



The J.G. Newsletter

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NEW YEARS RESOLUTIONS: During much of my life prior to the New Year, my plan for the incoming year was to be better as a person and also goals to accomplish with our business life. We as a company have expanded our product lines and territory areas. In the next newsletter we plan to introduce information about an aggressive introduction of area and product expansion. Thank you to the many very nice people we meet within this industry. When my father and I ventured blindly into the foodservice industry 60 years ago we were unaware of the friendships we would build. Hopefully we can continue friendships and services in the new year. Our sincere condolences to Ernie Risser and staff of Risser's Restaurant at Womelsdorf on the loss of their staff member Anna Stamm of 31 years as she was killed crossing the Rt.422 highway following work recently.

Where are you on the volume and profit curve? Are the figures on the plus side, leveling out or on the decline? Fortunately the auditing company we use is very thorough with comparisons. Remember to use the four week period for sales and profit comparisons. Most of us could be better at watching the 'sales per paid personnel.' Another guideline is 'sales per square foot of floor space.'

"A HUNGRY FIGHTER MAKES THE BEST FIGHTER." Joe Louis

"WELCOME ABOARD:" Recently Patrick LeBlanc took the reins of the Sunnyside Restaurant located in Carlisle. Following the conclusion of the first day of business Patrick decided it was not worth going home, and decided to sleep at the restaurant, since there was no place to sleep he rolled up towels for a pillow and slept in his clothing on the floor covering himself with his top coat. This was his initial experience of owning a restaurant. For every success there is a price!! My very best to Linda and Nick Mallios who have retired from Sunnyside restaurant after 35 years. They are an asset to the industry. Linda is a travel agent in her spare time. John Sciortino has closed the "2201 in the Boro" located in Camp Hill. His personal hospitality and foods will be missed. **SPEAKING OF HOSPITALITY:** On two recent occasions Don Carter, owner of Rock Bass Grill in Wormleysburg, visited our table to serve us some fabulous desserts. One time his own creation and the other time an in-house baker. Don has all new tables at his Duke's Restaurant and is refurbishing all of the chairs.

As we arrived at Rockbass Grill, Steve, the manager, was informed that one person in our party was in a wheel-chair and as a result, he had the car parked and as we departed he brought the auto to the front door. I was impressed. As we departed Suzie, assistant manager and waitress Billy Jo thanked us and wished us well. I was again impressed.

"THE QUALITY OF A PERSON'S LIFE IS IN DIRECT PROPORTION TO THEIR COMMITMENT TO EXCELLENCE, REGARDLESS OF THEIR CHOSEN FIELD OF ENDEAVOR." Coach Vince Lombardy

BAKED OATMEAL is appearing on menus such as Bill & Kathy Vainas's Peppermill Restaurant (Rt. 15 /Mech.) where he bakes 48 portions twice a week. Bill also prepares the pastries and the soups which are excellent. Bill has a new daughter-in-law married to son Tuli. Her father owned a 360 seat diner in Terre Hill, New Jersey until his death. Cindy Hess at Hershey Pantry adds a cream filling to her baked oatmeal.. She was awarded the "Breakfast of the year Award" for the 18th year in a row. Congratulations! Tom Sibol's White Rose Restaurant managed by Jeremiah Anderson had a "Customer Appreciation Day" for their guests on Dec.22 as an all day affair. Jeff Austin and Chef Nola

of Nola's at the Rich Valley Golf Course also had a Christmas Open house event on Dec. 23rd. They promoted 'Kick In For Kids' and their families. Black 'n Bleu Restaurant (Carlisle Pike) has greatly increased the business since Don Brown & his manager, Jason have taken over the restaurant.----The Christmas decorations at the West Shore Country Club were outstanding.----Mr. Matt Gebel CDR, USN (retired) is the new manager of the Country Club of Lebanon. Ross Morris, owner of Trattelli Piatto in Carlisle stopped by my office with his annual gift of his out-standing personal chocolates. He was instrumental with the opening of HELENA'S CHOCOLATE CAFÉ at 46 West High Street in Carlisle. Every venture Ross is involved with is always of the highest quality. The Cafe Bruge located at 16 North Pitt St. is doing quite well with increased sales growth. The unique Brick City Bar & Grill located at 1303 N. 2nd St., Hbg. is an impressive concept requiring much planning with the current décor and menu.

“HONESTY IS THE FIRST CHAPTER OF WISDOM.” Thomas Jefferson

Randy Cox, our sales rep, shared that the former Scotland School for Boys will open as a Veteran Rehab Center. I was always very impressed with their Immaculate kitchen facility. The Holiday Inn in Hampden Twp. is now a Park Inn, part of a world-wide chain. During a recent visit with Tefa Ghalas, partner of the City Line Diner, he shared just how much he enjoys being in the restaurant business after 25 years. He was open on Christmas Day in order to accommodate his customers. During my traveling the area that day I was surprised to see other restaurants open on the Holiday. The Central Penna. Chef's meeting held at our office on Dec. 13th enjoyed a varied gourmet menu prepared by Bob Brant, Whitney Horn, Scott Wagner and Holly Wagner of our staff.----NEW IN INVENTORY are small and pizza size Flat Breads excellent for appetizer's. Seafood expert Doug Aliff is now sourcing some of Canada's freshest and finest salmon available. Call today for a listing of our fresh seafood that is available.

CHEF GRANT ACHATZ, owner of the Alinea Restaurant located in Chicago rated with three stars with there only being 93 eateries such in the world where dinner prices begin at \$195 excluding beverages and gratuity. The kitchen staff works on carpet because they spill so little. He must be doing something out of the ordinary because his restaurant clears about 1 million per year. (I found this article interesting in the Dec. issue of the Time magazine.) It reminded me of Sidney's in East Berlin, which is well worth a visit for some beautiful foods. Warm Springs Lodge located in Perry County received a complimentary comment in the Patriot News.

RESTAURANT TRENDS FOR 2011: Action in adult beverages; food trucks, farmers as celebrities with home grown, multicultural tacos with world ingredients, everyday low pricing, fast casual is in, remodels instead of unit growth, new competition from C-stores, & federal menu labeling takes effect in 2011. It has been stated that the average distributor loses 10 to 15% of their customers every year as a result of restaurants failing. Coffee prices rumored to have a price increase to a 22 year high.

“WHATEVER YOU DO, OR DREAM YOU CAN BEGIN IT. BOLDNESS HAS GENIUS AND POWER AND MAGIC IN IT.” Goethe

**FOR NEW PRODUCT INFORMATION: VISIT THE JOHN GROSS WEB-SITE
www.jgrossco.com AND THE NEW ITEM INFORMATION.**

**PLEASE HAVE A WONDERRFUL, JOYOUS 2011. MY CHALLENGE IS
THE YEARS HAVE PASSED TO QUICKLY. JOHN GROSS**

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

