



The Maine Event Winter 2007

U.S. Route #1, Wells, Maine www.mainediner.com

Hitting the Hallmark of Hospitality: The Diner Celebrates Four Million Customers!

By MARY RAITT JORDAN

Coming into the Maine Diner for breakfast one winter morning Paula Kling and her daughter Sara were puzzled by the front entrance being clogged with people. Was there a fire? If so, then why were all the people smiling? And what was with all of the balloons?

Within moments, in a Maine-style media blitz, they knew the answer. The mother and daughter from Kennebunk, Maine were the Maine Diner's celebrated 4 millionth customers! Like the ball dropping in New York City on New Year's Eve, expectant diners watched the door and counted all morning, erupting with cheers as the cameras were rolling and flashes blinked upon the winners.

"This is our lucky day," a smiling, breathless Paula said, surrounded by cameras, notebooks, blue and white balloons and an entourage of well-wishers, regulars and curiosity seekers.

As Paula tells it, a strange set of circumstances brought them to the Maine Diner that morning. She and her daughter tried to go to two local restaurants for breakfast on the way to a doctor's appointment, but both were closed. Feeling hungry, they stopped at the grocery store to get some eggs to cook up for a meal -but Sara really wanted to go to the Maine Diner so the idea of cooking breakfast was scrapped.

"We came here by default, but we will always go to the Maine Diner from now on!" Paula said. "Things were meant to be for us today!"

The event marks a special milestone for restaurant owners Myles and his brother Dick Henry. Open since 1983, the two have operated the classic blue-and-white local landmark Diner on Route 1 with their devoted staff of 75 employees - most of whom have been with the family for 10 years or more, including the first person they hired 23 years ago! For years the duo has served up their traditional home-cooked recipes with a special brand of hospitality that has earned them accolades on NBC's Today Show and a high rating with The Phantom Gourmet.

Typically the Diner serves 1,200 to 1,600 people a day in season; that translates into 300,000 to 325,000 diners a year. The Diner served their millionth customer after 12 years of business; their

2 millionth four years later; and their 3 millionth three-and-a-half years ago.

Henry hailed the arrival of their 4 millionth customer with a celebration he's been planning for months. Obviously the Kling's meal was on-the-house and they were given a special cake, but they also received the following prizes: a case of hamburger patties from Northcenter; cheese spreads from Beryl Martin; a spiral cut ham from Sysco; turkey breast from US Foods; \$100 gift certificates from the Maine Diner, Joshua's Restaurant, Litchfield's Restaurant, and Bintliff's Restaurant; a \$25 gift certificate from Shield's; a chocolate

cake from Baby Cakes; a gift basket from New England Coffee; and a gift basket from the Diner's own Remember the Maine Gift Shoppe.

An additional winner of the day was Don Saucier of Old Orchard Beach, who won the drawing for a Caribbean cruise for two that the Henry's gave away as part of the celebration.

"It's a great feeling to still be here doing what we've done for the past 23 years... and we aren't going to change a thing," Henry says. "The formula works."

A special cake was one of many edible prizes awarded to Paula Kling and her daughter in honor of becoming the 4 millionth customer at the Maine Diner's gala event.



Popular Seafood Chowder Goes Nationwide

Starting next summer customers from across the country can easily take home their favorite Maine Diner seafood chowder for the first time.

According to Myles Henry, the Diner will package its seafood chowder base and offer it for sale in The Remember the Maine Gift Shoppe, or by mail order. All a person will have to do is add milk or cream and the Diner's most popular chowder can be served fresh and piping hot at home.

"We've shipped it frozen to California before, and we've had many people get the chowder to go. We sell it cold all of the time. But now it will be sealed airtight, last longer and better handle all shipping conditions," Henry said.

Look for it this summer in the shop, or call (207) 646-0406 to order, or order online at www.mainediner.com.



In the Spotlight: Office Manager Ruth Henry

Perhaps she is the Maine Diner's MVP employee, and best kept secret working in her tiny office nestled behind the pots and pans of the back kitchen. Ruth Henry of Alfred devotes her time to keeping the books, paying the bills and offering guidance to a myriad of projects that keep the Diner humming.

Henry - who by the way is not married or related to owners Myles or Dick - joined the

Perhaps what Ruth Henry likes best is the creativity, freedom and variety she has in her job. She says she loves the teamwork and the sense of ownership all the employees have had in attaining the goal of successfully serving more than 4 million customers. The growth of the Diner and its becoming a prolific landmark, even reaching the heights of being on NBC's Today Show, fills her with a sense of accomplishment.

"I love the freedom to do what I am good at. Myles is great because he finds out what people are good at and lets them roll with it. And Dick is the sweetest person in the world to work for," Henry said.

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restaurant team to do the mailing lists and pay bills 10 years ago. In about a week her bosses said "you know what you're doing, don't you!" Since that time her duties have diversified with each progressive season.

"They knew what I was capable of and the rest is history," Henry said.

Not only does she do a slew of administrative tasks, but helped set up the initial licensing for the development of the Diner's The Remember the Maine Gift Shoppe. She also is involved with a host of fundraisers and marketing projects.

"Ruth is very, very competent and a huge help to me. All of the administrative duties she has taken over are a huge weight off my shoulders. She's extremely loyal and bright," Myles Henry said. "I have a lot of respect for her. She wears many hats and offers input into many areas to help the restaurant stay operationally sound... she's a keeper."



When she's not peeling through invoices and responding to vendors, Ruth enjoys her farm with her husband Bob, whether it is horseback riding on her Morgan mare "Cressy" in the fields around her home, raising pigs, enjoying their Gordon Setters, or tending to her award-winning gardens.

Mid-Winter Vacation for the Maine Diner

When the winter storm winds blow and our favorite tourists head south here at the Maine Diner we, too, use this quiet time to take a break.

The Maine Diner will be closed for a mid-winter break starting Wednesday, January 3, 2007 and will re-open Friday, January 12, 2007.

Stay warm, stay happy and we will see you when we re-open!



Master Gardener Maureen Searles shows off a prize pumpkin from the Maine Diner's garden, located behind the Route 1 restaurant. Searles and her helper Jim Loughlin maintain the garden which produces fresh produce for many of the Diner's favorite recipes.

What's for Dinner?

Something good everyday of the week!

MONDAY
Meatloaf Madness

TUESDAY
Shepard's Pie
Chicken à la King

WEDNESDAY
Beef Stew with Salad
Baked Lasagna with Salad

THURSDAY
New England Boiled Dinner
A local favorite!

FRIDAY
Lobster Stew with Biscuit
Escaloped Seafood Casserole
Salmon Pie- usually sells out!

SATURDAY
Red Flannel Hash- while it lasts!
Yankee Pot Roast

SUNDAY
Roast Pork Dinner





Roadside artist "Diner Don Sawyer" showcases his work at the Derek's Days Make-A-Wish Benefit Art Show this past fall. Money raised from the charity event will support a wish for a child suffering from a life-threatening illness. From left to right: Jeff Noyes, Myles Henry, Diner Don Sawyer, Dick Henry and Shirley Noyes.

Local Diners Unite to Support the 8th Annual "Derek's Days" Benefit

Once again roadside artist "Diner Don Sawyer" hosted "Derek's Days," a Make-A-Wish Benefit Art Show on September 16 at the Maine Diner and September 17 at Becky's Diner in Portland, raising \$1,700. The money raised from both events will help support the wish of a child with a life-threatening medical condition.

Sawyer, a self-taught artist, was on location selling his original artwork and signing autographs on the picture-perfect sunny weekend. He credits the fundraiser's success this year to an outpouring of support from local patrons at the Maine Diner, as well as members of the Portland "Breakfast Club" at Becky's, which included Congressman Tom Allen.

Each year this event is deeply personal for Sawyer, who donates proceeds to the Make-A-Wish Foundation of Maine in honor of his son Derek, who lost his battle with leukemia at age 11. Since the Maine chapter opened in 1992, it has granted 650 wishes.

Sawyer says he will create humorous new pieces of the Maine Diner and Becky's for next year's event, tentatively scheduled for September 15 at the Maine Diner and September 16, 2007 at Becky's. Special activities are planned and supporters from near and far are anticipated to take part in the event.

For more information, visit www.mainewish.org or call 1-800-491-3171.

Love and Marriage... New Additions Abound Making it a Joyful Year

Here at the Maine Diner we are like one big, happy family. A bumper crop of new babies, engagements and marriages delighted us all and are a major cause of celebration around here. Is there something in our pure water and fresh air up here? Who knows, but we are delighted to share the news with you, our patrons, and our extended Diner family!



There were plenty of new babies this year to welcome. Gift Shop Manager Kristin Johnson gave birth to a son Michael Johnson on April 18. Waitress Stacey Nadeau gave birth to a son Jack Nadeau on Aug. 17. Waitress Audra Bickford gave birth to a son Travis Bickford on Nov. 30.

And there were many happy grandparents, too! Waitress Nanette Dubois welcomed a granddaughter Emma Louise Van Sickle on Feb. 26. Waitress Lori Schofield welcomed a grandson Alexander Watts on December 30. And Diner Co-owner Dick Henry welcomed a granddaughter Maya Daney on Aug. 9.

Other employees tied the knot. Allie Culloton Lazorchak took her vows on May 11. Bryce Conway Jones said "I do" on October 22.

Looking to the future, two employees announced their engagements. Line Cook James Haskill Jr. will be marrying Jennifer Barse on October 13, 2007 and Waitress Susan Alexandre is engaged to be wed to Richard Bois.

Indian Pudding Recipe

A Traditional New England Favorite

As an old-fashioned New England staple, Indian Pudding as a dessert has been a traditional favorite served at the Maine Diner for years. According to owners Dick and Myles Henry, this version is their Grandmother Woodman's recipe which they are sure you will love.

INGREDIENTS:

- | | |
|------------------------------|-----------------------|
| 1/4 pound butter | 1 tablespoon cinnamon |
| 1/2 cup molasses | 1 quart Half-and-Half |
| 1/2 tablespoon ground ginger | 1 1/4 cups corn meal |
| 2 cups milk | |
| 1/2 pound brown sugar | |

Add all ingredients into a double boiler except the cornmeal. When the butter in the double boiler has finished melting, add the cornmeal. Cook for 30 minutes, stirring occasionally.

Enjoy!



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Order Toll-free: (888) 640-5814

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Fax: (207) 646-8093

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Wells, Maine 04090
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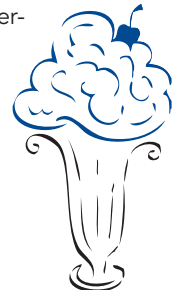
Cool Treat, Soft Serve to Eat, Ice Cream Flavors Hard to Beat

Starting next summer Maine Diner customers are in for a cool treat to beat the heat while waiting to go inside to eat.

The Henry brothers are purchasing a premium soft serve Crunchicreme ice cream machine that will whip up vanilla ice cream with a host of toppings. Having the machine will diversify the restaurant's ice cream offerings; currently only vanilla is served in the Diner.

The toppings, which customers can have whipped up in their cone or cup, include the delicious flavors of:

- Hershey's and Nestle's milk chocolate, rainbow confetti, Butterfinger Bars, wintergreen mint, Reese's minis, Heath Bars, Oreo cookies, or Nerds candy.



Don't Just Take Our Word for It!

"Ocean sparkles, relaxing waves, Marginal Way, Maine Diner... how perfect."

Fred and Dottie Brush, New Canaan, Connecticut

"I'm a big eater, but I meet my match here! Very good."

Don Hawkins, Rochester, New Hampshire

"We are from Dallas on vacation. We were told this was a "must" to stop here. Glad we did."

Phil Simons, Dallas, Texas

"We drove 1,100 miles for this. It was worth it!!"

Frank Fahey, Elmhurst, Illinois

"My only comment is to anyone coming to the Diner to eat is that you better be very hungry!!"

Maureen Clark, Grafton, Massachusetts

"I was hesitant to come because when everybody talks about a place the food never seems to measure up. Boy, was I wrong! The food was all amazing! Thank you!!!"

Scott and Elizabeth Ballard, Rancho Cordova, California

"I will fight through Maine's mosquito population to come back!"

Bradley Moriarty, Suffield, Connecticut

"What a great diner. Your menu is terrific. Great service, great food, great kid's menu and excellent prices. Gift shop was nice, too."

Barbara Withington, West Haven, Connecticut

"We have been here for breakfasts, lunches and dinners at different times of the year and all the food has been great as well as the service! We will be back."

Mr. and Mrs. Robert A. DeBonne, Hampden, Massachusetts

"Our food was the freshest ever and the homemade desserts (strawberry shortcake and blueberry pie à la mode) were incredible."

John and Christine Jeffrey, Chelsea, Massachusetts

"I want to tell you that when I eat here I always feel at home. Your staff is wonderful."

John Willis, Dorchester, Massachusetts