



a product development team that inspires signature dishes and new menu items

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August 2014

Learn how our product development team, including culinary chefs, bakery and food technologists, collaborate with global chain restaurants. Whether it is working in the field or in the lab to creating custom formulated ingredients or complete signature dishes, our product development team knows what works on the table and in the kitchen.



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**A WHITE OR EMPTY
PLATE IS LIKE AN ARTIST'S
CANVAS WAITING TO BE
PAINTED BY A CULINARY
PROFESSIONAL SUCH AS
A CHEF.**

At EFCO, we work closely with global chain restaurants to create exciting new menu items for all day parts, including signature dishes, appetizers, sides, desserts and beverages.

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- DAVID CULLINAN
MANAGER OF PRODUCT DEVELOPMENT, EFCO PRODUCTS, INC.



IN THIS EXECUTIVE SUMMARY, QUICKLY LEARN THE FIVE ATTRIBUTES THAT FUEL OUR PRODUCT DEVELOPMENT TEAM

001//COLLABORATIVE DEVELOPMENT

The product development team works each day to innovate new menu ideas and the various disciplines on the team collaborate to benefit from each person's perspective and expertise.

002//MULTI DISCIPLINED

Our team is comprised of classically trained chefs, food technologists and bakery experts ready to work on applications for all day parts.

003//CORE COMPETENCIES

Technical know how and manufacturing acumen combine to assist in creating custom formulated ingredients and support for new innovations.

004//PRODUCT DEVELOPMENT LAB

A well appointed lab kitchen allows our team (and yours) to experiment with new ideas and be able to prove both form and function of new food ideas in a kitchen environment.

005//IN THE FIELD

Collaboration happens not just within our team, but also as an extension of yours. The EFCO product development team enjoys getting out of the lab to visit your office and to work with your creative culinary professionals.

**NOW YOU KNOW THE SHORT OF IT.
CONTINUE READING FOR AN IN-DEPTH EXPLORATION AND
DISCOVER SOME OF THE INSIGHTS ABOUT OUR PRODUCT DE-
VELOPMENT TEAM//**



A COLLABORATIVE POWERHOUSE.

The EFCO product development team is a powerful group of talented, experienced professionals all working toward a common goal – to help you develop the next new food item for your menu. One of the key points that makes the EFCO product development team so amazing, is that we not only collaborate effectively amongst ourselves, but we do so with our client teams as well.

One of the trends we see is that global chain restaurants are turning to companies like EFCO for help in coming up with new food ideas. And it's not just figuring out how to use a particular EFCO ingredient or product, but an entire solution. In our case it could be a signature dish for breakfast, lunch or dinner. It may be a side or an appetizer. Perhaps as simple as a premier dipping sauce or a dessert addition. Maybe it's even a beverage like a flavored lemonade or new coffee.

IT'S NOT WHAT WE DO, BUT WHAT WE CAN DO FOR YOU.

Take for instance our cremedela cream cheese brand. This is a range of sweet or savory cream cheeses that can be used to create sensational new foods. It's one way we can turn an ordinary pizza into a signature artisan flatbread. Replacing traditional pizza sauce and using our cremedela roasted red bell pepper cream cheese as a sauce you get a gastronomic experience that you'll simply eat to the last bite. More importantly, so will your customer.

But it's not about the pizza. It's about the possibility of what can be. Our expertise rests in being able to study your menu and combine those insights with what we see trending in foods to ideate new menu ideas. That's what you get when you put a food scientist and a culinary chef in a room together. Especially when that room is EFCO's product development lab.



A CUSTOM CORE COMPETENCY.

When you think of a core competency, what comes to mind? Typically it's a specific silo or specialty within the company. In our case, we like to think of our competencies in a broader way. One in particular is our technical know-how. Another is our manufacturing acumen. When we combine these together, we're able to challenge ourselves to do more, create faster and produce, pack and deliver like no one else in the business.

It allows us to create entirely new products, or to custom formulate specific ingredients. Perhaps there is an idea for an individual size cherry tart and the dessert calls for the cherries to be diced to just the right size – and consistent size. We can do that. Maybe we need a certain amount of lemon flavor for a new signature lemonade beverage, and one that needs just a little pulp. We can do that, too. We can even package the lemonade base in our exclusive pouches with smartDISPENSE. Packaging products in our pouches is the most economical way to pack, portion control and maintain freshness. And with our gasket-fitment that creates an air-tight seal with a variety of server dispensing vessels, it is also the best way to dispense a product like a lemonade or ice tea base.

When it comes to clean label products, EFCO not only understands, we deliver. For us, creating clean label products means no artificial colors, no artificial flavors, no high fructose corn syrup and no preservatives! It may be the only time we like saying no. And we can create products that are kosher, freeze/thaw stable and bake stable.

What's even more exciting are the things yet to be done. What's next? What challenge will we rise up to. What we will create? How can we use our manufacturing equipment in ways we haven't thought of to create new ingredients that will inspire new menu items? Together we can find out.



THE EFCO PRODUCT DEVELOPMENT LAB. KITCHEN APPROVED.

There are many reasons that we took every detail into consideration when we built our product development kitchen. It was critically important that we could have a space that would inspire great thinking and allow for collaboration among the various disciplines of the team. An environment where our chefs could easily cook, bake and test new food ideas. An area that we can quickly and easily prepare samples for our clients. But one of the most important considerations was to create a lab that would allow us to prepare foods in a similar environment that would be found in your very restaurant. That's because what we do has to be both fantastic for the customer and functional for you, in what is typically a hectic kitchen.

THE PARTY COMES HOME.

We all want happy customers. Those that are delighted by the food they eat at your restaurant. Those that latch on to a food item they love so much, they literally crave it. They have to come back. And that's precisely what we thrive on. Creating those types of experience. And at the same time, being able to build your business performance.

Our product development team balances their time in the lab, but also in the field. They enjoy coming to your office or spending time in your kitchen working with your creative culinary team. And at the same time, we always welcome you and your team to visit EFCO and our product development lab.

Let's continue the discussion about how our product development team can work solo or as an extension of your team to inspire tomorrow's new menu items and signature dishes for your restaurant.

EVERY DETAIL IS ACCOUNTED FOR. FROM THE SMALLEST OF PRODUCT SAMPLES TO THE PLATING OF FINISHED FOODS, WE HAVE TO MAKE SURE BOTH YOU AND YOUR CUSTOMERS ARE EQUALLY PLEASED.

7 LET'S CREATE SOMETHING IRRESISTIBLE
EFCO Products, Inc.

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a culinary team that collaborates with
chain restaurants to inspire innovation





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BITES an on-going series of insights about food and beverage innovations from EFCO providing chain restaurants with inspiration to increase efficiencies, patron appeal and reduce waste to otherwise become more competitive

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