



# The J.G. Newsletter

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Thank you for the positive feedback that I have received for this publication. My most common response to inquiries is that had I known that I would be in this business, I would have prepared for it. You learn so many lessons in a career. Looking back at mine, I figure I'm a 29 year old man with 60 years experience. I've seen many mistakes along the way that have helped me develop my philosophies. Many of them were mine. I suppose experience helps us all develop decision-making instincts that often cause us to choose a direction just because it "feels right". To date, 2011 year has been our most active year for new business. At present, there are so many openings, conversions and comparisons in the market that it is almost impossible to stay up with it all. What a wonderful feeling. Thank you all for the opportunities!

Randy Cox, our long time sales rep, shared an interesting experience that he had while in Lansing, Michigan visiting a small "Golden Harvest" restaurant with fewer than 50 seats located in an alley. There was no waiting area inside the restaurant resulting up to an hour of standing to be seated, however those in line had the privilege of going inside for a cup of coffee and paying for it later on. Randy shared the foods were outstanding and well worth the wait, such as the four egg omelet. (I recall Jim Wolfe of the Hillcrest Littlestown year's ago making the decision to build a waiting room rather than expanding the restaurant as that only meant more employees, overhead and presumably little improvement in his operation) With my visits to the York area on Saturday mornings for breakfast with my brother we have many times found waiting lines at the Astoria Diner, the Central Family Restaurant, the Lyndon Diner, the Keystone Diner and the Round the Clock Diner. Those York folks must like to start the weekend out being well treated.----Two of our associates, Jan Andrick and Jean Griffith visited the Philadelphia Flower Show, via the Pennsylvania Railroad having lunch at the Reading Market with an onion dipped in chocolate. Their comment, "What a waste of good chocolate." They shared that the show was excellent.----Congratulations to brothers Shelby and Nate Reitz for having received the "Merchants of the Year Award" for their '230 Café' in Highspire by Middletown Mayor John Hoerner. They have had the restaurant for three years. There are expansion plans for the restaurant.

ERNEST CHARLES KRANIAS, proprietor of "Ernie's Texas Lunch" in Gettysburg, made the front page in a feature article in the Gettysburg Times. The restaurant existed with family members since 1921. Ernie's wife Linda has worked with him for many years. They have served tons of hot dogs along with other goodies. I personally have loved the experience of this type of eatery over the years.----"AN UNDER WATER JOB." Chef Michael Harants is the corporate Chef for the U.S.NAVY, part of which recently included seven days at sea in a nuclear three deck level submarine. He shared that the latest subs are large, interesting, challenging and not at all boring. .---Recently it was shared that Chef Mike Barnard of the West Shore Country Club had Tomato Vodka Bisque on the menu, I hope to see it again as I would have loved to taste that interesting creation. Owner Geoff Keith of Boiling Springs Tavern has award winning Seafood Bisque. Recently he sampled to me an oyster sandwich with oysters from the State of Washington. The oysters were excellent. He shared that in the first eight years of his business, he or his wife always answered the phone at the restaurant. (At Gross's, I insist on having a live person answering the telephone.)----Funck's Restaurant served Arlene and I an excellent apple tart dessert recently. Nancy Wolf and her daughter operate the A'ville Inn in Arendtsville which caters the Houser Winery east of Biglerville where there is ongoing entertainment.

**"IN BUSINESS PAIN IS INEVITABLE, SUFFERING IS OPTIONAL."**

I have been served by many members of the wait-staff community however I was never more impressed than with Peter Davis, bar and serving staff manager for the Country Club of Harrisburg. He made all of the right service moves during our luncheon visit. He shared that he has been with the Club for seven years. This

is a beautiful setting as are most of the area's country clubs. ----A friendly server was Kathy at Robert England's Sisco's Restaurant in North Harrisburg. She knew many diners by name. I believe she worked in the restaurant for fourteen years. "Friendship is the world's greatest salesperson." Another great server was Greta at the Keystone Restaurant at Cross Keys, on the Saturday of my visit the restaurant was very busy and the young staff "rose to the occasion."---- Arlene and I attended the great production "Children of Eden" by the Mechanicsburg High School. The cafeteria was arranged like a restaurant with the wait-staff attired with white shirts and black ties. Why aren't there more annotations for the very talented youngsters? There were at least 150 students in the cast.

A unique lunch was served during our visit to LaPiazza located in a former large white church in Linglestown. There are plans to develop the lower level for banquets. Colby Shenck and family are the proprietors. Funck's long time restaurant near Indiantown Gap has an impressive remodeling under way, with the plans to add more seating. Matt Funck is the devoted manager.----Further East near Indiantown Gap is Moose's LZ which is also expanding and remodeling with a deck for seating 300 guests. This is a family venture with great food.----The Cellar restaurant, located in Camp Hill, accommodated our group with excellent food and service recently. Shawn Wolf is the manager. A funny thing happened that evening ,someone by mistake took my cap leaving a very poor replacement. Much to my surprise he returned my cap.----The Cloister Restaurant in Ephrata has been in business 23 years with the same owner on sight. This is one of those cornerstones of a community.

I am an advocate for owners and managers of restaurants scheduling visits to other successful restaurants at least once every month for ideas and networking with other proprietors. I am also an advocate for having the wait-staff repeat back the order, and always, always Invite the customer back! The Nestle Company CEO shared their raw products prices increased greatly; wheat 27%, Cocoa 50%,Milk 23%, and Arabica coffees by 104%. And we think we have challenges. As a result I understand candy bars will soon cost 10% more.

During my breakfast, I read the following listed on a box of GREEN SEEDLESS GRAPES FROM.CHILE: "Rainforest alliance certified Farms protect soils, waterways, wild life, habitat and the rights and welfare of workers."---- Patriot News Wednesday edition selected the majority of a page to 'Restaurants Go Green.' It listed several local restaurants that are in the process of doing good things to protect our environment.

"MILLENNIALS:" Recently while having lunch at Zeiderelli's Pizza in Mechanicsburg, Sean, the owner, shared he is enlarging the service area for over 20 flavors of custard along with slush drinks. Then during lunch I was reading about the age group born after 1983 and how they will alter the way we will do business. Last weekend Rita's Italian Ice celebrated the first day of spring providing free servings and the attendance was huge. Ah, marketing.----Owner Jamie Bergner of C & J Catering is preparing to take on the foodservice for the State Capitol complex.----Samuel's Deli located on Philadelphia St., York is with new management-- --The former Host Inn Lancaster is now Lancaster Inn and Resort.---The C & D Bar & Grill located on Rt.30 near Cross Keys has new owners and are remodeling.----Pip's Place is opening in Manheim. Ann Lapp is the proprietor.----The manager for the Pub in Gettysburg, Nick Wagaman, is giving something back as he jogs in the "Relay for Life" Cancer Research program.---Pizza Grille #1 in Lemoyne continues to have quick service with tasty foods.----Pizza Grille #3 recently opened to very active business.---The folks at Appalachian Brewing Company are preparing to open location #4 in Collegeville Pa. later this month down the street from Ursinus College. The location, formerly Hemmingway's has an old warehouse feel and will feature a retailing area.

An area of the menu that operators are often scrambling to update is that of unique desserts. To that end, we are introducing Vie de France's Croissant Blossom Crème Brulee. At a little over a dollar, these delicious single serve cupped delicacies will find pleasure wherever they are served. Pare that with our Panna Cotta from Chudleigh's and your dessert menu will pop! It's April. Let's get the show on the road!

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