

# Foothill Farms Partners with Foodservice Experts to Deliver Practical Culinary Advice

Foothill Farms® has partnered with two foodservice experts to bring kitchen and culinary tips to culinary professionals nationwide.

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## Chef Rob Corliss - All Things Epicurean

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Foothill Farms®, a manufacturer of convenience mixes for foodservice, has partnered with two foodservice experts to bring kitchen and culinary tips to culinary professionals nationwide. The two experts are Karen J. Peterson, president of Lunchline, Inc. and Chef Rob Corliss, nationally recognized chef and foodie entrepreneur. Peterson focuses on K-5 school foodservice and Corliss restaurateurs. The tips are shared publicly on Foothill Farms social media pages like [Facebook](#), [Twitter](#) and their blog.

Peterson and Corliss provided Foothill Farms with eight tips that targeted common pain points in the industry including menu planning, healthier eating habits, scratch cooking and food storage. “We hope that these helpful tips will be useful to our foodservice colleagues and they begin to think of us when they need culinary solutions,” said Luann Schafer, senior marketing manager.

Karen J. Peterson is a 25 year veteran of the foodservice industry. She is currently serving as founder and president of Lunchline, Inc. a company dedicated to the K-12 market channel. Chef Rob Corliss is a 3x James Beard House guest chef with over 20 years of experience across multi-disciplines. He operates his own culinary consulting company ATE – All Things Epicurean.

### About Foothill Farms®

Foothill Farms is a registered trademark of [Kent Precision Foods Group](#), a dry-blending and packaging food company specializing in providing finished products for customers in foodservice, industrial businesses and consumer products. Customized products produced vary widely and include salad dressing mixes, frozen desserts, seasoning blends, stuffing mixes, seasoned rice and sauces. Flavorwise™ products were created to help offer more options without sacrificing taste. All products with the Flavorwise designation are conscious of sodium (containing 310 mg or less), fat and cholesterol and do not contain added MSG, so customers can make smarter choices. Learn more about the brand by following them on [Facebook](#), [Twitter](#)

## Tip #1 - Organizing Food Dry

Maximize efficiency by organizing dry food storage by categories - menu categories or 5 tastes categories (salt, sour, sweet, bitter, umami) labeling shelves, grouping similar items together, storing goods in the same location every time, storing most used goods in the most accessible area and following FIFO. For safety, place heaviest goods on lowest shelves.

## Tip #2 - The Next Sriracha

Versatility coupled by heat with flavor is the real story behind the mega-success of sriracha. Consumers crave bold flavor with complexity & the American palate demands more than just heat. Leverage these attributes and look for savory-sweet-spicy sauces to be the next big thing!

## Tip #3 - More With Less

A focused slimmed down menu, strategically developed & executed, can address & deliver on the growing consumer demand for variety. The key is to creatively optimize SKU's/flavors across menu categories, creating bold & diversified menu offerings. Incorporating seasonal flavors and/or LTO's is another menu strategy to bring perpetual "new news."

## Tip #4 - Decreasing Food Costs

The key to reducing food costs takes a multi-faceted approach & constant attention. Track and address your cost of goods, food storage, inventory management, prep levels, waste & proper food costing. Optimize menu positioning and pricing by evaluating the stars, dogs & workhorses on your menu, then Drive Sales!

## Tip #5 - Healthy Indulgence

Health and indulgence can strategically coexist on a menu, as life is about balance and so is menu development. Consumers now expect it! They are driving the trend towards health/wellness to be elevated to deliver quality, authentic, craveable on-trend flavors. Independents and the fast-casual segment are leading this innovation.