



We make it from scratch so you don't have to.™

# THE HOT SHEET

A QUARTERLY REPORT FOR FOODSERVICE OPERATORS

FALL 2011

## POV: FAST PACED CONSUMERS

With the changing of seasons, consumers are picking up the pace of life. Families have returned to hurried mornings and packed afternoon and evening schedules. How does this affect time-starved families' choices when the question is asked "What's for dinner?"

"On the Go" moms may be more likely to seek convenient options because they are pressed for time.

Convenient options can include bundled meals being offered by numerous chains with many offering new healthy options.

Cravings and fun atmospheres drive consumers to restaurants rather than local supermarkets.

[Download the white paper](#)



### THE TIP JAR: SWEET POTATO SHEPHERD'S PIE



This recipe puts a healthy spin on a comfort food classic.

[Get the recipe](#)

### CASH-BACK REBATE

**NEW!** Try Reser's Special Request Potatoes and earn Food Service Reward points!

[Click to learn more](#)

**And:** Get up to \$100.00 back in rebates on all Don Pancho tortillas. Look for the Don Pancho Rebate Order Form on Reser's Point of Sale Order Form.



### FEATURE: KIDS' LIVEWELL

Restaurants across the United States are seeing increased scrutiny from health advocates, activists, and regulators regarding both their menu choices and marketing efforts directed at children under the age of 12. According to Lisa Jennings of Nation's Restaurant News, health advocates have long laid blame for the nation's growing girth in part on the industry's promotion of "junk foods" to children. This attention to menu choices and marketing tactics combined with the threat of regulatory intervention has resulted in action within the restaurant industry.

[Read more about the LiveWell Program](#)

### KIT OF THE SEASON: BUFFALO CHICKEN PASTA SALAD



This delicious kit combines strips of Southwest flavored chicken, bacon bits, Blue cheese crumbles, celery and Penne pasta in a creamy, mildly-spiced buffalo flavored dressing.

[Click to download](#)

### UPDATED 2011 FOODSERVICE SEGMENT FORECAST

See which segments will fare better or worse in 2011 in the updated, full forecast from Technomic.

[Click to download](#)



SPECIALTY  
POTATOES



SIDE DISHES



PREPARED  
SALADS



MEXICAN  
FOODS



DESSERTS

[Contact a representative to learn more about how Reser's Foodservice can help you.](#)

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