

JOE JURGIELEWICZ & SON UNVEIL GOURMET DUCK CARNITAS FOR FALL '24 RESTAURANT MENUS

As the Fall '24 season approaches, chefs are on the lookout for new products to invigorate their menus with fresh, signature ideas that resonate with the season's flavors. The importance of discovering these innovative ingredients cannot be overstated, as they not only breathe new life into classic dishes but also provide endless opportunities for creative menu additions. By exploring new products, chefs can craft unique takes on traditional favorites, offering a sense of novelty that appeals to both discerning à la carte diners and large-scale Holiday '24 catering clients.

The beauty of these new interpretations lies in their versatility. A single, thoughtfully chosen ingredient can inspire a standout dish on an à la carte menu while seamlessly transitioning to a star item in a catering spread. This dual functionality not only enhances the cohesiveness of a chef's offerings but also streamlines kitchen operations, reducing waste and increasing efficiency. Ultimately, the ability to use these innovative products across multiple menus can set a restaurant apart, drawing in customers who are eager for both familiar comfort and culinary excitement during the fall season.

With that mission in mind for the nation's culinary and foodservice professional community, Joe Jurgielewicz & Son, Ltd. (JJS), a premier supplier of high-quality Pekin duck to the restaurant and retail industry (and even offers direct to consumer for the 'at home chef' via their online store), has introduced its latest culinary innovation: Duck Carnitas. This new product aims to provide chefs and restaurateurs with an easy-to-prepare, yet gourmet option

that adds a rich, authentic flavor to a variety of dishes. The Duck Carnitas are the latest in a long standing JJS's commitment to push the boundaries of what duck can offer in the culinary world.

JJS has a storied history that dates back to 1933 when the Jurgielewicz family first began farming ducks on Long Island, NY. Over the decades, the family business has grown into one of the largest purveyors of Peking duck in North America. Today, JJS operates out of Pennsylvania, where the company processes approximately 25,000 ducks daily. The family's dedication to quality and tradition is evident in every product they offer, and the new Duck Carnitas are no exception.

"Our great-grandfather started this business with a commitment to quality, and we've carried that through four generations," said Joey Jurgielewicz III, Director of Business Development at JJS. "The introduction of Duck Carnitas is a natural extension of our mission to make duck more accessible and versatile for chefs across the country."

The idea for Duck Carnitas emerged from a desire to make duck more ap-

"We wanted to create something that chefs could easily incorporate into their menus, whether it's for tacos, burritos, or even more creative dishes like paella or empanadas and eggs benedict for brunch." — Michael Jurgielewicz

proachable and versatile, particularly for chefs and home cooks who might find it intimidating to prepare. The carnitas are crafted using JJS's signature Pekin duck, known for its superior meat-to-fat ratio that delivers unparalleled tenderness and flavor. The duck is deboned, slow-roasted, and seasoned with a blend of 11 spices, including Guajillo Chile peppers, creating a product that is both rich and flavorful.

"Carnitas are a dish that's traditionally made with pork, and it's a staple in Mexican cuisine. We saw an opportunity to take that concept and elevate it with our high-quality duck," added Michael Jurgielewicz, Director of Export Sales & Marketing at JJS. "We wanted to create something that chefs could easily incorporate into their menus, whether it's

for tacos, burritos, or even more creative dishes like paella or empanadas and eggs benedict for brunch."

In today's restaurant and foodservice industry, where efficiency is key and labor shortages are a constant challenge, JJS's Duck Carnitas offer a solution. The product is fully cooked and ready to heat and serve, reducing prep time and allowing chefs to focus on presentation and flavor combinations. "The beauty of our Duck Carnitas is that they require minimal prep," Joey Jurgielewicz explained. "Chefs can simply crisp them up on a plancha or in a pan, and they're ready

to serve. This not only saves time but also ensures consistency in every dish."

The versatility of Duck Carnitas is one of its most compelling features. While traditional carnitas are typically served in tacos, JJS's Duck Carnitas can be used in a wide range of dishes. From gourmet salads to upscale sandwiches, the product allows chefs to experiment and create unique menu items that stand out. "One of the most exciting aspects of this product is how adaptable it is," said Michael Jurgielewicz. "We've already seen chefs using it in club sandwiches, on top of salads, and even as a topping for nachos. The feedback has been overwhelmingly positive, with many chefs praising the depth of flavor and ease of use."

To support chefs in incorporating Duck Carnitas into their menus, JJS offers a range of resources, including recipe ideas and marketing materials. The company also provides in-person training sessions where chefs can learn more about the product and how to best utilize it.

"We're committed to helping our clients succeed," said Joey Jurgielewicz. "That's why we offer training sessions where chefs can learn about our products and get hands-on experience with them. We believe that the more knowledgeable a chef is about the ingredients they're using, the better they can serve their customers."

In a year marked by economic chal-



The Jurgielewicz family at their Pennsylvania farm HQ

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associated with freshness and vibrancy, which can make a drink feel more refreshing and lively. Deep reds and purples, on the other hand, suggest richness and depth, setting the stage for a more complex, indulgent experience.

The choice of garnish is another layer of this psychological dance. A sprig of mint in a tall, slender glass, like the Libbey Slim Can, can evoke thoughts of a summer garden, while a curled citrus peel in a coupe glass adds a touch of sophistication. By carefully selecting the glass and garnish, I'm not just creating a drink; I'm crafting an experience that resonates on multiple sensory levels.

Creating an Emotional Connection

When I craft cocktails, creativity and storytelling are at the heart of my approach. I understand that every detail matters. Glassware isn't just about function; it's about creating an emotional connection. When a guest lifts a beautifully crafted glass to their lips, they're not just drinking—they're participating in an experience. The weight of the glass, the feel of its contours in hand, the way it catches the light—these tactile and visual elements are all part of the cocktail's identity.

A Canvas for Expression

I often think about the spaces I create and the stories I want to tell through my

craft. Glassware is a part of that storytelling. It's a way to express identity, culture, and artistry. The glassware we choose is a reflection of our values, our history, and our vision for the future of cocktail culture.

Every glass I choose is chosen with intention, reflecting the narrative I want to share with my guests. Whether it's a sleek, modern glass for a bold, contemporary cocktail or a vintage-inspired piece that harks back to a different era, the glassware is as much a part of the drink as the ingredients themselves.

Glassware is not just a vessel; it's an integral ingredient in the cocktail-making process. It shapes the guest's experience, influences the flavors, and tells a story that goes beyond the drink itself. As beverage professionals, we should never underestimate the power of the glass—it's the final brushstroke on the masterpiece that is a well-crafted cocktail.

So, the next time you reach for a glass, remember: you're not just holding a drink; you're holding an experience, a story, and a piece of art. Find the right partner, connect with the glass and determine who has what you need for all your sensory experiences. Because in every glass, there's an opportunity to create something memorable, something that connects with the guest on a deeper level. And that, to me, is the true artistry of mixology.

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Challenges and rising food costs, JJS's Duck Carnitas offer a cost-effective solution for restaurants looking to add a premium option to their menus without significantly increasing expenses. The product is available in various sizes, including 1-pound and 3-pound increments, making it accessible for both small and large establishments.

"Our goal was to create a product that offers great value without compromising on quality," Michael Jurgielewicz noted. "We've priced our Duck Carnitas competitively, so restaurants can offer a high-end dish at a reasonable cost, which is especially important in today's market."

Joe Jurgielewicz & Son, Ltd.'s Duck Carnitas are more than just a new product—they represent a commitment to innovation, quality, and customer satisfaction. As the restaurant industry continues to evolve, JJS remains at the forefront, offering products that help chefs create memorable dining experiences. With Duck Carnitas, JJS has once again proven that they are not just in the business of selling duck—they are in the business of culinary excellence.

For more information on JJS's Duck Carnitas or to request samples, visit their website at TastyDuck.com or contact Joey Jurgielewicz at joey@tastyduck.com.

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ly, replace batteries as needed, and never ignore an alarm. If it sounds, get outside immediately and call 911.

General Safety Measures for Businesses:

- Restaurants and other businesses should install CO detectors and ensure that alarm systems, security systems, and other safety equipment are functioning properly.

- Implement comprehensive emergency management planning, starting with a vulnerability analysis to identify risks. Develop a response plan detailing roles, responsibilities, emergency procedures, and a communication strategy.

- Train employees on the emergency plan, and regularly test and update the plan, ensuring it meets current risks.

Reputation Management:

- If a CO leak or similar crisis occurs, having a clear plan on how to manage the aftermath, including me-

dia interaction, is crucial to minimize reputational damage.

Additional Tips:

- Clear snow from vents for fuel-burning appliances to prevent CO buildup indoors.

- Avoid using charcoal indoors or in enclosed spaces, as burning charcoal can produce lethal CO levels.

By following these guidelines and staying informed about the latest safety standards and practices, you can significantly reduce the risk of CO poisoning and ensure a safer environment both at home and in businesses.

Speak to your insurance advisor to learn more about implementing effective emergency and crisis management plans that include detailed carbon monoxide exposure prevention measures, as well as strategies for recovery. Learn more at <https://www.hubinternational.com/industries/hospitality-insurance/restaurant-insurance/>



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