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News: Light a FIRE under Comfort Food



Consider adding some of these fresh, vibrant Asian ingredients to your favourite comfort foods to create new global classics.

When the economic downturn startled restaurateurs in 2008, they rushed to add comfort food classics to their menus; besides benefiting operators by being easy on food cost, this switch allowed patrons to drown their economic sorrows in the rich meaty gravies prominently featured in pot pies and stews. Everyone was happier! But now, even as experts predict more global uncertainty about the economy, surveys show that restaurant patrons have moved on and want, once again, to be challenged and surprised by the food they order when they eat out. How can you make them happy and protect your own bottom line? Our solution is to spice up comfort food classics by adding international twists and surprising ingredient pairings:




Thai Shepherd's Pie: Combine fully cooked **Janes Oven Roasted, Carved Chicken Breast Strips (#11501)** with a prepared red or green curry sauce. Add chopped mixed par-cooked vegetables such as carrots, onions and corn and spread evenly in a hotel pan. Mash cooked sweet potatoes with coconut milk and flavour with lime zest, sambal olek and chopped fresh coriander. Spread over chicken mixture and bake until bubbly.

Japanese Chicken Soup: Chop **Janes Fully Cooked Oven Roasted Chicken Breasts (#11500)** into bite-sized chunks. Heat chicken broth in a large soup pot. Flavour with soy sauce, fresh ginger and garlic and bring to a boil. Place chicken chunks and three prepared gyoza (Japanese shrimp and pork filled dumplings) in a serving bowl. Ladle over broth. Garnish with thinly sliced green onions.

Bombay Fish Sandwich: Blend mayonnaise with curry paste, chopped green onions and mango chutney to taste. Set aside. Prepare **Janes Square Cut Battered Haddock (#22040)**. Place fish on Kaiser or ciabatta buns and spread over some of the mayonnaise mixture. Garnish with cucumber slices.

STAR PLAYERS: GET TO KNOW JANES 'CONES TO GO'

The NHL may pick three stars at the end of each game, but here at Janes we have no problem with having five stars on ice. Check out this line of five new frozen, ready-to-heat hot sandwich products that could be starring on your take out menu right now!

				
WESTERN OMELET	PIZZA SUPREME	SPICY BEEF TACO	BBQ CHICKEN	APPLE PIE
These egg and veggie filled cones are perfect for breakfast.	Pepperoni studded, cheesy goodness that you can eat anywhere, anytime.	Loaded with perfectly spiced ground beef and topped with melted cheese. Ole!	Saucy Southern style BBQ flavour with handheld convenience!	Sweetly spiced and perfect for coffee breaks or dessert.

Have creative cone ideas of your own? No problem! Janes can create almost any flavour you can imagine and we also offer unfilled cones so that you create your own handheld, hot sandwich creations in-house.

Trend Tracking for Restaurateurs

By Dana McCauley, Janes Family Foods Culinary Director

Now that the busy holiday season is over, a lot of people in the restaurant business are taking a breath and turning to the stack of magazines and newspapers that piled up during the last busy weeks of the year. As you go through your stack, you're likely to find many articles forecasting restaurant food trends for 2012. But just what is a trend? And what makes it different from a fad? If you're unsure, keep reading!

Trend Tracker's Lexicon:

FORCES: The overarching needs and desires people in particular cultures have at any given time. Forces shape current trends and generally shape our food related behaviour – cooking, dining, shopping and even dieting – for a decade or longer.

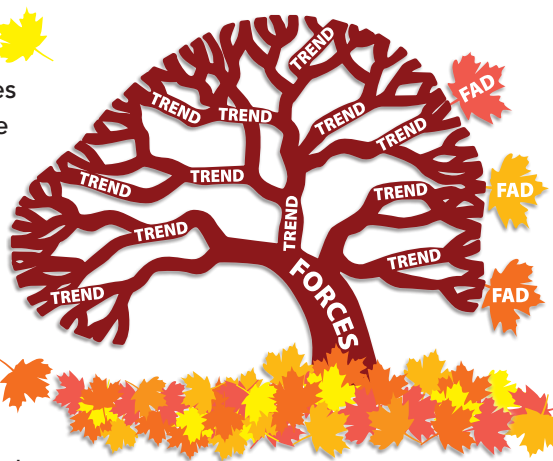
TRENDS: The food related choices and behaviour we exhibit as a response to the forces impinging on our lives. They can grow and change over time if pushed or pulled in various directions (see below).

FADS: Offshoots of trends that generally last for less than a year or that occur in an isolated location due to local factors.

PUSH TRENDS: Trends that gain momentum not because people have a deep desire or need for the food or activity, but because an industry publicizes and promotes them successfully enough to make people believe they need these things.

PULL TRENDS: Trends that rise up organically and gain momentum due to word of mouth and a true link to a market force.

Need a list of newsletters, twitter feeds and other resources that will help you keep up with restaurant food trends in 2012? Email Janes' Culinary Director [Dana McCauley](#) and she'll send you one!



MARKET WATCH: Time for a WHITE OUT

By Sukhdeep (Lucky) Bilkhu



Heading into 2012, restaurateurs need to shake off any assumptions they have about the protein markets. Remember when wings and dark meat were the opportunity cuts and white meat chicken was the premium choice? Those days are gone – at least for now!

Due to an excess of stockpiled frozen poultry in the US, white meat will be abundant and relatively less expensive in the first quarter of this year. Likewise, production issues that occurred last year in Brazil mean that in the short term wings from that market will be more expensive and less consistently sized than Canadian operators have come to expect.

While these conditions may require you to revisit your pricing strategies and menu choices, they also offer a wonderful seasonal opportunity to appeal to consumers who have made healthy eating resolutions for the New Year. For instance **Janes Boneless Bites (Plain #12540, BBQ #12538 and Buffalo # 12539)** are made from breast meat and are lower in saturated fat than traditional chicken wings but provide a similar eating experience. Likewise, the snowy New Year is the perfect time to feature a seasonal, limited time offer on portion controlled meals. Patrons who resolved to eat more healthfully in 2012 will resolve to visit your venue more often if they can order a lighter meal that is built around **Janes 68 g (#11456) or 90 g (#11444)** fully cooked skinless, boneless breast portions.

Bio: Lucky is not only the Quota Manager & Procurement Specialist for Janes Family Foods Ltd., she is also the Chair of the Canadian Association of Regulated Importers (CARI) and Director of the Further Poultry Processors Association of Canada (FPPAC).

NEWS FLASH: Janes Family Foods is proud to announce that in November 2011 we were awarded top grades on our British Retail Consortium (BRC) audit which is the global standard for food safety! We are thrilled to have our high standards recognized by this group. To learn more about BRC, visit their [website](#).

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