

Today's Restaurant

GEORGIA'S FOODSERVICE INDUSTRY NEWSPAPER ◆ \$3

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ACF names Atlanta chef 2011 Pastry Chef of the Year



Chef Kyongran "Alex" Hwang

St. Augustine, Fl - The best pastry chef in the nation, according to the American Culinary Federation, Inc., (ACF), a national organization of professional chefs, is Kyongran "Alex" Hwang, of Cumming, Ga., assistant pastry chef at Cherokee Town and Country Club, Atlanta. Hwang received \$5,000 and the title of 2011 Pastry Chef of the Year, sponsored by Splenda®, at the 2011 ACF National Convention held at the Gaylord Texan, Dallas, July 22-26.

"It feels awesome to be the Pastry Chef of the Year," said Hwang. "I will always remember this as one of the greatest achievements of my life."

The ACF Pastry Chef of the Year award was established in 2004, and recognizes a pastry chef who displays a passion for the craft, has an accomplished reputation in the pastry field and has helped educate others by sharing skills and knowledge. Four finalists from each ACF region competed at the national convention after first being nominated by colleagues and then winning their respective regional competition.

In Dallas, the Pastry Chef of the Year competition format was different than in years past. Chefs had 2 hours to prep and serve three items: a plated dessert using Splenda®, an enrobed miniature

pastry and a showpiece at least 18 inches tall. Another new element was the mystery box. On entering the kitchen, chefs received a box with four items: peaches, pistachios, crescenza-stracchino cheese and Vin Santo Chianti. All items had to be used in some form. Chefs also shopped for items from a common pantry. A panel of distinguished judges determined the winner.

"Chef Hwang's composed plate and miniature pastries were well balanced in flavor, texture and skill execution," said Patricia Nash, CEPC, who served as a tasting judge. "Her sugar showpiece was clean and showed various techniques within the medium."

Winning Menu

- ◆ Plated dessert: Coconut crunch with lime sponge, orange/peach marmalade, white chocolate peach mousse, soft cheese ice cream and sweet wine sauce
- ◆ Fantasy was the showpiece theme

Hwang was born in Seoul, South Korea. There, she earned certification in baking and pastry from The Baking and Pastry Institute of Korea, Seoul, and an associate degree in traditional cuisine from Seoul Health College, Sungnam, Kyunggi-Do, South Korea. Hwang came to the U.S. in 1999 with the dream of being a great pastry chef. In 2002, she earned an associate degree in baking

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Domino's refranchises 30 Atlanta stores

Ann Arbor, MI - Domino's Pizza, a recognized world leader in pizza delivery, announced that it has refranchised 30 company-owned stores in Atlanta to four local owner-operators. The change of ownership took place in August.

"We're primarily a franchise company, and we see strength in our locally-owned operations," said Scott Hinshaw, Domino's Pizza executive vice president of franchise operations and development. "There are terrific, proven operators in Atlanta, and this is an opportunity for them to grow. Local, hands-on leadership is crucial to our success worldwide, and Atlanta is an important market for us. We're looking forward to these great operators taking their expertise and applying it in these stores."

Franchisee Mike Orcutt (who led U.S. store operations for Domino's Pizza in the 1990s), has purchased 14 stores, bringing his ownership total to 93 stores, making Orcutt the second-largest Domino's Pizza franchise owner in the United States. He owns stores in Georgia, Alabama and South Carolina.

Franchisee Greg Fox has purchased nine stores, bringing his total to 38 stores.



Franchisee Todd Dyrda has purchased five stores, bringing his total to seven stores.

Tim Garrett, formerly a supervisor for Orcutt's Cowabunga Pizza Inc., is now a two-store franchisee owner-operator with his purchase.

The Atlanta area is home to 118 Domino's Pizza stores, and has for years featured a mix of franchisee and company ownership. Of the original 40 company-owned stores, eight of the remaining are currently being run by Domino's Pizza with plans to potentially sell to qualified franchisees at a later date and two (in Hiram and Hampton, Georgia) have been closed. The new owners have hired or offered positions to the existing team members at the stores.

Founded in 1960, Domino's Pizza is listed on the NYSE under the symbol "DPZ." As of the second quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,436 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2011, Domino's had global retail sales of over \$1.6 billion, comprised of nearly \$793 million domestically and over \$810 million internationally. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 billion internationally.

What's Going On



Important new products, corporate news and industry events.

The **Plus 4 You** espresso machine from Astoria grants energy savings up to 47.6% compared to traditional machines, according to the company, helping protect the environment & providing economic benefits. It is the first-born of the **Green Line**, a line of energy saving espresso machines by Astorial. Plus 4 You only distributes power when and where it is specifically required. The innovative software manages the automatic stand-by mode during non peak periods and at night, as well as the intelligent control of temperature settings. Visit www.usa.astoria.com.



On August 2, Halperns' Purveyors of Steak and Seafood, in conjunction with Prime Wine and Spirits, hosted their first Food, Wine and Spirits Extravaganza at the Georgia Aquarium in Atlanta. Forty-five farmers, fishermen and producers from companies such as Niman Ranch, White Oak Pastures and Kenyon Seafood exhibited in this intimate food and wine pairing experience for hundreds of restaurateurs, chefs, country club and hotel representatives from throughout the Southeast. Pictured left: Kirk Halpern (left) and Howard I. Halpern of Halperns' Purveyors of Steak and Seafood pictured with Howard's grandson, Harris Heckleman (right).

Pictured above right: Jenni Harris (center) and Will Harris (right) of White Oak Pastures partner with a chef demo specialist at the Food, Wine and Spirits event created by Halperns' and Prime Wine and Spirits.



tor and initiate menu development by helping companies successfully incorporate Woodland Foods ingredients into their offerings and products lines, develop new product blends and create extensive recipe libraries. The Culinary Services Group will also serve as a resource to Woodland Foods by providing extensive training to the staff, heavily concentrating on the sales team.

Woodland Foods brands are packaged under the following labels: Woodland Foods®, D'allesandro®, D'allesandro Organics®, Epicurean Specialty® and Manitou Trading Co.®. Offerings include: dried,



foods, restaurants - and even to top gourmet chocolates. Visit www.seasalt.com for all details.

Woodland Foods®, a national leading wholesaler of dried food products, is now offering its new Culinary Services Department, led by a renowned Corporate Executive Chef, Jeffrey Troiola. Chef Troiola will work with Woodland Foods' customers to introduce new products and reinforce staple products. Also, Troiola will men-

kibbled and powdered mushrooms, chiles, chile paste and powders, sundried tomatoes, herbs and spices, distinctive grains and rices, flavored couscous and orzo, polenta, heirloom beans, lentils, dried fruit, nuts and seeds, truffle products and oils, sea salts and more. The company can be reached at www.woodlandfoods.com.

See WHAT'S GOING ON page 6

Smoked sea salts are one of the hottest food trends this year, and the SaltWorks sea salt company has developed what is one of the smokiest flavors on the market. "Bonfire - Extra Bold is the richest smoked sea salt that we make," stated SaltWorks CEO Mark Zoske. "It's popular all year-



round, and especially during the spring and summer. It can be used to simulate a smoky, grilled taste or be used to enhance the existing flavor of grilled foods." When used while gas grilling or baking, smoked sea salts add depth of flavor, making food taste like it was grilled over real wood. When used as a cooking ingredient, it infuses the food with a rich, smoky flavor. SaltWorks' smoked sea salts are used in spice rubs and blends, soups, frozen

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From the dawn of civilization man has been doing business in one form or another. Business was conducted in it's purest form. I want your goat and I am willing to give you three pieces of pottery and an axe. Currency did not come into use for many years after.

In today's economy currency or money is again in short supply and many people have been going back to the original way of buying a goat but with a modern twist. Today we know this method of shopping and paying for goods and services with other goods and services as Barter.

Barter works if you can find the products you need within the barter system you join.

There are thousands of barter companies around the country and they all work on the same premise. Businesses join the group and offer their products for sale. You can purchase a goat that another member is offering for a dollar value and pay for it with an equal value of your products. Let's look at how it works in today's economy.

John's Restaurant needs a new fryer. John would contact a barter company and join the group. A one time membership fee is usually paid to the barter company. Once John is a member he will have access to the other members of the group and the information about the products they are selling. Most


barter groups have websites that allow John to view the offerings and purchase items. After investigating all of the members in the group John finds a used fryer that Michael's Restaurant Supply is selling for \$400.00.

In ancient times John and Michael would exchange their offerings and the deal would be completed. In the new barter world Michael and John would agree on a price and would submit information back to the barter company who maintain the balance of trade dollars in each one of their accounts. Let's assume both John and Michael have established accounts with 1,000 barter dollars in each one of their accounts. John would transfer 400 of his dollars to Michael's account and Michael would provide John with the fryer. John's account is now 600 and Michael's is now 1400. Just like a checkbook transaction. The barter company charges a fee for the transaction either to the buyer or the seller depending on company policy.

How did John get the 1,000 barter dollars in his account? Steve, Mary, Bill, and many more members came to his restaurant to eat and paid John with their barter dollars which were credited to John's account. John actually paid for the fryer with his food but did not hand it to Michael directly.

Barter works for companies that have a low cost for their products and for selling excess space like a hotel room or seats at a show that hasn't sold out.

Barter works if you can find the products you need within the barter system you join. You don't want to do more than about 10 percent of your daily business in barter unless you can spend an equal amount.

Check on barter companies in your area and the next time you need to buy a goat you'll be all set up. 


Pastry chef from page 1

and pastry arts from The Culinary Institute of America, Hyde Park, N.Y. In 2002, she joined the staff at Cherokee Town and Country Club. After learning from mentors at the club, including Chris Northmore, CMPC, and Heather Hurlbert, she began competing. She has won numerous awards, including a silver medal in the Novelty Cake Competition at the 2006 ACF Pastry Salon in Savannah, Ga.; first place in the 2007 and 2008 ACF Pastry Salons at the Great American Dessert Expo in Atlanta; and first place in the 2010 ACF and MARS Make-it-Mini Dessert Trio competition in Birmingham, Ala. She is a member of ACF Greater Atlanta Chapter Inc.

The American Culinary Federation, Inc., established in 1929, is the premier professional organization for culinarians in North America. With 20,000 members in 225 chapters nationwide, ACF is the culinary leader in offering education-

"It feels awesome to be the Pastry Chef of the Year."

— Chef Kyongran "Alex" Hwang

al resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the U.S. ACF is home to ACF Culinary Team USA, the official representative for the U.S. in major international culinary competitions, and to the Chef & Child Foundation, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more info visit www.acfchefs.org. 

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- ◆ **STK @ the Lowes Hotel**
1075 Peachtree, Atlanta, 30309, Nov - 2011
- ◆ **FIREFLY**, 3070 Windward Pkwy Ste P, Alpharetta, 30005, Sept '11
- ◆ **ATLANTIC AUTO SPA AND LOUNGE**
Part auto spa and part Rest.
348 14th Street NW, Atlanta, 30318, Sept-Oct '11
- ◆ **HANKOOK TAQUERIA**
818 Juniper, Atlanta, 30308, Sept-Oct '11
- ◆ **SIMPLY FRESH MARKET & CARRY OUT CAFE**, 255 Village Pkwy Ste 260, Marietta, 30067, Sept-Oct '11
- ◆ **LOGAN'S ROADHOUSE**
910 W. 7th Street, Tifton, 31794, Sept-Oct '11
- ◆ **SWIT BAKERY & CAFE**
1000 Marietta St Ste 202, Atlanta, 30318, Dec - 2011
- ◆ **FIRE STONE WOODFIRE**
120 Chambers, Woodstock, 30188, Sept-Oct '11
- ◆ **MARIETTA JERK**
803 Powder Springs St, Marietta, 30064, Oct '11
- ◆ **MR. TACO**
4000 N Point Pkwy, Alpharetta, 30022, Sept-Oct '11
- ◆ **CARDAMOM HILL**
1700 Northside Drive, Atlanta, 30318, Sept-Oct '11
- ◆ **LEGEND CAFE**, 6259 Peachtree Industrial Blvd, Atlanta, 30340, Sept-Oct '11
- ◆ **SMACK YO MOMMA SOULFOOD**, 6231 Mableton Pkwy Ste A, Mableton, 30126, Sept-Oct '11
- ◆ **RJ'S SUBS RIBS & MORE**, 7977 Rockbridge Rd, Lithonia, 30058, Sept-Oct '11
- ◆ **AMERICAN DELI**, 225 E Ponce De Leon Ave, Decatur, 30030, Sept-Oct '11
- ◆ **GASS DINER**, 2237 Jonesboro Rd Ste A, Atlanta, 30315, Sept-Oct '11
- ◆ **VT WINGS & THINGS**, 2478 Martin Luther King Jr, Atlanta, 30311, Sept-Oct '11
- ◆ **BLUE MOON PIZZA**, 325 E Paces Ferry Rd NE, Atlanta, 30305, Sept-Oct '11
- ◆ **PURE TAQUERIA**
3108 Main St, Duluth, 30096, Sept '11
- ◆ **ELLIANOS COFFEE COMPANY**
1270 Powers Ferry Road, Marietta, 30067, Sept '11
- ◆ **DENNY'S 24-HOUR REST.** @ the Flying J, 615 Highway 113, Temple, 30179, Sept-Oct '11
- ◆ **COLD STONE CREAMERY**
275 Riverside Parkway, Austell, 30168, Sept-Oct '11
- ◆ **YOFORIA FROZEN YOGURT** (build-out), 985 Monroe Drive NE, Atlanta, 30308, Sept-Oct '11
- ◆ **ITZA SPORTS BAR AND GRILL** (permits filed in June), 84 12th Street NE, Atlanta, 30309, Oct '11
- ◆ **CAMI CUPCAKES**, 4338 Paces Ferry Rd Se Ste 108, Atlanta, 30339, Sept-Oct '11
- ◆ **BUCKHEAD BARBECUE CO.**, 3100 Highlands Pkwy SE, Smyrna, 30082, Sept '11
- ◆ **LA CASA ITALIAN GRILL**
37 Old Roswell St, Alpharetta, 30004, Sept '11
- ◆ **CAFE INTERMEZZO** - European themed Coffee House (5th location), 1018 Peachtree St NE, Atlanta, 30309, April - May 2012
- ◆ **VINNY'S N.Y. PIZZA** - Midtown, 860 Peachtree St Ste D, Atlanta, 30308, Sept-Oct '11
- ◆ **PERSONAL TOUCH SOUL FOOD**
3556 Empire Blvd SW, Atlanta, 30354, Sept-Oct '11
- ◆ **JAZZ CAFE**
1225 Mount Zion Rd, Morrow, 30260, Sept-Oct '11
- ◆ **MELLOW MUSHROOM**, 410 Peachtree Parkway Ste 200, Cumming, 30041, Sept-Oct '11
- ◆ **HARBOUR BAR**
129 Church St, Decatur, 30030-3326, Sept-Oct '11
- ◆ **FRANK SKI'S RESTAURANT & BAR**
2110 Peachtree Road, Atlanta, 30309, Sept-Oct '11
- ◆ **AZUL AGAVE CANTINA & TEQUILA BAR**, 4120 Old Milton Pkwy, Alpharetta, 30005, Sept-Oct '11
- ◆ **THE FIFTH QUARTER**
to come when available, Atlanta, Oct-Nov '11
- ◆ **ROADKILL GRILL**
732 N Main St, Alpharetta, 30004, Sept-Oct '11
- ◆ **MIRKO PASTA**
2945-C N Druid Hills Rd NE, Atlanta, 30341, Oct '11
- ◆ **MIRKO PASTA**
4233 Roswell Road NE, Atlanta, 30342, Sept-Oct '11
- ◆ **BOJANGLE'S**
1826 Washington Rd, Thomson, 30824, Sept-Oct '11
- ◆ **TO BE NAMED NEW RESTAURANT WILL BE NOUVEAU SOUTHERN**
3315 Peachtree St NE, Atlanta, 30326, Sept-Oct '11
- ◆ **YUM BUNZ** - dimsumfast (new concept), to come when available, Atlanta, 30032, Sept-Oct '11
- ◆ **THE COOK'S WAREHOUSE** (4th location), 1285-1325 Johnson Ferry Road, Atlanta, 30068, Sept-Oct '11
- ◆ **HOOK'S FISH AND CHIPS**
355 Moreland Ave SE, Atlanta, 30316, Sept-Oct '11

- ◆ **JACK'S NEW YORKER DELI**, 3333 Piedmont Road Ste 120, Atlanta, 30305, Sept-Oct '11
- ◆ **U-SWIRL FROZEN YOGURT** (1st Atlanta area location), 2595 Sandy Plains Rd. Stes 2 & 3, Marietta, 30066, Sept-Oct '11
- ◆ **LURE**
1106 Crescent Ave NE, Atlanta, 30309, Jan-Feb '12
- ◆ **BOARDWALK FRESH BURGERS AND FRIES**, 1544 Piedmont Ave NE Ste 219, Atlanta, 30324, Oct '11
- ◆ **RESTAURANT NUBO** in the upcoming Highland Tower on Floor 26, 1025 N. Highland Avenue, Atlanta, 30306, March - 2013
- ◆ **CAFE EFENDI** (moving from old location), 131 South Main St - Ste G, Alpharetta, 30009, Oct '11
- ◆ **TARTUFO PIZZERIA**, 3135 Piedmont Rd NE, Atlanta, 30305, Sept-Oct '11
- ◆ **SWIRLL FROZEN YOGURT** (1st GA location), 4365 Roswell Road NE, Atlanta, 30342, Sept-Oct '11
- ◆ **NEW RESTAURANT CONCEPT** (to be named) - Inman Park, 1027 Edgewood Ave. NE, Atlanta, 30307, Sept-Oct '11
- ◆ **MENCHIE'S FROZEN YOGURT**, 12850 Highway 9 North Ste 700, Alpharetta, 30004, Sept-Oct '11
- ◆ **MENCHIE'S FROZEN YOGURT**, 2300 Holcomb Bridge Road Ste 404, Roswell, 30076, Sept-Oct '11
- ◆ **LA PARILLA**, 2945 N Druid Hills Rd NE, Atlanta, 30329, Sept-Oct '11
- ◆ **BROOKLYN-STYLE RESTAURANT***, 470 Flat Shoals Ave, Atlanta, 30316, Sept-Oct '11
- ◆ **TWISTED TACO**, 9700 Medlock Bridge Rd, Johns Creek, 30097, Oct - Dec 2011
- ◆ **SAIGON CAFE**, 5530 Windward Pkwy Ste C 300, Alpharetta, 30004, Sept-Oct '11
- ◆ **WING ZONE TAP & GRILL**, 1100 Eisenhower Drive, Savannah, 31406, Sept-Oct '11
- ◆ **OCEAN PRIME**
3102 Piedmont Rd, Atlanta, 30305, Oct-Nov '11
- ◆ **BACI RESTAURANT & BAR BY CAFE AT PHARR**, 705 Town Blvd. Ste 510, Atlanta, 30319, Sept-Oct '11
- ◆ **MARBLE SLAB CREAMERY**, 4330 Peachtree Road NE Ste S500, Atlanta, 30319, Sept-Oct '11
- ◆ **NEWK'S EXPRESS CAFE**
4330 Peachtree Rd NE, Atlanta, 30319, Oct-Nov '11
- ◆ **OLDE BLIND DOG**, 4330 Peachtree Road NE Ste Q380, Atlanta, 30319, Sept-Oct '11
- ◆ **THE CUP CAKE BISTRO**, 4330 Peachtree Road NE, Atlanta, 30319, Sept-Oct '11
- ◆ **WHICH WICH**, 4330 Peachtree Road NE Ste 1035, Atlanta, 30319, Sept-Oct '11
- ◆ **STIR CRAZY**
804 Town Blvd, Atlanta, 30319, Sept-Oct '11
- ◆ **NUEVO LAREDO CANTINA**, 4330 Peachtree Road NE, Atlanta, 30319, Sept-Oct '11
- ◆ **THE FLYING BISCUIT CAFE**, 4330 Peachtree Road NE - Unit A-480, Atlanta, 30319, Sept-Oct '11
- ◆ **BARCELONA WINE BAR & RESTAURANT**, 240 N Highland Ave NE Ste 2-1, Atlanta, 30307-5609, Sept-Oct '11
- ◆ **THE HAHIRA WINE TASTING ROOM**
175 North/Exit 29, Hahira, 31632, Nov - 2011
- ◆ **THE DAWNSVILLE WINE TASTING ROOM**
Off State Road 400, North of I 400 Start Rd 53, Dawsonville, 30534, Dec - 2011
- ◆ **STARS & STRIKES FAMILY ENTERTAINMENT CENTER & RESTAURANT**, to come when available, Holly Springs, 30142, Jan - Feb 2012
- ◆ **CARDAMOM HILL**, 1700 Northside Drive NW, Atlanta, 30318, Sept-Oct '11
- ◆ **OZ PIZZA** (re-opening)
5 SW Broad St, Fairburn, 30213, Nov-Dec '11
- ◆ **OZ PIZZA**
1851 Market St, Douglasville, 30135, Sept '11
- ◆ **PARKSIDE ITALIAN**
3979 S Main St Ste 250, Acworth, 30101, Oct '11
- ◆ **ROCKSTAR SPORTS GRILL**, 4200 Wade Green Rd Ste 18, Kennesaw, 30144, Sept-Oct '11

Under New Management

- ◆ **QUANTO BASTA ITALIAN BISTRO**
2980 Buford Hwy, Cumming, 30041
- ◆ **RUTH'S FAMILY RESTAURANT**
3843 Washington Road, Augusta, 30907
- ◆ **LANDMARK CAFE**
5009 Highway 5, Douglasville, 30135
- ◆ **THE STRATFORD INN**
585 Parkway Drive NE, Atlanta, 30308
- ◆ **BROOKLYN BAGEL COMPANY**, 9925 Haynes Bridge Rd Ste 740, Alpharetta, 30022-8534
- ◆ **TERIYAKI EXPERIENCE**
1801 Howell Mill Rd Ste 610, Atlanta, 30318
- ◆ **BROWN BAG DELI**
340 Town Center Ave, Suwanee, 30024
- ◆ **SAPPORO STEAK & SUSHI**
910 Marietta Hwy Ste 110, Roswell, 30075
- ◆ **TAQUERIA OAXAQUENA**
6310 Lawrenceville Hwy, Tucker, 30084
- ◆ **HONG KONG STAR**
3451 Cobb Pkwy NE Ste 9, Acworth, 30101
- ◆ **SARKU JAPAN TERIYAKI & SUSHI EXPRESS**
5304 Windward Pkwy A-102, Milton, 30004

Fresh To Order pioneers new dining segment

Alpharetta, GA - When veteran restaurateur Pierre Panos, also the creator of the popular Stoney River concept, came up with the idea of offering fine-dining American fusion food in under 10 minutes for under \$10, he tapped a local Atlanta chef he very much admired, Jesse Gideon to be his right hand in bringing this new concept and dining segment to fruition. When they opened the first Fresh To Order (f2o) in Atlanta in 2006, it was focused around the concept that wholesome and creative meals don't always have to be accompanied by an expensive price tag and lengthy wait.

They duo came up with "fast fine," to describe this new segment, as guests lined up outside the doors to enjoy a menu that included a broad selection of fast, but fine food including famous salads, panini sandwiches and fresh entrees called "long plates." Every protein was cooked "fresh to order" on a flame grill in the open-display kitchen and dressings and soups were prepared fresh from scratch twice daily.

Today, there are six f2o locations, all but one in the Atlanta area, but that is about to change as the chain embarks on an exciting expansion plan after launching a franchising program in 2010. Projections call for signing at least five multi-unit franchisees in 2011 to open a combined 15 to 20 stores within three years. By 2015, f2o expects to have 50 locations open nationwide and another 50 in various stages of development.

Fast casual is considered the fastest-growing segment of the restaurant



Pierre Panos and Jesse Gideon

industry, but by upping the ante with a finer dining taste profile at a fast-casual price point, Panos says he clearly has an advantage as a "fast fine" pioneer.

"As far as we know, there isn't another concept out there doing what we do," Panos said. "Perhaps some competition will come down the line, but by then we will be way ahead of the pack in the same way that Panera is way ahead in the fast-casual space."

Fresh To Order differentiates itself from the fast-casual crowd with its broad selection of dinner entrees or "long plates" that include such delectable

items as Almond Rosemary-Crusted Chicken Skewers with Crunchy Asian Slaw and a Bourbon Filet with Balsamic Cabernet Reduction and Garlic Jack Grit Cake.

Combining such innovative cuisine with a warm, upscale atmosphere and a selection of beers and wines has helped f2o attract a more profitable dinner audience that makes up close to 40 percent of daily sales, whereas the dinner day part at most fast-casual brands typically represents less than 20 percent of sales.

"Fifty percent is the holy grail and we will get there eventually," Panos said.

"Having such a large dinner crowd increases our overall sales. People are seeing us as an alternative to casual dining restaurants like The Cheesecake Factory or California Pizza Kitchen."

When creating f2o, Panos and Gideon listened and delivered what today's dining public is demanding in increasing numbers: They want different. They want fresh. They want fine quality and they want it fast.

Fresh To Order's long plates are only part of their menu. The top-selling Asian Salad features crisp noodles, seven types of nuts and ginger and pairs perfectly with f2o's Almond Rosemary-Crusted Tuna Steak. Another consistently high seller is the Spinach Salad with creamy blue cheese crumbles, strawberries and other seasonal fruit.

For those longing for a good hot-pressed sandwich, the Smokey Southwest Chicken Panini features a spicy, wet blackening baste, while the Salmon Panini is complemented by a Roasted Corn Relish and Tarragon Aioli.

"People are responding even better than we initially expected," said Gideon, who has since become an investor himself. "I think there is unlimited potential for growth—both for menu items and growth of the concept nationally."

With its franchising program in full swing, f2o's primary growth is expected to come from multi-unit developers who can commit to opening two to five restaurants within three years in a designated territory. Potential franchisees must have past success as a restaurant

See FRESH page 9

Where Restaurants Shop

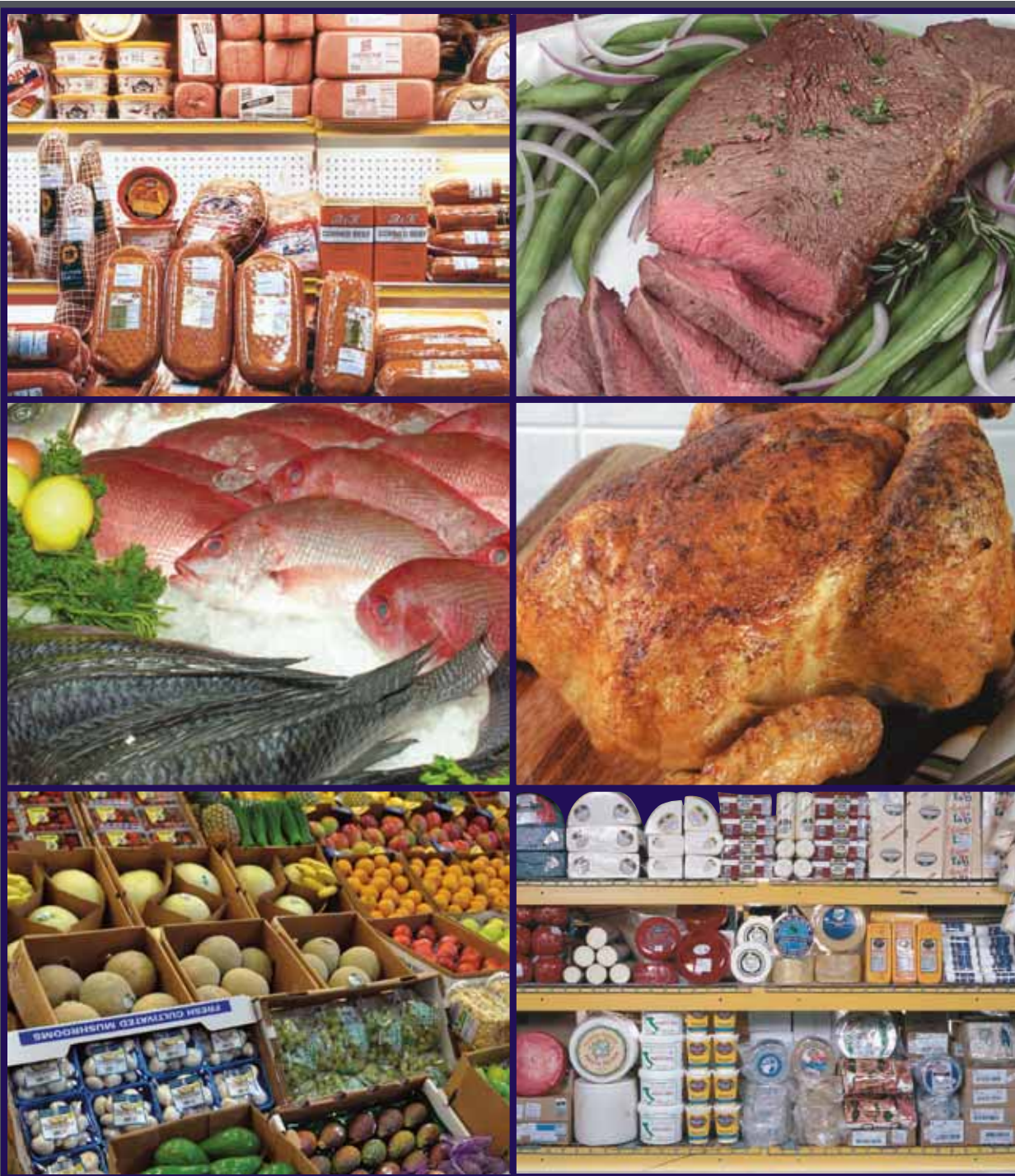
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What's Going On from page 2

Bakto Flavors is an innovative flavor company specializing in natural flavors and a vanilla line of products for gourmet retailers and the food services market. Their flavors are natural, kosher, GMO-free, and made to fit every chef's specific applications. For all details visit www.baktoflavors.com.

JTM Food Group, a national leader in creating menu solutions for the food service industry, has added a new fully cooked, five-ounce Steakhouse™ Beef Burger to its menu of more than 600 products. Tipping the scale at more than 5 oz. this new beef burger provides ample thickness and bun coverage. JTM's new 5 ounce Steakhouse fully cooked beef burger is equivalent to a 7.5 ounce uncooked burger. They are ideal for a variety of food service venues, including convenience stores, sandwich shops, university cafeterias, caterers, military posts and restaurants. "JTM's new 5 oz. Steakhouse™ Beef Burger is



not only big but like all of our burgers, it is designed to stay juicier longer and is loaded with flavor in every bite," said Jack Maas, Jr., Vice President, Sales, for JTM Food Group. "These burgers are made from fresh ground beef, then lightly seasoned and cooked to perfection using our state-of-the-art cooking system. The result is a

great, juicy burger with excellent flavor and texture. Every customer will always receive a burger cooked to perfection." Visit www.JTMFoodGroup.com for more information.

Focus Foodservice LLC., a manufacturer of high quality foodservice equipment and supplies, is now offering their new **Plastic Sheet Pan Covers**; the latest edition to its innovative Smallwares product lines. With sheet pans being used in so many parts of your food service operation. Focus Foodservice now provides an efficient and economical way to make even better use of these versatile pans by offering assorted plastic covers. The Plastic Sheet Pan Covers make it easier and more convenient to store and transport food without risk of germs, dirt or dust easy touching food products. They are available in three sizes and feature a snap-on fit to accommodate most standard aluminum sheet and display pans.



Constructed of durable polypropylene, these covers are dishwasher safe and eliminate the need for film or

foils, ultimately saving time and money. For more info call 800.968.3918 or email: terry.puerzler@focusfoodservice.com or visit www.focusfoodservice.com.

Emerson Climate Technologies, Inc., - www.EmersonClimate.com - a business of Emerson is now offering their new XJ Energy Savings Calculator for its Copeland Scroll® Outdoor Condensing Unit line. The online calculator allows contractors, businesses, engineers, and wholesalers to determine how much energy they can expect to save by applying an XJ Series unit compared to standard unit offerings. The calculator helps users find the most relevant information, applying Emerson's Annual Energy Efficiency Ratio (AEER) methodology, which uses historic average weather data from 5 climatic temperature regions in the U.S. to estimate location-specific savings scenarios. "The XJ Energy Savings Calculator will be a useful tool for a wide variety of people and businesses that are looking to save money and energy on their refrigeration systems" said Jon Lazarow, director Foodservice Marketing. "We've done the legwork so that they can simply fill in a few parameters and find out which unit delivers the best payback."

For 50 years, **CATTLEMEN'S® MASTER'S RESERVE™ Barbecue Sauce** has been specializing in regional flavors. The demand for regionality is only growing, as restaurant operators expand their menus to include ethnic and local dishes. Straight out of the bottle or blended to create a signature sauce recipe, **CATTLEMEN'S®** helps operators profit from today's biggest trends in barbecue. As the #1 barbecue sauce brand in foodservice, with a full range of eight authentic regional sauces, **CATTLEMEN'S®** is as an expert in regional fare. The legendary taste has captured the essence of America's most celebrated barbecue meccas. Operators understand that using quality ingredients means better taste and ultimately customer satisfaction. **CATTLEMEN'S®** starts with tomato paste, not puree, and no starches and fillers. This allows for extendibility of the sauce, letting operators add up to 20 percent more ingredients to create signature sauces.



Anyone who runs a restaurant knows that it is essential to promote their establishment. Many successful restaurants give out promotional pens for their advertising and marketing needs. These pens are relatively low cost items and ensure that a restaurant's name and logo are prominently displayed. Promotional pens are one of an essential part of every success-

See **WHAT'S GOING ON** page 8

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What's Going On from page 6

ful restaurant's marketing plan to help restaurants grow into the future.

Promotional pens are one of the most effective promotional tools in the restaurant industry. Rick Thomas, manager at one of the largest restaurant franchises across the U.S. recently purchased 200,000 promotional pens from **BIC Promo Pens**, for him "these promotional pens are a great way to spread the word and remind customers of their dining experience."

Restaurants can choose that are in line with their color scheme and with their logo imprinted. They are easily handed out to people who are passing by, can be sent in the mail and also given to customers after they have dined or provided to serving staff to use when guests sign their credit card receipts. The company can be reached at www.bicpromopens.com.



are looking to use these devices for convenience when choosing a dining establishment and ordering meals. As these trends continue, additional pressure will be put on restaurants to provide consumers with a new level of convenience.

◆◆◆◆
◆ **Bridor, the specialist in frozen French-style bread and Viennese pastries for professionals of the hotel and restaurant trade and bakers** is now offering their new line of three new items to its range of fine pure-butter pastries, a temptation for the taste buds pure-butter pastries, a temptation for the taste buds. Three "melt in the mouth" puff-pastry swirls, with

generous fillings of naturally flavoured confectioner's custards, enriched with tasty ingredients to add colour, texture and flavour.

◆◆◆◆
◆ **The ISB Ice Bagging System from Kold-Draft** allows you to own and control your packaged ice category, and part of that "control" is reducing transportation costs and energy use. These savings can be considerable given that more than 8 million tons of packaged ice are produced and consumed in North America each year. Much of that ice travels to the retail outlets by trucks that consume more than 6 million gallons of fuel per year. In addition, carbon emissions from deliveries—as well as from trucks idling in parking lots during deliveries—pollute the atmosphere. In-store ice bagging systems are the "greenest" option and keep trucks out of the picture, reducing your carbon footprint. Since 1955, KOLD-DRAFT® has been manufacturing ice machines that make the only true "square cube," utilizing their exclusive "upside-down" horizontal evaporator ice-making system. KOLD-DRAFT 800.840.9577.



◆◆◆◆
◆ **Kaivac - www.kaivac.com - developer of the No-Touch Cleaning® system**, is introducing an entirely new "grow-as-you-go" cleaning concept and product line to help restaurants and food service establishments keep their facilities cleaner and healthier. Called Crossover Cleaning, the system is designed around Kaivac's new OmniFlex™ customized cleaning tools, which help eliminate the need for traditional string mops, which tests indicate can spread more soils than they remove. In fact, initial tests indicate the system is as much as 30

times more effective at removing soils and contaminants from surfaces than traditional mopping.

◆◆◆◆
◆ **Hotel Happenings: Centennial Inn Atlanta** has been re-branded as a **Holiday Inn Express**. The hotel is located Downtown at 111 Cone Street.

◆◆◆◆
◆ **AisleBuyer**, a leader in mobile self-checkout solutions for retailers, brands and now restaurants, announced AisleBuyer mDine, a smart-phone application that leverages AisleBuyer's mobile commerce platform to enable customers to place food orders and pay in real-time from an iPhone, Android or BlackBerry. **With mDine, the restaurant industry can now provide a faster, more personalized dining experience for patrons.** Restaurants pride themselves on delivering quick and consistent service to customers. Unfortunately, long lines and lack of menu information can deter patrons from dining at their establishments and drive loyal customers to the competition. With smartphone adoption growing at a rapid rate, consumers

◆◆◆◆
◆ **Deep River Snacks**, the gourmet snack food company which offers bold flavorful snacks that are all natural, gluten free, kosher and with no trans-fat or cholesterol, is unveiling its full line of 17 snack products for restaurants and foodservice operations including kettle-cooked potato chips, multigrain tortilla chips, 100 calorie pack baked fries and popcorn. In announcing its full product line for restaurants and foodservice operations, **Deep River Snacks Founder and President, Jim Goldberg** said, "When I founded Deep River Snacks I did so to fill a void in the marketplace. Before Deep River Snacks, 'better for you' snacks did not taste good and great tasting snacks were made with chemicals. Deep River Snacks taste great and are made with real ingredients." Restaurants and foodservice operators who want to sample or order any of



Deep River Snacks' 17 product offerings can contact Dick White, National Foodservice Sales Manager at DWhite@deepiversnacks.com or call 443.271.2183.

Hayesville, NC & GA – James Reaux is the owner and operator of the restaurant group Coast II Coast located in North Carolina and Northern Georgia. The restaurants currently in the group are Murphy's Chophouse Restaurant in Murphy, NC, Thirteen Moons Restaurant in Bryson City, NC., The Chophouse of Hiwassee, Hiwassee, GA and The Chophouse at LaPrade's in Clarksville, GA. As a Chef and restaurateur, James enjoys the challenges and successes of a prosperous business along with entertaining his customers with exceeding their expectations.

James Reaux started his company in 2006, after serving at a number of luxury resorts including The Boca Raton Resort and Club, Century Plaza Hotel and Towers in Los Angeles, Calif., Plaza Hotel, NY., Mauna Kea Beach Hotel in Hawaii and the Westin Resort in Hilton Head, S.C. At each property, he honed his talents and further advanced his love for cooking and the hospitality industry. Earning popular food critics' approval, he was noted in Los Angeles and around the world for his unique technique of blending flavors from coast to coast.

Other previous culinary positions include tenures at the Plaza Hotel in New York, Victoria Jung-Frau from Interlaken, Switzerland and the Greenbrier Resort in West Virginia. "It was only at The Greenbrier that I began to realize the great potential of food and food combinations," he recalls. "We used only fresh ingredients and everything was cooked to order. Today, I still believe that a kitchen must operate with such a philosophy."

One of Reaux's most vivid memories of his childhood was from his own backyard in a sleepy, little Midwestern town in Michigan. His mother, who to this day

Under the Toque

Chef / Owner James Reaux



Coast II Coast Restaurant Group ♦ Multiple locations

is his secret advisor, was the one who developed his love of cooking and presented him with the basics of blending seasonal products to pronounce the tastes in his dishes. As a test, she would blindfold James and ask him to identify the herbs by their scent.

Chef Reaux has been gratifying palates on many coasts in the U.S. since his graduation from culinary school in Ohio. He has received numerous accolades during his 25-year career as a renowned Chef specializing in Florida Caribbean, Latin American, Asian, Mediterranean and New American cuisine. Some of his awards include:

- ♦ Best Restaurant in Cherokee County, NC. 2009
- ♦ Johnson & Wales University, Distinguished Chef, 2002
- ♦ "Top Hotel Chefs in America" James Beard House, 2000
- ♦ Top 5 Chefs in South Florida - Boca Raton Magazine, 1998
- ♦ Japan Cooks Association honored Chef Reaux with the top prize — The Gold, 1995
- ♦ American Seafood Challenge awarded him with "top honors" for the three consecutive years at the famous Hawaiian Seafood and Pineapple Competition.

His cuisine is a melange of regional and cultural styles with an American




Chef James Reaux

contemporary flair — examples include: Peaky Toe Crabcakes and Baby Spinach with a Pineapple Lobster Dressing, Grilled Asian Flatbread with Eggplant, Goat Cheese and Stir-Fried Tomato Sauce, Yellow Fin Ahi, pepper crusted and seared rare with a Tamari Mustard Sauce and Avocado Papaya Relish and Roasted New Zealand Venison with Sundried Mango Compote and Exotic Mushrooms in a Vintage Port Sauce.

He cooks with accents of a European palate — Gratine Onion Soup with Aged Italian Cheese in Sourdough Crust, Grilled Fresh Foie Gras with Peppered Pineapple, Port Wine and Virgin Truffle Oil, White Gulf Shrimp with Lemon Pepper Angel's Hair and Ginger Cilantro Butter and Banded Chateau of Beef with Wild Mushrooms could be found in a bistro on the left bank of Paris, as well as his Pan-glazed Shallots and Truffle Potato Terrine. Reaux's sauces are subtle but robust in flavor.

He emphasizes seafood, characterized by unusual savory combinations and skillful cooking. The dishes may have varied condiments and garnishes such as tropical fruit, fresh herbs or vegetable relishes. His combination of ingredients and dedication to using fresh herbs from his own garden, such as marjoram and cilantro, all of which define his melange of American Southern, Asian and European cuisine.


Since his arrival, he has created new menus and brought new service standards to each of these areas. As a side note, Reaux pursues perfection in his kitchen. He is a dedicated husband and father of two children. The restaurant and chef can be reached at murphyschophouse@frontier.com. 

Fresh from page 7

operator and /or multi-unit experience. Investment groups must have at least one operating partner with proven success in the industry.

Potential franchisees will find that Panos and his senior executives understand the restaurant business like few others since QS America – the parent company of f2o, headed by Panos – operates brands in the fast

food, fast casual and fine dining restaurant segments.

"Our team has been in place for more than 15 years," Panos said. "We don't lose our top people since we pride ourselves in always doing what we say we are going to do and we expect the same from them. The longer they stay in place, the stronger our culture becomes and the more successful we become, as well." 

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Upcoming industry affairs

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19-22 ♦ HFTP Annual Convention & Trade Show - Hospitality Financial & Technology Professionals

Omni at CNN Center ♦ 100 CNN Center ♦ Atlanta, GA ♦ 404.659.0000

22 ♦ 8th Annual Taste of Georgia

Tech Square ♦ Atlanta, GA ♦ 404.875.4434 ♦ www.tasteofatlanta.com

24 ♦ 11th Annual Fall Wine Fest

Ashford Manor Gardens ♦ #5 Harden Hill ♦ Watkinsville, GA ♦ 706.769.4565

November

4-5 ♦ The National BBQ Festival

Okefenokee Fairgrounds ♦ 2401 Knight Ave ♦ Waycross, GA ♦ 800.385.0002

January 2012

18-21 ♦ Manufacturers' Agents Association for the Foodservice Industry ♦ 2012 MAFSI Annual Conference

Westin Mission Hills ♦ Palm Springs, CA ♦ 404-214-9474 ♦ www.mafsi.org

March

13-15 ♦ International Pizza Expo

Las Vegas Convention Center ♦ Las Vegas, NV

May

4-5 Hazlehurst BBQ Fest

Hazlehurst, GA ♦ 912.375.3777 ♦ jwsewell@mchsi.com

5-8 NRA Show

McCormick Place ♦ Chicago, IL ♦ 312.853.2525

11-13 Atlanta Food & Wine Festival

Atlanta, GA ♦ 404.474.7330 ♦ feedback@atlfoodandwinefestival.com

It's time to start thinking about healthcare reform

Karen Bremer ♦ Featured Contributor



Like it, or not, the health care reform law is on the books and as an employer it is your responsibility to understand it. Whether you're a small operation with just a few employees, or a chain with hundreds, it's up to you to figure out how your business fits into the regulatory framework set out in the 2010 law.

Like any businessperson, you're concerned about how the bill's requirements will affect your bottom line.

To help, the National Restaurant Association (NRA) and the Georgia Restaurant Association (GRA) have set up a clearing house of data and information to help member employers navigate the intricacies of the law. Located at www.healthcare.restaurant.org, the Health Care Knowledge Center can help restaurant operators figure out how the law impacts them, determine what their responsibilities are and estimate how much implementing the law will cost.

The health care law is almost 1,000 pages long and contains thousands of sections and subsections. Our hope is that the Health Care Knowledge Center will provide members with an easy way to gain understanding of the law and its impacts.

The website contains a vast trove of information on the 2010 Patient Protection and Affordable Care Act and what it means for restaurants of varying sizes. First, find out if you are considered a small employer with limited responsibilities, or large employer that must meet a series of mandates including the requirement to offer all full-time workers health care coverage.

The law requires "large applicable employers" — defined as those with 50 or more full-time-equivalent employees — to offer their full-time salaried and hourly employees an affordable "minimum essential coverage" health benefits package starting in 2014, or face penalties. Click the link title "Determine Your Responsibilities" enter the number of full-time workers you employ and the number of hours part-timers work per month and the calculator will tell you if you are a large or small employer.

Like any businessperson, you're concerned about how the bill's requirements will affect your bottom line. To get an idea, compare your business with a series of case studies of restaurants of various sizes, everything from the smallest quick serve operation, to the largest chains.

And since many of the law's provisions are phased in over time, the website includes a timeline so that you'll know not only what mandates you must meet, but when you must meet them. The site also includes a glossary of terms used in the law and a series of tips for negotiating the health-care reform landscape.

You can keep on top of developments as the health care law takes effect over the next several years by visiting the website frequently or sign up for email alerts.

The health care reform law poses a lot of challenges for the restaurant industry. We know restaurants are hungry for information about how they can cost-effectively comply with the law. The Health Care Knowledge Center is the place to start. If you have any further questions, please call the GRA office at 404.467.9000.

Karen Bremer is the Executive Director of the Georgia Restaurant Association. For more info call 404-630-3541 or online at www.gra.info.

*Resources: Health Care Knowledge Center: <http://www.healthcare.restaurant.org>
GRA Special Session on Health Care Reform: www.garestaurants.org/healthcarereform.*

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