

Quick Serve

Equipment & Supplies *News & Products* Vol. 2



**Dick's
Restaurant
Supply**

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Hamilton Beach COMMERCIAL

Spindle Drink Mixers

Great for everything from mixing ice cream shakes to “flashing” bar drinks and blending eggs, pancake and waffle batter. Performance—Powerful 1/3 HP motor per mixing head mixes twice as fast. Precision Motor—Motor individually balanced to minimize vibration. Built to last with sealed, permanently lubricated ball bearings. Two-Way Motor Activation—Operators can start and stop mixing action by inserting cup into cup guide, or by using the pulse switch on top of mixer. NSF. UL.

*Climbing the
Top Ten List of
Most Popular
Fast Casual
Trends... Fruit
SMOOTHIES*



FX Series Refrigeration

Never has a piece of equipment been so universal and versatile in a kitchen. Refrigerator mode holds precisely between +20°F to +40°F so red meat stays fresher longer. Freezer mode holds from -5°F to +20°F so ice cream stays hard but still scoops and appetizers stay a consistent temperature so breading doesn't fall off or refreeze stuck together. New 27" undercounter unit (FX-2UCB) has become the long awaited solution for hospital tray make-up operations; specially designed for keeping cold beverages at the correct temperatures. Or use the FX as the first effective ice-less fish storage unit. And now, 3 more choices have been added—An undercounter, rear-engine and single engine unit!



Refrigerators Front Breathing-4400 Series

Salad top models available in 27", 48", 60", 64" and 72" lengths. Undercounter models come in 27", 32", 48", 60", 64" and 72" lengths. All 4400 Series prep tables are 100% front breathing, allowing units to be flush against a wall or built into a cabinet or existing line up. Virtually unlimited top pan configurations create versatility and allow for menu changes without added cost. ABS insulated cover keeps heat out and condensation off the exterior surface. Model 4472N-18 shown.



Ultra Juicer

Broaden your menu offerings with fresh fruit and vegetable juices. New award winning juicer produces maximum yield with its 6 1/2 liter pulp container and patented automatic feed tube for continuous output. Portable compact design saves counter space. Removable parts for quick and easy cleaning, dishwasher safe. No tools required for disassembly. Model J80



Vertical Air Curtain Merchandisers

Perfect for impulse traffic areas. Oversized refrigeration system holds 35°F to 40°F. Exclusive, reversing condenser fan motors. Permanent non-peel or chip white laminated vinyl exterior with white aluminum interior and 300 series stainless steel floor and deck pans. Foamed-in-place polyurethane high density cell insulation (CFC free). Adjustable, heavy duty PVC coated shelves. Model TAC-14GS shown.



ColdStik Refrigerator/Freezer Thermometer

The first stand-alone thermometer to measure food temperature, rather than just the circulating and ever-changing air temperature of any refrigerator, freezer, walk-in or delivery truck. Proprietary silicon-based gel simulates food temperatures and provides accurate product information to support your food safety program. By adjusting the temperature of a refrigeration unit based on the actual product temperature, you conserve energy and significantly reduce your food loss and increase foods' shelf life. Every 1° thermostat adjustment saves up to 8% off your energy bill. Equipment running on less power requires less maintenance; less maintenance means lower repair costs. Waterproof. NSF. One year warranty. Model 336-01

Building Brand Ambassadors Through Organizational Transparency

Transparency would be a misguided property to build into the walls in a butcher shop, same goes for bathrooms – no good. However, transparency is hugely important in building a successful restaurant. Employing the concept means to, sometimes literally, knock down walls that can often be perceived as hiding places for dark and dirty secrets, thus inviting customers to a more intimate and unobstructed view of the restaurant. The ultimate prize in restaurant transparency is creating brand ambassadors, the long-time repeat customers that bring in first-timers, and champion their favorite eatery anytime chowing down comes up. Customers often become brand ambassadors after buying into a restaurant's values, processes and products. For this reason, it's vital for restaurants to take the necessary steps to create their own brand ambassadors by taking on a degree of transparency.

The first tactic for a restaurant to become more transparent is information sharing. The best place to start this process is on the menu because every restaurant has one. The menu should be a place for patrons to learn everything they need to know about the succulent burger on which they will be dining. Everything from where the beef was raised and what it was fed to the dish's calorie count should be included somewhere on the menu. Elsewhere in the restaurant, signage can be displayed with information like how the restaurant scored on its most recent Food Safety and Sanitation evaluation. Individually these are all small bits of somewhat unrelated information. Together they paint a vivid picture of a restaurant, allowing a customer to trumpet its virtues every chance they get.

The most literal way to make your restaurant more transparent is to open up the kitchen. Make the kitchen, and thus what goes on in the kitchen, visible to the patrons who frequent your eatery. Not only is this a meaningful and symbolic gesture that a restaurant has nothing to hide from its customers, but it could potentially answer questions that patrons may have about food preparation. This is a feat accomplished by taking measures as easy as placing windows into walls or replacing walls with windows or half-walls. Opening up the kitchen can be planned for while in the development and building phase of a restaurant as well.

A final step to give your restaurant that all important heir of transparency is to make your Chef available to customers. Why your Chef? Because he or she is the ultimate authority on what your patrons eat, and nobody knows more about a restaurant's food than the Chef. For restaurants with few locations this can mean having your Chef make



appearances in the dining room. For restaurants with several locations, the most cost-effective way to make your Chef accessible is through the internet. The Chef could start a regularly published blog on the restaurant's website, or start a Facebook or Twitter account allowing patrons to interact with him or her on their own accord.

Restaurant transparency is a concept that will fit each restaurant differently, but is an important concept to pursue. It helps create more educated customers. It shows that a restaurant is proud of the way it does business, and it adds a sense of accountability. Plus, if patrons have all this information readily available to them, after a great experience at your restaurant they'll be inclined to tell everyone they know about the farm-raised grass-fed cheeseburger they just enjoyed.



Cactus Mat Mfg. Co.

Scraper Mats

Perfect for entrances, behind counters, work stations and restrooms! Choose from two scraper mat series—The "Finger Top" flexible raised finger mat series—the "Finger Top" flexible raised finger mat features $\frac{5}{8}$ " thick durable molded rubber and is beveled on all four sides for safety. The "Ridge-Scraper" reduces slips and falls with its tapered edge, raised rubber pattern and cleated backing. Durable $\frac{3}{8}$ " rubber mat also adds resilience for worker comfort. Both are easy to clean—just shake or hose off. Color: Black.

Finger Top Series



Ridge Scraper Series



Drink Machine® Two Step Timer Blender

Two step timer blender delivers consistently smooth granitas, margaritas, frozen (not iced) coffees and teas. Automatic timer starts on low and then kicks up into high for smooth finish, turning off automatically. Automatic shut-off timing frees up operator's time allowing them to serve customers. Full 2 liter (64 oz.) clear Polycarbonate container. 2+ peak HP motor with 37,000 RPM bare motor speed. 120VAC, 50/60 Hz., 11.5 amps. UL, NSF. Dimensions: 8"x9"x20" with lid. Model 1230



One-Piece Tongs by Jacob's Pride

Now featuring Agion®—Nature's Antimicrobial Built-In. Jacob's Pride color-coded tongs aid in the prevention of foodborne illness resulting from cross contamination. Unique springless design eliminates bacteria prone food traps. The permanently bonded Kool-Touch® color-coded handles provide easy identification. Handles are heat resistant up to 180°F. Choose from color-coded, black or stainless steel VersaGrip® or Scalloped Grip tongs. NSF. Jacob's Pride limited lifetime warranty does not cover Kool-Touch® coating.



Camtainers

Vertical design offers the best temperature retention. Corrosion free, dent and scratch resistant design. One piece polyethylene outer shell combined with thick foam core insulates against heat loss for hours. Self adhesive label set included. Features include a special glass filled nylon latch and a recessed spigot. Choose from a wide variety of colors and options.



OnCue™ Microwave Oven

Short cook times for single serving applications, up to 42% faster. Featuring 2400 watts of power, the OnCue™ is sure to increase the productivity in your kitchen. Melts cheese on burgers in 8 seconds. Heats spinach dip from frozen in 1 minute 30 seconds. Heats macaroni and cheese from frozen in 1 minute 10 seconds. All stainless steel construction. Control pad programmable up to 100 menu items. 11 power levels and 4 cooking stages. 10-minute digital countdown timer. Stackable, compact, "jigsaw" shaped footprint for back-to-back placement on a 28½" counter using only 13⅝" of space. 2400 Watts. Model AOC24



Content Ideas for Your Social Media Outlets

So you've launched your restaurant's social media account. You have an awesome profile and a killer profile pic. After the first month your following has grown exponentially. Now comes the hard part: coming up with fresh, creative and interesting content on a regular basis to keep the online community engaged in your page.

Here are a few content ideas to help you maintain your social media account:

Video –

- cooking demonstrations
- staff contests (i.e. onion dicing race, egg cracking race)
- customer interviews
- customer eating contests
- employee of the month

Copy –

- menu updates
- daily specials entrees
- discounts

Photos –

- staff events
- behind the scenes
- customer features
- employee of the month

Innovative Uses –

- take reservations/orders on your Facebook wall or Twitter feed
- poll your customers
- host live Q&A on Facebook wall or Twitter feed
- customer contests (i.e. first person to use password during order gets discounted meal)

Now that you have some ideas to keep fresh content on your social media page the next step is to update your account on a regular basis with different information. This will help your regular followers learn when to check in to get the most up-to-date information about your restaurant. And remember, make your posts in a friendly, conversational tone so that your followers feel welcome to your page, just like they would your restaurant.



C5™ T-Series Cabinets

METRO
We put space to work.™

Keeps food hot for 5 hours—Uses 50% less energy than leading fiberglass insulated cabinets! Unique features of Transport Armour™ make it the ideal solution for over-the-road applications. Stainless steel structure with foamed-in-place polyurethane insulation provides superior heat retention. Temperature stratification is 3½ times better with Metro's mobile power option. Intelligent or Basic controls. Digital control option with mobile power gently circulates air in cabinet and provides temperature alerts while unplugged and in transit! Energy Star approved. Four sizes to choose from.



EconoTemp™

Powerful microprocessor delivers speed and reliability. The EconoTemp™ Combo Pack (93230-K) includes the 32311 EconoTemp™ Thermocouple Instrument with lanyard and (50336-K) DuraNeedle Probe. Packaged in an attractive self-merchandising clamshell, this combination kit provides a general purpose unit that will meet most of your temperature monitoring needs. Rubber boot protects the water-resistant ABS plastic housing making the instrument durable for all kitchen environments. Wall-mount bracket (9368) is included for safe storage. Five year instrument warranty, one year probe.

Panasonic®



Commercial Microwave Ovens

Perfect for restaurants, c-stores, vending and office coffee service use. NE-1054F offers electronic keypad; including 6 power levels, 2- and 3-stage cooking, 10 programmable memory pads and a 20-memory capability. NE-1024F has a 6-minute timer. NE-1064F stainless steel cabinet and cavity has 3 power levels and 2- and 3-stage cooking. 1,000 Watts. 120V. 60Hz. Single phase. Model NE-1054F shown.

Panasonic®

Pro I Microwaves

Designed for high volume use and can accommodate any type of kitchen with efficiency and use. Panasonic Pro I commercial microwave ovens are equipped with top and bottom energy feed, a "grab & go" door handle and 60 programmable pads. Using the 2100 Watts (NE-2157 *208/230V-240V Single), 1700 Watts (NE-1757 *208/230V-240V Single) and 1200 Watts (NE-1257/NE-1258 *120V Single) of power, these models are the definition of the word "durable".



Lincoln



Countertop Impinger®

Great for pizza, sandwiches, appetizers and much more! The Countertop Impinger® puts large-oven capacity almost anywhere you need it! Small enough to fit on most commercial countertops but large enough to replace a half-size convection oven or up to five microwaves. The new digital controls allow operators to reverse conveyor direction and adjust speed and temperature—all with the push of a button. The new controls also feature four pre-set menu buttons. Model 2501



Frymaster

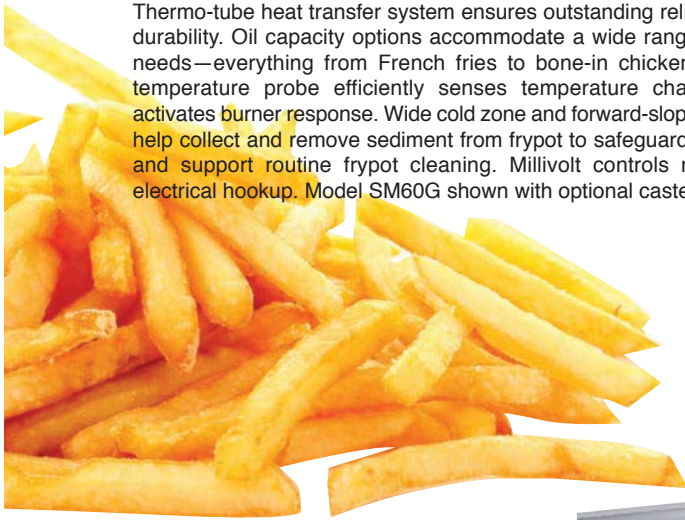
Pasta Magic™ Gas Cookers

Endless pastabilities for your operation! State-of-the-art features and benefits for quick, consistent and perfect pasta every time. Open, easy-to-clean cookpot design. Stainless steel cookpot, front and door, enamel sides and aluminized-steel bottom. High-efficiency, infrared burners; 80,000 Btu/hr. 18"x24"x8" cooking area. 14 gallon (53 liter) water capacity. Programmable timer controller. Electrical components are separated from the heating source and protected from moisture. Large overflow drain. Auto-fill/skim. Model GPCSD w/Enamel Cabinet shown with optional casters.

Dean

Super Marathon Standard Tube-Type Gas Fryers

Designed for versatile frying production and solid performance. Thermo-tube heat transfer system ensures outstanding reliability and durability. Oil capacity options accommodate a wide range of frying needs—everything from French fries to bone-in chicken. Durable temperature probe efficiently senses temperature changes and activates burner response. Wide cold zone and forward-sloping bottom help collect and remove sediment from frypot to safeguard oil quality and support routine frypot cleaning. Millivolt controls require no electrical hookup. Model SM60G shown with optional casters.



Glo-Ray Portable Fry Stations

Glo-Ray heat technology offers the ability to keep fried foods at optimum temperatures, ready to serve, without cooking or drying them out. Ceramic elements direct radiant heat from above, while a preset thermostatically controlled heated base maintains uniform holding temperature from below. Sectional divider permits holding of multiple products simultaneously. Various hard-coated fry ribbons stage boxed or bagged products for quick-service areas. Portable or pass-through models available. Shown GRFHS-21 upper left, GRFHS-16 upper right, GRFHS-PTT21 bottom.





Ice-O-Matic®

Ice. Pure and Simple™

ICE Series™ Modular Cube Ice Makers

Introducing the best solution for hard water, food safety and tight spaces! Ice-O-Matic's modular cubers have been redesigned to offer better reliability and care-free operation. The machines are perfect for foodservice and hospitality needs, and meet CEC or Energy Star criteria. PURE ICE® provides built-in anti-microbial protection for the life of the machine, inhibiting bacteria, slime and fungus growth. The optional water filtration system protects against unpleasant tastes, odors and scale formation, and our unique Harvest Assist feature overpowers scale and boosts energy efficiency by speeding up the ice production. Model ICE0400 shown on B55 bin (bins sold separately).



Super Erecta Pro™

Durable and cleanable. The original—re-innovated. Removable polymer shelf mats protect against abrasive containers and sharp edges; dishwasher safe. Shelves can be adjusted at 1" increments to maximize the use of available vertical storage space. Microban anti-microbial protection is built into shelf mats and the epoxy coating; helps keep product “cleaner between cleanings”. Robust construction is classic Super Erecta; holds up to 800 lbs. per shelf — 2000 lbs. per stationary unit. Available in a variety of sizes; interchangeable with existing Super Erecta® shelf systems. Models shown—(5) PR2448NK3, (4) 63UPK3; (4) 5MP.

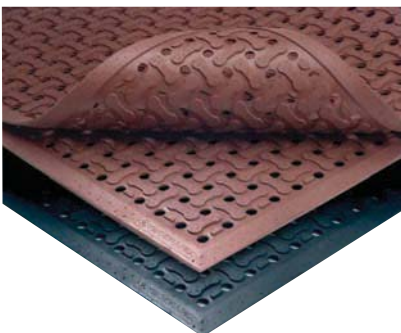


FISHER



Point of Purchase Faucets

Designed to meet the rigorous needs of today's commercial kitchens. All Fisher faucets have stainless steel seats guaranteed for life, with 2 part swivel stems for lower maintenance. EZ-Install adapters allow you to replace any major brand without removing the sink from wall, replace a faucet within minutes. Choose brass or stainless steel. Model 64769 shown.



Super Flow Mats

Super Flow Floor Mats Are Reversible!!! Unique lightweight matting with molded-in beveled edges for easier handling. Non-skid textured surface for sure traction to prevent slips and falls. Provides superior anti-fatigue qualities in a thin profile construction. Drainage holes for wet areas. Excellent grease-resistant properties. Ideal for Kitchens, Behind Bars, Food Processing Areas, Work Stations, Heavy Industrial Anti-Fatigue, Machine Shops, Walk-In Freezers.



Jackson

CREW® Series Conveyor Dishmachine

Clean the First Time™. Jackson has set a new standard of excellence in warewashing from appearance to performance to cost of ownership! The CREW® is loaded with best-in-class energy-saving features built around the largest wash tank in the industry. The WISR™ Cleaning System provides one-pass cleaning performance while reducing water consumption to an industry leading 0.32 gallons per rack. CREW lowers water, chemical and energy costs while always getting wares Clean the First Time™. 44" model is ENERGY STAR® qualified. NSF and ETL listed. Model Crew 66 shown.



Liqui-GRILL™ Griddle Cleaning Liquid



Easy, Fast, Safe. Environmentally safe, fast-acting Liqui-GRILL griddle cleaner quickly and safely dissolves burnt on residue on commercial flat griddle surfaces, without strong odor or irritating fumes. Works on hot surface, eliminating wait time for griddle cool-down. Portion control packaging improves cost control. Liqui-GRILL is certified to EPA Design for the Environment standard. High temp squeegee and griddle pad holders are telescopic, improving safety for use on hot griddle surfaces. Includes usage instructions in English and Spanish.



Quick Serve Equipment, Supplies and Articles Inside
Building Brand Ambassadors Through
Organizational Transparency
Content Ideas For Your Social Media Outlets



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