

Using the Influence of Healthful Cultures Throughout the Globe to Build Your Food Service at Home

From Authentic Origin Roots
Cooking to Retail Operations



There Is No More “Deli” As We Know It

The traditional “Deli” is a thing of the past

Only after your customer is identified; design, menu selection, and scope of food service can be designated

Part of this blueprint: labor, check average, and amount of theatre you wish to create.

Your culinary program should always reflect your company’s mission statement

Balance customer and employee engagement against what you can realistically afford

Involve upper management, culinary, marketing, and store management in this important decision.

Can We Be Everything To Everybody ?

Maybe... but the demographics of each store location dictate the needs of the community

Legacy and local culture always trump trends and personal preferences

The importance of health, wellness, and food fads should never outweigh what the community wants

There will always be a segment that expects and must have the expected. IE fried chicken & mac n cheese

There is always room to turn the familiar toward left of center

Origin: West End Jamaica

Operation: Google Food Service

Vegetarian 'Ital' Cuisine

Google Vegetarian Food
Bar Mountain View, CA



Origin: Puglia, Italy

Operation: Boulder, CO

Hand Making Little Ear
Pasta

Alfalfas Market
Boulder, CO



Origin: Negril, Jamaica

Operation: Large QSR Group

Authentic Roadside
“Jerk” Stand

QSR Jerk Chicken Plate
Chicago, USA



Origins: Siracusa, Sicily

Operation: Upscale Palm Beach Retail Market

Open Air Market, Sicily



**Healthful Dessert
Restaurant Offering**



Origin: Toronto Canada
Operation: Google East Meets West Concept

Chinatown Produce
Toronto, Canada



Namaste Concept
Google, Mountain View



Remote Jungle Area West End Jamaica Self Contained 5 Acre Organic Garden

Zimbali Retreat

**Papaya Slaw... Coconut
Drizzle for Restaurant**



Origin: Chios Greece

Operation: Metro Market

Chios Cook Preparing
Briam Mixed Vegetables

Served in Café at Metro
Market



Origin: Sicily Food Market

Operation: Roundys Markets

Sicily Olive Market



**On Deli Menu as Authentic
Sicilian Potato Salad**



Origin: Westmoreland Parish, Jamaica

Operation: Café Montana , NYC

Seasonal Staple of
Jamaica... Ackee Fruit



Served for Exotic Sunday
Brunch



Origin: Ocho Rios, Jamaica
“Hell a top, Hell a bottom and Hallelujah in the middle.” ~ Yam Pudding

**Nutritiously Dense Yam
Island Staple**

**Yam Pudding Baked in a
Wheel Over Coals**



Origin: Amalfi Coast, Italy

Operation: Market Salamander

Seasonal Produce of the
day



Simple presentation but
powerful plate message



Origin: Sicily Open Air Market

Operation: Relish.Com

**Parmesan Reggiano in
Market**

**Skewered Grilled
Parmesan**



Origin: Canaan Mountain, Jamaica

Operations: Zimbali Retreat

Avocado Season Peak



Appetizer With Infinite Builds



Origin: Seattle, Washington Farmers Market
Operation: Metro Market, WI

Peak Tomato Season



**Fresh Mozzarella and
Heirloom Tomato**



Origin: Boulder Co. Farmers Mkt.
Operation: Alfalfas Mkt. Boulder, CO

Fresh Colorado Corn

**Elote ~ Mexican Street
Corn in Alfalfas Market**



CUSTOMER CONVENIENCE

SUPERMARKET DINNERS THAT CAN BE PLATED AT HOME



CUSTOMER CONVENIENCE



CUSTOMER CONVENIENCE

Bundled Complete Meals

Mediterranean inspired~ made in house & out sourced



ON TREND:

Vegetarian & Grain Bar, Artisan Meats

Daily Vegetarian Dishes

Specialty Meats &



~TRENDS~
COMMIT TO A CONCEPT IF LOCAL
DEMOGRAPHICS DEMAND IT



ANSWER TRENDS W QUALITY AND MERCHANDISING APPEAL

POKE SELECTION

• POKE BURRITO



ON TREND: Plant Forward & Derivatives



ON TREND

Use of Simple Seasonal Ingredients

Fresh Strawberry Slaw



Gluten Free Spring Pasta



CREATE CRAVEABLE

Sicilian Grilled Vegetables



Putting It All Together

Profitable and Healthful Food Service



MERCHANDISING REFLECT SEASONALITY

Fresh, Appealing Dinner Selection



FEATURE LOCAL INGREDIENTS WHEN POSSIBLE

Grilled Kale with Spiced Orange Olive Oil



MAKE YOUR STATEMENT BOLD



NATURAL INGREDIENT COLOR AS THE STAR

Spring Chefs Case ~



Transparent Treatment of



TURN TRADITIONAL SLIGHTLY LEFT OF CENTER

RICE & BARLEY CRUSTED
KOREAN FRIED CHICKEN



WHOLE GRAIN STUFFED
PEPPERS



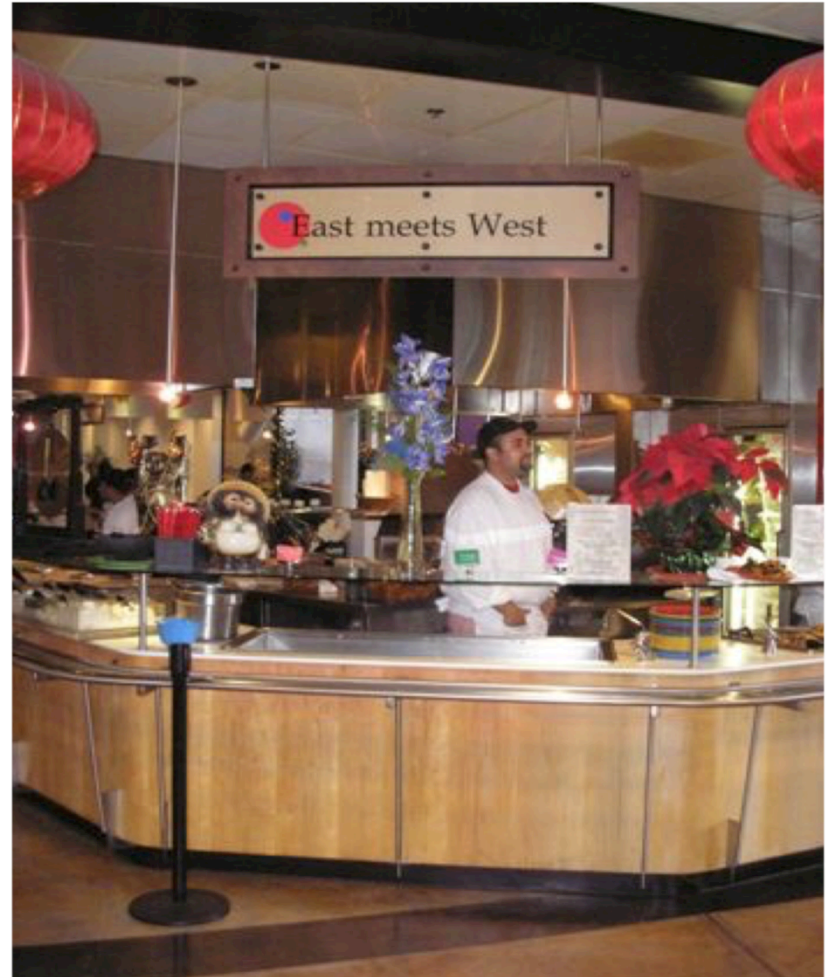
MAKE SELF SERVICE ENGAGING & A MERCHANDISING WIN FOR CUSTOMERS

AGUA FRESCA STATION

SMOOTHIES & SHAKES



CREATING A SIGNATURE STATEMENT



Creating A World of Healthy Flavor

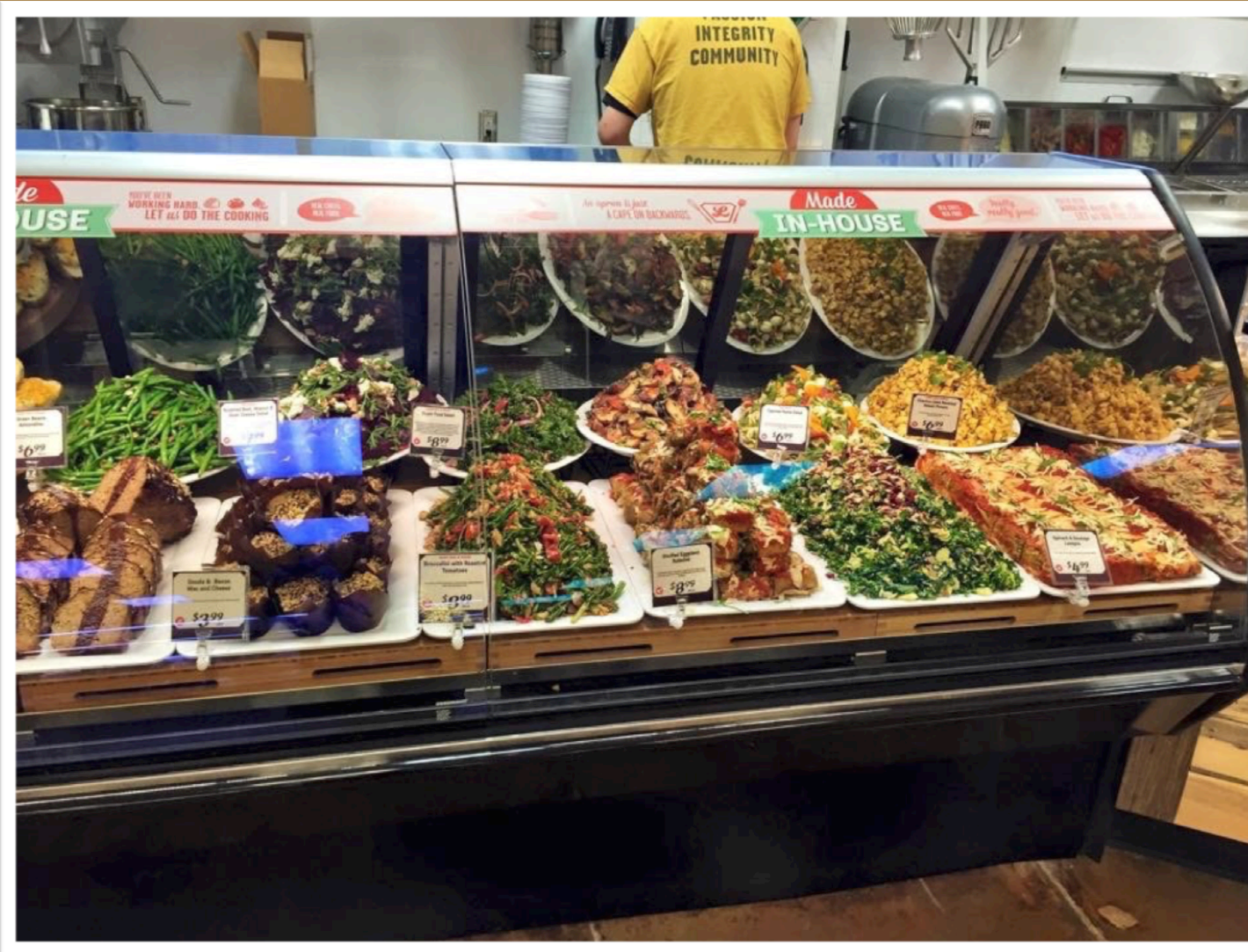
Chef's Case Retail Platter



Healthy Global Dishes Speak Visually to the Consumer



SHOW YOUR TRUE COLORS



SHOW YOUR CONCERN FOR ALL



OFFER UNIQUE OPTIONS TO COMPETE WITH RESTAURANTS

SLIDER STATION

FLAVOR FIRST
SANDWICHES



RESPECT LEGACY AND LOCAL CULTURE

SPAM AND FURIKAKE
MUSABI



TRADITIONAL HAWAIIAN
BREAKFAST



PLEASE CUSTOMERS & BE PROFITABLE

HEALTHFUL, VIBRANT
HOT FOOD



HAVE IT YOUR WAY AND
CUSTOMIZE



DELIGHT AND SURPRISE

NON TRADITIONAL
SHAVE ICE

CREATIVE COLORFUL
MERCHANDISING



VIBRANT INGREDIENTS...NOW SHOW THEM WHAT TO DO



CULINARY RAISES THE BAR IN OTHER PERISHABLE DEPARTMENTS

CHOP SHOP PRODUCE



**ENCOURAGE MAKE AT
HOME DISHES**



COMPETE WITH HOME DELIVERY MEAL SERVICE...YOU CAN DO THIS IN HOUSE



MARKETING: CUSTOMIZABLE MEALS SIMPLE & FUN



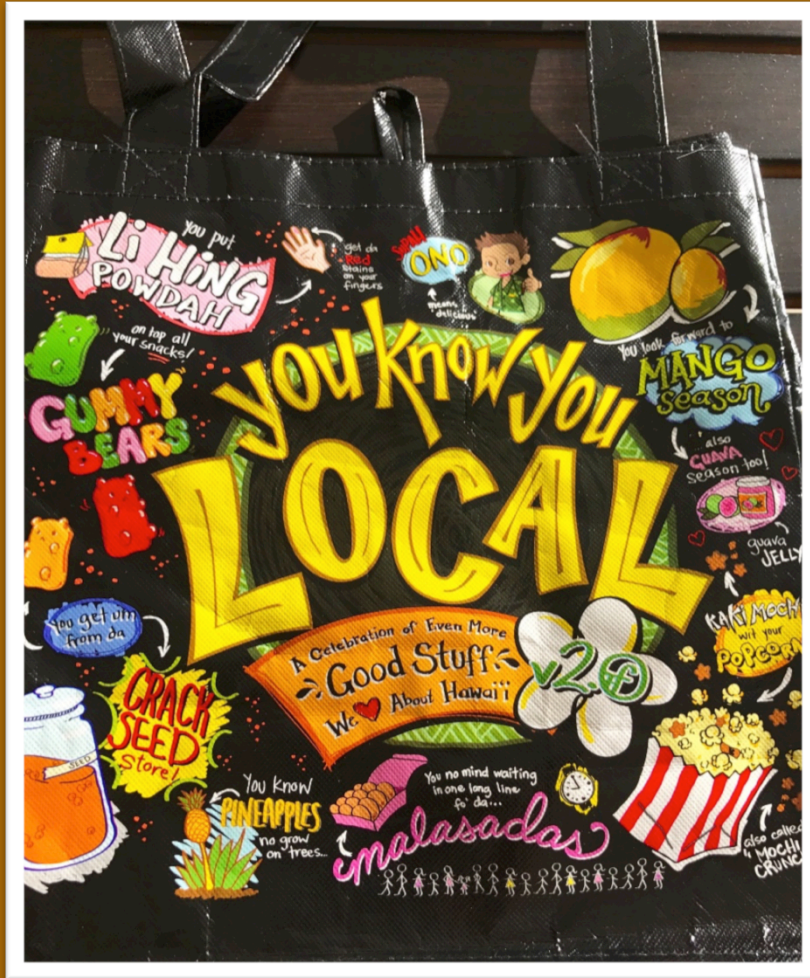
OFFER THE EXPECTED... SURPRISE WITH THE UNEXEPECTED



BE COMFORTABLE WITH YOURSELF & MARKET THAT WAY



LET YOUR PERSONALITY TELL YOUR STORY

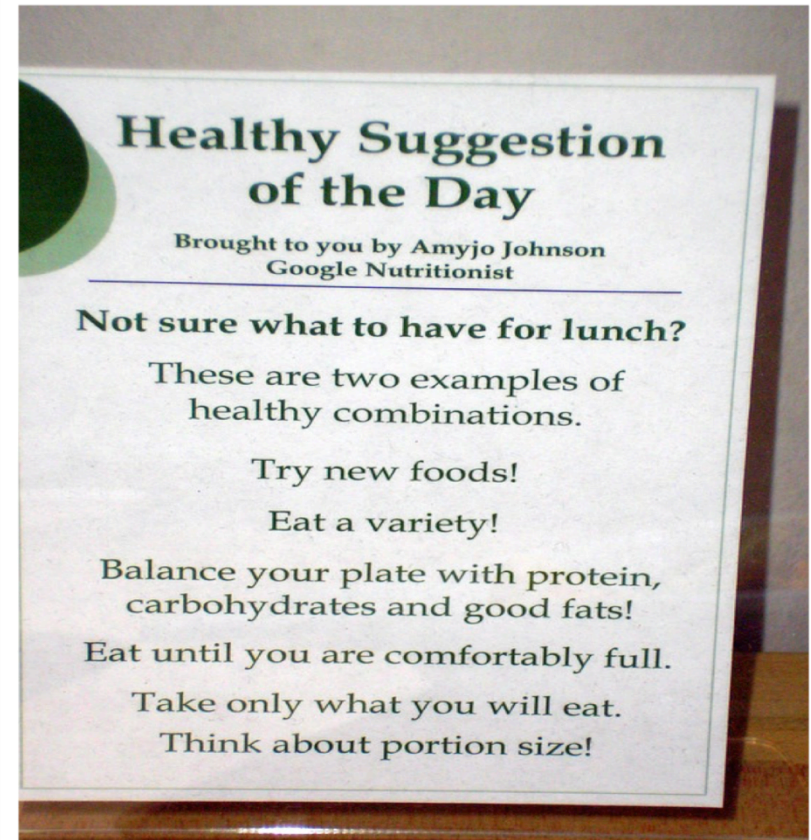


Market Your Discoveries

Healthy Meal Options,
Google, Mountain View



Google, Mountain View
Daily Meal Suggestions



Putting It All Together

Profitable and Healthful Food Service

**Tofu Bahn Mi, Pickled
Vegetables, Café
Service**



**Seared Eggplant
Sambal
Retail Super Market**



SAY WHAT YOU MEAN EXECUTE WELL...24/7



WHY TACOS ARE BETTER THAN PEOPLE

Tacos aren't
overly sensitive
(must be that
tough outer shell)

I've never heard
a taco lie

They're
always
there
for you
even at
1 AM)



They're
hot

Tacos don't judge
(not even when you
add sour cream and
double cheese)

They are filled
with deliciousness,
whereas people
are full of crap



www.stevenpetusevsky.com

steve@stevenpetusevsky.com

Thank You !