

"We enhance the careers of our members through professional and personal growth"



Life on the Weil Side!

Richard F. Weil, MCFE, MCFP Chairman of the Board

Relief Coming to Restaurant Supply Chain

Happy St. Pat's day and may the luck of the Irish be with you. No doubt many are seeing that luck has not been kind to our industry of late. It's muttered everywhere—at the gas pump, in the grocery aisle, and probably behind the menus at your restaurants: *Everything is so expensive right now*. In the wake of the pandemic, consumers, desperate to get back out to "normal" life were faced with severe inflation and rising prices due to supply chain issues, and a new trickle-down effect began.

Restaurateurs have spent the last year trying to coax people back into their dining establishments, only to have to raise prices on hard-to-find items or pass inflated costs along to consumers on their menus. According to [this article from Nation's Restaurant News](#), "On the operator side, some commodity prices were at their highest levels in decades, forcing average menu price increases up by over 8% just to maintain margins."

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March 2023

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LUCK O' THE IRISH



BE WITH YA!

SOMETHING TO THINK ABOUT

Always remember that hindsight is the best insight to foresight.



Life on the Weil Side!

Richard F. Weil, MCFE, MCFP Chairman of the Board

Relief Coming to Restaurant Supply Chain

(Continued from page 1)

The good news is, the same NRN article suggests that some relief is on the horizon for the remainder of the 2023 fiscal year. “Generally, we should see things like chicken, eggs and maybe dairy come down a bit. There will be opportunities for lower price levels throughout most of 2023 for many commodity-based products’,” said David Maloni, principal at Datum FS.

A closer look at the economy’s interconnectedness, Maloni says, reveals the source of the relief. Wheat and soybean production are slated to rise in 2023—by as much as 20%, as weather allows—and this will jumpstart the availability of other products with higher price tags.

Unfortunately, Maloni’s predictions suggest that the price of beef will be up, but as restaurants have learned how to pivot quickly in these last three years, making menu adjustments based on availability for the sake of some financial relief should be an easier task. “Maloni’s biggest recommendation at the operator level is to be flexible with the menu, including pricing,” states the NRN article. Designing menus based on cost-analysis and the economy utilizing tried and true process generally known as menu engineering will help navigate operators through the forest.

Taking the time to look at a restaurant or operators menu mix by really looking at the high volume, high margin items and eliminated excess inventory and poor performing and lack of sales and profit items away from the menu is key. This was true many years ago and so critically important today. Menu design requires trained, big-picture thinking, executed as small shifts and compromises. This process is meant to not only improve the cost of goods, bottom line and cash flow but this menu organization process works to please customers and save your business money.

Best to everyone and thank you for being a valued member and supporter of IFSEA and our industry.

LOOKING AHEAD WITH MANLEY

Ed Manley, MCFBD, MCFE, CHP President Emeritus



Love, Hope, Faith and Luck of the Irish

As we prepare to celebrate St. Patty's Day, I was sad to learn that I am, in fact, not much % Irish per Ancestry.com. However, we're all Irish on that day.

That plant considered Irish symbol of luck is the four-leaf clover, a rare variation of the usual shamrock. According to the belief, those four leaves represent love, hope, faith, and luck.

So I thought I'd tailor this monthly note to that symbol.

Love – A now retired Army SFC took my class in Germany 15 years ago. He got a huge job as a civilian with the Army and was told he beat out 18 other candidates because he was the only one who had HACCP on his resume. Now, back in the U.S. he found me through IFSEA to get new copies of his certificates and get back in the workforce. He lives nearby me here in Florida, so we had lunch the next day (an hour ago as I type) and we bonded, he's going to the culinary competition in DC, joining IFSEA. That's love shared, we've helped him before and doing it again, and he's ready to give back.

Hope – We have been trying to get into to Army COOL (certifications) for many years, like we used to be in Navy COOL. Finally, we think we will get there in the next couple of months, and once in one we expect to be in all the services. So going forward this really helps as the individual nor their commands will have to pay – so we will hopefully once again be able to help thousands of military culinarians.

Faith – Those of us that have been working since 2017 on the sustainability of IFSEA, have been faithful to those who created IFSEA in 1901 – when there were no associations for food service, they were the first to consider such a thing. I have faith that IFSEA will continue to change lives, as it did mine and so many others.

Luck – I was lucky to sit next to a man in my commissioning class who mentioned if we got in food service the Navy might send us to Cornell, and then lucky to have the Navy do just that in the last year that they had such a program, which had been over 30+ years ago; and I was most likely the last to go. The other guy never got to go because I took steps to get in the line-up, and he didn't. I joined IFSEA while there, zero idea why and don't remember a thing about it; maybe I knew they sponsored the military awards. More luck than knowledge. I was lucky to have people mention a culinary competition, an award for enlisted aides, training for homeless veterans. And I had the faith, hope and love that I could make a difference in people's lives, and created those programs. I am lucky to believe I have made a difference. (Editor's note, Ed you have more than made a difference, you are the difference!)

Just prior to the deadline for this March newsletter I was contacted by Joe Rosario, and know how lucky we all are to have such joy in our past, current and future lives being associated with IFSEA and especially our certification programs. Joe was a SSG when he took my class in Hawaii in 2009, as part of the AVOTEC Obama funding. He joined IFSEA, was part of our Military Hospitality Alliance, and we communicated a lot, then haven't heard from him until now. He has a master's and close to his PhD as you will note below and still wanted copies of the certs he earned in 2009. I told him he can quit after his PhD, enough credentials. Before I knew all that, I had suggested he get updated certs with our MCFBD using his GI Bill. This is the note from Joe, "Good morning my friend, I have exhausted all my GI bill. I have 2 degrees, Bachelor's and masters and now working on my Ph.D. Your friendship, advice and can-do attitude, was a part of my educational endeavors. So, my friend you are an inspiration. Thank you!"

And finally, I share that love, hope, faith, and luck with a wonderful group of IFSEA family – Richard, Dave K. and Matt have been the core of the effort for decades, and we have been joined by the likes of Alysha, Dave Z., Markos and more, who are joining the fight. To all those, past and present, thank you, and wishing everyone the luck of the Irish for good health, modest wealth, and much fun on March 17th and beyond. If you are near DC, put July 16th on your calendar for the 17th (now renamed) "Ed Manley Military Culinary Competition" at Fort Belvoir as part of a huge USO Summer Bash. Others are putting it together, and it includes many family activities.

From the Mind of a Millennial

Alysha Brooks, MCFBD, MCFE, CHP
Director of Development
Chair Elect



March is here and I'm sure if you are working in a kitchen, you're getting the St. Patrick's Day menu ready!

It seems like most everyone is back up and having special menus and events again. To some that may be exciting and to others scary, depending on your location and occupation. I hope that no matter what you're doing, you can have some way to celebrate holidays again!

The hospitality business does well on holidays because these dates bring joy to our guests and staff's lives and as the industry of fun – it makes sense that we would be able to be a part of everyone's holidays.

With that being said... being able to market that on social media is fun, easy, and usual free!

The way I look at posting is this, it's better to have something than nothing and never use stock photos as your own. Go with only words if you have no picture. People on social media want to see real so if it's not blurry and the plate is nicely presented, take a quick pic, and post it with some words!

When I write my posts, I think of this, what do they need to know first. Most people will read only the first line, so tell them right there. Some people will read the whole thing, and someone will comment asking a question to something that is answered in the caption. That's just how it goes. Just know if they are commenting, they most likely are interested so be kind.

What's great about all these platforms, you can react to a sentence with at least a heart to show you knowledge the comment. You're busy, you don't have to answer everyone. Answer questions and 'heart' the compliments and respond to the ones you want to respond to. It's social media, you can set the expectations on your page.

That brings me to messages, when you put up a post about the holidays, people are going to message you with questions. This is where I will set up automatic reply messages, and in that automatic reply message I will include a FAQ so that way when they message me it will most likely answer one of their questions. Some of the ones I include are:

Do you take reservations?

Yes, we do! Please call the restaurant at 123-456-7890 to make your reservation.

May I see your menu?

Absolutely! You can find our menu here, click the link to view (link that takes them directly to your menu online)

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From the Mind of a Millennial

Alysha Brooks, MCFBD, MCFE, CHP
Director of Development
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Continued from page

This doesn't mean you can ignore messages, but you can delete those ones and answer only the questions that weren't answered in the FAQ (for example: allergies).

Lastly, the photo, you want to have a good photo that represents your business and brand well. I always suggest being on a dining room table next to a window with natural light/sunshine. You want to stand with the light to your back and take photos low, like get down to the level of the photo you want to take and get a side shot of the food. I always suggest taking multiple shots of different angles and backgrounds.

Here are some examples of food photos I took and why I choose the angles and backgrounds I did.



This was taking on a back patio and was to remind people we had opened it up for the season. The food item is a Caprese and handmade garlic fries.

This angle was best for this sandwich so you could see each item and the thickness and portion and size of each item.



This is a Salmon Risotto, and the background is a dining room table. Since this was going on the wall, we decided to darken the back and had assistance from a photographer who helped bring out the color and really make it stand out. I took this from the top so you could see all the colors and really draw you to the salmon. I have photos of this from a side angle and it's nice, but the top angle really worked with this dish.

When you take photos have fun and try different ways but have the light behind you the best that you can. Lighting is very important for a photo and especially food shots.

I hope everyone has a fantastic March and St. Pats day as well and enjoy all upcoming events! Thank you for all you do!

Remember about the Clubhouse. You can check out all the replays for Clubhouse by simply going into your Clubhouse app, typing in Leaders of Hospitality in the search and clicking on our logo. You'll be able to listen to as much of the talk as you would like. Be well and stay well!

SAVE time and money!



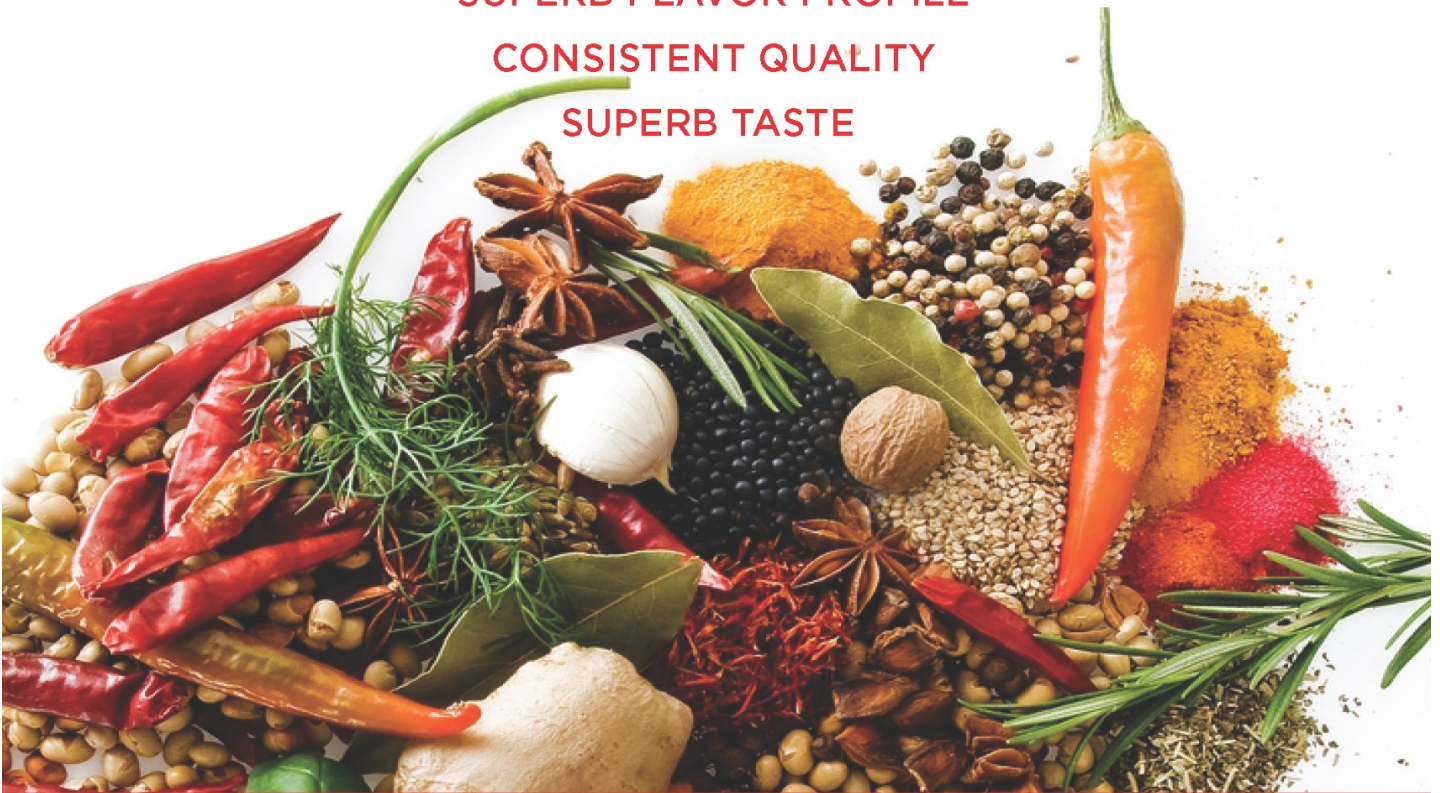
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? Did ? You ? Know ?

IRISH WHISKEY

Irish whiskey is one of the world's great styles of whiskey yet people frequently ask bartenders, "What is Irish whiskey?", and while the answer isn't simple, a broad look at the Irish whiskey category is essential to understanding this style of whiskey.

Quick Irish Whiskey Facts

Irish whiskey is always spelled with an 'e' in the word whiskey. Unlike Scotch and many other whiskeys of the world, you will always find that whiskeys from Ireland use this spelling.

Irish whiskey was the most popular whiskey category in America prior to Prohibition and with a surge of interest in Irish whiskey again, it may soon return to its dominant place as America's favorite style of whiskey.

Irish whiskey has a distinct flavor profile that can generally be described as light and fruity with evident cereal grain notes. It is an ideal whiskey for cocktails including the popular Irish Coffee.

Irish Whiskey Regulations

Irish whiskey is one of the most popular forms of whiskey in the world. Solely a product of Ireland, the rules for the production of Irish whiskey date back to 1880. The two major components of the laws are as follows:

Spirits described as Irish whiskey shall not be deemed to correspond to that description unless they have been obtained by distillation in the country of Ireland from a mash of malt and cereals.

Spirits described as Irish Pot Still whiskey shall not be deemed to correspond to this description unless they have been obtained by distillation solely in pot stills in Ireland from a mash of cereal grains such as are ordinarily grown in Ireland.

Irish Whiskey Distillation and Aging

Traditionally, Irish whiskey is triple distilled in copper pot stills versus the usual practice of double distillation for Scotch whisky.

Additionally, Irish whiskey is generally not exposed to peat smoke as are many Scotch

whiskeys.

By Irish law, all whiskeys must be aged a minimum of three years in barrels.

Irish Whiskey Classifications

Single malt Irish whiskey is made from 100% malted barley by a single distillery in a pot still. Grain Irish whiskey is particularly light in style. Made from corn or wheat, grain whiskey is produced in column stills.

Single grain Irish whiskey has the same characteristics of grain whiskey, only a single grain is used in the distillate. Greenore is a perfect example of this newer distinction.

Blended Irish whiskey constitutes 90% all Irish whiskey production. Jameson and Kilbeggan are famous blended Irish whiskeys.

Single Pot Still (formerly Pure Pot Still) whiskey is a blend of both malted and unmalted barley distilled in a pot still. Pure Pot Still is a style of whiskey unique to Ireland.

Potcheen or Irish moonshine distillates don't meet the age requirement to be labeled as Irish whiskey. Similar to American white dog, this is new make of spirit that has seen little to no time in the barrel. Knockeen Hills and Bunratty are two popular brands.

Irish Whiskey Distilleries

For years, Ireland had only three working distilleries: Midleton, Cooley and Bushmills. Midleton and Cooley are located in the Irish Republic while Bushmills is in Northern Ireland. In recent years, the artisan Dingle Distillery opened its doors.

Much like the scotch whisky industry, each of the three main distilleries have house brands that they produce as well as 3rd party brands that are produced by contract.

Midleton and Cooley distilleries produce both pot still and grain whiskey, while the Bushmills distillery produces only pot still whiskey (they do, however, source grain whiskey from the Midleton distillery).

Irish Recipe Box

Irish Bread serves 16



- 1 cup raisins
- 1 cup dried currants
- 4 cups all-purpose flour, or more if needed
- 1 cup white sugar
- 2 teaspoons salt
- 1 teaspoon baking soda
- 1 3/4 cups buttermilk

Directions

Preheat oven to 350 degrees F (175 degrees C). Grease a 9-inch cast iron skillet.

Pour hot water over raisins and currants in a bowl and let soak. Whisk flour, sugar, salt, and baking soda in a separate bowl until well combined; whisk in buttermilk.

Drain raisins and currants and pat dry with paper towels; fold into dough. Turn dough out onto a floured work surface and knead gently until it holds its shape; if dough is too sticky, knead in more flour. Form into a round and place into prepared cast iron skillet. Use a sharp knife to cut a cross into the top of the loaf.

Bake in the preheated oven until golden brown and a slender knife inserted into the loaf comes out clean, about 1 hour.

Boozy Irish Whiskey Cake serves 12



- 2 tablespoons instant espresso coffee powder or granules
- 2 tablespoons Irish whiskey
- 1 box Betty Crocker™ SuperMoist™ butter recipe yellow cake mix
- 1/2 cup unsalted butter, softened
- 3 eggs
- 2/3 cup water
- 1/4 cup Irish whiskey

Irish Whiskey Butter Sauce

- 1/4 cup Irish whiskey
- 3/4 cup sugar
- 1/4 cup water
- 1/4 cup unsalted butter, cut into pieces

Heat oven to 350°F. Spray 12 mini fluted tube cake pans with cooking spray.

In small microwavable bowl, stir coffee powder and 2 tablespoons whiskey with whisk until combined. Microwave on High about 10 seconds or just until warm; set aside.

In large bowl, beat cake mix, 1/2 cup butter, the eggs, 2/3 cup water and 1/4 cup whiskey with electric mixer on low speed 30 seconds. Add coffee mixture. Beat on medium speed 2 minutes. Divide batter evenly among cake pans.

Bake about 20 minutes or until toothpick inserted in center comes out clean. Cool 10 minutes; remove cakes from pans to cooling racks. Cool completely, about 1 hour.

In small heavy saucepan, mix sauce ingredients. Cook over low heat, stirring constantly, until sugar is dissolved and butter is melted.

To serve, place cakes on dessert plates; drizzle with sauce.

TIP

If you don't have mini fluted tube cake pans, you can make one large cake. Use a 12-cup fluted tube cake pan and increase the baking time by about 30 minutes, but still use a toothpick to check when it's done.

Irish Recipe Box

Irish Chicken

serves 4



1 whole chicken - cut into parts

1/2 head of cabbage

1 medium onion

4 potatoes

4 slices thick bacon

1/4 cup water

Rub

1/2 teaspoon onion powder

1 1/2 teaspoons thyme

1/2 teaspoon salt

1/4 teaspoon pepper

1/2 teaspoon garlic powder

1 teaspoon sweet paprika

Preheat oven to 375 degrees.

Mix together rub ingredients. Roll the chicken pieces in the spices and set aside.

Fry the bacon. When cooked put on a paper towel to drain. Drain most of the bacon grease from the pan, leaving enough to brown the chicken in. (you can also use olive oil if desired) Quickly brown the chicken pieces. When browned set aside on a plate.

While the chicken is browning, roughly chop the cabbage. Then slice the onion into thin slices. Next peel the potatoes and slice into rounds. When the chicken is browned, add the cabbage to the pan with 1/4 cup water, after a few minutes mix in the potatoes and onions. Take off of the heat.

Irish Rarebit

serves 4



1 oz butter (1/4 stick)

3 tbsp milk

8 oz Castello Herbs & Spice Havarti cheese, grated

1 tsp white vinegar

1 tsp prepared English mustard (or substitute your favorite mustard, or omit)

freshly grated black pepper, to taste

2 tbsp chopped gherkin or cornichons

4 pieces of thick crusty bread, toasted

Melt the butter in a medium saucepan over low heat, then add the milk and grated cheese, stirring until the cheese melts and becomes smooth. Add the vinegar, mustard, black pepper and gherkins; stir to combine and remove from heat.

Allow to cool slightly, stirring occasionally.

Preheat the broiler (grill) then place the four pieces of toast on a baking sheet and divide the cheese mixture evenly between them.

Place under the broiler, until bubbly and hot; place on plates and serve with gherkins/cornichons and salad, if desired.



New York City and the First St. Patrick's Day Parade

The first St. Patrick's Day celebration in America took place in Boston in 1737, when a group of Irish Protestants gathered to honor their homeland's saint, a 5th century Christian missionary who died on March 17, 461, according to some claims. In the 1760s, when America still consisted of 13 British colonies, a group of Irishmen serving in the British army in New York City started the tradition of parading on St. Patrick's Day. In the 1800s, Irish fraternal and charitable societies in New York sponsored their own parades in various parts of the city before merging these individual events into a larger parade.

As Irish Catholic immigrants came to the U.S. in increasing numbers in the 19th century (from 1820 to 1860, more than a third of all immigrants who arrived on American shores were Irish), they encountered prejudice and discrimination. In the 1840s and 1850s, the Know-Nothing movement promoted a nativist, anti-Catholic agenda. (When those involved in the movement were questioned about their activities, they were supposed to say, "I know nothing," which is where the name came from.) Against this backdrop, St. Patrick's Day parades in New York and other U.S. cities became a chance for the Irish to show strength in numbers as well as pride for their cultural heritage.

Today the parade, which travels 1.5 miles up Fifth Avenue in Manhattan, is billed as the world's oldest and largest St. Patrick's Day parade. Among the approximately 150,000 marchers are politicians, school children, bands, bagpipers, police, firefighters and other municipal workers. In accordance with tradition, a green line is painted along Fifth Avenue to mark the parade route, and floats and cars are banned from the procession. Since the 1850s, the parade has been led by the 69th Infantry Regiment. Formed as a militia unit composed of Irish Catholic immigrants, the 69th Infantry started heading up the procession in order to protect marchers from potential violence by those who disliked the Irish.

The biggest St. Patrick's Day parade in New York took place in 2002, with an estimated 300,000 marchers and 3 million spectators. The entire parade paused for a moment of silence to honor the victims of the 9/11 terrorist attacks, which had devastated the nation six months earlier.



Earliest photo found of parade was from 1909.

FLASH BACK

7TH Annual Spring Conference March 28-31 1996



SUNY Morrisville (l-r), front - Advisor Dr. Joan Johnson, Tanya Greene, Jennifer Inserra, Pres. Rich Calabrese. Back Michael Near, Jonathan Brandt, Jackie, Kinya and James Hall.



Right: Conference Chair Bill May tells Past Palmetto Br. Presidents, Coz & John DeJong, "wait till they see our Conference."



IFSEA friendships last forever - "The Girls From Bourbon Street" re-create their famous dance routine which helped get Judy & Ed Manley together.



And the new CFE's are - BP Sam Kennedy (l) and Aidan Waite (r), presented by Tom Stroozas & Bob Boll. Shown at Charlotte Br. mtg. where \$4,000 was raised for charity.



Madison Branch is on a roll with new and old leaders helping - Shown here are George Young, Kay Switzer, Rosemary Bass, Kim Wheeler, BP Todd Weisenbeck, Karen Demaree & Int'l Student VP Chad Revoir. HOTLINE says thanks for great help at the Palm Springs conference.

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RANdom sTuff

A couple kids asked me today what it was like for me growing up...

... so I took their phones, shut off their internet, gave them a popsicle and told them to go outside till the street lights came on.

IN THE 17th CENTURY, PEOPLE WERE SO BAROQUE



THEY WERE LUTING IN THE STREETS



How am I supposed to relax in a world where "truffle" can mean either chocolate or fungus?

