

REINVENT Value

OBJECTIVE Great presentation equals increased value

INVENTOR Chef Todd English, The St. Regis Resort, Aspen, Colorado

REINVENTION Lobster stuffed Idaho[®] Potato

- 5 Idaho Russet Potatoes,
40 count
- 1 lb Fresh Lobster Meat
- 1 C Heavy Cream
- 4 oz Mild White Cheddar Cheese,
grated
- 1/2 lb Unsalted Butter



Can you actually charge more for a dish with a truly impressive presentation? Consider this "big" lobster and Idaho Potato dish from Chef Todd English's Olives Aspen. Its visual impact alone creates a higher perceived value for your guest at no additional food cost. It looks like a million bucks, but you don't have to charge quite

that much. For this and other value oriented recipes, visit us on the Web.



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