

HALIBURTON

INTERNATIONAL FOODS

WINTER 2011

Premium Private Label

The retail private label segment has experienced significant market growth in recent years and there appears to be no end in sight. As consumers demand higher quality, better-for-you foods, national retailers and private label manufacturers such as Haliburton International Foods have responded with Premium Private Label Products that meet or exceed the quality, flavor and nutritional value of nationally-branded products. We offer our Best-in-Class IQF Roasted and Grilled Vegetables, IQF Rice and IQF Pasta to the retail private label segment in a variety of blends or complete meal solutions. Packaged in convenient



Thai Green Curry Rice with Fire Roasted Pineapple

microwave steam pouches, individual portions or in Club Store sizes, we offer attractive package designs and the convenience features that consumers demand. Our premium products increase brand recognition and capture the most demanding customers, while increasing profits and customer loyalty.



Oaxaca: A Culinary Adventure

Just as practice hones the skills of a great athlete, culinary excursions in the presence of other gifted chefs refines one's craft and creates the inspiration necessary to continually develop new flavors and cutting edge menu concepts. This past September, Romanna Clark, Haliburton's Director of Research and Development and I took a week-long trip to Oaxaca, Mexico. Along for the adventure were other well known chefs and restaurant owners. Leading the group were notable personalities like Chef Rick Bayless, Chef Roberto Santibanez and noted cookbook author Marilyn Tausend. From a chef's perspective, Oaxaca is one of those places where you truly grasp the essence of Mexican cuisine. No Tex-Mex, no Southwestern cuisine, no Nuevo Latino, just authentic Mexican flavors abound in this Mecca of moles. From the pungent aroma of freshly made empanadas filled with squash blossoms at the Mercado La

Merced to the many types of moles on display at the Mercado de Abastos, our senses were filled with the aromas and exciting flavors of Mexico.

On a visit with Susana Trilling at her Seasons of my Heart Cooking School in the rural outskirts of Oaxaca City, we experienced the seven famous moles of Oaxaca. Seeing, smelling and tasting the toasted chiles and watching as they carefully layered the 20+ ingredients together in this well-balanced sauce inspired me to bring these flavors and techniques back to the test kitchens here at Haliburton International Foods. In the months that have passed since our adventure, we have developed sauces, moles, salsas and even hummus using these techniques and flavors, leaving me to wonder, where the next adventure will take us and what new and exciting flavors will that inspiration bring?

Joseph Antonio
Corporate Chef Contributing Editor

Executing High Quality in High Volume

One of the great challenges high volume food service operators face is consistently executing quality while balancing speed of service with food safety. In a perfect world each dish on the menu would be prepared to-order from scratch by highly trained chefs using only the freshest ingredients available. If money was no object, and guests didn't mind waiting, delivering great food would simply be a matter of time. Since this isn't a practical approach for most restaurant companies, it's necessary to develop creative solutions to address these challenges.

I witnessed this while working as a cook in a busy bar & grill restaurant. On the menu was the iconic Philly cheese steak sandwich. Not a wildly innovative product on its own, but this sandwich was done so well it drove people into the restaurant. Starting with shaved ribeye steak and a buttery toasted fresh roll didn't hurt either but the unsung hero was the perfectly sautéed and seasoned mushrooms and onions. Now you wouldn't think sautéing mushrooms and onion is a particularly difficult task, but getting every cook to do this right on every shift can be daunting. If you've ever had the unpleasant experience of biting into an onion that was raw when it should have been cooked, you know what I am talking about. After all, proper cooking takes time and skill and

in the middle of the rush things can go sideways. Fortunately, the owner of this restaurant insisted on par-sautéing, seasoning and cooling batches of mushrooms and onions prior to service. This was a great solution that ensured quality while speeding up service. When an order came in, mushrooms and onions were simply re-flashed on the griddle...perfect every time!

This method worked well in one restaurant, but I have observed the practice fail in a multi-unit environment. If the cook neglects the seasoning or starts with cold equipment, flavors are bland and undeveloped. If the cooked mushrooms and onions aren't adequately reheated, there is an increased risk of getting guests sick. It's pretty scary when you think about how one or two ingredients can turn your operation upside down. But what if you could source par-sautéed, roasted or grilled vegetables made from high quality fresh produce, seasoned and cooked to your specification with

food safety assurances built-in? If the quality matched or exceeded your current gold standard and costs were comparable wouldn't this be a no brainer? Probably so. Through the use of cutting edge roasting and freezing technology, Haliburton International Foods has developed just such a product. True back of house quality, fresh color and texture and fully developed caramelized and grilled flavors in a convenient, certified Ready-to-Eat product. If you have an interest in easing operational efficiency, reducing food safety risks and impressing your guest's with great quality food, let us demonstrate The Haliburton advantage.

Richard Marasco
Director of Culinary



Quote of the month

“I have been working with Haliburton International Foods now for the last 7 years developing successful products for a number of well known national multi-unit brands. In that time, Team Haliburton has proven to be an outstanding resource, time after time, taking our labor intense kitchen processes and scaling them up to a manufacturing process without sacrificing quality, delivering a competitive edge in flavor, consistency, and labor savings. I personally believe Haliburton to be the “best in class” at what they do; setting a standard that will be difficult for any other company to duplicate.”

Jon Rogan
Executive Chef
El Pollo Loco

Next Generation Contaminant Detection, Product Serialization and Image Retention

Committed to Quality and Driven by Innovation has been our mandate for almost two decades now. To that end, we dedicate significant resources to finding, understanding and implementing the latest technologies. For the last 18 months, we have researched and tested most of the X-Ray equipment available on the market. Surprisingly what our engineers found was a very broad range of costs and performance. Not surprising is that performance is directly proportional to cost. At the low end of the market, contaminant detection rates are in the 3 to 5mm range, dismal by any standards.

Our extensive testing concluded that the complex computer algorithms that Anritsu engineers have developed and deploy, along with their variable X-Ray power technology, will allow Haliburton to reliably detect and eliminate the smallest contaminants of metal, glass, stone, bone and rubber and give us the added ability to do mass measurement, check for product in the seals, look for broken product and do size and shape analysis. Installation of the first two Anritsu units will take place in February 2011. As part of this quality initiative, we will also employ a package serialization printing system and we will retain serialized X-Ray images of every package that we manufacture. We believe that this Best in Class approach to reliably detecting, eliminating, documenting and archiving contaminant information, will substantially reduce risk and eliminate false consumer claims while reducing costs and improving quality.

Haliburton will employ Anritsu's High Sensitivity X-Ray inspection systems.

The Anritsu will reliably detect and eliminate the smallest contaminants. At the top of the market, Anritsu USA offers a high sensitivity model capable of 0.2mm detection accuracy.



Haliburton partners with Adept Technology

Haliburton will be the first US food company to install the newly developed Adept Packaging Automation Cell (PAC). The Adept PAC made its debut at the PACK EXPO 2010 event in Chicago, IL on October 31st. The Adept PAC is a platform for next generation high-speed primary packaging applications, requiring both flexible and sanitary processing. Touted as the world's fastest USDA-accepted robot, the Adept PAC utilizes intelligent vision-guided robotics to achieve packaging speeds of up to 150 ppm. Adept Technology is the largest U.S.-based manufacturer of industrial robots, headquartered in Pleasanton, CA.

The first two Adept PAC systems were delivered to Haliburton in December and are part of the larger IQF Vegetable Packaging Automation Project scheduled to be completed in the first quarter of 2011. One robot will be installed on each of the new IQF packaging lines, and will be tasked with the duty of case packing up to 140 bags per minute of a variety of IQF vegetables, rices, pastas and frozen fruits.



Adept Packaging Automation Cell

Focusing on Core Values

Since our inception, core values have defined the way that we interact with customers, suppliers and each other. They shape the culture of our company and guide how we behave and make decisions. Each newsletter, we define one of our core values. This month, we define **Exceptional People, Exceptional Solutions**, our sixth core value. We recognize that exceptional people are the source of all great innovation and encourage the free flow of thoughts, best practices and ideas throughout the company. We utilize the minds and capabilities of our team members to provide our customers with innovative solutions, not imaginative excuses.



Equal parts food, science and taste.

Team Member Spotlight

Jayne Price

Director of National Accounts

Jayne Price is the Director Of National Accounts for Haliburton International Foods. She has enjoyed a successful career in Foodservice Sales and Marketing spanning almost 20 years. Jayne has worked for such well know companies as Martin Gillet & Company, T. Marzetti Company and Michael Foods. An experienced professional and industry leader, Jayne has served as Director for the Orange County Chapter of the Roundtable for Women in Foodservice, and is an active member of the Women's Foodservice Forum. Jayne works closely with our Research Chefs and Food Technologists to initiate, develop, present and implement creative and innovative solutions, tailored to each customers' specific needs. Jayne works primarily with national multi-unit foodservice operators.

Joseph Antonio

Corporate Chef

Joseph Antonio is the Corporate Chef for Haliburton International Foods. Joseph has a strong background in Asian and Mexican cuisine, is a Contributing Editor to leading industry publications and is a member of the Research Chefs Association. Joseph combines the culinary arts with a keen understanding of product and process technology to create unique menu solutions. Joseph graduated from the University of California at Santa Barbara with a Bachelor of Arts degree in Asian American Studies. He earned an A.O.S. Culinary Arts degree and Cordon Bleu Culinary Arts Certificate from the California School of Culinary Arts in Pasadena, California. Prior to joining Haliburton in 2005, Joseph worked at renowned Los Angeles restaurants KOI and ZaZen. Joseph also worked at The New School of Cooking and PMO-Wildwood/ Soga Soyfoods.

For more information e-mail us at info@haliburton.net