



# The J.G. Newsletter

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**TELL ME SOME GOOD NEWS:** Arlene and I usually watch the evening news at dinner time and seldom is there good news. If conditions are so bad how is it that our business and others recently had the best six months growth in the history? Why is it as it that when I drive around the area that customers are waiting to get in restaurants? Cindy Hess, owner of the Hershey Pantry for the last 23 years, recently shared her restaurant has had double digit growth these first six months. We had dinner at Houlihan's in Hershey on a Monday evening only to find they were extremely busy. So busy in fact they might have considered having more of the guests wait outside. If things are so iffy, with fuel prices where they are, why are there so many autos on the highways. The Mid-Atlantic Area has 5,687 new restaurant licenses listed so far this year---- It definitely is "ACRES OF DIAMONDS ARE ALL AROUND US." We must be active and creative. Assist others in their success and hopefully we can be successful.

FOOD BROKER, PEAK Sales, introduced the Original Cakerie Cranberry Vanilla Cake—Pumpkin Spice Cake—Caramel Pineapple Cake—Sticky Toffee Pudding Cake this morning. While not in stock yet, we are considering these for our customer's fall menus. All come frozen and after thawing they are fantastic desserts. These and many other items will be on display for sampling at our Fall Food Show.

Cindy and husband Jim Hess are very impressed with the John J. Jeffries Restaurant located in Lancaster at 300 Harrisburg Avenue. After doing some research, I learned that Owner Chef Cavanaugh associated his restaurant with a select number of suppliers.----The Greg Norman restaurant in Myrtle Beach has a stadium type restaurant with an open kitchen on the left side that leads to a large deck.----Don Brown's "Black 'n Bleu" restaurant on the Carlisle Pike has an open stone décor kitchen.----There's a changing of the guard at Alfred's Victorian Restaurant in Middletown. Robin Pellegrini plans to make new additions to Alfred's old traditions. The restaurant initially opened in 1970.

Jody Shipley, owner of the Dutch Country Restaurant in Hanover, shared that she was attempting to purchase an entrance awning, however the sales rep. never got back in touch with her. She thought he was from Mechanicsburg. So, I attempted to find the company. After four telephone calls I never spoke with a live sales rep. C'mon people! When customer's wave dollars, jump to it! I called a York vendor on Jody's behalf and a live person immediately answered. I'll bet I can tell you which company will be hiring next.----Speaking of York Owners of the White Rose, Tom Sibol and Jeremiah Anderson shared about their outstanding dining experience at Hilton Head Island, SC. The owner/chef designed his restaurant with the kitchen prep area in the dining room with a counter with ten seats that allows customers to choose the ingredients of the foods they ordered and then observe the preparation. Over hearing Jeremiah speak about Foie Gras (duck liver) the chef designed a platter that was reportedly excellent. The other patrons order from a set menu. There is always room for creativity!!

**"ENTHUSIASM:"** In the recent issue of the RS&G magazine, restaurant owner Britt Guyer shared that as restaurant owner he finds owning a restaurant more of a hobby than a job. When customers ask me "how's business?" I reply "EXCITING:" I only wish I would be a half century younger. Here, there is always something new such as a new customer or a new product. There are thousands of new products introduced every year. Why not sample new concepts to your regular customers? On a side note, I personally don't care for table side electronic ordering. The personal touch with a wait staff person represents the personality of the restaurant---- they can describe the menu--handle problems with a "happy face."

Seldom do I brag, however I must when it comes to our delivery drivers who have a difficult task. With all of the facets when delivering refrigerated and dry products down steps, up steps in all kinds of weather and traffic. Several of our drivers travel up to one hour prior to coming to work at 4:30 A.M. On occasion drivers will remark to me "I love this job." Thank you, thank you to all our Drivers.

**“CASH FLOW:”** That’s the name of this game. A sale isn’t complete until the payment is received. Years ago when my mother, Alice, was involved with this business and she was in charge of receivables and she was good at it. Last week a past due customer was irate that we requested payment on their account. Didn’t they sell the food in his restaurant and receive payment? What’s wrong with paying us within our agrees upon terms? We refer to this as “Blocked Cash” and it is the worst part of being a food distributor. Guess we have to use the “Alice” principle.


Recently two of my senior buddies and I visited the Appalachian Brewery Restaurant in Camp Hill. As I entered the parking lot, Artie Tafoya, CEO pulled in aside of me. Currently there are four ABC restaurants with the latest in Collegetville. They are enjoying a double digit growth as well. I have always had excellent food and good service at the ABC’s. Congratulations, Artie. He and quite a few other restaurant owners are active with the Penna. Restaurant Association. One of their future meetings will be at Nemaocolin Woodland Resort, an impressive facility.. Speaking of fine facilities, Hotel Hershey was the location for a friends wedding reception. Everything was exceptional. Months ago I visited the Hilton Harrisburg for breakfast which is a Class Act. I hear the same is said about Bricco in Hbg. Whenever I visit Geoff Keith at the Boiling Springs Tavern, he excuses himself and personally prepares a special sandwich for me. Kevin is his capable manager. This is an impressive restaurant. Chef Charlie Downs of E-town College shared that the College has purchased a used UPS truck to be converted into a mobile food stand to accommodate the students between the hours of 10 P.M. and 2 A.M. on week-ends. Bethany’s Children’s home will hold a golf outing to benefit the home Friday September 9th. For information please call 1-610-589-4501.

**“EVER THINK OF THE FUTURE? IT COMES SOON ENOUGH.” Einstein**

Mt. Gretna Hideaway, recently purchased by Alan Funck serves tasty foods with a 200 seat deck. Alan also has Funck’s Restaurant in Palmyra.---- Duke’s in Hershey has “all you can eat pancakes” with their Sunday breakfast.---Lambros Alexopoulos is constructing a Greek food restaurant in a former drive thru bank site on East Main Street.in Mechanicsburg. Much of the construction is being done by himself and sons. This will be a most unique addition to the local trade area.

Gettysburg Area restaurants appear to be having excellent summer sales as a result of the 150 year Civil War celebration. The more I learn about the historical battle the more I appreciate our freedoms. The Blue Grass activities will be at the Granite Hill Camp Ground on August 18 thru the 21st. Thousands of guests will attend this event. The July issue of “Celebrate Gettysburg” includes many of the August activities.----The screen in the Nationals Civil War Museum is fantastic. The National Civil War Museum in Harrisburg is very well worth visiting.----Arlene and I visited the State Museum located in Hbg. finding it very worthwhile.----The National Automobile Museum in Hershey had a drive-in movie night recently with the use of a portable screen. For those of you who have never visited this museum it is very worthwhile.----The new Hershey Chocolate factory, located west of Hershey, is a \$150 million project.----Hershey Medical Center is so large that it appears to be a city of its own and getting larger with new medical services. Round the Clock Diner located on Rt. 30 in York has two new competitive neighbors with a Sheetz Fueling Station across the highway plus a Starbuck’s locating on the East side of the restaurant.

Do customers eat where operators show commitments to a green initiative? Surveys suggest that in many business segments this is the case. To that end, we have invited a local service provider to participate in our Sept. 13th Food Show who will introduce the possibilities of energy savings in the area of water heating. Estimates are that the typical restaurant devotes 18% of total energy consumption to heating water. Rooftop solar accumulators can provide assistance in this area offering payback in as little as 5 years. Current 35% state grants and 30% investment tax credits assist in this area. Don’t want to wait til September? Inquiries can be made at [SnokeConsulting@verizon.net](mailto:SnokeConsulting@verizon.net) or 717-592-1966.



**JOHN GROSS FALL RESTAURANT SHOW**  
**“On The Board Walk”**  
**TUESDAY SEPTEMBER 13, 2011**

**CARLISLE EXPO CENTER**  
**10AM to 7 PM**  
**PRIZES & SURPRIZES**

**Thank you for your business.**  
**Have a Great Month!**