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Tartistes Provides Perfect Recipe for Solving Restaurants' Challenges

The food service industry is complex; restaurateurs carefully balance efficiency with quality on a daily basis, all while providing menu options to meet their patrons' needs. Add in labor shortages, rising costs, and attracting and retaining the talent and skill to consistently deliver quality items, and it's no wonder North American restaurant chains are feeling the stress.

Step Out of the Pressure Cooker: Let the Experts Help

Enter Tartistes: expert artisanal chefs who specialize in sweet and savory problem solving. Tartistes makes premium, great-tasting home-style products for food service and retailers throughout Canada and the United States. Their sweet spot is customizing clean-label products for restaurant chains, assuming test kitchen risks and saving them time and money with simple, unique, and delicious solutions.

"Our guarantee is a reliable, consistent product that meets all requirements," explains Geraldine Pelletier, who co-owns Tartistes with Jo-Ann Turford.

"Bringing us in to help develop or perfect a specialized product alleviates the pressure of hiring an artisanal chef or relying on a limited labor source that lacks the skill or time to deliver consistency for all of their chain establishments."

Addressing the Skilled Labor Shortage

Qualified people are hard to find and retain in today's restaurant labor market, and many successful restaurant chains have no budget for specialty staff, such as in-house pastry chefs. With labor shortages, cooks covering multiple stations may be too pressed to deliver anything beyond their bread and butter. Research and development of new menu items not only costs money, but requires specialized expertise. As a relationship-driven company, Tartistes brings the knowledge and takes the risk in the kitchen to deliver delicious, consistent products – so their clients don't have to.

Profitable Solutions that Cut Costs

Many restaurants order food in bulk shipments to reduce cost, but it can be difficult to forecast accurate quantities. Working with Tartistes helps address this, as the product is delivered frozen and thawed to order. A delicate tart that comes out of the oven is topped with berries, and voilà, a sophisticated premium dessert is made-to-order. And best of all: that tart will taste the same at every one of the chain establishments, setting an expectation of quality that builds a loyal, repeat customer base. Tartistes brings the same attention to detail to all their sweet and savory solutions – not just pastry.

A Uniquely Customized Solution:

WELCOMING VEGANS TO A STEAKHOUSE

When a popular chain of 200-plus steakhouses located in Canada and the US introduced a vegan meatloaf, they wanted to ensure their vegan and vegetarian patrons were getting the same consistently delicious experience as others did with their legendary steaks.

They approached Tartistes with a recipe that yielded six vegan meatloaves and an objective to scale the recipe to meet demand and ease labor without sacrificing quality. Tartistes worked alongside their executive chef to test and perfect the in-house recipe.

"When you scale up a small recipe, it's never simple arithmetic. You don't just multiply by 200 to make a larger batch," explains Pelletier. "So we bench tested, slowly upping the batch size during production to a quantity that gave us confidence we could maintain quality."

The restaurant chain now proudly offers a vegan option for those with dietary restrictions or preferences, which also ensures their establishment won't be vetoed during a family debate on where to eat.

"We can provide something that isn't a primary focus — we're not trying to replace that — but still appeals to their diners," adds Pelletier. "Our solution helped stretch the boundaries of who eats at their establishment by broadening their menu and reduced our client's labor costs."



Clean and Consistent Quality Control

Customers value consistency when eating out, especially when visiting their favorite restaurant to satisfy a craving. Having the chops to sear a steak to perfection or master the five mother sauces is quintessential, but without in-house specialty chefs at every establishment, many restaurant chains struggle to find easy, cost-effective ways to execute quality, large batch solutions for every item on their menu.

Tartistes does bench testing and takes quality control measures in its test kitchen before shipping the product to restaurants, including taste testing every batch during production to ensure the flavor and texture are spot-on. As a Global Food Safety Initiative certified facility, Tartistes is audited to ensure all products meet Safe Quality Food standards.

“We only use clean-label ingredients,” says Turford. “We’re very protective of that stream of the market; it’s not everyone’s solution, because not everyone will have that requirement, but that’s our guarantee.”

PIZZA PIE TO APPLE PIE



A Canadian pizza chain with approximately 200 locations across six provinces operates as individual franchises, but their dough must taste the same across the board. They wanted to increase their offerings to satisfy a specific customer type while remaining consistent, so they came to Tartistes for help developing a plant-based 8” apple galette.

The result: a beautiful, one-of-a-kind product that contains zero additives. After collaborative R&D to get the look and taste just right, the simple yet elegant pie is now successfully satisfying sweet-toothed customers looking for a sharable plant-based dessert.

DELECTABLE DESSERT DEVELOPMENT



A popular chain of steakhouses in Canada and the United States outsourced production of a 3” lemon tart to reduce labor costs while still offering an elevated dessert option for their customers. The new lemon curd Tartistes developed is quite possibly their best yet.

“We have a broad tool kit that we draw on to create unique products for our clients, who often require our expertise because they don’t have their own pastry chef to call upon,” says Pelletier. “We’re flexible; we work with existing recipes or can create new formulas to meet their needs.”

SERVING A HOME-STYLE SCALE-UP



A Western Canadian restaurant chain, founded in 1960 as a family breakfast house, enlisted Tartistes’ help to add an attractive dessert choice to their menu for their nearly 70 locations.

The family restaurant wanted a pie that tasted and looked so good mom could have baked it. Tartistes recommended a 4” pie, a perfect-size-on-the-plate treat that’s not only an easy upsell item, but also ensures the chain has a simple-to-prepare, quality product that’s consistently delicious.

**Need help developing a delicious new menu item that also helps alleviate operational challenges?
Get in touch to find out how Tartistes can help.**

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