

March 2020  
Newsletter



1900 Phillips Field Road  
Fairbanks Alaska 99701  
(907)458-0000  
fax (907)452-2201  
(800)478-2371



Since the 1700s, St. Patrick's Day has been a celebration of community and camaraderie. So, whether you're drinking Guinness or grape juice, get together with friends and have fun.

## SPRING CARNIVALS, ST. PATRICK'S DAY IN MARCH

March is our time to rejoice in the sunshine. Even if the temperatures are still cold, the sun is up long enough to enjoy our many Spring activities. After the Equinox on March 19<sup>th</sup>, we will have more daylight than darkness.

The colder temperatures will allow us to enjoy ice sculptures at the Kid's Ice

Park on Phillips Field Road and at the World Ice Art competitions at the Fairgrounds.

The North American Sled Dog Races bring racers and visitors to Fairbanks from all over the world.

On March 17<sup>th</sup> Americans get to be Irish for a day and celebrate the food and drink

brought to us by Irish Immigrants. Since it was first celebrated here more than two hundred years ago, **St. Patrick's Day** has grown in strength and popularity as a national cultural holiday.

March 9<sup>th</sup> is National Meatball Day. The recipe below celebrates meatballs and St. Patrick's Day.



Don't forget to set your clocks ahead Sunday, March 8<sup>th</sup>

March 19<sup>th</sup> marks the Spring Equinox. That is the day when the hours of daylight equal the hours of darkness.

## RECIPE: GUINNESS GLAZED MEATBALLS

*These easy meatballs make the perfect party appetizer, or you can serve them over mashed potatoes for a delicious St. Paddy's Day dinner!*

### INGREDIENTS:

- 1 lb. Fontanini 1 oz fully cooked meatballs (#423)
- 2 bottles Guinness
- 1/2 c. ketchup
- 1/4 c. honey
- 2 Tbsp. molasses
- 2 tsp. Dijon mustard
- 2 tsp. dried minced onion
- 1 tsp. garlic powder
- 4 tsp. cornstarch

### INSTRUCTIONS:

1. Heat meatballs.
2. For the sauce: Combine all ingredients except cornstarch in a medium saucepan. Whisk.
3. Bring to a boil, whisking occasionally.
4. Reduce heat to a simmer and simmer 20 minutes.
5. Whisk in cornstarch and continue simmering 5 minutes or until thickened.
6. Add meatballs to sauce.



## MARCH EVENTS

### World Ice Art Championship

Internationally famous ice art competition.  
Continues through March 31<sup>st</sup>  
Tanana Valley Fairgrounds

### Kid's Ice Park

Enjoy Interactive ice sculptures, ice slides and ice art exhibitions  
Continues through March 31<sup>st</sup>  
George Horner Ice Park



### Tanana Chiefs Annual Convention

March 16<sup>th</sup>-19<sup>th</sup>  
Westmark Hotel Fairbanks

### The Open North American Championship Races

March 20<sup>th</sup>-22<sup>nd</sup>  
Jeff Studdert Race Track



### Pie Day (Pi Day)

March 14<sup>th</sup>



Enjoy a slice of pie on 3.14

## CUSTOMIZE MACARONI & CHEESE



Set up a Mac & Cheese bar to let your customers create their own comfort food combination.

Start with Stouffer's Macaroni & Cheese (#21311). Creamy 9-month-aged white cheddar and tender cavatappi create the perfect foundation for ultimate customization. Create your own station for an experience that's unique to your restaurant.

Rotate a mix of *proteins, veggies and flavorful finishes* as often as you wish, based on the trend suggestions here or what you have on hand. Create your own unique selection of add-ons. For

example, offer a vegetarian station with a variety of beans, tofu, grilled onions and other veggies; include basil pesto, and toppings like croutons and crispy quinoa.

Customization is endless and makes use of ingredients on hand. Other suggestions are:

#### *Pizza:*

Pepperoni, mushrooms, olives, Sausage, and more.

#### *Spicy:*

Chorizo, spicy sausage, black beans, onions peppers, a selection of hot sauces, and more.

#### *Smoked and Charred:*

Smoked brisket, pulled pork, grilled shrimp, onions, collard greens, BBQ sauces, and more.

For more ideas, go to:

<https://www.nestleprofessional.us/stouffers/white-cheddar-mac>

## HOW TO KEEP UP WITH RISING WAGES

Since the start of 2020, 21 states have increased minimum wage requirements. History indicates that rising prices are soon to follow.

This is a double whammy for the independent restaurant operator. Not only are higher wages costing you more to staff your restaurant, eventually you'll end up paying more for your purchases as well.

Most independent restaurant operators shudder at the thought of raising menu prices for fear they'll lose customers. Remember when no restaurant in Fairbanks wanted to be the first to ban smoking?

Well, you're not alone; other restaurants face the same challenges. The average consumer has come to expect rising prices as a fact of life. They see it at the grocery store.

It's our belief that the vast majority of

your customers won't leave over higher prices. Customers will keep returning if they believe the value that they receive is worth the price they're paying.

Look at a price increase as your opportunity to elevate your guest experience by replacing worn-out menus with a well-designed, revamping of your menu offerings. The impact of price increases can be lessened by the introduction of new items, different plate presentations and of course, pleasing graphics.

Consider other upgrades in your restaurant where they will be noticed, like the lobby and the bathrooms.

Wage increases are a fact of restaurant life and so is having to charge higher prices. By offering more value in the form of a better guest experience you can keep your guests coming back, even after you raise your prices.