

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

APRIL/MAY 2010 \$14.95

## Sandwich Board

THE DELI IS PRIMED TO GRAB A BIGGER  
SHARE OF THE GROWING SANDWICH BUSINESS



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## COVER STORY



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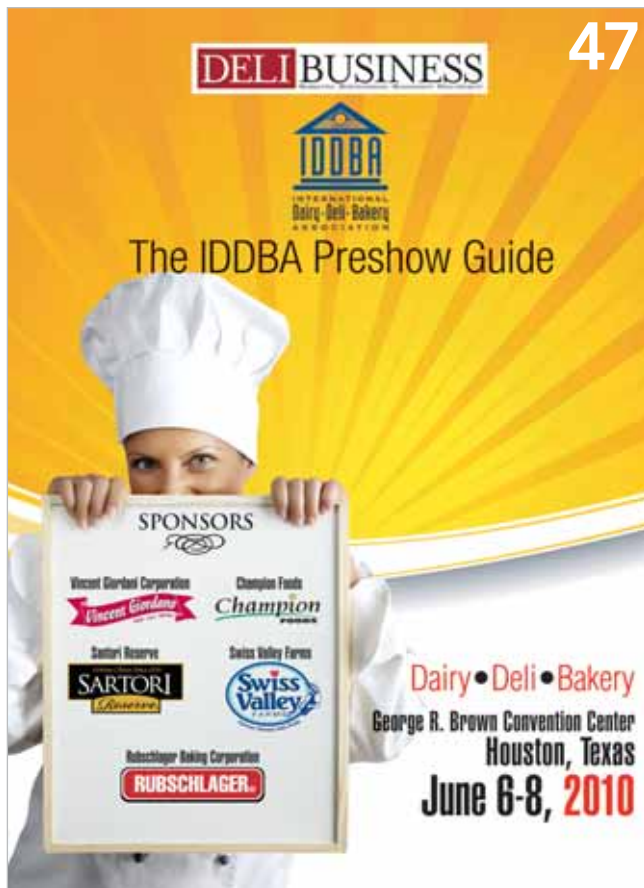
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**PRESIDENT & EDITOR-IN-CHIEF**  
JAMES E. PREVOR  
jprevor@phoenixmedianet.com

**PUBLISHING DIRECTOR**  
KENNETH L. WHITACRE  
kwhitacre@phoenixmedianet.com

**PUBLISHER/EDITORIAL DIRECTOR**  
LEE SMITH  
lsmith@phoenixmedianet.com

**MANAGING EDITOR**  
JAN FIALKOW  
jfialkow@phoenixmedianet.com

**CIRCULATION MANAGER**  
KELLY ROSKIN  
kroskin@phoenixmedianet.com

**PRODUCTION DIRECTOR**  
DIANA LEVINE  
dlevine@phoenixmedianet.com

**ART DIRECTOR**  
JACKIE TUCKER  
jtucker@phoenixmedianet.com

**PRODUCTION DEPARTMENT**  
FREDDY PULIDO JOANNA ARMSTRONG

**NATIONAL SALES MANAGER**  
RICK PURCARO  
rpurcaro@phoenixmedianet.com

**ADVERTISING**  
ADAM DALY  
adaly@phoenixmedianet.com

ERIC NIEMAN  
enيمان@phoenixmedianet.com

AMY TREROTOLI  
atrerotoli@phoenixmedianet.com

**RESEARCH DIRECTOR**  
SHARON OLSON

**CONTRIBUTING EDITORS**  
CAROL BAREUTHER BOB JOHNSON  
LAUREN KATIMS JACQUELINE ROSS LIEBERMAN  
JULIE COOK RAMIREZ  
KAREN SILVERSTON LISA WHITE

SEND INSERTION ORDERS, PAYMENTS, PRESS RELEASES,  
PHOTOS, LETTERS TO THE EDITOR, ETC., TO:  
DELI BUSINESS  
P.O. BOX 810217, BOCA RATON, FL 33481-0217  
PHONE: 561-994-1118 FAX: 561-994-1610  
E-MAIL: delibusiness@phoenixmedianet.com

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**TRADE SHOW COORDINATOR**  
JACKIE LOMONTE

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## SARA LEE DELI LAUNCHES SOCIAL MEDIA CAMPAIGN TO HELP MOMS



Sara Lee Deli has launched *Saga Solver*, a social media campaign designed to help moms simplify their lives. The new Sara Lee Fresh Ideas pre-sliced and sliced-to-order deli meats campaign offers moms valuable expert advice and insights from three nationally recognized experts to help solve their everyday mama sagas, building upon the success of the Sara Lee Deli Mama Saga

program launched last September.

The *Saga Solver* program will provide moms the chance to interact with three nationally recognized Saga Solvers who will offer tips and advice on three distinct areas: food preparation, helping mom get her kitchen and family schedules organized and family advice, all housed on Sara Lee Deli's Facebook page. The program will also provide an update on the lives of the three Sara Lee Deli Mama Saga mamas, who originally appeared in satirical web-cam videos on Metacafe, Facebook and other video sharing sites. Since their launch in September, the videos have recorded 2.5 million online views.

Each *Saga Solver* will serve as a resource to moms who visit the Facebook page through tips, advice and recipes posted regularly as well as through one live chat per expert where moms can get answers to their issues in real time.

## COMING NEXT ISSUE IN JUNE/JULY 2010

**COVER STORY**  
6th Annual People's Awards

**FEATURE STORIES**  
Economic Update  
Italian Foods  
Ethnic

**PREPARED FOODS**  
Salads & Sides  
Grab-And-Go

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Turkey  
Ribs & Wings

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**PROCUREMENT STRATEGIES**  
Party Time  
Natural

**CHEESES**  
Goat Cheeses  
French Cheese  
Wisconsin Cheeses

### COMING IN AUG./SEPT. 2010

How can prepared foods from the deli be part of a healthier lifestyle? With the ramifications of Jamie Oliver's Food Revolution, the First Lady's ongoing anti-obesity campaign, and The Child Nutrition Reauthorization Act, the deli should be poised to be a key player.

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by Jim Prevor, Editor-in-Chief

# Under-Marketed Delis

When Wal-Mart first began to roll supercenters out across the country, grocers had a very specific fear: Wal-Mart wouldn't care about making money on food.

The logic was simple. Wal-Mart made its money on general merchandise, which has a far higher profit margin than food. Wal-Mart wanted to sell food, the theory went, to increase the frequency of visits to its stores. Once consumers were there, Wal-Mart would sell them highly profitable general merchandise. In a sense, food would be a kind of advertisement for Wal-Mart, something that brings the customer through the front door — the profit would be made elsewhere.

It was not a bad theory and, although, in the end Wal-Mart was able to keep its costs low enough to present a strong pricing offer and make a profit on food, the theory's premise — that departments focused on high-frequency shopping can contribute value beyond profits to a multi-departmental retailer — is true.

It also implies a special role for the deli/retail foodservice operation of any supermarket.

After all, dry grocery purchases can be postponed almost indefinitely, and perishable departments may require a visit weekly or twice weekly in typical suburban settings. The frequency of purchase for lunch can be daily, and if a store offers a good breakfast program, it can get both lunch and breakfast business. Add take-home for dinner or in-store dining options and the deli's foodservice operation has the potential to bring customers into the store daily or even more frequently.

Yet supermarket deli operations are consistently under-marketed; stores are not using their best weapon in building shopping frequency and consumer loyalty.

Deli departments are often inexpensive, perhaps too inexpensive, but whatever the value, it is often hidden. Contrast a typical supermarket deli department's low-priced items, hidden amidst a large offering, with the "Value Meal" offerings now standard at quick-service restaurants. Why do so few supermarkets offer a consistently highlighted value offering?

There is terrific quality food offered as part of the foodservice offerings at deli departments, but those excellent items tend to be lost among the wide assortment of things delis typically do. In contrast many of the fastest growing restaurant chains, such as Five Guys Burgers and Fries, focus on doing a few things really well.

It is this failure to clarify an image — be it for value or quality, expertise in a cuisine or service — that prevents most deli foodservice operations from maximizing the contribution they could make to the broader supermarket by drawing in more shoppers, more frequently.

Over the last year and half, deli foodservice has benefited from the trade-down phenomenon as consumers sought economical alternatives to restaurants. The deli department has not, however, benefited as much as it could have, because not only is its positioning not as clear as it could be, but its marketing is also neglected.

Restaurants have been doing all kinds of offers to keep business moving. It's common for restaurants to offer nightly themed specials, such as "Build your own burger for \$5 on Wednesday," the "Bottomless pasta bowl on Monday," etc., highly promoted events that keep interest high and attract customers. Even in supermarket delis with good foodservice programs, all you get is a lonely sign saying what the day's special is.

If the economy begins to turn as many suspect, deli departments will pick up some business from store customers electing to purchase some convenience rather than cook everything themselves. They will, however, lose business as those who had traded down from restaurants trade back up.

And a wonderful opportunity will be lost because the supermarket deli is so often a non-descript non-entity. It has no name, no specialty, and no image. So customers can give it up without feeling they made a decision.

The problem is really at the very top of the food chain. Though retail CEOs may pay lip service to the idea that the deli's foodservice operation is crucial for attracting customers and increasing the frequency with which the customers shop the store, they still demand profits as if those other purposes don't matter.

As Wal-Mart's food operation has grown, it has come to account for a larger and larger share of sales. Because food offers lower margins, the growth of food sales, though increasing dollar profits, has depressed margins for Wal-Mart. Because the Walton family owns about 40 percent of the company, it can choose to tolerate lower margins in exchange for a larger and more profitable overall business.

The question is how many supermarkets are educating their ownership as to the necessity of investing in a clear image, well marketed for their own deli operation. And to what degree do the owners understand that P&L reports from the deli are not as revealing as one would hope for they neglect to score the impact of the deli offering on the ability to attract customers to the broader store?

DB



*James P. Prevor*



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by Lee Smith, Publisher

# It's A Food Revolution

I heard about *Jamie Oliver's Food Revolution*, the new reality TV show, and decided to tune in. Basically, Oliver — best known in this country for cooking shows on the Food Network — descends on the city of Huntington, WV, which has earned the dubious title of “Unhealthiest City in America.” The show is about Oliver’s attempts to change the eating habits of its inhabitants, one child at a time. His first campaign of this sort — called *Jamie's Ministry of Food* — was in the English town of Rotherham.

I am not a fan of reality TV, but this one piqued my curiosity. I know firsthand that our eating habits have gotten out of hand; the average diet has too much fat, sugar and salt and not enough whole grains, fruits, veggies and lean protein. We are getting fatter, our children are getting fatter, and obesity is a national scourge. If Jamie Oliver has a working solution, I’m all for hearing it, even if I must put up with the inaccuracy and the overblown drama of “good” TV.

I’m a prime example of our nation’s problem. I’m fat. I used to be skinny. I used to be in terrific shape — martial artist, white-water rafter, hiker, weight lifter, sheep herding competitor, dog trainer. Now, I’m just fat. No excuses other than a lifestyle that favors eating and sitting behind a computer.

About six months ago, I decided that I no longer wanted to diet. If I’m going to be fat, I’m going to be a healthy fatty living a healthier lifestyle. I decided to just eliminate the “bad” stuff. Better eating and more walking have resulted in weight loss, albeit very slowly. So I was especially interested in what Oliver was going to do on the show to help others change their diets. After watching a couple of episodes, emotionally I was ready to fire all the ignorant city employees, begin a personal campaign against the national school lunch program, and write columns about the trash manufacturers are making in the name of profits.

Unfortunately, what makes good TV does not make good policies — or even a lot of sense. After reviewing the national school lunch program and its guidelines, I can make the assertion that the guidelines are sound. We need to keep in mind that this federally subsidized program is aimed at our nation’s poorest citizens. Certainly, it doesn’t mean poor people should eat junk, but it doesn’t aim to provide gourmet fare either, and it should contain more calories than a lunch for an affluent child who will go home to have a snack and an all-you-can-eat dinner.

The regulations require that not more than 30 percent of calories come from fat. The meal is required to provide 8 ounces of milk, 3 ounces of a quality source

of protein,  $\frac{3}{4}$  cup of fruit or vegetables and two grain servings that must either be whole grain or contain whole-wheat or enriched flours. The meal must consist of fluid milk, an entrée and a side dish. And there must be two different fruits and/or vegetables, one of which can be the side dish. Calories and nutrition should equal  $\frac{1}{2}$  of the recommended daily requirement. Total calories for a high school lunch should be around 840.

Unfortunately, there is no maximum set for salt content and the fat content is often higher than allowed, but the overall guidelines are sound. Oliver screams over flavored milks, which sent me into the supermarket last night. Sure, there are sugar and flavorings, but the average calorie increase for 16 ounces of flavored milk was less than 100 calories. I may not need the extra calories, but I’m not a 16-year-old football player. Personally, I’d rather see the kids drinking flavored milk than soda pop or even water.

As for French fries, potatoes are considered a vegetable and I’m all for it. Potatoes provide excellent nutrition and school fries are usually baked not deep-fried.

Now for the true horror of the show — chicken nuggets. Should they be the *daily* protein source for anyone? No. But neither are they the monstrosity portrayed on the show — and our industry was the recipient a huge disservice by portraying the nuggets as ground up carcasses loaded with unnamable chemicals. Hamburgers, French fries, flavored milk, pizza and chicken nuggets can all play a role in providing people with a healthy diet.

If we really want to combat obesity, it is going to take the food revolution that Oliver suggests and we all need to be part of it. Maybe his show is a good wake-up call, but we must be careful not to malign and alienate everyone who can make a positive difference. We need education and leadership. Oliver may be leading an early skirmish, but educators, parents and industry leaders are necessary for the long-term conduct of this revolution. We all need to step up our game — but with cultural sensitivity, honesty and integrity.

DB





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## Announcements



### FREE MERCHANDISING MATERIALS

Fabri-Kal, Kalamazoo, MI, has made free Greenware merchandising materials available. Greenware annually renewable cold drink cups, portion cups and lids are made entirely from plants – not petroleum. Greenware products are 100 percent compostable in actively managed municipal or industrial facilities, where available. The merchandising bundle includes window/door cling, table tent, coaster, sticker and front- and back-of-the-house posters.

[www.f-k.com](http://www.f-k.com)



### GRASKAAS IS COMING

Beemster, Westbeemster, The Netherlands, announces Graskaas is coming. Graskaas is a rare, extra smooth cheese made in April from the first milking of the cows as they leave the barn after the cold, windy winter. The milk taken during the first weeks of spring is the creamiest and is used to create a special edition cheese. The cows literally run and jump as they can now freely graze on lush spring pastures of the Beemster polder.

[www.beemster.us](http://www.beemster.us)

## New Products



### ALL-NATURAL DIPS, SALADS AND SPREADS

Santa Barbara Bay, Buellton, CA, has introduced a new line of rich, creamy, all-natural dips, salads and spreads, made fresh to order using only all-natural ingredients. Available in eight flavor varieties: home-style spinach, creamy Mediterranean, savory seafood spread, chunky artichoke, roasted garlic ranch, French onion, garden dill and seafood veggie salad.

[www.santabarbarabay.com](http://www.santabarbarabay.com)



### FOODSERVICE PACKAGING

Innoware, Alpharetta, GA, announces the launch of its micro-wavable OctaView Supreme line of hinged foodservice containers featuring a patented, tear-away lid. InnoWare's first-to-market technology gives consumers the option of separating the lid from the base for easier dining. The lids can be re-secured on the base for leftovers. No other microwavable food-packaging product offers this consumer convenience combined with the operational benefits of a 1-piece container.

[www.innowareinc.com](http://www.innowareinc.com)

## New Products



### MEAL SOLUTIONS FOR TIME-CRUNCHED CONSUMERS

Tyson Foods, Springdale, AR, has launched a new line of complete meal entrées available in the deli department. The meals were designed with the retailer in mind. To improve operations and margin, Tyson designed the meals to be assembled with minimal deli labor. The meal components are delivered to the retailer, who can assemble and package single servings, two servings, or four servings, in their own deli packaging.

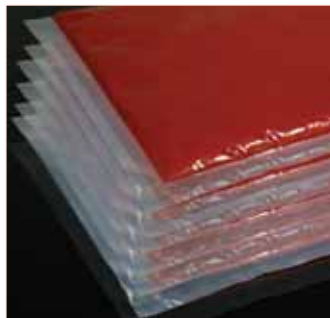
[www.tyson.com](http://www.tyson.com)



### PREMIUM DELI COOKED HONEY HAM

Farmland Foods, Kansas City, MO, now offers Premium Deli Cooked Honey Ham prepared with 100 percent real honey and natural seasonings. All Farmland Premium Deli Hams are 95 to 97 percent fat-free; two 13-pound hams per case. Honey Ham adds just the right sweetness to create a sandwich topped with honey Dijon mustard and sweet pickle slices, or top with a Waldorf salad and lettuce on ciabatta bread for an upscale presentation.

[www.farmlandfoods.com](http://www.farmlandfoods.com)



### ASEPTIC PACKAGING

Sealed Air Cryovac, Duncan, SC, is offering the new Flavour Mark packaging technology that contributes to better product quality, taste and nutritional value. The lack of headspace in the package also promotes improved quality and shelf life by preventing oxidation. The shelf-stable attributes of aseptic packaging can eliminate the need for cold storage and distribution, while the lighter weight material and compact footprint allow for more products to be shipped in a truckload.

[www.cryovacshelfstable.com](http://www.cryovacshelfstable.com)



### THERMAL-CONTROLLED DININGWARE

Rega USA, LLC, Las Vegas, NV will be launching Vidacasa thermal-controlled diningware on June 1. The collection delivers consistent cold plate temperature at 4° C for up to six hours, assuring the greatest quality and freshness of temperature-sensitive perishables. Other benefits include reduced bacteria growth, food-safe, no electric power required, no wet/dry ice required, available in many sizes and shapes. Can be pre-ordered at 20 percent discount at its official website.

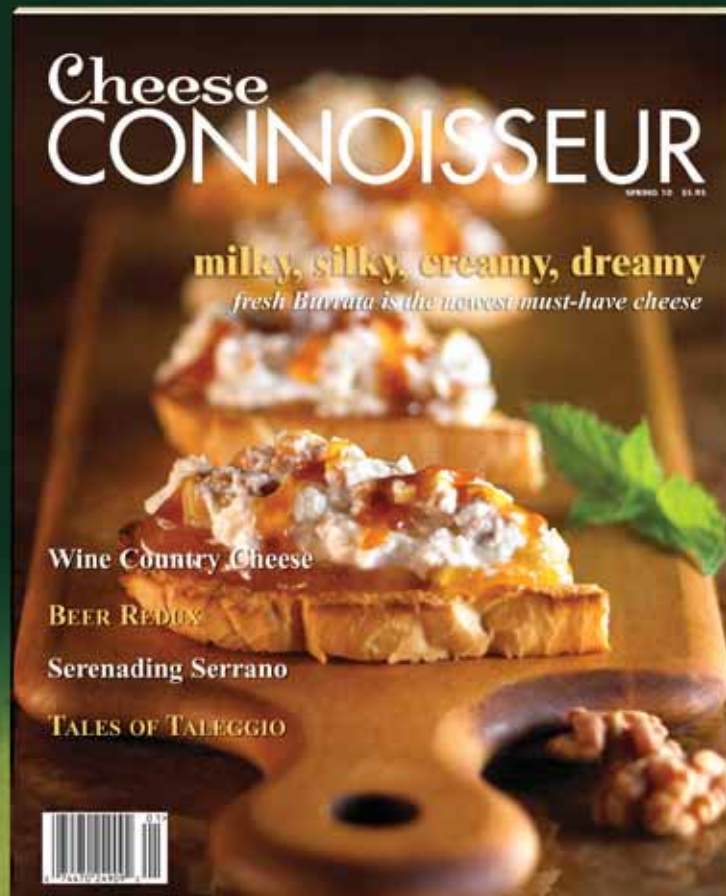
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# Sandwich Board

The deli is primed to grab a bigger share of the growing sandwich business

By Bob Johnson

**T**he sandwich business in the United States currently stands at \$120 billion a year — and it's still growing. But even that lofty figure — from *Foodservice and Retail Market and Trends* from Packaged Facts, Rockville, MD — is just part of the potentially lucrative story, which is even larger when you include the add-ons.

"There's \$200 billion in lunch money up for grabs," says Don Hall, president of the Professional Series division at Kingston, NY-based M&E Manufacturing, makers of slicing equipment. That's the inviting part of the story. The sobering part is that getting a bigger piece of the sandwich pie won't be easy because quick-service restaurants and convenience stores provide serious competition.

The deli is not about to match McDonald's on price or beat Subway on convenience. But it can offer the inviting aroma of fresh-baked artisan breads, which Burger King will never match. And Quiznos isn't likely to begin offering deli standards such as Black Forest ham with fresh Bleu cheese-stuffed olives on the side.

The deli is well positioned to offer superior sandwiches made with superior ingredients. From the bread



PHOTO COURTESY OF TILLAMOOK CHEESE



## Give Your Deli Customers a Taste of Home

We are proud to introduce two items in a new signature deli collection, Momma Dietz Original Recipes, borrowed from Mom's own cookbook... Premium Roast Chicken and Pot Roast of Beef with her delicious blend of seasonings and vegetables...a homemade taste that our family has enjoyed for many years.



Give your customers the opportunity to choose premium deli meats and cheeses with a difference. Give them the opportunity to choose Dietz & Watson...and Expect The Best!

*Ruth Dietz*  
Ruth Dietz  
Chairman and Mom

NEW



## Momma Dietz Original Recipes

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**Roast Chicken Breast**  
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Vegetables & Natural Seasonings

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Hand Tied & Slow Roasted with  
Vegetables & Natural Seasonings



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to the meat to all the cheeses, sauces and vegetables in between, the deli is uniquely positioned to offer the highest-quality sandwich ingredients.

"The consumer is looking for variety and choice. But what is most important is that a sandwich program uses premium deli products. Today's consumer knows the difference," says Louis Eni, president & CEO of Dietz & Watson, Philadelphia, PA.

The ingredients available in the deli make

it possible to put together a sandwich program whose quality the competition can't match, and the varieties of those ingredients make it possible to be bold and innovative.

"Grab something different for a change," suggests Michael Girkout, president, Alvarado Street Bakery, Petaluma, CA. "Sure, you need to have Cheddar, Swiss, and American — but there are so many opportunities to be different from your competitors. Why not offer a 'Cheese of the Day' program?

Encourage your customers to try different varieties by featuring something different each day. Do you have a vegetarian selection? How about vegan?"

## It Starts With The Bread

A quality sandwich program begins with the widest possible variety of the best breads and wraps available. "What's exciting about your bread choices?" Girkout asks. "Do you mix it up a bit every week? Do you have organic bread as an option? Whole grains? Do your customers know? Do you work with your in-store bakery department to offer breads fresh for use in the deli? What about wheat-free? Do you offer gluten-free breads to customers with wheat sensitivities?"

Even producers who supply other sandwich ingredients agree the single most important place to begin the program is with the breads. "We're trying to put sliced cheese into sandwiches, but what is driving the growth is the variety of breads. There are paninis, flatbreads and regular breads," notes Jay Allison, vice president for sales and marketing at Tillamook Cheese, Portland, OR.

The bread portfolio begins with fresh artisan breads, but it also includes many breads and wraps from around the world that have become both familiar and popular in the United States.

"Offer more bread-alternative options and communicate this across all communications and consumer outreach, including menus, advertising, table tents, etc," advises Jan Remak, executive director sales and marketing at La Tortilla Factory, Santa Rosa CA. "As consumer tastes are influenced by global foods, delis should offer more bread and bread alternatives — especially wraps and flatbreads — for traditional sandwich offerings. Also, wraps offer a stronger food-to-go option for consumers."

The new varieties of breads and wraps also open up the possibility of a range of sandwiches for the beginning of the day. "All retailers are clamoring for lunch and dinner sandwiches, while neglecting the most important meal of the day," says Jenna Kashou, communications manager at Kangaroo Brands, Milwaukee, WI. "Why not offer breakfast sandwiches or free coffee to get early birds into the store? Kangaroo offers a healthy, natural omelet pita that heats in 30 seconds and can be held for two hours in a warmer. It's healthy, easy to eat and presents a huge opportunity for retailers across the country. It's the most underserved part of the day."

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## Nothing But The Best

Quality may start with the bread, but quality must be the byword for all sandwich ingredients. "The key is quality ingredients. You don't want just ham and cheese, you want Black Forest ham and quality aged Cheddar cheese. The last four or five years we've been trying to sell the attributes of natural sliced cheese," relates Tillamook's Allison. He emphasizes that quality real cheese comes from milk and enzymes, while the generic cheese singles used in many QSRs have hydrogenated fat and oil.

Many producers have moved to provide healthier and more natural ingredients to the deli. "We're trying to make product more natural or organic. Flavors should complement what the deli is offering," advises Dominic Biggi, executive vice president at Beaverton Foods, Hillsboro, OR. Beaverton has produced a variety of condiments since Rose Biggi began grinding horseradish for sale at local stores during the Great Depression.

Ingredients such as hummus, already popular with chips, can also offer a unique option with sandwiches. "Hummus is a healthy component for sandwiches and appeals to healthy eaters and vegetarians alike. It goes well with Mediterranean items such as olives and roasted red peppers, or the usual ingredients such as lettuce, cucumber and tomatoes," says Kangaroo's Kashou.

Quality, variety and newness can create a unique sandwich-program identity. "New ingredients keep customers coming back," according to Weyd H. Harris, national sales manager at Pittsburgh, PA-based Conroy Foods, producers of a variety of sauces, spreads, dressings and mustards under the Beano label. "To be successful, deli sandwich programs need to keep a keen eye on what's popular at foodservice operators such as Quiznos, Subway, Cousins, Panera Bread, Applebee's, Fridays, and other QSR and fast-casual operators. These restaurants introduce new flavors to the public. As an example, the flavor of Buffalo is now the No. 2 restaurant menu mention."

"Demand is increasing," Harris adds. "People are moving away from spending as much as they had previously in restaurants and are spending more in the grocery store.

But retail grocers need to make certain the variety they're offering matches their customers' wants and needs. If they don't, they may lose them back to the restaurant when the economy improves."

It helps to offer free samples of unique ingredients that make the deli sandwich special. "Delis, in particular, can promote a new sandwich by letting consumers have a free taste of one or a few of the ingredients in the sandwich on the counter," suggests Pierre Crawley, vice president for marketing at Morganville, NJ-based Peppadew USA, the distributor for Peppadew peppers, the brand name for a variety of sweet, piquant peppers from South Africa.

"South African Peppadew peppers are sweet and tangy and have just a hint of pepper bite — not hot though," Crawley explains. Peppadew come in whole or diced formats for use in sandwiches or they can be an ingredient in mustard, veggie burgers, dry seasoning or salsa, he adds.

The range of high-quality ingredients at the deli makes it possible to continually add creative touches to familiar sandwiches. "For the sandwich, it's creativity and innovation but staying within bounds of what's generally accepted and well liked," says Jesse Amoroso, director of business development at Amoroso's Baking Co., Philadelphia, PA. "Some people try using a couple different meats, others improve a sandwich with certain condiments or products such as roasted or hot peppers, pickles, and the like."

It may cost a little more to build sandwiches from the finest ingredients, but that's a small price to pay for establishing a unique identity in the enormous sandwich market. "What all serious deli managers need to do is sit down and do the math and figure out that they can offer their customers sandwiches with premium deli meats for a few cents more per sandwich," suggests Dietz & Watson's Eni. "If you're going to offer prepared foods to your customers, you better make sure they're the best they can be."

## Service Is Essential

The finest sandwiches in the world will go to waste unless they're presented and served well. "Don't just make a bunch of sandwiches in the morning so that the tomatoes go bad," Tillamook's Allison advises. "You can't just have a sandwich board behind the counter — you have to put together a display in the case that catches the eye."

Part of presentation is having enough people available to make lunchtime sandwiches at the deli convenient. "The staffing and service program is important. The transaction must be smooth," says Hall. M&E makes the Deli Buddy line of slicing equip-



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ment designed to make it easier to face the public while slicing and to move the equipment within the work area.

Making custom sandwiches can help build a loyal clientele. "Generally people are eating out at restaurants less often and are brown-bagging it for lunch," notes Alvarado's Girkout. "This provides an opportunity for the astute deli operator to capitalize on. Make sure your customers know what your deli has to offer and that you'll customize their order anyway they want."

If space allows, offering limited seating can generate sales. Harris offers suggestions for making the deli more inviting. "Create a sandwich-shop atmosphere. Use attractive signs to advertise the menu. Allow for customized offerings as desired by the customer. Consider a few tables and chairs so people can sit and enjoy their sandwich. Maybe even put some outside when the weather is nice."

### Go-Alongs

A deli that distinguishes its sandwich program with the finest ingredients would do well to avoid the beaten path in the go-alongs that complement the sandwich; in so doing they can increase the ring.

"Get away from pickles and chips! Everyone else is doing that," opines Girkout. "Be different — be unique! Visit the other departments — look for different items to include. Instead of pickles, try almond-stuffed olives or pickled vegetables. Instead of chips — carrot and celery sticks. For lighter options, small yogurt or rice cakes. Include a choice of drinks as well. Your deli makes at least 10 different salads. Why not include them all in your sandwich program? A small salad enjoyed at lunch can lead to a larger portion purchased for dinner at home."

"Delis should consider applying lower margins on go-along items such as condiments," notes Biggi. "Price points are often much higher on products in the deli compared to the shelf."

Go-alongs can play an important role in differentiating the deli. "Think outside of the lunch box. Try offering a sandwich with items that are selling well. For instance, sell a sandwich along with hummus and chips," suggests Kangaroo's Kashou.

According to Girkout, "There's always something new. It's important for progressive delis to innovate. Still adding traditional leaf lettuce to all sandwiches? Take a look in the produce department — the variety of greens and sprouts available today are astounding. Experiment with different combinations that will add crunch, texture, taste and color. Give your customers a choice when they place their order."

"Avocados, sun-dried tomatoes, roasted peppers, and roasted vegetables are great condiments for an extra special sandwich," he continues. "Keep a supply of special mustards available and let your customers choose between hot and spicy/sweet and mild."

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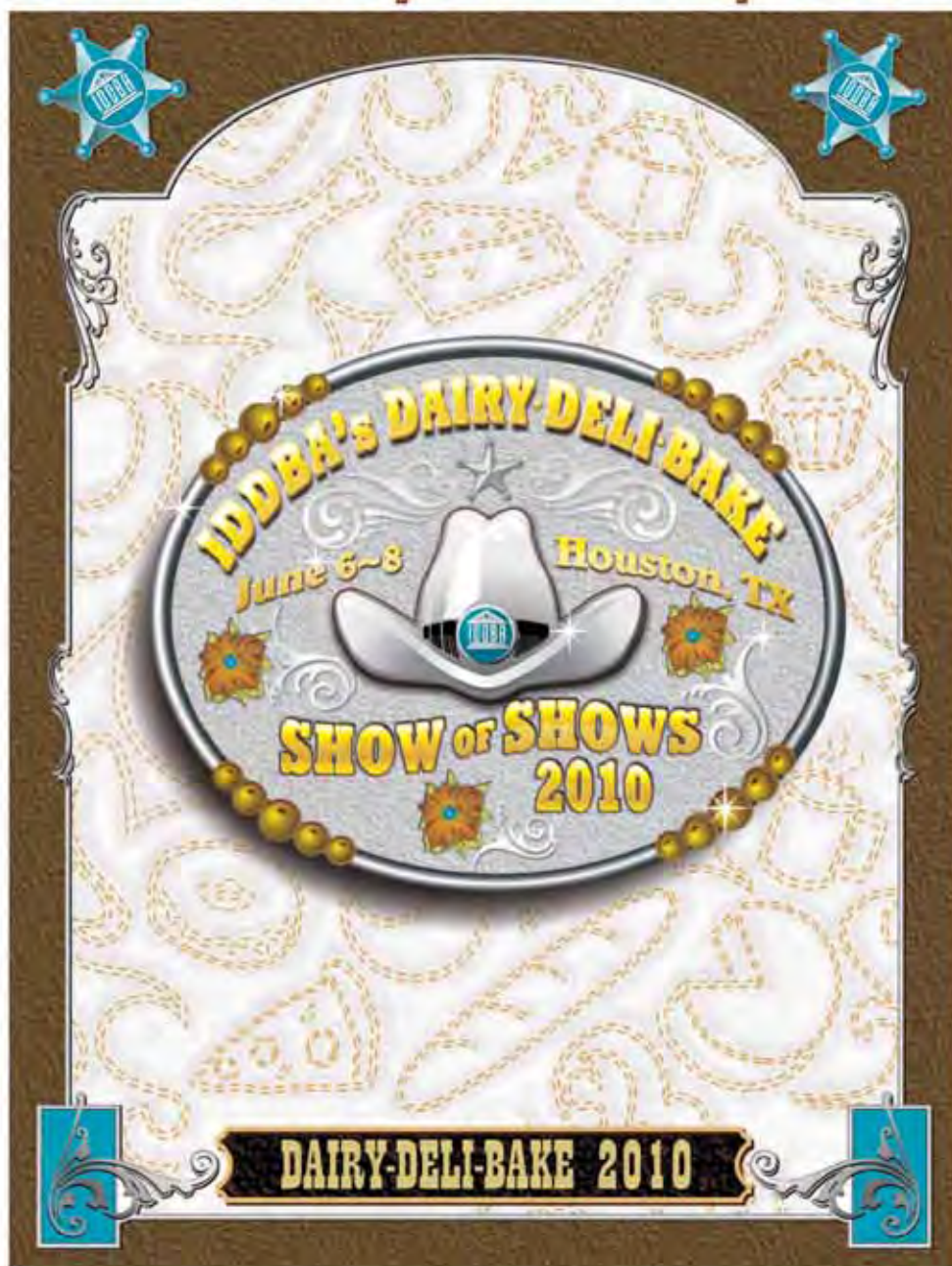
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# Hispanic Foods Find Their Place In The Deli

Whether mainstream or ethnic, all delis can benefit by carrying these increasingly popular items

BY JACQUELINE ROSS LIEBERMAN



PHOTO COURTESY OF LA TORTILLA FACTORY

Today in America, more Hispanic foods are available for delis to offer than ever before. “Hispanic consumers make up a large part of America’s demographics, and because of this companies are now starting to adapt to Hispanic consumers’ wants and needs,” says Jessica Brown, sale and marketing coordinator, Yucatan Foods, Los Angeles, CA, makers of items such as guacamole, salsa and Avo-Hummus.

“The Hispanic population is rapidly increasing, especially on the West Coast,” says Jan Remak, executive director sales and marketing, La Tortilla Factory, Santa Rosa, CA, makers of tortillas and wraps.

In fact, notes Marilyn Vincent, senior marketing manager, Don Miguel Mexican Foods, Inc., Orange, CA, makers of a full line of Mexican-style products, “They are the largest minority group and currently 1 in 7 in the United States.”

Information provided by the upcoming 2010 Census should prove that Hispanic populations are increasing within the country. And because many Hispanics are wary of giving away their information, “I believe that it is much higher than the census will say it is,” proclaims Gabriel Robles, president,

Colorado Ranchers Dairy Products, Inc., Denver, CO, owners of the Queso Campesino trademark, a brand of authentic Mexican-style cheeses. “It’s a big market.”

As more Hispanic products become available, mainstream consumers are learning to love these foods, as well. “The increase in the Hispanic population has resulted in more Latin products and ingredients available to all consumers,” adds Remak. “This has expanded their culinary horizon and generated cross-over appeal to mainstream consumers.”

In addition, “There are a lot of people who travel more and more all the time,” says Robles, which influences their buying and eating habits when they get home.

Mainstream consumers also learn to love Hispanic foods by visiting restaurants, whether these are independents serving traditional foods, white tablecloth, fast-food or casual Tex-Mex. “Those all influence how people buy their groceries and plan their meals,” notes Joe Ketchum, vice president sales and marketing, Olé Mexican Foods, Inc., Norcross, GA, makers of tortillas, tostadas, tortilla chips, cheeses and sausages.

Throughout the country as a whole, Robles says, the majority of Hispanics in the United States are of Mexican decent. But

regionally this can differ. “There are pockets,” he explains. For example, New York, New Jersey and Florida have populations of people with Caribbean backgrounds. But, he adds, “It’s still predominantly Mexicans.”

Mexico is a large country with many different food traditions. In addition, “Different socio-economic statuses” affect the type of food popular within each group, relates Robles. Different populations have settled into different parts of the United States, so retailers “have to know who they’re targeting. To target the most people, go with the traditional.”

Although Mexicans Hispanics are the largest sub-group, it pays to delve into other Hispanic cuisines. Because of the diversity of culture within Latin countries, food traditions can vary widely, according to Remak. “Due to this, there are regional differences and preferences in food. Some of the more popular foods the United States has embraced include the Mexican staples of tacos and enchiladas, but now the Salvadorian specialty pupusas are making a strong showing on U.S. menus.”

Vincent notes that empanadas — a specialty of Argentina — are gaining ground in the mainstream, as well.

Even widely known dishes are often made in different ways depending upon ori-



## Aiming at the Ethnic Consumer

Within many neighborhoods, stores have the option to gear toward mainstream American consumers or Hispanic consumers. If a neighborhood has a large Hispanic population, "Retailers have to decide if that's the customer they want to focus their attention on and pull in," says Joe Ketchum, vice president sales and marketing, Olé Mexican Foods, Inc, Norcross, GA.

"Each deli will need to determine the density of Hispanics in its neighborhoods versus mainstream customers that enjoy Hispanic foods and then make necessary menu adjustments," states Jan Remak, executive director sales and marketing, La Tortilla Factory, Santa Rosa, CA. "Each store will need to determine if its communication materials are in English, Spanish or bilingual."

In addition to carrying a larger line of basic Hispanic ingredients, ethnic-oriented delis should keep in mind that first-generation Hispanic consumers tend to buy in bulk, unlike mainstream consumers who are more likely to head for the pre-packed grab-and-go items. Hispanic consumers also know and expect good quality from their Hispanic foods and have an eye towards value.

Although most consumers walking into ethnic-oriented stores

are knowledgeable about these products, retailers cannot assume that all their Hispanic customers are of the same origin. "Not everyone who is brown and short is Mexican," jokes Gabriel Robles, president, Colorado Ranchers Dairy Products, Inc., Denver, CO. Sampling and signage are just as important in ethnic stores as they are in mainstream delis.

To attract more Hispanic consumers, as well as adventurous mainstream consumers, "Delis could also ensure that they have a beverage selection that reflects Hispanic flavors," notes Remak.

Ethnic-oriented stores should not make the mistake of carrying only foreign brands. "One interesting thing I find is that brands developed in the United States tend to do better than products from other countries," says Robles. While first-generation Americans tend to lean toward brands from their home countries, mainstream consumers and second- and third-generation Americans tend to like American-made Hispanic foods. "From either end, we tend to go toward the center," says Robles, so an American brand making traditional foods is likely to be popular with all groups. **DB**

gin. "Hispanic food traditions differ from community to community according to nationality by how food is prepared," notes Yucatan's Brown. "Different communities make Hispanic dishes differently. Every community has its own way to prepared traditional Hispanic food by adding its own spices, etc."

Some food traditions vary greatly. For example, "Mexicans and Central Americans eat tortillas. They eat a lot of tortillas," says Olé Mexican's Ketchum. In fact, he adds, these groups are likely to eat tortillas at nearly every meal. On the other hand, "Caribbean Hispanics eat about as many tortillas as general American consumers," which is an average of about four times a year.

Still, while some regions of the United States have high populations of Caribbean Hispanics, most are home to larger groups of Mexican-Americans. "Hispanics have migrated primarily from border states to a strong presence across regions all North America," explains La Tortilla's Remak.

### From Ethnic To Everybody

"Hispanic consumers have influenced American culture in many ways, especially in the food industry," says Brown. "Hispanic food has become very mainstream and is now a key part in the American diet. Traditional Hispanic food products that Hispanic consumers shop for are becoming items most Americans shop for and eat on a daily basis."

"Tacos are the leading item in fast food and aren't just at 'Mexican' chains — they're at Jack in the Box and Burger King. Burritos cross over into everything, for example

McDonald's breakfast burritos, Jack in the Box breakfast burritos," adds Don Miguel's Vincent. "Quesadillas are found at most all casual restaurants, such as T.G.I. Friday's, Red Robin, Dave & Buster's, Chili's, etc.

Salsa beats ketchup in retail sales now."

Remak also notes the popularity of Hispanic items. "Latin food, particularly Mexican food, has become as mainstream as hamburgers and hot dogs. In fact, tortillas

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have become so popular they have crossed over into bread alternatives for sandwiches and hamburgers. Plus, they contain fillings better for the active lifestyle."

In the United States, "Flour tortillas have evolved into several categories," explains Olé Mexican's Ketchum, one of which is wraps — a food that is influenced by Hispanic culture but is primarily an American innovation. "When you think of wraps, you typically think of a flavored tortilla," which are in no way a Hispanic tradition, he continues.

Another example is guacamole, which mainstream consumers buy for both everyday eating and entertaining. "Guacamole is a traditional Hispanic food that has made its way into being a key part of Super Bowl parties — a traditional American pastime. It's estimated that 8 million pounds of guacamole are consumed on Super Bowl [Sunday]," says Yucatan's Brown.

### Taking Advantage of the Trend

Just how familiar mainstream consumers are with Hispanic foods depends much upon the region. "It varies according to markets," explains Ketchum. "In Southern California, Mexican food has been there a lot longer

than in Atlanta. That influences the average general market consumer."

To keep up with the trend, "Delis can start embracing Hispanic foods by incorporating them with traditional deli items," suggests Brown. "The increasing popularity of these foods affects deli meats, prepared foods and other items offered in delis because mainstream shoppers are combining Hispanic foods with deli food items. An example of this is guacamole on deli sandwiches."

Delis can also alter recipes by adding popular Hispanic flavors and ingredients. For example, "I think that the increase in the Hispanic population is huge in bringing more extreme spices, flavors, etc., into the mainstream," says Don Miguel's Vincent.

Although some Hispanic foods are loved and embraced throughout the country, the popularity of certain foods and flavors depends greatly upon local demographics. In mainstream stores, what works best are often traditional Hispanic foods with an American twist.

For example, "When you look back at, say, Pace salsa, first generation Mexican-Americans do not see that as a real Mexican salsa. But our kids and the general public see

that as a very good salsa," according to Colorado's Robles.

"Some foods Hispanic immigrants have brought to the United States from different countries are guacamole, burritos, tacos, tamales, nachos," relates Brown. "Traditional Hispanic consumers will say a lot of these foods these are now being prepared the American way, meaning American consumers have changed the traditional way of make Hispanic dishes and made them their own way."

This sort of cultural fusion is an ideal way to bring Hispanic traditions to mainstream consumers. "Develop menu items that feature traditional Hispanic entrées, such as burritos and tacos, as well as fusion cuisine, such as Thai food wrapped in tortillas," suggests La Tortilla's Remak. "Chains such as Whole Foods have Mexican delis, so customers can make their own burritos and wraps."


Items that have broken through to the mainstream can be successfully offered as often as non-Hispanic foods. "Burritos sell almost as well as sandwiches," notes Vincent. "Delis should offer at a minimum a burrito or chimi in the hot case — these sell throughout the day and often do very well in sales with early morning customers. Since chicken isn't sold in the morning hours, consider stocking a breakfast burrito or flauta during those hours in the same area, or a breakfast empanada. All are portable, filling, taste great, and certainly better than leaving the space vacant during those hours."

In addition to prepared foods, certain meats and cheeses are also finding their way into the mainstream. When it comes to Mexican-style cheese, "Fresco is leading the way," according to Robles. "It's a dry, crumbly, sweet cheese. Some call it Blanco. I think it's the one being led toward the mainstream." Other Mexican cheeses gaining mainstream popularity are Quesadilla, a delicately flavored cheese that melts especially well, and Asadero, a firm yet creamy cheese that slices and melts well.

Retailers should keep in mind that foods sold as ingredients will sell moderately in a market where they are completely new. Sampling, demonstrations and signage can all help educate consumers to whom these products are unusual and will help increase sales.

"Shoppers at mainstream stores may not know all the ingredients in Hispanic foods, like shoppers at ethnic Hispanic stores, so explaining what is in the food and what pairs well with are important at mainstream stores," says Brown.

No matter which Hispanic foods a deli offers, one component is the most important of all. "It has to taste good," says Remak. **DB**



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# COMPETING FOR FOODSERVICE CUSTOMERS

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Delis are poised to reap the benefits of quality prepared-food offerings

BY JACQUELINE ROSS LIEBERMAN

**A**s consumers continue to save money by eating more meals at home, many are turning to the deli for the restaurant foods they love.

With better equipment, better-manufactured foods and better understanding of consumers' wants and needs, delis are increasingly encroaching on restaurant customers for their share of dining dollars. "Restaurants are still perceived as higher quality, but in offerings delis are getting close," says Steve Jilleba, corporate executive chef, Unilever Foodsolutions North America, Lisle, IL.

Recently, delis received a boost as a number of consumers opted to "trade down" from restaurant dining to eating at home "whether they have actually felt the economic pinch or not," says Mary Vaccaro, senior marketing manager, Sandridge Food Corporation, Medina,

OH. "This is a prime opportunity for supermarkets to offer more prepared meals to cater not only to the cash-strapped consumer but also to the family that has made it a priority to seriously evaluate its disposable spending habits."

But while they are pinching their pennies, consumers are still willing to pay for convenience. "Time efficiency is a strong reason why prepared foods are so appealing. With family schedules and budgets being what they are, weeknight meals are a lot easier to provide from the prepared-foods section and at a higher quality than fast-food options," adds Jilleba. "Also, when more ethnic flavors are involved, such as chicken mole, stir-fry or curries, it's easier and less time-consuming for some to purchase a prepared version rather than finding the ingredients and making at home."

In addition, today's consumers expect to save time with one-stop shopping at the supermarket, according to Mark Ecker, western regional sales manager, Hatco Corporation, Milwaukee, WI, makers of equipment including warming and merchandising equipment. "I think that's the world we live in."

Patty Echeverria, marketing manager at Castella Imports, Inc., Hauppauge, NY, recommends offering consumers quality food at a value-oriented price. "Delis can be more competitive with local eateries by implementing combo specials that provide a savings to consumers. Supermarkets have increased traffic growth because consumers are choosing ready-to-eat meals for their convenience and time-savings. When they don't have time to cook, they want grab-and-go from somewhere local. Quality

quality, the freezer case has infringed on delis' market position for quality and ease of preparation. As with any high-caliber competitor, deli prepared-food manufacturers and retailers need to step up efforts to reach and satisfy our consumers."

Delis can make their food more competitive with frozen by playing up the freshness factor. "Prepared foods and 'fresh' go hand-in-hand," says Vaccaro. "There's nothing romantic about frozen."

"There are many ways to communicate a fresh message," explains Sheri Oppenheimer, communications manager, Campbell's North America Foodservice, headquartered in Camden, NJ. "Having piping hot kettles of fresh soup is a great example. The sights, sounds and smells of hot soup all communicate freshness to the consumer."

ucts, such as pizza sauces.

Indeed, consumers are paying more attention to ingredients. "It's actually what they're not looking for which is more important. Shoppers want to be able to read labels that contain simple, trusted and recognizable ingredients," says Vaccaro. "Baby boomers are aging and are concerned about their health, and the food industry is starting to realize this by using 'real foods' and shorter ingredient lists to create healthier products."

And, adds Jilleba, "Nutrition is pretty high on the list when shopping for prepared foods, as it is believed that prepared-food options are healthier than fast-food options."

### Know Your Consumers

Of the types of prepared foods that delis serve, "The comfort category seems to still



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combo specials deliver the value to the consumers. Great combos, such as olives and cheese, make an excellent, healthy meal."

"One of the fundamental reasons why prepared foods exist is for convenience," notes Sandridge's Vaccaro. "Consumers can get a variety of dishes without investing in the numerous components involved in the preparation. They can also save the time in buying a prepared entrée that would traditionally take a long time to cook. Rotisserie chicken is a perfect and very relevant example."

Because convenience is key, one of the deli's biggest competitors is the frozen food department. "While in the past delis' primary source of competition for 'share of stomach' was the foodservice segment, today the frozen foods section looms as our greatest challenge," relates Alan Hamer, vice president of sales and marketing, Stefano Foods, Charlotte, NC. "With upgrades in microwavability, packaging graphics and product

"Within the deli area, the more action and preparation the customer sees, the fresher the items appear and the more appealing they are to customers. Aromas certainly create a draw to the deli area and entice customers to purchase what is being prepared," suggests Unilever's Jilleba.

The ease with which delis can prepare foods is increasing. "Manufacturers are always trying to find ways to make the prepared-foods offerings more exciting but at the same time less labor-intensive for the deli," says Vaccaro.

"We have strived to make our recipes all-natural and yet perform more quickly and consistently during proofing and baking. 'All natural' is a powerful selling tool to today's ingredient-savvy customer," says Robert Horth, vice president of business development at Delorio's Frozen Dough, a division of Utica, NY-based Violet Packing, which makes a variety of doughs and tomato prod-

be the most popular," says Vaccaro. "New flavor trends will always have an important place in prepared foods, but most sales will be driven with the familiar. That's not to say that the familiar needs to be boring, either. Twists on the old familiars satisfy the back-to-the-basics cravings for the increasingly sophisticated consumer palate."

What is familiar often depends on the customers. "Delis also have to remember that the comfort category within prepared foods is not the same thing for every person and will vary from culture to culture," she continues. "The specific comfort-foods offerings really need to be determined by the demographics."

Around the country, "Chicken has remained popular, both whole and breast portions," says Jilleba. "We're seeing more fish options as well. We're also seeing more soups, both hot and chilled options."

"Soup is one of the top 10 most popular



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prepared foods in the deli because it delivers on attributes that are consistently in demand — it's convenient, warm, nourishing and comforting," says Campbell's Oppenheimer.

Retailers can easily distinguish their offerings by making small tweaks to standard recipes. "Customization is important and can enhance taste and eye appeal with minimal effort," according to Sandridge's Vaccaro. "Adding something as simple as grape tomatoes, dried fruit or Swiss chard to a salad can really take it to the next level and also create a signature dish that your customer will recognize as yours."

"Delis must differentiate to stay on-trend and keep customers intrigued," explains Unilever's Jilleba. "Many easy modifications can be made to existing offerings, such as adding ethnic touches to traditional dishes like seasoning pork or chicken with Latin or Asian spices. Side dishes can be easily modified as well, like adding Hellmann's Creamy Pesto Real Sauce to potato salad to offer an Italian-inspired potato salad alongside the traditional potato salad offering."

"For soup offerings, delis can create daily specials simply," she continues, "by adding other back-of-house ingredients like protein or vegetables. For instance, Knorr Soup du Jour/SoupWorks Premium Dry Mix Chicken Noodle Soup can become Mediterranean chicken noodle soup with the addition of

roasted peppers, garlic and parsley. Add potatoes and cooked chicken to Knorr Soup du Jour/SoupWorks Premium Dry Mix Broccoli & Cheese Soup and you have broccoli and chicken chowder."

Tweaking a recipe "is a great way for an operator to set itself apart," says Delorio's Horth. "By creating a list of regional favorites, one can form a bond with the consumer as to what is popular in a given area. What are sandwiches called in a given area — wedges, hoagies, grinders? With frozen dough options from the bakery, think of the variety of rolls that can be created, such as knotted rounds from a 6-ounce sub dough or braided half loaves of bread. This coupled with a local landmark name can create a signature product that will get people talking."

The more variety a deli department can offer, the more exciting the dining experience becomes. "Years ago, consumers could only find things like sandwiches, sides, and drinks in the deli," relates Oppenheimer. "Today, they can find everything from Chinese food to sushi and gourmet salad bars. There is also more variety in our soups. The options are not just chicken noodle and tomato anymore — consumers can find dozens of soups with global flavors and unique twists on traditional favorites."

"Stores such as Whole Foods are pushing the envelope in this area, offering more

variety with a higher quality," notes Jilleba.

### The Equipment Retailers Need

"To provide high-quality prepared foods, you have to invest in the vehicle to deliver those products to the consumer or guest," says Todd Griffith, vice president sales and marketing, Alto-Shaam, Menomonee Falls, WI, makers of foodservice cooking equipment. "Equipment technologies vary significantly and will have a direct impact upon food quality, shelf life (sustainability) and prepared foods sales. Food has to be cooked right and equipment selection has to be made based with this goal in mind."

Just which pieces of equipment are necessary depend on what the store will offer. "Equipment should always be determined based upon the prepared foods menu," says Griffith. "While redundancy has been a typical result of equipment selection in years past, there exist today a variety of technologies that are multi-function by design and that provide the operator a much greater flexibility in food production," such as Alto-Shaam's Combitherm technology.

When it comes to holding equipment, "Merchandising is critical," says Hatco's Ecker. Warming and cooling equipment can be built into merchandising display, and a beautiful set-up can add perceived value. "If you go into a deli environment that has really nice, esthetically pleasing cabinets, you're going to buy with your eyes. There's an associated feeling of worth because it's a nice looking environment."

The food itself must appear fresh and appetizing. "If it looks better, that's going to help sell the product," advises Jim Gallagher, director retail sales/senior territory manager, AccuTemp Products, Inc., Fort Wayne, IN, makers of steamers and griddles. "It helps if it looks more fresh, more moist. If the chicken breasts are dried out, if the lasagna is crusted on the side, someone's going to keep on walking past the case or the food bar."

"Moisture retention and consistency are two of the primary challenges that have impact upon food quality," adds Griffith. "If the food is cooked right, it can be staged/held and then displayed to insure maximization of sales. If food is dried out when it's cooked, there's nothing that can be done to maintain further product degradation."

This is why some of the most important pieces of equipment in foodservice operations use steam. Steamers allow operators to heat and hold food without drying it out. "Steamers are one of the key pieces of equipment when it comes to food preparation," according to Gallagher. Compared to cooking in traditional ovens, "The food comes out looking more presentable and the



nutritional value is kept intact.”

Steamers have come a long way over the years. For instance, Gallagher notes, AccuTemp's steamers and griddles are Energy Star rated. “Stereotypically, steamers are known to be energy hogs,” he says. These steamers use one-tenth of the electricity typically used by traditional steamers. “We’re saving anywhere from a couple of hundred dollars a year to \$5,000 a year with just one piece of equipment alone.”

Today's steamers are also safer than the old pressurized steamers, and they're easier to use and maintain than traditional steamers, which Gallagher calls “maintenance nightmares,” adding, “We’ve worked it down to where there is no major training session involved, and I think that’s what’s key. From a training standpoint, it’s a 10 to 15 minute breakdown. Ninety percent of what you need to know is written on the front plate of the steamer.”

For made-to-order meals, the griddle can be a great piece of equipment to have. “The benefits are that a griddle can give you the browning and consistent look on a chicken breast. You need one to make pancakes or eggs,” says Gallagher. “It’s key to sandwiches, breakfast items and ala carte.”

AccuTemp's griddles are steam-heated for even cooking, unlike old-fashioned griddles that often have a “sweet spot” where the temperature is higher than the rest of the surface. This makes it easy to operate and consistent. “If it’s a product that takes four minutes to cook, it always takes four minutes to cook,” says Gallagher.

Equipment also involves enticing displays, according to Castella's Echeverria. “Specialized equipment, such as an olive bar, plays a pivotal role in the deli. The olive bar is convenient for consumers — they can mix and match and can control the portions of what they purchase. A successful olive bar must have a clean atmosphere, display a variety of selections and provide promotions. Promotions, such as an olive of the month program and recipe cards, deliver product education and new and exciting ideas.”

### Getting It Right

Despite easier-to-use equipment, staff training remains important. For example, emphasizes Hatco's Ecker, “Employees need to understand that items must be properly rotated or discarded to assure safe holding temperatures as well as to maintain a quality appearance.”

Food must also be put into hot or cold displays at the proper temperature — these are not ovens or refrigerators, and they are designed to maintain a food's temperature, not heat or cool it. “That is a really is key distinction,” he adds.

Griffith of Alto-Shaam believes that retailers have made tremendous strides in understanding their customers and their needs, “much more so than they used to. Retailers, however, need to understand the commitment required to execute a successful foodservice program, in addition to the dynamics of implementing one. There are ‘channel resources’ available to the retailers that they need to take better advantage of.”

“Suppliers have tremendous experience and have become trusted and valued supply partners to many operators that seek to develop and execute successful programs,” he continues. “Have a plan, evaluate your options, learn from others and take advantage of the knowledge and experience that is available to you.”

“We at Sandridge have an extensive culinary team who can provide creative ideas, garnishing techniques and applications for our products within your deli,” Vaccaro says. “Let us be your deli's best kept secret.” **DB**



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# Plentiful Pasta

Delis strive to give their customers a restaurant experience at home

BY JULIE COOK RAMIREZ

Despite its Italian heritage, pasta has become as American as apple pie. From frozen dinners to casual dining restaurant chains to kids' penchant for "pashgetti," pasta has found a home in the hearts and minds of American consumers. Not surprisingly, it's become quite the deli favorite, too. A crowd pleaser to be sure, pasta is easy to heat and serve, whether dining alone or feeding a family reunion.

These days, deli pasta is a far cry from the budget spaghetti and ravioli of days gone by. Today's delis offer a dynamic array of high-end, gourmet, authentic pasta dishes

boasting restaurant quality without the restaurant price.

Prior to the recession, people were eating out three or four nights a week, says Tom Quinn, vice president, operations, Nuovo Pasta Productions Ltd., Stratford, CT. When the economy turned, they could no longer afford to do that, but their taste for great-tasting food hasn't changed. "They aren't looking for greasy burgers in a bag or chicken that's been under the light for eight hours," he says. "They're looking for a way to replicate that restaurant experience on a budget." Increasingly, they're looking to pasta

to help them accomplish that. From dishes featuring lobster and crab to virtually anything with mushrooms, upscale pasta has been driving category sales, says Quinn.

According to John Borah, director of sales for the US division of Bertagni 1882, Lake Oswego, OR, spinach and ricotta ranks as one of the company's biggest sellers, as do mushroom and pumpkin varieties. What hasn't been doing so well is plain cheese, he explains. "Perhaps people just want something with a little bit more personality in a pasta. There's definitely a trend toward higher quality and more authenticity."



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Bertagni's pasta is faring especially well, he continues, because it's made in Italy using soft wheat flour to give it a tender bite and make it more flexible so the plentiful filling doesn't spill out. Imported frozen, Bertagni's pastas are then thawed by the deli operator and sold fresh, giving them more control over inventory and helping to reduce shrinkage.

Top sellers for Benicia, CA-based Valley Fine Foods include Pasta Prima brand grilled chicken and Mozzarella, as well as Italian sausage, spinach & cheese and butternut squash varieties. Pasta Prima's large bites of ingredients such as chicken or Italian sausage and all-natural ingredients add to the upscale appeal for a population that's grown accustomed to seeing high-end fare prepared in the pages of food magazines and by the chefs of The Food Network.

"The current economic climate has helped our sales because people are trying to save more money and eating in more," relates Wayne Tu, marketing manager at Valley Fine Foods. "As a result, they're looking for a gourmet alternative to what they find at the restaurants — and our offerings fit that appetite."

"Eight years ago, we couldn't have given away striped ravioli," says Nuovo's Quinn. "Now, with the effect of the media on the regular shopper, it's really opened their minds. When they see The Iron Chef do it, all of a sudden, it's cool."

### Cold-Case Investigation

Across the board, deli pasta has become a cold-case phenomenon, in large part because consumers want to be able to say they had something to do with preparing the meal, says Quinn. The gourmet kitchen with



PHOTO COURTESY OF NUOVO PASTA

the restaurant-quality range and giant refrigerator may have been a pre-recession status symbol, but all too often, the homeowner is clueless when it comes to putting those expensive appliances to use. Cold-case offerings allow them to "get to the end without the middle," according to Quinn.

"People don't want to say, 'I dropped this

out of a plastic container onto a plate for you, honey,'" he continues. "They want to be able to say, 'Look, I warmed up this beautiful gourmet portobello Fontina ravioli. I put a little olive oil on there and a bit of crushed garlic. Isn't that nice?'"

Many cold-case pasta dishes offer consumers the opportunity to boil some water





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and actually cook the pasta before sprinkling it with olive oil, cheeses and various other toppings. Quinn calls them “participation meals.”

The one thing conspicuously missing is the American tradition of smothering pasta in sauce. As Bertagni's Borah explains, it's all about providing an authentic Italian experience. “In Italy, you have a wonderful egg pasta and then a filling with great flavors in it. There's no point in drowning that in a red sauce or a pesto sauce. The Italians simply put butter or olive oil on filled pasta, then some grated Parmigiano Reggiano.”

Valley Fine Foods would like to educate consumers about gourmet pastas and raviolis. Its retail ravioli offerings include a “unique herb cheese sauce” which consumers can use to sprinkle on top and create a complete meal without having to buy additional sauce, according to Tu. “I don't see an expansion in ready-to-eat high-end pasta offerings,” he adds. “The process of creating ready-to-eat meals does not match well with high-end pastas. Usually the pasta will be heated beyond the desired al dente bite.

### Capitalizing On Opportunities

When the economy first headed south, Nuovo's Quinn says, some deli operators became paralyzed with fear, believing they had to offer the lowest possible cost meal solutions or consumers wouldn't buy. As a result, they began seeking out pastas that

were low in cost — and taste. “There was this prevalent fear that went through retailers: It's got to be cheap. It's got to be a dollar a package or people won't buy it,” he adds.

Fortunately, retailers have largely gotten past that mindset, realizing that consumers are actually more likely to be hitting the deli section looking for lower-priced alternatives to restaurant fare — but hardly expecting the store to be giving food away.

“If you look at what's going on with the economy, a lot of people aren't going to restaurants as much, so they're looking for better products from the stores,” says Borah. “I'm sure there are some people who are shifting down from top-quality products in the store, but there are also people who are shifting from going out to dinner toward buying really top-quality from stores.”

As Quinn points out, gourmet pasta dishes may cost the consumer a bit more than they were accustomed to spending in the deli, but the trade-off is quite reasonable — a restaurant-quality meal for far less than they would pay in an actual restaurant. “My pasta might cost \$5 or \$6 for a package, but that's two full restaurant portions,” he explains. “If you're paying \$6 for pasta and another couple bucks for a loaf of bread and salad, you can do a meal for \$15 for two people. You can't get an appetizer in a restaurant for \$7.50 these days.”

Unfortunately, many delis have shied

away from the gourmet pasta offerings that could give them a competitive advantage during these tough economic times, according to Mary Ann Valente, director of sales, Pasta by Valente, Charlottesville, VA. She's frustrated with deli buyers who are afraid of anything that carries a higher price point. She believes they should take a page from the Whole Foods playbook and seek to offer the kind of high-end, quality products today's consumers are embracing.

“There's a lot of hype associated with it and people are afraid when they should be taking advantage of the opportunity,” says Valente. “Put some high-priced items out there and display them properly. Bring them in and bring them out. See what happens.”

Rather than relying on “the steady Eddies” to carry them through the economic downturn, Valente urges deli buyers to expand their flavor profiles and be more progressive. “Entice me,” she says. “Be bold, live on the edge. Delis have a good profit margin, so they can afford to be bold. What's the worst that's going to happen?”

Valente suggests looking to common-sense pairings — putting pasta near cheese or olives, for example. All too often, she sees what she calls unwise use of shelf space, resulting in missed opportunities. “I really admire the emergence of all these gorgeous olive bars, but right next to them, you almost always find a big display of bread for 79¢. Why isn't there a display of pasta right next to it? What goes more naturally together?”

The more progressive deli sections are already engaging in such strategic placement, says Quinn — laying out pasta next to sauce, along with a basket of bread and a display of olive oil, for example. He believes such merchandising tactics are highly effective because they lay out the entire meal for the consumer. But it doesn't have to stop there. “They could increase their sales by actually spelling it out for people — ‘Buy these four things and feed four people for \$X,’” he explains. “People would really see the value in that.”

Frequently, he adds, consumers call to ask for serving suggestions. By anticipating their needs and providing a well-thought-out display of complementary items, the deli manager not only ensures a bigger ring but also makes it more likely that consumer will return to the store the next time he or she is in search of a meal solution.

“The biggest opportunity for growth is to think of the specialty deli as a meal solution for people,” says Quinn. “They want to know, ‘What am I going to do tonight?’ That's where the specialty deli can make profit for itself and money for the corporation, while also filling peoples' needs.”

DB



# Building The Soft-Ripened Cheese Category

Brie is the cornerstone of this fast-growing consumer favorite

BY KAREN SILVERSTON

**B**rie is the second most popular cheese in the U.S. — Cheddar is No. 1 — and the cornerstone of the soft-ripened category. To build this category, deli departments should offer a minimum of one domestic Brie, one bold imported Brie and one mild Brie. The offering should also include a Camembert whose profile differs from the Brie. Supplement the better-known cheeses with lesser-known, high-quality products, such as goat and specialty Bries and Camemberts. Carry at least one soft washed-rind cheese that's not too strong.

"Brie defines the expectation of many consumers — creaminess of texture and flavor, with maybe nutty or mushroom undertones and a white, velvety rind. But the category is much more than Brie and allows several different rind treatments," according to Emmanuelle Hofer Louis, director of marketing, Anco Fine Cheese, Fairfield, NJ. "The curd is cut in cubes, put into forms, and gravity eliminates the whey — it isn't forced out. Using gravity while the cheeses are in their forms is the one common ground of soft-ripened cheese."

To expand the Brie segment, give more room to diverse types, such as those with a different look or handmade options, and include French, Italian and artisan American offerings. As always, select carefully for a store's demographics and buy what can be sold through. When adding new types, success depends on training the store's cheese specialist and building consumers' awareness. Ask the distributor for information on how to manage these cheeses.

"Decorating at retail — using dried fruits, using herbs such as parsley, using edible flowers — adds very strong visual impact that draws the consumer whether it is a service case or self-service. Top horizontally cut Brie with pesto, jam, or herbs and flowers," advises Fermo Jaeckle, CEO of Monroe, WI-based Emmi-Roth Käse USA.

## Brie And Camembert

Brie and Camembert are generic names.



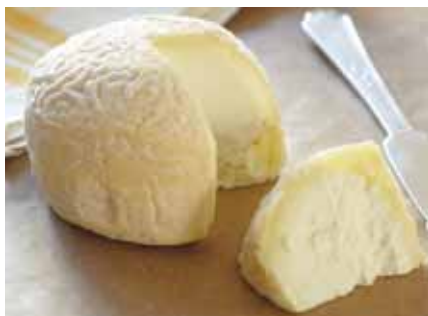


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"While they are obviously from the same family, only the AOCs [Appellation d'origine contrôlée or controlled term of origin] — Camembert de Normandie, Brie de Meaux and Brie de Melun — guarantee the recipe and origin," explains Daphné Payan, consultant, Euroconsultants/The Cheeses of France, Washington, DC. Camembert was originally from Normandy and is the cornerstone in France. AOC Brie comes from Meaux and Melun, close to Paris.

Specific mold cultures for Brie and Camembert are essential to Marin French Cheese Company, Petaluma, CA. "Just as in bread, in which using different yeast strains produces different bread flavors, we're using different strains of cultures [we buy] from Europe to differentiate our Brie from our Camembert. The Camembert culture — there are something like 65 known strains — is very active and subject to change. It's hard to work with," says Maxx Sherman, sales and marketing manager.

According to Pascal Vaydie, import sales director for Lactalis Deli, New York, NY, "Major retailers are being successful at growing the category by focusing on vocabulary and simplifying terminology. It's important to have a Brie offering that is truly differentiated in flavor and strength — for example, mild, medium, bold. And beyond the name and look on the label, the three really do have to taste different in a blind test. Then, the vocabulary needs to be easy to understand."

Non-traditional formats can expand sales. Président Brie Log is successful because it fits the way people use cheese with crackers for entertaining.

Imported or domestically produced square or rectangular Brie loaves for slicing are successful in foodservice. In the deli, they can be sold as slices or used to differentiate the deli's sandwich selection. "The slices aren't as thin as other sliced cheeses — at 3/8- to 1/2-inch thick — but younger loaves can be run over a slicing machine," says Emmi-Roth Käse's Jaeckle. The loaves are usually 50 percent fat in dry matter, not double cream.

"Food lovers 'get' the cheese department,

but the average consumer who wants in is intimidated," notes Jim Gregori, national sales manager for Cantaré Foods, San Diego, CA. For both camps, a core product sold in the deli refrigerated case is Brie Baked en Croute, a brioche-wrapped Brie convenient for small dinner parties, catering and holidays. It's served warm from the oven. Cranberry Apricot Hazelnut & Brandy is a leading Cantaré flavor.

### Specialty Brie And Camembert

Old Europe Cheese Inc./Reny Picot, Benton Harbor, MI, makes Camembert and Camembert Fermier. "Camembert Fermier is more difficult and takes longer to make. It is more like true Camembert made in Normandy. It is, of course, pasteurized but our process is very much like what they do on small farms in France," says general manager Francois Capt. In the United States, all cheeses aged fewer than 60 days by law must be pasteurized.

"The milk is ripened for 24 hours before the make process. There is a long coagulation period," explains Capt. "The cutting and molding is done by hand in small batches and we have a special curing of at least 15 days before we ship. It's what we call a lactic cheese. The enzymes of the *Penicillium camemberti* ripen the cheese from the outside in, creating a 'heart' in the center of the cheese. As the cheese ripens, the heart becomes smaller and disappears when the cheese is fully mature. The texture will change tremendously — very slowly — during the ripening.

"Some people like a younger cheese with the white core remaining while others prefer a fully ripened cheese. Our challenge is to educate and to help consumers select the cheese that they like. So, we print a schedule on the back of each box, showing three ripening stage — quarter, half and fully ripened," he continues.

Many consumers are familiar with — and enjoy — Bries with increased fat content because of their rich taste and luxurious mouthfeel. "Triple Crème Brie can be viewed as a specialty Brie. A triple cream has more

than 70 percent fat in dry matter, compared to double cream at 60 percent and up," says Anco's Hofer Louis. Some of the more familiar triple crèmes are Saint André, Brillat Savarin and Délice de Bourgogne.

With the ever increasing popularity of fresh Chèvre, some consumers are now willing to try other types of cheese made from goat's milk. "People now easily recognize our goat cheese as Brie," says Lindsay Gregory, marketing coordinator, Woolwich Dairy Inc., Ontario, Canada. "It is time for the soft- and surface-ripened categories to grow, but certain varieties take a well-educated consumer who sets out to find specialties." Woolwich Triple Crème Goat Brie is made from goat's milk enriched with goat cream.

Lesser-known goat's milk varieties include Marin French Cheese Mélange Brie and Mélange Camembert — 50 percent goat's milk and 50 percent Jersey cow's milk, all locally sourced, and Marin French Chèvre, a 100 percent goat's milk Brie. All Marin cheeses are handmade and many are individually packaged in 4- to 8-ounce sizes. Marin French Triple Crème Brie leads the line. Marin French Blue is a blue-veined Triple Crème Brie. Retailers that can cut in-store can add larger formats, such as new 2-kilo wheels introduced in January.

Blue Brie appeals to Brie consumers looking for a slightly stronger flavor and to those who want Blue but prefer a softer texture or less bite. Saga Creamy Brie, Camembert and Classic Blue Brie are made from Michigan milk. "We have a blend of the old ways and the new ways," explains Torben Siggaard, general manager of Muskegon, MI-based Tholstrup Cheese USA Inc., a division of Arla Foods a.m.b.a. "We have modern vats, process and equipment but we still handle the cheeses one by one in the ripening room. They're flipped by hand and packaged by hand. The molds for our Brie and Camembert are the same genus, *Penicillium*, but different species with different characteristics. The amount of white on the surface is a reflection of how tall the white mold grows. There are molds that grow thinner and enhance flavor, and molds that grow taller



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and enhance color.”

Southern Germany’s small alpine farms produce high-quality milk. “There’s great significance in milk coming from farms with 30 to 60 cows, compared to very large dairies,” according to Olaf Glaser, president, Champignon North America, Inc., Englewood Cliffs, NJ. People often ask if they can eat the rind and he says the response should be, “Yes, you can, and you should. It is part of the cheese and it is healthy — don’t confuse good mold with bad mold.”

### Beyond The Cornerstones

Once consumers become familiar with the soft-ripened category, they begin to expand their horizons and look for unusual and exceptional variations.

“The category could include St. Marcellin and St. Félicien from France, some of the little cheeses from Piedmont, such as the Robiola styles, and artisan American cheese such as Mt. Tam from Cowgirl Creamery. Franklin’s Teleme and Bellwether Farms Crescenza — both have a similar soft texture and no rind,” says Stephanie Jordan, cheese specialist for West Sacramento, CA-based Tony’s Fine Foods, an importer and distributor of domestic and imported cheeses

and perishable foods.

Couple, an aged goat cheese made by Vermont Butter and Cheese Creamery, Websterville, VT, is sometimes mistaken for Brie. “It’s not Brie, not a bloomy, white, pristine rind — it’s opaque, with a yellow or white hue, and doesn’t grow aggressively in the way a *Penicillium* rind does,” says Allison Hooper, co-owner. “It’s a *Geotrichum* rind, the type of rind on the French goat cheese Le Chevrot as well as on the Italian mixed-milk La Tur.

“As the cheese ages and ripens, the ‘Geo’ rind wrinkles. After six to eight weeks of aging the texture softens. The more wrinkled the rind, the more complex and delicious the cheese,” she explains. “We don’t intend them to become dry. We want the cheese to ripen and become runny because Americans love soft cheeses. Because *Geotrichum* is not aggressive, a few spots of blue may appear after a month to five weeks of aging. It can easily be removed with a knife — or eaten. It’s the normal progression of rind development.”

“Perfect ripeness is in the eye and the palate of the beholder, not in the ‘best before’ date — if our surface-ripened goat cheese has been properly stored since the time of purchase” says Mary Keehn, founder of Cypress

Grove Chevre, Arcata, CA. “From young to ripe to mature, the flavor grows richer and more complex.” The intensity of flavor of Keehn’s cheeses, such as Humboldt Fog and Truffle Tremor, can be gauged by the appearance and increase in the width of the creamy layer just below the rind. A mature cheese will have up to an inch of the creamy layer.

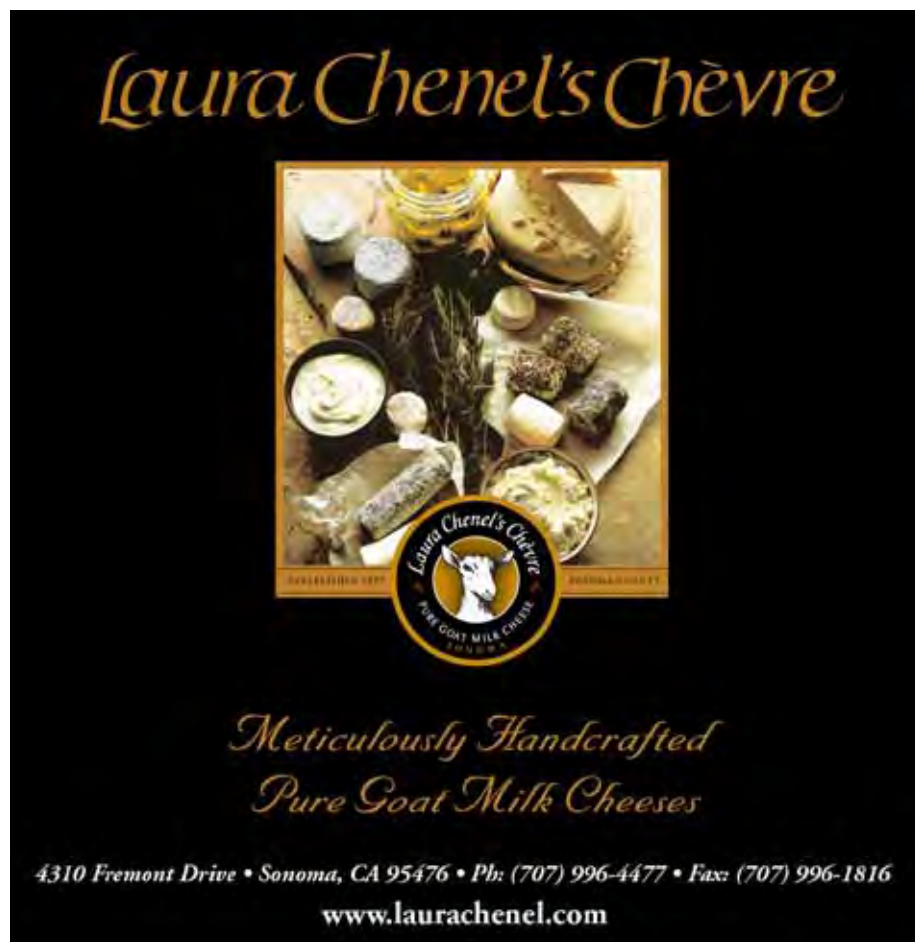
Liam Callahan, cheesemaker and owner of Bellwether Farms, Petaluma, CA, makes Crescenza from local Jersey cow’s milk. “In Italian the root word of Crescenza means ‘to grow.’ The texture evolves from something that’s like tofu when young to uniquely runny. When fully ripened, it can fill up the plate. Most people use it on bread and serve it in a ramekin if it’s runny. I’ve had it at four months and it’s delicious. My preference is consumers will get it from three weeks to six or seven weeks,” says Callahan.

Production of Mélodie, a 3-pound wheel made from goat’s milk, will move from France to Laura Chenel’s Chèvre Inc., Sonoma, CA. “From a cheesemaking point of view, Mélodie is different from Brie. It’s not a typical *pâte molle* [the French term for the soft-ripened category], but for a consumer and from a retail point of view, it makes sense to discover these cheeses in the same category,” says Marie Lesoudier, general manager. “Mélodie is without any doubt a soft-ripened cheese — the smooth texture of the curd becoming creamier when aging, the thin white rind, floral flavors. As cheesemakers, we have a full range of mold that we can use to get the color or texture we want for the rind — velvety white to a smooth ivory, even a ‘sultry’ orange for a washed rind — depending on what texture and flavors we want to develop in the cheese.”

Consumers seeking something interesting and complex will appreciate Guccio, a new 5-ounce bloomy rind made from sheep and cow’s milk by Il Forteto in Tuscany, Italy. Il Forteto provides refrigerated tanks to sheep dairies in the area, collects the milk and makes cheese within 24 to 48 hours of milking, using its own starters. Slightly denser, Brinata is a 1-kilo bloomy rind sheep’s milk cheese with sweet, delicate flavor.

“To make the cheese case inviting, you need variety,” says Margaret Cicogna, Italian cheese specialist and consultant to Atalanta Corporation, Elizabeth, NJ. “Piedmont cheeses, often made from two or three milks, go back to farm traditions from the Middle Ages. They’re so individualistic — you’ll never pull Piemontese away from making their particular cheese in their particular town the way their grandfather made it.” Some are individually wrapped and easier to handle at store level. None should be allowed to dry.

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# Cooking With Oils

Oil is a vital ingredient in the deli and should be treated with respect

BY LAUREN KATIMS

If deli operators rely solely on price to determine which cooking oils to use, they could hurt themselves in terms of food quality and overall cost of food due to high turnover of oil.

Cooking oils are used in the deli to fry foods and as ingredient in a variety of prepared foods. "There's a formula for considering which oils to buy," says Forrest Senter, sales manager, Whole Harvest Oil, Raleigh, NC.

The formula takes into consideration such factors as smoke point, flavor, quality and what drives the choice of price point. However, oil companies argue that better-quality oils combined with proper fry-station management will actually be more cost effective in the long run for deli operators.

Oils, like any food, have unique flavor profiles. The most commonly used frying oils in delis are canola and soybean. Canola has a fairly bland taste, which doesn't overpower the food's natural flavors; it has the lowest saturated fat content at 6 to 7 percent. Soybean is the cheapest of the oils because it's domestically grown, readily available and has low production costs. The downside is that it can give off a faint "beany" flavor and requires a quicker turnover due to its shorter fry life. Less commonly used oils are corn, sunflower, safflower and peanut oil, which are the most expensive. They're used predominately in areas of the country where they're widely available. In the South, peanut oil is popular for frying chicken and fish because it transfers much of its peanut flavor to the meat, a taste that's a regional preference.

Sunflower oil is flavorless and minimally processed, but since it's one of the most expensive oils on the market, most delis defer from using it as their frying oil, according to Tom Bandler, national business director, Stratas Foods in Memphis, TN. One way to cut costs is blending a more expensive oil with a cheaper, more common oil such as canola or soybean.



PHOTO COURTESY OF BUNGENORTH-AMERICA

"Blends give the operator an opportunity to use oil that provides the fry-life benefits of one with a cost benefit of another," explains Kevin Bowlby, national sales manager, Ventura Foods, Brea, CA. Bowlby's preference is to mix a more expensive oil with canola because of its stable nature and low saturated fat level. Low-linolenic and high-oleic canola and soybean oils, which became popular during the 1990s, are the best for long, hard, deli frying, he adds, because they have a higher endurance in the fryer before the oil starts to break down.

Another major factor to consider is smoke point, or the temperature at which the oil begins to decompose and give off fumes. Each time the oil is used, its smoke point is permanently lowered. To save money by reusing oil as many times as possible, select one with a high smoke point — such as canola and soybean, advises Whole Harvest's Senter. Olive oil has one of the lowest smoke points, which makes it less desirable and more expensive for frying. Knowing the smoke point can be cost effective because it helps determine the amount of frying power an oil has left.

Oil can actually be a great selling point for delis, says Senter. It provides many health

benefits, such as omega fatty acids and vitamin E. The quality of an oil largely depends on how much it has been processed. There are three levels of oil quality: commodity oil, which is less refined and the most inexpensive at about \$20 per jug — a jug is 35 pounds or 4.7 gallons; a second tier that is more refined and has a longer fry life; and the third level, which has the most extended fry-life of the three. Whole Harvest uses an expeller-pressed technique that is all natural to extract oil from the seeds. The process, he adds, can extend the oil's fry life by a week if used properly. Proper usage at the fry station is the most important factor in extending an oil's fry life.

"Poor maintenance of the fry station will provide poor food quality," adds Bowlby. When oil is left in the fryer too long, it starts turning dark and transfers that color to the finished product. The oil temperature is also important — making the food too greasy if it's not hot enough or burning the coat and not cooking the center if the temperature is too high.

"Proper fry-station management will save more money in the long term, not only in the operation costs, but in sales from the front of the case," he continues. Some deli operators

have online tutorials for their staff about how to properly manage fry stations.

### Olive Oil Use In The Deli

The increasing popularity of olive oil is beneficial to delis because olive oil has a reputation as one of the healthiest and least processed oils.

Although it may not be the best choice for frying, olive oil has a definite place in the deli. According to Julia Conway, co-owner, Stella Cadente Olive Oil in Palermo, CA, olive oil is important as an added flavor to finished products. She sees it being incorporated into potato dishes, salad dressings and mayonnaise, as a coating on paninis and a spread for higher-end grab-and-go sandwiches.

About a year ago, Artemis Olive Oil in Guelph, ON, Canada, introduced a line of flavored organic olive oils. Flavor combinations, such as basil, roasted garlic and grapefruit, have opened consumers' minds to using the oils in different ways, says owner Chris Kamarianakis. "As soon as we introduced these flavors, people started thinking about using them in other cooking methods with other foods besides salads," including Asian-inspired meals and on bruschetta. He believes delis are a great place to teach con-





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sumers about incorporating olive oil into different foods.

Stella Cadente's Conway is starting to see olive oil use increase, particularly in urban areas. She says that on the East Coast, strong Greek and Italian communities, accustomed to using olive oil, are prevalent, and on the West Coast, people are on the cutting-edge of health and have incorporated olive oil into their diets. Recently, one of her retailers opened an olive oil tasting bar in Dallas, TX. One of the main selling points of olive oil is its unique flavor and health benefits. Olive oil has antioxidants called polyphenols, which may help prevent cancers and cardiovascular disease, that are not in other types of oils. Plus, it's the least processed of all the oils.

California Olive Ranch, Oroville, CA, implemented an innovative farming method called super high density planting that uses mechanical harvesting machines to speed up and multiply olive oil production. This process has not only allowed California Olive Ranch to harvest the crop earlier in the year but has also helped to control the high costs associated with hand-picking the fruit. The demand for organic olive oils, which can cost 20 to 30 percent more than conventional, is also growing as consumer demand for all natural and organic products expands. Pouring organic oil on salad is just as important as all the organic vegetables that went into making the salad, Kamarianakis says. Delis can position an all-organic salad offering as a point of differentiation.

Extra virgin olive oil, which has a lower acidity level than regular olive oil, is considered a supreme quality and extremely pure, says John Nitti, president, Isola Imports, Chicago, IL.

Brady Whitlow, president, Corto Olive in Stockton, CA, adds, "You're basically squeezing the oil of the fruit and bottling it." The naturally occurring antioxidants prevent oxidation and help give olive oil its flavor and character, he says.

## Oil Disposal

**O**il disposal is a huge environmental concern if not done properly. If poured down the sink, oil can clog sewer systems and dirty drinking water. A cleaner option is recycling used cooking oils into biofuels. The process involves separating the glycerin from the fat or vegetable oil, leaving behind methyl esters, which is technically "biodiesel." Biodiesel can be blended with petroleum diesel at any level to create a biodiesel blend. These blends can legally be used in diesel engines, home heating applications, furnaces and boilers with little or no modifications.

Currently, more than 20 states have oil-recycling sites and will pick up any used oil — and pay for it. In Mendocino, CA, the local biodiesel producer makes rounds to restaurants and delis and pays a minimal amount per gallon for used cooking oil. Eventually the oil is converted into fuel for automobiles, says Julia Conway, co-owner, Stella Cadente Olive Oil in Palermo, CA.

"Oil disposal is now generating income from bio fuels companies all over the United States, not just California," says Kevin Bowlby, national sales manager, Ventura Foods, Brea, CA. "It also generates income for deli operators." Ventura is involved in a pickup program along with Standard Bio-Fuels in which it offers money back to the deli operators to pick up their used oils. In some cases, the oil is refined into biodiesel and sold back to the operators at a reduced diesel price for those operators that have their own trucks.

According to Tony Bombard, director of sales, U.S. foodservice, Richardson Oilseed Limited, a wholly owned subsidiary of Richardson International Limited, Winnipeg, MB, Canada, "Oil disposal is problematic for all types of foodservice/deli operations. Unfortunately, there is no single solution. As biofuels become more valuable, there is value to used oil, whether used as recycled fuel or used in the feed industry." He states that none of the U.S. companies that do pay for the used oil "are directly affiliated with oil manufacturers."

"We're more involved in looking at carbon reduction in the packaging, with newer collapsible boxes or bag-in-a-box packaging," he adds. "These are still not fully recyclable packages, but more in tune with landfill reduction and fuel delivery reductions. But the science is coming in more recyclable packaging." **DB**

## Getting Rid Of Trans Fats

In January 2006, government regulations required all companies to show the amount of trans fats on the labels of their products. Trans fats, which are created during hydrogenation, are not easily broken down by the body and can lead to clogged arteries, high cholesterol and heart disease. The hydrogenation process aids in food processing and food stabilization.

"The regulation on trans fats was a wake-up call for oil companies," says Roger Daniels, director of research and development for Bunge North America in St. Louis, MO. With fried foods continuing to be one of the most popular foods in the deli because, he says, people consider fried foods to be delicious, companies were forced to get more creative and invent healthier types of oils without hydrogenation.

Even though trans-fat content is not required to be shown on deli and foodservice products, retailers attempted to be more health conscious, and most made the switch to trans-fat free products, says Bowlby. Ventura is one of many companies that offer a

full line of trans-fat free oils. In some cities, frying oils with trans fats are banned in restaurants, which has brought more attention to the issue.

Unfortunately, no matter how much trans fat is taken out of the oil, the reality is that oil is a high-fat food even when it's trans-fat free. With consumers concerned about calories, grocery stores and delis are selling smaller portions, says Daniels, and oil companies and growers are always working on developing healthier oils.

Tony Bombard, director of sales, U.S. foodservice, Richardson Oilseed Limited, a wholly owned subsidiary of Richardson International Limited, Winnipeg, MB, Canada, believes cooking oils can gain ground in the deli by offering a health benefit.

"We're looking at additives such as plant sterols and direct Omega 3 additives — derivatives of fish oils — but most solutions are very expensive," he explains. "We're already producing these in margarines and shortenings, just not in salad oils or frying oils. We haven't found the right function to value proposition." **DB**



# Upping The Ante

The profit potential continues for rotisserie chicken programs in deli departments

BY LISA WHITE

Today, more than ever before, supermarkets are competing with restaurants for “share of stomach.” Hot meals are now the norm rather than the exception in the deli. Despite the current economy, consumers are willing to pay more for quality, though most people are still searching for value. Rotisserie chicken programs offer the best of both worlds, providing a high-end taste at a reasonable price point.

And while conventional wisdom would say rotisserie chicken is very price sensitive, data confirms there’s no correlation between increased sales and lower price points in this segment. “In fact, retailers may be foregoing profits by dropping the price,” comments Eric Le Blanc, senior director of marketing, Tyson Foods, Fayetteville, AR.

Total U.S. rotisserie chicken sales in the deli departments of traditional supermarkets totaled \$832.9 million in the 52 weeks that ended Nov. 28, 2009, a 4 percent increase from the prior year, according to the Perishables Group, a Chicago, IL-based market research firm that tracks and analyzes retail sales data of fresh foods. Between 2004 and 2008, rotisserie chicken dollar sales increased by 49 percent.

“We’ve seen a tremendous increase in the rotisserie chicken segment over the last two years,” says Jerry Marchese, CEO of West Chicago, IL-based TNI Packaging, producer of the Chicken Tucker, a pre-tied covered elastic food loop commonly used to tie or truss whole birds. “Our figures show that 87 percent of all supermarket delis across North America offer rotisserie chicken.”

Although the last decade has shown steady growth in rotisserie chicken, Marchese says the last year was particularly strong. “Even during a recession, people are looking for convenient meal solutions, and the best buy is rotisserie chicken from the supermarket deli.”



PHOTO COURTESY OF TYSON



The current economic climate has created the perfect storm for deli department rotisserie meal programs. Successful retailers know that, with the correct approach, these programs can become profit centers. These meals satisfy consumers' three musts — they must be healthy, convenient and economical.

### Capitalizing On Rotisserie

Increasing product awareness is key for rotisserie chicken programs. "Some delis do a great job promoting these products, and this helps raise product awareness," says Tyson's Le Blanc. "Tactics that will drive higher product awareness are ads, in-store signage and promotions that interrupt the shopping trip."

Stores that tuck rotisserie chicken displays into a corner limit product exposure and lose out on impulse sales. "Although the majority of rotisserie chicken purchases are from habitual shoppers, proper marketing can help attract promotional experimenters, who make up the largest shopping segment," he adds. "These shoppers are more aware of environmental signage and value promotions, such as limited time offers or buy-one-get-one-free discounts."

"Rotisserie entrées can be marketed as restaurant replacement meals," advises Amy Johnson, sales and marketing, Kent, WA-based King's Command Foods, a provider of beef and turkey rotisserie-style meat loaves. "These items provide restaurant quality without the associated costs."

To best capitalize on the rotisserie chicken segment, delis should merchandise all meal components together. "If deli departments think of rotisserie chicken programs as

meal solutions, they can drive more sales and increase not only customer counts but also frequency of purchases," explains Joe DePippo, president of sales, marketing and chicken operations of Hain Pure Protein and president of Kosher Valley Poultry, both based in Fredericksburg, PA.

One way to accomplish this is to provide flexibility. For example, programs that offer downsized meals for one or two people can appeal to a broader demographic and to those looking to spend less. Offering a wider selection of rotisserie meats is another way to draw customers to these programs.

"Even though rotisserie chicken has become a staple of the American diet, people can't eat it every night," relates Laurie

Friedrich-Bargebuhr, president, Friedrich Metal Products, Browns Summit, NC. "For this reason, delis need to offer other items. And if they merchandise properly using the sight and smell of rotisserie meats along with sampling product, the program will attract more attention."

If offering a variety of flavors and meat types, it's important to make them easily identifiable to consumers. According to Tara Downing, product manager for Lenexa, KS-based Robbie Manufacturing, "While having many different product offerings in the deli is great, it makes it difficult for the busy consumer to identify a turkey breast from a rotisserie chicken in a foggy container." Today's packaging helps eliminate this confusion, with descriptive graphics and colors that help better distinguish products. "Packaging is the most important advertising effort for a brand," she adds.

Having rotisserie chicken available during busy times is essential to ensure the success of a deli program. "The deli department must be consistent in roasting their chickens every day at the same time so the customer is guaranteed they will be available," advises Ed Sussman, co-owner of Melville, NY-based Merit Paper Corp.

With more consumers looking for take-out meal options, rotisserie chicken programs are still poised for success in the future. "Stores will be successful if they are positioned to provide what customers are looking for," says Friedrich-Bargebuhr.

### Trends And Innovations

"The industry on the whole is doing well with rotisserie chicken," notes Tyson's Le Blanc. "The opportunity for these products isn't limited by the economy but is dependent



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on execution at the retail level." Tyson recently introduced a co-branded barbecue rotisserie chicken line in partnership with KC Masterpiece in addition to Sure Fire Chicken, chicken pieces that can be prepared in rotisserie baskets or combi ovens.

Chicken offers value, which gives it a leg up on other proteins. It also offers a variety of flavor options. "People are looking for interesting new flavors in this segment," says Hain's DePippo. Hain recently launched a new line of marinated seasoned rotisserie chickens that are antibiotic-free and vegetarian-fed. Flavors include plain, brined with sea salt and water, Asian curry, Cuban mojo, barbecue chile chipotle, sweet Asian teriyaki, zesty Latino, and roasted garlic herb.

Along with unique flavors, new packaging for rotisserie chicken provides easy transport and eliminates leakage issues. "We're seeing a trend away from the more expensive rigid dome containers in this category," says Merit's Sussman. Merit recently introduced its Super Slide zipper bag, an alternative to the traditional press-and-close feature. He says the bag allows a better visual of the chicken than to the dome. Ingredients, weight and UPC can be printed directly on the bags rather than on labels as required by the domes.

"We've seen a movement away from rigid to flexible packaging for many reasons, including convenience, appealing graphics and sustainability," according to Robbie's Downing. Robbie offers rotisserie chicken bags with vents to keep product hot and juicy. A laminated plastic film prevents fog and is leak resistant.

Rigid packaging employs an expensive paperboard sleeve or multiple labels for nutrition and merchandising purposes, which adds additional cost to the package for both the materials and the labor. "Flexible packaging can offer an economic benefit of lower material cost, thus passing the savings on to retailers and ultimately to the consumer," Downing says.

In addition to packaging, there have been a number of equipment innovations in the rotisserie chicken segment. Retailers can choose between gas and electric rotisserie units. Electric equipment, which can be used for both cooking and holding product, typically use convection and radiant heat for faster cooking. Units can be stacked to save space and, because electric units use ventless hoods, they're mobile and adaptable for both existing stores and new locations. The biggest benefit offered by gas rotisserie units is the merchandising capability. These offer a wall of spits that help draw consumers into the deli.

"Recently, we've developed a technique



PHOTO COURTESY OF ALTO-SHAAM

that combines rotisserie cooking and combi technology," says Jack Scott, vice president of sales and marketing for Menomonee Falls, WI-based Alto-Shaam, an equipment manufacturer. Currently used in Safeway stores, the combis are designed to cook rotisserie chickens in 30 minutes rather than the typical hour. "This provides fresher product more often. Plus there's less shrinkage with this technology, which provides increased profits for retailers," he adds. With the company's double stack combi steamer, one cavity can be used to cook the birds and the other can be used to heat side dishes. Depending on the model, up to 24 birds can be cooked every 30 minutes.

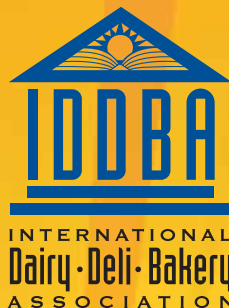
Amtekco Industries, based in Columbus, OH, supplies prepared meal hot-holding merchandisers for rotisserie chicken programs. "Whether preferences include custom sizes, shapes, finishes or branding options, we can assist delis in taking their rotisserie programs to the next level," says Nancy Green, national account manager.

Amtekco also offers combination hot and cold merchandisers to accommodate cooked rotisserie chicken, hot side dishes and cold salads, says Risa McPherson, sales engineer.

To help retailers increase production using the same equipment, Friedrich Metal Products has created new accessories for its roasters and smokers. "People are still pressed for time, so they're looking toward the supermarket deli for a variety of meal solutions," says Friedrich-Bargebuhr. "Our roaster and smoker units can prepare rotisserie chicken as well as other meats, such as ribs and pork. These units are geared for deli departments that are looking for flexible cooking options."

**DB**





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Ben Stein

The International Dairy-Deli-Bakery Association will hold its 46th Annual Seminar and Expo June 6-8, 2010, in Houston, TX. The theme for this year's gathering is *Show of Shows 2010*.

The IDDBA continues its tradition of program excellence with another world-class lineup of top-rated speakers from an impressive array of disciplines. This year's featured speakers include: President George W. Bush, Mike Ditka, Stephen Dubner, John Pinette, Rachel Ray and Ben Stein.

## SEMINARS

SUNDAY, JUNE 6, 2010

### Consumers In The Deli And In The Bakery

8:00-8:30 AM

Dr. Rosita Thomas, president, Thomas Opinion Research, highlights historical changes and provides insight on future predictions for driving customer satisfaction through product displays, freshness, cleanliness, quality, price/value, labeling/packaging, portion size, custom orders, staffing, taste, sampling, and customer service.

### Catching The Wave Of Change

8:30-9:15 AM

Harold Lloyd shows the three degrees of change and why focusing on "1st Degree" changes can improve management competency by creating a new mindset. He'll explain the four most common reactions to change and why three of them are wrong.

### SuperFreakonomics: Tough Questions And Unexpected Solutions For The Hidden Side Of Everything

9:15-10:10 AM

Stephen Dubner, co-author of *SuperFreakonomics*, discusses tough questions including global warming and the options of sustainable development versus sustainable retreat and externality. Externality is what happens when someone takes an action and someone else, without agreeing, pays some or all of the costs of that action.

### Recipe For Success

10:30-11:30 AM

A love of food and high energy have parlayed into Rachael Ray's wildly successful career as a syndicated television star, and iconic Food Network television personality, bestselling cookbook author, founder and editorial director of her own lifestyle magazine, and founder of a nonprofit organization.

### Show Me The Buffet: I'm Starvin!

11:30 AM -12:30 PM

John Pinette's uncanny ability to see the humor in food and in life has made him a favorite on the comedy circuit, in movies, and on stage. While he uses the kitchen and dining room table as a platform for his comedy, he also dishes about health, fitness, nutrition, and the challenges of being allergic to gluten and living in a white-bread world.

MONDAY, JUNE 7, 2010

### Traceability: Closing The Gaps

8:00-8:20 AM

John Sullivan, president, IDDBA & Norseland Inc., reviews the important industry initiative into addressing gaps in traceability. The goal is to create a single product-tracing process that supports all categories of fresh foods.

### Foods, Fads, And The Future

8:20-9:20 AM

Carol Christison, IDDBA executive director, shares her insight on how shifts in food spending and changing population dynamics will create new food trends.

### Remarks By George W. Bush

9:20-10:20 AM

George W. Bush, the 43rd U.S. president, offers his thoughts on eight years in the Oval Office, the challenges facing our nation, the power of freedom, and other issues. He shares his insights on his years in the White House, his experiences with world leaders, the nature of public leadership and decision-making, and a variety of domestic and international issues.

### Technology-Enabled Innovation: Creating And Sustaining Competitive Advantage

10:40-11:40 AM

Daniel Burrus, technology forecaster and strategist, will share powerful strategies to keep you on the edge of innovation, help you creatively apply technology to drive growth as you develop new products and services, and create customer experiences that will propel you far ahead of the competition.

### Eating Patterns In America

11:40 AM -12:30 PM

Harry Balzer, vice president, NPD Group, understands what consumers eat at home and away from home, the kind of diets they follow or don't, what they cook and how often, and the increase or decrease in popularity for each meal. His predictions can help retailers, manufacturers, and others identify new business opportunities and guide product development.

TUESDAY, JUNE 8, 2010

### Lessons Learned:

#### Ben Stein On Life, The Economy, And You

8:00-9:00 AM

Ben Stein offers laughter and insight as he explores the economy, life's absurdities, and how to balance priorities. A gifted economist, he picks through the issues and sheds light on how we got into this mess and how we're going to get out of it and make sure it never happens again.

### ACE – Attitude, Character, And Enthusiasm

9:00-10:00 AM

Mike Ditka, Pro Football Hall of Famer and coach, highlights the key characteristics people need to achieve their personal and professional goals. With his first-hand experience, clear illustrations and humorous anecdotes, he'll show why he's considered one of the best motivational speakers in the NFL.





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Carol Christison

In April, DELI BUSINESS publisher Lee Smith spoke with Carol Christison, executive director of the International Dairy-Deli-Bakery Association, Madison, WI, about the upcoming 46th Annual Seminar and Expo in Houston, TX.

**Lee:** Hi Carol. The pot of coffee is brewing and I'm looking forward to learning more about this year's Show of Shows! The IDDBA is the deli, dairy and bakery leader for retailers around the country, bringing people together for the sharing of ideas, finding new products, education and networking. While occasionally unforeseen events change my travel plans, the IDDBA show is a sacred spot on my calendar. What can you tell us about the show this year?

**Carol:** *If we were choosing the show theme today, it would probably be "new beginnings" because that's what we're seeing. Retailers are looking for new ideas, manufacturers are introducing new products, consumers are seeking new tastes, and the economy is ready for new growth. There's an excitement and anticipation that's pumping new energy into our industry — and we've got the numbers to prove it. Our show registration is running 19 percent ahead of the same time last year and we just sold out our original exhibit floor plan and added another whole row of exhibits. If the sales demand continues, we'll have to add even more rows. People in our business are tired of keeping a low profile and are poised to jump into the future by putting themselves, their companies, and their products out there for all to see — and sample. The road to recovery has been bumpy and uphill but the end is in sight and is more positive than negative.*

**Lee:** I'm so glad to hear you voice your optimistic opinion of where the economy is going and the positive energy emanating from the industry. I'm seeing the same kind of optimism from the people I talk to, but I also think everyone agrees the economy is still in great flux and no one is certain of the long-lasting ramifications of a prolonged recession. What do you see happening? Is the trend towards eating at home going to continue? What about the future of prepared foods?

**Carol:** *The one word answer is choices. Consumers have more choices, retailers have more choices, and manufacturers have more choices. The boundaries between branded foods and private-label have blurred. I expect to see more co-branded products. Retailers are responding with alternative format stores that cater to specific needs.*

*Consumers still love convenience but I think there's a new mindset that blends optimism with a great deal of caution. They won't be so quick to splurge on what they now consider to be "non-essentials." They're more willing to invest in their future by saving for a rainy-day emergency or a sunny day retirement. The resurgence of scratch cooking has multiple benefits — saves money, gives them more control, and creates a family dining/cooking experience. While optimistic about the future, they're not quite so optimistic about their ability to weather tough times.*

*As for prepared foods, that should continue to grow. Consumers will do more basic cooking at home but they love the convenience of prepared foods and the variety. As willing as they might be to try a new recipe, they understand more complicated meal*

*offerings require a lot more expertise than they have. More people watch cooking shows for entertainment than watch them as online how-tos. As consumers get more comfortable with the skills required and the technology to execute, they'll either embrace cooking as a pastime or use the vernacular to demonstrate their verbal comfort and expertise. It's a lot easier to "talk food" than to "make food." Prepared foods, center-of-plate items, and one-pot meals should continue to dominate, especially from stores with a reputation of providing fresh, wholesome offerings.*

**Lee:** Another reason I love the IDDBA show so much is the speaker schedule. The schedule is always power-packed — and George W. Bush! Wow! I love it when the IDDBA gets a former president to speak. It's always an honor to have the opportunity to listen to one of the world's most powerful leaders. I've always admired your ability to draw great speakers who offer insight beyond the deli industry and open our eyes to the important issues that tie us all together. Challenging what we know or what we think we know is a great way to begin positive discourse. What can you tell us about this year's speaker line-up?

**Carol:** *The program committee makes a speaker selection based on many issues. They're looking for educational, motivational, and challenging presentations, as well as insight into the mindset of our business leaders and politicians. By providing a variety of speakers or topics of interest to multiple attendees, we're better able to attract and keep our target market. People attend to buy, sell, learn, and network. It's the ability to make new business connections along with the learning and programming component that captures the attendees' interest and gets them to register.*

*An added feature of programming is that it stimulates discussion and interaction among attendees. By selecting someone who has had an influence on our lives and our future, we're inviting our attendees to become "critical consumers." This year's speaker line-up features President George W. Bush, Rachael Ray, Mike Ditka, Ben Stein, Stephen Dubner, Harold Lloyd, Harry Balzer, John Pinette, Daniel Burrus, Dr. Rosita Thomas, John Sullivan, and me.*

*These speakers have their finger on the pulse of the major issues of our time. Topics range from the government to the economy to the consumer to food trends to humor and the future. We look for speakers who can offer insight, ideas, or techniques to help us personally and professionally. We don't have to agree with or support speakers in order to understand their position or to learn from their successes or failures. We do need to listen and embrace the idea of learning something new.*

**Lee:** You're right. Learning is a lifetime experience but the methods of communicating knowledge are getting more complicated all the time. Even for media people, it's very confusing. What do you see as the key components that retailers should be striving for? How important is social media? What are the pitfalls? How is the IDDBA ready to help retailers usher in the new world of elec-



*"We've got a great speaker line-up, a sold-out exhibit hall, the most creative merchandising, and the most focused top-to-top networking opportunity in the industry. Put it all together and you can see why it's called The Show of Shows."*

*— Carol Christison*

tronic media?

**Carol:** Each year as I get ready to write my trends presentation, there are usually one or two topics that have huge numbers of articles written about them. All you have to do is look at the size of the file and you can almost pinpoint the year that it was the "hot" topic. Recent years have included topics such as trans fat, low carb, sustainability, etc. This year's fat file is all about social media. I've reviewed hundreds of articles, but unfortunately, almost all of them say the same thing without adding new data.

Social media is to selling what cell phones were to communications. Social media is a disruptive technology. It's changing how we go to market, where we go to market, and how we deliver everything from services to products. Right now, retailers, manufacturers, and consumers are sampling different social media tactics. It has the potential of not only eliminating most print couponing and some print advertising but also increasing traceability and transparency. The major pitfall is to embrace just one technology or delivery mechanism. Just like VHS replaced beta, CDs replaced audiotapes, and cell phones replaced landlines, there will be a winner. We just don't know what it is yet.

IDDBA has developed a series of on-line learning programs — in conjunction with LearnSomething and several major retailers. We've also created free podcasts and job training guides on over 50 topics — available online at [www.iddba.org](http://www.iddba.org). We've used our web site to share news, provide links to key sites, and offer free training programs to members and non-members. While print-based learning and CDs still have great value, today's retailer wants instant access to learning programs. This means 24/7 from anywhere in the world. Training programs that link to scales, hand-held devices, and in-store video displays are all part of our future.

**Lee:** Educated employees are not only powerful selling tools but also a strategic initiative for every successful retailer. We all know that one of the most important issues facing retailers is food safety, so I was very interested in a press release I just received about an IDDBA reimbursement program for food safety certification. Can you explain this program in more detail?

**Carol:** The IDDBA board of directors created a special fund to promote and encourage retailers to train and certify food-safety professionals in their stores. Retailers who are members of IDDBA can receive reimbursement, up to a maximum of \$2000 per year per chain, for food-safety certification testing fees. We have many, many retailers who use this program and max it out each year. We've given out over \$190,000 and certified nearly 5,000 department managers and associates.

Food safety is so important to the IDDBA that we've literally put our money where our mouth is — we don't just preach food safety, we want to teach food safety, and we pay retailers to participate. Eligible programs are Prometric, National Registry of Food Safety Professionals — including FMI's SuperSafeMark, and the NRA's

ServSafe 7 Food Protection Manager program.

**Lee:** I also saw a press release about the availability of new, free "Sensitive Ingredient" job guides available from the IDDBA. Am I correct in assuming that the IDDBA is also helping retailers with the actual training? While I see many organizations speaking of the importance of food safety, very few seem to have practical tools for implementing their goals and objectives.

**Carol:** Food safety, including proper handling and sanitation, is the frontline to a food defense program. As I just mentioned, this is so important to us as an organization and an industry that we're financially supporting retailers in their training efforts. A few years ago we found out that the cost of training materials and testing programs limited the number of people a retailer could train. We drastically lowered the cost on training programs and, in most cases, sell them at reproduction cost — not development cost — or give them away for free. By offering free programs and financial support, we help the retailer, we train the associates, and we help the consumer. These programs include food safety training, publications, podcasts, and job guides.

**Lee:** In closing, what more can you tell us about the IDDBA Show?

**Carol:** This is the first year we've held the show in Houston. We weren't sure what kind of response we'd get without any track record but when they tell you everything's big in Texas, they mean it. Registration is up. Exhibit sales are up. Demand for hotel rooms is up. The excitement is up. And the hospitality is incredible. We're having fun and look forward to blowing the doors off the barn, so to speak.

The 55-member creative team for the Show & Sell Center has some great new themes and product presentations planned. They volunteer their time to create a showcase that will give retailers — their competitors, by the way — ideas on how to make, sell, and merchandise products. We've got new case providers, new product sponsors, and lots of new ideas. Retail attendees tell us this is the one show that's a "must see" for them because they want to be the first on their block with the hot, new trends. And, of course, when it's all over, we put together a 700+ photo CD to send to attendees. It's used by retail buyers, merchandisers, brokers, manufacturers, and media to teach a variety of merchandising concepts.

We've got a great speaker line-up, a sold-out exhibit hall, the most creative merchandising, and the most focused top-to-top networking opportunity in the industry. Put it all together and you can see why it's called The Show of Shows.

**Lee:** Thanks, Carol. I'll be there and so will the entire team of DELI BUSINESS and our new magazine, CHEESE CONNOISSEUR. As important as *The Show of Shows* is to retailers, it's just as important to us. It's the best way to learn about the industry, see old friends and make new ones.

# IDDBA BOOTH REVIEW

## ACE BAKERY

Toronto, ON, Canada

Ace Bakery is North America's largest independent artisan bakery, with a proven track record of significantly increasing in-store bakery revenues and gross margins. Our collaborative approach to product development provides the opportunity for retailers to develop new and unique products, with a scalable manufacturing platform that allows for cost-effective production of short and long runs. We also offer free trial programs.

[www.acebakery.com](http://www.acebakery.com)  
Booth 4244



## AMY FOOD

Houston, TX

Amy Food is a premier supplier of oriental and specialty foods for the foodservice and retail markets. With a wide range of innovative products, we provide high-volume, low-cost production to customers all over the country. "Traditional oriental taste with great American convenience."

[www.amyfood.com](http://www.amyfood.com)  
Booth 3862



## BAGCRAFTPAPERCON

Chicago, IL

BagcraftPapercon, a flexible foodservice packaging company, is committed to providing innovative, practical and sustainable products for the foodservice industry. From To Go! Hot Meal packaging to EcoCraft deli and bakery packaging and beyond, we have the solution to your packaging needs.

[www.bagcraft.com](http://www.bagcraft.com)  
Booth 1833



## BLASER'S USA, INC.

Comstock, WI

Complete line of handcrafted artisan cheeses. The Antonella and Le Fromage de Marcotte lines consist of a wide variety of infused semi-soft cheeses. Golden Age cheeses feature English-style flavors — including Cheshire-style, Double Gloucester-style and Abergyle — in plain or flavored varieties. Our new line of Kammerude Gouda cheeses will offer eight varieties of flavored Gouda.

[www.blasersusa.com](http://www.blasersusa.com)  
Booth 3719



## BUNGE OILS

St. Louis, MO

Bunge Oils is going beyond trans fats to offer you a complete line of solutions for all your product needs. These solutions serve as drop-in replacements for hydrogenated shortening, allowing you to keep the same great taste with the exceptional quality you expect. Trust the oil experts — trust Bunge.

[www.bungenorthamerica.com](http://www.bungenorthamerica.com)  
Booth 1104

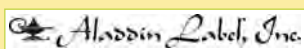


## ALADDIN LABEL, INC.

Waukesha, WI

Since 1972 Aladdin Label has been a leader in cheese and dairy label printing. Stop by our booth to see our award winning prime labels, FDA direct in-pack and on-pack coupons. Aladdin Label is AIB certified and utilizes direct to plate imaging. Print up to 12 colors at 200-line screen.

[www.aladdinlabel.com](http://www.aladdinlabel.com)  
Booth 3822



## ANCHOR PACKAGING COMPANY

St. Louis, MO

Manufacturer of foodservice packaging for prepared foods for supermarkets, food processors, and restaurants. A leader in microwave-safe polypropylene take-home containers for hot prepared foods, with nearly 90 SKUs. Anchor also manufactures take-home containers made of durable #1PETE for cold and fresh prepared foods. Full line of aluminum foil rolls, sheets, and pans for ovenable prepared foods.

[www.anchorpackagingco.com](http://www.anchorpackagingco.com)  
Booth 3437

## ALEXIAN PÂTÉS & SPECIALTY MEATS

Neptune, NJ

Alexian offers many unusual varieties of pâté, providing unique taste experiences. Alexian is the ultimate in freshness and quality: no preservatives, artificial flavors, coloring, or additives. Now, Alexian pâtés are available in 5-ounce serving sizes. That's good for you and your customers.

[www.alexianpate.com](http://www.alexianpate.com)  
Booth 3626



## ALVARADO STREET BAKERY

Petaluma, CA

A cooperatively owned bakery in Northern California, we have been baking certified-organic whole-grain breads for 30 years. Our unique breads are made entirely with sprouted grains instead of flour. All of our breads are third-party organic certified by Quality Assurance International and certified kosher pareve. We recently received an AIB Superior Certification rating. Look for the Orange Cat!

[www.alvaradostreetbakery.com](http://www.alvaradostreetbakery.com)  
Booth 1328



## ATALANTA CORPORATION

Elizabeth, NJ

Atalanta Corporation is a multi-national food importer specializing in meat, cheese, groceries, desserts and baked goods from around the world. Showcasing our Italian line of desserts — Lemoncello, Tiramisu and Chocolate Truffle in the IDDBA's Show and Sell Center.

[www.atalantacorp.com](http://www.atalantacorp.com)  
Booth 3325



## ATLANTA FOODS INTERNATIONAL

Atlanta, GA

Importer and distributor of specialty cheese and gourmet foods with complete marketing programs for retail deli operators. Featured item for 2010 QimiQ — the first cream base. The only real dairy cream products guaranteed to succeed with full flavor despite 50 percent less fat. Your recipes are already perfect. We just make them easier and more profitable.

[www.atlantafoods.com](http://www.atlantafoods.com)  
Booth 1703



## R. W. BAKERS

Muskegon, MI

R.W. Bakers is a custom baker specializing in breads, rolls, table breads, breadsticks; par-baked breads as well as fully baked breads. We bake in the old European style of baking, using intermediate proofing to develop a full body flavor. Products are baked, packaged, and then frozen. Our products can be shipped all over the world. When brought back to room temperature, they're like fresh baked.

[www.rwbakers.com](http://www.rwbakers.com)  
Booth 3460



## BEEMSTER CHEESE

Jersey City, NJ

Beemster Premium Gourmet Dutch Cheese will be sampling our range of cheeses and featuring our newest cheese, Farmers' Choice, which appeals to the widest consumer base, from children to connoisseurs. Also on display will be our pre-cut cheeses. Please stop by to discuss how we can customize a Beemster sales program for your store!

[www.beemstercheese.us](http://www.beemstercheese.us)  
Booth 3325



## BELGIOIOSO CHEESE INC.

Denmark, WI

BelGioioso is introducing its new 5-oz. Caesar Blend cup, featuring our distinctive blend of aged Asiago, Parmesan and Romano cheeses. This savory trio is the perfect combination of sharp and nutty flavors ideal for salads, pastas and more. Plus, our pre-sliced, award-winning fresh Mozzarella is now being offered in a new 8-ounce log.

[www.belgiosiso.com](http://www.belgiosiso.com)  
Booth 3637

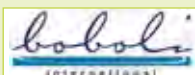
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## BOBOLI INTERNATIONAL, LLC

Stockton, CA

Boboli creates and markets superior quality bakery products to customers, offering convenient, distinctive products and packaging, excellent service and commensurate value. Our company offers miniature premium desserts and artisan breads sure to delight even the most discerning of palates!

[www.boboli-intl.com](http://www.boboli-intl.com)  
Booth 2959



## BONGARDS' CREAMERIES

Bongards, MN

Please stop by our booth to learn more about our new Slender Select line of reduced fat products.

[www.bongards.com](http://www.bongards.com)  
Booth 3654



## BRIDGFORD FOODS CORPORATION

Anaheim, CA

Bridgford Foods provides a full range of fully baked buttermilk biscuits and heat-and-serve rolls packaged for the in-store bakery and deli trade. We will also be showing our new monkey bread cinnamon pull-apart.

[www.bridgford.com](http://www.bridgford.com)  
Booth 2024



## BUSSETO FOODS, INC.

Fresno, CA

Stop by and see our beautiful new packaging, new graphics, and new items, including our variety packs, antipasto packs, and a stunning new floor shipper. And from Fratelli Beretta, taste our innovative Antichi Sapori, three artisan-style dry salamis in unique packaging from Italy.

[www.busseto.com](http://www.busseto.com)  
Booth 1745





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## IDDBA BOOTH REVIEW

### CALIFORNIA MILK ADVISORY BOARD

*So. San Francisco, CA*  
California cow's milk cheesemakers are compiling an enviable track record of awards and acclaim in the U.S. and abroad — earning California a reputation as a world-class cheese producer. California cheesemakers make more than 250 varieties and styles of cheese distinguished by the gold and black Real California Cheese seal certifying it is a natural cheese, made in California exclusively from California milk.

[www.realcaliforniamilk.com](http://www.realcaliforniamilk.com)  
Booth 2705



### CARR VALLEY CHEESE

*LaValle, WI*  
Artisan and Specialty Cheese from Wisconsin. Since 1883, four generations of the Cook family have built their business with a unique blend of old world craftsmanship and creative cheesemaking innovation.

[www.carrvalleycheese.com](http://www.carrvalleycheese.com)  
Booth 3924



### CEDAR'S MEDITERRANEAN FOODS INC.

*Ward Hill, MA*  
Cedar's Mediterranean Foods, one of the first companies in the United States to produce and distribute hummus, as well as fresh Mediterranean salads, pita chips, salsa, and flavored wraps will be launching a new line of International flavored yogurt-based dips in 2010, which will include: French onion, artichoke/jalapeno, Blue cheese, traditional spinach, and Greek cucumber/garlic. Cedar's is SQF certified.

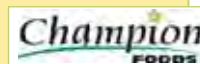
[www.cedarsfoods.com](http://www.cedarsfoods.com)  
Booth 1466



### CHAMPION FOODS

*New Boston, MI*  
We provide solutions for retailers through our Family Finest branded products and your private label program. Stop by to explore our full line of deli pizzas, breadsticks, flatbread pizzas and our unique Make-N-Bake Pizza Pak with everything to make four personal pizzas in one kit. We will also be displaying our new line of deli calzones.

[www.championfoods.com](http://www.championfoods.com)  
Booth 2164



### CHEESE CONNOISSEUR

*Boca Raton, FL*  
The authority on all things CHEESE. We are a lifestyle publication providing sophisticated, well-educated foodies and industry professionals with information about specialty cheeses, celebrity cheesemakers and chefs, travel opportunities, and complementary foods and wines. Published by the award-winning publishers of PRODUCE BUSINESS and DELI BUSINESS.

[www.cheeseconnoisseur.com](http://www.cheeseconnoisseur.com)  
Booth 4251



### CHICKEN OF THE SEA INTERNATIONAL

*San Diego, CA*  
Chicken of the Sea Tuna Salad Kit can take the labor out of in-store prep and provide the consistency you're looking for. Stop by for a sample of the best tasting tuna! Chicken of the Sea provides a complete line of shelf-stable seafood products in a wide variety of sizes to meet your needs.

[www.chickenofthesea.com](http://www.chickenofthesea.com)  
Booth 1310



### CIBAO MEAT PRODUCTS

*Bronx, NY*  
Cibao Meat Products is the leading manufacturer of Hispanic-style sausages and salamis in the United States. It has achieved an outstanding reputation through its high quality process, its excellent quality control, and its efficient distribution.

[www.cibaomeat.com](http://www.cibaomeat.com)  
Booth 2118



### COLOMBO IMPORTING US, INC.

*Edison, NJ*  
Over 50 years of experience in importing and representing the finest cheeses from all around the world. We shop the world to bring you premium Parmigiano Reggiano, Romano and Crotonese Cheese products. Casa Italian will also be presenting a healthy alternative deli line — premium prosciutto ham, mortadella, porchetta and dry-cured salami.

[www.colomboimportingusinc.com](http://www.colomboimportingusinc.com)  
Booth 1921



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## IDDBA BOOTH REVIEW

### CONNIES PIZZA

Carol Stream, IL

Today, we market and manufacture pizza and other products under our label as well as customized private label. We continue to own and operate full-service restaurants that include dining, delivery and catering. We will be displaying deli live dough and par-bake fully topped pizzas, upscale stone bake pizzas and strombolis.

[www.conniesnaturals.com](http://www.conniesnaturals.com)

Booth 1722



### COUNTRY MAID, INC.

Milwaukee, WI

Since 1962, we've prepared delicious, high-quality dips, salads, side dishes and other fine food products to delight the individual tastes and ever-changing palates of American consumers. Family-owned and -operated, we create our entire menu offering by hand, using only the finest carefully selected ingredients, in our USDA-inspected facility.

[www.countrymaid.com](http://www.countrymaid.com)

Booth 3814



### DCI CHEESE CO.

Richfield, WI

An innovative leader in the cheese industry since 1975, DCI is the largest importer, manufacturer and marketer of specialty cheeses and other restaurant-quality prepared foods in the United States. We offer an impressive portfolio of fully owned or exclusively held imported and domestic specialty cheese brands including Black Diamond, Goldy's, Joan of Arc, King's Choice, Meza, Nikos, Organic Creamery and Salemville, among others.

[www.dcicheeseco.com](http://www.dcicheeseco.com)

Booth 3403



### GEORGE DELALLO Co. Inc.

Jeannette, PA

The leader in Mediterranean and olive bars, the DeLallo Company offers a full line of hand selected olives and antipasti, along with training, marketing support and point-of-sale materials. We offer bulk and pre-pack in cups. Taste our new Greek Feta salad, Blue cheese olives, Provoloni antipasti, and Italian-style garlic mushrooms.

[www.delallo.com](http://www.delallo.com)

Booth 1735



### DELI BUSINESS

Boca Raton, FL

As the No. 1 award-winning business magazine for industry professionals, DELI BUSINESS is the only national publication devoted exclusively to buyers and suppliers of products for high-volume retail delis. You can depend on us to provide the latest information about all segments of the deli arena — including specialty meats and cheeses, prepared foods, and foodservice programs.

[www.delibusiness.com](http://www.delibusiness.com)

Booth 4251



### DIETZ & WATSON

Philadelphia, PA

Founded in 1939 by Gottlieb Dietz, a talented young German sausage maker. His Old-World recipes demanded the freshest lean beef, ham, pork, turkey breast and chicken breast and only the freshest, all-natural spices and seasonings. Today, the third generation of the family continues Gottlieb Dietz's dedication and commitment.

[www.dietzandwatson.com](http://www.dietzandwatson.com)

Booth 1429



### DOLE PACKAGED FOODS Co.

Westlake Village, CA

Keeping menus flavorful, colorful and fresh tasting takes time. Thanks to Dole Foodservice, hardworking chefs can focus on menu creativity while reducing labor and eliminating waste with top quality, 100 percent usable fruit. Stop by to learn about the Dole line of versatile, convenient and cost-effective fruit products.

[www.dole.com](http://www.dole.com)

Booth 2013



### EMMI-ROTH KÄSE USA

Verona, WI

Emmi-Roth Käse USA offers a wide range of award-winning cheeses and dairy products, from artisan cheeses crafted with pride in the heart of America's Dairyland to imported specialties from Switzerland. The company also produces Swiss-style yogurt in 11 delicious flavors, as well as Caffè Latte, a premium coffee drink made with fresh roasted coffee and fresh milk in 4 different flavors.

[www.emmi-rothkase.com](http://www.emmi-rothkase.com)

Booth 3605



Meet the family.

Swiss Valley Farms offers a variety of award-winning specialty cheeses for your industrial, foodservice and private label needs. To explore our family of cheeses, visit [www.swissvalley.com](http://www.swissvalley.com)

# IDDBA BOOTH REVIEW

## FANTAPAK INTERNATIONAL Troy, MI

We are an established poly bag supplier with a wide product line that includes our patented top-loading slider deli bags, zipper deli bags, polypropylene and low-density polyethylene bread bags, cookie bags, HDPE bakery bags, PP sub bags, produce bags, meat, fish, poultry bags, safe-handling bags, and more. We specialize in custom sizes and custom printing. Four U.S. regional distribution centers.

[www.fantapak.com](http://www.fantapak.com)  
Booth 1236



## FGF BRANDS INC Concord, ON, Canada

We are a commercial bakery operated as if we were a small hometown bakery; we take great pride in our original recipes, made with natural ingredients and free of artificial preservatives. FGF has also become one of the largest providers of all-natural, fully baked muffins in North America. Like a yeast-based bread, we rise to the occasion! Challenge us to make something special for you.

[www.fabulousflatbreads.com](http://www.fabulousflatbreads.com)  
Booth 2964

fgf brands

## FINLANDIA CHEESE, INC. Parsippany, NJ

In response to the growing consumer demand for healthier, natural cheese, Finlandia is launching Lacey Swiss, Snack Lights and Snack Rights. Featuring guilt-free snacking, all three products offer the consumer delicious lower-calorie options, without sacrificing flavor. Providing the consumer with the premium quality and full, delicious flavor only 150 years of master cheese making can provide.

[www.finlandiacheese.com](http://www.finlandiacheese.com)  
Booth 3751



## FIORUCCI FOODS Colonial Heights, VA

Fiorucci, Italy's No. 1 brand of meats, is a 150-year-old company based in Rome, Italy, with plants in Italy and the U.S. We feature a full array of Italian deli meats in traditional whole pieces and convenient pre-packaged imported and domestically produced versions, including prosciutto, salami, pancetta, mortadella and other varieties.

[www.fioruccifoods.com](http://www.fioruccifoods.com)  
Booth 3163



## FLATOUT FLATBREAD Saline, MI

High-quality ingredients, superior nutritional and great versatility make Flatout "better than sliced bread." Artisan Foldit is a revolutionary "hinged" folding sandwich flatbread made of high-quality ingredients and superior nutritional with wide versatility. Flatout EdgeOn Naturals Baked Flatbread Crisps are a unique shape, awesome tasting, all natural, high-quality Flatout Flatbread in a new, versatile snack form.

[www.flatoutbread.com](http://www.flatoutbread.com)  
Booth 3119



## FOODMATCH, INC. New York, NY

FoodMatch is an importer and manufacturer of specialty foods from the Mediterranean. Pitted, chopped, sliced and diced are just a few reasons our products make convenient, time-saving and delicious ingredients. From olive/antipasto bars to prepared food to retail and pre-packed deli cups, FoodMatch offers solutions for any channel.

[www.foodmatch.com](http://www.foodmatch.com)  
Booth 2120

FoodMatch INC.

## GARDEN-FRESH FOODS, INC. Milwaukee, WI

Don't miss Garden-Fresh Foods. Stop and see our exciting new line of fresh side dishes with extended shelf life. While you're at our booth, please take the opportunity to view our new Spring Kits, salads and dips along with the popular Grandpa's signature salads.

[www.garden-freshfoods.com](http://www.garden-freshfoods.com)  
Booth 4154



## VINCENT GIORDANO CORP. Philadelphia, PA

"Exceeding your expectations" sums up the premium oven-roasted deli beef the Vincent Giordano Corp. is currently selling to major retail supermarkets and foodservice sandwich chains nationally. Consumer demand is still strong for a premium roast beef and Vincent Giordano offers the very best taste and quality assurances.

[www.vgiordano.com](http://www.vgiordano.com)  
Booth 3610



## GOURMET INDIA FOOD COMPANY Whittier, CA

We are the first company to mass-produce Indian naan, roti and chapatti in the USA without losing authenticity and flavor. All products are hand stretched and baked fresh daily. The product line includes three brands and extends over 20 products that are supplied nationwide. Family-owned and -operated for over 25 years.

[www.gourmetindiafood.com](http://www.gourmetindiafood.com)  
Booth 1216



## GOURMET KITCHENS, INC. Chicago, IL

Restaurant-quality meals, homemade soups, show-stopping service case entrées and salads, convenient appetizers, artisan pizzas and more. Whatever your prepared food needs, Gourmet Kitchens can deliver a customized, high-quality solution for your deli. Products can be shipped fresh or frozen depending on your individual need.

[www.lastminutegourmet.com](http://www.lastminutegourmet.com)  
Booth 3845



## GRASS POINT FARMS Thorpe, WI

Visit our booth to learn more about grass-fed dairy products. Grass Point Farms offers grass-fed milk, butter and five varieties of cheese. All of our farms are independently owned family farms that actively practice grazing standards. Grass Point Farms is a third-party certified, pasture-grazed, grass-fed program. Our cows come first — they are cage free!

[www.grasspoint.com](http://www.grasspoint.com)  
Booth 3818



## GREAT LAKES CHEESE COMPANY, INC. Hiram, OH

We are an award-winning premier manufacturer and packer of natural and processed bulk, shredded and sliced cheeses. Seven state-of-the-art production plants provide a full line of superior cheese products coast to coast. Renowned for our uncompromising quality, variety of products and packaging, efficient operations and outstanding customer service. Your one stop source for all your cheese product needs!

[www.greatlakescheese.com](http://www.greatlakescheese.com)  
Booth 4305



## GRECIAN DELIGHT FOODS Elk Grove Village, IL

We will be showcasing flatbreads: pita, naan, lavash, pockets, pizza shells, folds, focaccia, minis and paninis. In addition, our dips and spreads will be on display: hummus, feta spreads, tzatziki, bean dips and more. We are also your supplier for "behind the glass" prepared entrées and appetizers. We are your source for everything Mediterranean!

[www.greiciandelight.com](http://www.greiciandelight.com)  
Booth 1144



## HENNING'S WISCONSIN CHEESE Kiel, WI

Henning's Cheese, founded in 1914, is a small, family-owned cheese company. We specialize in Cheddar, Colby, Monterey Jack and a distinct array of flavors. We will be displaying Mango Fire Cheddar, Mediterranean Sunset Cheddar, Cheddar Curds, Mozza Whips, Blueberry Cobbler Cheddar and Peppercorn Cheddar.

[www.henningscheese.com](http://www.henningscheese.com)  
Booth 3724



## HISSHO SUSHI Charlotte, NC

Made fresh daily. That's how we roll. Hishso Sushi provides turnkey sushi bars to upscale supermarkets, cafes, hospitals, universities and corporate foodservice locations.

[www.hishsosushi.com](http://www.hishsosushi.com)  
Booth 4237



## HOLLAND'S FAMILY CHEESE Thorpe, WI

Holland's Family Cheese makes a true-to-Holland (if not better!) farmstead Gouda cheese from our own cows' milk. All our cheeses are rBGH-free and true raw milk (not even pre-heated). Our Gouda is made within five hours after our "gouda" cows are milked. After the cheese is made in to nice round wheels, they're aged carefully in our cellar with the highest (hand)-care.

[www.hollandfamilycheese.com](http://www.hollandfamilycheese.com)  
Booth 3707



## INDIANA CARTON COMPANY Bremen, IN

We are a manufacturer of folding cartons in the deli and bakery industry. We offer a stock line as well as custom options. Deli cartons include chicken boxes and rotisserie sleeves. Rotisserie sleeves are a great way to increase chicken sales. Come see our display.

[www.indianacarton.com](http://www.indianacarton.com)  
Booth 3254



## INNOVASIAN CUISINE Tukwila, WA

Your Asian meal solution for hot case, cold service case and grab-and-go. We offer a full one of fully cooked, convenient Asian entrée kits, proteins, sauces, rice, noodles and appetizers. Along with a comprehensive product offering, we provide customized training manuals and effective promotional and marketing tools to help you create and maintain a successful Asian foods program.

[www.innovasiancuisine.com](http://www.innovasiancuisine.com)  
Booth 1650





## IDDBA BOOTH REVIEW

### INNOWARE, INC.

*Alpharetta, GA*

Announcing OctaView Supreme, a microwavable line of hinged foodservice containers featuring a patented, tear-away lid. They offer consumers the convenience of a 2-piece container and provide operators the benefits of a 1-piece container. We are a leading manufacturer of high-quality foodservice and to-go packaging. Our trend setting containers can be logo embossed and are made in Georgia.



[www.innowareinc.com](http://www.innowareinc.com)  
Booth 3061

### IRISH DAIRY BOARD, INC.

*Evanston, IL*

In Ireland, cows roam free in fresh air and graze in lush pastures. From this benign environment comes milk so rich in beta-carotene it can turn butter and cheese into gold. The distinctive natural color and exceptionally creamy flavor distinguishes Kerrygold Pure Irish Butter and cheeses. Kerrygold dairy products are made exclusively from the milk of grass-fed cows that are free of growth hormones.



[www.kerrygold.com/usa](http://www.kerrygold.com/usa)  
Booth 1825

### KANGAROO BRANDS, INC.

*Milwaukee WI*

Kangaroo Brands is hopping into Houston with its innovative Salad Pockets, Sandwich Pockets, Pita Pocket Bread, Flatbread and baked Pita Chips. Look for exciting new products from Kangaroo, where we bake really good stuff.

[www.kangaroobrands.com](http://www.kangaroobrands.com)  
Booth 3728



### KAROUN DAIRIES, INC.

*Sun Valley, CA*

Manufacturer of rBST/BGH-free all-natural specialty cheeses and OU kosher cultured products. Feta, yogurt, labne, grilling cheese, sour cream, yogurt drink, Paneer, braided String cheese, Mozzarella, Smoked Mozzarella, Farmers cheese, Goat Cheese and Goat Feta, Basket cheese. Hispanic line includes Queso Fresco, Cotija, Panela, Queso Blanco and Crema.



[www.karouncheese.com](http://www.karouncheese.com)  
Booth 2715

### KEHE DISTRIBUTORS

*Romeoville, IL*

We are a leading distributor of specialty food and natural products. Partnering with many brokers and vendors, KeHE is able to provide a plethora of specialty cheese offerings including imported, domestic, grass-fed and organic. We also offer Mediterranean, dips, spreads, whole-muscle meats, packaged meats and salumi, condiments, specialty crackers, deli chips and snacks.



[www.kehefood.com](http://www.kehefood.com)  
Booth 1813

### KETCHUM MANUFACTURING INC.

*Brockville, ON, Canada*

We are a Canadian-based manufacturer of point-of-sale and retail signage for grocery, convenience, and retail stores. We can provide signs for meat cases, shelves, in-ice displays or freezers. Specializing in custom printing and custom shapes, we can provide all types of branding and pricing materials to help you maximize your exposure and to attract more selling opportunities.

[www.ketchum.ca](http://www.ketchum.ca)  
Booth 1134



### KING'S COMMAND FOODS, INC.

*Kent, WA*

King's Command Foods is one of the largest meat processors on the West Coast specializing in fully-cooked and ready-to-cook meat loaf, meatballs, Salisbury steak, burgers, and country fried steak for hot and cold rotisserie case sales.

[www.kingscommand.com](http://www.kingscommand.com)  
Booth 1924



### KLONDIKE CHEESE CO.

*Monroe, WI*

Stop by our booth and try our award winning Odyssey Feta Cheese. It will give your taste buds a delightful experience unlike any other Feta cheese you have experienced. With a wide range of flavors and sizes available, we can complement any dish or appetizer you can create.



**KLONDIKE**  
CHEESE COMPANY  
MONROE, WISCONSIN

[www.klondikecheese.com](http://www.klondikecheese.com)  
Booth 3625

### KOCH FOODS, INC.

*Park Ridge, IL*

Koch Foods is the fourth largest vertically integrated poultry company in the U.S. and has a complete line of raw and fully cooked poultry products for the retail deli department. We will be displaying all of our products at the show.

[www.KochFoods.com](http://www.KochFoods.com)  
Booth 2060



### KRETSCHMAR DELI

*Cincinnati, OH*

Since 1883, Kretschmar has provided superior deli products. This commitment to excellence has made all our products legendary for over two centuries. We use the finest ingredients and Old World methods. Our hams are made with a unique hardwood smoking process, and our hand-trimmed poultry products are made with all-natural flavors, no added MSG and are gluten free.

[www.kretschmardeli.com](http://www.kretschmardeli.com)  
Booth 2515



### KRONOS FOODS, INC.

*Glendale Heights, IL*

Kronos Foods is the leading maker of premium gyros and other Mediterranean specialty food items such as fillo appetizers and desserts, artisan flatbreads, pita bread, sauces, dips and more. Visit our booth for our new and innovative fillo products

[www.kronosfoodsinc.com](http://www.kronosfoodsinc.com)  
Booth 1912



## Little Breads... Lots of Whole Grains!

- ✓ Cocktail Breads
- ✓ Rye-Ola® Breads
- ✓ Sandwich Breads
- ✓ Square Breads



[www.RubschlagerBaking.com](http://www.RubschlagerBaking.com)  
773-826-1245



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Quality Bakers Since 1913

**RUBSCHLAGER®**

BAKING CORPORATION

## IDDBA BOOTH REVIEW

**LAND O'LAKES,**  
Arden Hills, MN  
America's Favorite Deli Cheese  
[www.landolakes.com](http://www.landolakes.com)  
Booth 3033



**LA PANZANELLA**  
Tukwila, WA  
Introducing two new products: Mini Croccantini for everyday use and cinnamon-topped Sweet Crisps.



[www.lapanzanella.com](http://www.lapanzanella.com)  
Booth 1414

**LA TORTILLA FACTORY**  
Santa Rosa, CA

Founded in 1977, we have more than 30 years of creating authentic and delicious tortillas and wraps, including the Smart & Delicious and all-natural Sonoma lines of gourmet tortillas and wraps, as well as La Tortilla Factory brand of traditional corn and wheat tortillas.  
[www.latortillafactory.com](http://www.latortillafactory.com)  
Booth 3564



**LITEHOUSE, INC.**  
Sandpoint, ID

So you thought Litehouse just made delicious salad dressing? Stop by our booth and see how we're shaking up the deli and cheese world with an exciting new line of artisan cheeses, behind-the-glass salad options and Deli Café signature sauces and dips. Don't miss what's new!  
[www.litehousefoods.com](http://www.litehousefoods.com)  
Booth 1336



**MARIN FRENCH CHEESE COMPANY**

Petaluma, CA  
Marin French Cheese began in 1865 in Petaluma. The products include Breakfast Cheese, Camembert, Brie, and Schloss under the Rouge et Noir label.

Today Marin French produces Artisan Petites, Grand Artisans and mixed milk Melange. Many of the cheeses have won numerous International and National awards for years.

[www.marinfrenchcheese.com](http://www.marinfrenchcheese.com)  
Booth 2735



**MCCAIN FOODS USA**  
Lisle, IL

Part of McCain Foods Limited, an international leader in the frozen food industry and the world's largest producer of frozen potatoes and appetizers. With strong foodservice experience and restaurant-quality foods, McCain can help translate sales of appetizers and sides from restaurants to in-store delis.

[www.mccainusa.com](http://www.mccainusa.com)  
Booth 4113



**MICELI DAIRY PRODUCTS COMPANY**

Cleveland, OH  
Miceli Dairy is a recognized leader in the Italian cheese making business. Miceli's offers the finest quality Ricotta, Mozzarella, fresh Mozzarella, Mascarpone, Provolone, shredded cheeses and Italian specialty items. Stop by our booth and try our award-winning fresh Mozzarella and Mascarpone products.

[www.miceli-dairy.com](http://www.miceli-dairy.com)  
Booth 3531



**MICHIGAN TURKEY PRODUCERS**

Grand Rapids, MI  
Michigan Turkey Producers brings you quality turkey at its finest. We offer premium products in a variety of quality levels, available in an assortment of shapes, sizes and flavor profiles that are sure to meet all of your deli needs. Stop by our booth to learn more. Offering Private Label and Golden Legacy brand products.

[www.miturkey.com](http://www.miturkey.com)  
Booth 2864



**MILTON'S FINE FOODS, INC.**  
San Diego, CA

We started in San Diego, baking our delicious and nutritious Original Healthy Multi-Grain Bread and Crackers crafted from a secret recipe of whole grains and goodness. We've stayed true to our bakery heritage by introducing our exciting new artisan breads with fiber and flavor in every bite.

[www.miltonsbaking.com](http://www.miltonsbaking.com)  
Booth 1260



**MONTCHEVRÉ**  
Rolling Hills Estates, CA

Dedicated to providing the highest quality product and customer service. All our cheeses are manufactured year-round from fresh goat milk. Our unique, natural farm program teaches the milk producers to produce fresh milk throughout the year. Our goals include shipping fresh product, turning around orders in the shortest lead-time possible, and filling in last minute orders.

[www.montchevre.com](http://www.montchevre.com)  
Booth 3526



**MONTEREY GOURMET FOODS, INC.**

Kent, WA  
CIBO Naturals is an innovative, all-natural, specialty food company that creates fresh, ready-to-eat pestos, soft spreadable cheese spreads and toppings for retail and foodservice customers. Visit our booth and try the new Basil Pesto, now made with almonds, and our new limited edition pestos!

[www.montereygourmetfoods.com](http://www.montereygourmetfoods.com)  
Booth 1711



**NESTLE PROFESSIONAL**  
Glendale, CA

We offer a full portfolio of solutions that provide deli retailers a full range of applications for every part of their deli/bakery operation. We will feature new Stouffer's frozen to refrigerated lasagnas and sides, new Menu Starters; Chef-Mate entrees, sauces and gravy; Branded Nestle bakery ingredients; Coffee-Mate creamers and Nescafe coffee. Visit our booth for information and samples.

[www.nestleprofessional.com/united-states](http://www.nestleprofessional.com/united-states)  
Booth 3211



**NONN'T'S FOOD COMPANY**

Westchester, IL  
Over 30 years ago, Jim Burns and Gary Ricker, owners of the Village Cheese Shop in New York City, baked-up a crispy idea to entice customers to sample their gourmet cheese. They seasoned and baked genuine New York bagels to deliver an authentic crunchy bite. We still make authentic Bagel Crisps the same way.

[www.newyorkstyle.com](http://www.newyorkstyle.com)  
Booth 4126



**NORPACO GOURMET FOODS**  
New Britain, CT

We are a leading manufacturer of Italian-style specialty food products such as stuffed cherry peppers, stuffed olives, panini-style meat and cheese rolls, sun-dried tomatoes, antipasto salads and more. Our products are hand-made culinary creations of distinctive flavor.

[www.norpaco.com](http://www.norpaco.com)  
Booth 3155



**NUOVO PASTA PRODUCTIONS LTD.**

Stratford, CT  
We are an artisan specialty pasta maker specializing in chef-quality, handcrafted fillings using only the finest all-natural ingredients. We also market gourmet sauces that accent our pasta and are great additions as dips, toppings or marinades.

[www.nuovopasta.com](http://www.nuovopasta.com)  
Booth 3427



**OKAMI FOODS**  
Sun Valley, CA

Okami brand awareness power: The No.1 brand of fully cooked, fresh-tasting California rolls with extended shelf life and authentic Asian specialties is nationally recognized for delicious taste, freshness and appearance. The brand consumers trust generates trial and repeat purchases.

[www.okamifoods.com](http://www.okamifoods.com)  
Booth 1716



**OLD WISCONSIN FOOD PRODUCTS**  
Homewood, IL

We offer meat specialties, summer sausage, seasonal gift items, meat snacks, semi-dry sausage, fully cooked grilled poultry and meat products, ingredients.

[www.buddig.com](http://www.buddig.com)  
[www.oldwisconsin.com](http://www.oldwisconsin.com)  
Booth 3826



**OLIVER PACKAGING & EQUIPMENT COMPANY**  
Grand Rapids MI

The Mini Chip Slicer allows foodservice operators to transform bread products into seasoned chips, bruschetta, or whatever your imagination can dream up. It delivers on both operation and ownership: small footprint machine, efficient slicing, easy operation, low maintenance and quick ROI. NSF and UL certified.

[www.oliverquality.com](http://www.oliverquality.com)  
Booth 1324



**ORVAL KENT FOODS**  
Wheeling, IL

Stop by and visit Orval Kent to see how we're going beyond just the basic salads and side dishes with a number of new items and category entries. We will be sampling a number of our new products throughout the run of the show.

[www.orvalkent.com](http://www.orvalkent.com)  
Booth 1653





# IDDBA BOOTH REVIEW

## PASTA ROMANA FOODS INC.



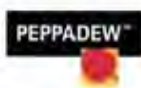
**Montreal, QC, Canada**  
Pasta Romana Foods is family-owned and -operated, specializing in the manufacturing of fresh pasta and sauces. Our products are recognized for their superior quality and freshness. While our passion is reflected in our products, our consistent standards are revealed in our manufacturing processes. We are HACCP certified, which attests to our commitment to respecting and promoting the highest standards of production, distribution and ultimately, customer satisfaction.  
[www.pastaromana.com](http://www.pastaromana.com)  
Booth 3503

## PEPE'S WONDERFUL MEXICAN FOOD



**Chicago, IL**  
Pepe's is a USDA meat processor specializing in, but not limited to, fully cooked Mexican food. Since 1967, we have been offering authentic Mexican food for use in all foodservice applications. You can be confident of our authentic flavors, food safety, consistent yields and consistent food costs. We have a wide variety of products and programs and do private-label work.  
[www.pepesfoods.com](http://www.pepesfoods.com)  
Booth 1763

## PEPPADEW USA



**Basking Ridge, NJ**  
Peppadew fruit brings the opportunity for consumers to use this unique flavor in salads, as an appetizer, on the grill, as a pizza topping — and so much more. Peppadew Gold, introduced in 2009, is our newest addition. World Cup 2010 gives retailers the chance to use this uniquely South African product in their deli promotions.  
[www.peppadew.com](http://www.peppadew.com)  
Booth 2963

## PILGRIMS CHOICE



**Somerset, England**  
Pilgrims Choice cheese is one of Britain's favorite and well-known brands. Our artisan graders naturally mature and hand select each batch of cheese from the finest farms and creameries to ensure quality and taste in every pack. Join us to sample our award-winning range, from delicious Stilton to handmade West Country Farmhouse Cheddar. The Pilgrims Choice range is suitable for vegetarians, free from growth hormones, rBST and rBGH.  
[www.pilgrimschoice.com](http://www.pilgrimschoice.com)  
Booth 1825

## PLACON CORP.



**Madison, WI**  
Placon offers a variety of packaging for deli and bakery items. Our Fresh 'n' Clear bowls are the perfect package for cold, ready-to-eat deli foods such as lettuce salads, pastas and cut fruit. Made from EcoStar recycled PETE with a minimum 35 percent post-consumer recycled content, bowls are available in either black or clear ranging in size from 8 to 64 ounces.  
[www.placon.com](http://www.placon.com)  
Booth 3727

## PLAINVILLE FARMS



**New Oxford, PA**  
We are a leading grower of antibiotic-free, vegetarian-fed, humanely raised poultry. We offer a full line of bulk and pre-sliced turkey, chicken, and pork deli products that are lean and 100 percent natural. For holidays, we offer fully cooked and smoked whole turkeys and breasts with all the fixings. Private label available.  
[www.plainvillefarms.com](http://www.plainvillefarms.com)  
Booth 4226

## PLASTIC INGENUITY, INC.



**Cross Plains, WI**  
The national leader in providing the best solutions in custom thermoformed packaging, tooling, and extrusion services. A fully vertical integrated company, we control every aspect of the packaging process. A member of the Thermoforming Institute and a multi-plant manufacturing operation with facilities across North America.  
[www.plasticingenuity.com](http://www.plasticingenuity.com)  
Booth 3660

## PRATERS FOODS INC.



**Lubbock, TX**  
For over 55 years, Praters has offered fully prepared quality meats, a complete line of side dishes and assembled holiday dinners to customers across the country. We are a USDA-certified facility that practices strict HACCP controls insuring safe, quality products for our customers.  
[www.praters.com](http://www.praters.com)  
Booth 4153

## QUESO CAMPESINO



**Denver, CO**  
Stop by and sample the finest authentic Mexican cheeses, including Asadero, Oaxaca, Cotija, Panela, Fresco, Quesadilla and Muenster Enchilado, as well as our line of cremas. All of our cheeses are of the highest quality, natural and made from whole milk.  
[www.quesocampesino.com](http://www.quesocampesino.com)  
Booth 3525

## RAIN CREEK BAKING COMPANY



**Madera, CA**  
Our team of highly skilled artisan bakers handcrafts our baklava varieties, European strudels, nut tarts, macaroons, and turtle shells. Our unique combination of Old-World recipes and proprietary innovations allow us to keep our assortments of sweets consistently delicious and authentic.  
[www.raincreekbaking.com](http://www.raincreekbaking.com)  
Booth 1912

## RISEING SUN FARMS



**Phoenix, OR**  
Over 35 innovative, all-natural products in a variety of delectable flavors. We are committed to producing top quality foods, full of flavor and wholesome goodness. All our products are free of preservatives, rBGH, GMOs, and trans fats, and are 100 percent gluten free. Our specialty cheeses have a shelf life of 18 months frozen, 6 weeks refrigerated. Our dressings are shelf-stable for two years.  
[www.risingsunfarms.com](http://www.risingsunfarms.com)  
Booth 3421

## RICHARDSON OILSEED LTD



**Winnipeg, MB, Canada**  
Formerly known as Canbra Foods Ltd., we are one of Canada's oldest and largest fully integrated crushing, refining and processing operations. The Nutrition division packages a wide array of value-added private-label products, as well as our own Canola Harvest branded products for the retail, foodservice and industrial food production markets.  
[www.richardson.ca/oilseed/](http://www.richardson.ca/oilseed/)  
Booth 1244

## RUBSCHLAGER BAKING CORP.



**Chicago, IL**  
We are proud to announce we are converting the company's entire bread line to a 100 percent whole-grain formulation. In an effort to deliver wholesome, healthy, and good-for-you products, Rubschlag has reformulated the product line using whole-wheat flour and whole-rye flour without jeopardizing the original flavor or taste profiles.  
[www.rubschlagbaking.com](http://www.rubschlagbaking.com)  
Booth 3423

## SADLER'S SMOKEHOUSE, LTD.



**Henderson, TX**  
Sadler's premium pit-smoked meats, authentic barbecue, dinners and entrées are distributed nationwide through major grocery retailers, foodservice distributors and national chain restaurants.  
[www.sadlerssmokehouse.com](http://www.sadlerssmokehouse.com)  
Booth 1331

## SANDRIDGE FOOD CORPORATION



**Medina, OH**  
Sandridge's extensive line of fresh prepared deli salads, culinary salad kits, fresh soups and sauces and labor-saving prepared entrees are made with real ingredients, created by chefs and designed for the taste enthusiast. Stop by to see our new line of preservative-free products. No preservatives or artificial anything.  
[www.sandridge.com](http://www.sandridge.com)  
Booth 4019

## SANTA BARBARA BAY FOODS



**Buellton, CA**  
Manufacturers of all-natural dips, salads and spreads packaged under our Santa Barbara Bay label and private-label brands. Our new line of Greek yogurt dips is packed with protein, calcium and live and active probiotic cultures! Made with high-protein, high-calcium Voskos Greek Yogurt. Stop by to try these and our new line of all-natural premium dips.  
[www.santabarbarabay.com](http://www.santabarbarabay.com)  
Booth 4335

## MARIO SARDO SALES INC.



**Bolton, ON, Canada**  
Sardo Foods is an importer, manufacturer and distributor of Mediterranean foods. A leader for 45 years pertaining to processing, new product development and packaging of olives, antipasti, tapenades, spreads and pestos in a variety of formats that encompass retail/bulk or foodservice — branded or private label.  
[www.sardofoods.com](http://www.sardofoods.com)  
Booth 1314

## SARTORI FOODS



**Plymouth, WI**  
Sartori has been producing artisan and premium cheese for seven decades serving the specialty, retail, ingredient, restaurant and foodservice markets. We have an impressive array of award-winning cheese. The Sartori Reserve line began with its now famous BellaVitano. The BellaVitano line is exclusive to Sartori.  
[www.sartorifoods.com](http://www.sartorifoods.com)  
Booth 3615

## SCHREIBER FOODS, INC.



**Green Bay, WI**  
The world's largest customer-brand dairy company. We provide products to the biggest names in fast food and are the world's largest supplier of private-label dairy products to grocery chains and wholesalers. Featuring Weight Watcher natural slices, cream cheese bars and wedges, and string cheese; El Pastor Spanish cheeses; Cooper and Clearfield American cheese loaves; Select Slices in new peel and reseal packaging.  
[www.schreiberfoods.com](http://www.schreiberfoods.com)  
Booth 3715

## SOUTHERN STORE FIXTURES, INC.



**Bessemer, AL**  
Supplier of specialty refrigerated merchandisers that utilize superior design and engineering to create customer interaction and increase sales. All our cases merchandise the food in a way that showcases it and the case disappears in the background. Whether you need a display solution for meat, seafood, deli, cheese, produce, dairy, meals-to-go, islands, bakery, or anything in between, Southern is your one-stop solution.  
[www.southernstorefixtures.com](http://www.southernstorefixtures.com)  
Booth 2244

## IDDBA BOOTH REVIEW

### STEFANO FOODS

Charlotte, NC

Stefano Foods makes restaurant quality foods for the supermarket deli. Convenient, ready-to-heat foods include calzones, stromboli, panini, pizza, flatbread melts, quesadillas and Rip-n-Dip all made with the highest quality ingredients. Made in our kitchen, served in yours.

[www.stefanofoods.com](http://www.stefanofoods.com)  
Booth 4121



### STRATAS FOODS LLC

Memphis, TN

We've taken over two centuries of experience from ACH and ADM and blended them to form Stratatas Foods. With our technical expertise, global sourcing, and production facilities across North America, we provide the customer service and product innovation you expect. Industry leading brands such as Frymax, Mazola ZT, Whirl, Primex and Sweetex deliver unsurpassed quality and performance, as well as a variety of zero-trans options.

[www.stratatasfoods.com](http://www.stratatasfoods.com)  
Booth 3367



### SUMMER FRESH SALADS

Woodbridge, ON, Canada

Summer Fresh is a manufacturer and distributor of gourmet deli dips, hummus and salads. We will be displaying a variety of hummus flavors including our new flavor, Avocado and Roasted Eggplant Hummus, as well as a variety of dips including our new Sweet Curry Dip, Tamarind Dip and Spicy Tzatziki, pre-packaged salad bowls and grain salads.

[www.summerfresh.com](http://www.summerfresh.com)  
Booth 3362



### SWISS-AMERICAN, INC.

St. Louis, MO

We are an SQF Level 3-certified nationwide distributor of the world's finest cheeses and specialty foods. Our team of experts provides retailers with an outstanding selection of products, renowned customer service and private-label solutions. Working together to design retail programs and promotions, our customers discover that Swiss-American is more than a vendor — we are a partner in building your success story.

[www.swissamerican.com](http://www.swissamerican.com)  
Booth 3103



### SWISS VALLEY FARMS

Davenport, IA

A nationally known and recognized cooperative that has been producing quality dairy products since 1958. Our award-winning specialty cheeses are suited to fit the specific needs of our industrial, foodservice and private-label customers.

[www.swissvalley.com](http://www.swissvalley.com)  
Booth 3725



### TASTE TRADITIONS

Omaha, Nebraska

We are a boil-in-the-bag and frozen prepared food manufacturer. We produce premium lines of macaroni & cheese, soups, Mexican specialty foods and side dishes. In business for more than 30 years, we offer our customers outstanding products with excellent sales and uncompromised service. At Taste Traditions, we sell and offer our products to the more than 700,000 grocery stores, convenience stores, superstores, restaurants, and delis in the United States.

[www.tastetraditions.com](http://www.tastetraditions.com)  
Booth 1225



### TH FOODS, INC.

Loves Park, IL

A leading manufacturer in the natural snack food industry, we leverage our diverse culture and proprietary Japanese rice baking techniques to create the "best of both worlds"; traditional rice snacks from the East combined with tempting taste sensations from the West. Stop by and try our great tasting, certified gluten-free Crunchmaster Multi-Seed Crackers and new line of Multi-Grain Crackers.

[www.crunchmaster.com](http://www.crunchmaster.com)  
Booth 2862



### UNILEVER FOODSOLUTIONS

Lisle, IL

The new Hellmann's Light and Best Foods Light Mayonnaise delivers all the great taste and dependable performance you've come to expect from Hellmann's and Best Foods. Its rich, creamy taste comes from using real, simple ingredients like 100 percent cage-free eggs, oil and vinegar. It's all part of our commitment to real and simple ingredients.

[www.unileverfoodsolutions.com](http://www.unileverfoodsolutions.com)  
Booth 3558

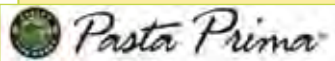


### VALLEY FINE FOODS COMPANY, INC.

Benicia, CA

Valley Fine Foods has built its tradition of creating high-quality, healthy products with its Pasta Prima line of gourmet refrigerated ravioli. Valley Fine Foods products have quickly become a nationwide consumer favorite with their all-natural, simple ingredients and unique and flavorful filling.

[www.valleyfinefoods.com](http://www.valleyfinefoods.com)  
Booth 4445

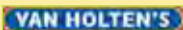


### VAN HOLTEN'S

Waterloo, WI

Discover the great taste of our unique Pickle-In-A-Pouch and Pouched Snack Olives. A "better for you snack" packed in shelf-stable, stand-up pouches for merchandising with your deli grab-and-go sandwiches. Available in six flavors, four price points with 2-year shelf life with no refrigeration needed. With national distribution in all trade channels, we are eager to develop a program for you.

[www.vanholtenspickles.com](http://www.vanholtenspickles.com)  
Booth 3614



### VAUGHAN FOODS INC.

Moore, OK

As a manufacturer of fresh-cut produce, high-quality salads, soups, sauces, and desserts, we think of the restaurant dining experience, home meal preparation and social gatherings we'll be joining every step of the way. From selecting the freshest ingredients, to on-time delivery and food safety, our customers are of the highest importance. Vaughan Foods, Allison's Gourmet Kitchens, Wild About Food.

[www.vaughanfoods.com](http://www.vaughanfoods.com)  
Booth 1856



### VENUS WAFERS

Hingham, MA

Since 1930, family-owned Venus Wafers, makers of better-for-you crackers, has pioneered healthful products to meet the changing tastes of deli consumers. From our traditional Nejaimes Lavasch crisp flatbread deli packs to our Deli-cattessen label tray packs, we always strive to bake great ingredients into a variety of shapes and sizes in our Kosher-approved and certified organic facility.

[www.venuswafers.com](http://www.venuswafers.com)  
Booth 2021



### WHOLE HARVEST FOODS

Warsaw, NC

The nation's first all-natural line of no trans-fat commercial cooking oils. Whole Harvest Oils can be found in numerous restaurants and institutions across the country and include Whole Harvest Soy and Whole Harvest Canola (commercial cooking oils). Whole Harvest Culinary Oil (salads, sautéing and baking). Whole Harvest Smart-Coat (non-stick pan spray), and Whole Harvest Liquid Butter Alternative.

[www.wholeharvest.com](http://www.wholeharvest.com)  
Booth 2961



### WNA

Chelmsford, MA

WNA is a leading manufacturer of disposable dinnerware, servingware, drinkware and custom foodservice products with a broad product assortment. Great food deserves a great delivery! From CaterLine Casuals round thermoformed trays to upscale rigid CaterLine and Milán trays in a variety of specialty shapes to custom packaging, WNA offers solutions to meet your needs.

[www.wna.biz](http://www.wna.biz)  
Booth 1218



### WOOLWICH DAIRY INC.

Lancaster, WI

Orangeville, ON, Canada

Woolwich Dairy is one of North America's leading producers of fine goat cheese products made from 100 percent goat milk. Our product line includes traditional rich and creamy Chevre, smooth goat's milk Cheddar and Mozzarella, authentic-style goat's milk Feta, delectable Goat Brie and elegant Elites.

[www.woolwichdairy.com](http://www.woolwichdairy.com)  
Booth 2945



### YANCEY'S FANCY INC.

Corfu, NY

Yancey's Fancy, New York's Artisan Cheese, offers over 50 flavors of cheese and a variety of sizes and cuts. From Buffalo Wing Cheddar to Bergenost (a triple cream butter cheese), Yancey's Fancy specializes in unique flavors. Other flavors include Wasabi Horseradish Cheddar, Champagne Cheddar, Goudas, and XXX Sharp Cheddar.

[www.yanceysfancy.com](http://www.yanceysfancy.com)  
Booth 4230



### YUCATAN FOODS

Los Angeles, CA

Yucatan Foods offers a line of high-quality, all-natural and organic dips including guacamole, hummus and salsa. All of our products are "artisan" made, with fresh ingredients. Our guacamole is made with 95 percent Hass Avocado and 5 percent all natural spices and is the Winner of American Masters Taste Award for All Guacamoles.

[www.yucatanfoods.com](http://www.yucatanfoods.com)  
Booth 4245





# Wanted: Innovation And Adventure



By  
**Jeffrey Spear**  
*President*  
Studio Spear, LLC  
Baltimore, MD

I've been traveling quite a bit lately, visiting supermarkets and specialty food stores all across the country. While I've been delighted by AJs (Phoenix, AZ), Whole Foods (Columbus Circle, NY), Earth Fare (Columbia, SC), Central Market (Dallas, TX), Fox & Obel (Chicago, IL) and Publix (Jacksonville, FL) and enjoyed many of the trappings in Kroger (Richmond, VA), Bloom (Frederick, MD), Harris Teeter (Reston, VA) and Vons (Los Angeles, CA), I get this recurring sense of déjà vu when I reach the deli counter.

What I've realized is that, regardless of retailer brand, deli departments present themselves with a tremendous amount of sameness. From a merchandising perspective, there's the ubiquitous row of refrigerator and display cases — lots of glass and stainless steel. When it comes to product offerings, there are remarkably similar assortments of meats, cheeses and salads — the majority supplied by a very short list of national producers. Of course, no deli department would be complete without a rotisserie display, olive bar and condiment rack. The problem is that the similarities in store fit-out, brand selection, and product variety far outweigh and outnumber the differences.

With a struggling economy and diminishing buyer loyalties, retailers are already scrambling to offset competitive challenges, attract buyers and invigorate their bottom line. The most popular approach seems to be price slashing. While there's no denying the impact of lower prices (can you say Wal-Mart?), I believe it takes much more to attract buyers and create store advocates than simply offering financial incentives on par with everyone else.

In the deli department, I feel there are untapped opportunities in customer service and product variety. Since I have offered suggestions relating to customer service in this column many times before, I will sidestep that issue for now — in spite of lingering deficiencies.

I have also been beating the drum for deli departments to break free of the dominant national brands and broaden the variety of independent and regionally produced products that they make available to their customers. If you are looking for a place to start, simply walk the aisles at one of the Fancy Food Shows produced by the NASFT. For every product produced by a Kraft or Sara Lee, you can also find dozens of interesting and exciting alternatives.

Retailers can choose from a wealth of untapped opportunities for growth and enhanced customer satisfaction in terms of merchandising — and cross-promotion is one of

the best opportunities.

When considering items for cross-promotion, most deli departments do a good job with the obvious choices. While offering sandwich breads, mustard and ketchup at the deli counter adds convenience, it is predictable and on par with everyone else.

With consumers eager to embrace new taste sensations, why not offer more distinctive products? When it comes to cheese, it can't hurt to recommend varieties such as Brie, Camembert, Feta or Blue. Instead of traditional items, try pulling more exotic products — such as tapenade, chutney and pesto — from the condi-

ment aisle. These selections add a little international flair to the deli experience while allowing your customers to experience new products, brands and flavors.

Retailers operating in states that allow the sale of alcoholic beverages have an opportunity to exploit case stack displays. A key benefit is the color and interesting graphics many brands apply to their cartons. Assuming you have chosen wisely, you'll be making worthwhile culinary suggestions and, at the same time, providing a little bit of entertainment. One point to consider is that while wines are always appreciated, there is growing interest in craft beers. When you place case stacks of specialty brews in the deli department, you will be allowing your customers to experience and participate in an emerging trend.

Better still, highlight products based on geographic origin. Campaigns featuring locally produced foods allow customers to support their neighbors and reduce the environmental and health risks associated with long-distance shipping and storage of perishable products. In my home state of Maryland, its Berger cookies, Phillips crab, Tulkoff horseradish, Old Bay spice, Attman's corned beef, Boordy wine and Fordham beer. I'm sure your state has its share of local favorites as well.

With so many options to engage your customers and enhance the overall deli experience, you might want to consider a rotating program, changing out the recommendations on a monthly basis. While I understand this creates additional work in an already busy schedule, competitive pressures and weakened consumer loyalties demand you do as much as possible.

It's all about brand leadership — demonstrating to your customers that you're taking steps to enhance their shopping experience and enjoyment of the products they purchase. It's also an indication that you understand and care about their needs and interests and are eager to support them with product recommendations and insights. **DB**

When considering items for  
cross-promotion, most deli  
departments do a good job with  
the obvious choices.

# Blast From The Past

# K

## King's Hawaiian Bakery

King's Hawaiian is celebrating its 60th year in 2010. Its story began in 1950 in Hilo, HI, when Robert Taira opened his first bakery and local residents fell in love with his Portuguese sweet bread.

After introducing their delicious sweet bread to the mainland, the Taira family — the company continues to be family owned — opened the King's Hawaiian Restaurant & Bakery in Torrance, CA, in 1988 and launched a quick-service restaurant concept, The Local Place, in 2002. The company also operates a 150,000 square-foot bakery facility and continues to expand its distribution of bread products into stores nationwide.

For decades, King's Hawaiian has distinguished itself by coordinating successful "meal deal" programs with in-store deli departments in a number of notable retailers nationwide — when consumers purchase deli meats and two side dishes, they are also provided King's Hawaiian rolls as a meal accompaniment.



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](mailto:DeliBusiness@phoenixmedianet.com). For more information contact us at (561)994-1118

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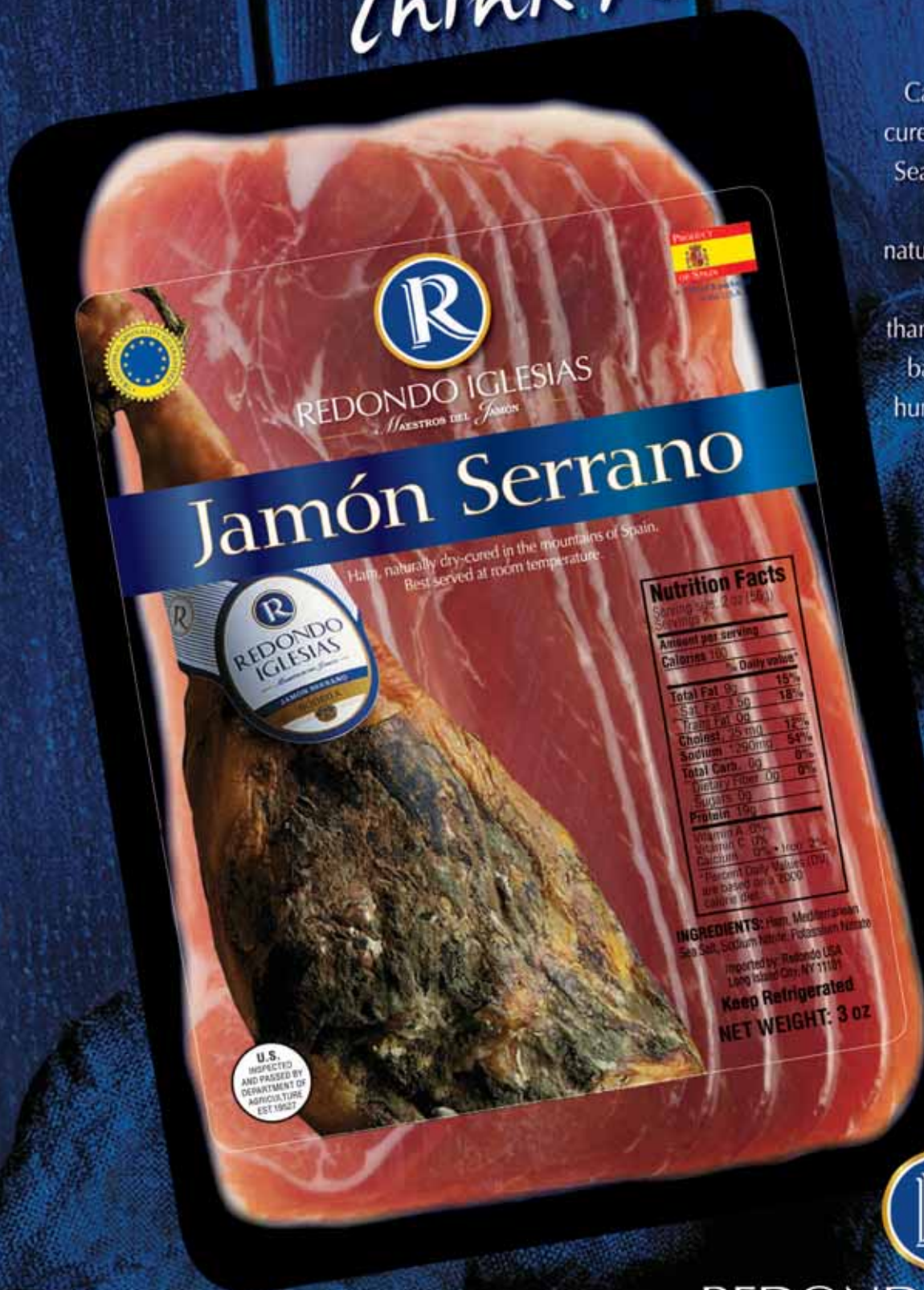
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Amount per serving	
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% Daily value*	
Total Fat 9g	15%
Sat. Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 75mg	12%
Sodium 250mg	54%
Total Carb. 0g	0%
Dietary Fiber 0g	0%
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INGREDIENTS: Ham, Mediterranean Sea Salt, Sodium Nitrite, Potassium Nitrate

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Keep Refrigerated

NET WEIGHT: 3 oz



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