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## Food Safety Updates

Volume 3, Issue 2, May 2013

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### WELCOME!

WELCOME TO RECENTLY  
LICENSED KITCHEN USERS,

KORTNI FLYNN OF  
DR. FLYNN'S ORGANIC  
GRANOLA

&

CHRIS MORIN OF  
ICE BOX BRAND  
ICE CREAM BARS

### OPEN HOUSE! CHECK OUT THE NEW MEAT PROCESSING FACILITY

Join us in celebrating the opening of The Starting Block's  
BRAND NEW Meat Processing Kitchen!

Tuesday, May 21, 2-6 pm

- See how kitchen incubators benefit the local and regional economies.
- Tour our facility and learn about making a food product.
- Meet local entrepreneurs and users of The Starting Block.
- Taste some of the delicious products made in our incubator kitchens.

*Thanks to a grant from the Michigan Economic Development Corporation, we are proud to offer the only USDA-inspected meat processing incubator in the state, possibly the country!*

This event will be held at The Starting Block, 1535 Industrial Park Drive in Hart

### The Inside Track LUCHI NELSON OF THE EGG ROLL QUEENS

The Egg Roll Queens got their start at a beachside stand in Grand Haven back in 2009. Back then they were known as the Waffle Queens, and eggrolls were just one item on their mostly waffle-filled menu. But the eggrolls proved to be the big hit, and Luchi, with former partner, Marife, saw room for growth in the packaged eggroll market. "We decided to close our physical location and formally launch the Egg Roll Queens at the Making it in Michigan Food Show in 2011," said Luchi.

In preparation for bringing their product to market, the partners engaged in a comparative market study of their own. "We bought all the egg rolls and tried all of them," said Luchi. "We're proud to say that the Egg Roll Queens is the best out there, in terms of taste, freshness, and quality."

Additionally, they make what they believe are the only Michigan-made vegetable egg rolls on the market. After some initial research, the partners decided on The Starting Block, attracted by the fully-equipped kitchen facilities available on weekends and outside of normal workday hours. (Continued on next page)



The Egg Roll Queens and their helpers

## Food Safety Checks *KEEPING YOU ON TRACK IN THE KITCHEN*

## Marketing and Outreach

### Methods for Cooling Food:

- ✓ **Stainless Steel** containers transfer heat away from food faster than plastic.
- ✓ **Shallow pans** let the heat from food disperse faster than deep pans.
- ✓ **Before cooling food, reduce food size.** Cut large food items into smaller pieces. Divide large containers of food into smaller containers or shallow pans.
  - **ICE-WATER BATH** After dividing food into smaller containers, place them in a clean prep sink or large pot filled with ice water. Stir the food frequently to cool it fast and evenly.
  - **ICE PADDLE** Plastic paddles can be filled with ice or water and frozen. Food stirred with these paddles will cool quickly. Food cools even faster when placed in an ice-water bath and stirred with an ice paddle.

**NEVER** place large quantities of hot food in a refrigerator to cool. Refrigerators are designed to keep cold food cold. Placing hot food in a cooler or freezer to cool it may not move the food through the temperature danger zone (125°F-70°F) quickly enough.

From ServSafe Essentials, National Restaurant Association (NRA)

Check out our 'Products' page on our website [www.startingblock.biz](http://www.startingblock.biz) to see the delicious foods made here at The Starting Block.

For Starting Block producers and graduates, please let us know any changes/additions for the products page, including your website so we can link to it. Also, please link The Starting Block to your own webpage to help spread the word of the services we offer!

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FACEBOOK PAGE!

## EGG ROLL QUEENS CONTINUED

An additional draw was the competitive kitchen rate, "very attractive for start-up food processors like us," said

*"We know this venture has so much potential..."*

Luchi. In little over a year, the Egg Roll Queens have expanded their product distribution to 15 stores and a restaurant. "If you count the number of months we've been in the market, it looks like we are adding one new grocer a month so it's been really exciting," said Luchi.

One of the most challenging aspects of entrepreneurship for full time professionals and moms has been juggling a new business venture with already very busy schedules. "We know this venture has so much potential because we have yet to encounter someone who actually does not like our egg rolls, so that has been our motivation," Luchi explained.

What's next for the Egg Roll Queens? They recently finalized the recipe for their sweet and chili sauce, and are excited to launch it soon.

Find Egg Roll Queens products at Plumb's in Grand Rapids, Muskegon, Norton Shores, Whitehall, Newaygo, and North Muskegon. Also check out Orchard Markets in Spring Lake and Fruitport, Westborn Markets, Hansen Foods in Hart, Art of The Table and The Crushed Grape in Grand Rapids, and Horrock's Farm Market and Beer and Skittles in Kalamazoo. As the Egg Roll Queens say, "have an eggrollicious day!"



The Egg Roll Queens Vegetarian Eggrolls

*The Starting Block is West Michigan's Non-Profit Regional Kitchen Incubator and Entrepreneurial Center. Our Mission is to incubate and support the entrepreneurial spirit by providing licensed commercial kitchen facilities, entrepreneurial education, and peer-to-peer networking to new and expanding businesses. The Starting Block will be the premier regional resource for growing any new idea into a profitable, local and wealth-creating business.*

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