

# FOODSERVICE DIRECTOR®

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**MENU**  
DIRECTIONS  
— 2014 —

presented by  
**FOODSERVICE**  
DIRECTOR

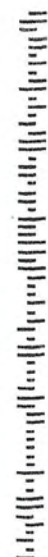
## SATISFYING A MORE EDUCATED CUSTOMER

THE PREMIER CULINARY EVENT FOR NON-COMMERCIAL FOODSERVICE  
CHARLOTTE, NORTH CAROLINA FEBRUARY 23-25 THE WESTIN CHARLOTTE

THIS WAS  
CREATED AT  
MENUDIRECTIONS  
2013

SEE WHAT IS IN STORE  
AT MENUDIRECTIONS 2014.  
GO TO PAGE 34  
FOR FULL CONFERENCE DETAILS

0037  
P066  
903  
805



\*\*\*\*\*ECRL0T 0088A\*\*C-019

ROSA BRANTLEY 0037

MARRINER MARKETING

SUITE 250

6731 COLUMBIA GATEWAY DRIVE

COLUMBIA MD 21046-3361





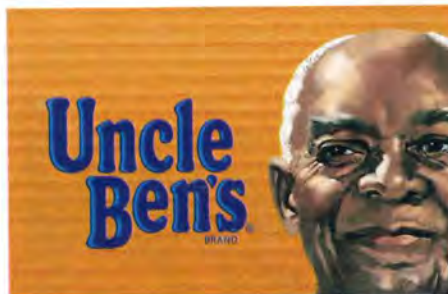
Commercial cooking equipment manufacturer **VULCAN** announced a new hire and several promotions to its leadership team. **TIM FARNO** has been hired as vice president/general manager, **ITW FEG** Cooking—Chain & Retail

Division. **TIM MURRAY** has been promoted to vice president/general manager, **ITW FEG** Cooking—Foodservice Division. **PAUL FORREST** was promoted to chain business unit manager, **ITW FED** Cooking—Chain & Retail Division. **JAMES SHERMAN** was named director of sales for the Vulcan Food Equipment Group.

**READY PAC**, based in Irwindale, Calif., recently received the **2013 WASTE REDUCTION AWARD** from the Irwindale Chamber of Commerce. The award was accepted by **SANTIAGO PACHECO**, director of West Coast operations. During his acceptance speech Pacheco outlined some of Ready Pac's efforts, including reducing landfill waste from the company by as much as 75%, recycling 8,600 tons of waste annually and using 70% post-consumer PET for the bowls used in the production of Ready Pac Bistro Bowl salads.

**INHARVEST** is the new name for Indian Harvest, the Bemidji, Minn.-based producer of rices and grains. **TREVOR DUININCK**, vice president of Duinink Cos., InHarvest's parent, said, "InHarvest better represents our entire organization by bringing all of our products and employees under a single corporate name." He added that no other organizational changes are planned. In recent years, the company has grown both organically and through the acquisition of several grain-based food production companies.

**HENRY COUNTY SCHOOLS** and **FONTANA UNIFIED SCHOOL DISTRICT** were the winners of this year's Year's Supply of **UNCLE BEN'S RICE SWEEPSTAKES** from Mars Foodservices. The districts will each receive two cases of a whole-grain rice product each month. Henry County Schools, in Virginia, has 15 schools and



7,400 students. Fontana, located in California, has 42 schools and 42,000 students.

**GENERAL MILLS** has announced that it plans to sustainably source 100% of its 10 "priority ingredients" by 2020. The ingredients represent 50% of the company's total raw material purchase. The ingredients are oats, wheat, corn, milk, cocoa,

vanilla, palm oil, sugar cane, sugar beets and fiber packaging. General Mills' CEO, **KEN POWELL**, said, "General Mills is committed to creating long-term value for our business and our society. Producing enough food to feed an increasingly hungry world will require not only innovation and dedication, but also careful attention to the impact of agriculture on our environment."

**TIMOTHY WELLENZOHN**, senior brand manager for **LACTALIS CULINARY**, said that foodservice customers should not be concerned about the recent announcement by Lactalis Retail Dairy Inc. that the **SORRENTO** brand will be transitioning to Galbani. Noting that Sorrento products are "uniquely formulated to meet the consistent quality demands of the foodservice market," Wellenzohn said the company's retail products are not the same as its foodservice products. Sorrento branded cheese that will remain available to foodservice customers include ricotta, mascarpone, blue, mozzarella, Italian shreds, Danish and Romano.

**SUN ORCHARD JUICERY**, based in Tempe, Ariz., has hired **MIDD MCMANUS** as executive vice president of sales. McManus was vice president of national account sales at Saputo Foods and Dean Foods. McManus holds an MBA in corporate finance from the University of Dallas.

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