



The J.G. Newsletter

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HEY, WHERE ARE ALL OF THE NEW RESTAURANTS COMING FROM?

In Carlisle another PIZZA GRILLE will open soon. The GREEN ROOM has opened on Carlisle Street and so has HELENA'S CHOCOLATE CAFÉ & CREPERIE. Patrick LaBlanc is up and running SUNNYSIDE in East Carlisle. HOGESTOWN GRILL & DELI has opened. CONFIT FRENCH BAKERY will open in Hoover Plaza, Lemoyne. JUICE AND JAVA is opening on the Old Gettysburg Pike, Camp Hill. WARD'S CAFÉ has opened on 613 N. 6th St., Hbg. ON THE ICE has opened in Annville. EL COSTENO in Gettysburg. So where are they coming from? From dedicated folks who have a plan to entice the market. You may not be the new kid on the block, but you must have a plan to do the same. Upgrade, upgrade, upgrade!

Dina LaRocca, our granddaughter, is employed by the accounting firm of Ernst and Young in the city of Philadelphia, where dining out in unusual restaurants is recreation. I requested the names of four establishments that impressed her. Twice a year Philadelphia restaurants have restaurant week when a three course dinner is offered for \$35. Dina was impressed with the following: BUDDAKAN, a modern Asian restaurant, named one of "America's Top 50 Restaurants." "DEL FRISCOS," a 23,000 sq.ft. Double Eagle Steak House. TINTO is a wine bar with a Spanish Tapas, and CICHETTERIA, who has created the "Zero Miles Campaign", and purchases from only local producers.

The January issue of the "Central Penna" magazine lists more 1,000 dining options for restaurant visiting. The Reader's Choice Best New Restaurants went to 'TREVI 5' in Hershey, THE GREEN ROOM in Carlisle, and BLACK n BLEU in Mechanicsburg, whom is managed by Jason Minor. We proudly service many of the restaurants listed in the Reader's Choice Restaurant Survey. Congratulations on your successes and recognition of all your hard work!

Our group of friends had a nice dining experience at the WEST SHORE COUNTRY CLUB recently. At the conclusion of the meal, our waiters, Jack and Josh, offered to bring our car to the front of the Club. This is a nice service especially in the wintertime. The gesture was certainly appreciated and will be remembered. (Hint)

SOMETIMES OUR SUCCESS DEPENDS ON ENJOYING OUR WORK - John Gross

Sorry to learn that John Horstick, long time co-owner of the QUENTIN HAUS restaurant has been ill. Wishing you a speedy recovery John.

Chef Nick and owner Andy had a full house at the BLUE BIRD INN in Cornwall for the Sam Adams Beer Dinner recently. Each course of the gourmet meal was paired with a Sam Adams product best suited to compliment the dish, even sorbet intermezzo. Several of our staff attended commenting about learning experience and tasties.----Following the recent inauguration at the Farm Show in Harrisburg where there was food for service to feed 4,000 in attendance JDK CATERING distributed enough left over food to feed another 1,000. The leftover food was donated to Channels, a wonderful and generous gesture. Arlene and I enjoyed the food and service at the City Line Diner in Hbg., Atef Ghalas as doing a fine job. His son, Mark, is a part of the efficient kitchen staff. Amy was our waitress---Congratulation to Chef Greg Graham for Houlihan's in Hershey. Following a kitchen tour Scott Wagner, our V.P. shared he was very impressed with the well organized, modernized kitchen. On occasion I visit an active diner where there is no cashier. The wait-staff acts as the cashier which slows the

processing of taking the checks. Cashiers often help to be in charge of "HOSPITALITY."----Years ago an active restaurant in Gettysburg didn't use guest checks. They depended on the honesty of the patron. That didn't last very long as you can guess, too many sales were missed.

Recently Joe Phelan, a designer for many restaurants, passed away. He was a natural at creativity and designing. One of his early creations was "Paradise Alley" located in East Harrisburg. The design resembled an alley including a traffic signal. It was extremely realistic. Joe was involved with designing 70 restaurants and night clubs from this area to Florida. Our condolences to the Phelan family.

What is the average shelf life of a food product? Eggs in the shell are 3 to 5 weeks, salads 3 to 5 days, deli salads 3-5 days, fully cooked ham 7 days, soup 3-4 days, canned products up to a year.

The TURKEY HILL EXPERIENCE, a 20,000 square foot tourist destination in Columbia is a creative venture where guests will be able to tour a museum section, pay homage and build their own ice cream creation. The company has been in business for 75 years. This certainly might just be worth paying a visit once open. Dave Meck, our beverage manager, shared his family enjoyed their visit to the FIRESIDE in New Cumberland. Olga, the mother, George the father and Athen, the son are all a part of their team.

The HOUSE OF PASTA, located at 1110 Millersville Pike, is celebrating 16 years in business. Their pasta is impressive. Alan Funck has established an active business at the HIDE-A-WAY TAVERN in Mount Gretna. Well worth paying a visit.

In 2011 Gettysburg will begin the commemoration of the 150th anniversary of the beginning of the American Civil War. My grandparents, the Harvey Golden's lived in the area following the Civil War and are buried in the Baltimore Street cemetery.

Tao Las Vegas is reported to be America's Top-Grossing Restaurant with sales exceeding \$59 million dollars in 2009, despite the city being in the worst recession in Las Vegas history. Tao claims their success comes from appealing to many different demographics offerings include gambling, dining and a hotel. Imagine managing one location 24 hour a day and just staffing for all the venues they offer.

YELP.COM – If you haven't heard of it, it's time for you to check it out. This website was founded in 2004 to help people find great local businesses. Every business owner can setup a free account to post offers, photos, and message customers. It also allows you to view what comments people are leaving about your business; helping you make any necessary adjustments and knowing what patrons love about your business. Thanks to Holly Wagner for this information.



John Gross & Co.
J.G. SignatureSM Steak Burgers

INTRODUCING our JG Signature FRESH GROUND CHUCK delivered weekly packaged with 6 & 8 oz, patties in 10# boxes. It is a vastly improved product from most previously available. This just might be the best burger you've ever eaten.

NOT SO GOOD NEWS: For some time we have been warned of the shortage of prime coffees and that time has arrived. Coffee will be increasing in cost however the average cost on a six ounce portion of black coffee is still less than 15 cents. As a result coffee can continue to be a profitable sales item. A TASTY BEVERAGE TREAT is a touch of Dutch Brand flavored cappuccinos in powder form.

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

John Gross CEO