

AT THE PASS



FARM-TO-FORK EATING
SEASONAL IRISH LAMB
EASTER DESSERTS



Our Team of Specialists

At Pallas Foods, we believe in supporting our customers to grow their businesses. To enable this, we have a dedicated team of product specialists available to assist and consult on product range, selection, sustainability and profitability.

This team of experienced specialists assist our customers to create menus and offerings to meet their changing requirements throughout the year. To learn more, speak to your Area Sales Manager today.

Catering Essentials

Advisors on the latest crockery and tableware innovation with packaging and cleaning knowledge to ensure the highest standards.

Seafood

Sourcing the best seasonal fresh and frozen fish and seafood from Ireland's coast and beyond.

Culinary

Our Business Review team consult on menu improvements, gross margin and the latest food trends from Ireland and beyond.

Protein

Rich tradition and expertise in beef, pork, lamb and poultry to devise the most suitable menus for customer requirements.

Bakery

Our team is available to advise on the most suitable bakery, dessert and ingredients range to suit culinary capabilities.

Fresh Produce

A dedicated team to identify the freshest and finest local and international produce to accompany every menu option.

Beverages

Our experts advise on hot beverages, soft drinks, wine and more for the most suitable accompaniment to suit menu design.





For the inside scoop on all things Pallas, check out our brand new Instagram channel @pallasfoods



PLEASE NOTE
Alcohol is available in the Republic of Ireland only



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Welcome

to the March/April edition of At The Pass, bringing fresh spring flavours into your kitchen. In this issue, we're focusing on the benefits of sustainable eating at every step of the journey from farm to fork. Learn about clever ways to cook nose-to-tail and root-to-shoot, minimising kitchen waste and inspiring creativity. Read on to find stunning new ways to celebrate Irish lamb (and be sure to enter your own creations into our competition, p.9, for your chance to win a trip to Sweden!); top-quality seafood and unique farmhouse cheeses; tips for elevating your breakfast offering; the perfect desserts for Easter, Mother's Day and St. Patrick's Day; and even more of our fabulous Irish producers, farmers and growers. We hope you enjoy every moment of this season.



Contacts

NEWCASTLE WEST: 069 - 20 200 - DUBLIN: 01 - 45 66 550
EMAIL: sales@pallasfoods.com - WEB: www.pallasfoods.com



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FOOD IN FOCUS FARM TO FORK

The farm-to-fork movement took root in 1970s California, when chefs like Alice Waters of Chez Panisse first began advocating for sourcing local foods. With increased demand from consumers to see supplier stories on menus, provenance will continue to be a key trend for 2020. Pallas Foods works closely with local and artisan farmers, growers and producers from every corner of Ireland to bring fresh produce straight to your kitchen.



Pallas Foods is your connection to Irish, local and artisan producers, bringing quality food to your kitchen and your customers' plates. Taking advantage of this service provides many benefits:

- Encourages a greater understanding of where food comes from, amongst both staff and customers.
- Keeps money within the Irish economy, nurtures small businesses and strengthens communities.
- Provides an attractive marketing point to today's ethical, environmentally-conscious consumer.
- Minimises food miles, benefitting the environment and saving on transport costs.
- Maximises freshness in your products.
- Embraces seasonality.



Make an impact on your menu by calling out your producers by name; the storytelling element of where your food comes from has never been more important.

Flip to p.34 to learn about our Kitchen Innovation Solutions service. Exclusive to Pallas Foods customers, we can help assess and invigorate your food offering with input from our team of culinary experts, linking you with local producers and growers around the island of Ireland.

BREAKING IT DOWN



The produce-based equivalent of nose-to-tail, root-to-shoot means making good use of every part of the plant; every leaf, peel and stem has a wealth of valuable nutrients. Offer crisp, fried potato skins as a pre-dinner snack; make unique cocktails by infusing spirits or simple syrups with fruit or vegetable peels; use stalks and stems in slaws, soups, stocks or even hummus, or coat them in tempura and deep-fry until golden; or whizz up salsa verde out of carrot leaves, radish greens or fennel fronds.



Nose-to-tail



Nose-to-tail is not a new idea, but rather a return to a more traditional way of cooking and eating. This approach means making clever use of cheaper cuts and offal — the fifth quarter — and consequently can reap higher gross profit margins and encourage creativity in your kitchen.

Why not challenge yourself to use as many different parts of the animal as possible? At Pallas Foods, we can supply a wide range of Irish products to match your needs. Start with our lamb neck recipe on p.6, a hugely underrated, cost-effective cut that's big on flavour; or turn to p.8 to find new ways to use tender lamb shoulder.

Flip to p.10 to learn more about our in-house butchery.

24-hour maple Slaney Valley Irish lamb neck with rosemary and butternut squash risotto

Serves 2

For the lamb:

100ml maple syrup 100535
1 tbsp smoked paprika SP199
1 lamb neck approx. 450 gr LM111

For the risotto:

40ml olive oil
30g shallots, chopped VW801
½ tsp garlic, chopped VW724
100g risotto rice RC104
100g butternut squash, diced VP719
100ml white wine
Vegetable stock (hot)
60g Parmesan, grated CH3581
40g butter, diced
1 tsp fresh rosemary, chopped HB559

To serve:

150ml lamb jus

1 Mix the syrup with the smoked paprika and thoroughly coat the lamb.
2 Vac pack the lamb and place in boiling water for 30 seconds, then in a water bath at 57°C for 24 hours.
3 To finish the lamb, remove from the vacuum bag and add the remaining juices to the lamb jus.

4 Season the lamb and seal off in a pan with a little oil until nicely coloured and caramelised.

5 For the risotto, heat the olive oil in a heavy bottomed pan. Add the shallots and garlic and cook gently until soft and translucent.

6 Add the risotto rice and continue to cook gently for a few minutes until toasted. Add the butternut squash and cook for another minute.

7 Add the white wine and stir until absorbed. Add a couple of ladles of hot vegetable stock at a time and bring to a gentle simmer.

8 Cook until the stock has been absorbed, then continue to add a couple of ladlefuls at a time until the rice is just under cooked or "al dente," — this should take around 17 minutes.

9 Stir in the grated Parmesan, diced butter and chopped rosemary.

10 To serve, place the risotto in the centre of the plate. Carve the lamb and place on top (it should be beautiful and pink). Serve with some lamb jus mixed in with the remaining lamb juices.

493255

Principle white
coup pasta plate
26cm 3 Per Case



MATCH IT

Intense red ruby colour, with a violet hue. A complex nose of cherry, blackberry, violet, sweet spice and dry flowers, with light oaky hints. Gentle and charming on the palate, with smooth tannins, proper freshness and delicious mineral finish. The savoury notes of Sangiovese make this an ideal wine for this lamb neck.



491901 Fonte Della Vigna Sangiovese Merlot 6x750ml

LOVING LAMB

WE CHAT TO WILLIAM HAMILTON, WICKLOW-BASED FARMER FOR SLANEY VALLEY LAMB



What makes Irish lamb special?

The Irish climate is particularly suited to rearing animals, especially sheep. I've heard the phrase "our grass is our gold," and I believe it comes from the quality of our water, which leads to fertile soil and excellent grass growth for our lambs. This allows us to leave the lambs outside nearly all year round; I only bring my ewes in before lambing to give them an extra bit of care.

What is a typical day on the farm?

Here in Co. Wicklow, I am close to Lugnaquilla mountain, so my land is quite steep in places — my day usually begins with walking (or climbing!) to check my stock and make sure they are watered and the night has not brought any surprises. At this time of year, I will be looking after my ewes to make sure they are fit and healthy for the lambing period, and checking that my shed, or "maternity ward," is ready for all the new arrivals.

How long have you been farming Irish lamb?

I have been working on the farm all my life with my parents. My mother comes out with me to help every day and is still an integral part of how the farm runs.

How would you describe Slaney Valley products? What makes them unique?

Slaney Valley Lamb is naturally produced Irish lamb that is sourced exclusively from farms like mine in the Republic of Ireland, so you always know where it's coming from. We feed our lambs a grass-based diet, which gives the meat its unique taste. Slaney Valley offers a wide range of cuts of lamb and can supply whatever you need. We have a huge focus on quality and only use lamb of the highest standard. Once my job as the farmer is done, Slaney Valley uses a slow-chilling regime on the bone to maximise tenderness, and the lamb is then vac-packed to keep it tender and flavoursome.

What do you love about your work?

I love that my work is both different and the same every day. I have tasks that need to be completed each day to tend to the livestock, but I'm also working with living animals and in the great outdoors, so you never know what is going to be presented to you when you get up in the morning. As the seasons change, different activities or chores need to be completed: harvesting, shearing, fencing, etc.

What's your favourite way to eat your lamb?

Loin chops are my favourite cut. I just like to pan-fry them with a bit of butter. I recently saw a shanks recipe that is marinated overnight; I'm looking forward to trying that out.

PERFECT PAIRINGS...

Don't forget these classic flavour accompaniments for Irish lamb.

Z494305	Knorr Herbs: Pureed Garlic 2x750g	
MS519	Ballymaloe Mint Jelly 1.5Kg	
HB602	Dried Rosemary 275g	
Z494011	SFC Thyme 165g	
Y179	Santa Maria Ground Cumin 430g	
SP294	Santa Maria Crushed Cracked Black Pepper 400g	
25690	Brakes Red Cooking Wine 10Lt	
V96	Dijon Mustard Bucket 5Kg	



MATCH IT

Blackcurrants, friendly tannins and a spicy quality are the predominant features of this full-bodied wine. Notes of fresh red myrtle-berries and blackcurrants are complemented by elegant hints of chocolate.

491893 Otra Tierra Cabernet Sauvignon 6x750ml



CS1163
Pizza Plate 11
inch 6 Per Case

Slaney Valley Irish lamb shoulder, three ways

Serves 4

For the lamb:

1 Slaney Valley shoulder of lamb LM144
2 garlic cloves VW737
2 sprigs of rosemary HB103
150ml olive oil OL102
Sea salt
Black pepper

For the purée:

2 carrots
20g butter DY116
2 shallots, finely diced VW801
1 garlic clove, crushed VW737
¼ tsp cumin powder
Sea salt
Black pepper

To serve:

4 sage leaves
Oil, for frying
Herb oil
Red wine jus

1 First, open the shoulder and remove the bone, which can be used to make stock for the sauce.

2 Remove the muscle over the shoulder blade and roll it tightly, then vacuum pack and sous vide at 65°C for four hours. Cool the muscle, then slice very thinly and place in a dehydrator at 60°C for 18 hours. Reserve until serving.

3 Take the largest two muscles and roll tightly in cling film, then vacuum pack. Sous vide at 65°C for four hours, then cool. Once cool, cut the roll into four pieces and reserve.






4 Marinate the remainder of the

shoulder in the olive oil, rosemary and garlic for four hours, then roast at 110°C for seven hours. Press the shoulder in a fridge overnight, then cut into four rectangles.

5 For the purée, poach the carrots in salted water until soft. In a separate pot, melt the butter and cook the shallots and garlic until soft. Combine the carrots, shallots, garlic, cumin, salt and pepper in a food processor and blend until smooth. Season and pass through a fine sieve.

6 Deep fry the sage leaves until crisp.

7 To serve, fry the shoulder steaks and slow roasted pressed shoulder until coloured, then heat through at 160°C. Smear a little of the purée onto a plate and add the steak and pressed shoulder. Top with three discs of the lamb crisps. Finish with the crispy sage, a little herb oil and red wine jus.

LM144	Slaney Valley Lamb Shoulder Easy Carve 1.4-2Kg	
LM639	Slaney Valley Lamb Tagine 2.5Kg	
LM635	Slaney Valley Lamb Whole Neck(Cook in Bag) 2.2-3.4Kg(2 per Pac)	
LM529	Slaney Valley Lamb Leg Carvery B/R/T 2.4-3Kg	
LM546Z	Slaney Valley Lamb Forequarter Shank x12Kg Frozen	

WIN A TRIP TO STOCKHOLM

From Slaney Valley

We are delighted to team up with our long-standing partner, Slaney Valley, and are challenging the chef community to demonstrate the versatility of Irish lamb in an exciting new competition. To enter, simply create a dish using Slaney Valley Irish Lamb Shoulder on the Bone.

Prize

Win an all-expenses paid trip for two to Stockholm in September including flights, accommodation in the Hilton Stockholm and dinner in the ★★★ Michelin restaurant Frantzén.

How to enter:

- 1 Produce a dish using Slaney Valley Irish Lamb Shoulder (493132)
- 2 Submit your entry online, including photo and recipe, to www.pallasfoods.com/lambcompetition
Closing date: April 24th at midnight.
- 3 The semi-finals will take place on May 12th & 13th in Pallas Foods Dublin Development Kitchen.
- 4 The finals will take place on May 28th in Pallas Foods Dublin Development Kitchen.
- 5 For more information and terms and conditions, visit www.pallasfoods.com/lambcompetition.





PALLAS CRAFT BUTCHERY

Craft the perfect steak for your plate

At Pallas Foods, we have over 50 years of invaluable craft butchery experience, and are proud to offer you the services of our state-of-the-art craft butchery, based in Dublin. Our fully qualified and highly skilled master butchers will carve the perfect steaks to your exact specifications, cutting and wrapping to order to guarantee that you receive the very best quality Irish beef, every time. This bespoke butchery service is available to Pallas Foods customers nationwide.

How can we guarantee the best quality meat? All of Pallas Foods' beef is Irish Nature and Irish Hereford Prime, supplied by our longstanding partner ABP. Hereford beef is defined by its finely grained marbling and characteristic taste and tenderness, and our award-winning certified Hereford Prime Beef consistently delivers traditional quality and flavour. ABP's dedicated supply chain works with Irish farmers raising Hereford cattle on Ireland's lush green grass. In 2019, their Irish Hereford Prime won the Irish Quality Food Award for Best Ribeye Steak in Foodservice.

Our beef is fully traceable from farm to fork, hand selected from cattle

aged under 36 months. ABP uses a patented ultra tender process, ensuring that you receive products of consistently superior quality all year round. The matured beef is then delivered straight to our craft butchers so that they can cut the best bespoke steak for your needs.

Contact your local specialist today!

Nigel McCauley
Protein Specialist, Northern Ireland
0044 7818 720885

Neil Brislane
Protein Specialist, Southern Ireland
087 0615554

Christy Broe
Protein Specialist, Leinster
087 2943112

DID YOU KNOW?

Ireland has the longest grass-growing season in the EU due to frequent rainfall and a moderate temperature. This makes Irish Hereford Prime beef:

- High in calcium, magnesium and potassium
- Natural
- Sustainable
- Low in saturated fat
- High in vitamins B and E
- Always Ultra-Tender®



490587 Irish Nature Beef Centre Cut Fillet Steaks 12x170g

490591 Irish Nature Beef Centre Cut Fillet Steaks 12x227g

BF428 Irish Nature Beef Rib-Eye Steaks - Pack 10x227g

491055 Irish Nature Beef Rib-Eye Steaks - Pack 10x283g





Meet the farmer:
Michael Cleary
*Irish Hereford
Prime farmer*

"My farm is situated in Co. Offaly near a small village called Shinrone, and I've been farming for over 35 years. My focus is mainly calf to beef. We buy 3-4 week old calves in the springtime, and all of our calves come from neighbouring farms. We find Herefords are very hardy and docile. They're also an early maturing breed, which this cuts our carbon footprint. We rear the calves on milk powder to 12 weeks old. Depending on the weather, we like to get them out eating grass as early as possible. We have found that the longer that we have our cattle at grass, the healthier they are, so they're housed for as little of the winter as possible. Once they're reared, we hand-pick the fittest cattle and bring them to ABP Nenagh.

We slaughter our animals in ABP Nenagh through a producer group called Irish Hereford Prime. The advice that we get from the procurement officer in ABP is very helpful, as there are strict criteria for the conformation, fat-score etc. Farmers are adaptable by necessity, and we learn to produce the cattle that the market requires; as a result, we receive a bonus payment from Irish Hereford Prime. Over the years, we have produced cattle of an increasingly high standard and almost all our cattle hit the criteria set out by Irish Hereford Prime. These high standards for quality and consistency are what makes ABP beef so special.

What I like most about ABP are the facilities that they provide in the lairage and collecting areas for our animals. They provide a stress-free environment for our cattle pre-slaughter, and ensure that they are as relaxed as possible and treated with respect. The staff is well trained, farmer-friendly and animal-friendly. I believe that the way that cattle are treated in ABP contributes to the fact that the beef is of the highest quality and tenderness.



Meet the customer:
Richie Wilson
*Executive Chef,
Fire Restaurant*

"We go to Pallas Foods for the vast majority of the products we use. Being able to use one supplier makes life easier from an accounts and ordering point of view — it's not quite a one-stop-shop, but it's close. At Pallas, they respect the individuality of their customers' demands and give us the level of control that we're looking for. We dictate our menus, and they stock what we ask for. That makes a massive difference.

It means a lot to have a strong relationship with ABP and Hereford Prime — both recognisable brands that we trust implicitly. Their quality control is tip top. The combination of the Pallas, ABP and Hereford Prime brands together makes the perfect partnership for us. When I visit ABP, there is still the feeling of using a corner butcher, albeit on a massive scale. The level of personal service is second to none. In all my time going there — no matter what I ask for — nobody has ever told me that I can't have what I want. They will always check it out and come back with a 'yes'. It's like having a relationship with the local butcher, the farmer and the delivery man all in one.

Hereford Prime beef is of excellent quality and the way ABP handles it is unique, right from the moment the farmer hands it over. The farmer has

put everything into that beef; to hand it over to people who didn't treat it with the same respect would render all of that hard work worthless. ABP cares about the beef just as much as the farmer does, and that is evident in their treatment of it. Everything they do is extremely transparent, and that makes us trust them even more.

We've been using Pallas for 10 years. Finding kitchen staff is difficult as it is, so finding a chef who specialises in one area — like butchery — is borderline impossible. The benefit of using Pallas Butchery is that I can trust them to do the job for me. We still put our take on every cut that comes into us, but there's a fantastic level of reliability and consistency. There's also the comfort of knowing that, on the rare occasion that something isn't right, the onus is on them to take it back and do it right.

Ultimately, it's about the people. When you're working with food, you need a personalised service — people at the coalface who know what they're doing. The people in Pallas, ABP and Hereford Prime understand their customers and work closely with us to build trust. They are very good at what they do, and we have great appreciation for that."

What the specialists say: **Christy Broe**

Pallas Foods Protein Specialist, Dublin

"Irish Hereford Prime is exclusive to Pallas in the foodservice market. Our Gold Medals in the World Steak Challenge prove that this is a premium offering. All of our beef goes through ABP's Ultra Tender process, pioneered by ABP to create the most tender and consistent beef on the market.

The bespoke butchery service brings

our expertise and skills into the chef's kitchen so they can produce the best dishes possible. Chefs can bring their ideas to us, allowing us to create something unique for them. We now produce over 150 bespoke lines created by our customers, meaning we are a major cog in the everyday workings of a kitchen. We provide a consistent product and put real care into what we produce."

ON THE BUTCHER'S BLOCK

493385

Principle White
Flat Plate 31cm
3 Per Case

MATCH IT

Aromas of liquorice and blackberries combine over vanillin cedar and spice notes. Medium-bodied, the palate has juicy flavours of blackberries and liquorice. Medium length with a modest aftertaste: just what is needed with a succulent ribeye.



491907 Wakefield River Shiraz 6x750ml

Seared rib eye of Irish beef with beef marrow mash, creamed spinach and watercress butter

Serves 4

1 Irish Nature beef cube roll BF403
Sea salt 107035
Black pepper SP293

For the watercress butter:

20ml extra-virgin olive oil
2 shallots, finely diced VW801
1 garlic clove, crushed VW733
1 tbsp parsley HB109
3 tbsp watercress HB346
4 anchovy fillets FS998
150g butter, softened DY116

For the cream reduction:

2 shallots, finely diced VW801
1 garlic clove, crushed VW733
200ml white wine AL402
300ml cream DY228

For the mash:

50g butter DY116
100ml milk 459064
400g hot mashed potato
80g beef marrow BF1192Z
2 shallots, finely diced VW801
1 garlic clove, crushed VW733
1 tbsp tarragon 491016

For the spinach:

20g butter DY116
2 shallots, finely diced VW801
1 garlic clove, crushed VW733
200g spinach SL328
Nutmeg SP180

To serve:

Red wine reduction

1 Roll the beef tightly in cling film, securing both ends. Chill overnight.
2 Blend the butter ingredients in a food processor, then fold in the butter. Roll into a cylinder and chill until set.
3 To make the cream reduction, pan-fry the shallots and garlic until soft,

add the white wine and reduce by two-thirds. Add the cream and reduce to sauce consistency.

4 For the mash, melt the butter in the hot milk. Add the hot mash and mix well. Cut the marrow into chunks and pan fry with the shallots and garlic, then sprinkle with some tarragon.

5 Place the mash in a copper pot. Sprinkle the marrow with sea salt and add to the top of the pot of mash.

6 Slice the cube roll into 280g steaks.

7 Heat a heavy pan until smoking, then add oil. Season the steaks and pan-fry until cooked to your liking.

8 Rest the steaks. Melt the butter and sweat off the shallot and garlic. Add the spinach and cook until wilted, then add the cream reduction and season with salt, pepper and a little nutmeg.

9 Thinly slice the steak and place on a large tray or board. Place the copper pot of mash on the side, followed by the creamed spinach. Top the steak with two discs of watercress butter and serve with a red wine reduction.

BF471 Irish Nature Jacobs Ladder Beef Spare Rib 1.6-2.2Kg

BF842 Irish Nature Beef Feather Blade 2.5-3.5Kg

BF377 Irish Nature Beef Corned Silverside Halved 2.4-3.6Kg

490596 Irish Certified Hereford Prime Striploin Steaks - 2x(5x283g)



FROM OUR WATERS

493155

Lifestyle Artichoke
blue - Pasta Plate
26cm 6 Per Case

MATCH IT

A classic example of why Chilean Sauvignon Blanc is so popular. Crisp and very refreshing, Otra Tierra offers an abundance of crisp and refreshing tropical fruit flavours and zingy acidity — perfect with pan-fried seabass.



491892 Otra Tierra Sauvignon Blanc 6x750ml

Pan-seared seabass and scallops with gnocchi, vegetables à la grecque, chicken velouté

Serves 1

- 1 shallot, chopped VW802
- 1 garlic clove, halved and chopped VW733
- 2 bay leaves HB601
- 100ml chicken stock G57
- 100ml double cream DY231
- 20g coriander seeds Y181
- 20g fennel seeds PU304
- 20g whole black pepper SP293
- 150ml olive oil 100262
- 50ml white wine 25696
- 50ml water
- 20ml white wine vinegar 2032
- Salt
- 80g tarragon, chopped HB557
- 1 tin of sweetcorn 127124
- 1 pack rainbow baby carrots VW573
- 50g cauliflower florets VW703
- 3 scallops FS1217Z
- 1 seabass fillet FS1023
- 60g gnocchi E227
- 80g butter DY571
- 30g curry powder 33582
- 5 asparagus spears VW699

1 fresh lemon FW611

1 unit candy beetroot VW217

- 1 Sweat the shallot and half of the garlic in a little oil. Add one bay leaf and chicken stock, bring to the boil and turn down to a simmering heat. Reduce to one-quarter of the amount. Add the double cream and reduce again to one-quarter. Thicken slightly and strain through a sieve, then transfer to a fresh pot and set aside.
- 2 For the à la grecque liquor, combine the following in a heavy-bottomed pot: 1 bay leaf, 4 coriander seeds, 8 fennel seeds, 4 peppercorns, 50ml of olive oil, the white wine, water, white wine vinegar and a sprinkle of salt. Bring to the boil then turn down to a very gentle simmer.
- 3 Combine the fresh tarragon with some salt and the remaining garlic. Stir in 50ml olive oil. Set aside.
- 4 Simmer the sweetcorn in a pot of salted water until really soft. Strain, season and blitz, then pass through a sieve to form a smooth purée.
- 5 Prepare the carrots and cauliflower florets and place into the à la grecque liquid and cook for about six minutes.
- 6 Remove the roe from the scallops

and pat dry with kitchen paper.

- 7 Prepare the seabass checking that all the pin-bones are removed. Score the skin with the knife.
- 8 Cook the gnocchi in boiling salted water for three minutes. Remove from the water.
- 9 Heat some oil in a non-stick pan. Add the seabass skin side-down and use your fingers to hold it out flat. This helps the skin gets lovely and crispy and ensures the fish cooks evenly. Cook for around four minutes, then turn over the fish. Cook for three minutes, then add the butter and baste the fish in the butter. Turn off the pan and let the fish sit in the pan.
- 10 Heat some oil in another pan. Season the scallops with equal amounts of curry powder and salt. Cook in the hot pan for one minute per side. Add some butter to glaze, then remove to a tray and place under the grill for two minutes.
- 11 Heat some butter in a pan and heat the gnocchi and asparagus, seasoning to taste.
- 12 Segment the lemon, sprinkle with some sugar and blowtorch until burnt. Plate up all of the components along with the candied beetroot.

493255

Principle white
coup pasta
plate 26cm 3
per case



MATCH IT

Crisp gourmet rosé with notes of fresh red fruits. The Grenache contributes body and sweetness. Serve between 6 and 8°C. This wine has a taste of holidays and is perfectly matched with the halibut and ham jus.



492096 Roquende Reserve Rose 6x750ml

Halibut with oyster tartare and ham jus

Serves 4

4 halibut portions 492162
Butter DY778

For the ham stock:
1 ham hock, deboned and diced 478179
3 carrots VW724
2 leeks (white part) VW655
2 onions 490232
2 celery stick VW809
1 garlic clove VW733
1 bouquet garni
Pepper

For the potato chump:
500g purple potatoes VW778
50g olive oil 100262
50ml cream DY201
1 lime FW580

Wholegrain mustard V97
Chives 490083
Salt and pepper

For the oyster tartare:
8 oysters FS208
2 shallots VW802
Coriander leaves HB588
Lime juice FW580
Salt and pepper

To garnish:
Red amaranth HB590
Celery leaves HB587
Basil leaves HB586
Red vein sorrel HB598
Apple blossoms

1 For the ham stock, sauté the ham hock pieces on the bone and with all of the remaining ingredients. Cover with water and cook for four hours.
2 Strain through a sieve, allow to cool

and strain off the fat.

3 For the chump, steam the potatoes in their skins. When cooked, remove the skins and crush the potatoes. Add the olive oil, the cream, the zest of one lime and a squeeze of juice. Add some wholegrain mustard and chives. Check seasoning and keep warm.

4 For the tartare, open the oysters and chop coarsely, including their juices. Add some finely chopped shallots and coriander. Check the seasoning; a little pepper will be needed.

5 Pan-fry the fillets of halibut in some butter and finish in the oven at 170°C.

6 To assemble, place some of the warm potato chump in a deep plate. Place the halibut on top and add a quenelle of oyster tartare. Pour some of the ham stock around the chump.

7 Finish by adding fresh herbs and leaves with some apple blossoms.

FS932	Hake Fillets Medium Skin On PBO 330-500g
FS948	Dalys Hot Smoked Salmon BBQ 700g
FS691	Cod Fillet Skin On 800-1200g PBI 1x6Kg
490781	Salmon Supremes Skinned & Pinned 10x200g
FS984	Fresh King Scallop Roe On 60/80 1x2Kg
492162	Halibut Portion Skinless 10x130-150g
FS208	Oysters Gigas x30 1x30'S
FS1217Z	King Scallop In Half Shell Roe On 8/10 10x1Kg
FS1023	Seabass Fillets 90-120g Pbo 1x3Kg





We chat to Michael Daly, owner and manager of Daly's Seafoods

Daly's Seafoods is an award-winning, family-run business which has been proudly serving fresh fish to the Irish hospitality trade since its establishment in 1983. Run by Michael and Kathleen Daly, Daly's Seafoods is committed to providing customers with the highest quality seafood along with top-class customer service. In the past, the company has won several product awards from Pallas Foods and Taste Awards from Blás na hÉireann.



How did Daly's Seafoods begin?

I was originally a commercial fisherman for 15 years, before I opened the processing plant in the 1980s. Today, we employ over 20 people, many of whom are local and have been with us since the beginning. I am very aware of all the hard work the staff has put in down through the years, and it's been their commitment and dedication that have helped ensured Daly's success in the past and into the future.

Tell us about your facility.

Our processing plant has all of the in-house facilities we need, including a smokehouse and cold storage as well a state-of-the-art filleting and portioning production area. The premises is located on the wonderful coastline on the Ring of Kerry overlooking the picturesque town of Cahirciveen and by the beautiful island of Valentia. Here, we create the finest products to the highest standards. Our location provides us with easy access to the freshest of fish every night from local fishermen, who are an integral part of the success of the business.

How do you take sustainability into account?

We have been supplying Pallas Foods since the 1980s and are one of their largest suppliers for hake, smoked and barbecued salmon and seafood mix. We at Daly's are dedicated to the protection of fishing stocks and are engaged in several sustainability programs to protect stocks and the marine industry. We're currently engaged in a new sustainability project with Verifish, a Cork-based software company; they have developed a portal specifically for Daly's fishing vessels to upload information to a cloud-based platform. This will assist us in demonstrating the sustainability credentials of the products we supply. We also work closely with state bodies including BIM and Bord Bia.



Local Focus

17 Glendawn Herb 18 Carrot Faux Smoked Salmon

19 Gourmet Food Parlour 20 Mezze & Cheese 22 Deli & Food to go

HONEST HERBS

WE CHAT TO NATASHA HANNA, MANAGER OF GLENDOWN COUNTRY HERBS

At Glendown Country Herbs, we source only the finest herbs for our customers. Our business has been running for over 25 years, and it's great to see how the range of products we supply has grown over those years.

HOW DO YOU WORK TOWARDS SUSTAINABILITY?

All of our packaging is 100% recyclable. As much as possible, we also work with an Irish grower, who supplies us with flat parsley, coriander, dill, mint and chervil; we have worked with him for many years, and with our support and encouragement he went on to get his product Bord Bia certified.

HOW DO YOU ENSURE QUALITY?

Everything is packed by hand to ensure that the herbs are of the best quality and at peak freshness for each order. This also means that each packet is checked as it is packed, and then checked again as the order is being compiled.

Freshness and quality is the most important thing to us, and that is why we import from Spain, Tenerife, France, Israel and some from Africa, in addition to our Irish grower. In this way, we can guarantee a year-long supply of fresh herbs for our retail, catering and wholesale customers. Our suppliers are accredited with the following certifications: Bord Bia, Field to Fork Certificate, BRC, Global G.A.P., Leaf Marque Standard.

WHAT IS YOUR DAY-TO-DAY WORK LIKE?

Most of our team have been working with us for more than five years — they enjoy the work we do and we have a good team spirit. Working with the beautiful scents of fresh herbs is so nice. Seeing the product coming in and then breaking it down for orders is very satisfying. Sometimes we will see our produce on a shelf or on our plate in a restaurant we supply; knowing that it's our own produce makes us enjoy our food even more.



- **Basil** has a sweet taste and is great with pasta dishes, tomato-based meals and cheese.
- **Chervil** has a delicate aniseed flavour, and can be added to soups and sauces or used as a garnish.
- **Chives** have a gentle onion flavour. They're well matched with cream cheese and make an attractive garnish.
- **Coriander** has a fruity flavour and works well in Asian and Mexican cuisines.

- **Dill's** slightly aniseed flavour is best used in sauces and with fish.
- **Flat parsley** is versatile and is great in sauces, salads and pasta.
- **Mint** is ideally paired with lamb, or used in desserts and cocktails.
- **Rocket** has a fantastic peppery flavour, excellent with soup and salads or as a garnish.

- **Rosemary** is perfect for adding to sauces, soups and stuffings for lamb and poultry recipes.
- **Tarragon** is best used to flavour soup, poultry, salads and roasts.
- **Thyme** is wonderfully aromatic, and most often used in sauces, soups and stuffings.

491008	Mint Fresh Herb 100g
491011	Rosemary Fresh Herb 100g
491013	Thyme Fresh Herb 100g

Herbs may finish a dish, but potatoes and vegetables provide the backbone! Be sure to stay well stocked.

VG933Z	Mccain Signature Roasts 4x2.5Kg Case
3919	Brakes Potato Croquettes 4x2.5Kg Fzn
4748	Brakes Broccoli Florets 6x2Kg Fzn
VG863Z	Aviko Gratin Potatoes 6x1.5Kg
4740	Brakes Roasting Parsnips 4x1.5Kg Fzn
4756	Brakes Baby Carrots 1x2.5Kg Fzn



CLEVERLY CLASSIC



MATCH IT

Hints of tropical fruits haunt the nose: pineapple, guava, apricot. They hint at ripeness, the sunshine beaming down throughout the summer to perfectly ripen the grapes. Perfect with light and delicate foods like this raw and lightly cooked vegan 'smoked salmon'.



491896 Roquende Reserve Chardonnay 6x750ml

Carrot "faux smoked salmon"

Serves 2

For the faux salmon:

- 1 large carrot VW724
- 10ml olive oil 100262
- 2 tsp smoked Maldon sea salt SP244
- 1 sheet nori, chopped OR249
- 1 tbsp soy sauce OR316
- ½ tsp dried dill HB605
- 100ml hot water
- 1 garlic clove, crushed VW274
- ½ tsp sugar Z313002
- 1 tsp white wine vinegar 2032

For the vegan cream cheese and chives:

- 300ml Sojade vegan soy yoghurt 1180
- 1 tbsp chives, chopped Hb562
- Pinch of paprika
- Salt and pepper

To serve:

- 2 x vegan GF bagels BR782z

- 1 Wash the carrot and roll in the olive oil with one teaspoon of the smoked Maldon sea salt.
- 2 Roast at 170°C for 35 minutes, then leave to cool.
- 3 Combine all of the other ingredients

together to create the marinade.

4 Using a speed peeler, peel down strips of the carrot and add to the marinade. Mix well, then vac pack (or place in an airtight container) and refrigerate for 24 hours.

5 For the cream cheese, strain the soy yoghurt in a strainer overnight. Combine with the chives, paprika and some seasoning.

6 To serve, toast the bagels. Spread over the vegan cream cheese and add the smoked carrots. Garnish with some pickled red onions, capers and peas shoots or cress, then finish with a twist of black pepper.

MEET THE CUSTOMER GOURMET FOOD PARLOUR

Gourmet Food Parlour was established 13 years ago, just as the country braced itself for the recession. Instead of consolidating, they diversified — and the results have been phenomenal. Lorraine Heskin explains how (and why) they did it.



The experts' advice to Lorraine Heskin was clear: Don't spread yourself too thin. Find your niche. Focus on the area where you want to excel, and don't get sidetracked by other opportunities that pop up along the way.

Lorraine had just opened her first food venture — a 25-seater café in Dún Laoghaire called Gourmet Food Parlour — and, on the face of it, the advice seemed sound. After all, the year was 2007; and, as the first economic clouds started to gather, the businesses that had grown too big, too fast, began to look very exposed. The only way to survive, according to conventional wisdom, was to buckle down and focus on the one thing you do best.

Thankfully, Lorraine has never been overly deferential to conventional wisdom. So began one of the most remarkable Irish business stories of the last decade.

"Back then, we were opening six days a week just selling sandwiches and salads," she tells At The Pass. "Today, we have 11 locations and a catering and event business, we have 300 staff and we're a fully licensed business that offers takeaway!"

What made Lorraine go against the grain, diversifying when everybody else was consolidating? The answer is surprisingly simple — and honest. "Survival," she says. "We did what we did because if we didn't, we wouldn't be sitting here today. We started delivering a few sandwich platters a week to some local offices, then built a brand and a reputation based on that. None of the changes we made were

overnight; it came from testing a lot of waters. Because we had to." It was a valuable lesson on the importance of iteration and agility, and helped Lorraine to hone her most important skill: knowing what customers want before they even know they want it. This ability has defined Gourmet Food Parlour beyond its initial turbulent years and into its current era of growth. Its origins are simple: building customer feedback into everything from product offerings to menu redesigns, using a combination of data, surveys, gut feeling and old-fashioned face-to-face conversation.

"When we're redesigning our menu, for instance, we'll look at a statistical analysis of our menus for the previous 6-12 months. We will highlight the top 10 and the bottom 20, and then look at the dishes around the middle to see if they are worth keeping or tweaking. We survey our customers a lot, asking them, 'What do you love? What do you dislike? What are we not doing that you want us to do?' That knowledge helps inform what we do."

The real challenge, she says, will always be in striking a balance between looking to the future, and ensuring that eyes are kept on the day-to-day delivery of quality. "After all, your customers aren't going to care about 2022 trends if they've just had a negative experience today."

"It's important to focus on what's coming down the line. There's been a focus on vegan and vegetarian food for the last 12 or 18 months, for instance — it hasn't come from nowhere. We need to be on top of that, but we also need

to focus on the everyday: sales, wages, the customers coming through the door, bookings, marketing and PR, and how all of these things come together."

Lessons learned in the early days have stood to the company during its recent growth. While the focus has shifted from 'survive' to 'thrive', everything is underpinned by genuine passion.

"Last year, we didn't open any new restaurants, but the year before we opened two — as well as opening our 5,000 sq. ft. catering facility in Santry," she says. "You have to be prepared to work hard, consistently. There is no 'silver platter' of success. We started this 13 years ago, and now here we are, employing 300 people and working with the most amazing Irish suppliers, sourcing local Irish products across the board, doing what we love.

"It's a wonderful story. We're very proud of us!"

"They are always ahead of the game"

A key part of the Gourmet Food Parlour proposition is the quality Irish produce it uses, and Pallas Foods is key to bringing its vision to life. "Working with Pallas Foods allows us to have a one-stop shop; this helps not just in terms of time, but also in sourcing and working with the best local Irish producers," Lorraine says. "They're always ahead of the game and they look down the lines — by month, by quarter and by season — which is really important in terms of trend-setting and planning. The value that that brings to Gourmet Food Parlour is incredible."

FLAVOURSOME FIXES

MAKE IT MED

Put your mezze selection to better use by making it adaptable for any customer at any time of day.

- Customers meeting to socialise over drinks often find a selection of small plates hard to pass up, particularly in the nibbly pre-dinner hours. Take advantage of this by promoting the availability of lighter bites in a dedicated small plates section highlighted on your drinks menu.
- Offer your platters or boards sized per person, appealing to singles, couples or groups of any number.
- Include vegan and vegetarian selections in addition to those incorporating meat.
- Rotate the items included in your platters, matching best-sellers with seasonal selections and LTOs. Use

versatile crème fraîche or heart-healthy hummus to create custom-created dips to match any board: pickled chilli tzatziki, roasted garlic and aubergine, sun-dried tomato and smoked paprika hummus, artichoke and Parmesan dip or green olive hummus.

- Delis and cafés may consider offering grab-and-go mezze kits, including ready-to-eat vegetables, crackers, cheese wedges, pitted olives, chorizo pieces and hummus. Options like these fit well into today's snack-focused culture and can easily work as lunches too.



OV108 Pitted Black Olives with Garlic 1.9Kg Tray

OV105 Black Olives Large Pitted & Marinated 1.9Kg Unit

490756 Florentin Hummus Case 6x200g Tray Org

1046 Florentin Hummus Sun Dried Tomatoes 170g

CM611 Chorizo Extra Sarta Spicy 225g Unit

CM613 Chorizo Extra Vela Mild 225g Unit

CH1151 La Crème Fraiche 2Kg



CHEESE, PLEASE

WICKLOW FARMHOUSE CHEESE LTD.

490840 Wicklow Farmhouse St Kevins Brie Brick 1x1Kg

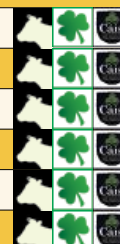
CH1032 Wicklow Farmhouse Wicklow Gold Nettle & Chive 6x2.3Kg

CH1247 Wicklow Farmhouse Wicklow Blue 10x1.3Kg

CH1248 Wicklow Farmhouse Wicklow Blue Mini 9x15g

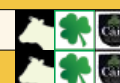
CH1441 Wicklow Farmhouse Wicklow Baun 10x1.2Kg

CH1442 Wicklow Farmhouse Cheese Brie Mini Baun CAIS White 9x150g



CH1396 Knockanore Mature Oakwood Smoked Cheddar 1.5Kg

CH1103 Knockanore Mature Cheddar Oakwood Smoked 6x150g





Established in 1984, Cashel Blue is the original Irish farmhouse cow's milk blue cheese. When Louis and Jane Grubb set out to make Cashel Blue, their ambition was to create a farmhouse cheese that "truly represents the outstanding quality of Tipperary grass-fed milk." Today, over 30 years later and in the hands of the second generation, the multi-awardwinning Cashel Blue is still made by hand on the same 200-acre farm in Co. Tipperary, along with Crozier Blue, a rich and creamy sheep's milk blue added to the range in 1992.



In 2019 alone, Crozier Blue won the gold at the World Cheese Awards, Irish Cheese Awards, Nantwich International Cheese Awards, British Cheese Awards and Great Taste Awards.



Crozier Blue has a rich, full and well-rounded flavour. It is gently salty with a distinctly rich creamy texture, offset by a touch of spice. Crozier Blue is much slower to mature than Cashel Blue® and becomes ready for market at a minimum of 12 weeks. It can be matured for up to 11 months. The cheesemaking style is similar to Cashel Blue®, in that neither cheese can be described as a strong blue, however Crozier Blue is far more traditional than Cashel Blue®. A particular characteristic of Crozier Blue is its pleasing creaminess, which can be traced directly to the limestone-rich pastures on which the ewes graze, contributing to particularly lush, sweet milk. People are often surprised by how much they like Crozier Blue, as those unfamiliar with sheep's milk cheese assume it to have a farmyard flavour that is not present.

X337 Crozier Blue 1.5Kg wheel

CH1254 Crozier Blue 350g Unit

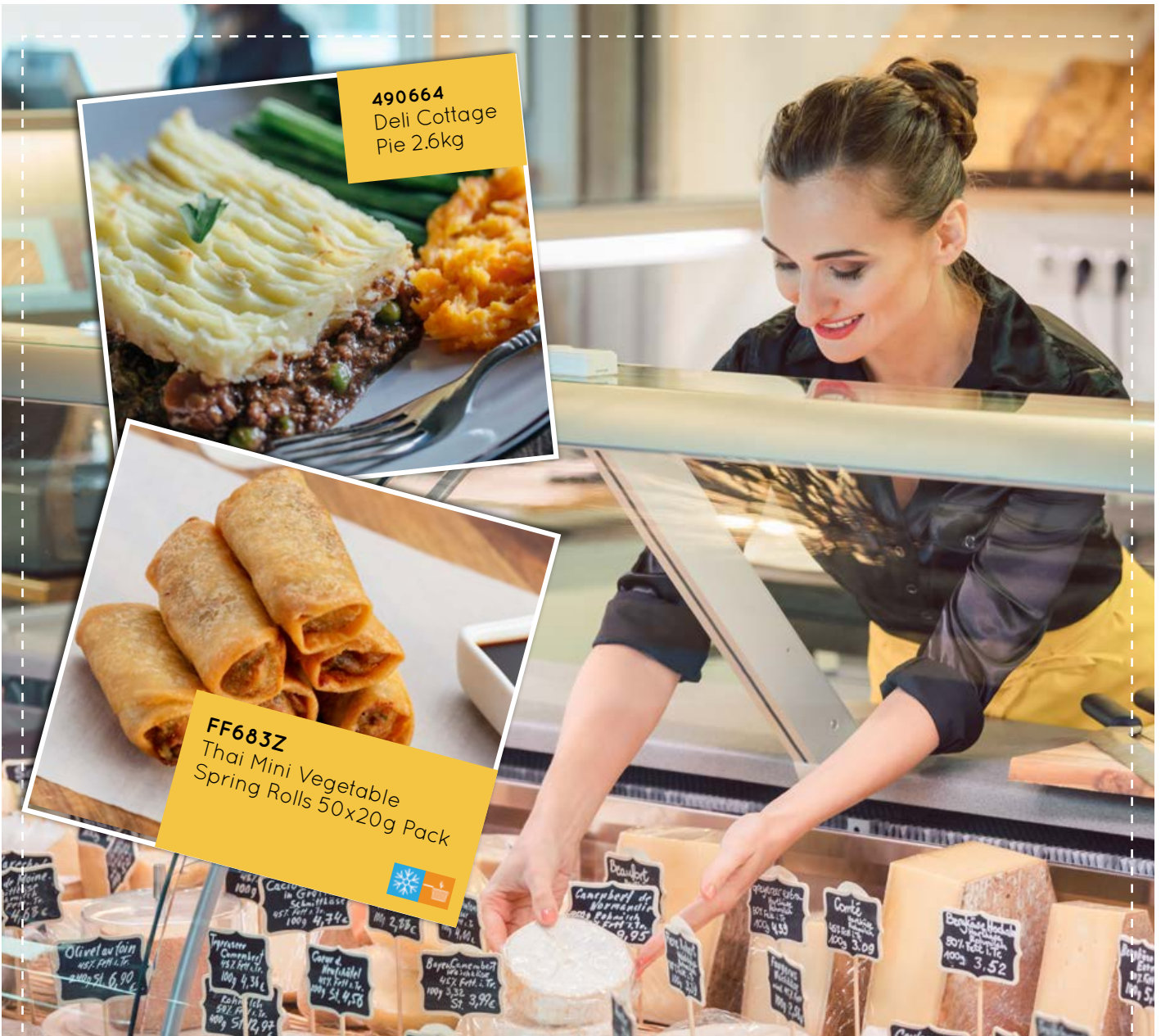


SAVOUR YOUR BREAKFAST

TIPS FOR THE BEST START TO YOUR DAY

- ✓ **Do it all day.** Extend the hours of your breakfast offering to take advantage of the high profit margins for a bigger chunk of the day. At weekends in particular, an American-inspired “All-Day Breakfast” can be very successful.
- ✓ **Let them leave in love.** Hotels should remember that their breakfast offering is their final opportunity to ‘wow’ guests and leave a lasting good impression.
- ✓ **Keep it Irish.** Whether catering more to locals or tourists, everyone wants Irish breakfast meats in their Full Irish.
- ✓ **Call for quality.** Consumers will be impressed by products that are designated local, high-quality and sustainable, even at breakfast. A farm-to-table breakfast offering is a fantastic USP.
- ✓ **Use the unusual.** Sausages with added flavours (such as sun-dried tomato, apple or leek) can make your breakfasts stand out from the crowd, working especially well in luxury breakfast sandwiches — perfect for the on-the-go crowd.
- ✓ **Get creative.** While the Full Irish is a mainstay on any breakfast menu, it pays to add more unique options too, encouraging word of mouth. Don’t be afraid to incorporate fancy, trendy or more exotic ingredients to add interest: for example, Deliveroo cites The Ultimate Breakfast Sandwich from Doughboys as Dublin’s most popular breakfast order, which includes caramelised onion, chipotle mayo and American cheese alongside the usual suspects.
- ✓ **Make it pretty.** With Instagram a near-constant at the table, presentation matters more than ever before. Make sure those plates look good before they leave the pass.
- ✓ **Set the tourist trap.** Non-domestic tourists respond well to classic fare — soda bread, the Full Irish, pots of tea — and will also find uniquely Irish ingredients such as Guinness appealing. Call out these selling points in addition to making use of recognisable brand names, like Clonakilty.

PK871	Guinness and Leek Premium Sausage 2x1Kg	☘
PK037	Pork and Apple Premium Sausage 2x1Kg	☘
PK086	Sundried Tomato and Basil Premium Sausage 2x1Kg	☘
PK049Z	Pudding-White Sliced 2.5Kg 80 portions	❄️☘
PK048Z	Pudding-Black Sliced 2.5Kg 80 portions	❄️☘
PK928	White Pudding with Ham Hock & Wholegrain Mustard 1Kg	☘
PK054	Clonakilty Pudding Black Chubb Catering 1Kg	☘
PK055	Clonakilty Pudding White Chubb Catering 1Kg	☘
PK441	Clonakilty Pork Sausage Traditional Loose 6s	☘



490664
Deli Cottage
Pie 2.6kg

FF683Z
Thai Mini Vegetable
Spring Rolls 50x20g Pack

DELI THAT DELIVERS

The classic deli selection is still in demand — whether that's standard breakfast fare or ready-to-eat dinner options — but introducing new items provides opportunity for the interesting grab-and-go snacks for which customers are looking.

CM317	Baked Ham Halved Potted 2.3-3.3Kg Block & Barrel	
492941	Tempura Shrimp 18gx56	
PK018	Hot Dog Sausages 12x70g App	
D75Z	Crispy Roast Boneless Duck Cooked - Case 10 x 600g	
D82Z	Silver Hill Duck Leg Confit Cooked with Fat 250g	
D7Z	Silver Hill Honey Roast Half Duck Case 10 x 250g	
D8Z	Silver Hill Honey Roast Half Duck Case 10 x 300g	



Chef Sense

25 Chocolette cake 26 Seasonal Desserts 28 Mr. Wine
29 Non-Alcoholic drinks 30 Grab and Go 32 Non-Food

ALWAYS TIME FOR CAKE

Chef's tip

Make full use of this high-yield and versatile cake! It can be served chilled or ambient, and can be tweaked depending on the occasion; divided into 80 small portions, it's ideal for afternoon tea, while cutting it to eight mini gateaux or 40 portions makes a dessert to die for. Why not add decorative chocolate eggs and serve it for Easter? It keeps well and can be made in advance to last the full weekend, making it an excellent time-saver for busy pastry chefs.



493202
Lifestyle
Natural - Flat
Plate 30cm 3
Per Case

The Chocolette

Serves up to 80 (see tip)

For the almond rocher:

240g egg whites **EG071**
150g icing sugar **Z313004**
350g caster sugar **Z313002**
250g flaked almonds **5874**

For the sponge cake:

300g egg whites **EG071**
250g caster sugar **Z313002**
200g egg yolks **EG072**
250g soft plain flour **490048**

For the chocolate sponge:

300g egg whites **EG071**
300g caster sugar **Z313002**
200g egg yolks **EG072**
225g soft plain flour **490048**
25g red cocoa powder **R92**

For the rum ganache:

1.2kg dark chocolate (64%) **CT968**
1L crème fraîche **CH1185**
200g vanilla rhum **AL202**

For the ganache glaze:

1L crème fraîche **CH1185**
1kg dark chocolate (70%) **CT967**

For the rum syrup:

1L sugar syrup at 1260 Degree

Baume (1 litre water and 1260g caster sugar)

100ml vanilla rhum AL202

1 For the almond rocher, whip the egg whites with the icing sugar to form meringue.

2 Boil the caster sugar with 100ml water to 120°C, then pour over the meringue.

3 Fold in the flaked almonds, then bake at 150°C for 30 minutes until set.

4 For both sponges — plain and chocolate — whip the egg whites and caster sugar to almost meringue texture. Add the egg yolks. Sieve in the flour (and cocoa powder, for the chocolate sponge) and fold in carefully. Spread the sponge out on a baking tray lined with parchment paper. Bake at 180°C for 25 minutes until golden.

5 For the rum ganache, melt the 64% chocolate with the crème fraîche 'au bain marie'. Stir in the rum and decant into a new bowl. Chill until set before using at room temperature.

6 For the ganache glaze, melt the 70% chocolate with the crème fraîche 'au bain marie'. Decant into a new bowl. Chill until set before using at room temperature.

7 For the sugar syrup, combine the

water and sugar. Bring to the boil to dissolve the sugar. Measure out one litre, then stir in the rum.

8 To assemble, place a piece of parchment paper on a sheet pan. A square cake frame can be placed over the parchment, if available.

9 Place a layer of almond rocher on the sheet pan inside the frame, then spread with approximately 5cm of rum ganache.

10 Place a layer of chocolate sponge over the ganache, upside down so it can better absorb the syrup. Brush the sponge cake with rum syrup.

11 Over the sponge cake, spread a second layer of rum ganache about 5cm thick.

12 Place a layer of plain sponge cake over the ganache and brush it with rum syrup.

13 Allow the syrup to soak into the sponge before cutting.

14 Cut the cake into as many portions as desired. Place each cut cake on a board the same size. Spread a thin layer of rum ganache over the top using a metal spatula and place in the fridge to set.

15 Nappage (carefully coat) the cake with the ganache glaze to smooth the appearance. Use toasted flaked almonds to decorate the sides.

SPRING INTO SWEETNESS

With Easter and Mothers' Day looming, now is the time to let your range of desserts take the spotlight...



1	BR738Z	Hot Cross Buns 72x70g	
2	493243	St. Patricks Day Cup Cake 16x75g	
3	492921	Gianduja Shortbread Cake 16x90g	
4	492922	Red Fruits Cheesecake 16x90g	
5	492923	L'Opera Individual 16x65g	

CHECK OUT THE EXTRAS

493242
Easter Cup Cake
16x75g

CE1387Z
Chocolate & Red Velvet
Cake 1x14 PTN



493316
Easter Doughnut
36x64g

DT704Z
Salamander Lemon
Tartlet Individual 18x100g



DT255Z
Individual White Chocolate
Cheesecake 12x135g



493011
Easter Chocolate
Lollies 24x35g

BE SURE TO CELEBRATE
ST. PATRICK'S DAY WITH
THESE FUN AND FESTIVE
CUPCAKES!

6 **492924** Pannacotta and Mango Shortbread 16x90g

7 **492940** Chocolate and Caramel Duo 16x90g

8 **DT700Z** Apple & Cinnamon Crumble Tartlet 18x100g

9 **DT257Z** Individual Baileys Cheesecake 12x131g

10 **CE2022Z** Lemon Pie Cheesecake 1x14 PTN



MR WINE

The inside scoop on your wine offering

OUR TIPS FOR MAKING A GREAT WINE LIST

There are only two ways that restaurants earn money: food and alcohol. These are the reasons your customer has even walked through your doors. Providing a good wine list is vital to your business — and good doesn't have to mean huge.

A great wine list is helpful, organised and user-friendly. It doesn't make the assumption that your guest is wine savvy, meaning that it's easy to use for novices and pros alike.

Make your wine list easy to read and use.

No guest enjoys pulling out reading glasses or squinting, yet many wine lists squeeze too much information in tiny print onto each page. Your wine list should communicate well, make servers and customers comfortable, and — most importantly — sell wine!

Assume no prior wine knowledge. Wine labels tend to speak of grape and region, but customers care more about flavour and style. Adding simple indicators can boost sales and turn the wine list into a training tool for staff. If your wine list style is minimalistic, provide detailed wine notes and descriptions to your staff, either in a dedicated wine class or in printed training materials.

Nothing defeats the purpose of a perfectly designed wine list faster than untrained service staff.

Group your wines by style, weight, flavour intensity or another category that makes sense. Offer variety, but not necessarily quantity. A great wine list doesn't have to be big, nor should it require a translator; most customers will lose interest after a page or two. Confronted with a wine list the size of a phone book, most diners will limit reading to a particular grape, style or region. Simply having a few interesting wines in each category will generate the same sales — without the intimidation factor.

Focus on wines that enhance the food on the menu.

Make sure every food item on your menu has at least two "perfect pairings" amongst the wines on your list, and either specify these on your list, train staff to suggest them, or both. A good list explains at least three things about every wine: the producer, the name of the wine itself (including any modifiers such as "Reserve") and the region of origin, as well as the vintage date if you choose to do so. The order or the format in which these are listed doesn't matter, as long as these very important identifying pieces of information are included.

Finally, **a good wine list should project a professional image and underline your brand.** Think of your wine list as advertising, and apply the same standards for presentation — don't let it look like an afterthought. Adopt a zero-tolerance policy for typos and errors. Learn your umlauts (ü) and accents (é). While wine names can be confusing, nothing destroys credibility faster than menu mistakes. Proof each and every item against the label — not the website, not the invoice, not the salesman — before printing.



THIRSTY WORK



Purity: Ishka Spring Water is brought to the surface and bottled on site, untouched by human hand. Ishka's on-site spring wells are surrounded by a highly 'protected zone' by Limerick County Council.

Sustainability: Bottled using convenient and recyclable lightweight BPA-free plastics. A central location in Co. Limerick helps to minimise road miles and lower CO2 emissions.

KNOW YOUR PRODUCER:

ISHKA WATER

492928	Ishka Spring Water Still 24x250ml
492757	Ishka Sparkling Spring Water 24x500ml
492802	Ishka Still Spring Water 24x250ml
492803	Ishka Sports Cap Spring Water 24x500ml
492804	Ishka Still Spring Water 12x750ml
492805	Ishka Spring Water Still 12x1Lt
492806	Ishka Spring Water Still 8x2Lt
492807	Ishka Spring Water Still 2x5Lt

ONE FOR ALL

One Water's One Foundation supports charities that provide access to sustainable clean water and sanitation services in countries like Rwanda, Malawi, Ghana and Kenya, with an aim to raise £50 million for this work by 2030.

WT912	One Water Still 24x500ml
WT913	One Water Sparkling 24x500ml

KNOW YOUR PRODUCER:

CAFÉ VELO

Based in the heart of Cork City, the experts at Café Velo source the best quality beans for their hand-roasted coffee. With a range of single origin roasts and unique blends, there's something for everyone. "If we don't

start with the best materials then we can't provide you with the best — and 'the best' is something we strive for every single time."



493190	Café Velo Coffee Bean 6x1kg
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GET THAT HIT OF VITS

JU291	Vit Hit Citrus Revive Case 12x500ml
JU292	Vit Hit Mandarin & Green tea Detox Case 12x500ml
JU293	Vit Hit Berry Boost Case 12x500ml
JU327	Vit Hit Lean & Green Case 12x500ml
JU341	Vit Hit Immunity Dragonfruit 12x500ml
JU479	Vit Hit Perform Mango & Passionfruit CS 12x500ml

Make a combined purchase of 1 case of JU293, 1 case of JU327, 1 case of JU292 and 1 case of JU341 to earn a **FREE** case of JU291!

SOMETHING NAUGHTY...

Teatime temptation is a cinch with these sweet treats.



492081 Toffee Krispy Traybake 1x21 Portions

491995 Rocky Road Traybake 1x21 Portions

491994 Raspberry Bakewell Traybake 1x21 Portions

THREE TIPS FOR UPSELLING SWEET TREATS

RECOMMEND SPECIFIC ITEMS

When servers recommend something specific, they remove the hard part of the decision-making process. Make it easier for the customer to say yes with suggestions like, "Our chocolate brownie is amazing with a cappuccino."

MAKE TAKEAWAY AN OPTION

Whether your customers are popping in for a quick coffee or sitting down for lunch, offering the chance to take a sweet treat home for later might make all the difference.

SPLIT IT

If customers seem hesitant, suggest that they split one portion and offer extra plates and cutlery. This takes the pressure off everyone to make individual decisions and makes it seem like they're saving money (and calories!) by sharing.

CHECK-OUT CHERUBS

For maximum impact at the tills, aim to hit the sweet spot between tempting and premium.

Broderick's bars are Irish-made in Co. Dublin, using only the highest quality ingredients, such as Belgian chocolate and Irish butter. Created by two brothers and inspired by their Mum's baking business, the aim of the brand is to bring a premium handmade product to a wide audience at a price everyone can enjoy.

CE1064Z Broderick's Traybake Mixed 1x36g Portions



CE195 Broderick's Bar Tiff Toff In The Tuffen 20x50g Portions



CE192
Broderick's Caramel
Shortbread 20x50g



CE190
Broderick's Crunchy
Peanut Chuck 20x50g



CE191
Broderick's Chocolate
Brownie 20x50g



CE194
Broderick's Road Rocking
Choc Block 20x50g

IN THE KNOW ABOUT SNACKING...



According to research by Bord Bia (2018), the three most important reasons Irish consumers snack are indulgence, survival (satisfying hunger, providing nutrition) and fuelling (providing energy for the hours ahead).

Key hours for "snack attacks" in Ireland are 11am and 3pm. The mid-morning slump is when healthier people are more likely to snack, and the time when healthy snacks are most likely to be consumed, often at work and in the company of other people. This occasion is the one least associated with indulgence and is often about fuelling. Consider offering a mid-morning special, combining health-focused 'virtuous' bars with tea or coffee for a special price.



1	PD4046 Tork Pro Dinner Napkins White 2 Ply	1x1,800pcs
2	PD11035 Tork Dinner Linstyle Napkin 8 Fold White	1x600pcs
3	PD9089 Tork Lunch Napkins Polar White 2 Ply	1x2,000pcs
4	CS10130 Kaysar Inox Whipper Stainless Steel	1Lt
5	CS10133 Kaysar Gas Charger Bulbs For Cream Whipper	1x50pcs
6	PD9018 Blue Roll Centrefeed 2 Ply 150m Roll Food Safe	1x6pcs
7	PD8142 Powder Free Blue Large Vinyl Gloves	1x100pcs
8	PD8141 Powder Free Blue Medium Vinyl Gloves	1x100pcs
9	PD8121 Powder Free Clear Large Vinyl Gloves	1x100pcs
10	PD8120 Powder Free Clear Medium Vinyl Gloves	1x100pcs
11	PD9040 Removeable Shelf Life Label 2inx4in	1x500pcs
12	PD9060 Pot Scrub Aluminium Wire 15g	1x25pcs



CHECK OUT THE EXTRAS

490891

Airtight 1/3 x 150mm G/N Container C/W Lid 1 X 1 Pcs

PD9016

Mini Jumbo Toilet Roll 2 Ply 1 X 12Pcs

490926

Brakes Thick Bleach 2x5 Lt

CS10352

Chefs House Chafing Fuel 4 Hour 1x24'S

CS10314

Tea Lights White 8 Hour 1x600'S

13	PD9062	Scourer Sponge Nylon	1 X 10 pcs
14	PD9914	Heavy Duty Green Scourer	1 X 20 pcs
15	PD9112	Soft Ind J Cloth	1 X 50 pcs
16	PD8766	Tea Towels	1 X 10 pcs
17	CS10501	Wire Scrub Stainless Steel 40g	1 X 10 pcs
18	PD9523	Black Refuse Sack	1 X 200 pcs
19	PD9521	Clear Refuse Sack	1 X 200 pcs
20	114610	Brakes Hygienic Wash Up Liquid	2 X 5Lt
21	492345	Premier Tin Foil 18in x 75m	1 X 1 pcs
22	492324	Premier Cling Film 18in x 300m	1 X 1 pcs
23	14780	Baking Parchment 45cm x 75m	1 X 1 pcs
24	PD9816	Toilet Tissue White Leaf 2 Ply	1 X 40 pcs



WHAT IS KIS?

Kitchen Innovation Solutions is a service exclusive to Pallas Foods customers, assessing and invigorating your food offering with input from our team of culinary experts.

Take the time to come and experience the full range of products that Pallas Foods has to offer. At our Food Solutions Centres in Newcastle West and Dublin, we have state-of-the-art kitchens available, both built to replicate every cooking type, enabling you to test and refine menus in a collaborative, supportive environment.

We are committed to supporting local producers and growers around the island of Ireland. We also source from suppliers throughout Europe and

beyond. A visit to one of our kitchens will highlight the complete range of our capabilities, from sourcing and purchasing through to warehousing and delivery.

This is an excellent opportunity for Head Chefs, owner-operators and other key business decision makers to innovate and refine their food and beverage offering. Pallas Food strives to bring our customers not only the best products for their business needs, but also to build long-lasting relationships through our customer service. Part of this service is providing expert advice about your menu and food offering.

To avail of this service, contact your Local Area Sales Manager.

NOSE-TO-TAIL EATING

Brendan Conmy, Development Chef

"Ireland has changed hugely over the past 15 years. Coming from a vibrant economy in which eating out was a midweek norm, the 2008 recession changed everything. Suddenly, eating out was a real luxury. If restaurants were going to stay open, something had to change.

Long gone were fillet steaks and racks of lamb; now, chefs were faced with the challenge of providing a red meat option using cheaper cuts, and eating out in Ireland began to evolve. While this was a difficult period, with many businesses simply struggling to stay open, it was also an exciting and creative time for chefs. The chefs at the head of this food revolution began to cook like their grandmothers did, bringing it to a restaurant quality. Techniques like braising, sous-vide and slow-roasting all began to appear, and still to this day remain popular.

This type of cooking evokes memories of when we were young, coming home from school to find a pot of stew simmering. There was only cheap meat in that pot, and yet its aromas filled the kitchen and you would have a bowl of the most delicious, tender meat. Chefs started to create their own versions of this style of cooking; younger chefs who had never cooked with cuts like this were amazed by the flavour, and how easily a humble piece of meat could evolve into a restaurant-quality dish.

From this came the idea of provenance: the modern chef emerged, and so did sustainability. Butchers and abattoirs had to show where their meat came from, and the concept of 'farm to fork' became a relevant way of thinking. Our partner ABP brought in a leading animal welfare scientist to help them improve, making changes to the layout of the lairage, for example. Chefs began to use the whole animal, nose-to-tail: suddenly we started to see ox tongue on sandwich menus, and beef cheeks served as the main course at weddings. Braised lamb neck, beef short ribs,

rump steaks and braised feather-blades began to be celebrated.

These pioneering chefs had literally taken the bull by the horns and changed peoples mindsets. Today we have a much more versatile landscape; the cheaper cuts are here to stay, and people have come to love the rich, deep flavours. Chefs use the whole animal and minimise waste.

While these cuts may have originally appeared to help with margins and allow restaurants to keep their doors open, today's customer still wants to see these dishes on menus. We've come full circle from the days when our grandmothers slow-cooked a shin of beef; fast forward to the modern chef using crispy bone marrow. Out of our recession was born the evolved chef, changing the status quo and establishing the idea that cheaper cuts are now the high end option, and putting provenance and sustainability at the forefront of the menu."



**GOLDEN BAKE
TO THE
RESCUE!**



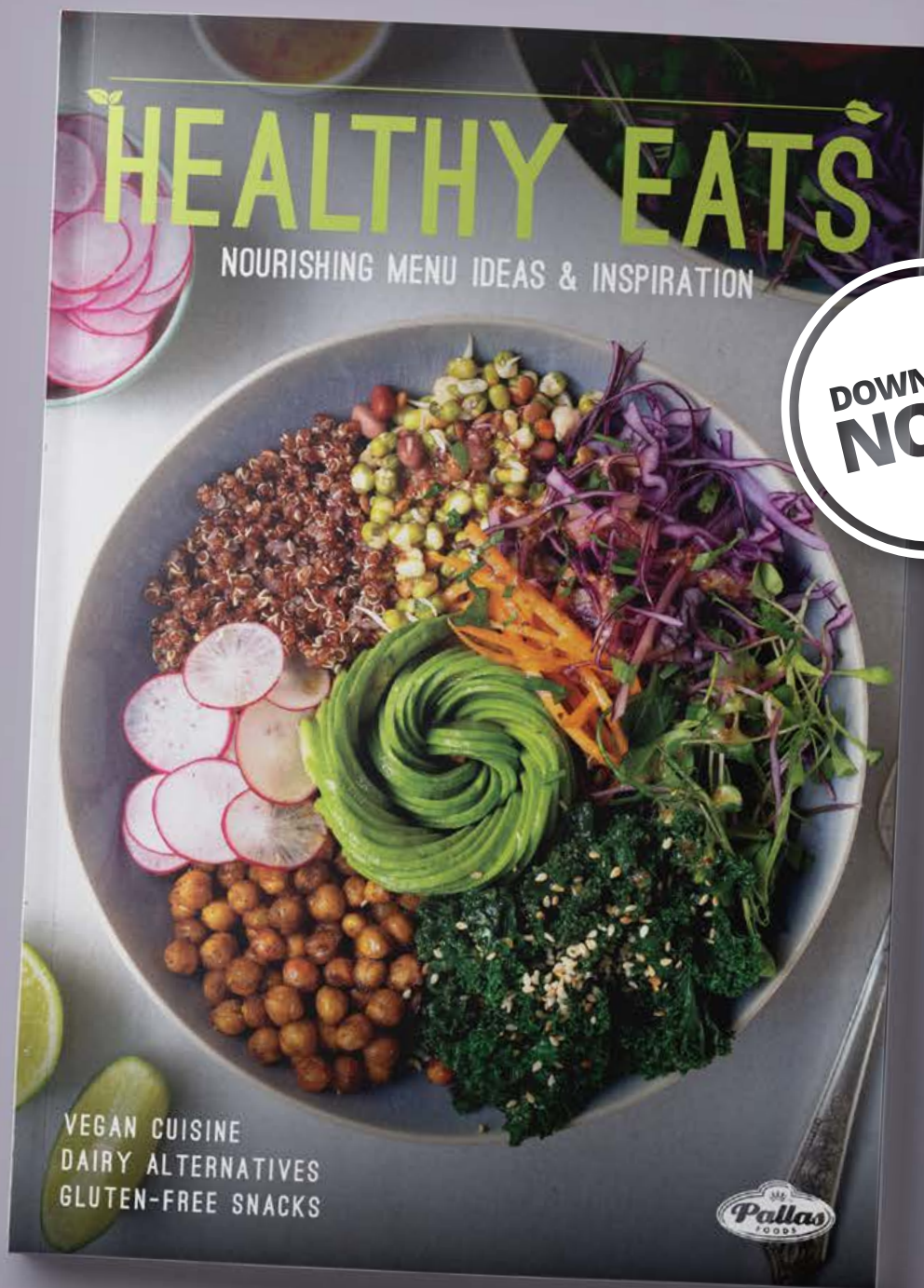
**NATIONAL
JAMBON DAY!
18TH MARCH**



492578	Mini Vegan Jambon 100x35g	
RM876Z	Mini Ham & Cheese Jambon 100x35g	
RM160Z	Ham & Cheese Jambon Unbaked 36x110g	
493309	Chicken Fajita Jambon 36 x 105g NEW	
493142	Pepperoni Jambon 36 x 110g NEW	

**NATIONAL
JAMBON DAY!
18TH MARCH**

*CELEBRATING
PUFF PASTRY JAMBON
DELICACIES*



Vegan menu ideas

Healthy snacks

Plant-based alternatives

Sustainable meat & fish

Meat-free makeovers

Highlighting local suppliers