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WARMING TO ARCTIC FOODS

By Andrew Douglas

Fred Koe has a mission. And it's no small challenge. As Assistant Deputy Minister for the Economic Development and Tourism Department of the Government of the Northwest Territories, Koe is investigating the foodservice and hospitality market potential for the fish and game meats indigenous to Canada's northern reaches.

Initial research had indicated a strong interest in northern or arctic foods among foodservice operators in major southern markets: an interest reinforced by the phenomenal consumer acceptance during Expo 86 of muskox burgers and caribou steaks at Iceles Restaurant in the pavilion of the Government of the Northwest Territories.

So Koe teamed up with Syd Kirwan, the Territories' director of Natural Resources, Don Anderson, a Vancouver-based consultant and former manager of Iceles, and a number of Northern food producers to strut their food in front of selected chefs, restaurateurs, and food media in a four-city culinary tour. The purpose of the tour was two-fold: to introduce and illus-

trate the quality and versatility of exotic northern fish and game meats; and to discover what restaurateurs and chefs want in terms of product, price and service.

At the moment, the supply and availability of some of the northern foods is still sporadic, and in many ways the industry is immature and underdeveloped. While this has the advantage that development of the industry can be tailored to the market, it also means a significant capital investment on the part of northern producers.

Foodservice represents an excellent target market for northern foods. It is specialized and demanding, but also lucrative and much less price sensitive than the mass retail market. For Koe it is a window of opportunity.

The gourmet dinner tour, titled Northern Foods Feast, opened in Vancouver and hopped across

the country stopping in Edmonton, Toronto and Montreal. The menu, loosely defined by consulting chef Maurice O'Flynn, featured venison consommé; smoked arctic char, inconnu and northern whitefish; filet of muskox; and a 'Northern' salad with tundra flowers. Individual chefs in each city prepared the menu according to their own experience, style and culinary philosophy.

At the King Edward Hotel in Toronto, for example, Executive Chef Fred Reindl served Venison Consommé *en croute* with Brunoise of Vegetables and Wild Sage Quenelles; a Terrine of Smoked Arctic Char, garnished with a Smoked Arctic Char Rose, and Sliced Inconnu and Whitefish, and served with Cranberry Mousseline; and Tenderloin of Muskox — delicately marinated in butter-milk, roasted until rare and served with a wild game sauce, *grand veneur*, to accent the natural flavour and tenderness of the meat — with chanelle and cèpe mushrooms on the side.

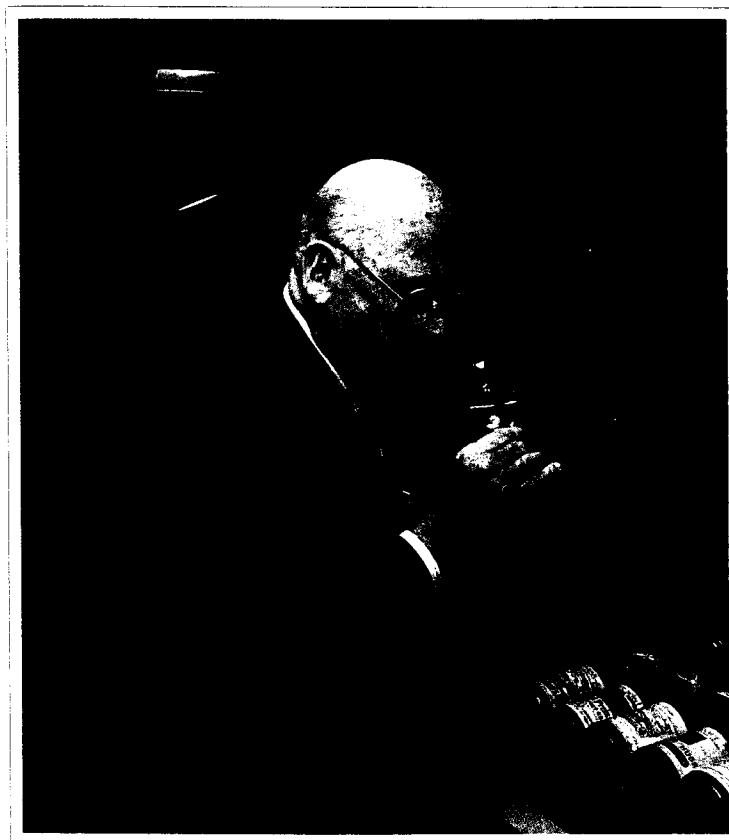
By comparison, Simon Smotkow-

Foods of the North: Tenderloin of Muskox with wild game sauce (left) and Terrine of Smoked Arctic Char, Whitefish and Inconnu.

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PHOTOGRAPHY: FRED BIRD





JACK ACKROYD POPPING THE LCBO'S CORK

By Ted Hallas

The Liquor Control Board of Ontario, largest single distributor of alcoholic beverages in the free world, has undergone considerable change in the last few years, including a revamping of its image, expansion of the Vintages specialty store concept, and the introduction of product knowledge and customer service training for staff members. And much of the credit for this progressive liberalization — long overdue in the minds of many of the Board's customers — is owed to its current Chairman and Chief Executive Officer, J.W. (Jack) Ackroyd.

THE LCBO

Special attention has been paid to improving the Board's lines of communication with the various trade associations and other interested parties in the restaurant and hotel sector.

This new direction owes a considerable debt to the beer strike in the summer of 1985. Says Ackroyd: "During the beer lockout, I made my biggest mistake. If it happened over again, I would have meetings on day one with people such as the Ontario Hotel and Motel Association, The Ontario Restaurant Association, and others."

"We changed overnight from a non-handler of beer to having trucks roll in from the U.S. with 150,000 cases of beer a day. Even after the beer lockout was over, there were 800,000 cases of beer rolling in that couldn't be stopped. The kegs from the U.S. didn't fit the setups supplied from Ontario brewers to the taverns. If we had a similar problem we would

Jack Ackroyd: Nosing at the Tasting Bar in Vintages.

get those people in here and say this is the situation, here's what we're doing, what are your suggestions? It was just a lack of communication."

THE RESTAURANT BUSINESS

"Approximately 17 percent of the business of the Liquor Control Board of Ontario is with restaurants and hotels. This represents a big percentage of our total business, which will be close to \$2 billion in sales this year in all of the stores. The number one thrust of this organization is that we have to be driven by our customer, and the hospitality trade is an important part of that customer base.

"A key feature where we recognize this fact is in the delivery service that we provide to the restaurants and hotels in the province of Ontario. This service is now computerized in
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GRAZING PICKING UP ON FINGER FOODS

By Nancy Enright

From potato skins and chicken wings to peel-and-eat shrimp and onion rings, Ontarians love to nibble. The pre-dinner appetizer or post-theatre snack may be the occasion, after work, lunchtime or late evening the hour, but for whatever reason, finger foods and little munchies mean big business to the province's bar and restaurant industry.

Wise imbibers have long appreciated that simultaneous food consumption helps diminish the effects of alcohol. English pub habitués choose meat pies and pickled eggs over self-pickling. Pretzels, peanuts and beer are ingrained in the American sports consciousness, just as herring, gravad lax and crisp bread accompany aquavit at the Swedish smorgasbord.

The 70's roadhouse popularity gave new life to the North American bar snack, but in the 80's, sophistication and appreciation of ethnic cuisines are turning appetizer items and pub grub into tasty as well as profitable fare. The ubiquitous deep-fried vegetable is no longer always heavily breaded nor soaked in oil. Cloyingly sweet pink sauces for chicken wings have been replaced by fiery, Tex-Mex concoctions — which, by the way, encourage patrons to order beverages to quench inevitable thirsts.

And unique munchies with flare and finesse are being gobbled up by knowledgeable consumers, many of them Yuppies with lots of disposable income who dine out three or four times a week. She may order popcorn shrimp and deep-fried mozzarella with a white wine spritzer; he might crave a mess of cheesy potato skins or nachos to accompany his beer. Or a group of friends may choose four or five items from the appetizer menu from which to share several tastes. For the restaurateur, finger foods can generate fantastic sales.

Similar to the Spanish 'tapas' tradition of enjoying small bites of many foods — often spicy to perk the palate — grazing continues to be a recognizable phenomenon. And why not? From the consumer standpoint, snacks are terrific value for money. Portions are smaller and taste sensations multiplied, but without the price tag often attached to entrées or multi-course meals.

"Good finger foods can build bar business," says Andrew Laffey, manager of Platters Bar and Restaurant in

Toronto. "People might come in for a drink after work, but don't want a full meal, so they'll order something small. Appetizers also can be teamed with a salad to make up a meal-in-one, or a crowd can order a bunch of items to share." Platters is owned and operated by the Kalen Group, of Greenjeans fame.

Platters' appetizers constitute about 20 percent of food sales, Laffey estimates, with food costs of 40 percent. "Some items are costly — shrimp and Fontina cheese, for example — while others can be labour intensive." With the exception of chicken fingers ("We tried our own but couldn't make them any better than the frozen prepared product.") Chef Robert Ware and the Platters' kitchen staff prepare appetizer items from scratch. Mushrooms, for example, are breaded daily for deep-frying (\$3.95 with a creamy horseradish dip). But the appetizer payoff can come in other areas, Laffey believes.

"Good appetizers allow an establishment to try out a future entrée in a small portion. They're good from a testing standpoint. We like to be innovative, not imitators, so we tend to avoid fads or trends."

Thus, Platters' parade of appetizer hits: wild wontons - crisp, spicy deep-fried packets of beef and cheddar cheese, served with a peanut-honey dip (\$3.95); spicy Italian sausages, char-grilled, served with sautéed red and green peppers and mustard sauce (\$3.95); sensational steamed mussels in tomato cream sauce (\$4.95) and Cajun chicken wings with the popular apricot-mustard sauce (\$4.25).

Taste testing of original recipes is evident in appetizers at McGinnis Landing restaurants, an eight-year-old operation that began in London. At the Waterloo restaurant, situated in Mennonite country, panels tasted apple butter made by a local Wellesley man. Today, the smooth dip accompanies deep-fried Cheddar cheese balls at locations in Sarnia, Guelph, Kingston, Ottawa and Mississauga. The McGinnis version of deep-fried zucchini and mushrooms, prepared daily in a light batter, resembles Germanic ones tasted in country hotels by Erin Mills manager John MacDonald while growing up in the Waterloo area. "The mushrooms only keep for one day with the egg wash, so they're time-consuming." A mustard and horseradish mayonnaise dip is a spicy accompaniment.

With only 15 percent of prepared products in the appetizer menu, McGinnis Landing snack items can be labour intensive. "It's not one of our better areas of profit," says co-owner Bob Difruscia, president of Dimac restaurants. Still, appetizers account for 35 percent of total sales, with a 38 to 42 percent food cost, and business is certainly brisk.

Chef Robert Ware prepares virtually all of Platters finger foods from scratch. Show here (clockwise from the bottom) are: Wild Wontons, Bar Mussels, Grilled Shrimp, Cajun Spiced Wings, Fried Fontina Cheese, Spicy Sausage with Peppers, Garlic Bread, and Breaded Deep-Fried Mushrooms.

PHOTOGRAPHY: SÉZANNE MCCORMICK

Like many other establishments, the late-night crowd at McGinnis Landing is extremely wing oriented. "Every Thursday and Friday night around 9:45 pm, after dinner is done, it's appetizer time and wings are a high priority," says McDonald. Customers choose the cooked-to-order wings with mild, medium hot or suicide sauces (single order \$3.95; double \$6.55; and jumbo \$8.75).

"Wings are an addictive thing and people like the way we prepare ours," says DiFruscia. Others may order peel-and-eat shrimp (1/4 lb for \$5.55); fried mozzarella with tomato sauce (\$4.50); loaded potato skins (three halves with Cheddar, Monterey Jack and real bacon bits \$3.95) or muscargot (mushroom caps filled with escargot, served with Italian bread, \$4.55).

Nachos are still big sellers but DiFruscia feels Mexican items, such as burritos and enchiladas, are on the wane. "We cook our own tortilla chips daily and make the salsas and toppings." Ultimate cheese nachos (\$5.95) are the most popular of three choices, with spicy beef, onion, tomatoes, Cheddar and Monterey Jack cheeses. A future appetizer item is deep-fried broccoli cheddar melt. Or how about bagel skins, to be prepared like potato skins with homemade toppings of cheese, bacon and tomato (all for under \$5). Assortment appetizer platters are also being tested in the London restaurant, according to DiFruscia.

Few menus offer the range of appetizers featured at Bailey's Balloon Brigade (two locations in Mississauga with two more planned, one in Bramalea and one in Meadowvale). Potato skin variations alone number six — O'Reillys cheddar with bacon; Mexi skins with firehouse chili, and Philadelphia with spicy beef, fried onion and a garlic cream cheese (three skins \$3.95, six skins \$5.95 and combo platter is \$6.95). Chicken wings can be Buffalo-style (regular, hot or cooks challenge sauce), a mild barbecue version, or honey garlic ("Four years in the perfecting process — we almost have it," reads the tongue-in-cheek menu).

The 120-item menu will be cut by 50 or 60 items in the near future, but appetizer selections will remain as

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UNIQUE NACHOS

Bailey's Balloon Brigade uses their slightly hot Firehouse Chili (con carne) in this simple nacho recipe.

Salamander, convection or microwave oven can be used but with microwave, be sure not to overcook: nachos can become dry and rubbery.

- 3 1/2 oz corn tortilla chips, deep fried
- 3 oz chili con carne
- 2 oz shredded Cheddar and/or Monterey Jack cheeses
- 2 oz shredded lettuce
- 1 oz diced tomato
- 1 oz diced green onion
- slice, canned Jalapeno peppers, to taste

Put nacho chips on microwave-proof plate. (Note: Tortilla chips are previously deep-fried to ensure a crisp product.) Sprinkle with shredded cheese.

Microwave or heat in a convection oven until cheese melts, about one to one and a half minutes.

Mound a handful of shredded lettuce over top. Sprinkle liberally with diced tomato and onion and top off with sliced jalapeno peppers. Yield: 1 to 2 appetizer portions. ☺

GARLIC BREAD

This garlic bread from Platters is jazzed up to appear more like a bruschetta.

- 1 Parisienne stick
- 6 large ripe tomatoes
- 4 cloves garlic
- 4 oz butter
- 2 tbsp basil, fresh if available
- 1/8 tsp salt
- 1/8 tsp pepper
- 8 Mozzarella cheese slices

Fine dice the tomatoes and two cloves of garlic. Combine in a bowl with the basil, salt and pepper. Let stand 15 minutes.

Cut the Parisienne stick in half lengthwise, and then each half into four pieces.

Whip the butter with the remaining garlic (finely chopped) and spread over the 8 sections of bread.

Brown the bread under the broiler in the oven.

Top evenly with the tomato mixture and one slice of cheese each. Melt the cheese under the broiler and serve. Yield: 4 servings. ☺

PORKY PINES

A pork finger that's versatile as a snack/bar food or entrée item. Buy them pre-prepared or make your own from scratch.

- 1 lb (500 g) lean, boneless pork
- 1 egg
- 1 tbsp (15 mL) water

Breeding:

- 1 cup (250 mL) snack cracker crumbs
- 2 tbsp (25 mL) minced fresh parsley
- 1 tbsp (15 mL) grated Parmesan cheese
- 1/2 tsp (2 mL) seasoned salt
- 1/2 tsp (2 mL) Italian dressing
- pinch salt (optional)
- pinch sugar

Cut pork across the grain into slices 1/4 inch thick. Then cut into strips 1/2 by 2 inches.

In a small bowl, combine egg and water. In another bowl, combine breading ingredients. Dip each finger into egg wash, then breading. Repeat.

Deep fry or panfry until breading is golden brown and pork is no longer pink, or bake in a preheated 375 deg oven for 25 minutes. Turn half way through cooking time. ☺

GRILLED SHRIMPS

(Courtesy Platters Restaurant)

- 1/2 lb white shrimp 16-20 (approx. 8 pcs)
- 2 - 6 inch wooden skewers
- 3 lemon wedges
- 2 oz butter
- 1 clove garlic

Fine dice clove of garlic. Melt butter over very low flame, add garlic. Squeeze 1 lemon wedge.

Peel shrimp down to last tail section leaving tail on. Arrange 4 pieces of shrimp on each skewer in a looping fashion. Cook the skewered shrimp on the barbecue over a medium high flame, turning constantly. Baste the skewers as they cook with the garlic butter mixture.

Total cooking time for the shrimp is only 3 minutes, just till the shrimp are cooked through. Do not overcook the shrimp or they will be dry.

Serve the skewers with a lemon wedge for garnish and the remaining garlic butter for dipping. Yield: Two skewers. ☺

DOWN BY THE BOARDWALK

By Andrew Douglas



For a Beacher there is simply no where else to live; and for Torontonians, few escapes rival a walk along Lake Ontario's eastern boardwalk on a hot summer day. But The Beach is more than just a neighbourhood or cool respite from a heatwave. It's a vibrant commercial/retail district that's peppered with restaurants, cafés, specialty food operations and trendy retail outlets in competition with small corner stores, green grocers, long-time family businesses, and local coffee shops.

Heart of the Beach is Queen Street East, between Woodbine and Victoria Park Avenues, and no where is the contrast between the old and new more evident. Residents chain themselves to 100-year-old oak trees to save them (usually unsuccessfully) from the developer's chainsaws; more and more restaurants stake claim to sidewalks for curbside drinking and



dining, and on summer weekends Queen Street itself becomes a clogged parking lot. There is even disagreement about what to call the place: a couple of years ago the local merchants association invested thousands to have street signs erected identifying the neighbourhood as the Beaches, but howls of protest from residents soon forced their removal — traditional name for the area is The Beach, no 'S'. In fact, Queen St. itself can be sub-classified into two distinct

markets: the hustle and bustle characteristic of the area bounded by Woodbine and Wineva, and the quieter, less frenzied food operations found east of Wineva and heavily patronized by local residents.

At the moment, The Beach is a wonderful blend of the old and new, and for restaurant operators, the neighbourhood offers a competitive challenge rivaling that found in any current hospitality hotspot.

Queen St. also offers visitors to The Beach an eclectic menu. Longtime eatery, *Scratch Danials*, is renowned for its wings; people will travel from practically anywhere in Toronto to line-up for a Homeburger from *Licks*; newcomer *il Fornello* serves up wood-fire baked pizzas with shrimp & fresh herbs, or, eggplant & brie, or, escargot & garlic, or practically anything pizza buffs demand today; *Loons* offers a continental menu in white tablecloth solitude, while

PHOTOGRAPHY: TABLE D'HOTE MAGAZINE



PHOTOGRAPHY: TABLE D'HÔTE MAGAZINE

Fitzgerald's features daily specials with nightly entertainment; and chains like *Harveys*, *Pizza Pizza*, *Cultures* and *Mothers* promise few surprises.

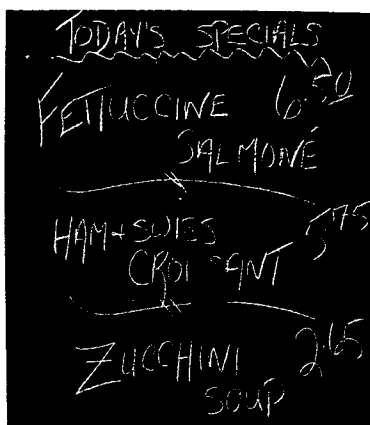
Resident Alex Morgan used to regularly eat at *Café Natasha* until he decided to buy the little 20-seat restaurant earlier this year. Now called *Café Alexander*, it serves mostly local residents light lunch and dinner fare, along with schnitzels and a very limited wine list. Average cheque is \$15 with wine. Although Alex Morgan has no formal restaurant experience — he is a former director of the Fred Victor Mission, trained as a marital/family/sexual therapist, and is a United Church minister without a church — he enjoys meeting people.

has a lot of local friends and no doubt a fine sense of hospitality.

"The Beach is changing," says Morgan. "becoming more commercial. Something like a little town in a big city."

Sheryl Beals came to The Beach from Montreal and first worked at *Summers* restaurant as a waitress. Now manager of the 80-seat restaurant, which functioned as a bank just six years ago, she too is a local resident. Average lunch cheque is \$12 to \$15, while dinner costs about \$35 with wine. Daily specials always include a pasta dish, and new menu items are usually first tested as daily specials. In summer, patio seating expands the restaurant by 45 seats. Typical customer is 25 to

(Top, l to r) Pasta and fish Daily specials (Tortellini and Grouper) at Summers; shrimp special at Café Alexander; lining up at Licks; waiting for Il Fornello to open.



50 years old, and repeat business accounts for 50 percent of volume. Average covers: 250 in summer (June) and about half that during the winter months.

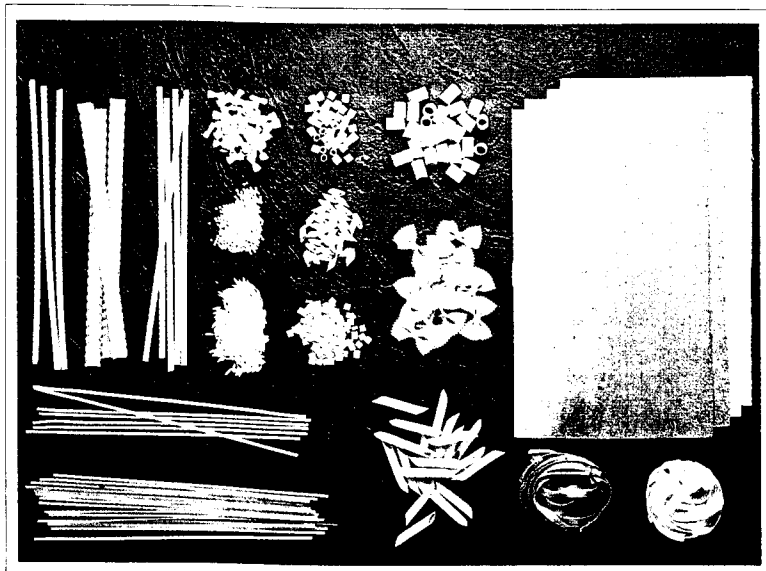
Stan MacGregor has managed *The Palm* restaurant for the past six years for owner Tom Wayne, who creates, designs and constructs new restaurants for would-be restaurateurs. "It's fabulous working in the Beach," he says. "Like being at a resort." From Monday to Friday business is primarily local, while weekends draw customers from throughout the city. On Sunday, *The Palm* serves all day breakfast: biggest individual seller being the \$6.95 brunch.

The typical customer is in the 20 to 45 age category, and spends \$8 to \$10

for lunch and \$15 to \$20 for dinner, with drinks.

No doubt *The Beach* will continue to develop and prosper as a retail and restaurant location. The danger is that as a result of this development, especially if it becomes irresponsible and uncontrolled, *The Beach* might lose the charm and sense of community that has given rise to its popularity. Restaurant operators, as a part of this commercial development, would be well advised to work closely with neighbourhood associations in order to preserve and protect the character of the neighbourhood and their own business investments. ☺

Andrew Douglas is the Editor/Publisher of Table d'Hôte magazine.



PASTA ONCE A FILLER, NOW A THRILLER

By Julia Aitken

Pasta consumption in Canada has increased dramatically over the last decade. In 1975, we were each twisting round our forks about six to eight pounds of pasta a year; today that figure has more than doubled. We still have a long way to go to catch up with the Italians who get through a staggering 65 plus pounds per year per head but, according to David Lewis, spokesperson for the Canadian Pasta Manufacturer's Association (CPMA), a body which represents the major Canadian producers of dry pasta, "the consumer is having a love affair with pasta."

"People are becoming more familiar with pasta. Specialty cuts (fusilli, shells, etc.) are growing rapidly in popularity, both at the retail and foodservice levels," says Lewis, vice-president of marketing for Primo Foods.

Pasta's rise in popularity is also due to its recent acceptance as a "healthy" food. The ubiquitous pre-game T-bone steak has been replaced in athletes' diets by platefuls of pasta. Humble pasta provides protein, B vitamins, iron and carbohydrates and its 210 calories per 4 ounce serving are only augmented by heavy, rich sauces,

cheese and other accompaniments.

From a restaurateur's point of view, it's hard to think of another dish that has the potential to generate as much profit per portion as a plate of pasta. Says the CPMA's David Lewis: "Pasta is relatively inexpensive, easy to work with and easy to manage as regards portion control. A restaurant operator can take a plate of pasta and tart it up using very few extra ingredients and produce a really spectacular dish."

Those "extra ingredients" can cause expected large profits to diminish, however, especially in higher-priced restaurants. Mark McEwen, owner-chef of Pronto Ristorante in uptown Toronto, admits that although many restaurants run at only 15 to 18 percent food costs on pasta dishes, his can be as high as 40 to 45 percent. "I use only good wine and straight cream for my (pasta) sauces, and smoked duck and fresh seafood," McEwen says. "But you can't sell pasta for \$16. People just don't equate \$16 with pasta, so I spend a lot more than I should."

Despite our supposed interest in all things healthy, Canadians still seem to favor heavy pasta sauces. At least,

that's the finding of Christ Psathos, manager of Pasta on Duncan, a casual downtown Toronto restaurant whose specialty is obvious. Psathos previously worked at a similar restaurant in Houston, Texas. "Down south, light pasta dishes were really big because of the heat," Psathos explains. "But up here people really like heavily-sauced pasta dishes. The more we put on the board, the more we sell."

According to Carole Russo, director of Russo Foods, which supplies fresh pasta to the foodservice industry in Toronto: "When it comes to flavours of pasta, you are only limited by your imagination." However, the three most popular flavours are still egg, spinach and tomato pasta.

Squid ink fettuccine is the best seller at Scaramouche in Toronto. Here, the restaurant has introduced an interesting way to market pasta. As an alternative to the formal main dining room, Manager Kirk Brady has

Warm Black Pasta with Tomato Vinaigrette and Lobster Burger, one of the more unusual creations of Arpi Magyar, executive chef at Toronto's Auberge du Pommier.

PHOTOGRAPHY: FRED BIRD

opened a more casual pasta bar. Patrons can opt to sit overlooking an open kitchen and watch pasta noodles being made while they wait for their meal. Brady feels that pasta's popularity has levelled off but it will maintain its market share in terms of traditional flavours and presentations. "I think there will be a lot of bizarre combinations (of flavours) appearing in the future," says Brady, "but I think they will fall flat."

One thing that definitely will not fall flat is the continuing debate over fresh pasta versus dried. John Kalcevich works for Pasquale Brothers, a Toronto company that imports de Cecco dried pasta from Italy and supplies about 300 restaurants in that city. "Anything other than fresh fettuccine or a fresh lasagna sheet is better dried," says Kalcevich, adding emphatically, "I've never tasted a first-rate fresh penne or fusilli."

Other arguments that favour dried pasta, according to Kalcevich, are that it has a longer shelf life, doesn't require refrigeration and once cooked, dried pasta such as shells, penne and fusilli, keep their shape better. At around \$1.08 a pound, it's also cheaper than fresh.

With the exception of ice cream, Chef McEwan makes everything he serves at Pronto Ristorante, including the pasta. He advises other restaurateurs who are considering making their own pasta that, like pastry-making, it's something "you have to develop a feel for." However, once mastered, not only will quality control be better but labour costs can improve, too.

Hungarian-born Arpi Magyar, executive chef of the recently opened L'Auberge Du Pommier in Toronto, trained for a time in Southern Italy before coming to Canada eight years ago. Not surprisingly, Magyar picked up some tips from the Italians on the preparation of their national dish. He advises that cooked fresh pasta should never be cooled in water — it loses its strength. "Spread the pasta out on a table, and sprinkle with oil. Let it cool naturally, occasionally tossing the pasta gently with your hands," says Magyar. According to Magyar, there are strict traditions surrounding the type of sauce to serve with each pasta.

Flat pastas, such as fettuccine or linguine, should be tossed in a cream or cheese sauce. Shaped pastas, such as shells, lend themselves well to thinner sauces, like tomato, which can fill the hollows in the pasta shapes.

There seems little doubt that Pasta will continue to gain in popularity throughout Ontario, and as more and more restaurateurs turn their hand to creating new pasta dishes, the fresh versus dried debate will not go away. While most agree that dried pasta offers both labour and cost savings, some will always maintain that there is a certain sacrifice when it comes to taste. Mark McEwan succinctly expresses this position: "It's Chevy and Ferrari — who builds the better car? They both have four wheels and a steering wheel, but they're worlds apart." ☺

TAGLIATELLE, GRILLED SCALLOPS & ARUGULA WITH CURRY CREAM & WHITE WINE

Mark McEwan, chef/owner of Pronto Ristorante in Toronto, created this recipe using his own, restaurant-made pasta. The arugula, which gives an interesting 'bite' to the dish, is added at the last minute so that it wilts without cooking.

8 oz (250 g) fresh tagliatelle
1 tsp (5 mL) unsalted butter
1 tsp (5 mL) finely chopped onion
1 tsp (5 mL) curry powder
salt, pepper, grated nutmeg and garlic to taste
1 oz (30 mL) dry white wine
½ cup (125 mL) chicken stock
¾ cup (175 mL) 35% cream
2 tbsp (25 mL) banana puree (pineapple or papaya puree can be used in place of banana, or a mixture of all three)
1 tsp (5 mL) lemon juice
1 tomato, peeled, seeded and diced
10 large scallops, seasoned with olive oil, chopped garlic, lemon juice, salt and pepper
10 leaves arugula, well washed

In a large pan of boiling, salted water, blanch tagliatelle. Drain well, spread out on a marble surface, sprinkle with oil and let cool.

In medium pan, melt butter and sauté onion, curry powder, seasonings

and garlic. Deglaze pan with white wine and simmer until reduced by half. Add stock and reduce by half again.

Stir in cream, banana puree, lemon juice and tomato. Cook until slightly thickened.

Grill scallops lightly. Refresh pasta in unsalted boiling water, drain and add to curry mixture with arugula. Taste and adjust seasoning.

Divide pasta between two bowls, arrange scallops around edge of bowls and serve at once. Yield: 2 portions.

WARM BLACK PASTA WITH TOMATO VINAIGRETTE AND LOBSTER BURGER

This unusual combination comes from Arpi Magyar, executive chef at Toronto's Auberge du Pommier.

1 cup (250 mL) tomato concasse (skinned, seeded and chopped ripe tomato)

¼ cup (50 mL) fresh coarsely chopped herbs (thyme, tarragon, basil, chervil, shallots)

¼ cup (50 mL) mixture balsamic vinegar and lemon juice

1 cup (250 mL) virgin olive oil
salt and coarsely ground black pepper
2 lb (1 kg) lobster tail meat, roughly chopped. (Reserve the claws for garnish)

1 whole egg, plus 1 egg yolk

2 large shallots, chopped
salt and crushed white peppercorns

2 tbsp (25 mL) olive oil

10 oz (300 g) fresh squid ink pasta

In a stainless steel bowl, whisk together first five ingredients to make a tomato vinaigrette. Set aside in a cool place for 30 minutes for flavours to blend.

In a medium bowl, mix together lobster meat, whole egg, egg yolk, shallots, salt, and white peppercorns. Form mixture into 4 patties and brush each side with olive oil. Cook lobster burgers over a charcoal grill for about two minutes on each side.

Meanwhile, cook pasta in boiling salted water for three minutes until *al dente*. Drain well and toss with tomato vinaigrette. Divide warm pasta between four plates and top each portion with a lobster burger. Serve at once. ☺

HOT FOR OLD-TIME DELI

By Ellen Novack

Delicatessen restaurants feed on tradition. Deli foods, and the atmosphere of a "real" deli, have a popular image. A deli is steam in the air, the smell of garlic, hustle and bustle, and noise. It is corned beef piled high on rye, mountains of cole slaw, the ubiquitous dill pickle, cabbage rolls, cheese blintzes, potato latkes, and the mustard-smear hot dog. Above all, the deli restaurant belongs to a tradition of good eating that seems timeless in its appeal. Even with the newer uptown delicatessen restaurants, the basic concept remains the same.

"Walking into a deli should be like walking into a close friend's place," says Phil Rosenbaum, general manager of the Pickel Barrel which opened August 1986 in the ultra-modern Promenade Mall just north of Toronto. "A deli is friendly, personal service in an informal relaxed atmosphere."

It's also a wide selection and variety of foods. But even with the innumerable variations and side dishes that rival the famous creations of comic strip glutton Dagwood Bumstead, it all starts with the basic hot meat sandwich. A deli can be the simplest of concepts.

The granddaddy of Toronto delicatessens is Shopsy's. The original Shopsy's was on Spadina 65 years ago, in what was then the centre of the predominantly Jewish shmutah (clothing) business. It had bare tables, a man cutting the meat by hand in the open kitchen, people watching the kitchen activity as they waited in line — always lines — for the thick sandwiches, dill pickles, and the home-made soups such as barley and chicken with matzoh balls. Diners sat at crowded, noisy tables with the backs of chairs being jostled each time anyone moved.

Times have changed, but not the basic concept. Now Shopsy's is locat-

ed on busy Front Street, across from the O'Keefe Centre. There are floor to ceiling windows, booths separated by glass with wooden frames, and a sidewalk patio. The take-out area features gourmet mustards, chutney's, and other prepared foods. Customers tend to be well-dressed — theatre-goers, local business people, and tourists.

The tables are still arborite, and there isn't a table cloth in sight. Coke bottles serve as vases for artificial pink flowers decorating each booth. The open kitchen is framed by hanging salamis of all kinds.

At the first glance, it is the quintessence of deli. There are even three little old ladies in the prep kitchen making matzoh balls, kreplach, blintzes and kishkas. But this is a restaurant that has taken the best of the original Spadina Avenue operation and added the necessary components to attract a wide clientele.

"Deli has become international," says Harold Granitz, who oversees the Deli Operations for Unox (owned by Unilever Canada Limited), which owns Shopsy's. "We've been able to expose delicatessen to the masses."

As might be expected, the biggest seller on the menu is the Old-Fashioned — corned beef (with pastrami or smoked meat as an alternative) on double rye with potato salad, coleslaw and dill pickle (\$6.50). Also popular is the "quarter pounder" all beef hot dog (\$2.75) served with a variety of garnishes such as chili and grated cheddar cheese (\$3.95). Another house speciality is the chicken soup with matzoh ball or kreplach (something like a beef dumpling).

Producing large portions of a wide variety of foods requires closely-monitored cost controls. At Shopsy's, food costs run between 35 to 40 percent. Says Granitz: "You are dealing with an expensive item — meat. You need expertise in cooking, pickling and cutting."

"You have to have just enough fat on the raw brisket, but not too much. Pickling must be for the right amount of time. If the meat is overcooked, it will shrink too much. If the meat is too thick or if it's cut from the wrong angle, it will be tough. If you put seven-ounces of meat instead of four ounces on a sandwich you will lose money."

Operating a delicatessen restaurant is something of a balancing act. After all, the key attraction is good quality food served in large portions at affordable prices. With an average cheque of \$7, Shopsy's is a volume operation. Granitz estimates the restaurant does approximately 2,000 covers a day, keeping the 250-seat dining room busy, and using additional space on two patios with 150 seats and a back section for groups of 50. There is also a bar area with 10 seats. Each server handles six tables, or about 35 people.

In the front-of-the-house, Shopsy's employs about 34 people, with an additional seven part-time workers. Each shift has eleven servers, six busboys, a manager and three hostesses. Six to seven work the open kitchen, and another six in the prep kitchen. In addition, the separate catering area is staffed by five people, with three salespeople in the take-out department and gourmet store. (The catering and take-out businesses generate about 15 to 20 percent of sales.)

Relative to Shopsy's, the Pickle Barrel restaurants are newcomers. The original Pickle Barrel opened its doors 17 years ago in a Toronto suburb. The Promenade Mall operation is the chain's third unit, and it will be joined soon by a fourth store opening at a second downtown location.

Basic Deli: pickled vegetables, cheesecake, smoked meat, cheese blintz, and the famous corned beef on rye sandwich at Shopsy's.

PHOTOGRAPHY: ERIC BIRD

The Pickle Barrel at the Promenade Mall has an open kitchen — a feature that is characteristic of deli's. Pink arborite tables are close together, although there are booths as well. Hanging plants accent the green and pink tiles throughout. The overall impression is airy and light. But the decor doesn't set the atmosphere. Most noticeable is the constant noise and activity of the customers and staff.

Turnover at the 175-seat restaurant (and 35-seat patio) is impressive. At lunch during the week, there are 250 to 400 covers, jumping to 700 covers on Saturday and slowing to 400 meals for a typical Sunday. The average cheque at lunch is \$6.40. The pace picks up at dinner with 400 to 600 covers during the week and 800 to 1,000 covers on weekends. The average cheque runs at \$8.50.

The restaurant is doing something right — general manager Phil Rosenbaum estimates that two-thirds of his business consists of destination trade (which is considerable for a mall location). He credits the wide-appeal of the menu for attracting the predominately business crowd at lunch (with a supporting cast of mothers with children).

Corned beef, pastrami and smoked meat are all made from raw briskets. Rosenbaum explains that the briskets arrive in large tubs, are drained, rinsed and certain flavourings added. They are then cooked in a large steam kettle for three to four hours, cooled, refrigerated and put into steam tables for about an hour before serving. The meat is cut by a slicing machine as needed to make the four or six-ounce sandwiches (\$3.95 to \$6.25 with side selections).

Food costs are about 40 percent, and labour 25 percent (there are 13 front-of-the-house staff, and nine in the back including three certified chefs).

Taking advantage of its mall location, the Pickle Barrel operates a kiosk in the fast-food court, competing with 13 other food outlets. There is an abbreviated menu featuring sandwiches, salads, wings, fries and drinks. The average sale of \$3 per person is repeated 2,000 to 3,000 times a week. The kiosk requires three staff, four on Saturdays.

Ginsberg and Wong restaurants, unlike Shopsy's and the Pickle Barrel, have incorporated deli into their menu along with Chinese food, hamburgers, salads and almost anything else that can be squeezed onto the over-sized menu (Cabbage Borscht, Fritatas). Front and centre is The Dagwood of Dagwoods, described as "just like the one in the comics," with turkey, ham, roast beef, onions, tomato, pickles, mayo, lettuce and Swiss cheese on a kaiser bun, and with cole slaw and french fries for good measure (\$6.95).

It is an unusual combination, combining deli and Szechuan dishes on the same menu, but it seems to work very well. This shotgun marriage of styles is carried by the decor — tables are wooden frames with Hebrew and colourful Chinese newspapers covered by glass tops. With its 240 seats, open kitchen, and light brick and tile interior highlighted by oversized plastic food sculptures, this newest Ginsberg and Wong is tailor-made for north Toronto. The location, at Steele's St. West location, was chosen because 35,000 cars go by daily. The area is suburban, family-oriented and upwardly mobile.

Lunch customers are business people and women (often in groups such as ladies' clubs), while dinner customers are "family, family, family." Line-ups began the day the restaurant opened, and about 95 percent of the customers are destination oriented. Lunch covers number 200 during the week, 300 on Saturday, with an average cheque of \$9. The 400 dinner covers from Monday to Thursday jump to 600 Friday through Sunday. The average dinner cheque is \$11.

High traffic density is one common denominator of the original Ginsberg and Wong in a downtown Toronto mall, the Steele's St. West location, and the planned third restaurant, scheduled to open April 1988 in Toronto's North York Centre.

Despite the trend away from red meat, the delicatessen business does very well. Ginsberg and Wong, with its huge variety, sells 33 percent from the deli menu, although the hamburger is still king, accounting for ten percent of total food sales.

Of the deli meats, corned beef sells the best (40 percent) followed by pas-

trami (35 percent) and smoked meat (25 percent). What sandwich sells best depends to some extent on the weather. On cold, damp days, the hot deli sells best; the Sub and Dagwood do best on hot days.

The operation uses ready-made meats delivered in vacuum packed bags from Chicago 58. Although it is simply put in the steam table, the cooks and servers must be careful. Even with pre-cooked meat there can be wastage and overprepping. For example, meat gets saltier and saltier the longer it is kept in a steamer.

Ginsberg and Wong estimates food costs at 36 percent with deli costs higher, about 38 to 40 percent. Labour runs 25 percent. There are 40 people working front-of-the-house, and 20 kitchen staff. The customer/waiter ratio is 20:1. Although it's a volume operation, there is a well-trained staff — seven George Brown College foodservice graduates are employed.

For restaurateurs who want to update or expand their menu and bring in new customers without making major renovations or purchases, a delicatessen concept is one possibility. Although the premise may appear simple, be wary of the pitfalls.

As Heinz Lehmann, executive chef at Shopsy's, points out, there is some kitchen expertise needed for the preparation of ethnic foods found on the full deli menu.

However, the concept can be built one step at a time. Says Granitz: "The answer to incorporating deli into an existing restaurant is to buy ready-made foods." He suggests buying corned beef, smoked turkey, pastrami, smoked ham and all beef salami. Add coleslaw, potato salad, white and dark rye breads, onion buns, kaisers. Buy a good meat slicer, a steamer and microwave and you are in business.

And as with all restaurant operations, location is paramount. Some areas demand fatter corned beef, for instance, or white sandwich rye instead of regular rye. You have to know your customer. ☺

Ellen Novack is a Toronto-based freelance writer, specializing in foodservice journalism.

SEARCHING FOR THE RIGHT COMBINATION

By Paula Loh

It could be called the jack-of-all-trades of the commercial kitchen. The combi-oven/steamer combines the performance of a convection oven with that of a steamer to provide an incredibly high level of cooking versatility. This new equipment can be used for steaming, blanching, simmering, grilling, braising, gratinating, poaching, roasting, baking, defrosting and reheating. Originally a German development of the mid-1970s and first introduced to the Canadian market some five years ago, the combi-oven/steamer is only now gaining widespread interest from suppliers and users alike.

The specific applications of steamers and convection ovens, as separate pieces of equipment, are widely appreciated. Pressureless steam cooks food quickly while retaining food quality, flavour, colour, texture, and nutritional value. As only fresh steam is used, there is no flavour transfer, and the steam reduces shrinkage in such items as roasts due to moisture retention characteristics of the cooking process. The convection oven circulates hot air to provide a uniform cooking temperature, browning baked goods evenly and cooking foods quickly due to the high level of heat transfer.

With the combi-oven/steamer, all these advantages come into play. Roasts need no basting, and shrinkage is comparable to that of a low-temperature oven. Root vegetables cook quickly and baked potatoes do not need to be wrapped in foil. Scrambled eggs can be prepared in short order without forming a skin — the egg mixture is cooked in the combi for two minutes, stirred once, then removed. Bacon placed directly on a rack, with a pan underneath to catch the drippings, shrinks less than half of bacon cooked on a griddle. The end product looks different as it is not



dried up, but the flavour is still maintained. The bacon grease can be caught as it melts away and used for flavouring other dishes, such as French Canadian pea soup or glazed carrots (and the bacon itself becomes a healthier item as it is less greasy). These other dishes can be started while the bacon is cooking. For example, put chopped onions in the dripping pan to glaze in the oven. Afterwards, add carrots, salt and sugar and finish cooking the dish.

Various meat roasts can be prepared simultaneously as there is no transfer of flavours with the combi. The steam prevents the drippings from burning. A five-rib beef roast, weighing approximately sixteen pounds, takes 1 ¾ hours to cook in the combi-oven/steamer at a temperature of 320 deg F. This represents a shorter cooking time than required

Chives restaurant owner, André Rousseau, checks out installation of a new combi-oven/steam in the open kitchen upstairs.

with a standard oven, while using a lower temperature for energy savings.

As your customers will appreciate, food quality is maintained. Dry turkeys are a thing of the past — the combi produces a moist product without altering the characteristic colouring. Seafood, such as salmon steaks and whole fish, is not actually poached or broiled, but combines these two cooking methods to produce a product that has its colour and flavour maximized.

Restaurant consultant and chef John Schmied, who demonstrated the combi at a Toronto hotel this spring for a group of foodservice professionals, has found food quality and yield to be excellent. Assuming the role of cook for a medium-sized restaurant serving three meals a day from a varied menu, he prepared the breakfast and lunch menu on a scheduled basis. While the equipment performed to the highest expectations, Schmied believes that the full-service restaurant requires at least one highly-skilled cook or chef in order to utilize the combi's full potential.

"It's not a magical piece of equipment," he says. "Cooking must be programmed." The need for well-trained staff has not prevented Schmied from specifying the combi-oven/steamer for a 150-seat restaurant due to open in January.

For bread, Schmied points out, temperatures and time vary depending on the thickness of the dough. The oven temperature and degree of steam will vary slightly as the dough thickness varies, requiring a close monitoring to determine when it looks right. The proofing time of bread is half that of bread done in dry air. Baking times are also less when done in the combi-oven/steamer. Says Schmied: "You need that experience in baking know-how." It is suggested that recipe cards be used to record optimum cooking

Many items can be pre-prepared by the chef and then re-thermalized later by the kitchen staff.

temperatures and times.

Larry McLean, sales manager for Chesher Equipment, reinforces the importance of knowing how to get the maximum use from the equipment: "We want to sell the oven to chefs, to people who know the mechanics of cooking." When a unit is sold, Chesher gives the purchaser some ideas on its use, then lets him experiment.

Schmied talks of labour savings in the form of "stored labour." Many items can be pre-prepared by the chef and then re-thermalized later by the kitchen staff. It isn't necessary to have a trained chef present at all times.

A more populist viewpoint is held by André Rousseau, owner of Chives Restaurant in downtown Toronto. Rousseau does not believe that the combi-oven/steamer requires a lot of skill to operate. For one and a half years the combi was the only piece of

cooking equipment in his small take-out restaurant located in Yorkdale Mall. It proved especially useful as there was no vent at the mall location for conventional cooking equipment. He found that the equipment did everything from baking croissants and muffins to boiling eggs and cooking meat and seafood. "Any type of food works in the oven with great results," he says.

After giving up the Yorkdale location, Rousseau demonstrated a combi-oven/steamer for Cleveland-Alco, and helped develop the prototype for Cleveland's newly-introduced compact model.

Rousseau is convinced that the combi is the way of the future. "It is a fantastic piece of equipment." He explains that when space is at a premium, the compact and efficient combi can mean the difference between

space being allocated to production of food or to production of revenue. Rousseau has opted for the combi as rent is expensive in downtown Toronto. He uses it as a supplementary piece of equipment, preparing vegetables to order and baking extra product when the main kitchen is busy.

Maintenance and cleaning are straightforward. Oven cleaner can be sprayed on, left overnight, then steamed away in the morning. With steam cooking, of course, food does not tend to stick to the oven so spraying oven cleaner does not become a nightly routine.

Sales of the combi-oven/steamer are increasing as more suppliers introduce models to the market. "The competition is helping to increase product awareness and credibility," says Chesher's Larry McLean. Chesher imports the original German mod-

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el. the Rational series, and has done so for the past two years. Twenty-seven of their units are currently operating in Canada and an additional 18 units have been ordered. Their customers range from production and hospital kitchens to caterers and fine restaurants. Members of the media covering the Calgary Olympics in 1988 will be eating meals prepared in a combi-oven/steamer.

The combi comes in various sizes. It services the kitchen of a restaurant with less than 80 seats on up to one that seats 400 and above. The cooking capacity ranges from six full-size steam table pans to 40 pans for the largest model. The combi Rational Model COS-101, which holds ten 12 x 20-inch pans within its tabletop dimensions, is suitable for a medium-size restaurant with 80 to 200 seats.

Installation requires an open drain for the wet exhaust. A quenching system cools the steam to water having a temperature of approximately 50 degree C (122 deg F) as it drains out of the oven. The convected air is cleaned by a stainless steel grease

filter. The equipment does not require a vented hood.

The cost of the combi-oven/steamer is slightly more than that of a convection oven and a steamer purchased separately (with reference to the Rational COS-101). This increased purchase cost is offset, however, by savings in labour, energy and food costs. Space in the kitchen is maximized by having one piece of equipment instead of two or more. The combi-oven/steamer also serves as a proofer for baking in small volume.

The 38 1/4 x 35 x 30 inch (height x width x depth) oven can be put on a table or on a floor stand that holds trays. Self-contained, the COS-101 has its own steam generator, built-in elements and fans.

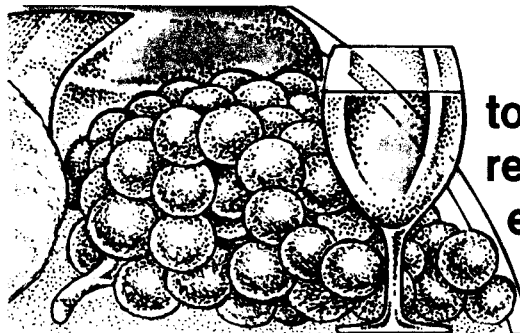
Another combi model is the stackable five-pan CombiCraft from Cleveland-Alco. Still in the production

stage, orders are being taken for delivery in three months. Sales manager John Bardeau states that their market is the small to medium-size restaurants offering varied menu items and operating in a cramped space. With this in mind, the equipment has been designed with the controls on the bottom to result in a narrow piece of equipment. The extra size was placed in the height, a dimension that can be accommodated more easily in limited kitchen space. The dimensions are 30 x 26 1/2 x 28 (height x width x depth).

The CombiCraft 5's features include a waterproof touch pad, compensating thermostat, holding-temperature control, steam temperature control, humidity control and "combitrol". Combitrol, a patented trademark, reduces the wattage as the product begins to cook. This is said to result in energy savings of up to 60 percent while the item is cooked.

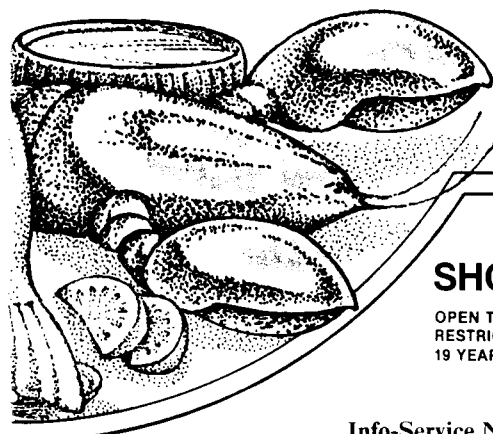
The introduction of the combi-oven/steamer might just disprove that old adage of "being all things to all people." Quite simply, it can do what you need it to do. ☺

Paula Loh is catering coordinator at Oakham House in Toronto, and a graduate of Guelph University's Hotel & Food Administration program.



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MISE EN PLACE

By Dominic Zoffranieri

One of the basic principles of professional cooking that all young cooks learn early in their careers is *mise en place*. Literally "putting in place," *mise en place* is the practice of preparing constituent parts of a menu for later assembly and cooking. Many restaurant operators, in fact, probably practice *mise en place* without realizing it when they portion control menu ingredients, during either the purchasing or preparation process.

Mise en place encompasses all preparation from chopped shallots to the most expensive cuts of meat, and from salt and pepper to elaborate garnishes. It also includes all cooking utensils and tools: it is essential to an efficient operation that these be within easy reach so as not to waste valuable time and effort.

Before a successful service can begin, all the basic components must be in place and handy. A professional cook would no more think of beginning service without his *mise en place* than he would think of leaving home without his trousers.

Mise en place starts with purchasing. A well run kitchen requires that the raw products be available in the correct amounts and be of the desired quality and specification. Effective purchasing can go a long way towards alleviating some of the headaches of food preparation. For example, buying peeled potatoes or snipped green beans can make the preparation process more efficient without sacrificing quality or substantially raising costs.

Menu planning is another important aspect of the entire process. When planning a menu always keep in mind the capacity of both staff and equipment. *Mise en place* that is not evenly distributed among the staff or relies too heavily on one piece of equipment may result in unhappy and unproductive employees.

The importance of *mise en place* in the efficient operation of a profession-

al kitchen cannot be over-emphasized. Whether it is an opulent hotel dining room or a humble fast-food outlet, having all the necessary components of a menu ready for cooking and serving in a timely and efficient manner is integral to the success of the establishment.

The most important area of *mise en place* is that on which the greatest dollar value is placed: meats and seafood. Establishment of a routine in portioning, handling and rotating of "high-ticket" items will lead inevitably to greater consistency and better cost controls. It is advisable that one staff member (either a butcher or senior cook) be made responsible for the trimming and portioning of all meats and seafood.

With the emphasis now being placed on vegetables as an integral part of the meal, the preparation of vegetables for service has taken on new importance. Vegetables should be prepared to the point where minimal cooking and handling is necessary to bring them to the serving state. This is achieved by cutting into small and uniform shapes and blanching to the proper degree so that all that is required is a brief and simple cooking. This will preserve the nutritional value and appearance of the final product.

Stocks and sauces have always been a key element of good cooking. Preparation of these should be placed in the hands of a specialist in order to achieve a consistent end product. Since some of the basic stocks and sauces require considerable time to prepare, it is important to establish a routine that will not overload either staff or equipment. Availability of

Dominic Zoffranieri, executive chef of the Delta Chelsea Inn Hotel in Toronto, also acts as president of the Toronto Escoffier Society. His culinary innovation and professional success is representative of the new breed of Canadian-trained cooks.

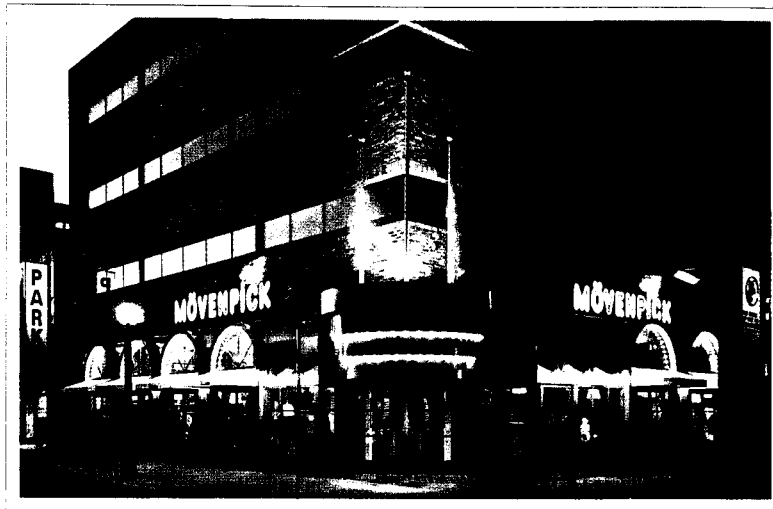
basic stocks and sauces will then make the preparation of derivative sauces much easier and in the long run lead to a quality end product.

Mise en place need not be restricted to the components of menu items. It can include certain high volume items that may take a long time to prepare. These items are assembled to their final serving state ahead of peak service times. For instance, if your experience with a particular salad is that a minimum of 20 will be served during lunch, then having 20 salads ready for quick pick-up by the servers is advisable. But remember, quality must not suffer as a result of the *mise en place* system. Some items lend themselves to advance preparation, while others do not.

Most of the above comments relate to *à la carte* service. But the same basic principles can be applied to volume feeding operations. Whether it is in banqueting or institutional feeding, planning and organizing the preparation for maximum efficiency is paramount.

In banquet operations, if the *mise en place* is planned so that the meal may be finished as close to service time as possible, the end product will be more palatable. With good menu planning and sound cooking practices, it is not necessary to have pre-plated food sitting for long periods of time and inevitably deteriorating. By properly evaluating staff and equipment capabilities and designing menu and production schedules accordingly it is possible to present, in a banquet setting, a higher quality product.

The same may be applied to institutional foodservice. Not all menu items need to be of the type that are prepared and held over extended periods. Through the application of the basic principles of *mise en place*, it is possible to create a menu that can be appealing in both its freshness and quality. ☺



MOVENPICK YORKVILLE CUSTOMIZING NEW RESTAURANT CONCEPTS

By Marian Toft

Each working day for Philip Chisholm starts with the same routine. At 7 a.m. he heads for Van Horne Fish Distributors Ltd.'s fish market looking for the best, freshest and most marketable fish he can find.

Elbow to elbow in a mass of buyers, Chisholm expertly examines the newly-arrived buckets of fresh fish, searching for the right mix of sizes and varieties for the day's menu. And a restaurant — Movenpick Restaurants of Switzerland's new Yorkville Ave. operation in Toronto — stakes its reputation on his ability to fulfill his mission.

Chisholm is chef for the fresh fish restaurant, La Pecherie, operated in the two lowest levels of the multi-level restaurant. While he is cleaning the fish at the fish market, Shelley Beeston, the pastry chef, is filling the air with the tantalizing aroma of fresh-baked goods.

Executive Chef Jodok Greber, responsible for the entire operation, spends most of his day in the upstairs kitchen making certain that the food for the fast-paced French-style bistro, called the Bistretto, located on the upper two levels, is produced to Movenpick's high standards, quickly. The

bistro is also where Christian Aerni, the executive sous chef, spends most of his time. But when possible he also assists in the fish restaurant where he is learning that side of the operation.

The host of chefs in the restaurant speaks volumes about Movenpick's dedication to quality. And the differences between the two operations within the restaurant, as well as between the Yorkville Ave. and York St. restaurants, also sets Movenpick apart from most chains. Says Jorg Reichert, president and general manager of Movenpick in Canada: "What's amazing here is people were expecting the same restaurant (as at York St.)." But it's not. Instead, he says, quality is the common denominator. "Everything is under the name Movenpick, but you can have many different concepts."

"We didn't want to become a chain like those in North America," he says. "We are not interested in franchising. We are in the business of running restaurants, not selling restaurants."

To achieve the high level of quality sought, it is an unwritten policy that only fresh fish and fresh foods are used at the Yorkville restaurant.

It is a philosophy which does not elude the guest. The promise of a

delectable meal is everywhere. As you enter the restaurant, waffle cone irons are hard at work turning out the flavourful cones, made with Movenpick's own special recipe, which draw crowds for them and the premium ice cream they hold. The tantalizing aroma of fresh-baked flans and tarts waft towards you, luring you upstairs to the Bistretto and Beeston's pastry counter.

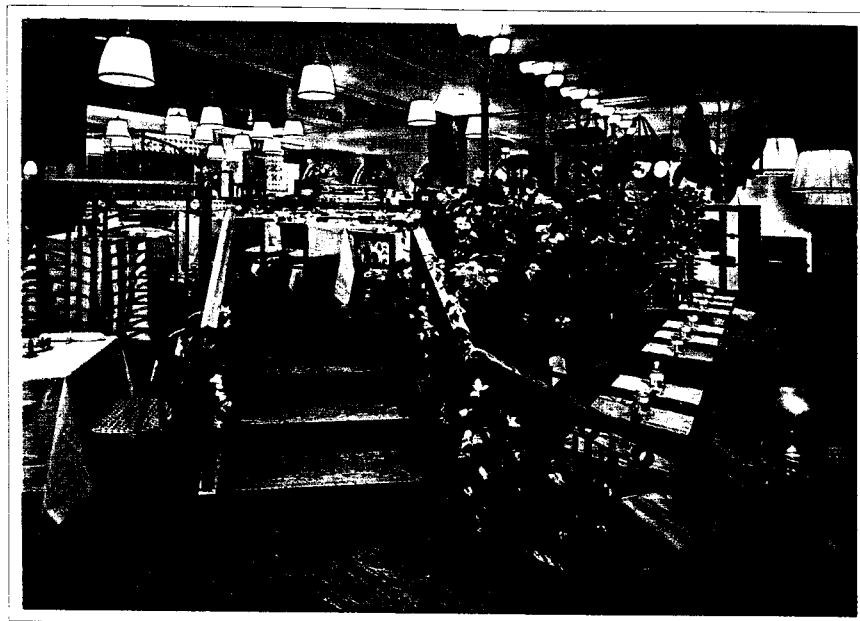
If baked goods hold no appeal for dessert, bowls filled with fresh fruit catch the eye as you walk down into the fish restaurant.

This is Chef Chisholm's daily destination. When he arrives with his assortment of seafood (as many as 11 different fish on weekdays, and up to 18 on weekends) he establishes the prices together with Thomas Berner, director of operations responsible for the new Yorkville location, and then begins work to ensure that when the lunch time crowd arrives, an exciting display of seafood will greet them.

"The whole concept is to sell the whole fish," says Chisholm. For that reason, his morning expeditions to the

Kahlua Cream Dream, fruit and a selection of the famous Movenpick ice creams in the Bistretto.

PHOTOGRAPHY: ROBERT BURLEY



fish market include a search for one, two, four and six-portion fish. If the entire fish is sold, the presentation is dramatic: the maitre d' carries the prepared fish on a platter to the table where he serves up one fillet per person onto plates the waiter supplies.

While prices on the blackboard menu (which can be changed easily, depending on what seafood is available and at what price) are listed per serving, there is a fixed price for each whole fish, with \$1.50 added per person for garnish. Therefore, a table of five will pay the same for a specific fish as a table of four or six.

"We try to preserve the flavour and the freshness of the fish," he says. So the fish can be prepared in three different ways: open or pan fried, grilled, or poached. He keeps 12 fresh herbs on hand at all times and most of the sauces are made with fresh herbs and kept light so as not to overwhelm the fish. Whole fish are stuffed with lemon grass for flavour before cooking and served with fresh herbs, thyme and terriaki sauce. A very light butter and chive sauce, served partially on the fish and in a separate dish, may be used. But generally, all seasoning is kept to a minimum.

The types of fish featured depends largely on what the chef believes he can sell. At the fish market, he says there are a minimum of 24 varieties available fresh daily.

The biggest obstacle to keeping prices down is the amount of waste with fresh fish. Gutting and scaling

The tantalizing aroma of fresh-baked flans and tarts waft towards you, luring the customer upstairs to the Bistretto and the pastry counter.

(which is done at the market to minimize the mess in the kitchen) reduces the fish by about 10 percent. With the final filleting goes another 20 percent. And according to Reichert, at best food costs are about 40 percent. If normal food costs of 25 to 30 percent are applied, "we would be looking at a dish of no less than \$25," he says.

All food is prepared from scratch. "Nothing," says Chisholm, "is prepared in the back and reheated." Even the soups, other than the bases, are made as needed.

For those who don't want fish for lunch, there are steaks or a pasta special. Eight to twelve ounce steaks cost \$16.50 to \$24; Pasta Vongele with clam sauce is \$4.50 as an appetizer and \$8.75 as an entrée.

Whatever the meal, the presentation is a surprise. The plates are huge. With an airy presentation, the chef has room to be creative. However, the focus is on the quality of the food, not the size of the plate. While the plates are oversized, the portions are not.

The ice cream corner is a business unto itself, accessible from the outside without having to step inside the restaurant.

The ice cream is Movenpick's own, made in four to five month batches. Movenpick is in the process of signing a licencing agreement with a firm to

take over the manufacture and sale of Movenpick's ice cream, coffee and salad dressings in Canada.

Some 12 flavours of ice cream are marketed here, all created to appeal to Canadian tastes. The double cream chocolate, for example, has chocolate chips added, and this past summer espresso ice cream (also used in iced coffees) proved so popular they ran out.

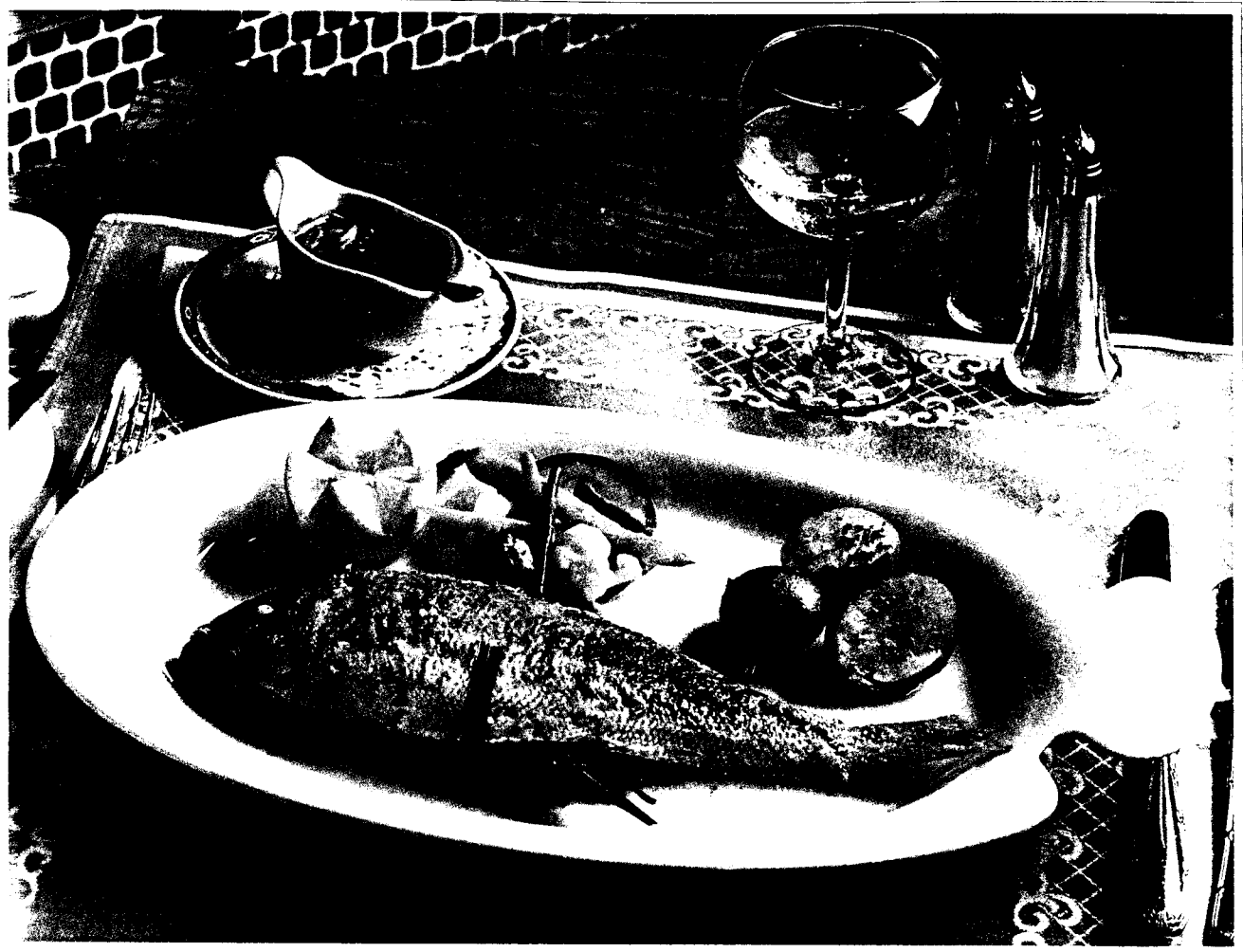
The 70-seat La Pecherie downstairs has an independent look and attracts a crowd of mainly business people for lunch with a broader mix of people looking for a different dining experience in the evenings. On weekdays it experiences 1.2 turns at lunch, and 1.6 turns for dinner. On weekends that increases to two turns at lunch and almost two seatings for dinner.

An extensive 97 item wine list is a special draw for some diners. There are no house wines, but there are "open wines" available which range in price from under \$3 to \$6 for 1 dl. As well, there is a "wine-of-the-month" offered at a reduced price. With this type of selection, keeping the wine list up-to-date is a challenge. The listings are presented in a book designed for easy disassembly. Individual pages can be taken out and replaced when there are price or vintage changes, or supply of a particular

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Red Snapper stuffed with lemon grass à La Pecherie.

PHOTOGRAPHY: ROBERT BURLEY



KAHLUA CREAM DREAM

250 g egg whites
200 to 225 g sugar
2 whole eggs
4 egg yolks
55 g sugar
45 g flour
20 to 30 g cocoa powder

Whip egg whites until peaking softly then add sugar to soft peak.

Whip eggs, egg yolks and sugar until light and fluffy. Sift together flour and cocoa. Fold into yolk mixture.

Pipe meringe mixture in three rows, lengthwise and slightly apart.

Pipe sponge mixture in between meringue.

Bake at 350 deg F until golden brown.

Filling

500 mL 35% cream
5 sheets leaf gelatine
150 mL Kahlua

Whip cream until almost thick.

Dissolve gelatine according to package instructions.

Add gelatine to cream and add Kahlua. Whip until stiff.

Fill and let set about 1/2 hour in refrigerator. ☺

MUSSELS MY WAY

3 cl olive oil
10 g onions, peeled and chopped
10 g fennel strips
5 g celery strips
5 g leek strips
5 g carrot strips
3 g garlic, peeled and chopped
50 g tomatoes, peeled and seeded in cubes
600 g French mussels, cleaned
1 dl white wine
5 cl double cream
5 g dill, fresh chopped
20 g snail butter
white pepper, to taste

Heat olive oil and sauté onions. Add fennel, celery, leeks, carrot, garlic and tomatoes and sauté with onions.

Add mussels and white wine and cook until shells open. Remove and serve on a plate

Add cream, Pernod, dill, snail butter and pepper to remaining mussels stock, bring to the boil and pour over mussels. Yield: 1 portion. ☺

SURF & TURF

225 g lobster
156 g (6 oz) beef tenderloin
salt & white pepper to taste
one medium sliced potato, cooked
60 g mixed vegetable
30 g butter
5 cl lemon butter
30 g Café de Paris butter

Broil lobster and serve on a plate.

Season tenderloin to taste and pan fry. Place next to lobster.

Pan fry potato in 15 g butter, season and garnish next to lobster.

Sauté mixed vegetables with 5 g butter, season and garnish next to the tenderloin.

Heat remaining 10 g butter, allow to brown and pour over the meat. Serve with lemon and Café de Paris butters. ☺

GRILLED GRAVLAKS

150 g gravlaks
2 cL Lindingoe sauce
2 cL cream
120 g vegetable mixture
10 g butter
½ lemon

Put gravlaks under the salamander until warmed through.

Put Lindingoe sauce and cream in a pan and bring to the boiling point. Pour on plate and lay gravlaks on top. Heat.

Season and sauté vegetable mixture briefly. Serve with gravlaks garnished with lemon. ☺

PEACH BUMBA**Bavaroise**

500 mL milk
18 sheets leaf gelatine
300 g sugar
10 egg yolks
175 mL peach schnapps
675 mL 35% cream

Heat milk to tepid. Dissolve gelatine according to package directions and add to milk. Beat egg yolks and sugar and add to milk mixture. Remove from heat, cool, and add peach schnapps. Fold whipped cream into mixture and let set in refrigerator.

Peach Butter

500 mL peach nectar
580 g sugar
65 g cornstarch
10 whole eggs
130 g butter
500 g fresh peaches, chopped.

In a double boiler combine all ingredients. Cook until mixture becomes thick, stirring occasionally. Fold in the peach pieces and let mixture cool.

Method

Line a cup or glass with the Bavaroise mixture, leaving a cavity in the centre for the peach butter.

When set fill the cavity with the peach butter, leaving enough room at the top to seal with the remaining Bavaroise.

Refrigerate until set.

Unmold by running cup under hot water.

Decorate with fresh fruit and cream. ☺

product has been exhausted.

Upstairs the fare is typically bistro, and includes salads (Salad Françoise is mixed greens with cottage cheese and bacon topped with broiled chicken breast, \$8.90); meat (Café du Paris, a flat cut steak broiled and glazed with herb butter and served with French fries, \$10.80); poultry (Pasta Pollo, a chicken breast with mushrooms and tomato sautéed with herb butter mixed with fettuccine, topped with cheese and baked, \$8.75); sausages; Roesti (a Swiss potato dish); noodles; and wine kraut (cabbage steamed in wine).

This is also the busiest part of the operation. The 180 seats turn over twice at lunch and 1.8 times during the evenings on weekdays; three times at lunch and nearly four times in the evening on weekends. Open until 2 am, weekends see four different groups of customers pass through the doors. First come the early diners, followed by the 8:30 to 9 pm dinner rush. Around 10:30 pm those looking for pastry and ice cream descend upon the restaurant, followed at midnight by the theatre crowd looking for late snacks or ice cream.

To keep the entire operation moving smoothly requires more than 100 staff. Of these about 22 work in the kitchens. The downstairs operation has six to seven serving people. The fast-paced restaurant upstairs requires 37 service people working daily shifts.

The average waiter in the bistro manages 12 to 14 tables and in eight hours is expected to sell in the range of \$700, though the best can do \$1,300 to \$1,400 on weekends. Bus boys help out on busy days, as does management. During peak periods when the upstairs restaurant will turn more than 1,000 covers in a day, everyone works to clear and reset tables as quickly as possible, allowing the servers to look after the guest and the food.

Numerous changes have been made to the original concept for the operation. What started out as a "very small project" requiring a small investment on the part of the landlord and Movenpick grew by leaps and bounds, says Reichert until today "we ended up with a beautiful Movenpick, plus a patio, plus an ice cream shop."

By the time it opened more than \$4 million were invested in the restaurant, including leasehold improvements by the landlord who believes in the project because, instead of collecting rent, he gets a percentage of the profits from the restaurant.

The Yorkville Restaurant is a beautiful Movenpick, created by the Toronto-based design firm of Wood Wilkings Ltd. Huge, richly coloured papier mâché parrots perched on bird swings greet guests as they enter. Opposite the fish display downstairs a giant papier mâché fish decorates an antique table. Each of the creatures are signed originals created by Sergio Bustamante of Mexico.

A domed glass ceiling highlights the entrance, and detailed plaster moulding decorates the rest of the ceiling. Green, beige and gold repeats itself in the patterned cushions of the benches, the wicker chairs and wood-topped metal railings, creating a fresh, airy atmosphere in the two bistro levels of the restaurant.

It is the lower level which saw the most changes conceptually. Originally it was to house a bar, then it was suggested that little appetizers be sold there, so a small kitchen was planned — a kitchen that just kept growing. Soon there was not enough room for the kitchen behind the bar, so the thought was maybe some other items should be sold. When the kitchen finally reached its current size, the bar concept was killed altogether. The bar is now only there to service the restaurant. And while there was room for 90 seats, the figure was cut back to 70 to increase the comfort level.

The investment appears to have been worthwhile — the operation was expected to break even in October with the investment written off over 10 years.

The location helps. Just two blocks north of Bloor St., one of the richest shopping areas in downtown Toronto, in the midst of the trendy Yorkville district and surrounded by office buildings and condominium developments, it sees thousands of people pass its door every day. Many stop to eat. But despite the image the location may conjure up, Reichert says: "We like to see the trends before others, not to be trendy." ☺



BREAKING BAD HABITS

By David Kingsmill

The waiter greets four guests with a bright smile and a poised pen: "Good evening," he says. "Can I get you something from the bar before dinner?"

The four look at each other enquiringly. "Do you want something first, George? Dave?...No I don't think I'm going to have anything but go ahead if you like. Really. Harry?...You sure? Well," the gentleman says, turning to the waiter. "perhaps something later."

"Some wine?" the waiter asks.

"Ah, sure," says the gentleman.

"I'll bring you the wine list right away," the waiter says, and off he goes.

Does this scenario sound familiar? It should because it is repeated dozens of times a night in almost every licensed restaurant in the province including yours, no doubt. And if that is how waiters greet your customers, you are missing the point. Worse, you are losing money.

The problem here are the assumptions. I call them *misthinks*. You assume that customers want scotch and

soda or a gin and tonic before dinner. You believe a drink before dinner whets the appetite, loosens up the customers so they can enjoy the meal. You may assume that the customer is in charge, is 'always right' and if he says he wants a rye and ginger when asked by the waiter, it's your job to provide it. And finally, you probably assume these drinks generate profit.

Well, all your assumptions may be wrong.

First, the customer doesn't necessarily want gin. He simply wants something to drink while reading the menu. And often water won't cut it. Hence the automatic suggestion that a martini is desired. But the customer didn't come to your restaurant for a drink before dinner. He came for the whole package: *mood, food and service*.

David Kingsmill is the food writer and restaurant critic for the Toronto Star newspaper. This is the first of a series of columns that will observe all aspects of restaurant operations from an outsider's point-of-view, and attempt to discover what is being 'misthinked' along the way.

Strong alcoholic beverages do not whet the appetite. In fact, they tend to anesthetize the palate. If you serve lousy food at high prices, you may very well want the customer to destroy his taste buds before the first bite, but few restaurateurs will either admit this to themselves or anyone else.

Long-term profits come from solid repeat business, and that only results from satisfying the basic mood, food and service equation — all at a fair price. Your first approach to a customer, and the very first thing he puts in his mouth, can set the mood either to your advantage, or against it. The customer may not articulate it, but he is willing to pay a price *not* to be in charge of the situation. That's the service side.

Many things today mitigate against excessive alcoholic beverage consumption. The people who spend the most today have been brought through a period of responsibility and sobriety by society, and declining spirit sales, increased wine consumption, and the sudden interest in min-

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TAPPING CUSTOMER LOYALTY

By Dan Wilton

While there seems to be no limit to the merchandising efforts of breweries, restaurateurs are generally reluctant to follow this example and actively promote beer sales. There are, of course, strong brand loyalties. However, the opportunity exists — particularly when the requested brand is not in stock — to have serving staff suggest a profitable alternative such as a signature draught or a higher-priced premium brew.

The market position of the restaurant is all important. Beverage rooms, lounges and roadhouses have an atmosphere that is conducive to selling suds. In contrast, full-service restaurants cannot think in terms of volume beer sales. Rather, the emphasis should be placed on maximizing the profit margin of existing sales.

Peter Brown is a partner in Summerfield's Gourmet Grille in the Scarborough Town Centre, an upscale restaurant catering to shoppers and area office workers. He says that beer sales represent 35 percent of total bar receipts. Featuring what management terms a gourmet menu, Summerfield's has little of the atmosphere associated with swilling beer. Wine, on the other

hand, is a big seller with 30 cases being moved each week.

A single tap of Labatt's Blue serves the draught needs of the 400-plus-seat restaurant and lounge. The standard 12-ounce draught (\$2.48, including tax) plays second fiddle to the popular 34-ounce frosted tankard (\$5.45) which accounts for 20 percent of the beer-drinking dollar. However, this best-seller has its downside — some 20 cases of the attractive glasses are walked out the door every year.

When it comes to draught beer at the Keg restaurant on Scarborough's Markham Road, the large mug fits in nicely with the "Keg-sized" concept. With the choice of a 20-ounce dimple mug or a 12-ounce regular glass, it is the larger draught that outsells the smaller serving by 30 to 1. It has a lot to do with the selling ability of a serving staff trained to exude friendliness in keeping with the restaurant's casual and fun atmosphere. In fact, when someone asks for a draught, they are served the larger helping. In true Paul Hoganesque fashion, this approach says: "That's not a draught, this is a draught!" According to manager Diane Shamchuk, there has

never been a complaint about the practice. Usually the smaller draught is ordered by the customer that has already had one of the larger mugs and wants to finish lunch off with not quite so much.

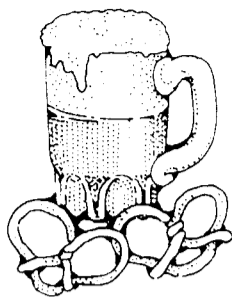
At one point an imported draught was offered, but the restaurant has settled on two taps of domestic beer, Carlsberg and Molson Export. The Keg does make some effort to impart a lounge atmosphere to their bar area with the addition of a television for sporting events and a smattering of backlit, brand-oriented signage. However, many of the lounge customers are waiting for a table in the dining room. Food sales only represent a 20 percent share of the bar area receipts.

Also in the same Scarborough area, but on the low-end, is an O'Tooles roadhouse. As might be expected, beer sales are booming. In fact, the suds make up 70 percent of the pub's overall beverage alcohol sales. On tap are Molson Canadian and Export. Says owner Robert Barr: "In draught, we serve a 20-ounce and a 12-ounce glass, but we get a better profit margin out of the smaller unit."

In all cases, draught beer takes a

PHOTOGRAPHY: CHRISTOPHER LAWSON/FRIDBERG ASSOC.





second seat to its bottled cousin. Here, brand loyalties have full sway. At Summerfields, customers can choose from a selection of 15 brand names, and bottles outsell draught to the tune of four to one. With a clientele watching calories and being generally moderate in drinking habits, there is 50-50 sales break between light beers and the regular variety.

At the Keg, the bar fridge holds 12 brands of beer, along with a small selection of imports handled through the LCBO. Again, brand loyalty is very high among patrons and bottles outpace draught by a wide margin.

This preference also holds for O'Tooles roadhouse, with the 15 to 18 brands of bottled beer ringing in almost 90 percent of beer sales.

With the exception of promoting larger-sized draughts, there is little room to maneuver when it comes to boosting the volume of beer sales or existing profit margins. This is assuming, of course, that the offered brands and type of beers are matched to the restaurant's concept. Where there is some flexibility is in improving staff selling abilities and staging special promotions to increase sales.

At Summerfields, owner Peter Brown is not about to clutter his upscale operation with table tents or branded clocks and rarely, if ever, does the staff push one brand over another.

Says Brown: "You only push brand names in a down-scale lounge atmosphere, not in an upper-class bar. The only bar sales we push are our 'Summershots,' a 99-cent special."

At O'Tooles, the opposite approach is taken. Says Barr: "We make use of supplier POS materials depending on what brands happen to be hot at the time. If I can move two cases a week, I'll stock the brand."

Of more importance is the role played by the bartender. "Your day bartender must be able to yak with the customers, while at night you're looking more for performance from the employee," Barr says.

At the supplier level, merchandising and POS materials help a brewery maintain its market share. It is something of an uphill battle as coolers and wine continue to have an effect on beer sales. Says Carling O'Keefe's Bruce Pearce: "With consumption overall on the decline, brewers will have to look at innovations such as the BBO (Bottle Bottom Opener) or plastic bottles to steal market share. Cans are still gaining in popularity and now occupy 20 percent of the market. This was helped by the move to aluminum and as the price differential shrinks, cans should take over completely."

"It's hard to tell how much effect you get with table tents and other POS promotional items," Pearce admits. However, special promotions are one area that do generate increased sales for a brand. Says Pearce: "We've found theme nights to be a very effective strategy. Promotions such as our Foster's beach parties and the Miller rock network have gone over very well."

Whatever the type of restaurant you run, if you operate like most people you probably don't think too much about selling beer. It is something that is either ordered or not ordered. But with a little attention to basic merchandising techniques and a few special brands and unique glasses or mugs, you can probably increase not only beer sales, but profit levels as well. ☺

Dan Wilton is a freelance writer and editor based in Toronto.

eral waters is proof of that. As well, people are becoming more serious and sophisticated about restaurant food. They ask how dishes are prepared, whether the herbs are fresh, or what wine goes best with their favourite entrée.

Which brings us to the waiter's second query: "Some wine, perhaps?"

This is not the solution either. Wine goes with food; it is a rare customer who knows what wine to drink before a meal; and it is a non-existent customer who can order a wine to complement the dinner before he has even read the menu.

So what is the solution?

At the LCBO, there are 28 types of vermouth, a dozen aperitif wines, and more sparkling wines than you would care to pop. They do stimulate the appetite, fill the customer's hand while he reads the menu, and won't put your customer on the wrong side of tipsy. In fact, these alcoholic beverages are usually regarded as sophisticated and special — two buzz words that usually spell repeat business and make economic sense.

Energize the bartender and have him create a selection of creative aperitifs. Not only will you establish a psychological high in your customer's mind that will transcend small slip-ups by your staff, but aperitifs are very cost/profit effective. And with today's nitrogen systems cheaper to install than ever before, you can serve champagne at larcenous prices per glass and still sell out.

How many restaurants in Ontario do this? As the restaurant critic for the Toronto Star, I have only come across two, making it probably one of the few European traditions that has escaped us here.

The waiter's first questions are 'misthinks', things that are done in restaurants by rote, or as a matter of habit, but when examined closely expose the root problems of everything from stagnant profits to surly customers, and from fueding chefs to high service staff turnover.

Misthinks usually manifest themselves as everything you do as the restaurant owner that you believe everyone else does in the same position. They are 'systems', 'management techniques', 'policies'. And as a restaurant operator you have a responsibility to no one but yourself to examine every aspect of your business with an inner ear for the misthinks. ☺

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varied. "We have phenomenal rushes in the South Common Mall, Erin Mills restaurant, especially after movies let out," explains General Manager Dieter Soegtrop. "With so many made-to-order items, it's hard to keep up, especially with large crowds wanting cheques. We hope to have a higher table turnover with less items, although we'll be bringing in some new appetizers like Cajun popcorn and Mexican fajitas."

The latter joins Mexican snacks of nachos with chili and cheese (\$4.25); Mexi-pizza, a flour tortilla with chili, cheese, tomatoes, onions and jalapeno peppers (\$4.95); and a Mexican fiesta dip with guacamole, black olives, sour cream, tomatoes and cheddar, served with tortilla chips (also \$4.95).

For those who would rather read Bailey's menu jokes than make choices, a sampler platter of ribs, New York-style wings, chicken fingers, potato skins and tacos (with beef, lettuce, cheddar, tomato) is \$10.95. Peel-and-eat shrimp are \$5.95; escargots and mushroom caps in garlic butter \$4.50; deep-fried shrimp \$5.95; and wheel of baked Brie with French stick \$5.95.

Deep-fried mozzarella (\$3.95) is an item Bailey's prefers to purchase prepared for a number of reasons. "It's difficult to prep and if improperly done, the cheese can leak out. The frozen product is consistent week-to-week, month-to-month, and that's important," says Soegtrop.

Consistency is the name of the appetizer game at Kelsey's restaurants (21 locations across Ontario and in New Brunswick and Saskatchewan). "Our customers want to know if they go to a Kelsey's restaurant, this is what they'll get," says Andy Kay, general manager of the Burnhamthorpe-Creditview location. "The outcome isn't dependant upon who is prepping that day or how they're feeling. By purchasing some appetizer foods pre-prepared, we can ensure consistency across the restaurants." Portion control and minimal wastage are other advantages to frozen or prepared food products.

Nancy Enright is a Toronto-based freelance writer and author, with a special affection for food and restaurants.

New Kelsey's items that underline a wide popularity trend include Burger Bites, six mini-burgers on sauced buns for \$4.65; and popcorn shrimp (small battered shrimp served with cocktail sauce, \$3.45 for 8 ounces).

Gourmet pizzas have a large following at Kelsey's with trendy and traditional toppings. Individual-size pizzas (\$5.25) also please Platters' patrons with zesty topping of roasted garlic, goat cheese, black olives, spicy sausage and capicollo.

It now appears certain that finger foods are not just a passing fad, and that customers will continue to 'graze' long into the future. If finger foods do become a common substitute for a single entrée menu item at certain times of the day, then it is probably a good idea to investigate new finger food ideas, and give these items the same care and attention you would regular menu items. ☺

WILD WONTONS

(Courtesy Platters Restaurant)

6 oz pork sausage
8 oz ground beef
8 oz finely diced onion
1 tbsp whole red chilies
1 cup grated Cheddar cheese
1 lb wonton skins

Remove casing from sausage and grind. Combine sausage with beef and onion and sauté until beef turns colour. Drain well. Add chilies and cheese and cook until cheese melts. Allow to cool.

Lay out wonton skins. Place 1 tbsp of the mixture in corner of wonton. Dot corner with water and fold over mixture, tucking corner under. Fold other corner over to make wonton shape. Deep fry in 350 deg F oil for two minutes. Remove with slotted spoon and drain well.

Serve with peanut-honey dip if desired. Yield: 100 portions. ☺

FRIED FONTINA CHEESE

(Courtesy Platters Restaurant)

3 oz Fontina cheese
2 tbsp seasoned flour
1 tbsp seasoned breadcrumbs
2 tbsp egg wash
1 oz apricot/mustard sauce (see below)
1 parsley sprig

Slice Fontina cheese into 3-oz sections using Hobart number 30 slicer (3/4 to 1 inch). Bread cheese in follow-

ing manner: flour, egg wash, flour, egg wash, breadcrumbs. Refrigerate until needed. Always sift flour and bread- ing after each service.

Deep fry at 350 deg F until light golden brown, about two minutes. Pat dry with paper towels. Place on large plate with remekin of apricot/mustard sauce and garnish with parsley sprig. Yield: one portion.

Apricot/mustard sauce: Blend 500 mL Dijon mustard with 4 litres apricot sauce. ☺

CAJUN WING SPICE BLEND

(Courtesy Platters Restaurant)

1 lb cayenne pepper
2 lb Spanish paprika
2 lb Mexican chili powder
1/2 lb salt
2 tbsp black pepper

Mix ingredients. Store dry ingredients until ready to use. Enough for 60 lb chicken wings. ☺

BAR MUSSELS

(Courtesy Platters Restaurant)

3 lb cultured mussels
3 oz clarified butter
12 oz plum tomatoes
3 oz crushed tomatoes
1 oz tomato paste
1 1/2 oz fine diced onions
1/4 tsp basil
1/8 tsp oregano
6 cloves garlic
1/2 tsp sugar, or to taste
1/8 tsp salt, or to taste
2 dashes pepper
1 dash Worcestershire sauce
4 oz white wine
5 oz whipping cream

In a large sauce pan over medium heat, sauté onion and garlic in a small amount of butter.

Break up the plum tomatoes by hand into small pieces and add, along with crushed tomatoes and tomato paste. Next, add all of the spices and 2 oz white wine and let simmer over a low flame for 25 minutes.

After sauce has simmered, add whipping cream and remove from heat.

In a separate skillet with lid, melt butter, add mussels and 2 oz white wine, and steam over high heat covered. When all the mussels are opened, cover the mussels with the sauce and toss to coat. Serve in 3 large bowls. ☺

In the last two years we have added almost 500 products to our stores.

Continued from p. 8

Toronto, Hamilton, Thunder Bay and Ottawa. The restaurateur can call the liquor board, place the order, the cost including a delivery charge will be calculated immediately, and in most areas it will be delivered the following day if the order is placed by noon. We are looking at computerizing Windsor next.

"Another feature that has been added in the last couple of years is extending the delivery service to the specialty products available at the Vintages stores. There are still a fair number of people who place their order then pick it up themselves, perhaps because they have been doing it that way for so long and for some it may be more economical than paying the delivery charge."

TRENDS

"We are living at a point in time when there is quite a rapid change in drinking habits, demonstrated to some extent by the phenomenal growth of coolers and the schnapps craze of the last year or so. As with hotels and restaurants, we have to be aware of these trends and respond to them. In the last two years we have added almost 500 products to our stores. In addition, the fact that the number of litres of alcoholic beverages being sold is going down and the dollar amount being spent on these products is going up is clearly indicative of an upscale buying public in today's economy. We are seeing considerable increases in sales out of the specialty Vintages stores."

PRIVATE IMPORTS

"Restaurants play a big part in the growth of specialty wines, as well as in the growth of our private stock or private import business. If a restaurateur wants a product that is not one of the more than 3,000 products that we sell in the province of Ontario, a private stock order can be placed.

"The private stock system is being completely reviewed. At present, the responsibility for ordering and deliv-

ery times rests largely with the restaurateur. A deposit of 25 percent for a private stock order is required, and interest on this money is paid until the product is delivered. After notification of its arrival, the product must be picked up.

"We do not know what the restaurant is selling. To keep a private stock product on a menu the restaurateur has to watch the rate of sales at the restaurant and know the delivery times from where the product is being ordered. We have to be given some lead time to make sure that private stock wine is arriving on time. These are some of the disadvantages of the system. With a general listing, the restaurateur gets 24-hour delivery, he is not carrying inventory, and money is not laying there in deposit. You have to weigh both sides of the coin.

"Anything that is for public consumption has to be tested. If it is a restaurant private order, even just two cases, the Liquor Control Board has to buy one bottle and run it through our labs before the restaurant can sell it to the public."

PRICING

"The LCBO will take in about \$640 million in profits this year. With a

different markup structure it would be possible to reduce this profit figure, but the government would have to look for other means to recover these monies. Do Canadians want their income tax increased, or gasoline tax, corporate tax or sales tax? I believe that most people prefer to see that source of revenue left where it is. If you can afford a good bottle of wine, then maybe you can afford to pay that little extra, rather than adding to everyone's income tax.

"If you look across Canada, you will find that Ontario's pricing and markup structure is quite competitive. Where you see the greatest disparity is between the United States and Canada. A lot of Canadians travel in the United States and do see the difference in price. The United States today has only about 16 controlled states left - the rest have privatized the business of alcoholic beverage sales. You are dealing with an entirely different environment in the U.S."

THE FUTURE

"It is very difficult to look into the crystal ball. It has been estimated that by the year 2000 there will be 1,000 products on the shelves of our stores that we haven't even heard of today. In other words, there will be this accelerated rate of change, with the public trying new things and new drinks being created. For instance, industry observers in the U.S. are saying that pre-mixed drinks and cordials are the two fastest growing areas in the market, taking over from the blushes, the coolers, and schnapps which have been the fastest growing product groups up to now. Anyone can see how quickly things can change."

"In the political arena, with the new Liberal government having such a large majority in the Province of Ontario, they will now in all probability deal with some of the issues relating to the sale of alcoholic beverages. I think we will see changes in legislation." ☺



Continued from p. 7

icz, executive chef at the Delta Montreal, adopted a more traditional approach, first marinating the muskox in wine before roasting it with pâté and a pork net. His smoked fish plate, similar to Reindl's, added the extra dimension of arctic shrimp – a very sweet yet firm fleshed variety of *Pandalus Borealis*.

Further evidence of the versatility of arctic foods was exhibited at the two other dinners, prepared by Ernst Dorfler and Kerry Sear at the Four Seasons Hotels in Edmonton and Vancouver. Each personalized the menu and gave a unique touch to individual dishes.

All the food, especially the game meats, exported from the Territories to southern markets is carefully managed and considered surplus to the needs of local communities. But development of these resources is still in its infancy and large orders will not be able to be fulfilled until the processing infrastructure is in place and operational. However, individual orders for test purposes, northern foods festivals, or smaller operations can be placed by contacting either Don Anderson at Icicles Enterprises in Vancouver, (604) 643-8569; or Syd Kirwan, Director of Natural Resources, Department of Economic Development & Tourism, Government of the Northwest Territories, Box 1320, Yellowknife, NWT, X1A 2L9. Tel: (403) 873-7391. ☺

ROAST TENDERLOIN OF MUSKOX

(Courtesy Fred Reindl)

4 lb muskox filet, trimmed
1 L buttermilk

Sauce: 7 lb muskox bones, chopped
1 onion, diced
2 pc celery from whole stock
1 carrot, diced
12 juniper berries
1 spice bag
20 g coriander
7 L water or stock
1 tbsp coarse pepper
salt to taste

60 mL black currant
20 mL port wine
100 g butter, chilled & diced

Marinate the muskox in the buttermilk for 24 hrs. Remove, pat dry, rub with salt and coarse pepper. Fry in a hot cast iron pan. When seared, roast for 12 minutes at 375 deg F in a convection oven.

Sauce: Roast the bones until brown gold, and add to the stock pot. Cook the stock, juniper berries, spice bag and coriander until reduced to 1 litre, and strain. Melt current jelly with port wine, add to the sauce and reduce by one third. Before serving, swirl in chilled, diced, butter pieces. ☺

TERRINE OF SMOKED ARCTIC CHAR

(Courtesy Fred Reindl)

6 slices smoked salmon
4 slices smoked arctic char
6 oz smoked inconnu, medium coarse ground
3 oz smoked Northern whitefish, medium coarse ground
1 1/2 oz butter
3/4 oz mayonnaise

5 oz cooked eggwhite, chopped
1 oz butter
1 oz mayonnaise
1 tsp parsley, chopped
salt & pepper to taste

1 1/2 oz cooked egg yolk, chopped
1/4 oz butter
1/2 oz mayonnaise
salt & pepper to taste
1 tsp chopped parsley

4 oz smoked whitefish

Layout mould with smoked salmon. 2nd layer chopped egg white mixture. 3rd layer minced inconnu. Now layout mould again with sliced smoked arctic char, add whitefish mousse and use solid whitefish pieces as centre garnish. Fold over the arctic char, cover with egg yolk mixture and close off with thin sliced brown bread.

Chill overnight, unmould and cut with a hot knife into desired portions. Yield: 10 portions.

Cranberry Mousseline: mix 8 oz of 35% whipped cream with 2 1/2 oz of mayonnaise, 4 oz cooked chopped cranberries, salt, pepper and lemon juice. ☺

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Loss of Balance

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