

Spring

DINING GUIDE



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DINING GUIDE

Farm-to-table businesses booming

Consumers' appetites for local foods are growing, and restaurants have taken notice.

Today, many local businesses, including farms and restaurants, have mutually exclusive relationships that make it possible for local residents to enjoy nutritious, locally produced meals.

According to the market research firm Packaged Facts, local foods generated \$11.7 billion in sales in 2014 and will climb to \$20.2 billion by 2019. Farm-to-table remains a growing trend that benefits farmers, restaurateurs and consumers. This is evidenced by the rising number of farmers markets cropping up in neighborhoods all across the country, as well



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as the niche offerings by regional food purveyors. The U.S. Department of Agriculture says that, in the last 20 years, the number of farmers markets has grown by more

than 350 percent. Many consumers are now choosing "local" for dining at home and when dining out, and this is making a major impact on the nation's food systems.

Foodies as well as industry experts predict that the local foods movement is a permanent and mainstream trend. In 2014, the National Restaurant Association found the desire for local foods dominated its "Top Food Trends."

The most in-demand foods include locally sourced meats and seafood as well as locally sourced produce. Consumers also are interested in farm/estate-branded foods. Some restaurants are even producing "hyper-local" food, or herbs and produce grown right on the property.

As the demand for local foods has evolved, so has the term "local foods." "Local" can be a wide-ranging term that refers to foods produced in a particular town, state or

even region. The 2008 Farm Act defines a "locally or regionally produced agricultural food product" as one that is marketed less than 400 miles from its origin. However, a few states have established more stringent rules that indicate "local" constitutes food produced within the borders of a state or within a small perimeter of the state.

The growing preference for locally produced foods is great news for the farmers and small food producers that have long fought for footing among the mega-importers. According to the trade publication Produce Business, even though "local" does not place limits on the size of the farm, the growing

desire among consumers to go local is benefitting many small and mid-sized farms, as consumers are increasingly buying foods grown closer to where they live.

In addition to meats, fruits and vegetables, consumers can find many locally made items that expand the potential for farm-to-table. These include, but are not limited to, artisanal cheeses, wines, beer, baked goods, milk and other dairy and honey.

Local, sustainable foods are in demand, helping not only local restaurants and merchants but also the small and medium farms that service these establishments.

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DINING GUIDE

Love for sushi continues to grow

With origins in China and Japan, sushi is an Eastern delicacy. However, there is no denying the popularity of sushi elsewhere in the world, particularly in North America.

As with many ancient foods, sushi's origins have an element of mystery to them. The original type of sushi believed to have first been developed in southeast Asia before spreading to southern China. Sushi was eventually introduced to Japan around the 8th century, where it would evolve into the type of sushi many people enjoy today.

According to The History Kitchen, a division of PBS Food, one origin story for sushi involves an ancient Japanese wives' tale. According to that tale, an elderly woman began hiding her pots of rice in osprey nests, fearing that thieves would steal them. When she collected her pots,

she found the rice had begun to ferment. She also discovered that fish scraps from the osprey's meal had mixed into the rice. Upon sampling the mixture, she found the rice helped to preserve the fish. She also found that the resulting meal was tasty.

Early Chinese sushi involved fermenting fish on rice to preserve it. The rice was thrown away, and the fish was eaten when desired. The Japanese took their own approach to sushi, deciding to eat the rice with the fish. Sushi innovator Matsumoto Yoshiichi began seasoning the sushi rice with rice wine vinegar. This made it possible to eat the sushi immediately, instead of waiting months for it to ferment.

Through the years, enterprising individuals began selling sushi to others. In the 19th century, rather than wrapping the fish in rice, sellers placed it on beds

of rice and sometimes other ingredients. This presentation of sushi, credited to a man named Hanaya Yohei, became very popular. This type of sushi is called "nigiri sushi" (finger sushi). After World War II, the sushi style of presenting fish was adopted by western cultures.

Sushi preparation and dining is an art form that continues to evolve. New influences have changed sushi even more by marrying traditional recipes with "fusion" styles. Demand for sushi continues to increase. According to Statistic Brain's sushi industry statistics, there are 16,000 sushi restaurants outside of Japan, with close to 4,000 in the United States alone. What began as a method of preserving food has transformed into a billion-dollar industry.

Article courtesy of Metro Creative

DINING GUIDE

Tips for a successful family night out

Dining out is incredibly popular. According to the National Restaurant Association, restaurant industry sales in 2016 were expected to exceed \$782 billion in the United States alone.

But dining out is not exclusive to the United States. Restaurants Canada reports that the Canadian restaurant industry accounts for nearly 4 percent of the country's economic activity while directly employing just under 7 percent of the country's entire workforce.

Dining out would seemingly appeal to diners from all walks of life, but parents of young children may find it difficult to enjoy dining out with tots in tow. The following tips can help parents of young children make the most of their nights out as a family.

- **Do your homework.** Parents should take some time before choosing a restaurant to examine the menus and policies of any establishments they are considering. Many restaurants make their menus

available online, so parents can compare menus of various establishments to determine which have the most kid-friendly fare. Some restaurants have children's menus, while others do not. Examine menus ahead of time so you don't arrive at the restaurant only to sit down and discover it does not have anything your children are likely to eat. In addition, determine if restaurants have any specific rules regarding children. Some might not allow youngsters after a certain



PHOTO COURTESY OF METRO CREATIVE

hour, while others might go above and beyond to accommodate families.

- **Dine during off-peak hours.** Parents concerned about how their children will behave in a restaurant setting can get kids used to the dining out experience by dining during off-peak hours, such as late afternoon or very early in the evening. Restaurants are less crowded during these times, and that can lessen concerns parents

might have about upsetting other customers.

- **Bring something to keep kids occupied.** Parents may want to bring something along to keep kids distracted in case the restaurant is busy or meals take longer to prepare than expected. While tablets with video games or movies might keep kids occupied on road trips, it's best to avoid bringing something noisy into a restaurant setting. Coloring books, word search puzzles or traditional books won't distract or upset fellow diners and can help keep kids occupied until dinner is served.

- **Ask to be seated at a kid-friendly table.** When being seated, ask the hostess to seat your party in an area where kids won't be

distracted or grow antsy. A corner booth can make for a cozy family meal, and kids won't be distracted by fellow diners or even other youngsters in the restaurant.

- **Explain restaurant etiquette to youngsters before going out.** If the family dinner table at home is short on etiquette but long on fun, explain to youngsters that the same rule does not apply at the restaurant. Parents can explain that it's still OK to have fun when dining out, but that the volume needs to be turned down and everyone must remain in their seats unless they need to use the restroom.

Parents can calm their nerves about dining out with youngsters by employing a few strategies that can make family nights out on the town enjoyable for all involved.

Article courtesy of Metro Creative

DINING GUIDE

Guide to restaurant tipping

Tablesides service is one of the benefits to dining out. Dining out can be a welcome change from preparing meals at home, and diners love that, once the meal is finished, someone else is there to clean everything up.

Leaving gratuities for exemplary restaurant service may not be mandatory. However, in many areas of the world, proper dining etiquette suggests diners should tip their servers when paying for the meal. Many restaurant employees count on tips to supplement their salaries, and servers may even be paid below-average wages because tips are factored into their earnings.

Diners routinely struggle when leaving a gratuity. Tipping, because of the money involved, also can cause heated debates. Various experts have weighed in to help customers determine the right way to proceed with tipping. This tipping guide helps clarify when and how to tip.

Etiquette experts at the

Emily Post Institute concur that 15 to 20 percent is the standard rule of thumb when tipping at a sit-down dining establishment. If the restaurant is buffet-style, a 10 percent tip may be adequate. Many people leave a 20 percent tip when dining out. That has become the norm for good service. Poor service may not be worthy of such a substantial tip.

When alcoholic beverages are part of the meal, some diners prefer to tip separately. That's because restaurants may implement a heavy markup on wine or cocktail prices. Tipping based on the bill pre-tax can be expensive. The safe recommendation is 10 to 15 percent. Those who sit at the bar before retiring to a table should offer 15 to 20 percent of the tab to the bartender; or, \$1 for beer or wine, \$2 for mixed drinks. iTipping.com suggests paying your bar tab before leaving for your table.

Although it can be tempting to refrain from tipping when service is poor, this isn't always the wisest idea.

That's because some restaurants employ a shift system in which all of given shift's gratuities enter a pool and are divided by a point system. Otherwise, each individual server is responsible for tipping his or her support staff, which includes a busser, a runner, a back waiter and/or a bartender. Rather than punish the whole lot, reduce the tip and then discuss your misgivings with the restaurant manager.

Diners should know that gratuities are typically included in the bill for larger parties. Restaurants generally add an 18 percent gratuity to the bill. Restaurants put this in place to safeguard their staff. This gratuity should be mentioned on the bill or on the menu. If the service was excellent, diners may want to tip on top of the included gratuity.

Diners who have gone over budget should not compensate by reducing the tip. Diners who cannot afford to tip should not dine out.

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BlackJax American Pub & Grill is the area's ONLY all-inclusive full-service restaurant/bar with various entertainment and special events destination. There is something for everyone along with a private banquet room for any life event.

The facility boasts nearly 12,000 sf, offering a modern pub, bistro room, banquet room, outdoor deck & 3500 sf. entertainment bar room with games and a 22 foot video TV wall. The entire restaurant houses nearly 50 TVs and fun American-inspired decor, with American cuisine.

With the Spring season, we welcome the opening of our massive outdoor deck nicknamed 'The Shark Bar', famous for its \$2.50 Landshark Drafts ALL DAY / EVERY DAY. In 2016, BlackJax sold more Landshark kegs than any other destination in the country - help us exceed 500 kegs this Spring/ Summer Deck season!!

DID WE SAY \$1 HAPPY HOUR:

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Friday Happy Hour at BlackJax
Just got Cheap:

- 1 Person + \$1 = 1 Domestic Draft
- 1 Person + \$1 = 1 Mix Drink
- 1 Person + \$1 = 1 Oyster Shooter
- 1 Person + 50¢ = 1 Wing

Every Friday from 5 to 7 at our downstairs bar room

Fridays belong to BlackJax 5-7pm in the downstairs bar room - \$1 Domestic Drafts - \$1 Mix Drinks - \$1 Oysters Shooters and 50¢ Wings!! Live music or enjoy the large video TV wall!!!

NEW TEAM MEMBERS:

The staff at BlackJax has changed drastically over the last few weeks & welcomes some new exciting additions to the team: Danette, our new Assistant General Manager; Dennis, our new chef; and Matt, a new bartender, just to mention a few. Stop in to meet some new JAX team members!

NEW ENTREE SPECIALS:

Displayed in the center of this ad you will see our NEW daily entree specials. **Mondays 2 for \$20** SELECT ENTREEs provides a great opportunity to try something new. Tuesday nights \$12.99 ALL-U-CAN-EAT WINGS is a customer favorite!! On Wednesdays ALL Burgers are HALF PRICE.

Get it before it goes away - All you can Eat Crab Legs & Peel and Eat Shrimp Specials. Attention all shuckers - Friday & Saturdays its Raw Oysters over ice. ADD on the side sauces for \$1 to add some awesome flavor. Sundays we end the weekend with a best seller, Baked Mac & Cheese Available ALL DAY for ONLY \$9.99. Try one of our toppers for an exciting twist to an American favorite.

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Bachelorette party or just a night out with the girls, visit us on facebook for our upcoming events. Over 20 drafts on tap, craft bottles, seasonal, and a wide array of wine & spirits to choose from. Join us for Happy Hour at the bar + tavern high top tables from 5-7pm weekdays & Sat/Sun 1-3pm. Specials from \$1.75, \$1 Oysters + \$5 Pretzel Bites!

Weather its weekday trivia, karaoke live, texas holdem poker, or just live acoustic music. BlackJax is the area's only all-inclusive destination. JOIN US Sat May 6th for Our 1st Annual Louisiana-Style Crawfish Boil with LIVE Entertainment on the deck. We look forward to giving you good service and thank you for your continued patronage.

- MONDAY** 2 for \$20 ENTREEs
- TUESDAY** \$12.99 ALL-U-CAN EAT WINGS
- WEDNESDAY** 1/2 Price BURGERS
- FRIDAY** ALL-U-CAN EAT CRAB
- FRIDAY/SATURDAY** Attention Weekend Shuckers RAW OYSTERS
- SUNDAY** \$9.99 Mac & Cheese

ADD Toppings: * BBQ Pulled Pork \$2, * Stewed Hot Dog \$1, * Crab Meat \$5, * Crap Bacon \$1, * Sausage \$1. ENTREE includes choice of soup or house salad.

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- * 4/22 Smokin Soles LIVE
- * 4/28 Pagoda City All Stars
- * 4/29 KARAOKE LIVE on Stage
- * 5/6 Louisiana-Style Crawfish Boil (Shark Bar)
Pete Gumbo & ZydecoaGoGo Band
- * 5/13 Old School Rocks the House
- * 5/20 Scattertrain Party Rock Bank
- * 5/20 Matt Bailey LIVE (Shark Bar)
- * 5/27 Dog Bite Money
- * 6/9 Raymond the Amish Comic LIVE

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Celebrating 10 Years
2007 - 2017

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\$2.50 Victory Drafts

\$2.50 Stella Drafts

\$3.50 ALL House Wines

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Extra Sauce / Bleu Cheese / Celery 30¢ each

\$3 Fries Basket

\$4 Chicken Fritters

\$4 Pretzel Bites **\$4 Onion Rings**

\$4 Queso Dip **\$4 Fried Pickles**



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The Brick House
Celebrating 10 Years
March 2007 - 2017

The Brick House

Est. 2007

152 E. HIGH STREET - POTTSTOWN - PA

Serving Lunch, Dinner & Late Night 11am-2am (610) 906-3527

CELEBRATING 10 YEARS:

The Brick House is celebrating a new milestone - 10 Years in Business!! March just checked a decade for the establishment and we are extremely proud and excited to be a part of the community for so many years.

In tribute to the continued support and patronage of all of our customers, we have created some awesome specials. Lunches rolled back to a \$5 Chef prepared Menu, along with \$10 Chef prepared dinner options.

We extended our infamous **1/2 PRICE BURGER TUESDAY NIGHTS** to ALL DAY on Tuesdays - great lunch value!!

Monday Night Specials also got rolled back. Stop in ANYTIME on Mondays ALL DAY for **50¢ Wings, \$5 Cheesesteaks (and Chicken Cheesesteaks)!** Wednesdays after 5pm we offer something completely NEW: **ALL-U-CAN-EAT Wings for \$12.99.** Thursdays we complimented our already famous 1/2 Price Bar Night (10-12am) with \$2 Tacos, \$5 Taco Quesadilla, and \$5 Taco Nachos.

Fridays and Saturdays we feature the 'Cheesy Weekend' - our house recipe **Baked Mac & Cheese for \$9.99.** ADD one of our Toppers such as Crab, Hot Dog, Pulled Pork, or Bacon!! The weekend ends with Sunday Rib Specials from \$15 and BBQ Chicken. Mark you calendars or grab some friends & family and take advantage of our value-added anniversary specials! Don't forget our weekday 5-7pm Happy Hour from \$2.

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MEET OUR TEAM:

We would like to introduce some incredible new members of our team & highlight some core team players. Priscilla, our new AGM, brings tremendous industry knowledge and an awesome personality that compliments the synergy of The Brick House. Other new members include Veneranda & Andrew, new experienced bartenders; Jesse, Connor & Katrina, new servers; and Rose, Larry & Dominic, new Kitchen team members.

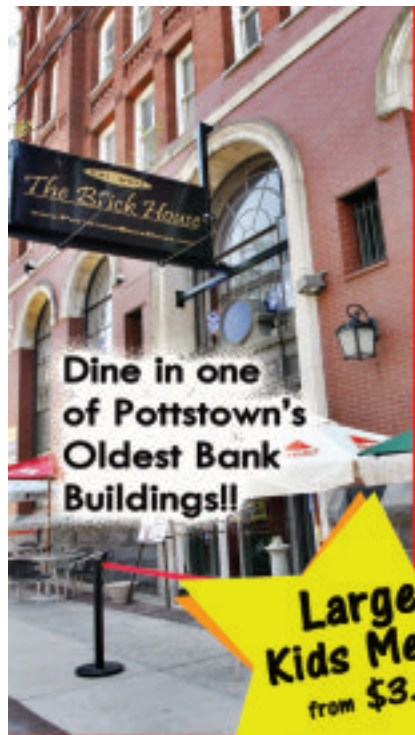
Bill, our AKM, remains a backbone to the organization with positive energy, superb cooking skills, and incredible creativity. He enjoys meeting new people and talking food! Richard 'Gibby' is another strong player in our kitchen & seasoned member. Aaron, an rising rockstar, just recently promoted to bartending & is excited to provide you with good service and a smile. Marcene & Brian top our list of strong core excellent servers, and are sure to go above & beyond to create a positive Brick House experience. Request one of them on your next visit!

OTHER NEWS:

Reserve your Mothers' Day & Fathers Day dates. Surprise Mom or Dad with a chef-prepared speciality created by Colin Snyder, our DKM, or our full menu is available. Join us Monday nights for Karaoke or Late Night with DJ Brother Mike on Thurs/Fri/Sat after 10pm.

Lastly, The Brick House would like to send a special thanks to all those who patronized us over the years and a special thanks to those regulars who are a true part of the team. We look forward to your next visit!

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- * \$2.50 Stella
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40¢ Clams 50¢ Wings



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DINING GUIDE

How to stay healthy when dining out

Dining out is wildly popular. The convenience of letting someone else do the cooking and the opportunity to try new types of cuisine is too great to resist for many people.

According to Zagat's 2016 National Dining Trends Survey, people go out to eat (not counting breakfast) an average of 4.5 times per week. While it can be easy to count calories and adhere to other dietary restrictions when eating at home, that's not always the case when dining out. Fortunately, there are ways for people who love to go out to eat to have their gourmet cuisine and eat it, too.

- Request that items be cooked a certain way. While diners might not be able to



PHOTO COURTESY OF METRO CREATIVE

order off-menu dishes, they can try their luck at asking for dishes on the menu to be prepared a certain way. For example, if a menu is loaded with fried foods, try asking for dishes to be grilled instead of fried. Researchers affiliated with

the Harvard School of Public Health found that people who ate fried food at least once per week had a greater risk of both type 2 diabetes and heart disease than those who avoid fried foods and that their risk increased with each

additional fried meal they consumed. In addition, researchers also found that eating fried foods away from home posed the greatest risk, as the frying oil used may not be fresh. Reused oil is more easily absorbed by foods than fresh oil that has yet to degrade, and that increased absorption can contribute to high cholesterol, high blood pressure and weight gain. Many restaurants are amenable to diners who want to avoid fried foods, but diners must ask.

- Eat only half the meal. Restaurant portions tend to be bigger than portions diners would make for themselves at home. In fact, the National Heart, Lung and Blood Institute notes that food portions at

restaurants have doubled or tripled over the last 20 years. Diners who want to dine out but prevent overeating can ask that half of their entrées be boxed before the meal even makes it to the table. In addition, avoid appetizers and choose coffee or tea as dessert instead of high-calorie and sugar-laden baked or frozen desserts.


- Make sure salads are healthy. Some diners mistakenly believe that all salads are the same. However, salads loaded with bacon and cheese and smothered in creamy dressings can be just as detrimental to diners' waistlines as large entrées cooked in an unhealthy way. When ordering salads, make sure the salad is loaded with

healthy fare like raw vegetables and choose a low-calorie, low-fat dressing.

- Peruse menus before leaving home. Perusing menus online before leaving home allows diners to find restaurants that offer the kind of healthy fare they're looking for. Arriving at a restaurant without knowing its menu increases the chances that diners will simply choose something from the menu, regardless of how healthy it may be.

Health-conscious diners can still enjoy nights out on the town without sacrificing their waistlines or putting their long-term health in jeopardy.

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