



SOUTHEAST food Service NEWS®

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December / January 2024

Voice for the Food Service Industry for 45+ Years

Southeast Food Service News started in the late 1970's and is the nation's oldest regional food service publication. In the beginning, SFSN was lucky to print 3 or 4 issues a year. As the food service industry expanded and launched in the 80's and 90's SFSN grew too. We were blessed to be in the southeast with so much growth. Florida has always been our largest market. There were many national publications that had strong readership, advertising, and editorial. However, SFSN was different, we were local, we covered the little guy- small independent restaurants that the national publications overlooked.

We are story tellers and focus on the mom and pops throughout the Southeast. We loved to tell the story of how a restaurant got started, its successes, and the dish that they were most known for. Our goal was to share relevant news and informa-

tion. We wanted to create a sense of community within the industry. The ownership came out of the manufacturer side of the industry. Therefore,



there was a sense of how all the pieces flowed. Ultimately, this resulted in an understanding of how products move from manufacturer, broker, distributor, and to the operator level. We would go to food shows and this was an important part to aid us in what we wanted to accomplish. We were able to see the many operators, the broker community, and the regional managers at the manufacturer level. We attended 800 plus food shows in the past 45 years. Back in the old days

the shows could be two days. Wow! Everyone loved to have their picture taken and looked forward to seeing the photo in an upcoming issue. We continued this practice until this day.

As time has progressed the industry has changed. Regional distributors, our lifeblood, were overtaken by larger national companies, COVID, fewer food shows, and the digital world. We thought this is a great time to pause and retire.

Our dedicated staff always strived for continuous improvement and was caring in all that we did. We will miss the many friendships that we have made over the past years.

*Thanks to all,
it has been a great ride!*

People, Places & Things

Read about all the latest industry news and happenings.
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A Chef's Life



Read Chef Lucardie's farewell column.

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Food Show Photos

Our staff has visited food shows throughout the market.
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Product Spotlight



See the newest products in the food service industry.
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Make Restaurant Accounting Work for You

By David Scott Peters
www.DavidScottPeters.com

Many restaurant owners fall into the trap of trying to do everything themselves, including bookkeeping and payroll. But what if I told you, while you might be saving hundreds of dollars each month not paying for those services, that you're probably losing thousands of dollars each month in operating expenses?

Many restaurant owners handle their restaurant accounting because they want to save money.

For example, payroll companies can range from \$250 to \$500 each pay period. When you're paying weekly, semi-monthly, or bi-monthly, it could



seem like considerable savings to do it yourself. But are you keeping up with all the payroll regulations? Are you using QuickBooks or some other software program and hoping they're going to sweep your taxes for you, that they're going to make sure everybody got paid, that rate changes didn't happen, that there's not a data entry error?

Another reason restaurant owners want to manage their restaurant accounting is to review their numbers faster. A lot of restaurant owners are working with bad bookkeepers or bad accountants, and they don't see their numbers for 30 days, 60 days, 90 days, or longer.

See **RESTAURANT ACCOUNTING** on page 2

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Make Restaurant Accounting Work for You

Continued from page 1

I've seen situations where the only time a restaurant owner gets their numbers is at tax time when it's too late to do anything about them. Once you've had one or two bad bookkeepers or experiences, even if with a good accountant that just didn't treat you the way you needed to be right at the beginning, it can make you a little hesitant to trust you'll receive better results with someone different. You think if you want something done right, you might as well do it yourself.



But if you don't have an accounting degree, you're probably messing your books up. And even if you do have an accounting degree – because I do have members

who are accountants who go into the restaurant business – you're wasting your time. Yes, you know how to do all this stuff, but you're not spending your time in your restaurant wisely.

So, what should you be doing to manage restaurant accounting? Here are my recommendations.

- Make sure you hire a bookkeeper, an accountant, a combination of both, or an office that has it all. You want professionals who are going to gather all the information on a weekly basis or daily basis, make sure your bills are paid and that your books are tied out. Make sure they're advising you and helping you make appropriate changes and that you have the right chart of accounts. Your books are a report card that you can look at to understand your business and use to make good decisions to move your business forward.

- Hire a payroll company. They'll track the SUI limits and such along with the laws that go along with it, and they're only going to pull money from your account for tax-



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es. This way you keep control over your money in your account or a payroll account, and some payroll company isn't using your money to make more money. But the biggest reason to hire a payroll company is they take on the liability that if they file improper taxes for you, or they didn't take the right amount, or they filed wrong, the IRS screwed

See **RESTAURANT ACCOUNTING** on page 4

Thank You!

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Wishes to thank our loyal customers who have enhanced our business in 2023. We also want to acknowledge our dedicated employees.

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GILBERT FOODSERVICE

A great big thank you to SfSN

Congratulations on a long career at SfSN, Elliott. You have been a great partner and friend for four decades. The foodservice community will miss you. Happy retirement!

Charlotte

4005 Stuart Andrew Blvd
Charlotte NC 28217



Atlanta

2030 Powers Ferry Rd
Atlanta GA 30339

Make Restaurant Accounting Work for You

Continued from page 2

up, whatever it may be, they'll get in between to ensure they fix it. That removes liability from you if they make a mistake with your payroll.

- Meet with your CPA on a quarterly basis. Yes, you can use a bookkeeper or an accountant to do your books on a daily, weekly, or monthly basis, but on a quarterly basis, you should have a professional review your books. A CPA should be advising you to look at your numbers, see what your quarterly taxes should be and what decisions you might make to reduce your tax liability to make life easier for you. A good CPA should more than pay for themselves. It doesn't matter if they're charging you \$2,000, \$3,000 or \$10,000, they should be exceeding that when it comes to your taxes and looking at your business on a quarterly basis.

When you do move these duties to the professionals, you and your business benefit.

1. You will have time to work on budgets. As a restaurant owner, you have to create your plan for success, what you're going to do now. The beautiful part about

2. You buy yourself time to develop, manage and hold your managers accountable. Your job is to lead the team. Make sure they know what you want done, how you



great accounting is you can put your budget next to your accounting for each month and find out where you hit or missed and decide what new systems to put in place to get back on track or to change your reality.

want it done, how well you want it done and by when. You also need to manage all those new priorities and tasks, from manager meetings to a list of tasks you want them to get done to projects. You just don't give work to your employees and it

gets done. You have to take an active role and then ultimately hold them accountable. They decide to do their job or not, and they're answerable for the resulting consequences.

3. You can also have peace of mind that things are getting done. You know your numbers are getting done. You know, your managers are getting things done. You're leading your team.

By giving up accounting, bookkeeping and payroll, you buy back time to focus on your business. It may cost you hundreds of dollars each month, but by leading your team and becoming the leader your restaurant needs, you're saving hundreds of thousands of dollars a year because you're executing your plan, ensuring you make changes when necessary to make sure you make the money you deserve and have managers in place to run the business. So instead of doing the work, outsource the task and then use those numbers to lead your business forward.



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People, Places & Things

We want to wish Happy Holidays and a Merry Christmas to all of our readers and friends. We hope you have a wonderful and healthy holiday season. Spend time with family and friends and enjoy the festivities. And have a Happy and Healthy New Year!

Here are **The Top Restaurant Trends for 2024**

Retro-Revival-the 90's are making a gourmet comeback: Functional Beverages, Food Truck Innovations, New Generation Sweeteners, Plant Based Foods, Gourmet Meal Kits, Precision Fermentation, and Eco-Friendly Practices.

Southeast restaurants that are included in **Bon Appetit's Top Restaurants** of the Year in 2024 are: Maty's, Miami, FL, Brochu's Family Tradition, Savannah, GA, Fishmonger, Atlanta, GA, Dakar, New Orleans, LA, and Neng Ir's, Asheville, NC.

The Georgia Restaurant Association, (GRA), announced **Robby Kukler** as the recipient of the 2023 Georgia Restaurant Association Crystal of Excellence (GRACE) Lifetime Achievement Award. Kukler is the founder of Kukler Restaurant Advisors and co-founder of Fifth Group Restaurants.

Handy Seafood is pleased to announce the appointment of **Michael Gershenfeld** as the Vice-President for Foodservice Sales. Michael will be at the helm of managing and expanding Handy's foodservice sales channel on a national scale.

Smithfield Culinary is pleased to announce that **Dana Miller** will relocate to Florida from Georgia and work with Cheney Brothers. Also, **Samantha Jenks** is the new Area Sales Manager covering the Louisiana and Mississippi markets. Horizon Food Brokers is pleased to announce that **Scott Goldstein** is the Regional Account Manager for the Georgia market. Also, **Niki Purcell** is the Regional Sales Consultant for the West Coast of Florida. **Juan Salas** is the Latin /Alternative Channels Specialist.

Horizon Food Brokers is appointed by Cheesewich for the Southeast. Also, Harvest Select Catfish has been added for the Florida, Georgia, Tennessee, and Virginia markets. Kayem and Wrapmaster have been added in the Carolinas. Mutti Pomodoro Italian Tomatoes appoints **Pro-Source Sales and Marketing** for the state of Florida.

We are sorry to report the passing of **Danny Maxwell**, 68, Cookeville, Tennessee. Danny passed away in November. He worked for over 40 years at Institutional Wholesale Company, IWC. IWC is the largest independently owned food service distributor in Tennessee. Danny loved his work family. Our prayers and thoughts are with his wife and daughters.

'One Man's Opinion'

The first publisher had a column called 'One Man's Opinion'. This was a very controversial editorial that talked about everything and anything in the food service industry. He wrote about shady school bids or distributors who took gross advantage of manufacturers. He lashed out at distributors who took money and did not stock the product. Everyone feared this man but he certainly got everyone's attention. Readers could not wait to see who he'd write about next. Once he left, manufacturers started advertising and the publication grew and prospered over the years.

THE REBATE

September 28–December 31, 2023



Smithfield.
CULINARY 
CREATING MENU INSPIRATION

As consumer preferences evolve, the look and flavor profile of the most important meal of the day is doing the same. Look for more American regional flairs, global influences and blurring of dayparts.

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a whole new face.**



OPERATOR

Operators earn up to \$250!



FEATURED PRODUCTS

SEPTEMBER 28, 2023–DECEMBER 31, 2023

Smithfield FRESH BREAKFAST SAUSAGE				
ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
70247131096	SMITHFIELD SAUSAGE LINKS, SILVER MEDAL, 1 OZ LINK, 10 LB, FROZEN	\$2.00		
10070100020595	SMITHFIELD SAUSAGE LINKS, SILVER MEDAL, COLLAGEN CASING, 8 COUNT, 10 LB, FROZEN	\$2.00		
10070100020571	SMITHFIELD SAUSAGE LINKS, SILVER MEDAL, COLLAGEN CASING, 16 COUNT, 10 LB, FROZEN	\$2.00		
70247133359	FARMLAND SAUSAGE PATTY, FMX, BRONZE MEDAL, 2 OZ, 12 LB, FROZEN	\$2.00		
70100020208	SMITHFIELD SAUSAGE ROLL, SILVER MEDAL, 8/3 LB, FROZEN	\$2.00		
10070247130102	SMITHFIELD SAUSAGE ROLL, SILVER MEDAL, 58% LEAN, 2/6 LB, FROZEN	\$2.00		

Smithfield READY TO EAT BACON: STRIPS				
10070247125009	SMITHFIELD FULLY COOKED BACON, SILVER MEDAL, SLICED, 0.4 OZ, 300 COUNT, 2/1.605 LB	\$5.00		
10070247171051	SMITHFIELD FULLY COOKED BACON, GOLD MEDAL, SUPER THICK SLICED, 0.5 OZ, 150 COUNT, 2/2.5 LB	\$5.00		
10070247172331	SMITHFIELD FULLY COOKED BACON, BRONZE MEDAL, SLICED, 300 COUNT, 2/1.25 LB	\$5.00		
20043200126310	SMITHFIELD FULLY COOKED BACON SLICES, 7 SLICES PER INCH, 300 COUNT, APPLEWOOD	\$5.00		
10070800222794	SMITHFIELD ROASTED BACON THICK SLICES, 7-9 SLICES PER INCH, 320 COUNT NEW ITEM!	\$5.00		
10070800222800	SMITHFIELD ROASTED BACON SLICES, 7-9 SLICES PER INCH, 320 COUNT NEW ITEM!	\$5.00		

Smithfield READY TO EAT BACON: DICED, CHIPS, BITS				
10070800142290	SMITHFIELD FULLY COOKED BACON BITS, 1/4" DICED, 2/5 LB, SCANNABLE	\$5.00		
10070247172881	SMITHFIELD FULLY COOKED BACON CHIPS, 1/8" DICED, 2/5 LB	\$5.00		
10043200120021	SMITHFIELD FULLY COOKED BACON BITS, 1/4" DICED, 2/5 LB, APPLEWOOD	\$5.00		
10070247172874	SMITHFIELD FULLY COOKED BACON BITS, 1/4" DICED, 2/5 LB	\$5.00		
10043200120038	SMITHFIELD FULLY COOKED BACON BITS, 1/2" DICED, 2/5 LB	\$5.00		

Smithfield READY TO COOK BACON STRIPS				
70247157256	SMITHFIELD RTC BACON, GOLD MEDAL, SINGLE SLICE, 14-18 SLICES PER LB, 15 LB, GAS-FLUSHED	\$2.00		
70247123244	SMITHFIELD RTC BACON, GOLD MEDAL, SINGLE SLICE, 18-22 SLICES PER LB, 15 LB, GAS-FLUSHED	\$2.00		
70247171863	SMITHFIELD RTC BACON, GOLD MEDAL, APPLE CIDER SINGLE SLICE, 14-18 SLICES PER LB, 15 LB, GAS-FLUSHED	\$2.00		
70800179077	SMITHFIELD RTC BACON, SINGLE SLICE APPLEWOOD SMOKED LOG, PLATINUM, 10-14 SLICES PER LB, 15 LB, GAS-FLUSHED	\$2.00		
70247125460	SMITHFIELD RTC BACON, GOLD MEDAL, LOWER SODIUM SINGLE SLICE, 18-22 SLICES PER LB, 15 LB, FROZEN, GAS-FLUSHED	\$2.00		
70247158246	SMITHFIELD RTC BACON, SILVER MEDAL, SINGLE SLICE, 14-18 SLICES PER LB, 15 LB, FROZEN	\$2.00		
70247158253	SMITHFIELD RTC BACON, SILVER MEDAL, SINGLE SLICE, 18-22 SLICES PER LB, 15 LB, FROZEN	\$2.00		
70247174987	SMITHFIELD RTC BACON, SILVER MEDAL, UNCURED SINGLE SLICE, 13-17 SLICES PER LB, 15 LB, GAS-FLUSHED	\$2.00		
70247158635	SMITHFIELD RTC BACON, GOLD MEDAL, HRI DOUBLE SMOKED SINGLE SLICE, 14-18 SLICES PER LB, 15 LB, GAS-FLUSHED, FROZEN	\$2.00		
70247158642	SMITHFIELD RTC BACON, GOLD MEDAL, HRI DOUBLE SMOKED SINGLE SLICE, 18-22 SLICES PER LB, 15 LB, GAS-FLUSHED, FROZEN	\$2.00		

Smithfield LUNCH MEAT / COLD CUTS				
ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
10070247821413	SMITHFIELD SLICED BOLOGNA, 12/1 LB	\$2.00		
10070247821420	SMITHFIELD COTTO SALAMI, SILVER MEDAL, 12/1 LB, GAS-FLUSHED	\$2.00		

Smithfield PRE-COOKED BREAKFAST SAUSAGE				
70247137623	SMITHFIELD FULLY COOKED SAUSAGE LINK, SILVER MEDAL, 10 LB, FROZEN	\$4.00		
25468211058	SMITHFIELD FULLY COOKED SKIN-ON SAUSAGE LINK, SILVER MEDAL, ORIGINAL, 1 OZ, CHILD NUTRITION, 10 LB, FROZEN	\$4.00		
70247137616	SMITHFIELD FULLY COOKED SAUSAGE SKIN-ON LINK, SILVER MEDAL, 0.8 OZ, 10 LB, FROZEN	\$2.00		
70247140722	SMITHFIELD FULLY COOKED SAUSAGE LINK, SILVER MEDAL, 1.4 OZ LINKS, 10 LB, FROZEN	\$4.00		

Smithfield SMOKED BONELESS HAMS				
90070247126415	SMITHFIELD HONEY & BROWN SUGAR PIT HAM, SILVER MEDAL, 2/16 LB, RANDOM WEIGHT	\$2.00		
90070247195558	SMITHFIELD CARVEMASTER APPLEWOOD HAM WITH NATURAL JUICES, GOLD MEDAL, 2/7.65 LB, RANDOM WEIGHT	\$2.00		
90070247128594	SMITHFIELD ORIGINAL PIT HAM, SILVER MEDAL, SMOKED, 2/14 LB, RANDOM WEIGHT	\$2.00		
90070247191727	SMITHFIELD HAM WITH NATURAL JUICES, GOLD MEDAL, BONELESS SMOKED, 2/9.2 LB, RANDOM WEIGHT	\$2.00		
90027815002169	ECKRICH PINEAPPLE SPICY CARVER HAM, NATURAL JUICES, 2/20 LB, RANDOM WEIGHT NEW ITEM!	\$2.00		

Smithfield SPECIALTY CUT HAM				
10070247129632	SMITHFIELD DICED HAM, SILVER MEDAL, SMOKED, WATER ADDED, 1/2 INCH CUBES, 2/5 LB, FROZEN	\$2.00		
10070247141610	SMITHFIELD DICED HAM, SILVER MEDAL, SMOKED, WATER ADDED, 1/4 INCH CUBES, 2/5 LB, FROZEN	\$2.00		
90070247127054	SMITHFIELD CANADIAN HAM, GOLD MEDAL, 95% FAT FREE, 4/3.85 LB, RANDOM WEIGHT	\$2.00		

Smithfield COOK IN BAG HAM				
10070247290189	SMITHFIELD CHOPPED HAM, WATER ADDED, 5/10 LB	\$2.00		
90070247290161	SMITHFIELD HONEY HAM, BONELESS, WATER ADDED, 2/13 LB, RANDOM WEIGHT	\$2.00		
90070247290154	SMITHFIELD VIRGINIA HAM, BONELESS, WATER ADDED, 2/12 LB, RANDOM WEIGHT	\$2.00		
10070247193824	SMITHFIELD ROYAL DANISH HAM, 97% FAT FREE, 4X6 WATER ADDED, 2/13 LB	\$2.00		
10070247193831	SMITHFIELD COOKED HAM, 4X6, WATER ADDED, 2/13 LB	\$2.00		
10070247193817	SMITHFIELD COOKED HAM, 4X6, HAM AND WATER, 2/13 LB	\$2.00		

Smithfield SMOKED SAUSAGE				
20027815179848	SMITHFIELD SMOK-YS CHEDDAR SMOKED SAUSAGE LINK, 10/1.03 LB	\$5.00		
20027815179855	SMITHFIELD SMOK-YS ORIGINAL SMOKED SAUSAGE LINK, 10/1.03 LB	\$5.00		
10070247140194	SMITHFIELD SMOKED SAUSAGE, BIAS CUT, 2/5 LB, GAS-FLUSHED	\$5.00		
10070247175219	SMITHFIELD MAPLE SMOKED SAUSAGE, BIAS CUT, 2/5 LB, GAS-FLUSHED	\$5.00		

OPERATOR

Operators earn up to \$250!



FEATURED PRODUCTS

SEPTEMBER 28, 2023–DECEMBER 31, 2023

Margherita NO CHAR PEPPERONI				
ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
20027815220151	MARGHERITA NO CHAR PEPPERONI, SLICED, 14-16 SLICES PER LB, 2/12.5 LB	\$5.00		
20027815220144	MARGHERITA PEPPERONI, SLICED, 14-16 COUNT, 2/5 LB	\$2.00		
20027815220106	MARGHERITA PEPPERONI, SLICED, 14-16 SLICES, 2/12.5 LB	\$5.00		

Margherita CUP 'N CHAR PEPPERONI				
20027815220168	MARGHERITA PEPPERONI, COLLAGEN CASING, SLICED, 2/12.5 LB	\$5.00		

Smithfield SMOKE'NFAST SMOKE'NFAST PULLED & SHREDDED MEATS				
10704051269047	SMITHFIELD SMOKE'NFAST SHREDDED PORK SHOULDER, SAUCELESS, 2/5 LB, FROZEN	\$2.00		

Smithfield SMOKE'NFAST SMOKE'NFAST ETHNIC				
90704051270223	SMITHFIELD SMOKE'NFAST BEEF BARBACOA, 10/3 LB, FROZEN, RANDOM WEIGHT	\$2.00		
90704051269265	SMITHFIELD SMOKE'NFAST PORK CARNITAS, 6/5 LB, FROZEN, RANDOM WEIGHT	\$2.00		

Smithfield SMOKE'NFAST SMOKE'NFAST BEEF				
90704051287023	SMITHFIELD SMOKE'NFAST WHOLE BEEF BRISKET, HICKORY SMOKED, 2/8 LB, FROZEN, RANDOM WEIGHT	\$2.00		

Smithfield SMOKE'NFAST SMOKE'NFAST KC WILD WINGS				
10070247192124	SMITHFIELD SMOKE'NFAST KC WILD WINGS, 3/3 LB, FROZEN (40Z WING)	\$2.00		
00070247194558	SMITHFIELD SMOKE'NFAST KC WILD WINGS, MINI, 2/5 LB, FROZEN (20Z WING)	\$2.00		

Margherita CUP 'N CRISP PEPPERONI				
10043200154309	MARGHERITA SPICY PEPPERONI, SLICED, 38MM, 2/12.5 LB, GAS-FLUSHED, FROZEN	\$5.00		
20043200154313	MARGHERITA PEPPERONI, SPICY, SLICED, 38MM, 2/5 LB, GAS-FLUSHED	\$2.00		

Margherita SPECIALTY ITALIAN				
10038616300372	MARGHERITA PEPPERONI, SLICED, SANDWICH SIZE, 8/2 LB, GAS-FLUSHED, FROZEN	\$2.00		
10038616300389	MARGHERITA GENOA SALAMI, SANDWICH SIZE SLICED, 8/2 LB	\$2.00		
10038616300396	MARGHERITA HARD SALAMI, SANDWICH SIZE SLICED, 8/2 LB	\$2.00		
90038616366602	MARGHERITA GENOA SALAMI, 3/6.2 LB, RANDOM WEIGHT	\$2.50		
90038616365612	MARGHERITA HARD SALAMI, 3/6.7 LB, RANDOM WEIGHT	\$2.50		

CARANDO HANDHELDS				
20076033351703	CARANDO PEPPERONI CALZONE, 12/6 OUNCE, FROZEN	\$2.00		
20076033351710	CARANDO MEATBALL CALZONE, 12/6 OUNCE, FROZEN	\$2.00		
20076033101957	CARANDO PIZZA RIP N DIP, 12/8.5 OUNCE, FROZEN	\$2.00		
20076033101964	CARANDO PIZZA PEPPERONI RING, 12/8.5 OUNCE, FROZEN	\$2.00		



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Offer limited to foodservice operators only. Chain operators must participate as single units. Contracted chain and bid accounts cannot participate. This coupon may be redeemed for a minimum of \$20 up to \$250 per individual foodservice operator. Submit this rebate with copies of distributor invoices or distributor printouts verifying valid products were purchased between September 28, 2023–December 31, 2023. DISTRIBUTOR PRINTOUTS OR INVOICES MUST INCLUDE THE FOLLOWING OPERATOR INFORMATION: Operator Name, Product Purchased, Number of Cases Purchased, Date the Product was Purchased, Invoice Number and Physical Address. Operators must fill out rebate coupon themselves. Distributor tracking reports do not qualify. Bulk redemptions by distributors and/or DSRs are not allowed. Request must be postmarked no later than February 10, 2024. Offer not redeemable in conjunction with any other offer. Operators may submit more than once until the maximum dollar amount is met; however, the initial submission must meet the minimum requirement of \$20. Allow 10–12 weeks for delivery. Incomplete or incorrect submissions will delay payment. Void where restricted, prohibited or banned.

PLEASE MAIL THIS COUPON WITH COPIES OF DISTRIBUTOR INVOICES TO:

SMITHFIELD CULINARY
BREAKFAST IS BACK COUPON REDEMPTION
PO BOX 552
TRAVERSE CITY, MI 49685

REBATE QUESTIONS? CALL 1-877-570-5504



NOW SUBMIT YOUR REBATES ONLINE AT WWW.RAPIDREBATE.NET

COUPON CODE: BIB230PR

PLEASE CHECK THE MARKET SEGMENT YOUR OPERATION/TYPE OF RESTAURANT BELONGS IN:

Are you a new Smithfield Culinary customer ☐
or a current Smithfield Culinary customer ☐

COMMERCIAL

- ☐ Full Service
☐ Casual Theme
☐ Family
☐ Upscale/Fine Dining
☐ C-Store
☐ Hotel/Motel/Resort

OWNERSHIP

- ☐ Independent
☐ Local/Regional Chain
☐ National Chain

Number of meals served per day:

Breakfast Lunch Dinner

Approximate dollar volume annual food/beverage purchases: _____

NON-COMMERCIAL

- ☐ College/University
☐ Elementary/Secondary School
☐ Business & Industry
☐ Recreational/Entertainment
☐ Transportation Foodservice
☐ Military/Correctional

OWNERSHIP

- ☐ Contract Management
☐ Self-Operated



Smithfield
CULINARY



HANDY
TRUSTED SINCE 1894



gfi
Gilbert Foodservice, Inc.



We salute these companies
for their support over the years.

24 years of Dedicated Passion

By Fred Lucardie, CEC, AAC

What a ride it's been! It's hard to believe that I've been writing this column since 1999, but it's a fact. It all started with a column I was writing for my local ACF chapter's monthly newsletter. The powers that be with SFSN were on our mailing list and had been reading my column for several months. They contacted me and asked if I was interested in writing a column for them. I decided to give it a go.

Over the years we've covered a cornucopia of subjects. We've explored every facet of the hospitality/culinary industry, discussed food and holiday origins, visited local and state events and fairs, debated the importance of culinary organizations and certifications, and various issues that were germane to anyone in the industry.

For the past three years the pandemic and Covid-19 have figured heavily into some of the columns. How it has affected the industry, its employees, and patrons. We've talked about the long lasting effects and whether we will ever fully recover from the devastation. How the industry has had to change to roll with the punches.

I've received many emails from readers who have enjoyed reading my column. It's amazing how some columns really touched people and inspired them to reach out to me. A few opened their eyes to community need and ways to help. Some tickled their funny bones and they appreciated the humor.

One column that garnered great response was the column I wrote about whether a culinary school education was worth the money versus practical experience in the field. People on both sides of the fence felt very strongly about their positions. I graduated from the Culinary Institute of America and felt every penny was well worth it. I also gained valuable practical experience working in the industry before and during school and recognize the importance of a 'hands on' education.

The column I wrote about the breakfast battle with our grandchildren also resonated with my readers. I heard from many parents/grandparents about their own personal battles with the little ones in their households. Some offered good advice on how they were dealing with the issue. Some just wanted to vent and express their relief that they weren't the only ones facing the mornings with dread.

I wrote one column about a dear friend, Chef Andy Malusa, who had passed away. That was a tough column to write. He was well known in the industry and his death

I've shared my work experiences from division chef, executive chef, R&D chef, corporate chef, culinary instructor, and food and beverage director, to semi-retired. All facets of my professional life were interesting and gave me great satisfaction. No regrets at any level.

I also shared my ACF experiences: chapter involvement (local and state), culinary competitions (personal, team, and student teams), and certification levels. Every aspect of those experiences also gave me great satisfaction. No regrets there either.

Pat's allergies go back and forth with some items becoming tolerable and new items becoming intolerable.

Surprisingly, the two columns that were very well received were the columns on food in nursery rhymes and food in fairy tales and other stories. Many readers shared how they remembered reading these rhymes and tales when they were young and then sharing them with their children and grandchildren. And, yes, they truly savored (pun intended) every mention of food in them!

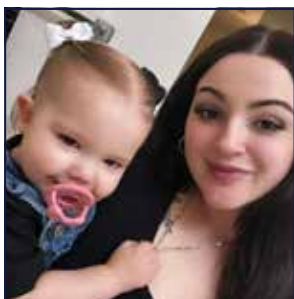
Over the years I've shared stories of my grandchildren. We have six grandchildren ranging from 23 down to 4 and they fill us with joy. The readership watched them grow from babies through school years and out into the world. Bella, the oldest, enlisted and is stationed in Japan. She is married to a fellow Navy officer and has blessed us with our first great-grandchild, Aria. They are awaiting baby number two. Kara graduated from high school last year. Tristan and Sophia are off to middle school. Natalya is enjoying the 1st grade set and Finn is marching through the educational doors into Pre-K. Time truly does fly when it comes to children/grandchildren.

I'm sure I speak for many readers when I say I will miss reading SFSN. But, times change and it's time to move on. I want to thank everyone for this wondrous experience. It's been great to share my thoughts with readers. It's been great to hear from people and share their thoughts on things. I think the thing I will miss the most is the emails I was sent. It was always fun to hear their spin on the columns I wrote. I appreciated them sharing their recipes and family stories with me.

So, thanks, Elliott, and SFSN for giving me this opportunity. It's been a grand ride! Enjoy your retirement!

Bon appetit!

Chef Lucardie can be reached at plucard1@verizon.net



had a profound effect on many of us. Andy was talented, kind, compassionate, and taken from us way too soon. We keep in touch with his wife and family. His wife is one of Pat's best friends.

Some columns appealed to a specific demographic: bacon lovers, pepper aficionados, and grilled cheese sandwich enthusiasts. Many readers enjoyed knowing the history of specific food items. Many enjoyed having a heads up on what new food items to expect at the ball games and the state fairs. Some sent me recipes of their own favorite dishes for me to try out.

lifelong relationship that has lasted many years. She is my wife, best friend, partner, and most ardent supporter.

My battle with diabetes and how to deal with the daily challenges filled another column. Pat's battle with food allergies was another hot topic with a personal bent. Many readers shared their own problems with both issues. I continue to fight the good fight in keeping my blood sugar levels under control. And,

I wrote a column about how I met my wife, Pat. We went from a not so auspicious beginning (I got her suspended from work for two days) to a



HOLIDAY HAM REBATE

SEPTEMBER 28 THROUGH DECEMBER 31, 2023

Cheney Brothers Food Show

Orlando, Florida

October 31, 2023



Cheney, Jennifer Calvetto, Tullio Calvetto.



Cheney, Steve Rood; **Coast to Coast**, Glenda Worth.



Handy Seafood, Lion Gardner, John Cervi.



Maple Leaf Farms, Charlie Rose; **Affinity Group**, Mary Grace Bal.



Smithfield Culinary, Dana Miller, Duane Leuser.



Piacere Sales, Francis Carrancejje; **Cheney**, Marco Piloni.

OPERATOR

SEPTEMBER 28 THROUGH DECEMBER 31, 2023

Smithfield
CULINARY

ITEM CODE	PRODUCT DESCRIPTION	\$/CS	CASES	TOTAL
90070247128600	SMITHFIELD BONELESS ROUND HAM, SILVER MEDAL, WATER ADDED, 2/13 LB, RANDOM WEIGHT	\$2.00		
90070247195558	SMITHFIELD CARVEMASTER APPLEWOOD HAM WITH NATURAL JUICES, GOLD MEDAL, 2/7.65 LB, RANDOM WEIGHT	\$2.00		
90070247128594	SMITHFIELD ORIGINAL PIT HAM, SILVER MEDAL, SMOKED, 2/14 LB, RANDOM WEIGHT	\$2.00		
90070247126415	SMITHFIELD HONEY & BROWN SUGAR PIT HAM, SILVER MEDAL, 2/16 LB, RANDOM WEIGHT	\$2.00		
90070247127535	SMITHFIELD PIT HAM, BRONZE MEDAL, HAM AND WATER PRODUCT, 2/15.65 LB, RANDOM WEIGHT	\$2.00		
90070247191727	SMITHFIELD HAM WITH NATURAL JUICES, GOLD MEDAL, BONELESS SMOKED, 2/9.2 LB, RANDOM WEIGHT	\$2.00		
90070247128419	SMITHFIELD BONELESS FLAT HAM, SILVER MEDAL, SMOKED, WATER ADDED, 2/10 LB, RANDOM WEIGHT	\$2.00		

OPERATORS SAVE UP TO \$250!

REDEEM THIS REBATE IN 10 MINUTES OR LESS! SUBMIT ALL THE FORMS ONLINE VIA RAPIDREBATE.NET!



STEP 1

Log on to
RapidRebate.net

STEP 2

Add product info
& upload invoices

STEP 3

Submit &
check status

INSTRUCTIONS FOR SUBMITTING THIS REBATE:

1	Use the grids on the front and back of this page to indicate the number of cases of each product code purchased during the eligible period.
2	Put the total number of cases purchased in the box below.
3	Put the total \$ amount of the requested rebate in the box below.
4	Complete the contact info (below) and segment info (right) and mail the form, along with required printout/invoice copies, to the address at right.

MAXIMUM PAYOUT IS \$250 / MINIMUM PAYOUT IS \$20

# of \$2 CS:	X \$2.00/CS:	= Total \$:
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2023 HOLIDAY HAM COUPON REDEMPTION
PO BOX 552
TRAVERSE CITY, MI 49685

REBATE QUESTIONS? CALL 1-877-570-5504

Smithfield
CULINARYNOW SUBMIT YOUR
REBATES ONLINE AT
WWW.RAPIDREBATE.NET

COUPON CODE: HHOPR23

PLEASE CHECK THE MARKET SEGMENT YOUR OPERATION/TYPE OF RESTAURANT
BELONGS IN:Are you a new Smithfield Culinary customer ☐
or a current Smithfield Culinary customer ☐

COMMERCIAL

- ☐ Full Service
☐ Casual Theme
☐ Family
☐ Upscale/Fine Dining
☐ C-Store
☐ Hotel/Motel/Resort

OWNERSHIP

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☐ National Chain

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☐ Recreational/Entertainment
☐ Transportation Foodservice
☐ Military/Correctional

OWNERSHIP

- ☐ Contract Management
☐ Self-Operated

Number of meals served per day:

Breakfast _____ Lunch _____ Dinner _____

Approximate dollar volume annual food/beverage purchases: _____

CHECK WILL BE MAILED TO THE ADDRESS SHOWN BELOW (PLEASE PRINT)

OPERATION NAME:		CONTACT NAME:
E-MAIL ADDRESS:		
OPERATION ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE NUMBER:	FAX NUMBER:	
DISTRIBUTOR:	DSR NAME:	

YOU CAN ALSO SUBMIT OFFER FORM AND COPIES OF INVOICES ONLINE AT WWW.RAPIDREBATE.NET
FOR MORE INFORMATION ON SMITHFIELD CULINARY PRODUCTS, PROMOTIONS, RECIPES OR MARKETING MATERIALS,
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Pillsbury whole grain-rich muffin top batter filled with whole blueberries. No scooping, just place, bake and serve. No artificial flavors.

For information visit generalmillscf.com

Carl Buddig Deli Lunchmeat and Old Wisconsin Snack Sticks

From Snack time to Lunchtime Buddig and Old Wisconsin are a great choice for any time! Check out our variety of premium deli lunch meat and 3 great flavors of Fast Fuel snack sticks to get the credit you deserve!

For more info visit Buddig.com/FoodService or call 1-800-621-0868.

**Handy Coconut Breaded Shrimp**

Premium torpedo shrimp hand-dipped in a sweet coconut batter, then coated with natural shredded coconut and panko bread crumbs. The crispy coconut coating adds a delicious crunch to every bite!

For pricing or more information, contact us at sales@handyseafood.com

Louisiana Supreme Buffalo Style Wing Sauce

Louisiana Supreme wing sauce is a savory blend of hot sauce and spices. Also has the right touch of a buttery flavor. Great for a marinade or a basting sauce for chicken wings. Let the flavor fly. For information or samples visit www.peppersunlimitedofla.com or call 504-733-2402.

**Breaded Duck Tenders Maple Leaf Farms**

Our breaded duck tenders are the perfect crunch for salads and wraps. Serve as an appetizer with a dipping sauce. Bake in the oven or fry them up. No hormones added.

For information contact www.mapleleafarms.com

**Tamper Guard Snack Boxes**

Inhibit tampering and put your food on display. These containers are great for protein snacks, bistro boxes, salads, kids lunches and other snack box varieties. Choose from a variety of shapes all of which use the same lid for ease and efficiency.

For info visit dartcontainer.com

**EL Preferido Cheese Brick**

El Preferido Cheese is made with only the finest ingredients, then aged perfectly for a premium taste. This is great for shredding atop a fresh salad, melting for that perfect quesadilla, a Mexican Dish or for everyone's favorite cheese dip.

For info and samples call 1-800-486-4717 or visit www.elpreferido.net

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Busseto Foods produces world-class specialty meats using traditional recipes that are centuries old. Our authentic flavors and exceptional quality make pairing our products an easy decision.

For information and samples Call 561-389-3333.

**Fully Cooked Breakfast Sausage**

The perfect choices to save back of the house time and labor. Smithfield fully cooked breakfast choices, heat-and-serve is convenient and delicious taste without compromising quality, flavor or consistency. Portion controlled for consistency and frozen for extended freshness. Available in multiple sizes and formats for restaurant menu versatility.

For information call 1-888-327-6523 or go to www.smithfieldculinary.com

**Handy Panko Breaded Soft Crabs (New Grades Available)**

Simplify things in the kitchen with Handy's Panko Breaded Soft Crabs. Now available in 3 sizes - Whale, Jumbo, and Hotel. Cooks in minutes from freezer to fryer. Contact us to talk CRAB at sales@handyseafood.com



Peppers Unlimited of LA, Inc.



For almost 100 years, the Bulliard family has been making premium quality hot sauce in the heart of Cajun Country. Over the years we've added additional products, including Garlic Sauce, Steak Sauce, Soy Sauce, Teriyaki Sauce, Marinades, and more. All are double-checked to ensure that our customers receive only the very finest sauces available. Food service operators will appreciate our value, variety and consistency. Private label programs are also available.

For more information, call our sales office at 504-733-2402 or visit peppersunlimitedofla.com
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