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Chef Derin Moore

Master Chef Selected As New Executive Chef At The Broadmoor

(Colorado Springs, CO) Derin Moore has been named executive chef for The Broadmoor in Colorado Springs, Colorado. The announcement follows the retirement of Siegfried Eisenberger, only the fourth executive chef in the history of The Broadmoor, who served twenty years as executive chef of the resort. Chef Moore comes to The Broadmoor after serving as the executive chef at The Ritz-Carlton Naples in Naples, Florida.

“Derin Moore is a world class culinary talent, one of only 65 Certified Master Chefs in the United States,” says C.W. Craig Reed, director of food & beverage. “I am confident we will build on the legacy of Chef Eisenberger and those chefs who preceded him.”

Chef Moore graduated from the prestigious Culinary Institute of America in Hyde Park, New York in 1986.

See [New Executive Chef At The Broadmoor](#) page 3

History Colorado Center Opens In Denver



New History Colorado Complex Opens In The Denver Golden Triangle District



Atrium Catering Set At The New History Colorado Center

(Denver, CO) The new History Colorado Center complex opened to the public on April 28th after years of planning and construction that has created a state-of-the-art museum that has been specifically designed to display interactive “evolving” exhibits, a full-service restaurant, and brand new state of the art meeting and catering venues. The facility is located adjacent to the Denver Art Museum and the Downtown Denver Public Library at 1200 Broadway between Broadway and Lincoln

Streets. Restaurant News of The Rockies (RNR) was in attendance at the press day preview on April 23rd, to see firsthand this awesome “Leeds Gold” facility that cost \$110.8 million dollars to build, is approximately 200,000 square feet in size, and created over 700 jobs during its development and construction process.

“We could not have accomplished such a dynamic public project of this level without the support and dedication of Governor Hickenlooper’s and Ritter’s administrations, or without the expertise, dedication, and passion of our building team – Tryba Architects, Trammell Crow, and Hensel Phelps,” said History Colorado President and CEO Ed Nichols. The complex has achieved the highest energy efficiency rating on the Leeds scale of “Gold” and virtually all of the interior electricity for its lighting is self-generated by a roof top solar system. Complete and comprehensive conservation systems though out the complex also include extensive heat pumps, recycling, natural solar lighting, LED light fixtures, waterless restroom fixtures, and many other systems and components.

RNR editors were treated to a VIP front and back of house tour of the new facility by the building’s architect, David Tryba, and the History Colorado Chief Operating Officer Kathryn Hill. According the COO Hill, “Gone are the days of permanent exhibits. We have created a space where we will feature some core exhibits, and also special exhibits, but all our exhibits are ever evolving and can be updated as time goes by. We have thus created an ever-evolving museum,” she stated to RNR. Locally based K-M Concessions and its

See [History Colorado Center Opens](#) page 6



2012 DSA recipient Mary Mino with Andy Divine

Colorado Restaurant Association’s Industry Spotlight Awards

The CRA’s 2012 Industry Spotlight Awards were held at the Ritz Carlton in Denver on April 4th. The event as always was very well attended and the facility and service were as usual wonderful. This year Photographer Steve Crecelius was gracious to allow us to use his shots of the award winners. His excellent work is well appreciated. For those in need of Photography please contact Steve at 303-789-5222. The pictures other than the award winners again show a great time by all!

See more [CRA Industry Spotlight Awards Photos](#) page 6

What’s In This Issue:

- Page 1** Broadmoor New Executive Chef
- History Colorado Opens CRA Industry Spotlight Awards
- Page 2** Publisher’s Letter
- Lou Mozer Article #15
- Page 3** Yancey’s Food Show
- Page 4** Working with Our Military
- Page 5** Cheese, Not Just for Breakfast
- Page 10** ACFCCA at Breadworks
- Page 11** US Foods Showcase
- Page 12** Restaurant & Lodging Associations
- WestEx

Next Month’s Features:
Dairy Products; Equipment, Furnishings & Supplies; Hot Dog Month; Side Dishes and Salads; Ice Cream; Frozen Desserts, & Beverages

Photo Provided To RNR Courtesy Of History Colorado

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Photo provided by Steve Crecelius, 303-789-5222

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Letter From the Publisher

By Bob Grand

Our condolences to the Paul Sandoval family as we all have lost something with Paul's passing. A man of great energy who always strived for what he believed was best for the people, the community, the state and his country. A fine example of a man to be followed.

It must be Spring as the Food Shows continue in full force. Lots of focus on healthy foods which is good because that is what the public wants and quite frankly what they need. The days of big corporate folks deciding what is good for us are gone. The market place will decide who gets the business based on what they offer.

Our e-mail distribution is growing. We are now up over 3,000 industry related people who receive the Restaurant News of the Rockies via email on top of the 11,000 hard copies that are mailed with a target of reaching 5,000 by our June/July issue.

Swick & Associates shared with us a frustrating situation they had encountered with one of the labor unions targeting them for something they did not control. As a policy we do not normally get involved but this appeared to be an attempt at a flagrant abuse of power that we thought we would share with you. Please read the material on the back page. We found it particularly amusing as it appears the union uses minimum wage workers to picket with. I guess

some are more equal than others.

There appears to be a trend developing in several of the states we serve where there is an effort to coordinate the efforts of the various professional groups to develop and promote tourism. Rising water does raise all boats. Promoting out of state visitors is important as that is new dollars to the table. I do offer though that we would all do well to stimulate our intra state traffic as well.

The ACFCCA continues to have a very aggressive activity program. Supporting the Chefs Move to Schools Program they have concluded that they need to have a better example of good eating habits so the ACFCCA staff is organizing an effort to have ten of the chefs participate in an organized weight reduction program. Several suggested that the Publisher of the Restaurant News of the Rockies should participate. Against better judgment, I have agreed to evaluate participation in the effort. Time will tell.

Time management is always an issue but as of late we all seem to be doing a lot more and enjoying it less. Life is a gift to be valued and our time is a valuable resource that is not to be squandered. Think about that in the context of what you do professionally and personally, and make your decisions accordingly.

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A Colorado Food Historian's Story Part Fifteen

By Lou Mozer,

Colorado IFSEA Branch Founder, Historian & IFSEA Board Member Emeritus

As I promised in my last article we would be covering Colorado Blvd and Hampden going north. To begin with, we have the Wellshire Inn which was owned by Leo Goto and his partners, but after their 30-year lease expired three years ago, they left. Wellshire Inn is now an Event Center for meetings and weddings, etc. When we get to University Hills Shopping Center on Colorado Blvd. and Yale, we had May D&F, Child's Pastry, the Retreat, ?, Chicago Speakeasy, which is now BeauJo's Pizza.

As I mentioned before, in the mid 70's I opened my food brokerage business and my brother, Sid, opened the first gourmet food store in the city, Sid's Fine Foods. Before I forget, Sam Wilson's Restaurant was on East Yale near I-25, now the Koebel office building is on that spot.

Moving along Colorado Blvd was the Plaza Deli. Up the road was the I-HOP Restaurant. As we go around the corner to Evans there was Denny's Restaurant. (There are still a few Denny's Restaurants left in Denver). When we cross over I-25, Writer's Manor Hotel was the home of Tiffin Inn restaurant run by Paul Shank. His original Tiffin Inn was at 16th and Ogden in an old house.

Across the street on the west side of Colorado Blvd. in the shopping center was LePeep, which is still operating, and

Bennigan's, which is gone. The Village Inn was located there, but is now an I-HOP. In the back was the Red Coral Chinese Restaurant, still there, and Mama Louise was also located there for a while. Back on the east side of the street was one of the Denver Drumsticks. A little farther up the street was a White Spot, which is now Hooters.

Between White Spot and Mississippi, there was The Alpine Village Inn, known for its German food, run by Ray Dumbach. Next block was Henritzi's fine dining. On the corner of Colorado Blvd and Mississippi was a Boston Market, which is now a dental office. At 1475 S Colorado Blvd. there was the Holiday Inn with the revolving restaurant at the top. The Stouffer Inn was housed in the fabulous Celebrity Lanes Entertainment Center. Many children enjoyed the swimming, bowling and the game rooms at Celebrity Lanes.

The Riviera Mexican Restaurant (now Las Delicias) located on East Kentucky, just off Colorado Blvd., was a favorite for the atmosphere and the food.

Tommy's Fish and Chips was on Colorado Blvd. and the great Library Restaurant, a fantastic place for drinks and appetizers and a big hang-out! Across the street in the building which now houses a large liquor store, there were five or six different restaurants: Grampy's Pancake House, George Manly's Steak House, The Best Years, Strawberries, and Lou Steven's Healthy Habits.

The Red Slipper was located at 600 S Colorado Blvd. in the Cherry Creek Inn Hotel. This was the former home of Cambridge Dairy.

My business had changed and I was now joining and becoming active in the food industry organizations. We were very active in the Chef's organization, and I was on the Board of Director's for the Restaurant Association. Because of my affiliation with Ron Adamczyk, assistant director of food service at DU, he later came to work with me in my brokerage business. I also became affiliated with the NACUFS group, National Association for College and University Food Services. I received many letters of thanks from them and a plaque for my contribution to their efforts. One other organization in which I became more involved was the ASHFAA, American Society for Hospital Foodservice Administrators Association.

My affiliation with other food service industry organizations will be discussed in the next column. I will also finish off the restaurants on Colorado Blvd.



Orthodox or CTC - Should We Care?

By Jeniffer Aloysius

The American says: "I need a cup of tea in the worst possible way." The Englishman quips: "Well, that's good because that's how you Americans make it."

Let's face it, Americans are creatures of convenience. Perhaps that's why we invented the tea bag and shook up the tea world. No more fussing with loose tea leaves. Who cares if tea lovers think that tea bags are a bane to the delicate tea leaf? Well, we should care, and we're in luck! Here's why...

See **Orthodox or CTC** page 6

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Yancey's Food Service Hosts Food Show in Loveland at the Embassy Suites

The Yancey team, led by Vice President Chris Boyd, had a great show at the Embassy Suites in Loveland. Marketing Director Amanda Gasman noted that restaurants have a choice when it comes to food distributors, so we designed this show to give customers the best experience possible. Yancey's Food Service began over 70 years ago serving northern Colorado customers with fresh produce from a small fruit stand.



Chef DeJohn at Yancey's Food Show



ACF award presentation, left to right: Shawn Kirk (Foodservice Consultant - Street), Bill Tschida (Director of Street Sales), Chef Christopher DeJohn (Executive Chef, Centerplate for Sports Authority Field @ Mile High), TJ Salvatore (Foodservice Consultant - Chain), Adam LePree (Foodservice Consultant - Street)



Yancey's Folks at Show



The Dairy Guys at Yancey's Food Show

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New Executive Chef At The Broadmoor *Continued from page 1*

Upon graduation, he began his career path in Michigan where he held several executive chef positions in award-winning restaurants. During this time, Chef Moore was also an adjunct professor at two of the leading culinary schools in the Midwest. Following his twelve years in Michigan, Chef Moore became the executive chef for two of the Top 20 Platinum Country Clubs in America rated by the Club Managers Association of America, Charlotte Country Club and later, Medinah Country Club in Chicago.

Taking his career to the next level in 2007, Chef Moore became the executive chef of The Ritz-Carlton's flagship property in Naples, Florida, a Forbes (formerly Mobil) Five Star, AAA Five Diamond property. During his tenure at The Ritz-Carlton, he led the culinary program for the property's 11 restaurants and 75 thousand square feet of meeting space. He played an integral role in the creation of four diverse restaurant concepts, each of which has proven to be successful additions to the hotel. Chef Moore was one of eight executive chefs selected nationally for The Ritz-Carlton Corporate Advisory Committee, offering solutions for brand's domestic portfolio.

Chef Moore has attained the Certified Master Chef (CMC) designation, the highest and most prestigious level of achievement from the American Culinary Federation which is granted only after the candidate has passed an intensive ten day test of culinary skills and knowledge. In addition to his Master Chef certification, he was selected as

one of 12 CMCs to serve as a judge on the CMC advisory board. Along with his extensive culinary experience and honors, Chef Moore has been selected to represent the United States in numerous international competitions including the "World Culinary Olympics" resulting in 13 international medals.

Ready to embark on his newest quest, Chef Moore is looking forward to bringing his wife of 21 years and three children to Colorado Springs and The Broadmoor. "I am thrilled and honored to be selected as only the fifth executive chef since 1918, following Chef Eisenberger, one of the most esteemed executive chefs in the industry, and to continue the culinary legacy in such an iconic resort as The Broadmoor," says Moore.

C.W. Craig Reed's same enthusiasm is expressed in saying, "Derin's culinary experience, creativity, and passion are among the best I have witnessed in our industry, and his leadership will no doubt contribute to The Broadmoor's continued success."

About The BROADMOOR

Opened in 1918, The Broadmoor is situated at the gateway to the Colorado Rocky Mountains in Colorado Springs. The resort encompasses 3,000 acres with three championship golf courses, 744 lodging rooms and suites, including the new Cottage suites. Amenities include an award-winning spa and fitness center, nationally recognized tennis program, 25 retail boutiques and 18 restaurants, cafes and lounges. The Broadmoor is a member of Preferred Hotels and Resorts and Historic Hotels of America.

Press release submitted to RNR by The Broadmoor.



Working with Our Military Partners in Food & Beverage

By Jackson Lamb

I recently traveled to San Diego in late March 2012 to give a few presentations at the International Food Service Executives Association (IFSEA) National Conference. Outgoing President Barbara Sadler had asked me to come out and give a presentation on Event Management and a presentation on Food and Beverage Management.

The conference had over 1,000 attendees, and my time slots for presentations were mid morning on the first and second days.

I was already booked when I received a phone call from Rick Diaz, Military Liaison for IFSEA. Over half of the membership of IFSEA is military, including the Army, Navy and Military Sealift Command. Rick explained that the Army had requested two additional days of training for their Phillip Connelly Award-winning members, and asked if I was available.

I had to do some quick research on the Connelly awards. They are named for Phillip Connelly, first president of the IFSEA. I agreed to accommodate the Army, and immediately set about to determine what type of curriculum to teach these young warriors. My class contained two soldiers each from seven different bases located around the world. My group was from Korea, Germany, Fort Bragg, North Carolina, as well as from bases in Georgia, Pennsylvania, Minnesota and Nebraska.

I did learn that their culinary skills equal any of those from students graduating from any culinary school in America. These troops are well versed in all aspects of cooking. In my research, I determined that while they can cook, several components are not included in their culinary training. Menu planning, cost control and purchasing are areas unknown to these troops. They are usually told what to cook, and menus are issued

weeks in advance. They don't have to opportunity to create their own menus. Those menus are created after the troops requisition food products. They don't deal with vendors like we do in the private sector, and they are unaware of cost values of most food items. Lastly, critical thinking is a topic they love because too often they are not allowed to "think outside the box".

We spent the first day comparing military food service to foodservice in the private sector. This required them to get out calculators and start some basic number crunching, learning the basics of food cost and labor cost percentages. This led to an exercise where they could create their own menu specials of 5 items, cost them out, and mark them up to represent a 31% food cost.

The second day was built upon the first day. Examining mainstream components of 25 different cuisines, the troops were then required to design specific cuisine-based menus, and cost them out to represent a 33% food cost.

The last exercise was to take menus of nationally recognized restaurant chains (Bonefish Grill, Outback Steakhouse, Applebee's, etc.) identify ten menu items, and break those items down from a cost analysis perspective. All this was new to them, and the memories and experiences I've created with the men and women of the US Army has created relationships I'll cherish forever. After gathering all their e-mail addresses, we've all communicated with each other as they've returned to their specific corner of the world.

Submitted to RNR by Professor Jackson Lamb, Director of Culinary Management Department of Hospitality, Tourism and Events Metropolitan State University of Denver, Email: lambjo@mscd.edu



Vincent Woodmancy and Sgt. Rebekah Dennis



Sgt. Sara Sauer



Sgt. Tollie Yoder and Sgt. Gabriel Warwick



Chef Jackson and award winners



Chef Jackson Lamb and Sgt. Javier Gonzales

Food for Thought ... Because They Are All Our Kids



Professor Michael Wray of the Hospitality, Tourism and Events Department at Metropolitan State University of Denver and the Food For Thought Team packing at the Metro facilities in Denver

Denver, we have a problem: During the week children in low income families rely on federally funded school breakfast and lunch programs for their main nutritional meals. On the weekends, substantive meals would set the stage to help them learn. However on the weekend many of these children do not get enough to eat. A hungry child struggles with focus, the ability to get good grades and critical self esteem.

Food For Thought – Denver has stepped up to serve Title one schools in Denver. Every Friday during the school year, volunteers fill PowerSacks of food for children to take home – enough nutritional food to feed a family of four. The

Food For Thought – Denver came about through the hard work, dedication and support of volunteers and leaders at the Arvada Sunrise Rotary Club and Metro State College of Denver. Currently the group serves 600+ children and their families. Every penny raised is used to purchase food or materials. The program has no overhead cost!

To learn more or to donate, please contact:

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Or 720-201-9192 or info@FoodForThoughtDenver.org or www.FoodForThoughtDenver.org

The Money on the Table

CPA Tips for Restaurant Owners



5 Ways to Lower Your Food Costs Part I

By Eric Swick

You may be throwing money away without even knowing it.

I know as we come out of this difficult economic period it is easy to begin to lose focus on some of the cost areas you have been working hard to control.

This is part one of a two part article that is one of my favorites and feel the time is right to rerun it as a reminder of how you can find some cost savings. I also see with many of my clients the continued impact from the increase in minimum wage rates on their labor costs. I briefly touch on that issue too.

As we all know with continued increases in cost there is only so much of this added cost that you will be able to pass on to your customers in the form of increased menu pricing. You therefore need to look at all areas that you might be able to control costs in. With food costs typically being the single largest component of a restaurant's cost structure, this is an excellent place to start.

My firm has done the accounting for over 300 restaurants and I'm always amazed at the variance in food costs as a percentage of sales. Although there are various rules of thumb for what those costs should be, here's 5 definite ways to lower the costs, regardless of where they are today.

1. Menu Pricing: How often have you checked the actual food cost of an item against the price you have on your menu? Many of the food purveyors will break down the costs of every one of your menu items, including side dishes and sauces. You'll then determine your actual cost and based on a targeted margin be able to more accurately determine the selling price.

Do you watch what comes back to the dishwasher? It's a good way to determine if your portions are too large. The portion sizing obviously contributes to your food costing and impacts your margins too.

Are you also stuck with a signature menu item and can't raise the price? They'll also help you in placing the more profitable items on the menu where it's more likely to be seen...and bought! Location, location, location. It's not just for real estate.

2. Comparison Shopping: Did you know the price of wings go up during football season? But not everywhere. Most of the food purveyors raise their prices because there's a higher demand during football season. You may want to price items at some cash and carry places like Sam's or Costco. Some items are a commodity, like cheese and fluctuate in price due to market changes. In any event, when your main food supplier raises the price, shop with one of the competitors to compare pricing. Many times it will be lower in order to make a good impression. Also, make sure your supplier lowers the price when it should be dropping on those commodity items. Like any vendor, you need to just help

keep them honest.

3. Waste & Scrap: This isn't just limited to food. Waste of labor is a big problem for restaurant owners. Cutting cooks and wait staff just a half hour when it's slow can really help. For example, let's say you have a cook at \$12.00 an hour and a \$4.00 an hour server, and you cut them a half hour early three times a week. That's \$24.00 a week or an extra \$1,250 per year...on your bottom line. Add the savings in payroll taxes and workman's comp and you're now closer to \$1400.00!

And how consistent are your cooks with portions? I had one client who started pre-portioning their shrimp appetizer because one cook's "handful" was about 25% more than the correct portion control. They ended up saving about 20% overall on that food item.

Menu complexity also can be a contributing factor to waste and scrap in the kitchen.

We'll discuss ways to verify food portions, an "exit" strategy for specials that don't sell and other contributors to waste, in the next article, along with items 4 (theft) and 5 (bar losses).

If you have suggestions or comments, please feel free to contact Swick & Associates, P.C. We also would like to invite you to visit our new web site to learn more about us at www.swickco.com or call us at 303-987-1700.

Eric Swick is president of both Swick & Associates, P.C. an accounting firm specializing in restaurant accounting and Payroll Specialists, LLC located in Highlands Ranch, CO.



Cheese, not just for breakfast anymore. Or is it?

By Mary Beth Hill, Cheese Specialist, Italco Food Products

For many of us, there is nothing like that first whiff of fresh brewed coffee in the morning. In many parts of the world, cheese is an integral part of breakfast. When traveling in Europe, it is common to enjoy a selection of cheese with ham, jams, and fresh bread. Greeks eat Hallumi with melon for breakfast. A traditional Turkish breakfast includes tomatoes, feta cheese, green peppers and eggs. In the US, some of our favorite cheesy American lunch and dinner comfort foods are now showing up for breakfast. Breakfast Mac and Cheese from the Wisconsin Milk Marketing Board incorporates many favorite omelet ingredients including sausage, onions, peppers, cheese and eggs. I recommend Hook's Red Errigal, a creamy mixed milk Colby style cheese.

In honor of Grilled Cheese month, why wait for lunch to enjoy these Grilled Cheese recipes: Grilled Cheese Eggs Benedict, the sweet and savory combination of a Grilled Cheese sandwich covered in maple syrup, or a Grilled Fontina Cheese sandwich with a thin slice of pancetta and two slices of ripe Roma tomatoes. For a sweeter fix, indulge in the Bianca with Crave Brothers Mascarpone, dulce de leche and raspberry preserves on cinnamon raisin bread. Check out the grilledcheeseacademy.com website for more delectable grilled cheese recipes. My childhood favorite breakfast sandwich received a cheesy upgrade in Laura Werlin's Cheesy Gashouse Egg

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Sandwich. Cut out a hole in the center of the bread, place the bread in a frying pan, crack an egg in the hole, and fry it. Add your favorite cheese such as Swiss or Gruyere, and you have an easy grilled egg and cheese sandwich.

A classic southern breakfast includes a side of grits. How about Cheddar or Goat Cheese Grits? Try the rustic combination of stone ground grits and sweet, nutty Parmigiano Reggiano. Rogue River Smokey Blue from Oregon is a delicious replacement for bacon with your eggs. The cheese is cold-smoked over hazelnut shells to give it a smoky sweet bacon flavor.

Spring is the season for fresh Ricotta. Mild, creamy and wholesome, serve fresh Ricotta with honey, fruit and Prosciutto as a light treat for breakfast. I recommend Fruition Farms naturally sweet whole sheep milk Ricotta. Enjoy Ricotta in a wheat free parfait featuring Ricotta, berries, and toasted almonds. For your sweet tooth, stir in a bit of confectioner's sugar or drizzle with honey or agave.

Cheese is the perfect protein-packed food for breakfast, so why not serve it with coffee? Aged Gouda with its sweet, caramelized flavor enhances strong coffee and espresso. Piave, an Italian cheese slightly softer in texture and a bit sweeter than Parmigiano Reggiano, is a good match. Serve Ricotta with espresso and biscotti and a drizzle of honey. For something different, Gjetost, a sweet Norwegian cheese with caramel flavors is a natural with coffee. It's like having dessert for breakfast.

Is your inner child craving something sweet with a grownup gourmet flare? Chef Nicholas Johnson of 43 North prepared this breakfast appetizer in the Dueling Chef competition in Madison, WI: A round of goat Chevre, rolled in Captain Crunch and flash fried, served on half of a toasted English muffin drowned in maple syrup.

Local Food Distribution Company Working to Create New Markets for Local Products

SOURCE Local Foods announces distribution services between local food producers and wholesale food buyers along the Front Range.

(Boulder, CO) SOURCE Local Foods, a new Boulder-based food distribution company, announced today that it has commenced distribution services be-

tween local farmers and other food producers, and local buyers such as restaurants, grocery stores, schools, and other institutions in Colorado.

According to USDA data, Colorado citizens currently spend \$12 billion per year on food, 97% of which is imported from outside the state. By strengthening the connections that exist between local farmers and local food buyers, SOURCE Local Foods aims to increase the percentage of food that is produced and consumed locally - facilitating increased sales and market reach for local products, and making it easier to access fresh and nutritious foods for Colorado food buyers.

"It's all about creating more efficient ways to buy locally grown and locally processed food," said SOURCE Marketing Manager, Michael Beelner. "Through our local producer network, we maintain a direct connection to every producer we serve, reducing harvest-to-table turnaround times and providing effective delivery services for value-added products along the Front Range."

Today's announcement comes after a multi-phase planning and development effort conducted by SOURCE to identify the specific distribution and marketing needs that exist between area producers, restaurants, grocers and others. "Engaging with the various stakeholders in this process has revealed much for us as a young, locally owned business" said Beelner. "Building a larger distribution model for our community will take time and a lot of hard work, but we're motivated by the opportunities that exist right here and right now."

"We're excited to see new opportunities to market our food locally," said Mark Guttridge, of Ollin Farms, a family-run farm between Longmont and Niwot. "The key to developing a strong local food system is in relationship building, and it's difficult for busy farmers to find the time to explore those new marketing avenues. That's where a company like SOURCE fits in perfectly. They spend time building those relationships, which allows us to focus on the production side, feeling confident that we will have a way to get our high quality products into the hands of local grocery stores and chefs."

Local producers and buyers involved in the effort include Oxford Gardens, Circle Fresh Farms, Ollin Farms, Grant Family Farms, Root Down, Linger, Row 14 Bistro and Wine Bar, and Lucky's Market and Alfalfa's grocery store. For additional information, please email Zane Kessler or visit www.SourceLocalFoods.com.

Submitted to RNR from a SOURCE Local Foods press release.



SERVICE IS WHAT WE DO

By John Dienhart

You and I need to really become conscious that our employees not only project a positive image of our business to our customers, they also reflect the quality of life in our workplace. They, we provide service to everyone. Service is an attitude, and our attitudes, employee's attitudes, and customer's attitudes do affect each of us.

We define service as three components: Customer Focus, Service Systems, and Service under Pressure. An understanding of and the application of these individual yet intertwined components should, in the long run, add to our bottom line.

"Customer Focus" means we really concentrate and focus our attention on the customer with each of our senses. We have to train ourselves and our employees to truly focus on our customer. Given the manners of today's society, such training is no easy task. Customer Focus involves service interaction with our customer and the enjoyment and self-satisfaction of providing service.

"Service Systems" should make the act of service as easy as possible for our employees to serve our customers. Service Systems include the design, organization, and procedures for the delivery of service to our customers. When systems make service to our customer easy, our employees can focus more on our customers.

"Service under Pressure," the third component, is directly influenced by the expectations of customers and management. Service under Pressure is the most challenging component of service

because of changing customer demands for faster, more pleasant service. Our employees are caught in the middle between the customer and management. Service under Pressure can be defined as a psychologically, pressure packed experience involving the attitudes, feelings, and thoughts of human beings: you, me, employees, and customers. Relieve the pressure and making it easy to serve our customers will give our employee the opportunity to better focus on our customers.

Service is no easy task, yet it is the disposition to be helpful, thoughtful, and considerate toward others. It just might be the competitive difference to Improving our bottom line.

Submitted to RNR by John Dienhart, Chair of the Hospitality, Tourism and Events Management program at MSCD in Denver. John can be reached at (303) 556-5638, or email: dienhart@mscd.edu. Program information is available at www.mscd.edu/~hmt.

History Colorado Center Opens

Continued from page 1

sister company Service Systems Associates is the exclusive retail, restaurant, catering and guest services provider for the new complex. K-M has become a national leader in guest service operations for cultural attractions nationally, serving 17 million guests annually.

The museum's full-service restaurant is called the *Rendezvous Café* and is located on the first floor off the main entrance lobby. The public can visit both the museum gift shop and the restaurant without purchasing admission or a membership to the museum itself, thus encouraging complete interaction with the public at large. The restaurant's new executive chef is Mike Manoli who has worked with K-M and Service System Associates for nearly 20 years, and is a graduate of the John-



Executive Chef Travis Kight



Chef Mike Manoli of The History Colorado Center's New Rendezvous Café

son & Wales culinary program in Rhode Island. Chef Manoli has created many culinary innovations with his work at the National Western Stock Show, the Denver Botanic Gardens and the Denver Zoo. The museum's catering and meeting space is being marketed by K-M under the trade name of "Continental Divine Catering".

About History Colorado – Established in 1879, the Colorado Historical Society which today is known as History Colorado preserves Colorado's rich heritage through the State Historical Fund, the Office of Archaeology and Historic Preservation, collections stewardship, statewide museums and programs for students, educators and visitors of all ages. History Colorado is headquartered in the new History Colorado Center in Denver's Golden Triangle Museum District. For more information please visit: www.HistoryColorado.org or call (303) HISTORY.

Written by Rob Malky, RNR Editorial Staff from interviews and press releases provided to RNR.

Orthodox or CTC

Continued from page 2

I know that the best tasting cup of tea is enjoyed full-leaf, but that's not to say you can't enjoy a cup made with a tea bag. The secret is the quality of the tea.

But first, what is orthodox and what is CTC? Orthodox tea is whole-leaf tea manufactured using the traditional process of making tea; that is, hand rolling or machine rolling. It's also known as rolled tea or handmade tea. The gentle process twists and breaks the leaves to

release the natural juices and activates enzymes that help to initiate oxidation. The large leaf allows for the release of the full range of flavor (and health benefits) stored in the leaf.

CTC tea, or crush (or cut), tear, and curl tea, is machine cut to produce equally-sized leaf particles, thereby making it suitable for packaging into tea bags. CTC tea has 3 main grades; broken, fannings, and dust. Historically, tea used in the CTC process was lower in quality than that used in orthodox tea and typically resulted in bitterness. With high-quality tea, you can say good-bye to the bitter tea face and hello to deliciousness.

Ironically, however, most bagged tea has more body than the larger loose leaf. What's up with that? The answer lies in the rolling process. Rolling causes the tea leaf to rupture and crush its cells so that the juices are released to the surface. During the oxidation stage, various liquoring properties such as strength, brightness, briskness, color, and quality begin to characterize the tea.

To an extent, the same goes for the orthodox method, with an additional benefit – the twist of the tea leaf. Many tea aficionados place great importance on the twist of the leaf. For example, "oolong" means "black dragon" and many tea producers make it a point to make the tea leaf look like tiny dragons.

Twisted up or liquored up? – that is the question. There's a delicate balance between the two, as the properties for one is often realized at the expense of the other.

'Til next time, Happy Liquoring!
Jen

Jeniffer Aloysius is President & CEO of Ceylon Pearl Inc. – The Denver Tea Company. Jeniffer can be contacted at 303.960.0737.

CRA Industry Spotlight Awards Photos

Continued from page 1



Pete Meersman with Signature Dish Outstanding Professional Award winner Erin Pulling



Pete Meersman with Knoebel "Reaching for the Stars" winner Derek Figueroa

More **CRA Industry Spotlight Awards Photos** page 8

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Photo Provided To RNR Courtesy of K-M Concessions

Photos provided by Steve Crecellius, 303-789-5222



ACF Practical Exam Preparation – An Evaluator’s Perspective

By Scott R. Smith, Ph.D, CEC, CCE

As an American Culinary Federation (ACF) Approved Certification Evaluator (ACE) I get asked, by individuals wanting to take the certification practical exam, “What should I do to get ready for a practical exam?” The basic answer to this question is this: preparation. To begin with, there is some great information on the Practical Exam page of the ACF National website at www.acfchefs.org. However, in discussing the topic of practical preparation with a few of my fellow ACE’s, the following themes emerged: guidelines, menu preparation, practice, and execution.

Guidelines

- Thoroughly read the Practical Exam Candidate Guide for guidelines and specifics on the exam being taken. Then read them again. If you are unsure about something in the guidelines, be sure to contact ACF National or an ACE and ask your questions.

Menu Preparation

- Write out your menu and then compare it to the exam guidelines. Look for all required ingredients, cooking methods, and knife skills. It is helpful to write these on the menu to ensure that you have included all of them.

- When writing your menu, if you include a classical dish, e.g. Chicken Coq au vin, while not a requirement, it had better be to the letter of Escoffier. Do not create a modern or fusion version and call it Chicken Coq au vin. If this is what you want to do, change the name on your menu.

- Along the same lines as naming your menu items, if you state that you will be executing a classical knife cut, make sure it is the classical knife cut. If not sure, research and confirm.

- When reviewing the ingredients for your exam, be sure to understand what and how much you need to use and present to the evaluators. For example, the market basket for the CEC exam has quantities listed, but states “Each ingredient must be used at least once. The amounts given are only suggested as a guideline; you may not need to use all the amounts that are listed.” Whereas the CSC exam lists specific amounts to present.

- When planning your menu, be sure to think about the portion size and nutritional balance of your courses, as well as profitability.

- If you are not sure, contact ACF National or an ACE and ask your questions.

Practice

- Yes, practice, practice, practice and then practice some more!

- Get a qualified chef to critique and to help point out inconsistencies you may have overlooked in the final phase of practice. It is always good to have a second set of eyes, but be sure this person can provide a non-biased, quality critique.

- Put your ego aside and accept the feedback and critique.

- Mise en place! Do any pre-prep that is allowed, such as washing the produce. Bring just what you need, this way you reduce the amount you need to store properly during the exam. Label your ingredients. Organize your workstation, only having on the table what you need



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to work with to complete the task at hand. Have designated containers for usable waste, trash, and compost.

- Practice in as many different kitchens as possible. This way you can become more comfortable in unfamiliar settings and work with different equipment.

- Keep timelines during your practices so you can refine them and use them on the day of testing.

- If permissible, try to observe a practical exam.

Execution

- Keep in mind, sanitation infractions can result in instant failure.

- Store potentially hazardous ingredients properly, this includes your usable trim.

- You may feel that “I do this everyday, piece of cake!” but when you step into an unfamiliar environment, it can instantly slow you down from your original “practiced time.” Remember, you usually do not have three chefs in lab coats watching your every move

and making notes of them.

- Think about your organization and timelines to help keep you on track. Even the most experienced chefs can get that “deer in the headlights” look, derail themselves, and lose time.

- Execute the required skill sets properly.

- This is not a competition; it is a measurement of skills and proficiency. Come in with a positive attitude and a plan that shows the evaluators you know how to cook, practice food safety and sanitation, are organized, and can think on your feet. The evaluators want you to succeed. But keep in mind, all the advice, insight, coaching, planning, and practice will not ensure that you will pass this exam. Ultimately you must show up with your game face on and perform. At the end of the day, it is all about wholesome, tasty, attractive food prepared by professionals.

I would like to thank the following Approved Certification Evaluators for their thoughts and insights on this top-

ic: Peter S Aiello, CEPC, CEC; Michael DeGiovanni, CEC; Christopher V. DeJohn, CEC, AAC; Jeremy J Glas, CEC; Wayne Smith, CCE, CEC; and Jonathan A St. Peter, CEC.

Dr. Scott Smith is the Director of Food Service Management Programming for The Hospitality College at Johnson & Wales University, Denver Campus. He can be reached at 303-256-9455 or scott.smith@jwu.edu.

GO GREEN! To receive the latest issue of the paper by email contact the Restaurant News of the Rockies: editor@restaurant-newsrockies.com



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CRA Industry Spotlight Awards Photos *Continued from page 6*

Photos provided by Steve Crecelius, 303-789-5222



Pete Meersman with Signature Dish Exceptional Newcomer Award winner Mark DeNittis



Ed Novak with Hall of Fame Inductee Warren Byrne



Pete Meersman with Signature Dish Regional Outstanding Professional Award winner Liz Wahl



Pikes Peak Chapter 50+ Year Members with Franco Pisani, Pikes Peak Chapter President

More **CRA Industry Spotlight Awards Photos** page 9



Mile High Chapter 50+ Year Members with Lauren O'Brien, Mile High Chapter President



Pete Meersman with Philanthropist winners Libby and Brad Birky



Ken Nelson with Hall of Fame Inductee John Daisy



Pete Meersman with Signature Dish Exceptional Newcomer Award winner Jessica Doerffel



Mike and Chris Laurita with Hall of Fame Inductees Rosemary and Mick Laurita

COMING EVENTS

May 2012

Arizona:

- 7 ACF AZ Monthly Meeting at Scottsdale Le Cordon Bleu: Chef Juan Martinez, CEC, CCE, Session on Tamales and Chef Glen Humphrey, CEC, CCE, Cooking with Goat
- 14 ACFCASA Monthly Meeting at Lodge on the Desert, Executive Chef Ryan Clark hosting, with Double Check Ranch sponsoring
- 19 Arizona Restaurant Association Spring Restaurant Week

Colorado:

- 1 CRA 2012 Discover Colorado Rally West Steps of the Capital 12:30 pm to 1:30 pm
- 3 CRA Pikes Peak Chapter Meeting at Paravicini's Italian Bistro 8:30 am to 9:30 am in Colorado Springs
- 3 CRA Dine Out Event to Support Metro State Chapter at Olive Garden Northfield Stapleton 7:00 pm to 9:00 pm in Denver
- 9 CRA Breckenridge Chapter Meeting 9:00 am to 10:30 am at Fatty's Pizzeria, Breckenridge, Colorado
- 10 CHLA Independent & Small Property Owner & Managers Trade Show 1:00 pm to 5:00 pm at the Embassy Suites Hotel & Conference center, Loveland, Colorado
- 10 CRA Education Foundation Scholarship Awards Luncheon 11:15 am to 1:00 pm at the Hyatt Regency Denver at the Colorado Convention Center
- 14 ACF Pikes Peak Meeting at 1:00 pm at the Springs Rescue Mission hosted by Chef Walter Lofton in Colorado Springs, Colorado
- 14 ACFCOA Monthly Meeting 6:00 pm to 10:00 pm at the Golden Hotel in Golden, Colorado
- 15 CHLA Legislative Readiness Fund Spring Golf Outing, 1:00 pm to 5:00 pm at the Inverness Hotel & Golf Club in Englewood, Colorado
- 16 CRA Durango Chapter Meeting 3:00 pm to 4:30 pm at Carver Brewing Company in Durango, Colorado
- 16 CRA Colorado West Chapter Meeting 3:00 pm to 4:30 pm at Enzo's Pizzeria & Italian Café, Grand Junction, Colorado
- 19 ACFCOA Arapahoe Basin Chili Cook-Off 1:00 pm – 3:30 pm at A-Basin
- 20 Taste of Durango – Durango's Premier Food Festival
- 22 NRA/CRA PAC Dinner – 6:00 pm to 9:00 pm at Kevin Taylor's at the Opera House, Denver, Colorado

Montana:

- 8 Voices of Montana Tourism Sponsors National Travel & Tourism Event

Nevada:

- 3 NvHLA Nevada Hospitality Golf Open VIII
- 15-17 Hospitality Design Expo & Conference 2012 at the Sands Expo and Convention Center in Las Vegas, Nevada
- 21 ACF Chefs Las Vegas 15th Annual ACF Chefs Las Vegas Golf Tournament at Silverstone Country Club in Las Vegas Nevada
- 24 NvRA Las Vegas Epicurean Affair at The Palazzo Pools at the Palazzo Resort Hotel & Casino In Las Vegas, Nevada

New Mexico:

- 16-17 New Mexico Governor's Conference on Tourism at the Taos Convention Center in Taos, New Mexico

Please send notices of industry related meetings and events to Restaurant News of the Rockies PO Box 489, Keenesburg, CO 80643; Fax 303-732-4444; email: editor@restaurantnewsrockies.com



CRA Update News

NRA-PAC Dinner May 22 at Kevin Taylor's

CRA will host its annual NRA-PAC Dinner at Kevin Taylor's at the Opera House the evening of May 22, 2012.

Special Guests (confirmed) will include:

U.S. Congressman Mike Coffman (6th District)

U.S. Congressman Cory Gardner (4th District)

U.S. Congressman Scott Tipton (3rd District)

NRA-PAC Chairman Jeff Davis

This event is a great opportunity for you to join friends and colleagues for an evening of lavish food and drink, featuring chefs from The Broadmoor, Elway's, Epicurean Culinary Group, The Fort Restaurant, and Kevin Taylor's at the Opera House.

6:00 pm - Reception

6:45 pm - Dinner

Cost: \$185 per person

Hosts include:

Holly Arnold-Kinney, The Fort Restaurant
Bill and Lacey Artist, Artist & Associates
Paul Aylmer, Epicurean Culinary Group
Bobby Campbell, Carrabba's
Marcyndah Cosner and Thom Parker, Robinson Dairy

Derek Figueroa, Seattle Fish Company
Robert Hahn, Asset Sources

Pete Meersman, CRA

Diane Kinney, Outback Steakhouse
Karen Kristopeit-Parker, The Fresh Fish Company

Matt Larson, Kenny's Steak House

Mark Moses, Outback Steakhouse

Ed Novak, Egg & I Restaurants

Craig and Cathy Reed, The Broadmoor Hotel

Brian Robison, Burger King

Jim Smith, Republic National Distributing

Roland Wayment, Bonefish Grill

Rich Yoke, Egg & I Restaurants

For information and to RSVP, contact Siobhan Blanckaert at the CRA at 303-830-2972 x112 by May 15.

10th Annual CRA Education Foundation Scholarship Awards Luncheon To Honor 2012 Scholarship Recipients

In partnership with the National Restaurant Association Educational Foundation and Kevin McNicholas (K-M Concessions), the CRA Education Foundation will honor its 2012 scholarship award recipients at the 10th Annual Scholarship Awards Luncheon on May 10th from 11:15 a.m. to 1:00 p.m. at the Hyatt Regency Convention Center.

Scholarship award recipients from post-secondary and ProStart® high school hospitality education programs will be recognized for their outstanding achievement in academics and their commitment to careers in the foodservice and hospitality industry.

The event highlights will include presentation of the 2012 ProStart® Student, Teacher, and Industry Mentor of the Year awards; and awarding of secondary and post secondary scholarships. Since its inception in 1987, the CRA Education Foundation (formerly the Donald Quinn Education Fund) has awarded more than \$550,000 in scholarship funds to students who plan to enter the hospitality business.

The event is sponsored by Sysco Denver, Kevin McNicholas (K-M Con-

cessions), and Seattle Fish Company. Companies contributing to CRA Education Foundation scholarships include the National Restaurant Association Educational Foundation, Sysco Denver, Robinson Dairy, Coca-Cola, Metro Denver Hotel Association, Weil Family Foundation, Johnson & Wales University, The American Institute of Wine and Food Colorado Chapter, the International and the following CRA Chapters: Durango, Summit County, and Mile High.

Cost to attend the luncheon is \$45 per person, or \$600 to sponsor a table of scholarship recipients. For more information, please call Mary Mino at the CRA office or e-mail mmino@coloradorestaurant.com.

Taste of Durango Sunday, May 20

Come enjoy Durango's premier festival showcasing the fabulous fare of fine restaurants and craft beer from four local breweries. The event is from 11 a.m. - 3 p.m. on Main Avenue in downtown Durango, and features food and festivities for everyone. Proceeds from the event will benefit Durango's Manna Soup Kitchen. **Restaurateurs:** Visit www.tasteofdurango.com to download the application if you're interested in participating!

Tourism Pays! Spread the Word National Travel and Tourism Week is May 5-13, 2012

Since 1983, the U.S. has designated "National Tourism Week" in early May to celebrate tourism's impact on the national economy. In addition to kicking off the summer tourism season, National Tourism Week is a great opportunity to highlight the contributions of the travel and tourism industry to the U.S. and Colorado economies. Below is some data you can use when talking about tourism with local government, chambers of commerce and customers.

Recently the six member Colorado Joint Budget Committee (JBC) considered only allocating \$9.6 million this year to the Colorado Tourism Office to market Colorado as a travel destination. CRA lobbyists Bill and Lacey Artist worked very diligently to get tourism funding bumped up to just over \$13 million dollars. From the statistics below, it is easy to see that tourism is a vital piece of our economy as it equals jobs and revenue for Colorado.

Tourism Pays

- Tourism is one of the largest industries in Colorado in terms of jobs, employing nearly 137,000 people in the tourism sector. Overall, these employees earn \$4 billion annually, contributing to state revenue. *Dean Runyan Associates, The Economic Impact of Travel on Colorado 2011*

- In 2010, Colorado welcomed 55.1 million domestic visitors, who made \$14.6 billion in tourism-related expenditures - the second highest amount since tracking began in 1994. *Longwoods International, Colorado Travel Year 2010 and Dean Runyan Associates, The Economic Impact of Travel on Colorado 2011*

- The Colorado travel industry generates more than \$750 million in local and state sales tax revenue. *Dean Runyan Associates, The Economic Impact of Travel on Colorado*

- Without the contribution of state and local taxes from tourism, every Colorado household would need to pay \$395 more in taxes for government services. **Total state and local taxes divided by total number of Colorado*

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residents according to 2010 U.S. Census Bureau estimate.

- For every dollar the Colorado Tourism Office spent advertising the state, domestic visitors spent \$113. The return on investment for tourism advertising and promotion spending is 7:1 for state and local sales taxes generated. *Longwoods International, Colorado Travel Year 2010*

- In 2010, Colorado's advertising campaign generated approximately \$933 million in incremental visitor expenditures, yielding \$62.5 million in state and local taxes. *Longwoods International, Colorado Travel Year 2010*

- Colorado maintains its number 1 ranking in overall market share for ski trips.

Submitted to RNR by Lynn Bishop, Communications Manager, Colorado Restaurant Association. Please visit the CRA for more information at: www.coloradorestaurant.com.

CRA Industry Spotlight Awards Photos

Continued from page 8



Pete Meersman with Signature Dish Regional Outstanding Professional Award winner Brian Nolan



Maryann and Dick Weil

Photos provided by Steve Crecellius, 303-789-5222



Pete Meersman with Signature Dish Outstanding Professional Award winner Elise Wiggins



Humanitarian winner Kevin McNicholas with Tammy Cunningham



Chef Talk du Jour

ACFCCA Meeting at Breadworks of Boulder, CO



ACF Chefs enjoying!

The ACFCCA monthly meeting was held at Breadworks of Boulder. Owner Larry Domnitz as always was a gracious host aided by his Executive Chef Colleen Doran, the food, provided by Shamrock et al was delicious. The staff just helped make the night memorable. Kim Tarley added a special desert by serving up Gelato! It was a relaxing evening with time spent with old friends and enjoying wonderful food. See pictures they tell the tale!



Above: Food Prepping at Breadworks



Left: Chef John Tusa at ACF Meeting at the Breadworks

Below: Discussing the Weight Loss Competition?



Food Preparing at the Breadworks ACF Meeting



Escoffier folks enjoying the evening



Larry and group relaxing after a great service at Breadworks

Chefs Move To Schools In Douglas County

By Jason K. Morse, CEC

(Castle Rock, CO) First Lady Michelle Obama started the Chefs Move to Schools initiative and challenged chefs nationwide to share their culinary expertise in the fight against childhood obesity. In response, the Douglas County School District (DCSD) has partnered with the American Culinary Federation Colorado Chefs Association (ACFCCA) to provide nutrition education opportunities for students and to promote healthy school lunches through a variety of activities.

Typically, chef events include hands on instruction and demonstrations. The events introduce healthy new foods, teach proper nutrition, and provide rich educational experiences on where foods originate and how they get to the table. And of course, the chefs are not shy about sharing creative and tasty recipes!

Having chefs in schools has had a few unintended, but welcomed, sur-

prises. Picky eaters try new foods, and when at home, kids request foods that parents never imagined they would like to eat. Students learn culinary techniques for slicing, dicing, and preparing foods that get them inspired about being in a kitchen and, most importantly, about food in general.

In DCSD, volunteer chefs have worked with students in school gardens to develop garden themes and recipes that can be enjoyed at harvest time. They have sponsored taste testing sessions and hosted school assemblies. They work with students in DCSD's ProStart program at ThunderRidge High School to develop new recipes, some of which are now featured on the District's lunch menu.

The next chef event is the District's 2nd annual *Fittin It In 5K* race where chefs are being paired with students to compete in a healthy post-race snack recipe contest. The recipes will be judged on theme, appeal, and nutritional value. For more info on the race visit: <http://www.prace.com/races/event/31788/DCSD-Fittin--It-In-5K-Highlands-Ranch-CO>.

US Foods Showcase In Colorado Springs Photos



Chefs at US Foods Show



A happy face at US Foods Show!



Sharon Bugle at US Foods Show

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1792431	3-Grain Veggie Slider
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1782242	Angus Chopped Beef, 8 oz Patty
1829787	9-Grain Sprouted Bun
1811751	All-Butter Croissant Pudding
1811793	All-Butter Dark Chocolate Croissant Pudding
1811850	All-Butter Wild Blueberry Croissant Pudding
1829761	All-Butter Croissant Bun
1776590	Ckd Applewood & Hickory Pit-Smoked BBQ Pork Loin Back Ribs
1776855	Ckd Applewood & Hickory Pit-Smoked BBQ Pork Shoulder
1776780	Ckd Applewood & Hickory Pit-Smoked BBQ Pork St. Louis Ribs
1794353	Wild-Caught Alaskan Salmon Slider
1794296	Wild-Caught Alaskan Salmon Burger
1789742	Korean Barbecue Sauce
1789767	Mexican Adobo and Beer Sauce
1789817	Portuguese Churrasco Sauce
1787258	Blue Marble Jack Cheese Slices
1787308	Habanero Jack Cheese Slices
1800325	Part-Skim Mozzarella-Style Cheese
1800291	Whole-Milk Mozzarella-Style Cheese
1673730	Chocolate Chip Cookie Dough
1767169	Oatmeal Raisin Cookie Dough
1673722	Sugar Cookie Dough
1829720	Curry Coleslaw
1829712	Santa Fe Brown Rice and Lentil Salad
1829753	Thai Peanut Yakisoba Noodle Salad
1789296	Homestyle Chicken Breast Chunk Fritters
1789254	Homestyle Chicken Breast Filet
1789262	Homestyle Chicken Tenderloin Fritters

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COLORADO

2012 Discover Colorado Rally on May 1st on the west steps of the Capital Building. Join the Colorado Tourism Office, Visit Denver, elected officials and key industry leaders to celebrate Discover Colorado Week. In support of national Travel & Tourism Week the Colorado Tourism Community is joining travel supporters throughout the country to high light travelers' significant contribution to the local and national economy and to illustrate why travel matters in a vocal and visible way. The goal of the rally is to create greater appreciation of travel and tourism's impact on our local economy and the more than 10 million workers nationwide and 1,348,000 in Colorado whose jobs depend on travel.

CRA Pikes Peak Chapter Meeting on May 3rd at Paravicini's Italian Bistro in Colorado Springs.

Dine Out Event to support the CRA Metro State Chapter at the Olive Garden Northfield Station. As a side note, the General Manager for this location, Jamie Papino, is a former student of Chef Jackson Lamb, and is a graduate of the Culinary Institute of Tuscany.

CRA Breckenridge Chapter Meeting at Fatty's Pizzeria on May 9th

CRA Education Foundation Scholarship Awards Luncheon on May 10th. In partnership with the NRA Educational Foundation the CRA Education

Foundation will honor its 2012 scholarship award recipients at the 10th Annual Scholarship Awards Luncheon. Scholarship award recipients from post secondary and ProStart high school hospitality education programs will be recognized for their outstanding achievements in academics and their commitment to careers in the foodservice and hospitality industry.

Over \$80,000 in scholarships will be awarded. The event highlights will include presentation of the 2012 ProStart Student, Teacher, and Industry Mentor of the Year's awards and awarding secondary and post secondary scholarships. Since its inception in 1987, the CRA Education Foundation (formerly the Donald Quinn Education Fund) has awarded more than \$529,000 in scholarships to students who plan to enter the hospitality business.

CRA Durango Chapter Meeting at the Carver Brewing Company on May 16th in Durango, Colorado.

CRA Colorado West Chapter Meeting on May 16th at Enzo's Pizzeria & Italian Café in Grand junction, Colorado.

Taste of Durango on May 20th in Durango. Come and enjoy Durango's premier festival showcasing the fabulous fare of our fine restaurants and craft beer from our local breweries. Food and festivities for family and friends. This event is the local CRA chapter's annual fund raiser for Manna, the Durango Soup Kitchen.

May 22nd NRA PAC Dinner at Kevin Taylor's at the Opera House. You are invited to attend a "Night at the Opera House" as the CRA hosts its annual NRQA PAC Dinner. Five of Colorado's best Chefs will be participating:

The Broadmoor
 Chef Bertrand Bouquin
 The Fort Restaurant
 Chef Geoffrey Groditski
 Kevin Taylor's at the Opera House
 Chef Kevin Taylor
 Epicurean Culinary Group
 Chef Adam Hannond joined by Chef Issac Aldrich
 Elway's
 Chef Tyler Wiard

CHLA Legislative Readiness Fund Spring Golf Outing at the Inverness Hotel & Golf Club on May 15th. Proceeds benefit the CHLA Readiness Fund – a fund to support tourism and a pro business environment in Colorado.

CHLA Independent & Small Property Owner and Managers Trade Show on May 10th at the Embassy Suites Hotel & Conference Center in Loveland. The CHKLA is hosting a buying show for small and independent properties.

MONTANA

Voices of Montana Tourism is coordinating Tourism Works Day on May 8th in conjunction with National Travel & Tourism Week. We encourage organizations to invite state legislators and

legislative candidates to temporarily join Montana's travel workforce, giving them a fun and informative first hand experience inside the tourism business.

NEW MEXICO

2012 New Mexico Governor's Conference on Tourism on May 14th – 16th at the Taos Convention Center in Taos, New Mexico.

NEVADA

Nevada Restaurant Association invites you on May 24th to gourmet event of the year. Set in a lush poolside paradise. **The Las Vegas Epicurean Affair** will take your senses on a wild ride. From savory cuisine, to a succulent cocktails, to the stunning sights and sounds of sultry surroundings, this is truly an even that offers its guests the best of everything. Join us for a night of divine indulgence! The event is at the Palazzo Pools at the Palazzo Resort Hotel-Casino.

Please send notices of industry related meetings and events to:

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for consideration to be printed.

WestEx at the Denver Merchandise Mart

The WestEx show was well attended this year. Lots of people. The hit for the writer was the ACF participation this year starting with the Ice Carving Demos put on by Chef Heath Stone & the Chippers Club of the JWU Culinary Program, Chef Mike Pizzuto of Creative Ice Sculptures, Chef Mike Campe of Colorado Ice Sculptures and Chefs Craig Winter and Chef Robert Meitzer of Aesthetic Ice.

The Plaza Hall Chef's Stage with Chef Travis Smith, CEC, doing Wellness Ingredients in Today's Menus; A Demonstration in Sous Vide Cooking by Executive Chef Joe Piazza, CEC, Cherry Hills Country Club; 21st Century Cooking Techniques by Chef Brian Hubner, Cherry Hills Country Club; and Spring in Colorado: Farm to Table Demo by Chef Greg Matchett, Chief Instructor, the Auguste Escoffier School of Culinary Arts in Boulder.

The Pavillion Hall Chef's Stage with Something Fishy is happening by Executive Chef Jason Morse, CEC, Douglas County School District, owner of 5280 Culinary, LLC; Putting the WOW in Comfort Food by Executive Chef Chris DeJohn CEC, AAC, Centerplate, Sports Authority at Mile High; and Cooking with Altitude by Executive Chef Chris Rybak, CEC, Arapahoe Basin.

The effort put in by all produced a great display of the culinary art form which may have been missed by some for the positioning of the presentation areas. To be worked on for next year.

The CRA and Sysco must be complimented for a great show!



Chef Presentation at WestEx



Whole Fresh Foods at WestEx



Seattle Fish Company Team at WestEx



Italco Team at WestEx



Escoffier Team at WestEx



Republic National Distributing Team at WestEx



Honey Smoked Fish Team at WestEx



Why Not Start A School Garden?

By Danielle Daugherty, ACF Chefs of Arizona, Child Nutrition Chair

School gardens are an excellent way to make the “classroom” come alive and teach children not only the importance of where their food comes from but also a great opportunity to increase knowledge in subjects such as science, math, nutrition, culinary arts, agriculture, health, and physical activity. One big benefit to school gardens is that students tend to be healthier because they are spending time in the garden being active and choosing to eat healthier. School gardens can be used to teach students social skills, working as a team and most importantly responsibility. Although school gardens have started to blossom more, it is not a new concept. School gardens have been around since the late 1800’s educating children on the importance of agriculture skills that can be applied to other important life skills.

Starting a school garden can be very simple and quick but there are definitely factors to consider. First, you are probably thinking, where in the world will I put a school garden? School gardens do not necessarily have to be started in the ground. Gardens can be started out in containers while you plan accordingly to create space for a full garden. Here are some things you want to consider when starting out a school garden:

- **The overall picture.** How do you want to plan out your garden? Is your location in a good spot for students to access? Does it get enough sunlight? Is water easily accessible? Who will care for the garden over the summer? Will your garden be rodent, insect and animal free? These are very important considerations to take into account.

- **Funding your garden.** There are quite a few grants available that will help with the start-up of school gardens by providing seeds, soil, gardening supplies such as gloves, shovels, etc. Garden ABC’s website provides a long list of different grants available for school gardens. Visit <http://www.gardenabcs.com/Grants.html> for more information. Fundraising is another good way to get the funding necessary to start and maintain your school garden.

- **Test your soil.** If you plan to use these fruits and vegetables in your school lunch programs, there can be very strict policies and procedures in place in some counties. It is best to consult with your local health department for specific policies and procedures in your area.

- **Design.** What is the purpose for your garden? Will you start out in containers? Will you choose raised beds or an actual plot of land? Will you have a theme for your garden? There are a lot of great ideas for themes in a garden such as an ABC garden, associating different fruits and vegetables with the letters of the alphabet, a fruit garden, a soup garden, a pizza garden, etc.

There are many resources available to help start the exciting journey of a school garden. Some recommendations: *How to Grow a School Garden: A Complete Guide for Parents and Teachers* by Arden Bucklin-Sporer and Rachel Kathleen Pringle. This guide provides an-

swers to all of your questions in getting a school garden started such as planning, raising funds, applying for grants, working with staff and community and even integrating cooking healthy meals with foods from your garden. Another popular source for starting a school garden is the Alice Waters’ Edible Schoolyard Project. You can find information at the website <http://edibleschoolyard.org/>

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Utah Hotel & Lodging Association Welcomes Jordan Garn as New Executive Director

The Utah Hotel & Lodging Association has tapped Jordan Garn as its new executive director.

A graduate of BYU law school, Garn spent the first three years of his career practicing law with a large Salt Lake City firm where he specialized in government relations and litigation. Thereafter he founded JG Consulting, a lobbying and political consulting firm. In that capacity Garn represents diverse industries before the Utah legislature.

“Jordan brings a unique set of skills that are well-suited to build upon the association’s past success,” says Lance Syrett, president of UH&LA. “We are excited to have Jordan represent the hotel industry to the media, business community and state and local governments,” Syrett continued.

“I am honored to be a voice for an industry that is critical to bringing out-of-state business and tourism dollars to the Utah economy,” says Jordan Garn. “I look forward to educating



Jordan Garn policy-makers about the importance of fostering a political and legal environment that allows hotels to continue to be an engine for economic activity.”

Garn’s predecessor was Michael Johnson, who, after overseeing tremendous growth with the UH&LA, has taken a position as CEO of Satori Inc. a Salt Lake contractor that specializes in hotel renovations and improvements.

Submitted to RNR from Utah Hotel & Lodging Association press release.

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TASTE AND TWEET ABOUT COLORADO WINES AT DRINKLOCALWINE CONFERENCE

(DENVER, CO) 23 of Colorado's top wineries and one meadery will pour at the Nomacorc-Colorado Twitter Taste-off at the fourth annual DrinkLocalWine conference April 28 at St. Cajetan's on the Metropolitan State College campus in Denver. The conference, presented by the Colorado Wine Industry Development Board, will focus on the diversity and quality of the 100 wineries in the Centennial State.

The Twitter Taste-off has quickly become a popular tradition at the conference, with almost 10 million tweets and re-tweets shared over the three years. This year, the conference's goal is eight million Twitter impressions.

At the Nomacorc-Colorado Taste-off, each winery pours two wines, and participants, including invited media and consumers, will tweet about what they taste. Comments are displayed on projection screens at the Taste-off to follow the discussion, which also includes Twitter followers from around the world. You can follow the conversation on Twitter from 2 p.m. to 5 p.m. MDT using the hashtags #drinklocal, #colwine and #Nomacorc.

DrinkLocalWine presents four awards at the Nomacorc-Colorado Taste-off – best red wine, best white wine, favorite media wine and People's Choice, selected by consumers attending the Taste-off. Nomacorc, first-time Twitter Taste-Off title sponsor, will also present an award for the best "tweet" or series of "tweets." Tickets for the Taste-off, which include a souvenir glass, are \$35, and are available through DrinkLocalWine.com. Participants must be 21 or older.

Participating in the DrinkLocalWine Nomacorc-Colorado Twitter Taste-off are 23 wineries and one meadery:

Bonacquisti Wine Company
BookCliff Vineyards
Boulder Creek Winery
Canyon Wind Cellars
COLTERRIS
Creekside Cellars
Desert Moon Vineyards
Garrett Estate Cellars
Grande River Vineyards
Guy Drew Vineyards
J.A. Balistreri Vineyards
Jack Rabbit Hill
Mesa Park Vineyards
Redstone Meadery
Ruby Trust Cellars
Settembre Cellars
Snowy Peaks Winery
Spero Winery
Sutcliffe Vineyards
The Infinite Monkey Theorem
The Winery at Holy Cross Abbey
Turquoise Mesa Winery
Vino Salida Wine Cellars
Whitewater Hill Vineyards

DLW 2012 follows the success of the first three conferences – in Dallas featuring Texas wine in 2009, in Loudoun County featuring Virginia wine in 2010, and in St. Louis featuring Missouri wine in 2011. DLW also holds an annual Regional Wine Week in October, in which more than 40 wine bloggers, writers and columnists from the U.S. and Canada write about their favorite regional wines, ranging from Ontario to New York to Florida to Texas to Colorado.

Nomacorc, a worldwide leader in wine closures and the No. 1 closure brand for still wines in many countries including France, Germany and



the United States, sponsors the Twitter Taste-off to encourage others to share their wine experiences online and educate potential consumers within the wine community.

DrinkLocalWine's goal is to spotlight wine made in the 47 states and Canada that aren't California, Washington, and Oregon. It's the brainchild of Washington Post wine columnist Dave McIntyre and wine blogger Jeff Siegel, the Wine Curmudgeon. For information about DrinkLocalWine.com, call (469) 554-9463 or email drinklocalwine@gmail.com.

For more information about Nomacorc, visit nomacorc.com or follow Nomacorc on Twitter (@Nomacorc) and Facebook (Nomacorc).

Submitted to RNR from a DrinkLocalWine press release.

ACF AZ Meeting By Madonna Kash, Arizona ACF

Dr. George Brooks, President/CEO at NxT Horizon Group was the keynote speaker at our April 2nd ACF AZ meeting at Rio Salado College with the focus of local and sustainability in Arizona. Dr. Brooks is a subject matter expert on sustainability and Aquaponics and shared a tremendous amount of information about these segments with our group. Engaging and informative, it is extremely interesting about how these practices are changing communities.

Aquaponics is the practice of aquaculture and hydroponics in a symbiotic environment. Dr. Brooks focuses on raising tilapia and prawns. Some of the plant varieties grown are lettuce, watermelon and other melons, cucumbers, squash, carrots, celery, garlic, cilantro, white beans, loofah, tomatoes, cabbage, beets and onions/chives.

We also learned more about the new Roosevelt Culinary Center that is currently under construction. From the South Mountain District News: "The new Roosevelt Culinary Center building will contain a conference center that will seat 240 for lunch, and be available to the community when not in use by the district. The actual main use of the center is a food warehouse for the district and for the events that will be hosted at the conference center." It's exciting to see this develop and looking forward to learning more as it progresses.

Chef Michael Hodgins of Rio Salado College, Director of Sustainable Food Systems and Café @ Rio also gave a presentation about sustainable food systems and the Sustainable Food Systems program offered by Rio Salado College. Identify ways to create sustainable food practices in your business happens may seem overwhelming yet the advantages can be cost effective. Working with local food sources benefits us all with a reduction in our suitability foot print while supporting our community neighbors while providing the freshest and higher quality products.

The top five menu trends reflect the sustainable, locavore and hyperlocal movements. Buy local; support local.



Dr. George Brooks of NxT Horizon Group at the April 2nd ACF AZ Meeting



Lettuce Pool – a picture of Dr. Brooks's aquaponics garden in his backyard; aquaponics

According to the Organic Trade Association, organic food sales are continuing to increase and have grown from \$1 billion in 1990 to \$26.7 billion in 2010. Consumers are educating themselves and connecting with local vendors; it is changing the landscape of our industry. Future meetings:

May 7th at Le Cordon Bleu where Chef Glenn Humphrey will be giving a presentation on cooking with goat and Chef Juan Martinez will be giving a presentation on Tamales. The ACF will also be awarding the ACF Presidential Medallion to the late Chef Webb Evans. 5-7 PM

June 4th meeting will be held at SouthWest Gas with the Mystery Basket Chefs Competition and enjoying an evening out on the patio with Jennie 'O and Dairy Farmers of America with

many more details to follow. 5-7 PM
The ACF Student Chefs Association of Arizona future meetings are: May 15th at the Art Institute of Phoenix from 4-6 PM and June 12th at the Art Institute of Phoenix as well; meeting details to be posted on the ACF SCAAZ Facebook page @ACFSCAAZ.

Submitted to RNR by Madonna Kash, ACF AZ and ACF SCAAZ Marketing and Events & FoodService Geeks.

ACF SCAAZ

The first American Culinary Federation Student Chefs Association of Arizona, ACF SCAAZ meeting was held on April 17, 2012, under the direction of Chef Francine Marz, Academic Director of Culinary Programs at the Art Institute of Phoenix; a milestone for the ACF associations in Arizona. We feel this association bridges the generation gaps between the senior chefs and the student chefs and we're focused on bringing our communities together for networking and knowledge sharing.

The ACF SCAAZ is a separate association managed and supported through the ACF AZ. This provides a way for students to connect with other students of all ages and to resources in their field for personal advancement and mentoring.

Board members are:

- Megan Peterson, President
- Nikki Shepherd, Vice President
- Kylee Lemerond, Secretary
- Tracy Smith, Sergeant at Arms
- Reese Edwards, Treasurer

Meetings to be held monthly, we are scheduling speakers and vendors for participation. The first six months to be held at the Art Institute of Phoenix, after that, the association will be looking to move meetings to differently locations monthly.

See [ACF SCAAZ](#) page 15

WEB SITE DIRECTORY

CHEFS ASSOCIATIONS

American Culinary Federation	acfcchefs.org
Colorado Chefs Association - Denver	acfcoloradochefs.org
ACF Chefs Association of Arizona	acfaz.org
ACF Chefs Association of Southern Arizona - Tucson	acfcchefsarizona.org
ACF Pikes Peak Chapter - Colorado Springs	www.pikespeakchefs.org
ACF Idaho State Chefs Association - Boise	acfcchefs.org/chapter/id013.html
ACF Chefs de Cuisine of the Inland Northwest - (Coeur d'Alene)	acfcchefs.org/chapter/id053.html
ACF High Sierra Chefs Chapter - Reno/Sparks/Tahoe	acfhscsca.org
ACF Chefs Las Vegas	acfcchefsLasvegas.org
ACF Beehive Chefs Chapter - Salt Lake City	acfutahchefs.org
ACF Rio Grande Valley Chapter	acfcchefs.org
Montana Chefs Association - Billings	acfmontanachefs.org

INDUSTRY ASSOCIATIONS

National Restaurant Association	restaurant.org
NRA Educational Foundation	nraef.org
International Food Service Executives Association	ifsea.com
National Cattlemen's Beef Association	beef.org
National Pork Board	porktimes.org
Arizona Restaurant Association	azrestaurant.org
Arizona Hotel and Lodging Association	azhla.com
Colorado Restaurant Association	coloradorrestaurant.com
Colorado Hotel and Lodging Association	coloradolodging.com
Montana Restaurant Association	mtretail.com
Montana Innkeepers Association	montanainnkeepers.com
Nevada Restaurant Association	nvrestaurants.com
Nevada Hotel and Lodging Association	nvhotels.com
New Mexico Restaurant Association	nmrestaurants.org
New Mexico Lodging Association	nmlodging.org
Utah Restaurant Association	utahdineout.com
Utah Hotel and Lodging Association	uhla.org
Wyoming Lodging and Restaurant Association	wlra.org

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Oogavé – Get your local soda... locally!

It may surprise you to learn that the only certified organic soda available in both bottles and for soda fountains, is made right here the Rocky Mountain region. Oogavé is the first soda to be sweetened with 100% organic agave nectar. Made from the same plant that produces tequi-



la, agave nectar is a wonderful sweetener for those looking for healthier alternative to cane sugar or corn syrup. At only 24g of sugar per 12oz bottle, Oogavé has between 1/3 and 1/2 the calories of traditional sodas. It's low-glycemic so it won't spike your blood sugar and it is also free of all the junk found in traditional sodas. And the best part of all, Oogavé is available in traditional flavors like root beer and cola, and more fun flavors like watermelon and strawberry-rhubarb. Additionally, Oogavé is not only packaged in 12oz glass bottles, but also in 3 gallon BIB format for bar-guns and soda fountains through Yancey's and other fine distributors.

Oogavé was founded in Denver in 2005 by restaurateur Stephen Anson. Stephen owned a small natural foods restaurant but was frustrated by the lack of options for natural sodas. He had been using agave nectar in his baking and thought it might be a good alternative to corn syrup in sodas. Before long, other restaurants began approaching him wanting him to make sodas for them as well. In 2009, Oogavé took the plunge into retail and began selling its bottled soda in natural grocery chains in the



Rocky Mountain Region. Today, Oogavé is sold in all 50 of the United States though it is still produced right in Denver, Colorado. By owning their own production facility, Oogavé is able to keep a close eye on quality control and affords them the flexibility to do small batches and even custom flavors. Also, by keeping production local, Oogavé supports the local economy with jobs and helps reduce their carbon footprint by ensuring their soda doesn't have to travel far to make it to their customers.

If you are looking for Oogavé to drink at home or for a 4-pack to be the life of the party, you can find it sold at Whole Foods, Vitamin Cottage, Sprouts, select King Soopers, and many smaller stores around the state. You might even run into Oogavé's founders doing product demos if they aren't too busy making soda or playing in the outdoors."

ACF SCAAZ Continued from page 14

We are looking for sponsors to support these efforts and opportunities for fundraising and volunteerism as we need community engagement. Interested in getting involved? Contact Madonna Kash, Marketing and Events for the ACF AZ. madonnakash@gmail.com



Photo above: Chef Francine Marz Academic Director of Culinary Programs at the Art Institute of Phoenix and Megan Peterson, President of the ACF SCAAZ and student at the Art Institute of Phoenix

NEW FOODSERVICE PRODUCTS, PEOPLE AND PLACES



mor Beverage Announces New Flavor and Design

(DENVER, CO) Drink mor and enjoy mor. That's the message behind the deliciously refreshing sparkling enhanced water that is now available in a new flavor and redesigned package.

Infused with delicious all natural fruit flavors, the newest mor flavor, Peach Passionfruit, is lightly carbonated and contains no sugar, caffeine or sodium and has just five calories per can.

"Our loyal customers craved another mor flavor, in addition to our popular Pomegranate Lemon and Raspberry Strawberry flavors," said Founder Matt Anderson. "Revitalizing and refreshing at the same time, Peach Passionfruit was the perfect addition to our flavor portfolio."

In addition, mor Beverage introduced a new can design for 2012. The company chose Rexam, one of the largest beverage can makers in the world, to produce the contemporary aluminum can, a 12 oz. Rexam SLEEK® can. Matching the sophisticated beverage that consumers experience, the new design was led by Los Angeles-based agency, Innerspin.

Each mor Beverage contains a proprietary blend of ingredients that include Grape Seed, Milk Thistle, Ginger, Ginkgo, Ginseng, Acai, Vitamin B6, Vitamin B12 and Selenium. The mixture of herbals, electrolytes and vitamins results in a completely unique and incredibly refreshing beverage that has only five calories.

"mor delivers enhanced refreshment that can be enjoyed all day without the guilt associated with high calories, sugar and caffeine. This is what makes mor so much more than the rest," finished Anderson.

About mor: mor Beverage is a lightly sparkling water with a smart blend of herbals, electrolytes and vitamins. Infused with all natural fruit flavors, this enhanced refreshment is absolutely free of caffeine and sugar. Every 12-ounce can has only five



calories and is the perfect alternative to caffeine and sugar-loaded beverages. mor is available in Raspberry Strawberry, Pomegranate Lemon and Peach Passionfruit flavors. To learn more and to find retail locations that sell mor, visit www.morbeverage.com.

The Taste of Vail



The Taste of Vail was kicked off with their traditional lamb cook-off. There were over 22 entries, which varied from the simple – sloppy Joes – to the more complex – an open-faced lamb ravioli. Often the simple items are the best, as the lamb sloppy Joe served with a side of lamb tenderloin and ginger beer, was the winner of the cook-off.

Many different seminars were offered at The Taste of Vail, which presented suggestions that restaurants and/or bars could use to bring in customers to turn a typically slow night into a profitable evening.

One seminar that was showcased was the Davidoff Cigar night. This event took place at the Tap Room with Owner Clark Mercer coordinating this event with a few of his distributors. Since the Tap Room has a humidor, Brett Goodman from Jerry's Cigars was contacted who persuaded one of his distributors, Davidoff Cigars, to not only donate cigars, but to also be on hand to talk with patrons. In addition to the cigars, Clark contacted Jim Lay, sommelier for Elway's Vail restaurant, to help coordinate a variety of different scotches to compliment the cigars. All were on scene to discuss their products and share their knowledge, talk to attendees and enjoy a lovely evening, while helping to benefit one of the many causes of the Taste of Vail.

Another presentation was wine and cheese pairing made simple; after all, who doesn't like a little wine with their cheese? This seminar helped attendees explore the sensory of flavor versus taste, with six (6) wines and four (4) cheeses. This type of function can remove the confusion of serving wine with cheese, but can also open minds with the pairings and make for a very enjoyable night.

Speed Dating with Wine was another fun idea introduced by the Taste of Vail. Several wine makers had 10 minutes with each table to discuss their wine. Not only can this type of an event allow a person to expand their wine horizons but also discover a few wines that they may be missing out on.

The Taste of Vail should be an annual event for both food and wine lovers. The event brings a variety of experiences that are unique just to Vail and will also increase the attendee's knowledge of food, wine and beer. By using the ideas of these experiences, a restaurant or bar can create a similar evening for their customers.

Tactics of The Brotherhood of Carpenters Union Local #55 Questioned

By Eric Swick

Have you seen those white banners around town in front of businesses that say "Shame on ABC Company, Labor Dispute?"

I want to share with you what this is about since I am an innocent victim.



I feel this is an illegal and slanderous activity by the Brotherhood of Carpenters Union #55 against my company and therefore me personally. For the last three months they have had a sign in front of my office building that says "Shame on Swick and Associate, Labor Dispute".

The Union had sent me a letter back in November when our new office space was being built out telling me that I was using a contractor that did not use "qualified subcontractors", meaning non-union and that if I did not let them go they threatened to shame my company with banners and leaflets they would distribute.


To set the record straight the entire build out of my new office space was coordinated and handled by the property management company. I had no say in contractors to be used and was not involved in the bidding process which by the way included bids from both union and nonunion contractors. My landlord was providing all of the build out of the new space.

I have actually had to spend money to retain legal counsel that specializes in this area and they have advised me against taking legal action at this time since it is difficult to win due to freedom of speech legislation. The attorney in January did prepare a letter that was sent to the Union explaining the circumstances and how I was not involved in the decisions. If you are interested I would be glad to share the letter with you. I never did receive a response from the Union.

I have learned that this has been a tactic this particular union has used in several cities to try and get tenants to put pressure on the landlords and contractors to hire their Union workers. The real hypocritical aspect to this is that the people holding up the banner are non-union employees hired at minimum wage by the union. How ridiculous is that?

I have attached a link here to a video on You Tube that if you just took a few minutes, you will learn more about this Union Bannering scam, http://www.youtube.com/watch?v=Ndb_xG-kZY5w.

I am sorry that some of my clients



Littler Mendelson, P.C.
1900 Sixteenth Street
Suite 800
Denver, CO 80202

February 9, 2012

VIA COURIER

Michael F. Malecki
Business Agent
United Brotherhood of Carpenters
Local Union 55
4290 Holly Street
Denver, CO 80216

Re: Swick & Associates, P.C.

Dear Mr. Malecki:

This will introduce me as counsel to Swick & Associates PC ("Swick"), an accounting firm which is currently the subject of one of Local 55's "Shame On" banners on Plaza Drive in Highlands Ranch. Based on a letter which you sent to Eric Swick in November 2011, the banner and accompanying handouts are directed at Swick because EJCM Construction Management performed the tenant finish work for what would become Swick's offices in the 640 Plaza Drive building in Highlands Ranch and used a subcontractor not signatory with Local 55.

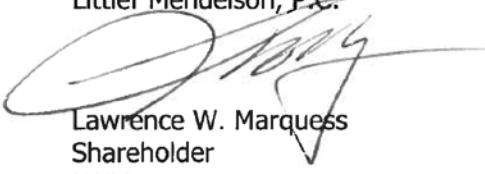
I have been retained by Swick to advise them with regard to your activities and more importantly, to inquire as to why Local 55 is directing its banners and handouts at Swick, when Swick had no role in the choice of the contractor and subcontractor used to build out the space. Swick signed the lease for the space in the 640 Plaza Drive building long before your letter arrived. The building owner was solely responsible for having the space finished in time for Swick to move into the building on December 23, 2011, and Swick had no role and no control in the selection of EJCM to complete the tenant finish or in the selection of EJCM's subcontractors. Those decisions were probably made by the building manager and EJCM before Swick received your letter. Even had Swick had any right to intervene in the selection of the contractor and subcontractor for the work, it would not have had the opportunity to do so by the time it received your letter. Given these facts, it seems obvious that your campaign is directed at the wrong entity.

If your purpose is to cause EJCM to cease using non-signatory contractors in the future, targeting Swick is futile. Swick has no connections with EJCM or others in the construction industry that allow it to influence decisions by owners to use EJCM or to influence EJCM in its choice of subcontractors. Nor will Swick be moving its offices or doing anything else in the foreseeable future that would involve the use of a construction contractor.

Please redirect your campaign to a target entity which has some relationship to Local 55's issues with EJCM. If you insist on continuing your campaign against Swick, please provide some explanation for continuing to target Swick. In the meantime, it is only fair to warn you that if you continue your baseless campaign against Swick and the campaign negatively impacts Swick's business in any significant way, Swick will consider initiating appropriate legal action.

Sincerely,

Littler Mendelson, P.C.



Lawrence W. Marquess
Shareholder
LWM

cc: Eric M. Swick

C:\Users\pquines\iManageWorkSite\NRPortb\Firmwide\PQUINES\109227734_1.DOCX

and business associates have had to see this sign and were confused by it. I am very proud to be an American and be able to pursue the American Dream of owning my own business. I have always conducted myself in a very professional and very ethical manner. This just does not seem right to me nor very American.

I am sharing my story with you in the hope that you will pass this on

to everyone you know so that everyone knows what these signs are really about. I also feel that if I can not protect my rights through our legal system then I will use this grassroots approach of spreading the truth.

Thank you so much for taking the time to read this and pass it on. If you have any questions or would like to discuss further please feel free to contact me.

GO GREEN! To receive the latest issue of the paper by email contact the Restaurant News of the Rockies: editor@restaurantnews-rockies.com