

FOODSERVICE

in Paradise

Mixes by MOCHI FOODS

The concept of "mochi"
is being revolutionized
by Mochi Foods

**Wolfgang Puck
Express**

**KEN'S HOUSE OF
PANCAKES**

Rob's Good Time Grill

FORK & SALAD MAUI



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EDITOR'S CORNER

Aloha!

Over the past several months, we have been busy introducing Sysco Brand items to Hawai'i. Many customers noticed the superior quality and yield of items like Sysco Imperial Fries, Portico Shrimp and Newport Fresh-Cut Steaks. Meanwhile, we continued to market and distribute locally sourced products such as baking mixes from Mochi Foods, while introducing cutting edge solutions such as Complete 360 Surface Sanitizing System.

Customers featured in this issue – Ken's House of Pancakes, Rob's Good Time Grill, Fork & Salad Maui and Wolfgang Puck Express – all enjoyed the exceptional value of Sysco Brand items!

As we strive to be your most valued and trusted business partner, we will continue to focus on delivering great products to you with extraordinary service. Over the next 12 months, more Sysco Brand items and innovations across various categories will be brought to you – stay tuned!

Herman Tam
 Director of Marketing & Business Resources
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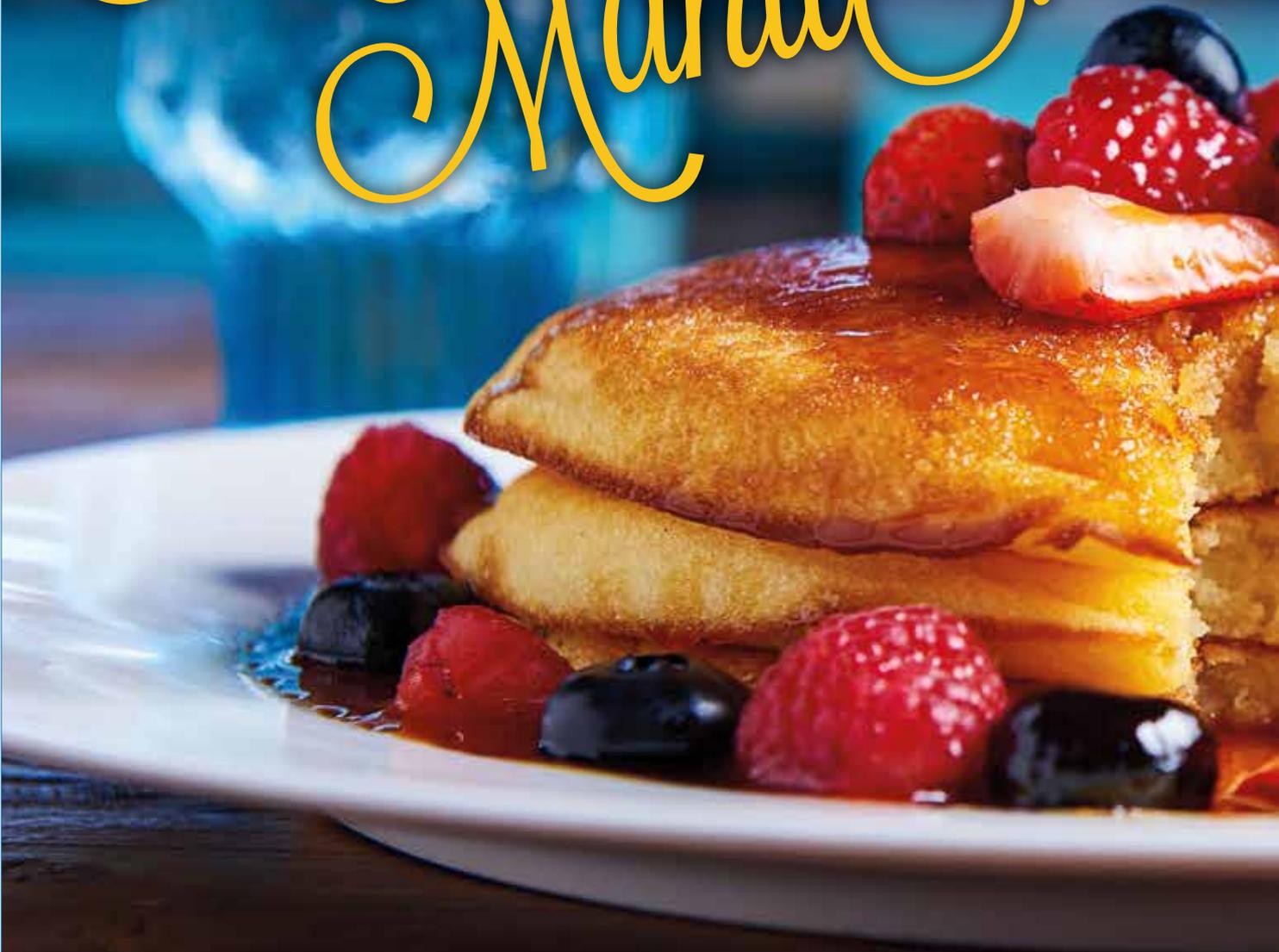
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Mochi Mania!

FEATURE STORY



Create Multiple Products Using Mixes by Mochi Foods

BY FERN GAVELEK

Mochi Foods is giving the food industry something to chew on. The dry-base mixture company is revolutionizing the concept of “mochi” with a line of easy-to-use products that are finding their way into kitchens across Hawaii and the globe. Founded in 2016, Mochi Foods offers baking and beverage mixes that are available through HFM.

In Hawaii, mochi is known as a soft, yet chewy, sweet rice cake that melts in your mouth, or as a crispy, flavored rice snack.

Now the familiar and desirable characteristics of mochi have found their way into new products sold at bakeries and served at restaurants: Mochi Donuts, Mochi Pancakes and Mochi Bread—and they’re all created using mixes by Mochi Foods.



FEATURE STORY

Herringbone Waikiki has been using the mochi pancake mix with good results and is expanding the offering to its Las Vegas location.

PHOTO COURTESY OF STEVE CZERNIAK

“We have formulated mixes that create products with a familiar, mochi-like, chewy texture,” says Mochi Foods Co-Founder Jason Kim. The Oahu native says the products at Mochi Foods have been perfected to contain the right, mochi-like texture.

“It’s all about texture. Mochi has a distinct feel in your mouth and our mixes give the products that familiar, mochi-like consistency.”

**-Jason Kim,
Mochi Foods Co-Founder**

Kim explains: “It’s all about texture. Mochi has a distinct feel in your mouth and our mixes give the products that familiar, mochi-like consistency.”

“Modifying and creating a product with the desired consistency takes a lot of time and effort,” Kim continues. “It’s near impossible to make solid rice flour into a donut or cake product—the end result



One of the latest products is the Mojo Mix, a crunchy topping similar to the craquelin found in the French cream puffs: Choux au Craquelin. Geared for the Mochi Bread Mix, its uses are up to each chef’s imagination.

would be too dense.” Kim says Mochi Foods has overcome these culinary hurdles with its packaged mixes.

Diverse Product Line

With the corporate headquarters in Honolulu and a research/development and manufacturing center in Taiwan, Mochi Foods also offers

mixes to make boba (tapioca) pearls. Many of the Mochi Foods mixes come with recipes. You can choose from a 100 percent natural powder line to flavor baked goods, beverages and ice cream.

Using a modified tapioca starch with rice flour, the Instant Mochi Mix is designed for freezing to make not only mochi, but mochi ice cream. “This product can retain its soft-chewy texture in lower temperatures,” explains Kim. “Regular mochi gets hard in the refrigerator after a while and this product doesn’t.”



Rodney Weddle, Executive Pastry Chef at La Tour Bakehouse, likes using Mochi Food’s natural powder as “it has a vibrant, all-natural color, is clean label and has an authentic taste.” Pictured is La Tour’s Sweet Potato/Taro Macaron. PHOTO COURTESY LA TOUR BAKEHOUSE

Mochi Foods also offers drinking cream powder in a variety of flavors—the non-dairy powder holds its shape atop beverages “for hours” without losing its integrity. Kim says the drinking cream is a new, hot trend in Asia and a good return on investment “as it enables establishments to have a great presentation and up the perceived value.” The drinking cream is available in a variety of flavors.

Customers Rate Top Mixes

Along with the donut and pancake mix, the bread mix is one of the company’s top sellers. It’s non-yeast-based so no rising time is needed—just mix and bake. “You can also fry the dough to make beignets,” details Kim. A favorite item with Japanese bakers for its mochi texture, the Mochi Bread Mix is sold as a plain base so each chef can add his own sweet and savory recipes.

“The recipes are simple and quick; we like to work with it”

**-Fanny Esparza-Queloz,
Soleil d’Hawaii Bakery**

Fanny Esparza-Queloz of Soleil d’Hawaii Bakery in Honolulu likes the bread mix as the raw dough freezes well. “The recipes are simple and quick; we like to work with it,” she says. Mochi Bread is a top seller at Brug Bakery Pearlridge on Oahu. Owner Miho Choi notes, “the flour, itself, already has a very good flavor and the texture is just like mochi. The bread doesn’t disappoint the customer.”

Named a 2017 “Top Tasty Food” by Honolulu Magazine, Mochi Donuts are a cake-based, no-yeast donut requiring only mixing and frying. Kim says some Mochi Donut customers are preparing the donut using the Belshaw

Krinkle Plunger, giving it a signature, recognizable shape that resembles a blossom or bracelet.

Christopher Watanabe, owner of Honolulu’s Watanabe Bakery and MoDo Hawaii, is a big fan of the Mochi Donut. “The feeling of happiness, love and aloha I experienced when I first tried the light and chewy Mochi Donut was something

I was determined to share with the world.” Watanabe’s MoDo Hawaii bills itself as the “Original Mochi Donut Concept Shop.”

Top grade rice from Taiwan is the main ingredient of the Mochi Pancake/Waffle Mix and it is Mochi Foods’ only gluten-free product to date. Kim says some customers list the item on the menu as gluten-



The bread mix is one of the company’s top sellers. It’s non-yeast-based so no rising time is needed—just mix and bake.



Pancakes at Paina Café in Las Vegas.
PHOTO COURTESY OF RANAE WINEMILLER

free for diners with dietary issues, “but more than half of them don’t because it tastes so good.” Besides the dietary versatility, the mix can be used for good results with cookies and muffins. “I have a customer in California using it for crepes,” adds Kim.

According to Harrison Chernick, corporate chef at Mina Group, the pancake mix is a favorite product for multiple reasons. He explains, “One, it’s very delicious. I mean insanely good. Two, it has instructions right on the bag so it’s easy to use. For a restaurant that has workers that are not as advanced in the culinary field as me, it’s easy for them to make. Just mix, let it sit and go.”

Gary Tamashiro, executive chef at Herringbone Waikiki, appreciates the flavor and texture of a pancake created with the mix. “It has a slight, chewy texture that I like and our guests rave about. It is easy to utilize and incorporate our own Herringbone touch to it as well. It is a very

creative idea to come up with mochi pancakes and we’ve even extended using it to our Las Vegas location!”

Taking Boba to the Next Level

Big on experimentation and innovation, Mochi Foods strives to achieve a wow factor with its products. While Mochi Foods offers raw materials for customers to make boba from scratch, the company is collaborating with Sun Noodles to take boba to a new level.

“There’s an advantage for some customers to advertise that they make their boba fresh from scratch,” notes Kim, who details all that’s needed is Mochi Foods Boba Mix, water and the desired natural flavor. Customers using the mix can choose their flavor and color and do specials for holidays, events, etc. “They can also make extra and freeze for later use,” he continues. “When defrosted, it maintains its texture—this is some game-changing stuff.”

Partnering with Sun Noodle, Mochi Foods is creating a frozen boba item using natural flavoring—any flavor and color. Kim divulges the product will sell exclusively through HFM later this year.

“Traditional boba is shelf-stable and takes a long time to create; the new frozen boba will conveniently be able to boil in five minutes,” he shares. “This product will be all natural, with no preservatives, added sugar or sweeteners. It is gluten-free and vegan.”

Kim feels fortunate the two-year-old Mochi Foods has been well-received by food service professionals. He grew up in the industry, his family owned frozen and chill distributor Pint Size Hawaii. Musing on his company’s formation and name, he shares, “The goal was to make a connection, working with a manufacturer, to create what people like, while identifying what makes it special. Mochi is a hot food trend and we got lucky—the timing was right.” ■