

#23904
Janes Lemon Pepper Cod


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News: Head **SOUTHWEST** for Summer Success!




Don't wait until the temperature rises to change the menu! Summer comes almost overnight in most parts of Canada and you'll need to be ready.

Our culinary team recommends the sun-drenched flavours of the southwest for summer menus because of their associations with fun and freshness. From hearty and indulgent to healthy and light, our chefs have recipes that use the most loved Janes products you already have in your inventory to add southwestern flair and flavour to summer menus.

 **Janes Chili Chicken Fry Platter** makes a meal out of some of Canada's best loved snacks!

 **Janes Zesty Taquitos** are easy to assemble using our roasted, carved chicken strips and can be made to order all day or evening long to satisfy peckish patrons.

 **Janes Fish Taco** is not only delicious, but it's made with our guaranteed sustainable MSC fish so that it's good for the ocean as well as for your bottom line.

Trends: The Fresh New Face of Fish and Chips

By Dana McCauley, Janes Family Foods Culinary Director

From high-end restaurants such as England's The Fat Duck to take-out joints at the beach in Vancouver, fish and chips are a perennial menu favourite! While the classic crisply battered cod or haddock with thick cut chips, malt vinegar and tartar sauce never goes completely out of fashion, this British classic has evolved, too. According to About.com, England is still the epicenter of fish and chip culture. That website reports that at a high point in the 1930's England had a "staggering 35,000 shops" which leveled off and holds steady at around 11,000 today. While Canada can't compete with these figures, it's true that both classic and new takes on fish and chips turn up on QSR, pub, casual and even fine dining restaurant menus regularly.

The most interesting Canadian chefs and restaurant operators are tying in current trends to create new twists on this old theme that give fish and chips a new allure that sells them to both old and new fans.



ETHNIC FUSION Bollywood Fish and Chips

Prepare Janes battered haddock or cod according to package directions. Switch up the russets for sweet potato fries and swap out tartar sauce for curry spiked mayo and you've got a neo-Indian twist on fish and chips that will have patrons singing and dancing between the tables!

RETRO COMFORT/PORTABILITY Crispy Fish and Chip Sandwich

Make your fish and chips ready to grab and go! Our Janes recipe (pictured above) combines every fish and chip lover's favourite flavours and textures: crisply fried potatoes, crunchy coated moist and flaky fish and malt vinegar laced coleslaw to make a portable version of a classic English meal! After one bite you may start speaking in a cockney accent!

SUSTAINABILITY

As more Canadians become aware of the dwindling fish stocks in our oceans, lakes and streams, restaurant operators are learning that offering sustainable fish and seafood can give them an edge in the marketplace. All Janes fish is certified sustainable by the [Marine Stewardship Council](#). Not sure how to get involved in helping to save our wild stocks of cod, haddock, sole and other fish? Contact us and we'll help you to get involved with MSC, too.



New Products: Hot Sandwich Cones – The Food Accessory that will Bring Back Lunch!

Is lunch out of fashion? In the wake of discouraging news from research firm Technomic which showed that Canadians have cut back by 37% on their restaurant lunch purchases, it's certainly easy to think so. The good news is that Janes has a way to make lunch new and fashionable!

In 2011 the white wristwatch was the summertime arm candy of choice for fashion conscious Canadians but the accessory that will be dangling from trendy wrists in 2012 is much hotter! **Janes Cones to Go** are the portable handheld sandwiches that everyone is talking about. They're perfect for on-the-go diners who want to multi-task thru lunch. **Janes Cones to Go** are available in five distinctive styles. That means there's one for every taste!



FISHING FOR DOLLARS

By Joel Gregoire – Industry Specialist, Foodservice at The NPD Group

It's high tide for fish and seafood at foodservice establishments. Canadians continue to eat fish and seafood when dining out, and the seascape isn't static. Consumers are looking for a variety of fish and seafood options and the benefits for operators are clear: the average cheque size of a meal with fish or seafood is nearly two and a half times higher than a meal without!

Consumers are looking to restaurants to provide ethnically inspired fish and seafood options that they typically wouldn't prepare at home as well as looking to fish as a better-for-you option when dining out.

Canadians also state that the environment is an important driver in restaurant selection. In a survey conducted by The NPD Group, 42 percent of respondents indicated that they were more likely to visit restaurants they believed to be more environmentally friendly. When looking at fish and seafood specifically, sustainability is a top trend that can be leveraged to strengthen an operator's environmental credentials.

*Source: The NPD Group/CREST® – Year Ending November 2011



Sustainability Watch: How Restaurants can use the MSC Ecolabel to Improve Profits



In fine dining, independent restaurateurs have been using sustainable seafood as a hook to land and then reel in return customers for several years. Until recently this type of menu positioning wasn't possible for higher volume restaurants that cater to value conscious customers, but now, that's about to change!

Together with the Marine Stewardship Council (MSC), Janes has developed foodservice products that use MSC guaranteed sustainably harvested fish that replicate the same taste and quality you've always associated with our fish products. MSC offers a certification program that allows restaurant operators to use MSC's highly regarded and increasingly well recognized eco-label on restaurant menus and POS. The system is thorough but easy to follow and involves maintaining simple tracking systems and doing a small amount of employee training to ensure that the chain of custody standard is never breached. Want to learn more? Contact Janes for detailed information about how you can become MSC certified.

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