TECHNIQUE OF THE QUARTER: DEVELOPING HEALTHY RECIPES AND MENUS

Intellectual property of The Culinary Institute of America
Courtesy of the Admissions Department. Items can be reproduced for classroom purposes only and cannot be altered for individual use.

- **Intensify avors with variations on a theme.** Rather than adding a variety of seasonings to a tomato-based pasta sauce, for example, use several di erent tomato products, such as canned tomatoes, slow-roasted or sun-dried tomatoes, and fresh tomatoes, to create an intensely rich taste by "layering" the same ingredient. Puree smoked salmon and add to a paste that tops salmon llets before broiling, or simmer apples in cider when making a sauce.

- **Introduce the exotic slowly**. Although most customers are willing to embrace unusual tastes, you'll have better luck incorporating them if you combine them with the familiar. An entrée of freshly caught grilled sardines might have limited appeal, but add them to a sampler plate that includes olives, marinated

Intellectual property of The Culinary Institute of America
Courtesy of the Admissions Department. Items can be reproduced for classroom purposes only and cannot be altered for individual use.

yet be comfortable with smaller amounts. Before making adjustments to your recipes, survey your customer base to determine changes that are desired and those that will not be tolerated.

In order to prevent customers from feeling that they are somehow being cheated, there are a number of strategies you

Intellectual property of The Culinary Institute of America
Courtesy of the Admissions Department. Items can be reproduced for classroom purposes only and cannot be altered for individual use.