



Taste

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Which Came First the Chicken or the Egg?

I am not going to take the time to try to answer this here today.

Here is a more important current issue that could affect your bottom line if you aren't careful.

Avian Influenza - known informally as avian flu or bird flu - refers to "influenza caused by viruses adapted to birds." The version with the greatest concern is highly pathogenic avian influenza. en.wikipedia.org

The United States is dealing with its worst outbreak of bird flu on record. More than 44 million chickens, turkeys and other birds have been culled since last December.

In the current outbreak, the U.S. Department of Agriculture has confirmed bird flu in commercial and backyard flocks in 16 states so far.

Four states (Iowa, Minnesota, Wisconsin and Nebraska) have declared an emergency response to deal with the outbreak.



Continued inside....





GF All of our snacks are gluten free.



About Deep River Snacks

We make snacking worthwhile by making snacks that are natural with tons of flavor. We feel you shouldn't have to sacrifice great flavor when you are buying a better-for-you snack. That's why all of our snacks are only made from natural ingredients, there are no dyes, no preservatives, no trans-fat, but still have amazing flavor. All of our snacks are kosher and non-GMO.

We are committed to only making snacks that are "certified" gluten-free. We've always produced gluten-free snacks, but last year we went through the certification process to ensure that our snacks meet the government standards of being gluten free. Not only did we meet, but we exceeded the standards. This means that even people with very sensitive gluten intolerance can enjoy our snacks.

We're not just about great snacks, we're also about doing good. That's why we highlight a different charity on every flavor of Deep River Snacks.

Tortilla Chips

24/1.5 oz. per case

48982 Nacho Cheese

48996 Peach Habanero

Popcorn

24 - 7/8 oz. per case

49206 Sharp White

Cheddar Popcorn

Kettle Chips

24/2 oz. per case

49024 Original Salted

49026 Sweet Maui Onion

49032 Sea Salt & Vinegar

49034 Aged Cheddar Horseradish

49036 Mesquite BBQ

49038 Ninja Ginger



4/1 gallon per case

51466 **BBQ Sauce** **GF**

Moderate sweetness with a smoky, peppery background.

51468 **Citrus Chipotle BBQ Sauce**

The flavors of fresh citrus and the smoky heat of chipotle peppers for a unique sauce.

51454 **Golden Wing BBQ Sauce**

Smoky mustard based BBQ with a blend of herbs and spices rounded out with a sweet finish. Great for wings, ribs, beef & chicken.

4/64 oz. per case

51478 **Kickin' Bourbon Molasses Sauce**

Bourbon paired with peppers for an added kick of heat and pungent aroma, molasses adds complexity.

51480 **Teriyaki Wing Sauce/Glaze**

Delicious sweet soy sauce glaze.

51432 **Garlic Parmesan Wing Sauce**

Buttery sauce with the savory aroma of garlic and creaminess of parmesan cheese.



Cannonball BBQ Sauce

Moderate sweet tomato notes combined with natural hickory smoked flavor and a unique blend of spices.

51446 **Gallons** 4/1 gallon per case

47612 **Cups** 100/1 oz. per case



4/1 gallon per case

51460 **Western Style BBQ Sauce**

Spicy, sweet tomato character with pleasant black pepper undertones. Compliments all kinds of meat & chicken.

51464 **Hickory Smoke BBQ Sauce**

Moderate sweet tomato character with authentic hickory smoke flavor. Rich, thick, dark base complements ribs.



The H5N2 strain of the virus has been found in commercial and backyard flocks in 14 states so far: Arkansas, Idaho, Iowa, Kansas, Kentucky, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oregon, South Dakota, Washington and Wisconsin.

The H5N8 strain has appeared in commercial and backyard flocks in California, Idaho, Indiana, Oregon and Washington.

In Canada, the H5N2 strain was confirmed in Ontario and British Columbia, and the H5N1 strain was confirmed in British Columbia.

Dozens of countries have imposed total or partial bans on U.S. poultry and egg imports since the outbreak of what is called highly pathogenic avian influenza (HPAI).

So what does all of this mean? Well it is going to be a moving target for some time, but I will tell you some current facts.

Large eggs have risen from \$1.20 per dozen May 1st to \$2.90 per dozen June 1st!

Other items that eggs are used in are white goods such as mayonnaise and salad dressing, wet salads containing these dressings and baked goods. Look for prices to rise in these areas as well.

Please make sure you are staying current with your menu prices on these items. Don't wait to pull the trigger and make changes, it will only cost you money.

So far there isn't any great information on the affect that this will have on the chicken or turkey market. As more information becomes available your Maplevale Sales Representative will keep you in the loop.

Chris Loomis
VP Merchandising



Ham Egg & Cheese Panini with Smoky Golden Mustard



<i>Per Portion</i>	
Food Cost	1.90
Menu Price	5.99
Gross Profit	4.05
Food Cost	32%

4886	<i>Hormel</i>	Sliced Ham	4 slices /.45
12218	<i>Deb-El</i>	Grilled Egg Patties	1 each /.62
12326	<i>Great Lakes</i>	Sliced Cheddar Cheese	2 slices /.28
39420	<i>Piantedosi</i>	Texas Toast	2 slices /.36
51454	<i>SBR</i>	Golden Wing BBQ Sauce	2 oz. /.18

1. Place lightly buttered Texas Toast on pre-heated flat top.
2. Place one slice of cheese atop each slice of toast.
3. While cheese is melting, warm ham slices and egg patty on flat top.
4. Spread Golden Wing BBQ Sauce across both slices of toast.
5. Assemble sandwich and remove from flat top.
6. Slice and serve.

New!

Stunning Individual Bundt Cakes

Today's most popular flavors with hand-finished elegance for a memorable new dessert experience.

Thaw and Serve - 24 per case

Ask your
Maplevale Farms
Representative
about the
*\$10 per case
Rebate!*

32892 Signature Chocolate

Made with Ghirardelli® Chocolate and topped with chocolate ganache. 3.25 oz.

32894 Vanilla Bean with Raspberry

Vanilla bean cake filled and topped with raspberry. 3.75 oz.

32896 Boston Crème

White cake filled with chocolate and vanilla filling and drizzled with chocolate icing. 3.75 oz.

32898 Chocolate Pecan with Salted Caramel

Chocolate pecan cake with salted caramel filling. 3.5 oz.



Individually Wrapped Cookies

1 oz. Cookies

Great for box lunches
and catering!
144 per case

- 34950 Chocolate Chip
- 34958 Oatmeal Raisin
- 34960 Peanut Butter
- 34966 Snickerdoodle
- 34968 Sugar

3 oz. Cookies

They taste homemade and look
hand wrapped. Ready to sell with
a scannable label on the back.
48 per case

- 34732 Oatmeal Raisin
- 34734 M&M® Chocolate Chip
- 34736 PB with Reese's Pieces
- 34740 Chocolate Chip
- 34742 White Chip Macadamia





SMART PURCHASING

Aaron Barnes, Corporate Chef

This article is a quick reminder to refresh your purchasing habits. Some of us get into a work slump, too busy, short handed and so many other distractions that could fill this page. Whatever your excuse may be, put it aside for a moment and let's get back to the basics. Order what you need for your current menu, the season your in, feature or special items and new trendy ideas that will make you money. The trick is to order enough but not over order on perishable items. The following is meant to help you re-establish some Smart Purchasing Ideas.

Throughout the years, we have used a variety of tips and tricks to keep costs low, while maintaining high menu standards. There are a few simple things that can be done to streamline and reduce purchasing costs for any restaurant. For example, if Maplevalle Farms has a great deal on something that has a good shelf life, such as a dry or freezer item, this is a smart purchase. Take advantage of these deals if you have the space. Talk to your Maplevalle Sales Representative about current pricing & the forecast of price changes on the products that you use the most. Have them give you suggestions on new items we brought in that you can make a profit on. This way you can offer features that will make you money and help balance your menu food cost.

Many problems with your food cost can be stopped right at your back door. If you currently don't use an inventory sheet for ordering, contact your MVF Sales Rep and they will be able to give you a Re-Order guide. This will help you with product consistency, theft prevention & par levels. Copy this spreadsheet so you have a back up or if you need one for another person who shares the ordering responsibility. When you place an order, always date the top of the line. This will help you not to re-order something that may have been overlooked. Include a "par" for each item, or an

amount that should be on the shelf, in the kitchen and in the front of the house.

These ordering sheets should hang on a clipboard in a specified area near your back door or office. When the delivery person brings in their product, it is best to check it in quickly and make sure it is correct. Always put the freezer items and cooler items away first. When you are restocking your shelves make sure everything is properly rotated. FIFO, First In First, Out. The Golden Rule in our industry. This will help ensure that your stock will not go bad. There should be open communication between the person handling the purchasing and the person doing the re-stocking. This way you will have another set of eyes on your inventory making sure you are covered.

If you ordered something in the past but have been unable to use it, turn it into a special or find a way to use it in your current menu. Don't throw it out or give it away, be creative with the item and try to sell it. If you are unfamiliar with it, utilize the internet to find a recipe idea. This will help clean out your Freezer, Cooler and Dry Stock; allowing you to utilize that space for your future Smart Purchasing.

Make sure what you are buying is something you can sell. I see many kitchens I go into with items that they purchased but were unable to sell. A good operator will know their customers likes and dislikes. Consider not only the taste profile, but a budget profile too. For instance, it may be the best steak, but if you can't sell it for what you need to don't buy it. If you like the idea, maybe you can purchase it, but serve a smaller portion so you can charge less. Utilize this knowledge when ordering new items. Make sure whatever you bring through the doors is something that you will be able to sell and make a profit on.



New at Maplevale Farms

These great items are now available to order!

1612	<i>Packer</i>	CR Chuck 2 pc NR	32892	<i>Bistro</i>	Indv. Signature Choc Bundt Cake
1860	<i>Advance</i>	Nacho Jalapeno Stuffed Beef Patty	32894	<i>Bistro</i>	Indv. Vanilla Rasp Bundt Cake
1862	<i>Advance</i>	Mushroom Stuffed Beef Patty	32896	<i>Bistro</i>	Indv. Boston Creme Bundt Cake
2414	<i>Tyson</i>	Flame Cooked Seasoned Beef Patty	32898	<i>Bistro</i>	Indv. Chocolate Pecan Bundt Cake
3494	<i>Smith's</i>	BR Roast Beef Halves, <i>cooked</i>	39168	<i>LaBrea</i>	Focaccia Roll
5184	<i>Hatfield</i>	Thick Sliced Slab Bacon	39170	<i>LaBrea</i>	Garlic Rosemary Focaccia Roll
6610	<i>DQ House</i>	Diced Chicken Meat, <i>1/2 inch, cooked</i>	39370	<i>LaBrea</i>	French Bread Demi Loaf
7102	<i>DQ House</i>	Chicken Breast Chunks, <i>breaded, cooked</i>	39460	<i>LaBrea</i>	Whole Grain Artisan Bread
7138	<i>DQ House</i>	Breaded Chicken Tenderloin Fritter	51772	<i>ItalRose</i>	Horseradish
7142	<i>C Pride</i>	Battered Chicken Tender Fritter	56956	<i>Ashby's</i>	Lowfat Vanilla Frozen Yogurt
7204	<i>Tyson</i>	Crisp Breaded Chicken Tender, <i>cooked</i>	58632	<i>JHS</i>	Salted Caramel Shake Syrup
7264	<i>Advance</i>	Ital. Breaded Chicken Breast, <i>par-cooked</i>	63676	<i>Dart</i>	24 oz. Square Black Bowl
7272	<i>Koch</i>	Ital. Breaded Chicken Breast Filet, <i>ckd</i>	63682	<i>Dart</i>	32 oz. Square Black Bowl
10812	<i>Ocean H</i>	Breaded Shrimp Pouch, <i>40/50 count</i>	63684	<i>Dart</i>	48 oz. Square Black Bowl
11290	<i>Phillip</i>	Backfin Crab Meat, <i>pasteurized</i>	63688	<i>Dart</i>	12 oz. Square Black Bowl
14896	<i>Fontanini</i>	Spicy Italian Sausage Pizza Topping	64042	<i>Dart</i>	6x6 Hinged Black Container
15518	<i>Bernardi</i>	Jumbo Lobster Ravioli, <i>square</i>	64096	<i>Dart</i>	Lg. 1 Compt Hinged Black Container
15892	<i>AustinBlu</i>	Pecan Smoked Pork Shoulder	64098	<i>Dart</i>	Lg. 3 Compt Hinged Black Container
15896	<i>AustinBlu</i>	Pecan Smoked St. Louis Ribs	64634	<i>Packer</i>	9x9x2.5 Clay Wing Box
15900	<i>AustinBlu</i>	Pecan Smoked Rib Tips	81728	<i>Dart</i>	Vented Square Lid, <i>for 63688</i>
17088	<i>Blount</i>	Chicken Spaetzle Soup	81734	<i>Dart</i>	Vented Square Lid, <i>for 63676, 63682, 63684</i>
27774	<i>3-C</i>	Cranberry Juice Cocktail	84732	<i>Kngsfrd</i>	Lighter Fluid
28132	<i>G2</i>	Fruit Punch Drink	87328	<i>Primo</i>	Multi Purpose Cleaner/Degreaser



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