

Tomat-ohh!



How to Guide • August 2011

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Criteria for Selecting “Tomat-ohh!”

Promo Dates: August, 2011 but menu items can be offered regularly thereafter when fresh seasonal tomatoes are available.

Program: A variety of simple tomato-based dishes.

Category: Culinary Table, Menutainment, OTG, Fresh Grille.

Core Products: Salads, Entrees, Snacks, Side Dishes and more.

Consumer Target: Adult consumers and repeat visitors who enjoy dishes with fresh seasonal produce.

Pricing Structure: Pricing ranges from \$1.99 - 5.49 for à la carte items and \$ 5.99 - \$9.99 for combo items.

Service Style: Served from one of the recommended stations or self-serve from On the Go cooler.

Unique Equipment: No special equipment is required.

Program Objective:

- Increase participation and customer satisfaction
- Introduce a variety of simple tomato recipes
- Offer a variety of choices to suit all tastes
- Offer Balanced Choice selections
- Focus on fresh seasonal tomatoes and produce. Feature local when possible.

What is “Tomat-ohh!”?

August is prime tomato season in many parts of Canada. Our Tomat-ohh! promotion features fresh seasonal tomatoes, in all their glory, in simple recipe preparations that are sure to please. We recommend using fresh local tomatoes where available.

Buying and eating local is a major focus within our **Sustainability Strategy**. The fresh, seasonal flavours of locally grown tomatoes taste great and support local communities as well as the environment. Customers will appreciate the local, fresh flavour of just - picked tomatoes.

Food Standards - Continued

There are basically four classes of commercially grown local tomatoes that may be available in your province or within Canada during the summer months: Large Round, Roma/ Plum, Cherry/Grape and Heirloom. Our promotion will focus on all but the last type but information is included on it for your information only.

The Large Round is the most commonly available tomato and includes several types:



- **Field ripened:** this is a large round that is allowed to ripen in the field.
- **Green (hot) house beefsteak:** this is a green house grown version that tends to be more expensive but available over a longer period of time. This tomato tends to be more consistent in size and condition.
- **Vine on (or cluster tomato);** the most common tomato produced today. Vine ripened, this tomato is harvested and

sold with the stems attached. This gives the tomato that characteristic tomato smell you get from fruit grown in a garden.

Roma or Plum tomatoes are almost as common and can be used for both cooking and fresh. These types tend to be smaller than Large Round and are often long and narrow in shape (almost like a football). Most pastes and sauces are made with this variety.



Cherry tomatoes are also available year round and are by and large the best bet off season for flavour and texture. The most common variety commercially is the Grape tomato- an oblong grape shaped red cherry. Cherry tomatoes tend to ripen faster than large round tomatoes so you can start to see local availability earlier in the summer.

Heirloom tomatoes are by far the hardest to find consistently. 95% are field grown and vine-ripened. They are only available in the late summer although there is some green house production. Heirloom varieties come from all over the world and are very difficult to grow and predict. Most varieties are also irregular in shape and size which requires that they are hand picked and packed. This means that heirloom tomatoes are generally expensive.



Food Standards

Chilled Tomato and Basil Soup



Chilled soups make a welcome change in the warm summer months. A blend of tomatoes, sweet onion, basil, olive oil and balsamic vinegar with seasonings and the soup is ready to serve. Sour cream and a basil leaf are optional garnishes.

Serve in a D6 cup in a refrigerated display beside your sandwich station or with premade salads and sandwiches to create the opportunity for combos.

Offer on your summer catering menu but upscale the presentation in an attractive glass or bowl.

Bocconcini, Basil and Tomato Parfait



Bursting with flavour this salad parfait combines grape tomatoes with Bocconcini cheese, fresh basil and olive oil for a simple Caprese-style salad.

Perfect to grab and go, this can be offered in the OTG cooler or merchandised beside another food station.

Fruity Bruschetta



Our fruity bruschetta uses not only tomato but tasty late summer fruits such as nectarine or peach. Lime juice, olive oil and cilantro are the seasoning.

Serve as a side with pasta or grilled meats.

The topping alone can be used on grilled chicken, fish, pork chops, tofu, burgers and more.

Food Standards - Continued

Stuffed Tomato Half



Take a large field or hothouse tomato, cut in half, scoop out some of the seeds and flesh then fill it up with a delicious mushroom duxelles stuffing and top with parmesan cheese, breadcrumbs and fresh basil.

This tasty side dish can be cooked in the oven or on the barbecue.

Excellent served with any grilled protein.

Tomato and Basil Pasta



Nothing says summer more than this simple pasta dish. Tomatoes are chopped and marinated for a short time with fresh basil, good quality olive oil, salt and pepper.

Hot pasta is tossed with tomato mixture. Parmesan cheese is added and voila! A taste of summer! Offer condiments on the side such as additional cheese and dried pepper flakes.

Offer at 2mato, Culinary Table or Menutainment.

The Big Tomato Sandwich



Stacked full of ripe tomato flavour, our sandwich is layered with basil pesto, roasted red peppers, Provolone cheese with the thick tomato slices and topped with fresh basil chiffonade.

Serve this on any hearty bread such as multigrain baguette, Ciabatta, sour dough, Panini or hoagie.

Make to order or serve from Wheat Street Deli.

Feature Recipes

Recipes for the promotion are linked to the **smart** recipe database. The costing and combo file with suggested retail pricing is filed separately and can be found under the August, Culinary Flavours, “Tomat-ohh!” tab on the Setting the Table summer website.

Tomat-ohh! Menu Items	Recipe #
Chilled Tomato and Basil Soup (BC)(V)	14150
Fruity Bruschetta (BC)(V)	36135
Mushroom Stuffed Tomato Half (BC)(V)	61645
Fresh Tomato and Basil Spaghetti (BC)(V)	27225
Fresh Tomato and Basil WW Pasta (BC)(V)	27225A
The Big Tomato Sandwich (V)	56240
Bocconcini, Basil and Tomato Parfait (V)	44730

Recommended Side Dishes

Please look in the Retail Selling Excel spreadsheet for combo ideas and suggested pricing for all recipes.

Existing Recipes to Supplement the Promotion

The following are just a few additional recipes in **smart** recipe that use fresh tomatoes in interesting ways. There are many more so be sure to check out smart for more options. This is a perfect time to feature local tomatoes at the grill and deli stations.

Tomat-ohh! Additional Menu Items	Recipe #
Appetisers	
Bruschetta (V)	36160
Sandwiches	
Roma Tomato and Mozzarella Baguette (V)	OTG3050
Bacon Tomato Avocado and Parmesan Flatbread	FB22025B
Pesto Bruschetta Flatbread (V)	FB28635B
Rib Eye Flat Bread Melt with Oven Roasted Tomatoes	FB32170
BLT Bagel	31810
Salads/Sides/Accompaniments	
Fresh Tomato and Corn Salsa (V)	S71075
Baked Tomato Half (BC)(V)	61091
Tuscan Bean Spread (BC)	70755
Sautéed Zucchini and Chopped Tomatoes (BC)(V)V	61550
Entrees	
Whole Wheat Pasta with Oven Roasted Tomatoes and Goat Cheese (BC)(V)	27335
Greek Pizza (V)	29070

Supplier Information

While all effort is made to choose products that are on all of our MOGs, occasionally this is not possible.

We recommend you contact your Regional Purchasing Coordinator if there are new items that you would like to list or even purchase as a onetime release.

For food safety and recall reasons, be sure to purchase your fresh seasonal tomatoes from an approved Compass produce supplier.

Ask your Produce Supplier about local tomatoes even if not on your price list.

Promotion Specifications

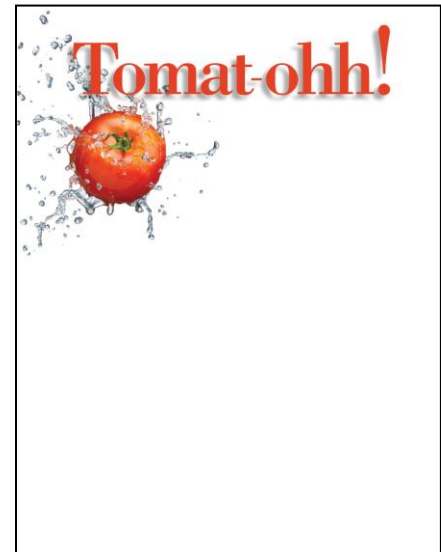
Item	Brand	Pack Size
Tomato Products		
Field or Hot House Tomatoes	Produce Supplier	Various
Roma or Plum Tomatoes	Produce Supplier	Various
Grape Tomatoes	Produce Supplier	Various
Bread/Grain Products		
Multigrain Baguette	Fierra/Upper Crust	22 x 312 g
Ciabatta Buns/Artisain T&S	Canada Bread	48 x 95 g
Bowtie Ciabatta	Backerhaus	45 x 100g
Dried Breadcrumbs	Local Bakery Supplier	Various
Spaghetti, white	Italpasta	9.07 kg
Spaghetti, whole wheat	Italpasta	5 kg
Cheeses		
Provolone	Domestic	2 x 3 kg
Small Bocconcini	Tre Stella	Various
Parmesan Grated	Black Diamond	2.27 kg
Groceries		
Olive Oil	Bertolli Classico	4x 3 L
Balsamic Vinegar	Reinhart	2 x 5L
Pesto	Jiano Foods	6 x 1L

Marketing Materials

All marketing materials for this promotion are available on the Setting the Table website. Units are asked to print their own copies; no hard copies will be available for this promo. All flyers/posters are 8 ½ x 11.



8½ x 11 Tomat-ohh! Poster - Display the poster in your entrance board and at your station during the promotion. (Print from Setting the Table/Summer/Culinary Flavours/August)



8½ x 11 Tomat-ohh! - Use the flyer to enter a "Tomat-ohh!" menu item with the selling price or to pre-advertise date promotion begins. Insert your sector logo where indicated on the flyer. Display on your entrance board and/or at the appropriate station. (Print from Setting the Table/Summer/Culinary Flavours/August)

Order Profiles 8 ½ x 11 sign holders directly from impulse signs. Click on the order form link below.

<http://www.impulsesigns.com/ProfilesNorthOrderForm.pdf>

Follow the links below for Steps to Launch Promotion and Quality Assurance.

[Timelines to Launch Promotion](#)
[Quality Assurance](#)