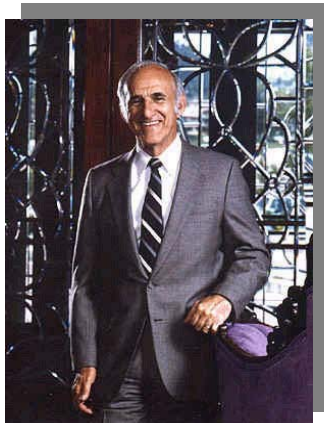




Weekly Produce Newsletter

August 16th 2010



The Old Spaghetti Factory opened its doors for the first time in Portland, Oregon on January 10, 1969. Standing there to greet the few customers who wandered in was the owner, Guss Dassin. Total gross sales for the night were meager and many in the business who knew Dassin were convinced his hare-brained idea was a complete bust.

They couldn't have been more wrong. Today, The Old Spaghetti Factory is an international restaurant company serving more than 10 million customers annually. In an industry where few places ever see their seventh anniversary, The Old Spaghetti Factory's continued success is a rarity. The formula for that success has been the result of smart thinking, even smarter operating instincts, and an uncanny devotion to customer value. All were conceived by founder Dassin, whose values permeate the entire organization.

One cornerstone of Dassin's business philosophy is the belief that a memorable dining experience doesn't have to cost a lot of money. Indeed, a key part of The Old Spaghetti Factory's success is its ability to deliver a complete dinner (salad, bread, spaghetti entree, beverage and dessert) for a very reasonable price. Nearly everything in the meal is made on-premise, from scratch using fresh ingredients. For the price, the food quality is uncompromising. By keeping the focus on the complete dinner, The Old Spaghetti Factory has simplified the concept of dining value.

Hard work and a great food value aside, there are a few other contributing factors. One is real estate. Dassin pioneered the concept of developing restaurant properties in places others considered unworkable. These diamond-in-the-rough locations often are unique and distinctive—even historic—buildings in older warehouse districts. The uniqueness of an Old Spaghetti Factory restaurant's location is matched by the creativeness of its interior decor. Dassin always saw the decor as part of drawing people to the out-of-the-way locations. The first Old Spaghetti Factory was furnished by Dassin's wife Sally from garage sales and whatever she could find cheap. Today, The Old Spaghetti Factory invests close to \$1 million per restaurant in antiques and other interior improvements, including a centerpiece streetcar and brass headboards that serve as bench backs. Sally supervises the decorating of every Old Spaghetti Factory's interior and oversees a 25,000 sq. ft. warehouse and crew of craftspeople who restore antiques and create reproductions for the restaurants.





August 16th 2010

THE OLD SPAGHETTI FACTORY AMONG TOP 10 KID-FRIENDLY RESTAURANTS IN PARENTS MAGAZINE

Factors include the kids' menu selections, Rewards of Reading and special edition kids' meal bowls

What's more fun than eating dinner inside a trolley car? How about enjoying a fun and tasty meal for free after reading a few books. These are just a few of the reasons why The Old Spaghetti Factory was recently recognized by *Parents* magazine this month as one of the top 10 kid-friendly restaurant chains in the United States. Looking beyond the menu, *Parents* investigated more than 50 full-service and buffet-style restaurant chains on everything from kid amenities to whether they can accommodate children with food allergies. Other factors *Parents* took into consideration were community involvement and how parents felt about the overall dining experience. “

“We are thrilled to be recognized by *Parents* magazine not only for our family friendly atmosphere and kids' menu selections, but also for our Rewards of Reading program,” said Chris Dassin, president of The Dassin Group.

Reading can be Magical

THE OLD SPAGHETTI FACTORY REWARDS OF READING PROGRAM

The Old Spaghetti Factory works with local communities to encourage children to read. We are making reading even more fun by rewarding good readers. Every child who reads five books will earn a free Kid's Meal from The Old Spaghetti Factory.

If your school, library or community group would like to participate in our Rewards of Reading Program, please contact us at (503)225-0433 or info@osf.com.

READING IS FUN!

SIGN UP for our KIDS' BIRTHDAY CLUB at www.osf.com



August 16th 2010

Strawberry Summer Salad

As we move into August, salads can become the focal point of the meal. Heavier foods are no longer appealing as the long, warm days ask us for a refreshing meal. Strawberries are a wonderful addition to greens. Combined with a raw strawberry vinaigrette and almond brittle for an extra textural crunch, this salad will easily take center stage. **This recipe will require advanced prep time for the almond brittle.**

Strawberry Vinaigrette

- 8 medium Strawberries
- 1 C Olive Oil
- 1/4 C Agave
- 2 Lemons, juiced

Place all ingredients in Vitamix and blend until smooth and emulsified. Makes 1.2 Cups.

Almond Brittle

- 1 C almonds, soaked for at least 6 hours
- 1.5 T Cinnamon
- 1.5 T Ginger
- pinch of Cayenne
- 2 – 3 T Maple Syrup*

Drain almonds and pat dry. Place all ingredients in food processor. Process until well ground but some larger chunks still exist. If you need more moisture to hold together, add the extra maple syrup. Flatten out on a teflex sheet. Dehydrate for 8 hours or until brittle is very dry. Handle carefully. Carefully break into pieces.

Salad

- 4 C Greens (of of choice)
- Strawberry Vinaigrette
- 16 Strawberries – halved

Assembly

Place salad in center of plate. Surround with sliced strawberries. Drizzle vinaigrette on salad, top with crumbled almond brittle. Serves 4.