



HOT TOPICS

A Newsletter for the Foodservice Industry from Hatco Corporation. 100% Employee Owned — Spring/Summer 2016, No. 54



FOOD FOR THOUGHT

by David Rolston
President and CEO



JUST IMAGINE . . .

It is the source of all ideas and the home of creativity. It can enrich us, delight us, empower us, and frighten us. It is critical to not only our progress but to our very existence, and we frequently take it for granted. It is our imagination.

As an engineer, I am especially aware of the tools and skills necessary to develop or improve a product or system. But, the really challenging part involves defining the end result in the first place.

In the late 18th century, James Watt envisioned an improved steam engine that could pump water from mines. Some years later, George Stephenson put a steam engine on a platform, connected it to wheels, and devised the railroad locomotive. Daimler & Benz first dreamed about a gasoline-powered vehicle that could transport individuals where there were roads and then built it. Henry Ford visualized mass production methods that could produce a low-priced automobile. And, the list goes on.

What's not commonly realized about imagination is the extent to which it must be cultivated if it is to produce valuable results. As my wife and I proceed with

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Something big is brewing

Thanks to craft breweries and artisan brewers, today's beers are not just the "same old suds."



The current renaissance in beer would come as no surprise to historians of the beverage. Archeologists at the University of Pennsylvania, analyzing residues found on ancient vats and vessels, have determined that people were fermenting beverages as long ago as 7000 B.C. More than just a refreshing drink, the fermented grain was also more nutritious than cereals processed by other means. In fact, it appears that grains selected for development by our distant ancestors were selected for their efficacy in producing beverages rather than breads as it has been previously supposed.

Beer in some form was produced and consumed in virtually all ancient civilizations. Because brewing was heavily localized, a number of regional ingredients were used in its production. In Scandinavian countries, mead, a honey-based brew, is commemorated in legends and stories. Other areas used grains, including corn and rice, and multiple flavoring agents.

The most significant event in the history of beer occurred in 1516 when the Duke of Bavaria published the "Reinheitsgebot," or purity law, which determined that the only allowable ingredients in beer are water, hops, and



SPOTLIGHT

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TRENDING NOW...



The demand for “transparency” continues

Foodservice patrons are increasingly demanding more information from operators about what goes into their offerings. For instance, new variations on Asian cuisine are prompting questions about exactly where in Asia the dishes originated, and with many more countries producing varieties of hot peppers, customers are questioning not only the specific name of the pepper but what country it came from. If the questions are not dealt with on the menu itself, servers should be prepared to give a ready answer.

- **Mayonnaise has become a hot item.**

Since the introduction of Hampton Creek’s “Just Mayo,” a vegan mayonnaise, consumer demand for similar products has been rising. Unilever’s Hellmann’s brand has just introduced an egg-less mayonnaise, and other manufacturers will probably follow suit.



- **Sweet news for sour flavors.**

An upswing in the number and availability of flavored vinegars and their use in many dishes have consumers coming back for more. Look for new variations in pickles, cabbage-based dishes, and dressings as demand grows.



- **News from the “fried food underground.”**

Amid the increasing popularity and coverage of lighter, healthier foods, those who secretly enjoy heavier fried foods can see a ray of hope—this time from Canada. Poutine, which originated in Quebec, consists of French fries and cheese curds topped with brown gravy and is becoming increasingly popular on this side of the border. Once a specialty of “greasy spoon” diners, it is now served in any number of mainstream fast-food restaurants throughout Canada. Though it might be considered a guilty pleasure, it is important to remember that potatoes are a vegetable, cheese curds provide protein, and gravy is, well, gravy. ■



BEYOND BEER



Hard cider is carving its own niche in the craft beverage market. The search for new tastes and less alcohol has created markets for wine coolers, hard lemonade, and, now, cider. In three years, Bold Rock Hard Cider has expanded from the original cidery in Nellysford, Virginia, to nine states, extending from Pennsylvania to South Carolina—and growing. A second cidery in Mills River, North Carolina, will serve further distribution throughout the southeast.



According to Nina Pinto, Bold Rock procurement manager, “We go from apple to finished product in two weeks and produce year-round. Our most popular brand is a crisp tasting cider made from a Granny Smith-style apple, although we also offer a smooth and mellow or amber apple cider with our other core brand, Virginia/Carolina Draft. The alcohol content is 4.7% and 6.9% in our premium brand. We have to stay below 7% because cider, in Virginia, is classified as a wine. In fact, we are the largest winery in Virginia and about the seventh largest cidery in the nation.”

Quality control is essential, and the rustic-looking building located in the picturesque Blue Ridge region of Virginia boasts an up-to-date lab for analysis and monitoring purposes.



Bold Rock uses a likewise scientific approach in analyzing sales and customer demographics and has found that cider is extremely popular in taverns and foodservice establishments.

One of the most interesting discoveries came about as a result of the cidery’s original location, which is approximately 25 minutes from the University of Virginia at Charlottesville. It became apparent that college women of drinking age appreciate cider as a lighter, ‘non-beer’ drink that provides an alternative to heavier, more potent beverages.

Cider drinkers are really loyal customers. The Bold Rock tasting room at the cidery is open from 11:00 a.m. to 6:00 p.m. Along with tourists and pass-through traffic, a large number of “regulars” enjoy stopping by for a taste of their favorite cider.

A favorite drink of our founding fathers (John Adams was reputed to have consumed two tankards of cider at the start of each day), cider seems poised to make a significant comeback in the American and international marketplace.

In a Biblical passage, King Solomon pleads, “Comfort me with apples.” An increasing number of devotees would agree that cider does just that. ■

SHOWTIME



MAY 2016

- National Restaurant Association (NRA) Show
May 21 - 24
McCormick Place Convention Center
Chicago, IL, USA
Booth #3420

JUNE 2016

- Foodservice at Retail Exchange (FARE) Conference
June 20 - 22
Gaylord Texan Convention Center
Grapevine, TX, USA
Booth #205

SEPTEMBER 2016

- Equipotel
September 19 - 22
São Paulo Exhibition Center
São Paulo, Brazil

OCTOBER 2016

- PIR Expo
October 17 - 20
Crocus Expo International Exhibition Center
Moscow, Russia
- NACS Show
October 19 - 21
Georgia World Congress Center
Atlanta, GA, USA
- Hostelco
October 23 - 26
Gran Via Exhibition Centre
Barcelona, Spain

SPECIALTY OF THE HOUSE



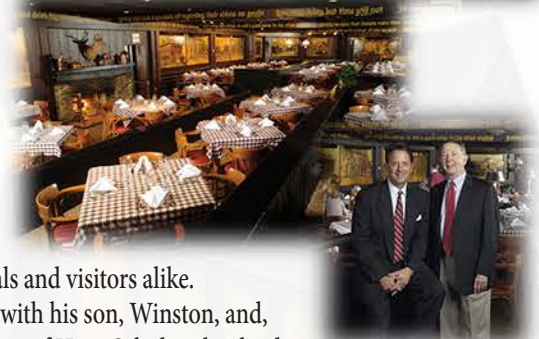
—A family tradition
for over a century

Midway between Chicago and Detroit is the picturesque community of Marshall, Michigan. Once suggested as the site for the state capitol, Marshall is known today for its small-town ambiance, historic architecture and, especially, as the home of Schuler's Restaurant & Pub.

In 1909, Albert Schuler Sr. opened a combination cigar store and restaurant. A dedicated cook and an excellent host, Albert was able to expand with the purchase of the Royal Hotel and Restaurant in 1924. Renamed Schuler's, it quickly became a local landmark and favorite eating place for locals and visitors alike.

Albert's love of cooking inspired his family—first with his son, Winston, and, today, as the restaurant operates under the direction of Hans Schuler, the third of five generations to call this town, and its beloved restaurant, home. Known for its traditional yet creative cuisine and homey atmosphere, Schuler's has received numerous industry awards, as well as landmark recognition. This dedication to great food and atmosphere continues to attract a devoted following.

To experience a Michigan tradition, Schuler's Restaurant is located at 115 S Eagle St., Marshall, Michigan, or call 269-781-0600 or visit www.schulersrestaurant.com for more information. ■



Schuler's Swiss Onion Soup

Dark beer lends a rich and hardy taste to this perennial favorite

(Serves 12)

Ingredients:

½ c (115 g) butter	¾ tsp (4 g) celery salt
2 lbs (907 g) onions, thinly sliced	8 oz (240 ml) dark beer
1-1/2 tsp (7 g) Hungarian paprika	12 slices French bread
6 c (1420 ml) beef stock or low-sodium canned beef broth	12 slices Gruyère cheese
½ c (118 ml) vegetable oil	Parmesan cheese, grated
½ c (63 g) flour	Salt and pepper to taste

Instructions:

Cook onions with the butter in a small stockpot over medium-high heat until onions are brown but not burned. This will take about 30 minutes. Stir regularly. Sprinkle in paprika, add beef stock, and bring to a boil.

Make a roux at the same time onions are browning by whisking the oil and flour together in a saucepan over medium heat. Watch carefully and stir consistently so as not to burn the roux. It will develop a popcorn smell first and then slowly turn brown. (You want a rich brown color for this recipe.) Stir the roux into the soup when done and add celery salt. Simmer for at least two hours.

Shortly before serving, sprinkle the Parmesan cheese on the slices of bread and toast them in the oven. Add the beer and allow the soup to return to serving temperature. Remove from heat.

Ladle soup into individual bowls or serving crocks, top with toasted bread, and place slice of Gruyère cheese over top of each bowl. Place under the broiler for a short time, watching carefully, until the cheese is melted, bubbly, and slightly brown. ■

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barley malt. The high quality and excellent flavor of Bavarian and other German beers promoted the informal adoption of the Reinheitsgebot among many brewers up to the present day.

Although beer has been brewed in North America since Colonial times, the influx of German immigrants in the mid-nineteenth century was a major factor in the establishment of multiple local breweries and the immigration of expert German brewmeisters. Cheaper than wine and whiskey and more refreshing, beer became known as the “working man’s champagne,” and the breweries were quick to establish corner taverns (frequently offering free or low-priced lunches) and Beer Gardens featuring ethnic foods in blue-collar neighborhoods throughout American cities.

As railway and transportation lines expanded and bottling techniques improved, a number of the localized breweries, especially those in Milwaukee and St. Louis, established national brands.

With the coming of Prohibition in 1920, beer production went underground and, in many cases, quality suffered. With the repeal of Prohibition in 1933, breweries enjoyed a resurgence, although sales were somewhat diminished by the Great Depression.

Beginning in the late 1950s, beer consumption was impacted by a variety of factors, including migration to the suburbs and away from traditional blue-collar areas, and the increasing popularity of wine, which was perceived as a more upscale drink. The local breweries lost customers, as Americans moved to other areas. Unfamiliar with the names of local beers, they were more likely to select a national brand. The result was a consolidation among the larger breweries and the closure of many smaller ones. Sales were further impacted as many upscale foodservice venues, taverns, and clubs began serving imported brands. Lowenbrau, Heineken, and Amstel all popularized their brands through extensive distribution and marketing.

Although a number of regional breweries, including Coors and Rolling Rock, had long developed a “cult” following, the craft beer concept initially became popular in the

mid-1980s with the introduction of Samuel Adams Boston Lager®. The unique flavor and regional identity set the brand apart, and in a short time, it had achieved national distribution. Its success also served as the inspiration for multiple other craft breweries, a number of which were affiliated with foodservice establishments.

Smaller craft breweries can more readily produce seasonal flavors and beers and ales with unusual bases. Dogfish Head Craft Brewed Ales, founded in 1995 and located in Milton, Delaware, positions itself as “Off-centered ales for off-centered people” and offers specialized and unique brews.

The popularity of craft and artisan beers has spurred an explosion in the number of American breweries—from 284 in 1990 to 4,144 as of December 1, 2015 (per the Brewers Association BNA). The fast-paced growth has not been without problems for foodservice operators, many of whom are attempting to keep up with the “flow.” The problem is

especially difficult when it comes to maintaining popular local brands on draft. Some operators have taken to refilling barrels with competitive product as soon as they are empty.

The proliferation of craft beer brands corresponded with the increasing popularity of sports bars, which provide a natural outlet for them, with many bars boasting of the number of different brands and flavors that they carry.

Although initially the craft beer and ale phenomena found its greatest popularity among aficionados and younger consumers, it is increasingly acquiring representation in fine dining

establishments. According to Sasa Jaramaz, Food & Beverage Manager at the St. Louis Ritz-Carlton Hotel, “Seven to eight years ago, it was all about wine. As the microbrews came on, we began to develop specific dishes for beer and include them in our menus.



“In 2012 when I came to St. Louis, we began using local microbrews in our cooking. As the dishes, and the beverages, became more popular, we adjusted our menus, shortened our wine list, and added more beers and ales.” Chef Sasa observes that, at present, the products are popular among both sexes and all age ranges, although women frequently prefer ciders and lighter brews (see sidebar).

In an effort to keep up with the trend, the major national brewers, including Anheuser-Busch InBev and MillerCoors, have been purchasing select craft breweries. The larger breweries originally attempted to compete by developing their own brands and marketing them as craft beers—a strategy that resulted in varying degrees of success.

Although purchase by a larger brewer gives a craft manufacturer access to multiple advantages, including capital, distribution,



and vendors, it remains to be seen whether the relationship will be destructive to its original brand and local identity. With so many players in the market, it is clear that further consolidation is in order.

As with other trends in the foodservice industry toward local sourcing of ingredients and artisan dishes, it is as yet unknown whether the so-called millennials, who are driving many of the current trends, will develop the brand loyalty critical to enduring success or whether the preference for variety—in both food and drink—will

remain a continuing characteristic that will change or diminish the value of branding.

According to Chef Sasa, “From our observations, the customer loyalty is not so much to an individual brand, although local breweries are preferred, as it is to a style or type of brew. Visitors coming here from other areas frequently ask, ‘what are the local beers or ales?’ Local is big.”

The super-heated growth of breweries and the costs involved in constantly bringing new varieties to market means that there will eventually be a “shake-out” in the industry. However, if the archeologists at the University of Pennsylvania who, with the aid of a local craft brewer, recreated the funerary feast of the legendary King Midas, there will always be beer—and ale too. ■

“food for thought” from page 1

the building of our new home, we take great pains to imagine what each room will look like and how they will fit together. In order to do this though, it’s necessary to gather the details regarding room dimensions, window and door placement, where the furniture might go, how many electrical outlets will be needed, and other factors that will enable us to come closer to a correct realization of the finished space.

Likewise, when we at Hatco are involved in the development of a new product, there are hundreds of details that must be addressed, even though we’ve already determined what the end function will be.

Although all of us possess some degree of creativity, imaginative capacity is not evenly distributed. Like mathematical ability, physical beauty, or a good singing voice, some individuals possess it to a greater extent than others. While most of us on a regular basis tend to view things as they are, the creative person possesses the gift of seeing objects, situations, and people from a different perspective. While this is to some degree an innate attribute, it can also be developed.

I’ve often thought that one of the key elements in the development of imagination and creativity occurs in childhood, before we’ve learned too much about limitations and

when our thoughts roam free. Before the electronic age, many children’s toys—either intentionally or unintentionally—encouraged imaginative thinking. Both toy soldiers and dolls necessitated the development of story lines in which locales, situations, and relationships had to be defined by the child. Electric trains did not just move around a track but carried children on imaginary journeys to far places. In playing “dress up,” girls had to imagine where they were going and what was appropriate to wear. Many of the toys could also be shared with friends, resulting in creative “brainstorming.”

Although video games can be valuable in teaching any number of skills, I sometimes fear that despite their often-fanciful characters, plots, and locales, they do not require as much imagination as the toys of previous generations. The story lines are already in place, the locales are described in vivid and detailed graphics, and winning is achieved by determining the “path” created by the designer. Also, most games are played by individuals and are not social experiences. A recent article in *Popular Mechanics* magazine (November 19, 2015) on how teenagers deal with technology quoted one young man describing his interactions with Internet chat rooms. He noted that, although you could converse on virtually any subject, the

discussion never went beyond that one topic. When we consider the many times our conversations have branched out into other areas and resulted in both learning and emotional experiences, the isolation that the teenager described is at best sad and possibly frightening.

The immediate challenges that we all face, both at work and at home, often preclude the quiet but stimulating moments in which our imaginations are free to wander. Making room for the “flights of fancy” isn’t always easy but can be extremely rewarding and can reenergize the mechanism with which we discover opportunities, solve problems, and, in many ways, are most in touch with ourselves.

No less a figure than Mohammed Ali, in his “poetic” period, once said, “If my mind can conceive it and my heart can believe it—then I can achieve it.” That’s true for all of us.

Just imagine.

David Rolston
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The **COLD** facts on a **HOT** new product

Introducing Hatco's Hot/Cold Built-In Shelves



PRODUCT PROFILE

Flexibility is the word when it comes to Hatco's new Hot/Cold Built-In Shelves. Available in three simulated stone colors or in Hatco's signature Hardcoat, these shelves are offered in a wide range of sizes, can go from hot to cold in as little as 30 minutes, and easily match up with Hatco's Heated Built-In Shelves for an integrated look.

Features include:

- A patent-pending thermal break that reduces condensation and temperature transfer
- A long flexible copper refrigerant line and easy-to-service condensing unit
- Electronic temperature control and condensing unit
- Cold-only built-in shelves are also available

For further information, contact your Hatco representative or visit our website at www.hatcocorp.com. You'll discover how Hatco can bring "top shelf" flexibility to your operation. ■

