

R&I

RESTAURANTS & INSTITUTIONS

MARCH 1, 2006

R&I PRODUCTS

IMPACT



JELLING WITH GUESTS

“We were looking for a way to cultivate a stronger relationship with our guests. We thought that one of the best ways to do that would be to offer a way for our guests to take home a piece of what we do here.

“Our red-pepper jelly is something we serve with cheese to every table, every night. It’s a niche item for us and something I’ve enjoyed my whole life—it’s my grandmother’s recipe. We thought that packaging and selling our jelly was a charming way to incorporate a popular item and possibly give people who haven’t been to our restaurant a taste of what we’re advertising, the same way you would a cookbook or newsletter. It’s brought new customers in the door as a result.”



—**Lachlan Mackinnon-Patterson**, chef-co-owner, Frasca, Boulder, Colo.