

ISSUE 1, 2021 // GFS.CA

foodscape™



*The summer
is ripe for
seasonal
produce and
time-saving
measures*

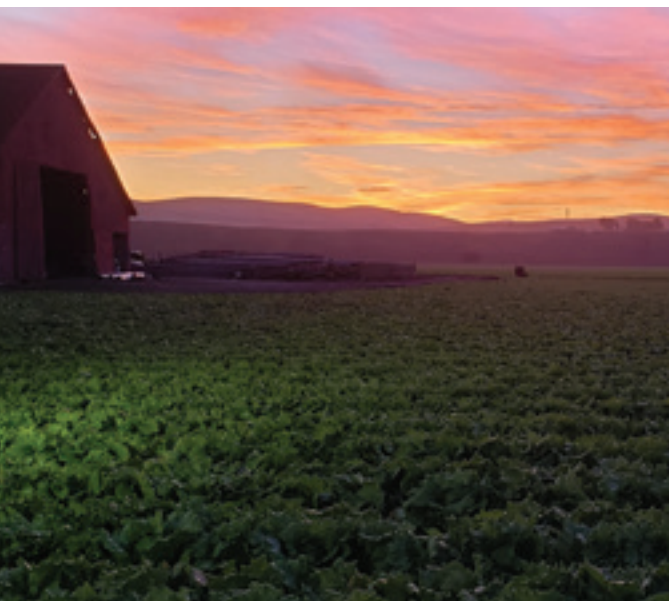
**ON-TREND
RECIPES**
YOUR
DINERS
WILL
LOVE

Gordon®
FOOD SERVICE



READY-SET-SERVE. FRESH NEW LOOK, SAME INNOVATIVE PRODUCTS.

When we created Markon's Ready-Set-Serve®, it was the first pre-prepped, table-ready brand created specifically for foodservice. This product line has evolved to more culinary-focused, value-added fruits and vegetables, and packaging is evolving along with it. Ready-Set-Serve provides the flexibility to elevate your craft, to offer more. More flavor, more expression. More of the bold, inspired, outside-the-menu creations you're looking for. Because with Markon, you not only get premium farm-to-table produce, you'll also get inspiration, innovation, and transparency. All so you can do what you do best.



In This Issue...

4 Building a Flexible Menu

A smaller menu provides flexibility and profit control.

7 Ready, Set ... Serve!

Ready-to-use foods are your best friend in a labour crisis.

10 Veg-Forward

Be at your best with creative, veg-centric dishes.

FEATURED RECIPES

12 Vada Pav Burger

13 Avocado Shrimp Tartine

14 Choripán Sandwich



Stay connected with
Gordon Food Service®



gfs.ca/ideas



Plan for Success

UPCOMING DATES AND EVENTS

AUGUST

Back to School Month

Help families adjust to busy work and school schedules with take-home meal kits and comfort-food menu items.

08 International Beer Day

Say cheers with local favourites paired with light snacks or appetizers.

31 Eat Outside Day

Invite guests for patio specials as summer winds down.

SEPTEMBER

04 International Bacon Day

Need an excuse to feature bacon? Breakfast side, on potatoes, salads, sandwiches, burgers, pizza or even on maple iced doughnuts.

06 Labour Day

Help guests by taking on the kitchen work with takeout barbecue, or break out the checkered tablecloths and host an in-house cookout.

08 International Eat an Apple Day

It's harvest time, so menu them at their flavourful best.

29 Coffee Day

Brew something special for your guests and don't overlook scones, muffins or other small bites.

OCTOBER

04 World Taco Day

If you haven't added birria tacos to the menu, what are you waiting for?

09 International Beer & Pizza Day

Feature local brews and personal pizzas. Don't overlook the takeout pairing possibilities.

11 Thanksgiving Day

Help families celebrate with prepared entrées and sides for their in-home gatherings.

16 World Food Day

Tout your local, clean-label or earth-friendly program. Ask about Clear Choice options that might appeal to your guests.

31 Halloween

Make mask-wearing cool again. Offer a special treat to guests who dress in costume.

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.



Think Shrink for Menu Flexibility

Find your balance to build sales and maximize cost control.

In a business fixated on growth, “shrink” can’t be good. Think again. A smaller menu can provide more flexibility and protect profits during times of rising or unstable pricing.

The summer season is a great time for menu management. People are busy, and a menu with fewer, simpler options allows them to choose quickly. It also eases the load on your kitchen, which may be affected by labour shortages.

It’s time to think like a food truck—present a craveable menu built around fewer items that can be cross-utilized on the menu. The longer the menu,

the more costly it is to maintain. More dishes mean more products, larger storage capacity, extra kitchen skills and a bigger staff. Reducing any of those can offset food costs.

Don’t forget about your brand

Menu changes shouldn’t come at the expense of your brand. It requires an understanding of your customers. Do guests want more fresh choices, local flavours, global options? Define your menu based on expectations of your position in the marketplace.

The pandemic had a huge impact on the availability and price of certain products. Seasonality also affects pricing and your profitability on menu items. Act deliberately. What looks

like a bargain during the middle of the July growing season may be a burden in winter. Here are some decision-making tips:

- Create dishes with flexibility in mind—sides of fresh greens in summer, root vegetables in winter.
- Use limited-time offers to promote items when they are available and profitable.
- Consider frozen products for price-sensitive items to stabilize costs.
- Incorporate pre-cooked, pre-sliced or other value-added products to save time.

Build menu flexibility smartly

Everything starts with your core menu—the basic items that determine your brand. Your menu can always change, but every change requires serious consideration. Simply reacting to hot trends may feel like a flexible menu, but it only works if the changes enhance your brand.

For example, if you menu a regular chicken sandwich and want to add a Nashville hot chicken sandwich option, there's a lot to consider. Ask yourself:

- Does it fit my brand?
- Will it satisfy customer demand?
- Will it take more labour?
- Can I also use the hot chicken in a salad or other entrée?

By making the right choice of products it's possible to find menu solutions that fit your needs without hurting your bottom line.

Re-evaluate your recipes

A smaller, flexible menu works best when recipes are carefully managed. Jean-François Houde, Executive Chef of Restos Plaisirs in Quebec, says menu optimization starts with the recipe book.

"Standardization of each plate is the key to maximize consistency and quickness," he notes. "Vendors are a great solution when it comes to efficiency. While they are already equipped to produce large quantities of a specific item, they also keep high quality standards as well as our signature flavours."

He also flavours economizing with cross-utilization. "Limiting the number of items you use in your kitchen is definitely the first strategy to optimize your components because it helps manage freshness. Each product should be used in a couple of dishes, having single-use items can be risky." ■

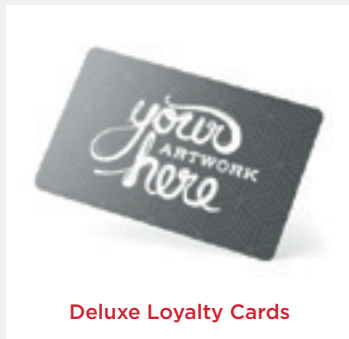
Menu agility is easier than ever today. Online menus allow real-time changes to manage pricing, product availability or production challenges. Ask your Gordon Food Service® Sales Representative for ideas to right-size your menu.

CUSTOM PRINTED PRODUCTS

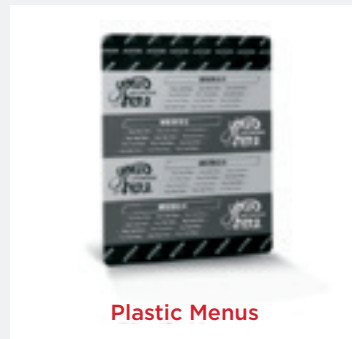
➔ JUST A CLICK AWAY



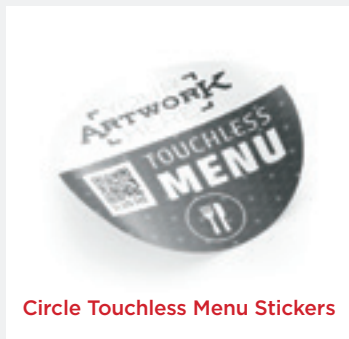
Need a custom printed item? Look no further.
Explore our extensive product line to find the right item for your application. From parking tags to roll labels, we've got you covered. Ordering custom products has never been so easy!



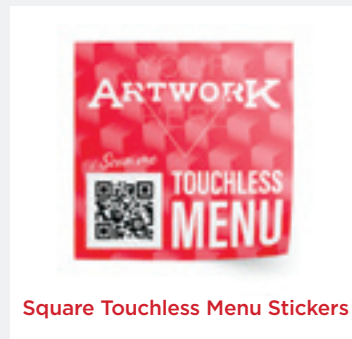
Deluxe Loyalty Cards



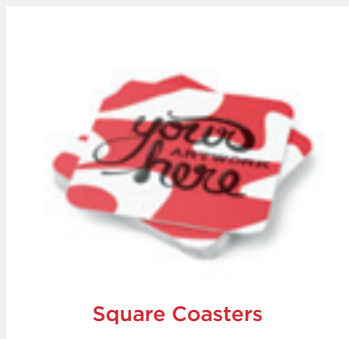
Plastic Menus



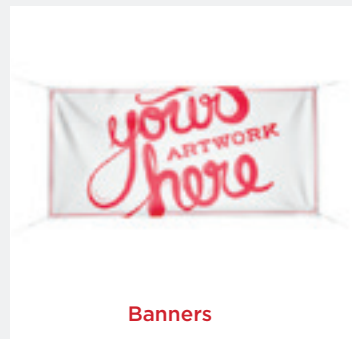
Circle Touchless Menu Stickers



Square Touchless Menu Stickers



Square Coasters



Banners

Check out ca.gfsimpress.com to learn more

INTERCITY CUSTOM

M E A T S



ELEVATE THE BURGER EXPERIENCE

There's a place on almost every menu for burgers, and Intercity Custom Meats® offers beef worth savouring. Consumers crave patties with a plump homemade appearance. Our burgers cook up to a fluffy texture with rough, creviced edges, delivering the gourmet appearance and juicy flavour diners love with the portion control and convenience that saves money and time in the kitchen.

Ask your Gordon Food Service® Sales Representative how these high-quality burgers can translate to better sales and separate your burgers from the competition.

Be Your Best with Ready-to-Use Foods

Menu flexibility and creativity while saving time and labour.

Is it worth paying restaurant employees to peel potatoes? Should they spend time cutting and mixing salad greens? The current labour climate raises these questions. The answer could be as simple as ready-to-use products.

As operations start to add more dine-in traffic to already busy takeout and delivery schedules, employees are beyond busy. Combine that with the likelihood of being short-staffed and the phrase “time is money” gets real.

Add in employee turnover or a no-show during a busy shift and you’ll spend time and money training team members to avoid sacrificing quality. After all, you can’t afford to disappoint customers, especially as they’re just returning to the dining-out scene.

Find your labour vs. cost balance

It’s common knowledge that precut, ready-to-use (RTU) items cost a little more than buying whole vegetables or carving your own meats. You pay a cost when the supplier slices veggies, washes lettuce, packages salad blends, or expertly and consistently trims steaks.

It’s a balancing act. Money spent on RTU products saves labour in your kitchen. A plate-cost analysis might show it takes 15 cents per serving to make a menu item but saves 20 cents in labour. That five cents goes right to your bottom line.

The time you save handling labour has other benefits. Instead of spending hours in the prep kitchen, your team can focus on creativity and be happier and more challenged. The resulting new menu concept or beautiful plate presentation adds value to your brand.

How does it work?

If you prepare a realistic plate-cost model, including time spent on preparation, you can assess whether it’s worthwhile to incorporate value-added key products. Start by asking three questions:

1. Is my time (or my employees’ time) worth doing repetitive work that does not add value to my dishes?

YES ☒ NO ☐

2. Can I maintain the consistency of my dishes considering staff issues that may happen?

YES ☒ NO ☐

3. Can my staff properly manage some items and keep dishes profitable?

YES ☒ NO ☐

A “no” answer to any of those questions should have you considering alternative solutions.

Instead of spending hours in the prep kitchen, your team can focus on creativity and be happier and more challenged.

ADVICE FROM THE FIELD

We asked our specialists what time-saving products were some of their favourites. Here's their take.

1193416 // VEGETABLE MIREPOIX MIX, ¼ INCH CUBED

Ultimate versatility, and the base for a lot of dishes. Absolutely essential for soups, stews, and sauces—but can also be found in hamburgers, casseroles, and marinades. It adds great flavour and body to dishes while removing tons of prep time.



EDWARD KANNA

FRUITS VEGETABLES & DAIRY PRODUCT SPECIALIST

1212847 // GORDON CHOICE® READY TO USE DEMI GLACE SAUCE

This product is a game changer for an operator. The quality is outstanding and saves prep time, labour and money, giving the staff the opportunity to perform tasks that bring greater value. This product also saves on energy cost (no pots boiling for days), space on stoves and in storage, and in conjunction with a "portion protein program" will save further on labour, space and waste.



DAVID EVANS

CULINARY SPECIALIST

1347111 // CERTIFIED ANGUS BEEF® POT ROAST, COOKED IN JUS

This product is so flexible in its application—use it as pulled/shredded beef, as a rustic and flavourful diced beef, or even jazz it up as an entrée or sharing plate, playing off the idea of a high-end short rib dish. This product is perfectly on-trend as a comfort food that really travels well in off-premise dining environments. Best of all, it is fully cooked and ready to use—no need for labour intensive prep.



DARREN LEXA

CULINARY SPECIALIST



Use Ready-Set-Serve Fresh Cut Salad for simple summer salads that will wow your customers



GET THE FULL RECIPE AT:

gfs.ca/en-ca/ideas/recipe/smoked-salmon-rosti-salad

Produce possibilities

Markon® Ready-Set-Serve® produce is a proven cost saver. Markon has created a cost calculator so operators can check the savings on chopped, peeled or prewashed fruits and vegetables. Other options are Fresh Start Foods and JG Fruits and Vegetables, which offer farm-fresh produce, including pre-cut and custom blends. The savings go beyond labour.

"In addition to labour savings, operators save money by maximizing the yield—you don't pay for parts that get trimmed and thrown out," says Gordon Food Service® Business Solutions Specialist Juan Del Corral. "You actually get more usable product per pound and really good shelf life."

Markon guarantees quality with a 5-Star Food Safety Audit Program, and prewashed RSS produce meets HACCP standards, saving your staff cleaning time and monitoring.

Protein profitability

Protein is usually the most expensive item on the plate. Buying whole cuts of meat at the right price seems economical, but there are risks that can compromise profitability:

- Inconsistency and miscuts
- Cost of unused by-products
- Price volatility

By working with a pre-cut program, you pay for 100% yield and ensure consistent weight and quality with every piece. This makes it easier to calculate the real food cost of each plate without any surprise, resulting in a better control of your sales.

Intercity Packers and Fruits de Mer Liberio provide a lengthy list of meat and seafood options, including sustainable seafood and pork, poultry and more, as well as custom-cut options. ■

Your Gordon Food Service® Sales Representative can introduce you to ready-to-use options that offer menu benefits and labour savings.

FILL YOUR SMART CART AT GORDON ORDERING

Access the entire Gordon Food Service® product catalog
with the easy-to-use, intuitive search function.
See some new product selections by searching these keywords.

Vegan Burger



Markon RSS Lettuce



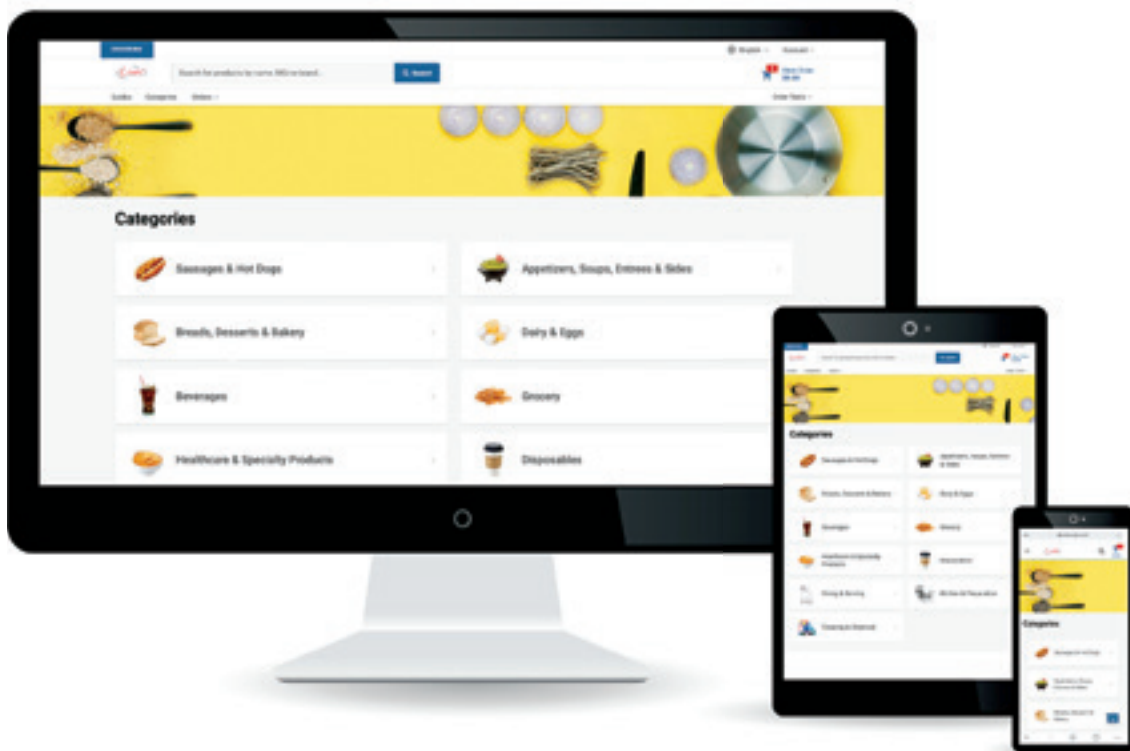
Covered Bridge Chips



Labell Boards



CAB Steak



Go to **order.gfs.com** to start ordering.

Gordon
FOOD SERVICE

VEG-FORWARD DISHES HELP YOU STAND OUT

Veg-centric, vegetarian or vegan options are ripe for year-round opportunity.

Vegetables are plentiful and at the peak of flavour during the summer months. Take advantage of the variety with creative veg-centric menu options that appeal to consumers who want fresh flavours in a health-halo format.

Veg-centric meals have been moving to the mainstream for several years. Preparing vegetables with high-impact finishes and putting them at the centre of the plate is something people have come to expect.

Don't confuse the concept with vegetarian or vegan. In fact, many veg-centric plates are incomplete without meat proteins. Vegetables are the star, but simmering veggies in meat broth or adding bits of prosciutto, country ham, bacon or a bagna cauda dip will amp up the craveability.

Finding a vegetable solution

These meals are must-have options on any menu. Vegan products have seen the most growth in recent years, and part of the appeal is that they are not exclusive to vegan eaters. Average customers want to try new things, and vegan or veg-centric options are part of the solution.

The deciding factor often comes down to preparation. Aggressive cooking methods like oven-roasting, pan-searing or char-grilling make vegetable dishes stand out on the menu and on the palate. Foods pick up unique and unexpected textures and layers of flavour when you introduce these cooking methods.

It's worth moving vegetables to a more prominent spot on the menu. The desire for freshness, flavour and more sustainable food choices gives you the opportunity to:

- Incorporate accessible alternative proteins like plant-based burgers to the menu.
- Use menu flexibility by adding vegetarian, vegan or veg-centric options.
- Create completely new dishes using fresh cooking techniques on common products.



The local, seasonal advantage

Another advantage vegetables bring to the menu is the ability to call on local food favourites that support area farmers, producers and suppliers. This is a gateway to reaching a new generation of consumers focused on sustainability. It also adds a feel-good, fresh appeal for existing guests.

People equate vegetables with healthy eating, but the marketing advantages go much further. Vegetables open the door to building relationships. Try the following:

- Make a positive farm-to-table connection by naming the source of your vegetables.
- Train your team to tell the story of the region or farm behind the products.
- Promote the seasonality and freshness of local favourites.
- Share images and information about local products on social media.



Incorporate accessible alternative proteins like plant-based burgers to the menu.

Vegetables offer menu agility, with updates possible depending on profitability and availability based on market changes and procurement issues.

Listen to customer demand

For operators looking to stretch the potential of each ingredient, veg-centric dishes allow the flexibility of fitting multiple menu offerings. For Jean-François Houde, Executive Chef at Restos Plaisirs in Quebec, vegetables are an enduring and essential favourite.

"We used to have this big steak in the centre of the plate with a couple vegetables, this is a bit less common than it was," he notes. "Of course, these changes usually come from what the customers want, and our role is to listen to them constantly."

Among his values are working with the most clean, ethical and ecological products possible. "Working with local products has always been in the DNA of our restaurants. It is also a great advantage we have when it comes to menu design and opportunities."

Vegetables offer menu agility, with updates possible depending on profitability and availability based on market changes and procurement issues. He urges operators to maintain a close relationship with foodservice distributors to avoid surprises. ■

Talk to your Gordon Food Service® Sales Representative for Kitchen-Tested Recipes and advice on elevating vegetables to star status on the menu.

13 HIGH-IMPACT PROTEIN ADDS

Umami-rich, savoury elements ratchet up the flavour experience. A little goes a long way.

Bagna Càuda

1



2

Iberico, Prosciutto & Country Ham



'Nduja

3



4

Meat Ragoûts



Lap Cheong

5



6

Lardo



Salami & Sopressata

7



8

Crispy Chicken Skin



Bacon & Pancetta

9



10

Katsuobushi (Bonito Flakes)



Meat Broths

11



12

Dashi



Uni

13





YIELD
1 or 10 burgers



PREP TIME
20-30 minutes



COOK TIME
5 minutes



SUGGESTED PRICE
\$12.00

This vegetarian street food is native to Mumbai, but is popular across India. Whether it's used as a snack or a meal, this handheld appeals to customers looking for global adventure. Known as a Bombay Burger, vada pav burgers are simple, snackable, portable ... what's not to love?

VADA PAV BURGER

Vada pav is a vegetarian fast food dish native to the state of Maharashtra. The dish consists of a deep-fried potato dumpling placed inside a bread bun (pav) sliced almost in half through the middle. It is generally accompanied with one or more chutneys and a green chili pepper.

INGREDIENTS

1 or 10 portions

½ or 3 ct.	Russet Potatoes
10 or 100 ml.	Grainy Mustard
10 or 100 ml.	Fresh Ground Ginger
¼ or 3 ct.	Markon® Peeled Garlic Cloves, minced
5 or 50 ml.	Trade East® Turmeric
3 or 30 ml.	Hot Chili Flakes
5 or 50 ml.	Mint Leaves, chopped
384 or 3,840 ml.	Recipe: Chickpea Frying Dough
257 or 2,570 ml.	Recipe: Tangy Coriander Garlic Chutney*
57 or 570 ml.	Recipe: Spicy Red Peanut/Garlic Chutney*

PREPARE THE DUMPLINGS:

1. Cook the peeled russet potatoes in water. Drain and purée.
2. Add the mustard, the ginger and the garlic.
3. Season with the turmeric and chili flakes. Add salt and pepper, as needed.
4. Incorporate the mint.
5. Form into patties and refrigerate.

CHICKPEA FRYING DOUGH

1 or 10 portions

250 or 2,500 ml.	Chickpea Flour
3 or 15 ml.	Ground Turmeric
3 or 5 g.	Kosher Salt
3 or 15 ml.	Baking Soda
125 or 1,250 ml.	Water, lukewarm

PREPARE THE CHICKPEA FRYING DOUGH:

1. Put the chickpea flour in a large bowl.
2. Add turmeric, salt and baking soda.
3. Add water, little by little, to the bowl.
4. Whisk to form a smooth batter. The batter should cling to the patties and form a thin coating.

Note: Water can be added to adjust the texture of the batter.

*For the full recipe, search **Vada Pav Burger** at gfs.ca

TO PLATE:

1. Coat the bottom of the bun with the coriander chutney.
2. Place the fried patties on the bottom half of the bun and top with the spicy red peanut/garlic chutney.
3. Garnish the burger with fresh cilantro and top with the second part of the bun.
4. Serve with a side of french fries or a salad.



Kick up the crunch and texture by adding fried onions or an onion ring

IT'S EASY TO PLATE UP YOUR OWN VERSION OF A TARTINE

Start with a slice of bread (any size or shape) and top it however your imagination desires—rillettes, tapenade, tarama, mustard, grilled vegetables, speciality cheeses, protein ... the list is endless. This dish is favourite among the cocktail crowd and those tempted by tapas dishes on today's modern menus.



YIELD
1 or 10 sandwiches



PREP TIME
12-15 minutes



COOK TIME
5 minutes



SUGGESTED PRICE
\$18.00

AVOCADO SHRIMP TARTINE

A tartine is the national breakfast of France, often simply a slice of bread spread with salty butter or sweet jam. This recipe shows how versatile open-faced tartines can be when garnished like a sandwich.

INGREDIENTS

1 or 10 portions

6 or 60 ct.	Sautéed Tiger Shrimp, 20/21
9 or 90 ct.	Markon® Asparagus
15 or 150 ml.	Sweet Chili Sauce
to taste	Kosher Salt and Black Pepper
15 or 150 ml.	Recipe: Caramelized Onions
3 or 30 ct.	Recipe: Roasted Garlic Croutons
60 or 600 ml.	Recipe: Avocado Crema

AVOCADO CREMA

1 or 10 portions

¼ or 2 ct.	Markon Avocado Halves
10 or 100 ml.	Gordon Choice® Mayonnaise
5 or 50 ml.	Markon RSS® Lime Juice
5 or 50 ml.	Roasted Garlic
2 or 20 ml.	Chopped Dill
30 or 300 ml.	Cream Cheese
30 or 300 ml.	Gordon Choice Sour Cream
1 or 10 ml.	Trade East® Ground Cayenne Pepper
to taste	Kosher Salt

PREPARE THE AVOCADO CREMA:

1. Mix all ingredients in a food processor until smooth.
2. Transfer to a squeeze bottle and refrigerate.

GRILLED ROASTED GARLIC CROUTONS

1 or 10 portions

30 or 300 ml.	Gordon Choice Extra Virgin Olive Oil
3 or 30 ct.	Rustic Baguette Slices
to taste	Kosher Salt
30 or 300 ml.	Recipe: Roasted Garlic Purée

PREPARE THE GRILLED ROASTED GARLIC CROUTONS:

1. Heat a convection oven to 400°F (or 204°C).
2. Brush the baguette slices with the roasted garlic.
3. Drizzle the olive oil on top of the roasted garlic.
4. Cook the baguette slices until golden-brown (about 10 minutes).
5. Cool the croutons before preparing the tartines.

TO PLATE:

1. Spread the avocado crema on three bread slices.
2. Add the asparagus, the caramelized onions and shrimp.
3. Drizzle with chili sauce and season with salt and pepper.
4. Serve with a side of french fries or a salad.

*For the full recipe, search **Avocado Shrimp Tartine** at gfs.ca



Chimichurri is a common salsa for topping, but you can take it any direction for a sensational summer handheld.



YIELD
1 or 10 sandwiches



PREP TIME
12-15 minutes



COOK TIME
15 minutes



SUGGESTED PRICE
\$12.00

CHORIPÁN SANDWICH

The Argentine choripán takes a beef/pork sausage hot off the grill, places it on roll and complements it with toppings. The chorizo may be cut in half lengthwise and called a mariposa (butterfly).

INGREDIENTS

1 or 10 portions

1 or 10 ct.	Brioche Hot Dog Bun or Baguette, 12 cm.
15 or 200 ml.	Butter
140 or 1,400 g.	Chorizo Sausage, mild or medium
15 or 150 ml.	Queso, shredded
1 or 10 ml.	Cilantro, chopped
60 or 600 ml.	Recipe: Chimichurri Salsa
60 or 600 ml.	Recipe: Pico de Gallo*

Transport your diners to the streets of Buenos Aires and add some global flavor and sizzle to your menu with choripán sandwiches.

CHIMICHURRI SALSA

1 or 10 portions

125 or 1,250 ml.	Markon® Parsley, chopped
30 or 300 ml.	Oregano, chopped
4 or 15 ct.	Markon RSS® Peeled Garlic Cloves
125 or 1,250 ml.	Markon Green Onions, minced
15 or 100 ml.	Chili Pepper Flakes
20 or 200 ml.	Red Wine Vinegar
125 or 800 ml.	Olive Oil
to taste	Kosher Salt
to taste	Black Pepper

PREPARE THE CHIMICHURRI SALSA:

1. Chop all ingredients finely.
2. Combine all ingredients in a bowl and mix well, or use a blender and combine for up to a minute, or until all ingredients are well mixed but not puréed.
3. Refrigerate for a couple of hours before use.

TO PLATE:

1. Cut the bun in two lengthwise.
2. Coat the inside of the bun with butter.
3. Poke small holes in the chorizo and grill at medium heat for 15 minutes, or until juices come through the holes and the sausage is firm to the touch.
4. Brown the buttered side of the bread on the grill.
5. Assemble the sandwich by adding the chimichurri first, then the sausage.
6. Garnish the sandwich with pico de gallo.
7. Sprinkle queso crumbles and cilantro on top of the sandwich.
8. Serve the sandwich in a paper wrap and with a cone of french fries.



Recipes featured in this issue were created by Chef Stephane Renaud. Chef Stephane is a Culinary Specialist and lives in Quebec. He has over 40 years of experience and a deep passion for the food industry. He plays a key role in recipe development and trend research, delivering successful strategies to help Gordon Food Service® customers succeed.

Hungry for inspiration?



The Idea Centre has the expert advice you need.

Check out the Idea Centre at gfs.ca/ideas for ideas and inspiration to help improve your culinary and operational processes and set yourself apart from the competition.

gfs.ca/ideas



Eco Friendly Individually Wrapped Cutlery Kit



Hot Dog Roller



Small Batch Artisan BBQ Sauce



BBQ Jackfruit



Cajun Blackening Rub



Cedar Grilling Plank



Pink Lemonade



Compostable Kraft Takeout Box



Dill Pickle Potato Chips

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.