

think fresh

First Issue

The Kerry Rogers Rowers Quarterly Newsletter

December '04 - February '07

The Gift of Joy



Kerry's Muffin Christmas Tree

think fresh

At Kenny Rogers Roasters it's all about a fresh approach, a new way of thinking whether it's about the food you eat, your home, your leisure activities or your life. That's the idea behind our freshly prepared meals, whether you enjoy them at our stores or your place, and our new quarterly newsletter *THINK FRESH*.

We want to make a healthy and happy lifestyle more convenient and affordable for you. We want to serve you home style, restaurant quality meals with great value that meet the highest standards for taste. By providing you with every convenience, we give you that precious time money cannot buy.

THINK FRESH debuts during everyone's favorite season.

We revel in Christmas while our Muslim brothers celebrate Eid al-Fit and the Indian community enjoys Diwali, the Festival of Lights. So everyone is sharing good food with family, filling houses with lights, giving gifts and being thankful.

Let's not spoil the fun by focusing on work pressures, deadlines, shopping lists, crowded malls, too many socials and heavy traffic.

Instead, let's come into the season with a fresh and new way of thinking. Here you'll find novel ways to delight and save you time and money.

At Kenny Rogers Roasters, we believe that life is a gift and should be savored---every bite, every minute, every day, everywhere.

KENNY'S MUFFIN WORLD

Who doesn't love Kenny's muffins, those little golden balls of goodness to pop into your mouth at any time of day? There's a whole wide world of muffins out there at Kenny's.

Whether you go for the classic corn muffin made with real cornmeal or a host of other flavors like chocolate chip or cinnamon raisin, they're good for breakfast or snacks, to accompany meals or as dessert. Watch out too for the arrival of new flavors like corned beef or bacon and cheese for that savory flavored muffin merienda.

Here are some delicious ways to enjoy your muffins.

Slather them with butter and jam, or spread them with peanut butter.

Cut them into cubes and toast them to make croutons.

Use them instead of bread for a really flavorful stuffing. Sauté a chopped onion and two stalks of sliced celery in 2 Tbsp. butter; add 6 corn muffins cut into 1-inch cubes, 1 tsp. assorted fresh herbs and 1/2 cup chicken stock. Blend gently and season with salt and pepper. Use to stuff one Kenny's classic roast chicken.

Make a muffin trifle: slice muffins in half, slather with strawberry jam and drizzle with a little rum or brandy, then top with cream.

Of course, our muffins are also perfect just the way they are.

Buy them freshly made at the stores, or buy a lot and keep them in the refrigerator or freezer for convenient snacking during your out of town escape.

Buy them in boxes of six or a dozen to give away as gifts. Your grandmother, your ninong, a best friend or a long lost childhood classmate—anyone that's near and dear to you—will surely appreciate a yummy boxful. At P60 for 6 pieces, there's no sweeter way to say, "I thought of you today."



What's the difference between a muffin and a cupcake? Muffins are quick breads that use less sugar than cupcakes, which are small cakes. That makes them the deliciously wholesome choice any time of day.



At Kenny's we bring you only the good stuff made from wholesome and natural ingredients.

Our offerings include roasted chicken in classic and inasal, baked pork ribs, the widest array of sidings, fresh fruit and vegetables, pastas, soups and desserts.

Let our good food ideas help you make every meal a deliciously healthy treat.



GOOD STUFF

WHAT'S NEW: KENNY'S GRILL

Kenny launches its new grill line with a variety of entrée options. Now our signature array of delicious sidings can be enjoyed with many new choices.

Our grilled entrees are perfectly in keeping with our tradition of healthy yet delicious meals.

Every Pinoy loves a good grill or inihaw with its mouthwatering smells and delicious, smoke-y flavor. It brings on an exciting and festive mood anytime.

Our choices include luscious Pork Belly, flavorful Grilled Sausage, giant 1/3 lb. Hamburgers, Cheeseburgers and Burger Steaks with a gravy full of button mushrooms plus yummy Barbecued Chicken. Look for them at the following branches:

- Metro Manila
- Robinson's Ermita
- Robinson's Galleria
- SM Mall of Asia
- SM Manila
- SM San Lazaro
- Filinvest Festival Mall
- Market! Market!
- Rockwell
- Outside Metro Manila
- SM Batangas
- SM Pampanga
- SM Clark
- SM Marilao
- Olongapo
- Ayala Cebu
- Roxas Boulevard

...and the rest by the 1st quarter of 2007.

Kenny Rogers Roasters lets you have your grill and eat it too so you can spend time with the kids or catch up with friends.



DELICIOUS

GOOD STUFF



AN EASY NOCHE BUENA FEAST

This busy holiday season let Kenny Rogers do the work and help you with your holiday feast so you have time to go shopping and enjoy the company of family and friends.

You can prepare your signature dish yourself and let Kenny handle the rest. We can help you come up with the kind of meal you'd have chosen to prepare if you had the time. With us around there's no need to compromise on the kind of food you eat or serve.

Be creative! Order the classic Kenny Rogers Roast Chicken and serve over our java rice or over your home made risotto.

Stuff our chicken with your favorite stuffing or use our corn muffin stuffing recipe.

Shred our chicken and use as delicious filler in dishes like chicken jumbo, fast chunks of chicken with salad greens and dressing.

Serve our colorful sides like corn and carrots in white dishes to show them off better.
Flavor our mashed potatoes with green onions, garlic carrots or onions.

People will think you spent all day in the kitchen to gift them with a gourmet spread in those luscious fresh flavors.



SPECIAL HOLIDAY CATERING NEWS

Make the most of the holidays and spend it with people that matter. Call Kenny Rogers Catering at 8170748 or 09189072603 to inquire about party packages, special catering menus and bonus bundles. We can customize your family gathering or office affair, business meeting or children's party, providing give ways or loot bags.

HEALTHY



A healthy lifestyle is a happy lifestyle. Kenny has choices galore that are deliciously good for you. With fourteen side dishes made from carefully selected ingredients; fresh fruit and vegetables; chicken and ribs that are roasted or baked (not fried); grilled meat offerings and a host of delicious salads, soups, pastas—choosing healthy is easy, fun and affordable.

HEALTHY NUT



Kenny Rogers Roasters is the only restaurant in its category that includes the gourmet and cancer-fighting broccoli as part of its **Steamed Vegetable** side because we're after your well-being.

100% FRESH

YUMMY HEALTHY

Snacking is an enjoyable art. You've mastered it when you choose to eat for both taste and vitality. Don't weigh yourself down with greasy, salt-laden food with an empty promise of nutrition.

Our snack line is freshly made and avoids preservatives that aren't good for you. Taste and health wise, they'll make you feel really good. Now that's something to think about.



Choose a protein packed snack like the **Roast Chicken Salad**. Protein keeps you feeling satisfied longer.



Corn Muffin Wreath

This wheat wreath is glued together with a tangy herbbed cheddar sauce.

- 1 package cream cheese, room temperature
- 1/4 cup mayonnaise
- 3 cloves minced garlic
- 1/2 tsp each salt and pepper
- 1 Tbsp. chopped roasted herbs like basil and parsley
- 3 dozen Kenny Rogers Roaster corn muffins
- 1/4 cup cherry tomatoes
- leaves from 1 head of celery
- large red satin bow

Combine cream cheese, mayonnaise, garlic, salt, pepper and herbs. Arrange the muffins to simulate wreath, using the herbbed cherry tomatoes and celery leaves to look like Holly Leaves at one end.

Muffin Christmas Tree

- 1 lb. (4 cups) powdered sugar sifted
- 1 cup shortening
- green food coloring
- various colored sugars and sprinkles
- 3 dozen Kenny Rogers Roaster muffins in your favorite flavor

Beat together the powdered sugar, shortening and enough water (2 - 3 Tbsp.) to make a soft dough. Tint green. Spread on the muffins and top with colored sugars and sprinkles. Cream the base of a 2 inch



FUN STUFF FOR KIDS

Children are precious gifts. Nourishing them with fresh food and keeping them happy with fun-filled activities is a way of saying, "I care about you."

Let the kids be the ones to put these easy muffin



GOOD FINDS



At Kenny's our commitment to your well-being extends to every aspect of life. We've collated a listing of good ideas that we want to share with you, from great gifts to gadgets, websites to destinations. These are fun finds for a fresh new way of living.

Think "out of the basket". Fill fruit baskets with stuffed toys, handbag shaped baskets with fruit and little baskets with poinsettias. Baskets from *Dapitan Mall* near *Mayon Street, Quezon City*.



Colorful pouches from *Accessorize it!* double the value of the gift inside.



Heart shaped box with roses from *Accessorize it!* At *Market!Market!* Red candies from *Chocolate Lovers*.



Aircon timing device from *Ace Hardware* turns aircon off and fan on. Great energy saving device.



GUY'S STUFF GREAT GADGETS

These devices make great gifts and would help you order into anyone's home.



Light timing device from *Corner Hardware, Crossing Department Store, Quezon Avenue*. If you're going out of town, program the device to turn the lights on and off so make it look as if you're home.

COOL WEBSITES



There's a whole world out there that the net's opened up for us to explore without leaving the comfort of our homes.

- Roam the world at www.googleearth.com, search for buildings, get driving instructions and share your finds.
- In a hurry? Try www.flashsearch.com where there are no programs to download.
- Visit www.typhoon2000.com for storm and weather updates, images of weather patterns over the Philippines and a printable tracking chart.
- Find out what's happening by heading to www.clickthecity.com and get listings for shows, exhibits, travel destinations, restaurants, hotels and churches.

YOUR WORLD



Plant the seeds for a lifetime of joy.

White Cross Orphanage. 276 Santolan Road, San Juan has cared for thousands of children since 1938. The heritage art deco

SPREAD THE JOY

structure built by National Artist for Architecture Pablo S. Antonio has a the whimsical relief of children by sculptor Francesco Monti.

Donations should be made to White Cross Inc. Call 7242145 or email for more information as to how you can support them.

The **Life Scholarships** program run by Joey Castro M.D. reaches out to poor students at Rizal High School in Barangay Caniogan, Pasig.

Donations or pledges of any size

for college scholarships are welcome or you may supply the annual Christmas drive. Contact the Life Scholarship office at Every Nation at the Fort at 8171212 local 336 or visit www.lifescholarships.org.

Gifts for Street Kids. Have bags filled with food items plus packs of powdered milk for the ones toting babies.

We once spied street kids crowding around a car giving out clear bags filled with toiletries like soap, shampoo, toothpaste and toothbrushes!



DESTINATIONS

Take a fresh new look at our beloved Manila. It's been through a lot in more than four centuries yet remains full of treasures and pleasures just waiting to be found.

Take a walk off the beaten path. These three websites and blogs are great for planning unusual getaways or just armchair travel.

Old Manila Walks. Chinoy Ivan Mandy has regular walking tours of Intramuros, Binondo, Far Eastern University, Chinese cemeteries and the Malacanang to experience historic Manila one step at a time. Visit www.oldmanilawalks.com.

Walk this way. Artist Carlos Celdran vividly shares his passion for old and new sections of Manila with the North Bank tour of Escolta, Rizal Avenue or the Living La Vida Imelda tour of the CCP complex. Visit him at <http://celdrantours.blogspot.com>.

Ivan about town and country. Another Ivan is an avid conservationist whose backpacking trips take him all over the Philippines. He then shares his travel and heritage notes on his blog, <http://ivanhenares.blogspot.com>.



KENNY REACHES OUT

In the past few weeks Kenny has been reaching out to bring the gift of joy to others. Kenny believes the good life and good food should be for everyone. That's why we go through such lengths to make delicious and healthy food accessible to all. It's also why Kenny donates to scholarships and all sorts of good causes.

We heard the story of John Michael de la Cruz, a ten year old boy abandoned by his parents who saved a party fast food meal for his grandmother instead of enjoying it himself. Kenny Rogers treated him and his siblings to a meal at our Rockwell branch and surprised him with a birthday cake and a whole stash of gifts.

Kenny also made a trip to visit the children who come to the Pasig-based center of Life Scholarships (www.lifescholarships.org). Kenny treated them to muffins and also distributed backpacks and coin banks during their visit.



MISA DE GALLO: Churches With The Best Puto Bumbong

Santuario de San Antonio, Forbes Park, Makati. After the five o' clock service, the quadrangle beside the church offers freshly made puto bumbong. Recommended by FOOD Magazine staffer Vicky Ferrer.



Santuario de San Antonio

NEW AT OUR STORES

Enjoy the season's nippy weather with a steaming bowl of soup. Kenny Rogers Chicken Noodle Soup feeds more than the soul while the Arroz Caldo is made with our freshly roast chicken, malagkit rice and lot of recado then topped with garlic slivers and green onions.

Chicken Noodle Soup



Arroz Caldo



KENNY'S CHRISTMAS CATERING

NOCHE BUENA BONUS!

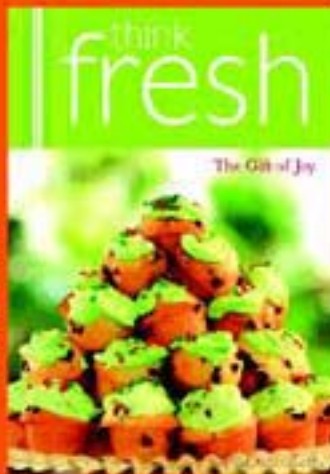


a noche buena celebration WITHOUT spending the christmas bonus.



Did you enjoy the maiden issue of **THINK FRESH?**

Email your comments and suggestions to thinkfresh@roasters.com.ph or text to 0918-9072603 and get a chance to win gift packs and certificates from Kenny Rogers Roasters!



SPECIAL CATERING MENUS

Choose from a selection of bonus bundles just right for your company party or from Kenny's all time favorites for gatherings of family friends.

CREDITS

Valid Monday-Bunday, 12:00pm-10:00pm
Koronadal, All Cebuans
Puro Puro, Pampanga

All Government and local agencies of Cebu, PHL, and Puro, Pampanga and Davao City and its Port.

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STORE LOCATIONS

MANILA AREA

Taft (La Salle)
Robinsons Ermita (L1)
SM Manila (UG)
SM San Lazaro (UG)
Grand Central (LG)

MANDALUYONG / PASIG AREA

SM Megamall (UG, Bldg A)
Robinsons Galleria (L1)
Greenhills Shopping Center

MAKATI AREA

Glorietta 2 (L2)
Rockwell (LG Powerplant)
Market Market (2/F)

QUEZON CITY AREA

SM City North Edsa (2/F)
SM Sta. Mesa (2/F)
E. Rodriguez Sr.
Quezon Avenue
Kattunan
SM Fairview (UG)

CAINTA AREA

Sta. Lucia Grand East

SOUTH AREA

Roxas Boulevard
SM Bicutan (UG)
SM Southmall (UG)
Festival Supermall (3/F)
Duty Free (Food Court)
Mall Of Asia (G/F South Wing)

NORTH LUZON

SM Marikina (UG)
Caltex NLEX (South Bound)
SM Pampanga (UB)
Robinsons Starwills Pampanga (G/F)
SM Clark (UG)
Olongapo (Magpayay Drive, East Tapanacy)
SM Baguio (UG)

SOUTH LUZON

SM Bacoor (G/F)
Robinsons Mas (L1)
SM Bacangas (G/F)
Lipa (Pres. Laurel Highway)

VISAYAS

Ayala Center Cebu
(North Reclamation Area)
SM Cebu (UG)

MINDANAO

Gallano Mall Davao (UG)

Outside Metro Manila: Baguio 446-3610 • Batangas 980-8881 • Bulacan 933-2021 • Cebu 232-3232
Davao 299-1700 / 224-8392 • Davao 223-5831 / 53 • Pampanga 983-7769 / 836-3340 / 499-0033

For deliciously healthy food, call Kenny!

Delivery **533-8888**