



THE ARTISAN RECIPE CLUB

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If you're always looking for new ways to distinguish your menu, you'll enjoy exploring The Artisan Recipe Club. It's designed to inspire with innovative recipes to help you satisfy the growing interest in artisan cheese. Try a new flavor combination. Add a touch of savory distinction. We'll keep the fresh ideas coming every quarter, so you can keep your business going strong.



HOT TRENDS.

- » Consumers are eating out less, but willing to spend more on higher quality ingredients¹
- » Ravioli, lasagna and chicken parmesan are the most popular Italian menu items, following pizza, which is still #1.²
- » The most popular cheeses used on menu entrees are: ²
 - Ricotta
 - Mozzarella
 - Parmesan
 - Romano
 - Gorgonzola

Next to center-of-the plate, melted sandwiches remain a "hot" category. Sandwich melts provide new ways to bring excitement to vegetarian, breakfast and open-faced menu items.³

41% of consumers surveyed said they would spend more for a higher-quality sandwich if it contained premium cheese.⁴

¹ Technomic, Pricing Strategy Report, 2008 ² Dataessentials, MenuTrends, 2009

³ NRA, May 23, 2010 ⁴ Chain Leader, October 15, 2008

Feast your eyes on the recipes in this edition featuring Sorrento®, Mozzarella, Mascarpone and rondelé® by Président® Spreadable Cheese.

THE MADISON AVENUE SANDWICH

Yield: 12 servings

Ingredients:

- 12 ciabatta rolls, sliced in half
- 1 lb., 8 oz. rondelé® Garlic & Herbs Spread
- 36 slices cappicola ham
- 12 slices aged Swiss
- 12 leaves crisp romaine lettuce
- 24 slices tomato, thin



For the filling,

1. Spread insides of each roll with 2 oz. rondelé® by Président® Garlic & Herbs Spreadable Cheese.
2. Add 3 slices cappicola ham, 1 slice aged Swiss cheese, romaine leaf and 2 tomato slices to bottom half. Cover with top half.
3. Cut sandwich on bias to serve. Garnish sandwich with a fresh fruit cup.

PIZZA WITH FRESH MOZZARELLA, MUSHROOMS & ARUGULA

Yield: 1 Pizza

Ingredients:

- 16 oz. pizza dough
- ¼ cup olive oil
- 1 cup cremini mushrooms, sliced
- 1 clove garlic, minced
- 8 oz. fresh mozzarella, sliced
- 6 oz. mozzarella, shredded
- 1 Tbsp. fresh basil, chopped
- 2 oz. arugula leaves

1. Heat 1 Tbsp. olive oil over medium heat in a non-stick skillet. Add mushrooms and garlic to pan; sauté 7 minutes or until mushrooms are tender.
2. Stretch out the pizza dough and coat both sides of the dough with olive oil. Let the dough rise and then push down with your fingertips making little marks into the dough.
3. Pre-heat an oven at 450°F.
4. Spread the mushrooms evenly over the dough and top with fresh mozzarella slices and shredded mozzarella. Add the chopped basil, drizzle with the remaining olive oil and season with salt and pepper.
5. Bake at 450°F for about 10 minutes or until crispy.
6. When the pizza comes out of the oven add the fresh arugula leaves. Slice and serve.



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