



HOT TOPICS

A Newsletter for the Foodservice Industry from Hatco Corporation. 100% Employee Owned — Spring 2015, No. 51



FOOD FOR THOUGHT

by David Rolston
President and CEO



THE "GUIDE" TO YOUR CAREER

One of David Hatch's "Rules for Team Building" involves "sharing the vision" and, here at Hatco, we regularly conduct employee meetings to update our people on our activities and goals. This is especially important since we adopted an ESOP (Employee Stock Ownership Plan), and our people became not just employees but owners.

I also feel that it's equally important to assist others in realizing their full potential, both professionally and personally. With this in mind, I recently prepared and delivered a presentation at an ESOP conference with some of the skills required for surviving, and excelling, in a corporate environment. As I listed a number of relevant areas and illustrated them with quotes, one that struck me as particularly important was the necessity of choosing the right mentor or mentors.

A mentor is more than a teacher. Many individuals coming out of school or training programs understand principles and methods and can be extremely competent in what they were trained to do, but they soon discover that it's still possible to get lost in the business environment by failing to grasp the social

Please see "food for thought" on page 5

The Score on SPORTS BARS

SPOTLIGHT

Sports has always been a major topic of discussion in taverns. In the days before the Internet, many, if not most, bartenders habitually armed themselves with a copy of The World Almanac or a similar reference. Usually kept next to the cash register, it was used to settle arguments or resolve questions about which team or athlete did what and when. In the early days of television, when sets sold for upwards of \$1,000 (a huge sum in 1948-50), the corner tavern was among the first places to have one. Major sports events such as title fights or the World Series would attract a standing-room-only crowd.

With the coming of large-screen projection TVs and later flat-screened high definition sets, a new phenomenon emerged—the sports bar.

Typically featuring multiple screens and offering a menu with dishes ranging from light appetizers to full-course meals, the sports bar offers total immersion in sports and the atmosphere of a 24/7/365 game-day party.

Please see "The Score on Sports Bars" on page 2



ON THE MENU

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

SHOWTIME



TRADE EXHIBITIONS

MAY 2015

- National Restaurant Association (NRA) Show
May 16 - 19
McCormick Place Convention Center
Chicago, IL, USA
Booth #2412
- Thaifex
May 20 - 24
IMPACT Exhibition and Convention Center
Bangkok, Thailand

JUNE 2015

- Foodservice at Retail Exchange (FARE) Conference
June 22 - 24
Gaylord Opryland
Nashville, TN, USA

JULY 2015

- NACUFS National Conference
July 22 - 25
Indiana Convention Center
Indianapolis, IN, USA

SEPTEMBER 2015

- Food & Hotel Malaysia
September 29 - October 2
Kuala Lumpur Convention Centre
Kuala Lumpur, Malaysia

OCTOBER 2015

- PIR Expo
October 5 - 8
Crocus Expo
Moscow, Russia
- Anuga
October 10 - 14
Cologne Exhibition Centre
Cologne, Germany
- NACS Show
October 11 - 14
Las Vegas Convention Center
Las Vegas, NV, USA

SPECIALTY OF THE HOUSE

Karl Ratzsch's

Old World elegance and superb cuisine in the heart of Milwaukee

Diners entering Karl Ratzsch's experience another world. The antique paneled walls, fine paintings, art objects, and curiosities combine to create a relaxed, elegant Old World atmosphere in sharp contrast to the busy downtown outside. But that is only the beginning. Executive Chef John Poulos and managers Tom Andera and Judy Hazard have joined their talents to create a menu that features traditional German specialties, continental cuisine, and fish, seafood and steak. A popular before- and after-theater destination, Karl Ratzsch's also offers lighter fare and scrumptious desserts.

A Milwaukee landmark since 1904, Karl Ratzsch's is a "must" experience for Milwaukee residents and visitors alike.

Visit the website at www.karlratzsch.com or, better yet, stop by at 320 E. Mason Street, Milwaukee, telephone 414-276-2720. ■



Hot Bacon Dressing from Ratzsch's Restaurant *Yield: about 5 cups*
In the mid-1930s, my folks, along with Aunt and Uncle Falbe, rented a cottage on Lower Nemahbin Lake, near Delafield, Wisconsin. Aunt Ann was a good gardener, so we had plenty of fresh veggies in summer. We very often had a wilted lettuce salad, the leaf lettuce fresh from the garden. The technique was to cook this dressing in a large pot, then to toss the lettuce in the pot over heat until the lettuce started to wilt. Didn't look very good, but it was tasty. Today, most often, baby spinach leaves are the greens of choice in making a wilted hot bacon salad.

Ingredients:

3 c (720 ml) water
1-1/2 c (300 g) sugar
3/4 c (180 ml) white vinegar
3/4 tsp (3.75 g) salt
1/2 tsp (2.5 g) white pepper

3 Tbs (23 g) cornstarch
1/4 lb (113 g) bacon, thick sliced, minced
1 c (150 g) onion, chopped
3/4 c (110 g) chopped parsley

Instructions:

Mix the cornstarch into the cold water. Bring first 6 ingredients to a boil, stirring until clear. Render bacon until crisp, add onions and sauté until limp and translucent, but not brown. Stir bacon mix into dressing, bring to boil again and stir in parsley.

NOTE: Also use in making German Potato Salad

A smarter approach to **SMART** equipment

Foodservice equipment is getting smarter all the time. Thanks to advances in technology, modern equipment is offering operators—from fast foods and convenience stores to fine dining establishments—the opportunity to increase efficiency, enhance quality, and save energy.

To get the most out of smart equipment though, you might have to change the way you think about your operation and envision it less as a traditional kitchen and more as a production facility. Here are a few suggestions to keep in mind as you move into the next generation of foodservice:

- **Examine your layout.** Just as industrial engineers continually review the factory floor to ensure a better and more convenient operation, you should periodically reexamine your preparation area to ensure that the ingredients and supplies can reach the equipment in as few steps as possible. Newer units that offer greater flexibility might be more effective if moved from their traditional location to a more convenient area for employee access.
- **Match the ingredients to the equipment, and vice versa.** Many units can be programmed to accept uniform portions or sizes. While this has long been the case in the fast-food and quick-service area, it might well require some adjustment in traditional and fine dining establishments.
- **Training is essential.** Although equipment manufacturers, including Hatco, try to make things as easy as possible when it comes to programming equipment, employee training is necessary in order to achieve the best results and to get the most out of the technology.
- **Keep it clean.** The first generation of electronic equipment relied heavily on timing, but today's approach uses a combination of timing and sensor technologies. Sensors that are contaminated can result in erroneous readings, so it is essential that the equipment be kept clean at all times.
- **Know your service people.** Sophisticated electronic equipment requires a different service approach. Make sure that your provider not only understands the equipment that you have but carries an inventory of the next-generation parts required to keep it up and running.



Very often, devices that we are told will “make life easier” result in creating further confusion. By taking a more disciplined and holistic approach to your operation and selecting the equipment that can enhance it, you can not only improve your operating efficiency but experience a very real contribution to your profitability. ■



In Memoriam — Chef Homaro Cantu

The Hatco family notes with sadness the passing of Chef Homaro Cantu. An innovator in food preparation techniques and a humanitarian who sought new ways of alleviating hunger, Cantu generously contributed an interview and recipe to the *Hot Topics* Spring 2007 issue on molecular gastronomy. We offer our condolences to his family, associates, and many friends.

“The Score on Sports Bars” from page 1

As the concept has matured, both the thematic approach and the business model have evolved. In addition to individual neighborhood bars, nationwide chains and franchise organizations continue to expand. Realizing that every day is not “game day,” an increased emphasis on the quality of the dining—and drinking—experience and the addition of other attractions has made the restaurants attractive to fans and non-fans in any season.

BUFFALO WILD WINGS—FLYING HIGH

Minneapolis-based Buffalo Wild Wings defined the traditional sports bar concept and continues to move it forward. In 1982, two young entrepreneurs with a taste for Buffalo (NY) style chicken wings opened the first Buffalo Wild Wings near the campus of Ohio State University in Kent, Ohio. Their idea was based on serving an affordable menu complemented by a wide selection of beers. When customers insisted on the installation of TVs to watch Ohio State games, the sports bar identity took over. Today, BWW operates over 1,000 company-owned and franchised units in 41 states and, supplementing the wall-to-wall HDTVs, offers Golden Tee, Buzztime® Trivia, and a more expanded menu.



**BUFFALO
WILD
WINGS**
WINGS. BEER. SPORTS.™

In an effort to emphasize the restaurant identity and become more family friendly, the chain recently introduced the new “stadia” concept, which will be implemented in all new facilities and retrofitted in existing locations.

Stadia design creates a brighter look through the use of lighter colors in furnishing and décor, the incorporation of skylights and additional natural light sources, and the elimination of





older projection TVs in favor of HD flat-screen models that are less sensitive to light levels. The bar will now be separated from the restaurant area so as to create a more distinct personality for each. A major improvement involves advanced acoustical design. Patrons will now be able to converse in normal tones even as games are being broadcast on TV.

According to Buffalo Wild Wings management, “A large part of the success of Buffalo Wild Wings has everything to do with the fact that we listen to our customers. Just as they inspired us to install our first TVs, the new stadia design reflects features that they want as we move into the future.”

PINSTRIPES— A UNIQUE CONCEPT FOR FAMILY DINING AND RECREATION

While most sports fans would associate the word “pinstripes” with the traditional uniform of the New York Yankees, the growing Chicago-area concept references a different type of “pin.” Founder Dale Schwartz, an avid bowler since childhood, envisioned an establishment where couples and families could enjoy what he calls the “three B’s”: bistro, bowling, and bocce.



The bistro part involves a high-quality Italian menu defined by world-class chefs. Still passionate about bowling, Dale is on a mission to introduce the sport to a new generation and revive interest among older participants. Bocce, a pin game native to Italy, is acquiring a whole new public thanks to Pinstripes. According to Marketing Director Tonia Rudny, “At Pinstripes, you can take part in the action and afterward enjoy a high-quality meal in a country club setting.

“One of the things that sets us apart is the amount of space that we require. Our latest facility in

Chicago’s historic former River East Art Center encompasses 30,000 square feet.”

Pinstripes attracts a wide range of customers in virtually every age group. Tonia comments, “Even if you’ve never bowled or played bocce before, our employees are all skilled at the games and can provide instruction on the spot. Because we aim for a large repeat clientele, we’ve introduced special features to appeal to different groups. For instance, we have an AM Tots program for families, we offer a late-afternoon happy hour that is attractive to couples, and we change our menu twice a year to offer new dining experiences.”



The Pinstripes concept has been an unqualified success in markets ranging from Illinois to Minnesota to Washington, D.C., and even Kansas City, and is looking to expand further in the future.

KILTS, COLLEENS, AND SPORTS

A distinctive approach to the sports bar began in Las Vegas with the opening of the original Tilted Kilt Pub & Eatery.



With an interior décor replicating the charm and warmth of a traditional Irish pub and attractive servers clad in “mini-kilts” and plaid halter tops, the Tilted Kilt has grown rapidly to 100 outlets in 30 states. Much of the brand’s success has to do with its customer-centric emphasis. According to Eddie Goitia, CFO, “First and foremost, we are a ‘people company.’ We create a friendly



atmosphere in which people not only watch sports but talk to each other and to our employees. Our Kilt Girls are carefully chosen not just for looks but for a sincere and outgoing personality. We’ve created a special training program to promote interaction with our customers, and our bar areas feature a long ‘captain’s table’ at which patrons gather to socialize and meet new friends.”

Although the customer base consists primarily of 25- to 45-year-old men, a significant number of women are increasingly attracted to the concept.

The largely franchised organization (only two restaurants are company-owned) takes great care in selecting locations and continually updates the décor and the menu. Eddie states, “Our units are in a variety of areas including sites with a close proximity to sports stadia and arenas, shopping malls, and even suburban locales. Our operators are very much aware of the importance of local team coverage, and college sports generate as much excitement as professional league play.”

In keeping with the theme and atmosphere, the menu offers a selection that combines American favorites with traditional pub food and Celtic specialties. The homemade Fish ‘n’ Chips is the most popular dish, and the selection of beers combines quality national brands with local craft beers. With regard to seasonal variation and traffic, Eddie commented, “As you might expect, March is our busiest month. On St. Patrick’s Day, everyone gathers to enjoy our Irish hospitality, and the ‘March Madness’ creates a lot of excitement. There’s never really a dull time though. As the World Cup has shown, soccer’s popularity is really taking off here in the U.S., and sports is an all-season affair.”

In the near future, the Tilted Kilt will be bringing a little bit of Ireland to an international customer base. As Eddie predicts, “You can’t lose

when you have a great concept, terrific people, and the luck of the Irish on your side.”

WOODEN NICKEL SPORTS BAR & GRILL— A NEIGHBORHOOD SPORTS BAR IN DOWNTOWN APPLETON, WISCONSIN

Located in the heart of Wisconsin's Fox Valley and a short drive from the home of the Green Bay Packers, the Wooden Nickel attracts a loyal following of sports fans who live or work in the downtown area. According to owner Tony Mueller, “We started from scratch in 1989. The space we're in used to be a record store, and we remodeled it to serve a maximum of 100 people. We didn't want to go too big because we really value the ‘neighborhood bar’ feeling.”

Tony describes his clientele as men and women between 24 and 60 years of age. Initially, the



emphasis was on drinks and, even today, Wooden Nickel features 22 beers on tap and 60 bottle beers (with a focus on Wisconsin craft beers), but food has become an increasingly important attraction. The menu includes a generous selection of appetizers, burgers, sandwiches, pizzas, and soups—an ambitious undertaking since all food is prepared behind the bar. Tony comments, “You have to be really good at multi-tasking when you're both a bartender and a cook.”



Not surprisingly, there is a strong local emphasis. Along with the professional sports teams, there is a great deal of excitement about the University of Wisconsin Badgers (both football and basketball teams) and, given the northerly location, hockey is likewise popular. The bar also sponsors a number of men's and women's softball, volleyball, basketball, darts, soccer, broomball, and bowling leagues. The location on College Avenue—Appleton's main commercial street—

also provides opportunities for participation in such events as the summer downtown concerts and the Mile of Music Festival.

Despite the intimate atmosphere, Wooden Nickel features 11 large screens for sports viewing, as well as other amusements including NTN Trivia. Tony and his partner and wife, Debby, are strong believers in promotion and feature Monday through Friday happy hours with different drink specials, a weekend Bloody Mary bar, and a late evening half-price appetizer special.

The business has grown every year and expanded to include outdoor seating when weather permits. Tony comments, “We're happy we've been able to grow, but we never want to lose the feeling that our customers enjoy when they come here. We've been able to build a base of people who are not only sports fans but Wooden Nickel fans as well.”

From ancient times, people have gathered together to watch sports events. Today, thanks to modern technology and a dedicated group of sports bar owners and operators, they can immerse themselves in events from around the world while enjoying great food, drinks, and company. Now, that's a winning combination. ■

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and political realities of the workplace and, in some cases, of their chosen field. In these situations, the right mentor is invaluable.

A mentor will take a sincere personal interest in you and serve as your guide and confidant. In both obvious and subtle ways, this person will assist you in making the right choices and avoiding pitfalls. They will guide you through the political situation inherent in every organization and work with you to define the best direction for your career. In some cases, this might lead to leaving your present position or the company you work for. (This happened to me when an understanding and supportive manager was replaced by an individual with whom I could not get along. The woman who was my mentor observed the friction and knew instinctively that it would, in the long run, damage my career. She called me aside and suggested that I talk to some individuals she knew at another company. That company was Hatco.)

Naturally, a mentor expects certain things in return. It is important that their advice be

respected and their political guidance be held in confidence. Because the relationship is also personal and builds on trust, there is a reasonable expectation of gratitude and acknowledgement, as well as the understanding that the person they have assisted will, in the future, look for others to help.

Not everyone can be a mentor, and I caution younger people to choose wisely. Some individuals who appear to be helpful may be looking to exert influence for egotistical or purely political reasons. Others are well meaning but lack the status and credibility to be of much help.

In selecting a mentor, I advise our people that they should not be intimidated by someone's position or title if they sincerely feel that they are the right one to assist them. Young Andrew Carnegie's skill as a telegraph operator brought him to the attention of Thomas Scott, the president of the Pennsylvania Railroad. It was through Scott that Carnegie initially learned the skills and made the connections that would eventually enable him to create the

world's largest steel company. On a personal note, my executive staff and I make every effort to remain as approachable as possible to our Hatco family. When it comes to sharing knowledge and experience, there are no secrets here.

Whether you're seeking a mentor or possibly acting in that role, I would offer one further comment: There is a vast difference between a job and a career. A job typically occupies a set period of time—normally eight hours—after which your day's work is complete. A career assimilates your work into your life on a 24/7/365 basis. This does not mean that you should be work-obsessed but rather that you never know at what time or in what place an idea might occur to you, or when you might be asked to respond to an emergency. The right mentor will assist you in striking that balance between the professional and the personal so as to achieve the best results from both.



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PRODUCT PROFILE

Soup's On!

Soup is a year-round favorite, and there is no better—or more attractive—way to serve it than with Hatco's new eye-catching Soup Stations. Whether it's front-of-the-house, self-serve, or catering, these quality stations combine safe serving temperatures with an appealing presentation.

- Accommodates two 7-quart (7-liter) or two 11-quart (10-liter) round kettles. Unit is available in stainless steel or *Designer Black*.
- Separate controls for both wells provide maximum versatility.
- Easy to maintain and built for durability.
- Accessories include upper shelf, backsplash, sign holder, a 4.5-inch cup rail, magnetic graphics (front and sides and/or backsplash), round pans with lids, and optional upper shelf with LED lighting.

For more information, contact your Hatco representative or visit www.hatcocorp.com and discover how Hatco's Soup Stations make soup look as good as it tastes! ■

