



# Callears R&R Bar-B-Que News

April 1, 2008

Special Interest  
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## Who is Cooking Your Food? 1-2

"homemade"  
food, pitched  
by cute  
children and  
fluffy animals  
is believable!

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Restaurant 570-888-1088 ----- Catering 570-888-2927

## Who is Cooking your Food?

By Paulie G.

### HOMEMADE:

This is the buzzword used by major food retailers, manufacturers and almost all of the mega chain restaurants. It's a marketing strategy! Unfortunately, many of us believe it, especially when the product is being pitched by some uber cute child or a fluffy animal. They just use the fluffy animal and the cute kid to get past our distrust, give us a warm and fuzzy feeling and inevitably, make us buy their product.

What we're led to believe is often far from truthful. I have a truth to tell. Do you know that restaurant whose name sounds like a piece of fruit? Well, all of their food is precooked and packaged at their main cooking facility, frozen, shipped and reheated by microwave for your enjoyment. By the way, despite the flames on their television ads, the reheating method applies to their steaks and ribs as well. I'm

embarrassed to say that over my twenty-four year restaurant career, I have worked in places like this. Soups come out of a box, a can, or even worse, a bag. Did you ever wonder about those perfectly cut, delicately breaded zucchini sticks? Cut, en masse by a machine and flash frozen hundreds, sometimes even thousands of miles away.

So this is really the bottom line. Here at Callears BBQ, we go through a great deal of trouble to ensure that as much of our food as possible is made from scratch, by us. The only items we buy in frozen are the fries and of course the sweet potato fries that everyone seems to love so much. Big Ron spends many a night tending the Southern Pride cooker to ensure that our customers have enough brisket, pulled pork and succulent spare ribs. Judd is up to his elbows at the restaurant cooking chickens and baby backs, Carolyn,

our head baker makes our now famous sweet potato biscuits from scratch. I'm busy creating soups and chili, making the side dishes and appetizers (the deviled eggs are a favorite) daily. Nothing goes from can to plate. Some of our ingredients are not fresh, but that's only because fresh can't be sourced locally. When the seasons permit, we rely on local produce to put on your plates. So, the next time you spend hard-earned money to eat out, you might want to stop and think, "hey! Who is really cooking my food?"

## Callears R&R Bar-B-Que Catering and Restaurant

882 Macafee Road  
Milan, PA 18831  
PHONE:  
570-888-2927  
**Catering**

92 Winslow Street  
Sayre, PA 18840  
PHONE:  
570-888-1088  
**Restaurant**

"We do bar-b-que and that's  
just a great beginning!"

**PICK – CLICK – PARTY!**  
[www.bbqez4u.com/Menus/](http://www.bbqez4u.com/Menus/)

## Customer Coupon



**THANK YOU LOYAL CUSTOMERS!**

**We Appreciate You**  
92 Winslow St., Sayre 888-1088  
[www.bbqez4u.com](http://www.bbqez4u.com)  
**10% OFF PURCHASE OF \$5.00  
OR MORE**  
LIMIT ONE PER CUSTOMER

**CALLEARS R&R BAR-B-QUE RESTAURANT**  
"We do bar-b-que and that's just a great beginning!"

Expiration date: 04/20/08

### Roxy's Pound Cake – Moist, Yummy and Yes, Fattening!

¼ pound butter	2 tsp. baking powder
8 ounces cream cheese	½ tsp. baking soda
1 ¼ cup sugar	½ tsp. salt
2 eggs	½ cup milk
1 tsp vanilla	1 cup chopped walnuts
2 cups flour	

Cream butter with cream cheese; add sugar and cream until fluffy. Beat eggs and vanilla into mixture. Sift dry ingredients together and add to creamed mixture, alternately with milk. Beat only until flour is mixed in. Stir in chopped walnuts. Use 9 or 10-inch tube pan for baking. 350 degrees for approximately 40 minutes

## CUSTOMER SURVEY RESULTS

We drew from your comment cards in January and February and the winners of a dinner valued at \$15.00 are:

Linda Kastreva, Harveys Lake, PA  
JoAnn Kuhlenbeaker, LeRaysville, PA

We reported in the last newsletter we had several suggestions for more signage and lighting. We do have a back-lighted awning on order. Unfortunately, due to serious illness in the family of Marino Signs, installation has been delayed. Please keep Mr. Marino and his family in your thoughts and prayers.

## GUTHRIE GOLF FOR HOSPICE

Callears has provided a gift certificate for the Guthrie Clinic's Golf for Hospice Event this summer. This is an invaluable service to our community. The Golf for Hospice Event is scheduled June 27 so please watch the newspapers for additional information and support them if you have the opportunity.

# Callears' R&R BBQ Catering 2008 Graduation Party Buffet

Cost per Person	
Delivered	\$8.99
Pick-Up (Small refundable hot/cold keeper deposit required)	\$7.99



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### Entrées (Choice of 1)

Pulled Pork Bar-B-Que

BBQ Chicken

Italian Sausage

(w/Peppers & Onions)

2nd Entrée \$2/Person

### Homemade Sides (Choice of 2)

BBQ Baked Beans    Macaroni Salad

Potato Salad        Creamy 'slaw

Pasta Salad         Salt Potatoes

Macaroni and Cheese

Additional Side \$1/Person

Price includes....

**Buffet Line Set-Up (Deliveries)**

**Rolls, Table Service,**

**Condiments**