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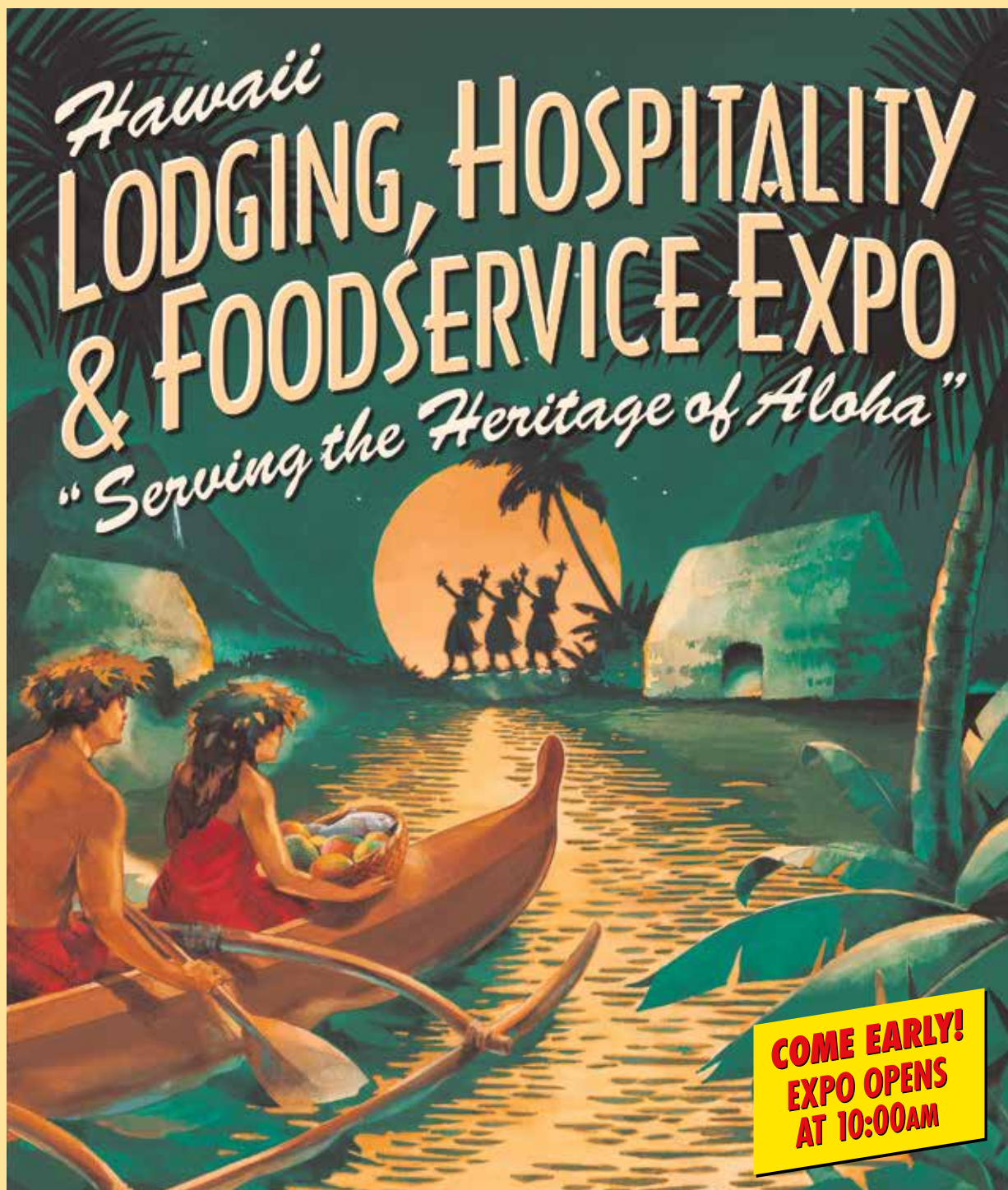
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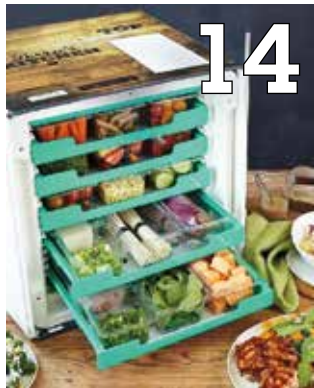
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Hawai'i Restaurant Association



Gregg Fraser,
Executive Director

Effective advocacy for our industry is, among other things, a lot about having good relationships with regulators and legislators. During the legislative session, our Legislative team is constantly reminded of the importance of maintaining good relations with legislators so that our perspective on various bills and issues is given thoughtful consideration. Much of our good reputation stems from

the interaction our members have with elected officials when they are dining in your establishments. This personal contact between industry professionals, and those who regulate us is so important to our success.

Although several weeks remain in this session of the legislature, our success rate on our issues remains high. And much of that success is due to the strength and good will of our members throughout the years. Thank you for contacting legislators when the call goes out for grass-roots action.

Another concern that we are assisting restaurant's with is Tip Pooling and Tip Credit. We have been conducting seminars on the subject and will continue to get information to you as

quickly as possible. HRA understands that this is a tough issue with staff and we are here to help. Feel free to call us for suggestions and comments as to what is happening throughout the industry.

This is a busy time of the year for the Hawaii Restaurant Association. In addition to all the issues HRA is following at the Capitol, you will want to join your friends at the annual HRA Golf Tournament, June 9th at the Hawaii Prince Golf Club in Ewa Beach. You can log on to our website at www.hawaiirestaurant.org for more info. This year we are securing the entire 27 holes to quicken the play over last year.

It is not too early to begin making plans to attend the annual Hawaii Lodging, Hospitality and Foodservice Expo, July 13th & 14th at the Blasdel Center. This Expo is the largest of its kind in Hawaii. You will not want to miss the exciting new ideas you will see from all the Expo exhibitors. See you in July.

Thank you for allowing us to serve our members, on many levels, to help with your success. We hope you will call on our knowledgeable staff whenever you need assistance. ■



Hawai'i Lodging & Tourism Association



Mufi Hannemann
President and CEO

As the Hawai'i Lodging & Tourism Association prepares for the 38th annual Visitor Industry Charity Walk, the state's foodservice industry is also making ready to showcase its talents and creativity.

This annual event is the largest in the hospitality industry, where hotels and HLTA Island Chapters and members, with the support of the county governments, all come together to help our communities. This year's theme, "A Tradition of Giving," reflects the enduring contributions our visitor industry has made to local charities over these many years. That theme is illustrated in the pu'olo, a traditional Hawaiian gift or offering, that you've seen on our posters and website.

Since it began in 1978, the Charity Walk has raised more than \$28 million to benefit hundreds of local charities. Last year, an amazing 11,000 walkers helped us raise a record \$1.8 million statewide and generate funding for nearly 300 charities across the Hawaiian Islands. What's noteworthy is that all the money raised in Hawai'i stays right here. This year we anticipate a larger number of participants and donations as we've streamlined our registration process with online registration and downloadable sign-up forms.

The Charity Walk is a great cause, but it's also a whole lot of fun. The walk kicks off with a breakfast provided by Hyatt Regency Waikiki Beach Resort. Every year, walkers enjoy a variety of "ono grinds" at the various stops throughout course sponsored by lodging properties and our allied members. Last year, the foodservice specialists served mouth-watering eats, including kalua pork

sliders, fried rice, fresh-baked cookies, and even Red Bull.

This year promises an equally impressive and delicious list

of goodies at each checkpoint, as well as a lunch buffet at the finish line provided by Starwood Hotels and Resorts.

On top of that, there'll be an exciting lineup of entertainment and door prizes. We're partnering with Salem Media to entertain the folks and build support for walks on all the islands, including our final walk on May 21 in Waikiki.

This year's Charity Walk chair and HLTA board chair-elect is Dean Nakasone, general manager of the Outrigger Reef Waikiki Beach Resort, who's providing outstanding leadership in building on the success of past events. Dean has been working tirelessly to encourage both repeat and new walkers on all islands to rise early on a Saturday morning in May and give to a wonderful cause.

For those interested in participating, visit our website for information for your island (charitywalkhawaii.org) Charity Walk. On Oahu, on-site registration will be open from 5:00-7:00 a.m., with an ono breakfast from 5:30 a.m. Pre-walk festivities include warmup exercises, entertainment, and pep talks from the Charity Walk chairs. The walk begins with a rolling start from 7:00 to 7:30 a.m.

The Charity Walk would not be possible without the walkers. We hope you'll join us, whether you're in Kapaa or Ka'u, Kahuku or Kahului, to make the 38th annual Charity Walk another great success. We're all in this together and there's no better way to demonstrate the commitment of Hawai'i's foodservice industry than by supporting this worthy event. ■





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FRESH VS. FOOD SAFETY

Everything at Stake

Most consumers do not think about foodborne illness until someone unknowingly consumes contaminated food and gets ill – or worse – dies.

While the U.S. food supply is one of the safest in the world, the C.D.C. estimates that roughly one in six Americans (or 48 million people) get sick, 128,000 are hospitalized and 3,000 die of foodborne disease annually. In the meat and poultry industries, the greatest threats come from foodborne pathogens such as *Listeria monocytogenes*, *E. coli* and *Salmonella*.

Proper cooking and reheating effectively controls *Listeria*

Staphylococcus aureus, which is carried on the human body, is also a threat, especially in processing facilities where workers' hands are in direct contact with the food.

Antibiotic-resistant strains of *Staphylococcus* can also be carried by the animal and have been detected in raw meat and poultry. *Staphylococcus* dies when heated, but until contaminated meat is cooked, it can pose a health hazard in kitchens. Further, the *S. aureus* species produces a toxin that is heat stable.

"The toxin can make you sick for a day or two," said Don Schaffner, Ph.D., spokesman for the Institute of Food Technologists in Chicago

and professor of food microbiology at Rutgers Univ. in New Brunswick, N.J. "*Staphylococcus* also thrives in food environments where most other microorganisms cannot survive, such as high-sodium, low-moisture."

Consumption of food contaminated with *Listeria monocytogenes* can result in *Listeriosis*, another potentially fatal foodborne-related disease. *Listeria* is readily transmitted through ready-to-eat (R.-T.-E.) meat and poultry products. Similar to *Staphylococcus*, *Listeria* resists historical microbial growth inhibitors such as salt and acidity.

It also readily grows at refrigerated temperatures; and although freezing temperatures will stop its growth, this hearty bacterium remains viable.

Proper cooking and reheating effectively controls *Listeria*; however, R.-T.-E. meats do not require further cooking prior to consumption.

Further, with *Listeria* omnipresent in the environment, R.-T.-E. meats are very susceptible to contamination, as they are repeatedly exposed to microorganisms during slicing, dicing and meal assembly. Because pathogens do not typically change the taste or smell of food, they go undetected, which makes it imperative that manufacturers of these products take all possible precautions to ensure food safety.

The risk of contamination cannot be prevented, making it imperative that meat and poultry processors do their part to best eliminate the presence of potentially deadly pathogens or prevent their growth. Many food safety ingredients not only protect the product from foodborne pathogens, they can help extend shelf life by

reducing growth of spoilage microorganisms and delaying color and flavor loss degradation.

There are several considerations when choosing food safety ingredients, including regulatory and labeling. The U.S. Department of Agriculture-Food Safety and Inspection Service limits some ingredients to specific applications, while others have maximum usage levels. When it comes to labeling, food safety ingredients considered chemical preservatives cannot be used on products described as natural. Further, a growing number of specialty retailers will not stock products made with artificial ingredients such as chemical preservatives.

Processors should also consider ease of use, efficacy against target microorganisms, impact of processing on the ingredient, interaction with other components of the protein





matrix, organoleptic effects and economics, as well as packaging conditions, including oxygen and light barriers and modified atmosphere. Intended distribution – fresh or frozen – also impacts formulation. Organic acids and their salts are the drivers behind many food safety ingredients, in particular those used to control for product adulteration from *Listeria*.

The level of effectiveness of organic acids is determined by the amount of undissociated acid that penetrates the bacteria cell wall and disrupts its physiology. Research shows that organic acids vary in effectiveness, with propionates being much more effective than lactates. Effectiveness further varies by pH and bacterial strain.

For R.-T.-E. meat and poultry, lactates and diacetates have historically been considered the industry standard. As of 2010, liquid sodium

propionate is also an acceptable antimicrobial agent for use in R.-T.-E. meat and poultry products. Some suppliers offer blends of organic acid salts, including acetate, diacetate, lactate and propionate to create the most effective antimicrobial system for a particular application.

When a more label-friendly antimicrobial is necessary, processors will often turn to specialty vinegar-based ingredients, including buffered vinegar and fermented corn sugar. These ingredients are labeled as vinegar or vinegar powder and are approved for use in R.-T.-E. and fresh meat and poultry products.

The active component in vinegar-based antimicrobials is acetic acid. Some natural plant extracts, most notably those with high concentrations of polyphenols/flavonoids and antioxidants, have also been shown

to be effective against *Listeria* and other pathogens.

Historically, their primary purpose for addition to meat and poultry was to delay color changes and prevent lipid oxidation off-notes, with the food safety function being an extra benefit. Some fruit and spice extracts, in combination with dried vinegar, also have proven antimicrobial and antioxidant properties.

Labeled simply “natural flavors,” these extracts provide protection against pathogens, while preserving the color and flavor qualities of both fresh and R.-T.-E. meat and poultry. caption: R.-T.-E. meats and dishes that contain fresh vegetables don’t require cooking before consumption, and therefore are very susceptible to contamination. ■

Source: Food Business News



Chipotle Outbreak Highlights Sourcing Concerns for Emerging Brands

Dozens and perhaps hundreds of restaurant chains around the country have staked their futures on a model that Chipotle Mexican Grill is known for: fresh produce, local or organic ingredients where possible, in a fast-casual setting. But Chipotle's recent E. coli outbreak has put the use of freshly prepared ingredients and local sources under the spotlight. And food safety experts stress that growing chains hoping to build a business based on a similar model should spend what it takes early in their history to ensure proper supply chain oversight.

"We serve one thing, and that's food," said Ron Cegnar, president of Lexington, Ky.-based supply chain company CEO Partners. "You've got to keep it safe." It's uncertain exactly what caused Chipotle's E. coli outbreak. And it's important to note that the coast-to-coast scope of the outbreak suggests that a systemwide issue or national supply is the cause, rather than a local supplier.

In addition, while Chipotle is associated with local ingredients, it really only sources a fraction of its produce locally. Only 10 percent is sourced from local farms, Chipotle chief financial officer John Hartung said during a recent call with analysts.

Still, Chipotle's reputation for local sourcing has fueled discussion about the food safety challenges around local sourcing.

Experts warned that the use of local sources can make supply chain oversight more complex. It increases the number of suppliers that have to be overseen. And some smaller suppliers might not have the food safety mechanisms or inspections that larger suppliers have.

"When you go local, oftentimes these are very small farmers," Cegnar said. "They may not have the treatment

it doesn't even factor in lost sales. Same-store sales are expected to decline 8 percent to 11 percent in the fourth quarter, the company has said.

Slightly more than half of all foodborne illness outbreaks from a single location came from a restaurant last year, according to the Centers for Disease Control and Prevention. There were 517 outbreaks at restaurants in

...Mizes was increasingly concerned about the ability to manage food safety, such as ensuring that suppliers had proper certification and safe food-handling practices.

facilities on the water. Livestock may be getting into watering systems. They may not have the staff to do inspections. Plus you have a lot more points of supply. Instead of just three national suppliers, you have multiple local suppliers. So your risk probability goes up."

Food safety is a serious concern for consumers. Chipotle's stock price has fallen by 26 percent since the E. coli outbreak was first revealed in October, wiping out \$6 billion in market value for the chain. That's a steep cost, and

2014, resulting in 5,640 illnesses.

Multi-state outbreaks at a single restaurant chain are relatively rare. The Chipotle outbreak is the first such incident at a chain since 2012, when tainted sprouts sickened customers at Jimmy John's locations.

Companies hoping to prevent these types of incidents need to ensure they have staff on site to oversee the supply chain and make sure suppliers are following food safety protocols.

This is true for any chain. But it's espe-

cially true for emerging chains building their businesses with a menu loaded with freshly prepared ingredients from local sources. “If you’re buying a lot of local products — or any products — you’ve better had good systems in place to pick up these problems,” Cegnar said. “If you make those decisions to go with a lot of products that are high risk, better have staff on board to deal with it and set up systems. You can’t afford not to do it.”



Blaze Pizza recently shifted from local suppliers to a national supplier. PHOTO: BLAZE PIZZA

Restaurant chains hoping to use local sources for their supplies need to invest in strong supply chain departments. And they need to perform the oversight from those departments, rather than source them out to the general managers in the location.

“Where the gap on locally grown stuff is when the corporate supply chain group doesn’t know who a local source might be,” said Bob Sala, an industry consultant and former founder and CEO at distribution marketing company Distribution Market Advantage. “They may have the specification, but that doesn’t mean the supplier itself has the food safety or security processes in place.”

Jim Mizes, president and chief operating officer of Pasadena, Calif.-based Blaze Pizza, said his company shifted from the use of local produce suppliers to a national supplier. The move was made about two months ago, shortly before the recent E. coli outbreak at Chipotle, Mizes said. But Chipotle’s foodborne illness

troubles has “heightened the urgency” in making such a move, he said.

Blaze Pizza, a rapidly growing, mostly franchised brand, this week passed the 100-unit mark and is gunning for 200 locations before the end of 2016. At around the 70-unit mark, Blaze executives began getting concerned about the use of local produce suppliers, which were largely selected by the chain’s franchisees, many of whom

already had supplier partners in place as operators of other brands.

Use of those local produce suppliers created challenges in terms of consistency of product, for example, and Mizes was increasingly concerned about the ability to manage food safety, such as ensuring that suppliers had proper certification and safe food-handling practices.

“We were moving from being an infant brand to a young adult concept, and we had to start behaving and following the processes of large brands,” he said. “We got to our 70th restaurant and said this will get out of hand if we don’t get our arms around it now.”

Building a safe supply chain Mizes, however, said the Chipotle incident will likely have a silver lining for the industry as a whole.

“Ultimately, there will be a better supply chain,” he said. “We’ll all have heightened sensitivity and suppliers will have to have better traceability and standards across the board in terms of product.”

And some operators caution that the concern over locally sourced products goes beyond food safety and into the customer promise. It can often be difficult to source local products.

“Be careful what you promise [to customers],” John Allegretto, chief supply chain officer for BJ’s Restaurant and Brewhouse, said at the Restaurant Finance and Development Conference last month. “If you start making prom-

ises, and don’t know what it means, you could get yourself into trouble.”

Emerging chains building their brands with specific products or promises can hurt their relationship with customers when they can’t meet those promises. “Not being able to get a key item that’s been promoted can really harm a brand in its early stages,” Sala said.

Sala said that finding locally grown produce is particularly challenging. He said it’s risky for chains to allow local unit managers, for instance, to find local produce because they may not necessarily follow the same supply chain control systems that supply chain departments do. Supply chain departments visit suppliers, have good controls and approve distributors. “Where the gap is on locally sourced stuff is when the corporate supply chain group doesn’t know who a local source might be,” Sala said. “They may have a specification, but that doesn’t mean the supplier itself has the food safety and security processes in place.”

One solution for emerging brands is to grow slowly. Sala said that chains that grow deliberately and build out specific markets could more easily meet their brand promises. Chains that disperse their units more can have problems finding supplies in markets where they don’t have many restaurants. “If you have some unique product that helps differentiate the chain, like a salad dressing sauce, that’s hard to support in a low density market,” Sala said. “Low density markets are challenging and can really hurt the brand.”

Mendocino Farms, the 11-unit “better sandwich” chain, has been deliberate about its growth for that reason. Co-founder Mario Del Pero also contacted executives at Whole Foods Market early in his chain’s history to learn about sourcing local, sustainable products. Whole Foods went on to invest in Mendocino.

“It’s a big question of whether you can scale sustainability and hyper-regional,” Del Pero said at the conference. “That’s why we started slow, organically and methodically, to make sure we live our values, and how we scale our culture.” ■

Source: Nation’s Restaurant News

Making Your Mark Through Menu Design

One key ingredient of restaurant success is so obvious that it's sometimes overlooked: the menu. Building and presenting a winning menu can often be the difference between a restaurant that rings up sales and one that lags in revenue. While strategically whipping up your culinary calling card, examine the following angles:

Your menu is your brand rep

The only communication that 100 percent of your restaurant's customers will see and consider, your menu greatly influences what they'll buy and how much they'll spend. It should reflect your restaurant's look, credo and vibe.

"Your menu is what you do. It's your identity," said chef Pat Weber, owner of Mise en Place hospitality consulting firm in Minneapolis, Minnesota and speaker at the 2015 National Restaurant Association Hotel-Motel Show menu-design educational session.

Always consider the market you aim to attract. You want to appeal to diners' desires, make them hungry and move them toward a buying decision.

Simplifying your menu can accomplish this. Determine what core items will be your signatures. According to Weber, food trucks have propagated the laser-focused menu trend; customers are looking for high-quality, convenient eats and opportunities to customize dishes, either due to their own personal preferences or dietary restrictions.

Kitchen capacities matter

Before you finalize menu items, think about what your kitchen equipment and staff can handle. If a particular piece of equipment is in constant use for your most popular items, it may not be feasible to add more items that necessitate it.

"Most restaurant kitchens are designed by architects, not menu designers," said Weber. "Remember

to audit your facility to make sure menu items are balanced across your equipment. Is there crossover or bottlenecks?"

Analyzing the use of your equipment can also help you make food-buying decisions. You don't need to buy product you cannot readily serve to your guests.

Provide a useful, pleasing visual

An excellent restaurant menu is clear, well-organized, persuasive and graphically engaging. When designing your menu, go with elements that will create a cohesive experience for your diners.

A starting point is researching the psychological effects of colors, and purposefully using those that fit the overall personality of your restaurant. As with professional graphics or photography, color can also draw attention to your highly profitable food items.

Keep font size at or larger than 12 points. Sans serif fonts – those without "feet" – are popular choices for menus. Do not use more than three different type styles, and avoid or be sparing with exotic typefaces, script fonts and italics.

Menu design draws some inspiration from newspaper layout, which puts the most important articles at the top right of the front page. Some restaurants place their most profitable items or specials in that spot. Elsewhere in the menu, items you want to sell the most should be shown in first and last position. These are typically your biggest sellers, so put careful thought into which items provide your greatest return. Another "power position" is the inside right page above the center. ■

Source: National Restaurant Association



How Music Establishes Mood and Drives Restaurant Profits

Will Bridges, co-founder of Lamberts Downtown Barbecue in Austin, Texas, sees on a daily basis the impact music has on diners. “The interplay between music and dining is crucial,” he observes. “You really can’t separate the two. Lamberts wouldn’t be what it is today without the music component.”

Whether a restaurant is seeking to increase table turnover, retain patrons by fostering a soothing ambiance or liven a festive gathering, music plays a crucial role. No resource has greater value when it comes to establishing a desired mood for a particular restaurant setting. Perhaps the most obvious examples are sports bars, where music from TVs highlighting action in the game provides a fitting soundtrack to the hustle and bustle of a lively crowd.

At the other extreme are steakhouses and fine dining establishments. Here, the desired sonic mood is one that establishes a sense of calm and relaxation, one befitting a larger proportion of mature patrons. Falling between sports bars and steakhouses is the neighborhood pub, which typically hosts a varied demographics. This can include college bars and restaurants, where indie pop or alternative music ratchets up the energized ambiance.

No matter the desired mood, numerous studies have established that music is central to creating the proper atmosphere and driving profits. To cite a sampling:

A recent CNN article showed that people chewed food nearly a third faster when listening to high-volume, fast-tempo music, potentially increasing table turnover.

Also according to CNN, a French study observed that as decibel levels increased, men not only consumed more drinks but also finished each

drink in less time.

A study published by the Journal of Culinary Science & Technology determined that food tastes best to diners when 1) classical music is softly played, and 2) there’s the presence of subtle background “chatter.” The same study showed that the absence of music detracted significantly from

long periods of time. Music can be a powerful tool in achieving either goal.

To facilitate such uses of music, Broadcast Music, Inc. provides the necessary licensing to comply with copyright statutes for the use of more than 7.5 million musical works. Operating on a non-profit-making basis, BMI distributes approximately 84 cents of



the dining experience, with patrons describing something as innocuous as the “clink” of cutlery as unacceptably noisy. Music, of course, serves to mask such noise.

A Scottish study published by the Association for Consumer Research found that diners increased their expenditures by 23 percent when slow-tempo music was played. Most of the additional spending went toward the drink bill, which grew 51 percent. Because drinks are typically a high-margin item, the increase in profits was especially significant.

Of course, it’s up to individual proprietors to determine whether profits are enhanced by fast table turns or by encouraging patrons to remain for

every dollar it collects to its roster of songwriters, composers and publishers. In essence, the organization serves as a “middleman” between restaurants and owners of intellectual property.

“Organizations like BMI — performing rights organizations — are advocates of a system whereby people are compensated for their work,” says Casey Monahan, Director of the Texas Music Office, an adjunct to the Texas state government. “It’s extremely important, not only for restaurants but really for everybody in the country, to understand the value of, and the significance of, intellectual property.” ■

Source: National Restaurant Association

New Kitchen Technology

More than ever, foodservice operators are looking for a competitive advantage to improve speed of service or upgrade their equipment. Combi-ovens, microwave-assisted convection ovens, infrared burners, steam-injected convection ovens, induction cookers and a battery of super-fast countertop equipment are all available to restaurateurs looking to speed up service. Here are some new technologies, for both back and front of house, being incorporated into foodservice equipment.

Here are five innovative ways to stay ahead of the competition:

1. Infrared

Infrared works by heating ceramic radiants with a gas flame, distributing heat evenly and consistently. Usually associated with broilers and salamanders to provide intense heat with minimal energy usage, infrared is now being used in gas boosters for dishwashers, deep fryers and even griddles. In deep fryers for instance, a 50-pound capacity fryer with infrared burners could use 40% less energy.

Although not a new concept, infrared technology has seen a recent surge in popularity in foodservice equipment. This technology allows the equipment to generate more heat with less energy consumption. The units have a quicker recovery and, therefore, a greater output capacity which is critical for quick service and high-volume operations. This reduces downtime and ensures better quality fried foods.

2. Combi-Ovens

Combi-ovens operate with both convection heat and steam simultaneously, offering the operator incredible versatility in a very small footprint. Almost all of these units now come equipped with a number of options and features that allow chefs to perform a multitude of cooking operations with one unit.

Combi-ovens can be programmed to operate at very precise temperatures

for cooking delicate items. In fact, they come equipped with probes that can be inserted into food, ensuring accurate internal temperatures. They can also be programmed to operate as slow-cook and hold units for overnight cooking of large roasts. Their most attractive feature, however, is the ability to reduce cook times dramatically for almost any food.

Another type of combination oven is the convection/microwave oven. These units are simply convection ovens with microwaves speeding the cooking process. They can switch between convection mode, microwave only, or a combination of both. Food has the delicious browned and crisp characteristics of food cooked in a conventional oven, cooked at a fraction of the speed. Plus, most units can be operated with metal pans. Although the price of these ovens is still relatively high and the capacity is limited, these units will undoubtedly replace traditional microwave ovens in most foodservice applications in the not too distant future as the technology improves.

3. Induction Cook Tops

Where natural gas or liquid propane burners are not an option, induction range tops seem to solve the problem of slow response electric elements. They are very fast, easy to control, offer easy clean up and are very energy efficient.

Induction cooking uses a coil located beneath a ceramic cook top. The coil generates a current that creates heat in the bottom of the pot, creating an electric element. These units currently have some practical limitations: they are fragile, require pots made of magnetic material, and can also be fairly expensive.

Usually relegated to table top display cooking, inductors are now popping up as full-fledged cooking banks in a number of kitchens. Look for induction cooking banks with high-volume capability for surface cooking, as well as woks and deep fryers.

4. Induction Griddle

A recent introduction to foodservice is the induction griddle. This offers the same benefits of induction cook tops, in a griddle format, providing instant heat and super fast recovery. There are virtually no hot spots, and 100% of the cooking surface is available to set at precise temperatures.

5. Handheld Wireless POS Systems

While most of the technological advances are in the back of house, there have been some major advances in POS (point of sale) for the front of house staff. The most exciting one is the use of handheld wireless devices similar to PDAs. These allow the server to immediately input a guest's order into the system. This eliminates an entire step of the ordering process. Many operators are reporting up to a 5-minute reduction in table times when using these handheld units.

They are also gaining ground in large outdoor facilities and sports venues where the guest can be a considerable distance from the terminal. ■

Source: kraftfoodservice.com

How to Keep Your Best Employees Working Hard – For You

Staff turnover is not only time-consuming; it can also be costly. That's why it's important to retain your best employees. The key is to keep them motivated and engaged – here are a few tips on how to do just that.

Hire great people.

If you hire properly then developing, motivating and retaining staff is a less complex process. Once you have hired a great employee, developing his or her skills can only make them better.

Find out what motivates your staff.

Different people are motivated by different things. Some are motivated by dollars and cents, some by recognition, some by constant challenges and some by feeling that they are part of a team. Learn to recognize these "hot buttons," and push them to get the best out of each employee.

Always look inside your organization.

Employees who observe promoting from within will likely be more motivated; knowing they have an opportunity for advancement will inspire a good work ethic. Find the natural leaders within and ask them to train new employees. If you can't find them, ask your employees whom they respect most and assign them the training task.

Develop incentive programs.

Don't make it a contest - make everyone a winner. Set a target (i.e. sell a bottle of wine to 75% of your tables) and then reward everyone who achieves that target. Make the target easily achievable and measured.

Ensure your employees have all the necessary tools to do their jobs brilliantly.

This means not only the physical tools, but the intellectual tools as well. A well-trained employee with excellent product knowledge and confidence in his or her ability will be more productive.

Make sure your employees understand your vision and business philosophy.

Then train them in how to execute that vision. Your staff takes its lead from you. If you convey a positive and truly hospitable attitude, so will your staff. Someone who really enjoys their job will be more likely to stick around and that enjoyment will rub off onto others.

Constant feedback is essential in motivating employees.

Provide the staff with frequent performance reviews, both formal and informal. Most people in the hospitality industry are "people pleasers." Let that work to your advantage by providing feedback (both positive and

negative) on a regular basis.

Remember that star employees need new challenges regularly.

Create a cross-training program, so that every employee is capable of jumping into any position at a moment's notice. A little variety from the daily routine can go a long way towards keeping the job interesting.

Create a team atmosphere.

Make everyone from the dishwasher to the general manager responsible for customer satisfaction and profitability. Let everyone share in the benefits of being part of a great team by creating bonus programs that are achievable, easy to understand and easy to measure. They should be paid out in a timely fashion, so that they do not lose their impact.

Treat all your employees with the dignity and respect.

There is no better employee than one who has a sense of worth and believes that he or she is doing a fantastic job. ■

Source: kraftfoodservice.com



Pretty PACKAGING

Meal kits, restaurant takeout raise the bar for package designs



Terra's Kitchen packaging

As more meal kits enter the delivery market—backed by venture capital and big-name chefs—the pretty meal kit boxes, logos and recipe cards are sometimes getting as much attention as the food.

One meal kit company, Baltimore-based Terra's Kitchen, even saw an opportunity to deliver an eco-friendly message with its meals by designing reusable meal delivery systems to eliminate packaging waste.

In the restaurant realm, Chipotle extends its brand message through takeout bags featuring high-minded quotes from contemporary writers.

Even bigger bags from Chipotle convey the brand's "Food with Integrity" message and describe the "tons of real food with tasty ingredients" inside.

Most grocerants' prepared food packaging, on the other hand, is

relatively unremarkable, notes one industry leader.

"So far, the prepared food market hasn't really tried to elevate the experience through packaging," says Lynn M. Dyer, president of the Foodservice Packaging Institute. She points to Pizza Hut's three-tier boxed meals or big meal deals as examples of distinctive packaging ideas that retailers should consider.

"Not all retail settings have the resources to do custom packaging, so branding is often an afterthought," she says. "But as prepared food programs get more established and continue to compete with restaurants, I see more time being spent to communicate branding and messages or to support types of cuisine, like bento boxes for Japanese

Grocerant-Ready Ideas:

- Transparent packaging that looks "homey" and just-cooked with simple stickered food labels
- Brand values, source stories and other messages conveyed on carry-out packs
- A reusable packaging system (with minimal disposals) for frequent buyers

fare, or slice-shaped boxes for grab-and-go pizza."

Packaging may not dictate meal dining decisions, but it's becoming an important part of the whole package, especially as more food providers fight for consumer dollars. ■

Source: *progressivegrocer.com*



Chipotle packaging

CHURN IT UP!



MUCH OF THE CREAM PRODUCED BY DARIGOLD farmer-owners' pampered cows is whisked to the Issaquah plant and transformed into butter by a very special machine, the Simon Frères butter churn. While Darigold butter has been a local source of pride since 1918, it was recently decided to replace two outdated machines with a more efficient and contemporary churn.

In 2003, Darigold installed the largest European vacuum-style churn ever imported to America.

The purchasing team had investigated world churn technology and eventually found what they wanted in Cherbourg, France at the Simon Frères Company. Simon Frères started making churns 140 years ago and his descendants still greet customers in their historic stone courtyard.

The special action of the Simon Frères butter churn ensures that excess air is removed from the butterfat particles and the moisture is thoroughly emulsified. The resulting butter has a velvety, smooth, spreadable consistency. Baked goods turn out more consistent and well-shaped because of the excellent distribution characteristics. The butter has a higher melting point, so there is a longer and more stable window of time for the butter to hold that magical state of sauce-like suspension so prized in classical cooking. When the precious "golden oil" of clarified butter is desired, the compressed milk solids fall evenly and tightly to the bottom, allowing for easy and efficient separation.

Vacuum chambers on butter churns have been popular in Europe for some time, but the US has been hesitant to invest in the technology. Darigold is one of the industry leaders, embracing the technology and undertaking the task of informing their loyal customers of how and why their beloved product has changed.

The process is not complicated. The cream is first pasteurized, chilled and then fed into a long, screened cylinder with a rotating drum fitted with beaters down the center. The cream is whipped into a foam, which gradually causes the fat particles to shed liquid and cling together. Augers compress these sticky, grainy solids and force out any residual liquid.

What remains in the churn is pure, raw butter. It is squeezed through a perforated plate into long, noodle shapes and run through a vacuum chamber. This is where the magic happens. Without a vacuum chamber, butter has an average of 4 to 5% air. The vacuum process results in a product that is dense, well-emulsified and less than 1% air.

The next step, known as the "butter boat" or "butter silo," is a sight that can make people weak in the knees. It is where the butter reaches yellow, creamy perfection. It is flawless — solid but not hard, creamy but not melted. Each turn of the paddle forms soft ripples and luscious waves of butter. It is what dreams are made of. The cows would be so proud.

Finally, the fresh butter is pumped to one of several packaging lines, where it is pressed into the desired shape. From individual pats to 55-pound boxes, the butter is then safely sealed and delivered to your neighborhood restaurant, bakery or grocer. —

— Better — BUTTER

Darigold butter is better butter. The butter that just tastes better, bastes better and bakes better than ordinary butter because of our European-style vacuum churn.

Is it really better?

You bet your butter.



WWW.DARIGOLD.COM



SUPER BOWLS:

The trendy vessels widen their appeal

There's something comforting and wholesome about eating food from a bowl, and restaurants have come to realize that these liquid-friendly vessels are great vehicles for more than cereal and soup. They present ingredients beautifully, are more portable than plates, and they let the people eating from them customize exactly what each bite is going to taste like.

"I think it's fun to eat out of a bowl," said Heather Gardea, vice president of research and development for El Pollo Loco. The 415-unit chain based in Costa Mesa, Calif., has offered a Pollo Bowl since 1992.

The chain has reworked its bowls in recent years to appeal to a broader audience beyond the budget-conscious. That audience includes the calorie counter, who can get bowls of chicken, black beans and broccoli with fewer than 500 calories, and "the big appetite weight lifter guy," as Gardea describes him, who "might like the ultimate double bowl" of chicken or shrimp over pinto beans, rice, cabbage, sour cream, Jack cheese, avocado and pico de gallo.

"The bowl is lending itself to

the various definitions of health for people," Gardea said.

Whether it's a low-carb or gluten-free option, a move toward beans and grains, or a protein-centric meal, bowls can fill that need. On top of that, she

"... bowls fill a middle ground between a sandwich and a salad." - Olly Smith, vice president, Pret A Manger

said they're photogenic — important for the Instagram enthusiasts among your customers — and easier to eat than food served on a plate.

About 15 percent of all restaurants now serve entrées in bowls, according to menu research firm Datassential, and large restaurant chains with 250 or more locations are leading the charge: More than 26 percent of large

chains serve entrée bowls.

Fazoli's, a 212-unit pasta chain based in Lexington, Ky., has gone the comfort food route with the Ultimate Spaghetti and Ultimate Fettuccine bowls it introduced as limited-time offers last year. The pasta bowls are being added to the permanent menu

"They are a great, hearty comfort food with a homemade, 'What mom would make' appeal," Fazoli's president and CEO Carl Howard said in an email.

"Bowls offer a nicer presentation when using a lot of ingredients and are easier to eat than plated pastas," he said.

Howard said the bowls were added to the permanent menu after selling "extremely well" as limited-time offers.

Laura Cissel, California Tortilla's vice president of marketing, said that bowls do seem to appeal in particular to the health conscious, noting that the chain's current limited-time offer, a Super Food Burrito, "tends to lend itself to people who are a little bit more health-conscious," is being sold more in bowls than most other burritos.

Other Mexican chains also have rolled out bowls in the past year, such

as On The Border Mexican Grill & Cantina, based in Dallas. Last May the 144-unit casual-dining chain introduced the Border Bowl.

Pret A Manger, a 400-unit chain based in London that specializes in premium grab-and-go food, introduced four bowls to its United States locations.

Olly Smith, the chain's vice president of food, said that the bowls fill a middle ground between a sandwich and a salad. "A salad keeps you busy eating for a period of time, but it doesn't keep you full the whole afternoon," Smith said.

"They're selling really, really well," he added, noting that the plastic bowls themselves, designed to fit in the palm of the hand, are convenient for his many on-the-go customers.

Fruity Variations

Fast-casual chain Sweetgreen also has a rotating line of bowls at its 39 locations, including the Umami Grain Bowl.

Although most entrée bowls are savory and often eaten at lunch, there's a growing category of fruit-based bowls that are almost like deconstructed smoothies.

For instance, Juice it Up!, an 80-unit chain based in Irvine, Calif., introduced Smoothie Bowls as a limited-time offer last April.

Robeks, a 95-unit chain based in Los Angeles last summer introduced a line of trendy açai bowls as limited-time offers last summer.

Tara Gilad, co-founder and COO of Vitality Bowls, a 19-unit chain based in San Ramos, Calif., said her restaurants' 15 different bowls,

mostly açai-based, account for about 80 percent of sales, and she says serving the food in bowls makes the food more substantial and more enjoyable.

"Putting it in a bowl is so fun to eat, because it's topped with granola and banana and chia seeds. You're eating a meal, versus just drinking a smoothie," she said.

She added that her customers can enjoy different textures and separate flavors in the bowl, since the different flavors can literally be layered.

Gilad said she gets a wide array of customers, young and old, looking to eat food that's good for them and also tastes good. "Our food is healthy, but it tastes phenomenal," she said. "Even for people who don't eat healthy, it tastes good so they want to come back." ■

Source: Nation's Restaurant News

A Look at 5 Trendy Bowl Meals

There's something comforting and wholesome about eating food from a bowl, and restaurants have come to realize that these liquid-friendly vessels are great vehicles for more than cereal and soup. They present ingredients beautifully, are more portable than plates, and they let the people eating from them customize exactly what each bite is going to taste like. Take a look at five restaurants' bowl offerings.



CALIFORNIA TORTILLA

The California Sunset Bowl is one of three specialty bowls offered by California Tortilla. PHOTO: CALIFORNIA TORTILLA



FAZOLI'S

Items such as Fazoli's Ultimate Fettuccine Bowl convey a sense of comfort. PHOTO: FAZOLI'S



SWEETGREEN

Sweetgreen provides a more filling alternative to salad with its Umami Grain Bowl. PHOTO: SWEETGREEN



ON THE BORDER

On The Border's Chicken Border Bowl offers the ingredients of a burrito minus the tortilla. PHOTO: ON THE BORDER



PRET A MANGER

Pret A Manger appeals to customers on the go with its Power Lunch Bowls that can fit in the palm of the hand. PHOTO: PRET A MANGER

Musubi Tacos

Are you torn over serving Mexican food, Chinese food or Hawaiian food? Well, this SPAM® Musubi taco is sure to please everyone. It's a trifecta of flavor with Chinese sausage, a soy glaze and of course, glorious SPAM® Classic!



INGREDIENTS

- 1 12-ounce can SPAM® Classic, cut into 1/4" cubes
- Chinese sausage "lap xuong" (sliced thin into "coins")
- Roasted seaweed flakes
- Wasabi sesame seeds or regular sesame seeds as garnish
- Kewpie mayo
- Package of roti flat bread or tortillas
- Sushi rice (cook per instructions on package)
- Pickled Daikon & Carrots
- 2 carrots
- 1/2 daikon radish
- 1 1/2 cup sugar
- 1 1/2 cup vinegar
- 4 1/2 cups cold water
- Soy Glaze
- 1/2 cup soy sauce
- 1/2 cup mirin
- 1/3 cup sugar



DIRECTIONS

Pickled Daikon & Carrot

1. Slice 1/2 daikon radish and 2 carrots into julienne strips.
2. Mix 1 1/2 cup sugar, 1 1/2 cup vinegar, 4 1/2 cups water together in a large bowl to create a pickle solution.
3. Submerge daikon radish and carrots into bowl of pickle solution.
4. Store in refrigerator for 1 hour.

Soy Glaze

1. In a small saucepan combine 1/2 cup soy sauce, 1/2 cup mirin, 1/3 cup sugar.
2. Bring to boil and reduce heat to simmer. Adjust to taste.
3. Reduce to about 3/4 cup. The consistency should be similar to honey.
4. Remove from heat and let it cool down then transfer to squeezable bottle.

Assembly

1. Add 1 1/2 tablespoon pickled daikon/carrots to the center of the roti flatbread or tortilla.
2. Add 1 1/2 tablespoon cooked rice on top.
3. Pan fry SPAM® Classic & Chinese Sausage for a few minutes (no oil needed). Add 4-5 pieces of SPAM® Classic & 4-5 pieces of Chinese sausage.
4. Add 1 1/2 tablespoons of roasted seaweed flakes over the top.
5. Drizzle Kewpie mayo and soy glaze over the top.
6. Sprinkle sesame seeds.

Source: spam.com/recipes

HFM ITEM #	ITEM DESCRIPTION	PACK/SIZE
328327	Luncheon Meat Lite Spam	12/12z
328328	LUNCHEON MEAT SPAM	24/12z
328329	LUNCHEON MEAT 25% LESS SALT SPAM	12/12z
328347	LUNCHEON MEAT 25% LESS SALT SPAM	6/12z

Asian Sweet Wings

A savory blend of ingredients you probably have on hand makes this marinade as simple as it is irresistible. Try it for an appetizer or a savory special.

INGREDIENTS

- 10 Chicken Wings (5 lb. bag), thawed
- 1/4 cup green onion, chopped
- 3 tablespoons soy sauce
- 3 tablespoons lime juice, fresh
- 3 tablespoons honey
- 2 teaspoons dark sesame oil
- 2 cloves garlic
- gingerroot, 1" fresh piece peeled or 3/4 teaspoon ground ginger
- salt and pepper, to taste
- 2 teaspoons lime peel, grated
- 1/4 teaspoon red pepper flakes, crushed



FREEZING TIP:

These can easily be frozen and served later. To freeze place cooked wings on a foil lined baking sheet and completely cool in refrigerator. Package wings into small Gladware® Freezer Containers in single layers separated with waxed paper.

DIRECTIONS

1. Cut off wing tips and discard. Cut remaining wing into two parts at joint.
2. In a blender or food processor, make marinade by combining the green onions, soy sauce, lime juice, honey, sesame oil, garlic, ginger, salt and pepper. Process until smooth.
3. Place marinade, lime peel, red pepper flakes and chicken pieces into a resealable plastic bag. Refrigerate for 30 minutes or overnight.
4. Preheat oven to 425°F. Spray baking dish with nonstick cooking spray or line with aluminum foil. Add chicken and brush generously with marinade. Discard remaining marinade.
5. Bake wings, turning once for 30-40 minutes, or until done (internal temp 180°F) and a deep golden brown.

COOKING INSTRUCTIONS FROM FROZEN

For Oven: Preheat oven to 350°F. Place frozen wings on a foil lined baking sheet that has been sprayed with nonstick spray. Heat for 15-20 minutes, or until heated through.

For Microwave: Place wings in a single layer on a microwave safe plate. Cover with a paper towel. Microwave on high for 3 1/2 - 4 minutes, or until heated through. Let stand for 1 minute before serving.

HFM ITEM #	DESCRIPTION	PACK/SIZE
326691	Chicken Wings Whole Large (Individually Quick Frozen)	96/2.667z
326659	Chicken Wings Stingers Med 1st & 2nd (Fully Cooked)	2/7.5#
326683	Chicken Wings of Fire Jumbo 1&2 (Joint)	2/5#

Source: www.tyson.com/Meal-Ideas-And-Recipes/Asian-Sweet-Wings.aspx

Living the Free-Range Life on the Forbidden Island

BY MARIA KANAI

Welcome to Niihau Island, a place so untouched from the rest of the world that it's managed to keep alive the ancient traditions, language and culture of Hawai'i in a way we rarely see today.



Owned by Bruce and Keith Robinson, descendants of the original Sinclair family who purchased the island in 1864, access to the island is limited – hence its other, perhaps more well-known name, the “Forbidden Island.”

It's here in this remote environment where some of the best local livestock thrive, hailing from Niihau Ranch.

Roaming Free

“Think about it. We're all products of our environment,” says Jehu Fuller, general manager at Makaweli Meat Company (which is also owned by the Robinsons) on the island of Kauai.

Fuller and his company are tasked with processing and selling of the Niihau livestock, which include lamb, cattle and the African antelope called eland. “Imagine a person who grew up on Niihau. That person will have a completely different personality and stress level than say, somebody who grew up in New York.”

The concept is really the same. On the Forbidden Island, the animals have the privilege of living in one of the most isolated, private areas in the world. With nobody moving them from pasture to pasture, forcing them to eat feed and to grow at an unnatural pace, they are able to live, move and breathe in their own unfenced world. This is why livestock on Niihau Ranch is incomparable to the animals raised elsewhere in the world.

Take the Niihau lamb. The original Spanish Merino stock of sheep were brought to the island by the Sinclairs from New Zealand in the 1800s. It's the descendants of these breeds that currently roam free on Niihau. There are about 8,000 to 10,000 of them, enjoying unlimited access to all 72-square miles of Niihau expansive and diverse habitat: sandy coastlines, grassy plains, steep mountain crags and brushy cliffs.

The result? A free-range, healthy animal like no other. “The lamb's not force-fed all day, plus it's using muscles the way it should, which creates a good amount of flavor in their meat,” says Fuller. (Meat 101:

This is why the shoulder, chuck or ribeye of an animal has more flavor than the tenderloin, because of the lactic acid being released due to muscle movement.)

In addition to its exceptional environment, Niihau sheep graze on a unique diet of ocean seaweed from along the coastline, and feed on vegetables covered with layers of sea salt, found among the rocky crags of the mountains.

The salt gives the lamb meat a mild, distinct flavor, which is why the list of customers that source Niihau lamb from Makaweli Meat Company is long and impressive. Think Alan Wong's, 12th Avenue Grill, Square Barrels, Hualalai Resort, Oasis on the Beach and many, many more.

A New Kind Of Animal

Speaking of Alan Wong's, Fuller recently brought the chefs Alan Wong and Roy Yamaguchi to Niihau Island to taste the eland, the African antelope. Prime to enter the restaurant market, the world's largest private herd of the eland roams free on the island – a current count of 1,600 to 1,800 – and it's already peaked the interests of renown chefs like Wong, Yamaguchi and more.

“The food industry is looking for more exciting new things to put on their menu that's different from other restaurants,” says Fuller. “Chefs like Wong and Yamaguchi...they've tasted the eland both raw and cooked, and





so far the unanimous response is how clean the flavor is. It has no negative characteristics to it; it's pure and lean." The goal now is to get it into the "mouth" of the consumers and have them enjoy it also.

The eland is the largest of the antelope family, and "about 400 to 600 pounds bigger than a horse," says Fuller. A mixture of the Common Eland and the Lord Derby Eland breeds, the eland was originally brought to the island for trophy hunting in 1998.

Thanks to its natural, danger-free habitat on Niihau, the eland meat tastes lean from a diet of keawe leaves. The result is an up-and-coming meat is not only delicious, but healthy, with six times less fat than cattle, half the calories of beef, full of nutrients and low in saturated fat.

Keeping Things Local

Every step from raising the livestock to the humane harvesting process is controlled in house by the Robinsons. In doing this, the Robinsons feel they can provide a superior product for HFM to deliver to the chefs. In fact, the company's abattoir on Kauai is the only facility in Hawai'i that boasts of designs by Dr. Temple Grandin, who is well-known in the industry for revolutionizing humane handling for livestock in abattoirs.

Everything in the harvesting process is hands on, with minimal use of automated equipment and no use of chemicals. This means the



Niihau Ranch eland

process takes more time. Makaweli Meat Company takes about an hour to harvest 10 sheep, with about 5 to 6 people. For the eland, it can take up to 2 animals per hour. "We focus on quality control, and our focus is making sure that the animals don't go through anybody's hands but ours for each step," says Fuller.

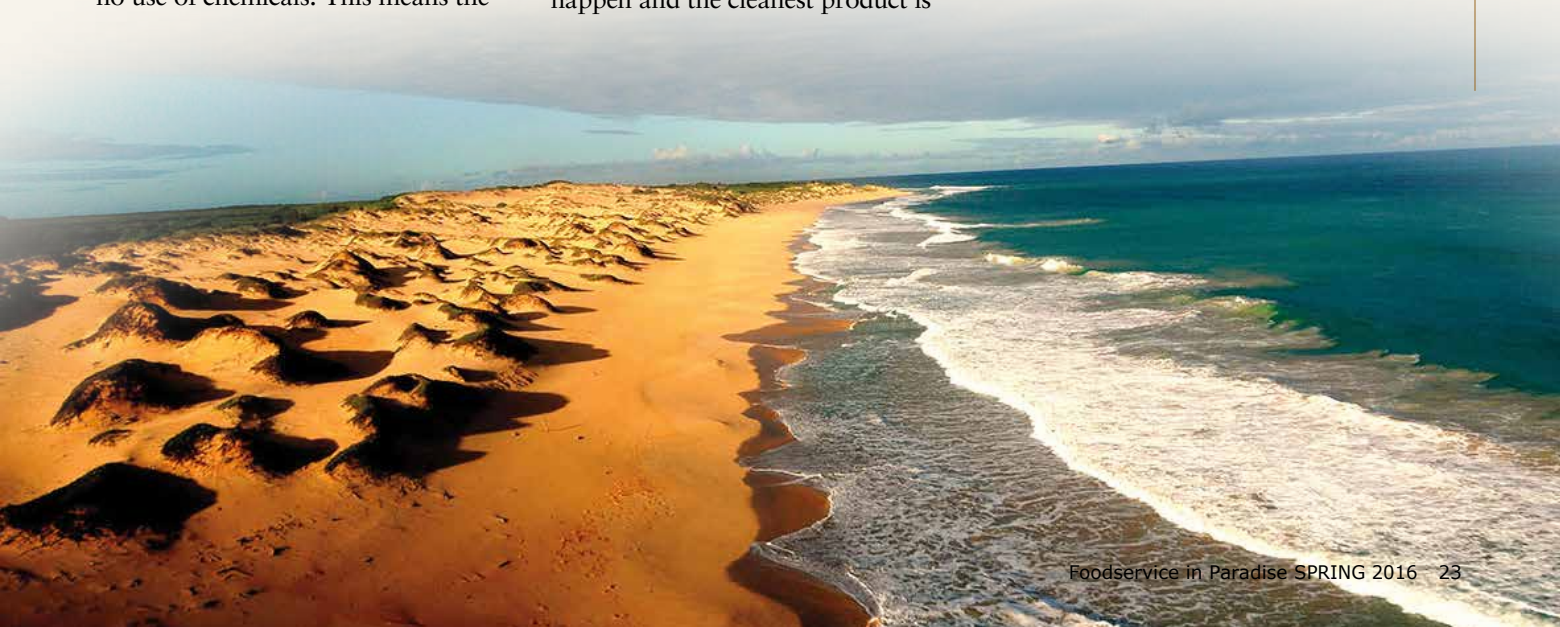
One particular element of such quality control is making sure that the lamb's natural lanolin oil on their wool do not get onto the meat. With any kind of animal, if any skin or hair comes into contact with the meat, it's considered contaminated. "That's the reason why you can taste 'gaminess' in the flavor in meat sometimes," says Fuller. "We make sure that doesn't happen and the cleanest product is

produced for our customers."

Due to the high demand for eland meat, a second abattoir is currently being built on Niihau Island and is slated to open in June this year. This will not only make it possible for the animals to be brought to more local restaurants, but also create local jobs for the 80 to 100 or so residents on the island.

"All of this commerce goes to sustaining and supporting the residents of the island," says Fuller. "Ultimately, that's our main goal – to protect the way of life on Niihau." ■

Sold exclusively through HFM FOODSERVICE. Call for more information, 808-843-3200.



Aaron Placourakis Tri-Star Restaurant

BY MARGARET KEARNS



Aaron Placourakis

With more than 30 years in Hawaii's restaurant industry, Aaron Placourakis is the epitome of pure hospitality. Arriving on Oahu in 1985 via his family home in Alameda, California and following studies at UCLA, travels in Europe and work

in Chicago, some would say he was born into the business. Descended from a long line of Greek food merchants, he lived and learned the art of hospitality success – quality food and high caliber service offered in an atmosphere of warmth and in the spirit of generosity and family.

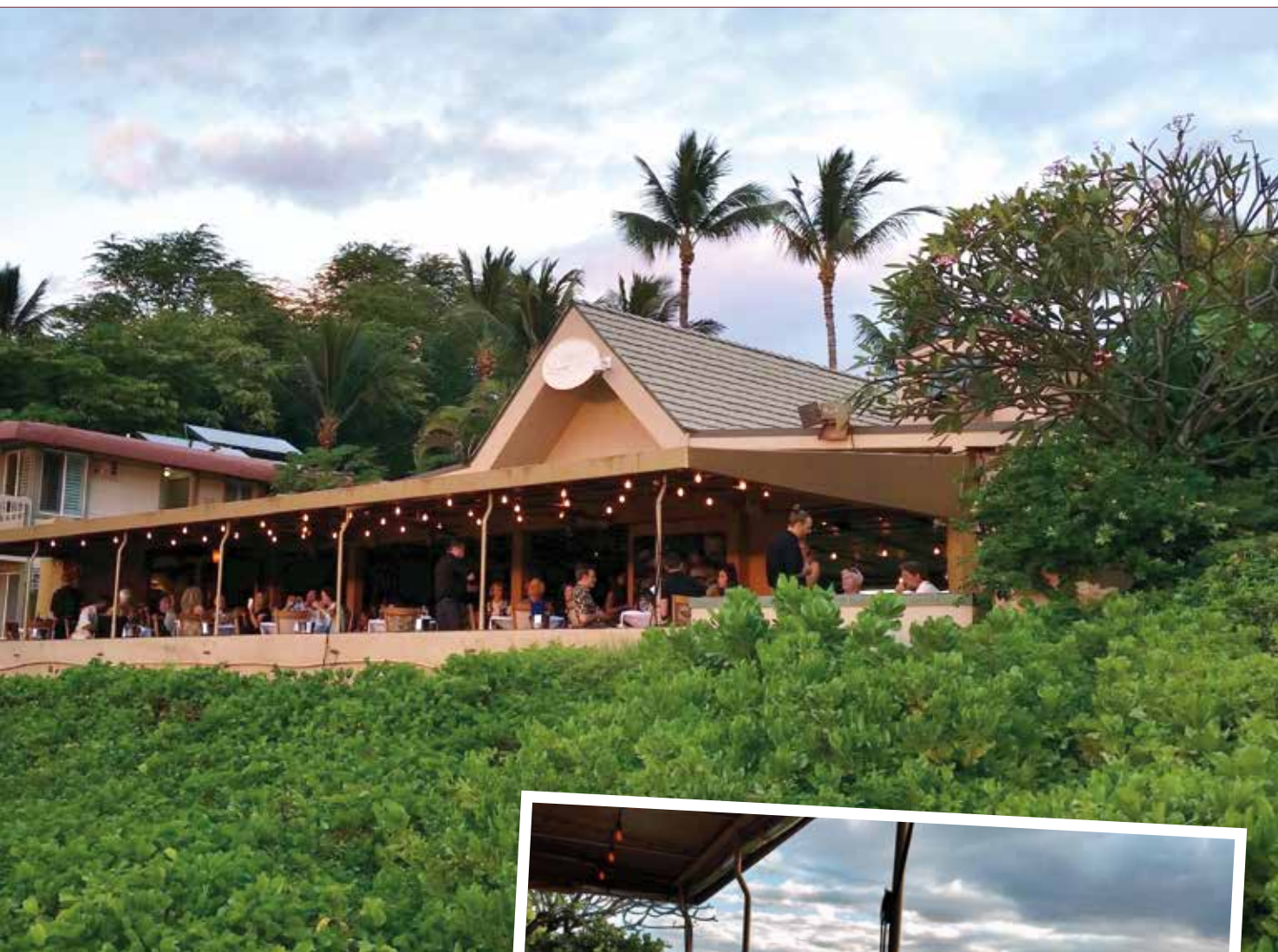
Placourakis, President and CEO of Tri-Star Restaurant Group, says, "I'm old-fashioned, my restaurants, the great teams of employees are all an extension of me. Some people get into the industry with a goal of opening 20 or more locations, while Tri-Star is a small *ohana* (family) of just 4 restaurants – three on Maui and one on Oahu."

He says the restaurant business is all about instant gratification that goes beyond the food and drink. "It starts with how you are greeted and seated, how your wants and needs are not only accommodated but anticipated. All of our dining guests are greeted as friends not customers," Placourakis says. "We're having a party every day and night, entertaining friends as we would in our own homes."

It's a philosophy gained from his family and from his experience at the legendary Nicholas Nickolas res-

Nick's Fishmarket





Sarento's on the Beach

restaurant – location of his first career experience in Hawaii's restaurant industry back in 1985.

Today that experience and philosophy is apparent daily at all Tri-Star restaurants: Nick's Fishmarket, Sarento's on the Beach, and Son's Steakhouse on Maui and Sarento's Top of the "I" in Waikiki. In addition to warm hospitality, all of the restaurants boast spectacular views, phenomenal food and extensive wine cellars, according to Placourakis.

In addition to the Tri-Star restaurants, Placourakis is the owner/operator of Manoli's Pizza Company in Wailea, Maui. "Rhonda and I are raising our son, named after my father Manoli, here on Maui – a beautiful island with similar qualities to my father's birthplace, the Greek island of Crete. Crete is a place where

seafood, vegetables and fruit are plentiful and where the bread, cheese and wine are all handcrafted, the old fashioned way," Placourakis says.

That's what led to the opening of Manoli's in Wailea, he adds. "The fare here is centered on using fresh, organic and sustainable products as much as possible in crafting our pizzas, salads and even in choosing

the wines on our list.

As with our professionals at Tri-Star restaurants, our Manoli's team welcomes diners as family and friends

"As a restaurateur, I am honored to serve people and I am humbled to be part of our restaurant families (employees) who create our vision every day. The dedication, perseverance and professionalism of our staff



is unsurpassed,” he says. “Anyone considering a career in the restaurant business who doesn’t feel that true passion to serve, should seriously consider a different career path.”

Having said that, Placourakis adds

that what he’s most “stoked about today” is the large number of people, with diverse skill sets and education who really want to be part of the industry. “When I started here in the 1980s, so many individuals took a

restaurant job until they could find a ‘real’ job. Today there’s a great realization that there are many vocations within our industry – restaurant and kitchen design, marketing and PR, sommeliers and wine buyers in addition to front of house and culinary positions.

“People are excited about the industry and want to be a part of it,” he says.

Not surprisingly, with his passion for service and people, community involvement has always been a key component in Placourakis’s life. The Nick’s Fishmarket championship paddling event sponsored in March

Son’z Steakhouse at the Hyatt Regency
Maui Resort & Spa





Nick's Fishmarket

and support of several fundraising efforts held throughout the year (the largest being in March as well) by his son Manoli's Montessori Hale O Keiki are two recent, great examples of this commitment.

He's also a past Chairman for the Hawaii Restaurant Association, former Board member of the Hawaii Food Bank and Ambassador of the Year for Ka Lima O Maui. He's spearheaded fundraisers to benefit Hawaii and Maui Food Banks, Junior Diabetes, St. Francis Hospice, YMCA, Maui Visitor's Industry Charity Walk and Montessori Hale O Keiki. And for three decades, sports sponsorship within the state has been high on his list of commitments, including charity racquetball and tennis tournaments and canoe paddling regattas.

"Giving back to the community is a big part of our commitment to these wonderful islands," he says. ■

TRI-STAR RESTAURANTS

Nick's Fishmarket at the Kea Lani Fairmont in Wailea, Maui. Featuring Mediterranean cuisine combined with Hawaiian flavors all served up in an enchanting setting. Happy hour from 5pm to 7pm daily; dinner 5:30pm to 9:30pm nightly.

Sarento's on the Beach, South Kihei, Maui. Italian-style hospitality at it's very best, Sarento's is nestled on one of Maui's premier beaches overlooking the islands of Molokini, Lanai and Kaho'olawe. The superior service, coupled with the outstanding culinary offerings makes Sarento's a place where memories are created. Breakfast 7am to 11am; lounge 5pm to midnight; dinner 5:30 pm to 9:30pm daily.

Son'z Steakhouse at the Hyatt Regency Maui Resort & Spa in Kannapali, Maui. Offering an unparalleled culinary experience, the menu centers around the finest cuts of prime meat and the freshest local seafood. Dinner nightly from 5:30pm to 9:30pm.

Sarento's Top of the Ilikai, Waikiki, Oahu. With breathtaking views of Diamond Head, Waikiki Beach and Honolulu's skyline, Sarento's brings a bit of Italy to Hawaii with casual elegance and outstanding cuisine and stellar service. Old country warmth, hospitality and live piano entertainment are part of the atmosphere that makes this fine dining establishment one of Hawaii's most celebrated. Open daily, dinner Sunday through Thursday from 5:30pm to 9pm; Friday and Saturday, 5:30pm to 9:30pm.

MANOLI'S PIZZA COMPANY

Manoli's is open Daily 11:00am to midnight. 100 Wailea Ike Drive, Wailea, Maui. Happy Hour daily from 3pm to 6pm and 9pm to midnight. Enjoy their hand-crafted 14" organic wheat pizza or their 12" gluten free crust.



PILI GROUP

BY MARI TAKETA

MISSION SOCIAL HALL AND CAFE

WHERE: 553 S. King St., Honolulu,
HI 96813

FOR MORE INFO: (808) 447-3910

LUNCH BOX BY PILI

WHERE: 3375 Koapaka St.,
Honolulu, HI 96819



It's not often, even in Hawaii, that you'll find a group that knows how to prepare the pre-contact foods appropriate for a native bones re-interment ceremony. Or that the same group, on the same day, is serving up Niihau lamb bowls at one of its restaurants. But it's not so strange if you know Pili Group, formed in 2012 by chef Mark Noguchi and his wife, Amanda Corby Noguchi.

All the foods, Noguchi says, have the same underpinning: They're comfort foods with a nod to history. "We've helped create foods that were eaten during times of the kapu, times of the protocol, to let the bones go home," he says. "I check the moon calendar to make sure that

during that time there are no foods that shouldn't be eaten or fish that shouldn't be caught. I'm very strict during prep and cooking—no swearing, no radio. All your energy is good energy."

Roots are important to Pili, which gives employees company time to help restore an ancient fishpond and tend a loi on Oahu. It's been this way since the

group started with Noguchi and his wife cooking out of any available space, including his mother's kitchen. Now the operation has expanded to include Lunch Box, a locally sourced lunch counter inside Hawaiian Airlines corporate headquarters; as well as Mission Social Hall & Café at the Mission Houses Museum and a vibrant catering arm. The team that runs it all has grown to 16, with a dozen more on call.

While you'll see Pili at premiere events like the Joy of Sake and Hawaii Food & Wine Festival, you're just as apt to find homey gems like this one about the lamb bowls on Mission's Facebook page, written by manager Justin Reinhardt: "The aroma of roasting green peppers still transports me. My grandfather, whose Mediterranean sensibilities were instilled in his blood, had cooked them so many times that the walls of his house reverberated with the smell. When we went about finding a proper complement ... to the Niihau Lamb, I could hardly pass up the opportunity to ... get some green peppers in the oven."

It is, after all, about comfort food and roots—all our roots. ■



Tucker & Bevvv

TUCKER & BEVVY BREAKFAST

WHERE: Hee Hing Plaza, 449
Kapahulu Avenue, Suite 203,
Hon., HI 96815

FOR MORE INFO: (808) 732-0050

TUCKER & BEVVY PICNIC FOOD

WHERE: Park Shore Hotel, 2586
Kalakaua Ave., Hon., HI 96815

FOR MORE INFO: (808) 922-0099,
info@tuckerandbevvv.com

BY MARI TAKETA
PHOTOS COURTESY OF RIC NOYLE

The concept that Tony and Cecily Ho Sargent started out with was simple: Move to Hawaii, where Cecily grew up, and serve the kind of fare the couple had been feeding Australian beachgoers in a coastal suburb of Sydney for 17 years. Sandwiches, salads, wraps and fresh juices and smoothies ruled the menu at Tucker & Bevvv, the picnic-food outlet they opened in 2013 at the edge of Waikiki. What's not so simple is the

way the concept took off.

When locals headed to the beach or zoo joined lines of tourists, the Sargents found a spot on Kapahulu and opened a breakfast and lunch restaurant in the Hee Hing building. Then the lines at the picnic spot started forming out the door on weekends. So Tucker & Bevvv, which started with one location and a crew of eight, now plans to add two more picnic spots in Waikiki by next year



and a slew of standalone refrigerator cases stocked with fresh picnic fare around Honolulu.

"I can honestly tell you we had not planned on expanding. But it took off so fast that we realized why would we not respond?" says Cecily. "We've come in with healthy alternatives that are real fresh: lots of greens, high protein and low on carbs. It's food that's great for hot weather."

The Sargents have been busy on

other fronts as well. A recently opened commissary kitchen affords the space to expand not only locations, but product lines. There's the Picnic for One, a sack lunch with a salad, sandwich or wrap with a healthy crunchy snack and perhaps veggies and dip or fresh fruit, all chilled with an ice pack; these are popular with tour groups and beach cleanup activities. Soon there'll be Power Lunches by T&B, featuring high-protein offerings like quinoa pots.

And then there are parts of the equation you don't think about when you plan to open just one picnic spot: sourcing enough local, even organic ingredients, and the environmental effects of packaging choices. Not to mention payroll, which for Tucker & Bevvly has expanded to 40. "We're trying to go toward what people want," Cecily says, "and because we're expanding, we know we have to do this responsibly." ■

Tip Top Café Celebrates their 100th Anniversary

BY MARIA KANAI

In the quiet town of Lihue, there's a family-owned café that holds a fond place in the hearts of the people of Kauai. Tip Top Café & Bakery is celebrating its 100th anniversary this year – a monumental milestone for a humble café with humble beginnings.

Manager Jonathan Ota has fond memories growing up in the restaurant and “causing trouble,” as he says, to the employees who’ve worked there throughout the years. “As a kid, they were like my aunties and uncles, helping raise me and watch out for me,” says Ota.

TIP TOP CAFÉ & BAKERY

WHERE: 3173 Akahi St.
Lihue, HI 96766

HOURS: Open daily except Mondays; Breakfast 6:30 a.m. - 11:30 a.m.; Lunch: 11 a.m. until 1:45 p.m.



Denjiro Ota



Ota family

His great-grandfather Denjiro started the café in 1916 upon the request of Lihue plantation managers and store owners, who wanted a place to sit down and eat breakfast with coffee. Denjiro received funds from a Lihue store manager and opened the first café in town in the Tip Top Building, which is the reason behind its name.

Throughout the years, the café has generated a fiercely loyal customer following and a

series of challenges and changes. It's gone through a relocation, expanded into a bakery and motel, survived two massive hurricanes and is still going on strong. The café menu is kept simple, without any frills, and it works. People love signature, home-cooked dishes like the oxtail soup (\$14.50) and the made-from-scratch pancakes (\$5.50 – \$6.50, additional \$.50 - \$1 for toppings), both made from Ota's grandfather Mitchell's original

recipes. On the bakery side, the Tip Top Café macadamia nut cookies are also a crowd favorite.

"We've become a local staple because we've been feeding generations of families over the past 100 years. Many customers remember coming with their grandparents as children, and now they bring their



Pancakes

children," says Ota.

In addition to the loyal customers, Ota also credits the restaurant's longevity to the employees who have worked at Tip Top Café. "We've had children of the employees come to work at the restaurant, and that's something you don't normally see," says Ota. "We just want to thank all our dedicated and loyal employees over the last 100 years who have worked hard and allowed Tip Top to reach this true milestone." ■



Oxtail Soup

Calendar 2016

may

Saturday, May 7

L'ulu Leeward Culinary Arts Gala

events.leeward.hawaii.edu/event/lulu_leeward_culinary_arts_gala_3406#.Vw1jnniZKX9

Leeward Community College
The Pearl, 96-045 Ala Ike, Pearl City, HI
6:00–9:00 pm

Indulge your senses with the delectable cuisines of Hawai'i's finest chefs alongside the Culinary Arts Program's instructors and students.

Exceptional entertainment and a silent auction, complimented by an array of wines, beers, spirits, and specialty coffees and teas complete the festive atmosphere and extraordinary ambience of dining amid the night skies.

Thirteen restaurants will partner with farmers, ranchers, and aquaculturists to feature a locally grown or produced food item in their menu offering.

Friday, May 13 - Saturday, May 14

The Big Island Chocolate Festival

www.bigislandchocolatefestival.com
Hapuna Beach Prince Hotel

The Big Island Chocolate Festival is being held on May 13-14, 2016 at the Hapuna Beach Prince Hotel on the Kohala Coast on the Big Island of Hawaii. The Festival encompasses seminars, demonstrations, a student chef competition, a professionally judged taste off competition, a gala fundraiser and a silent auction. Proceeds from the benefit are currently split between the Kona Pacific Public Charter School and the Kona Kohala Chef's Association for scholarship funds for the new Hawaii Community College-Palamanui.

Friday, May 13 - Sunday, May 22
Ka'u Coffee Festival

www.kaucoffee festival.com/coffee.html

Take part in the Ka'u Coffee Experience to sample coffees from many Ka'u coffee farms brewed by expert baristas. Get to know the Ka'u coffee farmers who banded together to form the Ka'u Coffee Growers Cooperative years ago and started the Ka'u Coffee Festival in 2009.

Saturday, May 21

The TASTE Awards - Hawaii Food Manufacturers Association

www.foodsofhawaii.com/taste-awards/taste-awards-2016

The TASTE Awards is an exciting event which recognizes the achievements in our local food manufacturing industry and highlights the stories behind successful companies and their products. Last year's event hosted over 300 people. A portion of the proceeds will benefit the Culinary Institute of the Pacific.

june

Thursday, June 9 - Sunday, June 12
35th Annual Kapalua Wine and Food Festival

www.kapalua wine and food festival.com

A collaboration of Kapalua Resort partners creating a new spin on the longest running food and wine event in the USA. This celebration of epicurean excellence will convene the finest in food and wine and embrace all things Hawaiian – notably – the fabulous culinary bounty on Maui and here at the world-renowned Kapalua Resort.

Friday, June 10 - Sunday, June 12
Pan Pacific Festival

www.pan-pacific-festival.com

The Pan-Pacific Festival is an annual international cultural celebration held in Hawaii during the month of June. The Festival features an eclectic assortment of cultural arts, crafts, and stage performances in a variety of events. Hawaii's broad international tourism appeal and its multi-ethnic resident population make it the perfect location to cultivate intercultural friendships, goodwill, and understanding.

Saturday, June 18

Taste of Wailea - Maui Film Festival

www.mauifilmfestival.com

Wailea Gold & Emerald Golf Course at the Leadbetter Private Golf Academy
4:30-7:00pm

The "TOW" is both the granddaddy of all Festival parties and the 'Crown Jewel' of the Festival's Culinary Arts Celebrations. In short, "The Best of The Best of Wailea's Best Chefs".

july

Wednesday, July 13 - Thursday, July 14
Hawaii Lodging, Hospitality & Foodservice Expo

Now in its 22nd year, the Hawaii Lodging, Hospitality & Foodservice Expo was launched in 1995 as the Hawaii Hotel & Restaurant Expo. It is now the largest trade exposition in the State and the only event providing access for industry buyers to a full range of products and services for the State's most important economic sectors. Although, industry seminars are offered, the objective of the Expo is to bring industry professionals together with suppliers to create an effective marketplace for both on the exhibit hall floor.



**Saturday, May 7, 2016
6:00–9:00 p.m.
Leeward Community College**

General Admission grazing
\$100 through April 29, 2016
\$125 from May 1, 2016

An Evening of Indulgence

Guests indulge their senses with the delectable cuisines of Hawai'i's finest chefs alongside the Culinary Arts Program's instructors and students. Exceptional entertainment and a silent auction, complimented by an array of wines, beers, spirits, and specialty coffees and teas complete the festive atmosphere and extraordinary ambiance of dining amid the Culinary Arts Program's dining and kitchen facilities. L'ulu, Leeward Culinary Arts Gala, is an annual opportunity to support Hawai'i's culinary students and the leaders of Hawai'i's food sustainability initiatives. L'ulu is the pivotal community event for Leeward Community College's Culinary Arts Program.

The Restaurants

Aulani: A Disney Resort & Spa
Chef Chai
Lucky Belly
MW Restaurant
Nalo Farms
REAL, a Gastropub
Roy's Ko Olina

Sansei Seafood & Sushi Restaurant
Stage
The Pearl
The Pig & The Lady
Tiki's Bar & Grill
Top of Waikiki

The Chefs

Jeff Wind, Ron Villoria
Chai Chaowasaree
Jesse Cruz
Wade & Michelle Ueoka
Dean Okimoto
Troy Terorotua
Roy Yamaguchi
Darryl Shinogi
dk Kodama
Ron DeGuzman
Ian Riseley
Andrew Le
Ronnie Nasuti
Lance Kosaka

The Future of Food Sustainability

Join us at L'ulu as we continue to feature the partnerships that seek to manage our natural resources and environment in a sustainable manner and reshape the local marketplace.

Thirteen restaurants will partner with farmers, ranchers, and aquaculturists to feature a locally grown or produced food item in their menu offering.

Join the chefs as they continue to link agriculture with the restaurant industry and strive to provide diners with products that are fresh, local and as diverse as our islands themselves.

For general information/sponsorship opportunities contact:
Fabi Castellano p: 455-0300 e: fabiola@hawaii.edu
Tommylynn Benavente p: 455-0298 e: tlbenave@hawaii.edu



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