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Theme Day Promotion Project

1. Event from Chase's Annual Events: **"Celebrate American Adventures Month"**
2. Cafeteria promotion:
 - a. *Date:* August 1st
Description of theme: The month of August celebrates vacationing in the Americas including North, South, and Central America. This theme encourages finding adventure wherever one travels.
Why theme is appropriate: In a nursing home situation there are people who would like to travel, but it is often not an option anymore. Our desire is to bring some of the ethnic culinary adventure that comes with travelling back to them.
 - b. Theme day menu (in folder)
 - c. 2 recipes scaled to 50 in block format (in folder)
 - i. Peruvian Chicken
 - ii. New England Chowder
 - d. Production schedule (in folder)
 - e. Procurement list: (other than staple ingredients)

Clam Chowder-

- potatoes
- onions
- salt pork
- clam juice
- diced clams
- half & half
- hot sauce
- oyster crackers
- worchestershire sauce

Beaver Tails-

- maple syrup
- chocolate

Peruvian Chicken & Potatoes-

- yellow potatoes
- butter

- milk
- white rice
- cilantro (garnish)
- chicken breasts

Flan-

- sweetened condensed milk
- evaporated milk

- f. Decorations
 - i. Each table will be decorated according to a different location in the Americas
 - ii. Our presentation table includes a table cloth from Honduras, a ruin statue from Honduras, and other Latin knick-knacks
- g. Pre-event advertising (in folder)
 - i. A flyer will be distributed to residents and posted throughout the facility
3. Source of info relating to our event from Menu Merchandising Guide
 - a. Maine Department of Marine Resources (www.maine.gov/dmr) (oysters)
 - b. Chilean Fresh Fruit Association (www.cffa.org) (cactus)
4. Today we will show a Prezi presentation taking the audience around the Americas. We will also serve samples of Peruvian Chicken with Potatoes and play a video of Latin dancers.

PRODUCTION SCHEDULE

| <u>Time to Start Prep</u> | <u>Food Item</u> | <u>Time of Preparation</u> | <u>Notes</u> |
|---|------------------------------------|--|--------------------------------|
| Prep the day before service and chill overnight | <i>Horchata</i> | 15 minutes prep, 3 hr 30 minutes to soak rice | |
| Prep the day before service and chill overnight | <i>Desert Thirst- Quencher</i> | 10 minutes prep | |
| 2 PM day of service | <i>Beaver Tails</i> | 30 minute prep, let dough rise and chill, then fry | Fry dough right before service |
| 2 PM day of service | <i>Caramelized Flan</i> | 20 minutes prep, cook for 1 hour, let cool | |
| 2 PM day of service | <i>Pollo al Horno</i> | 2.5 hours | Serve hot and fresh |
| 3:30 PM day of service | <i>Creamy Boston Chowder</i> | 20 minutes prep, 45 minutes cook | |