



**SERVING UP**



**SAVINGS**



**February 2012**

# SaraLee

## Introducing ...

### CHEESECAKES

380301 Tall New York Cheesecake, 14 slice, 2/10" \$ 2.00/ CS

*100% cream cheese, natural bourbon vanilla extract and natural lemon.  
2.5" of creamy New York style plain cheesecake atop a graham cracker crust.*



380302 Mango Raspberry Cheesecake, 14 slice 2/10" \$ 2.00/ CS

*Rich, creamy mango and raspberry cheesecake tangled together and topped with a refreshing mango puree, with graham cracker crumb base.*



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### SHEET CAKE

380322 Red Velvet Sheet Cake 4/Half Sheet \$ 1.00/ CS



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### BISTRO CAKES

380327 Red Velvet Cake 24 CT \$ 1.00/ CS

380324 Carrot Cake 24 CT \$ 1.00/ CS

380325 Hot Fudge Cake 24 CT \$ 1.00/ CS

380328 Key Lime Cake 24 CT \$ 1.00/ CS



[saraleefoodservice.com](http://saraleefoodservice.com)

Specials valid February 1 - 29, 2012



## LIPTON ICED TEA

500176 Smooth Blend Auto Brew Iced Tea 24/ 3 oz \$2.00 / case

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## LIPTON HOT TEA

500172 100% Green Tea 5 / 100 ct \$2.00 / case

*100% Natural Rainforest Alliance Certified. Pure and simple, our all-natural green tea is made of the finest leaves from around the world.*

500100 Variety Pack Specialty Hot Teas 6/28 ct \$2.00 / case

*Includes Premium Blend, Premium Blend Decaffeinated, English Breakfast, Spiced Chai, Earl Grey and Darjeeling*

500170 Traditional Black Hot Tea 10/100 ct \$2.00 / case

## BEST FOODS MAYONNAISE

680004 Light Mayonnaise - made w/cage free eggs 4/1 gal \$2.00 / case

[unileverfoodsolutions.us.com](http://unileverfoodsolutions.us.com)

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**TURKEY ROAST**

144090 Breast & Thigh Roast Raw 2 / 8-11#avg \$0.08/ lb

**TURKEY BREAST**

144125 Skin-On Breast Foil Roast 2 / 9-10#avg \$0.08/ lb

140012 Applewood Smoked Breast 2 / 5-6#avg \$0.08/ lb

140008 Pan Roasted Breast 2 / 7-9#avg \$0.08/ lb

**MORE GREAT TURKEY**

140082 Turkey Burger Savory 30 / 5.33oz \$1.00/case

[jennieofoodservice.com](http://jennieofoodservice.com)



610006 Au Gratin Potatoes 12 / 20.35 oz \$1.00 / case

610020 REAL Fresh Cut Hashbrowns 6 / 2.125 lb \$1.00 / case

610015 REAL Mashed Potatoes 12 / 26 oz \$1.00 / case

610018 REAL Roasted Garlic Mashed Potatoes 24 / 16 oz \$1.00 / case

610010 REAL Mashed Potatoes 6 / 3.24 lb \$1.00 / case

[idahoanfoodservice.com](http://idahoanfoodservice.com)

Specials valid February 1 - 29, 2012



### WHIP TOPPINGS

240258	On Top Whip Topping Made with Cream	12 / 16 oz	\$0.25 / case
240255	On Top Whip Topping - Original	12 / 16 oz	\$0.25 / case
240251	Non Dairy, Whip Topping Base	4 / 8.8 lb	\$0.25 / case

### PIZZA CRUST

378610	Pizza Crust, Extra Thin 10"	80 / 3.5 oz	\$0.50 / case
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[richsfoodservice.com](http://richsfoodservice.com)



600960	Sea Salt	24 / 2 oz	\$1.00 / case
600961	Sea Salt & Vinegar	24 / 2 oz	\$1.00 / case
600962	Backyard BBQ	24 / 2 oz	\$1.00 / case
600963	Jalapeno	24 / 2 oz	\$1.00 / case
600964	Sweet Onion	24 / 2 oz	\$1.00 / case
600965	Salt & Pepper Krinkle Cut	24 / 2 oz	\$1.00 / case
600967	Honey Dijon	24 / 2 oz	\$1.00 / case
600968	NY Cheddar	24 / 2 oz	\$1.00 / case

[kettlebrand.com](http://kettlebrand.com)

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# Your 2012 Action Plan: From A-Z

by Jim Sullivan Copyright 2012 Sullivision.com

In 2010, 9,450 restaurants closed in the USA--more than 90% of them independent operators--according to the NPD Group. In 2011 an estimated 8,500 more have shuttered their doors. And so 2012 may be the most challenging year our industry has ever faced; the Year of Faster-Harder-Smarter-More. So what's your plan? And does your team know how to execute it? Here are 26 fundamentals to help you keep your head in the game.

A: Action is great, unless it's the wrong action. So start here with some advice from Guy Kawasaki: Always be selling, not strategizing about selling. Train your customer-facing team to be service-oriented salespeople, not "order-takers."

B: Best beats first. Master and then excel at executing the fundamentals. Do the common things uncommonly well.

C: Consistency is the backbone of great customer service and value. Habitual consistency is the keystone of foodservice operators that succeed in good times and bad.

D: DIRFT means Do It Right the First Time. Practice with the team, but never on the customer. Assess all processes with this question: "What could go wrong?" Have an advance plan to minimize mistakes.

E: Everything you don't sell has a triple cost. You pay to buy it, store it and throw it away. A dollar on the shelf that you don't need is a dollar wasted. But remember...

F: Food cost is secondary to menu merchandising. If nobody buys your food or beverage what difference does cost make? (See "A" above.)

G: Government and business do not go well together. Play by the rules. Don't do anything that gets the local, state or federal government further involved in your restaurant.

H: Hiring the right people will not insure a manager's success but hiring the wrong people will insure the manager's failure. Why? See next letter.

I: "If your average server waits on thirty people a night and works six nights a week he or she will be impacting 180 of your customers each week," says restaurateur Rich Melman. "If you don't have the right people in the right place, you're making a big mistake."

J: Jumpstart every shift with a clear shared goals and an energetic, focused pre-shift meeting.

K: Keep cool but do not freeze. A/K/A The Hellmann's Principle (from the side of a mayonnaise jar)

L: Learning is to the team what service is to the customer. Give it in abundance. Learning is like rowing upstream; not to advance is to drop back.

M: Manage in good times as if you were operating in bad times, because eventually bad times will come.

N: Never lower your standards just so a mediocre applicant can raise theirs.

O: Overtreach. Managers and employees tend to under-learn and over-forget.

P: Procrastination is the devil's chloroform. If the task is small, do it now. If it's big, do a part of it now and a part of it tomorrow and another part the next day.

Q: Quality is a bedrock fundamental of successful operators. Customers will forgive us for a higher price, but never for lower quality,

R: Results, not "effort" call for reward. Get 1% better every day and where will you be 100 days from now?

S: Statistic that Matters: There are currently 10 million people working in America's restaurants—that's seven times more than the entire U.S. Armed Forces. Outside of government, we are the nation's largest employer.

T: Turnover reduction must be a primary goal for 2012. Shoot for 3% less turnover each month, 36% by year's end.

U: Understand how other industries excel at service, selling, recruiting, training. Study retail, manufacturing and internet companies. The best practices in foodservice are not that great.

V: Value is determined by the guest. It combines quality, price, service, cleanliness and sometimes, speed. It's made up of a thousand little things we do day and day out that the customer may not even notice...until we don't do them. Get the basics down pat.

W: "Winning is not a 'sometime' thing. You don't win once in a while, you don't do things right once in a while, you do them right all of the time. Winning is a habit. Unfortunately, so is losing."-- Vince Lombardi

X: X-rays reveal what's below the surface. Take a good look at the underlying systems and processes that support your operation. Improve each one each week. Don't wake up a year from now to find yourself 52 potential improvements behind.

Y: Yoda said it best: Do or do not. There is no "try."

Z: Zealot is defined in the dictionary as "a fanatical partisan." Create the kind of experiences that transform casual customers into brand apostles for your business. There's an epidemic of sameness in foodservice today that presents real opportunity for operators focused on passion, purpose and performance, one customer, one transaction at a time. The little things are really the Big Things.

**Jim Sullivan's newest book *Fundamentals* is available at [Amazon.com](http://Amazon.com). Get his training catalog videos and mobile apps at [Sullivison.com](http://Sullivison.com) or visit his resource site at [NRN.com](http://NRN.com).**



## Chef-mate

### CHEESE SAUCE

750365	Cheddar Cheese Sauce	6/3 kg	\$ 1.00/ cs
750355	Que Bueno® Nacho Cheese Sauce	6/106 oz	\$ 1.00/ cs
750370	Golden Cheese Sauce	6/106 oz	\$ 1.00/ cs

### HASH & CHILI

810105	Corned Beef Hash	6/107 oz	\$ 1.00/ cs
810115	Chili with Beans	6/107 oz	\$ 1.00/ cs

nestleprofessional.com

Check out great resources on Nestlé's Website



Here's your source for exciting news and more tools and resources to help you run your operation. Come back again and again—we update insights all the time!



#### MIX Online

MIX is loaded with valuable trend intelligence, operational information, recipes and tips, and the latest on promotions and new products. [Read More >>](#)



#### Featured Operators

Find out how professionals like you are dealing with challenges of a foodservice business in today's competitive marketplace. [Read More >>](#)



#### Food and Beverage Trends

Tap into fast-growing culinary and beverage trends, from ethnically-inspired cuisine to new ways to capture sales and profits. [Read More >>](#)



#### Consumer and Operational Trends

Keeping up with the latest developments in foodservice operations and consumer expectations isn't easy. We can help, with information about today's complex marketplace. [Read More >>](#)



#### Nutrition, Health and Wellness

We have new insights to help you address consumers' needs for fresher, healthier food and beverages away from home. [Read More >>](#)



#### Market Insights

Learn about significant food and menu trends, beverage innovations, market intelligence, and other newsworthy developments. [Read More >>](#)

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### BREAD & ROLLS

330406	French Demi Baguette	72 / 4 oz	\$1.00 / case
330409	Round Rustique Roll	48 / 4 oz	\$1.00 / case
330414	French Dinner Roll	192 / 1.5 oz	\$1.00 / case
330417	French Baguette	30 / 10.5 oz	\$1.00 / case
330410	Assorted Dinner Rolls	96 / 1.5 oz	\$1.00 / case

### LOAVES

330433	Garlic Loaf	12 / 16 oz	\$1.00 / case
330432	Rosemary Loaf	12 / 16 oz	\$1.00 / case



[labreabakery.com](http://labreabakery.com)



660705	Deluxe Whole Cherry Filling	2 gallon pail	\$2.00 / case
660715	Deluxe Sliced Apple Filling	2 gallon pail	\$2.00 / case
660720	Deluxe Whole Blueberry Filling	2 gallon pail	\$2.00 / case
660730	Deluxe Whole Strawberry Filling	2 gallon pail	\$2.00 / case
660740	Pineapple Filling	4.25 gallon pail	\$2.00 / case
660750	Fil n' Top Chopped Apple Filling	4.25 gallon pail	\$2.00 / case

[lawrencefoods.com](http://lawrencefoods.com)

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### SPECIALTY OLIVES

630330	Stuffed Queens, 100/120 count	4 / 1 gallon	\$2.00 / case
630304	Greek Kalamata, X-Large, Pitted	1 / 2 kg	\$2.00 / unit

### RIPE BLACK OLIVES

630220	Large Pitted	6 / #10	\$1.00 / case
630100	Fancy Sliced	6 / #10	\$1.00 / case
630210	Medium Pitted	6 / #10	\$1.00 / case

[bellcarter.com](http://bellcarter.com)



### BREADS & ROLLS

330506	Asiago Sandwich Ciabatta Rolls	42 / 4 oz	\$1.00 / case
330514	Ciabatta Sandwich Rolls, 4" x 4"	64 / 3 oz	\$1.00 / case
330518	Ciabatta Flat Bread, 10" x 5.5" x 1.5"	15 / 16 oz	\$1.00 / case
330504	Whole Grain Ciabatta Rolls, 4" x 4"	78 / 3 oz	\$1.00 / case
330501	Romano Cheese Dinner Rolls, 1.8 oz	4 / 25 ct	\$1.00 / case
330510	Panne Provincio Buffet Rolls, Variety Pack	144 / 1.1 oz	\$1.00 / case
330519	Whole Grain Dinner Rolls	100 / 1.8 oz	\$1.00 / case

[ralcorp frozen.com](http://ralcorp frozen.com)

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### HAM

093015	Cure 81 Endless Ham, boneless	1 / 8-9 lb avg	\$ 0.08/LB
093016	Smoked Honey Cured Ham, boneless	2 / 7-8 lb avg	\$ 0.08/LB

### BACON

093051	Cane Sugar Cured Sliced Bacon	2 / 10 lb	\$ 2.00/ case
093022	Applewood Sliced Bacon	2 / 10 lb	\$ 2.00/ case

### MORE GREAT PORK

080090	Boneless Center Cut Loin Strap On	6 / 9 lb avg	\$ 0.08/LB
080068	Pork Tenderloins	8 / 2 pc	\$ 0.08/LB
080034	Boneless Pork Butts	10 / 8 lb avg	\$ 0.08/LB



[hormelfoodservice.com](http://hormelfoodservice.com)

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# Handgards®

# ZIP GARDS®

## BAGS

915170	Reclosable Bag, Quart Size	1 / 500 ct	\$ 2.00 / case
915175	Reclosable Bag, Gallon Size	1 / 250 ct	\$ 2.00 / case
915350	Sandwich Bag, Saddlepack 6.5 x 7	1 / 2000 ct	\$ 1.00 / case

## MORE GREAT ITEMS

920364	Apron, HD 25 x 46 White	1 / 100 ct	\$ 2.00 / case
915158	Bun Pan Bag 27 x 37	1 / 200 ct	\$ 1.00 / case
920600	Bun Pan Rack Cover	1 / 50 ct	\$ 1.00 / case

[handgards.com](http://handgards.com)



## PORK SAUSAGE, FULLY COOKED

100441	Maple Links Sausage, 0.8 oz	1 / 10#	\$1.00 / case
100442	Link Sausage, Skinless, Mild, 0.5 oz	320 / 0.5 oz	\$1.00 / case
100446	Link Sausage, Casing, Mild, 1.6 oz	100 / 1.6 oz	\$1.00 / case
100460	Sausage Patties, 2 oz	1 / 10#	\$1.00 / case
100440	Sausage Link, .7 oz- Retail	12 / 7 oz	\$1.00 / case
100445	Sausage Pattie, 1.2 oz- Retail	12 / 7 oz	\$1.00 / case

[jonesdairyfarm.com](http://jonesdairyfarm.com)

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