



IFSEA NEWS

Fresh and Bold!

"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

Happy Thanksgiving and Industry Shifts Toward Experience

I want to first wish everyone a happy beginning to the holiday season and Happy Thanksgiving. For 123 years IFSEA has been a resource for hundreds and thousands of food service and hospitality industry professionals. We have witnessed countless changes throughout the decades since our organization was founded in 1901. From multiples of world crisis including two world wars, the stock market crash, economic uncertainty, 911, and two pandemics, our industry has sustained. I believe our organization will continue to evolve and with the forthcoming annual meeting on November 8 we will be asking our organization to update our constitution and by-laws to reflect the more current needs of our association. We will be transitioning our organization to address the needs, wants and desires of today's and what we believe will be the future membership. We hope you will be able to join us for the annual meeting and the link to the meeting is in a separate portion of this newsletter.

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SOMETHING TO THINK ABOUT

If the version of you from five years ago
could see you right now, they'd be so proud of you!



Life on the Weil Side!

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

(Continued from page 1)

Happy Thanksgiving and Industry Shifts Toward Experience

I believe the following article that my company published in late October 2023 reflects the need for not only food service operators to make adjustments, but our 123-year-old organization as well. For many recent years, restaurant consultants and owner-operators have been focused on younger consumers' drive toward intentional purchasing and experiential dining. The theme of Millennial and Gen Z spending centers around experiences and causes—meaning that these younger spenders are willing to pay more money for eco-friendly, ethically-sourced goods and unique or high-end experiences. They would rather spend more money in one sitting rather than spread across multiple dining out experiences.

With the current economic climate, restaurant owners may be wondering if this trend will shift, influencing younger diners to spend less in lower-cost establishments. However, research by Alix Partners suggests that the original trend will hold—Millennials and Gen Z-ers dining out will still opt for fewer but richer experiences. Further, the focus is less the cost itself, and more the intention or motivation behind the spending. As Alix Partners notes in this Nation's Restaurant News (NRN) article, "The intentional consumer does not necessarily spend less, but is much more deliberate about how and where to spend." The article further states, "The consulting firm expects this intentional spending toward meaningful dining experiences – over mindless consumption of goods – to continue," even in times of economic uncertainty. This research suggests that the experiential trend is certainly a generational one rather than an economic one.

"We expect consumers will continue to prioritize experiential purchases, cutting back on retail before restaurants and eating out less rather than simply trading down, as they did in prior recessions," the article adds.

This means preparation on the part of restaurants, as experiential diners will frequent restaurants less often, though they won't decrease their spending when they do dine out. NRN has advice for all restaurant categories. "Broken down by segment, Alix Partners recommends that casual dining brands lean into their service model and in-restaurant experience to further differentiate themselves from fast casual, while also focusing on profitable traffic. Fast casual brands, meanwhile, should position themselves on speed, convenience, and value, while also diversifying their core target customer base beyond millennials. Fast casual concepts also need to position themselves to compete with the speed of the drive-thru channel. Quick-service operators should focus on profitable traffic and value without compromising profit margins."

This isn't the first economic shift that has forced restaurants to re-evaluate and prepare we as IFSEA, have seen several economic cycles impact consumer habits at restaurants. Restaurants can prepare for the upcoming adjustment by focusing on employee training and morale and adjusting menus for maximum profit.

The food service and hospitality industry has always been flexible in addressing customer/consumer trends. Change is part of the industry, and the advice provided by the article speaks volumes to operators making necessary adjustments in their operations to meet generational needs, wants, and desires. This of course includes IFSEA and the need to make the necessary trends and cycles of our ever-changing world and industry. Happy Thanksgiving everyone!



RED & GREEN

Vegan Chile Pastes

Gluten-free
No MSG added*
No artificial
colors or flavors



EACH AVAILABLE IN A 1 LB. TUB

NONE OF THE BIG 8 ALLERGENS

These impressive, ready-to-eat, versatile products feature a viscous paste with visible chili flakes, a moderate heat profile, and can be used in hot or cold applications. Enhance any entrée or side dish you wish to add a fresh and spicy taste to. Add into sauces, dressings, dips, butters, and oils to add an unexpected depth of flavor. Use in full-concentration or diluted as a rub, marinade, condiment, or spread. Amplify proteins, soups, veggies, desserts, and even mixology programs for craft cocktails and specialty drinks. Excellent enhancements to Asian, Indian, Southwest, and Latin dishes, too. The creative flavor options are *endless*!



ULTIMATE
FLAVOR
BOOST

THE BEST OF BOTH WORLDS!

Combine both chile pastes together to experience the perfect blast of heat and a flavor sensation like no other!

From our culinary family to yours.



*No MSG added except for small amounts that occur naturally in some of the ingredients.

FOR FREE SAMPLES OR TO FIND A LOCAL INDEPENDENT PURVEYOR NEAR YOU CALL 800.624.8777
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<http://www.rlschreiber.com>

IFSEA Annual Meeting Announcement:

**Please note the IFSEA Annual Meeting will be held on
Wednesday November 8, 2023 at 4 PM Eastern Time**

This will be a virtual annual meeting and you may access the meeting via zoom. Please see the links and information below. An agenda along with the respective handouts will be presented prior to the meeting via email. We look forward to our members being able to attend.

Join Zoom Meeting

[https://us02web.zoom.us/j/82642245707?
pwd=YXNSVUZoc1ZGZlV2aTg5Nk05MVZPd09](https://us02web.zoom.us/j/82642245707?pwd=YXNSVUZoc1ZGZlV2aTg5Nk05MVZPd09)

Meeting ID: 826 4224 5707

Passcode: 723907

One tap mobile

+1 719 359 4580 826 422 45707#,,, *723907# US

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Dial by your location

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- +1 669 444 9171 US
- +1 669 900 6833 US (San Jose)
- +1 253 205 0468 US
- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)
- +1 305 224 1968 US
- +1 309 205 3325 US
- +1 312 626 6799 US (Chicago)
- +1 360 209 5623 US
- +1 386 347 5053 US
- +1 507 473 4847 US
- +1 564 217 2000 US
- +1 646 931 3860 US
- +1 689 278 1000 US
- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington DC)

Meeting ID: 826 4224 5707

Passcode: 723907

LOOKING AHEAD WITH MANLEY

Ed Manley, MCFBD, MCFE, CHP President Emeritus



MARINE CORPS WINS THE 21ST ENLISTED AIDE AWARD

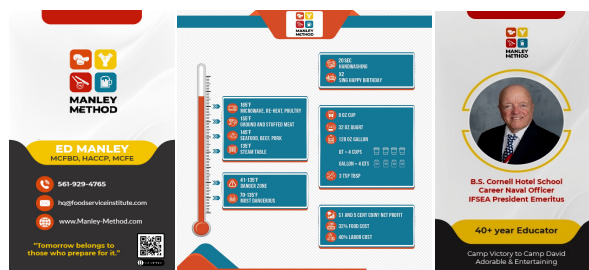
IFSEA Military Certification Committee update and Happy Thanksgiving everyone!

Recently, we held the first meeting of the American Culinary Federation (ACF) Military Certification Committee, to which I've been appointed. Our goal to have the ACF and IFSEA work together to get a broader spectrum of certifications available to ACF and Military personnel other than just cooking and food safety which is all they have had up to this point. As we know and teach, there's more to managing food service than those 2 topics. Notably, the first retired military chef has become President of the ACF, SGM Rene Marquis. They've just uprooted the HQ staff and ACF and working on fixing this wonderful and distinguished organization. All food service and hospitality industry organizations have been struggling just IFSEA has been. But many of us enjoyed career building success through IFSEA (and ACF, CMAA, NRA and others) so we are all hanging in there until some day the new generations figures out that the way to success is networking, sharing education, etc.

In that same vein, stay tuned for the Manley Method 2-page web site being built in a manner that suits the millennials – little reading, short needs for longer attention span, more pictures and videos, in this case explaining what I do and how it can help them fast track to a better future with education and certifications that we provide. It will be ready by the next issue, so look for www.ManleyMethod.com. What is the Manley Method in a word – succinct training, the NEED TO KNOW information upon which you build, followed by a test and resume building certifications. No one does what I've been doing for 30 plus years, and we're transforming how we get that message out. Includes of course IFSEA's MCFE and CFM.

And on a personal note, I'm enjoying my honeymoon in Paris with Sharleen Manley, a realtor with four-successful careers under her belt and now my boss in all things life and work – lol. I'm back residing in Las Vegas where among other things, I'm planning to get back to teaching homeless veterans. Also working that with the Washington National's who's all-star infielder's brother is a Navy Culinary Specialist.

Hats off to the wonderful Matt Trupiano for producing this newsletter for us for so long. The face of IFSEA is thanks to his work. Bless you Matt. Happy Thanksgiving everyone and know how grateful I am for my tenured and wonderful treasure we call IFSEA!





RETIREMENT ANNOUNCEMENT:
LARRY BROWN,
President – Central Region

Editors note, we congratulate Larry Brown on his retirement. We are so honored to publish this retirement announcement about this wonderful and successful member of IFSEA. A Past Chairman of the Board, and friend to all. Larry, we wish you the best in your retirement!



September 2023 – It is with great honor and appreciation that we announce the retirement of one of our founding board members, Larry Brown, President-Central Region, on December 31, 2023.

From the day our organization came together, we began planning for the future, focused on longevity and properly preparing our successors to carry the mantle. This announcement serves as the culminating event of our 2- year strategic, succession plan in the Central Region where all parties were committed to the right timing and successful implementation of key milestones along the plan.

Larry is handing the reigns over to Joe Sefton, Vice President of Sales, Midwest. Together, they are continuing on the path to reach the final milestones of that strategic plan by year-end.

Larry was recently recognized at the Affinity Group Leadership Summit with a Lifetime Achievement Award for 35 years of sales agency leadership in the Central Region and legacy Michaels & Associates, prior to the creation of Affinity Group in 2014. Larry's overall career in the food service industry actually spans 57 years – truly a lifetime – that also includes positions in restaurant operations, Food & Beverage Director at several national brand hotel properties, and food service distribution sales management.

We are grateful for Larry's leadership and commitment to Affinity Group. Please join us in thanking Larry as we wish him the very best in continued good health, happiness, and quality time with family & friends going forward in 2024.

Interesting Facts

Beaver Moon: Full Moon in November 2023



November's full Beaver Moon reaches peak illumination in the morning of Monday, November 27, 2023. Get more information, including Full Moon rise times, why we call it a "Beaver" Moon, and the best days by the Moon.

When to See November's Full Moon

The Beaver Moon reaches peak illumination in the morning hours of Monday, November 27, at 4:16 A.M. EST. Of course, it will be very close to full the night before, so plan to look for it starting on Sunday, November 26, just after sunset!

Why Is It Called the Beaver Moon?

For decades, the Almanac has referenced the monthly full Moons with names tied to early Native American, Colonial American, and European folklore. Traditionally, each full Moon name was applied to the entire lunar month in which it occurred and through all of the Moon's phases—not only the full Moon.

The Beaver Moon

Why the "Beaver" Moon? This is the time of year when beavers begin to take shelter in their lodges, having laid up sufficient food stores for the long winter ahead. During the fur trade in North America, it was also the season to trap beavers for their thick, winter-ready pelts.

Alternative November Moon Names

November's Moon names highlight the actions of animals preparing for winter and the onset of the colder days ahead. Digging (or Scratching) Moon, a Tlingit name, evokes the image of animals foraging for fallen nuts and shoots of green foliage and bears digging their winter dens. The Dakota and Lakota term Deer Rutting Moon refers to the time when deer seek mates, and the Algonquin Whitefish Moon describes the spawning time for this fish.

In reference to the seasonal change of November, this Moon has been called the Frost Moon by the Cree and Assiniboiné peoples and the Freezing Moon by the Anishinaabe—for good reason, as winter is right around the corner!



Did you know hippopotamuses have killed more people in Africa than any other animal

Did you know the Arctic Ocean is the smallest in the world

Did you know the most common mental illnesses are anxiety and depression

Did you know crocodiles never outgrow their enclosure

Did you know your skin is the largest organ making up the human body

Did you know everyday is a holiday somewhere in the world

Did you know there are 31,557,600 seconds in a year

Did you know there are 22 stars in the Paramount studios logo

Did you know in a deck of cards the king of hearts is the only king without a moustache

Did you know black on yellow are the 2 colors with the strongest impact

Did you know the safest car color is white

Did you know the most commonly forgotten item for travelers is their toothbrush

Did you know apples are more effective at waking you up in the morning than coffee

Did you know room temperature is defined as between 20 to 25C (68 to 77F)

**Did you know the hyoid bone in your throat is the only bone in your body
not attached to any other**

**Did you know the movie Pulp Fiction cost \$8 million to make with \$5 million going
towards actor's salaries**

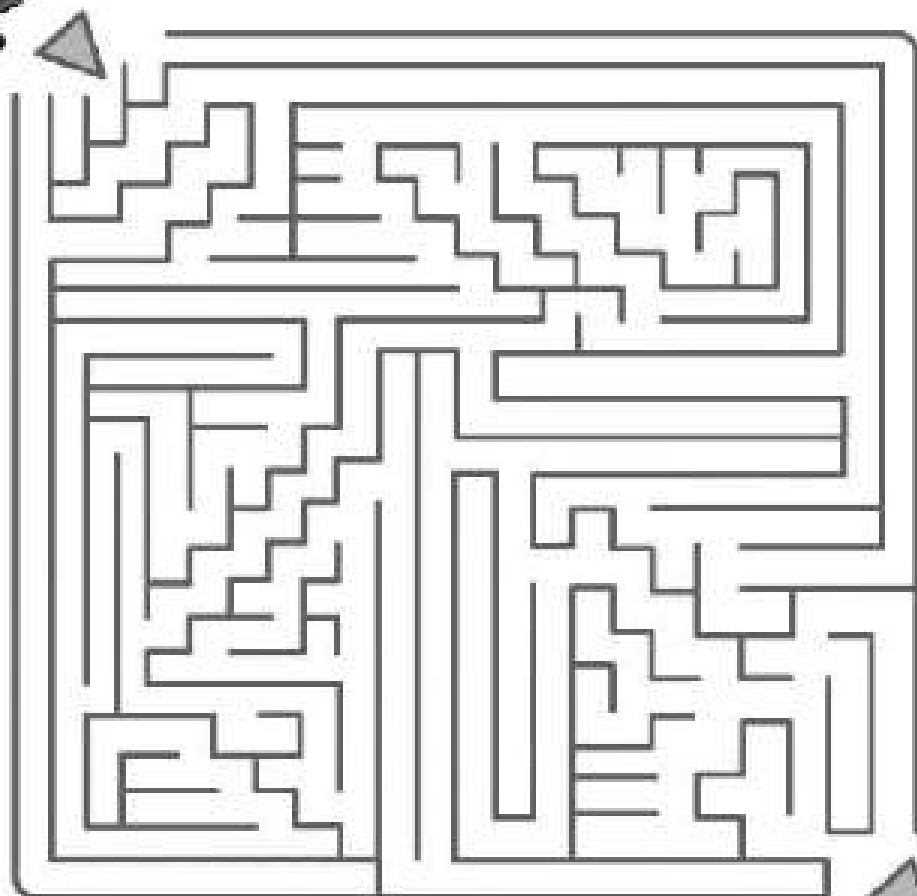
**Did you know there are only 4 words in the English language which end in
dous, They are: hazardous, horrendous, stupendous and tremendous)**

Did you know the oldest word in the English language is 'town'

Did you know your most sensitive finger is your index finger (closest to your thumb)

**Did you know 'Bookkeeper' and 'bookkeeping' are the only 2 words in the English lan-
guage with three consecutive double letters**

FUN & GAMES



? Did ? You ? Know ?

What Ketchup Was Used For In The 19th Century

In the 1800s, the world was discovering the wonders of tomatoes, turning them into various concoctions. One such creation was tomato ketchup, which, besides gracing our tables today, had an interesting stint as a medicinal elixir. Let's dive into the saucy history and explore how ketchup was once considered a remedy for various ailments.

Tomatoes, native to South America, made their way to Europe and eventually into ketchup recipes. Ketchup, derived from Asian fish-based sauces, saw a transformation with the introduction of tomatoes, becoming a household staple.

Tomato ketchup was believed to aid digestion. Its acidity was thought to balance internal pH, making it a popular choice for those dealing with indigestion and related discomforts. In the 19th century, when digestive issues were rampant, ketchup became a go-to remedy.

Tomato ketchup was touted as a tonic, promising a myriad of health benefits. It was considered a cure for ailments like diarrhea, with the nutrients in tomatoes believed to have healing properties. The vibrant red sauce was often mixed with other herbs and spices to enhance its supposed medicinal prowess.

While the medicinal use of ketchup was widespread, these claims were not backed by scientific evidence. The popularity of ketchup as a remedy raised eyebrows, prompting further scrutiny. Medical professionals of the time began to question the validity of these claims, leading to a decline in ketchup's reputation as a miracle cure.

As medical knowledge advanced, the use of ketchup as a medicine declined. Instead, it found a new identity as a versatile condiment, enhancing the flavors of burgers, fries, and various other dishes. People began to appreciate ketchup for its taste rather than its supposed healing properties.

With the rise of industrialization, ketchup shifted from homemade batches to mass-produced bottles, becoming a kitchen essential in households worldwide. Commercial production techniques standardized the taste and quality, ensuring that ketchup maintained its popularity across different regions.

Ketchup transcended cultural boundaries, adapting to local tastes and preferences across the globe. Each culture added its unique twist, making it a beloved sauce universally. Whether it's the spicy kick in Mexican salsa de tomate or the sweet tanginess in Japanese katsu sauce, ketchup's global journey enriched culinary traditions worldwide.

Today, ketchup is not just a condiment but a culinary icon. Its rich history adds a tangy depth to its taste, reminding us of the fascinating journey it undertook through time. Modern ketchup comes in various flavors, from classic tomato to exotic fruit blends, catering to diverse palates. It has become a canvas for chefs and food enthusiasts, inspiring innovative recipes and culinary experiments.

Although ketchup's medicinal days are behind us, its legacy lives on as a symbol of culinary creativity and adaptability. So, the next time you squeeze that vibrant red sauce onto your plate, remember the intriguing tale of how ketchup transformed from a medicinal remedy into a flavorful favorite, enriching our meals and taste buds along the way. From ancient remedies to modern delicacies, ketchup's journey is a testament to the evolving nature of food and human ingenuity.



Recipe Box

Orange Juice Cake with Cornmeal

serves 8

Recipe by Maria Vannelli She Loves Biscotti blog

1¼ cups flour 175 grams, all-purpose
½ cup yellow cornmeal coarse or medium
2 teaspoons baking powder
½ teaspoon salt
2 eggs
½ cup sugar
6 tablespoons olive oil light or vegetable oil
1 whole orange zest organic
½ cup orange juice room temperature

Preheat the oven to 375°F (190°C).

Grease and flour (or use non-stick spray) an 8-inch springform pan. Set aside.

In a medium mixing bowl, sift or whisk together flour, cornmeal, baking powder and salt. Set aside.

In a large bowl, whisk together the eggs with the sugar for 1-2 minutes.

To this, add the oil, orange zest and orange juice. Whisk to combine properly together.

Add the dry ingredients to the wet ingredients and combine with a wooden or rubber spoon. Do not over mix.

Transfer batter to prepared pan.

As an optional step, sprinkle with 1 tablespoon of turbinado (or raw) sugar.

Bake in preheated oven for 30-35 minutes until a cake tester comes out clean.

Transfer cake to a rack where it can cool down for about 15 minutes before removing from the pan.

Notes

Sifting the **dry ingredients** together will allow for **better distribution** of all the individual ingredients throughout the dry mixture. The process also **aerates** the dry ingredients making the **final product lighter in texture**.

Do not overmix the batter as this will result in a tough cake.

Use light olive oil. Although extra virgin olive oil can be used, the taste can be overpowering in this orange-flavored cake.

Do not overbake this cake as it will turn out dry. Use a cake tester to check for doneness. Other signs of doneness include firmness around the edges and the cake beginning to pull away from the sides.

This cake is best served the day it is made.

Cake toppings and garnishings:

You can simply garnish this cake with a dusting of icing sugar. Or if you prefer, you can make an orange syrup.

To make an orange syrup: Simply whisk together 1 cup of freshly squeezed orange juice with ½ cup of sugar in a small saucepan. Add thin slices of orange rind, preferably organic. Place over low heat and simmer for 8-10 minutes or until the sauce/syrup thickens. Quickly brush over cake top and serve immediately.



Recipe Box

Almond Biscotti

yield 36 biscotti

Recipe by Maria Vannelli She Loves Biscotti blog

1 cup whole almonds raw
2¼ cups all purpose flour 320 grams
1½ teaspoon baking powder
½ teaspoon salt
½ cup granulated sugar
¾ cup brown sugar
3 large eggs (room temperature)
½ cup olive
½ teaspoon pure vanilla extract
1 teaspoon lemon zest



Preheat oven to 325°F/165° C. Position rack in the center. Line baking sheet with parchment paper. Spread almonds on a baking sheet and toast in the oven for about 12-15 minutes.

Meanwhile, in a medium bowl, whisk together the dry ingredients (flour, baking powder, salt and sugars).

In a large bowl, whisk eggs. Add olive oil, extracts, and zest. Whisk lightly together.

When almonds are toasted, remove them from the oven and coarsely chop.

Add flour mixture to egg mixture; stir with a wooden spoon until just incorporated.

Fold in chopped almonds (make sure they have cooled off before incorporating in the batter).

Use a large serving spoon to scoop out the dough and place it on the parchment-lined cookie sheet.

Add another scoop adjacent to the batter on the cookie sheet and keep going until two logs are formed.

With damp fingers, shape into a log shape.

Bake for approximately 30 minutes or until golden brown in color and firm. Allow to cool slightly for about 10 minutes.

Remove from baking sheet and transfer to a cutting board. Using a serrated knife, slice cookies at an angle about ½ - ¾ inch thick.

Place slices back on the baking sheets and return them to the oven for about another 15-20 minutes (the longer they stay in the oven, the crispier they get). Turn them over at the halfway mark.

Place on a wire rack to cool.

Note: Store in a container at room temperature for 3 weeks or freeze for up to 3 months.

2023 IFSEA OFFICERS AND DIRECTORS

Board	Position	Email
Richard Weil	Chairman	richard@nrcadvice.com
Ed Manley	President Emeritus	ed@ehmanley.com
David Kinney	Treasurer	daveearlkinney@gmail.com
Alysha Brooks	Director	albrooks.491@gmail.com
Brian Kunihiro	Director	brianifsea@gmail.com
CSC (Chief) David Zander	Director	dazsr66@gmail.com
Dave Orosz	Director	dave@orosz.us
Donna Foster	Director	drfhealth2@gmail.com
Dr. Ernest Boger	Director	epboger@umes.edu
Grant Thompson	Director	attgrant@rogers.com
Jack Kleckner	Director	jack.kleckner@ecolab.com
Jaynee Ricci	Director	jpeterson@rlsinc.com
Jesus Guillen	Director	jrguillen01@yahoo.com
John Chapman	Director	puravida94@msn.com
Julius Harrison	Director	jlshrrsn@aol.com
Larry Brown	Director	larry.brown@affinitysales.com
Laurel Schutter	Director	laurelschutter@yahoo.com
Markos Mendoza	Director	mrdoza43@yahoo.com
Matt Trupiano	Director	mattifsea@gmail.com
Michelle Hackman	Director	michelle@its-go-time.com
MSG Anica Long	Director	anicalong900@gmail.com
MSG Curtis Ladue	Director	Curt.LaDue@gmail.com
Richard "Dick" Hynes	Director	dickhynes.dbassociates@gmail.com
Robert Mathews	Director	robertifsea@gmail.com
SFC Kathleen Willis	Director	chefbigkat22@gmail.com
Shawn McGregor	Direcotr	smcgregor1@cfl.rr.com
Stan Gibson	Director	scgibson32@gmail.com

RANdom sTuff



"Don't play
with Super
Glue"
- Spock

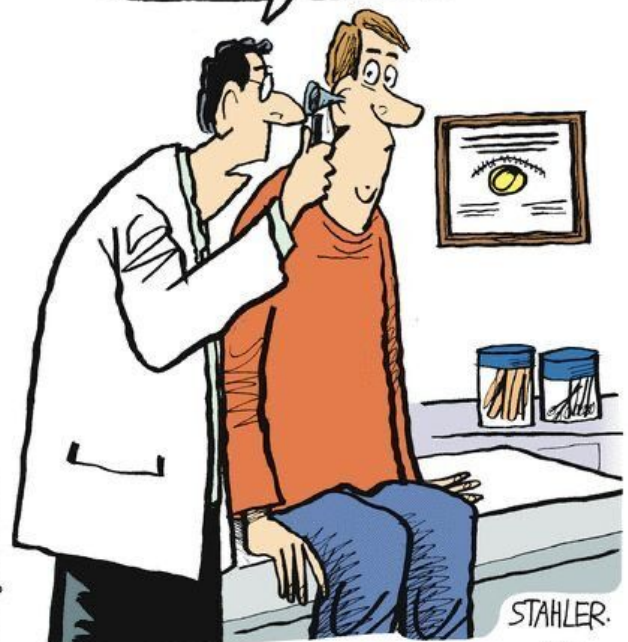
**THESE BIG CHEERIOS ARE WAY
BETTER THAN THE SMALL ONES.
AND YOU DON'T EVEN NEED MILK.**



@nldtimers

I was sitting drinking
coffee in my slippers this
morning, when I thought
to myself..
I really need to wash some
cups.

IT'S JUST AS I THOUGHT...
YOU'VE GOT A SONG STUCK
IN THERE.



STAHLER.

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