Chef's Corner

Jan. 2004 – Issue 21

Navy Personnel Command

Pers655

BRANDED CONCEPTS UPDATE

EXPANDING OCONUS BRANDING FOOD AND BEVERAGE LOCATIONS CONTINUES…On Monday, October 20, 2003, **Naval Station Rota, Spain** conducted a VIP reception in the newly renovated Cosmo's food court. There were three groups of 20 guests invited to sample their choice of menu offerings from Mean Gene's Burgers, Eddie Pepper's Mexican and Asian Creations. The food court has 136 seats and also features a drive-thru window. A ribbon-cutting ceremony was held on Tuesday, October 21, 2003 to mark the official opening. Daily sales have averaged more than $2,500 daily and sailors have been very enthusiastic about their additional food choice options. A Grand Opening was held on December 2, 2003, with "Mean" Gene Okerlund making a live appearance. The festivities were highlighted by a "Battle of the Service Bite Me Hamburger Eating Championship". Each branch of service was represented and Stars and Stripes were on hand and ran an article in the December 3rd edition. The winner of the hamburger-eating contest was Master Chief Petty Officer Dave Zegers.

Thursday, October 23, 2003, **Naval Station Pearl Harbor** opened a Hot Stuff Grill concept at Navy-Marine Golf Course. Featured on the menu are hot and cold sandwiches, pizza, Nathan's Famous Hot Dogs and a variety of appetizers. The ribbon-cutting ceremony was held on Friday, October 24, 2003. These latest additions bring the total number of branded food and beverage concepts in Navy MWR facilities to 94 at 36 bases around the globe.

TWO MORE BRANDED COFFEE OPTIONS…Would you like to brand your current coffee operation with minimal investment? There are two different companies with similar programs. Starbucks® and Java Coast® both have foodservice applications. Both programs provide drip brewing equipment and maintenance at no charge to the base when minimum usage (determined by territory consultant) is projected. Espresso equipment is available for purchase from either company or if you already have an espresso machine, they will determine if it may be calibrated to their particular grind specifications. Both coffees are available through the Joint Services Prime Vendor Program (JSPVP) or via direct ship. These "We Proudly Serve", "We Proudly Pour" programs provide logos and marketing material. Menu boards are your responsibility but both companies can provide leads with companies they currently use. You are required to serve the product in the proper cup. Both companies will provide on-site training and continued follow-up. These programs are currently only available to CONUS locations. Merchandisers, carts and kiosks are also available for locations that desire this type of set up. Below are per cup and per shot cost comparisons.

	Starbucks®	Java Coast®
12 oz. Cup/drip	$0.21	$0.19
Cup	$0.07	$0.06
Lid	$0.03	$0.03
	$0.31	$0.28
16oz. Cup/drip	$0.29	$0.22
Cup	$0.07	$0.07
Lid	$0.03	$0.03
	$0.39	$0.32
Espresso shot	$0.11	$0.13

If you would like more information or wish to pursue one of these options, please email p655f3@persent.navy.mil or p655f5@persnet.navy.mil or call 901-874-6639/40 or DSN 882-6639/40.

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YOU MAY ASK YOURSELF… Why Would I Want to Brand a MWR Food and Beverage Location? Consider these benefits—Name recognition by customers, which leads to increased sales = increased profits = more $$$ for local MWR. Another benefit is established training programs that are supported by the brand.

You may be asking yourself, What do I get in return for my investment?

- Marketing support
- New product development
- Training support
- Product consistency and quality
- Customer Service
- Image

The branding company also has a vested interest in how well the operation performs since their name is on the location and it is a representation of their company. Typically, the brands have an operations staff that performs periodic on-site reviews to ensure that procedures, quality standards, customer service, marketing and image are representing their company well.

Below is a list of brands that we currently have a working relationship with to develop and operate their concepts:

- Orion Food Systems
  - Asian Creations
  - Chix
  - Cinnamon Street Bakery
  - Eddie Pepper's Mexican
  - Hot Stuff Pizza
  - MacGregor's Market
  - Mean Gene's Burgers
  - Mean Gene's Pizza
  - Nap's Barbecue
  - Smash Hit Subs
- Charley's Steakery
- Dunkin Donuts
- Freshens Smoothie & Yogurt Company
- Noble Roman's Pizza Express
- Noble Roman's "Café to go"
- Seattle's Best Coffee
- Starbucks " We Proudly Brew " program
- Java Coast "We Proudly Brew/Pour" program
- Yum Brands
  - A&W
  - KFC Express
  - Long John Silver's
  - Pizza Hut Express
  - Taco Bell

For questions or information concerning branded concepts, contact P655F3 or P655F5.

Behind the Bar

Creative Bar Beverages

Branding is not just limited to the food side of the business. Specialty drinks need to complement the food concept that is being served. Businesses like Olive Garden, Bahama Breeze, Bennigan's, O'Charley's and others design specialty drinks to capitalize on their themes and bar sales are tracked to see how successful they are.

Exotic island drinks work well with tropical and Caribbean menus. You can start the easy way with using some standard drinks and modifying with the use of some tropical fruits like pineapple, mango, papaya, kiwi, and coconut. Glassware, garnishes and catchy names are all part of the creation and do make a difference in how the customer sees the drink. Let's not forget the important human element in this equation, the bartender and server.

Cool Bar Web Sites:

www.webtender.com
www.zippershot.com
www.beveragemetrics.com/corp/
www.nightclub-business.com On this site check the message area... register and log in and review the subjects discussed. The General Subjects category is an excellent informational tool. The Message Board Administrators maintain an effective environment to ask questions and discuss current Bar and Nightclub issues.

Increasing Bar Revenues One Step at a Time

It's hard to imagine that there's a bar owner who would suggest that his or her business wouldn't greatly benefit from increasing revenues. The adage, "food covers overhead, but the bar is all profit," actually has its basis in fact. It would seem, therefore, that since no bowling center operates under the burden of too much profit, finding ways to increase bar revenues is a nearly universal imperative.

So while you may perceive the need, exactly how to go about increasing beverage sales might not be so clear. There are essentially only three ways to go about it. First, you can look to increase your customer count. The more people you serve will likely augment your beverage sales. It is, however, an "iffy" proposition, one that entails hiking your advertising and promotion budget. The downside to this particular strategy is that when the advertising and promotional dollars are eventually withdrawn, gross sales typically drops back to its normal level.

The second way to augment beverage sales is to increase how many drinks your clientele purchase. Again, this is not a practical strategy. Accelerating service and encouraging the over-consumption of alcohol is a practice fraught with liability.

The only viable, long-term approach is increasing customer ticket average. Enticing your clientele to spend more dollars per drink is the surest avenue to success. Any strategy to increase ticket average must include developing a plan for boosting premium liquor sales.

Bolstering call brand sales makes good sense. Premium liquors carry a bigger price tag, so your gross sales will increase. Also, your staff will likely appreciate pouring the good stuff, since the higher the tab, the larger the tip. There's another reason to concentrate on selling call brands, namely that they're loaded with profit.

ESTABLISHING A PLAN

As with any high-ticket item, proper marketing will greatly assist your efforts to create customer brand recognition.

The necessary first step is to educate your employees. Does your staff know which call brands you carry? Do they know what the products are? Product knowledge is essential to selling premium spirits. Ensure that your bartenders and servers are well informed about the top-shelf products, about what makes them so exceptional, and why they're worth their higher price. Customers often inquire what makes one brand better than another; a concise, informative answer is usually all that's needed to close the sale.

Is your staff familiar with suggestive sales techniques? They should be trained to consider every sale an opportunity to up-sell. For instance, if a customer orders a rum and Coke, the server could respond, "Would you like Bacardi or Captain Morgan's in that?" For gin and tonics they could inquire, "Would you prefer Beefeaters or Tanqueray?" The key is to suggest two specific call brand choices.

The impact of suggestive sales can be dramatic. The same is true for offering servers sales incentives. Set weekly goals, and see who can sell the most signature margaritas, or

specialty martinis. Tell your staff what you want to happen. Then reward their success. Setting sales incentives is a good way to accomplish your goal.

Make sure you provide support for your staff's marketing efforts. The only marketing some operators do is to slash prices during happy hour. Strive instead to promote your business from the inside out. Promote your specialty drink of the day, shooter of the day, and any foods specials on large wipe-off boards or chalkboards. Place them strategically in your establishment. There should be no question in anyone's mind what your specials of the day are.

MARKETING THROUGH CREATIVE MIXOLOGY

The era of specialization has struck the bar end of the food and beverage business. After all, who said you have to do what everyone else does? The most pragmatic and ultimately successful approach to increasing bar sales is to rely on creativity, training and quality assurance.

NON-ALCOHOLIC BEVERAGES - If you're interested in marketing high profit items that an increasingly large segment of the population is already predisposed to buying, offer your guests a wider selection of non-alcoholic beverages (NABs). Start with lemonade and iced tea. They're thirst-quenching and make excellent mixers. Consider also offering more than one sparkling water. There are vast differences between these products, mostly in the amount of natural carbonation they contain. Likewise, carry at least one still water, such as Evian or Ty Nant. The surging popularity of products such as Snapple and O'Doul's suggests NABs is a huge trend waiting to be tapped.

A restaurant that doesn't routinely change its menu always has plenty of open tables. Same too with the bar. Add some pizzazz to your line-up. Shake up your specialty drinks. Change spices things up and helps keep your clientele interested. It entails doing something unexpected, something out of the ordinary. The sales axiom "Don't sell the steak, sell the sizzle!" is directly applicable. If it doesn't sizzle, who needs it?

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Farewell with Fair Winds & Following Seas

We bid **Tom Kubalewski** a fond farewell as he leaves the Business Activities Branch to become the MWR Director at **NAS/NSA New Orleans**. Best wishes to Tom & his wife as they head on down to "The Big Easy".

Super Bowl Sunday

Mark Sunday February 1, 2004 your calendars, it's Super Bowl XXXVIII. (38 for those of you who get a little confused with Roman numerals.) This year it is being held at Reliant Stadium in Houston, TX. This is the second time that the city of Houston has hosted the Super Bowl. The first time was 30 years ago when it hosted Super Bowl VIII in 1974 at Rice Stadium. The new stadium will seat 72,000 for the Super Bowl with 44,000 of them along the sidelines. This new facility offers a wide array of special features and here are just a few of them:

- Climate controlled.
- A retractable roof which can open or close in 10 minutes.
- Offers the closest suites of all the NFL stadiums.
- Features a natural grass field that is portable.
- Boasts TV monitors at all regular concession stands so the fans don't miss any of the action.
- Full-color video boards in each end zone measuring 27'x96'.

There isn't much time to get your Super Bowl party organized but I'm sure many of you have files of past events you can draw ideas from, maybe even some of the past Chef's Corner issues. What ever you do, it's a great time for our sailors to cheer a team on to victory in a safe environment.

Here are the dates for the next couple of Super Bowls, just in case you want to start planning ahead.

Super Bowl XXXIX – Feb. 6, 2005 – Jacksonville, FL
Super Bowl XXXX – Feb. 5, 2006 – Detroit, MI

Mardi Gras

Carnival season starts on the 12th night (Jan. 6, 2004) and runs until Fat Tuesday on Feb. 24, 2004 (the day prior to Ash Wednesday). Majority of the revelry happens the last 2 weeks with lots of parades and partying. If you're planning a celebration at your club, there are several web sites that can help you with its history, food (King cakes), drinks, party decorations and favors. The traditional colors for celebrating Mardi Gras are purple, green and gold and just in case you would like to know what they represent…purple = justice, green = faith and gold = power.

The Atkins® Diet Influence Menu Changes

The holidays are here, the New Year is looming near and thoughts of resolutions being made are being contemplated. Dieting is one of the prominent resolutions ones that surfaces each year and most likely broken by the end of the month.

Currently many folks (civilians and military members) are on the Atkins® diet in some way – just starting the program, maintaining on the program or just trying some aspects of the program. With obesity being almost a nightly headline bullet on the evening news, foodservice companies are addressing the issue with hiring special consultants to create new menu items and marketing these new items.

If you haven't thought about adding some calorie conscious items, you better get started. The private sector (McDonald's, Burger King, Wendy's, Subway, TGI Fridays, etc.) is working very quickly to add new health conscious items to their menus. The produce commodity market has already seen the increase in produce demand reflecting the increase of salads being consumed. This was evident when many of the quick service restaurants were promoting salads during their summer marketing deals.

Good luck with your menu development and if you would like some assistance give our chef a call (901-874-6647). I'm sure we can come up with some items that can fit your operation.

P.S. - If any of our field folks have a special diet menu that is working and would like to share it with others, please email it to p655f4@persnet.navy.mil. We will follow-up in the next issue with what folks have shared.

Question #1:
Why is there a twisted handle on a bar spoon?

Question #2:
What is muddling?

Trivia Quiz

We've asked all kinds of trivia questions, last time we even included a couple of golf trivia items. Ok, so now it's those folks who handle alcohol that need to put their thinking caps on.

Commodity Trends

A weekly report is published covering food prices compared to the previous week and the same time frame one-year ago. Here are some highlights from the latest reports and the 2004 forecast. (Refer to The Meat Buyers Guide by the North American Meat Processors Association for specific meat cut definitions.)

- **Beef** – Prices are to remain high due to reduced US beef production. In addition the BSE (Mad Cow) in Canada, beef trading will begin again later in '04. BSE (Mad Cow) in Japan was also detected, so exports to them have increased.
- **Ground Beef** – Prices are up 85% over last year (2002) prices.
- **Beef Ribeye** (Choice) – Up 56% from last year (#112A)
- **Beef Strip Loins** (Choice) - Up 47% from last year (#180 1x1)
- **Beef Tenderloins** (Select) – Up 36.3% from last year (#189A)
- **Beef Tenderloins** (Choice) – Up 7-8% from last year (#189A)
- **Tomato Products** – Prices will rise slightly due to production and also some of the processors are slowing down production to increase the prices.

2004 Forecast

- **US Food Oil** – increase 3-7%
- **US Rice** – price increase may be up to 50%
- **Coffee** – increase of 10-15%
- **Sugar** – moderate increase
- **Pork** – Production to be lower even with Canadian imports. Pricing to remain fairly consistent 2-10% increase even with increase of beef and chicken prices.
- **Dairy** – Milk- increase of 1-3%, Cheese – increase of 3-10%, Butter – increase of 1-7%
- **Chicken** – Price increases of 1-6% due to high beef prices and increase in chicken exports.
- **Turkey** – Price increase 2-8% due to anticipated increase in exports.
- **Shrimp** – Prices to remain depressed with increase of world imports to the US. Only 15% of the shrimp consumed in the US are from US waters.
- **Peas & Green Beans** – Prices should be higher 2-6%.
- **Potatoes** – Demand in the US is a little less due to the French fry competition featuring more health conscience items being offered. Exports may increase to Europe due to weather and currency exchange rates.
- **Apples** – There is a larger crop in 2003 with adequate raw product supplies to lower canned apple prices. The canned apple prices are forecasted to be 5-10% below 2003 for the next 12 months.
- **Peaches** – The US crop yields are down but attention is on the Greek peach crop. The US is a heavy importer of Greek peaches. The prices for the first half of 2004 should be 5-15% higher due to the shortage of Greek supplies.
- **Lettuce** – With more emphasis on healthier menus, demands on lettuce have been high. Look for this to continue in 2004. Prices may be erratic in the coming year.
- **Avocados** – Prices may go lower if the Mexican ban is lifted.

Food Allergies

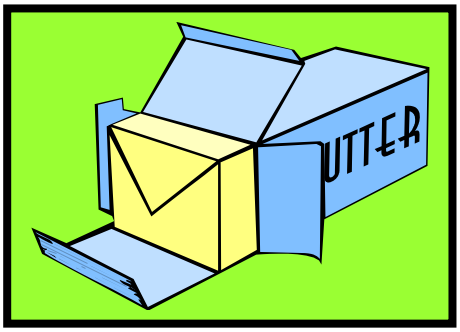
When it comes to allergies, we tend to think of seasonal items like hay fever, ragweed, and the common items like dust, pet dander and mold. Many people also have food allergies. Some common food allergies are dairy products especially milk, peanuts & related peanut by products, fish & shellfish. Reactions are just as varied.

Have you ever wondered how to train your staff about food-induced allergic reactions? One way is to educate your staff as to the ingredients used within recipes and have manufacturer labels of convenience products. Those eggrolls you're serving may cause a reaction for a customer, who is allergic to peanuts, because many commercial eggrolls contain peanut butter as one of their ingredients.

A commercial training guide/kit is available to help educate your staff about the foods that commonly cause allergic reactions and how to assist your customer with food allergies. The training kit (SKU – PB901) contains a training manual, employee video, bi-lingual posters, and handy server reference card is available through the National Restaurant Association at http://www.restaurant.org/store.

Compound Butter Versatility

When people say the word butter, a lot of word associations come to mind – rich flavor, smooth, creamy, calorie-laden, fattening. Butter is so versatile that it can be used in a wide range of menu items from soups & appetizers, sauces & entrees, vegetables, breads & desserts especially pastries.



Many chefs have been adjusting their method of preparation of menu items to reduce the fat/calories in them. Butter being one of those key ingredients. The use of compound butters has increased because of the chefs wanting to have the qualities of butter and flavor complement/finish the menu item. (A compound butter is butter mixed with other flavors: garlic, lemon juice, fresh herbs, roasted vegetables, and spices, shaped into a cylinder, refrigerated and sliced for use). The chefs/cooks are able to control the amount of fat by only an alternative method of preparation and then using a small amount of the flavorful compound butter to finish the item. The results are they get to have the rich butter flavor and additional flavors to enhance the menu item. As an example, citrus butters complement seafood and vegetables and keep the flavor "lite" for these items.

Some of the current popular items being added to butter are - vanilla, cinnamon, ginger, chiles, lavender, saffron, fresh herbs, citrus fruits (lemons, limes, oranges), roasted garlic, roasted tomatoes and roasted chiles. Of course you can always make the classic maitre d' hotel butter that many of you are familiar with.

However you prepare your items, now is a good time to rethink the use of butter on your menu and add some new flair to your menu.

Employee Incentives

We have all have heard of and have tried contests, employee recognition, incentives, and reward programs in our operations. Sometimes with success and sometimes not.

The difference between employee recognition and incentives need to be defined. There is a difference in case you haven't noticed. Recognition is given after the event or desired employee response to a situation. The reward can be monetary but verbal praise is always a part of the recognition. The praise can be public or private but it is a must either way and is better when done immediately. Incentives are rewards that are promised ahead of time of a desired action: like movie tickets for selling the most appetizers on a particular Friday evening.

Cashing in on the money is popular with employees. Many times large bills are given and spent without much thought as to how it got in their wallet. An idea is to give the amount of money in two-dollar bills. The individual will more likely remember the reason why they have those bills to spend.

Gift certificates can create a longer lasting impression. This makes redemption/spending of the gift certificate and event for the employee. The gift certificate can be to an electronics store, movie theaters, other restaurants, bookstores, malls or sporting events.

Experience certificates are still another way to reward. This type of certificate is for the employee to experience something like spa treatments, auto racing, golf lessons, and ski schools.

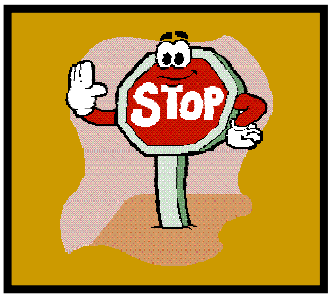
One that we mentioned in our last newsletter was rewarding your staff seven days a week. That each day the staff is rewarded with something daily.

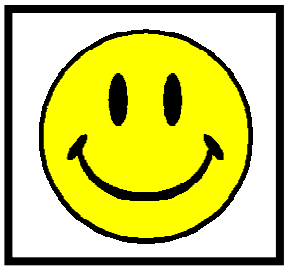
Have your staff nominate, as well, you cannot be everywhere. It's important for them to be able to help catch someone doing something good and be apart of the team. Empowerment to the employee is key for this one to work.

Reward for positive company support. This type of reward is for "talking up" the company in a positive manner outside of the establishment. It can be at community events, articles written in publications (local newspapers or business trades), and even trade shows.

Add variety to the reward. Maybe it's a different cuisine that you order in for the staff after the shift. Why not treat your staff to Chinese take-out instead of your pizza or burgers?

With employee turnover being high these days, its important to keep the staff you have on track. Catch each one of them doing something right each and every day. You'd be surprised how much the little things will pay off for you, your staff and the customer.





Improving Employee Safety

In the next five years the Occupational Safety & Health Administration (OSHA) will be looking to reduce the number of work-related injuries and fatalities. This will mean companies will be subject to increased government intrusion.

A senior vice president of loss prevention with Liberty Mutual has proposed a five-step approach to help improve employee safety in the workplace.

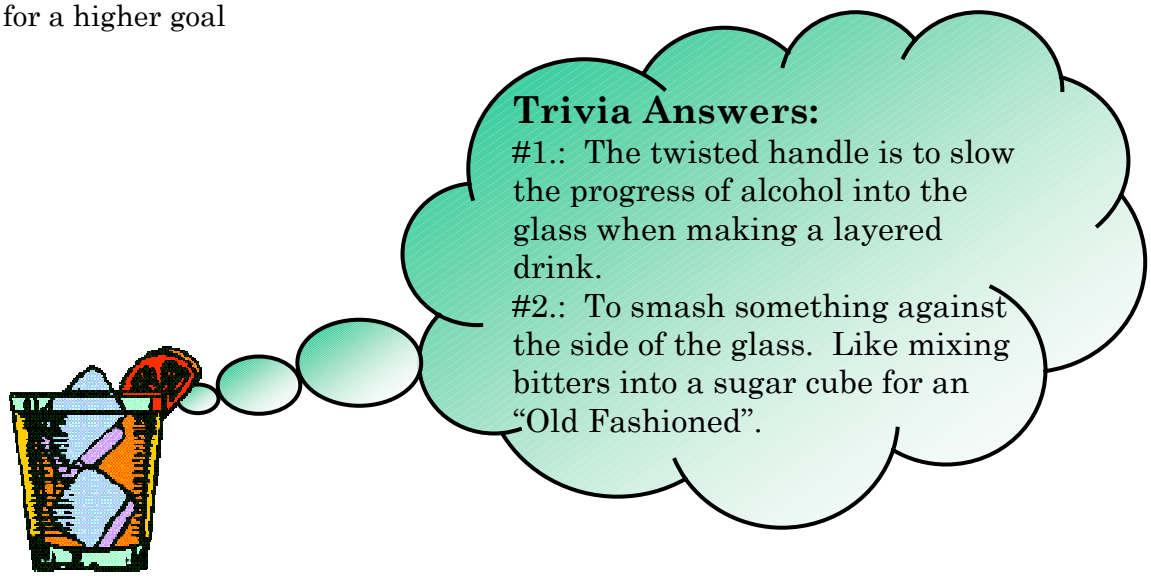
1. Get the management involved.
- set a goal
- provide resources to make it happen

2. Gather information.
- knowledge of where, frequency and type of injuries that are occurring

3. Set a goal.
- establish a game plan
- work through the common hazards and see where the cost savings are by correcting the hazard

4. Create a safety corporate culture.
- everyone in the company from the top down and the bottom up needs to participate and embrace the program
- establish the safety program as an on-going program not as a quarterly basis

5. Measure your success.
- as an on-going program it needs to be monitored and adjusted as necessary
- if goals are achieved, then raise the bar to a higher standard to keep everyone striving for a higher goal



Have You Heard About These New Products?

Thermometer Probe Wipes

Here is a quick easy way to sanitize your probe thermometers, especially for when you have to do off-premise catering. These are single use wipes containing 70% Isopropyl alcohol that you insert the probe between the packet layers to wipe the probe. Allow the probe to air dry before taking food temperatures. The wipes are available in packages of 200 (product # 40803-01-11) and costs about $.042 each from http://www.daydots.com.

Touchless Towel Dispensing System

Georgia Pacific North American Commercial Business has developed a touchless paper towel dispensing system called enMotion®.

The units' sleek design dispenses single towels for hand drying. Georgia Pacific has coordinated its styling and color scheme to match its Corematic® tissue, soap & aire system or with the System 3000™ tissue and soap dispensers.

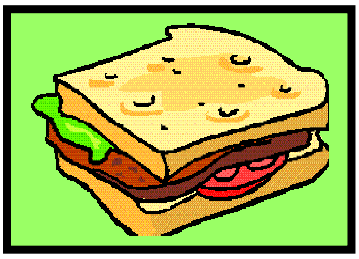
The hands free systems promote good hygiene cost effectively with less contact points in the restroom and towels dispensed one sheet at a time. Cost savings continue with higher capacity dispensing rolls, easy to fill units reducing the labor maintenance associated with monitoring the restroom. For more information, or to contact your local distributor, please contact **1-888-764-3353** or visit www.gp.com/awayfromhome.

Attention: Catering Specialists, http://www.meetings-conventions.com is a good web site to get some helpful hints and to read about what is going on in the world of meeting planners and conventions. In November 2003, they had featured cheat sheets on space allotment for room set-ups and guidelines for the amount of beverages to prepare for breakfast, breaks, lunch and dinner. They also had guidelines for breakfast breads, lunch & dinner buffets, passed hors d'oeuvres, and service staff ratios.

If you're looking for some general food safety news check out http://www.foodHACCP.com.

Market St. Grill & Parcheezi's Promotions

The holidays are over and the start of a New Year is here. Now is a good time to revamp your menu with some new menu items and to increase menu prices. Prices of both beef and chicken are going to go up more in 2004.



Here are a few ideas for some new sandwiches to offer…

Jerk Chicken Sandwich - Grilled chicken breast seasoned with jerk seasonings, topped with Swiss cheese, banana peppers, lettuce, tomato, red onion on a onion roll with honey mustard dressing.

Frisco Cristo - Ham, bacon, Swiss cheese, grilled onions & mushrooms, and tomato on grilled sourdough bread. Serve it up with honey mustard dressing.

Spicy Chicken Fryz Wrap - Warm flour tortilla filled with crisp shredded lettuce, hot spicy chicken fryz (Zartic product) with shredded cheddar cheese, diced tomatoes and creamy ranch dressing.

Chicken Florentine Pizza - Use Alfredo sauce, seasoned chicken fajita strips and frozen chopped spinach thawed & drained well, and finished with mozzarella cheese.

Japanese-style Pizza - Spread a little wasabi paste on the crust, top with a little tomato sauce, plain chicken fajita meat that has been tossed with teriyaki sauce, bamboo shoots, mozzarella cheese and finished with sesame seeds.

Contact Corner

Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

Food, Beverage & Entertainment Section

Head, Food, Beverage & Entertainment Section – p655f@persnet.navy.mil
Catering & Adult Beverage Manager – p655f3@persnet.navy.mil
Executive Chef –p6555f4@persnet.navy.mil
Food & Beverage Manager – p655f5@persnet.navy.mil

Conferences & Seminars

CaterSource 2004 Conference & Trade Show
Jan. 19-22, 2004
Bally's Hotel, Las Vegas Nevada
http://www.catersource.com/inside_look/index.asp

New England Foodservice and Lodging Expo
Feb. 29 – Mar. 2, 2004
Boston, MA
POC: Peter Chrsitie
Pchristie@massrestaruantassoc.org
508-303-9905

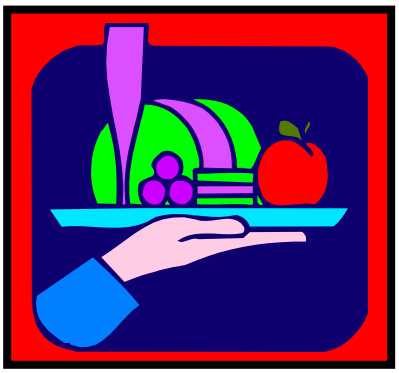
Nightclub & Bar Beverage Retailer Beverage & Food Convention & Trade Show **
Mar. 7-10, 2004
Las Vegas Convention Center
Las Vegas, NV

Bingo World **
Mar. 9-11, 2004
Riviera Hotel & Casino
Las Vegas, NV
http://www.bingoexpo.com

"Spirit of Excellence IV" ** Catering & Bingo Conference
Mar. 10-12, 2004
The Tuscany Hotel & Casino
Las Vegas, NV
http://www.imcea.com

** Special discounts are available for these 3 conferences. For more information contact IMCEA, deadline is Feb. 19, 2004.

Host Midwest Expo
Mar. 8-10, 2004
Milwaukee, WI
POC: Dawn Renz Faris
Dfaris@wirerestaurant.org
800-589-3211



International Restaurant & Foodservice Show of New York
Mar. 14-16, 2004
New York, NY
POC: Allen Middleton
inquiry@nyfood.reedsxpo.com
888-334-8705

Maine Restaurant & Lodging Expo 2004
Apr. 7, 2004
Portland, ME
POC: Alice Wilkins
Alice@mainerestaurant.com
207-623-2178

Monterey Wine Festival
Apr. 29 – May 1, 2004
Monterey, CA
POC: National Restaurant Association Educational Foundation

NRA Show
May 22-25, 2004
Chicago, IL
POC: National Restaurant Association

Southwest Foodservice Expo

June 27 – 29, 2004
Houston, TX
POC: Shuler Page
Spage@tramail.org
800-395-2872

National Association of Catering Executives – Educational Conference

July 18-21, 2004
Sheraton San Diego Hotel and Marina - San Diego, California
619-291-2900
For information: http://www.nace.net/

MWR Expo 2004

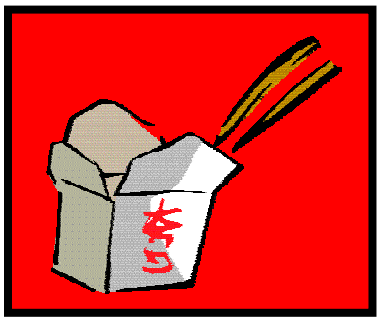
Aug. 25-26, 2004
Denver, CO
POC: Sari Jill Schneider at IMCEA
Sarischneider@imcea.com

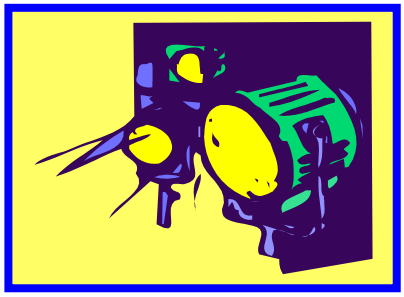
Promotional Calendar

JAN

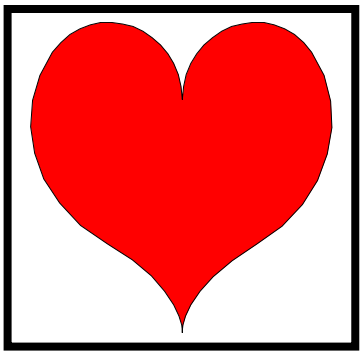
National Hot Tea Month - www.teatalk.com
Oatmeal Month - www.quakeroats.com
National Soup Month - www.soups.com

Carnival/Mardi Gras – Jan. 6 – Feb. 24, 2004
Martin Luther King Day – Jan. 19
Chinese New Year - The Year of the Monkey
Chinese New Year's Day - Jan. 22, 2004
Gung Hey Fat Choy - "Wishing You Prosperity and Wealth"
Golden Globe Awards – Jan. 25 (Great to cross promote with the base movie theater.)

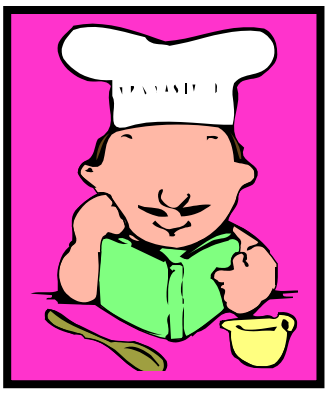




FEB



Canned Food Month – www.mealtime.org
Library Lovers' Month – www.calibraries.org
National Cherry Month – www.cherrymkt.org
National Snack Food Month – www.sfa.org
Potato Lover's Month – www.idahopotato.com

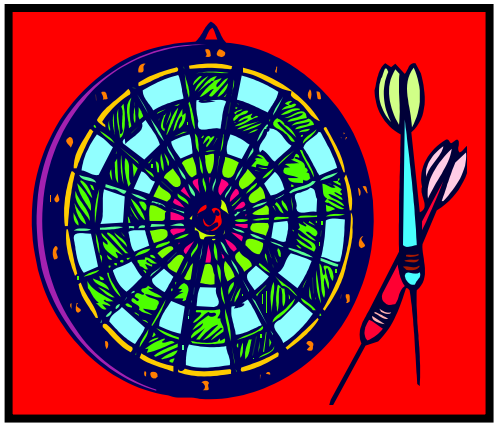


Super Bowl XXXVIII – Feb. 1
Valentine's Day – Feb. 14
President's Day – Feb. 16Mardi Gras (Fat Tuesday) – Feb. 24
Leap Year Day – Feb. 29
76th Annual Academy Awards – Feb. 29 (Another opportunity to cross promote with the base movie theater. Have a contest to see who picks the top category winners – to win free passes to the movies, video rentals, DVD player or even a trip to Universal Studios.)

MAR

American Red Cross Month – www.redcross.org
National Craft Month – www.hobby.org
National Frozen Food Month – www.nffa.org
National Nutrition Month – www.eatright.org
National Sauce Month – www.dressings-sauces.org

St. Patrick's Day – Mar. 17



Some Additional Photos of the Food Court Opening at NS Rota, Spain