

BASIC AMERICAN FOODS

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SEASONAL SPECIALS
Fall/
Winter
YEAR ROUND PROFITS

*Bring Fresh Ideas to
the Table This Season*

29%

*growth of braising mentions
for leading appetizer and
side dish menus since 2013.*

—Technomic, 2015

more reasons to menu seasonal at
baf.com/SeasonalSpecials

*Burgundy Braised Bacon
& Onion Mashed Potatoes*

Sug. Menu Price \$4.99

Approx. Cost \$1.05

PROFIT \$3.94

Customers Crave Limited Time Offers!

Today, Limited Time Offers (LTOs) account for nearly 76% of menu activity at major chains.^{*} Restaurant goers want to try something new when they dine out, 75% stating that LTOs let them try new menu items and ingredients.^{**} Menuing LTOs is an opportunity that can offer tremendous rewards for your business, and **Basic American Foods** potatoes and beans are the perfect solution to creating easy-to-execute LTO recipes.

Sources: ^{*}Datassential, 2015; ^{**}Technomic, 2015

Why is Seasonal so Special?

Seasonality adds value, interest and flavor to your LTO menu item. And what's more, consumers agree:

- 73% perceive seasonal as enhancing an item's flavor^{*}
- 66% are more likely to order a special menu item if it contains a seasonal flavor^{**}
- 54% would be more likely to pay more for seasonal menu items^{**}

^{*}Technomic, 2014; ^{**}Technomic, 2013



Visit:
baf.com/SeasonalSpecials

BURGUNDY BRAISED BACON & ONION MASHED POTATOES

Prep **10 min.** • Cook **15 min.**

Yield **21, one-cup servings**

| | |
|--------|--------------------------------------------|
| | Potato Pearls® EXCEL® |
| 1 pch | Original Recipe Mashed Potatoes, prepared* |
| 2 lb | Bacon, cut into lardons |
| 6 each | Onions, sliced |
| 2 Tbsp | Thyme, fresh leaves |
| 750 ml | Burgundy wine |
| 2 cup | Veal demi-glaze |

1. Prepare **Potato Pearls® EXCEL® Original Recipe Mashed Potatoes** according to package directions, cover and keep warm.
2. In a large rondo over medium-high heat, add cut bacon and cook until crispy. Remove lardons and place to the side, reserving fat. Cook onions in bacon fat over medium heat until caramelized. Add thyme leaves and cook for additional 1-2 min.
3. Add wine to rondo, reduce by 1/3, and add veal demi-glaze. Cook until liquid coats a spoon. Add back in bacon lardons.
4. Place 1 cup of mashed potatoes in a side dish, ladle 3-oz of bacon jam over top. Serve.

* Can use any *Potato Pearls® Mashed*.

COWBOY CHILI

Prep **10 min.** • Cook **2.5 hr.**

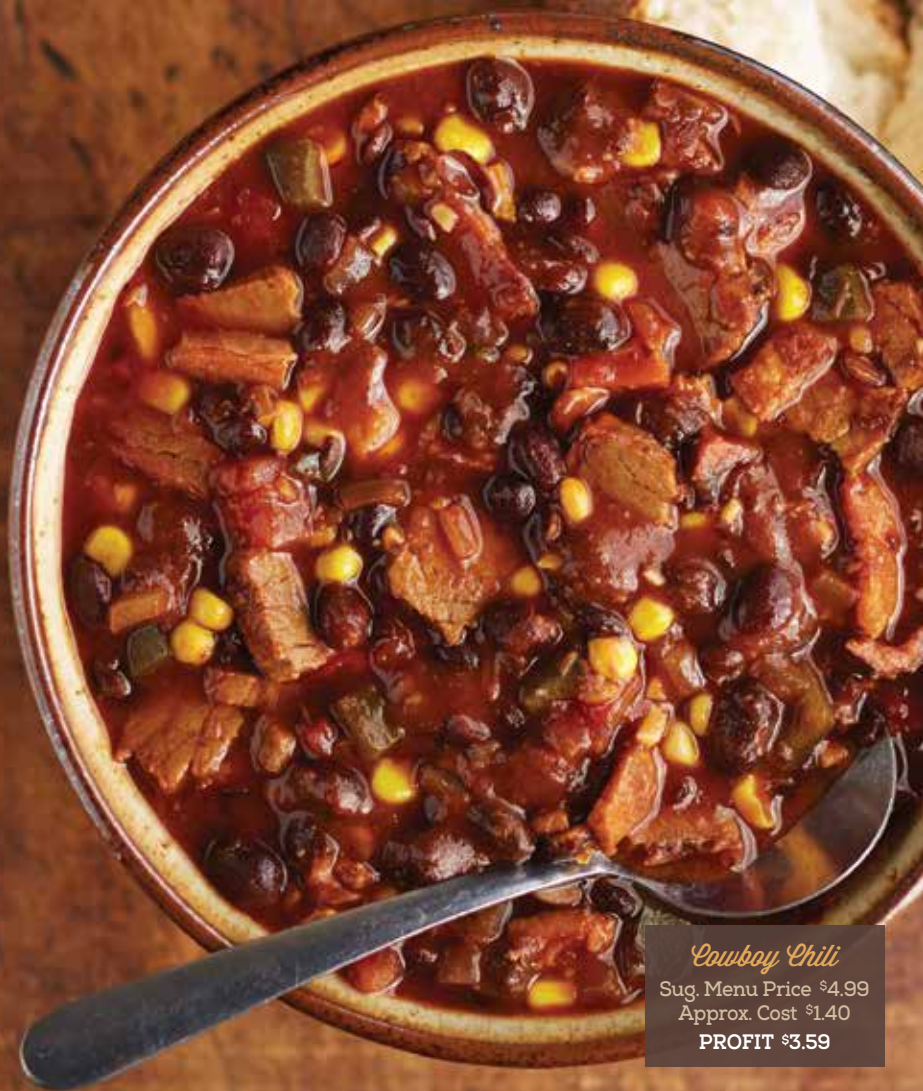
Yield **24, one-cup servings**

| | |
|--------|-------------------------------------------|
| 1 pch | Santiago® Seasoned Vegetarian Black Beans |
| 4 lb | Brisket, 1-inch cubes |
| 1 lb | Bacon, lard cut |
| 1 each | Large onion, diced small |
| 2 each | Poblano, chopped |
| 6 each | Plum tomatoes, chopped |
| 3.5 oz | Chipotle Tabasco® |
| 3 qt | Chicken stock |
| 11 cup | Tomato juice |
| 6 each | Garlic cloves, minced |
| 4 cup | Corn kernels |

1. Sear brisket and remove from pan, reserving fat. Add bacon to pan and cook until crispy. Add onions and cook until translucent. Add poblano and cook 1 min. Add plum tomatoes and cook 3-4 min. until liquid has mostly evaporated. Add back the seared brisket and any juices that have been captured in the bowl, stir for 1 min.
2. Add Chipotle Tabasco®, cook for 1-2 min., stirring constantly. Add chicken stock and tomato juice and bring to a low simmer, cover and cook 2- hours.
3. After cooking for 2 hours, add garlic, ensuring it is fully incorporated. At 2:20 min. of cooking, add **Santiago® Seasoned Vegetarian Black Beans** dry and corn, simmer on low heat for 12 min., turn off heat, cover and let chili sit for 20 min. Serve.

12% *rise in black bean mentions
across menus since 2013.*

- Technomic, 2014



Cowboy Chili

Sug. Menu Price \$4.99

Approx. Cost \$1.40

PROFIT \$3.59

Thai Curry & Peanut Scalloped Potatoes

Sug. Menu Price \$3.49

Approx. Cost \$0.54

PROFIT \$2.95

33% of new items and LTJs released during the winter season include peanut.

- Datassential, 2014

THAI CURRY & PEANUT SCALLOPED POTATOES

Prep 10 min. • Cook 45 min. • Yield 24, servings

| | |
|--------|------------------------------------------|
| 1 crtn | Classic Casserole® Scalloped Potatoes |
| 5 qt | Water |
| ½ cup | Peanut sauce |
| 2 oz | Tikka masala seasoning |
| 2 Tbsp | Ground lemongrass |
| 2 each | Sauce pouches |

1. In a large pot, add water, peanut sauce, masala seasoning and ground lemongrass. Bring to a boil. Whisk in sauce pouches from **Classic Casserole® Scalloped Potatoes**.
2. In a full-size steamtable pan, evenly distribute potato slices and carefully pour boiling mixture over top.
3. Bake in a preheated 400°F conventional oven, for 45 min. Serve.

PARMESAN HASHBROWN SLIDERS

Prep 20 min. • Cook 10 min. • Yield 15, 3-slider servings

| | |
|---------|-----------------------------------------------------------------------|
| 1 crtn | Golden Grill® Redi-Shred® Hashbrowns, refreshed |
| 5 lb | Potato Pearls® EXCEL® Original Recipe Mashed Potatoes, prepared |
| 5 oz | Parmesan, grated |
| 1 cup | Green onion, minced |
| | Olive oil |
| 15 each | Hamburger patty, 4 oz |
| 2 cup | Bacon and onion jam, prepared* |
| 30 each | Bacon, strips cooked |

1. Refresh **Golden Grill® Redi-Shred® Hashbrowns** according to package directions.
2. Prepare **Potato Pearls® EXCEL® Original Recipe Mashed Potatoes** according to package directions, refrigerate to cool.
3. Mix the prepared, cooled mashed potatoes and the drained hashbrowns, fold in the parmesan and green onion. Form 4-oz patties.
4. In a nonstick pan over medium heat add olive oil and cook hashbrown patties and until golden brown on both side, about 3 min.
5. Place 3 hashbrown patties on a plate, top with hamburger, place 2 Tbsp. of hot bacon jam over the burger, lay 2 strips of cooked bacon over the jam. Serve.

* Recipe is under *Burgundy Braised Bacon & Onion Jam*.

27% *increase in parmesan mentions
across the Top 500 QSR appetizer
menus in the past two years.*

- Technomic, 2015



*Parmesan
Hashbrown Sliders*

Sug. Menu Price \$9.99

Approx. Cost \$3.09

PROFIT \$6.90

*Coq Au Vin with
Potato Cakes*

Sug. Menu Price \$9.99

Approx. Cost \$2.34

PROFIT \$7.65



COQ AU VIN WITH POTATO CAKES

Prep **25 min.** • Cook **35 min.** • Yield **21, single servings**

| | | |
|----------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 pch | Potato Pearls® EXCEL® Original Recipe Mashed Potatoes, prepared | 1. Prepare Potato Pearls® EXCEL® Original Recipe Mashed Potatoes according to package directions. Cool to room temperature. Add parmesan and mix well. |
| 2 cup | Parmesan, grated | 2. In a large rondo, cook lardons until crispy, remove reserving fat. Sear chicken on both sides in fat, remove from pot. |
| 1/2 lb | Bacon, cut into lardons | 3. With heat on high, add mushrooms and cook until mushrooms are golden brown. Add onions, garlic, carrots, celery and thyme for an additional 5 min., stirring constantly. Add burgundy wine, reduce by 1/3, and add chicken demi-glaze. Bring to a simmer. |
| 8 lb | Chicken breast, boneless, skin-on | 4. Add seared chicken and bacon back to pot. Cover and simmer for 20-25 min. |
| 2 qt | Mushrooms, baby bellos, sliced thin | 5. Portion mashed into 2-oz balls and flatten in the palm of your hand. In a non-stick pan, coat bottom with olive oil over high heat and sear each side of mashed until golden brown. |
| 2 cup | Onions, small diced | 6. Place one potato cake on bottom of a plate, lay 1 chicken breast over top and cover with an additional potato cake. Spoon reduced and strained braising liquid on top. Serve. |
| 1/3 cup | Garlic, minced | |
| 2 cup | Carrots, small diced | |
| 2 cup | Celery, small diced | |
| 8 sprig | Thyme, fresh | |
| 750 ml | Burgundy wine | |
| 1 1/2 qt | Chicken demi-glaze | |
| | Olive oil | |

Sug. Menu Price \$2.99

Approx. Cost \$0.46

PROFIT \$2.35

APPLE GRUYERE SWEET POTATOES

Prep 15 min. • Cook 25 min.

Yield 21, half-cup servings

| | |
|-------|-----------------------------------------------------|
| 1 pch | Potato Pearls® EXCEL® Sweet Potato Mashed, prepared |
| 5 qt | Butter, unsalted |
| 1 lb | Apples, diced (Granny Smith) |
| 8 oz | Gruyere cheese, shredded |

1. Heat oven to 400°F.
2. Prepare **Potato Pearls® EXCEL® Sweet Potato Mashed** according to package directions without butter in a 2½-inch deep, half-steamtable pan.
3. Heat butter in a small sauté pan over medium-high heat. Stir in apples.
4. Cook apples, stirring occasionally, until caramelized on one side and unevenly dark brown, about 6 min.
5. Stir caramelized apples into prepared sweet potatoes. Top with Gruyere cheese.
6. Bake until golden brown, about 25 min. Serve.

HORSERADISH HASHBROWNS

Prep 15 min. • Cook 6 min.

Yield 20, 2-pancake servings

| | |
|--------|-------------------------------------|
| 1 pch | Golden Grill® Hashbrowns, refreshed |
| 3 each | Eggs, whole |
| 1 cup | Flour, all purpose |
| ¼ cup | Horseradish, prepared |
| ½ cup | Chives, minced, divided |
| 1 cup | Sour cream |

1. Refresh **Golden Grill® Hashbrowns** according to package directions. Measure out 4 cups when refreshed.
2. In a large mixing bowl, combine hashbrowns, eggs, flour, horseradish and half of the chives. Form 3-inch pancakes.
3. In a separate bowl, combine sour cream and remaining half of chives, mix well. Set aside.
4. Cook pancakes on a well-oiled grill (350°-375° F) or heated sauté pan for 2-3 min. per side or until golden brown. Top with scoop of sour cream mixture. Serve.

Sug. Menu Price \$5.99

Approx. Cost \$1.20

PROFIT \$4.79

MEXICAN LASAGNA

Prep 20 min. • Cook 25 min.

Yield 20, single-servings

| | |
|---------|--------------------------------------------------|
| 1 pch | Santiago® EXCEL® Refried Beans-Smooth, prepared* |
| 1 qt | Sante Fe Chillies, roasted, small diced |
| 1 qt | Tomatoes, small diced |
| 1 qt | Corn kernels |
| ¼ cup | Mexican oregano |
| 24 each | Flour tortillas, 6" |
| ½ lb | Monterey Jack cheese, shredded |
| ½ lb | Cheddar cheese, shredded |

1. Prepare **Santiago® EXCEL® Refried Beans** according to package directions. Add chillies, tomatoes, corn and oregano to the beans and stir well.
2. In the bottom of two, 4-inch deep, half-steamtable pans, ladle 4-oz. refried bean mixture. Lay, overlapping, 8 tortillas on top of beans. Place ¼ bean mixture over tortillas spreading evenly. Generously sprinkle ¼ of each cheese over top, cover with tortillas and repeat.
3. After last layer of tortillas, cover with remaining cheese. Cover pans with foil and bake at 350°F for 20-25 min. in conventional oven. Cut into 20 even servings. Serve.



Horseradish Hashbrowns

Sug. Menu Price \$3.49

Approx. Cost \$0.28

PROFIT \$3.21

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