

Creative Dining

Vol 1, 2012



*Dick's
Restaurant
Supply*

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ONEIDA[®]
Since 1845

**Connect Dinnerware
by Schonwald**



This distinctive collection creates a flexible connection between different culinary profiles. With a wide range of items, it meets both the pragmatic and aesthetic demands of the grand banquet and the need for an appealing presentation in the restaurant. Designed and made in Germany. Fine bright white porcelain. Limited 3-year no-chip warranty.

MARKO

A CARLISLE COMPANY

Fabric & Vinyl Tablecloths

Perfect for family dining.

Marko fabrics offer durability and elegance in a range of colors and weaves. Full line of tablecloths, napkins and skirting in dozens of coordinating colors. Vinyl products are available in four professional grades. The newest series of vinyl table coverings capture the elegance and drape of fabric with the durability of vinyl. Choose from a variety of patterns and colors. Custom sizes and rolls also available.



ONEIDA

Surrey Dinnerware by Wedgwood

Timeless and contemporary, Surrey features a warm Maxadura body color. Its wide-rim size presents generous plating surfaces perfect for framing food; adaptable to upscale, casual and formal menus. Limited 5-year no-chip warranty.



Read the KitchenBiz review on these new patterns.



ONEIDA

Circa Dinnerware by Sant' Andrea

Circa is simply beautiful and elegant on any tabletop. This new timeless design will enhance any establishment. With an appealing interplay of shapes offering exciting stylistic highlights, Circa brings fresh and fascinating ways to stage your presentation. Circa pleases both fine dining and casual settings. High-fire scratch and mark resistant glaze. Limited 3-year no-chip warranty.

Table Setting Guide

Courtesy of Oneida Foodservice

Featuring six of the most common tablesettings found in restaurants.

Create the Proper Ambience/Atmosphere... Your customers' first impression is their last impression. Make it a good one with a tablesetting presentation that complements the menu and decor.

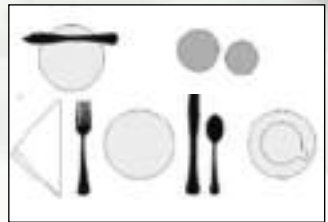
Breakfast

Dinnerware: Two bread and butter plates, cup, saucer

Flatware: Dinner fork, dinner knife, teaspoon, butter knife

Drinkware: Water glass, juice glass

When tea or coffee is served with the main course, the teaspoon may be part of the placesetting, or placed in the saucer.



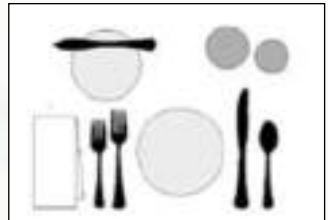
Lunch

Dinnerware: Bread and butter plate, luncheon plate

Flatware: Salad fork, dinner fork, dessert or dinner knife, teaspoon, butter knife

Drinkware: Water glass, wine glass

A crystal sherbet glass or an individual dessert bowl is equally appropriate for serving the appetizer.



Dinner

Dinnerware: Bread and butter plate, salad plate, dinner plate

Flatware: Salad fork, dinner fork, dinner knife, teaspoon, butter knife

Drinkware: Water goblet, wine glass

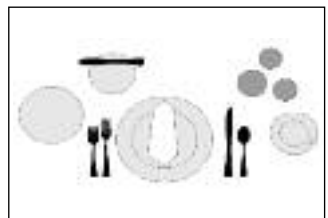


Formal Dinner

Dinnerware: Bread and butter plate, two salad plates, service plate, cup and saucer

Flatware: Salad fork, dinner fork, dinner knife, oval bowl/dessert spoon or dinner spoon, teaspoon, butter knife

Drinkware: Water goblet, champagne flute, wine glass





European

Dinnerware: Bread and butter plate, salad plate, service plate

Flatware: European size dinner fork, US size dinner fork, European size dinner knife, dessert knife, oval bowl soup/dessert spoon or dinner spoon, European size teaspoon, butter knife, fish knife, fish fork

Drinkware: Water goblet, champagne flute, two wine glasses

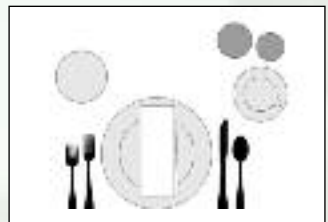


Banquet/Brunch

Dinnerware: Bread and butter plate, salad plate, dinner plate, cup and saucer

Flatware: Salad fork, dinner fork, dinner knife, teaspoon

Drinkware: Water glass or water goblet, wine glass



- Allow at least 24 inches for each place setting.
- Keep all tableware approximately one inch from the edge of the table.
- Place all knives with the cutting edge toward the plate.
- Arrange flatware in order of use, working from the outside toward the plate for each course served. If salad is served after entree, place salad fork next to plate.
- Glass placement: from right to left, white wine, red wine, and water/iced beverage. Champagne may be placed behind red and white.
- A seafood/cocktail fork is always placed to the right of the soup spoon, unless served with a seafood cocktail. It may be placed on the cocktail plate.



Sterling Silver Tasting Tree



This unique serving piece fits up to ten slim stemmed appetizers or lollipops for a sterling presentation!

Watch the
American
Metalcraft video
on Bringing More
to the Table



SideKick™

The SideKick™ helps you create custom signature drinks that can be sold at premium prices.



SPILL-STOP

Patent-pending 2-piece shot glass comes apart enabling you to fill the bottom chamber with your favorite flavoring items. Reassemble the shot glass, fill with liquor and your drink becomes a work-of-art. Imagine a shot of Kentucky bourbon infused with dark Belgium chocolate, or Tequila infused with a Habanero pepper. You can even put dry ice in the bottom of the SideKick glass. When you pour in the drink, it will “smoke” and super-chill your libation while putting on quite a show for your customers.

Read the KitchenBiz review on this product
<http://kitchenbiz.blog.com/2012/05/21/new-sidekick-shot-glass-from-spill-stop/>



Garnishing Kits

Perfect for creating spectacular presentations, attractive buffet displays or innovative plates.



VICTORINOX
SWISS ARMY

7-Pc. Kit (#46550): Vegetable Peeler, Fruit Decorator, Channel Knife, Melon Baller, Decorating Knife, Lemon Zester and Canvas Roll.

8-Pc. Kit (#48997): Vegetable Peeler, Butter Curler, Channel Knife, Melon Baller, Decorating Knife, Apple Corer, Lemon Zester and Vinyl Case.

Cardinal

Intensity Pizza Plate

Zenix® delivers pizza profitability to your table with the Intensity Pizza Plate.



Perfect stackability. Anti-slide rim. The durability of exclusive Zenix material is four times more resistant to shocks and chipping than other dinnerware materials. Absolute scratch resistance unmatched by any other dinnerware material. A flawless finish through 2,000 dishwashing cycles. Zenix is backed by a 5-year chip warranty; Intensity backed by a 10-year shape guarantee.

Brasilia™ Collection



Dynamic colors characterize this exciting displayware that will not only be memorable but make a striking statement.

Present refreshing displays of exuberant and vibrant shades that will bring a fresh new perspective to any occasion. This two-tone collection is both versatile and durable. Made of break-resistant melamine that is BPA free, dishwasher safe and NSF listed. Specify Color: Blue/Black, Green/Black, Orange/Black.



StoneMel™ Displayware Collection

Give the appearance of an organic display with G.E.T.'s new Stone-Mel™ Displayware Collection.

Crafted from commercial quality melamine, this innovative and distinguishable displayware offers the look of natural stone without the cost and inconvenience of real stone. Available in elegantly textured black or slate design. Three different size pedestals are also available to add stature and elegance to your presentations.





Lumina FX™

Lumina FX™ is the most space saving, cost efficient and fully featured flameless recharge system available. The stackable design saves up to 75% space compared to similar competitive items.

EZ Touch™ 850 is the most convenient, labor saving and longest lasting flameless candle light available for any location. The flameless candle lasts up to 850 hours, does not require recharging, does not lose brightness and allows the user to program burn times (1-9 hours).

Safe Heat Green™



The first liquid wick chafing fuel to be endorsed by the Green Restaurant Association.

Safe Heat Green™ is a patented liquid wick chafing fuel made from bio-derived propylene glycol. Safe Heat Green™ maintains all of the same benefits and performance of liquid wick chafing fuels, but does it using a more environmentally preferable formula. Safety benefits include a can that stays cool to the touch while burning and a non-flammable liquid if spilled. Available in a 2, 4 and 6 hour burn time.



Read the KitchenBiz review and watch a video on SafeHeat.



Embossed Serving Trays

Perfect for casual and formal banquets, buffets, tea time and catered affairs.

Add a touch of class to your next event when you serve appetizers or the main platter on these embossed serving trays. Choose from a variety of styles and sizes to perfectly complement the tone of your next catered event. Chrome-plated and new stainless steel trays available in traditional and modern designs.



AlumiTent Collection

Sleek lines, contemporary designs. Ultra-durable and sturdy, yet lightweight, rust-proof solid aluminum construction. Available with choice of picture corners, top and bottom strips, metal clip or two ring. Specify black picture corner (PIX) or metal clip (CL) when ordered. Brushed or large swirl finish also available. Models shown clockwise from top: MT2R-MIDA, MTCL-C, MTPIX-414, CHMT-A, TRIAL-A, MT2R-TOPB, MTDBL-46





Remington Double Wall Bowl w/Spoon

This 2½ oz. round double wall bowl is a sleek, trendy way to showcase sides, dips, garnishes and more!

Its contemporary design and stainless steel finish are sure to stand out in buffet lines, salad bars, and more, and the included spoon features a modern design. Hand wash recommended. Sold 6 per set.



EVERY WARE. EVERY DAY.™



EVERY WARE. EVERY DAY.™

Risers



Add height, drama and dimension to any display or buffet with ease using risers in brushed stainless steel, wood, acrylic or black powder-coated metal. Models shown—RR3, WBK3, BKRR3, AR3.



EVERY WARE. EVERY DAY.™

Beverage Dispensers

Enhance your beverage presentation with Tablecraft's cold beverage dispensers.

Perfect for all juices and chilled non-carbonated beverages. The base and cover are constructed from stainless steel, while the clear, BPA free, plastic reservoir gives a perfect view of what is inside. These beverage dispensers feature a unique removable infuser and center ice core, which keeps the beverage cold without watering it down! Model 75 shown.





Alibi™ Drinkware & Stemware



Update your barware presentation with the sophisticated styling of Alibi.

Great for outdoor and poolside beverage service. Barware is lightweight yet durable SAN and is chip, shatter and break-resistant. The thick base mimics glassware. The stemware is shatterproof polycarbonate, one piece constructed and has the clarity of glass. Dishwasher safe. Color: Clear (07).



Colored Double Wall Insulated Bowls

Double wall construction provides insulation to maintain proper food temperature—hot or cold.

Requires no preheating or chilling. Heavy gauge stainless steel will not affect taste or color of food. Will not sweat. Satin-finished interior hides scratches and wear. Dishwasher safe. Durable color finishes enhance buffet presentation. Metallic Colors: Tangelo(10), Dazzle Red(15), Cabernet(20), Cobalt Blue(25), Lemon Lime(30). Classic Colors: Green Apple(35), Brazilian Blue(40), Nugget Yellow(45), Pearl White(50), Fire Engine Red(55), Black Black(60). NSF.



Square Bent Buffet Riser Sets

For use on table tops or under tablecloths.

Patented set of three risers to add height and interest to any buffet set up. Available in brushed Stainless Steel, Black Black, Dazzle Red or Pearl White. Heavy-duty stainless steel construction. Each set includes:

- (1) 8" Riser: 8" x 8" x 8"
- (1) 6" Riser: 8" x 7 1/2" x 6"
- (1) 4" Riser: 8" x 7" x 4"

Serving platters shown sold separately.



Harvest Collection



Stylish square dinnerware collection that makes any tabletop stand out from the crowd.

Its bright porcelain body shines. Available in a variety of shapes and sizes in vibrant blue, black, yellow and red. Microwave and oven safe up to 350°F. Dishwasher safe.



Smallwares

These tabletop smallwares are innovative, versatile and durable.



Replicating the look of glass, many of the designs have been custom-molded to solve foodservice challenges. Assorted sizes offer a variety of menu presentation options and increase profitability due to better portion control. Stackable for simple and efficient storage. Resists food chemicals. Microwave and dishwasher safe.

Bar Trays

Not just for drinks...bar trays are also great for food or hors d'oeuvres.

An essential piece of equipment for bars, restaurants and institutions. Stainless steel trays are great for catered events and add a touch of elegance to any occasion. Choose from a variety of sizes in:

- All stainless steel tray
- Stainless steel tray w/black, red or blue lining
- Black plastic tray (anti-skid)
- Brown plastic tray with cork lining
- Stainless wine tray

Optional imprinting available.



Light Your Way To A Better Dining Experience

Lighting is often overlooked as an integral part of restaurant décor. Few things can impact ambience and mood as dramatically as lighting. Many of the most desirable restaurant lighting results can be achieved by simply adding table lamps with live flame.

In this article we will highlight some guidelines for lighting a dining space. There are several things to consider when choosing lighting including: light positioning, light source, color and cost.

Light Positioning

Indirect light sources and lower positioned lighting, like table lamps, candelabras and sconces, help to create ambient, intimate atmospheres. The shadows and highlights created on the face by eye level, low intensity lighting will soften facial features and have a soothing result.

Overhead and direct lighting can, very effectively, light large restaurant areas for highly functional dining. For cafeterias, hospitals and dining halls, this type of lighting is practical and can even have an invigorating impact. However, direct lighting can create harsh shadows and highlights, exaggerating guests' facial features, for less-than-flattering results. Likewise, large areas of bright overhead light can appear somewhat institutional.

Did you know that strategically positioned lighting can help direct traffic within a space? Warmly lighted vignettes can pull guests away from adjacent darker spaces. Likewise, brightly lit lobbies and waiting areas can create tension and encourage guests to continue moving into warmly lit, more inviting areas.

Light Color

Light color defines the mood of the dining space. Natural candlelight is without question the warmest and coziest light source available and its impact on a table setting can be dramatic. Cooler-colored, man-made light can add energy and brightness to a space and be a very practical choice. For any operation, lighting color should be carefully considered when choosing light sources.

Depending upon your goal, you can use man-made light sources to replicate different kinds of daylight.

Light Sources

If your goal is a very bright, daylight setting, then cooler colored sources, like fluorescent tubes, compact fluorescent bulbs and halogen bulbs are the best choices. These sources can offer the brightest, whitest light and help create vibrant, energetic environments. One of the negatives associated with these bulb choices is their lack of warmth and sometimes clinical-looking results.

For warmer, cozier settings, Incandescent Bulbs are best. Most residential interiors have relied on incandescent lighting for its warm, welcoming color. The biggest drawback of the incandescent bulb is its inefficiency. Compact Fluorescents have taken over the residential market based on their significant energy saving benefits.

Natural Candlelight, the warmest light source, is a very popular choice for table lighting. The amber-colored glow and flicker of candlelight flatters human skin tones. Moreover, light from a live flame provides an intimacy and comforting ambience not possible with other man-made light sources. There is a very romantic and natural appeal to candlelight that is hard-wired into the human psyche.

For even moodier settings, red and amber colored glass shades will transform light sources into deep, rich tones.

Combining light sources within a space will often yield the best results for dining. This approach allows for the most flexibility and gives the option to adjust lighting at various times of day and for different types of events. A blend of man-made overhead light and natural candlelight table lamps is ideal.

Lighting Does Influence Behavior

Candlelight table lamps can enhance the overall perceived image of a dining room. A room with atmospheric dinner lighting, set off with small real candlelight table lamps, will create a much more comforting feeling than the same room set with full light and no table lighting.

Creating a feeling of comfort will make your guests want to stay longer and come back more often. Something as simple as adding a candle to the table and dimming the overhead lights can have a dramatic impact on your patron's mood and behavior.

Table Lighting is Affordable

A \$20.00 lamp used in a restaurant on a four top with 1.5 turns per night, 6 nights per week will cost about 2¢ per meal over a three-year period. This includes the cost of the lamp itself and the cost of burning lamp fuel. There is no doubt that the impact of this warmer ambience on the total perceived value of the meal will be far greater than 2¢. Table lighting is possibly the most cost effective way to significantly change the look of the table and enhance the dining experience.

What type of lighting is best for you?

When working with your designer, be sure to address lighting early in the process and don't forget about the table lighting. All restaurant operations have different goals and needs and you should make sure your designer understands your vision of perfect table ambience. The guidelines presented here on light positioning, color and cost should supply you with enough information to get you started on the right path.

Source: Joel Nye, Sales Development Manager, Hollowick, Inc. Joel has nearly twenty years experience in foodservice tabletop marketing and design.



Recipe

Pineapple Mango Compote

Ingredients

Juice of: 1 Orange, 1 Lime
¼ C Coconut Milk (unsweetened)
¼ C Muscovado Sugar or Simple Syrup 3T
½ C toasted macadamia nuts (optional) for garnish
1/3 fresh Yellow Gold Pineapple cored and quartered
4 fresh FIRM Mangos peeled and seeded
Fresh mint to taste

Directions

VARIABLE SPEED:

Place ingredients in blender with the juice and milk, and sugar blend for 20 seconds on medium.

CHOP FUNCTION ON LOW:

Add pineapple then mango chunks with mint on top. Put speed on one and press chop, increase speed until consistency desired is reached. Serve on Coconut Rice

Recipe Courtesy of Hamilton Beach



Tournant™ Food Blender

The Tournant does it all—Chop, Mix, Puree, Grind, Emulsify, Blend!

For busy chefs, top performance is essential. The Tournant™ is engineered to give chefs the blending confidence and control they need. Make Hummus, Salsa, Mayonnaise, Dressings, Flours, Compotes. It truly is the TOURNANT (English translation- “Chef who does all things”) in the busy food service kitchen! And, with its patented “chop” feature, working with heavy ingredients and thick emulsions are all “in a day’s work”! Model HBF600 shown.



Find more creative recipes for your collection, a video on this powerful blender and more.

Pepper Mills

Chef Specialties pepper mills carry a lifetime warranty on the grinding mechanism.

Chef Specialties’ contemporary Pueblo Mills and Set are crafted with grinding mechanisms that are made in the U.S.A. Our stainless steel grinders are tempered to withstand the rigors of commercial use. Mills are adjustable from very fine to coarse. Pueblo bodies are a mocha brown finish that complements most restaurant decors. The wood is accented with a brushed steel ring between the top and base. This ring is an integrated turnplate for the pepper mill, and is fastened to the top by three screws.



CHEF SPECIALTIES



TruFlame™ LED Wax Pillars

Up to 450 hours of run time.

smart candle[®]

Smart Candle's TruFlame™ LED Wax Pillars create the most realistic flame color and flicker available in LED. Control the beauty and ambiance of your environment with ease—candles operate by remote control (included) or built-in 3-stage timer. Safe and durable, these flameless wax pillars are designed for years of continuous use. Limited one year warranty.



Zen™ Lamps

Soothing and serene, Zen™ lamps offer natural stone bases in four distinctive varieties.

All Zen bases are cut from real stone, making the color and texture of each base unique. Uses HD26, HD17 and HD12 fuel cells.



Disposable Fuel Cells

Labor saving—just place in lamp and light.



HD12



HD17



HD26

The best liquid wax lamp fuel available—burns cleaner than solid wax candles. Non-staining and no melted wax mess. All Hollowick lamps can be used with our disposable fuel cells. Sold by the case. Safe to use on the tabletop and there are no shipping restrictions, storage limitations or insurance worries.



Squares

Spice up your table with a new look.

Unique square designs for the creative chef inspired to create new dishes and menu presentations. Made of fully vitrified porcelain that is safe for dishwashers and microwave ovens. A variety of color are available—White, Eggshell, Porcelain White, Black, Cilantro, Cobalt, Saffron and Cinnebar.



AlumaTux Specialty Collection

**New Aluma Tux—
Where quality and elegance
meet value and service.**

Not only is this collection ideal for fine dining and banquet halls, but also for those operators that want a more durable, light-weight and upscale product that can take the abuse of a fast-paced restaurant environment without breaking their budget. Choose from a variety of shapes and sizes.



**Make an impression before they
even walk through the door.**



A-Frame Sidewalk Boards

**Great for restaurants, pubs, markets
and retail stores.**

Broadcast your message with A-Frame Sidewalk Boards. Features include steel reinforced corners, weather-resistant hardware, unique plastic camel floor leveling system and full width aluminum hinges. Choose from traditional solid oak wood frame with either clear lacquer or cherry finish or modern aluminum frame with either clear anodized or black powder coated finish. Four writing surfaces to choose from—white or black markerboard, black acrylic or black chalkboard. Available in two sizes—42"Hx24"W or 42"x18"W.





Virtuoso Chafer Collection

Constructed of heavyweight stainless steel with mirror finish.



Beautiful high end elegance for both traditional and modern settings. Roll-top cover can be opened to various positions up to 180° for easy access. Choose 8 qt. or 6 qt. capacity. Includes food pan, water pan and fuel holders.

Valuable tools to help you safely create and store your valuable menu items.



DateIt™ Food Rotation Labels, Dispensers & Portion Bags

Have you had a tough time sticking to labeling systems?



DateIt™ Food Rotation Labels, Dispensers and Portion Bags are available in an internationally recognized color-coding system for food safety and inventory rotation. Labels come in a variety of adhesives, including Permanent, Removable, Dissolvable and DuraPeel™ and are available by the roll or by the case. So order the quantity and style which best fits your needs!

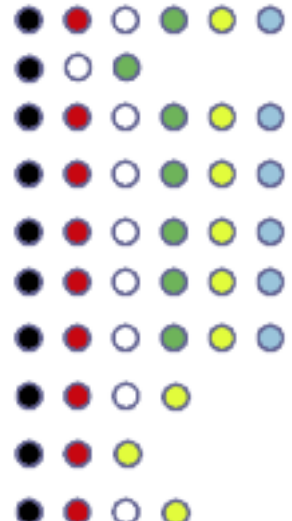
Color-Coded Knives



Guard against cross-contamination by using different colored knives for each culinary task. Color-coded knives also allow chefs to cook with their favorite color, match corporate colors, or simply brighten up their kitchens. All color-coded products feature no-stain, high-carbon steel blades and polypropylene handles and are NSF approved with anti-microbial protection, meeting all foodservice industry standards for sanitary and hygienic utensils. Colors available as shown.



- A Santoku w/Granton Edge 7" #5604-7GE
- B Utility w/Wavy Edge 6" #5622-6E
- C Utility w/Wavy Edge 8" #5622-8E
- D Offset w/Wavy Edge 7" #5620-7E
- E Offset w/Wavy Edge 9" #5620-9E
- F Cook's 8" #5610-8
- G Cook's 10" #5610-10
- H Paring, Chef's Style 3 1/4" #5601-3 1/4
- I Boning, 6" Curved Semi-Stiff #5607-6
- J Slicer w/Wavy Edge #5627-10E
- K Turner 8"x3" #5683
- L Turner 8"x4" #5682
- M Spreaders w/Wavy Edge 3 1/2" #5688E-3 1/2





Freya™ Collection by Walco



Freya™ 18/0 Norse Goddess of Love. Scandinavian design featuring stand up 420 stainless knives, forged handles in a mirror finish. Very modern style featuring the latest trend in flatware, stand up knives. Highest quality mirror finish 18 chrome stainless you can buy. Affordable and magnetic so you can protect your investment with flatware retrieval systems.

Steak Knives

The right knife for you with savings!

Walco's steak knives are known for long-lasting blades that hold their edge and maintain their shape. Choose from a large assortment of steak knives to meet your every need!



Idol™ Chafer Collection by Walco

Glass lid lift top chafers and soup station that are banquet ready!

Self closing, vented glass lid keeps food presentations from drying out. For added versatility the body, removed from the stand, can be used on an induction table. Magnetic, steel clad bottoms insure excellent heating. Model W19LGL shown.



Decorative Lighting Collection- Natural Glow Candles



Insist on quality that glows!

In addition to being an inviting décor feature, experts report that candle lighting can improve moods, soften distractions, lower noise levels and create an aura of intimacy. Our new, improved line of natural wax candles offers you a choice of popular styles and sizes that deliver on every count:

- Premium paraffin/palm-blend wax
- High quality trouble-free wicks
- Odorless and clean burning
- Consistent, reliable burn times

Get the latest **KITCHEN BIZ**

Read about new products, updates, innovations and industry trends.
<http://kitchenbiz.blog.com>



Slate Display Stones

Natural slate food pan trays retain cold and heat making them ideal for serving food on buffets or table side.

For cold dishes, such as cheese, paté, cured meats, desserts, simply place in refrigerator 30 minutes before serving. For warm dishes, such as grilled fish or grilled vegetables, place slate in preheated oven to retain heat throughout the duration of the meal. Comes with felt pads on the underside to avoid slipping. Hand wash recommended.



Porcelain Hotel Food Pans

Hotel pans have standardized sizes to fit into universal racks, heating elements and walk-in coolers.

The porcelain pans offer a classic alternative to stainless steel, polycarbonate and polypropylene counterparts. Porcelain is broiler-proof, shock-resistant, microwave and dishwasher safe. It can retain a wide range of temperatures from extremely hot to freezing. The Induction Porcelain Hotel Pans have a built-in induction heating system with encapsulated iron beads that actually conduct the induction cooking.



Creative Dining, Supplies and Articles Inside

Table Setting Guide and Tips

Ideal Lighting for your Restaurant

Special Recipe



Please check with our Customer Service Department as some items may need to be special or factory ordered. Allow 2 weeks for delivery. In some instances, cases may not be broken or broken case charges may apply. Not responsible for typographical errors. ©2012 SEFA, Inc.