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JANES
Foodservice

**Janes
Says**

Newsletter Issue 2: FEBRUARY 10

22104
Battered Haddock Fillet
Cut 3-5 oz

**Contents: Arriving at a Fine Point: Lem James Jr. • Gourmet Short Order • Liquid Assets
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Arriving at a Fine Point: Lem James Jr.

Last fall *Janes Family Foods* CEO Lem James, Jr. received the grocery industry's highest honour when he was awarded the Food Industry Association's prestigious Golden Pencil award. Since 1957 this award has acknowledged leaders who have made significant contributions to the grocery business. Lem's participation and leadership in various industry associations as well as his extensive community and charity involvements made him an ideal nominee and ultimately an honoured winner in 2009.

While retail sales and leadership are a point of pride at *Janes Family Foods*, Lem James, Jr. finds our success in the foodservice sector equally gratifying. "The innovations and success we enjoy in retail often stems from our foodservice product development. At *Janes* our left hand and right hand work together so that we can bring quality products to all of our customers," he notes.

(LtoR: Lem James Jr., award presenter Paul Higgins Jr., Tom Janes)



Gourmet Short Order

In the restaurant business there are no truer words than the phrase 'time is money'. After all, the sooner people eat, pay and depart, the sooner new customers can be seated. Likewise, the less time cooks need to spend preparing ingredients, the more profitable each plate of food becomes.

Janes fully cooked Seasoned, Sliced Chicken Breast Strips (11447) were created to be delicious but also to be a cost effective ingredient for restaurateurs. Made from whole muscle, white broiler chicken, this frozen product is seasoned, fully cooked, grilled and sliced, which helps to streamline production and turn tables quickly. Simply thaw and use these ultra juicy morsels in all kinds of restaurant favourites such as:

- Fajitas
- Burritos
- Pasta entrées
- Sandwiches, wraps and pitas
- Pizza
- Omelets
- Salads
- Casseroles and quiche
- Stir-Fries
- Asian-style soups and curries

Liquid Assets

Canadian consumers, eager to access nutrients such as omega 3 fatty acids and to avoid saturated fats found in red meats, are eating fish more often. But research shows that they'd also rather not cook fish at home. That's good news for restaurateurs who want to create menus that will entice people to go out to eat.

Janes Battered Haddock Fillets (22225 and 22104) are just what operators need to satisfy fish loving consumers. Cut from tender, white, flaky haddock fillet blocks and battered without egg, these always fresh, wild fish products come in two portion sizes (2 to 4 oz and 3 to 5 oz) for added menu flexibility. They can be quickly fried to add crispness to sandwiches, salads and appetizers, but they're also ideal for entrée recipes. Equally delicious for brunch or dinner, they can be used as an ingredient in dishes such as our Granny Smith Apple and Fish Frittata that will make your restaurant swimmingly successful with patrons

Granny Smith Apple & Fish Frittata

2 tbsp (30 mL)	butter
6	Janes Battered Haddock Fillets (2 to 4 oz cut)
1	Granny Smith apple, cored and diced
3	green onions, finely chopped
2 tbsp (30 mL)	chopped fresh dill
8	eggs, beaten
1 tsp (5 mL)	Dijon mustard
1/4 tsp (1 mL)	each salt and pepper
1 1/2 cups (375 mL)	fresh rye or whole-wheat breadcrumbs
1/2 cup (125 mL)	shredded aged Cheddar cheese



Preheat the oven to 350°F (180°C). Grease a 9 x 13-inch (3.5 L) casserole dish. Arrange the pieces of fish in a single layer. Toss the apple with green onions and dill. Sprinkle over the fish.

Whisk the eggs with the mustard, salt and pepper. Pour evenly over the fish. Transfer to the oven and bake for 20 minutes. Meanwhile, blend the butter with the crumbs and cheese. Sprinkle over the frittata. Continue to bake for 15 to 20 minutes or until the eggs are set. Broil frittata for 5 minutes or until crumbs are golden brown. Makes 8 servings.

Tip: Recipe can be tripled to fill a standard steam table insert.

Bowling for Dollar\$

Doing the right thing is right up our alley! As part of our ongoing commitment to raise funds to help We Care, Janes staff participated in that charity's Hawaiian themed, year-end finale bowling event.



The event raised a total of \$120,000 that We Care will use to offer kids with disabilities enriching and enjoyable Easter Seals camp experiences. We're proud to say that our combined hula, fundraising and bowling skills allowed the Janes team to raise \$17,000, making us third out of 43 corporate teams!

Stay tuned for more information about our exciting plans for future We Care fundraising -- including our much anticipated staff chicken wing eating competition!



Market Watch

From the desk of Janes quota manager and procurement specialist, Sukhdeep (Lucky) Bilkhu, comes reassuring news that 2010 expectations are for moderate growth in the Canadian chicken market as consumers continue to respond well to fresh and processed chicken menu features.

Increases in feed costs will make all meats a little more expensive; however, given the relative cost advantages of chicken, wise foodservice operators will feature chicken more prominently on their menus to capitalize on this lean protein's profit opportunity.

Chicken wings will continue to be a strong seller with consumers. Demand coupled with reduced breeding flock volumes in the US could keep wing and boneless skinless breast prices high in 2010 so operators who include them on their menus should look for innovative ways to use these chicken cuts as value added garnishes (salads, appetizer platters, etc) or pair them with other premium ingredients that will justify slightly higher menu prices such as serving skinless, boneless chicken breast with wild mushrooms or pairing teriyaki wings with a crisp Asian slaw.

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