

“Eli’s Cheesecake” a Quality Baking Tradition Choose OTL Cases



Chicago Il, 2011; Chicago Tribune named Eli’s Cheesecake as one of the City’s best known food brands in its 150 year commemorative issue.

In addition the Sun Times named Eli’s as one of the ten Chicago Food Icons. If you’re a fan of Eli’s Cheesecake or Eli’s The Place For Steak, you probably already know the story of Eli Schulman. If you don’t continue through Eli’s article and read about a very special man. A guy from the West Side of Chicago who built a reputation for himself and his restaurants that’s lasted

across the years and around the world. Today Eli’s Operates a 62,000 square foot state-of-the-art bakery and sold in 50 states and Internationally, with estimated sales of \$70 millions.

The story begins in 1947 – when Mr. Eli Schulman opens “Eli’s Ogden Huddle”.

The business expands to a second location at the corner of Argyle Street and Sheridan Road and in 1958 - “Eli’s Stage Door Deli” opens. The new “hot spot” on Oak Street in downtown Chicago quickly becomes the favorite haunt of both the Rush Street and Lake Shore Drive set.

When in town, entertainers such as Barbara Streisand, pianist Bobby Short and comedian Sheky Green frequent Eli’s. Then in 1966 – Eli and his Wife Esther open “Eli’s the Place for Steak”, finally realizing their dream of opening a white-tablecloth establishment, the location was then the luxury hotel The Carriage House. Eli’s soon becomes the spot for celebrities and dignitaries to dine. Everyone from Frank Sinatra and Sammy Davis Jr. to Gayle Sayers of the Chicago Bears and comedian Henny Youngman, all begin to make Eli’s their

Place for Steak. Then in 1977 – Cheesecake dessert hits the menu at “Eli’s the Place for Steak”. Following up on a suggestion from a customer about his dessert, Eli spends several weeks coming up with a recipe that pleases everyone. Eli’s Cheesecake quickly becomes a marquee offering at Eli’s the Place for Steak. Then in 1980 - “Eli’s Cheesecake” debuts at the first “Taste of Chicago”. Upon its debut, it is clear that Eli’s Cheesecake is set to become Chicago’s favorite dessert. This rich and creamy dessert becomes such a hit that Eli’s begins producing cheesecakes for other restaurants and retail outlets. Then in 1987 - 1500 lb cake is baked to celebrate Chicago’s 150th birthday. In 1988 Chicago names “Eli M. Schulman Playground” at Seneca Park after Eli Schulman passes away, located across the street from Eli’s the Place for Steak, is dedicated to the memory of Eli M. Schulman. In 1992 presidential candidate Bill Clinton and his wife Hillary visit Eli’s Corporate Headquarters to investigate “Eli’s University”, an innovative adult employee education program. For President Bill Clinton’s Inauguration, Eli’s bakes a 2,000 lb. red, white, and blue cheesecake. This giant creation serves thousands of Inaugural attendees. Then in 1995 “Eli’s” goes online with AOL being one of the first to recognize a trend, Eli’s takes its message online with a small but growing private access provider. In 1996 “Eli’s” moves to their new state-of-the-art headquarters the facility features new ovens and technology that allows Eli’s to maintain its handmade quality while bringing their delicious cheesecake to more people across the United States. For this special occasion, Eli’s creates a 5ft round 3ft high, 500lb. Original Plain Cheesecake. Assisting with the dedication of Eli’s Cheesecake World are Governor Jim Edgar and Mayor Richard M. Daley. Then in that same year “Eli’s” goes to Washington again when invited to participate in President Clinton’s second inaugural festivities. In keeping with the Inaugural theme, “Building a Bridge to the 21st Century” the red, white and blue cheesecake is topped with an arched chocolate bridge a foot-and-a-half high. In 1999 “Eli’s Cheesecake World” celebrates the new look of its café and adds a “Cheesecake Bar” to its “Cheesecake Bar” addition to its café allows customers to try delicious cheesecake creations such as Cheesecake shakes, Eli’s Smoosh (an incredible cheesecake and ice cream creation) and custom make Eli’s Dippers (a frozen slice of Eli’s Cheesecake on a stick dipped in chocolate and rolled in a variety of candy and nuts). Then in 2002 Eli’s shows their commitment to education through a number of events including participating in the Illinois Restaurant Association’s Educational Foundation, whose mission is to build Illinois’ hospitality workforce through career exploration and development programs, scholarships and image enhancement. www.elicheesecake.com



1947 the first Eli’s.



Eli’s at Chicago O’Hare 2011

Gelato Takes a Center Stage

At The NRA

by [Marah Eakin](#) May 25, 2011

In the past, the [National Restaurant Association](#) show has been a great place to spot food trends. Gelato was very hot, apparently, a couple of years back. Last year was all about gluten-free options. This year, though, it was kind of a different story.

Sure, publicists tried to push some trends, like one who e-mailed before the show that [smoked olive oil](#) was the “hottest flavor for 2011.” Pitches flew about point of purchase machines and streamlining customer service. If anything, though, this year’s NRA show was about bringing fine dining experiences—or at least fine-seeming dining experience—to consumers who have lower budgets. That doesn’t mean the restaurant industry is trying to get people to put on nice pants and eat lobster ravioli, but rather that the industry is trying to get jean-clad, burger-eating asses into their seats while still making people feel special. A bar will make a burger, for instance, but it will look like a nice burger that’s cooked the way a patron might have actually ordered it. Diners will get some hand-cut fries on the side, too—or at least fries that look hand-cut. Heck, the fries might even be [pre-infused with ketchup](#) seasoning so eaters don’t have to do any of that pesky dipping.

Nation’s Restaurant News [said](#) this year’s show was all about “responding to consumers’ increasing demand to have their food when and how they want it,” a trend perhaps sparked by innovations like last year’s ballyhooed magical Coke machine that held hundreds of different flavor combinations. There’s something to be said, too, for a presumption of luxury, even at the lowest-class chow joint. It’s like how a customer who is buying an \$8 bottle of wine at Walgreen’s will want the one with the prettiest label. Carry that principle over to menu boards at fast food chains, or even to ice cream vending machines. The [Moo Bella Ice Creamery](#) machine, featured at the show and made in Chicagoland, is like a mini-Cold Stone, offering customers the option of 24 different ice creams—half light and half full creams, and three mix-ins like Oreos and M&Ms. Make choices on a touchscreen, and 40 seconds later there’s a customized and kind of tasty cup of ice cream in hand. Cookies and cream might not sound revolutionary, but restaurants can stay afloat by offering customers something they didn’t even know they wanted. Enter two of the weirdest businesses on the NRA floor: [Breastaurant Uniforms](#) and [The Beautiful Vending Styler](#). The former sells sexy waitress uniforms for upstanding establishments like Lewisville, Texas’ [Twin Peaks Restaurant](#), whose CEO claims the “sexy lumberjack” look his waitresses sport has greatly contributed to the chow hut’s growth in the past five years. [Insert dick joke here.] Terra Watson, the company’s head designer, is a former Dallas Cowboys cheerleader, and claims to know “what makes the girls feel sexy and comfortable, and also what the customers like to see.” It might seem cheap, and it might seem crass, but, heck, Hooters is still in business. And hot 18-year-olds need jobs too, in these tough economic times, right? And speaking of those nubile 18-somethings, The Beautiful Vending Styler’s for them. This relatively new “European vending concept” charges female bathroom-goers two bucks for a couple of minutes of tethered, hotel room blow-dryer-style flat iron use. The concept that women in bars and wherever else would be that concerned with the straightness of their hair might seem a little absurd, but the machine is “already a success in 28 countries worldwide,” according to its press material. With potential outlets in airports, health clubs, tanning salons, reception halls, college campuses, and beyond, it’s easy to see how this thing can be a moneymaker.

That Beautiful Vending Styler could also be a weird box on a bathroom wall that can easily get sticky with hair spray and covered in other people’s hair—but that doesn’t really matter, at least not at the National Restaurant Show. What matters is that it makes people feel good, feel pretty, and feel like they’re the first to know about something “hip,” and that’s what the restaurant business is all about—at least right now.



NRA 2011.

Visible turnaround –

General Colin L. Powell (Ret.) keynote presentation Sunday at the National Restaurant Association Show in Chicago touched upon the process of change and effective leadership.

The speech, titled “Diplomacy: Persuasion, Trust & Values” began with an acknowledgement of the restaurant industry’s significant contributions to the workforce by providing key entry level jobs that teach fundamental principles such as dedication and hard work.

“I am such an admirer of the (restaurant industry) because you serve every single American. I appreciate you not just for the food, but for what you do for our workforce,” he said. Powell then talked about the difficult transition from work to retirement, and the importance of finding something else to fill a “depressing void” before joking that he did so with a new Corvette.

His true retirement callings have been speaking engagements, investments in technology and working with youth organizations. Powell said he is particularly interested in technology because of the excitement it presents and because he’s “desperately trying to keep up” with his grandkids.

“Something is coming after the smartphone and we don’t know what it is, but I cannot wait to see it,” he said.

NRA
SHOW 2011
THE INTERNATIONAL FOODSERVICE MARKETPLACE



Clabo Booth showing Oscartielle line of products



New Pozzetti on display @ NRA Clabo Booth



Colin Powell speaking @ NRA



Leadership principles

Powell said he follows the same basic leadership principles he learned when he was 21 years old after having just joined the Army, adding that they're relevant across the board.

"Leadership is all about followers – putting your followers in the best possible position to get the job done. That means having missions, goals, and especially a sense of purpose," he said.

Also important is being disciplined enough to do something about people who aren't performing as well as they could be.

"You have to have a finger on the pulse of your organization. If someone isn't performing, you have to know about it and have the guts to either re-train, move or fire them. Always do it for the good of the organization – for the good of the troops," he said.

Perhaps the best leadership quality, Powell added, is the ability to recognize performance, and tell people that they're doing a great job.

"The best kind of leadership is seeing every single person as a person of value," he said.

Youth advocacy

Powell's involvement in youth organizations is particularly close to his heart, and revolves around five principles:

- Making sure kids have responsible adults in their lives;
- Making sure there are safe places for kids;
- Providing children with a healthy start;
- Making sure kids get a marketable skill; and
- Making sure youngsters have the opportunity to give back to others.

Politics and change

Powell closed by touching upon his political work with both humor and seriousness, recalling his time under President Ronald Reagan when the Iron Curtain fell and Germany became unified.

"It was an enormous time, an enormous triumph for American principles," he said.

Powell said the current atmosphere in the Middle East – dubbed as the Arab Spring in reference to the "tsunami" of demonstrations and protests against dictatorial rule – has been moving to watch.

"I don't know what will happen, but people are tired of dictators. They're tired of corruption, and it's an exciting time," he said.

Domestically, Powell said the United States' reputation is still solid, despite what some may think. He closed with a story about an immigrant food vendor in his hometown, New York City, who insisted on giving Powell a free hot dog upon recognizing him.

The vendor said he had already been paid by America, which provided him with citizenship.

"When he said that to me, I realized this is still the same country that greeted my parents 90 years ago," Powell said.

New Technology

Heatcraft Refrigeration Condenser Helps Supermarkets Reduce Carbon Footprint
by Heatcraft Worldwide Refrigeration

Thursday, May 26, 2011 at 2:40PM EDT

STONE MOUNTAIN, GA – Heatcraft Refrigeration Products, a leader in commercial refrigeration condenser featuring microchannel coil technology. This latest refrigeration solution includes an environmentally friendly design that lowers refrigerant charge by more than 70 percent, helping grocers significantly reduce their impact on the environment and save operating costs.

"In today's marketplace, supermarkets want more than just a well-made piece of equipment," said Subodh Sharma, Marketing Director for Heatcraft North America. "They want quality refrigeration solutions that can help decrease energy consumption and provide cost savings. Our new air-cooled condenser was developed with these business goals in mind." Equipped with a variable speed EC motor that helps maximize energy efficiency, the new condenser also includes an all-aluminum microchannel coil design that offers improved corrosion resistance for a longer-lasting, more durable product – even in coastal environments. It also features an innovative sound reduction technology that lowers sound pressure by more than 50 percent, resulting in a quieter product.

"Adding value to our customers' businesses by developing environmentally friendly, high-performance products is one of our highest priorities," says Dustan Atkinson, Product Manager for Heatcraft North America. Developed in a lightweight, compact size, the condenser fits within the same basic footprint as comparable products, eliminating the need for major changes to building design. In addition to supermarket applications, the air-cooled condenser is suitable for customers within the cold-storage and telecommunications industries, as well as a variety of other industries. This new condenser is available under the BOHN, Larkin, Climate Control and Chandler brands.

To learn more about this product, visit www.heatcraftRPD.com.

About Heatcraft Refrigeration Products, LLC

Heatcraft Refrigeration Products, LLC is a business unit of Heatcraft Worldwide Refrigeration that manufactures premium commercial refrigeration products under the BOHN™, Larkin™, Climate Control™, Chandler™ and InterLink™ brands. Heatcraft Refrigeration provides customers advanced refrigeration products through superior innovation with a commitment towards continuous improvement, the highest standards of quality and service and a driving need to be the first choice in refrigeration solutions. For more information, please visit HeatcraftRPD.com today.

Heatcraft Worldwide Refrigeration is a global leader in the commercial refrigeration industry, serving over 70 countries worldwide. Heatcraft WWR is a subsidiary of Lennox International Inc. (NYSE: LII), a global leader in the heating, air-conditioning and refrigeration markets with over 13,000 employees worldwide and headquartered in Dallas, Texas. Already a global leader through customer service, Heatcraft WWR is also focused on providing energy-saving products under its E Solutions™ label.

Source: Heatcraft Worldwide Refrigeration

