

**Welcome!** Please read on to find out more about current offerings from Valley Food Service and new happenings in the industry.

## Promotions

Look for our upcoming Small Wares promotional flyer, which will be available this spring.

## Market News

**Produce** – Lettuce prices are expected to decrease slightly as warmer months arrive, though the wet spring may cause slight volatility. Potato prices may see a small decline, but they are expected to maintain levels higher than that of 2005.

**Poultry** – Poultry priced are expected to maintain over the next several weeks as demand overseas remains low.

## Technology

Microsoft has released the 2<sup>nd</sup> beta of their popular spyware program now nicknamed Windows Defender. The program helps prevent unsolicited information from being passed unwillingly from your computer. The program is downloadable free from Microsoft.com, but requires XP users to be on Service Pack 2. Those on Service Pack 1 should be aware that this is a large download that may take a couple hours to download and install prior to installing Windows Defender...good news is that Microsoft's website is smart enough to do all the hard work and thinking for you.

## School News

The Healthy Start Program, funded initially in 1991, works with the California Department of Education and has funding and programs available to help school food service with the goal to improve the well being of children and families. For help with these programs, the below contacts are the regional advisors for your area.

**Region 6:** Stanislaus County (also Amador, Calaveras, San Joaquin, Tuolumne)

Jeri Trainor (209) 525-4871 jtrainor@stancoe.org

**Region 7:** Fresno, Kings, Madera, Merced, and Tulare Counties

Contact region 8 reps until the position has been filled.

**Region 8:** Kern County (also San Luis Obispo, Santa Barbara, Ventura)

Patricia Contini (805) 388-4412 pcontini@vcss.k12.ca.us  
John Anderson (805) 388-4412 janderson@vcss.k12.ca.us

## Special Feature

**Golbon's Recipe for Success:** Login and Tune Up

Valley Food Service is proud to announce the launch of a new internet based tool for helping operators to cut costs, tune up their menus and improve their customer service. The website, developed by VFS's brand affiliate Golbon, has loads of information compiled by industry professionals geared toward helping the independent operator to improve their business' performance.

Check out this excerpt from one of the many articles on the website detailing marketing, management, menu design, training and more.

### Merchandise your way to higher sales and better profit margins.

Merchandising is both an art and a science. The art is in the subtlety of design: the use of color, texture, shape, scale and proportionality. The science of merchandising is in the arrangement, layout, and placement of items in a retail environment.

The foodservice selling environment is no exception. Restaurant guests are experienced "shoppers." And unlike most retail environments, 100% of the people who come into your operation will make a purchase. Careful merchandising and selling to the senses is your opportunity to control that buying decision and make it a more profitable one.

Despite the proven power of tabletop messaging, suggestive selling and product packaging, merchandising in foodservice is usually a random afterthought. As master merchandisers, you must target every step in your restaurant's Sequence of Service with specific-yet-subtle marketing messages about the food and beverages you offer. Walk through these points of guest interaction and see how many offer an opportunity to merchandise.

You might be surprised at how numerous, and how varied, the opportunities are. The use of colorful signage of signature menu items, sampling platters passed to waiting guests, carefully scripted upselling scripts, dazzling menu item descriptions, and sharp tabletop merchandising are just a few of the merchandising "nudges" that result in add-on sales, increased value perception, and a richer dining experience and bigger tips.

To read the rest of this article, or any of the many others, please contact your Valley Food Service salesperson to get registered to use the site at <http://www.golbonrfs.com>

Please let us know how we can improve this newsletter for you in the future.

Email us at [newsletter@valleyfood.com](mailto:newsletter@valleyfood.com)

  
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