



The Maine Event Summer 2004

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

Maine Diner Welcomes Jim MacNeill as New General Manager

Over the past four years Myles and Dick Henry mulled over hiring a general manager to help defray their duties at the bustling restaurant, waiting for the perfect candidate. Then on February 23 they made it official and hired Jim MacNeill.

They always had a sense of MacNeill's potential. He came to work for them seven years ago as a manager in the restaurant, spent a year managing their Remember the Maine gift shoppe and then continued on at the Diner as a part-time manager while serving as chairman of the Computer Department at York County Community College. When they sat down to talk about the new job, the pieces fell into place.

MacNeill enjoys studying the restaurant's environment to find ways to make constructive changes to make it better for customers and employees alike.

"I look at everything and question things for the betterment of the restaurant, but there is a human side to it as well. We are very much a team," MacNeill says. "No shift ever goes perfectly, but you work toward it going as smoothly as possible to achieve the greatest customer satisfaction."



Myles Henry, Jim MacNeill and Dick Henry

"I really do their job, stepping into their shoes, looking at the business more like an owner," MacNeill, a Wells resident and father of two says. "There is so much to the day-to-day operation. You have to pay a lot of attention to all the details, have faith in all of the employees and catch things as early as you can."

So when you come to the Diner, come meet Jim if you haven't met him already. You'll know he's the dedicated person behind the scenes working with the Henry family to make your experience in visiting the Maine Diner the best it can possibly be!

Maine Diner-Year in Review

Again, it was another banner year for the Maine Diner, which gained some exciting publicity on television last season. Co-owner Myles Henry was a featured guest and made two television appearances on *The Phantom Gourmet*, which is aired on WBZ and UPN 38, Boston-based markets. One show in December 2003 was about regional New England diners.

Earlier in May the restaurant also participated in a special segment on lobster. Henry says he shared recipes such as the Diner's signature lobster pie, lobster quiche, lobster salad, lobster benedict and both hot and cold lobster rolls.

"It is pretty unusual for a diner to serve lobster, but living coastally like we do we serve lots of lobster and seafood," Henry says. The

publicity generated a great deal of business from Massachusetts, particularly from the Boston area. To accommodate more customers, and to follow-up on customer feedback, the Diner finished installing new restrooms last November. In addition, the parking lot is now conveniently 30 percent larger to handle the crowds - particularly in the summer.

As the Henrys look toward the year ahead (and maybe a 4 millionth customer!), they are evaluating their web site, reviewing how it fits in with the overall restaurant and gift shop businesses. As Myles says, the Maine Diner is a restaurant always looking for ways to better serve its customers, whether it is by tinkering with a recipe, or making the "Maine Diner world" more accessible to its customers. Comment cards and customer feedback are always welcome!

What's for Dinner? *Something good everyday of the week!*

MONDAY
Meatloaf Madness

TUESDAY
Shepard's Pie
Chicken a' la King

WEDNESDAY
Beef Stew with Salad
Baked Lasagna with Salad

THURSDAY
New England Boiled Dinner
A local favorite

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

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

SUNDAY
Roast Pork Dinner



Behind the scenes, making it happen: Prep Cook Mandy Scott

In the process of serving more than three million customers, someone is peeling the potatoes and making salads -preparing all the initial raw ingredients for the legions of customers run like a well-oiled machine.

That person is Mandy Scott, whom the Diner calls their "prep leader plus"! This single mother of two with thirty years of cooking experience lives in Old Orchard Beach and is a five-year veteran of the Diner. Having worked as a line cook before at places like Billy's Chowder House, her friend Myles Henry finally convinced her to come work at the Diner.

"I love anything that has to do with food," Scott says. "I really enjoy it here. There's a lot of freedom and a lot of hard work. I like the upbeat, fast pace and being a part of a that. I really enjoy coming to work each day."

Mandy thrives on the behind-the-scenes work of a prep cook. In the summertime, when she may work up to six days a week,

she might make 100 salads, 75 pounds of mashed potatoes, 200 pounds of home fries and prepare 50 pounds of lobster meat in one morning! Of course all of the food is made from scratch. We wouldn't have it any other way. Mandy loves they way everyone pulls together to make the Maine Diner the special place that it is.



A modest person, she's quick to credit her co-workers -particularly fellow prep cook Jeff Brennan. "He's my sidekick. We are right arms for each other. We just work the best together. We are like an old married couple, finishing each other's sentences," Mandy says. "It's a great group here. People here are just very accommodating. It is great to be part of a good team at a restaurant with a great reputation."

Chocolate Chip Cookie Dough Pie *Recipe!*

Enjoy Baker Traci Anello's original creation that she developed while working on the movie set of "The General's Daughter" in Savannah, Georgia. This pie, similar to a Derby or Toll House Cookie Pie, is one of the top sellers at the Diner.



Anello says the recipe sprung from her second stint working on a movie set. She was originally "discovered" while working in Bath, Maine at a place called Kristina's. That led to a job cooking during the shooting of "Message in a Bottle." One thing led to another and later John Travolta's caterer asked her if she'd like to come to Georgia to be a pastry chef for six weeks and serve more than 300 people.

Anello says this was a dessert that held up in the southern heat, where butter and chocolate melted easily and ran like water! The pie could be put together quickly and was gobbled up in no time by a hungry crew. Savor our own local taste of Hollywood!

Chocolate Chip Cookie Dough Pie

Makes one 9-inch deep-dish pie. Oven at 350 degrees. At the Diner the pie crust is always made from scratch. Use your own crust recipe, or a favorite frozen crust.

In a medium bowl whisk together the following:

3 large eggs

1 1/2 cups light brown sugar, not packed

Add:

1/2 teaspoon vanilla

1/2 cup melted unsalted butter.

Add:

1 cup all-purpose flour

1/2 teaspoon salt

Mix together until all the dry material is blended.

Fold in:

2 1/2 cups of semi-sweet chocolate chips

Pour into a frozen pie crust. Place on a

cookie sheet. Bake at 350 degrees for 20 minutes. Check the pie and rotate the pan. Bake another 20-30 minutes. Pie is done when it bounces back lightly when touched. It will feel a little soft. Cool the pie.

Topping

Bring to a boil:

1 cup of whipping cream, or heavy cream

Place 12 oz. of semi-sweet chocolate chips in a glass bowl. Pour the cream over it and let it sit for one minute. Stir until it comes together. Pour enough over the pie to cover the top. Chill until set.

To cut the pie:

Remove the pie from the pie tin to a cutting board. With a hot knife, cut each slice.



Turning Dreams into Realities: Make-A-Wish Fundraiser is a Double-Diner Success!

In September of 2003, The Maine Diner hosted its fifth annual art fundraiser to benefit the Make-A-Wish Foundation of Maine, garnering \$2,000. One successful day was followed by another as proceeds from the Diner were supplemented by a second day of fundraising at Becky's Diner, in Portland, where one of the Maine Diner's waitresses also works. Once again artist Don Sawyer donated 75 percent of the gross sales from his original artwork. He was also on hand to autograph t-shirts and prints. "I am really happy and appreciative of the Diners' help. People are very thoughtful," says Sawyer. "Every year this just gets bigger. It is wonderful how generous people are considering people do not have as much disposable income as before."

The next two-day event is scheduled this coming fall for Saturday, September 11 at the Maine Diner and Sunday, September 12 at Becky's. For more information, visit www.wish.org/maine, www.wish.org/maine, or call: 1-800-491-3171.



Remember the Maine Gift Shoppe Meet our New Manager and See What Enticing Products She's Discovered!

When you stop by the Remember the Maine Gift Shoppe this season, savor the selection of products

and meet our new manager and buyer Kristin Rossmeisl who has brought a fresh look and feel to the store with expanded lines of Made in Maine products, as well as exciting promotions for our customers.

Rossmeisl, a University of Rhode Island graduate in textile marketing, joined the staff for the 2003 season and now calls Wells her home. She has delighted in finding unique and interesting products for the store, which will be featured in a new catalog this fall.

"We are just loaded with new items," says Rossmeisl. "It is an extraordinary gift shoppe and there is something for everyone whether they are a tourist or not!"

New and exclusive to the gift shoppe this season are Zoppini charms - interchangeable modular charms made in Florence, Italy that are all the rage in Hollywood and Boston. The popular and trendy bracelets and watches are crafted in stainless steel and 18K gold. More than 1,500 designs reflect a person's hobbies, birthstones, or personality. Many Maine motifs, such as lobsters, the state of Maine and seashells are featured, offering a sweet souvenir of that special vacation. Special orders are also available.

The Cat's Meow decorative household collectibles, with its signature little black cat, also are offered. The artistic collection highlights many Maine sites, as well as the Diner. The shoppe is also pleased to have Village Candles, premium handmade candles from Topsham, ME. Featured each month will be the "scent of the month" where customers can receive 20 percent off the chosen signature fragrance. Or customers can join the Village Candle Club and receive a free candle after purchasing six.

Of course there is a slew of custom Maine Diner items and clothing, perfect for gift-giving. The shoppe proudly carries more than twenty custom Maine Diner t-shirts and adds at least one new t-shirt design each year. The gift shoppe also sports artist Don Sawyer's images on short sleeve and mock turtleneck long sleeve shirts and sweatshirts. Sawyer will be visiting the Diner September 11 for the Make-A-Wish Foundation fund raiser and will sign shirts or artwork at that time. Customers can join the "Diner Club." If a person buys nine adult-size t-shirts, they get the 10th at half-price. They receive a punch card that never expires.

In our ever growing glassware line, there are cobalt blue pint glasses and diner-styled coffee mugs in the signature "Maine Diner" blue, as well as exclusive Phantom Gourmet coffee cups.

No question, people come to the Maine Diner for food and it wouldn't be right if the diner didn't offer a special food item to take home. Our delicious home-style corn muffin mix is available, as well as the new Maine Diner chocolate-covered blueberries.

Another recognizable name the store is adding to the "edible products" roster is Stonewall Kitchen, a gourmet line of food products from neighboring York, Maine. Stonewall Kitchens will join the line of Guzman's fruit salsas, which have been so popular, two to three fruit flavors will be added this summer. The line of Gypsy Wind Maine-made sugar-less products that include blueberry jam and blueberry-raspberry syrups will also be joined by the Bar Harbor line of jams and syrups.

"There is be a wide array of gourmet treats and maple syrups from Maine," Rossmeisl adds. "All of our Maine-made gourmet food companies make their products in small batches, using the finest and freshest ingredients to ensure the highest quality for our customers."

Shoppers will be treated to savings during the "Christmas in July" event, which will be a special storewide sale. Unique Christmas items are now offered year-round., including tree ornaments with popular Maine motifs such as the Nubble Lighthouse, wreaths with lobsters, Santa in a kayak and even a Moose in a fishing boat!

For adults and children alike the shoppe also has a new souvenir penny machine with images of the Maine Diner, a moose, lighthouse and of course, a lobster!

People who would like more gift shoppe information, or to get on the mailing list can call (207) 646-0406 or toll-free at 1-888-640-5814, or meet us online at www.mainediner.com



Gary Pike Day

The Maine Diner held its annual Gary Pike Day December 3, 2003 and raised \$2,500 which was given to "Gary's House," 97 State Street, in Portland.

The establishment of the Gary Pike Foundation was the last wish of the courageous Kennebunk boy who lost a two-and-a-half year battle with cancer in 1991. An outpouring of community support led to the establishment of the foundation. The money fueled Pike's dream to develop a home to offer comfort to those sharing his experience. "Gary's House" is now a hospitality home housing families of loved ones who are fighting life-threatening illnesses at Mercy Hospital and Maine Medical Center.

Oh Baby!

Several of The Maine Diner employees welcomed new additions to their families this year. Here are the following proud parents and their babies:

Dining room manager Dawn Noble, a son, Colby.

Purchasing agent Dave Williams, a daughter, Aidanne.

Prep cook Mike Davis, a daughter, Serenity.

Waitress Carrie Gray, a daughter, Sidney.

Waitress Sandy Woodman, a son, Dylan.

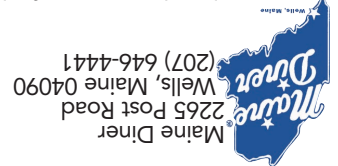


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Look at What's New On The Menu

Always looking to develop tasty new creations to please its customers, Myles Henry says the Maine Diner has two additions to the menu.

North Atlantic Baked Salmon with dill and lemon is now available. The salmon is not farm-raised. Also the Diner is adding a creamy dill yogurt dressing as its signature house salad dressing. Allie Culloton, a long-time waitress at the Diner, shared her own homemade recipe -initially to accompany the salmon dish. Myles said the salad dressing was so outstanding, it deserves to be the house salad dressing. Taste it twice with the salmon dinner and a salad and tell us what you think!



Don't Just Take Our Word for It!

Whether they come from Canada or Arizona, across New England, or just down the street, our patrons served up their valuable impressions and suggestions. When it comes to our food, customer favorites included the award-winning chowder, fried clams, corn muffins and omelettes. The staff consistently received compliments for the serving up their legendary hospitality. And of course you can never have enough bathrooms or parking!

Here are a few of what our toughest critics had to say:

"Good, homemade and delicious. We have "nut and raw egg" allergies and the staff took them seriously. We appreciate that. We will definitely come back. Corn muffins were delicious."
- Jim Adessky, Toronto, Ontario, Canada

"Don't change a thing. Our "calm in the storm of life." A wonderful way to celebrate our birthdays again!
- The Gavins, Milton, Vermont

"Love, love, love, love, love, love, love the new bathrooms!!!! As always, food and service deserve every star they receive. Thanks."
- A Derry, New Hampshire customer

"The best part of living in Maine is the Maine Diner is my neighbor!"
- Gloria Coon, Wells, Maine

"My coffee cup was never empty. Excellent attention to detail."
- Beverly Adams, Tempe, Arizona

"Can't even describe how excellent the food and service was."
- Maureen Burditt, Manchester, New Hampshire

"Always feel so welcome and appreciated as a patron -worth the drive from Boston. Thank you!!!!"

- Russ Kelley, Boston, Massachusetts

"After all these years -still exquisite."

- Steve Martone, Johnston, Rhode Island

"Best, fullest, juiciest blueberry pie I've ever had! Soup was delicious too!"

- Diane Kelley, Revere, Massachusetts

"Food quality and service consistently the best! Don't change a thing! We'll be back for supper."

-Dr. and Mrs. Wayne Sousa and Mario and Josephine Belletti, Pen Argyl, Pennsylvania

"Excellent service. Compliments to the kitchen. Also from a restaurant owner."

- Bill Foley, Agawam, Massachusetts

"I like your serving sizes. Just enough, but not outrageous. Every time I eat here I'm impressed with the freshness of the food, as well as the service. I didn't feel awkward eating alone here."

- Sue Estabrooke, Scarborough, Maine

"Please keep the legend and the tradition going!!! Thank you."

- Joe Rychlec, Germantown, Maryland

"All the recognition this Maine Diner has received is well-deserved. Heard about you all on the **Today Show**."

- Bill and Margie Bryant, Arlington, Texas