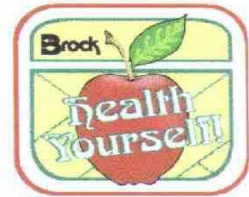




Sandwiches are a language spoken all over the world. Our collection of Robust International Sandwiches and fresh side salads add a new dimension to the deli.



Tired of the same old grind? Our coffee bar is as comforting as the coffee houses of the 1950's. Sweet Express combines the magic of flavored gourmet coffee and cappuccino with our luscious, chewy homemade bars and cookies.



Why should kids have all the fun? Eating smart is made easy and fun with "Health Yourself". We use only the freshest ingredients and the leanest cuts of meat in our healthy dishes. These meals are low in calories and only 30% or less of the calories are from fat. So go ahead, eat up!



## Good Fruit From The Brock Tree: Our Signature Programs



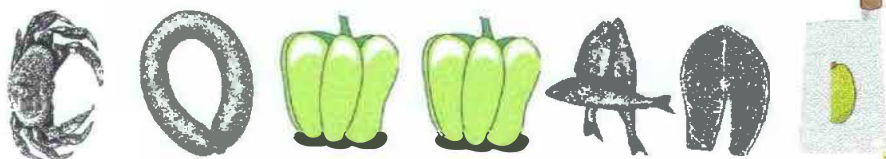
No Need to stop at the bakery on the way home. Our Fresh Baked Program offers a variety of freshly baked pies, cakes, breads and sweet rolls for convenient take home throughout the day.



Homemade is the best, and that's just the way we make it. Our pizza is well done, fragrant and savory, crisp and chewy with high soft edges. Fresh dough, homemade sauce and 100% real cheese makes this pizza the real deal.



**Brock**  
AND COMPANY, INC.



PERFORMANCE



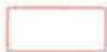
**These two images were created using a \$50  
program called Instant 3D.**



**Below is a higher resolution copy of above.**







Avery Laser Business Card



*Thank you for your business-may  
you have a very happy 1997.*

*Brock and Company, Inc.*



*Thank you for your business-may  
you have a very happy 1997.*

*Brock and Company, Inc.*



*Thank you for your business-may  
you have a very happy 1997.*

*Brock and Company, Inc.*



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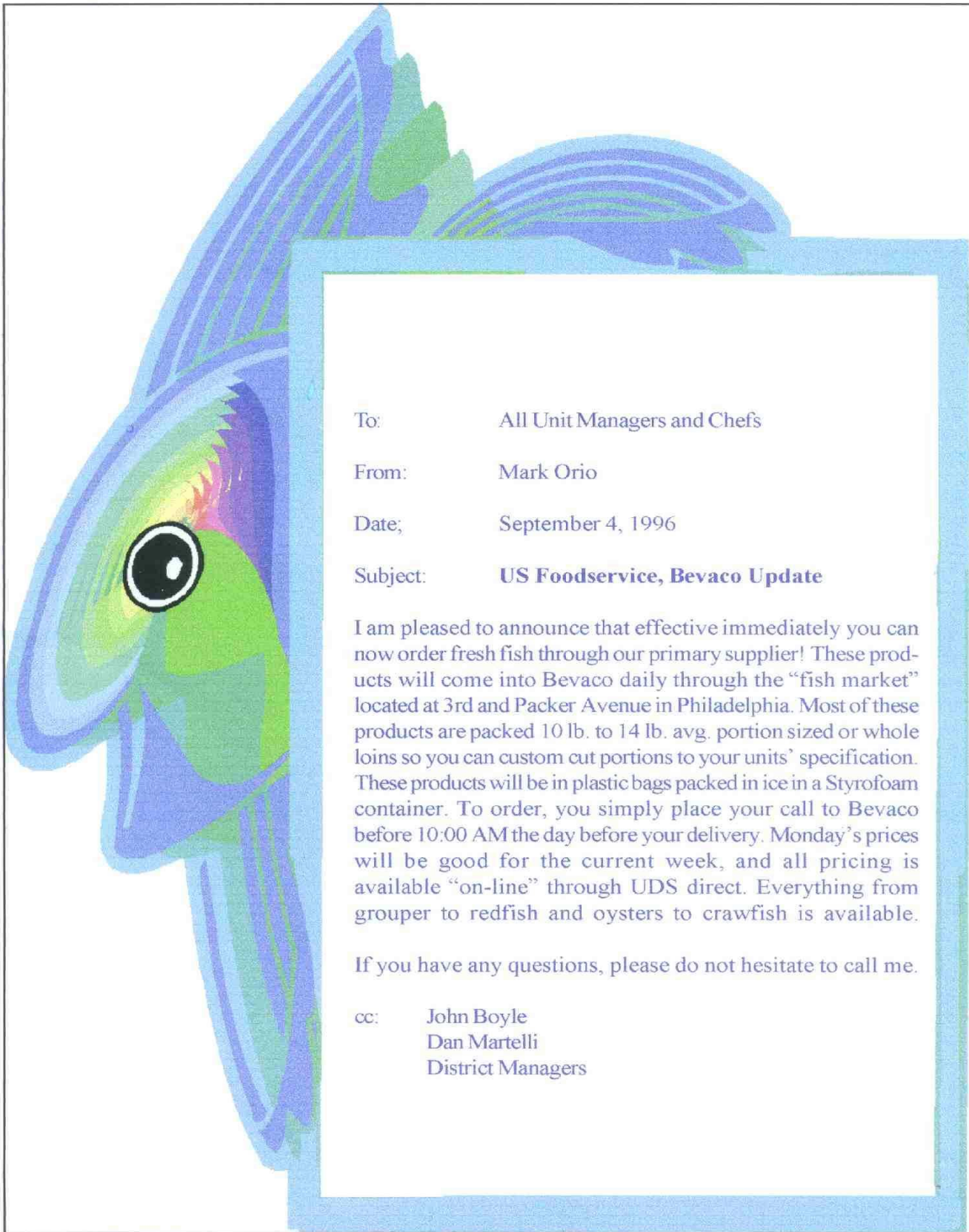
*Brock and Company, Inc.*



*Thank you for your business-may  
you have a very happy 1997.*

*Brock and Company, Inc.*

FOLD BACK AND FORTH ALONG PERFORATION FOR EASY SEPARATION



To: All Unit Managers and Chefs

From: Mark Orio

Date: September 4, 1996

Subject: **US Foodservice, Bevaco Update**

I am pleased to announce that effective immediately you can now order fresh fish through our primary supplier! These products will come into Bevaco daily through the "fish market" located at 3rd and Packer Avenue in Philadelphia. Most of these products are packed 10 lb. to 14 lb. avg. portion sized or whole loins so you can custom cut portions to your units' specification. These products will be in plastic bags packed in ice in a Styrofoam container. To order, you simply place your call to Bevaco before 10:00 AM the day before your delivery. Monday's prices will be good for the current week, and all pricing is available "on-line" through UDS direct. Everything from grouper to redfish and oysters to crawfish is available.

If you have any questions, please do not hesitate to call me.

cc: John Boyle  
Dan Martelli  
District Managers





## THE COMMONS SALAD BAR

The salad bar at The Commons features a mouthwatering array of freshly prepared, healthful and flavorful composed salads, fresh fruits and vegetables, legumes, grains and salad dressings.

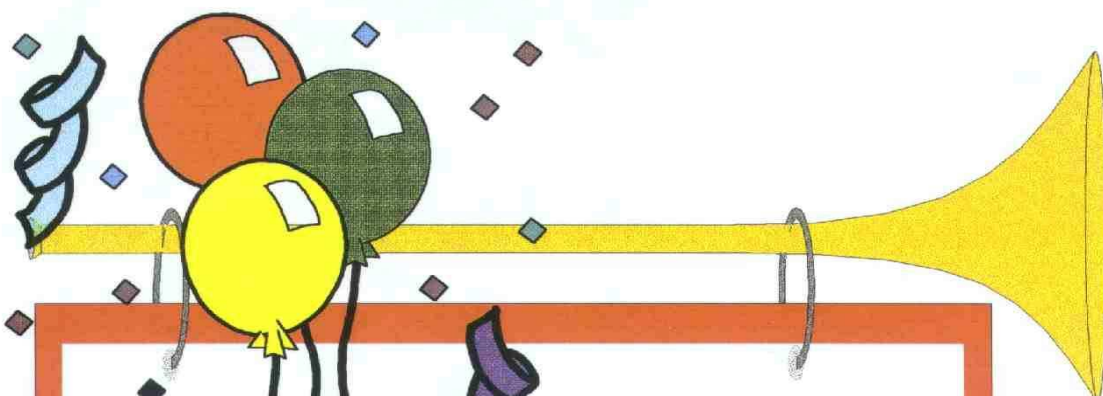
Whether you're a meat eater or a vegetarian, our innovative composed salads will satisfy the heartiest of appetites. Bombay chicken, Mandarin beef, Tabouleh, tuna Nicoise, tortellini with sun dried tomato and pesto, herbed Couscous, toasted sesame pasta and Monticello pepper salad are just a few of the composed salads offered at the salad bar.

The Commons Salad Bar also features a market basket of the seasons freshest fruits and vegetables, including snap and snow peas, mung bean sprouts, jicama, various squashes, Vidalia onions, melons, berries, and a salad bowl with five or more field greens.

To top off your salad creation, choose from a variety low-fat dressings, homemade croutons, infused salad oils, herbed vinegar's, and fresh milled pepper.

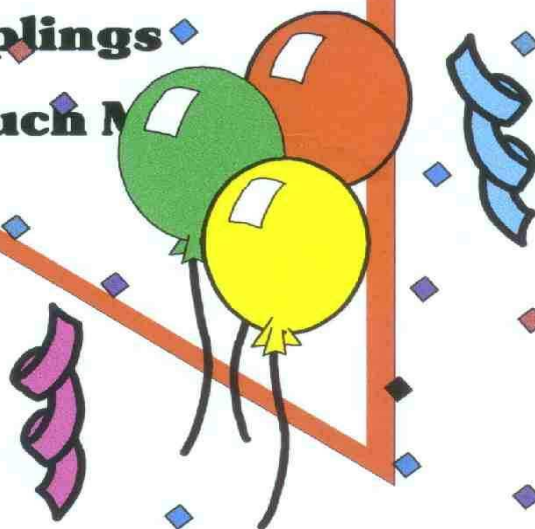
You and your family will truly enjoy this buffet of earthy and innovative dishes from around the world.





**Please join us**  
**the week of**  
**January 6, 1997**  
**in the Employee**  
**Dining Room for a**  
**Grand Opening**  
**Celebration!**

**Meet the Chef**  
**Give-A-Ways**  
**Food Samplings**  
**and Much, Much More**



Shhh! Executive At Work

English

**Silencio! Ejecutor Obra**

Spanish

**SILENZIO, DIRIGENTI AL LAVORO**

Italian

*Silence! Executif à Travail*

French

Tot Zwingen Brengen! Directeur Werking

Dutch

**zum Schweigen bringen! Geschäftsführer  
an Arbeit**

German

Καταστελλω! Βασιλευσ Εργζομαι

Greek

**חָשָׁה כְּעֵלֶם , חָשָׁה**

Fake Hebrew

Услокаивать! Должностное Лицо При

Труд

Cyrillic (Russian)



Wing Dings + Animations



# Health Yourself!







# ***SICK OF THIS?***

## **Rob's Quality Lawn Service**

**Will Beat Any Price!**

Senior Citizen Discount!

25% Off Initial Cut!

Insured and Honest

Let Me Work for You!

**Call 874-8224**

Any Job All Season Long

- ALL Lawn Care
- Spring/Fall Cleanup
- Gutters
- Snow Plowing and Shoveling
- Custom Decks
- And Much More

Coupon  
**25% Off**  
First Cut  
Rob's Lawn Care  
874-8224  
"Will Beat Any Price"

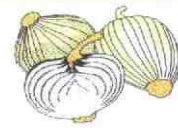
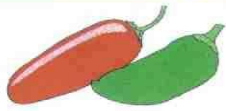
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Coupon  
**25% Off**  
First Cut  
Rob's Lawn Care  
874-8224  
"Will Beat Any Price"



# Southwestern Fajita Steak Salad





Seasoned skirt steak  
sautéed with peppers &  
onions, atop crisp greens  
with tomato, olives,  
tortilla, olives, tortilla  
crisps and Salsa-Ranch  
Dressing.







# **Brock** at AND COMPANY, INC. **Building** **B to Go**

Our **Take Home Meal Program** is ready to serve you dinner daily until 5<sup>30</sup> P.M. Call ahead at extension 4814 or 5618 or drop in for a delicious *chef prepared* , gourmet *deli* , a large freshly *baked* , your favorite *piping hot*  or a *tossed* .

Try a fresh *rotisserie*  *dinner* or take home a 3'  for the after work party. Call ahead or drop in.

We're looking forward to serving you dinner.

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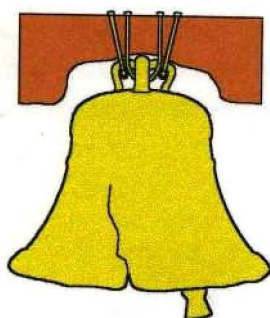
## Grand Opening Special

Present This Coupon for a 15% Discount  
on Your Take Home Meal  
Valid Until April 1, 1997.

Cannot be combined with any other program.  
May be used after 3:30 P.M. only

# The Philadelphia Club

2800 South 20<sup>th</sup> Street, Phila., PA 19145



## Club

### HORS D'OEUVRES MENU

*For a typical hors d'oeuvres only party, we recommend 12 hors d'oeuvres per person. If hors d'oeuvres are being offered in addition to a meal, we recommend six pieces per person. All of our hors d'oeuvres are prepared fresh, using only the highest quality ingredients.*

#### Cold Hors D'Oeuvre Selections

- |   |  |
|---|--|
| <i>Smoked turkey on a toast round topped with cranberry</i>                       | <i>Thinly sliced tenderloin of beef on French bread rounds with horseradish butter</i> |
| <i>Cherry tomatoes filled with deviled egg</i>                                    | <i>Skewers of melon with Prosciutto or smoked turkey breast</i>                        |
| <i>Cucumber coins filled with crab meat or salmon</i>                             | <i>Miniature crepes with sour cream and caviar</i>                                     |
| <i>Fresh asparagus tips wrapped in Prosciutto</i>                                 | <i>Cream cheese and chutney on date nut squares</i>                                    |
| <i>Fried chicken strips marinated in ginger and soy</i>                           | <i>Lobster canapes with dill</i>   |
| <i>Filet of beef pinwheels - spinach wrapped in beef, with horseradish butter</i> | <i>Shrimp canape with herb mayonnaise</i>  |
| <i>Crab fingers with Chesapeake dipping sauce</i>                                 | <i>Stuffed snowpeas with salmon mousse or cream cheese and chives</i>                  |
| <i>Smoked trout on pita squares with herb sauce</i>                               | <i>Petite orange muffins with smoked turkey and cranberry</i>                          |
| <i>Cucumber rounds topped with cream cheese and chive filling</i>                 | <i>Gulf shrimp on wheat round with mustard sauce</i>                                   |
| <i>Cream cheese and watercress tea sandwiches</i>                                 | <i>Skewer of pineapple and Teriyaki chicken</i>  |
| <i>Curried chicken salad on French baguettes</i>                                  | <i>Kumquat cup with cream cheese and chutney</i>                                       |
| <i>Rare roast tenderloin of beef on bernaïse toast</i>                            | <i>Baby shrimp with Belgium endive</i>   |
| <i>Caviar torte with stone wheat crackers</i>                                     | <i>Curried chicken and fruit salad on French ficelles</i>                              |
| <i>Slivered Virginia ham canapes with Jezebel sauce</i>                           |  |

Introduction

Special Functions

Hors D'Oeuvres

Business Functions

Hors D'Oeuvres

Business Functions



# Brock Will Introduce Tiered Pricing on the Deli Station.



Economical

Deluxe

3 oz. meat  
Sliced Deli Bread on Roll  
Toppings and Pickle \$2.50



Sensible

Ultimate

3 oz. meat (choice of 2)  
1 oz cheese  
Hard Roll  
Toppings and Pickle \$2.95



Adventurous

My Hero

4 oz. meat (choice of 3)  
1 oz cheese  
Hero Bread  
Toppings, Onion,  
Sweet Peppers and Pickle \$3.50



Executive

Delilicious

Brock's Premier  
Signature Sandwich \$3.95





# Brock News Flash

Headquarters, Malvern PA

Wednesday, September 25, 1996

EXTRA

The following article appeared in the magazine, **FoodService Director**, Sept. 15., 1996

## Brock grows 6% annually

**N**ow in its 70th year, **Brock and Company, Inc.** of Malvern, PA, remains a family-owned regional contractor focusing primarily on B&I accounts plus one school district (another is being bid at presstime). With a roster of 42 accounts, gross annual sales stand at \$20,450,000 and net sales are reportedly increasing approximately 6% annually.

This "hands-on company," under the direction of Lynmar Brock has developed a cluster of signature concepts over the past few years. Belgian-born Claudie Brock, Lynmar's wife, believes the creativity of these programs - along with honest labor and good service - will see the company well into the 21st Century.

### **Mini-interview: Claudie Brock, Director of Marketing**

"There have been some healthy changes in our management team, including the hiring of John Boyle as VP of Operations. Prior to joining us, he was VP and Regional Manager for Canteen Corporation and Service America, and he's the immediate past president of the

Pennsylvania Automatic Merchandising Council.

We're very excited working with our new signatures. In fact, 'Fresh Baked...For Goodness Sakes' is just now being rolled out. We've developed a 103-page manual including famous chefs' secrets, recipes and tips and we're having demonstrations for our managers on how to implement the program.

During the winter of 1995, immediately before the Fresh Baked program, we introduced 'Sweet Express.' It's a 1950's concept with flavored coffees, herbal teas, fresh-baked muffins, blueberry danish, raspberry shortbread danish, biscotti, etc.

We provide ingredients plus materials - such as banners, pins, barrels, burlap bags - to the field.

"Our freshly-baked pizza program - Pizza-A-Peel - is at many accounts. At AT&T (now Lucent Technologies) there is even a beautiful brick oven.

There's also a Deli-Licious signature with a super gourmet international flair. There we offer fresh focaccia, a crusty baguette spread with brie and Dijon, cornichons (that's French for pickles), etc.

We have a 'food analysis task force' including one DM and several managers, who, along with the director of operations, develop our signatures. We're working on a new one for display cooking, so right now, there are four signatures plus 'Brock's Health Yourself' will be coming out soon but it's actually being used unofficially in all locations."

*From The Desk of Mark Orio,  
Director of Operations*

In January, 1996 we introduced the ARP Associate Referral Program. If you refer someone to be hired and they meet the criteria, you'll receive a \$100.00 bonus.

Rich's Tech School Training continues to do well. Various groups are attending classes in Buffalo, NY for two days.

Best of Luck to John Jones, retiring in October after 44 years of service with Brock and Company





# Ben Franklin Invites Dartmouth's Fifty-Fives

To a Mini-Reunion May 15 to 18, 1997

## In Philadelphia

### Host Committee

Gus Aberle  
John and Sue Ballard  
Bill Bassett  
Stan and Lillian Bergman  
Dick and Ruth Blodgett  
Tom and Lanie Blumberg  
Pete and Betty Buhler  
John and Ginny Callahan  
Bob and G Edwards  
Bob and Iris Fanger  
John and Marina French  
Bob and Judy Garver  
Woody and Nancy Goss  
Ace Hall and Carole Rogers  
Skip and Lou Hance  
Roy Hill  
Joe and Mary Mathewson  
Dave and Andrea Page  
Brooks and Gale Parker  
Tom and Ann Schoonmaker  
Bernie and Pat Siskind  
Peter and Joan Thompson

### Treasurer

Ralph Sautter

### Coordinators

Lynmar and Claudie Brock  
1800 Valley Road  
Newtown Square, PA 19073-2715  
HOME: (610) 459-2256  
OFFICE: (610) 647-5656  
FAX: (610) 647-0867

*"God Helps them who help themselves."* So help yourself and come to Philadelphia *"For my own part I find I love company, chat, a laugh, a glass, even a song as well as ever."*

Our lodging will be at the new center city Philadelphia Marriott, at only \$125 a night for *"a pennysaved is a penny earned."*

The program will include the American Philosophical Society *"which I founded"*, the Pennsylvania State House, *"you now call it Independence Hall, where I helped adopt the Declaration of Independence and the Constitution"* and Carpenters Hall where the First Continental Congress met in 1775. *"If any form of government is capable of making a nation happy ours, I think, bids fair now for producing that effect. But after all much depends upon the people who are governed."* The Superintendent of Independence National Historical Park will speak to this.

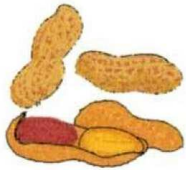
*"Be mindful of the past."* We'll visit the Henry Francis DuPont Winterthur Museum and Gardens located in the 'chateau' country of the Brandywine Valley, the greatest collection of American decorative arts in the world.

*"An apple a day keeps the doctor away"* so, we "sup" at the Union League of Philadelphia founded in 1863 in support of the Union, Old Original Bookbinders, founded in 1865 and City Tavern, originally established in 1772 and rebuilt in 1975.

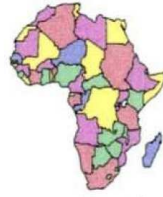
*"He that rises late must trot all day"* so we'll visit the Pennsylvania countryside Sunday morning for brunch at Hunters Hill Farm, home of the Brocks.

*"The most effectual way to get rid of a certain temptation is to comply and satisfy it."* There'll be time to rest, visit, shop and relax as you desire.

Return the enclosed card for  
*"never leave that till tomorrow  
which you can do today."*



# AFRICAN PEANUT CHICKEN SOUP



- |                                   |  |
|-----------------------------------|--|
| 1 cup diced Spanish onions        | 1 cup raw brown rice                       |
| 1 cup diced green peppers         | 2 cups diced tomato in juice               |
| 1 Tbsp. peanut or sesame oil      | 1 cup peanut butter                        |
| 1/4 tsp. cayenne pepper           | 2 cups diced chicken meat (cooked)         |
| 1/2 tsp. chopped garlic           | Salt & pepper to taste                     |
| 1/2 tsp. fresh grated ginger root | 1/2 cup fresh chives or scallions, chopped |
| 5 cups chicken stock              |  |

Sauté green peppers and onions in peanut oil until onions are translucent. Stir in cayenne pepper, ginger root and diced tomatoes and simmer for 15-20 minutes. Add chicken stock & raw brown rice. Bring to a boil and then simmer for 30 minutes. Remove soup from the stove and fold in peanut butter while soup is still hot. Garnish soup with a dollop of sour cream (optional) and plenty of fresh chopped chives or scallions.

Mark Orio





# January 1997

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																					
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***Just think  
what happens  
after this,***

***98% of your time  
raising money and  
2% making movies!***



# Certificatation

*of Cheapness  
Society of Caupos*

*Linda Wynne  
for High Levels of  
Pecuniary Achievment In  
Food Service and Office  
Management*



*Joanne*  
Joan of Arc, Board of Directors



*Elizabeth*  
Queen Elizabeth, President



JOIN  
US!



# International Day

SEPT. 20TH

11:00 AM-6:00 PM

Brock Food Service  
Presents

AMERICAN FARE  
WITH ALL THE TRIMMINGS



MEXICAN FIESTA



POLISH  
SPECIALTIES



ICE CREAM FAVORITES  
FROM JACK AND JILL



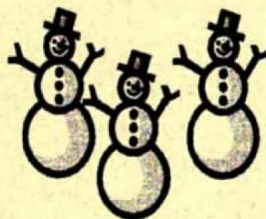
*Season's  
Greetings*

from all of us at



*Season's  
Greetings*

from all of us at



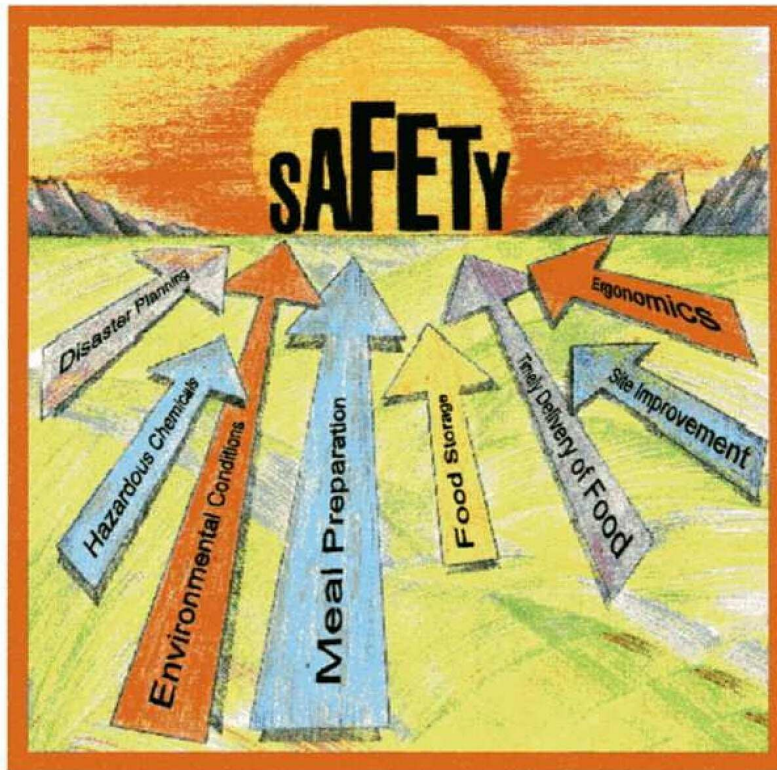
*Season's  
Greetings*

from all of us at





# Welcome To The "Safe-Zone" At Brock and Company



Food safety is as important to Brock and Company as it is to our customers. That is why Brock and Company was the first regional size company to certify its entire management team in "Serv Safe". "Serv Safe" is a 16 hour course on safe food handling and sanitation designed by the Education Foundation of the National Restaurant Association. This course is the industry's most recognized program on food safety and is accepted by most state and local health departments requiring food safety certification.

Our commitment to food quality doesn't end here. On an ongoing basis, all of our hourly employees have or will view the 5 sets of video tapes covering the same information as conducted in the classroom.

Your daily guarantee of food safety is our "It's Showtime" quality assurance check list which is a 10 point check list executed each day by our manager prior to the meal period.

Without training and awareness, there is no prevention. Brock and Company is committed to the highest standards of food safety in the industry.

