

**VIEW FROM THE  
SUPPLY SIDE**

Profiles of innovations  
that can help you run better  
restaurants

JANUARY 19, 2012 | www.qsr magazine.com NO. 163

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2012 EDITION

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## Produce at Its Peak

**NOT LONG AGO**, Haliburton International Foods was wooing a national chain with its IQF fire-roasted vegetables and flash pasteurized salsas. That chain, though, was content with its vendor. . . until the day that vendor had trouble sourcing an ingredient for a popular menu item. Faced with pulling the item from the menu, the chain asked Haliburton to step in to source the item. Within weeks, Haliburton put everything in place, and the chain became a Haliburton customer. “The customer didn’t miss a beat,” says Jayne Price, director of national accounts at Haliburton. “One shortfall was our windfall. We were in the right place at the right time.”

Haliburton opened in 1992, “with the goal of marrying food science and culinary excellence.” In the years since, the company has grown and developed a proprietary procedure for fire roasting vegetables followed by flash freezing. “We are able to capture flavors in the peak of freshness,” says Price. The company picks and packs during peak harvesting months for flavors that taste fresh year-round.

Haliburton’s products include IQF fire-roasted vegetables, flash-pasteurized salsas and sauces, hummus, dips and spreads. Many of the products sent to customers are custom blends and flavors created by the research and development team coupled with Haliburton’s chefs.

To get to know its customers’ needs and businesses, Haliburton uses “Day in the Life of” visits. “We go back-of-house with a concept and work

with staff to learn the equipment, the space, storage. It makes us a better partner,” says Price. “The more we understand how our customers operate, the better we can assist them.”

### ECONOMIES OF SCALE

“Pricing in the fresh produce market can fluctuate by up to 500 percent,” says Price, a fluctuation that could ruin the costing model in a multi-unit restaurant. But because Haliburton buys vegetables at the peak of the growing season in several geographic areas, “We can lock in a price for a year in advance, which means we can offer a contract to our customers to deliver the quality and quantity they need at a price we agree upon,” allowing customers to factor a set figure into the budget for the products.

Haliburton’s prepared products save money by reducing in-house labor costs and cutting food waste. “Restaurants can take out just what they need for the shift, or we can package some products according to portion size,” says Price, “saving time and money for our customers.”

Haliburton also designs in-house packaging and makes up labels and boxes as needed and for the exact amount being packaged. “Customers love this. Every morning before the day’s production, we print the boxes with the customer’s logo, the exact number we will need that day, no more. If a client wants to change the case design the next time we are producing product for that client, there are no unused labels. We change the label as needed, get a proof approved, and

we start making the new labels or boxes,” says Price.

Haliburton isn’t ready to rest on its already impressive list of products. The company continues to send its culinary and research and development teams out to search for new products and product lines. A recent trip sent Haliburton chefs to Mexico with none other than Rick Bayless—a master of Mexican cooking and culture—to learn about new ingredients and new recipes.

Haliburton has also expanded its hummus line to include edamame hummus, tapping into the popular trend—if people love steamed edamame, they’ll be open to the idea of edamame hummus. For another national account, Haliburton created a full line-up of products that came in under 600 calories each.

“We are building the next wave of business,” says Price. “We can’t be going after the business and not be prepared.”

- Spread the joy -  
**Hummus**



*Spreading the flavors from around the world.*

We have traveled the world exploring flavors from the far East of the Orient, through the colorful Caribbean and to romantic Italy. With this inspiration we have crafted an assortment of artisan hummus flavors including Edamame Sriracha, Cuban Black Bean and Tuscan White Bean. To learn more information about our hummus and spreads, e-mail us today at [info@haliburton.net](mailto:info@haliburton.net).

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