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Summer 2007

Burger Mania

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A Fresh Approach to Fries

Burgers That Can Help Make Your Profits Sizzle

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Summer 2007

Dear Member,

You once told us that you were interested in becoming a member of the *Kraft Works* program. Well, as Senior Executive Chef at the *Kraft Culinary Centre*, I'm really excited to officially welcome you to the program and hope you enjoy your first issue of *Kraft Works* magazine where we will focus on great new flavor twists on traditional burger recipes, menu development and so much more.

Each seasonal issue of *Kraft Works* magazine includes culinary and business tips from industry experts as well as recipe and trend information from our team of experienced chefs: Jeff Basalik, Executive Corporate Chef; Mike Chapter, Senior Corporate chef; Aliza Katz, Corporate Chef; and myself, John Li.

The magazine itself is divided into three sections:

Your Culinary Connection: Featuring articles and recipes designed to inspire your inner chef and our Kraft on Craft challenge where we challenge chefs to create something new and exciting.

Building Your Business Section: Here you'll find informative articles written by foodservice professionals to help you run your establishment more efficiently and drive more sales.

Products With Potential Section: From product launches and new skus to new packaging and more – you'll always be in the know about *Kraft* products.

We invite you to also register online at kraftfoodservice.com to enjoy full access to even more recipes and business-building ideas. While you're there, remember to register for *Kraft eWorks* – our email program – to get the most up-to-date information delivered directly to your inbox. It's all FREE to you, as a member of the *Kraft Works* program.

Once again, thank you for joining and welcome to the program!

Sincerely,

John Li
Senior Executive Chef
Kraft Culinary Centre

kraftfoodservice.com

From Left to Right: Jeff Basalik, Executive Corporate Chef;
Aliza Katz, Corporate Chef; Mike Chapter, Senior Corporate Chef;
John Li, Senior Executive Chef.





Menu Makeover Winner

Kraft Menu Makeover Grand Prize Winner. From the Left: Debbie Foor (Kraft Sales Rep), Mike Miller (Sr. Category Business Director), Dave Wilson (Owner, Short Sugar's), Lea Wilson (Wife)



Short Sugar's wins Kraft's Restaurant & Menu Makeover Sweepstakes

Short Sugar's Barbecue Drive-In restaurant of Reidsville, N.C., has won the grand prize in the Restaurant & Menu Makeover Sweepstakes from Kraft Foodservice.

Short Sugar's received a \$40,000 cash prize to use for a restaurant "makeover" project of its choice, plus a private, three-day Culinnovation menu ideation session at Kraft's Glenview headquarters.

"We pride ourselves on our great barbecue tradition and our reputation for treating our customers like family," said David Wilson, owner of Short Sugar's Barbecue Drive-In. "But we keep our operations evolving and improving, and the people of Kraft are helping."

Short Sugar's plans to use the cash prize for a state-of-the-art refrigeration system at its renowned restaurant. During the Culinnovation session, Short Sugar's representatives collaborated with chefs and experts from the *Kraft Foodservice Culinary Centre* to develop several new dishes using *Kraft* products with strong appeal to their customers. Short Sugar's currently purchases several *Kraft* products, including *Kraft* dressing, *A.1.* Steak Sauce, and *Kraft* jams and jellies through U.S. Foodservice Roanoke (Va.).

"The independent foodservice operator is the foundation of the industry, and we're proud to help our valued customers, such as Short Sugar's, succeed," said Tom Sampson, Executive Vice President and President, Foodservice for Kraft Foods North America. "Our growth is tied to the growth of our customers, and we believe the quality products, menu ideas and business solutions we provide make a difference."

Short Sugar's Barbecue Drive-In restaurant opened in 1949. Owner Dave Wilson is the son-in-law of one of the original owners. The restaurant is a favorite with locals and was recognized as one of the top 100 barbecue joints in the country by the authors of the *Real Barbecue*. In addition, Short Sugar's was recently named one of 25 stops on the North Carolina Barbecue Society Historic Barbecue Trail™.

"The Culinnovation session opened our eyes to a number of menu possibilities," Wilson said. "They fit nicely with the flavors our customers would like to try and would complement our traditional barbecue items."

Your Culinary Connection

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Burger Mania

Add menu distinction by reinventing the beloved burger

The catchphrase “endless possibilities” describes the culinary opportunities of signature burgers. A beef patty nestled between hamburger buns holds universal appeal. From a hamburger dressed with ketchup, mustard, lettuce and tomato to one decked out with grilled red onion, roasted red pepper and chipotle-infused mayo – the flavor combinations range from traditional to transformational.

Although toppings complement the burger and add textural nuances, true flavor infusion comes from what chefs mix into the ground beef.

Crafting the perfect burger

The appeal of a good, juicy burger makes it one of the most menued items across North America. The trick is developing the right formula of burger, buns, toppings, condiments and sides for a unique signature burger. And with so many restaurants offering their takes on the perfect burger, making yours stand out from the crowd is a tall order.

Our chefs share their burger know-how

The Meat: Our Kraft chefs recommend an 80% lean ground chuck. “It’s a good blend of lean to fat. You don’t want too much fat, but you need some moistness, flavor and binding.”

The Cooking Method: “We sear the patties on both sides to get a nice crust, and finish them in the oven,” says Basalik. “This method gives us more control, and avoids over-charring or drying out the burger,” comments Katz.

The Bun: The flavor and texture of the bun depend on the theme of the burger, but sound structure is key. “You need substance to it, so it can hold all of the ingredients and still impart its own good texture and flavor,” says Katz.

Behind the recipes

Our team of chefs took on the classic burger and turned it on its head, creating themed, approachable burgers that deliver great flavor and that all-important menu distinction.

The Maui Burger (pg. 16)

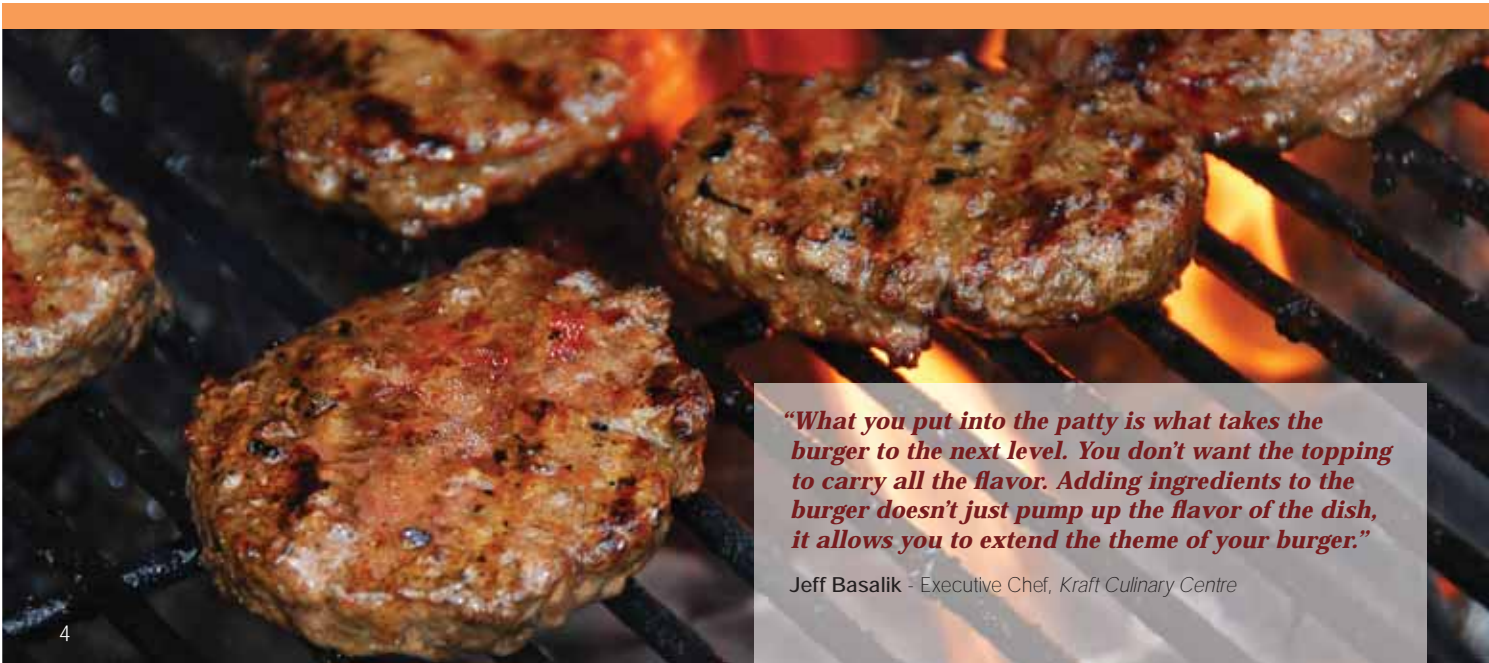
To give the ordinary burger a tropical twist, our chefs developed the Maui Burger. Diced pork tenderloin and beef are combined with toasted coconut and soy sauce, and formed into a patty. A ring of golden pineapple, *Bull’s-Eye Bold* Original BBQ Sauce, *Oscar Mayer* bacon, garlic and parsley round out the Hawaiian theme.



Chef Katz’s Tip:

If you’re menuing an Asian burger, add garlic and ginger. If you’re doing a Hawaiian burger, get creative with some toasted coconut. The possibilities are endless.

Aliza Katz
Corporate Chef
Kraft Culinary Centre



“What you put into the patty is what takes the burger to the next level. You don’t want the topping to carry all the flavor. Adding ingredients to the burger doesn’t just pump up the flavor of the dish, it allows you to extend the theme of your burger.”

Jeff Basalik - Executive Chef, Kraft Culinary Centre



The Open-Face Mediterranean Burger (pg. 18)

The Open-Face Mediterranean Burger brings bright flavors to life. Grilled ciabatta bread is slathered with roasted garlic mayonnaise, then a roasted portobello cap sits atop the bun. The burger – which has been stuffed with goat cheese, sun-dried tomatoes, roasted red pepper, basil and seasoned breadcrumbs – tops the mushroom. More mayonnaise adds a creamy mouthfeel, then goat-cheese cheddar, diced bruschetta and *Kraft Signature* Balsamic finish the burger.

“The portobello gives the burger a whole other dimension of meatiness,” says Katz. “The flavors play out the theme beautifully and deliver a unique, delicious burger.”

The Shanghai Burger (pg. 20)

To capitalize on the hot Asian trend, our chefs spike the patty with water chestnuts, ginger, garlic, green onion, Sriracha hot sauce, soy and panko breadcrumbs. The burger is glazed with *Grey Poupon*, honey and soy, then topped with a cooling Asian slaw.

“The burger gives you the Asian balance of sweet and spicy, cool and hot, as well as great textural counterpoints,” says Basalik.

The Nuevo Latino Burger (pg. 15)

This sizzling beef patty is stuffed with Mexican rice, chipotle peppers and fajita seasoning. It’s topped with a toasted-tomatillo verde sauce, which calms the palate — with the help of avocado, mayonnaise, lime, cilantro and tomatillos.

“It’s a different textural play on the burger because of the rice. The flavors are fresh and lively,” says Katz.

Burgers with appetizer appeal

The Oriental Sesame Lettuce Wraps include Boston Bibb lettuce, seasoned ground beef mixed with tangy goat cheese, red onion, red and yellow bell peppers, plum tomatoes, scallion and cilantro. Once the components are spooned into the lettuce wrap, diners can dip it in a zing of Asian flavor with *Kraft Signature* Oriental Sesame Dressing.



The Cheeseburger Tortilla Pie is a spin on the popular quesadilla. Three layers of flour tortillas are separated by *Grey Poupon*, Bistro Sauce, *Kraft* Cheddar Cheese, seasoned ground beef, tomato, cilantro, black bean, avocado, roasted red pepper and onion. After baking, the tortilla is sliced into pie wedges, then drizzled with sour cream.

“This appetizer delivers fresh flavor and a nice bite from the Grey Poupon,” says Basalik.

Visit kraftfoodservice.com/lettucwrap to check out our *Oriental Sesame Lettuce Wrap* recipe.

Your Pantry List for Creating a Signature Burger

BUNS

- ❑ Brioche
- ❑ Ciabatta
- ❑ Dark Rye
- ❑ French Roll
- ❑ Kaiser Roll
- ❑ Pita Bread

CHEESES

- ❑ Cheddar
- ❑ Cheese Blends
- ❑ Goat Cheese
- ❑ Gouda
- ❑ Gruyère
- ❑ Havarti
- ❑ Monterey Jack
- ❑ Swiss
- ❑ Blue Cheese
 - Italian Gorgonzola
 - French Roquefort
 - English Stilton
 - American Blue

SPREADS

- ❑ Mayonnaise
- ❑ Steak Sauce
- ❑ Creamy Dressings
 - Ranch
 - Thousand Island

GLAZES

- ❑ Balsamic Vinegar
- ❑ BBQ Sauce
- ❑ Honey-mustard
- ❑ Jalapeño Ketchup
- ❑ Pomegranate Molasses
- ❑ Teriyaki

Chef’s Inspiration: See Chef Michael Garbin’s recipe on page 13 for his Jalapeño Ketchup Glaze.



Try a Different Fry

Create menu excitement with alternative fries

It's time to think outside the french fry. Look to other starches such as polenta, sweet potatoes, yucca, plantains, taro root and lotus root to create a memorable, alternative fry.

Not only can these fries deliver unique flavor and texture, but they can also support a dish's theme. For instance, if you menu our Nuevo Latino Burger, then its ideal partner would be a medley of deep-fried plantains and yucca – sliced on the bias, deep-fried until golden brown, then tossed with kosher salt and black pepper.

Perhaps you want to build out the theme of our Open-Face Mediterranean Burger with a matching side dish. Consider our Polenta Fries on page 19.

Just add *Kraft* Asiago cheese and butter to the cornmeal for a great combination of a crunchy exterior with a soft, cheesy interior.

Polenta Fries deliver great flavor and mouthfeel with the addition of *Kraft* Asiago cheese.

Just the facts

Sweet Potato: This complex carbohydrate provides twice the recommended daily allowance of vitamin A and more than 1/3 of the requirements for vitamin C¹.

Taro Root: Used in West African, Caribbean and Polynesian cookery, it offers a nut-like flavor with a starchy texture.

¹**Source:** The Louisiana Sweet Potato Advertising and Marketing Commission.

Alternative fries make it to home plate

We're not suggesting you bench the crowd-pleasing fry. In this saturated market, a little menu distinction goes a long way. In fact, evidence points to a more adventurous public. For example, when did Portobello and Asiago become mainstream? Lotus-root wedge fries and plantain chips might seem eclectic, but diners continue to exhibit a hankering for new flavors. And new flavors delivered in a french fry package promise a home run.



Menu possibilities

Offer a healthier choice by baking fries. Toss them in oil and spices, or even a little brown sugar for added sweetness. Switch up your condiments. Serve a curry mayonnaise with taro-root fries, or a BBQ embellished ketchup with fried yucca and plantains. Delight diners with a confetti of color from a medley of root vegetable fries.

Did you know? Yucca is also known as cassava or manioc. But yams and sweet potatoes are not the same thing. Yams contain more natural sugar and have a higher moisture content than sweet potatoes.



Chef Katz's Tip

When deep-frying root veggies, make sure the dimensions of your cut are uniform and experiment with timing. When you get it right, you'll be rewarded with crisp texture and great flavor.



Kraft on Craft – Chef Michael Garbin Takes the Kraft Challenge

Executive Chef, Union League Club of Chicago

There's no better way to get acquainted with chefs than through their cooking. It reveals style, methodology, technique and flair. Challenge chefs to create something new and exciting, and perhaps a bit daring, and you invoke culinary passion.

This recipe challenge takes us to the Union League Club of Chicago, a venerable city club in the heart of Chicago. We called on its executive chef, Michael Garbin, CEC, AAC, and asked him to create a recipe using a *Kraft* product. He came back to us with his hearty Double-Stack Cheeseburger that relies on not one, but five *Kraft* products.

“Each day as a club chef sees unique circumstances. Creativity is an everyday part of my job, and that can be hard. It’s how we rise to the occasion to meet that challenge that measures our success.”

Rustic delivery

“I wanted to update the classic burger with an infusion of lots of different, interesting flavors,” says Chef Garbin. “Kraft helped me do that. I was really pleased how all the flavors and textures complemented each other. And the *Velveeta*, which is such a great melting cheese, gave me that rustic feel I was going for with this dish.”

For his Double-Stack Cheeseburger, Chef Garbin basted the first beef patty with *Bull's-Eye* Spicy Hot Barbecue Sauce. The second patty was basted with his Jalapeño Ketchup glaze. “The spiciness and depth of the barbecue sauce played beautifully against the hot-sweet kick of the jalapeño-infused ketchup,” he says.

For crunch, he added *Oscar Mayer* Bacon Bits and onion straws that he battered in *Good Seasons* Ranch Dry Salad Dressing and buttermilk. They were then deep-fried until golden brown and placed on top of the first patty. “The ranch boosted the flavor of the onion rings and the bacon gave it a nice smoke,” says Chef Garbin.

He chose *Velveeta* Pasteurized Prepared Cheese Product and *CheddarSharp* Pasteurized Cheese for the Double-Stack, looking for a contrast in texture and mouthfeel. “The *Velveeta* was so creamy, and the cheddar gave me that full-bodied flavor I wanted,” he says.

Behind the chef

Chef Garbin finds inspiration through the challenge of being creative while meeting the demands of his job. He also measures success by a careful balance of career and family. “You need to be able to focus on work and exceed expectation, but you also need to successfully separate it from your home life,” says Garbin. “That is the ultimate challenge in this profession.”



Operation Stats:
Union League
Club of Chicago

3 restaurants

750-1,100
covers daily

3 day parts served





What’s next for Chef Michael Garbin?

In October, the Union League Club will host 1,200 guests for a Homecoming event. Five floors of the club will be set up with different food-themed stations.

Chef Garbin unplugged

Chef Garbin can often be found in the dish room—inspecting the dirty dishes that come in from his three restaurants at the Union League Club of Chicago. “I look at the dirty dishes to see how much has been eaten,” he says. “What did they leave behind? Were the portions too big? Looking at the plates tells me a lot.”

He also maintains a visible presence in the dining room, welcoming diner feedback. “I need to be approachable, so I can really know what’s working on the menu, and what can be modified.”

“One of the challenges of a city club is that we cater to a closed population. We need to stay cutting edge, but we also need to serve old favorites,” says Chef Garbin. *Kraft* products help him do both.

Here are a few highlights from our interview with Chef Garbin.

KRAFT: If you were sent to a desert island, what 3 ingredients would you take with you?

GARBIN: Champagne, fire and a spice box.

KRAFT: What is your favorite kitchen tool?

GARBIN: My French chef knife.

KRAFT: Where was the last place you dined?

GARBIN: Raffi’s on 5th, a Mediterranean restaurant in Naperville, Illinois.

KRAFT: What is your favorite *Kraft* product?

GARBIN: *Velveeta* cheese. It’s a wonderful product with great day-part crossover. I use it in breakfast, lunch and dinner items.



Double-Stack Cheeseburgers

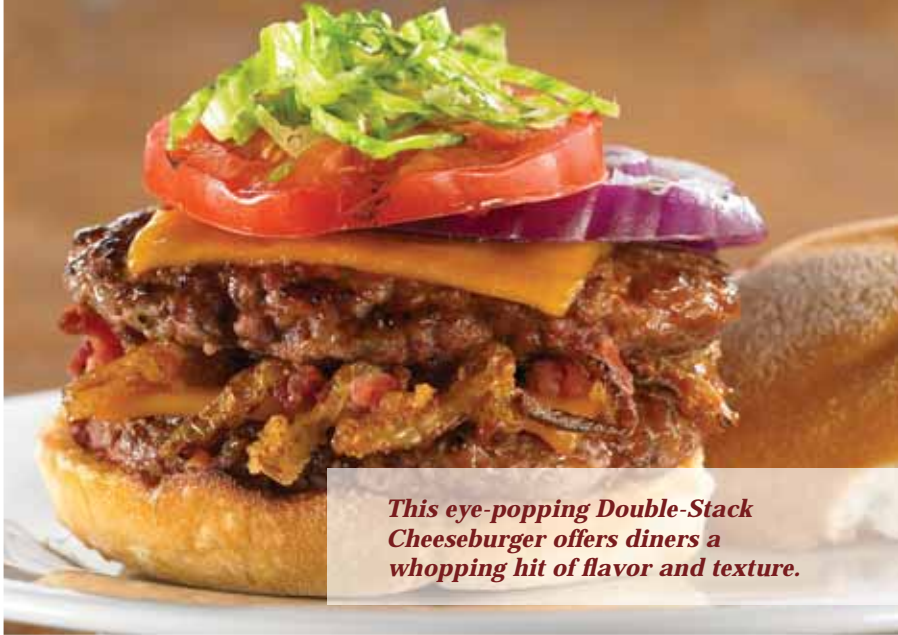
Yield: 4 servings, one sandwich each

JALAPEÑO KETCHUP

- 1 cup Ketchup
- ½ cup Water
- 1 each Jalapeño peppers, roasted, seeded and finely chopped

BURGERS

- 8 each Ground beef patties (4 oz. each)
- ½ cup *Bull’s-Eye* Spicy Hot Barbecue Sauce
- 8 slices *Velveeta* Pasteurized Process American Cheesefood – Pre Cut 120 Slice
- 8 slices *Kraft CheddarSharp* Pasteurized Process American Cheese Slices
- 1 cup Buttermilk
- 2 Tbsp. *Good Seasons* Ranch Dry Mix Salad Dressing, divided
- ½ cup Flour
- 2 each Yellow onions, each cut into 4 slices
- 4 each Caraway rye rolls, split, toasted
- 4 tsp. *Oscar Mayer* Bacon Pieces
- 1 each Red onions, each cut into 4 slices, grilled
- 1 each Tomatoes, each cut into 4 slices, grilled
- 4 oz. Lettuce, shredded



JALAPEÑO KETCHUP:

COMBINE all ingredients in small saucepan. Bring to boil on medium-high heat, stirring frequently. Reduce heat to medium-low; simmer 20 min. or until thickened, stirring occasionally.

BURGERS:

GRILL patties on medium-high heat 2 min. on each side or until medium doneness (160°F), brushing half of the burgers with half of the Jalapeño Ketchup and remaining burgers with half of the barbecue sauce immediately after turning. Turn burgers over again; brush with remaining Jalapeño Ketchup and remaining barbecue sauce. Top each ketchup-topped burger with 2 *Velveeta* Slices and each barbecue sauce-topped burger with 2 American cheese slices. Continue grilling 1 min. or until cheese is melted.

MEANWHILE mix buttermilk and 1 Tbsp. of the dressing mix; set aside. Mix flour and remaining 1 Tbsp. dressing mix.

SEPARATE yellow onions into rings. Add to buttermilk mixture; let stand 10 min. Drain onions. Add, in batches, to flour mixture; toss to coat. Add, in batches, to deep-fat fryer heated to 350°F. Cook 2 to 3 min. or until golden brown; drain.

For each serving:

PLACE 1 American cheese-topped burger on bottom half of roll. Top with 1½ oz. of the fried onion rings, 1 tsp. of the bacon pieces and 1 *Velveeta*-topped burger. Cover with 1 slice each grilled tomatoes and grilled red onions, 1 oz. shredded lettuce and top of roll.

Make Ahead: Jalapeño Ketchup can be prepared and refrigerated up to 2 days before using. Bring to room temperature before using to baste burgers.



“As an appetizer, this is an all-American version of the quesadilla.”
– Jeff Basalik

Cheeseburger Tortilla Pie

Yield: 1 pie, 8 servings

- ½ cup Ground beef, cooked, drained
- ¼ cup Tomatoes, chopped
- ¼ cup Avocados, peeled, pitted and diced
- ¼ cup Canned black beans, drained, rinsed
- 2 Tbsp. Green peppers, slivered, sautéed
- 2 Tbsp. Onions, slivered, sautéed
- 2 tsp. Fresh cilantro, chopped
- ¾ cup *Kraft CheddarSharp* Pasteurized Process American Cheese Shred, divided
- 3 Tbsp. *Grey Poupon* Bistro Sauce
- 3 each Flour tortillas (10-inch)

COMBINE meat, tomatoes, avocados, beans, peppers, onions, cilantro and ½ cup of the cheese.

SPREAD 1 Tbsp. of the bistro sauce onto each of 3 tortillas. Place 1 of the tortillas on baking sheet; sprinkle with 2 Tbsp. cheese. Cover with second tortilla, sauce-side down. Top with 1¼ cups of the meat mixture and third tortilla, sauce-side down. Bake in 375°F-convection oven 8 to 10 min. or until pie is heated through and cheese is melted. Let stand 5 min. before cutting into eight wedges to serve.

Jazz It Up: Garnish each serving with a dollop of sour cream and additional chopped cilantro.

Nuevo Latino Burgers

Yield: 8 servings, one burger each

- BURGERS**
- 3 cups Onions, chopped
 - 2 Tbsp. Fajita seasoning
 - 2 Tbsp. Oil
 - 1 cup Long-grain rice, uncooked
 - 3 cups Chicken broth
 - 2½ Tbsp. Chipotle peppers in adobo sauce, puréed
 - 2 lb. + 12 oz. 80% lean ground beef

- VERDE MAYONNAISE**
- 3 Tbsp. Avocados, peeled, pitted and diced
 - 2 Tbsp. *Kraft Signature* Mayonnaise
 - 2 Tbsp. Tomatillos, roasted, diced
 - 1½ tsp. Lime juice
 - 1½ tsp. Green onions, chopped
 - 1½ tsp. Fresh parsley, chopped
 - 1½ tsp. Fresh cilantro, chopped
 - ½ tsp. Fresh garlic, chopped

- ROLLS AND TOPPINGS**
- 8 each Cheddar cheese rolls, split, toasted
 - 8 slices Sharp Cheddar cheese slices
 - 2 each Corn tortillas (6- to 7-inch), each cut into 24 thin strips, deep-fried



BURGERS:
SAUTÉ onions with seasoning in hot oil in large saucepan on low heat 5 min. or until crisp-tender. Add rice; sauté 1 min. or until golden brown. Stir in broth. Bring to boil on medium heat. Reduce heat to medium-low; cover. Simmer 10 min. or until liquid is absorbed. Remove from heat. Stir in chipotle purée. Cool to room temperature. Add meat; mix well.

SHAPE into 8 (8-oz.) patties, each about 4 inches in diameter. Cook patties in sauté pan (or on flat-top grill) 1 to 2 min. on each side or until browned on both sides. Transfer to parchment paper-lined half-sheet pan.

BAKE in 350°F-convection oven 8 to 10 min. or until burgers reach an internal temperature of 150°F. Remove from oven. (Temperature will rise to 160°F as sandwiches are assembled.)

VERDE MAYONNAISE:
MIX all ingredients until well-blended; cover. Refrigerate until ready to use.

For each serving:
PLACE burger on bottom half of roll; top with 1 cheese slice, 1 Tbsp. Verde Mayonnaise and 6 tortilla strips. Cover with top of roll.

Jazz It Up: Serve with plantain or yucca fries.



BURGERS:

COMBINE all ingredients. Shape into 4 (8-oz.) patties, each about 4 inches in diameter. Cook patties in sauté pan (or on flat-top grill) 1 to 2 min. on each side or until browned on both sides. Transfer to parchment paper-lined half-sheet pan.

BAKE in 350°F-convection oven 8 to 10 min. or until burgers reach an internal temperature of 150°F. Remove from oven. (Temperature will rise to 160°F as sandwiches are assembled.)

BBQ SAUCE GLAZE:

SAUTÉ garlic in hot oil in same skillet on low heat 2 min. or until tender. Add lime juice; cook until pan is deglazed. Stir in barbecue sauce. Bring just to boil. Stir in bacon and parsley. Remove from heat.

For each serving:

BRUSH 2 tsp. BBQ Sauce Glaze onto bottom half of bun; top with pineapple slice and burger. Brush burger with additional 1 Tbsp. BBQ Sauce Glaze; top with 1 onion slice and top of bun. Serve with ½ cup MAUI BISTRO SWEET POTATO SALAD (see recipe on pg. 17).

Substitute: Prepare as directed, substituting ground lean pork for the cubed pork tenderloin and *Oscar Mayer* Bacon Pieces for the cooked and crumbled bacon.

Maui Burgers

Yield: 4 servings, one burger each

BURGERS

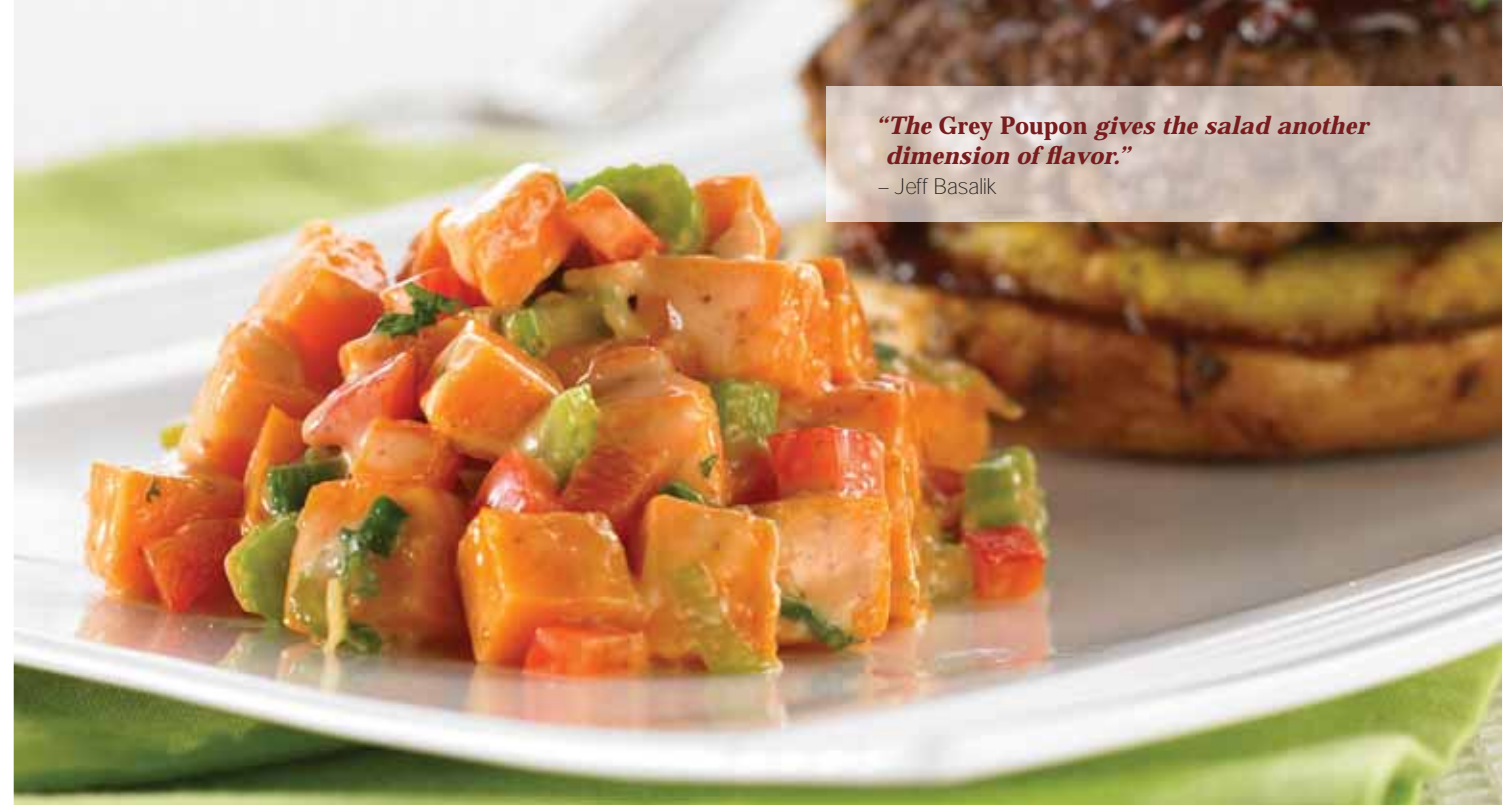
1 lb. + 2 oz.	80% lean ground beef
10 oz.	Pork tenderloin, cut into small cubes
⅔ cup	<i>Baker's Angel Flake</i> Coconut, toasted
3 Tbsp.	Soy sauce
1 tsp.	Sriracha chili sauce

BBQ SAUCE GLAZE

1 each	Garlic cloves, thinly sliced
½ tsp.	Oil
2 Tbsp.	Lime juice
1½ cups	<i>Bull's-Eye</i> Original Barbecue Sauce
¼ cup	<i>Oscar Mayer</i> Bacon, cooked, drained and crumbled
1 tsp.	Chopped fresh parsley

ROLLS AND TOPPINGS

4 each	Onion rolls, split, toasted
4 each	Fresh pineapple slices, ¼-inch thick, grilled
4 slices	Red onions, cut into thin slices



“The Grey Poupon gives the salad another dimension of flavor.”

– Jeff Basalik

Maui Bistro Sweet Potato Salad

Yield: 2 cups, 4 servings

2 cups	Sweet potatoes, peeled, medium dice
1 Tbsp.	Oil
to taste	Salt and black pepper
⅔ cup	Celery, chopped
½ cup	<i>Grey Poupon</i> Bistro Sauce
⅓ cup	Green onions, chopped
¼ cup	Red peppers, finely chopped
2 Tbsp.	Fresh parsley, chopped
1 Tbsp.	Pickled ginger, chopped

TOSS potatoes with oil; season with salt and pepper. Place in parchment paper-lined half-sheet pan. Bake in 350°F-convection oven 10 to 12 min. or until potatoes are tender. Cool completely.

PLACE potatoes in large bowl. Add remaining ingredients; mix lightly. Cover.

REFRIGERATE several hours or until chilled.

Make Ahead: Salad can be stored in walk-in up to 24 hours. Moisten with additional *Grey Poupon* Bistro Sauce just before serving, if desired.



BURGERS:

COMBINE all ingredients, except mushrooms, dressing, rolls and cheddar cheese. Shape into 8 (8-oz.) patties, each about 4 inches in diameter. Cook patties in sauté pan (or on flat-top grill) 1 to 2 min. on each side or until browned on both sides. Transfer to one parchment paper-lined half-sheet pan.

BAKE in 350°F-convection oven 8 to 10 min. or until burgers reach an internal temperature of 150°F. Remove from oven. (Temperature will rise to 160°F as sandwiches are assembled.)

MEANWHILE, marinate mushroom caps in dressing 10 min.; drain. Grill on medium-high heat 6 min. on each side or until tender. Cover to keep warm.

MAYONNAISE MIXTURE:

MIX all ingredients until well-blended; cover. Refrigerate until ready to use.

BRUSCHETTA MIXTURE:

COMBINE all ingredients; cover. Refrigerate until ready to use.

For each serving:

SPREAD 1 Tbsp. Mayonnaise Mixture onto cut side of one of the roll halves; top with mushroom, burger, cheese slice and 1 rounded Tbsp. of the Bruschetta Mixture. Serve with 5 POLENTA FRIES (see recipe on pg. 19).

Substitute: Try Provolone cheese instead of the goat's milk cheddar cheese.

Open-Face Mediterranean Burgers

Yield: 8 servings, one burger each

BURGERS

1 lb. + 12 oz.	80% lean ground beef
1¼ qt.	Seasoned dry bread crumbs
1⅓ cups	Canned roasted red peppers, drained, chopped
1 cup	Soft goat cheese (chèvre), softened
¾ cup	Fresh basil, chiffonade
½ cup	Sun-dried tomatoes (packed in oil), drained, chopped
8 each	Portobello mushroom caps
2 cups	<i>Kraft Signature</i> Sun Dried Tomato and Oregano Dressing
4 each	Ciabatta rolls, split, toasted
8 slices	Goat's milk cheddar cheese, cut into 1-oz. slices

MAYONNAISE MIXTURE

½ cup	<i>Kraft Signature</i> Mayonnaise
1 tsp.	Fresh parsley, chopped
½ tsp.	Fresh basil, chopped
¼ tsp.	Roasted garlic
¼ tsp.	Fresh garlic, chopped
to taste	Black pepper
to taste	Ground red pepper (cayenne)

BRUSCHETTA MIXTURE

1¼ cups	Plum tomatoes, small dice
2 Tbsp.	Red onions, small dice
2 Tbsp.	Fresh basil, chopped
1 Tbsp.	<i>Kraft Signature</i> Balsamic Vinaigrette Dressing
1 Tbsp.	Fresh parsley, chopped
½ tsp.	Fresh garlic, minced



“The Asiago cheese adds great flavor and creaminess to the polenta. It’s an upscale version of comfort food.”

– Aliza Katz

Polenta Fries

Yield: 8 servings, 5 fries each

1 qt.	Cold water
2 tsp.	Salt
1⅓ cups	Polenta, uncooked
3 Tbsp.	<i>Kraft</i> 100% Grated Parmesan Cheese
3 Tbsp.	Shredded Asiago Cheese

COMBINE water and salt in large saucepan. Bring to boil on high heat. Gradually add polenta, stirring until well-blended after each addition. Reduce heat to low; simmer 5 min. or until mixture is very thick, stirring constantly. Remove from heat. Add cheeses; stir until melted.

POUR evenly into one foil-lined half-hot pan sprayed with cooking spray; cover. Refrigerate 4 hours or until firm and well-chilled.

REMOVE polenta from pans. Cut polenta in half-hot pan into 40 (2½ x ¾-inch) sticks.

For each serving:

ADD 5 polenta sticks to hot oil in deep-fryer set at 350°F. Fry 3 to 4 min. or until golden brown. Serve immediately.

Make Ahead: Polenta mixture can be stored in walk-in up to 2 days before cutting into pieces and deep-frying as directed.

Substitute: Try *Kraft* 100% Grated Romano Cheese instead of the Parmesan cheese.

Visit kraftfoodservice.com for full-size recipes.

Shanghai Burgers

Yield: 8 servings, one burger each

GREY POUPON GLAZE

- ¼ cup Grey Poupon Classic Dijon Mustard
- 2 Tbsp. Honey
- 1½ tsp. Green onions, chopped
- ½ tsp. Soy sauce
- ¼ tsp. Sesame oil

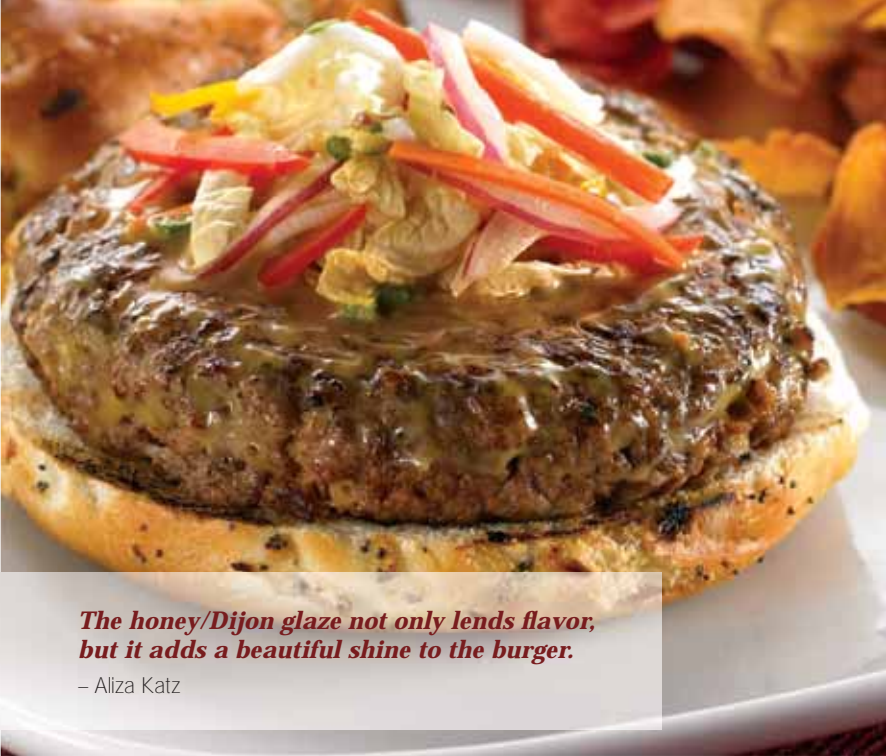
BURGERS

- 2 lb. + 8 oz. 80% lean ground beef
- 1 qt. Green onions, thinly sliced
- 2⅔ cups Canned sliced water chestnuts, drained, finely chopped
- 2 cups Panko bread crumbs
- ¾ cup Soy sauce
- ½ cup Ginger root, peeled, grated
- ¼ cup Garlic, grated
- 2½ Tbsp. Sesame oil
- 2½ Tbsp. Sriracha chili sauce
- 8 each Onion rolls, split, toasted

ORIENTAL SESAME SLAW

(Yield: 2 cups, 4 servings)

- 1½ cups Napa cabbage, shredded
- 3 Tbsp. Kraft Signature Oriental Sesame Dressing
- 1 oz. Carrots, julienned
- 1 oz. Seedless cucumbers, julienned
- ¾ oz. Red peppers, cut into thin strips
- ½ oz. Yellow peppers, cut into thin strips
- ½ oz. Daikon radishes, julienned
- 1 Tbsp. Red onions, julienned
- 1 Tbsp. Green onions, chopped
- 1 Tbsp. Fresh cilantro, chopped
- 1 Tbsp. Fresh basil, chopped
- 1 tsp. Lime juice
- ½ tsp. Sriracha chili sauce
- ¼ tsp. Ginger root, peeled, chopped
- ¼ tsp. Fresh garlic, minced



The honey/Dijon glaze not only lends flavor, but it adds a beautiful shine to the burger.

– Aliza Katz

GREY POUPON GLAZE:

MIX ingredients; set aside until ready to use.

BURGERS:

COMBINE all ingredients except rolls. Shape into 8 (8-oz.) patties, each about 4 inches in diameter. Cook patties in sauté pan (or on flat-top grill) 1 to 2 min. on each side or until browned on both sides. Transfer to half-sheet pan.

BAKE in 350°F-convection oven 8 to 10 min. or until burgers reach an internal temperature of 150°F. Remove from oven. Pat burgers dry with paper towels. Spread 1 tsp. Grey Poupon Glaze over each burger. Let stand 10 min. or until internal temperature of each burger rises to 160°F.

ORIENTAL SESAME SLAW:

COMBINE all ingredients; cover.

REFRIGERATE several hours before serving.

For each serving:

PLACE burger on bottom half of roll; cover with ¼ cup Oriental Sesame Slaw and top of roll.

Jazz It Up: Serve with sweet potato, beet or taro chips.

Building Your Business

In this section...

Menu Development

- 22 A step-by-step guide on how to keep your menu as fresh as the day you opened for business.

8 Simple Ways to Help Create Burger Buzz

- 25 Easy things you can do to help make your burgers and profits sizzle.



A Step-By-Step Guide on How to Keep Your Menu as Fresh as the Day You Opened for Business.

Something old. Something new.

Revising your menu selection can keep things fresh and exciting. But before you start, ask yourself these questions – is the item popular with your guests? Will it still be profitable? Assess each item before making any decision.

Developing new menu ideas and perfecting them for roll-out can be a complicated and rigorous process. Here is a simple step-by-step method for menu development.

Generating Fresh Ideas

Keep a file for menu ideas. Clip magazine articles, visit other establishments, go to trade shows, attend industry seminars and keep abreast of trends. Ask your suppliers for new products that can be incorporated onto your menu. Since most organizations research consumer trends and preferences, your suppliers are likely very trend-savvy.

Talk to your customers

Your customers can be a great source for ideas. Solicit their opinions and feedback. They will tell you what they are

looking for and will be flattered that you value their opinions.

Invite a group of your regulars to lunch or dinner on a slow day and hold an informal focus group. You'll be surprised at what they tell you.

Talk to your staff

Your wait staff will know what customers prefer and what they are requesting that is not on your menu. The kitchen staff will tell you what is practical and realistic. The dishwashers will tell you what comes back uneaten. All this information is valuable to the decision-making process.

Be Realistic

Once you have brainstormed a number of ideas, review the list and select the ones that are relevant. Ask yourself if the ideas you've generated fit your operation.



Will it work?

Each new menu item must fit from both a cost and operational perspective. There is no use in putting foie gras on a diner menu or a BLT on a fine-dining menu. Can the item be prepared efficiently? Ensure you have the proper equipment and space to produce the item. There should be a balance of preparation methods. If you have an abundance of deep-fried items, adding another may not make sense. Think about a balance in cooking methods—sautéing, broiling, grilling, steaming and braising. Timing is also an important consideration. If most of your menu items take 5 to 10 minutes to prepare, do not add an item that takes 25 minutes.

Will it work in the long run?

Also consider the long-term availability and price volatility of any new menu item. Check with your supplier and get some assurance that the new ingredients you add will be available over the long term. Also check that no traditional seasonal price fluctuations exist that could affect cost. While no one can anticipate every circumstance, there are patterns that influence the price of certain foods. You should be aware of these. For example, if you are adding ribs to your menu, the cost of raw material generally spikes during the summer months due to retail demand. This should be taken into consideration when planning and costing that item.



Does it pass the test?

Can you afford it?

Before adding any new item to your menu, it should be thoroughly tested. First, have the kitchen prepare it in a small batch. At this point, a standard recipe should be produced, the item costed and a selling price established. If it does not fit within your cost parameters, can it be modified or can you adjust the selling price?

Can you taste the profit?

Once you are comfortable with the cost, test internally. Have everyone taste the item – from the cooks and dishwashers to the servers and bartenders. Get their feedback before proceeding, then make any necessary adjustments. When you are confident the item is at the stage where you can serve it to paying customers, run it as a special. During that time, get as much feedback as possible from staff and guests. Once you have collected the feedback, make further changes as needed.

Roll it out

Timing is everything

Depending on how quickly you can implement a menu change, print the item on the menu and track it carefully for a month or two. Sometimes a new menu item may sell very well as a special, but it may take some time to catch on as a regular menu item.

Give it adequate time. Make sure the customers know about the item. Have the servers promote the item and give them incentives to sell it. In the beginning, closely monitor the kitchen's execution of the item so it does not stray from the original concept.

Your menu should constantly evolve. When it does, you'll succeed in keeping your customers excited about your restaurant. A refreshed menu will keep your servers energized as they will have something exciting to tell customers when they come in. And your kitchen staff will stay motivated with new challenges. Most importantly, it will keep you and your bank manager happy with the sales.

8 Simple Ways to Help Create Burger Buzz

Make your burgers and your profits sizzle this summer

So many restaurants offer a burger of some type. Generally, it is a basic patty on a pedestrian bun with the traditional accompaniments. Yet, some high-end restaurants have elevated the classic burger to gourmet status, charging upwards of \$40. So, what's the trick? Can you really go from mundane to magnificent, simply by tweaking the recipe and marketing it the right way? Let's find out.

1 Make the grade

Certified Angus, USDA choice, Sterling Silver, hormone- and antibiotic-free, organic, Canada AAA – your customers want to know about the meat you're using. A simple menu insert – or having your staff tell patrons about the quality of the burger's beef – can go a long way in increasing the appeal and sales of your burger. Or, try something new. Consider turkey, lamb, ostrich or soy-protein burgers. If you're a little nervous about committing, advertise an ostrich or lamb burger as a special. It's a great way to gauge what your customers are after.

2 From scratch not scraps

Handmade, homemade, housemade. These are great ways to market your burgers. Grinding your own meat and forming the patties on-site holds cachet. It may not be practical for everyone, but there is perceived value to the customer.



3 Break the bread tradition

Whole grain, brioche, focaccia, flatbread, calabrese. These breads can take your burger from classic to gourmet. Why not partner with a recognized local bakery that has an impeccable reputation and tell your customers about it? By simply changing the bun, you can market it to your consumers as a daily special. And, if you bake bread on the premises, advertise it! Freshly baked bread can be a huge draw.

4 Put your name on it

Creating your own signature sauce is a great way to market your burger as a taste experience that cannot be found anywhere else. Start from scratch. Or, better yet, find a great spread or dressing and customize it with a few fresh ingredients. For example, you can take a Thousand Island dressing and add horseradish, mustard and finely diced sweet onions then give it a dressed-up name. It's a simple and effective way to call it your own.

5 A choice of cheeses

Bleu, Asiago, provolone, bocconcini, aged cheddar, Monterey Jack and Brie are all high profile (and tasty) cheeses that customers ask for by name. Consider offering a cheese flavor chart. You can also provide customers with fun facts about the cheeses on your menu. It's a great way to inspire customers to try new things and spark a conversation about their likes and dislikes. It may even help increase sales.

6 A theme for every flavor

Add international flare to your fare with theme nights. Customers will find them simply irresistible. Create flyers or menu inserts that advertise your taste adventure. For example, offer a taste of Ireland by substituting regular bacon with Irish bacon. Then, round out the theme with an Irish inspired beverage or dessert. Substitute pancetta or double-smoked Black Forest bacon and you've created menu interest with an entirely new theme. You don't have to reinvent your menu – small substitutions can make a big difference.

7 Top it all off

Small ramekin dishes, mini stainless pots, clay bowls. Presenting an arsenal of unusual condiments in a unique manner can attract a great deal of attention and lead to repeat business. Ease your customers into a new taste experience with guacamole, tobacco onions or watermelon relish. For the more adventurous, consider bruschetta, roasted garlic hummus, peppercorn ranch slaw, grilled red pepper tapenade and mango/pineapple salsa – just to name a few. Whatever you decide, it's a great way to create and maintain burger buzz.

8 Spread the word

No matter what type of burger you put on the menu, creating samplers – or mini burgers – and marketing them as after-work light bites, is a great way to create buzz. Reaching out to local businesses and offering discounts on burger platters will not only have people eating them up, but it will get them talking about your establishment. Tent cards and menu inserts that promote your theme night, signature burger, sampler or lunch special can help you seal the burger deal.

Products With Potential

In this section...

28 **Product Spotlight**

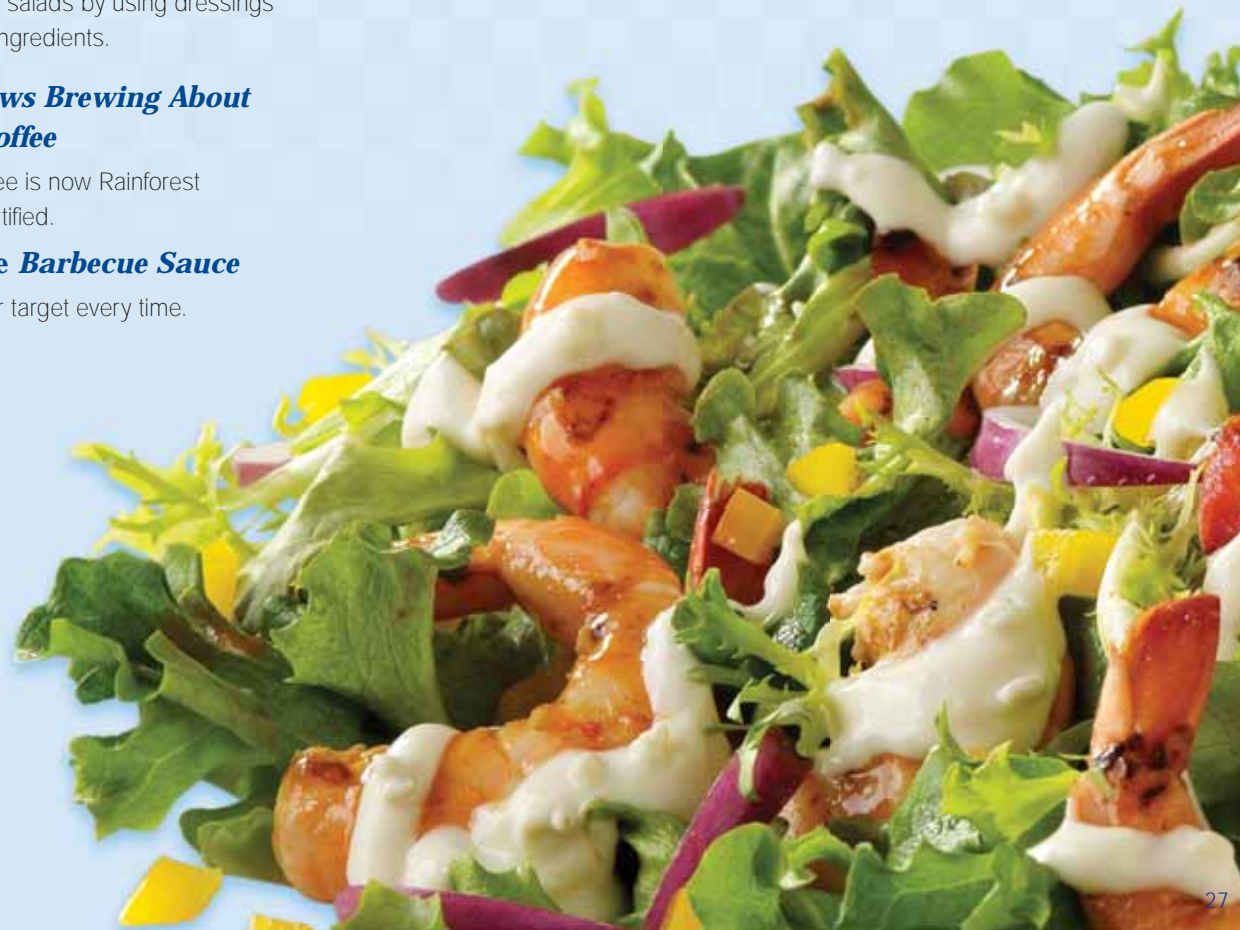
At the core of *Kraft Dressings* – serve better salads by using dressings with better ingredients.

30 **Good News Brewing About Yuban Coffee**

Yuban Coffee is now Rainforest Alliance Certified.

32 **Bull's-Eye Barbecue Sauce**

Hit the flavor target every time.



Serve Better Salads by Using Dressings with Better Ingredients

You can trust Kraft to deliver the best in dressings, as we have for over 70 years. By using the highest-quality ingredients, the strictest specifications and the most stringent quality controls for product consistency, we've made sure that these *Kraft* Dressing varieties are the very best available.

Delivering the FACTs

Flavor	Appearance	Cling	Texture
<ul style="list-style-type: none">• Distinctive and balanced	<ul style="list-style-type: none">• Consistently fresh and vibrant	<ul style="list-style-type: none">• Superior, resulting in better performance and higher yield	<ul style="list-style-type: none">• Thick, rich and smooth

See what's inside *Kraft* Dressings

Ingredients in core <i>Kraft</i> Dressings	Ingredients in other common dressings	Benefits of <i>Kraft</i> Dressing ingredients
High content of 100% pure soybean oil	High water content	Provides better flavor dispersion in the mouth and a balanced, well-rounded flavor.
High egg yolk content	Whole eggs	Needs no artificial emulsifiers to bind dressing, resulting in better cling.
Buttermilk	Natural flavoring	Delivers the taste of real buttermilk. No artificial flavors and a cleaner taste.
Lemon juice	Vinegars	Contains natural acid, a less astringent acid that allows the intended flavors to come through.
Herbs such as parsley and chervil	Non-descript particulate	Adds distinctive flavor with herb balance. Promotes a premium appearance and savory flavor.
Sugar	High fructose corn syrup	Provides a cleaner taste and doesn't mask other important flavors. A healthier ingredient than corn syrup.
Tomato purée	Tomato paste	Delivers well-rounded, natural tomato flavor with less bite.
Classic mayonnaise base	Starches	Results in a natural full-bodied texture and better coloring.
Natural coloring	Artificial coloring	Contains fewer chemicals and provides a more natural appearance.
Romano and Parmesan cheeses	Parmesan only	Adds depth and warmth to the flavor, and gives a more appealing texture.
Red wine vinegar	Distilled vinegar	Creates balanced flavor and a sweeter, less astringent profile.
Worcestershire sauce	Artificial flavors	Improves the depth of flavor (meaty, nutty).

Dressings for every dish

Kraft knows salad dressing, but you know your operation's needs. Whatever the application — salads, dips, glazes or marinades — and whatever the dish, we offer the ideal dressing.



- As the most popular dressing flavor, this is a menu must-have.
- *Kraft* Ranch features a rich, creamy, dairy flavor with a distinctive blend of herbs and buttermilk that creates a well-balanced dressing.



- As versatile as it is popular, Blue Cheese is favored on green salads, or applied in dips and condiments.
- *Kraft* Blue Cheese combines aged blue cheese, garlic and a creamy base to make a full-bodied dressing with a chunky texture.



- A traditional favorite, Thousand Island remains a standard in salad bars and on sandwiches and burgers.
- *Kraft* Thousand Island is a robust dressing with a balanced flavor that's slightly sweet with a natural tomato profile and a subtle tang of relish.



- Caesar is the fastest-growing dressing category in foodservice.
- *Kraft* Creamy Caesar combines real Romano and Parmesan cheeses, egg yolks and a special blend of anchovy, lemon, Worcestershire sauce and garlic, for a thick, flavorful dressing.

Yuban

Good for the planet.
Good for the worker.
Good for your business.

Great News! Yuban Coffee is Now Rainforest Alliance Certified!

The goal of *Yuban* has always been to support coffee farming that is economically, environmentally and socially sustainable. And now, the same 100% premium Arabica coffee your customers love is also Rainforest Alliance Certified. So you'll be able to show your customers that you share in their concern for environmental and social responsibility without compromising the quality of your coffee.



Sustainable coffee culture for your business

At Kraft we're committed to working closely with the Rainforest Alliance for *Yuban* and many *Kraft* coffee products worldwide. By doing so, we're helping to protect the environment and wildlife, and improve the lives of thousands of coffee farmers and their communities.

True sustainable coffee production, which our partnership with the Rainforest Alliance promotes, aids the farmers who work so hard to grow the crop, and improves the long-term viability and strength of our coffee business. So what exactly is sustainable coffee? What is meant by Fair Trade? On the following page you will find common definitions and distinctions for eco-friendly coffees.

Serve the ONLY National Rainforest Alliance Certified full product line

Yuban is made from 100% premium Arabica coffee, so you can please environmentally and socially conscious customers without compromising the quality of their coffee. By serving an affordable cause-related coffee, you will appeal to the increasing consumer demand for environmentally conscious products. This transition makes *Yuban* the only national brand whose full line of roast and ground coffee is Rainforest Alliance Certified.

A quick guide to sustainable coffees

Some of the most common descriptions and certifications in the Sustainable category include:

RAINFOREST ALLIANCE:	ensures that forests are protected; rivers, soils and wildlife are conserved; and communities are supported.
ORGANIC:	produced with methods that preserve the soil and prohibit the use of synthetic chemicals.
FAIR TRADE:	purchased directly from co-ops of small farmers with guaranteed minimum contract prices.
SHADE-GROWN COFFEE:	grown in shaded forest settings and good for biodiversity and birds.

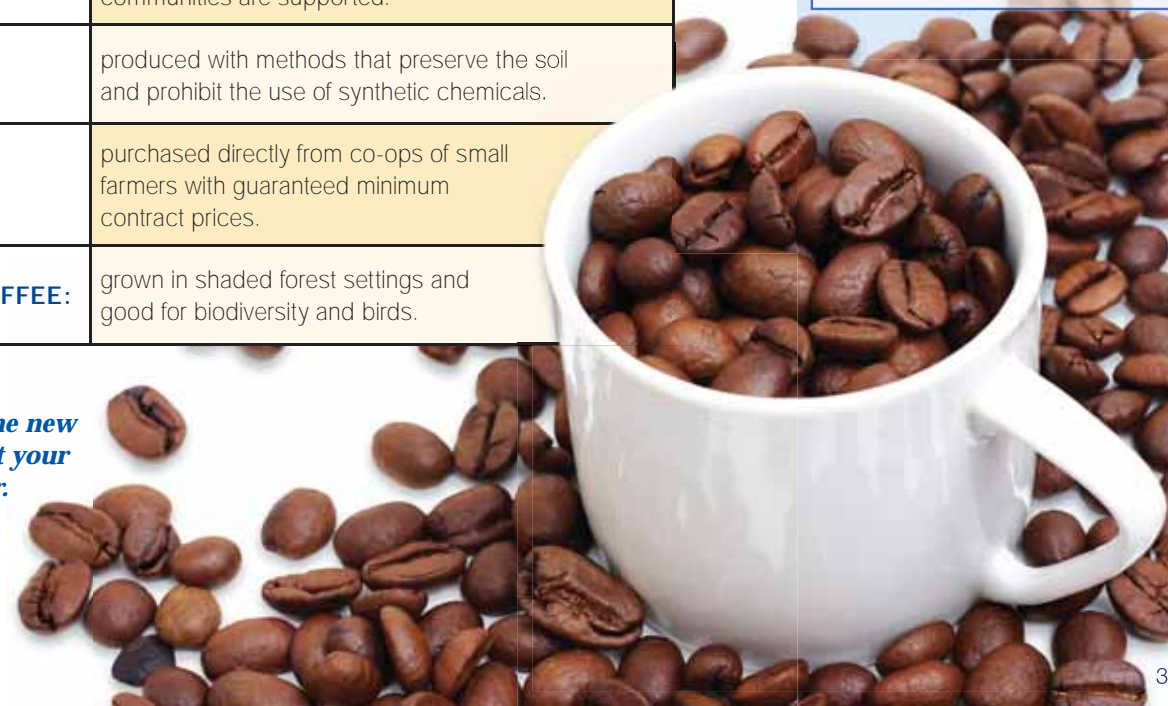
Be sure to look for the new sustainable Yuban at your preferred distributor.

Learn more about sustainable coffees

- www.rainforest-alliance.org
- www.transfairusa.org
- www.ico.org/markinf.htm
- www.fairtradefederation.com

Did you know?

Kraft Foods has been in the coffee business for over 100 years.





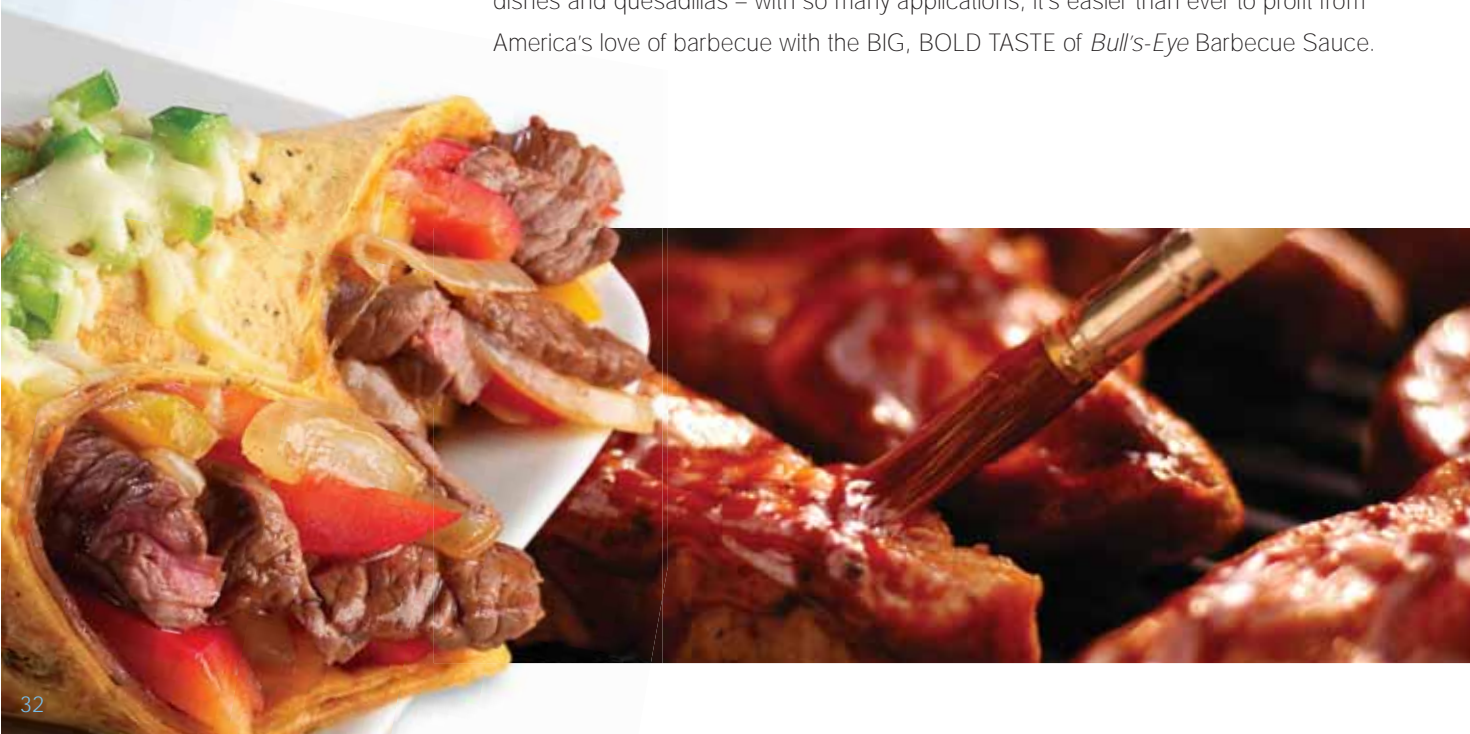
Bull's-Eye Barbecue Sauce

Hit the flavor target every time

Who can resist the BIG, BOLD TASTE of *Bull's-Eye* Barbecue Sauce? It's a flavorful way to appeal to your customers' desire for intense taste and adventurous eating.

Your customers won't be able to resist its distinct, smoky barbecue flavor. And you'll love how easy it is to achieve that authentic Western taste without all the work – just twist the cap and pour.

And if you think that *Bull's-Eye* Barbecue Sauce is just for meat dishes like burgers, steaks and ribs, you'll want to think again. Try it on pizza, wraps, grilled shrimp, vegetarian dishes and quesadillas – with so many applications, it's easier than ever to profit from America's love of barbecue with the BIG, BOLD TASTE of *Bull's-Eye* Barbecue Sauce.



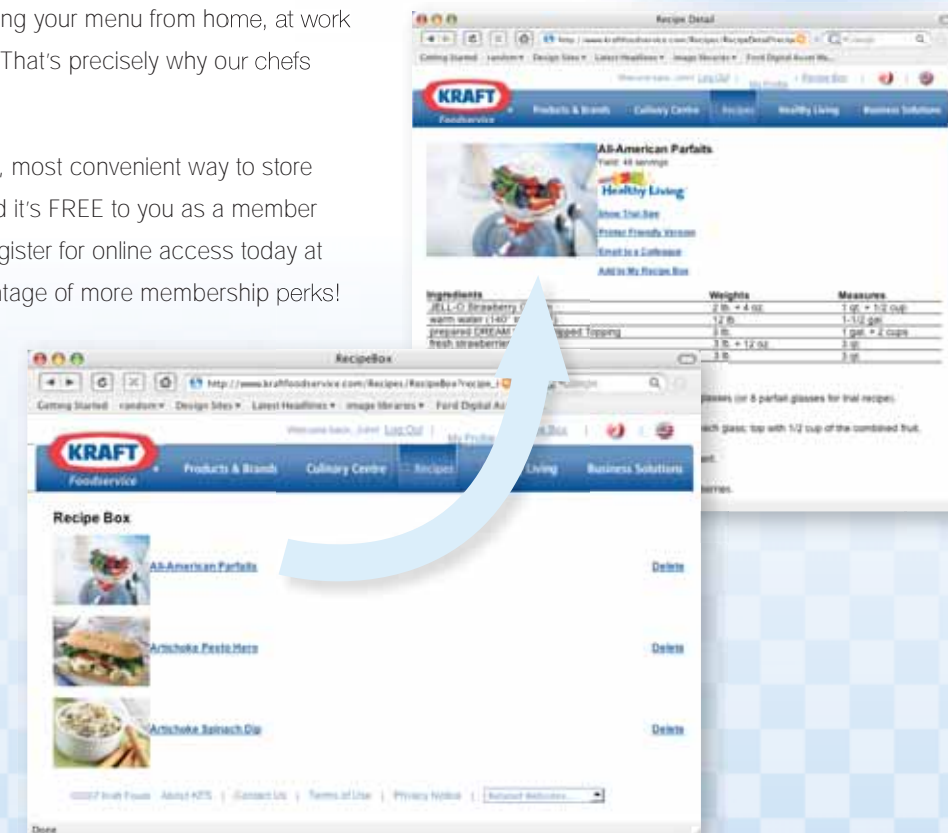
My Recipe Box Makes Accessing and Storing Your Recipes Easy!

A *Kraft Works* member exclusive

Imagine having all your recipes organized and sorted. Now imagine having access to them, whether you're planning your menu from home, at work or wherever your business takes you. That's precisely why our chefs recommend using My Recipe Box.

This tool gives you the fastest, easiest, most convenient way to store and access the recipes you want. And it's FREE to you as a member of the *Kraft Works* program. Simply register for online access today at kraftfoodservice.com to take advantage of more membership perks!

Get your online access today.
Visit kraftfoodservice.com



We're here for you.

For more recipes, tips and helpful foodservice information,
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