

RCN News



RC Fast Forwards Business Announcing New Website and Social Media for 2010



As many of you know, RC Fine Foods has been the keeper of my family's food passion since 1972 when gas was just 55 cents a gallon, the average cost of a new home was \$27,500, Watergate had just begun and Mark Spitz won his seventh Olympic Gold Medal at the Munich games.

New RC Products Answer Industry Needs

For more than three decades, we've had the great good fortune to be part of our clients' success stories. Going into 2010, our family has taken our brand to a deeper and even more responsive customer level. We have committed to the development and launch of a host of new products based on the needs of our customers. This year, our new **RC Reserve Collection** and **Kosher Bases** were fully embraced by the restaurant industry and our client base. We are all very excited about the response to our new lines and talk about them below. Please let us know what you think. We would love to hear from you.

State-of-the-Art Website & Facebook Create New Ways of Helping Industry Professionals

Secondly, the beginning of October will see the launch of our Facebook page and new highly interactive website which contains **hundreds of downloadable recipes, products and tips**. Aside from the website, we are also unveiling a Facebook page to connect our customers with up-to-the minute product information, tips and anything else we can think of to help you make it as you've never made it before. Please connect to us through Facebook and let us know what you need to be better stronger and faster. We'll go to work on it right away.



See you online,
Gary Cohen

RC Creates Industry Buzz with all new Reserve Collection and new Kosher Bases



Reserve Collection Chicken, Beef and Vegetable

RC has recently introduced a new line of clean label bases which are lab tested and certified as gluten free...we call it our Reserve Collection. These RC bases are available in chicken, beef and vegetable and contain the same fresh taste and high quality our customers have counted on for more than 37 years. They are all produced with sea salt, so the sodium levels are reduced and are 100% clean label meat first paste products for chicken and beef bases which are derived from farm-raised meat. The fresh vegetable bases are available in dry powder. The chicken and beef base yield 5 gallons/pound and the vegetable base yields 5 gallons/jar or 6.67 gallons/pound.

Exceptional Kosher Bases

Chicken, Beef, Vegetable and Pareve Chicken and Pareve Beef

In addition to the Reserve Collection, we've also launched five new Kosher bases which are available in beef, chicken, vegetable, pareve chicken and pareve beef. They all have certification from Star-K Kashrus. The **chicken** and **beef** are certified Glatt meat first paste

products. The three pareve base products; **vegetable, pareve chicken** and **pareve beef** contain no meat, egg or dairy ingredients. And, they are available in powder containing no added MSG. The chicken and beef bases yield 5 gallons/pound, the vegetable base yields 5 gallons/jar or 6.67 gallons/pound. These products are essential to any professional kitchen having to prepare high quality kosher food.



RC Identifies Important New Trends from the Food Show Circuit

Despite economy, more people are eating out – New trends Identified

Over the past year, our discerning food professionals attended trade shows in cities including Boston, New York, Dallas, Milwaukee, Orlando, Detroit and Columbus. Across the board we noticed trends in restaurant attendance and menu offerings from city to city. Despite the economic downturn, people are still going to restaurants. Most we patronized (and investigated) seemed to be operating to capacity which is certainly a strong sign for restaurant owners and our industry as a whole. Menu-wise, we noticed several trends: some a direct result of the economy and others, simply a result of our own palatal evolution and global trends.

Comfort food, all-day breakfast, the omnipresent noodle, Peruvian cuisine and charcuterie platters

The first of our observations: more comfort food on the menus. Dishes such as macaroni and cheese or breakfast foods being served all day long were seen in every city we visited. Pre fixe menus, small plates and bite-sized \$2 desserts were also seen through our travels. Charcuterie platters containing cured meats and pates is the new vogue along with Peruvian food as one of the next hot ethnic cuisines. And lastly, the popularity of noodle bars has risen along with the use of noodles in soups and main dishes. [RC talks dining trends on Facebook.](#)

Let us know what you think.

Anthony Todaro C.E.C.
RC Fine Foods Corporate Executive Chef