



Reser's Helps Restaurants and Foodservice Operators "Stir-Up" Salad Sales

Adding a few fresh ingredients to prepared salads helps operators cross-utilize products, save on labor costs, and create new menu items based on comfort food classics

April 17, 2015 -- Beaverton, Oregon – Just in time for summer salad season, Reser's offers foodservice operators and restaurateurs an easy way to 'stir-up' salad sales. "Adding just a few ingredients to our prepared salads helps operators and chefs cross-utilize products as well as whip up new menu items based on proven classics," states Jason Chin, senior marketing manager. According to Chin, operators who 'stir-in' a few fresh ingredients can enjoy these business benefits:

1. Create new menu dishes without bringing in additional inventory, saving on labor costs
2. Add freshness and 'back-of-the-house taste' to refrigerated classics

Four Foodservice "Stir-in" Recipe ideas

1. Pimento Cheese Panini

From pubs to upscale restaurants, pimento cheese is hot—and showing up on menus across the country. Serve this on-trend item by coating a good quality bread using Reser's Pimento Cheese Spread. Then layer bacon, chicken breast, cheese and thyme. Add apple slices and top with Arugula. Add second slice of bread and grill on Panini press until browned and bubbly.

2. Smokey Cheddar Macaroni Salad

Add julienne slices of smoked ham, cheddar cheese, diced green bell pepper and celery to Reser's Elbow Macaroni Salad for a protein-rich salad.

3. Potato Dill Salad Sandwich

Mix in chopped hard cooked eggs and chopped dill to Reser's Diced Potato Salad with Egg. Using a split croissant, fill with salad and top with a crisp lettuce leaf.

4. Southwest Chile Pasta Salad

Stir in sliced fajita chicken breast, Monterey jack cheese, and chopped fresh cilantro to Reser's Southwest Chili Pasta Salad to make a lunch or dinner entrée salad.

About Reser's Foodservice

Reser's Foodservice offers a diverse list of products to help improve operator efficiencies, increase sales and deliver the right mix of products to complement any menu. The company's large variety of refrigerated products are served in Fast Casual, QSR, and Casual Restaurants; as well as in many non-commercial operations. For recipes and product information visit <http://resersfoodservice.com/recipes/>



About Reser's Fine Foods

North American-based Reser's is the leading provider of deli salads, fresh salads, side dishes and prepared foods. Reser's makes fun times easy and affordable for every family. Reser's famous deli salads are a family favorite at picnics, BBQs and tailgaters. Founded in 1950, the company remains privately owned and operated and committed to providing delicious refrigerated foods for the supermarket and food service industries. Reser's operates 16 facilities in the United States and Mexico and employs nearly 4,800 employees in the United States, Mexico and Canada. Visit www.resers.com.

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