



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

# THE HOT SHEET

A QUARTERLY REPORT FOR FOODSERVICE OPERATORS

SPRING 2011

## POV: TERESA CARTER

**Teresa Carter**, Category Manager for Reser's Deli Salads and Dips shares her point of view on Reser's new chef inspired Bulk Salad Kits and their benefits for Foodservice establishments:

**Salad kits** represent one way to improve the bottom line by offering convenience, easy preparation, and portion control.

**These salads** are perfect in a salad bar, as grab-and-go items, fillings for wraps or as a side to protein.

**Along with** the many flavor profiles are vegetarian options, providing the opportunity to reach a wider breadth of consumers.

[Download the Reser's Bulk Salad Kit white paper](#)



### THE TIP JAR: CHICKPEA CURRY WRAP



This delicious wrap is meat-free and packed with protein!

[Get the recipe](#)

### CASH-BACK REBATE

**NEW!** Get up to \$100.00 back with rebates on all Don Pancho tortillas.

Look for the **NEW** Don Pancho Rebate Order Form on Reser's Point of Sale Order Form starting April 18, 2011.



## FEATURE: GROWTH IN 2011

The Foodservice industry is on the move, which translates to increased consumer traffic, new units being built, and new hires. These uplifting signs of activity provide confidence to all of us that recovery is well under way. It's important to continue planning and executing for growth but to do so cautiously.

[Read more on the State of the Foodservice Industry](#)

### KIT OF THE SEASON: THAI PEANUT YAKISOBA w/BBQ PORK



This versatile salad kit features an approachable ethnic flavor profile.

[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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