



Pictured from left to right, SoHo General Manager, Pat Lytwynec; SoHo Executive Chef, Ken Hoerte; MacIntosh VP, Jim Rodgers, Jr.

SoHo
SOHO ON GEORGE

335 George Street
New Brunswick, NJ
732-296-0533

WIN A DINNER FOR 2
for details visit
www.macintosh-services.com

Oh Du Meillure

Opened in October 1998, and located in the revitalized and vibrant city of New Brunswick, fashionable SoHo on George presents a dining experience that you'll want to remember. From fine wine to extraordinary American cuisine to a unique contemporary atmosphere created by owner Mark Jakubowski, SoHo has developed a well-earned reputation for being a terrific award-winning restaurant.

SoHo has achieved the Wine Spectator Award of Excellence since its first year and more recently the Zagat Survey Award of Distinction. And ... in the news, SoHo is "a welcome fusion of sophisticated food and casual chic. It is a grand concept carried out with fanatical attention to detail, which SoHo employs in abundance." Four Stars. (NJ Star Ledger 1-10-99)

So, you might have guessed that MacIntosh provides SoHo with all of its table linens, chef wear and kitchen needs. Here's what Pat Lytwynec, General Manager of SoHo on George has to say about MacIntosh: "There is a common agreement among restaurateurs that finding a good linen company is seeking out the 'lesser of evils.' MacIntosh Linens has changed that perception for me. They are a very focused company that listens to your needs and problems, and then applies great attention to detail to attend to your needs and problem-solve."

SoHo on George is open for dinner seven days a week and serves lunch Monday through Saturday.

A La Carte

The Elegant Choice in Napkins and Tablecloths

Colors

White*	Seafoam
Champagne	Red
Tawny Beige	Bronze
Dusty Rose	Rust
Pink	Teal
Maroon	Lemon Yellow
Wedgewood Blue	Chocolate
Navy Blue	Black
Royal Blue	Powder Gray
Maize	Burnt Orange
Forest Green	Pecan
Jade	Wild Raspberry
Peach	Purple
Violet	Black/White Check
Red/White Check	
Sandalwood	*White is also available in 100% cotton

Sizes of Tablecloths (in inches)

Squares:	42, 52, 61, 71 and 85
Rounds:	90, 120 and 132
	White and champagne only
	Delivered on hangers
Rectangles:	52 x 114, 52 x 71
Oval:	90 x 132

Kitchen Products

APRONS

Bib Aprons in White, Red, Navy Blue, Royal Blue, Forest Green, Maroon and Black
Bar/Bistro Aprons in White
Butcher Coats in White

CHEF COATS

White with 10 melamine buttons
White with 10 knotted buttons
White with Black collar and cuff
White 100% combed cotton
White with 10 Black melamine buttons
Black with 10 melamine buttons
Denim with 10 melamine buttons

CHEF PANTS

Black and White check
Black
Baggy style in Black, Black and White check, and Black with White stripes
Cook Shirts and Pants

Other Products

Bar Towels and Kitchen Towels
Entrance Mats
Custom Logo Mats
Sheets, Pillow Cases and Towels
Butcher Apparel
Health Care Apparel
Premier Management Hygiene Systems



Premier Hygiene Management Systems

MacIntosh is committed to providing you with the highest quality products and services in the Hygiene Management Systems industry. Check out the following products and services available for your restroom needs.

Products	Services
Air Fresheners	Customized program designed to fit your needs
Feminine Hygiene Products	Installation and maintenance
Autoflusher	Free upgrades and replacements
Soaps	Inventory management
Toilet Tissue	Customized service schedule and agreement
Paper Towels	Quality assurance

Feature Products

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Bon Appétit is a new publication of MacIntosh Services. For information about advertising, circulation or sales, call 1-800-355-6773.



MACINTOSH
SERVICES

www.macintosh-services.com
1-800-355-6773

B O N

P P É T I T

WINTER 2003

NEWS FROM MACINTOSH SERVICES
Pennsylvania, New Jersey & Delaware's
Award-Winning Linen Supplier

Bienvenue



Welcome to the first newsletter from MacIntosh. In an effort to keep you updated, we will continue to send you news on what's going on inside our plants and in the textile industry, including tremendous opportunities to streamline operations, increase efficiency and improve personalized service to better serve you as our customer. As we continue to grow, we want our customers and our community to share in our growth by providing an inside view of the linen market and industry. We will also offer you a

chance to win a dinner-for-two, on us, at the featured restaurant of the issue.

MacIntosh's reputation for providing a first-class service began when our founder, W. Bruce MacIntosh, Sr., started the business in 1919. We are very proud of our innovation and growth over the past 84 years. From our humble beginnings of one delivery truck and 16 employees, we now have a fleet of 37 trucks and more than 200 employees, who excel when it comes to delivering quality merchandise, responsive service and genuine customer care.

Along with revenue growth, our product lines have burgeoned as well. Today we offer napkins in 28 colors, tablecloths, aprons, bar and kitchen towels, pillowcases, sheets, bath towels, and much more. Our chef wear lines have expanded as well. We offer chef coats in eight different styles as well as our popular baggy pant collection. This past year, we began a Hygiene Services division to complement our hospitality and restaurant rental business.

However, quality and service are truly the two main ingredients that we believe cement long-lasting relationships and drive our business forward. Our commitment to provide you with true linen and uniform solutions, as well as peace of mind, shows in our daily operations. The positive attitude of our management, our people and in our desire to help our customers run a smooth and profitable business becomes evident when you are partnering with us. So give us a call or visit our Web site located at www.macintosh-services.com

ON BACK ...

Customer Profile



One of the best ...

Win a dinner for two
www.macintosh-services.com

CAN YOU BELIEVE IT?

Interesting facts about MacIntosh

We deliver 275,000 pounds of linen by truck in a month.

We launder all this stuff in one week!

- 400,000 napkins
- 75,000 tablecloths
- 15,000 kitchen garments
- 175,000 bar mops & kitchen towels

MacIntosh has been around since 1919. However, our name has changed three times since.

- Our first name was Allen Steam Laundry which became simply Allen Laundry.
- Next came the name Mary MacIntosh in the late 1940s. Did you know that "Mary" was a fictitious person?
- Mary was dropped from the name around 1994 when the Rodgers family purchased the company and the name became what it is today —

MACINTOSH SERVICES.



A Look Back

In today's world of mergers, acquisitions, buyouts and takeovers, it is refreshing to see that there are still a few companies that bear great history. Thriving companies such as MacIntosh survived the Great Depression, World War II, the post-war era and, now more recent economic pitfalls that many other industries are experiencing. MacIntosh route trucks alone provide a historical look back through the years as you see the variety of models purchased through the decades to keep up with the speed of change.

It takes a solid business to thrive for almost a decade and here is how we did it. Early on, W. Bruce MacIntosh managed to revive a nearly bankrupt steam laundry business into a profit-bearing company. He not only took a close look at the profitability of each branch of the business and managed that accordingly, but he coupled creativity with good business sense to really drive the business forward.

Most of us are from the disposable diaper era, but there are a few who remember how much laundry those cloth diapers produced. Especially with the baby boom in the 1950s and '60s! Well, prior to Procter and Gamble coming to the rescue, W. Bruce MacIntosh created the world's first diaper service. Not only did this get Mom's attention, but the whole nation turned their heads and gave us a hand.

But creativity and good business sense live on at MacIntosh, which is now in the hands of the Rodgers family. They continuously work as a close family team combining their variety of skills and thinking to achieve the most positive results. The energy and ambition of W. Bruce MacIntosh live on in them as the legacy of quality and service lives on in the company and its workforce of more than 200 employees.

CHEF WEAR



MacIntosh provides a full line of chef wear and culinary garments and accessories at affordable prices with quality cleaning services available.

APRONS



MacIntosh offers aprons in white, red, navy blue, royal blue, forest green, maroon and black. Bar/Bistro aprons and butcher coats are available in white.



CUSTOMIZE



Mats can be customized to add to the décor of your establishment.

NAPKINS



The MacIntosh Signature napkin comes in 28 colors.



Our Signature series of table linens presents an elegant table and the napkins fold better than cotton. They wash beautifully and they always feel soft and luxurious.

MATS



The Classic Mat is the most traditional mat in our line. It is offered in a variety of colors and sizes.

TOWELS



Our heavy-weight bar towels and kitchen towels provide extra absorbency. They last longer, are less expensive and much nicer to use than paper.