

RESTAURATEUR

Official Publication of the Western New York Chapter of the New York State Restaurant Association

SERVING • ALLEGANY, CATTARAUGUS, CHAUTAUQUA, ERIE, GENESEE, NIAGARA, ORLEANS AND WYOMING COUNTIES

Volume 11 - Number 2

February 2011

Testy Tax Audit Meeting



Assemblyman Mark Schroeder took the NYS Tax & Audit Division to task at Illo DiPaolo's, January 13th.



Executive Deputy Commissioner
NYS Tax & Audit, Jamie Woodward



Director of Audit - Nonie Manion

POS? Handwritten guest checks, with notes on them? "We have to pay a POS provider, thousands of dollars for a system and \$120 an hour to re-program it to meet your needs," said Shelly Hunt (Desperado's BBQ). "Perhaps the state should subsidize us for the equipment?"



A sizeable crowd filled the meeting room and listened intently but the frustration was evident



Bill Marvin, *The Restaurant Doctor*, made a house-call at The Roycroft. The well delivered seminar focused on the difference between good service and genuine hospitality. They are not the same.

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Mid-winter greetings! Hey, at least we're not on the East Coast! What snow we've got, we can handle. Despite the cold, the WNY chapter has been a hotbed of activity, and that continues...

We had the NYS Dept. of Taxation and Finance in town to address our concerns about the tax audit issue and will continue to apply pressure until a standardized template is presented by them that outlines **EXACTLY** what a restaurant needs to do in order to be in compliance. Kudos to Assemblyman Mark Schroeder and NYSRA hierarchy for helping to coordinate the seminar and for taking the dept. to task on what they have been doing, and how they will resolve the issues that restaurants have with the process.



Robert Free

I spoke last month about a burgeoning partnership with LocalFoodService.com and that has come to fruition. Your Chapter now has a web presence on the LFS site that allows the public to see what we are all about! More so, there is a WNY Chapter Member Events page that shows all upcoming events that **YOU** have to offer! I urge you to send me your flyers/posters/files so that we can post them for all to see. I want this to become **THE** restaurant community of WNY page where diners will go to see what's happening, and where to go! Send me your info today!! (email or fax – 846.2109) Here's the page: <http://westernnewyork.localfoodservice.com/apps/microsites/microsite-nysra/index.cfm?set=chapternews>

Note our New Wage Order Seminar this Thursday, Feb. 3rd at Certo Bros. This **FREE** Chapter sponsored event will go over many of the new, complicated questions that have arisen with this law that was thrust upon the industry at the beginning of the year. Also of note is the ServSafe training classes upcoming, starting Feb. 21st sponsored by US Foods.

Coming on March 3rd is our 7th annual 'Taste of Education' benefit for ProStart (prostart.restaurant.org) to benefit our local foodservice leaders of tomorrow. Once again being held at Salvatore's, this year's theme is 'Healthy Choices.' Also, on Saturday, March 5th, WNY Chapter members are invited to play in the Frog Hair 2nd Annual Indoor Golf Tournament. Chapter members get ½ price off the entrance fee. Watch for the flyer soon....OR...keep checking back to the new pages on LocalFoodService.com!

As always, let me know your thoughts. Fill those seats!

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Melissa A. Fleischut - Director of Government Affairs - New York State Restaurant Association



STRAIGHT AHEAD
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For Your Information.....

Over the course of a week I read at least 30 to 40 articles dealing with the industry; they range from food and labor costs to location, selection, menu structure, training, staff, rules and regulations and economic conditions.

In addition, I talk to a number of people who are very much involved with the industry. Much of this is the basis of the material that appears in my articles. I do in many instances voice my opinion on the subjects at hand, and they are based on more than 70 years in the business. For the record, I was 14 when I first went to work in my family's restaurant.

I'm not sure when and where the practice of offering guests "leftovers" to go began. No matter, it is here to stay and even more so in today's economy. In an article by China Millman of the Pittsburgh Post Gazette, he pointed out that "few restaurants seem to realize that the way leftovers are packaged and handled has a significant effect on the guest's experience." It is his opinion that, unless someone requests otherwise, servers in full-service restaurants should pack up leftovers for the diner, preferably away from the table. One of the primary joys of dining out is avoiding the clearing up. Watching someone scrape plates isn't much more fun than doing it yourself. He also points out that most fine restaurants in Pittsburgh do package leftovers out of sight, but that doesn't guarantee an elegant package. A plastic grocery bag and Styrofoam containers look out of place in an elegant restaurant, especially when they are plunked on the table while a group is lingering over dessert.

Many U.S. cities, including Los Angeles, San Francisco and Seattle have banned Styrofoam containers in restaurants because of their environmental impact. It's especially off-putting when a restaurant that emphasizes sustainable food presents leftover grass-fed beef in a Styrofoam container.

He goes on to say that "even if the negative effect of poor packaging is slight, restaurants are missing out on an opportunity to leave diners with a positive impression," such as servers marking to-go boxes with the name of the dish and the date it was consumed or placing boxes in attractive brown paper shopping bags emblazoned with the name of the restaurant. People even reuse these bags, providing free advertising for the restaurant.

I recently discussed the left-over, doggie bag issue with the manager of an operation where about 30 per cent of his patrons ask for the leftovers. He said that the irony is that about 20 per cent leave the table without them and employees try to catch them, not always successfully, before they leave.

continued page 4

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Sampson Continued...

I agree with the writer; I do believe that taking the time to making the leftover package more interesting can have a positive effect on guests, not only when they receive it, but when they finally open at home. It could help remind them of a pleasant experience at your restaurant. After all they thought it was good enough to take home.

* * * * *

There is no question in my mind that today food-service consumers are not only more aware of the various aspects of eating out than any generation before them — from the quality of the food they are eating to the ambiance that surrounds them to what constitutes real value at every price point. They are also the most surveyed. Phil Vettel, restaurant critic of the Chicago Tribune, asked his readers to share with him their most overworked descriptions appearing on menus. The following are the top ten.

Grilled to Perfection.....World Famous.....Home Made.....Hand Selected.... Voted Best Burger.....Caught This Morning.....Death by Chocolate.....Mouth Watering.....Oven Roasted (where else would you roast it (those comments are mine)and Cooked to Perfection. He also reported that the question most often asked by a server is—you guessed it—"Is everything all right?"

If I may, I would like to comment on "is everything all right?" In my view, when a server asks that question, it leaves an impression that there could be some doubt in his or her mind. How about "is there anything else I can get you at this time?" If something is not right, this gives the guest the opportunity to say so. One of the distinguishing characteristics of today's consumers is that they will not hesitate to let you know when they are not satisfied and then instantly share that dissatisfaction with their e-mail and Facebook friends as well.



Fred G. Sampson served the New York State Restaurant Association for more than 35 years before retiring as executive vice president to form Sampson Consulting. Comments can be sent to fredgsampson@juno.com

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George Schaeffer

Honey's – and the 127th



A guy by the name of Larry Pacifico and I both served in the 127th Air Aviation unit, National Guard in Niagara Falls. We did this for six years, back in the mid sixties. Larry, I believe was a helicopter mechanic or a L-19 (small plane) mechanic. Whatever Larry was, I am sure he was not a cook in my 127th Company. I was a cook and a baker and although I was not the best of cooks – especially breakfast – “ how do you want them?” “Raw or fried?” Well back to Larry, his story and Honey's.

After a couple of years of doing our two week summer camp at Camp Drum in northern New York State, Larry realizes there is a “market” here for Niagara Falls pizza. But he needs a kitchen and supplies. Voila, I appear, as I have the kitchen and the keys.

Larry gets a pilot to fly a USA “chopper” back to Niagara Falls for some special supplies. He picks up Margherita pepperoni, Sorrento mozzarella, Full Red tomato sauce etc. He grabs a few cans of basil and oregano and back to the “chopper.” An hour or so later, we were in business. I ordered the high gluten flour, cakes of yeast and Larry started making pizza dough. Sheet pans were greased, US flour and yeast were fermenting and Larry Pacifico was sweating as the hand kneading of each 50# bag of flour, with added water, yeast, sugar, salt, was made into pizza dough . We scaled out, I believe 3# portions, to fit in the full size sheet pans. Whew.



A couple of “pounders” was our prize, but we knew tomorrow would be a challenge. The word was out. Tomorrow – after hours – there was fresh hot Niagara Falls pizza from Honey's ready for pick up at the 127th Air Aviation kitchen for a very reasonable price. We sold out, and split the profits which probably came to 50¢ an hour, including “chopper” fuel.

Knowing the statute of limitations are over, and if you get to Tampa and Honey's, just ask Larry Pacifico, Jr about this great time.



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The Passion Page for Valentine's Day

6 Common Herbs and Spices To Improve Your Love Life



Over the years, spices and herbs have offered mouth-watering tastes, enticing aromas and have often been included in love potions and other concoctions designed to improve a lovers desire and excitement. What is even better, you don't even need a prescription for these natural aphrodisiacs!

I bet six of the most time honored "love herbs" are probably sitting in your kitchen spice rack right now, because believe it or not, Cloves, Saffron, Pepper, Vanilla, Nutmeg, and Ginger are thought to be among the most common, yet potent aphrodisiacs around.

Other popular herbs and spices that claim aphrodisiacal properties, include garlic, mint, rosemary, sage and thyme. All of these ingredients have been used in various recipes, incenses, essential oils and aromatherapies to stimulate sexual attraction.

Ginger is commonly recognized as a wonder spice. People have deemed ginger root an aphrodisiac for centuries because of its scent and because it stimulates the circulatory system. Ginger contains gingerols, zingiberene and other agents that make it a favored seductive flavor in Asiatic and Arabic herbal traditions.

Ginger is even mentioned in the Kama Sutra under "occult practices". This chapter maintains that success in love can be improved by "aphrodisiacs, herbs, and spells." The Kama Sutra is an ancient Indian text on human sexual behavior; considered by some to be the bible of sexual information.

Because of ginger's aroma, its scent is commonly recognized as a sexual stimulant. This aroma is beneficial in increasing circulation, which is thought to make erogenous zones hypersensitive.

Ginger root raw, cooked or crystallized, is also a stimulant to the circulatory system.



Image: Botanical.com

<http://www.squidoo.com/herbal-aphrodisiacs>

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Joe Jerge and Tim Eberl

Featured on the Food Network - "Diners, Drive-ins and Dives" with Guy Fieri.

A few excerpts from "A note from Joe" - "Angelo Posto" is the Italian for "corner joint." In December 2005 the Mulberry opened its doors. As Joe quips: "A couple of German-Irish dudes running an Italian restaurant?!" They laughed at the fact that at least both their names ended in a vowel.

As Joe explains: "The Mulberry isn't the girl you want to show off and be seen with," but more like the girl you would love to take home to Mom and settle down with. The smells and sounds are reminiscent of what an Italian Restaurant in 1960's Brooklyn might be like, and on most nights, there is lots of action. The music is a blend of timeless songs.

It's often been said that eating at the Mulberry is like eating at Grandma's. When you walk in the door you get that "hey how you doin' nice to see you" kind of feeling. It's a place that looks like the Bronx, but tastes like Manhattan.

The dinner menu at the Mulberry ranges from home-made style spaghetti with a meatball (and a good size meatball, which is one of their signature items) for around \$13.00 to a 18oz.grilled ribeye steak with fresh cut fries and vegetable for around \$25.00. Full bar and an extensive wine list should make this a destination spot. The Mulberry does a bustling lunch business too.

To see more about the Mulberry, copy and paste this in your menu bar.

<http://www.worldfamouslasagna.com/home.html>

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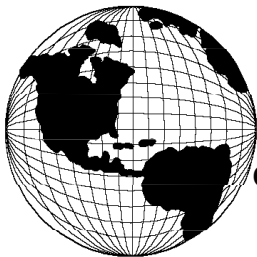
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