



# Serving up new Menu ideas with Atlantic Foods



**Kevin Chan, Licensee and Head Chef at the White Hart in Buckinghamshire puts Atlantic Foods' range of value added meats, authentic sauces and inspiring condiments through its paces.**

Kevin took over the White Hart just 8 months ago with the task of building up the pub's reputation for good food. Kevin says, "As locations go, the pub is tucked away in the corner of the village so reaching out to the local community has been essential. During my short time here I've established a number of regulars including mature couples and young families so we have a good mix of customers."



With more than 26 years experience in the catering industry, Kevin has built up the quaint, country pub's reputation for a mouth watering selection of traditional, hearty dishes, averaging 150 covers a week.

"I prepare and cook as much as I can from scratch and have two full time members of staff supporting me in the pub. The challenge is to keep the menu as fresh as possible by bringing in new menu ideas, whether it's a new dish or putting a twist on a classic."

Keen to bring some new inspiration to his menu, Kevin agreed to trial a selection of Atlantic Foods range of meats and quality sauces & dressings.

"I found Atlantic Foods' product really easy to use especially the Harvest range, the quality is excellent and the meats come pre-cooked, which meant I could prepare a whole rack of BBQ ribs in just 20mins! I glazed them with warmed House of Lords Deluxe BBQ sauce and served them with a side salad and chunky chips, my customers loved them! So much so, when I put the ribs on the menu they made up 60% of my evening orders!

I was also really impressed with the Roast on Skin, I used it on salads, with noodles and my particular favourite - steamed rice served with Atlantic's Texas Spice BBQ Sauce. The kick worked really well with the simple flavours of the rest of the dish."

And the customers gave the new specials the thumbs up too! "When I spoke to my customers about the dishes, they said they found them a nice change from my traditional menu and enjoyed the new dishes — there is certainly a demand for more adventurous flavours. My male customers in particular enjoyed the ribs with a pint and the Chili Chicken worked well as a light bite."

Following the positive feedback on the new menu ideas, will Kevin be using Atlantic Foods in the future?

"I'll most certainly be making the ribs a regular feature and will use the Roast Skin on Chicken again — it's really versatile as it works well with so many accompaniments from new potatoes to rice, I could serve it as a whole fillet with new potatoes and rice or shred it to go in salads. The sauces were particularly good, as you can use them as a marinade, dip or to dress up a dish — I've realised just by changing the sauce it keeps my menu fresh, the chicken worked just as well with the Peri Peri, and the zestiness put a new slant on the dish".

Atlantic Foods offer a wide range of value added products from meat and sauces to desserts, all of the highest quality, developed specifically for the foodservice market. "I'd recommend Atlantic Foods to any pub chef who's looking for quick and simple ways to update their menu on a regular basis."

