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JANES
Foodservice

Janes
Says

Newsletter Issue 1: NOVEMBER 09

11447 –
Chicken Breast
Fully Cooked
Grilled &
Sliced Seasoned

Contents: A History of Delicious Discovery · Smart Operators Quit Cooking Chicken
Something to Cluck About · All in Our Day's Work

A History of Delicious Discovery

We're happy to announce that 2009 marks 40 years that the Janes family has been making Canada a more delicious place to live! When he immigrated to Canada from Estonia, Lem Janes Sr. couldn't have imagined that his background in food technology would propel his family to become a household name. But that's exactly what happened as he set industry standards by inventing techniques for making oven battered frozen fish and chicken that were better than any others in Canada.

Lem Sr. and his crew began producing products -- mostly by hand -- in a modest 6000-square foot facility with two production lines. Today both the Janes family and their product line have grown. In fact, *Janes Family Foods* now has three state of the art, federally inspected plants where dozens of foodservice and retail products are created for the Canadian market. Lem Sr.'s sons Tom and Lem Jr. oversee these plants with the same attention and commitment to quality that made Lem Sr.'s vision of creating a leading foodservice frozen food supply company a reality in the first place.

What goals do Lem Jr. and Tom have for *Janes Foodservice* in the future? "We're excited to keep developing products that our customers and their patrons want: healthier but still as delicious as ever is our mandate," says Tom Janes. "We're also keen to continue working in partnership with our foodservice clients which wouldn't be possible without our dedicated staff. It's wonderful to see how their enthusiasm develops into expertise!"



Smart Operators Quit Cooking Chicken



11444 – Chicken Breast Fully Cooked Grilled Seasoned

Don't worry! We're not suggesting that you take chicken off the menu to improve Q4 profits. No, we've got a whole different strategy in mind that will allow you to continue to sell premium chicken dishes and increase profits, too!

Janes fully cooked chicken breast strips are seasoned, grilled and sliced so that your kitchen staff can fill orders for fajitas, sandwiches, stir-fries, pizzas and pastas faster, easier and more deliciously and consistently than ever before. Also new from Janes Foodservice are fully cooked, grilled, seasoned whole (90 g) chicken breasts that will make catering premium holiday parties both profitable and painless.

Consistent and priced below our competitors' similar products, both of these whole muscle, white broiler meat chicken options are fully cooked and simply can be thawed before use. Janes new fully cooked chicken products are ultra juicy so they can be heated and held with no compromise to quality, too.

Besides convenience, choosing Janes fully cooked chicken breasts and julienne strips offers operators peace of mind. Since your staff will have no need to handle raw meat, you can serve Canada's most often chosen restaurant protein with no worries about cross-contamination or insufficient cooking.

So, clear a shelf in the walk-in freezer and stock up on these value-added chicken breast products to maximize profits during the hustle and bustle of the fall dining season.

Janes' Menu Idea:

Toss our fully cooked chicken breast strips with vinaigrette and salad greens and you'll have a fresh, easy filling for a healthy lunchtime wrap special.

Stick Handling

Autumn in Canada brings new beginnings including the return of the hockey season. While we'll leave the on-ice stick handling to NHL pros, let us coach you on how to use our very popular breaded mozzarella sticks to create off-ice excitement.

Made from low-fat mozzarella cheese, our premium mozzarella sticks are lightly breaded with just enough Italian herbs and spices to be delicious both in-and-of themselves but also great as a foundation for other exciting appetizer idea such as:

- Grilled zucchini rollatinis: wrap grilled zucchini ribbons around mozzarella sticks and seal closed with toothpicks. Heat in the oven until piping hot and serve three on a pool of warm tomato sauce for an upscale bar snack, light lunch entrée or dinner time appetizer. Garnish with a sprig of fresh basil to add a fresh touch.
- Easily leverage the Indian cuisine trend by serving piping hot mozzarella sticks with a sauce made from equal parts plain yogurt and mango chutney. Stir in a little chopped fresh cilantro, parsley or mint and you're set!
- Reinvent eggplant Parmesan by draping a thick, juicy slice of grilled eggplant over two or three hot mozzarella sticks. Garnish the plate with dollops of pesto and tomato sauce and drizzle a little balsamic vinaigrette over the eggplant before serving as a knife and fork appetizer.



37918 – Breaded Mozzarella Sticks

Something to Cluck About:

With feed grain crops exceeding expectations and prices now stable at levels not seen for several years, the North American chicken industry is facing a brighter outlook. Although the weak economy and high levels of unemployment have reduced Canadian demand for all meat proteins, chicken is the best performing meat commodity. The beef and pork sectors have further downward adjustments to make, but we expect the Canadian chicken industry to expand moderately in 2010!



All in Our Day's Work

For 26 years, **Friends of We Care** has been helping kids with disabilities enjoy enriching and enjoyable Easter Seals camp experiences. *Janes Family Foods* is not only a financial contributor to this wonderful cause but also a hands-on supporter of We Care's initiatives. This picture features *Janes* staff members volunteering at the We Care Camp Day Barbecue held in July of this year. www.friendsofwecare.org



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