

Sauro Wins Veal Recipe Contest

WESTMORELAND, NY — Steve Sauro, chef at Sauro's Restaurant, Syracuse, took top honors in the "Veally Profitable Recipe Contest for Chets," with his "Crabs of Veal" entre.

The contest, sponsored by The New York Beef Industry Council, was part of a five month statewide Veal Restaurant Promotion that began in November.

The judges tapped "Crabs of Veal" as the \$1,500 Grand Prize winner. Garnering first place was Fred Crittella of Crittella's Ristorante in Manlius, New York. His award includes a recognition plaque and a cash prize of \$1,000 for his dish "Grilled Veal with Artichokes and Wild Mushroom Sauce." The second place prize of \$750 cash went to William Paul

Dunn of the Skaneateles Country Club in Skaneateles for his "Veal Chop Kona Coast." "Veal Grand Gala" took Third Place and \$500 for Edward Ludington 11 of The Sunset Restaurant in Auburn. Fourth Place and \$250 went to Nancy Oddo of The Green Gate Inn, Camillus for her "Banana Curried Veal Shank."

Judges for the event were Joyce Van Opdorp, a New York Veal Growers representative from Clifton Springs, New York; Jack Wood, editor of New York's foremost foodservice publication Empire State Food Service News; and Randall Colman, a restaurant management and hospitality professor at Sullivan County Community College.

Veal Industry Initiates Grilling Program

WESTMORELAND, NY — A checkoff-funded program that will help retailers sell more veal this summer is underway. This point-of-sale program, "Grilled Veal: Nutritious, Easy, Delicious!" is providing retailers with materials and other marketing and promotional items that will entice consumers to try veal while cooking on the grill this summer.

Nearly 60 chains representing 2,000 supermarkets nationwide are participating in the veal industry's first major veal retail marketing effort. In New York, 310 retailers have signed up to promote ground veal, veal kabobs, veal chops and veal steaks. These cuts have an average of 166 calories per 3-ounce, cooked serving and they can be grilled in 20 minutes or less, which makes them perfect for a summer menu choice.

Recent research indicates that convenience and nutrition are two of the most important purchasing factors to more than half of all consumers. The pre-publicity materials for the promotion reminds retailers that veal is the perfect choice for today's active lifestyles, fits perfectly into a low-fat, low calorie diet and is a nutrient-dense food that is a valuable source of niacin, zinc and vitamin B-12.

"We're helping retailers develop new ways to market veal in the summer, a period when veal sales traditionally lag behind other grillable meats," says Floyd Many, New York Beef Industry Council Veal Director.

New, attention-getting point-of-sale materials include mobiles, case and rail strips, recipe booklets and on-package recipe stickers.

Festival Attracts Thousands



Visitors at the Kutztown Folk Festival participate in a play. It's a new event at the 42nd annual festival that is held from June 29 through July 7. More than 200 craftspeople demonstrate 18th and 19th century skills, and Dutch culture activities are re-enacted. The festival is famous for its unusual Pennsylvania Dutch food and educational folk lore of the Dutch culture. The festival is located at off Route 222 at Kutztown, between Allentown and Reading. For more information call 1 800-447-9269.

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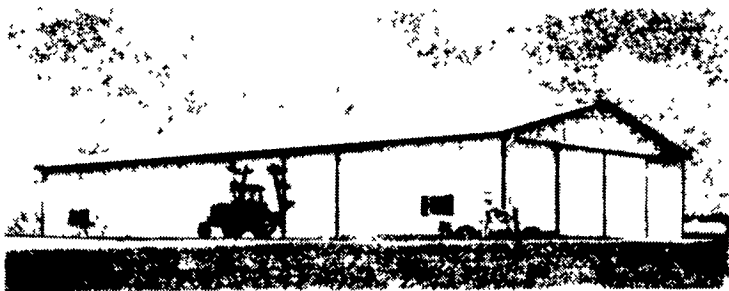
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