



# The J.G. Newsletter

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An initial consideration when planning a business is to "Find the need and fill it:" For months a 70 room motel and 40 seat restaurant was under construction near Shiremanstown along Simpson Ferry Road named "End of the Track." Currently there are at least ten of these units with three more under contract. The purpose is to accommodate railroad crews at the conclusion of their trips. Forty-five trains pass through the Camp Hill crossing every 24 hours. The crews are required to have ten hours in between trips. There are hundreds of containers stored in East Harrisburg waiting to be transported by rail.

My apologies for not mentioning the Valley Green Golf Course in the last newsletter, the new clubhouse is attractive and having generous portions of tasty foods. Nick and Speros are the chefs. Mr. McNaughton is the owner and developer. That area has had active residential development in the past several years.---Have you seen the huge, white automated warehouse along rt. 83 North of York?---Or the Wal-Mart Warehouse at Wilkes-Barre along Rt. 81? Tremendous!!!

We are pleased to share that foodservice activity has definitely increased in Central Pennsylvania in the last 30 days. Some of the signs being City Line Diner on Derry St., Hbg. having a complete remodel. Duke's in Hershey constructing additional outside dining. The West Main Family Restaurant has opened in Mechanicsburg. (soon to have a liquor license). The former Holiday Inn of Gettysburg is now the 1851 Gettysburg Inn and has a new coffee shop. The Mount Hill Tavern located on Progress Ave., Hbg. has added a 40 seat deck and was awarded the "Best new area restaurant" in Central Pennsylvania by the Central Pennsylvania Magazine. May 1st, they hosted a large outdoor "Derby Day" event in conjunction with Jump Street, which promotes the local arts. A special area is under construction for upscale chocolates and coffees. (Speaking of coffee: due to a serious shortage of quality coffees an increase in coffee prices can be expected) ---Blue Bird Inn, located at Cornwall, makes use of their large deck on evenings of fair weather with great food.---Hollywood Casino expects to have 52 tables plus 32 other games under way by August employing more than 300 personnel.---. Al's Pizza located in Dillsburg has received a beer license after months of applying. Zeiderelli's Pizza and Subs is opening on Simpson Street in Mechanicsburg.---Juice-n-Java purchased a building on Old Gettysburg Road for a future venture.---The Mooses LZ of Jonestown is soon to begin another expansion. Moose is always in motion. Indeed, he has plans for putting part of the expansive deck under roof this summer for all-weather use.

## **"IN THE LONG RUN THE PESSIMIST MAY BE PROVED RIGHT, BUT THE OPTIMIST HAS A BETTER TIME ON THE TRIP." Daniel Reardon**

According to John Doulgeris, VP for the Pennsylvania Restaurant Association, and 23 years owning Little John's Restaurant in Carlisle, "Every restaurant should know their break even point and have four week financial reports."---Ways to Survive in a slow economy: "Increase the marketing; up-grade the staff; have more training; improve customer services; have multiple income streams and strengthen all controls. Welcome the customer to return." Repeat customers are the lifeblood for any progressive restaurant.

Listing calories on the menu: According to a recent report, Isaac's many deli's have 10,000 in-house menus, 30,000 catering menus, and 50,000 take-out menus. It would be an excessive additional expense requiring monthly makeovers if legislation takes us that direction.

Baker's asthma on the rise? Working with flour leads to breathing problems when working with pizza and bread dough for a period of time. Surprisingly, many bakers have problems with breathing in their mid 50's. ---Since I use local honey from the Paulus's Farm Market, I have little annoyance from my allergies. Paulus's wet bottom shoe fly pie is one of the greatest, along with their many other pastries, fruits and vegetables.

Congratulations to T.J Rockwell's (Williams Grove) for placing a brief history of Mechanicsburg on the rear of their menu. The web-site for Mechanicsburg is very well worth examining. Also, try searching our local colleges on the web-site. Excellent information.

"**VALUE?**" Recently with a breakfast platter, I was served the thinnest rye toast I have been served. Another experience was a recent dinner platter with the thinnest half-serving of ribs plus the crab imperial was sub-par for a

price of \$17. Maybe increase the price and upgrade the presentation. There is no substitute for quality. To the contrary my fruit-nut salad and crab imperial served at the West Shore Country Club, along with the service was excellent. I hear nice comments about the food at the Eagle's Nest in York and Nick's 1014 Restaurant in New Cumberland.--- Grace Deardorff, of our office staff, shared that she enjoyed her visit to Trattoria Fratelli, in Lebanon, owned by Chef Kevin Brown. He continues with in-house baked breads. ---Am I correct that the former Washington House is for sale for \$625,000? Congratulations to the new owners of the Lebanon Market for continuing the market.---And to the new owners of the Greenbrier Resort in White Sulphur Springs, West VA., keeping it as a first class facility.

Another enjoyable luncheon experience was at Herr's Tavern, West of Gettysburg, constructed in 1815. The ambiance, the food and service were excellent. Chef Charles is in charge of the kitchen and Steve Wolf is the owner.--Kyma Seafood, at the former Silk City Diner at Steven's, is an example of a professional makeover of a restaurant. The food, the service and the décor are excellent. George and Nick, brothers, directed the renovations. John's Steakhouse is on the lower level. The more than 60 parking places were all occupied the evening of our visit.---Union Barrel Works of Reamstown has a six glass beer sampler for patrons to taste various beers brewed on site.---The Event's Banquet Facility managed by Kathy and owned by Cindy & Jim Hess provided outstanding food and service for our recent gathering.---Hershey Pantry serves many great foods especially their baked oatmeal. A recent Washington Post food section had eight different baked oatmeal's.---Market Cross Pub of Carlisle was another of my enjoyable luncheon visits. Jeff Goss and daughter, Ashley, provide excellent food and service. They recently celebrated 16 years in business. Also, they own the former Rillo's Italian Restaurant celebrating 50 years in business.---Scalles Restaurant in Carlisle probably has one of the shortest spans of time between ordering and service. Son Todd shares that his dad, Wayne, insists on getting food to the customer.---Speaking of service, both Round The Clock Diner and the Lyndon Diner located on Rt. 30 York have short order to serve times as well.---My Grandson, Zachary Gross, (who has recently joined our company)and I had an excellent lunch at the Glass Lounge near the Rockville Bridge. The restaurant has been in the family for 25 years. Jack and Lois Hench along with sons, Blaine and Keith Hench, are celebrating 25 years as owners of the Ye Olde Ale House. Congratulations!

Something I will never forget occurred while visiting with my brother at Walter Bloss's new location for Mack's Ice Cream on South Queen Street, York for breakfast. I looked towards the street and there was a crippled, blind man with his seeing-eye dog walking on the sidewalk. When I mentioned about this to the waitress, she replied he walks there every Saturday. I counted my blessings. Oh yes, a good Samaritan stopped to assist him.

John Horstick, co-owner of the Quentin Haus, shared that he assists with the Porsche Auto meet at the Giant Center in Hershey. This year there were 3,000 Porsches at the meet. What's the average value of a Porsche? \$80,000. That's a lot of pocket change!--Our sales reps have been impressed with visiting the John Wright Restaurant, in Wrightsville, owned by Julie McNamara. The décor and menu impressed them. ---I was surprised to read that theft of parts being a problem at the Carlisle Auto Show. The talk was that people were more thrifty with their purchases this year.---Lisa Grim, owner of the Pub in Gettysburg, has a very successful restaurant. Lisa has implemented many controls. Remember POAC: Planning, Organizing, Activating and Controlling. She has all of these in place. --- Sam Walton's Wisdom: "Go beyond your customers expectations. Give them everything they want and more!" That's what Lisa and her staff do.

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

 CEO