

Burch e-Burch

FOOD SERVICES ARKANSAS



Burch Food Services serving Missouri, Tennessee, Illinois, Kentucky, and Arkansas July/Aug 2006 - Issue 8

The Journey Behind the Glass Front

You are sitting at your work station, you've been working on "the project" for at least 4-5 hours, the deadline is nearing but the end is no where in sight. All at once you hear it ... the faint sounds of ... Oh! it's your hunger alarm ... and it's gearing up to be heard into the office next door! What do you do? Time is not your friend, and action must be taken .. fast. You rush down the hall to the nearest break-room, and as you push open the door there in front of you behind the "Glassfront" stands the most tantalizing, cold beverage just waiting for you ... and next to it stands another glassfront .. there on the rack hangs the most delicious bag of snacks you've ever seen. Just as you start to drop your money in, you hear the little

voice that reminds you of your promise to eat healthier.

Not in the too distant past that bag of snacks and soda would have been your only answer from the vending industry, but it too, has entered into the game of offering "choices" to its consumers -- vending now offers you a choice!

An excess of \$21 billion dollars are dropped into vending machines annually in the U.S., and now Burch Food Services is offering you more choice for your money. You may choose between the 260 calorie soft drink or that zero calorie diet drink. You have the choice of water in 12 oz or 20 oz .. in plain or flavored. You may choose those regular chips at 260 calories or

take the lighter, baked chips at 160 calories. As the 21st century has ushered in offering consumers choices in almost anything, vending has gotten into the game.



The "Balance Choices" snack program dedicates specific slots in our snack machines offering products lower in fat and sodium and fewer calories per serving. Each product meets the following criteria: 250 milligrams or less of sodium, 7 grams of fat or less and 260 calories or less per serving. At Burch Foods we don't just say we offer them, we anchor these products so a sensible snack purchase is always an option.

FunTrivia



516,768 bottles of water were purchased.



5,480,928 sodas and of this number 21% were Diet.



272,244 Juices were bought for our customer's enjoyment!

How many bags of Chips can a Vending Company vend annually?



3,108,772



Energy drinks represented 2% of the total drinks purchased!



How many Candy Bars per year does it take to keep the best little Vending Company in Southeast Missouri in business?
1,627,625



7% of the 1,027,534 assorted snacks were fruit/granola related snacks.

Hot Dogs in any Language Spells Summer



Summer - a time for hitting the lakes, the pool, or any body of water close by to cool off. The smell of freshly cut grass, the sound of a ball hitting a wooden bat, the sight of fire flies flashing in a Mason Jar and the anticipation of a hot dog sizzling on the grill are all signs that Summer is here. There is something about the sounds and smell of a hot dog on the grill that brings Americans together - it lets the world know - it's time for summer fun. There is nothing more delicious than a paper plate filled with two grilled hot dogs, a bag of chips and your favorite cold beverage, sitting at a picnic table enjoying the summer sunshine, whether you are at work, on break, or on an outing with the kids.

While this is a busy time of year for Americans and their grill - the same is true for Burch Food Services, as we prepare and cook thousands of hot dogs to place in our fresh food machines for our customer's enjoyment.



Culinary associates assembling hot dogs.



July is National Hot Dog Month, and it is celebrated almost on a daily

basis at Burch Food Services during June, July and August. Seven billion hot dogs are eaten between Memorial Day and Labor Day, with 150 million of them eaten on July 4th. Burch Food Services will serve more than **20,500** of the 7 billion hot dogs during these summer months.

...so no matter how you say it - "Hot Dog", "Chien chaud", "Grillpolser", "Worstjes", or "Perrito Caliente", hot dogs are a favorite summer time treat.



Packaging Hot Dogs for delivery to your food machine.



From the Culinary Center



We hope you have noticed our new labels on our fresh food items. The more colorful label is our way of showing you we continually try to improve our service to you.



Answers to "Hot Dog Trivia" can be found on our website under Newsletters, - July/Aug 2006 www.burchfood.com or E-mail info@burchfood.com

BURCH "POST"

Some people wanted champagne and caviar when they should have had beer and hot dogs.

Dwight Eisenhower



...just to let you know that out of 20 of the 40 new items introduced in our summer fresh food line - were a success with our customers!

1. How many Hot Dogs are eaten per person in the US every year? **70**
2. How long was the world's longest Hot Dog? **1,996 feet - 1996 Olympics by Sara Lee**
3. Which of the following is America's favorite hot dog topping? **Mustard**
4. "Little Dog" Sausages became standard fare at ballparks in 1893 in which city? **St. Louis**
5. Which dessert has actually featured hot dogs? **Ice Cream on Martha's Vineyard**
6. How many hot dogs do Americans eat in major league baseball parks in a full baseball season? **26.1 million**