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Reader Service No. 217



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DELI BUSINESS QUIZ



ERICK TEN KATE
Deli Buyer
C&S Wholesale Grocers, Inc.
Keene, NH

Erick is in charge of handling the deli procurement for Tops Supermarkets, headquartered in Carlisle, PA. C&S, one of the nation's largest grocery wholesalers, has been providing warehousing and distribution services for over 85 years supplying some of the largest supermarkets chains in the nation.

Erick has been reading DELI BUSINESS since he started in the business two years ago. "I like to read about new and upcoming deli products before they are in-store. I also like the informative pieces that talk about new developments and innovations in the deli world. I am happy to learn about product history, uses and different preparation techniques," he explains.

As the winner of the DELI BUSINESS Quiz, Erick wins a digital camera.

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To win the DELI BUSINESS Quiz, the first thing you have to do is enter. The rules are simple: Read through the articles and advertisements in this issue to find the answers. Fill in the blanks corresponding to the questions below, and either cut along the dotted line or photocopy the page and send your answers, along with a business card or company letterhead, to the address listed below. The winner will be chosen by drawing from the responses received before the publication of the Aug./Sept. 2006 issue of DELI BUSINESS. **The winner must agree to submit a photo to be published in that issue.**

Quiz Questions

- 1) What is the toll-free number for Anco Fine Cheese? _____
- 2) When was King's Hawaiian founded? _____
- 3) What is the P.O. Box number for Bridgford? _____
- 4) What is the fax number for Chloé Foods? _____
- 5) What is the phone number for Redondo Iglesias? _____
- 6) What is the web address for DeLallo? _____

This issue was: ☐ Personally addressed to me ☐ Addressed to someone else

Name: _____

Company: _____

Position: _____

Street: _____

City/State: _____ Zip: _____

Phone: () _____ Fax: () _____

Please send answers to:

DELI BUSINESS QUIZ: April/May 2006 Issue
P.O. Box 810217 • Boca Raton, FL 33481-0217

Announcements

**Reser's Expansion**

Reser's Fine Foods, Portland, OR, unveiled its new \$22 million manufacturing plant on April 21 in Topeka, KS. This expansion will make the Topeka facility the largest Reser's producer and distributor. In 1991, Reser's opened its first facility in Kansas, and it has since expanded to operate three processing facilities employing over 600 workers.

Reader Service No. 401

**World Cheese Awards**

The Wisconsin Milk Marketing Board (WMMB), Madison, WI, announces Wisconsin won more awards than any state or country at the World Cheese Championship Contest. It took best in class in 18 of 47 cheese categories. WMMB is a non-profit organization promoting the consumption of Wisconsin cheese.

Reader Service No. 402

New Products

**Sandwich Sauces**

Hellmann's, a division of Unilever Food Solutions, Lisle, IL, has introduced a new line of ready-to-use Sandwich Sauces for hot and cold sandwiches, burgers, panini, wraps and subs. The flavors include ancho chipotle, red pepper basil, creamy pesto,

horseradish Dijon and sweet curry. They are available in 16-ounce pouches with an easy-open pour spout.

Reader Service No. 403

**Appetizers**

Farm Rich Appetizer Company, St. Simons Island, GA, has introduced Cheese Bites and Cheese Straws. The Bites are available in Mexican, Buffalo-style and other flavors. The Straws are available in only Italian and Buffalo-style. All are made with real mozzarella and blue cheese and then wrapped in Farm Rich's signature breadcrumb coating.

zarella and blue cheese and then wrapped in Farm Rich's signature breadcrumb coating.

Reader Service No. 404

**Thomas' Bagelbread**

Thomas', Greenwich, CT, has introduced Thomas' Squares Bagelbread, a square bagel with a small hole in the middle to help keep condiments in. It has a soft texture that is part bagel and part bread. Available in plain, everything and 100 percent whole wheat, they are low fat, have no trans-fat and are great sources of protein, calcium and iron.

wheat, they are low fat, have no trans-fat and are great sources of protein, calcium and iron.

Reader Service No. 406

**Heavy Duty Pails**

Remco Products, Zionsville, IN, has added a multi-functional 3-gallon pail to its line of polypropylene tools. It is FDA-approved, color coded and designed to withstand harsh chemicals and heat. Ergonomic characteristics include a wide pour spout, flat rear panel with a grip molded into the base and easy-to-read U.S. and metric measurement marks.

rear panel with a grip molded into the base and easy-to-read U.S. and metric measurement marks.

Reader Service No. 407

**Chinet For Takeout**

Huhtamaki, Chicago, IL, introduces Chinet Handleware containers for deli and take-out services. Containers have a sturdy integrated handle to make serving hot and cold applications easier and more efficient. Made with polypropylene, they are microwavable and refrigerator-safe. Available in 8-, 16- and 32-ounce sizes.

Reader Service No. 408

**Cheese Pleasers**

Brickstone Fine Food, Prevost, Quebec, has introduced a new flavor to its Cheese Pleasers line. Cranberry & Cracked Pepper has joined Apricot & Jalapeño, Maple Syrup & Walnut and Cherry & Calvados. These complementary items can be served either warm or cold and are available in 240-milliliter jars.

warm or cold and are available in 240-milliliter jars.

Reader Service No. 409

**Healthful Snacks**

Athena's Silverland Desserts, Forest Park, IL, offers six new Natural Dessert Bars. The flavors include Oasis, Flax Seed, Flax Seed with Peanut Butter, Figaro, The Big Fig, and Oat and Date Bars. These healthful snack alternatives are completely natural with no trans-fat and no preservatives.

pletely natural with no trans-fat and no preservatives.

Reader Service No. 410

**Beer Cheese Soup**

Harry's Fresh Foods, Portland, OR, has partnered with Rogue Ales, located in Newport, OR, to create Beer Cheese Soup. This soup is a combination of locally produced Cheddar and American cheeses with Dead Guy Ale for a bold flavor.

Reader Service No. 411

Correction: In *Packed With Promise* in the Feb./Mar. issue of DELI BUSINESS, we incorrectly identified PWP Industries (Packed with Promise), Vernon, CA, as Paul Winkler Plastics Industries. We regret any confusion this may have caused.



DELI WATCH is a regular feature of DELI BUSINESS. Please send information on new products, personnel changes, industry, corporate and personal milestones and available literature, along with a color photo, slide or transparency to: Editor, DELI BUSINESS, P.O. Box 810217 • Boca Raton, FL 33481-0217 • Phone: 561-994-1118 • Fax: 561-994-1610 • E-mail: DeliBusiness@phoenixmedianet.com

Ethnic Marketing Lessons

By
Jim
Prevor

Whenever businesses look to capitalize on specific market segments, they run the risk of emphasizing differences rather than the similarities.

There are significant differences between the food tastes of different ethnic groups and those of the general population. For the most part, retailers located in areas of dramatic differences are acutely aware of the situation. They usually confront specialized retailers pursuing these groups and face customer demand for specific brands and products.

But as you read this month's fascinating cover story, note how author Joe Albonetti, a noted consultant on marketing to Hispanics, points in so many ways to the similarities between Hispanics and the general consumer population. He quotes an FMI study that breaks the Hispanic market down into four categories: *Loyalists*, very brand conscious shoppers; *Budgeters*, for whom money is tight; *Impulsives*, who buy spontaneously and respond heavily to promotions; and *Inquirers*, who look for consumer information and consider purchases carefully.

Let us accept this division of Hispanic shoppers as correct but ask whether these classifications are just as apt for consumers in general. Even the specific products we might

want to promote beg the same question: Success marketing to Hispanics might be achieved by promoting such products as Kraft Miracle Whip, cream cheese, sour cream, yogurt, Swiss cheese, Cheddar cheese and American processed singles!

One of the most valuable sections emphasizes the Latino population is not monolithic. Puerto Ricans in New York, Cubans in Miami, and Mexicans in LA — the tip of the iceberg when it comes to the diversity of the Latino community.

The diversity goes well beyond country of origin. For example, some marketers think putting signage in Spanish is a great way to appeal to Latinos. Perhaps. But take a look at the table below to see how diverse the language practices of the U.S. Latino community are based on how long they have been in the country.

In 72 percent of households of first-generation immigrants, Spanish is the dominant language. By third generation, 78 percent of these households are English-dominant. The remaining households are bi-lingual; the Spanish dominant category actually disappears.

If you are in an area that justifies stores geared toward one ethnic group, then you can develop those concepts. Typically, though, specialty market niches are served by independents specializing in that area.

Most chains will do better by focusing on four key ethnic marketing lessons:

1. Play to your strength. By far the biggest marketer to Hispanic immigrants is Wal-Mart. Why? It emphasizes low prices. Very important to first-generation immigrants who tend to have large families and lower incomes without

multi-generational capital built up.

Obviously, Wal-Mart tries to carry the products its customers want. But there is a common misunderstanding here. Mexican immigrants probably drink a lot more fruit nectars than do the general population, but they spend a lot on Coca-Cola, too. And you can bet second generation consumption is heavily weighted to conventional products.

Your store needs to offer a compelling proposition on its own terms. Grafting a hundred SKUs of Latino products and a bunch of Spanish language signs to a store doing poorly is not likely to be a recipe for success.

2. Don't patronize. You may offer kosher-for-Passover products but probably don't write the signs in Yiddish on the assumption that the people are ignorant of English.

All too often, people think Hispanic and leap to stereotypical assumptions. In some places at some times, a Spanish language sign can be an indication of welcome. In other places at other times, it is an offensive way of segregating a group and making assumptions about their English fluency.

Make sure you've thoroughly researched your client base and determined what will facilitate their enjoyment of your store. Research, don't assume.

3. Micro-market. Most supermarkets draw their clientele from a small radius — maybe two miles; virtually no chain of any size is going to have a homogenous client base.

If your stores are geographically compact enough, you may decide to always have certain ethnic products. Larger chains will have to change the offer based on the community to a maximize sales. Wal-Mart focuses on this with its "Store of the Community" concept.

This means the whole notion of carrying "ethnic" products is irrelevant. Each store has to carry the products — ethnic or not — its clientele will value.

It means trading a little bit of the operating efficiency strict planogram conformity could bring about for higher sales and profits from carrying a more optimal product mix.

4. Leverage the product. This is America: egg rolls, pizza and bagels are now part of our cuisine. If an ethnic group enjoys a product, it is highly likely that with promotion, recipes, sampling, etc., a far broader clientele can be built up.

The biggest profit from selling ethnic foods can come from turning your broader base on to the product. Think Costco: its snack bars sell only kosher all-beef franks. That is not because they are trying to attract a Jewish clientele. **DB**

*Diversity goes well beyond
country of origin.*



Jim Prevor
is the
Editor-in-Chief of
DELI BUSINESS

PRIMARY LANGUAGE BY GENERATION IN THE U.S.

	1st generation	2nd generation	3rd generation
English-dominant	4%	46%	78%
Bilingual	24%	47%	22%
Spanish-dominant	72%	7%	—

Source: The Pew Hispanic Center, National Survey of Latinos, 2002

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Restaurant Foodservice For Mainstream Supermarkets

By
Lee
Smith

Has the time come for supermarkets — not just the fancy, high-end concepts but mainstream middle-American retailers — to seriously think about adding restaurant-style foodservice concepts to their stores?

Carol Christison, executive director of the International Dairy-Deli-Bakery Association (IDDBA), says, "When [consumers] go to a restaurant, they wait for the food. When they go to a supermarket, the food is waiting for them. It could be the same food from the same manufacturer, but the perception is different. The customer doesn't understand that — all they think about is the 'freshness' factor and how long it's been sitting in the case."

There are three basic reasons traditional supermarket executives should be thinking about adding foodservice discussions into their strategic planning. First, restaurants make money. Second, consumers like to eat at restaurants. Third, there is no longer any reason retailers can't figure it out.

Long gone are the days when restaurants had to have qualified chefs. Today, many restaurants avail themselves of pre-made, ready-to-use foods — fresh-cut fruits, vegetables and salads, high quality desserts plus pre-cooked proteins, soups and side dishes. Of course, the best still make many, if not most, menu items from scratch.

The same holds true of most supermarkets. The finest retailers have executive chefs as senior managers and chefs in every store. Virtually all supermarkets use products from the same companies that prepare the same foods for restaurants — ribs, wings, soups, potatoes, etc. Classic desserts

are available from bakeries with national distribution. Everything is available equally — for the restaurateur or retailer.

That leaves the last obstacle — store and restaurant associates. One look at the average restaurant and it is clear we are all drawing from the same labor pool. Most operators would be surprised how many of their deli associates worked in restaurants before joining the retail team, and many restaurateurs would be surprised how many of their stars now work retail, thankful for year-round employment, health insurance, no midnight hours and a steady paycheck.

But there are other more subtle reasons. Freshness may be the new differentiator between success and failure, and it's not all rotation and code dating. That's what it used to be — making sure everything had a sell-by date and was in code.

The key word is "was." Past tense.

Kash N' Karry, based in Tampa, FL, is converting all its stores to Sweetbay Supermarkets, its high-end version of a traditional supermarket. In a recent news report, Steve

Smith, vice president of marketing, is quoted as saying, "We saw a huge growth opportunity in Florida, one focused on fresh, delicious foods." And, I have to make my own comment — I bet at a higher gross profit margin on higher sales.

Smith is right, and the Sweetbay concept is a stunning example of how to bring fresh foods to consumers. There is a huge opportunity for supermarkets to focus on fresh, delicious foods — which is what makes it so scary. Shouldn't all

supermarkets be focused on fresh, delicious foods? I guess not, because fresh food concepts are the newest trend.

Safeway has its Lifestyle stores, Bashas' is opening a new farmers' market concept, Wegmans has Wegmans, and Whole Foods has shown what a free-thinker can do. Publix and a

dozen other retailers are rapidly adding organics to their line-ups, but what is the ultimate in fresh food? Maybe it's restaurants and other foodservice concepts, like juice and coffee bars, buffet-style restaurants, pizzerias and sub shops.

By definition, foods that are waiting for you are not fresh, at least in the prepared food arena. Fresh produce, fresh baked bread and fresh meat work for consumers because no one expects to see corn stalks growing next to the parking lot or chickens on the roof, but prepared foods are different.

Consumers make a huge assumption, often incorrect, that the ribs they ordered were cooked in-house and the garlic mashed potatoes weren't frozen an hour earlier. Give customers a great steak, and they think the triple-layer chocolate cake was also made in-house. Lies or perception?

I live in Boca Raton, FL, where 25-year-old homes are sold with ovens that have never been used. Close by is a shopping plaza anchored by a major supermarket chain, a nice store in a small plaza. There is also a Chinese takeout, an ice cream shop, a Thai restaurant and an Italian one. There is an intimate fine dining restaurant, a Japanese restaurant, a hot-concept hamburger chain, a Subway and a sit-down deli with the best matzo ball soup in town. In comparison, the supermarket has good rotisserie chicken.

The shopping center layout and what the retail chain agreed to when it signed the lease justify the perception that restaurants are where you go when you want to eat; supermarkets are where you go when you want to cook. That was a fine concept 25 years ago, but not so hot today.

Not every retailer can offer the same foodservice concept. It depends on location, neighborhood and, most of all, the retailer's own image. But great food can and should be part of every supermarket's offer. We use the same labor pool and have very smart people at the helm. We should be the place where people go for fresh, delicious food, and we should be more than just a solution to a problem. **DB**

*There is no reason why
supermarkets can't use
foodservice to express fresh.*



Lee Smith
is the
publisher and
editorial director
of **DELI BUSINESS**



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FRESH INNOVATIONS.

¿Qué Pasa?

Understanding the Hispanic market.

By Joseph G. Albonetti

What if there were a largely untapped group of customers who frequented groceries and supermarkets up to three times as often as the average consumer? What if this segment had large families — 3.5 consumers versus 2.6 for the average U.S. household? What if grocery spending for the group was 35 percent more than other shoppers? And what if these consumers were drawn to everything fresh? That is exactly what deli retailers have in the burgeoning U.S. Hispanic market.

With buying power surpassing the \$675 billion dollar mark, according to 2005 estimates from the Selig Center for Economic Growth at the University of Georgia, Athens, GA, this segment could be key to future deli department growth. It behooves retailers to learn how to reach this potentially lucrative segment — the sooner the better.

Hispanics have brought not only their food preferences to influence the nation's palates but also their language. Major studies on language usage, such as the 2000 Roslow Research Study, conducted by the Roslow Research Group, Port Washington, NY, confirm that 63 percent of U.S. Hispanics use Spanish at home more frequently than English, and another 14 percent use it equally. Experts believe Spanish is being retained and spread because of the proximity of the Hispanic home countries, which provide a constant influx of Spanish-dominant speakers.

Another key component reinforcing Spanish-language usage is the strong and growing national Spanish-language media infrastructure. It provides the “critical mass” of support to the lifestyle and language of native speakers in this highly urbanized segment. Spanish-language TV is in all major markets, serving up a 24-hour mélange of sports, news, *novelas* (soap operas), game and variety shows that reflect the new U.S. culture, as well as the fare of the mother country.

According to Mediabuyerplanner.com, Spanish-language radio has grown to over 690 stations nationally, even influencing Latinos living in such unlikely places as Yakima, WA, and rural Arkansas, where communities of workers serve industries such as timber and poultry. Finally, the Internet and dozens of Spanish-language weekly and daily newspapers plus national magazines serve this growing group of consumers. The result? Hispanics are learning English and their kids are becoming “American,” but the very definition of “American” is being changed forever. Bilingualism is here to stay, along with tacos and hot sauce.

Brand Loyalty And Shopping Patterns

The Roslow study confirmed Hispanics are open to advertising and consider it informational and believable, unlike many more skeptical non-Hispanics. The study shows Spanish to be 40 percent more effective than English at building brand awareness among Hispanics, five times more persuasive than English and 60 percent better at achieving comprehension and recall for the advertised brand.

Hispanic festivals have become a huge way to sample products and introduce brands. In 2004, MediaPost.com found seven of 10 Hispanics respond they are likely to purchase products from companies with a visual presence at Hispanic festivals and events, of which there are hundreds each year all over the country.

In-store product sampling with bilingual demonstrators, bilingual merchandising materials and an offer of a premium or for multiple purchases also work exceptionally well to boost trial. Hispanics like the human touch.

A report from Food Marketing Institute (FMI), Washington, DC, cites four distinct Latino groups based on acculturation and adaptation to the U.S. lifestyle and points clearly to the need not to treat them as a monolithic group in terms of shopping behaviors.

60 Percent of U.S. Latinos Reside in 10 Metropolitan Markets



Sources: U.S. Census, 2000; 2004 U.S. Hispanic Market Report, Synovate Research.



Michael Eisner
"Leadership: Succeeding by
Failing & Other Paradoxes"



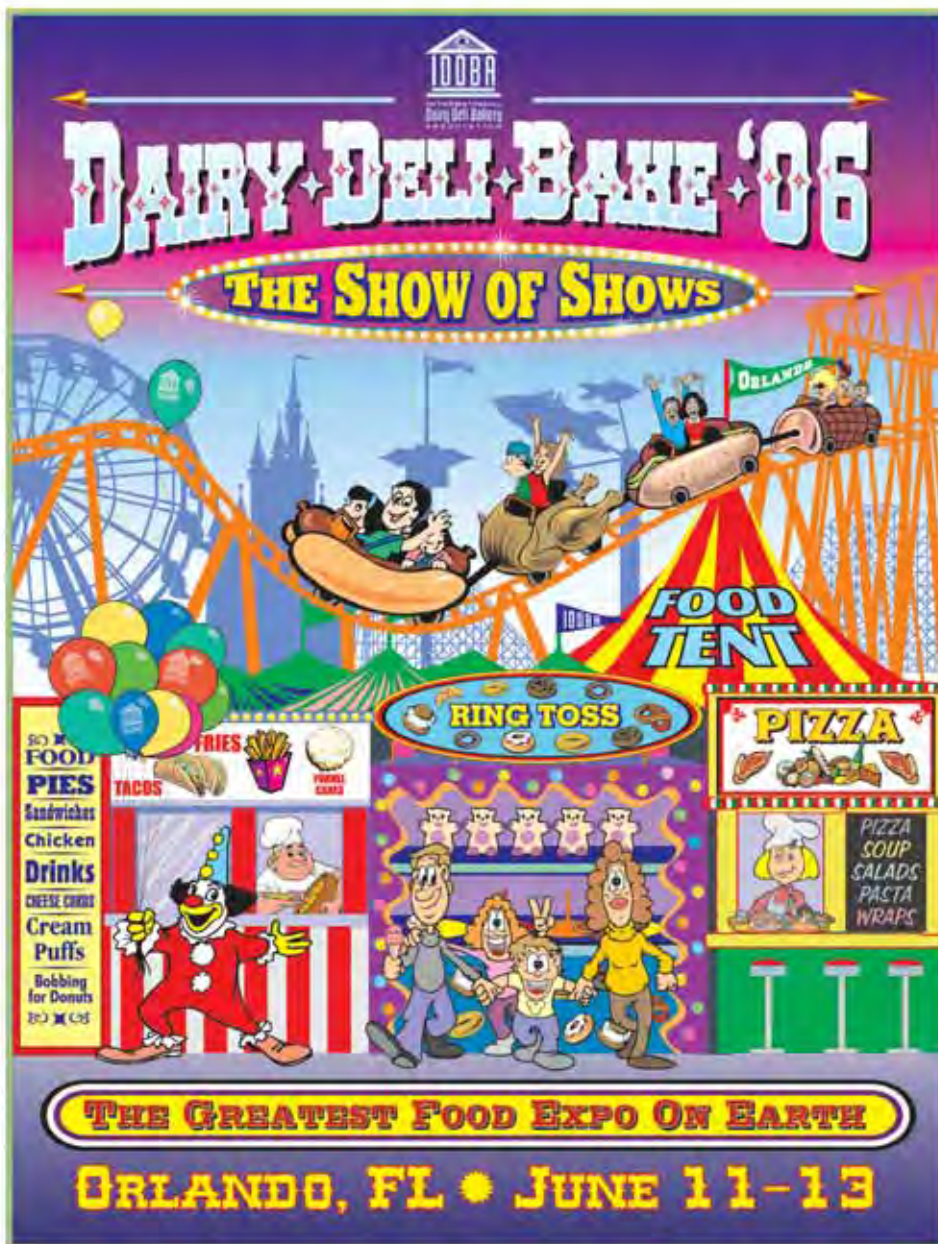
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"Why Not Your Best?"



Frank Luntz
"Walk the Talk: The Best &
Worst of Product
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Imagine The Future. Join other industry buyers, merchandisers, brokers, distributors and marketers in the dairy, deli, bakery and foodservice business for the learning experience of a lifetime. You'll gain new knowledge and new actionable ideas to help grow your business and create the types of products and experiences to keep your customers coming back.

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IDDBA's Show & Sell Merchandising Pavilion 2006. The Pavilion brings together the talents of creative retail merchandising teams. This 10,000 sq. ft. retail theater focuses on themed merchandising, recipes, case sets, category merchandising, demos and special displays. Plus, you'll get your very own Merchandising Resource Book as a take-home.

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"Loyalists" are very brand conscious, plan and adhere closely to a shopping list and want to see bilingual signage and promotional materials and information. This has great implications for deli. Since these Hispanics see name brands as superior, retailers and manufacturers who flag brand content at the deli counter with bilingual signage will likely find it very helpful to sales. For example, Kraft Foods heavily promotes its brands to Latinos, so saying a sandwich is made with Kraft Miracle Whip could be a real plus.

"Budgeters" spend the least because they have a tight budget and must follow the shopping list closely. They buy bulk items and larger sizes, so family packs of value- and store-brands oriented to Hispanics could be successful. Family-sized salads or trays of luncheon meats preferred by Hispanics could be a draw to the deli for those looking for more affordable portions. A special for larger portions on a name brand would also be a plus for all Latino buyers.

"Impulsives" make more spontaneous meal decisions, compare brands and respond more readily to coupons, promotions and sales.

"Inquirers" shop carefully, consume advertising for information and can be influenced by coupons and promotions. This fits with long-standing experience that Hispanics tend to read labels, crave Spanish-language materials and respond exceptionally well to the personal

appeal of live demonstrators offering premiums for pantry-loading purchases

Hispanics are used to having Mom make sit-down meals of traditional dishes. In April, HispanicBusiness.com reported the Hispanic mom works outside the home full- or part-time over 50 percent of the time. Yet she is still expected to provide healthful, tasty meals at home.

What The Deli Can Do

The deli can successfully serve this market because the deli is where prepared foods are sold. Like most Americans, Hispanics also crave convenience. And, since Hispanic foods are among the fastest-growing ethnic cuisines, preparing meal solutions to attract Latino consumers will also be a boon to sales among mainstream deli patrons.

A key to stocking the right dishes is to know a store's customers since the Latino community varies by area. In the East, Caribbeans and

Hispanic Consume More Meat, Eggs and Fish than Non-Hispanics. Many are Deli Items.

Food Products household has used in the past 30 days:

Annual \$ Sales Per \$10MM ACV Store	Hispanic	Non-Hispanic	Hispanic Index
Fresh Eggs	\$98.0K	\$47.5K	209
Sausage	\$38.7K	\$13.8K	280
Meat	\$27.8K	\$12.3	227
Luncheon Meats	\$123.1K	\$81.0K	152
Frozen Meat	\$17.2K	\$1.7K	147
Frozen Poultry	\$34.5K	\$32.6K	106

Chart courtesy of Latinolandia USA, Inc.

South Americans dominate, with many Puerto Ricans, Colombians and Cubans in New York and New Jersey. Cubans, Nicaraguans, Venezuelans and Colombians populate Miami. The Southwest and West population is predominantly Mexican, but there are large numbers of Central and South Americans as well. Chicago has Hispanics from everywhere, even though Mexicans are a strong sub segment.

In areas of high Hispanic population penetration, many Latino independent stores have become established, leveraging the demand of consumers looking for a shopping experience more like that of their home countries. These stores are prospering by serving the growing Hispanic population with the flavors and foods they want. Successful chains include Sedanos Supermarket in South Florida, H. E. Butt and Fiesta Mart in Texas, and Superior in Los Angeles. For these chains, bilingual store signage, Spanish-language in-store circulars or advertising in Hispanic media was never an issue.

For traditional chains like Publix Super Markets Inc., based in Lakeland, FL, the move to bilingual signage, advertising and merchandising was years in the making, despite head-on competition for Hispanic consumers. Once it made the move, Publix found Hispanics added to the chain's bottom line. In May 2005, Publix began launching Hispanic-themed supermarkets named Publix Sabor (Publix Flavor/Taste). Current advertising in Spanish, with ads specifically touting convenient deli offerings, demonstrates the supermarket's outreach to Hispanics.

It Really Is The Cheese

Hispanics consume cheese as a part of the traditional diet. And Latino taste in cheeses has increasingly influenced the mainstream palate. According to U.S. Department of Agriculture figures from 2005, Hispanic cheese production increased to 142 million pounds in 2004, up 65 percent since 1999.

Cream cheese is popular with Hispanics, but so are Swiss, Cheddar and even American



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processed singles. Hispanics appreciate many traditional cheeses, such as queso fresco (fresh cheese), cotija and manchego. Larger bulk packs of store- and value-brand cheeses Hispanics use are becoming more available at retail, and this kind of large portion offering makes sense for the segment.

Incredible Eggs

Latinos love eggs — *huevos* in Spanish — consuming them at over twice the rate of non-Hispanics, according to data from Chicago, IL-

based Information Resources, Inc. (IRI/InfoScan). They cook them in every imaginable way, from Spanish-inspired *tortilla de huevo*, quiche-like pies sold in slices among Caribbean Hispanics, to Mexican breakfast dishes, including *tacos con huevo*, and dessert custards. Flan (egg custard), one of the better-known Latino desserts, can be sold cold in cups or

Hispanics Outspend Non-Hispanics at the Grocery Store

Hispanic Families Spend Nearly 50% More Than Non-Hispanic Each Week



Chart courtesy of LatinoLandia USA, Inc.

trays, in flavors such as plain with caramelized sugar syrup, coconut and raisin. Bread pudding (*pudín de pan*) is also a popular dessert with lots of eggs. Egg-based deli items prepared specifically with Latinos in mind are a very safe bet for testing.

Lots Of Meat Protein

IRI/InfoScan reports show Latinos indexing very high for consumption of sausage (280), meat (227), luncheon meats (152) and frozen seafood (127). Hispanic dishes feature pork, chicken, beef, goat and rabbit, a direct result of the collision between the cooking of Spain and that of indigenous cultures in Latin America.

In most high Hispanic penetration stores, the deli already serves hot food by the pound, including Latino recipes. On the East Coast, items such as *carne con papas* (a Cuba beef stew) and *picadillo* (Caribbean ground beef) with rice and black beans are abundant. On the West Coast, it could be *carnitas* (roast pork) or *pollo asado* (spit-roasted chicken) with the accompanying rice and beans. *Arroz con pollo* (chicken and rice) could be served anywhere.

Delis in areas not considered Hispanic should look carefully to gauge Latino traffic in their stores, particularly those with a large number of construction and other blue-collar workers. Chances are good that many are Hispanic.

For working mothers, meal solutions could feature heat-and-serve trays of traditional dishes, such as the previous items plus other Latino foods such as tacos, enchiladas, tamales or Cuban sandwiches, depending on the clientele.

Latinos live to eat, rather than eating to live. Retailers seeking to boost deli business have a potentially lucrative segment, eager to be served more directly as their need for convenience increases. Finding out how to please Latino customers may be as close as talking to your own staff or your frequent shoppers. If in doubt, get professional help, *por favor*. **DB**

Joe Albonetti is president of LatinoLandia USA, Inc., a marketing firm in Irvine, CA. LatinoLandia USA helps companies leverage the Hispanic market with integrated communications programs, including strategic advertising, promotions, creative, media, PR and the Internet.



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Cheddar Rules!

Part 2

By Karen Silverston

Nearly all consumers know what Cheddar tastes like, so there's no need to introduce this popular cheese. However, using in-store demos to introduce new varieties, assorted ages and examples from different regions is an easy way to increase sales.

"Show people who always buy mild Cheddar the beauty of the way the cheese develops by offering a vertical sampling. Having them try four ages, starting with mild and working up to super-aged, will get them to migrate to premium, aged cheeses," advises Linda Hook, marketing vice president, DCI Cheese Company, Richfield, WI.

"Sampling is the best way to increase Cheddar sales. People are amazed to see the vast array of styles and tastes, and it is changing the way they feel about Cheddar," says Kelly Tan, specialty foods team leader for Whole Foods Market, headquartered in Austin, TX.

"To make displays as aesthetically pleasing as possible, I cut different shapes and sizes and stack them different ways, sometimes with edible flowers. For sampling, I pick cheeses that are different in color for visual contrast. Knowing the story behind it always helps sell cheese. Everyone likes to know where it comes from, why it is orange or why it isn't, and who made it," she continues.

"Moisture, fat, 'cheddaring' the curds and age are the defining characteristics of Cheddar, yet all of these may vary in cheeses on the market today," relates Hook. "Everything from the han-

dling of the milk to the length of aging affects Cheddar flavor, with age having a huge impact. The cheesemaker or manufacturer chooses whether to pasteurize or heat-treat the milk prior to using it to make the cheese or whether to use raw milk, and the choice affects how the cheese ages. Using heat-treated milk rather than pasteurized milk produces a cheese with more nuances and better flavor as the cheeses ages out."

Regional differences are a good entry point for educating consumers about the endless varieties of Cheddar.

New York State Cheddar

New York State has a long tradition of creating distinct and unique Cheddar cheeses.

Erin Shirkey and Jeff Mazanec, brand managers for Adams Reserve Cheddar, a product of Great Lakes Cheese Company, headquartered in Hiram, OH, attribute the cheese's characteristic flavor of to the minerals, nutrients and acidity in the soil. These contribute to the unique flavor of New York milk, which goes into the production of

the New York Cheddar.

"In the Northeast, the flavor preference is sharp. Our New York Cheddar is aged nine months for Sharp and 12 months for Extra Sharp. The color preference is generally white," says Shirkey.

New York State, where the first U.S. Cheddar factory was founded in 1851, produced over 81.9 million pounds of Cheddar in 2004, according to the U.S. Department of Agriculture (USDA) National Agricultural Statistics Service — almost 3 percent of U.S. production.

"Great Lakes Cheese produces the lion's share of New York Cheddar. We produce it only in our Adams, NY, cheesemaking plant," says Mazanec.

"We repeatedly won the competitions we had entered to gauge how we compare to other Cheddars. After winning the Wisconsin Cheese Makers Association (WCMA) Best of Class two years in a row, the 2003 United States Championship Cheese Contest and the 2004 World Championship Cheese Contest, we decided to market our New York Extra Sharp Cheddar as the Adams Reserve brand," explains Shirkey.

"It is a large-production cheese, not handmade, but it uses today's technology for consistency. We are marketing Adams Reserve NY Extra Sharp Cheddar as reasonably priced, premium cheese — an upscale cheese for everyday. It is naturally aged for 12 months, not force cured or enzyme modified. It is a very consistent product, smooth and creamy with a clean finish. It goes well with hearty wines, fresh fruit, apple pie and in many recipes offered on our website," she adds.

Yancey's Fancy, Corfu, NY, produces handcrafted aged raw milk Sharp, Extra Sharp, XXXtra Sharp and pasteurized process flavored Cheddars using Western New York milk from the Upstate Farms Food and Beverage Cooperative, Buffalo, NY. "We individually handle each wheel as it cures on wooden shelves. We wanted to appeal to all the senses with our flavored Cheddars. We developed enhanced flavor profiles, then waxed the rounds and cut them into wedges for eye-appeal" says Candice Yancey, marketing manager at Yancey's.

"Buffalo Wings Hot Sauce Cheddar and Peppadew Cheddar are the first of their kind," she continues. "Flavored Cheddars are excellent for entertaining and adding to sandwiches because they add great flavor with no hassle."

"Even if people know New York Cheddar, they might not realize that New York State has so



Regional Cheddars offer marketing opportunities.

Photos courtesy of Black Diamond, Fromagerie Tournevent, Meyenberg, Yancey's Fancy and Fiscalini

much cheese heritage. It is fourth for cheese production as a whole. Upstate New York has pastures, cows and open lands, and it's a wholesome and hardworking area."

California Cheddar

California is one of the largest Cheddar producing areas of the country. "California Cheddar comes from two distinct climates, the warm, dry San Joaquin Valley in central California and the coastal area. Cheesemakers adapt their techniques for making and aging cheese to their climate, and cheese made in two different places using the same approach and recipe does not taste the same," according to Nancy Fletcher, vice president of communications, California Milk Advisory Board (CMAB), based in Modesto, CA.

"Differences in aging techniques influence flavor. If you were to age two cheeses made from milk in the same vat on the same day, one cloth-wrapped and one sealed in vacuum, you would be able to taste a difference in the flavors. Whether it's perceived as better or not is subjective — tasters have liked both variations. The texture of cloth-wrapped Cheddar becomes drier. Cheddar in vacuum is more moist and creamy," says Fletcher.

"Almost 20 percent of U.S. Cheddar production is from California. Fiscalini Cheese Company [Modesto, CA] won a prestigious World Cheese Award, and since 2002, California Cheddar producers have taken home more than 20 percent of the awards in the Cheddar categories

Healthful Goat Milk

According to Shana Adams, director of marketing for Meyenberg Goat Milk Products, based in Turlock, CA, "The goat milk consumer is usually a health-conscious shopper looking for alternatives to cow or soy products. Goat milk is 'real milk' that tastes great anywhere one might use cow milk. It is easier to digest because of its smaller fat globules and different protein structure. It has only trace amounts of the major protein in cow milk to which many people are allergic — alpha s-1 casein. It is higher in many nutrients than cow or soy milk, and dairy goats are not treated with growth hormones."

DB

at the American Cheese Society [ACS, Louisville, KY]," Fletcher adds.

According to John Fiscalini, owner of Fiscalini Cheese Company, "Our cheeses are truly 'cheddared,' that is, stacked and run through a mill. There are only a handful of American cheesemakers following this tradition today. Our 18-month aged bandage-wrapped Cheddar is cloth bound and hand turned for the first 60 days, then

stored for the next 16 months and turned when necessary."

"Fiscalini and Bravo Farms [Visalia, CA] make great bandaged Cheddars that people are really excited about, and there are many vacuum Cheddars that aren't as romantic but are really tasty," says Whole Foods' Tan. "People don't want the same thing day in and day out. When I buy Cheddar, I bring in different profiles, colors and shapes. Factory cheeses have their place, too, but it is very romantic to have cheese that the cheesemaker put time and love into."

"Hilmar Cheese Company [Hilmar, CA] is the largest single-site cheese manufacturer in the world, supplier to the national, regional and private-label branded portion of the industry. All our products are expected to be consistent so they can be converted to the consumer or foodservice sector and used consistently by others in the supply chain," explains Phil Robnett, cheese sales vice president.

"When we make mild Cheddar, it stays mild for several months. We make Cheddar that is intended to be aged out to become medium and sharp differently with that end goal in mind. Over 22 years, we have worked to develop a specific milk supply that is focused on cheese. The milk is very consistent day-to-day and only varies normally from season to season in solids content. We produce over 1.3 million pounds of cheese a day. None of our direct-ship milk is ever over 24 hours old when it arrives at our plant, and most of the

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milk comes from within a 50-mile radius of our plant," says Robnett.

Canadian Cheddar

North America is home to another country with a great cheddar-making tradition — Canada.

"Canadian Cheddar has a distinctive creaminess and mouthfeel combined with a sharpness that does not become bitter with age. Buyers and sales associates need to know that some aged Cheddars become more crumbly, and this is not a defect but an acceptable characteristic. Still, they should not be recommended when consumers are seeking a cheese for slicing," says DCI's Hook.

"The most well-known Canadian Cheddar brand in the United States is Black Diamond. One-year, used for pre-sliced product, 2-year and 4-year varieties are available. DCI offers a very limited quantity of 5-year Canadian Cheddar under the Balderson brand. With age, Cheddar becomes very pleasing and creamy, with a full flavored taste, almost nutty, and a more pronounced sharpness. Cheeses that have more age on them are typically white, super-aged, premium products, and there is a very small amount of aged premium Cheddar with color," she continues.

"Recommend aged Cheddar for adding to cream-based soups — it melts beautifully in sauces and soups and over hot vegetables. Cheddar is more than just a snacking cheese, especially

the fuller-flavored ones. Make recipes and usage ideas available. We developed a recipe booklet with a series of recipes to encourage use of the product. We make it available to any retailers who want it," says Hook.

Goat Cheddar

Cheesemakers are always looking for ways to differentiate themselves, and one way is to use non-traditional milks to create a "traditional" cheese. Goat milk cheddar is the latest variation in this time-honored practice. Goat Cheddars do not have to meet U.S. Cheddar standards for moisture (39 percent maximum) or fat in dry matter (50 percent minimum) because the standards apply only to cheese made from cow milk.

"Our Chèvre Noir is made completely within the cheddaring tradition," says John Eggena, exports marketing director for Fromagerie Tournement, based in Chesterville, QC.

"We amass the curd to form thick slabs that we then flip from side to side, heat and stack to further firm up the curd. The slabs are then put through a dicer and salted. The salted curd is placed in molds and put under pressure for 17 hours. Technically — and by U.S. Customs — it is not Cheddar. It is a firm, ripened goat cheese, 28 percent fat in dry matter, 42 percent moisture, aged at least 12 months," he continues.

"All true maturing cheddar types are best

served cool. They are excellent with fresh fruit, an omelet or as a gratin. We've matched aged goat Cheddars with Port wines and heavier malt beers with much success," says Eggena.

"Sales of specialty goat milk products are skyrocketing due to widespread acceptance of goat cheese by gourmet food enthusiasts," explains Shana Adams, director of marketing for Meyenberg Goat Milk Products, based in Turlock, CA. The prominent goat milk distributor and high-end European-style goat milk butter maker now makes 3-month aged goat milk Cheddar, hormone- and preservative-free, and certified kosher.

"The trend toward nutrient-dense, natural products has helped the fresh goat milk category grow at least 10 percent a year. All milk used in our fresh goat milk products is produced within a 200-mile radius of our company located in California. For the 3-month winter period when our goat milk production is less, we reduce cheese and butter production, and we increase in the spring, summer and fall when milk is more abundant," she says.

"Goat milk cheeses usually sell best in the specialty cheese case alongside other gourmet cheeses," says Adams, who advises retailers to educate buyers and dairy managers about the benefits of goat milk products and to use shelf-talkers, other POS materials and product demos to educate consumers.

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Reader Service No. 205

Authentic Italian Cheese Creates Mainstream Interest

By Lee Smith

Italian cuisine is no longer ethnic food in the United States. It is so widespread and so accepted that it is as American as apple pie and fried chicken. Virtually every U.S. town has a pizzeria and Italian-style dishes are found in school lunches, restaurants and fast-food outlets. Retailers, from supermarkets to specialty stores, carry canned, frozen and fresh Italian domestic and imported ingredients and prepared entrées, soups, pastas and desserts with the quality ranging from the mundane to the extraordinary.

The U.S. Department of Agriculture, as reported in the Madison, WI-based International Dairy-Deli-Bakery Associations' (IDDBA) *What's In Store 2006*, reports that in 2004 Americans consumed 9,410 million pounds of cheese and breaks consumption into the following categories: American at 41 percent; Italian at 41 percent; and all others at 17 percent. Italian cheeses (without differentiation between domestic and imported) rank as highly as American cheeses.

"Italian" no longer means "imported from Italy" but rather refers to a category of foods that is broken down into categories for everything from restaurants to frozen foods to cheese.

Authentic Does Count

Due to a number of factors, not the least of which is the mainstreaming of Italian, there is tremendous interest in authentic Italian cheeses, among other Italian imports. Parmigiano-Reggiano, Gorgonzola, Fontina Valle d'Aosta, Grana Padano and Taleggio are just a few of the Protected Denomination of Origin (PDO) cheeses gaining in popularity.

The American populace is finally getting interested in issues that relate to food source traceability and the guarantee of safe, wholesome foods. Interest also is growing in environmental issues, sustainable agriculture, organic and natural

foods and food manufacturing techniques, making the PDO and Geographic Indication (GI) products even more attractive.

This interest in authentic is turning the tide from Italian being a category to Italian, once again, being an ethnic food, with the concurrent high regard for products imported from Italy. Italian cheese sections in specialty cheese depart-

Italian cheeses are back to being ethnic.

ments will always have an assortment of imported and domestic Italian-style cheeses, but imported cheeses are gaining popularity as consumers become better educated and understand their nuances.

As Italian cheeses become more popular and readily available, more hard-to-find cheeses are surfacing. Italian consolidators, such as Luigi Guffanti 1876, are bringing artisanal cheeses, such as Castelmagno, Bras and Mortarats from the Piedmont area, and Ubriaco rosso trevigiano from Veneto to the U.S. marketplace.

PDO And GI classifications

The PDO and GI are two systems that are often talked about interchangeably, but they actually are very different and often misunderstood.

Nancy Radke, president of Syracuse, NY-based Ciao Ltd., a culinary consultancy specializing in marketing Italian food products with a specialty in cheese, is also the director of the U. S. information offices for Parmigiano-Reggiano and Fontina Valle d'Aosta, both PDO cheeses from Italy. "The PDO certification is a quality control system, while the GI is an intellectual property accord," according to Radke.

"The PDO is a European system to protect and promote traditional and regional products. Its goals are to encourage diverse agricultural production, protect the names of products from misuse and imitation and to help consumers know the specific character and nature of a product," she explains. "Products with PDO certification must be handcrafted utilizing traditional means and must have an origin in a specific geographic location that influences the finished product. PDO products have guaranteed and certified characteristics and assurances of naturalness, long aging, fully developed flavor and aroma qualities, and complete traceability from field to fork."

"The PDO system is an objective way of judging authenticity and quality," says Emmanuelle Hofer Louis, director of marketing for Anco Fine Cheese, Fairfield, NJ, importer and distributor specializing in fine cheeses, complementary products and specialty meats. "There are too many products [on the market] that are 'me too' products using the same name as PDO products. It just serves to confuse the customer."

"All products with PDO status are guaranteed by the state or other government organization to be made in the same traditional way because it is overseeing the production, aging, raw materials, etc. PDOs help to assure buyers that they are getting a quality product," continues Hofer Louis.

Guaranteed But Not Equal

As the world becomes more globalized and industrialized, food processing techniques change to make production more efficient at a lower cost.

"Patents are granted that foods can be made in radically different ways. Traditional foods cannot employ modern manufacturing processes that save money through industrialization. At what point, without protection, can they no longer compete? At what subjective juncture does the finished product change enough that it is no longer even close to the original?" asks Radke. The question becomes, should the new product still be allowed to be called the same name?

PDO products guarantee that traditional techniques are used to produce a cheese from the specific type of animal that can produce the milk and that the feed and grazing techniques, production methods, aging and inspections conform to prescribed guidelines. However, asserts Hofer Louis, "There are variations within PDOs."

The PDO guarantees a high level of consistent quality, but there are still differences between brands and the age of the cheese. Some cheeses are better because of better cheesemakers, seasonal differences in animal feed and different grazing areas within the same geographic area.

Il Villaggio is Anco's brand of fine Italian cheeses. "All are selected from the best Italian cheesemakers, and many carry the PDO quality stamp and exceed the aging standards defined by the Italian Consorzio," asserts Hofer Louis. "It is our goal to bring not just PDO cheeses to the United States but also to assure that only the finest PDO cheeses bear the Il Villaggio brand."

Parmigiano-Reggiano is an example of what Anco is doing with its Il Villaggio line, explains Hofer Louis. All the Parmigiano-Reggiano sold under the brand is aged for 24 months in Italy



Photo Courtesy of Anco Fine Cheese

Italian cheeses remain popular.



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and has the firebrand that says 'Parmigiano-Reggiano Extra' or 'Parmigiano-Reggiano Export.' Just before export, the cheese is cut and wrapped, in Italy, under the scrutiny on the Consorzio.

"This is an important distinction," says Hofer Louis. There is a big difference between a cheese purchased at 20 months, shipped to the United States and held in a warehouse and a cheese properly aged and handled in Italy. There is a higher cost involved in doing it our way. Packaging in Italy also guarantees the cheese is exactly what we say it is, since it is inspected every step of the way by Consorzio officials, which is very

important since buyers cannot read the date stamp or 'Extra' firebrand on individual pieces.

Hofer Louis says all of Anco's imported Italian Il Villaggio cheeses are aged in Italy, including Grana Padano, which is aged for 18 months, and the Provolone Picante, which is aged for one year. The line includes Gorgonzola Dolce and Picante and Ricotta Salata. The exception is mozzarella, which is made in the United States.

Authentic American Specialties

American cheesemakers often do not wish to comply with or honor the PDO or the GI systems

and, legally, they do not have to, but the issue is not at that simple.

BelGioioso Cheese, based in Denmark, WI, is an American cheesemaker that produces classic Italian cheeses that have won over 30 national and international awards, earning respect from cheesemakers worldwide, including Italy.

According to Jamie Wichlacz, marketing manager for BelGioioso, "We believe our cheeses are as authentic as they can be. The family brought over the recipes from Italy and has stayed faithful to them. The only difference is the cows the milk comes from, and Wisconsin milk is better."

Wichlacz says it is a common misconception to believe all cheeses imported from Italy are identical. "Every cheesemaker, whether Italian or American, makes a cheese that tastes a little different. The qualities of the pasture and the skill of the cheesemaker influence the outcome. BelGioioso's cheeses have their own flavor, but that doesn't make them the least bit un-authentic."

"I think it would a tragic mistake to make American cheesemakers change the names of PDO cheeses from Italy," says Errico Auricchio, president, BelGioioso. "These names were always generic names with no geographical borders."

"It wasn't until sometime around 1945 that the Italian government decided to limit the name usage. It was a gift to a small group of producers and it was political," continues Auricchio. "The name Gorgonzola has been in use since the 1500s — a generic name with no registration. The entire PDO system does nothing to protect the consumer — it is a way to protect the producers."

"If it were decided that American cheesemakers would not be allowed to use a certain name, we would change it, but it would make sense if all the cheesemakers agreed to a new name. It would take time — but not too long — and the name would be accepted by the consumer," he adds.

"Reserving the name for cheeses from Italy just isn't right," says Wichlacz. "Many PDO cheeses have been made here for years — they weren't available from Italy. The Italian-American cheesemakers 'readied' the market for the imports and it's wrong to imply American-made specialties are somehow less and should change their names."

"They [the Italians] are fooling themselves," asserts Auricchio. "Gorgonzola would virtually disappear, and the market for Italian Gorgonzola would shrink. Today, 95 percent of Gorgonzola consumed is domestic; only 5 percent is imported. If the American producers changed the name, it would be accepted and Gorgonzola would quickly become a rarity. Besides, in many cases, the domestic version is far superior. It is not unusual for imported Gorgonzola to be past its prime when it gets in the hands of [U.S.] consumers."

"U.S.-made cheeses can be equal to or better than the imported version," says Wichlacz, pointing out the number of awards BelGioioso Cheese has won over the years. "Bottom line— American cheesemakers are not going to change the names of their cheeses unless forced to."

DB

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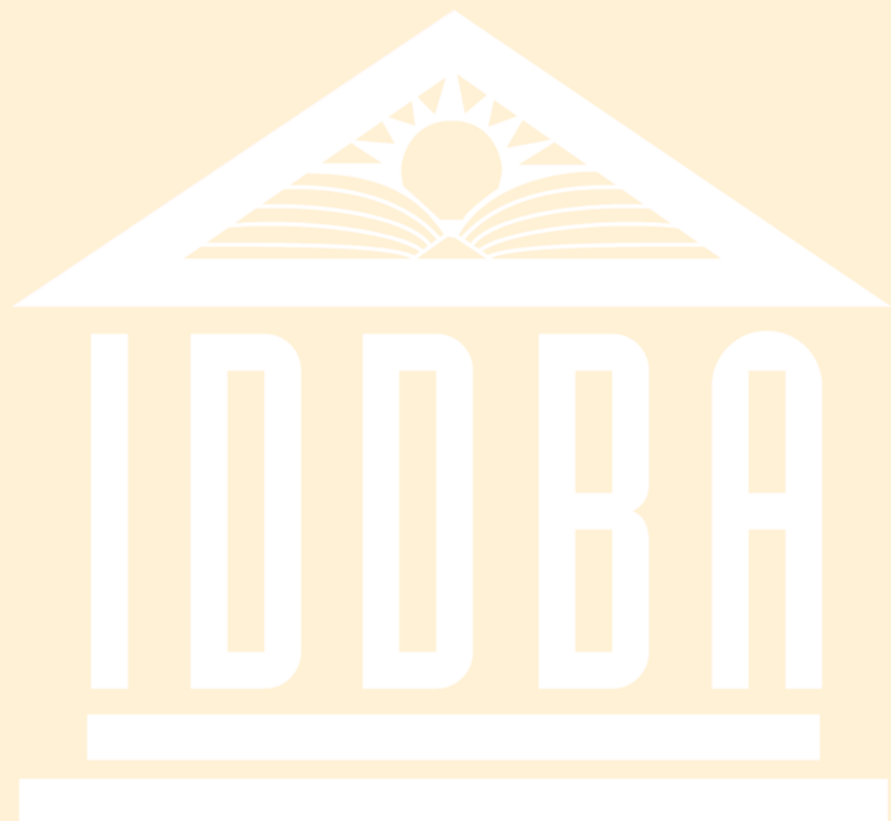
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REVIEW

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Inline Plastics Corp.
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ACH Food Companies Inc.
Ft. Worth, TX

Introducing MazolaZT, a new ZERO-TRANS deep frying oil from the makers of FrymaxZT. MazolaZT is made from a unique blend of oils specially formulated to provide longer fry life and a light, clean flavor profile.



IDDBA Booth # 1121

Alexian Pâtés & Specialty Meats
Neptune, NJ

Alexian's new line of natural pâtés and terrines follows its 20-year-old tradition of innovation. On the industry shelf, staying fresh for over two decades is no easy task! And, the uniqueness of its Vermousse, White Asparagus, Duck Rilette and Pheasant, Duck and Rosemary pâtés does just that.

ALEXIAN™
PÂTÉ & SPECIALTY MEATS

IDDBA Booth # 1816

Amy Food Inc.
Houston, TX

Amy Foods specializes in egg rolls but carries an extensive list of Asian food products. All products are free of added MSG and preservatives and are USDA approved. This is a gourmet quality line of foods with traditional oriental taste. All items are handmade for consistency and high in fiber/low in fat with 30 percent protein.



IDDBA Booth # 1946

Anchor Packaging
St. Louis, MO

Anchor Packaging introduces the Incredi-Bowl, a polypropylene bowl for staging foods under heat lamps or in warming units/tunnels or for re-heating in the microwave. A classic black bowl is matched with a clear, vented, anti-fog lid for excellent food visibility making the Incredi-Bowl ideal for increasing visual appeal while assuring order accuracy.



IDDBA Booth # 1209

Anco Fine Cheese
Fairfield, NJ

As the specialty cheese division of Schrat-ter Foods Inc., we distribute gourmet cheese brands such as Ile de France, Il Villaggio and St. Andre. For 70 years, Ile de France has enjoyed an excellent reputation in the United States for its Brie and goat cheeses. Il Villaggio offers 11 varieties of the most popular and traditional Italian cheese specialties.



IDDBA Booth # 1511

Bake'n Joy
North Andover, MA

Bake'n Joy will showcase its All Natural Whole Grains' line of FreshBakes predeposited bakery items at the show and introduce its newest addition All Natural/Whole Wheat 3.5-ounce predeposited muffin batter. Made with wholesome natural ingredients and white whole wheat, these muffin batters bake up to delicious, moist muffins customers will love.



IDDBA Booth # 1222

Beatrice Bakery Co.
Beatrice, NE

Beatrice Bakery will present its classic Grandma's Bake Shoppe line that brings you the finest assortment of premium fruit and nut dessert cakes, including our new No Sugar Added Fruit and Nut Cake. New from the Grandma's line is the Apple Cinnamon Nut Cake, a combination of crisp apple slices and crunchy walnuts and pecans with just a hint of cinnamon.



IDDBA Booth # 2240

BelGioioso Cheese Inc.
Denmark, WI

Wisconsin's own BelGioioso Cheese will be featuring Crescenza Stracchino, its newest cheese. Recently introduced in the United States, Crescenza Stracchino is a fresh, rindless cheese made from whole pasteurized cow's milk with a mild, milky, somewhat yeasty flavor. Please stop by our booth for samples.



IDDBA Booth # 2015

Benson's Bakery Inc.
Bogart, GA

Benson's has been a supplier of quality bakery products since 1918. It produces a wide variety of fruitcake formulas, shapes and sizes for many of the better retail grocery chains in the country. Benson's has recently had great success with angel food cakes, pound cakes, quick breads, creme cakes and brownies.



IDDBA Booth # 2208

Best Cheese Corp.
Mt. Kisco, NY

Best Cheese Corporation presents Mantuanella Farmstead Parmesan. Aged 24 months, Mantuanella has a rich flavor and flaky texture. Perfect for grating, it complements pasta dishes, salads and soups and is perfect in antipasto. Please visit our booth.



IDDBA Booth # 1635

Bridgford Foods Corp.
Huntersville, NC

Bridgford will display Baked Buttermilk Biscuits in a variety of pack sizes, ready to take out and display in your bakery section or next to the hot deli items. It also will feature the full line of Micro-Ready Sandwiches, a new line of sub sandwiches that includes BBQ Pork, Ham & Cheese, Smoked Turkey Breast, Roast Beef and Cheese.



IDDBA Booth # 2248



Cabot Creamery Cooperative *Montpelier, VT*

Cabot Creamery introduces Cabot Mild Reserve Cheddar with a rich, buttery taste and creamy texture. Available for national distribution in random-weight bars packed 12 pounds per case, Mild Reserve is naturally aged and hand selected by Cabot's cheese graders to deliver the perfect flavor profile.



IDDBA Booth # 2338

California Milk Advisory Board *Modesto, CA*

The California Milk Advisory Board has expanded and updated its online guide to promoting, merchandising and storing cheese. The website includes *Retail & Foodservice Professionals' Guide to California Cheese* with information about how cheese is made and the ways in which it develops flavor.



IDDBA Booth #1571

Celebration Foods *Rocky Hill, CT*

Celebration Foods, a division of FOCUS Brands Inc., introduces the Snickers ice cream cake. This cake is made from 40 fluid ounces of Carvel creamy peanut butter ice cream, Snickers candy pieces, caramel swirl, chocolate crunchies and is covered in milk chocolate. Please stop by for a sample.



IDDBA Booth #2635

Chloe Foods Corporation *Brooklyn, NY*

Chloe Foods will showcase its fine line of imported olives and Mediterranean foods. We will be displaying our Blue Ridge Farms salads, EZ Cuisine prepared foods and soups, The Cookie Store holiday cookie selections, Joshua's Kosher Kitchen pickles and delicacies, Texas Superior Meats fresh and frozen skewers, and high energy drink, Bomba.



IDDBA Booth # 1623

ChocoFresh *Buffalo, NY*

ChocoFresh will be featuring its "In Store Confectionery Center" concept, focusing on production of fresh European-style chocolates in a compact, efficient workspace. ChocoFresh offers a complete line of ingredients, packaging, fixtures and equipment in addition to recipe development, merchandising support and finished chocolate products.



IDDBA Booth # 3048

Conroy Foods Inc. *Pittsburgh, PA*

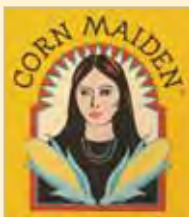
Conroy presents Beano's Little Dippers, our most popular sandwich sauces packaged into easy-to-use 2-ounce portion-control dipping cups. They are great for dipping chicken wings, poppers, onion rings and cheese sticks. They also can be used on deli sandwiches, when portion packs are just not enough.



IDDBA Booth # 1828

Corn Maiden Foods Inc. *Los Angeles, CA*

Corn Maiden Foods retail packs offer diversity and gourmet flare to your current grab-and-go meal replacement section. All are trans-fat free with only the finest ingredients. We currently offer tamales, flautas, empanadas, and burrito or enchilada combo packs.



IDDBA Booth # 1343

DCI Cheese Company *Richfield, WI*

DCI's Black Diamond Spread took home top honors in the cold-pack cheese category at the 26th biennial 2006 World Cheese Championship. The spread placed first in its division receiving a 99.80 out of 100 points. This spread is available in 8-ounce containers for retail and a 24-ounce size for foodservice. Please stop by for a taste.



IDDBA Booth # 2059

Fantasy Cookie Company *Sylmar, CA*

Fantasy Cookie will be displaying three new healthful cookie products. Eco Planet cookies are organic and shaped like the earth, available in vanilla and cinnamon. San Anselmo Oatmeal cookies and Whole Grain Chocolate Chip cookies are bite-sized and can be custom packed for volume accounts.



IDDBA Booth # 2322

Finlandia Cheese *Parsippany, NJ*

Finlandia Cheese will introduce a new variety of pre-sliced, pre-packaged Deli Slices Thin-Sliced Swiss. Finlandia also will introduce re-designed packaging for its entire Deli Slices product line. Finlandia Deli Slices Thin-Sliced Swiss will be the first thin-sliced, pre-packaged Swiss cheese to appear in the supermarket deli case.



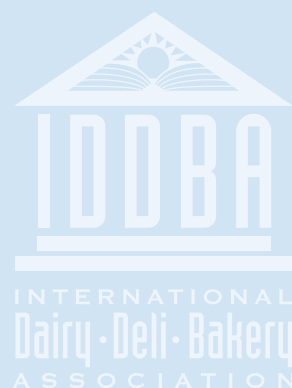
IDDBA Booth # 2511

FoodMatch Inc. *New York, NY*

FoodMatch is a specialty food importer and manufacturer of all-natural Mediterranean products ranging from olives and antipasti to oils and spreads. Our exciting new line of preservative-free Gigandes Bean Spreads from Greece is available in three varieties. These creamy white bean purées are delicious as dips and as sandwich spreads.



IDDBA Booth #1269



Buttermilk Biscuit Deli Pack

Old South®, Fully Baked & Wrapped Buttermilk Biscuits!

A perfect addition to your hot deli chicken dinners and in-store bakery.



Upstairs Deli Sandwiches & Meal Kits

Ready to merchandise with a 35 day shelf-life!

New!



Reader Service No. 559

A full line of convenient upscale sandwiches that taste great and are just as convenient for the retailer as for the consumer!

Visit us at IDDBA, Booth#2248

Bridgford®

The Fresh Baked Idea Company™

Fresh Express Inc.
Salinas, CA

Fresh Express, continues to lead the value-added salad category through supply chain efficiencies, new product development and category management. This expertise is now focused on categories such as deli. Our goal is to help transform the deli department into a bigger sales and profit contributor.



IDDBA Booth # 1808

Fresh Food Concepts Inc.
Buena Park, CA

Fresh Food Concepts manufactures market-leading brands of refrigerated salsas, layered dips, seafood salads and other dips. These include Rojo's, San Francisco, Fresh Food Concepts and De La Casa brands. Please stop by the booth to try our latest innovations — new Cream Cheese Salsa Dip, Party Salsas and Seafood Salads.



IDDBA Booth #1940

Great Lakes Cheese Co.
Cornelius, NC

Great Lakes Cheese is showcasing a broad array of cheese varieties, packaging and retail programs that have made it a leading supplier to dairy and deli departments. On display will be an ensemble of shreds, bars, slices, processed cheeses and deli loaves featured in its store-brand programs.



IDDBA Booth #2308

Hickory Farms
Maumee, OH

Our new All-Seasons Program offers sound marketing strategies designed to keep our premium snacks moving off deli shelves. The program is anchored by permanent merchandising and seasonal displays built to capitalize on major snacking events. High-impact graphics and exciting special offers generate strong impulse sales.



IDDBA Booth # 1923

Inline Plastics Corp.
Shelton, CT

Inline Plastics will be presenting Crystal Vue cake packaging in three styles, Party Platters, a multi-compartment crudites container and three new sizes of the Safe-T-Fresh line. All the new containers are made of PETE. Please visit our booth.



IDDBA Booth # 1749

IPL Packaging
Saint Damien, QC

IPL Packaging is launching a new line of wholesale, club store and foodservice containers featuring the In-Mold Labeling (IML) injection process. The line includes round, square and rectangular IML tamper-evident containers and two IML decorated pails. These are an ideal packaging solution for a wide range of food products.



IDDBA Booth # 2079

Kahiki Foods Inc.
Gahanna, OH

Kahiki Foods is proud to once again display its Asian in Minutes! line of deli products. Our products are MAP-packed for up to 21 days extended shelf life. With nutritious ingredients, no trans fat and no added MSG, our products can help you differentiate your deli business and boost sales!



IDDBA Booth # 1823

Kangaroo Brands Inc.
Milwaukee, WI

Kangaroo, America's best-known pita company, is establishing itself as a key player in the fast-growing pita chip category. Kangaroo Pita Chips are made using all natural ingredients and baked with heart-healthy sunflower oil. Current Pita Chip flavors include Sea Salt and Cinnamon Sugar. Please visit our booth.



IDDBA Booth # 2136

King's Hawaiian Bread
Torrance, CA

King's Hawaiian will showcase its 100 percent Whole Wheat and Savory Butter Rolls, the latest additions to the company's family of top-selling Hawaiian Sweet and Honey Wheat Rolls. Geared toward health-conscious consumers, the 100 percent Whole Wheat Rolls, with their healthy blend of fiber, whole grain and 100 percent whole wheat, offer an alternative to white bread products.



IDDBA Booth # 2641

Klondike Cheese Co.
Monroe, WI

Under the direction of three master cheesemakers, Klondike Cheese manufactures Odyssey brand traditional and flavored Feta for retail, foodservice and industrial applications. Klondike's two newest retail items include Fat-Free Crumbled Feta and Traditional Feta in Brine. Please visit us at our booth and try our award-winning cheese!



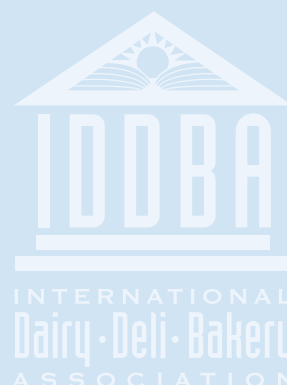
IDDBA Booth # 2059

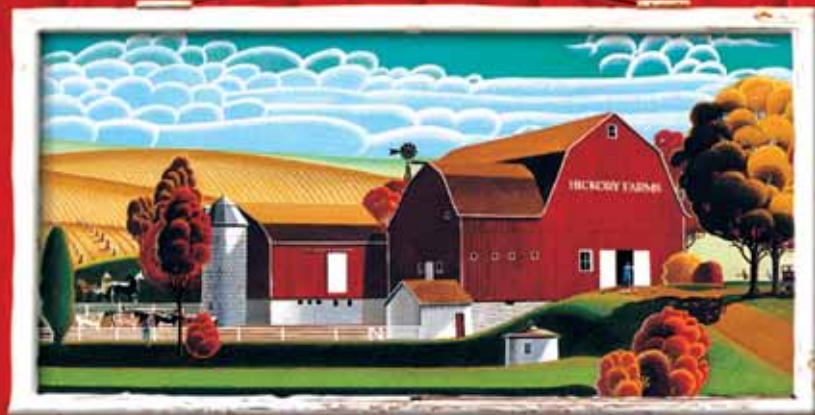
Montchevre-Betin Inc.
Rolling Hills Estates, CA

Montchevre, a manufacturer of domestic goat cheese, is expanding its line of cheeses and adding new flavors. The new flavors include fresh goat cheese with Peppadew and fresh goat cheese with fig. They are both made with prime quality goat milk from Wisconsin and are available in 4-ounce logs.



IDDBA Booth # 1838





On This Farm, We Grow Your Sales Year-Round.

Our New *All-Seasons Program* Can Help You Reap More Profits.

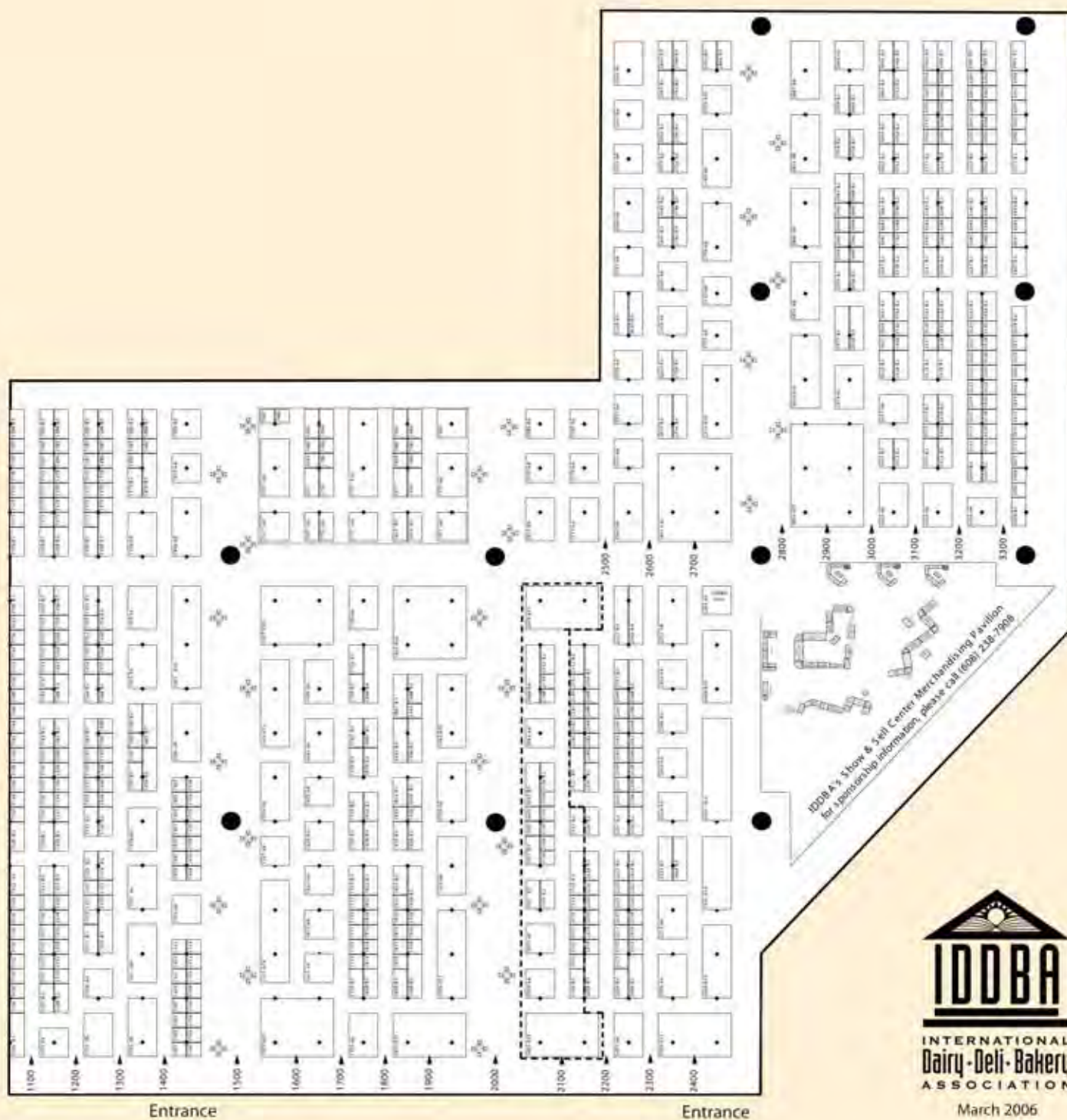
Introducing the Hickory Farms *All-Seasons Program*, a marketing and sales support plan designed to keep our leading premium snack products moving off your shelf faster than ever before, all year long.



For more information on how to grow your premium snack business, call Becky at 1-866-231-0863.



IDDBA'S Dairy-Deli-Bake 2006 Seminar & Expo Orlando, FL June 11-13



March 2006

Keynote Speakers



Sunday, June 11

Michael Eisner

*Former chairman and CEO
of Walt Disney Company*

Leadership: Succeeding by Failing and Other Paradoxes



Monday, June 12

President William Jefferson Clinton

42nd President of the United States

**Embracing Our Common Humanity —
Security and Prosperity in the 21st Century**



Tuesday, June 13

Terry Bradshaw

Legendary Hall-of-Fame quarterback

Why Not Your Best?

Seminars

Selling the Invisible

Harry Beckwith, author of *Selling the Invisible* and *What Clients Love: a Field Guide to Growing Your Business*

Dave's World: From the Far Side

Internationally syndicated columnist Dave Barry

The War for Talent: How Prepared Are You?

Mary Bentley, president of the International Dairy-Deli-Bakery Association and director of industry relations, General Mills Bakeries & Foodservice

Walk the Talk: The Best & Worst of Product Advertising

Dr. Frank Luntz, nationally-known pollster and author

The Customer is Always Right

Stew Leonard, Jr., president of the world famous Stew Leonard's dairy stores, often called "The Disney of Retail"

Food World: The E-Ticket Ride

Carol Christison, executive director, International Dairy-Deli-Bakery Association

Re-energizing Resistant Customers: Transforming Marketing Through Consumer Understanding

J. Walker Smith, president of Yankelovich Inc.

Traffic Studies: Increase Sales by Driving the Customer

Harold Lloyd, president, Harold Lloyd Presents, and Dr. Kenneth C. Herbst, assistant professor of marketing, Mason School of Business at the College of William and Mary

Chilled Foods Mean Cold Cash

Mark Jansen, vice president of product strategy, Schwan's Consumer Brands North America

The Organic Advantage — Naturally

Katherine DiMatteo, executive director, The Organic Trade Association, and Maryellen Molyneaux, president, The Natural Marketing Institute

Merchandising a Healthier Department: Marketing to Consumers

Terry Roberts, president, Merchandising by Design Inc.

Merchandising a Healthier Department: Impact of Whole Grains and Dietary Guidelines

Joanne Slavin, PhD, RD, professor in the department of food science and nutrition at the University of Minnesota

Norseland Inc. Stamford, CT

Norseland has launched a new line of pre-packaged blue cheeses from Saga. These "Best of Blues" were developed in response to consumers' preferences regarding flavor, portion, packaging and price point. The line includes Saga True Blue, Gorgonzola, Crumbled Blue and Sliced Blue.



IDDBA Booth # 2071

Pactiv Corp. Lake Forest, IL

Pactiv is pleased to introduce new 16-ounce and 32-ounce squat DELItainer microwavable containers from Newspring, a practical choice in containers for a variety of menu applications. They are ideal for hot and cold, wet or dry applications — from soups and stir fry to salsas and salads.



IDDBA Booth # 1359

Perdue Farms Inc. Salisbury, MD

Hear your customers say wow again and again. Today's customers crave exciting flavors, and only Perdue Deli offers the new flavor profile of Salt & Vinegar Wings to keep them coming back for more. Visit our booth to learn more about this proprietary, patented recipe.



IDDBA Booth # 2409

Pilgrim's Pride Corp. Pittsburg, TX

Pilgrim's Pride will unveil its new Eat Well Stay Healthy Deli Products. The line is full of flavor and carries the certification of the American Heart Association. Some of the items include chicken salad, key lime chicken breast and rotisserie skinless split breast.



IDDBA Booth # 2749

Plumrose USA Inc. East Brunswick, NJ

Plumrose is highlighting its popular gold foil-wrapped DAK Deli Hams in a new two muscle, lower sodium formulation. It will also unveil new thinner sliced deli meats in a gas flushed package. Plumrose's line of premium sliced meats with the zip-pack slider also will be on display.



IDDBA Booth # 1184

Principe Foods Inc. Newton, MA

Principe introduces Italian imported Tartufotto Truffle Ham. This is an infused cooked ham made of three muscles and Dutch raw material. This 6.6-pound ham is cooked in its own juices with no water added, no MSG and no artificial flavors or colors. Please stop by our booth for some samples.



IDDBA Booth # 2236

Queso Campesino
Denver, CO

Queso Campesino, "country man cheese," is domestically produced Mexican cheese, including Asadero, Cotija, Menonita, Muenster Enchilado, Oaxaca, Panela, Queso Fresco and Quesadilla Cremas. All made with 100 percent whole milk, sold in random, bulk and exact weights, for retail and foodservice.


IDDBA Booth # 3130
Redondo Iglesias USA Inc.
Long Island City, NY

Redondo Iglesias is a third generation company from Spain. Redondo Serrano Ham is available in 12- and 18-month aged, bone-in or boneless, and now, ready-to-serve deli loaf. Please stop by our booth.


IDDBA Booth # 3029
Reser's Fine Foods
Beaverton, OR

Reser's Fine Foods introduces its latest innovations in fresh prepared deli foods. As the category leader in fresh prepared side dishes and entrées, Reser's has taken fresh deli foods to a whole new level. Stop by to sample our four new product line offerings: Sensational Sides, Holiday Favorites, Continental Cuisine Entrées and Easy Spreads.


IDDBA Booth #1469
Restaurant Technologies Inc.
Eagan, MN

Restaurant Technologies (RTI) will feature an operational model of its oil management system. Proprietary two-tank system for collecting and replacing used oil with clean oil eliminates potential workplace slips, spills, burns and back injuries and increases workplace safety and worker productivity.


IDDBA Booth # 2724
Robbie Manufacturing
Lenexa, KS

Robbie Manufacturing introduces a new line of Hot N Handy Pouches specifically designed for rotisserie and fried chicken, ribs, roasts and turkey breasts. These pouches can update the look of deli packaging with vibrant colors assured to draw the attention of the consumer.


IDDBA Booth # 2257
Rubschlagers Baking Corp.
Chicago, IL

Rubschlagers Baking now has 17 products bearing Whole Grains Council stamps. Stamps indicating 100 percent Whole Grain appear on six items, with the rest bearing Excellent or Good stamps. Rubschlagers, whose specialty has been whole-grain products since 1913, is pleased with consumer recognition of the importance of whole grains.


IDDBA Booth # 2314
Saputo Cheese USA Inc.
Lincolnshire, IL

Saputo Cheese introduces Treasure Cave, a reduced-fat, crumbled blue cheese for the health-conscious consumer. Treasure Cave has 25 percent less fat and 25 percent fewer calories than regular blue cheese. It is offered in packaged crumbled varieties of blue, Gorgonzola and feta cheeses plus blue chunks and wedges as well as shredded Parmesan cheese.


IDDBA Booth # 2043
The Snack Factory
Princeton, NJ,

The Snack Factory introduces Pretzel Crisps, the latest innovation in healthful snack foods. Pretzel Crisps are the only spreadable pretzel cracker — great for spreads, cheeses and dips. The crackers are baked and made with all natural ingredients, are fat-free and contain 110 calories per serving.


IDDBA Booth #3138
Summer Fresh Salads Inc.
Woodbridge, ON

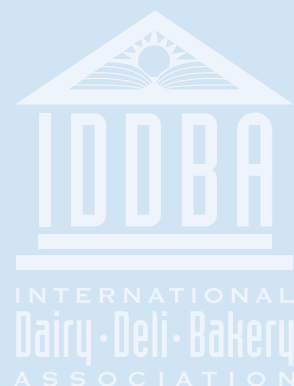
Summer Fresh recently added single-serve dips, gourmet falafels, pakoras and samosas to its product list. All the products are made from preservative-free ingredients and are guaranteed fresh and nutritious. Summer Fresh has a complete line of pasta, grain and vegetable salads, dips, soups and appetizers.


IDDBA Booth #1111
Wisconsin Milk Marketing Board
Madison, WI

Wisconsin Milk Marketing Board will unveil upcoming retail promotions and spotlight new cheeses from America's Dairyland. Cheeses will include Roth Kase's Fontiago, Seymour Dairy Crest and Ellsworth Cooperative Creamery cheese curds. Cheesemakers include several Wisconsin master cheesemakers, an elite licensed group.


IDDBA Booth # 2001
Woolwich Dairy Inc.
Orangeville, Ontario

Enjoy the naturally clean taste of our rich and creamy Chevreai Pyramid, a 100 percent pure, soft, unripened goat's milk cheese. This delightfully light and spreadable cheese comes in a stylish and re-sealable pyramid package and is perfect as a spread on breads or fruit.


IDDBA Booth # 1933


'ROLL' YOUR SALES TO HIGHER LEVELS WITH KING'S HAWAIIAN

BEST OF THE BATCH

King's Hawaiian produces the nation's top-selling branded dinner roll and enjoys the highest ranking in volume sold among the top 20 rolls. In terms of overall sales, King's Hawaiian owns three of the top 10 dollar amounts sold in roll items. As an industry leader, King's Hawaiian possesses two of the top 20 spots in growth items. With these performance measures to the company's credit, supermarket delis nationwide are noting the opportunity to stock King's Hawaiian bread and rolls. Leading delis are attracting sales by offering their consumers leading products.

THE GOLDEN TICKET

As a key component in any meal deal combination, King's Hawaiian rolls have proven to be the ideal complement to chicken, ham, turkey and a varying selection of sides found in most delis. Since their inception as a component of meal deals, King's Hawaiian rolls have not only increased meal deal sales, but have offered delis added value by helping to continually position them as a resource for meal solutions.



ANY TIME, ANY PLACE

King's Hawaiian rolls are multi-seasonal and multi-functional, providing 365 days of potential added value. With the consistent quality of King's Hawaiian, a little culinary innovation, and a year's worth of opportunities for various consumer offerings:

- Holiday gatherings & celebrations
- Cocktail finger sandwiches



King's Hawaiian
Original Sweet Rolls

- Party platter pairings
- Cheese fondue

STOP TRAFFIC

King's Hawaiian is continuously looking for unique ways to stay ahead of consumer trends and needs by implementing eye-catching display solutions that will attract consumers to the deli section.

JACK OF ALL TRADES

King's Hawaiian dinner rolls provide an ideal accompaniment to any meal. The versatility of the company's products speaks for itself. The King's Hawaiian portfolio of rolls

ranges from the Original Hawaiian Sweet Rolls, an indulgent solution for those taste-focused consumers who want a sweet, cake-like dinner roll, to 100 percent Whole Wheat for the more health-minded consumers.

KING'S HAWAIIAN ROLL SELECTIONS

- Original Sweet
- Honey Wheat
- 100% Whole Wheat
- Savory Butter

KING'S HAWAIIAN STORY

Founded 54 years ago in Hilo, Hawaii, when Robert Taira opened his first bakery and tempted the taste buds of local residents with his unique Portuguese Sweet Bread recipe, King's Hawaiian continues to be well known as the original, family-owned producer of Hawaiian sweet bread and national sales leader in this category. After introducing their delicious sweet bread to the mainland, the Taira family opened the popular King's Hawaiian Restaurant & Bakery in Torrance, California, in 1988 and launched a quick-service restaurant concept, The Local Place, in 2002. For more information, visit the company's web site at www.kingshawaiian.com.

**Visit the our booth at IDDBA –
King's Hawaiian #2641**



In April, DELI BUSINESS publisher/editorial director Lee Smith sat down with Carol Christison, executive director of the International Dairy-Deli-Bakery Association (IDDBA), Madison, WI, to discuss the organization, the upcoming Seminar & Expo, Katrina and many other issues affecting deli operators.

DELI BUSINESS: Everyone knows the IDDBA has been around for a long time, before most people who are reading this started their careers. How has the IDDBA changed over the years?

Christison: When it started, back in 1964, it was a small group of cheese manufacturers who got together to talk about common problems and share some marketing ideas. Forty-two years later, we still do that but we've expanded the product categories to include dairy, deli, bakery, cheese and foodservice. And it's no longer just manufacturers — we have a mix of supermarket operators, brokers, distributors, trade associations, publications and other interested professionals. What started as a way to sell products has evolved into an organization that teaches and educates — as well as sells products.

Our first trade shows had manufacturers cutting up blocks of cheese, putting them out on tables and talking about taste, flavor and how they were made. We were educating customers. An educated buyer is just good business.

We still do the face-to-face selling at trade shows, but we also provide year-round services critical to the business of the entire industry. Most of our programs are free or sold below cost to members. Many are free to all. We publish the annual *What's in Store* trends report, an annual consumer research study, four newsletters, and we offer a full line of video training programs.

DELI BUSINESS: Who belongs to the organization, who should belong, and how does one become a member?

Christison: Our membership roster reads like a *Who's Who* in the food industry — our membership directory is called *Who's Who in Dairy, Deli, and Bakery*. These companies are the backbone of the perishable food business and a collective of the world's finest products and services. Our membership is a blend of manufacturers, supermarkets, wholesalers, brokers and distributors. The retailers range in size from the biggest international chains to the smallest independent. The manufacturers include large multi-national corporations, mid-sized operations and small entrepreneurial or farmstead specialty manufacturers. This incredible range of brand names and innovative products makes our trade show an important part of the retail buyer's business plan. Being able to see all the vendors, all the products, all the new ideas under one roof at one time is an incredible time-saver.

The people who should belong to the IDDBA are those who buy and sell within our product lines. The buying/selling relationship is important but so is the value in having information on product movement, sales data, consumer buying behavior, employee training, legislative activities, new products, seminars and, of course, a trade show that is focused on dairy, deli, and bakery.

People who want more information on membership or other programs can call us or sign up on our website. Annual dues are \$200 for supermarkets and \$450 for all others. We haven't raised dues since the mid-'80s! Our membership base keeps growing and, as the saying goes, "We didn't need to raise prices, we make it up on volume." Or maybe that only applies to selling widgets!

DELI BUSINESS: The IDDBA Seminar & Expo is one of the few shows growing in both exhibitors and attendance. Why is this?

Christison: We've been fortunate that even with the merger and acquisition activity that has inundated our industry, we've been able to hold our own. That doesn't mean it hasn't been a challenge. As with any organization, you experience attrition when you lose members. That means that before you can count one new member in the plus column, you must recoup all the lost members. You're always playing catch-up.

Our exhibit and attendance growth has mirrored our membership growth. Growth has been steady, so we haven't needed to raise dues or registration fees since the mid-'80s. This is really special since qualified retailers are allowed to

register for the show for free. As to the secret of our success, there is none. A long time ago, our Board had the McKenzie Company do a long-range plan for us. At that time, they told us to pick the categories we wanted to focus on and to stick with them. And that's what we've done. That's our secret — but don't tell anyone.



Carol Christison

DELI BUSINESS: The Seminar & Expo is often called a trade show, but it seems to be so much more. The seminar program is worth attending all by itself. How does the IDDBA plan its seminar program?

Christison: Back when the world was young — and so was I — our name was The Wisconsin Cheese Seminar. Over time, we reinvented ourselves and became a national seminar and then we added deli and then bakery and other services that enabled us to become an association. The Seminar & Expo name comes from those roots. Our speakers, who all used to be from the industry, talked about common problems. When we started bringing in keynote speakers and professional growth speakers, attendance and, consequently, our exhibits, began to grow.

When it comes time for retailers to choose which event they'll attend, we know there are a lot to choose from and the cost is not just the dollar cost but the value of their time. Our Board felt that offering a complete package of top speakers and a targeted exhibit hall would offer the greatest attraction.

The Program Committee puts together our program. The members understand what's going on in the industry because they're leaders in their own organizations. The committee suggests speakers and topics. We rate them on what we think the interest level of the attendee would be in that particular topic or speaker, and then we find the right person to do the presentation. The biggest part of our speaker budget is for the keynoter. As a nonprofit association, we have been able to negotiate reduced rates for speakers and, in many cases, get them at no cost. It really does pay to have friends in high places.

DELI BUSINESS: Your presentation at the Seminar & Expo is always one of best attended, which is a real accomplishment since you are in the company of former Presidents of the United States — this year's speaker is President William Jefferson Clinton — as well as military leaders, sports figures and CEOs of prominent companies. How do you stay in touch with what is going on?

Christison: Thank you for those kind words. My philosophy is simple. I do my own research. I do it all year long. I do my own writing — even the dumb jokes. I believe my role is to interpret what's going on in our industry. I don't make the news, I just report it. Every one in the audience has access to the same information I put in my presentation. What they don't have is the time to pull it all together and to see the patterns. I look at the patterns, draw some obvious conclusions and explain what things are important to our industry or offer a different way of looking at trends.

When it's time to prepare, I immerse myself in the research I've been collecting all year. Things start to emerge in patterns, ideas bubble to the surface, and the speech starts to take shape. I talk about the things that interest me and hope they'll interest the audience. They're not coming to see a great speaker — they're coming to learn about their business. If I'm having a good time on that stage, they will, too. It's really fun when they get my jokes, it's embarrassing to be the only one laughing — but that hasn't stopped me yet.



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DELI BUSINESS: Who else is going to speak?

Christison: Michael Eisner is our Sunday keynote. The Disney Company is really good at training, and any time you can get someone from there to speak, it will be entertaining. And we have the former head cheese! As you mentioned, former President William Jefferson Clinton will be speaking on Monday as our featured keynote. I'm his opening act — I don't think he's too worried. Our Tuesday keynote is Terry Bradshaw, football hall of famer. We also have some great workshops and other fantastic general sessions. I'm particularly excited about J. Walker Smith from Yankelovich; Dave Barry, the humor columnist; Harry Beckwith on *Selling the Invisible*; and Dr. Frank Luntz, a trend watcher and pollster.

DELI BUSINESS: I know you always have something up your sleeve to excite retailers attending the show. What's up for this year?

Christison: Well, if a star-studded program isn't enough to get them excited, we do have a few more things in store. The creative teams planning the Show & Sell Center have turned it up a notch and are adding more "teaching" elements to the merchandising displays. One of the most fun things we do is watch the retailers who visit our "model store" take pictures. And then hear from them after the show when they tell us about the reaction and the changes they made based on the ideas they took home. Last year the retailers didn't even wait until they got home. They started taking photos with their cell phones and e-mailing them back to their stores.

The one concept that is often lost is very simple — it's what we call Total Theme Selling. Merchandisers will tell us they aren't creative or don't know how to carry out a theme. And then they attend the IDDBA show and see a hundred themes staring them in the face. And they get it. Then they're off and running with their own creative genius. That's why we do it — to help the attendees capture the interest, the excitement, the energy and the experience. If we do that, if the retailer can do that, then we'll all sell a little more product and our customers will be a little more satisfied.

DELI BUSINESS: Originally, the show was to be held in New Orleans, but due to Hurricane Katrina, plans had to be changed. When and why was the decision made?

Christison: Katrina was at the end of August. Our contacts in New Orleans couldn't get back to assess the damage for several weeks. Our Board met at the end of September and made the difficult decision to find a new site for our 2006 show. We were able to flip-flop our 2008 show dates with Orlando. It required a huge effort on the part of hotels and convention centers and staff in both cities — plus six other cities we looked at — but we got the job done. After the damage to the infrastructure was evaluated, we knew we could not successfully hold our show in New Orleans and the best thing we could do for that city was to relocate so we could come back in a future year.

The time that it took to assess the damage, evaluate options for relocation, visit potential cities to check out convention centers and hotels, cancel and renegotiate contracts took a heavy toll on our planning year. We lost between two and three months of planning and selling time. Our exhibit prospectus for booths couldn't be printed until we knew what city we were going to be in, our contract negotiation with speakers was delayed — they have this fetish about knowing what city they're going to speak in and on what date! — and we couldn't print any promotional brochures until all of that was orchestrated. In the middle of that, we also moved our offices into new space. The only thing that would have made the year more hectic would have been if I'd had a baby — that would have been the third miracle.

DELI BUSINESS: Did the IDDBA do anything to offset the loss of a major convention and help the victims of this terrible tragedy?

Christison: The easiest decision would have been to just cancel the show outright and move to a new city but we didn't do that. Instead of losing a huge show, we rebooked it to the next available date, and the city of New Orleans was given the time it needed to rebuild. The Board of Directors of IDDBA also approved a donation of \$100,000 to buy textbooks for the K-12 program in New Orleans.

DELI BUSINESS: What is the IDDBA doing to will help retailers building their business?

Christison: Our mission is to be the essential resource for dairy, deli and bakery categories and to provide retailers tools to help them help themselves. One of the biggest thing retailers can do to help build their business is teach their employees AND their customers about their business. An informed customer is a better customer. We provide associate and management training courses to do just that.

One of the comments we've heard about training is that employees will sometimes quit just after you got them trained. Well, there's only one thing worse than training employees and losing them. And that's not training them and keeping them.

To help with the training, the IDDBA is reimbursing retail members for some out-of-pocket expenses spent on training for food safety certification. So far, we've given away almost \$90,000 on this program. We are also helping member companies by offering scholarships to employees pursuing higher education. We also provide free training and video materials to qualified vocational schools and colleges. Our total scholarship/reimbursement program runs \$100,000 a year.

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Mediterranean Foods Gaining Popularity

Deli retailers can capitalize on consumer interest in all things new and different.

By Nalini Maharaj



The popularity of Mediterranean foods has grown considerably as consumers seek the bright flavors and health attributes associated with the foods from the countries of this sun-drenched area. Hummus, olives, feta cheese and breads are the major contributors to the growth of Mediterranean at retail.

Mediterranean foods hit all the current health trends. They tend to be low fat, high fiber and low cholesterol. They are relatively free of trans fat and have relatively low net carbs when prepared in the traditional manner. But most importantly, they are filled with intense flavors.

"I see Mediterranean foods not only maintaining but also increasing. People in the Mediterranean live longer and the Mediterranean food pyramid was developed before the American pyramid. The Mediterranean diet is very healthful. A large portion of it is seafood and vegetables. I see the deli providing more and more paninis with cross utilization with the seafood department," says chef Demetrios Haralambatos, Kontos Foods, Inc., Paterson, NJ.

"Mediterranean has shown great growth because of the healthful attributes of our



products," notes Dominick Frocione, vice president of sales for Cedars Mediterranean Foods, Ward Hill, MA. "The trend of growth will continue as the category grows across the country. We still see sustained growth in established markets and expect the rest of the country to catch on as more consumers see Mediterranean sections in the local supermarkets. From the retailers' prospective, Mediterranean is a great profit-





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Reader Service No. 203



Hummus has exploded onto the market and continues to show double-digit sales increases.

maker if they are willing to build a true Mediterranean category in their stores.

"Hummus in particular has exploded into the market in recent years with what continues to be double-digit growth. Hummus will outperform cheese if it has a big enough display to create a category presence," continues Frocione.

Hummus can also be used as a healthful alternative to mayonnaise and is a delicious ready-to-eat snack.

Cedars was one of the first U.S. companies to produce hummus. It manufactures and distributes three forms of hummus: conventional with preservative added, all-natural (preservative-free) and organic. The company also produces a line of Mediterranean salads, such as tabbouleh, plus bruschetta, feta spreads and a line of fresh salsas.

Cedars' bakery produces a full line of flavored and low-carb wraps along with pita chips and rice crackers. The company imports some of its own ingredients, such as tahini from Israel and some olive products from Italy and Turkey. Later this summer, it will introduce a line of authentic feta products from Greece. Cedars offers dedicated direct store delivery (DSD) services to many parts of the country.

Consumers Like Flatbread

Kontos Foods, a leading manufacturer of authentic hand-stretched flatbreads for 16 years, offers 24 different varieties of flatbread including Kalamata olive bread, onion flat-

bread, panini bread and multigrain flatbread with seven seeds and grains. According to Haralambatos, traditional Mediterranean flatbread is a pocket-less pita.

With the continuing popularity of pita and the growing popularity of paninis, deli departments can expect to see an expansion of the Mediterranean flatbread category. Flatbread contains iron and protein but no cholesterol or trans-

fatty acids. It replaces traditional sliced breads and can be used to create signature sandwiches.

The convenience of folding over or wrapping with a flatbread saves time for deli operators. Pita breads can also be used to make individual-size pizzas, which can be a boon to lunchtime prepared foods sales. And offering pre-packed hummus and pita or salsa and pita can attract the grab-and-go customer.

Mediterranean Cheese

Greece will gain Protected Denomination of Origin (PDO) status for feta effective

“It is important to state the country of origin, show the ethnicity of the product, and add romance and glamour to heighten the expectations of the consumer.”

— *Demetrios Haralambatos*
Kontos Foods, Inc.

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in 2007. All other European countries will have to change the name of their own domestic fetas.

The organization responsible for Greek PDO products is the Greek Ministry of Agriculture, according to Spyros A. Abatzopoulos, economic and commercial general counselor, head of office for the Greek General Consulate, New York, NY. Some specific regions have their own feta PDO, like feta dodonis and kefalonias. Barrel feta, which is aged in wooden barrels instead of tin con-

tainers, is generally regarded as higher quality. Types of feta exported to the United States include dodoni, fage and vikos.

"I think [PDO] is both good and bad," explains Sheree Cardoos, president of Mt. Vikos, Inc., a Marshfield, MA, importer of Greek cheeses and condiments. "I think in the short term it will put a strain on Greece. It's difficult to produce dairy products when the price is increasing, when there aren't enough sheep and there's a shortage of milk. In a few years, it will be OK, but right now,

Kalamata Olives

According to Spyros A. Abatzopoulos, economic and commercial general counselor, head of office for the Greek General Consulate, New York, NY, Kalamata olives take their name from the town of Kalamata, the capital of the Messinia prefecture in southwest Peloponnese, Greece. The climatologic and soil conditions of this area, plus the traditional growing methods for the fruit, created this unique product, which is valued not only in the United States but also in many countries around the world.

Abatzopoulos says Kalamata olives attracted the interest of consumers worldwide and created a very strong "brand name," which is why olives that resemble Kalamatas in appearance but are grown outside this geographical area are sold as Kalamata or Kalamata-style olives. However, they definitely lack the complete taste and the flavor of true Kalamatas.

Greek government officials inspect and certify that olives to be exported are true Kalamatas and not another variety. The usual labeling for these olives include a size designation and the words "variety Kalamata."

In the past a small number of lots were imported to Greece from other countries and then exported as "Kalamata" olives, but when Greek authorities learned about it, they took the appropriate measures to stop it.

Other olive varieties exported to the United States are mainly amfissa, agrinio, nafplio, halkidiki, thassos and volos.

DB

its supply and demand.

"Overall, I think [the PDO status change] is good. I'm excited about it. It's important to keep food of an area authentic and that includes where it came from originally. Mt. Vikos will continue to educate the customer on the feta taste," she adds.

Mt. Vikos imports feta from Thessaly. It is made with 80 percent sheep's milk, has a full flavor and is very creamy. Mt. Vikos uses only fresh milk, no stored or commodity milk.

Other popular Greek cheeses include kasseri, which is the basis for saganaki, the popular Greek appetizer; kefalotyri, which can be grated and is often referred to as the

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Parmesan of Greece; and manouri which is a mild, white, silky cheese. Greek cheeses go well with savories, such as olives and roasted tomatoes, or with sweets from Greece. Glazed, roasted figs drizzled with honey or an apricot and almond spread is a delicious accompaniment to feta cheese.

Merchandising And Marketing

"It is important to state the country of origin, show the ethnicity of the product, and add romance and glamour to heighten the expectations of the consumer," enthuses Haralambatos. "For the holiday seasons, promote throwing an ethnic party. Post flyers stating 'Have a Mediterranean party!' This should be done for all ethnicities as well. Glamorizing is the key."

Mediterranean foods need to be advertised more than some other ethnic foods because many of them are not as well known — yet. Creating a Mediterranean section that merchandises feta, olives and pita bread together, for example, provides cross-merchandising opportunities and educates consumers about which products work well together.

A Mediterranean section can be used to pique consumer curiosity, and sampling will encourage them to try new items.



Olives are a quintessential part of Mediterranean cuisines.

Retailers can increase the sales of hummus by expanding its shelf space to establish it as a category. Promoting it as a healthful snack, appetizer or condiment will result in increased sales.

Mediterranean foods can also be featured in the prepared foods area. Many traditional slow-cooked casseroles stand up well on hot tables and reheat without losing any of their

flavor or texture. Moussaka is a Greek casserole made of sautéed eggplant and an aromatic meat mixture topped with béchamel sauce and then baked. Other Mediterranean casseroles are French cassoulet, a mélange of white beans, chicken or duck, tomato and sausage, and ratatouille, a mixture of eggplant, tomatoes, zucchini, onion, garlic and herbs. **DB**



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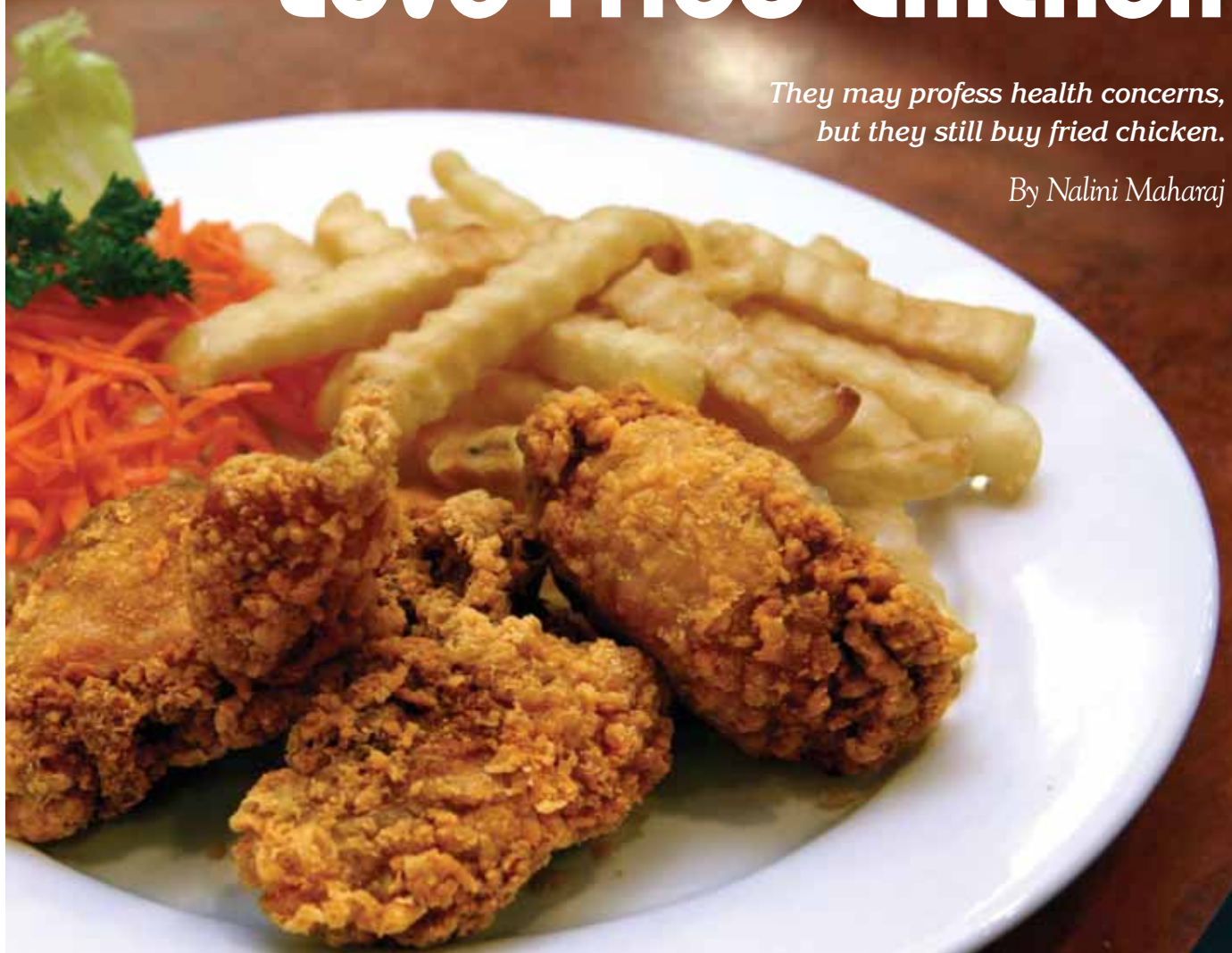


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Americans Still Love Fried Chicken

They may profess health concerns, but they still buy fried chicken.

By Nalini Maharaj



Americans love fried chicken, so much so that many eat it on a weekly basis. Whether out of hand, in a sandwich or atop a salad, Americans eat lots of fried chicken. They may love its great taste and convenience, but many consumers are concerned about some of the health issues.

The NPD Group, Port Washington, NY, a consumer research firm, provides retailers and manufacturers with information about their customers and markets. Harry Balzer, NPD vice president, opened this year's conference of the Atlanta, GA-based Refrigerated Foods Association (RFA) in Orlando, FL, with his 20th annual report on *Eating Pat-*

terns in America. Balzer surveys 3,500 people a day on what they eat and where. He tracks their behaviors, lifestyles and purchasing patterns. In the beginning of his speech Balzer quoted Albert Szent-Gyorgi, a Hungarian physiologist who won the Nobel Prize in 1937: "Research is to see what everybody else sees, but to think what nobody else thinks." This quote set the tone for Balzer's update on American's eating habits. He offered a variety of surprising statistics and supplied much useful information.

What's In A Name?

According to Balzer, "Americans are eat-

ing fried chicken, but they just don't like to call it 'fried' chicken." Health reasons, diet crazes and concern about trans fat are the current reasons for avoiding the word fried.

That being said, fried chicken accounts for 40.5 percent of deli sales, according to *What's In Store 2006* from the International Dairy-Deli-Bakery Association (IDDBA), Madison, WI.

Balzer believes Americans can feel good about ordering a "chicken sandwich," even if it is breaded and fried — as long as they do not have to say fried. Even consumers who go to the deli with the intention of buying fried chicken to bring home to their families

prefer to order an 8-piece dinner rather than an 8-piece fried chicken dinner.

"Although, people don't like the word 'fried' because of the connotation behind it or because of the emphasis on more healthful eating habits, the statistics do not show a drop in fried chicken purchases," says Tara Downing, project manager for Robbie Manufacturing Inc., Lenexa, KS.

"Due to the recent popularity of fad diets and some unfavorable publicity directed toward fast-food chains as a result of the movie *Super Size Me*, a negative connotation has been attached to the term 'fried,'" says Mark Markwardt, director of marketing for The Broaster Company, Beloit, WI. "Despite fad diets and more healthful eating concerns, average consumers still greatly enjoy fried foods and like to reward themselves with a delicious meal that includes fried items. Fried chicken has shown resilience, weathering recent diet crazes and remained a favored comfort food for consumers worldwide."



Broaster chicken is pressure fried for few

Photo courtesy of The Broaster Company

The Broaster Company is aware of the health-conscious consumer so it offers Genuine Broaster Chicken. Broaster's pressure-frying process seals in flavors for better taste, lower calories, fewer carbs and less fat than traditional fried chicken. A unique marinading process flavors the chicken to the bone. The pressure frying process allows the chicken to cook in its own natural juices, resulting in a chicken that absorbs less oil than traditional frying methods. The process also uses a much lighter coating.

Broaster has introduced Broasterie Chicken, a new variety of fried chicken that is marinated and seasoned with a rotisserie flavor, then pressure-fried to ensure tender-

ness and taste. Since it is not heavily breaded, it has fewer calories than fried chicken.

Move To No Trans Fat

Trans fat is a major concern for some consumers, especially with all of the media reports about its adverse effects. However, not all consumers are paying attention to those reports. Health-conscious consumers who have taken note of trans-fatty acids want their chicken cooked in trans-fat free oils. The others just want to indulge in some good old-fashioned fried chicken.

"Retailers are moving to a trans-fat-free base oil, and many are just taking trans-fat out all together," says Gregg Moore, director of marketing for Gold Kist Inc., Atlanta, GA. Moore feels this is a major health issue and sooner or later the consumer is going to demand the use of trans-fat-free oils.

The Broaster Company has been offering more healthful cooking oils for several years. Bro-Oil rice bran oil and Bro-Oil canola oil are naturally low in saturated fat content and have no cholesterol and no trans-fatty acids.

"There has been quite a bit of movement to trans-fat-free oils. Retailers are testing them and are prepared to use them. They are just waiting for a little more demand from consumers," notes Tom Bandler, national business director of oil products for ACH Food Companies, Inc., a Memphis, TN, supplier of two zero-gram trans-fat oils.

Frymax ZT and Mazola ZT are hydrogenated oils that are crossbred with sunflower corn oils. They have a good fry life considering they have no trans fat. Mazola ZT is the more popular oil among chain supermarkets and in-store delis.

"Is this going to be like carbs and die down? You do not know how much to jump on the bandwagon of using trans-fat-free oil. Retailers are minimally pushing the oil change because you don't know if the people that are buying want to indulge or if, in fact, they want no trans-fat," says Eric Le Blanc, director of marketing for Tyson Foods Inc., Springdale, AR.

Le Blanc feels fried chicken should just be great fried chicken and should not be marketed as healthful. It should be prepared correctly with the right breading and flavor to satisfy consumers' cravings. "The main goal for retailers should be to maximize sale by promoting and meal deals rather than focusing on low-fat chicken," he advises.

"If a health concern exists, it is not apparent in our recent packaging sales," adds Robbie's Downing. "Our current fried chicken packaging is outselling our rotisserie packaging. The main concern pertaining to fried chicken is the excess grease left on the chicken."

What The Future Holds

Harry Balzer, vice president, NPD Group, Port Washington, NY, supports the idea of expanding the deli department into a drive-through take-out forum. He feels food needs to be delivered in a new fashion and cites the curbside pickup begun by many restaurants, including Applebee's and Outback Steakhouse. Consumers call in their order, describe their car and have their food delivered to them.

This concept has changed the restaurant business. The fast-food franchises taught an entire generation to pick up food without having to leave their cars.

"It is overlooked that many Americans do not want to get out of the car when they go to purchase food. The supermarket is preparing the food, but it is not easy to get to. It needs to get to me more quickly," says Balzer. **DB**

Merchandising And Marketing

Meal combos are a significant consumer attraction. Many consumers would prefer to walk into the deli for a fried chicken dinner with a few sides than go to a fast-food chain for the same type of meal. Offering combo meals turns the deli into a convenient one-stop shopping experience.

"The consumer is the driving force in today's deli packaging with convenience being a major focus," says Downing. "Convenience is the key; customers want to be in and out of the deli quickly after a long day at work."

Many packaging manufacturers are producing microwavable fried chicken packages with handles, resealable zippers and see-through covers. Most consumers turn to the hot case for fried chicken, but there has been an increase of fried chicken sales from the cold case. The cold case extends the shelf life of fried chicken and also helps consumers preserve the chicken until they are ready to eat it.

Fried chicken sales from the hot case are still strong and growing. "I think that putting warming tables in the front of the store instead of the back will increase sales substantially. It would make it a lot easier for the consumer to run in and grab," suggests Ed Sussman, co-owner of Merit Paper Corporation, Melville, NY. **DB**

Destination Deli

Keys to a successful sandwich program.

By Nalini Maharaj



Photo courtesy of Mills Family Farms

Americans love their sandwiches — they are quick, easy, portable and delicious. Sandwiches are such a part of the American culture that Joey Tribbiani, a character on *Friends*, showed up on TV screens each week for 11 years — professing his great love for sandwiches. So is it any wonder sandwich chains such as Subway, Blimpie, Quizno's and Panera Bread are proliferating? Or that sandwich programs in the supermarket deli face stiff competition?

"Over \$1.4 billion of sandwiches are sold in the in-store delis. We believe that delis are about providing meal solutions to consumers, and since the sandwich is clearly one of the most popular meals consumed, we believe that sandwiches will continue to play an important role in the deli," states Derek Bowen, director of marketing, Sara Lee Deli, Downer's Grove, IL.

According to *What's In Store 2006*, the publication of the International Dairy-Deli-Bakery Association (IDDBA), Madison WI, service deli sandwiches brought in 7.1 percent of annual deli sales. Sandwiches made in the supermarket are consumed on average of 2.7 times per week with the heaviest con-

sumption by the 18-29 age group

According to David Adams, business development, Mills Family Farms, Salinas, CA, the keys are "bread, vegetables and fast service. When the bread is fresh and the vegetables are sweet and tasty, the majority of the sandwich issues are solved. When the deli service people are swift and get your order correct and offer a smile, it's sandwich perfection at retail."

Consumers Want More Variety

Today's consumers demand variety and the ability to choose from an assortment of products. Signature sandwiches add variety to the menu, and a large assortment of condiments and breads allows consumers to customize their orders.

"A broad offering is necessary, since most delis offer a broad range of meats and cheeses. Most customers visit a deli so they can purchase made-to-order items from a large selection," says Richard Witter, director of sales, Joseph Gallo Farms, Atwater, CA.

Ethnic flavor profiles are currently in the spotlight.

"People are looking for contemporary fla-

vors — Asian is in — and a healthful feel such as 7-grain bread. Freshness is another key attribute. However, I feel the main thing is contemporary. If restaurants could be successful serving the same foods all the time, they wouldn't have specials," says Jeffrey Siegel, president, Chloe Foods Inc., Brooklyn, NY.

"Retailers should offer a wide variety of sandwich options. Ethnic and diversity meals are huge these days so a Mexican, oriental or Italian sandwich is a great idea. Diversity is crucial," echoes Jim Conroy, president, Conroy Foods Inc., Pittsburg, PA.

Dorthe Schechter, marketing manager, Norseland Inc., Stamford, CT, suggests retailers offer a French sandwich, called La Parisienne — Boursin cheese and Madrange, a French ham, on a baguette or croissant.

Keeping The Consumer Happy

"Sandwich programs are very important and very crucial. It is all a matter of convenience and what customers prefer. If they can get it at a Subway or Blimpie, they will go there. Some customers prefer running in and grabbing a sandwich from the grab-and-

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go and others prefer watching it made. It really is just a matter of what type of consumer you are dealing with," adds Conroy.

During busy lunchtime hours, customers do not want to wait in long lines for their meals. Convenience is the key to keeping them coming back.

"The made-to-order department should be properly staffed so that people do not have to wait in long lines. A separate check-out for the deli would be a great idea if possible. It would make the lunchtime rush a lot quicker. Maybe even opening extra counters in the front of the supermarket would work as well," suggests Schechter.

Gallo's Witter agrees adding a separate checkout in the deli would appeal to those consumers looking for the quick in-and-out.

Pre-packaged sandwiches are quicker and more convenient than made-to-order. A grab-and-go sandwich is perfect for the on-the-run shopper — when it is made with care and quality ingredients.

"I think a good sandwich program should be run around demand. The deli manager will know what the demand will be. The deli should have an appetizing display set up in a high traffic area, so the customer will grab-and-go. The product must have eye appeal

and be priced right to entice the consumer to pick it up," says Jay Allison, vice president of sales and marketing for Tillamook Cheese Inc., Tigard, OR.

"Made-to-order will always be the preferred form of sandwich purchase for consumers — their choice of bread, meat, toppings and condiments. Pre-packaged, if made well, fills a huge need for busy shoppers. Many times they just don't have the luxury to wait in line for a sandwich to be made. Also the fact that most pre-packaged sandwiches don't have condiments on them allows the shopper the option of customization at home," adds Mills' Adams.

Sandwich programs, like any food application, are based on consumer demand. In the case of pre-packed sandwiches, quick and easy top the list of consumer preferences. But deli operators should never forget that their pre-packed sandwiches should be fresh and made with high quality ingredients just like a made-to-order sandwich.

Side Dishes Play An Important Role

"Side dishes should play a very important role in a sandwich program. If you get a sandwich, you should get a pickle or some sort of side. These days, gourmet sandwiches,

such as a panini, pita or wrap, are usually accompanied by a gourmet side such as a grain or couscous. Side dishes are evolving with sandwiches," says Chloe's Siegel.

Consumers have been conditioned to eat something with a sandwich. When a beverage and a bag of chips are included in a combo, consumers feel they are getting more of a meal. Other popular sides include soup and salad. Side dishes are a great way to increase incremental sales and maximize the ticket price of the meal.

Some sides, such as a pickle or a small cup of cole slaw, macaroni salad or potato salad, can be included in the price of the sandwich as a way to differentiate the store from its competition.

"We are seeing growth in soups and salads overall, so adding them as part of a value meal or as a side would be consistent with overall consumption trends. The concept of the 'Value Meal' where retailers combine the sandwich offer with a side and a drink are the most popular sandwich offers sold," states Sara Lee's Bowen.

Despite a lot of talk about health, consumers still crave potato chips to accompany a sandwich. The No. 1 eating occasion for potato chips is lunch, according to Daryl



They're Looking for a complete deli selection.

Reader Service No. 206

Thomas, vice president of marketing, Herr Foods, Nottingham, PA. Herr offers many sizes of potato chip packages, including a complementary ½-ounce bag and a larger size bag for 99¢ to boost incremental sales. Its Kettle Chips are available in a variety of flavor such as Salt and Vinegar, Jalapeño and the new Philly Cheese Steak chips.

"Side dishes have been a great success recently and will continue to grow. When consumers are waiting for their sandwiches to be made, they may be hungry and grab a bag of potato chips as their side but eat them while they are waiting," adds Thomas.

Some consumers are looking for more healthful sides, such as a fruit cup or piece of fresh fruit. Some even want organic options.

"Organic is happening now, but not all retailers will follow it because organic foods don't have a long shelf life. We all know what the trends are. It just depends on if retailers want to follow them," says Chloe's Siegel.

According to Thomas, the percentage of organic eaters is no greater than 3 percent. "It is an obvious segment with a lot of play but only a very small chance there will be a conversion to all organic foods. Everyone has high expectations from the press, but in reality, the trend has not hit that hard. Con-

sumers are buying because of taste experiences. They like savory flavors."

Making The Sandwich

The two main fillings in a good sandwich are meat and cheese. They must be of good quality and great taste or the consumer will not be satisfied.

Sandwich deli meat posts a weekly average sales figure of \$4,318, which amounts to 28.2 percent of deli department sales, according to ACNielsen. Deli meat sales make the greatest contribution on the East Coast where the weekly average per store is 35.8 percent. The central region follows with an average of 32.5 percent.

"Premium deli meat exists for every protein for a reason — the consumer demand is there. As such, all retailers should carry premium brand meats with a range of proteins and flavors," adds Sara Lee's Bowen.

Turkey and ham are the top sellers in the bulk and pre-sliced categories, according to the Perishables Group, E. Dundee, IL. Both sliced-to-order and pre-sliced meats offer distinct consumer advantages; sliced-to-order is fresher and pre-sliced is quicker.

"Anything goes these days. Consumers are getting more sophisticated, and the

anatomy of a sandwich has changed. It is not just two pieces of bread, meat and cheese anymore," notes Norseland's Schechter. She says more than 50 percent of people have some type of cheese on their sandwiches. Cheese adds value and complements the meats and vegetables.

Any cheese in the deli can be added to a sandwich, although the traditional cheeses, such as sliced cheddar, pepper jack, Swiss, provolone and havarti, are the most popular. However, consumers are embracing new tastes. Crumbled goat or feta cheese can add an intense burst of flavor to a sandwich. Cheese spreads, such as Boursin, as well as Brie and blue cheese are also popular.

"I think the addition of cheese is imperative to any sandwich program," states Tillamook's Allison. "It not only offers different flavors to the meal but also can add value and quality to the meal. Up-scaling the cheese offered from a very basic processed American to a great aged natural cheese exudes quality to the consumer and adds value to the meal."

Lettuce and tomato may be the most common additions to sandwiches. For some consumers, adding these two vegetables is a way to turn a sandwich into a healthful

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meal. For retailers, the lettuce can be a vital part of the integrity of the sandwich itself.

"Lettuce is hugely important to a sandwich. It makes the sandwich, if the produce is fresh and not dripping out of the wrapper. In many retail deli sandwiches, lettuce is used as a liner or a barrier for moisture. The lettuce acts as an edible barrier between the tomatoes and other sandwich veggies and the bread," explains Mills' Adams. "The lettuce can increase the total shelf life and reduce the water activity in the sandwich. Meat on a sandwich acts as the center-of-the-plate draw, but the fresh onions, lettuce and tomatoes are what the consumer remembers halfway through the sandwich."

Vegetarian sandwiches are very popular in the deli. According to Adams, "healthy," businesswomen are the trendsetters for this category. Popular items on the veggie sandwich are roasted portobello mushrooms, balsamic vinegar, seasonings and cheese.

"Retailers need to be aware that some women just don't need processed meat in the middle of the day — especially meats such as turkey that are high in tryptophan, which can make you sleepy. A high-protein sandwich takes more time to digest than a healthful vegetable sandwich. Active businesswomen don't have time to recover from a

heavy lunch sandwich," adds Adams.

Merchandising And Marketing

"As with the overall offering of food, the more that the program can offer to enhance the experience the better it is for the customer," adds Steve Byrnes, president, Van Holten's Inc., Waterloo, WI.

Marketing sandwiches in the deli as a combo meal is the best way to increase their value. It is an example of the lagniappe concept, in which a consumer gets a gift with purchase. With a combo, customers feel they are getting more for their money.

Promoting sandwiches by offering samples to customers waiting in line entices them to try new items. Sampling also makes the waiting time go by faster.

"I can not stress how important it is to brand items, especially the meats and cheeses used in making a sandwich. Branding is a great way to get the image and quality of a sandwich up," says Norseland's Schechter, who believes a ham and Jarlsberg cheese sandwich is more appealing just because of the name. She feels it is especially important to use names in pre-packed sandwiches to make them more appealing and to differentiate them.

"Consumer engagement is critical to

Condiments Add Flavor

Mustard and mayonnaise are the most common condiments to add to a sandwich, but plain mayo and yellow mustard have competition from a variety of flavor profiles.

"Mustards are very popular condiments. The varieties of mustards we supply can really change flavors and make the sandwich unique," says Dominic Biggi, vice president of Beaverton Foods Inc., Hillsboro, OR.

Beaverton offerings include Honey N' Mustard Mayonnaise, Honey Mustard, Sweet Hot Mustard, Hawaiian Pineapple Mustard, horseradish and extra hot horseradish. Biggi believes mustards should be merchandised on deli counters because it makes sense to offer them where sandwiches are made. "If consumers like the taste of the mustard, they can purchase some on their own," he says.

Pickles are another oldie-but-goodie sandwich accompaniment. Van Holten's Inc., Waterloo, WI, offers a pickle-in-a-pouch. The pickles need no refrigeration and have a 2-year shelf life. The individual packages eliminate the need to reach into a pickle jar with tongs.

"I believe the deli departments can differentiate themselves from the standard sandwich offerings with the variety and quality of the other items they offer. Retailers aren't going to create a consistent customer following by doing exactly what everyone else does. The delis that separate themselves by offering these extra items are the ones that are going to create the loyalty," says Steve Byrnes, president of Van Holten's.

Other condiments that can spice up a sandwich program are black olives, jalapeño peppers, chopped onions, banana peppers and sweet peppers. Consumers also like sprinkling salt, pepper, paprika, oil and vinegar on their sandwiches. Having these available on a counter or table within the department allows consumers to customize even pre-packaged sandwiches.

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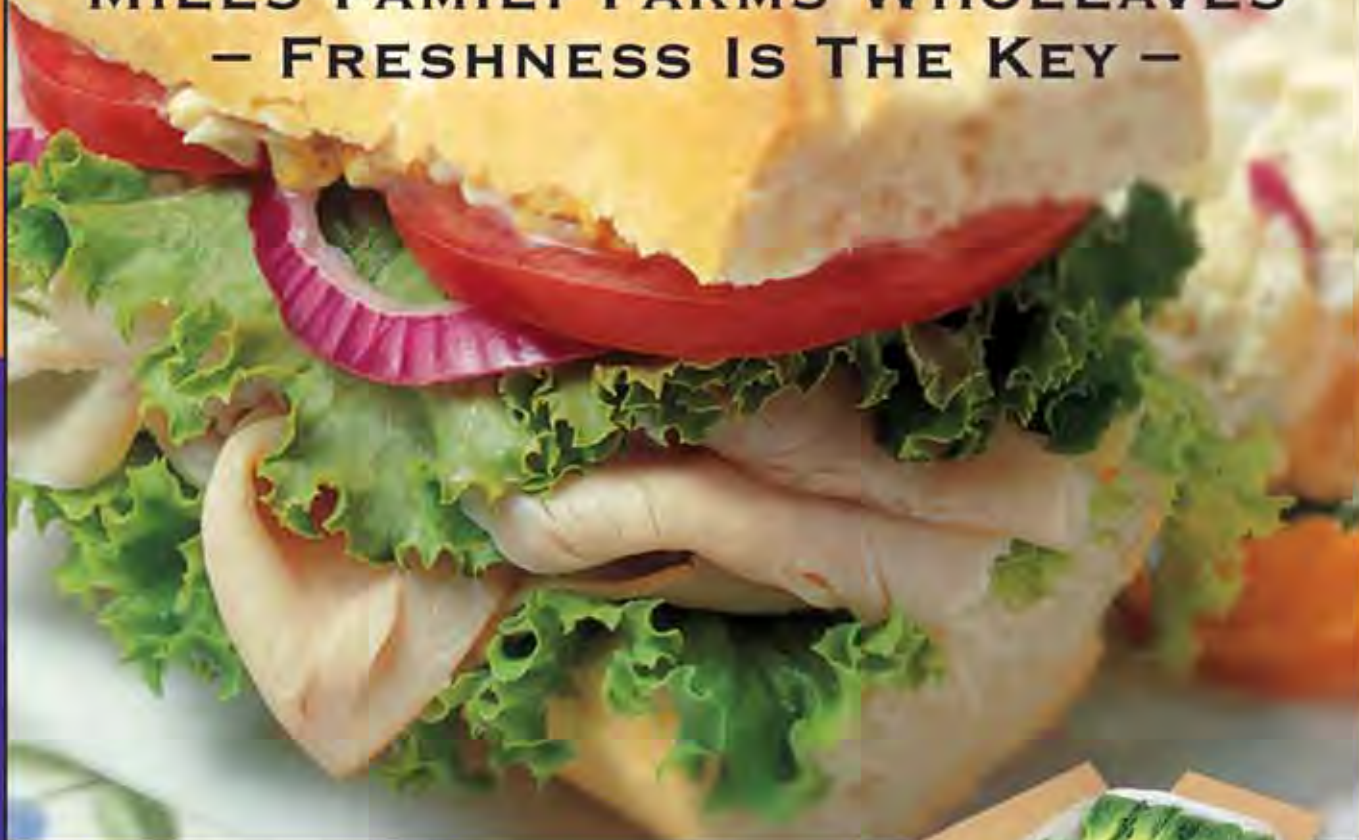
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driving trial. The ability to surround the consumer in-store, out-of-store, and at the point-of-purchase will help to differentiate retailers and attract consumers. Retailers should be proud of their deli and proud of the high quality products that they offer consumers," adds Sara Lee's Bowen.

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Nonthermal Ways To Kill Food Pathogens

March 31, 2006

www.live.psu.edu/story/16992

"I don't like pathogens," says Ali Demirci, associate professor of agricultural and biological engineering in Penn State's College of Agricultural Sciences. "My work is all about finding novel ways to kill them without using heat. Employing nonthermal ways to destroy pathogens allows us to decontaminate food without damaging the products."

Foodborne pathogens cause serious outbreaks due to consumption of contaminated meat, poultry, eggs, milk, fruits and vegetables, Demirci points out. To produce safe foods, novel technologies are being investigated for various applications. "I have been investigating the use of ozone, supercritical carbon dioxide, electrolyzed oxidizing water and pulsed UV-light," he says. "They all seem promising to combat foodborne pathogens."

Ozone has been proven to be a more effective antimicrobial than the most commonly used disinfectant, chlorine, against a wide range of microorganisms, Demirci explains. It has been used safely in water treatment plants for decades.

In 2001, the FDA approved using ozone to treat raw commodities and decontaminate minimally processed fruits and vegetables. "In Europe and Japan, ozone is used to increase shelf life of foods such as meats, fruits and cheeses. Ozone has certain characteristics that make it attractive for use as a sanitizer in food processing. It is a strong antimicrobial agent with high reactivity and spontaneous decomposition to a nontoxic product — oxygen.

"Ozone decays quickly in water, thus, its use may be considered as a process rather than a food additive, with no safety concerns about consumption of residual ozone in food products," he says. "Ozone has been used with varied success to inactivate microflora on meat, poultry, eggs, fish, fruits, vegetables and dry fruits."

Electrolyzed oxidizing (EO) water is produced by electrolysis of a very dilute saltwater solution in an electrolysis chamber. "EO water has demonstrated strong bactericidal properties," says Demirci. "Our studies also suggest that EO water can be used instead of expensive cleaning and sanitizing products for clean-in-place cleaning of certain food-processing systems, such as dairies."

Pulsed ultraviolet light also has a lot of potential. Ultraviolet light, an electromagnetic radiation in the spectral region, possesses germicidal properties, according to Demirci. It deactivates the DNA of microor-

ganisms, destroying their ability to multiply and cause disease. "Ultraviolet technology is a nonchemical approach to disinfection," he says. "In this method, nothing is added, which makes this process simple, inexpensive and very low-maintenance."

The key to making this technology affordable is that the ultraviolet light is pulsed. "We have evaluated pulsed UV technology for decontamination of alfalfa seeds, corn meal, fish, honey, milk and water."

Demirci explains, "NASA is interested in our research and gave Penn State a food grant to fund part of it because we are experimenting with a dry system of decontamination that doesn't require chemicals or water and would be a useful process on a space station or shuttle because it requires only electricity."

Documenting that these technologies are effective in a controlled setting is just part of the challenge, Demirci notes. "We have proved they work, but now we have to figure out how to make them work on the production line. It is a huge challenge to boost their ability to kill pathogens to near 100 percent at production line speeds and transfer the technology to the commercial arena."

The necessary equipment is all commercially available to food-processing companies, "but they don't know what to do with them," Demirci says. "We are focused right now on trying to determine what we need to do to make these cutting-edge concepts work commercially to reduce foodborne illness."

He says the research has applications to homeland security. "If a terrorist contaminated the food supply or the water supply, these novel food-safety technologies, if perfected, could be used to decontaminate food and water supplies. We are investigating funding sources for our work with the Defense and Homeland Security Departments."

New Way To Battle Listeria

April 4, 2006

Meatingplace.com

Ann Bagel

Scientists at the University of Georgia (UGA) have discovered bacteria that kill listeria in processing plant floor drains, where they multiply in the wet environment.

The scientists took biofilm samples from poultry, dairy and infant food processing plants. They found nine different bacteria from biofilms that were highly effective in killing listeria and use.

The researchers first tested the two strains in a fresh poultry processing plant, using a foaming agent to apply the bacteria

Martin Mitchell, technical director of the Refrigerated Foods Association (RFA) and managing director of Certified Laboratories compiles TechNews.



The information has been compiled from press releases, news articles and government announcements and policy clarifications. Additional information may be obtained by contacting RFA by phone at 770-452-0660 or online at www.refrigeratedfoods.org.

to drains. "The foam adheres to the drain's surface and gives the bacteria an opportunity to attach and grow in their new environment," said Michael Doyle, director of the UGA Center for Food Safety in Griffin, GA.

UGA has licensed the technology to a supplier, and the product should be commercially available pending regulatory review and approval.

FDA Guidance On Allergens Revised

The second edition of the FDA guidance "Questions and Answers Regarding Food Allergens, including the Food Allergen Labeling and Consumer Protection Act of 2004," which the FDA issued on December 14, 2005, has been revised. New additions are at the bottom of the document.

The updated guidance document is available at www.cfsan.fda.gov/~dms/alrguid3.html

Single Minimum Internal Temperature Established for Cooked Poultry

April 5, 2006

www.fsis.usda.gov/Food_Safety_Education/Ask_Karen/index.asp#Question

The Food Safety and Inspection Service today advised consumers that cooking raw poultry to a minimum internal temperature of 165°F will eliminate pathogens and viruses.

The single minimum internal temperature requirement of 165°F was recommended by the National Advisory Committee on Microbiological Criteria for Foods.

"The Committee was asked to determine a single minimum temperature for poultry at which consumers can be confident that pathogens and viruses will be destroyed," said Under Secretary for Food Safety Dr. Richard Raymond. "The recommendation is based on the best scientific data available and will serve as a foundation for our programs designed to reduce foodborne illness and protect public health."

Finding Value With Brands

By
Jeffrey
Spear

With so much publicity about the value of brands, not much product specific “branding” is going on in the deli department. So many retailers are jumping on the house-brand bandwagon that any hope for distinctive, product-specific branding is all but gone. When products are truly exceptional, the notion that one (store) brand fits all may not deliver the best possible results.

Consider the nature of presentations in the majority of deli departments today. Display cases are lined with pre-sliced meats, cheeses and prepared foods in trays. Along side are whole, unsliced meats in their original wrappers with producer graphics. Considering that the only prominent identifiers provided by the retailer for these products are small price-per-pound signs, the dominant value proposition is price alone. Although some of these little placards contain the retailer's logo, they are not quality-oriented presentations that attempt to appeal to the emotions, enhance the buying experience or add value.

Customers can rarely learn more about the products, and without meaningful experiences, opportunities to establish brand relationships are lost.

Offering detailed information about ingredients, spices and flavor profiles would be valuable. Serving suggestions and recipes would be better still, assuming the recommendations are well founded. This can be accomplished without embracing displays, signage or other visual intrusions on a house-branded environment. Providing a little extra information to explain products and validate price differences heightens the shopping experience.

When retailers choose not to describe products or not to provide meaningful incentives (other than price) that compel a purchasing decision, the relationship with the customer relies on factors beyond the quality of the products. Store location, parking, cleanliness, service and amenities such as

banking, pharmacy and food court, become important.

From a shopper's perspective, even high-end stores do little to advocate brands or provide useful information. Their deli departments seem to be cut from the same mold. To be fair, I must admit higher-end stores — where staff tends to be a bit more enthusiastic — provide more opportunities to ask questions and get meaningful answers. In my experience, however, knowledgeable staff is usually in short supply or not always easy to find. In the absence of familiar brands, consumers are left to their own devices to evaluate options and make the right choice.

So where does branding fit in? First, let's agree on a basic definition. Brands are intangible. They are perceptions in the minds of buyers based on previous experiences. A brand's value comes from being familiar and fully understood by a significant buying population. This intimacy allows individuals to make well-founded purchasing decisions appropriate to their needs.

Manufacturers and retailers work hard to extract the greatest possible impact and return on investment from their brand building activities. But when you get to the deli case, producers don't have much chance to succeed. And house brands aren't fairing much better.

When grocery chains pursue branding, they tend to rely on major national brands, such as Coca Cola, Tide, Lays and Campbell's, whose products occupy significant shelf space. In the deli, where manufacturers such as Dietz & Watson, Perdue or Hebrew National may have only a few product facings, it's easy to understand how a brand loses impact.

At specialty grocers such as Balducci's, AJ's or Andronico's, there aren't many brands exploited throughout the store, let alone the deli case. That the deli counter may include products from top quality category leaders, such as Grafton Village (cheese), D'Artagnan (patés and terrines) or Molinari (salami), doesn't matter much. The only brand responsible for creating famil-

ilarity and trust in these cases is the retailer's.

If the retailer is willing to invest mostly in house brands but would consider advocating a few national brands, it would be more productive to limit variety and thoroughly identify and advocate its choices. Contrary to the ideas that “bigger is better” (i.e., Wegmans, HEB Plus), the deli case could be limited to two or three tiers. The everyday store brand, assuming it delivers the greatest margin to the retailer, would occupy the most prominent space with price cards and signage explaining features and benefits.

Specialty brands could be displayed in separate yet fully identified groupings to the side or in display cases with shelving above the house brands. The manufacturer's merchandising materials would feature imagery and information about the merits of the brand. And if the retailer offers a handful of one-of-a-kind specialty products, they can be grouped in their own section.

In every case, regardless of brands featured, the staff should be trained to answer questions about everything that's available. In many stores, manufacturer's reps conduct tastings and explain features and benefits of individual products to staff. When I was in retail, I found this very helpful because it allowed me to better inform my customers. When my colleagues and I were available on a regular basis to provide meaningful answers to questions, we experienced loyalty from customers who made regular purchases.

Deli branding opportunities are numerous and can be shared between manufacturer and retailer. It's simply a matter of recognizing what's best for your customer and doing everything you can to support that. Hire or train staff so they have both conversational skills and product knowledge.

These ideas are all part of branding. It's experiential and very personal. If you take the time to make each visit to the deli counter a rewarding and satisfying experience for your customers, they'll reward you in the checkout lanes. **db**

A brand's value comes from being familiar and fully understood by a significant buying population.



Jeffrey Spear

Consultant
Studio Spear
Baltimore, MD

Blast from the Past

Pilgrim's Pride Corporation, Pittsburgh, TX, started as a single feed store in 1946. Aubrey Pilgrim, the elder of the Pilgrim brothers, began the company and was soon joined by his brother Bo, who is seen at right as a young man and in a recent photo.

Through the 1950s, demand for chicken sparked the company's growth. By 1958, the brothers bought out Mt. Pleasant Hatchery, Mt. Pleasant, TX, and joined in on the lease for the its plant. Aubrey passed away in 1966, the same year Bo bought a controlling interest in the Mt. Pleasant plant.

Throughout the years, Pilgrim's Pride expanded its business by meeting consumer needs and developing new facilities. By 1996, a state-of-the-art hatchery and high-tech spiral oven were installed in two different facilities. At present, Pilgrim's Pride has 31 major facilities located throughout the United States and exports to over 70 countries. Each week the company processes about 30 million birds that are sold to foodservice, retail and frozen entrée customers.



Blast From The Past is a regular feature of DELI BUSINESS. We welcome submissions of your old photos, labels or advertisements along with a brief description of the photo. Please send material to: Editor, DELI BUSINESS, P.O. Box 810217, Boca Raton, FL 33481-0217 or e-mail DeliBusiness@phoenixmedianet.com. For more information contact us at (561)994-1118

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