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Sizzling Sandwiches Add Warmth to the Winter Season

Warming lunches are perfect menu features during the cold Canadian winter. Grilled cheese and toasted westerns will always have a place in our hearts but lunchtime diners enjoy trying new things, too. Fortunately, Janes Grilled Chicken Breast Sandwich portions (40452) are the perfect base for creativity. With no trans fat, no preservatives and no artificial flavours, these 100 g fully cooked juicy chicken sandwich makers can be heated in the microwave, a combi or a conventional oven. Perfectly shaped to fit hero buns, they can be used in dozens of ways. Try one of our test kitchen's creative twists as a special on your menu:

- **West Coast Club:** Slather pesto and mayo over the cut surfaces of a whole grain roll. Top with roasted red peppers, fresh arugula leaves and crisply cooked turkey bacon. Crown with a warm Janes grilled chicken breast sandwich portion. Cap with bun top.
- **Tokyo Express:** Blend a little prepared wasabi paste with mayonnaise. Spread over the cut base of a toasted hero bun. Heat the Janes grilled chicken sandwich portion and brush one side with a thick-style teriyaki sauce. Stack onto the prepared bun and top with thinly sliced cucumber and avocado. Cap with bun top.
- **Sticky, Goey Bombay Chicken Panini:** Cut two pieces of focaccia or naan bread to a size appropriate to fit a Janes grilled chicken breast portion; layer evenly with sliced aged Cheddar cheese, mango chutney and mayonnaise on top of one slice of the bread. Add a hot Janes grilled chicken breast sandwich portion and another slice of cheese. Add the top piece of bread and grill on a flat top or in a panini press until the bread is crisp and toasty on the outside and the cheese is melted.
- **Onion-Swiss Melt:** Sauté a sweet onion in butter over medium heat until soft and caramelized. Season with salt and pepper. Halve a hero bun and toast the cut sides lightly. Mound base with lots of onions and sliced Swiss cheese. Top with a hot Janes grilled chicken sandwich portion and another slice or two of cheese. Slather the cut side of the bun top with honey mustard. Cap and grill on a panini press.



Trends: Chicken Sandwiches Scale the Lunch Charts

By Dana McCauley

According to NPD information published in September by the government of Alberta, hot chicken sandwiches are the second fastest growing restaurant lunch item behind soup. Far from competing with each other, these two menu hot shots are a dynamic menu duo. In fact, soup and sandwich combo meals made up 38% of total soup meals in 2008. That means operators who plan their menus strategically can achieve high volume sales at lunchtime. Not sure where to start? Consider these promotional ideas when planning lunchtime sandwich specials:

- Consider creating a soup and sandwich menu that features a few hot sandwich favourites (like the ones listed in the section above) that can be mixed-and-matched with various soups.
- Track purchases with a stamp card and after 3 to 5 purchases, offer a discount on a Monday lunch combo or on another day low traffic volume day at your outlet.
- On Mondays, publish the soup and sandwich combos you plan to feature each day of the week. Allow patrons to pre-order their lunches for pick up at a specific time and offer them a discount for paying in advance so that you'll be able to plan staffing and inventory and help your cash flow as well.

Janes fully cooked chicken products are ideal for lunchtime menus and specials. Consider our:

- Fully Cooked (68 g) Chicken Breasts (11456)
- Fully Cooked (90g) Chicken Breasts (11444)
- Fully Cooked Grilled Chicken Sandwich Portion (40452)

Winning Sandwich Ingredients



What makes a great hot chicken sandwich? According to our database, operators have been turning to new breads, spreads and bold cheeses to turn up the temperature on hot sandwich sales. Specifically, we noted:

- Flatbread and focaccia have been trending up significantly since 2006.
- Mayonnaise sales which used to be focused on traditional plain offerings are giving way to flavours such as Basil Aioli and Chipotle Mayo.
- In Western Canada, sales for Extra Old Cheddar slices indicate that hot sandwiches in the region are zestier than ever before.

\$ Growth	2006	2007	2008	2009	2010
Flatbread	▲	▲▲	▲▲	▲▲	▲
Mayonnaise	▲▲	▲	▲▲	▲▲	▲
Pesto	▲▲	▲▲	▲	▼	▲
Wasabi	▲▲▲	▼▼	◀	▼	▲▲
Cheddar Slices	▲▲	▲▲	▲▲	▲▲	▲▲
Turkey Bacon	▲▲	▲	▲▲	▲▲	▲▲
Pre-Cooked Boneless Skinless Chicken Breast	▲	▲	▲	▲	▲
Focaccia	▲▲	▼▼	▲▲	▲▲	▲▲

Market tracking single-digit decreases ▼ Market tracking double-digit decreases ▼▼ Market tracking single-digit increases ▲
Market tracking double-digit increases ▲▲ Market tracking triple-digit increases ▲▲▲

*Direct Link specializes in analyzing the Canadian Foodservice market. For more information visit their website.
Website: www.newmarketgroup.com/Content_DirectLink.cfm?C=6313&SC=1&SCM=0&MI=4305&L1M=4305

Chicken Market Outlook – 2011 Q1

By Lucky Bilkhu

After a year where lack of chicken supply provided challenges for the foodservice business, it's good to know that 2011 will be a very different. During the first quarter of 2011, expect more chicken supply to be available both domestically and for import as increased egg sets cultivated in Canada and the US mature to market size. This improved supply situation means the wing market should be in better balance this year as supply catches up with demand!

Despite having a more robust chicken supply, higher corn prices have made chicken production costly. Likewise, as beef and pork producers have cut back on production in response to this same feed cost issue, chicken will be in a stronger market position than it would if there were generally more protein offered in the market place. As a result chicken prices will not benefit despite their relative abundance and availability.



Proving We Care

The Janes team is proud to stand among the incredible Foodservice and Hospitality industry people whose 2010 fund raising efforts will provide over 760 days of summer camp in 2011 for physically disabled children.

The announcement was made when 300 fundraisers, comprising 46 teams, participated in the 13th Annual We Care Bowling Challenge held on November 25th at Planet Bowl in Toronto. In total, the teams who participated this year raised over \$152,300 of which \$18,700 came from our efforts here at Janes Family Foods!

Special recognition is deserved by Cathy Caruso, one of our account managers, who worked on the committee that organized the Bowling Challenge as well as to our wonderful staff bowling team (pictured above) who made us proud when they participated in the Bowling Challenge event.



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