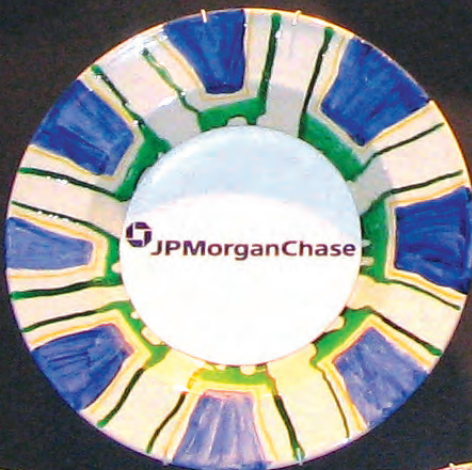


SOUND Advisor

Spring 2011



FROM THE PUBLISHER

Spring time brings in thoughts of newness. Trees begin to bud, flowers crawl out of their earthen nests, bears come out of hibernation and animals produce their offspring. I mention this because our Sound Advisor is re-inventing itself. A new birth if you will.

In this edition we're introducing a new look cover, several articles we feel are relevant to everyone's business and better product offerings. Our goal is to make this less about a small discount on a product or two and more about real, thoughtful ways to help you grow your business. After all, if you don't grow, we don't either.

Take the article about FareStart for instance. This organization makes it their mission to help people get back on their feet and trained in the culinary industry so they can go forth and become a productive individual in society. Not only a great story, but one many of you may have never heard. How often are you looking for new kitchen help and have nowhere to turn, or the applications you do have just don't cut it? Now you know there may be an option. Go to www.farestart.org to read more about their programs and how you can get involved.

You'll also see a recap of a recent trip to Eastern Washington where a number of customers and Sysco staff visited a Certified Angus Beef® ranch to learn about the Brand and see, first hand, how cattle ranching really happens! A long, but productive day for those who attended. Sysco Seattle is a proud distributor of Certified Angus Beef®, where only 8% of all cattle graded Choice or better qualify to make the grade. After reading the article, if you are interested in exploring CAB® and how it can impact your business, please ask your marketing associate for details. Visit www.certifiedangusbeef.com to see what this great product has to offer.

Don't forget we have some big days coming in the next few months. Easter, Mothers Day, Cinco de Mayo, Memorial Day, Fathers Day and my favorite...the first day of summer, all fall during the effective dates of this edition. Whatever day is your favorite let Sysco help you celebrate it in style.



Glenn Adams, Director of Merchandising
Sysco Seattle, Inc.

FEATURED STORY

Sysco is a proud sponsor of FareStart.
To read more about this exciting program see
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ON THE COVER:

*FareStart proudly displays plates
of their corporate sponsors*





Former FareStart Student Excels and Shows the Value of Hiring a Graduate

Ken Kelley, lead line cook at Brasserie Margaux in downtown Seattle, is not your average cook. He's been with the same restaurant for three years, has kept the kitchen running through the turnover of four chefs, and has been awarded so many accolades for stellar leadership and performance that the restaurant doesn't bother to give them to him anymore. And he's also a FareStart graduate, having come to the 16-week culinary job training program from prison in 2008 with no previous professional cooking experience. Four months later and before he'd even graduated, Kelley had his dream job lined up, working with Northwest ingredients and classic French techniques, and with a chef who was supportive as Kelley successfully navigated the transition to the work world. FareStart students graduate from the program every week, fully prepared to be valuable employees and members of the community. But for this path to unfold, graduates must be met with a food service and hospitality industry that is prepared to give back to the community in the best way it can, by hiring a graduate.

FareStart's program is rigorous and comprehensive, ensuring that graduates are thoroughly prepared for the demands of employment in the food service industry. Students gain valuable hands-on experience in restaurant line cooking, high volume cooking, catering, and quick service café settings. Advancement through the program requires that students demonstrate proficiency in key areas such as knife skills, food safety and sanitation, attendance and punctuality, and cus-

tomers service. Kelley sees FareStart graduates as a wealth of potential: "FareStart graduates have basic core skills, the fundamentals," upon which to build and learn. Participation in the program allows students to decide whether food service is the right fit, which ensures graduating students are fully aware of and committed to the challenges of the industry. And for those who meet the strict and demanding requirements of the program, graduation from FareStart signifies a major accomplishment. Students graduate with a hard-earned certificate of completion, a set of professional knives, a current food handler's card, and of course the knowledge base, support system and confidence to join the workforce right away.

During the program, students learn not just about cooking, but about themselves as well. Through an intensive life skills curriculum and weekly meetings with an employment specialist, students confront their own issues head-on, with a focus on being the best possible employee and coworker. And although every adult who starts and completes the FareStart program does so for his or her own reasons, there is a shared fundamental desire to change one's life for the better. Kelley elaborates, "by the time [students] graduate they have demonstrated that this is their time to change. Only the people who are really ready to change are going to graduate." Kelley's commitment to this goal has steadily grown over time, and has fueled his ability to weather challenges and stress. He describes the first few days at Brasserie Margaux as

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How You Can Fight Food Cost Inflation- Run a tight ship

Menu Analysis- Know the food cost of every plate. You can't serve an item at a loss. Concentrate on the gross profit dollars per plate, not the margin percentage. Evaluate portion cost, sell price, and gross profit dollars per plate served, then make decisions to make your menu more profitable.

Portion Control- Make sure portion sizes are consistent with the recipe specifications. It will keep customers more satisfied and help keep costs in line. Digital scales, portion bags, and containers help control what is prepared for production.

Limit Food Waste and Spoilage- Investigate how your kitchen is managing this valuable resource. Train your staff on proper preparation and storage techniques to keep food fresh and the yield of raw product as high

as possible. The color-coded Day Dots system quickly and clearly identifies food preparation dates.

Purchase Differently- Consider purchasing portion controlled, value added, further prepared or frozen items wherever you can without compromising quality. These items save labor, waste, and offer consistency of product.

Conserving Energy- Turn off lights and keep cooler doors closed. Old light bulbs should be replaced with more energy efficient bulbs. Consider limiting hours of operation during slow, unprofitable times. Inspect gaskets on coolers and freezers to maintain efficiency. Get your entire team involved in auditing energy usage to find ways to save energy and reduce energy costs.



Ken Kelley, lead line cook at Brasserie Margaux

unexpectedly difficult, "like being on another planet." But knowing how to work through issues, and motivated by a desire to learn and grow, Kelley found his footing after not too long. In fact he now seems to thrive in this environment. When asked what he likes best about his job, he replied quickly, "The food. The food and adversity. I like the challenge of what may come. It's exciting. If everything was always smooth and perfect, how boring would that be?" And just a few years into professional cooking, Kelley is a recognized leader in his kitchen. In describing his responsibilities, he states simply, "There's nothing that happens in the restaurant that isn't my job." Whether being sought out by staff to resolve personnel or customer issues, coming in on his days off, or leaving the line to clear empty tables so that more guests can be seated, Kelley demonstrates a sense of ownership in his work that exceeds his job description.

One of Kelley's fondest professional moments was when he returned to FareStart as Chef de Cuisine for Guest Chef Night, FareStart's weekly fundraising event.

Only the people who are really ready to change are going to graduate.

- Ken Kelley

Of course he took pride in creating and planning a menu for 170 guests that evening, but even more important was the opportunity to instruct and work alongside current students, and to "provide a view of what can be [achieved] through the program." Kelley's transformation is evident by his calm, optimistic viewpoint: "Nothing really causes me stress anymore. There are only solutions. How you address [the situation] is what makes the difference." And there's no doubt that he means this; he exudes utter confidence and joy as he talks about his path and his work.

FareStart has responded to the local homeless and disadvantaged population's growing need for its services by increasing its capacity to enroll more students, and is expected to graduate a record number of students this year. Students gain the fundamental skills necessary to take dish, prep and line cook positions after graduation, but the program depends upon a supportive local food service and hospitality industry to hire its graduates. FareStart's graduate referral services work closely with employers who are interested in hiring a FareStart student, carefully matching employers with graduates, and providing ongoing support to ensure low turnover rates. Hiring a graduate is also a great way to get your name out in the community, as your restaurant or business will be promoted to FareStart supporters. These are just a few of the many reasons to consider hiring one of

the new graduates entering the workforce each week. Kelley summarizes this best, "To be on a journey, there has to be a beginning somewhere. FareStart was my beginning." We hope that you'll join the FS community and be part of a student's journey. hireagrad@farestart.org, (206) 267-6216, www.farestart.org



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