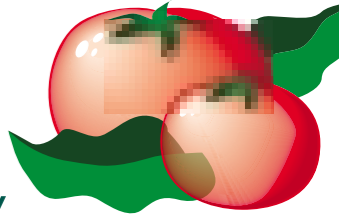




Organics



Growing Stronger Every Day

In January 2001, Select received its Organic Certification from O.C.P.P. (Organic Crop Producers and Processors Ontario Inc.). We are now in the process of developing a number of organic products.

variety, and better for the environment, challenges do exist: price, reduced shelf life, limited availability, much needed marketing time and a minority market niche. Organics are generally 15% higher in cost—an improvement from a 35% to 40% cost differential five years ago.

Standards

Since 1999 only voluntary standards, consistent with ISO and HACCP existed. GMOs and irradiation were not permitted, and animal byproducts could not be used as feed. Today, there is no official certifying body in Canada. Forty-seven self-administered bodies exist—Select uses Organic Crop Producers and Processors Ontario Inc. (O.C.P.P.) standards.

Profile

As consumers pursue healthier lifestyles, they seek out naturally healthy foods. Organic products are most desirable for their controlled or reduced exposure to pesticides, GMOs and irradiation. Organics represent a growing retail industry—worth \$1 billion in Canada with a 20% growth rate and \$9.3 billion in the U.S.

While organic products are in demand, increasing in

Definition

The CFIA calls organics "a holistic production system, whose primary goal is to optimize the health and productivity of interdependent communities of soil life, plants, animals and people." Simply put, organic production is a method of crop and livestock production characterized by crop rotation, compost and manure use, and the elimination of pesticides, fertilizers, hormones and antibiotics.

Expand your organics knowledge:

- www.ocpro-certcanada.com
- www.coab.ca
- www.fao.org/organicag
- www.ams.usda.gov/nop
- www.soilassociation.org

Knowing Your Wood

- Mesquite (burns very hot), hickory and pecan are powerful flavouring woods.
- Oak, the most commonly used wood, imparts an excellent flavour without becoming too strong.
- Fruit woods are nice for mild meats and vegetables.
- Herbs added to the fire offer additional flavour.

Historically, the first barbecue sauce originated in China. It was called "ke-tsiap." Brought to America by English sailors, the original version was vinegar-based with fermented herbs and spices. Eventually, tomatoes—from Central and South America—were added.

Today each region has its different flavourings. In the United States, East and Southeast, vinegar is prevalent. In Memphis, a Worcestershire and tomato sauce base is featured. Kansas City is known for its sweet and tangy tomato-based sauce.

True barbecuers use a barbecue sauce as a finishing or dipping sauce. It is applied towards the end of the cooking process. The high sugar content of barbecue sauce may cause burning if applied too early.

Customers experience "exceptional service and fine quality at market competitive prices." For three generations our team has stood with pride behind the products we produce. We will continue the tradition for generations to come.

Paul A. Fredricks, President

selectconnect

It's easy to connect with *Select Food Products Limited*, share your comments, and keep track of new product developments:

- Email feedback@selectfoodproducts.com
- Phone 416-759-9316 in Toronto
1-800-699-8016 outside Toronto
- Fax 416-759-9310
- Published Look for our ads in *FoodService & Hospitality* magazine.

worldwideweb

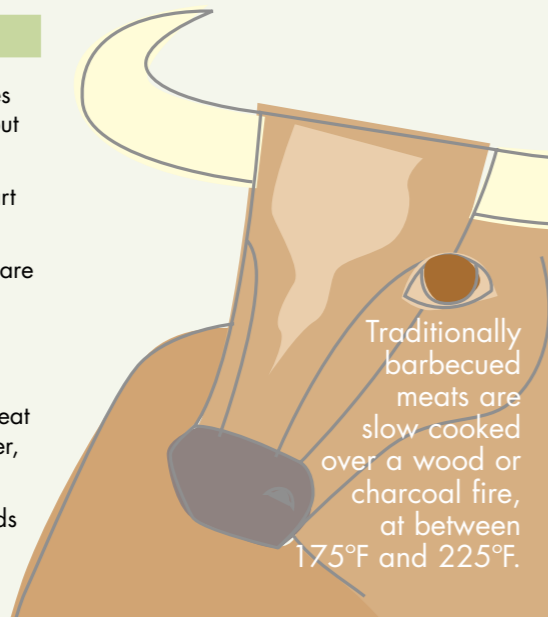
Check it out—our new website! It's like no other!
www.selectfoodproducts.com

True Barbecue

"Barbecue" is the English word adaptation from either the Spanish word "barbacoa" or the word "barabicoa" from the Taino Native American tribe of the Caribbean and Florida regions.

Prepping the "Q"

- The best charcoals to use are briquettes made from pure hardwood trees without any chemical fillers.
- Lighter fluid is not recommended to start the fire, due to its chemical residues.
- Propane torches or "chimney" starters are the preferred method to start the fire.
- The outside temperature and humidity greatly effect the cooking process.
- A water pan can be used to flavour meat by replacing the water with juices, beer, liquor or stocks.
- Herbs and spices added to these liquids will enhance the flavour.



Look for the certification mark showing:

- certified organic ingredients
- commodity tracking
- segregation of non-organic from organic raw material and finished product
- use of sanitizers, triple-water rinse (if standard is one-minute rinse for three minutes)
- extended rinsing after non-organic processes

Trendy Clubs!

Grilled Barbecue Beef Club Sandwich with Southwestern Select Mayonnaise

Beef Club Sandwich

- 3 lbs tri-tip or sirloin steak
- 1 cup *Select* BBQ Sauce
- 20x1 oz provolone – sliced
- 20 slices beefsteak tomatoes
- 3 cups onion – julienned
- 3 cups mushrooms – sliced
- 10 pc foccacia buns – sliced
- 10 pc leaf lettuce – cleaned

Southwestern Select Mayonnaise

- 2 cups *Select* Premium Mayonnaise*
- 1 tsp honey
- 1 pc smoked ancho pepper – seeded
- 5 pc plum tomatoes – fresh, seeded
- 1 tsp chili powder
- 2 tsp tomato paste
- 5 pc garlic cloves – cleaned
- 1 tsp molasses

* Substitute *Select* Whipped Salad Dressing for a light and cost-effective alternative.

1. Grill tri-tip or sirloin, finish by roasting to medium rare and basting with *Select* BBQ Sauce, Regular, Hickory or Hot. Remove from heat and slice. Reserve for service.
2. For the *Select* Premium Southwest Mayonnaise, combine the honey, garlic, plum tomatoes, *Select* Premium Mayonnaise, smoked ancho peppers, chili powder, tomato paste and molasses in a blender and process until smooth. Season to taste.
3. In a hot pan, sauté the julienned onions and sliced mushrooms in olive oil until tender. Season to taste. Keep warm and reserve for service.
4. For service, toast the foccacia bun and spread with *Select* Southwest Mayonnaise. Layer the bun with the lettuce, tomato, provolone, sautéed onion, mushrooms and thinly sliced tri-tip.
5. Serve with side portion of salad, fresh fruit or fries.

Courtesy of Beef Information Centre



More for the Take...Less to Make!

Mediterranean Sundried Tomato Pasta Salad

- 900 g cooked pasta (bow-tie pasta or penne)
- 125 g marinated sun-dried tomatoes, cut into bite-size pieces
- 796 g artichoke hearts, cut into bite-size pieces
- 125 g kalamata olives, cut into bite-size pieces
- 250 ml *Select* Sundried Tomato Vinaigrette

Herbs de Provence, liberally sprinkled

Fresh ground pepper

Mix everything together and serve at room temperature!



Approx. total cost per serving	\$2.54
Suggested menu price	\$7.99
Profit per serving*	\$5.45
*relative to food costs only	

Complement Your 10 Best Sides... With Taste From *Select*!

1. Chicken Tenders and Fingers

Ranch Dressing, Plum Sauce, Russian Mustard, Honey Garlic Sauce, Teriyaki Sauce, Honey Mustard, Smokey BBQ Sauce, Sweet & Sour Sauce

2. Wings

Honey Garlic Sauce, Wing Sauces, BBQ with Hot Sauce, Blue Cheese Dressing

3. Nachos

Salsa, Chili Dog Sauce

4. Cheese Sticks

Ranch Dressing, Hot Mustard, Plum Sauce

5. Quesadillas

Salsa

6. Calamari

Seafood Sauce

7. Potato Skins

Ranch Dressing, Salsa, Chili Dog Sauce

8. Dips

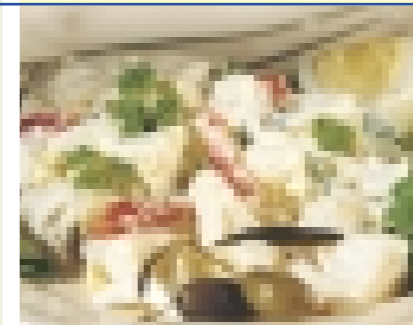
Dressings, Horseradish Sauce

9. Fries

Gravies, Chili, Premium Mayonnaise

10. Onion Rings

Ranch Dressing



The History of Mayonnaise

Back in the 18th century, Louis XIV dispatched his favourite general, Duc de Richelieu, to Menorca to root out some troublesome Englishmen who were holed up in the fort overlooking the harbour of Mahon. During the long siege, the Duc's cook found himself hard pressed to keep his master—accustomed to the fabulous banquets of Versailles—entertained at table. He wanted to make an interesting sauce to liven things up, but all he could find on the island was eggs and olive oil...You can imagine the rest—he started beating and beating, and with the help of a bit of vinegar produced what was christened on the spot as "la sauce mahonnaise," which we could (but won't) translate as Mahonian Sauce.



Horne's... a moviestar!

Have you seen "The Shipping News," Miramax's recent film? Look for Horne's Custard...bringing genuine flavour to Newfoundland, Canada. Great tasting and a star performance.

Win a Bike or a Barbecue! It's Easy!

Answer four easy questions and send in your entry. You'll be entered into a draw for a CCM Mountain Bike or a Broil King BBQ. One winner will be drawn on June 27th, 2002 at random from all entries received on or before noon of June 20th, 2002.

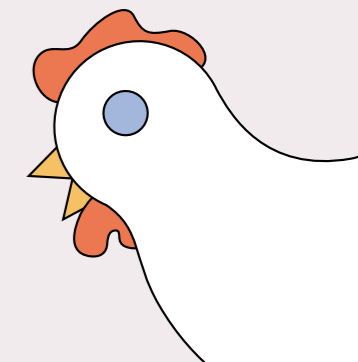
- 1) What are the top three menu items at your restaurant?
- 2) What are your top three *Select Food Products*?
- 3) Name two things we can do to earn more of your business.
- 4) List your two favourite articles from this issue of *With Taste*, OR two subjects of interest you'd like to read about in future issues.

Easy Entry

- **Email** Send an email with all four answers to: winwithtaste@selectfoodproducts.com
- **Fax** Fax all four answers to: "Win with Taste" at: 416-759-9310

Remember to include your name, the name of your business, phone number, and business address with your entry. This information will only be used to contact you if you win.

Good luck!



onspecial *May & June*

Salad Dressings & Mayonnaise

Talk with your distributor about other items being featured over the next two months. Try something new?

- Salad Dressings – all flavours!
- Low Fat Salad Dressings
- Portion Pack Salad Dressings
- Mayonnaises and Whipped Dressings
- BBQ Sauce
- Salsa
- Dijon, German, Prepared and Russian Mustards