

# HOT TOPICS

A Newsletter for the Foodservice Industry from Hatco Corporation. 100% Employee Owned — Spring 2019, No. 61



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## Welcome to Hot Topics!



### What did you EXPECT???

by Dave Rolston

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# WHAT DID YOU EXPECT???

by David Rolston  
*President and CEO*

**'M**any, if not most, of the actions that we take in life are governed by our expectations. Whether positive or negative, the equation "if this, then that" is the mechanism we use to make our decisions. Whether we succeed or not depends on the extent to which the results achieved meet our prior expectations.

Of course, expectations can be either realistic or unsound, and the way in which we go about forming them says a lot about our training, education, and experience.

Some years ago, in business, a popular method used to facilitate planning was the "Decision Tree." At the base of the tree was a single premise, such as "should we introduce new product X." From that, two branches emerged—one positive and one negative on which possible results would be listed. From each of these in turn, more positive and negative branches were extended and further multiplied in an effort to anticipate any and all possibilities resulting from the initial premise. While this was an interesting exercise, the expectations that it created were based on available information and multiple subjective factors, with the result that reliability was questionable at best. More often than not, the end result was motivated by the compiler's initial expectations.

In seeking to hire the right individuals who would like to make their careers with us, our HR people frequently encounter unrealistic expectations—especially candidates who might be seeking positions, responsibilities, and salary levels that cannot be justified by their skills and/or experience. I believe that well-intentioned encouragement on the part of parents, educators and, in some cases, media, are a factor. Graduation speeches at both high schools and colleges are often filled with assurances that, having completed their required courses, the graduates have only to present themselves and success will be theirs. Advertisements for many educational services offering "unlimited potential" are similarly based on expectations of high-paying jobs in cutting-edge fields.

Similarly, what might be called the self-help industry has grown and thrived by creating, or catering to, expectations that are frequently at best extravagant and at worst ridiculous. Guides to getting rich through investments or business success are eagerly sought by individuals who don't seem to realize that millions of others are, at the same time, digesting the same information. Nutritional supplements, dietary programs, and exercise equipment are presented in such a way as to convince the public that, with proper application, they can expect to look like the models who advertise them.

On a more constructive side, education, investment advice, and sensible diet and exercise can all produce positive results if the expectations are in line with what is reasonably achievable.



When it comes to relationships, both personal and professional, I've discovered that the most effective way of promoting reasonable expectations on both sides is communication. Devoting time to an open and honest conversation about the realities of what to expect and what will be expected can go far in helping both parties to realistically understand a better blueprint for future success. If circumstances change, it is critical to maintain the communication that will enable both parties to adjust their expectations to the new situation.

It has been said that "the secret of happiness is low expectations." I would say, rather, that success involves the highest expectations that can reasonably be achieved and communicated so that both parties know, as far as possible, what to expect.

David Rolston  
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# On the menu

**M**uch more than simply a “bill of fare,” the menu is a critical part of the dining experience for your customers. It is an invitation to dine, as well as a description of the dishes you offer. It informs and suggests and, in concert with your server, sets the tone for your establishment and amplifies the customer’s expectations. For this reason, diners will request or offer to purchase menus that record significant meals or events. Food and social historians rely on preserved menus that record the preferences and tastes of other times.

The development of the menu is seen by many, if not most, foodservice operators as being essential to the branding of their establishment.

Since 1930, foodservice operators seeking knowledgeable assistance in the development and creation of their menus have relied on Cleveland Menu Printing, Inc., of Cleveland, Ohio. Still within the same family, Cleveland Menu is noted for its ability to incorporate unusual materials in menus and menu covers.

According to Megan Duniec, CMP Marketing Director, “We pride ourselves on being able to provide a customized service that helps establish a brand image. In addition to traditional paper and laminated menus, we’ve used materials such as aluminum, copper, foil stamping, leather, plastic, and wood—among others. We work with our clients to ensure that the final design is both pleasing and functional.”

Catering to a large variety of foodservice operators, including hotels, restaurants, country clubs, and cruise ships, the staff at Cleveland Menu have designed and produced virtually all types of collateral materials. Megan comments, “Given our experience, we professionally steer the conversation resulting in the best possible solution. We talk extensively to clients, review their websites, and evaluate what has been previously done. We also provide some very basic advice. For example, don’t repeat the name of the dish in the description. The number of menus required is a factor of the seat count, and the size of the tables figures into the menu dimensions. While most operations prepare two menus per year—generally fall and summer—other menu related items such as table tents will change more frequently. Recently, as the popularity of local and craft beers has increased, we’ve seen many rapid changes in beer lists—which have to be delivered quickly.”



Gerry Ramella, Cleveland Menu President, maintains extensive client contact so as to keep aware of the pulse of the business and spot new trends. “In certain cases, such as pool menus, we’ve been able to make suggestions as to what to feature. As internet ordering and take-out has become more popular, we supply HTML versions of menus that can be adjusted online and are capable of changing choices and pricing. Occasionally, we’ve been called on to handle special requests. Resorts popular with specific ethnic groups might desire a bilingual menu. We’ve also been asked to do menus in braille.”

On average, menus will last two years. Price changes or the addition of new food creations can often be tastefully handled through the use of design-compatible announcements accompanying the standard pages.

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A key to the success of any menu is the format and design development. Greg Knowlton, Art Director at Cleveland Menu, explains the process: "We initially communicate in person or by phone to determine their specific needs. Frequently, it's helpful to show them samples of work that we have done for others as a means of confirming their direction and/or sparking new ideas. With regard to size and weight, we request input from the server staff. Along with menu content, this enables us to scale the correct size to provide workable and efficient menus. Take outdoor dining for instance. While outdoor menus frequently reflect the same offerings as served inside, they need to be of heavier weight and more water resistant."

Greg comments, "When it comes to photos, about 15 percent of our clients supply their own. We also help them access stock images or recommend experienced food photographers. More recently, we're seeing a tendency toward clean simple design and the incorporation of hand-drawn food items—a trend that has come full circle within the past 50 years."

Menus, like foodservice operations, are as varied in style and content as the places they represent. Ensuring that they serve a logical and friendly extension of the ambiance and correctly address the client base requires as much thought and effort as a master chef would incorporate in the creation of a signature offering. In the words of Gerry Ramella, "Our clients come to us for much more than printing.

We take pride in our market expertise, design quality and total service that makes our customers stand out and contributes to a positive dining experience for their patrons." ■



## Hatco manufacturing featured in national magazine

The April issue of *Manufacturing Engineering* magazine, the official journal of the Society of Manufacturing Engineers, will carry a special supplement on Advanced Laser Technology. A portion of the article on laser cutting will focus on Hatco's experience in developing the installation at Sturgeon Bay. Steve Christoferson and Dave Rolston both contributed to the story, which focuses on the importance of trained employees for the largely automated process.

According to *ME* editor Alan Rooks, "Many of our stories focus on leading edge manufacturers. Hatco's end-user viewpoint lends an extremely valuable dimension in explaining how people and machines complement each other in delivering optimum results."



# About “shooting” food



**A**lthough many fine dining operators prefer menus listing their offerings accompanied by a brief description in print, others throughout the industry believe that when it comes to stimulating appetites and increasing sales, “a picture is worth a thousand words.” Creating just the right image requires working with talented professionals skilled in both arranging appetizing depictions of food and drink and sensitive enough to maintain a “family look” over a given series of images. This is especially important in that the illustrations will frequently be used in many formats, including menus, collateral materials, table tents, websites, and others. In some family or QSR restaurants, they will be enlarged and backlit to serve as the main customer selection guide.

The intrinsic difficulties in photographing food items require skill, patience, and—very often—multiple examples of the same item due to the fact that hot lights can create an adverse effect and it often takes time to set up the shot. A noted New York photographer who serves both foodservice operators and suppliers describes the difficulty of photographing a mug of cold beer: “We had a freezer with 16 mugs that had been left overnight to achieve the right frosty appearance. The frost would last only a few seconds under the lights and, to get the right effect, the beer had to be lighted both front and back and from below. We would carefully pour it to get just the right ‘head’ and then use an eyedropper to create a line in the frost. The shoot took several hours, and we couldn’t touch a drop of the beer until it was over.”

If you are planning to incorporate photography in your menu and marketing efforts, here are a few suggestions:

- **Use a professional photographer.** Photography is not inexpensive, but the average menu lasts two years. The website and other promotional uses make it worthwhile to present your offerings in the best possible way. There are key effects that you just can’t get by doing it yourself with a phone.
- **Tell the truth.** Your customers are going to expect that the food they receive is exactly what’s depicted, or close to it. A legendary television commercial depicted a woman asking “Where’s the beef?” when the miniscule hamburger she received bore no resemblance to the large appetizing image on the poster. Make sure that “what they see is what they get.”
- **Don’t over position the “atmosphere” in the shot.** It should be in keeping with your establishment. If you choose to purchase stock photography, make sure the surroundings of the dish are similar to those in your venue. Don’t choose an image with fine china, silver, and candlesticks if you’re a family restaurant.
- **Choose popular favorites.** A photograph is a suggestion to the customer. Because you can’t crowd a menu with everything you serve, it’s best to depict those foods that are most popular among your customers or for which you have established a unique reputation.
- **“Suggest” accompaniments.** Although your photographs will focus on main items, it’s often possible to include accompanying drinks or desserts as background.

Widescreen TVs, smartphones, and computer monitors have made people much more visually sensitive. Using the right pictures in the right places only serves to enhance the image of your establishment and can positively impact your sales. Be sure that your photographs look almost “good enough to eat.” ■





Fine dining seasoned with **Irish** hospitality

**L**ocated in the most westerly town in all Europe – Dingle, County Kerry, Ireland – The Global Village Restaurant has established a worldwide reputation by combining locally sourced ingredients (many grown in the restaurant's own gardens) in unique and internationally influenced preparations. The elegantly crafted meals, served in a warm and personalized atmosphere, have garnered multiple awards including a Michelin recommendation. Established by Chef Martin Bealin and his wife Nuala Cassidy in 1997, the success of The Global Village is built on their belief that "the kitchen is the centre of creation, bringing together the classic and the modern to craft the tastes of today."

Superb cuisine, spectacular surroundings, with a warm and friendly "Irish" touch makes a visit to The Global Village an unforgettable dining experience.

For further information, phone 00 353 66 9152325 or visit [www.globalvillagedingle.com](http://www.globalvillagedingle.com). ■



## Crab and Whiskey Bisque

[Click here for recipe](#)



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# Raise the “curtain” on **customer convenience** and **more sales** with **Hatco's Flav-R-Savor®** **Heated Air Curtain Cabinets**

**H**atco's latest innovation in foodwarming and merchandising allows customers easy access to fresh hot products attractively displayed. Heated air at the front of the patented Flav-R-Savor® Heated Air Curtain Cabinet is forced downward then drawn toward the rear of the cabinet, warming each of three shelves gently and evenly. Thanks to the Air Curtain, customers can help themselves to wrapped or unwrapped food products warmed to just the right temperature.

## **Product features include:**

- Removable shelves that can be installed slanted or horizontal and removable sign holders on each
- Air temperature range of 70°F to 175°F (21°C to 79°C)
- *Designer* Powdercoat finish inside and outside creates an attractive and eye-catching display
- Easy maintenance thanks to removable glass sides and front crumb tray that lifts and pivots
- Easy-to-use digital controls
- Your choice of two models built to Hatco's “Best in Class” quality

**Optional:** Sign holders and locking plug

Contact your Hatco representative or visit our website at [www.hatcocorp.com](http://www.hatcocorp.com) and raise the curtain on higher profits. ■