

September 2020
Newsletter



1900 Phillips Field Road
Fairbanks Alaska 99701
(907)458-0000
fax (907)452-2201
(800)478-2371



CREAMER'S FIELD
TRAIL IN THE FALL

AUTUMN EQUINOX

Even though this year feels like the world has turned upside down, the earth keeps traveling around the sun as usual. The Autumn Equinox occurs on Tuesday, September 22nd when the sun crosses the equator from North to South and the hours of night and day are roughly the same all over the planet. Here in Fairbanks it means the height of beautiful fall weather.

CANCELLED:

Equinox Marathon in Fairbanks

Oktoberfest in Munich

RESTAURANTS STILL DEALING WITH THE PANDEMIC

Covid-19 new cases reported in the last week of August averaged 72 new cases per day. That's 9.8 per 100,000. This indicates that cases are still increasing, although slowly.

Restaurants that want to survive but keep their staff and customers safe, must maintain consistent safety protocols.

Last month, CHARR cited an internal survey that found over 80% of its members would support safety mandates instead of recommendations. **CHARR**, the Alaska Cabaret, Hotel, Restaurant and Retailers Association is asking Gov. Mike Dunleavy to implement binding, statewide mandates on the restaurant and bar industry, instead of its

current recommendations, which are voluntary.

Although Covid cases are still increasing, we need to work together to keep it from getting worse.



RECIPE: MIDDLE EASTERN STEAK & FRIES

Use our new tenderized steaks for a meal that will work for take-out or dine in

INGREDIENTS:

- For the Schug (Spicy Herb Garlic Pepper Sauce):**
- 1 cup Italian parsley, stemmed
- 1 cup Cilantro, stemmed
- 1/2 each Lemon, zested and juiced
- 1 Tbsp. Coriander, ground
- 1 Tbsp. Cardamom, ground
- 1 Tbsp. Kosher salt
- 5 each Serrano chiles, stems removed
- 4-5 each Garlic cloves
- 8 fl. oz. Olive oil
- 8 each Tenderized Sirloin Steak, #844800, cut into cubes
- 12 fl. oz. Ranch dressing
- 1 bag Conquest Fries, #205
- 1/2 cup Feta cheese, crumbled

INSTRUCTIONS:

- Step 1. Prepare the Schug.** Combine herbs, peppers, garlic, and spices in the bowl of a food processor and pulse into a coarse paste. Stream in the oil and combine.
- Step 2.** Marinate the beef by tossing with 1/2 of the Schug paste. Cover and refrigerate for 2-3 hours allowing the flavors

to marry. Prepare the skewers by adding 4 pieces or 4 ounces to each soaked wooden stick. Combine the remaining Schug paste with ranch dressing in a bowl.

Step 3. For each serving, grill 2 skewers to requested doneness and prepare 8 oz. of French fries according to the package directions. Drain excess oil, salt, and transfer to serving container or plate. Top fries with 2 beef skewers, sprinkle with 1 Tbsp. Feta cheese and serve with a 2 oz. portion cup of Schug ranch on the side.



KRISPY KREME OPENS NEW STORE IN NEW YORK

This month, even in the middle of a pandemic, Krispy Kreme is opening a flagship doughnut shop in Times Square. After a three-month delay because of the Corona virus, the 24-hour, 4,500-square foot Krispy Kreme — part “doughnut theater,” part doughnut factory, and part merchandise shop — will serve more Krispy Kreme customers than any of their 1,400 shops worldwide.



Containing the world's largest hot light, the nation's tallest glaze waterfall that tops a moving conveyor belt full of Krispy Kreme's original glazed doughnuts with glaze all day every day, stadium seating that looks like a box of doughnuts, and a 24-hour pickup window, the Krispy Kreme flagship fits in well with other larger-than-life retail stores in Times Square, including the Hershey Store and M&M's World.



TAKE & BAKE FAMILY MEALS

Our customer base here at Quality Sales is focused on independent businesses. As a small business, you do not have time to research national trends, much less fund your own research and marketing department. Instead, you can take advantage of what some of the national chains are doing in response to customer demand:

Taco Bell is offering an “At-Home Taco Bar” which includes 8 flour tortillas, 12 crunchy taco shells, seasoned beef, nacho chips, nacho cheese sauce, and traditional taco toppings. Also included in the kit are recipe cards, so that diners can make old favorites, as well as new dishes from their test kitchen. The kit feeds up to six and is priced at \$25.

Dunkin' Donuts has a “DIY Doughnuts at Dunkin'” decorating kit geared towards quarantined families, which includes plain doughnuts, frostings, and sprinkles.

Chick-fil-A recently added a Chicken

Parmesan Meal Kit to their menu. Kits include two seasoned, breaded, and pressure-cooked Original Chick-fil-A Chicken filets, marinara sauce, Italian-style cheeses, and creamy garlic and lemon pasta. The kit serves two adults, with prices starting at \$14.99. The chain also added “Nightly Nuggets”— recipe ideas that can be created at home using Chick-fil-A prepared foods. Each cook-at-home meal, like their Chick-fil-A Flatbread, or Grilled Nugget Stuffed Peppers, features a recipe card and a how-to video on the company's website.

Einstein Bagels is offering several versions of family meal kits, including a brunch box, which includes six bagels, cream cheese, three egg sandwiches, four twice-baked hash browns, and four blueberry muffins. It retails for \$29.99. **A Take & Make Pizza Bagel kit**, with bagels, cheese, pizza sauce, and pepperoni, is also available.

WHAT'S IN A NAME?

The Washington Redskins football team has been in the news lately after announcing that they will be changing their name. Restaurants are also reexamining their names. **Sambo's** is an American restaurant chain, started in 1957 by Sam Battistone Sr. and Newell Bohnett in Santa Barbara, California. The name was originally taken from portions of the names of its founders, Sam and Bo. Soon the restaurant found itself associated with *The Story of Little Black Sambo*. The owners capitalized on this connection by decorating the walls of the restaurants with scenes from the book, including a dark-skinned boy.

Sambo's once had more than 1,100 units in 47 states but is down to one remaining location in Santa Barbara. Last month the new owner recognized the racist history of the word and changed it to Chad's. Similarly, there is a petition in Oklahoma to change the name and logo of Eskimo Joe's.

The push for racial justice does not just stop at the name though. Operators across the country are changing hiring procedures, removing prejudiced dress codes, implementing racial justice training, and holding employees accountable for inappropriate behavior.



Old timers in Fairbanks may remember Auggie's Restaurant which was built in the early 70's and modeled after Sambo's family restaurant. The original building on Airport Road is now the home of Denny's.