

April 2020
Newsletter



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Sandhill Cranes “hunker down” in the snow last spring. Fairbanks still has a lot of snow on the ground that might not be melted when the cranes get here this April

QUALITY SALES IS OPEN

We are continuing our usual delivery service.

Businesses and individuals are welcome to pick up products during regular business hours:
Mon-Fri 8AM-5PM and Saturday 9AM-1PM

Please call in your order ahead of time to your sales rep, or to customer service. Your order will be charged to your account or you may pay by credit card over the phone.

Upon arrival at Quality Sales, call the office and we will bring the order to your car. For your protection and for the protection of our staff, we ask that you do not enter the building.

COVID-19 PANDEMIC TAKES A TOLL

April is usually the month when the restaurant community starts preparing for the busy summer season.

Well, this year the world has changed. Since the coronavirus pandemic hit the United States last month, restaurants have been forced to change operating procedures. Those that have managed to stay open are trying to survive by offering

takeout and food delivery. We offer some strategies and resources on page 2.

Quality Sales remains open and like everyone else, we are adapting to the current situation. We will continue to have promotions and offer new products. Be sure to check out our website QualitySales.net for our current Easter promotion and follow us on Facebook

for lots of news and ideas. You can also call on our sales staff for any suggestions and help you may need.

Remember: people still have to eat, and some don't or can't cook. Restaurants are the only way! We're in this together and we will get through it together.

RECIPE: CHEESY LOBSTER & BACON HASH BROWN CASSEROLE

This recipe has it all: satisfying comfort food, easily sold as takeout, indulgent lobster, and, Lobster Sensations is on sale.

INGREDIENTS:

- ½ lb. King & Prince Lobster Sensations (item #432929)
- 6 slices Thick bacon, chopped
- 3 each Scallions, chopped
- 2 lbs. Shredded hashbrowns (item #208)
- 1 cup Caramelized onions, diced
- 2½ cups Cheddar cheese, shredded
- 16 oz. Creamy lobster bisque (clam chowder can be substituted)
- 1 cup Sour cream
- 8 oz Milk
- 10 tbl Melted butter
- 1 cup Panko breadcrumbs

2. Place in a 9”X13” oven safe, greased casserole dish.

3. Bake for approximately 45 minutes at 350°F until 165°F internal cooking temperature.

4. Mix 2 tablespoons melted butter, panko breadcrumbs and remaining cheese for the topping and add to casserole.

5. Finish by browning the topping and serve.



DIRECTIONS:

1. Mix all casserole ingredients together (Lobster Sensations, bacon, scallions, potatoes, onions, 2 cups cheese, bisque, sour cream, milk, 1/2 cup melted butter, salt & pepper).

LOCAL ALCOHOL BEVERAGE NEWS

Alaska's Alcohol Control Board voted on two measures on April 1st that, if approved by the governor, would relax alcohol laws during the coronavirus pandemic to ease the financial pain on restaurants.

The board unanimously approved to-go sales of factory-sealed beer and wine from any bar or restaurant currently licensed to sell such products on premises, with or without food.

It also unanimously voted to allow curbside pickup of products from liquor stores and other manufacturers, such as breweries.

None of the changes will go into effect until Dunleavy gives his approval. Sarah Oates, president of the Alaska Cabaret, Hotel, Restaurant and Retailers Association, said she doesn't know when that will be, but hopes it's soon.

Oates said 44 other states have relaxed alcohol laws to help the industry during the pandemic.

CAN YOU BE FOUND?

After you've made the decision to keep your doors open, it's important to be found by your potential customers. Here are some tips:

Submit your listing to these directories:

Diningatadistance.com,

A grassroots project

Carryoutalaska.com

From CHARR, the Alaska Cabaret Hotel restaurant and Retailers Association

Blast social media to let people know you are open.

Claim your profile and manage your reviews on all review and directory sites like Yelp, Trip Advisor, Google My Business, etc.

STRATEGIES FOR TAKEOUT AND DELIVERY

Here are some tips from other restaurants to adjust your restaurant for off-premise dining. **Offering family-style meals** and adding household and grocery items, like chicken and eggs, to the menu, are some ideas. One California restaurant added toilet paper to orders. "Who knew that a roll of toilet paper would be a great promotional device." Streamline your menu, ditching most of the fried items that don't travel well.

Feature comfort food items that customers are craving. See the recipe on page 1. Check out our Easter flyer with easy Stouffers entrees on special.



We have many **grocery items that can be added as part of the order**. These products are packaged for resale; no further packaging is necessary. Here are some examples:

Ambrosia Field to Spork Grain Bowls



Three varieties are available:

15310 Mediterranean Mix

153100 Smoky Bean BBQ

15305 Southwest Veggie

Wampler's Moonshine Bratwurst



12044 Apple Pie Moonshine

120460 White Lightning Moonshine

More ideas at Simplotfoods.com

GOVERNMENT STIMULUS

A massive \$2 trillion economic stimulus package was signed into law last week. It is dubbed the Coronavirus Aid, Relief and Economic Security, or CARES Act.

Here's a look at how the CARES Act would impact restaurants, from various legal sources and the National Restaurant Association:

Small business loans: The bill includes a \$349 billion program for "paycheck protection" loans to businesses with 500 or fewer workers. The loan amount is based on 250% of the borrower's average monthly payroll cost (average payroll costs x 2.5) for the preceding year. For example, an employer with an average monthly payroll of \$900,000 would be eligible for a loan of \$2.25 million. More details at QualitySales.net/blog and sba.gov

Tax benefits: The CARES Act provides a new "employee retention tax credit," but the credit is not available to employers that take paycheck protection loans.

The credit offers employers a refundable tax credit for 50% of the wages paid during the COVID-19 crisis and applies to wages between March 13 and the end of the year. Those eligible are employers whose operations were fully or partially suspended due to coronavirus shut-down order, or whose gross receipts declined by more than 50% compared to the same quarter the previous year. The tax credit applies to the first \$10,000 of compensation, including health benefits, paid to an eligible employee based on qualified wages. The Act also offers a payroll social security tax "holiday" for employers with immediate cash-flow issues. Deferred taxes must be paid over the next two years, and at least half by Dec. 31, 2021.