



IDEAS FOR  
Brighter Days





# Hello!

Welcome to our Bright Beginnings edition of Full Course! We are dedicating this edition to our customers and our hope for your success in the future. You have stuck with us through thick and thin during this trying time. Now let's get to brighter days!

M. J. Kellner understands that it has been a struggle for many of you and there are still struggles out there. We would like to take this time to THANK all of you for your dedication and determination through out the past years.

We appreciate each and everyone of you and the work that you have endured and the service to the community that you have provided. It has been a long couple of years and you have braved many obstacles, from changing hours, to days that you are open, to what you have on your menu, to price increases across the board.

We have all been weathering the storm together and we know we will be looking at brighter days!

MJ Kellner Thanks all of you for all that you have done!

*M.J. Kellner Marketing Team*

# TESTIMONIALS



Mike Sbarbati did an incredible job for us at Lake Pointe on 2 equipment purchases. Not only pricing quickly and arranging delivery efficiently but also going over and above after sale on some minor warranty and repair issues. So that being said I highly recommended him to Bob Tregoning at Island Bay for a make table. So Bob calls and thanks me for the referral and saved his contact stating he's never had something goes so smoothly in all his years. Mike made a stressful situation go away for Bob. I'm commadore for 2022 so Bob often shares how stressed he's been....You all have a true professional in Mike.

*- Chris Hanken, Owner of Lake Pointe Grill and Public House 29*



MJ Kellner does a really great job for us. Our sales rep, Jason, has been the best sales rep we have ever had. He is courteous and answers his phone whenever we need him. MJ Kellner has a good variety of products and their produce is 85-95% spot on, much better than competitors.

*- Thomas Coonrod, Manager at Great Scott Community Market in Winchester, IL*



# TABLE OF Contents

# SEMI-HOMEMADE for Breakfast

It is the best of both worlds. You can create a recipe that is yours with a little help.

- provides simple solutions to a recipe
- provides reduction of products needed
- provides ease in time for preparation

Save yourself time and money by cutting on labor costs. Also, ease your mind that you will have a consistent product every time.

In this issue you will see items that you can use as semi-homemade, whether it be using a mix or a frozen dough.






# A Bright Start with

## BREAKFAST

### Leftover Biscuit French Toast

Have leftover biscuits from last night's dinner? Use them for French toast in the morning! All you need is eggs, heavy cream, vanilla, cinnamon and butter.

or  
click 



### GRAVY in the Hole

Here is another great meal with those same biscuits from the previous page. Just whip up your favorite sausage gravy, cut a hole in the baked biscuits, and pour that hot gravy right into your biscuits. Easy peasy!



### Monkey Bread Muffins

Monkey bread is always a fun addition to any breakfast table. Recall the leftover biscuits in the recipe above? Here you use those same biscuits (just uncooked). Add in five more ingredients and about 9 minutes of baking time and you have fresh & warm muffins for everyone to enjoy!

or  
click 



### Old Fashioned Tomato Gravy

This dish is a blast from the past with old-fashioned tomato gravy. Enjoy this savory throwback with ingredients you probably already have in your kitchen.

or  
click 





MJK#75205



MJK#74097



MJK#79066



MJK#77900

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*Learn More!*



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Scan the QR code to learn more about General Mills croissants and get limited time offers and deals.



# Ethnic

Ethnic foods add spice and flavor to any type of restaurant menu. Change up your breakfast menu with entrees such as egg rolls or Chorizo stuffed mushrooms. Even try tostadas or waffle tacos. These entrees cause taste buds to go wild!





# BREAKFAST FOOD

## Spice Up Your Morning

### Breakfast Egg Rolls

Eggs, sausage, hash browns, and cheese all combined in a portable breakfast egg roll. What more do you need?



or  
click

### BREAKFAST Tostada



or  
click

### Chorizo Hash Stuffed Portabella

We all know stuffed mushrooms are great little appetizers, but did you know you can also make them a meal? Grab some large portobello mushrooms, sausage, eggs, potatoes, veggies, and a few other spices to create this Mexican-Inspired breakfast!



or  
click

### Waffle Tacos

Tacos. A well-known Mexican dish served all over. You can't go wrong with a taco and this twist on a well-loved dish is sure to spice up your breakfast menu.



or  
click



# SCRATCH vs MIX

A pancake is essentially a flat, round cake. When it comes to cooking them, do you prefer scratch or a mix? Scratch (depending on your recipe) can take up to 20 minutes to blend with a mixer while a mix can take about 3 minutes to stir and small batches can be done by hand! Yes, it is okay to have some lumps in your pancake batter.



## Scratch Way

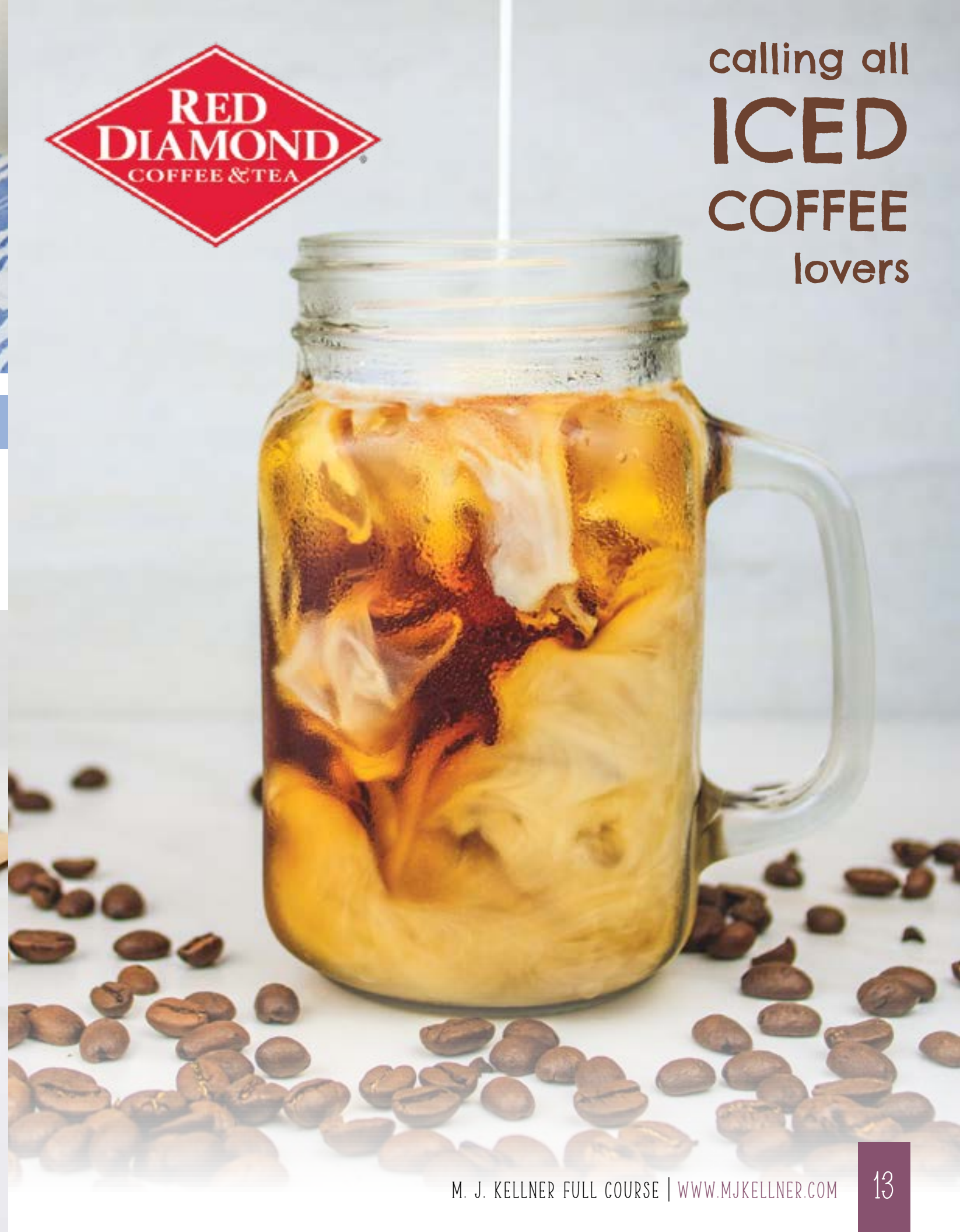
- the operator is required to keep multiple supplies on the shelf
- employees could leave out one of the ingredients
- batter could be too thick or too thin depending of the cook that day

## Mix Way

- only a box is required to be kept on the shelf
- employees can't leave out the mix
- the same amount of water goes in each time which leaves little room for error



calling all  
**ICED**  
**COFFEE**  
lovers





# TURNING TABLES

Your customers are the backbone of your business, ensuring their comfort and satisfaction must be your number one priority. How do you do that at lunch when they are on a time crunch? The trick is to get the tables turned faster without being inhospitable.



## Tips for Quick Turnover...

**Meet & Greet:** Make sure servers are putting some pep in their step and paying close attention to tables. Tables should be greeted within one minute of being seated. Getting to a table quick to take an order is better than rushing them to leave or having them wait when they're on a tight lunch break.

**Work as a Team:** Encourage your servers to work together and help each other's tables when needed. For instance, if they see an empty glass, refill it; if they see the customer is done eating, clear the table. This helps with shorter wait times for customers and faster table turnover.

**Consolidate table visits:** Servers should make a conscious effort to consolidate trips to each table. This ensures they are more efficient with their time and customers spend less time waiting on servers.

**Drop check off early:** Training your servers to drop a check off prior to the end of the meal is a sure way to increase table turnover. During busy weekday lunches, many customers appreciate the urgency of their server dropping a check off early. Just be sure that you ask customers whether or not they'd like to order anything else, so you don't risk losing revenue or leave your customers feeling like they are being rushed out of their seats.



**Practicing these tips will not only help with quick turnovers, but will also increase customer satisfaction.**

# GREENS FOR Salads

Here are some of the main greens that M. J. Kellner stocks for salads. When considering salads for the menu there is a wide variety of greens to use. Don't limit your salads to standard greens. M. J. Kellner can also provide greens such as Belgium endive, Boston/Butter, Arcadian Harvest, frisee, escarole and many others.



**Iceberg Lettuce**  
5 ct – MJK #40153



**Green Leaf Lettuce**  
3 ct – MJK #40151



**Iceberg Lettuce**  
Salad Cut with Color – MJK #40352



**70/30 Romaine Mix –**  
MJK #40344



**Spring Mix –** MJK #40164



**Green Leaf Lettuce**  
24 ct – MJK #40154



**Hydroponic Bibb Lettuce –**  
MJK #40146



**Iceberg Lettuce**  
24 ct – MJK #40152



**Spinach –** MJK #40210





HONEY MUSTARD  
Chicken Salad

or  
click



ITALIAN SUB  
Salad

or  
click



SHRIMP TACO  
Salad

or  
click

“

Salad can get a bad rap. People think of bland and watery iceberg lettuce, but in fact, salads are an art form, from the simplest rendition to a colorful kitchen-sink approach.  
- Marcus Samuelson





## SALADS WITH NO GREENS

Featured is a Watermelon Cucumber Salad. Salads prepared with fruits and vegetables can lighten the menu. These are versatile dishes as they can stand alone or be offered as a side.



SCAN FOR RECIPE

Simple and fresh salad using watermelon and cucumber with Feta cheese and a few other seasonings.

### Great Components of Vegetable and Fruit Salads...

- Cucumbers
- Broccoli
- Onions
- Cauliflower
- Peppers (all colors and kinds)
- Celery
- Peas
- Carrots
- Radishes
- Artichokes
- Tomatoes
- Squash
- Watermelon
- Grapes
- Cantaloupe
- Honeydew
- Pineapples
- Oranges
- Pears
- Avocados
- Apples
- Blueberries
- Strawberries
- Raspberries
- Blackberries
- Kiwis



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# IT'S A Wrap!

Are you tired of the same salad and sandwich on every lunch menu? A great way to add an alternative to your menu is to offer a lighter, healthier, fresh wrap. You can use any salad on your menu and easily transform it by wrapping it in a tortilla (spinach, tomato basil, honey wheat).

Also, sandwiches can be a heavy lunch option with a large bun or bread, change it up and offer your sandwiches as wraps. Use a lettuce wrap, green pepper bun, or whole grain wrap to add healthier options.

Another added value of a wrap is you can use ingredients that you already have on-hand to create specialty/signature wraps. A great way to market a wrap option is to have an LTO with a wrap that is inspired by the current season such as a Turkey, Strawberry, and Brie for the spring/summer season.



Southwest Chicken Wrap

Below is a list of additional wrap ideas that can help brighten your menu:

- Southwest Chicken, Corn, Black Beans, Lettuce, Cheese, Chipotle Ranch Dressing
- Gyro Gyro Strips, Onions, Tomatoes, Tzatziki Sauce, with a Pita/Wrap
- Avocado Bean Avocado Slices or Pulp, Lettuce, Shredded Carrot, Green and Red Peppers, Black Beans
- Caribbean Grilled or Breaded Chicken, Diced Mango, Chopped Cilantro, Black Beans, Poppy Seed Dressing
- Peking Pork Wrap Strips of Pork, Sliced Green Onion, Slivers of Cucumbers, Shredded Carrots, Asian Ginger Sauce
- Asian Turkey Shaved Turkey, Chow Mein Noodles, Diced Red Peppers, Sliced Green Onions, Oriental Dressing
- Turkey Cobb Shaved Turkey, Lettuce, Bacon, Tomatoes, Chopped Eggs, Mayo
- Pulled Pork BBQ Pork, Coleslaw
- Fruit and Yogurt Peanut Butter, Yogurt, Fresh Fruit
- Tuna Pesto Flaked Tuna, Lettuce, Onion, Mayo with Basil Pesto
- Horseshoe Turkey, Hamburger, or Chicken, Fries, Cheese Sauce
- Gun Slinger Steak Strips, Green Pepper and Onion Strips, Mushrooms, Steak Sauce
- Full of Bologna Fried Bologna Slices, Onions, Lettuce, Mayo, Mustard and Ketchup

## ITALIAN Sub Wrap

or click

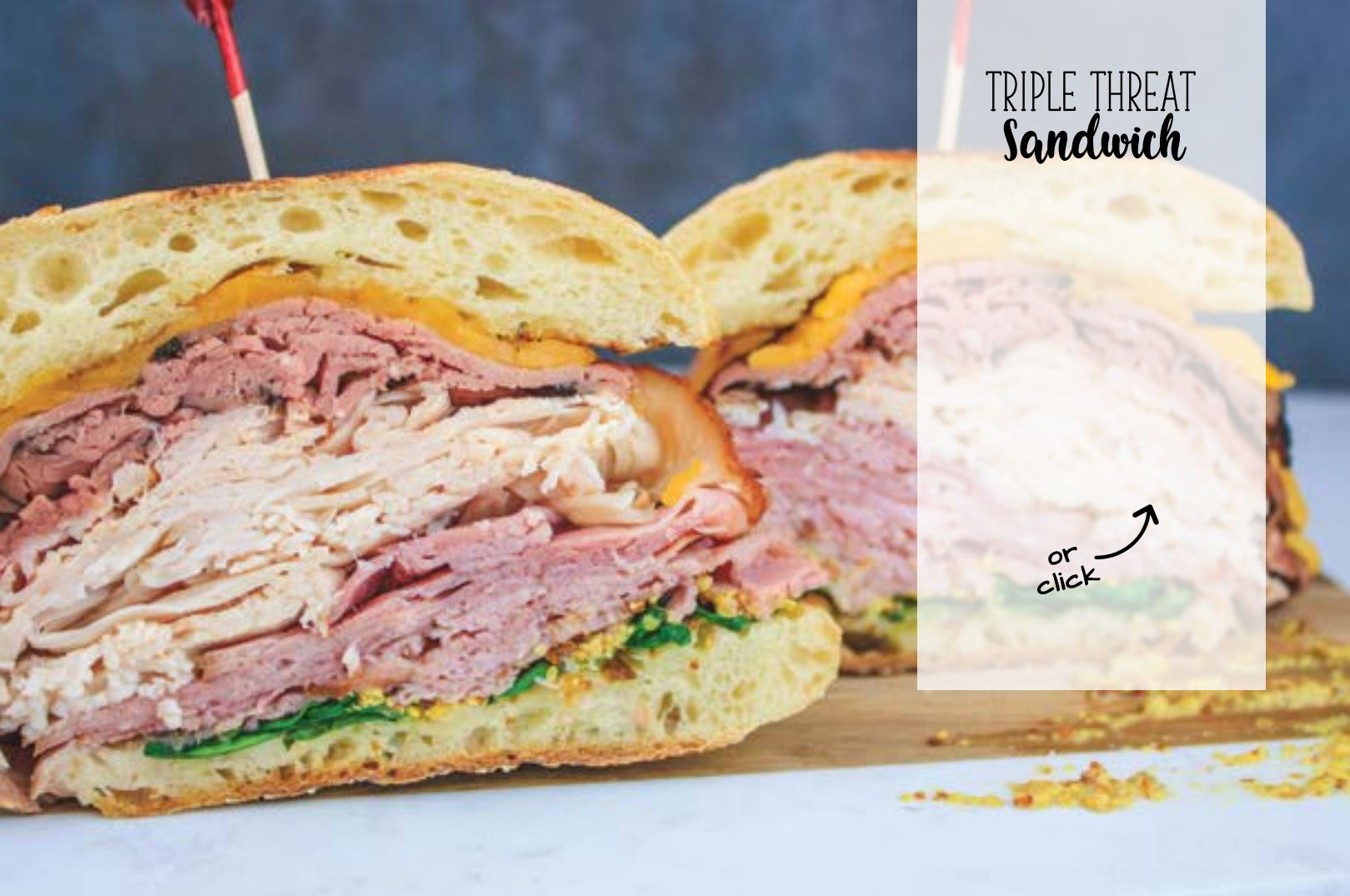


## Honey Mustard Chicken Wrap

Chicken, bacon and veggies. Simple and 100% customizable!

or click





TRIPLE THREAT  
Sandwich

or  
click

## You Can't Go Wrong with

### A SANDWICH

#### Pork Palooza

It's all in the pork! Bacon, pulled pork, ham and your favorite BBQ sauce make up this pork palooza of a sandwich.

or  
click



## Sandwiches

Most all of us have a favorite one. It could be a sandwich that you have enjoyed since childhood or one you just discovered at your favorite local restaurant. Indulging in a grilled cheese with added bacon and tomato or a classic turkey sub with avocado and sriracha mayo. Whatever your favorite sandwich is, it is very likely that no one else has the same number one choice. On average, Americans consume 200 sandwiches per year. We were first introduced to sandwiches when the simple ham and cheese

appeared in a cookbook back in 1816. Today, sandwich fillings are no longer limited to cold meat. You can fill a sandwich with cheese, fruit, shellfish, nuts and mushrooms (to name a few). Sandwiches became increasingly popular during the Civil War due to their convenience and portability. They were found everywhere and available for anyone. The higher class enjoyed them at luncheons and they were served in taverns for the working class. At the end of the 19th Century, sandwiches had earned

new names for their many different forms. For example: the triple-layered "club sandwich" and the corned beef "Reuben."

In the world today you are likely to see a sandwich on almost every menu. Whether it is a simple BLT or a unique concoction that you cannot find anywhere else. Sandwiches have stood the test of time and have grown and developed throughout history.



#### Shredded Beef Grilled Cheese

Amp up your grilled cheese game with some beef. This savory sandwich will leave your mouth watering for more!

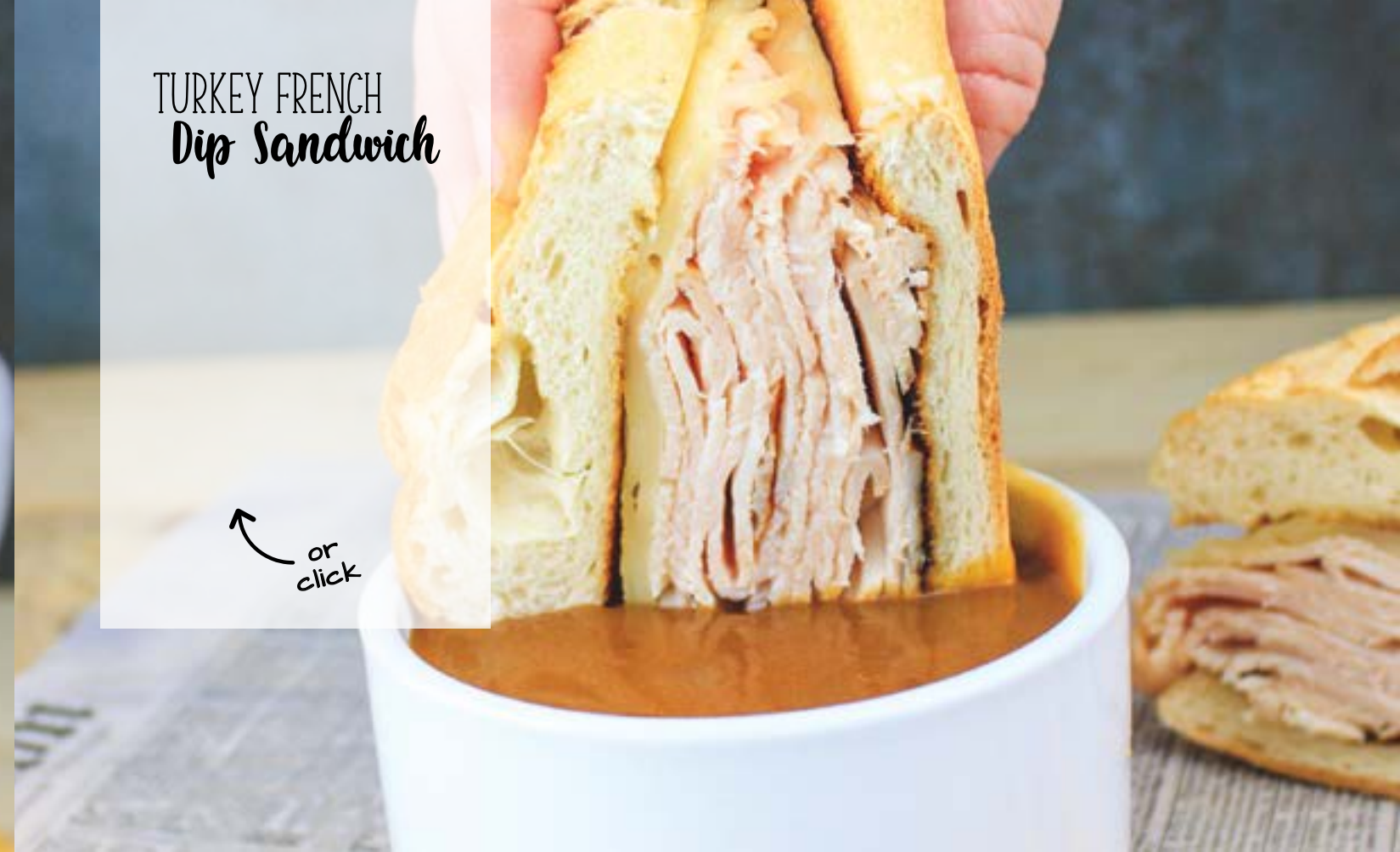
or  
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TURKEY BRIE  
Sandwich

or  
click ↗



TURKEY FRENCH  
Dip Sandwich

or  
click ↖



Roast Beef Onion  
Marmalade Sandwich

Roast beef piled high on ciabatta bread  
with melted cheese, arugula, caramelized  
onion marmalade and fig aioli.

or  
click ↖





# Sweeten up Lunch

Complete any lunch with a sweet treat. Warm weather is a nice time to incorporate a lighter dessert. The use of yogurt and fresh berries in a waffle cone is a simple way to create a bright and fresh dessert.



## Sweet Tortilla

Fill a tortilla with fresh cut strawberries, bananas, peanut butter and chocolate chips. Add a drizzle of chocolate syrup and sprinkle with powdered sugar.

←  
or  
click



## Tea

Placing second only to water, tea is widely popular around the world. It began as a medicinal drink and has since grown into one of the most refreshing drinks to enjoy on a hot summer day. The flavors and variances are endless!







*is now offering*

# FOOD PHOTOGRAPHY

*Contact [marketing@mjkellner.com](mailto:marketing@mjkellner.com)  
to book an appointment or  
call 217-483-1770 and ask for  
Rachel Perdue.*

