



HOT TOPICS

A Newsletter for the Foodservice Industry from Hatco Corporation. 100% Employee Owned — Winter 2016, No. 53



FOOD FOR THOUGHT

by David Rolston
President and CEO



BREAKING NEW GROUND

As we look to the New Year, we realize the importance of good planning in our lives. This is very real to me this year as my wife, Kay, and I are about to build a new house for our family. No dirt has been moved and no walls have been erected because we are still in the early stages, but we've bought the building site and selected the architect.

More than the typical "downsizing" that frequently occurs when the children leave home, we are opting for not just a different locale but a new lifestyle. After years in the suburbs, we will be locating in a city neighborhood that is not only closer to the office but offers access to many of the urban attractions that are difficult to enjoy while raising a family. The process of building a house is not simply one of logistics. It involves balancing the ideal with the practical, as well as defining and arranging your priorities. It includes acknowledging the realities of the location and negotiating

Please see "food for thought" on page 5

COOKBOOKS

and other recipes for success

Recipes are much more than instructions for creating a particular dish. They can be a means of recreating a culinary masterpiece by a famous chef, the ability to recapture a favorite food preparation, and a ticket back to the smells and tastes of childhood. Collectively, they represent the literature of the foodservice industry and, like any written literature, they serve to record what is past and to point us toward what is to come.

Traditionally, the cookbook has been the most popular source of recipes. The earliest known cookbook in the Western world, *de re coquinaria* by Marcus Gavius Apicius, dates from the 4th or 5th century. Many of the recipes would be extremely difficult to recreate, as it is virtually impossible to identify a number of the ingredients due to changes in terminology. One of the most frequently mentioned spices, Lazar, is thought to refer to Asafoetida, a flavor-enhancing herb with a very strong aroma that is still used in certain Eastern dishes. Depending on the variety and quantity of the spice that is called for, it might be an indication that people in the ancient world enjoyed flavors markedly different from today's popular tastes.

Please see "Cookbooks" on page 4

SPOTLIGHT



ON THE MENU

food for thought.....	1, 5	trending now.....	2
spotlight.....	1, 4, 5	showtime	3
confessions of a cookbook collector.....	2	specialty of the house.....	3
		product profile	6

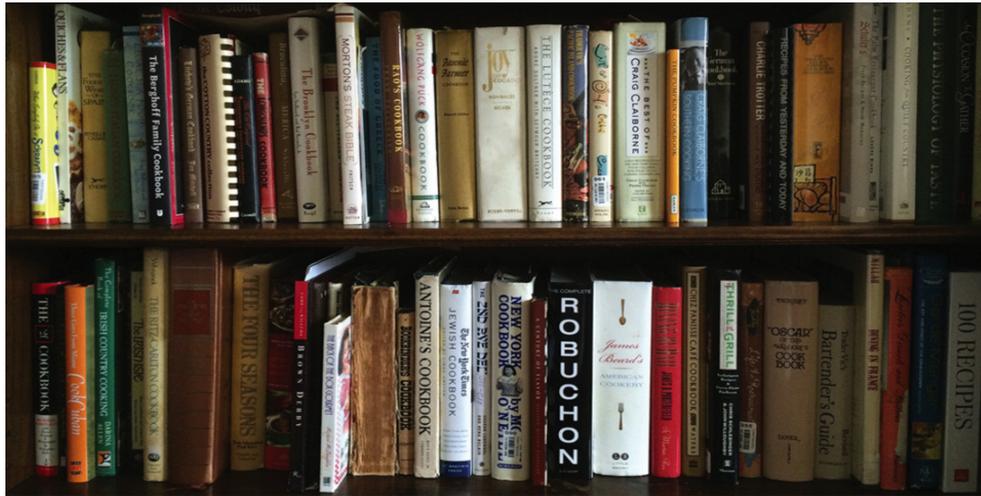
"Hot Topics" is produced by the HATCO CORPORATION.
Edited by Bette Leque.
To reach Bette or to be added to the mailing list, phone 414-615-2270 or email her at bleque@hatcocorp.com.

This issue of *Hot Topics* has been printed on recycled paper with non-petroleum inks.

CONFESSIONS of a cookbook collector



by Anonymous



I started cooking when I was in my mid-teens. My mother prepared plain foods well, and my father was a “meat and potatoes” man, so the cuisine was not adventurous. We also rarely ate out.

Growing up in New York City, I gradually became aware of the many great—and expensive—restaurants operating in the City in the 1950s and ‘60s. Some, like Luchow’s and Mama Leone’s, had been serving German and Italian food, respectively, for over half a century. Le Pavillon under master chef Henri Soule “defined French food in the United States from 1941 to 1966.” Even the popular chains—including Longchamps, Child’s and, of course, the Horn & Hardart Automats—held a charm of their own, and I looked forward to the day when I could experience these and so many others at first hand. Unfortunately, by the time I was on my own, many of them were gone.

Sometime later, it occurred to me that, though the restaurants are no longer there, many of the recipes continue to exist in the cookbooks that bear their names. Initially, I collected volumes relating to the restaurants and hotels with which I was familiar but eventually branched out to include dining establishments—both currently operating and out-of-business—in cities that I had visited or restaurants that I had heard of, both here and abroad.

The collection continues to grow and, with it, an expanded knowledge and enjoyment of what were both the finest and the most popular establishments of their time and the present.

My wife and I enjoy having friends over and informing them that the pot roast that they are about to eat replicates the version served at the Brown Derby restaurant in Hollywood that was the favorite dish of Clark Gable and Carole Lombard, or that Craig Claiborne, an esteemed food critic and writer, considered the Coulibiac of Salmon to be the “World’s Greatest Dish.” Period.

The macaroni and cheese that was prepared by Horn & Hardart is unique and delicious and, having tasted it, no sane person would have anything to do with something that came out of a box.

Be aware that many of these recipes derive from a different era. Some that were included in cookbooks published in the ‘50s and ‘60s date back to the turn of the century or before. They are NOT nouvelle cuisine and would doubtless be roundly condemned by modern dietitians, heart surgeons, and those who define the school lunch program.

They are, however, great fun to prepare and delicious. And isn’t that what food—and cookbook collecting—is all about? ■

TRENDING NOW . . .



Foodservice patrons skeptical about “fresh, locally-owned foods.”

Industry surveys have shown that higher prices and frequent abuse of the “fresh, locally-grown” description have caused customers to become resistant to the promise. This is not surprising given the fact that unseasonable weather precludes the availability of many fresh products in much of the country.



Schools find success with food trucks.

An article in the October 25, 2015, issue of *The Atlantic* titled “How Food Trucks are Making School Lunch Cool” details the success of school districts in Minneapolis, Minnesota, and Boulder Valley, Colorado, supplying students with nutritious foods using food trucks.



Meal-kit delivery subscriptions grow.

The increasing growth of Blue Apron, HelloFresh, and others who supply ingredients and instructions for home preparation could suggest a new avenue for local restaurants and/or other operators to leverage their brand in building a subscription base.



TRADE EXHIBITIONS

FEBRUARY 2016

- **Hoteres**
February 16 - 19
Tokyo Big Sight
Tokyo, Japan
- **Gulfood**
February 21 - 25
Dubai World Trade Centre
Dubai, United Arab Emirates
Booth #Z4-A60
- **Hotelympia**
February 29 - March 3
ExCeL London
London, England, UK
Stand #3330

MARCH 2016

- **FHT Bali**
March 3 - 5
Bali Nusa Dua Convention Centre
Bali, Indonesia
- **Pizza Expo**
March 8 - 10
Las Vegas Convention Center
Las Vegas, NV, USA
Booth #2913
- **Internorga**
March 11 - 16
Hamburg Messe -
Hamburg Messe and Congress Center
Hamburg, Germany
- **Sandwich & Snack Show**
March 14 - 15
Paris Expo Porte de Versailles
Paris, France
- **Aahar**
March 15 - 19
Pragati Maidan
New Delhi, India

At the AUTOMAT

From 1902 until 1991, individuals in Philadelphia, and later New York, could enjoy a truly unique dining experience—the Horn & Hardart Automat.

The brainchild of restaurateurs Joe Horn and Frank Hardart, the Automat was developed to more efficiently serve the heavy traffic occurring at mealtimes.

Walls of small metal cubicles with glass doors contained a wide assortment of dishes, ranging from appetizers to main courses to desserts that could be accessed by depositing the proper amount of nickels and rotating a knob. Coffee and beverages were dispensed by placing a cup beneath an ornate spout, depositing the money, and moving a lever. Because all foods had to be paid for with nickels, several change booths manned by so-called ‘nickel throwers’ quickly changed dollars for coins.

The novelty of the idea caught on, and Automats were opened in multiple urban locations. The quality of the food, the speed of service, and the reasonable prices appealed to a public short on time—and money—and the Automat attracted many colorful characters. One “starving” actor, later to become famous, recalled “mixing ketchup with hot water to create a poor man’s tomato soup.”

The uniqueness of the locale became a part of folklore in the form of comedians’ jokes and appearances in movies. The popularity of certain dishes resulted in the opening of retail shops offering heat-‘n’-serve foods with the company tagline, “Less work for mother.”

Increased prosperity and changes in public taste led to the eventual closure of the units—much to the dismay of many of their older and most loyal patrons.

The Automat is gone, but today you can experience what an actual unit looked like at the Smithsonian Institution in Washington, D.C., which houses a part of the original Philadelphia Automat. An excellent book, *The Automat* (Clarkson Potter/Publishers, 2002) by Lorraine B. Diehl and Marianne Hardart (a great-granddaughter of one of the founders), includes enough history, pictures, and recipes to allow readers to literally “taste” the Automat experience. ■



Photo courtesy of the New York Public Library

Baked Macaroni and Cheese

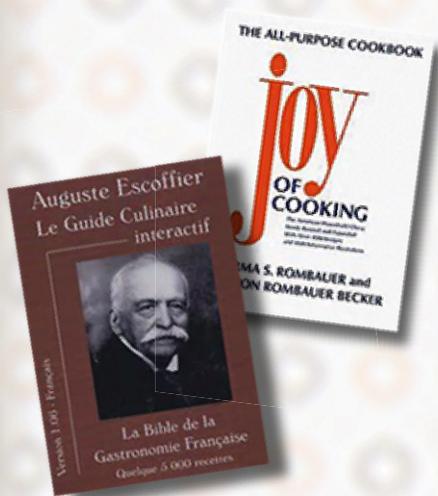
serves 4 to 6

Ingredients:

- ½ lb (227 g) rigatoni macaroni
- 2 Tbs (28 g) unsalted butter, plus more for greasing pan
- 1-1/2 Tbs (12 g) all-purpose flour
- ¼ tsp (1-1/2 g) salt
- ¼ tsp (1-1/2 g) freshly ground white pepper
- 1-1/2 c (355 ml) milk
- ½ lb (227 g) sharp Cheddar cheese, cut into ¼-inch cubes
- ½ tsp (3 ml) Worcestershire sauce

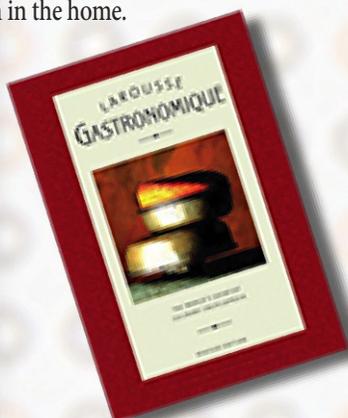
Instructions:

Cook the macaroni according to package directions and drain. Preheat oven to 375° F (191° C). In a 1-quart saucepan, melt the butter over low heat. With a wire whisk, mix in the flour, salt, and pepper. Cook 1 to 2 minutes, or until a smooth mixture forms. Continue to whisk and gradually add the milk; cook about 5 minutes, until the mixture is thick and smooth. Remove from heat. In a large mixing bowl, combine the cooked macaroni with the sauce, cheese, and Worcestershire sauce. Pour into a buttered 8" x 8" x 2" pan and bake for 25 minutes, or until the top browns.



Cookbooks can be divided into two types: general cookbooks, such as James Beard’s *American Cookery* and the *Joy of Cooking*, are an extensive compilation of recipes including popular dishes as well as common ethnic favorites, and specialty cookbooks, which are more particularized and include collections dedicated to specific cuisine, locales, restaurants, or chefs.

When it comes to fine cooking, the two basic texts are *Le Guide Culinaire* by the legendary chef Auguste Escoffier (1846-1935) and the *Larousse Gastronomique*, a virtual encyclopedia of recipes, ingredients, and other food-related knowledge. For chefs in training, books such as *The Professional Chef*, published by The Culinary Institute of America, are essential in that they cover instructions for preparing dishes in quantity. Very often, a master chef involved in compiling a cookbook of his recipes will prepare the same dish several times in order to ascertain the correct measurements and timing for preparing the dish in the home.



Cookbook collecting is a specialty in itself. Naturally, among the most avid collectors are chefs who look to find inspiration for new dishes in the work of their contemporaries and predecessors. Among the most valuable items are books that belonged to noted master chefs

and which contain their personal notations to the various recipes.



Brad Stoeckel
Hatco Dealer Sales Manager &
Corporate Chef

Brad Stoeckel, who trained in Culinary Arts at Johnson & Wales University and is currently Hatco Dealer Sales Manager & Corporate Chef, collects cookbooks both for personal and professional reasons: “I enjoy

looking through American cookbooks dating back to the 19th century. They provide a real window on personal tastes and dining habits in the years before we had such conveniences as refrigerators, electricity, and modern appliances. Also, people in those times did not have access to the wide variety of ingredients that we enjoy today. At the holidays, I like to adapt some of the older recipes for our family dinners. It’s a great way to connect with the past.”

Brad also finds modern cookbooks an excellent way to keep up with current trends. “In our business, we have to anticipate what customers are going to ask for. One of the best ways to do that is to know what kinds of foods they will be serving.”

Hatco National Sales Manager Mark Pumphet, a graduate of the New England Culinary Institute, is a strong believer in understanding the basics of food preparation before branching out into



Mark Pumphet
Hatco National Sales Manager

more adventurous tastes: “I think it’s essential for any foodservice professional involved with cooking to maintain a fairly extensive library for reference as well as for continuing education.” Asked about his favorite specialty cookbooks, he cites *Garde Manger: The Art and Craft of the Cold Kitchen*, and *The Thrill of the Grill*, “an excellent reference on grilling methods.”

Other printed media has long been a source of recipes and cooking directions, and many newspapers and general interest magazines

regularly carry food-related features, frequently sponsored by major food producers. There are also magazines specifically dedicated to food enthusiasts, or “foodies” as they are popularly known.

The food/lifestyle type of publication was initially established by *Gourmet* magazine, founded by Earle MacAusland in 1941 and published until 2009. More than just user-friendly recipes, *Gourmet* incorporated sumptuous photography to suggest presentation techniques. The original 2-volume *Gourmet Cookbook* and the *Gourmet* volumes on French, Italian, and Viennese cuisine are avidly sought after even today.

Currently, magazines such as *Cook’s Illustrated*, *bon appétit*, and *Cooking Light* address various segments of the home-chef market.



Modern technology has greatly influenced the ways in which people are exposed to or seek out recipes. From the earliest days of television, cooking shows have been extremely popular and, as in the case of Julia Child, have created numerous celebrity chefs. A number of morning shows feature a regular cooking segment with the recipe available on the show’s website.



Without doubt, the greatest impact on recipe accessibility has come through the Internet and social media. Along with services such as Yummly that deliver a variety of recipes on a daily basis,

it is possible to access individual websites featuring not only recipes but comments on them from other users regarding flavor, preparation, and variations.

Social media sites, such as Facebook and Pinterest, allow users to post their own recipes or link to them on other sites. The speed and convenience of accessing any number of versions of a particular recipe electronically has, for some, supplanted the idea of going through one or more cookbooks. The ready availability of so much information is not without its disadvantages, and cooks seeking instructions for a particular dish on the Internet would be well advised to print out the recipe. Should they wish to recreate it at a future time, it can be difficult, time consuming, and sometimes impossible to locate. (Of course, a collection

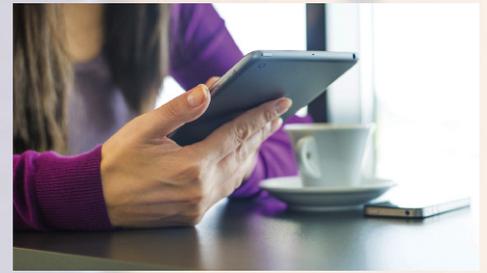
of printed-out recipes kept in a binder or folder could be described as an informal and highly personal cookbook.)



A further advantage of the digital age and the Internet is the ability to access exotic ingredients from all over the world. Now, individuals in isolated locales can prepare authentic European,

Asian, and African food using the correct spices.

With the advent of the iPhone, yet another wrinkle was added to the expanding world of recipe resources in the form of the “app.” Food-related



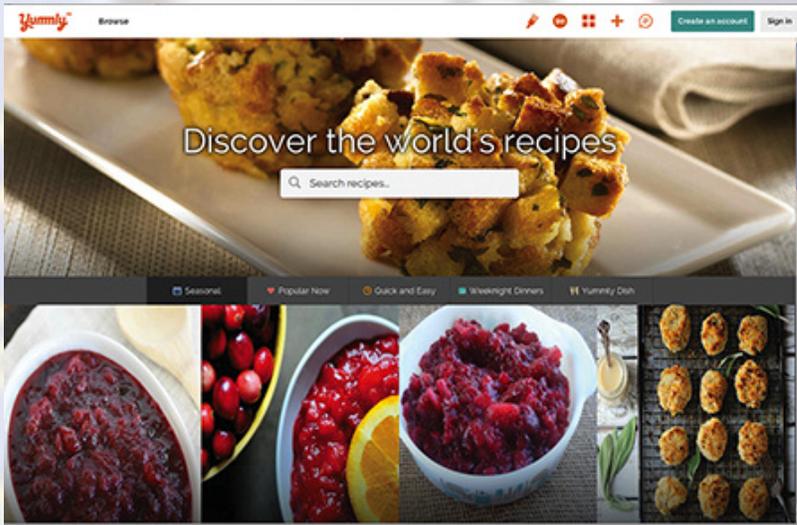
apps can now deliver recipes to mobile locales throughout the world. Mike Whiteley, VP of Hatco Sales &

Marketing and an accomplished cook, states, “I use several apps to help me cook. My favorite is the Food Network app. They have recipes for everything under the sun, often with photos and videos, to help you prepare the dish. I used it recently to make some margarita chicken—it turned out pretty good!”



Mike Whiteley
VP of Hatco Sales & Marketing

Just as technology has altered the way in which we store, cook, and hold food, it has also expanded the way in which we source recipes. Still, as tastes have changed and the foodservice industry with them, there remains a place for the time-honored recipes of long ago . . . and the cookbooks that hold them. ■



“food for thought” from page 1

the jungle of permits and regulations. In many ways, it leads to a greater understanding of who you are and what is really important to you.

We chose property in a neighborhood that is undergoing a resurgence, thanks to a highly diversified group of new and old residents. The property backs onto a river, and the house that is presently there will be torn down. Because of the premium on parking space, the first floor will contain a large garage, as well as a workshop, on the side facing the street. A comfortable sitting area and small cooking suite at the rear will face the river.

Since we value as much natural light as possible, the second floor will have an open floor plan and a large kitchen. The look—we hope—will involve traditional and contemporary

patterns in which our eclectic mix of antique and modern furniture will be at home. We hope to emphasize the view of the river as well as the city. If the house has a theme, or an objective, it will be to provide an oasis of tranquility in a busy setting.

We’ve talked with enough friends who have built houses to know that there will be hundreds of small details to attend to, choices to be made, and questions to be answered. Also, we know that the initial estimate will probably not be the final cost. In spite of this, there is an excitement to defining the place where we will live. Previously, all of our homes were created by builders or others whose tastes we had to accommodate. Knowing what we liked or didn’t like will hopefully enable us to define a space

that is uniquely ours. By building in this place, we are literally rewriting history and, in turn, becoming a part of the city’s story. To do this correctly requires a sensitivity to the local architecture and surroundings.

Building a house requires careful planning, hard work, and lots of attention to details. As you plan your new year, remember that your personal success will depend upon how much you plan, how hard you work at it, and how much attention you pay to all those details and unexpected challenges that pop up throughout the year.

David Rolston

David Rolston
drolston@hatcocorp.com

Watch sales

“stack up”
“stack up”
“stack up”
“stack up”
“stack up”

with



's new Mini

Vertical

Warmer



“stack up”
“stack up”
“stack up”
“stack up”

Cookies, brownies, and other pre-packaged snacks taste like they just came from the kitchen with the new self-dispensing Mini Vertical Warmer from Hatco. The compact design allows the Warmer to be set on counters or wall-mounted (up to eight units can be connected side-by-side using only one outlet connection), and the clear polycarbonate hinged cover lets you view the product levels at a glance. Optimal temperature is easily set, thanks to an adjustable thermostat on the back of each Warmer.

So, heat up your snacks—and your sales—
with the Hatco Mini Vertical Warmer and
add more ROI to your POS.

Contact your Hatco representative or visit
www.hatcocorp.com for more information. ■



PRODUCT PROFILE