

Burch e-Burch

FOOD SERVICES ARKANSAS



Burch Food Services serving Missouri, Tennessee, Illinois, Kentucky, and Arkansas

November-December 2007

Issue 17



The Holiday Season

... affords us the opportune time to reflect on the beginning days of our company.

In 1972 Bill Burch, the owner and founder of Burch Food Services, left his job as VP of the area Coca Cola Bottling operations to manage a small vending company known as Dale Vendors. In 1977, Mr. Burch's vision grew and he purchased the company with ten employees. This small vending company grew during the middle eighties and nineties with several acquisitions in our five state area. Our 'calling card' soon became our very own *made-from-scratch* food program, a fact that remains true today.

In 1990, Burch Food Services created the Office Coffee Division and offered the service to heart-

land businesses. Our flagship brand of coffee was and is our very own Burch 100% Arabica coffee.

In 2000 Burch Food Services became affiliated with Canteen, the largest vending company in the United States. In 2006 we received the franchise for 13 counties in Southwest Missouri and opened offices in the Lebanon, MO area and a branch in Springfield, MO. In 2007 we expanded our service area in Southern Illinois, more particularly, in the Nashville, Illinois and the Du-Quoin and Benton, Illinois area.

Burch Food Services began with the vision of one man and has continued to grow due to the efforts and hard work of many. Mr. Burch built his company on strength and character, and today we pride ourselves as a company

built on the foundation of great service, by great people, who demand great results.

We would like to take this time to say "**Thank You**" to a great group of people who carry on the tradition Burch Food Services was built on. Through their hard work and dedication you, as our customer, can expect to receive nothing less than quality service from quality people and an excellent food service/vending program.

The Holiday Season reminds us, in particular, of those who are responsible for our success, you, our customers. Thank you for staying with us through the years. We wish each of you a Happy Holiday season and a most successful 2008.

The Burch Family

In September & October Burch Food Services honored 17 associates at Service Award Luncheons in each of our branch areas. These 17 associates have a total of 175 years experience in the vending industry. The mission of Burch Food Services is "*...to be recognized as the most client and customer focused company in the industry*" - having associates such as these, allows us to confidently say "*Mission Accomplished*". Join us in recognizing these *great people who offer you great service with great results.*

2007 Award Recipients

Sikeston—Colleen Flaker, Chris Deen, Dana Feller, Monica Gilmer, Mary Helms, Mary Vaughn, Allen Swallows, Bill Alford, Vickie Miller, Scott Knickman, and Bill Burch.

Lebanon—Mike Jackson

Newbern—Steve Moore and Donna Rogers

Blytheville—Greg Kreidler and Jonathan Turner

Paducah—Greg Durr

great people
great service
great results



Eating Tips for a Healthy Holiday Season

The Holidays—means *FOOD*, celebrations, *FOOD*, family, *FOOD*, cultural traditions and *FOOD*! In fact you can actually say the Holidays often center around *FOOD*. As a result of this it is the time of year many of us gain a little (or a lot of) weight between the end of November and the New Year. Several factors play into this scenario, too much celebration increases emotional eating, tempting treats that are only available during this season, or the old “New Year Resolution” plan to diet come January 1st gives us a free ride during the holidays. Regardless of what excuse or reason we offer, it is not necessary to avoid holiday festivities just so we can maintain our weight. Here are a few tips that we might consider so we can enjoy our holiday season without gaining those dreaded pounds.

- Focus on weight maintenance vs weight loss from Thanksgiving to New Years. If we need to lose the weight prior to this time, this is not the time to think about doing it. Weight maintenance is a big enough challenge during this period, so let's don't set ourselves up for failure with unrealistic goals.
- Plan on NOT dieting after New Years Day—anticipation of food restrictions in January sets you up for Binge Eating in December. Besides restrictive diets don't work in the long run, they increase your loss of lean body mass vs fat, slow down your metabolism, increase anxiety, depression, food preoccupation, and binge eating, and make weight re-gain more likely.

- Stay active every day—this helps relieve stress, regular appetite, and burn extra calories from holiday eating.
- Eat a light snack before going to a holiday party. Don't arrive famished, not only are you more likely to overeat, but you are also less likely to resist the temptation of eating the higher fat and higher calorie food.
- Make a plan, think about where you will be, who you will be with, and what foods will probably be available. Eat the foods that are special to you and not those that you could probably do without. It's much easier to deal with a difficult social eating situation, if you've pre-planned it.
- Take steps to avoid recreational eating. Some foods are calorie dense, but no food will make you gain weight unless you eat too much of it. At parties or holiday gatherings we tend to eat or keep eating beyond our body's physical hunger simply because it is there and eating is a social thing. Choose what you really want, eat it slowly—enjoy and savor every tasty bite. Then when you have finished pop a mint or a stick of gum, and get a tall glass of water and sip on it throughout the gathering.

...and remember Burch Food Services offers many Balanced Choice snack and food items in our machines as well as a large assortment of waters and diet drinks.



<http://www.snac.ucla.edu/pages/Resources/Handouts/HO.Holiday>



Mrs. Fields Cookies

2 c butter

2 c brown sugar

2 c sugar

4 eggs

2 tsp vanilla 4 c flour

5 c oatmeal (blend to a powder)

1 tsp salt 2 tsp baking powder

2 tsp baking soda

24 oz chocolate chips

1 8 oz Hershey bar, grated

3 c chopped nuts (any kind)

Bake on ungreased cookie sheet.

Make golf ball sized cookies. Place 2 inches apart. Bake at 375 degrees for 6 minutes.

Makes 9 dozen cookies

<http://www.cooks.com>

BURCH "POST"

People often say that motivation doesn't last. Well, neither does bathing. That's why we recommend it daily. "

Zig Ziglar

HAPPY THANKSGIVING



Any Questions, Comments, or Concerns???

E-mail us at

admin@burchfood.com

We would love to hear from you.

Holiday Trivia

1. What does Alvin want for Christmas in The Chipmunk Song? **A Hula Hoop**
2. In the 1964 Classic Rudolph the Red Nosed Reindeer, what was the name of the elf that wanted to be a dentist? **Hermie**
3. What was Rudolph's father's name? **Donner**
4. What was the name of the coach of the Reindeer games? **Comet**
5. In Frosty the Snowman, what was the name of the magician with the "Magic Hat"? **Prof. Hinkle**
6. How much did Lucy charge for a psychiatric session in the classic Christmas TV special "A Charlie Brown Christmas"? **"5 Cents Please"**
7. What was "the most likely" reason that the Grinch hated Christmas? **His heart was 2 sizes too small**
8. What was Dr. Seuss' real name? **Theodor Geisel**
9. In the Christmas Classic, "It's a Wonderful Life", what happened every time a bell rang? **An angel got his wings**
10. How many gifts would you receive if you received all of the gifts in the song "The Twelve days of Christmas"? **364 Presents**

Click on the web site address below or go to www.burchfood.com to find the answers to the Holiday Trivia.