

# IFSEA CHRONICLES

IFSEA is a legacy organization,  
dedicated to further developing students, military and it's members  
by providing continuing education and professional certifications  
to the foodservice and hospitality industry leaders."

## CHAIRMAN'S CORNER



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

### Happy Summer and Happy 4<sup>th</sup> of July!

Greetings fellow members of IFSEA and food service professionals. Recently Ed Manley and I attended the National Restaurant Association Convention in Chicago in May. So much to see with so little time. Ed and I did make a priority list of vendors and exhibits to see and feel very confident that we had much to learn and gain while attending the show. We also were able to take the time to learn from visiting the Nation's Restaurant News exhibits and were able to read about the current trends in Digital Marketing Tools.

According to [a recent intelligence report by Nation's Restaurant News \(NRN\)](#), 37% of restaurant owner-operators are not. "According to the market leader report, 37% of operators are not satisfied with the digital marketing components of their tech stack and 39% are dissatisfied with their loyalty programs. Comparatively, only one-fifth of operators are dissatisfied with their POS systems and kitchen display systems," the report found. No wonder nearly half of

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July  
2024

## THE MANLEY METHOD



Ed Manley, MCFBD, MCFE, CHP  
President Emeritus

### Happy 4th and what's new in 'Manley Method Land'?

Happy 4th of July everyone. You've known me for a while, so you know that my patriotic tendencies mean so much to me and the 4th of July is a great day to celebrate and commemorate. Also, as for me, things don't stay static in my world for too long, and this remains true. My article this month is, "Where in the world is Ed Manley, and what in the world is he doing that is relevant to IFSEA members?"

Health is good except age (82) or something has given me the need to take a pill for early signs of dementia. My family is watching my every move but I continue to be fully functional, but don't necessarily ask me what I did two months ago. I feel better and stronger today as I write this month's article.....

IFSEA Certifications – Certified Food Manager

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## Food For Thought

If You Always Do What You've Always Done,  
You Always Get What You've Always Gotten



## *Chairman's Corner*

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

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the restaurants polled planned to leverage their digital marketing strategies as part of their technology efforts in the coming year.

Further research into the study results reveal: the dissatisfaction is linked to third-party technology products available to restaurants to use, [says this NRN article about the intelligence report](#). “‘There's no tech tool that does it all, because you want to be able to track and pull in all this data, and having one central place for that makes the most sense,’ Christine Lorusso, senior director of digital marketing for Firebirds Wood Fired Grill, said. ‘A lot of these tech companies are trying to do it all, like a reservations company adding a loyalty piece and an email marketing program...I have found when you work with a tech company that tries to go outside their box, they tend to put that initial product to the side, causing frustrations.’”

Historically, restaurant owner-operators have focused their technological strategies and budgets on operations: new machinery to improve kitchen efficiency, new POS systems to improve customer-service and wait staff efficiency; but with technology now so integrated into communications and information-sharing, restaurateurs must consider how they will allocate funds and energy into digital marketing as part of their technological plan.

Because third-party products and Customer Relationship Management “CRM” systems are still catering toward operations, the intelligence report finds that many restaurant owner-operators are frustrated with the task of improving digital marketing without up-to-date resources available. “Ideally, marketing officers and technology officers at restaurant companies will work together to pull in different data and information from multiple elements of the tech stack to create a comprehensive picture of what’s working and what’s not through guest profiles and patterns of customer habits. This requires seamless integration across a company’s tech stack, which is another bump in the road for many operators,” NRN writes about the issue.

While we wait for technology developers to catch up with the technological needs, owner-operators must delegate digital marketing tasks. In some establishments, it may fall to the owner/manager to take on daily digital marketing through social media platforms like Facebook, Instagram, and/or TikTok; however, many restaurants are far too busy and customer-focused to take time away from the day-to-day management of the restaurant and staff. Instead, some restaurants may choose to have a dedicated marketing person who, beyond traditional marketing efforts, focuses on digital marketing tools that will increase customer engagement and profitability and satisfactorily integrate with the other tech systems the restaurant is currently using. This would include social media campaigns to promote specials and seasonal menus, for example, or regular newsletters sent to a mailing list collecting from existing loyalty and rewards programs.

From the amount of information, I learned while attending the restaurant show, I conclude that a full circle “tech stack” integration will continue to be the challenge for multiple third-party providers that range from POS providers to marketing/social media platforms. Owner operators should carefully vet third party vendors that claim they have all these components integrated. Many vendors represent they are an all-in-one solution, many times this is not the case. Insisting upon references of similar restaurant concepts to validate the third-party vendors, while may be time consuming, may prove very valuable when making an informed decision.

Again, to all our wonderful IFSEA friends and colleagues, wishing everyone a great 4<sup>th</sup> and a happy and safe rest of summer....

# THE MANLEY METHOD

Ed Manley, MCFBD, MCFE, CHP President Emeritus



Continued from page 1

(CFM) was created many years ago for junior people in the military, though I never gave it, but it ended up in federal legislation, and today is now mandated by CMS (Medicare/Medicaid) for food managers of nursing homes and Long-term Care as the only other option to the much harder, longer, more expensive Certified Dietary Manager (CDM). We are truly supporting and many instances, saving the industry with our CFM. We have tested our 2000th person recently. This is not an easy exam in which ½ fail on their first attempt, and 175 still haven't passed. In the study materials, all questions on the exam are covered in the material part of the Power Point/PDF and every question is valuable information applicable to the job. I'm temporarily as an incentive to improving this category of the industry, giving away the training for free now, to educate the industry, some of whom will presumably want to certify – the health care managers have no choice but for IFSEA members who might want a new career in that field, you can take the training as well. [ed@ifsea.org](mailto:ed@ifsea.org) for information.

Enlisted Aide of the Year – IFSEA was involved in the creation of this award 21 years ago, which honors the military chefs who work in the homes of the Admirals and Generals. The review board is held at the Ritz-Carlton outside of Washington DC in Pentagon city and the presentation is in the Hall of Heroes at the Pentagon, where they hold the Medal of Honor Ceremonies. I received a platter from the Robert Irvine Foundation last year. This year, Chef Irvine's team is taking over the award and I will be honored at this September's ceremony and Richard Weil will also attend. The Irvine Foundation is working with me to most likely facilitate and take over the Veteran's Support Network, whose chief function has been teaching symposiums to homeless veterans.

Foodservice Institute Symposiums – Those continue. I have a first-ever group of 4 San Diego based ships which are slated for a class in July. Chief Warrant Officer Domagalski put 29 through the class already this year and heads up the next class. I've had over 6,000 students earn over 12,000 certifications since I started with the IFSEA certifications in 2004.

IFSEA Healthcare Branch – we've created this entity some time ago so we can help long term health care facilities raise their professional standards for the benefit of the residents, while enabling the employees to advance their careers.

That is all for now from me, I am doing well and appreciate all the well wishes from so many. Happy 4th and enjoy a safe summer as well.







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# Something TO THINK ABOUT



## *6 Types of Salt and How to Use Them*

### **Kosher Salt**

Use it for: All cooking. Kosher salt dissolves fast, and its flavor disperses quickly, so chefs recommend tossing it on everything from pork roast to popcorn.

Origin: Either the sea or the earth. Widely sold brands include Morton and Diamond Crystal, which are made using different methods. Kosher salt got its name because its craggy crystals make it perfect for curing meat—a step in the koshering process.

Texture: Coarse. Cooks prize crystals like these; their roughness makes it easy to pinch a perfect amount.

### **Crystalline Sea Salt**

Use it for: Adding a pungent burst of flavor to just-cooked foods. These crystals will complement anything from a fresh salad to a salmon fillet.

Origin: Coasts from Portugal to Maine, California to the Pacific Rim.

Texture: Fine or coarse. The size of the irregular crystals affects how fast the salt dissolves. It varies in color, depending on the minerals it contains (iron-rich red clay, for example, gives Hawaiian sea salt a pinkish hue). These natural impurities can add subtly briny, sweet, or even bitter flavors to the salts.

### **Flaked Sea Salt**

Use it for: Bringing a complex flavor to steamed vegetables or shellfish. Take a pinch, crush the crystals between your fingertips, and let them fall on freshly cooked food. This salt will add a hint of briny flavor.

Origin: England's Essex coast is where the most popular brand, Maldon, is harvested.

Texture: Soft, sheer, pyramid-like flakes. This is the fastest-dissolving of all of the salt grains.

### **Fleur de Sel**

Use it for: A special-occasion table salt. Spoon it into a salt cellar to be pinched, then sprinkled over food just before eating. Delicately flavored, it adds a perfect hint of saltiness to freshly sliced tomato or melon.



Origin: Coastal salt ponds in France. The caviar of sea salt, fleur de sel is hand harvested. Conditions have to be just right (lots of sun and wind) for it to "bloom" like a flower on the surface of the water.

Texture: Crystalline, which means that fleur de sel melts slowly in the mouth. Its earthy, pleasing flavor lingers on the tongue.

### **Rock Salt**

Use it for: Making ice cream and deicing. Rock salt is paired with ice in old-fashioned hand-cranked ice cream makers to regulate the temperature. You can also use it to deice your sidewalks and driveway in the winter months.

Origin: Mined from deposits in the earth, rock salt is not sold for use directly on food. It's usually packaged in an organic, unprocessed form.

Texture: Large, chunky, nonuniform crystals. Minerals and other harmless impurities can give it a grayish color.

### **Pickling Salt**

Use it for: Brining pickles and sauerkraut. It will also brine a turkey, but beware: Pickling salt is far more concentrated than the more commonly used kosher salt, so you'll need to use less.

Origin: Like table salt, pickling salt may come from the earth or the sea. But unlike table salt, it isn't fortified with iodine (a nutritional need for humans) and doesn't contain anticaking chemicals, both of which would turn pickles an unappetizing color. Virtually 100 percent sodium chloride, it's the purest of salts.

Texture: This variety is fine grained, like table salt.



# ARUGULA



Arugula is a leafy plant that belongs to the genus *Eruca* and the family Brassicaceae. It is closely related to radish, kale, and cauliflower. Arugula has a number of different names depending on what area of the world you are in. These various names include garden rocket, rucola, roquette, and colewort.

Arugula grows to a height of 3 to 12 inches and is recognizable by its small and white flowers. The leaves of arugula are lobed in nature, with 4-10 lateral lobes and a longer terminal lobe. It is grown on a large scale for commercial consumption but also exists as a wild species throughout the world. It is predominantly used in the Americas, Europe, and North Africa.

To the untrained eye, arugula might just look like fancy lettuce, but arugula has a wide range of health benefits that cruciferous vegetables can enjoy.

Arugula is a leafy green plant packed with vitamins, minerals, and antioxidants. It is a good dietary choice for a healthy body and keeping the mind clear and focused. It contains high levels of folic acid and antioxidants like vitamin C, vitamin K, and vitamin A, which makes it integral in the fight against free radicals. It is packed with carotenoids, as well as many other minerals like potassium, manganese, iron, and calcium, all of which are beneficial and necessary elements in a person's diet.

Arugula contains phytochemicals, which are beneficial in preventing cancer. It is also superior to some other leafy greens because unlike other varieties, arugula is low in oxalates, which are chemicals that actually inhibit the absorption of minerals into the body. All in all, arugula is a low-calorie, nutrient-rich food.

Vitamins, minerals, phytochemicals, and antioxidants packed in every leaf of arugula are found to be beneficial to those who incorporate it into their diet.

Arugula is a great source of antioxidants and can greatly increase a person's ORAC value (Oxygen radical absorbance capacity), which is a method for measuring antioxidant capacities. Antioxidants function to maintain a healthy balance of enzyme reactions within cells, while actively seeking out and destroying the disease-causing free radicals that can attack your system. Your immune system will also thank you for choosing arugula, because antioxidants work to bolster your heart against heart disease and heart disease.

The presence of vitamin K in arugula gives an anti-inflammatory boost to your body. Vitamin K also spurs an osteotropic activity in cells, meaning that promotes bone formation. The gradual degradation of neural pathways, found

In conditions like Alzheimer's disease, can be slowed down by an increase in intake of vitamin K. As a good source of Vitamin K, the consumption of arugula has been cited as a preventative method of such diseases.

Arugula's combinations of effects of low oxalate levels (support for more minerals into the system) and the presence of so many minerals in the plant itself make it a strong support system for healthy bones. Sufferers of osteoporosis can see improvements, and arugula can be used as a preventative step as well, ensuring bone health and strength before the age / activity-based effects of bone degeneration.

Arugula is loaded with vitamins and minerals that in some way bolster the defenses of the body's immune system. The body is stimulated to create white blood cells from the copper in arugula, and the plant has a number of other ways to improve the strength of your immune system.

Vitamin C is one of the best defenses for your body to seek out dangerous, inflammatory free radicals and eliminate them from your body before they can cause real damage. This well-known vitamin is found in large quantities in arugula and helps prevent cancer and maintain good health by giving an extra push to your immune system.

## Serving Tips

**Green salad:** Mix fresh arugula, lettuce, radicchio, and parsley in a bowl. Add olive oil, salt, pepper, and some lime juice for additional flavor. You can also add other vegetables, fruits, and nuts to make your own salad.

**Cheese salad:** Mix fresh and dry arugula and thin slices of parmesan cheese in a bowl. Add sliced onion, lemon juice, salt, and pepper.

**Pasta:** Mix arugula and lime juice in a bowl. Season it with salt and pepper. Cook and drain the pasta and add the arugula mix, olive oil, and cheese.

# Let's Get Cooking!

## Beet and Arugula Salad serves 4



- 2 pounds beets, trimmed
- 4 small garlic cloves, minced
- 1 1/2 teaspoons salt
- 5 tablespoons fresh lemon juice, or to taste
- 1/2 pound arugula
- 1 (8 ounce) package feta cheese, thinly sliced
- 16 pitted kalamata olives
- 1/4 cup olive oil, divided

### Directions

Place beets into a large saucepan and pour in enough water to cover the beets by 1 inch. Bring to a boil, reduce heat to medium-low, cover, and simmer until the beets are easily pierced with a fork, about 15 minutes. Drain and let cool.

Peel beets, cut into 1/4-inch thick slices, and cut slices in half. Place into a bowl.

Smash garlic with salt in a small bowl using a spoon until the mixture becomes a paste. Stir lemon juice into garlic paste. Retain about 1 tablespoon lemon dressing in a small bowl and pour the remaining lemon dressing over beets; toss to coat.

Divide arugula between 4 plates; top each plate with beets, feta cheese, and olives; drizzle salads with olive oil and retained lemon dressing.

## Scallops with Arugula, Lentils, and Butter Beans serves 4



- 1 pound scallops
- 2 tablespoons olive oil
- 1 teaspoon sweet paprika
- 1 pinch cayenne pepper
- salt and freshly ground black pepper to taste
- 1 clove garlic, crushed
- 1 (12 ounce) bottle butter beans, rinsed and drained
- 1 lemon, juiced
- 1/2 teaspoon Italian seasoning
- 1 1/2 cups cooked lentils
- 1 cup arugula, or to taste

### Directions

Toss scallops, olive oil, paprika, cayenne pepper, salt, and black pepper together in a bowl until scallops are completely coated.

Heat a nonstick skillet over high heat. Cook scallops in hot skillet until browned, about 3 minutes per side. Reduce heat to medium and transfer scallops to a bowl.

Cook and stir garlic in the same skillet until fragrant, about 30 seconds. Add butter beans, lemon juice, and Italian seasoning; cook and stir until beans are slightly golden, 1 to 2 minutes. Stir cooked lentils and arugula into skillet; cook and stir until arugula begins to wilt, about 30 seconds.

Pour any accumulated scallop juices from the bowl over arugula; stir scallops into lentil mixture and cook until heated through, about 1 minute. Season with salt and black pepper.



# Wine Time!

## Piquepoul, Piepoul

Piquepoul, Picpoul, or Picapoll is a variety of wine grape grown primarily in the Rhone Valley and Languedoc regions of France as well as Catalonia, Spain. It exists both in dark-skinned (Piquepoul noir) and light-skinned (Piquepoul blanc) versions, as well as a very little grown Piquepoul gris. Piquepoul blanc is the most common of the Piquepouls, with 2,500 acres cultivated in France in 2000, and an increasing trend.

Piquepoul tends to bud late and has some sensitivity to powdery mildew.

Piquepoul has a long history in the Languedoc region, and along with Cinsault and Clairette blanche is one of the oldest domestic grape varieties of that region. It was blended with Clairette blanche to produce the wine Picardan in the 17th & 18th centuries.

After the Great French Wine Blight, when large shifts in varieties planted took place, Piquepoul lost popularity due to its susceptibility to fungal diseases such as powdery mildew and its low yield.

### Piquepoul wines

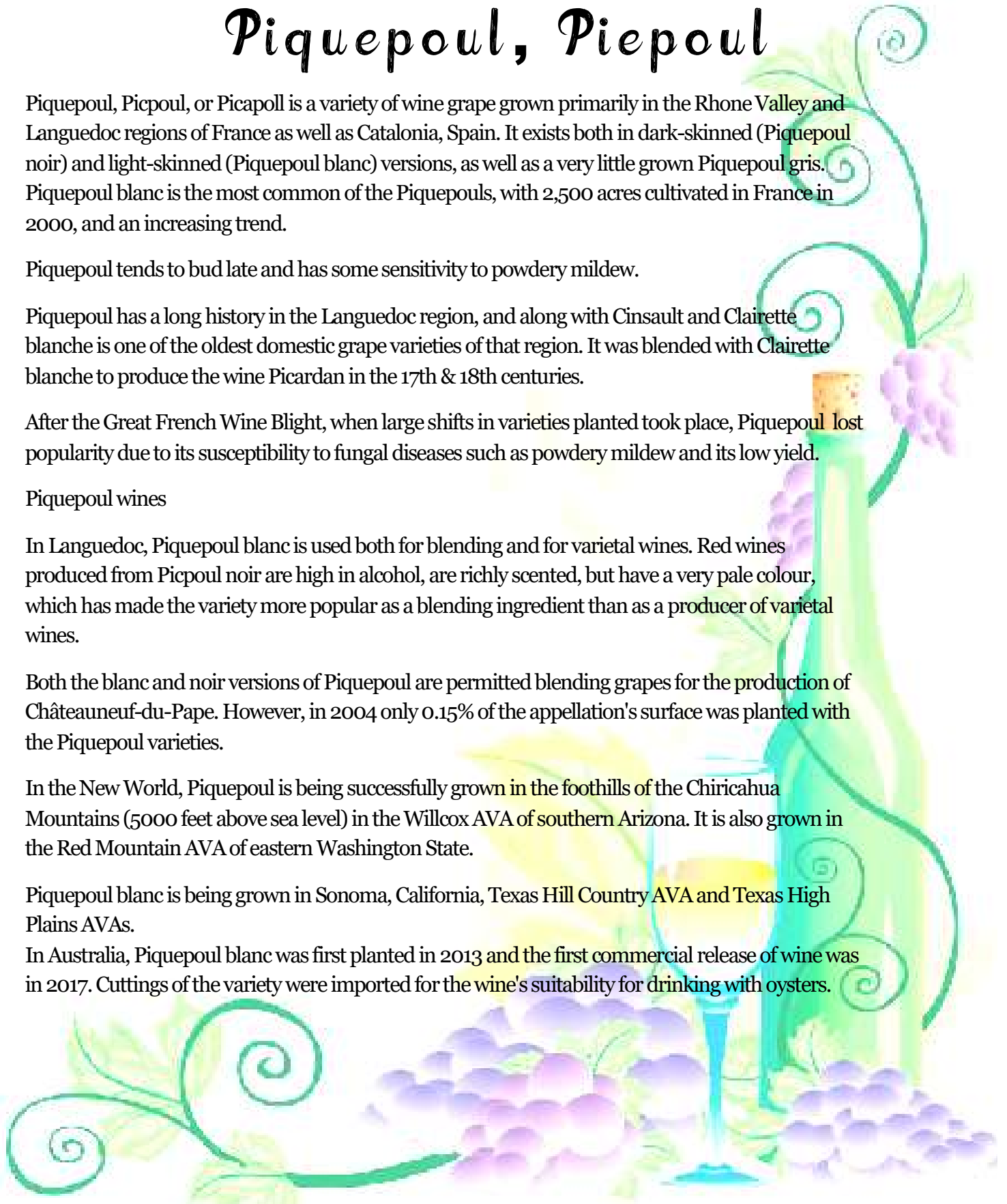
In Languedoc, Piquepoul blanc is used both for blending and for varietal wines. Red wines produced from Picpoul noir are high in alcohol, are richly scented, but have a very pale colour, which has made the variety more popular as a blending ingredient than as a producer of varietal wines.

Both the blanc and noir versions of Piquepoul are permitted blending grapes for the production of Châteauneuf-du-Pape. However, in 2004 only 0.15% of the appellation's surface was planted with the Piquepoul varieties.

In the New World, Piquepoul is being successfully grown in the foothills of the Chiricahua Mountains (5000 feet above sea level) in the Willcox AVA of southern Arizona. It is also grown in the Red Mountain AVA of eastern Washington State.

Piquepoul blanc is being grown in Sonoma, California, Texas Hill Country AVA and Texas High Plains AVAs.

In Australia, Piquepoul blanc was first planted in 2013 and the first commercial release of wine was in 2017. Cuttings of the variety were imported for the wine's suitability for drinking with oysters.





## AVACADOS

Avocado trees were first planted in Florida in 1833 and in California in 1856. Today, California is the U.S. leading producer of avocados, followed by Florida and Hawaii. Total U.S. avocado production in 2011 was 226,450 tons.

156,900 metric tons of avacados were produced in the United States in 2022, which is approximately 9.22 pounds per person. In 1989 it was only 1.1 pounds per person.

Avocados have been cultivated in Central America for almost 7,000 years. They were first cultivated in South America with later migration to Mexico. It was believed that a Mayan princess ate the very first avocado and that it held mystical and magical powers. European sailors traveling to the New World used avocados as their form of butter. Avocados were first seen in the United States in the early 1800's. California is currently the largest producer of avocados state-side. There are more than 80 varieties, with the "Hass" variety dominating the crop share. A single mature avocado tree can produce more than 400 pieces of fruit in a year.

About 50 million pounds of avocados are consumed in the U.S. on Super Bowl Sunday. According to EatingWell magazine, that is enough to cover an entire football field to a depth of nearly 12 feet.

Spanish conquistadors discovered that avocado seeds yield a milky fluid that turns red when exposed to air. They used this indelible natural ink in documents that are preserved to this day.

Avocados are members of the Laurel family which also includes the bay laurel and cinnamon tree. Avocados are a good source of both soluble and insoluble fiber. They are also a good first solid food for babies.

Fallbrook, [California](#) is the Avocado Capital of the World. More avocados are grown there than any place else in the U.S.

Look for firm avocados if you're planning on using them later in the week, otherwise, select fruit that yields to gentle pressure for immediate use. Color alone will not tell you if the avocado is ripe. Ripe fruit will be slightly firm, but will yield to gentle pressure.

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# Did You Know?

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## AVACADOS



### NUTRIENTS YOU'LL FIND IN A 7 OUNCE AVACADO

**Calories:** 322 **Fat:** 30 grams (mainly monounsaturated fats)

**Vitamin C:** 22% of the daily value (DV)

**Vitamin K:** 35% of the DV

**Niacin (B3):** 22% of the DV

**Pyridoxine (B6):** 30% of the DV **Folate:** 41% of the DV

**Potassium:** 21% of the DV

**Manganese:** 12% of the DV

**Protein:** 4 grams **Carbs:** 17 grams

**Vitamin E:** 28% of the DV

**Riboflavin (B2):** 20% of the DV

**Pantothenic acid (B5):** 56% of the DV

**Magnesium:** 14% of the DV

**Copper:** 42% of the DV





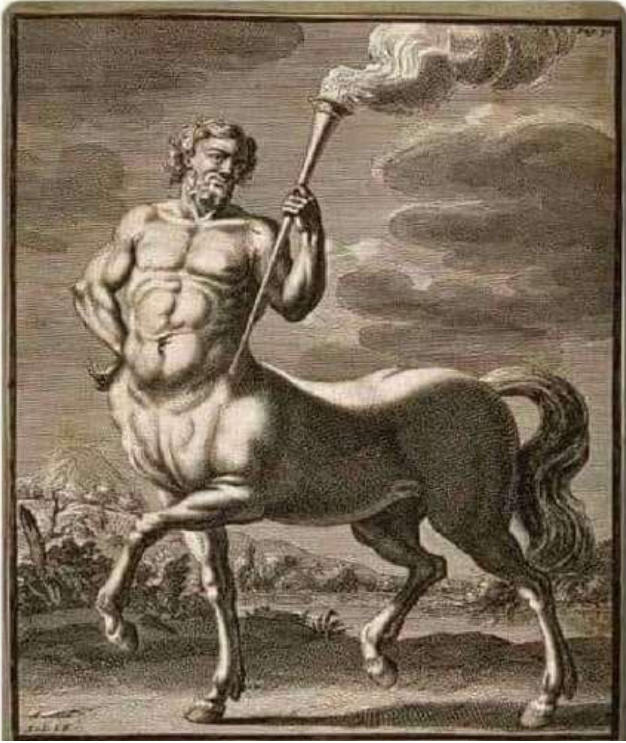
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# RANdom STuff

According to Greek Mythology, Chiron was a half horse, half human doctor.

This made him the Centaur for Disease Control.



**I've started investing in stocks: beef, chicken, and vegetable... One day I hope to be a boullonaire.**

Every chef on TV: Today, I'm going to show you how to make something with simple ingredients everyone has in their pantry. I'm starting with Madagascar vanilla, hemp milk, and a single feather from a dodo bird.



**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.**