Transfer the contents to a food processor, adding the lemon juice (about 57 g.) and the tahini paste. Purée until smooth.
8. Stream the olive oil into the running food processor so it is absorbed and emulsified. Season with salt.


*For the full recipe, search
Butternut Squash & Pomegranate Dip at gfs.ca



 **YIELD**
1 397 g. serving

 **PREP TIME**
2 minutes

 **COOK TIME**
10 minutes

 **SUGGESTED PRICE**
\$13.99

Step aside chicken wings. Harissa honey glaze on chicken drumsticks one-ups any wing recipe. Chicken, a mound of couscous salad and a dollop of garlicky Lebanese toum sauce create an approachable and flavourful Mediterranean mainstay.

HARISSA HONEY-GLAZED CHICKEN

INGREDIENTS

227 g. Skin-On Chicken Drumsticks
to taste Kosher Salt
to taste Trade East® Ground Black Pepper
14 g. Extra Virgin Olive Oil
28 g. Recipe: Harissa Honey Glaze
85 g. Couscous Salad with Feta and Mint
57 g. Recipe: Toum Sauce
2 g. Rainbow Microgreens

PREPARE THE HARISSA HONEY-GLAZED CHICKEN

1. Preheat a char-grill to high heat.
2. Season the chicken with salt and pepper and rub with olive oil.
3. Grill the chicken for about 4 minutes per side, or until the chicken reaches an internal temperature of 68°C (155°F).
4. Apply half of the glaze to the chicken and continue to grill so the glaze caramelizes slightly.
5. Remove the chicken when the internal temperature reaches 74°C (165°F), and transfer to a sheet tray for plating.
6. Place the couscous salad on a plate, followed by the chicken. Add the remaining glaze to the chicken.
7. Spoon the toum into a tight mound and create a well with walls of the sauce on each side.
8. Garnish with microgreens and serve.

HARISSA HONEY GLAZE

227 g. Gordon Choice® Honey
57 g. Harissa

PREPARE THE HARISSA HONEY GLAZE

1. Combine the honey and harissa in a small saucepan over low heat and whisk until the glaze is noticeably more loose.
2. Remove from the heat and transfer the glaze to a squeeze bottle.
3. For service, keep the glaze warm in a bain-marie with hot water.

TOUM SAUCE

85 g. Markon® Lemon, juice only
71 g. Markon Ready-Set-Serve® Peeled Garlic Cloves
28 g. Dijon Mustard
85 g. White Wine Vinegar
425 g. Gordon Choice Extra Virgin/Canola Oil Blend
1 tsp. Kosher Salt

PREPARE THE TOUM SAUCE

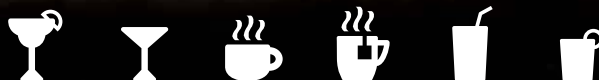
1. Add 85 g. of lemon juice to a blender.
2. Add the garlic cloves, Dijon mustard and white wine vinegar.
3. Purée the ingredients until smooth, then slowly drizzle in the oil until fully emulsified.
4. Season with salt.
5. Transfer to a squeeze bottle until needed.



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can show you how.

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Always at your table®