

HOT TOPICS

A Newsletter for the Foodservice Industry from Hatco Corporation. 100% Employee Owned — Fall 2019, No. 63



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Welcome to Hot Topics!



The balancing act

by Dave Rolston

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THE BALANCING ACT

by David Rolston
President and CEO

In business, as in life, it is easy to find advice on the paths that we should take and the things that we should do. Teachers, associates, consultants, coworkers and friends—with differing degrees of qualification—are free to dispense advice on the course to take that leads to success. What I have found equally, if not more important, is the knowledge of “what not to do.” Unless we are willing to regularly examine our situation and even to be skeptical of goals and decisions that appear obvious, we can find ourselves missing the “big picture”—often with serious results.

An excellent example of this was cited by Dr. Theodore Levitt of the Harvard Business School in his outstanding essay, “Marketing Myopia.” Dr. Levitt’s thesis is built around the fact that many businesses fail even when the needs that called them into existence in the first place are still present. One example he uses concerns the decline of America’s railroads. He states that the reason the railroads got into difficulties stemmed from the fact that management thought that they were in the RAILROAD business, when in reality, they were in the TRANSPORTATION business. Obviously, when they were first built and for many years thereafter, the railroads were the primary source of transportation for both freight and passengers, as roads were bad and travel by horse and carriage or wagon was extremely difficult. Over time, however, roads got better, and automobiles and trucks appeared and took away more and more of the business. By the time railroads incorporated such innovations as “piggy back” services that transported semi-trailers on flat cars, the damage had been done and they were relegated to a smaller share of the overall transportation market.

On the other hand, it is not infrequent to see business managers make the mistake of diversifying into products or services that are incompatible with their business market that can lead to disaster. In the 1960s, the “merger mania” swept through the business community largely based on the erroneous philosophy that all businesses were basically the same, and the successful executive could move with ease from one arena to an entirely different one. Ultimately, the bubble burst, and most of the acquisitions had to be spun off with significant losses.

We define our industry under the banner of “foodservice” and are aware of the many vastly different operations ranging from food trucks and sports stadium hot dog stands to the finest destination restaurants. What might be easy to miss is the extent to which so many aspects of our industry are now being impacted not only by new food groups, preparations, and flavors, but by macro influences ranging from the environmental sustainability movement to the robotics and automation derived from manufacturing.

So, how do you maintain the base of knowledge essential to developing and preserving the proper perspective? The answer can be found in being extremely selective about your sources for information and advice. Thanks to electronic communication of all types, we are continually bombarded with news, information, opinions, and speculation—much of it either irrelevant or downright wrong. The key to maintaining real objective data pertaining to your individual situation is selective networking that results in long-term relationships by targeting, cultivating, and protecting the people and information channels capable of guiding you to the correct perspective. In sharing experiences, information, and observations, you will not only be adding to both your personal and professional life but, in the synthesis of thoughts and ideas, you will have a better chance of choosing the right course and avoiding the wrong one.



David Rolston
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SNACKS:

the next frontier

As lifestyles have changed and eating habits have followed suit, definitions of meals, dishes, foods, and other foodservice industry terms have become much more flexible. While breakfast/lunch/dinner menus remain generally accepted descriptors, mobility, technology, and personal and cultural preferences have diversified their meanings. “Breakfast” can range from the traditional leisurely multi-course experience to a toaster heated “pop tart,” a convenience store breakfast burrito, a QSR packaged takeout, or a “smoothie” on the run. The interchangeability of foods and the creative marketing of adaptations are driving the rapid and widespread evolution of what have been traditionally called “snack foods.”

Technically, a snack is defined as “a small amount of food eaten between meals.” In the public mind, snacks typically consist of any number of prepackaged, small-portioned foods or ready-to-eat items purchased from vending machines, convenience stores, stands, or other sources.



In an extensive report titled “Snack Food Market—Growth, Trends and Forecasts (2019-2024),” research firm Mordor Intelligence segments the global snack food market by type, including Salted Snacks, Bakery Snacks, Confectionary, and Specialty & Frozen Snacks. According to Mordor, the bakery segment possesses the “highest market coverage,” while the salted snacks are expected to have the highest market growth during the forecast period. Global market growth for all segments is expected to achieve a CAGR of 5.34 percent during the forecast period.*

As with mealtime dishes, consumers are increasingly seeking variety in the snack foods they purchase, as well as other considerations that reflect their lifestyle. While some snack foods might fall under the banner of “recreational” or “junk foods,” there is currently a movement toward healthier and more nutritious fare. A recent article in *Reader's Digest*® (September 2019) cites healthy snacking as a means to weight loss, overall health, mood and mental health, and other positive effects.

As Americans in every age group become more mobile and more occupied with activities ranging from school to work to recreation, regular meals, especially breakfast and lunch, can become more abbreviated, resulting in the increased consumption of snacks. Further, the individual portions provide a wider field of choice in terms of flavors and types of food.

Not surprisingly, the demand for between-meal foods has heightened the need for more variety and greater creativity on the part of suppliers. In response, Hatco Corporation has



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*The comprehensive report “Snack Food Market—Growth, Trends and Forecasts (2019-2024)” is available from Mordor Intelligence, 5th Floor, Brigade Towers, Financial District, Gachibowli, Hyderabad – 500 032, telephone +1 617 7652493 or at <https://mordorintelligence.com/industry-reports/snack-food-market>

continued from "Snacks:"

joined with two international brands to bring world-class snack solutions to North America. First, Hatco has partnered with French manufacturer Krampouz to market a wide range of high quality crepe makers, including Brussels (formerly called Belgian) and Leige style waffle makers. Additionally, Hatco has also partnered with Japanese manufacturer Suntec to market the Hatco/Suntec Round Waffle Maker line, as well as the extremely innovative and versatile Hatco/Suntec Snack System with interchangeable plates.

Traditionally, one of the most popular breakfasts, waffles have long enjoyed great popularity as snack foods. The ability to alter the composition of the batter, as well as the variety of additional ingredients or toppings, can make them exceptionally versatile—and delicious.

Hatco/Suntec
Snack System



For many Americans—and visitors—the first experience with waffles in a non-breakfast context occurred at the 1964-65 New York World's Fair in the International Zone where the Belgian Waffle was available. Consisting of a waffle topped with strawberries, whipped cream, and powdered sugar, its popularity was such that, in a short time, Belgian Waffle stands were located throughout the Fair.

As district manager for Eurest, a part of the Compass Group USA, Brian Kawa possesses extensive experience in a wide variety of foodservice operations. He started his career

partnering in a Bar & Grill restaurant, became area manager for a steakhouse chain, worked with Aramark, and then Levy Restaurants of Compass Group USA as director of operations. More recently, he and a partner have been exercising their entrepreneurial skills in a venture called Bubble Waffle Shops. Brian comments, "My experience with Levy Restaurants involved developing food stands and outlets in new stadiums. That experience has been exceptionally valuable in our waffle business. We are concessionaires at special events in stadiums and other temporary venues. We use a pop-up stand that is exceptionally portable and, so, I was immediately attracted to the Hatco/Suntec Snack System. The interchangeable plates allow us to do waffles but also to easily switch out the waffle plates for another 'snack item' such as a baked donut, a coffee bean shaped pastry or a 'chelky,' which is a Japanese pastry that is shaped similar to a churro but uses croissant dough. It is not only light in weight but extremely easy to use—and to clean."

Bubble Waffle Shops' specialty is a Hong Kong Egg Waffle Cone, which Brian describes as a "really BIG waffle cone filled with ice cream and lots of extras."

Bubble Waffle Shops are also experimenting with other waffle varieties, including Belgian waffles and Leige waffles, a dough-based waffle made with a yeast-based batter in which pearl sugar is blended.

The new Hatco/Suntec Snack System is designed for portability, as well as commercial kitchen and buffet use. The changeable plates enable users to maximize their creativity, and adjustable time and temperature can accommodate different batters.

As the demand for more interesting, unique and exotic snack foods grow, both chefs and foodservice operators will look to technology as a means of creating and delivering different and exciting between-meal choices. What was once considered an "afterthought" is on its way to encompassing everything from a simple grab-and-go treat to a sophisticated gourmet delight. As Brian Kawa states, "Imagination can take this system anywhere. I'm sold on it." ■



Bubble waffles - photo courtesy of Brian Kawa



Superb seafood dining ~ in America's heartland

The Real Seafood Co., in Bay City, Michigan, offers bi-coastal seafood choices in a friendly, relaxed atmosphere

Located in Bay City's new Uptown Center on the scenic Saginaw River, the Real Seafood Co. offers sophisticated preparations of the freshest fish and seafood from the Atlantic, the Pacific, the Great Lakes, and the Gulf of Mexico, sourced from Foley's of Boston, the nation's leading purveyor of fresh fish.

An extensive wine list and expertly prepared cocktails served in an atmosphere that is both elegant and comfortable create an ideal venue for intimate dining or friendly get-togethers.

Though specializing in seafood, a varied menu offers steaks, chicken, pasta, and other options. Reasonable prices, professional service, and dedication to customer satisfaction all contribute to fulfilling the restaurant's mission of "Quite Simply, Seafood As It Should Be."

Located at 199 Uptown Drive, Bay City, Michigan 48708, reservations are available at 888-456-3463. Visit our website at www.realseafoodcobaycity.com. ■



New England Clam Chowder

[Click here for recipe](#)

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lets you create delicious,
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Now you can easily add a wide selection of popular snack items to your product offerings. The Hatco/Suntec Snack System lets you quickly and easily prepare traditional snack foods or exercise your creativity using specialty batters or toppings.

Advantages include:

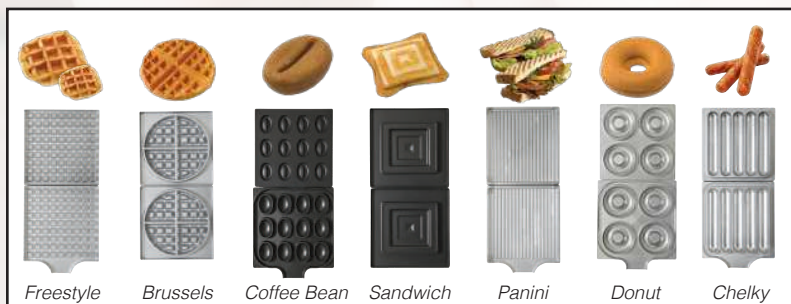
- Adjustable time/temperature controls for continuous, consistent quality and multiple menu options.
- Exceptional heat distribution for even cooking
- Four programmable preset buttons for each cooking cycle
- One-touch release for easy plate replacement
- Adjustable temperature for multiple menu options
- Models shipped with cleaning brush, standard Round Belgian Waffle Plates, and an additional set of plates of your choosing.

Take advantage of the growing snack market with traditional or international favorites. Treat yourself to the Hatco/Suntec Snack System.

Contact your Hatco representative or visit our website at www.hatcocorp.com for more details. ■



SNACK-1 with Chelky plate



Freestyle Brussels Coffee Bean Sandwich Panini Donut Chelky