



The J.G. Newsletter

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Like we needed another blight in the hospitality business. Today, H1N1 fears may be keeping some of our diner's home! Avoid public places. Touch no common items. The fear is on! We have heard it from many of our customers. Now we battle a phobia. How can this tide be turned? It is recommended that a very visible cleaning and sanitation program be implemented in foodservice operations. You may already be quite thorough in your cleaning. Now you need to make the process visible to your patrons. Before you set that next placemat down, spray an antimicrobial on the surface. Wiping alone is not viewed as sanitizing by fickle onlookers. Also, Step up the frequency of sanitation in the rest room areas. In general, make an extra effort toward visible "Customer Care".

"Find the need and fill it." Recently during a visit to Allenberry Resort CEO Jerry Heinze shared their latest exciting program being initiated to involve youth into the field of learning to be involved with stage acting programs. The Allenberry Professional Theatre Conservatory will get under way Jan. 19th thru Feb. 25th for youth to experience hands on acting, singing, jazz, tap settings and costume construction, lighting and sound. Beginning in June there will be Arts Exploration & Enrichment and their Young Naturalists program. A wonderful way to be introduced to the world of the theatre.

MARKETING: With economic conditions as they have been, there is no better time to be aggressive with marketing than now. While visiting the Ranch House Restaurant on a recent Sunday for lunch Tom Stepp, owner, and his wife Lori, who was waiting tables, shared their extensive October daily menu incentives listed with many enticing specials. On Saturday, October 17th they celebrated 60 years in business with a vintage auto and Custom Car Show. Included were a crafts show and a musical group. The following day, they had a New Car Dealer's Showcase. This event required a lot of planning and the results were worth the planning. Also, a celebration for Lori, a server, at the Ranch House Restaurant for 32 years. It must have agreed with her since she doesn't look older than 32 years of age. The Ranch House has an outstanding staff.----Did you realize that on rainy days Brewster's Ice Cream gives double servings?

A recent article in USA TODAY regarding chef concerns on food, portions and calories. It is in their opinion to trim portions, but not to tinker with the recipes. Attractive garnishing can make up for plate coverage on smaller entrées', and certainly not to reduce quality. Americans purchased about 200 meals per person from restaurants last year.

Usually on Saturday mornings I meet my brother in the York area for breakfast and recently we chose the Round the Clock Diner, where the parking lot was parked full of autos. Manager Lecu is always directing the service. Later the same day I had a delivery to the Lyndon Diner West and also they were extremely busy. Another Saturday visit was to the Central Family Restaurant, owned by Karl Snyder, where parking was at a premium. Karl is always on hand keeping the food and service efficient.. My compliments to the staff who efficiently served all of the guests. My compliments to Pizza Grill II. On a recent visit my friend and I had a friendly reception and were asked "WHERE WOULD WE LIKE TO BE SEATED?" I like that procedure. John, our waiter, followed through with efficient service and when we departed a receptionist welcomed us to a return visit. Doug Barry, owner visited our table during our visit. A pleasant dining experience. The Peppermill Restaurant of Mechanicsburg recently underwent an overnight transformation where beautiful new countertops and equipment were installed without interruption of service. This restaurant is a fine example of ownership reinvesting in success.

Scalle's Warehouse Restaurant located on York Road, Carlisle has been a wonderful customer for many years. I complimented Wayne and Todd, father and son, on their excellent service. Todd shared that they make every effort for quick, efficient service. Their building was constructed between 1867-1870 with the interior open as it was years ago. The Meals family purchased the building in 1983.----Nearby is an announcement for Rillo's Italian Restaurant having been voted the "BEST FINE RESTAURANT IN CARLISLE FOR FINE DINING.". Congratulations Jeff Goss and staff.----Jeff also has the Market Cross Pub in Carlisle and Market Cross Hotel in Shippensburg.

"A GOOD BUSINESS IS ALWAYS LEARNING." "AND THERE IS SO VERY MUCH TO LEARN."

In the October issue of "Fresh Cup" the cover QUESTIONS "What Is Your Theme." Examples listed in the magazine are coffee shops: "Brewed Awakenings" Providence, R.I., "Coffee Times Coffee House" Lexington, Ky., "Coffee Klatch Roasting" San Dimas, CA., "Sound Provisions" Seattle, WA. The article continues with coffee houses being recession proof. There are hundreds of themes and different pastries available for coffee houses. For example locally there is the Cornerstone Coffee House in Camp, Javate's with three locations and the very successful George Street Café in Millersville.

What is a "Barista?" Many of you already know however it is of Italian origin meaning a male, or female, "bartender" who typically works behind the counter serving both hot drinks (espresso) and alcoholic beverages. Usually "bariste" refers top barmaids.

By the way, have you seen the competition for bartenders where they twirl bottles through many different gyrations without breaking the bottles? Hope there is only water in the bottles. Speaking of pubs Garry Owen Iris Pub located on 126

Chambersburg St., Gettysburg is located in one of the oldest existing buildings in Gettysburg. Recently during a remodeling procedure five layers of wall were removed prior to getting to the basic brick wall. The second floor is currently being remodeled. ---Lisa Grim's Pub on the Square in Gettysburg is a classic.---Ceoltas Irish Pub located on N. 2nd St., Hbg. has a traditional Irish décor with an outstanding décor on the second floor. Their magazine ads are well presented.---- Both Herr's Tavern of Gettysburg and Cashtown Inn shared that their summer season business was quite active.

"REACTING IN THE EYE OF THE STORM" taken from the Tyson Food report. #1 Initiate deals or increase frequency. #2 Install 1 two tier pricing strategy. #3 Continue new menu development efforts. #4 Don't be afraid to raise prices. #5 Don't sacrifice quality for price.#6 Formalize a takeout and delivery program. #7 Promote shareable items. #8 Look for ways to reduce waste and improve yield. Finally: The foodservice industry emerges much more quickly from tough economic times than other industries.

AN IMPORTANT KEY TO SUCCESS IS "FIND THE NEED AND FILL IT."

Coakley's have opened 'J.Thomas O'Malley Tobacconist for cigars, cigarettes, libations in New Cumberland and will accommodate all types of smoking. I used to enjoy a good cigar many years ago until my wife initiated a new rule of 'no smoking cigars.'---- It's a fact that taverns are non-smoking in Ireland, England, Scotland and Wales.----The former DaPits in Harrisburg has changed the name to Chicago Grill Uptown.

On a recent Sunday afternoon Arlene and I toured the Adams County Apple Country Arlene and I purchased apple dumplings. There are few more beautiful areas than the rolling hills of apple orchard country. We enjoyed lunch at the Apple Bin Restaurant and Bakery West of Biglerville owned by Tammy Nieves Ramos for eight years. The food and service were very enjoyable.----Jeremiah Anderson, managing/partner of the White Rose Bar and Grill in York, participated for a local fundraiser for a man killed on his way to pick up his children at school.. This unfortunate incident involved a man driving a stolen car.----Peggy Marshall, our purchasing associate for frozen foods, recently attended a UniPro convention on Orlando, Fla. where she had the opportunity to dine at Christina's. The service was outstanding. Napkins were refolded when guests left their table. Beverages were never left partially full. The food was outstanding and the owner visited all tables. Sort of like the evening we visited the Outdoor Country Club, manager Scott Bowers greeted every guest table.----Another similar experience is 2201 in the Boro, Camp Hill. Owner John Sciortino is a master host welcoming all guests personally seating them and wishes them well as they depart. This was Mr. Sciortino's first venture into the food business.----I had a nice visit with theVillage Homestead restaurant and Roberto's in Middletown.

Foodservice competition gets more competitive with a new 97,700 square food "Super Giant" store opening in Susquehanna Township including workshops promoting healthy living, meeting rooms, Pinnacle Health to offer wellness classes, and event planner to assist in party planning. The 68 skylights will be low wattage LED lights. Included will be a dining area plus it will be a 24 hour operation. Conclusion: Do you know who your competition is? --- Burger King is planning a "20/20" design for their 12,000 restaurants with a unit cost exceeding \$300,000. The interiors will include rotating red flame chandeliers, brilliant TV screen menus. Remodeled Burger Kings have seen their sales increase 12-15%.----The Arizona new gun law allows patrons to carry guns into a tavern but not have a drink.----A new growing dessert item is "dessert pizza." Well, it has always been tasty either hot or cold. Whatever happened to attractive low food cost colorful gelatin desserts?

'TEA VARIETIES: All are derived from the same plant, Camellia sinensis, a warm weather evergreen. What makes tea different is how the leaves are processed and the level of oxidation achieved. In the event there is interest in tea I suggest contacting Mim at the East Indie's Tea and Coffee Company in Lebanon. Telephone:800-220-2326

What does it take to have the "World's Greatest Clam Chowder?" It seems that on June 6, 2009 at the annual Schweppes Great Chowder Cook-off took place in Newport, RI, the honor goes to "Tony's Cedar Key Restaurant" located in downtown Cedar Key, Florida, again. Since I am a soup lover, it would be a great experience to taste the winning soup. Years ago Chef Eric Notter, Lebanon Country Club, won an award at a contest that took place at the Fire House in Hershey. It was a pleasure to sample the different soups. As a youngster many years ago, soup was our main meal.

In a recent article in the Sentinel newspaper, reporter Joseph Cress wrote an article "Family serves up 34 years of car show memories" about the Carter family's involvement in serving the auto enthusiasts. The initial food prep area was no comparison to the current facility serving thousands in a few days. In the early years, the operation lacked an adequate prep and storage capacity. After the show the prep area was constructed on a slanted base where presently can be washed and cleaned in a short time.

"PROFESSIONALISM:" Recently the sidewalk at our residence needed to have three sections replaced. Early one morning a team arrived with all types on equipment removing the concrete slabs and preparing the area for concrete all in less than one hour. Isn't it great to deal with professionals in any industry?

There are numerous ongoing changes: Lantern Lodge of Myerstown is now a Quality Inn and Spinner's of Hershey is a "Howard Johnson." ----Congratulations to the Penna. State Park System for winning the National Gold Medal Award for the highest rated parks in the U.S.

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

