

New Products

The Broaster Co., LLC announced the availability of a new product in the company's line of frozen foods, Broaster® Recipe pork loin back ribs with BBQ sauce. These new pork loin ribs represents the company's first foray into offering a fully cooked product. Individually quick-frozen and conveniently packed in two 5-lb. pouches per case, these delicious ribs offer a quality product that's sure to please. Simply heat and serve from a microwave, convection or conventional oven.

Reader Service #210



Lucks Food Decorating Company is pleased to announce the release of their 2008 Idea Book. This year's Idea Book, available in April, will feature almost 100 new trend-right Edible Image® and Dec-Ons® decorations, as well as new Shimmer Airbrush Colors. Look for it in your mail, or contact the company to receive your free copy.

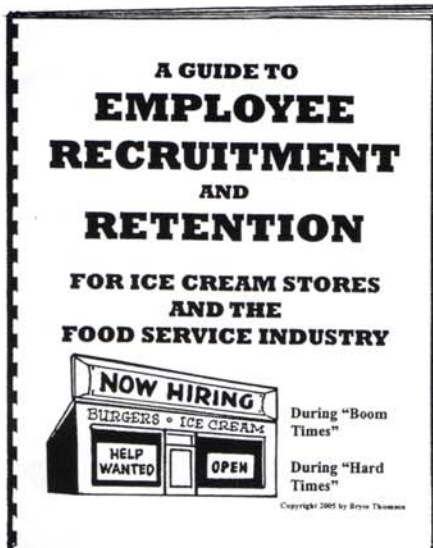
Reader Service #211

Slips and falls have been identified as the leading cause of workplace injuries in the restaurant industry. Unnecessary trips and spills over guest's belongings can be avoided by installing a new product called hook-its from Trent & Co., Inc.. hook-its is a retractable hook that is easily installed (vertically or horizontally) underneath tables, bars and on the backs of chairs to store customer's bags, coats, etc. securely off the ground and out of the traffic path of staff. This product provides a safe environment for both workers and customers.

Reader Service #212

QUALIFIED WORKERS: WHERE DO YOU FIND THEM? HOW DO YOU HANG ONTO THEM?

THIS GUIDE
HAS THE
ANSWERS



AUTHOR'S EXPERIENCE includes marketing director, stores supervisor, sales manager, CEO and president of an ice cream manufacturer, wholesaler, retailer.

IDEAS FOR: Attracting new employees...Job Fairs...Writing attention-grabbing classified ads...Help Wanted posters...Keeping workers happy...Management techniques...Approaching workers in competitor's stores...Maintaining morale...store atmosphere...Employee input at store meetings...How two stores have great success with teenagers and keep them coming back year after year...Making recessions "periods of opportunity."

THE RECRUITMENT AND RETENTION GUIDE would be applicable for ice cream shops, restaurants, chains, even Fortune 500 companies.

\$19.95 plus \$2.00 S&H* (U.S.Funds)

*For shipments outside the U.S. please add an additional \$2.00 for shipping. Illinois residents add 8.75% sales tax. Allow 3-4 weeks for delivery. No phone or credit card orders.

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