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RESTAURANT DAILY NEWS

AN INDEPENDENT PUBLICATION NOT AFFILIATED WITH NRA

Monday, May 18, 2009 Oser Communications Group Chicago

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FMP USES ITS SUPERHERO-LIKE SPEED, FOCUS TO HELP CUSTOMERS SAVE TIME, MONEY

Joe Grato, President of FMP – Franklin Machine Products, talks about how his company has been a solution provider to the foodservice industry.

RDN: Your new catalog cover centers on superheroes. Tell us how this applies to your company.

JG: For more than 90 years, our customers have told us what a super job we do providing them replacement parts and

accessory items. However, we realize that our extensive inventory, friendly customer service and quick-ship capability aren't the only things that have earned us a best-in-class rating for the last seven years. It's our company's focus on value-added services that has gotten us this



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SWEET INNOVATIONS IN TODAY'S WORLD: TRY NUTRASWEET'S NEW SWEETENER CHOICES

Craig Petray, CEO of The NutraSweet Company, discusses progression and its expanded sweetener line, as well as unique offers.

RDN: You are a global company. What trends are driving sweetener usage around the world?



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LONG RANGE SYSTEMS: CELL PHONE PAGING LOWERS YOUR PAGING COSTS BY THOUSANDS

Ken Lovegreen, President of Long Range Systems, explains the company's approach to lowering operating expenses at restaurants with technology.

RDN: What has been brewing at LRS over the last year?



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AN AMERICAN INSTITUTION: DICKIES PROVIDES CLOTHING THAT WORKS AS HARD AS YOU DO

Rick Thomsen, Vice President of Occupational Wear Sales at Williamson-Dickie Mfg. Co., gives an overview of the company's Dickies brand.



RDN: Williamson-Dickie Mfg. Co. has been around a long time. What can you tell us about the company's history?

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120 UNIQUE FLAVORS: TORANI'S GENERAL MANAGER OF SALES GIVES THE SCOOP ON SUCCESS

Rob Spinelli, General Manager of Sales at Torani/R. Torre & Company, takes some time to talk about new ideas, opportunities and trends in the upcoming year.

RDN: What would you say makes your company unique?



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FISHBOWL: RESTAURATEUR DEVELOPS INDUSTRY-SPECIFIC TURNKEY E-MARKETING SOLUTION

Scott Shaw, founder of Fishbowl Inc., introduces the company and its email marketing services.

RDN: What motivated you to create Fishbowl Inc.?



SS: Fishbowl grew out of a challenge I faced as a restaurant

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YOCREAM OPENS INNOVATIVE SHOWROOM AND COMPANY STORE IN PORTLAND

YoCream, a leader and pioneering producer of frozen yogurt, desserts and beverages, has opened an innovative showroom and company store in Portland, Ore. Founded in 1977, the company's headquarters and dairy and manufacturing facility are located just two miles from the site of the retail location.



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ROCK CRYSTAL CANDY MAKER DEVELOPS SWIZZLERS FOR SWEETENING COFFEE & TEA

Squire Boone Village is well known in the candy industry for manufacturing rock crystal candy and lollipops sold in theme parks, tourist attractions and specialty candy stores across the

nation. With the development of Rock Crystal Candy Swizzlers, Squire Boone Village is soon destined to also be well-known in the restaurant, bar and coffee shop industries.

Rock Crystal Candy Swizzlers are made by “growing” crystals of pure sucrose cane sugar on wooden sticks. It takes a week for the crystals to grow to full size. There are 0.4 ounces of pure cane sugar crystals on each Swizzler, which is the equivalent to about 2.5 teaspoons.

For a touch of elegance, restaurants and coffee shops will find it works exceptionally well to serve a fine cup of coffee or tea with an all-natural, pure

cane sugar crystal Swizzler. Patrons who are served Rock Crystal Candy Swizzlers with their coffee or tea feel spoiled and indulgent. Swizzlers increase the perceived value of a cup of coffee or tea and keep patrons coming back for a special and relaxing experience.

Available in clear and amber, all-natural pure cane, Swizzlers are 6.5” long with crystals at the stirring end that will stir and sweeten a short espresso or hot tea up to a tall latte.

ICC INTRODUCES ‘FRESH TECHNOLOGY’ LINE FEATURING TEMP MINDER, WASH MINDER

Integrated Control Corp. (ICC) announces the release of two new products in its innovative Fresh Technology™ line: Temp Minder™ and Wash Minder™.

Temp Minder tracks cold temperatures in refrigerators, chillers, freezers and mobile cold units, as well as hot temps in holding cabinets and display bins, without the use of an on-site PC. This eliminates the need for physically logging in temperatures multiple times daily. Temp Minder is unique in that it gives audible alarm sound notifications on-site when temperatures are out of range, then transmits temperature data to

the Internet via a broadband connection. Instant alerts are then broadcast via text message or email with daily, weekly or monthly reports. The system is cost-effective enough for a single location, a chain or a multi-unit location, such as a hotel or hospital. The product line also features truck sensors for mobile applications, Hold ‘N’ Temp for serving, prep and buffets, as well as a multitude of other operational solutions.

Wash Minder is an automated employee compliance and reminder system for the food industry that tracks hand-washing events to improve overall safety, cleanliness and compliance. The

intuitive Wash Minder technology is aimed at helping to maintain food safety and reduce the transmission of food-borne illness in restaurants and other food service sites by monitoring the hand-washing activities of each employee. The system is installed over hand-washing sinks, providing managers with vital compliance data from each unit.

Wash Minder is easy to use and maintain. A battery operated pin-on badge alerts employees when it is time to wash. The monitor unit mounts on a wall over a hand-washing sink and tracks employee washes. Employees are guided through the hand-washing process with screen prompts. The Remote Sink Unit is used at additional wash stations, recognizing each badge and guiding employees through the wash process. A Lavatory Reset Unit is mounted in a lavatory and resets employee badges to require washing

after leaving.

Wash Minder seamlessly interfaces with the ICC Web site via modem for convenient online monitoring of one or more restaurants.

Founded in 1986, Integrated Control Corp. (ICC) maintains an impressive portfolio of patents and intellectual property achievements in the foodservice industry. Global in scope, ICC designs, manufactures and markets innovative devices for non-technical personnel that enable the control of complex equipment and processes with less error; concentrating on human factors and the reduction of time and cost. ICC is a recognized leader in the field of foodservice technology, focusing on time, temperature, safety, product management and producing operational consistency to multi-unit facilities.

ICC: Fresh Technology For Good Food.

THE PURSE BUTLER: INGENIOUS MARKETING THROUGH AN INSIGHTFUL PROMOTIONAL GIFT

All restaurant owners look for ways to entice diners into their establishment and for ways and means to push sales figures upwards. One of the most effective ways of achieving this elusive goal is through the use of promotional items. By giving your customers attractive and useful promotional gifts, you can rapidly generate interest around your restaurant.

Selecting the perfect promotional item, something related to your line of business, is essential.

The Purse Butler is the gift and the solution women want when in a restaurant or bar. It’s simple—it’s a purse hook that she uses to hang her purse just below the table by her side, in sight and off the floor. There are no more purses hanging

off the backs of chairs or on the dirty floor where the staff trips over them.

Doug Grecco first found the Purse Butler at the NRA Show last year. He says, “I am always looking for ways to promote my restaurants in the best light. I was interested in the Purse Butler for Cucci, a new upscale restaurant I was opening in Oakville, Ontario. The cost was what I believe to be minimal and I thought this was one of the best advertising vessels I had ever seen—it is attractive so that women would want to use it and a few might want to take it with them. Well, it’s been a grand slam out of the ballpark; not only did the ladies love

them, they all had to have one! We noticed that a dozen or so would go missing over a weekend; then guests started asking how they could get one, and we started telling the best guests to keep the Purse Butler as a gift from Cucci. My staff thought I was off my rocker when I put in my next order with Sandra for 400 additional Purse Butlers, but now not only are our well-heeled guests happily using their Cucci Purse Butler all around town, they are also advertising our restaurant to all their best friends—and everyone knows who really decides

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COMMLOG MANAGER LOGS: A LEADER IN CUSTOM MANAGER LOGS AND RELATED TOOLS

Steven Streiff, *Director of Operations, COMMLOG Manager Logs*, explains the importance of its tools for the hospitality market.

RDN: Introduce us to COMMLOG Manager Logs.

SS: COMMLOG Manager Logs is a leader in custom manager logs and related tools—such as reservation logs, request off logs, kitchen logs and much more—for hospitality.

RDN: What distinguishes your products from the competition?

SS: Our flagship product, the COMMLOG Manager Log, is the only

manager log in the market that helps users to leave great notes. All other products on the market have been created as a place just to leave problems, but COMMLOG takes a different approach. Our unique features help managers clearly document issues, improve communication, resolve problems, increase productivity and profitability and more.

RDN: Describe to our readers your current marketing strategy.

SS: COMMLOG has worked closely with many small- and medium-sized restaurant groups to develop custom

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UMI LAUNCHES LEADING-EDGE, WEB-BASED MARKETING TOOLKIT, MULTI-UNIT CHAINS REJOICE!

Dallas, Texas-based Ulterior Motives International, Inc. (UMI) has been using their innovative Local Store Marketing (LSM) programs to help restaurants increase sales, frequency and loyalty for more than 13 years. However, in 2008, it created quite a buzz in the industry by launching a first-of-its-kind, Web-based platform that integrates all marketing programs, print elements and company communications within a centralized, virtual environment. The company’s proprietary *Marketing Toolkit* allows a multi-unit chain to manage all of their marketing activity within a dynamic, easy to use virtual platform. According to UMI founder and President Brooke Furness-Pollock, “This system is a God-send for any chain that is struggling with

the volume and complexity that comes with managing a vast array of marketing programs and materials over a network of different users.”

Indeed, as any Marketing Executive can attest, the challenge of providing effective marketing resources to the field (both corporate and franchise), can be daunting, if not, impossible. It is a continuous struggle for corporate management to offer a timely response to the multitude of field LSM requests, to customize print materials and to maintain a consistent, high-quality marketing presence in each location. The online *Marketing Toolkit* was created to address each of these problems and more. Furness-Pollock elaborates, “Imagine

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