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IN MEMORIAM



Comer Gilmore of Genpak, LLC passed away on November 13.

Comer dedicated many years of his life to the Refrigerated Foods Association (RFA) while serving on its Board of Directors, Conference Committee, Membership Committee, and Communications Committee. He most recently served as Chairman of the Communications Committee. Comer was always there to help, encourage, and be supportive to all the activities of the RFA and its members. He was a regular contributor to the Commodity Update newsletter, never missed a Conference Committee meeting, and always contributed in any way he could. Comer's numerous contributions to the RFA were invaluable and he will be sorely missed.

This is a very sad time as RFA has lost an incredible member of its family. Donations can be made in honor of Comer at the DePelchin Children's Center at 4950 Memorial Drive in Houston, Texas 77007, 713-730-2335. Condolences can be sent to Comer's wife Judy Gilmore and family at 3510 Trail Bend in Missouri City, Texas 77459.

COMING NEXT ISSUE IN FEB./MAR. 2011

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COMING IN APR./MAY. 2011

DELI BUSINESS will investigate the latest trends in eating better, from healthy choices to quality ingredients, portion control to innovative products.

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Wayne Martin is the new foodservice regional sales manager at Structural Concepts, Muskegon, MI. With 30 years of experience in commercial foodservice equipment, he has an exceptional understanding of refrigeration and is a proven leader in all aspects of the foodservice business, including customer service, marketing, and sales. He has served as liaison to Foodservice Consultants Society International (FCSI) and is well acquainted with the industry's distribution channels and national accounts. Martin holds dual degrees from Purdue University in Marketing and Industrial Management and Advanced Marketing Management.

www.structuralconcepts.com

New Products



BELGIOIOSO FRESH MOZZARELLA PEARLS

BelGioioso Cheese, Denmark, WI, has created a petite size ball of Fresh Mozzarella. The new "Pearls" size balls each weigh 2.5 grams and are packaged in a plastic film pouch without water. These bite-size pieces are convenient for at home chefs and are available in 8-ounce and 1-pound thermoform packages, ensuring freshness for 60 days. Fresh Mozzarella Pearls can be eaten as a snack, tossed into fresh salads and hot pasta dishes or melted on pizza. The flavor is mild and milky with a soft creamy texture.

www.belgioioso.com



INNOVATIVE NEW GRAB-AND-GO PRODUCTS

Lifestyle Foods, York, PA, presents a new chilled grab-and-go line that ends the eating healthy/eating hearty quandary. Chicken Noodle Soup is paired with a Caesar Salad and lite Caesar dressing; Vegetarian Vegetable Soup with a Garden Salad and lite Ranch dressing; Tomato Basil Soup with a Garden Salad and lite Italian dressing. The Oatmeal Kit includes fresh apple, raisins, and turbinado sugar. Salad dressings contain no preservatives, high-fructose corn syrup or MSG.

www.lifestylefoods.net



GANUSH ROASTED EGGPLANT AND BEAN SPREAD

Sonny & Joe's, Brooklyn, NY, introduces Ganush roasted eggplant and bean spread. Every micro batch is made with the finest, freshest ingredients and spices hand-chosen from all over the world. The rich, creamy spread is a decadent but healthy snack when served as a dip with vegetables or crackers. When used on sandwiches and bagels, it's a tasty low-calorie replacement for mayonnaise. 45 calories per serving. Available in five robust flavors and sold in 10- and 16-ounce containers.

www.sonnyandjoes.com

Announcement



IDDBA'S DAIRY-DELI-BAKE 2011 IN ANAHEIM

The International Dairy-Deli-Bakery Association (IDDBA), Madison, WI, will hold its 47th annual seminar and expo, Dairy-Deli-Bake 2011, in Anaheim, CA, at the Anaheim Convention Center on June 5-7, 2011. The Show of Shows offers an extensive seminar program that has meaningful content for personal and professional growth; pre-qualified retail buyers, merchandisers, and executives who are ready and willing to do business. Over 8,000 attendees are expected for the three-day event.

www.iddba.org

New Products



NEW BAKED RICE CAKES

Innovasian Cuisine, Tukwila, WA, has introduced Yaki Onigiri. The baked rice cake is formed with cooked rice and finished with soy sauce or miso flavor. Its quick preparation and easy serving features make it a healthy appetizer, convenient snack, and a perfect side dish. Substitute bulk rice or noodles with Yaki Onigiri in daily menus to add an Asian flair to your cuisine. Yaki Onigiri is an easy handheld item for eating on the go and a perfect addition to your grab-and-go displays. Simply reheat in a microwave, steam or finish in an oven.

www.innovasian.com



WISCONSIN GOAT CHEESES ENTER CONVENIENCE MARKET

Mt. Sterling Cooperative Creamery, Mt. Sterling, WI, has launched its award-winning Raw Milk Goat Cheddar in sliced form, available in 8-ounce package with a resealable zipper pouch. Nordic Creamery, Westby, WI, crafts a complete line of small-batch, artisan cheeses, including its Grumpy Goat, a cellar-aged Goat Cheddar-style cheese, boasting a bold, yet pleasantly creamy taste. The company has launched Grumpy Goat Shreds, an aged Cheddar in shredded form available in an 8-ounce package.

www.buygoatcheese.com
www.nordiccreamery.com



BELLA LODI HARD ITALIAN CHEESE

Principe Foods, USA, Inc., Los Angeles, CA, has launched Lodigrana Bella Lodi in the United States. An alliance with Brothers Pozzali dairy allows Lodigrana Bella Lodi to enter the U.S. market supported by a strategically important partner, which gives the company additional credibility for its cheese. Bella Lodi is the correct choice for a healthy and balanced diet providing all natural ingredients for a more health conscious and sophisticated consumer without the costs of the other Italian Hard Cheeses already present on the marketplace.

www.principefoodsusa.com

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



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Guy Giordano, President and CEO
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by Jim Prevor, Editor-in-Chief

Free Trade Is Good For Delis

The Korean/U.S. free-trade deal seems to be coming to fruition. An agreement reached in 2007 under President George W. Bush was never ratified. President Obama ran for office saying the unratified free trade agreements with Korea, Panama and Colombia had flaws and needed renegotiating. The deal with Korea is the first to get President Obama's seal of approval, although both Congress and the legislature in Korea must still approve it before it takes effect.

The two-year renegotiation yielded very little. The Koreans will liberate their auto market a bit more slowly; the United States will be able to keep tariffs on pickup trucks a bit longer.

The pork producers in America took it on the chin. The new deal delays tariff-free access to the Korean market the original agreement would have provided — basically the sop Korea demanded for going through the charade of an almost pointless renegotiation.

The President's problem has been that unions, especially the United Auto Workers union, have been deeply opposed to expanded trade. The unions were big supporters of the President and he has not been eager to cross them.

Perhaps the deep losses the Democrats took in the recent mid-term elections have begun to sink in. The Republicans claim the election was a rebuke of President Obama's policies. The President has said the voters were reacting to the bad economic climate. In either case, the President needs to act quickly to get the economy moving robustly if he hopes to win reelection.

Unions that work in one particular industry, such as the United Auto Workers, have interests different from those of the general public. Expanded trade, although it clearly hurts individual industries and workers on balance, is an enormous force for prosperity and job creation.

So the President's sudden focus on trade is a very good sign for the economy. Passing the bills, though, will also require presidential leadership. In a time of recession many voters fear trade; they will need the President to reassure them this is a path toward prosperity.

The deli department is an intriguing actor when it comes to government relations. Other departments have an intense focus on the matter: The United Fresh Produce Association is a D.C.-based trade association with government relations as its centerpiece. The American Meat Institute is also in D.C. The Food Marketing Institute and the National Restaurant Association are highly focused organizations both in the D.C. area and both see government relations as their *raison d'être*.

Deli is not without representation. The International Dairy Deli Bakery Association, though based in Madi-

son, WI, contracts with D.C. law firms and lobbyists to track issues.

The nature of the deli industry makes government relations a problematic activity. Most companies in produce, for example, are 100 percent produce companies. In the deli arena a lot of suppliers have divisions that are giants within the deli space. Those same divisions, however, are but tiny fractions of the whole corporation. Important deli players, such as Tyson, Nestlé and Conagra, have interests that go far beyond the deli — and these interests rule their own lobbying agendas.

It is very difficult for the deli industry to get together the kind of PAC money that often means political weight in Washington. Still, it is important the deli industry speak up, and an issue such as the importance of trade is a great place to start.

In our deli departments, the most delectable of the world's foods are gathered. To stand in a modern deli, with its sushi bar, Mexican food bar, pizza program, rotisserie and fried chicken, massive displays of prepared foods and salads, sandwich programs, sliced meats and cheeses, smoked fish and specialty cheeses... to stand in the midst of such delicious bounty is to stand amidst a great triumph of civilization — the ingathering of so much, for so many at such reasonable costs.

Yet such a grand offering depends crucially on trade. Our producers in America must export so others can know the great cornucopia America produces, and we must import to bring the specialties that match our ethnically diverse population and to expose all our consumers to the best the world has to offer.

While we exchange food, we also exchange ideas and so it is, that right in America, we produce many foods in the style used in countries around the world.

All this exchanging is a great engine of economic growth and prosperity, creating jobs and entrepreneurial opportunity in America and around the world. Indeed all this trade may even help countries to understand one another better and this, combined with mutual dependency created through trade, may even be a force for world peace.

When the free trade agreements with Korea, Panama and Colombia come up for a vote letting your representative or senator know your job depends on a world built around trade is a way of pushing for a world good for the deli and good for us all. **DB**



James F. Prevor

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by Lee Smith, Publisher

School Lunch Opportunities

Quality is on the rise, even in a recession. Value is also on the rise, and the two are not contradictory ideas. This is an ideal situation for deli departments. It's an opportunity to introduce whole grain salads and sandwich breads. Fresh vegetable dishes and fruit salads as well as sides that reflect local cuisine are all opportunities.

One of the new opportunities is to introduce a program for school lunches. Parents need guidance and easy solutions. One of my neighbors let slip that she was in trouble with the pre-school because she sent her 4-year-old off with packages of ramen noodles. I guess it was better than the jellybean lunches Jamie Oliver encountered, but not by much.

There's really no debate over the ill effects of obesity and poor eating habits, but there is controversy over the opposite. Does healthy eating lower obesity and reduce health risks? The pros say it does but the average consumer almost rages about changing dietary habits, especially when talking about children. I don't know how many times I've heard, "It's not great but it's good enough for the kids. They don't know the difference."

The new \$4.5 billion school bill is drawing opposition. It will require full meals be available to children in all 50 states, limit the types of foods sold in vending machines, regulate the frequency of fund-raising bake sales, require more fruits, vegetables and whole grains be served, clarify and increase the nutritional requirements for school lunches and increase subsidies for federally funded meals. However, it's not without controversy.

Parents-for-sugar around the country are having fits that little Lulu won't get her morning caffeine and sugar fix if soda machines are removed. Ranting that it's cruel and inhumane to ask healthy treats be sent to school for snack day, cupcake-baking mothers are rallying to allow homemade treats in every class. Chocolate-milk supporters fear little children will no longer drink milk if it isn't another sugar holiday. And it's just plain un-American to insinuate parents are creating a generation of obese, diabetic prone kids with premature high blood pressure.

Our schools have health classes and physical education. Does any child really need to learn how to play basketball? Nope, but the goal is to make sure kids get exercise on a daily basis, teach them team sports and, hopefully, instill a love of a more active lifestyle.

On the other hand, school-lunch programs encourage children to eat pizza, burgers, chicken nuggets, fries, ketchup, chocolate milk and sugary snacks every day for 12 years. And they have to do it as cheaply as possible.

With our abundance of affordable food choices, we have become a nation that believes if a food is available

for sale it must be good for us — or at least not bad for us if eaten in moderation as part of a healthy lifestyle. And we all seem to believe our lifestyle is, at least, almost healthy.

Unless their doctor has delivered an ultimatum about untimely death, everyone lives in oblivion, surrounded with choices that are only "somewhat" wrong. Before we know it, daily food intake includes too much sugar, salt and fat and too little fresh fruit, vegetables, whole grains, seafood, lean meats and natural dairy products. It's just too easy and too cheap to eat the foods we're naturally drawn to and avoid "good" stuff.

Healthy food and value are not opposites. Although quality is always part of a value equation, good value can apply to healthy, natural foods. It doesn't have to mean ravaging our food-manufacturing community and encouraging every family to plant gardens and build a fishpond.

Manufacturers have the skill and knowledge to do whatever is needed, provided retail buyers will approve the additional cost and consumers are willing to pay it. By requiring manufacturers to make better quality products and then having all parties willing to pay more for those products, products that are genuinely good for us can be sold — and it may well be that schools will provide the impetus. Getting kids to make better food choices when young means they'll likely develop an appreciation for fresh and natural, and avoid unnaturally sweet and salty alternatives.

Deli departments can help by offering better quality. I envision packages of six 4-ounce servings of salads or half-size sandwiches that can be frozen so parents can quickly get lunch ready for the kids — or maybe even take that lunch to work. Fresh salads have become staples with upscale retailers but slow to catch on with the mainstream. These are missed opportunities.

The time may well be upon us when in-store preparation is coming back to mainstream. Manufacturers can be assets, providing the ingredients in safe and affordable packages. Consumers are moving forward. For the first time, whole-grain breads have outsold white-flour breads.

It's time to take a lesson from soft-drink companies and fast-food restaurants — the key to future success is marketing to kids. There's no reason food for kids must be synonymous with cheap crap.

DB



A stylized, handwritten signature in black ink.



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VALUE LOOKS TRENDY *for 2011*

Tight economy continues to affect consumer purchases

BY BOB JOHNSON

In the year ahead, consumers figure to still be downbeat about the economy as they make their deli-purchasing decisions, but that doesn't mean cheaper is better. "American consumers are still very pessimistic about the economy and we expect they will continue to look to home meal solutions vs. other meal options in 2011," says Tony McGinn, vice president of the deli channel at Nestle Professional, Rogers, MN. "Rotisserie chickens will remain at the forefront and consumers will be looking for side-dish accompaniments that will deliver on their needs for health and wellness, preparation simplicity and — most of all — value."

The concept of value as it applies at the deli is complex and can't be reduced to a simple matter of low cost. "Value is, of course, the trickiest part because it means different things to different people. It's price, of course, but it's also quality ingredients that taste good and a clean label that incorporates today's contemporary flavors and menu trends," he continues.

Defining value in a way that resonates with the consumer could go a long way toward defining success at the deli in 2011. A major school of thought says value should emphasize better, not cheaper. "I think there is a trend toward products that taste better. You need to emphasize quality



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Top Ten Side Dish Trends

The Food Channel stresses the importance of side dishes and presents these Top 10 trends.

1. Intentionally Seasonal.

It's really simple — prepare foods that are in season where you are.

2. Growing Your Own.

You know exactly what went into the growing process.

3. A Toast to Roasted.

Roasted is the new grilled, the new fried, the “why didn't we think of this before” preparation that adds a depth of flavor.

4. You Say Potato.

Potatoes are creeping back onto plates. And they're more likely to be sweet potatoes than anything else.

5. Rice Is Nice.

The new whole grain rice blends are shaking up the side of the plate with fancy risottos and new strains.

6. The New American Regional.

People love to know the food's history. And side dishes are full of great stories and regional influences.

7. Taking Root.

Although this may contradict No. 1, root veggies are now available year-round; they taste good and are versatile, nutritious and inexpensive.

8. Ethnic Side Lines.

Americans have embraced ethnic main dishes and are now beginning to look at ethnic sides.

9. The Incredible Shrinking Protein.

As many Americans decrease their protein intake, side dishes grow in prominence.

10. Color Is Hot.

These days it's all about green cauliflower, purple potatoes, striped beets and red corn. They're healthy and beautiful.

For an in-depth look at these trends, please go to www.foodchannel.com/articles/article/side-dish-trends-2010/.

rather than price. The consumer is more interested in getting a good meal than in saving a dollar,” says Robert Mintz, CEO of Rupari Food Services, Deerfield Beach, FL.

The economy puts the deli in prime position to make sales once reserved to restaurants. “More and more people are coming to the deli, and they're looking for fresher products and better quality. The key for the delis is making a better product. Even if delis raise their prices, the consumer is still getting a restaurant-quality meal at a lower price. The deli is the future of retail,” Mintz notes.

Many producers embrace the idea of rivaling restaurant food. “Consumers want restaurant quality and experience at a retail price. They aren't looking at \$20 meals in retail, but they're willing to pay more for quality, good value and the convenience of putting a great-tasting meal on the table in minutes,” says Brett Erickson, director of value-added products, Certified Angus Beef, Wooster, OH.

Restaurant-quality meals begin with high-quality ingredients. “Retailers have an opportunity to offer quality, value and convenience that keeps consumers coming back to the hot deli after the recession or after they have the resources to eat out. Retailers have to be willing to make that step up because consumers are willing to pay for known quality,” Erickson continues.

The emphasis on quality should extend to specialty items not found elsewhere. “I see retailers beginning to restore product mix and expanding specialty items as the economy recovers slowly,” reports Kevin O'Connor, senior vice president of sales, FoodMatch Inc., NY, NY. “Consumers are buying better-quality items that are well merchandised. At the same time, they're aware of delivering value on key categories, such as deli meats, rotisserie chicken and bulk cheese. Specialty charcuterie and spicier flavor profiles across all categories figure to emerge.

“There should be continued growth in artisanal domestic cheese. Seeing more unique styles with cow, goat and/or sheep blends, Blues, aged cheeses,” O'Connor adds.

According to Cari Price, corporate chef, Food IQ, Springfield, MO, “Smoked cheeses are gaining in popularity, Blue cheeses are definitely big on the radar. Expect to see more locally made/regional fresh cheeses in delis. We're shifting away from low-quality convenience foods to real, high-quality made-from-scratch foods, and that's a very good thing for delis.”

“Rustic or artisan foods that have that homemade feel, as well as individual-sized entrées that meet a calorie threshold — like we are seeing in casual dine entrées — would be popular in the deli,” Price continues. “The frozen section is king for health conscious

entrées but they're often loaded with sodium and preservatives; the deli has a real opportunity for clean-label healthy entrées.”

Quality will thrive at the deli. “The total package for the consumer — taste, price/value, freshness, cleanliness, and quality of deli items aren't fleeting trends; they're the key characteristics consumers seek out most in the deli,” relates Mark D. Sandridge, CEO, Sandridge Food Corp., Molina, OH.

Good nutrition will continue to grow steadily more important. “When food looks fresh, consumers buy it. When it tastes great, they buy it again. And when food is better for you, consumers appreciate it and feel good about their purchase,” Sandridge adds.

Look At The Label

Customers are looking at labels. “Retail deli executives will need to be more conscious of food ingredients. Consumers are looking for product information beyond low sodium and no trans fat. They want to feel good about the food they eat. They want to know it's wholesome and healthy for their family,” Erickson says.

The strong desire for healthier foods figures to keep growing. “People want healthier food. People are looking at the label, and they don't want to feed their kids the stuff our parents fed us,” says Doug Jay, president of Atlanta International Foods, Atlanta, GA.

Delis can meet the desire for healthier options at an affordable price by offering interesting, flavorful items. “Consumers are always open to new side dishes but when it comes to buying fresh produce, sometimes they don't know how to prepare and turn it into a nutritious side their family will love,” explains Price. “Fresh and seasonal sides with all the instructions and produce components would be popular, similar to the blends you see in the frozen category. Fresh bundled fruits paired with cheese, low-fat yogurt or cottage cheese for a healthy snack, such as fresh fig paired with yogurt and drizzle of honey. These side items/snacks with nutritional benefits and photochemical callouts are sure to catch the consumer's eye. More and more ethnic cuisines of all types will be emerging in the deli as they attract younger generations.”

A significant and still growing number of consumers see buying food produced in a socially conscious way as related to buying healthy food. According to Jay, “The trend also seems to be going more toward socially conscious foods that help promote sustainability. The number of people who say they buy at least 25 percent organic food is going up. The people who have the money still want to spend it on healthier alternatives. A number of people want to eat healthy, and that group is going to grow.”

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Mmmm, That's Italian

The deli can be a worthy alternative to the local Italian restaurant

BY CAROL M. BAREUTHER, RD

Italian cuisine has long been an American favorite. Yet, a change is underway. There's been a move beyond Americanized versions of Italian favorites to regional ingredients and dishes full of taste, tradition and a tale all their own.

According to Anthony DiPietro, vice president, George E. DeLallo Co., Inc., Jeanette, PA, "Simplicity, a diversity of products, flavor and freshness are what makes Italian cuisine, especially regional Italian cuisine, so popular now. The deli can capitalize on this because it's a perishable department and can feature and highlight the freshness and quality of products."

Deli personnel must have a good understanding of what they're selling. This is a crucial sales strategy, says Aniello Musella, trade commissioner and executive director for the USA, Italian Trade Commission (ITC), New York, NY. "They need to be well-educated about a product, its characteristics, the story behind it, cooking instructions and serving suggestions. This is the first step when we do a promotion with a supermarket deli chain."

Beyond the sophisticated food enthusiast, "The aspirational foodie is latching on to little pieces of information and a well-trained deli staff plays an important role in driving sales to these customers," says Dario Chiarini, a consultant for DCNECT, an interactive marketing consultancy for the Italian foods industry based in Detroit, MI.

In October 2009, Ukrop's Super Markets, a 25-store chain based in Richmond, VA, which was sold this year to Giant-Carlisle, a subsidiary of Netherlands-based Ahold, capitalized on this opportunity by offering a line of pre-prepared Italian meals through its Ukrop's Kitchen. These items included penne pasta carbonara, pesto cavatappi with chicken and roasted tomatoes, chicken and portobello ravioli and family- and single-serve sizes of chicken Parmigiana.

Anna Gallo, director of marketing for Savello USA, Inc., an Italian specialty food importer based in Wilkes-Barre, PA, recom-





baked ziti in one location and offer a point-of-sale recipe card as well. It's a display that takes 20 minutes to set up and drives traffic to the deli. Go one step further and offer a bundled price. For example, advertise the fixings for a meal that feeds four for under \$10.

"Some delis are offering prepared or take-and-bake forms of dishes that traditionally take a long time, such as chicken or eggplant Parmesan. This taps into today's customer demand for convenience along with healthy food that tastes good," she adds.

"The big opportunity today is to cater to the customer looking for a restaurant experience at home," notes Tom Quinn, vice president of operations, Nuovo Pasta Productions, Ltd., Stratford, CT. "Offer pasta with unique flavor profiles. For example, try prosciutto, Provolone and pea ravioli or portabella and Fontina ravioli. Add a salad and it's a gourmet meal."

Don't forget dessert. Phil Alessi, Jr., owner, Alessi Bakery, Tampa, FL, says, "Bring cannoli or sfogliatelle [shell-shaped pastries filled with a ricotta cream filling] over from the bakery and merchandise them in the deli. For example, sell an Italian sub sandwich with cannoli for dessert as a lunch special."

Get It In Their Mouths

It can't be said often enough — sampling works. Consumers are reluctant to try foods they've never tasted. Or brands they're not familiar with.

One of the best ways to promote sales of a food, says DCNECT's Chiarini, "is to let customer's taste."

This is especially important with a specialty product, such as Burrata, which is a hand-formed ball of fresh Mozzarella that contains a soft creamy center filled with shreds of Mozzarella soaked in cream. "This is the new rage in fresh Mozzarella," reports BelGioioso's Wall. "Demo it on leaves of fresh endive. Or serve it with fresh grilled vegetables for an antipasto."

Sampling Italian cheeses was the subject of classes conducted at Byerly's, an upscale 11-store chain based in Minneapolis-St. Paul, MN, in October. The 45-minute free sessions offered customers the opportunity to learn about several types of Italian cheeses by tasting. Customers also received handouts with recipe ideas, serving suggestions and wine pairing tips.

In another get-them-to-try-it promotion, Byerly's hosted Italian chef, Massimo Bottura back in June 2009. Bottura, two-star Michelin chef-owner of Osteria la Francescana restaurant in Modena, Italy, showcased numerous ways to use olive oils and balsamic vinegar during a 1-hour cooking class that included taste samples. That particular class

cost \$10 per customer.

Don't Neglect Sandwich Programs


The American palate is looking for bolder flavors, says Wall. "For example, cheeses such as sharp Provolone, Gorgonzola and Asiago. These cheeses can be added to a sandwich to create a whole new premium flavor profile."

When offering high-flavor Italian sandwich fillings, make sure the bread has an equally intense flavor profile. "The trend

today in artisan breads such as ciabatta is for different types of grains such as rye or 7-grain, seeds such as poppy or sesame, or other added ingredients like dried cranberries or raisins," notes Alessi.

Sandwiches made with Italian cheeses, continues Wall, "can be merchandised as the sandwich of the day or week to introduce new flavors and cheese varieties. Deli operators can also feature the ingredients so customers can make the same type of sandwich at home."

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Pâté – A Holiday Treat

Use pâté to spur last-minute sales

BY PAULA HENDRICKSON

Although some people still consider pâté an intimidating French delicacy reserved for the wealthy, its availability in deli departments is changing that impression. Helping consumers understand what pâté is and how it can be used is vital to spurring holiday sales.

"I don't believe pâté is the 'marginal' item it once was," says Laurie Cummins, owner, Alexian Pâtés & Specialty Meats, Neptune, NJ. "This is largely due to the abundance of communication, media and global commerce. People have heard of it and they usually do want to try it. I think retailers should have it, announce they have it, and partner with their vendor to help promote it."

One reason many consumers are confused is because the term pâté — one specific type of product in France — is commonly used here to describe an entire category that encompasses pâté, mousse, rillettes, confit and foie gras as well as a growing number of vegetarian, vegan and pork-free products.

"Pâté has a very specific meaning in France, but in the United States, pâté is more of the entire umbrella. People here refer to all types — mousse, vegetarian, seafood or coarse pâté — as pâté," notes Camille Collins Black, marketing director of Les Trois Petits Cochons in Brooklyn, NY.

"Sometimes customers will say they'd like a pâté, when they really want a mousse. In the pâtés sometimes you see some chunky pieces of fat and people get scared away. Mousse is smooth but probably has as much fat as the pâté, so it's the look [that informs their decision]," says Sebastien Espinasse, vice president of sales and marketing, Fabrique Delices in Hayward, CA. "Growing up in France, we made pâté at home, so for us it's very easy. We know the difference. Here there's a lot of confusion about the products."

This is why most pâté companies spend a great deal of time educating retailers about the category. "We do a lot of training and try to focus on all the products and how exactly they're made and how to serve them to the consumer," Espinasse continues. "It's a chal-



PHOTO COURTESY OF ALEXIAN PÂTÉS & SPECIALTY MEATS

lenge. It's a niche market and very seasonal, so it's not easy. You have to be passionate about it to sell it."

A Pâté Primer

Delis can't educate consumers if their associates don't have at least rudimentary knowledge of a topic. For that reason, here are some basic distinguishing characteristics of pâté, mousse, rillettes, confit and foie gras.

Pâté generally refers to well-seasoned ground-meat preparations. Pâté can be silky smooth and spreadable or coarse and sliceable; the latter is often referred to as country pâté. It can be made from finely ground or chunky meats (such as pork, veal, liver, ham or a combination), fish, poultry, game or vegetables mixed with fat and seasonings. If cooked in a crust, it's called pâté en croute; if cooked without a crust, it's called pâté en terrine or sometimes simply terrine. It can be served hot or cold, usually as an appetizer or first course, but it's also delicious in a salad.

Mousse is the French word for froth or foam; in this case, mousse is a rich, airy, savory meat, fish, cheese or vegetable dish that can be served hot or cold. Mousse usually gets its light, airy texture from the addition of beaten egg whites or cream.

Rillettes is a meat paste usually made from pork, rabbit, goose, other poultry or fish. The meat is slowly cooked in fat and then pulverized with some of the fat into a paste. It resembles pâté and is usually served cold as an appetizer, spread on toast, bread or crackers.

Confit is an ancient method of preserving meat — usually goose, duck, pork or rabbit — by salting it and then cooking it slowly in its own fat. The cooked meat is then packed in a crock in its cooking fat, which acts as a seal and preservative. It will keep in the refrigerator for up to six months. Perhaps most famous use is in cassoulet; it's also delicious in canapés and finger sandwiches when topped with a bit of onion jam and whole-grain mustard.

Foie gras usually refers to goose or duck liver from a fowl that has been force-fed to fatten its liver. The fresh liver is soaked overnight in milk, water or port; drained and marinated, usually in Armagnac, Port or Madeira mixed with seasonings; then cooked, usually by baking. Pâté de foie gras is puréed liver that by law must be 80 percent goose or duck liver and may contain pork or some other liver. Mousse or purée de foie gras must contain 55 percent goose or duck liver. Foie gras is usually served chilled on thin, buttered toast slices.

Attract And Educate

"It's my belief people eat with their eyes,"

Alexian's Cummins explains. "We put a lot of care into the presentation of pâté by using colorful garnish and by garnishing serving trays."

"Presentation and usage ideas are probably the best ways to open up more interest," notes Sonja Elmauer, director of marketing and communications, Freybe Gourmet Foods, Inc., Langley, BC, Canada. She suggests presenting pâtés "in an upscale charcuterie environment, served with great bread or crackers — non-salted, non-flavored, with

wine suggestions for pairing, fine cheese, salami, and so forth."

Drawing shoppers' eyes isn't always enough to make the sale. "In these holiday months, it's really important for the retailer to announce with bold signage that they have pâté," Cummins says, "Create some buzz and excitement. Support that with some sampling and have point-of-sale material available."

"Good presentation that is appealing to a customer standing in front of the case is a

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start," Fabrique Delices' Espinasse relates. During the holiday season, he adds, stores may be too busy to explain the different varieties of pâté to equally busy shoppers. "It's important to have the product out there along with the pricing, the ingredients, and all the information the consumer cannot wait to ask — if he has to wait, he's going to go."

Black of Les Trois Petits Cochons recommends information cards with product photos, serving suggestions and ingredient infor-

mation. "We offer a use, something to do with the product. Cut a little piece of a baguette, put on some pâté, maybe add a little Brie and you'd have a fabulous sandwich. Or even salad ideas — suggestions that help customers think of additional ways of utilizing the product."

"Communicating positive attributes about the product, providing recipes and ideas how to use it will help tell a product's story," relates Freybe's Elmauer. "Demos are

always a good way to introduce shoppers to taste and usage of new products."

Conventional wisdom says you must get an unfamiliar product into a consumer's mouth if you want to make a sale. "Sampling is, of course, the best way to introduce pâté," Alexian's Cummins states. "People will readily try it if they see other people trying it. Many younger people are very curious about it."

Some geographic markets are easier to crack than others. Consumers in larger cities are generally exposed to many cultures and foods, and often knowledgeable about food and wine. But companies selling pâté nationwide need to make sure every retailer carrying their products is well informed. "The market in the U.S. is getting more and more educated," Espinasse says. "The products we make now are much more upscale than what we made a few years before."

Whatever the location, Black says tastings give product demonstrators a chance to impart detailed knowledge about the products, from ingredients to how the product is made to how to serve it. "A lot of times people are more apt to try something new when there's no requirement to buy. We like that kind of exposure and feel that, on average, once people give it a try, they usually buy."

Espinasse likes the idea of customers being able to sample one pâté after another, just as people sample flavors at an ice cream shop, but he understands most retailers don't have time for that during the holidays. For busier times, he suggests passive sampling. "If there's a long line, have a plate of samples."

Cross-Promote

Pâté is often viewed as a seasonal item; the fourth quarter typically brings a jump in sales, partly due to consumers including pâté on holiday menus and partly due to gift sales.

Retailers can boost year-end pâté sales by creating charcuterie trays, party platters and gift baskets. "Retailers can set up a display in the store to give customers an idea of what they can purchase that will be presentable as a group," Black advises.

This kind of display appeals to consumers hosting a gathering or looking for a hostess gift. "I've seen many of our retailers set up the wine, the pâté, the crudités, bread, olives, cheeses, and maybe something chocolate for a basket or a platter," she adds.

Pairing pâté with complementary items encourages additional sales of pâté and the other products as well. "When consumers are looking for something special and interesting to serve their family and guests, they won't be disappointed [with pâté]," Cummins says. "It reflects well on the store to anticipate the needs of people who seek out interesting and unusual foods."

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**A****ABONDANCE PDO**

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

Pressed, cooked cheese with a natural brushed, inedible rind. Creamy brown exterior with creamy beige interior. Complex cheese reminiscent of Comté with a buttery, fruity and nutty flavor.

🍷 **Vin de Savoie, Condrieu, Beaujolais-Villages**

AFFIDÉLICE AU CHABLIS

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Washed with Chablis and aged three to four weeks. Similar to Époisses; however, Affidéllice has a more delicate flavor. Rind takes on a trademark orange color, sticky touch and pungent aroma.

🍷 **Chablis, Grüner Veltliner**

AMABLU BLUE

COUNTRY OF ORIGIN: MINNESOTA, USA

TYPE: BLUE MILK: COW

From Faribault Dairy. 75-day-old cave-aged blue cheese with a pleasant, tangy, “not too sharp” flavor profile. Raw cow’s milk, hand-made in traditional open vats, hand salted and cave aged in the hand-dug sandstone caves. Variation from cheese to cheese. Also Amablu Gorgonzola and St. Pete’s Select, a premium cheese available in limited quantities.

🍷 **Port, Tokaji**

APPENZELLER

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Natural, raw-milk cheese with a grained, yellow to reddish brown rind. Ivory to yellow interior with a few pea-sized holes. Full-flavored to very robust cheese with a unique spicy flavor.

🍷 **Grüner Veltliner**

ASIAGO D’ALLEVO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Made from partially skimmed raw cow’s milk. Light beige inside and out with many small holes throughout. Mild cheese with a firm texture. Available in three stages: Fresh (*fresco*) aged two to three months; medium (*mezzano*) three to five months; and aged (*vecchio*) nine months or longer.

🍷 **Valpolicella, Teroldego Rotaliano**

AZEITÃO PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: SEMISOFT MILK: SHEEP

Prized table cheese from Palmela, Sesimbra and Setúbal on the Setúbal peninsula. Similar to Serra da Estrela. Sweet, earthy, aged wheels. Beige, pinkish rind. Cream colored paste can flow. Supple and distinctive taste is typical of cardoon-coagulated (thistle) raw ewe-milk cheeses from Portugal and Spain.

🍷 **Vinho Verde, Ribatejo, Douro, Chenin Blanc**

B**BEAUFORT PDO**

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Superb mountain cheese made in Savoie and Haute Savoie. Similar to a fine Swiss Gruyère. Excellent melting characteristics. Smooth creamy texture with occasional fissures. Mild, sweet, fruity flavor.

🍷 **Savoie, Jura, Beaujolais, Dry Champagne**

BARELY BUZZED

COUNTRY OF ORIGIN: UTAH, USA

TYPE: FIRM/HARD MILK: COW

Full bodied, nutty flavor, smooth texture. Hand rubbed. Lavender buds are ground with ground coffee and the mixture is diluted with oil to suspend the dry ingredients. Rub imparts notes of butterscotch and caramel that are prevalent near the rind, but find their way to the center.

🍷 **Coffee, Craft Beer, Scotch, Pinot Noir**

BEENLEIGH BLUE

COUNTRY OF ORIGIN: ENGLAND

TYPE: BLUE MILK: SHEEP

A rich, sweet, gentle blue made from pasteurized milk. Less blue veining than many blues. Excellent cheese that is consistent and very mellow. Perfect with pears and honey.

🍷 **Tokaji, Sauternes**

BLEU D’AUVERGNE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

Intensely flavored blue produced in the Massif Central area, primarily a sheep area, known for craggy, granitic terrain and volcanic soil. Cow milk gives it a creamier taste and texture than Roquefort. Aged four weeks or longer. Semi-soft, moist, sharp blue with pungent aroma. Pale yellow interior with dark blue veins.

🍷 **Aged Banyuls**

BLEU DE BRESSE

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

Well-known. Originally French competitor to Italian Gorgonzola. Brie-style cheese. Should have mottled bloomy rind or interior may be chalky. Domestically produced version known as Bresse Bleu.

🍷 **Champagne, Port, Tokaji**

BLEU DES BASQUES BREBIS

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: SHEEP

Made in the Pyrénées. Complex cheese that is subtle and not heavy. Spicy and earthy.

🍷 **Béarn, Béarn-Bellocq**

BLEU DES CAUSSES PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

Made in the area around Roquefort from raw milk. White interior with liberal veining. Aged in caves. Sharp spicy flavor. Less salty cheese than Roquefort.

🍷 **Quart de Chaume, Vouvray, Coteaux du Layon, Jurançon**

BLEU DE GEX DU HAUT-JURA or BLEU DE SEPTMONCEL PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: COW

Hard, uncooked, large, flat wheel, less crumbly than most blue varieties. Mild flavor with a hint of hazelnuts. Made in small mountain dairies in Franche-Comté from milk of Montbéliarde cows.

🍷 **Côtes du Rhône, Barsac, Beaumes de Venise**

BONNE BOUCHE

COUNTRY OF ORIGIN: VERMONT, USA

TYPE: FRESH MILK: GOAT

From Vermont Butter & Cheese Creamery. Enjoyed fresh or aged up to 45 days. When young, the rind has a distinct geotrichum flavor. Creamy texture, mild yet still acidic like a fresh chèvre. With age, the cheese becomes softer and the rind drier and more piquant.

🍷 **Sauvignon Blanc, Champagne**

BOROUGH MARKET CHEDDAR

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Traditional farmhouse Cheddar made from raw and pasteurized milk, selected by Mary Quicke from her farm in Devon. Dense, smooth, closed texture. Aged a minimum of 12 months. Rich, nutty, slightly sweet. Caramel flavor, very balanced and mellow.

🍷 **Merlot, American Craft Ale**

BRANZI

COUNTRY OF ORIGIN: ITALY

TYPE: SEMISOFT MILK: COW

Part of a family of cheeses derived from Emmentaler and with same characteristics as other Alpine cheeses. Rind is smooth, yellowish, elastic and soft. Paste is soft, pale yellow with a soft look. Sweet and delicate taste becomes strong and spicy with age. Very versatile. Excellent table cheese popular in many northern Italian recipes.

🍷 **Chardonnay, Young Cabernet Sauvignon**

BRIE

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Edible soft, white bloomy rind. Soft, butter-colored interior; mild flavor deepens with age; creamy texture becomes more lush with time. Artisanal cheese producers also making Brie with goat and sheep milk.

🍷 **Sparkling Wine, Chardonnay, Pinot Noir**

BRILLAT-SAVARIN

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

More like a dessert. Rich and creamy with minimum 75 percent butterfat content. Triple crème, Brie-style. 6- and 17-ounce sizes.

🍷 **Champagne, Givry, Chinon, Buzet**

BRIN D’AMOUR

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: SHEEP

Soft cheese usually made from sheep milk but



occasionally a mixed-milk cheese. Characterized by herb-coated, bitter crust that is usually not eaten. White, moist to runny interior. Uniquely herbaceous flavor.

🍷 **Rosé, Côtes du Rhône Village, Albariño**

BURRATA

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Originated in 1920s in Puglia. Hand-formed delicate pouches filled with stretchy Mozzarella curd amalgamated with cream. Sweet, fresh, milky aroma. Best at cool room temperature, plain or with olive oil, salt and pepper. Gaining in popularity, the most consistent and best are from domestic artisanal producers.

🍷 **Rosato di Salento**

C

CABOT CLOTHBOUND CHEDDAR

COUNTRY OF ORIGIN: VERMONT, USA

TYPE: FIRM/HARD MILK: COW

Twenty-five pound clothbound wheel from Cabot Creamery Cooperative, made from pasteurized milk, aged 12 months at Cellars of Jasper Hill. Sharp, creamy, with caramel notes.

🍷 **Dark Beer, Vintage Port**

CABRALES PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: BLUE MILK: MIXED

Made from raw, mainly cow milk, but often blended with goat and ewe milk in the spring and summer since most farmers in the region keep mixed herds. Cave-aged with deep blue veining, thick texture and creamy, piquant flavor.

🍷 **Pedro Ximénez Lustau, Cider**

CACIOCAVALLO

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Provolone-style cheese dating back to pre-Roman days. Supple and sweet when young. Close textured and golden yellow. Often smoked. When aged, it can be quite intense and very hard. Usually tied with a string and hung to age, giving it its characteristic topknot.

🍷 **Merlot, Nebbiolo**

CAERPHILLY

COUNTRY OF ORIGIN: WALES

TYPE: FIRM/HARD MILK: COW

English "crumbly." Only lightly pressed and very moist. Ready to eat as young as six to 10 days although can be aged up to four or five months. Fresh, clean, grassy taste and firm, elastic, school-eraser texture when broken.

🍷 **White Burgundy, Grüner Veltliner**

CAMBOZOLA

COUNTRY OF ORIGIN: GERMANY

TYPE: SOFT-RIPENED MILK: COW

Very mild and creamy blue. Subtle blue veins in brie-style cheese with a downy white rind. Rich overtones of fresh cream and piquant woody flavor.

🍷 **Sparkling Wine, Grüner Veltliner**

CHAMPIGNON

COUNTRY OF ORIGIN: GERMANY

TYPE: SOFT-RIPENED MILK: COW

Double crème, Brie-like cheese with hand-picked mushrooms throughout. Mild and woody, very creamy and rich flavor.

🍷 **Champagne, Tokaji**

CAMEMBERT

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Made in many countries and available in cow-, goat- and sheep-milk versions. Similar to Brie but smaller and more fluid texture. Edible, thin, white rind sometimes has rusty-colored flecks. Delicate golden interior. Mild to pungent taste. When ripe, should feel plump and yield to gentle pressure.

🍷 **Cider, Beaujolais, Bordeaux, Chinon**

CANTAL PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Made in Auvergne for 2,000 years. Pressed, uncooked, dense, pleasantly sour taste. Aluminum badge on the nearly 100-pound wheel identifies the maker. Best made in summer and aged six months. Look for thick, gray rind. Cantalet is a modern, smaller, barrel-shaped version.

🍷 **Costières de Nîmes, Côtes du Rhône**

CAPRINI

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: GOAT

Traditionally a goat cheese but often made with cow milk. Name means "little goats." Cylinder shape. Should be very white, soft and taste like tart, fresh sweet cream.

🍷 **Prosecco, Ischia Bianco, Verdicchio**

CASHEL BLUE

COUNTRY OF ORIGIN: IRELAND

TYPE: SEMISOFT MILK: COW

Made from pasteurized milk. Firm and relatively moist with fresh, slightly sharp flavor when young. Less salty than other blues. With age, develops melt-in-the-mouth creaminess and round, sweet, mellow flavor. Can be matured up to six months.

🍷 **Pinot Noir, Gewürztraminer, Sauternes, Tokaji**

CASTELMAGNO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: BLUE MILK: MIXED

Originated in 12th century Piedmont around the same time as Gorgonzola. Pressed, semi-hard skim-milk cylinder aged up to six months. Small production cheese from Cuneo, mainly cow milk but may contain sheep or goat milk and may be pierced. Some consumers prefer it with little or no mold development.

🍷 **Barbaresco, Barolo**

CHAOURCE PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Named for small town of Chaource in the

Champagne area where it has been produced for over 600 years. Looks and tastes like a triple crème but with fat content of a double crème: 50 percent. Mushroomy aroma. Rich, fruity flavor and creamy texture. When aged, almost liquid with a nutty, salty flavor.

🍷 **Champagne, Pinot Noir**

CHESHIRE

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

English "crumbly." Bound in calico and then sometimes waxed. Crumbly yet moist texture. Savory taste with gentle bitter tang and slightly salty. Distinctive character results from salt marshes where cattle graze.

🍷 **Sauvignon Blanc, Cabernet Franc, Oregon Pinot Noir**

COMTÉ PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Extraordinary French mountain cheese owes its special flavor to unique conditions of Jura Mountains. Feeding-pattern shifts throughout year explain subtle differences in color and flavor from one season to next. Type of Gruyère. Creamy, rich, piquant with a sweet, fruity flavor.

🍷 **Crémant, Arbois, Vin Jaune, White Rhône**

COOMBE FARM CHEDDAR PDO

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

One of three West Country Cheddars. Made from pasteurized milk from Coombe's own herd and herds from 18 nearby farms. Clean, rounded, nutty flavor with a lingering tangy finish.

🍷 **Kabinett, Sauvignon Blanc**

COULOMMIERS

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Similar to Brie. Uneven rind with brown mottling and straw-colored interior. Full, rich, buttery flavor.

🍷 **Crémant d'Alsace, Beaujolais**

CRESCENZA

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: COW

A member of the Stracchino family, a generic name for a group of soft, square-shaped cheeses from Lombardy. Luscious and tangy, best eaten very fresh.

🍷 **Prosecco**

CRUCOLO

COUNTRY OF ORIGIN: ITALY

TYPE: SEMI-SOFT MILK: COW

Aged over 60 days in the cellars of Rifugio Crucolo. Pale, straw yellow interior irregularly pocked with tiny holes. Rich buttery taste with a unique tangy finish similar to Gruyère. Wheels may be up to 200 pounds.

🍷 **Teroldego Rotaliano**



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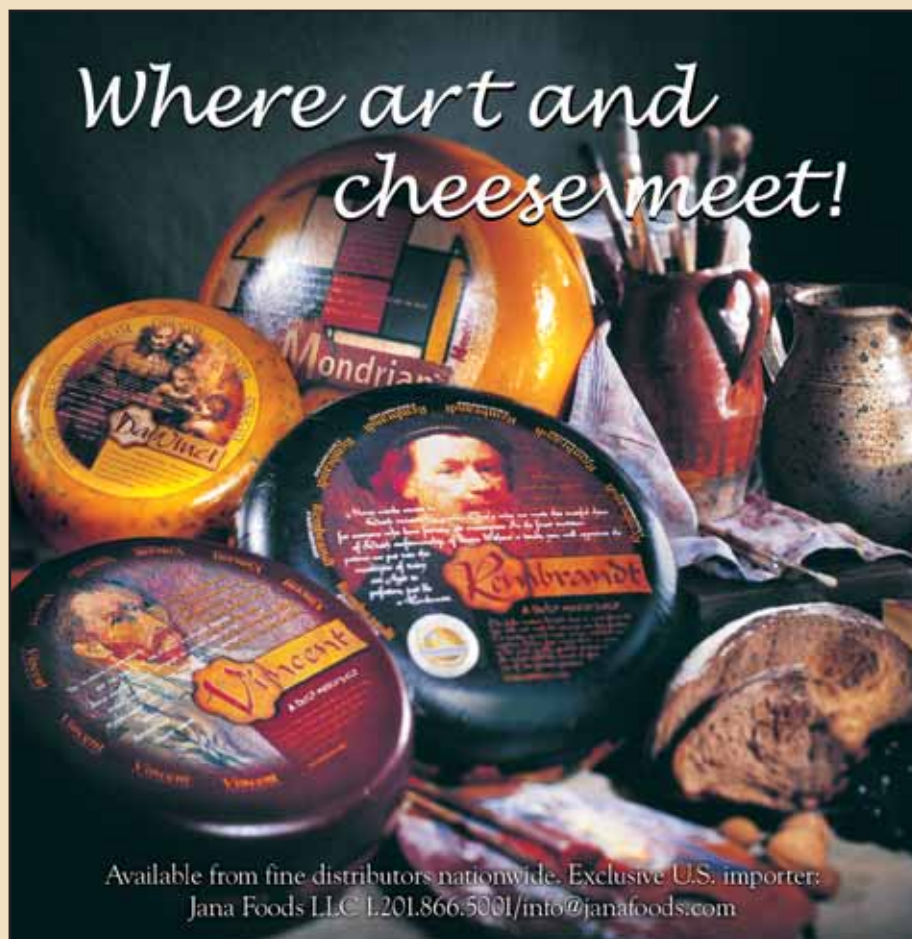
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D

DANISH BLUE PGI

COUNTRY OF ORIGIN: DENMARK

TYPE: BLUE MILK: COW

Easy introduction for new specialty-cheese consumers. Mild and creamy. White with distinctive blue veins and salty taste.

🍷 **Crémant d'Alsace, Danish Beer**

DELICE DE BOURGOGNE

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Decadent triple-crème from Lincet. Rich, full, smooth, melt-in-the-mouth texture. Yellowish-white rind with soft, chalk-like dust and strong aroma; can be quite pungent; interesting contrast with buttery-sweet texture and subtle taste.

🍷 **Champagne**

DOUBLE GLOUCESTER

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Color ranges from pale cream to deep red-orange. Firm body and creamy texture, but not as firm as English Cheddar. Round, mellow flavor with orange tang upon finish.

🍷 **Condrieu, Syrah, British Ale**

DUBLINER

COUNTRY OF ORIGIN: IRELAND

TYPE: FIRM/HARD MILK: COW

Naturally balanced sweet taste — a cross between nutty Swiss and Parmesan. Matured for more than 12 months. Packaged in distinctive parchment-like film.

🍷 **Chenin Blanc, Côtes du Rhône**

DRY JACK

COUNTRY OF ORIGIN: CALIFORNIA, USA

TYPE: FIRM/HARD MILK: COW

Sweet and fruity with hints of wine. Rich brown rind and pale golden interior. Excellent grating cheese. Can be used in dishes calling for good Parmesan or as a table cheese with salami, dry ham, fruit or nuts.

🍷 **Savennières, Pinot Blanc**

E

EMMENTALER

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Made in 200-pound wheels from raw milk. Natural, firm, dry, yellowish-brown rind. Ivory to light yellow interior with firm texture and cherry-sized eyes. Nutty taste that can range from mild to pronounced.

🍷 **Gewürztraminer, Sangiovese**

ÉPOISSES PDO

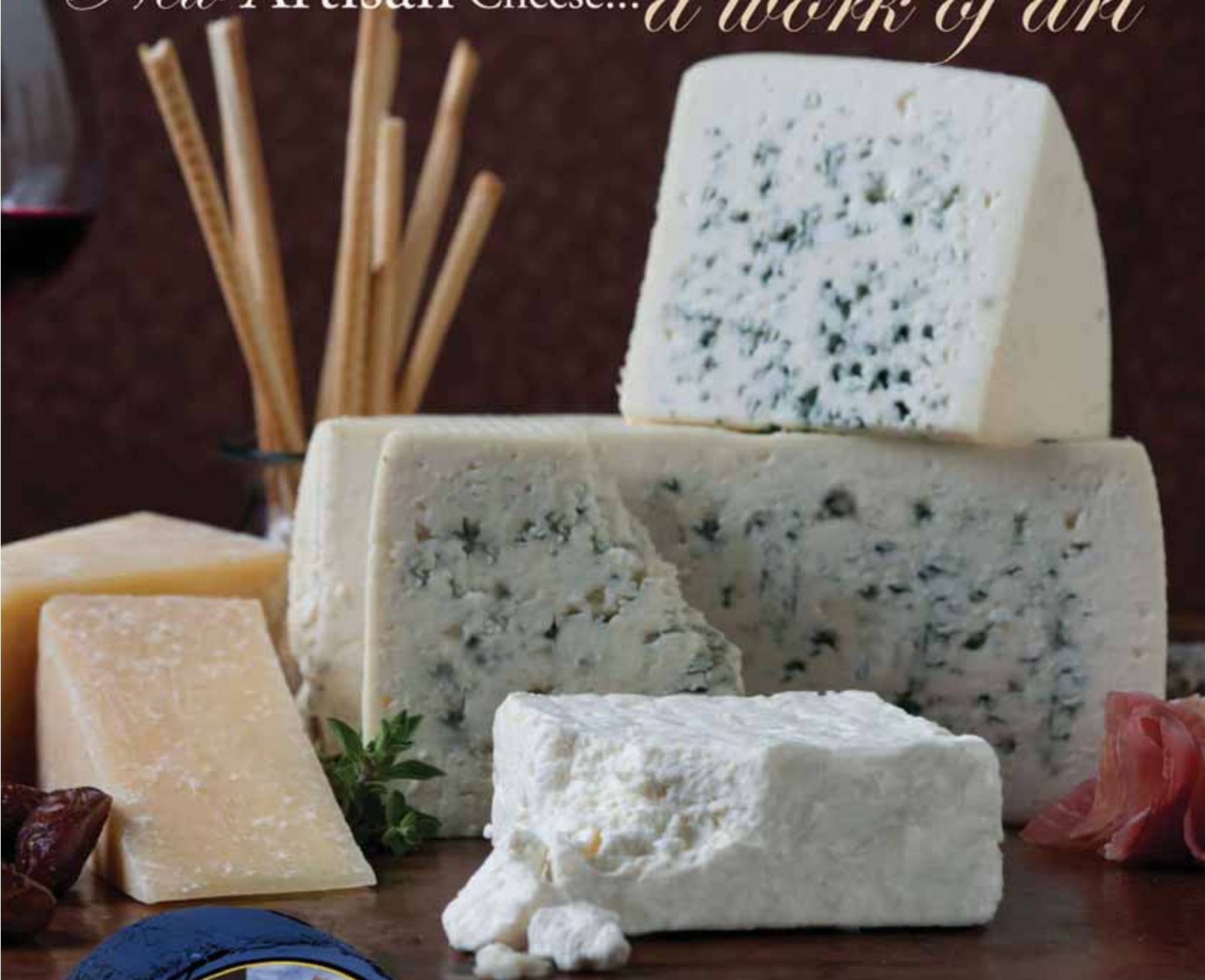
COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Washed with brine and then Marc de Bourgogne. Orange coloration develops naturally from growth of *Brevibacterium linens*, not a dye. When ripe, elegant, flavorful, buttery paste can be eaten with a spoon.

🍷 **Sauternes, Marc de Bourgogne**

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EXPLORATEUR

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Bloomy rind, triple crème. Very creamy, slightly grainy and salty. Should have pleasant aroma and slightly earthy taste reminiscent of mushrooms.

🍷 **Sparkling Wine, Chardonnay, Pinot Noir**

F

FISCALINI CHEDDAR

COUNTRY OF ORIGIN: CALIFORNIA, USA

TYPE: FIRM/HARD MILK: COW

Raw-milk, English-style, bandage-wrapped Cheddar. Very balanced with notes of butter, grass and savory flavors.

🍷 **American Craft Ale, Gamay, Pinot Noir**

FLEUR DU MAQUIS HERBES

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: SHEEP

Furry mantle of rosemary needles and gray mold topped with red chili peppers and juniper berries. Delicious at a broad range of ages. When young, white with fresh sheep-milk flavor. As it ages, center softens, rosemary browns and cheese acquires edible, fuzzy gray mold.

🍷 **Sauvignon Blanc, Sancerre**

FOL EPI

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: MILK: COW

Beautiful, smooth cheese enrobed in a golden brown rind made from a wheat base. Unique loaf shape, smooth and creamy paste with a sweet, nutty taste.

🍷 **Chardonnay, Merlot, Pinot Noir**

FONTINA VALLE D'AOSTA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: SEMISOFT MILK: COW

Light brown, cocoa-colored crust with warm ivory interior. Softens at room temperature but never runny. Warm, butternut flavor of great Gruyère but with tang. Best eaten young. Perfect for fondue.

🍷 **Ghemme, California Chardonnay**

FOUGERUS

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Bloomy-rind cheese from Tourman. Similar to Coulommiers and Brie. The name comes from *fougère*, meaning fern, after the single fern frond adorning the top of each wheel. Below the frond is a fluffy, white rind concealing a soft, creamy paste.

🍷 **Chardonnay**

G

GABIETOU

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: MIXED

Large, washed wheel made from raw ewe and cow milk, a traditional Pyrénées blend. Milky and hazelnut aromas. Rich, balanced taste, unctuous paste, edible rind.

🍷 **Madiran, Pinot Noir**

GAMONEDO PGI

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: MIXED

Mild, smoky cheese produced in high meadows. Matured in natural caves for a minimum of two months. Natural rind with a gray mold. Buttery and spicy at the same time.

🍷 **Albariño, Oloroso Sherry**

GAPERON

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Bloomy-rind, soft, pressed-curd cheese with bits of garlic and cracked peppercorns throughout. Firm when young and runny with almost overwhelming garlic and peppercorn essence when ripened.

🍷 **Vodka, Tokaji**

GARROTXA

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: GOAT

Small Pyrénées cooperative revived this regional cheese developed long ago. Mild, buttery, clean taste. Gray blue rind, white paste. Aged a minimum of three weeks.

🍷 **Albariño, Blanc de Blanc Champagne**

GJETOST

COUNTRY OF ORIGIN: NORWAY

TYPE: FIRM/HARD MILK: GOAT

Made from whey, milk and cream. Dense and rindless. Caramelization during manufacturing creates characteristic color and sweetness. Sliced thin and served with waffles in Norway.

🍷 **Coffee, Madeira**

GORGONZOLA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: BLUE MILK: COW

Sharp, spicy, blue with wonderful, texture. Thick, coarse, reddish-gray rind with powdery patches. Pale cream with greenish-blue veined paste. Dolce version very creamy, more perishable and less piquant; only rarely seen in the U.S. (Domestic is similar to the sweet milk dolce latte Gorgonzolas of Italy.)

🍷 **Barbaresco, Passito, Marsala Vergine**

GOUDA

COUNTRY OF ORIGIN: HOLLAND

TYPE: FIRM/HARD MILK: COW

Traditionally, red or black wax coating surrounds deep yellow rind and golden interior. However, Gouda is undergoing a revolution with outstanding aged cheeses that are complex, nutty with notes of caramel.

🍷 **Beaujolais, Pinot Noir, Coffee, Craft Beer and Ale**

GRANA PADANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: GRANA MILK: COW

Hard, cooked, pressed cheese made from part skim milk in the Paduan Plain around the Po River. Large wheels with thin, shiny gold rind. Rich yellow paste with granular texture. As it ages, paste becomes harder and perfect for grating or as a table cheese. Excellent, mellow

and intense flavor.

🍷 **Barbaresco, Barbera d'Alba, Passito**

GRUYÈRE PDO

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Semi-firm, moderate fat. Superior melting and table cheese. Classic French onion soup cheese. Nutty flavor with sweet, fruity undertones. Evenly spaced, medium-sized holes or eyes. Domestic Gruyère is also available.

🍷 **Gewürztraminer**

GRUYÈRE DE SAVOIE

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

Milder, sweeter and softer in texture than Swiss Gruyère. Soft butter-colored paste. Made from raw milk.

🍷 **Gewürztraminer**

H

HOCH YBRIG

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Named for a mountain near Zurich. Prized, modern raw-milk Alpine cheese inspired by fine Swiss Gruyère but in much smaller wheels. Light red, wine-washed rind, pale to yellowish paste. Dense, smooth texture, concentrated, lingering flavor.

🍷 **Arneis, Grüner Veltliner, Tokaji**

HUMBOLDT FOG

COUNTRY OF ORIGIN: CALIFORNIA, USA

TYPE: SOFT MILK: GOAT

From Cypress Grove. Beautiful 5-pound wheel of tangy, lemony fresh cheese characterized by thin layer of vegetable ash that runs through its center. Cheese sprinkled with vegetable ash and left to develop a soft, bloomy white rind.

🍷 **Sparkling Wine, Sauvignon Blanc, Pinot Noir**

I

IBORES PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: GOAT

Made with unpasteurized milk from Serrana, Verata and Retinta goats. Medium aged, it is direct, creamy and very buttery on the tongue. Rind rubbed with olive oil or smoked paprika.

🍷 **White Rueda, Albariño**

IDIAZÁBAL PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

Smoked and made from whole, unpasteurized milk from Lacha and Carranzana sheep. Pronounced, piquant, buttery taste, slightly acidic; excellent balance between smoke and sheep.

🍷 **Txacoli, Verdejo (Rueda), Albariño**



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J

JARLSBERG

COUNTRY OF ORIGIN: NORWAY

TYPE: SEMISOFT MILK: COW

Part skim-milk cheese often substituted for Emmentaler. Pronounced nutty, buttery, mild, slightly sweet flavor. Yellow rind and pale golden interior with well-spaced eyes. Popular for upscale sandwiches.

🍷 **Alsace Sylvaner, Gewürztraminer**

K

KASSERI PDO

COUNTRY OF ORIGIN: GREECE

TYPE: PASTA FILATA MILK: MIXED

Made from ewe milk or mixtures of ewe and goat milk. Mild and buttery but full-flavored and salty. White or slightly off-white with smooth, dry consistency. Domestic Kasseri usually 80 to 100 percent cow's milk.

🍷 **Pinot Grigio**

KEEN'S FARMHOUSE CHEDDAR

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Clothbound raw-milk Cheddar made by the Keen family in Somerset. Aged for minimum of 12 months. Rich, nutty, earthy and tangy.

🍷 **Cabernet Sauvignon, Bordeaux**

L

LANGRES PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Small, soft cylinder with hollow on top. Aged only three weeks but has strong aroma, tangy flavor, and melts in the mouth. Named for city in its home region of Champagne.

🍷 **Champagne, Burgundy**

LAGUIOLE PDO

COUNTRY OF ORIGIN: FRANCE,

TYPE: FIRM/HARD MILK: COW

Made in the Aubrac Mountains since the 4th century. Similar to Cantal. Pressed, uncooked cylinder. Natural dry, light orange and white rind that darkens with age. Firm, tight texture. Tangy, sharp flavor. Hints of mountain grasses and thyme.

🍷 **Côtes du Frontonnais**

LA SERENA PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: SHEEP

Rich and creamy, it combines a fruity sharpness with an earthy, pungent flavor. As it ages, the rind becomes leathery and the interior ripens to a soft, smooth spreadable paste.

🍷 **Albariño, Tempranillo**

LE ROULE

COUNTRY OF ORIGIN: FRANCE

TYPE: FRESH MILK: COW

Soft, moist, with a very light texture and clean, milky taste. Distinctive cake-roll shape with layers herbs or other flavors. Colors contrast-

ing with white cheese are very distinctive.

🍷 **Chablis, Pinot Noir**

L'ÉTIVAZ

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Prized traditional raw-milk Alpine cheese, similar to a fine Swiss Gruyère. Aged six to 12 months in mountain caves. Light brown natural rind. Dense, exceptionally buttery, spice and sweetness, delicate smokiness.

🍷 **Gewürztraminer, Grüner Veltliner**

LEYDEN PDO

COUNTRY OF ORIGIN: HOLLAND

TYPE: FIRM/HARD MILK: COW

Flavored with caraway and/or cumin. Natural inedible rind. Light yellow interior when young, creamy brown-orange interior when aged. Spicy. Large 16-pound wheels about six inches thick. Aged versions are very special.

🍷 **Heineken Beer**

ITALIAN CHEESES SELECTION

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TRUGOLE

ASIAGO FRESCO/FRESH
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MANCHESTER

COUNTRY OF ORIGIN: VERMONT, USA

TYPE: WASHED RIND MILK: GOAT

From Consider Bardwell Farm. Aged, semi-soft cheese. Nutty and robust with firm texture. Due to the rotational grazing and aging methods, flavor will vary from wheel to wheel.

🍷 **Port, Stout Beer, Dessert Wines**

MAHÓN PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: COW

Name given to all Spanish cheeses made on Menorca Island. Square with rounded edges. Tangy, salty and sour with light colored interior. Consistency of hard grana. Smooth, closed rind is oily and yellow or slightly orange due to treatment with paprika.

🍷 **Red Bordeaux, Ribera del Duero, Oloroso Sherry, Tawny Port**

MANCHEGO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

Closed, clean, engraved rind is yellow to brownish-beige. Firm, compact interior is closed with few small air pockets unevenly spread. Ivory to pale yellow color. Well-developed but not too strong taste. Buttery and slightly piquant.

🍷 **Sherry, Navarra, California Zinfandel**

MANOURI PDO

COUNTRY OF ORIGIN: GREECE

TYPE: SEMISOFT MILK: MIXED

Soft, whey cheese enriched with milk or cream for melt-in-the-mouth flavor. Lemony finish. Excellent for dessert with fruit, nuts, honey. Very mild and creamy. Melts well.

🍷 **Sauvignon Blanc, Pinot Gris**

MASCARPONE

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: COW

Very high butterfat content. Very rich and creamy with a velvety texture. Taste should be mild and almost sweet, never bitter, lumpy or salty. Flavored varieties gaining in popularity.

🍷 **Recioto di Soave, Passito di Pantelleria**

MIMOLETTE

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: COW

Looks like a cantaloupe inside and out. Rough rind with bright orange interior and exterior. Firm texture, small holes and cracks, mild flavor.

🍷 **Saint-Véran**

MIZITHRA

COUNTRY OF ORIGIN: GREECE

TYPE: FIRM/HARD MILK: SHEEP

Hard, white whey cheese. Mild, salty and shaped like ostrich egg. When young, smooth

and nutty. Aged version most often found in the U.S. is firm, pungent and excellent for grating.

🍷 **Greek White Wine**

MONTASIO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Beautifully proportioned wheels named for the Montasio mountain range, enjoyed at several ages. Extra-aged version prized for deep, intense, tangy butterscotch flavor. Grayish-brown rind with cream-colored interior.

🍷 **Cabernet Sauvignon, Merlot**

MONTGOMERY'S CHEDDAR

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Made by Jamie Montgomery at Manor Farm in Somerset. Unpasteurized cow milk, traditional rennet. Full, long-flavored cheese with deep, fruity, meaty, toasted, caramelized notes.

🍷 **White or Red Châteauneuf-du-Pape, Port**

MORBIER PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: COW

Characterized by thin layer of ash in middle. Complex with pungent, pleasing and earthy aroma with overtones of fruit and nuts. Mild flavor. Made from unpasteurized milk.

🍷 **Gamay, Riesling, Sancerre**

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MOZZARELLA DI BUFALA CAMPANA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: BUFFALO

The original Mozzarella, always pre-packaged at the source. Filaments are pulled like taffy, shaped into a moist round, oval or braid, small nuggets, cherry-sized balls or pearls. Sweet and milky taste with a distinct tang.

🍷 **Fiano di Avellino**

MURCIA AL VINO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: WASHED RIND MILK: GOAT

Pressed paste, washed, uncooked curd. Intense white color and creamy, elastic texture. During ripening, bathed in red wine for variable lengths of time, giving rind its characteristic color and strong floral bouquet.

🍷 **Jumilla**

NISA PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: FIRM/HARD MILK: SHEEP

Supple, yellowish paste, small eyes. Robust, earthy, pleasantly acidic. From Alentejo, where Merino sheep graze under cover of oak groves.

🍷 **Vinho Verde, Ribatejo, Douro**

OLD KENTUCKY TOME

COUNTRY OF ORIGIN: TENNESSEE, USA

TYPE: SOFT-RIPENED MILK: GOAT

From Capriole Farmstead Goat Cheeses. Soft and creamy, refreshing cheese with a firm paste and mushroom overtones.

🍷 **Chardonnay, Chenin Blanc, Pale Lager**

OSSAU IRATY PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: FIRM/HARD MILK: SHEEP

A classic Basque cheese. Natural orange to gray rind. Interior is firm, creamy, smooth and white. Flavor is complex, nutty and earthy. New to U.S. market is Ossau Iraty with Espelette pepper. One of the best pepper cheeses.

🍷 **Cabernet Franc, Jurançon, Pilsner or Lager Beer**

PARMIGIANO REGGIANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: GRANA MILK: COW

Full, fruity with slightly salty tang. Seasons influence flavor. Spring-made has soft yellow rind, delicate flavor, herbal scent. Summer-made is drier, more pungent, perfect for grating. Fall-made has higher casein content suitable for longer aging. Winter-made may carry aromatic notes of exotic fruit and pineapple.

🍷 **Prosecco, Lambrusco, Light- or Medium-bodied Red Wine**

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**PARRANO**

COUNTRY OF ORIGIN: HOLLAND

TYPE: SEMI-FIRM MILK: COW

Aged for five months, developing nutty Parmesan flavor while maintaining the firm, smooth texture of young Gouda. Buttery and nutty. Perfect as a snack, sandwich or melting cheese. Excellent grating cheese.

🍷 **Light, Fruity Wheat Beer, Pilsner, Chianti, Pinot Noir**

PECORINO ROMANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Sharp-flavored grating cheese. Pronounced, salty, nutty flavor. Can be substituted for Parmesan when more pronounced flavor is desired. Large cylinders. Very hard rind and yellow-white interior.

🍷 **Teroldego Rotaliano**

PECORINO SARDO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Also called Sardo. Made on island of Sardinia from fresh, whole sheep milk. Milder than Pecorino Romano. Two versions: sweet, which is soft; ripened, which is hard. Served as a table cheese or added to sauces, pastas and salads.

🍷 **Brunello**

PECORINO SICILIANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Oldest cheese in Sicily, written about by ancient Greeks. Cylindrical, uncooked hard cheese made from sheep milk and ripened for four months. Pungent, pleasant aroma and sharp taste. Used as table cheese or for grating.

🍷 **Nero d'Avola, Syrah, Moscato di Pantelleria**

PECORINO TOSCANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Natural rind. Ivory interior that darkens and gets oilier with age. Flavor ranges from mild to piquant but always with nutty, olive flavor.

🍷 **Chianti Classico**

PERAIL

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: SHEEP

Made in Midi-Pyrénées area. Small disk with a very thin crust with a pale ivory interior. Very rich, sweet and nutty with caramel overtones. The texture is luxurious, almost like ice cream.

🍷 **Saint Chinian**

PIAVE

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Named after Piave River in northern Veneto. Intense, full-bodied flavor similar to Parmigiano Reggiano, but absolutely unique. Excellent table cheese that is rapidly gaining a strong following.

🍷 **Raboso, Primitivo, Prosecco**

PIERRE ROBERT

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

From Robert Rouzaire. Triple-crème similar to Brillat-Savarin but aged longer to develop even richer texture. Made from whole pasteurized milk enriched with crème fraîche; 75 percent fat. Buttery, smooth with snowy white rind and characteristic tang; decadent and rich.

🍷 **Bordeaux, Champagne**

PLEASANT RIDGE RESERVE

COUNTRY OF ORIGIN: WISCONSIN, USA

TYPE: FIRM/HARD MILK: COW

From Uplands Cheese. Fruity, nutty and complex with a long, sweet finish. With age, toasted nuttiness and butterscotch flavors emerge. Rivals famous mountain cheeses of France, such as Beaufort.

🍷 **Chardonnay**



A Delightful Pairing

Swiss Valley Farms has acquired The Caves of Faribault, uniting the history, talent and resources of two of America's most experienced blue cheesemakers.

swissvalley.com

cavesoffaribault.com





PORT-SALUT

COUNTRY OF ORIGIN: FRANCE

TYPE: WASHED RIND MILK: COW

Monastery-style cheese, originally made by Trappist monks at Port du Salut Abbey. Mild, creamy, butter-like. In 1950, name was sold to Bel, a large factory producer in Lorraine.

🍷 **Chinon, Bourgueil**

PROVOLONE VAL PADANA PDO

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Semi-hard; smooth rind. Shaped like a salami, melon, cone or pear; may have topknot. Taste varies from sweet to sharp depending on rennet used. When young, very mild, supple and white with a spicy overtone. With age, aromatic and yellow with small fissures or cracks; flavor is more pronounced and spicy with a salty bite. After 18 months, very assertive.

🍷 **Australian Syrah, Chianti**

Q

QUESUCOS DE LIÉBANA PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FRESH MILK: MIXED

Small cheeses made from cow, sheep, goat or a mixture of milk in conical or cylindrical shapes. Aged minimum of two weeks. Regular variety is smooth with a sharp, buttery taste.

Smoked is more developed.

🍷 **Albariño, Verdejo**

R

RACLETTE

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Firm, uncooked, pressed cheese, nutty flavor, silky texture. Traditionally heated in front of fire or with special machine and then scraped onto bread or fingerling potatoes.

🍷 **Vin de Savoie**

RED LEICESTER

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Cloth-bound. Firm, flaky, buttery texture and slightly sharp butterscotch richness, rather nutty and medium-strong flavor. Marvelous, deep orange color.

🍷 **Pinot Noir, Oaky Chardonnay**

RICOTTA SALATA

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: SHEEP

Rindless, firm but tender whey cheese, dry-salted and matured. Pure white interior and nutty, milky flavor. Very dense. Domestic versions sometimes made with cow milk.

🍷 **Nero d'Avola**

ROBIOLA BOSINA

COUNTRY OF ORIGIN: ITALY

TYPE: SOFT MILK: MIXED

Little square of mixed cow- and sheep-milk cheese; delicate; ripens to delicious runny, mild, sweet interior. Rind strong enough to hold it together; a taste treat by itself.

🍷 **Merlot**

ROBIOLA CASTAGNA

COUNTRY OF ORIGIN: ITALY

TYPE: SOFT MILK: MIXED

Mixed milk cheese primarily from goat milk. Small, round disk of fresh cheese wrapped in chestnut leaves, giving it an earthy flavor with pure white interior. When young, chalky texture; creamier texture as it ages.

🍷 **Sauvignon Blanc**

ROBIOLA DI ROCCAVERANO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: FRESH MILK: MIXED

From Asti and Alessandria. White cylinder, neither ripened nor aged. Skin develops over fine paste. Prized for delicate aroma and lightly sour, savory taste. Up to 85 percent cow milk, at least 15 percent goat or sheep milk.

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ROGUE RIVER BLUE

COUNTRY OF ORIGIN: OREGON, USA

TYPE: BLUE MILK: COW

From Rogue Creamery. Very rich. Aged for one year before being covered in Syrah grape leaves macerated in Clear Creek Pear Brandy, imparting a lovely roundness and the flavors of the Rogue River Valley.

🍷 Cabernet Sauvignon, Gewürztraminer

RONCAL PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

One of Spain's oldest cheeses. Made from unpasteurized sheep milk and aged a minimum of four months. Cylindrical with dark gray or straw-colored rind. Well-developed, structured, buttery flavor with aroma of straw, dried fruit and mushrooms.

🍷 Sauvignon Blanc, Navarra, Rioja

ROQUEFORT PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: BLUE MILK: SHEEP

Most famous French blue and significant in any cheese lineup. Soft, but crumbly and moist. Abundant blue-green veining. Full-bodied, butterscotch-sweet yet spicy with distinctive aroma. Powerful and highly prized raw-milk cheese.

🍷 Vintage Maury, Sauterne, Barsac

S

SAINT ANDRÉ

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Bloomy rind triple crème. Wonderful dessert cheese, very soft at room temperature, mild yet extremely rich with cream sweetness. Pleasant aroma. Perfect with fresh fruit. Crowd-pleaser.

🍷 Sparkling Wine

SAINT MARCELLIN

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: COW

Soft and creamy. Originally a goat-milk cheese. Rindless with a dusting of ambient white mold that makes it wrinkle on top. Rustic, nutty aroma; light, yeasty acidity and yeasty flavors. Sold in crock. Should be eaten at room temperature or slightly warm.

🍷 Grüner Veltliner, Riesling

SAN SIMÓN PGI

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: COW

Soft to very firm depending on age. Polished, walnut-colored rind and golden interior. Creamy, delicately smoked flavor ranges from milky to piquant depending on age. Dunce-cap shape.

🍷 Albariño, Mencia (Bierzo), Sherry

SÃO JORGE PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: FIRM/HARD MILK: COW

Unpasteurized whole-milk cheese. Edible rind. Firm, yellow paste with small, irregular eyes. Tangy, peppery taste. Used as an ingredient or eaten with bread.

🍷 Vinho Verde, Ribatejo

SBRINZ

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Aroma like a bouquet of flowers, which is more pronounced as cheese ages. Firm, dry, light to golden brown, smooth rind. Ivory to light yellow interior. Salty, sour-sweet, pure clean taste and nuances of roasted chicory.

🍷 Pinot Blanc

SCAMORZA

COUNTRY OF ORIGIN: ITALY

TYPE: PASTA FILATA MILK: COW

Young, mild, ivory-colored cheese similar to Mozzarella but drier, chewier and pear-shaped with a topknot. Made from buffalo milk in Campania and sheep milk in Puglia. Scamorza Affumicata is the smoked version.

🍷 Fiano di Avellino, Greco di Tufo



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SELLES SUR CHER PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SOFT-RIPENED MILK: GOAT

Best spring through fall. Vegetable-ash covering protects paste from drying while ripening. At its peak when bloom on top of ash develops blue mold. White interior, hazelnut flavor.

🍷 **Sancerre, Albariño**

SERRA DA ESTRELA PDO

COUNTRY OF ORIGIN: PORTUGAL

TYPE: SEMISOFT MILK: SHEEP

Handmade, aged wheel that inspired Azeitão. Similar to Spain's La Serena. Beige, pinkish rind, cream-colored paste with smooth, buttery consistency. Raw milk coagulated with cardoon. Rich, sweet flavor.

🍷 **Pinot Noir**

SHROPSHIRE BLUE

COUNTRY OF ORIGIN: ENGLAND

TYPE: BLUE MILK: COW

Cylinder with rough brown rind, bright orange crumbly interior and generous beautiful blue veining. Piquant, rustic flavor. Exceptional blue.

🍷 **Port, Dessert Wine**

SINGLE GLOUCESTER PDO

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Made from skim milk. Firm-bodied but moist with more of an open texture than Double Gloucester. Delicate creamy taste with pleasant, slightly sharp freshness on finish.

🍷 **Young Côtes du Rhône, Porter, Brown Ale**

STILTON PDO

COUNTRY OF ORIGIN: ENGLAND

TYPE: BLUE MILK: COW

Good Stilton rind exudes wonderful aromas of cellars, stonewalls and molds. Perfect Stilton is rich and creamy, not dry and crumbly, with a clean, lasting, tangy finish. Should not be sold too young, when it can be bitter and dry.

🍷 **Tawny Port, Sauterne**

T

TALEGGIO PDO

COUNTRY OF ORIGIN: ITALY

TYPE: WASHED RIND MILK: COW

Rosy-brown rind with soft thin crust. Often covered with irregular spots of grayish mold. Aromatic fragrance can be pungent in mature cheeses. Sweet and delicate, yet slightly sour or tangy taste.

🍷 **Riesling, Gewürztraminer, Pinot Noir**

TARENDAISE

COUNTRY OF ORIGIN: VERMONT, USA

TYPE: HARD/FIRM MILK: COW

Washed rind similar to Beaufort and Abondance. Smooth and subtle, firm even texture. Complex without being overpowering, nuances of nuts and caramel with herbaceous finish. Thistle Hill and Spring Brook Farm make the cheese with subtle differences between them.

🍷 **Apple Ice Wine, Craft Ale, Pinot Noir**

TELEME

COUNTRY OF ORIGIN: CALIFORNIA, USA

TYPE: SOFT-RIPENED MILK: COW

Smooth, creamy and similar in taste to Monterey Jack. Texture and interior of good Brie. Slightly tangy. Flavor deepens with age; texture becomes runnier and very spreadable. Large pieces may have a rice flour crust.

🍷 **Riesling, Gewürztraminer, Pinot Noir**

TÊTE-DE-MOINE

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: FIRM/HARD MILK: COW

Created at the Monastery of Bellelay, this is the strongest Swiss cheese. Sophisticated, complex raw-milk cheese. Sweet, tangy, woody, flowery and herbal. Straw-colored interior darkens with age. Typically shaved into rosettes, not cut with knife.

🍷 **Beaujolais (Gamay), California Pinot Noir, Viognier**

TETILLA PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: SEMISOFT MILK: COW

Tetilla translates to "nipple." Traditionally flattened, pear-shaped cone with small nipple on top. Easily recognized by shape and smooth, fine, straw-colored rind. Soft and creamy with mild flavor.

🍷 **Godello/Valdeorras, Sherry**

U

UBRIACO AL RECIOTO DI GAMBELLARA

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Underneath a layer of sweet wine and aromatic grape must is Stravecchio Monte Veronese d'Allevio PDO. Cheese has trace of piquant acidity; influence of sweet wine gives intense yet delicate taste with hints of apricot and hazelnut and touch of caramel and cherries.

🍷 **Prosecco**

UBRIACO AL TORCOLATO DI BREGANZE

COUNTRY OF ORIGIN: ITALY

TYPE: FIRM/HARD MILK: COW

Asiago d'Allevio PDO soaked in golden Italian dessert wine. Allowed to dry on mats to achieve concentrated, heady flavor with characteristics of sweet wine. Delicate taste with full, warm, slightly alcoholic glow.

🍷 **Breganze**

V

VACHERIN FRIBOURGEOIS

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: SEMISOFT MILK: COW

Classic fondue cheese; also delicious as a table cheese. Reddish brown rind and light golden interior. When young, mild and fresh. Becomes flavorful with age.

🍷 **Grüner Veltliner**

VACHERIN MONT D'OR

COUNTRY OF ORIGIN: SWITZERLAND

TYPE: SEMISOFT MILK: COW

Creamy, mild and delicate. Tied with fir bark and packed in fir wood box that imparts hint of tannin to cheese. Bloomy, soft, raised rind, amber to reddish-brown in color. Ivory-colored interior.

🍷 **Beaujolais Nouveau, Champagne**

VALDEÓN PGI

COUNTRY OF ORIGIN: SPAIN

TYPE: BLUE MILK: MIXED

Like Cabrales, cave-aged and may blend cow, goat and/or sheep milk. Unlike Cabrales, milk is pasteurized and wheel wrapped in huge sycamore leaves. Dramatic, deep blue veining; wows palate with buttery balance of three milks — cow dominates. Spicy, piquant with sweet undertone and persistent finish.

🍷 **Pedro Ximénez**

VALENÇAY PDO

COUNTRY OF ORIGIN: FRANCE

TYPE: SEMISOFT MILK: GOAT

Natural light-brown rind. Small pyramids about three inches high. Ashed versions available. Texture ranges from soft to firm depending on age. White interior. Flavor also varies with age. Highly prized aged versions too strong for most palates.

🍷 **Sancerre**

W

WENSLEYDALE

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Dry, smooth, semi-hard. Shares traits with young Cheddar, White Stilton and Caerphilly. Crumbles into chunks while maintaining creamy mouthfeel. Popular for bright zing and honeyed aroma that goes well with fresh fruit. Available with cranberries, blueberries, apricots.

🍷 **Beaujolais (Gamay), Viognier**

WEST COUNTRY FARMHOUSE CHEDDAR PDO

COUNTRY OF ORIGIN: ENGLAND

TYPE: FIRM/HARD MILK: COW

Southwest England considered the birthplace of Cheddar. Firm, dense, almost chewy cheese. Tangy, wonderfully complex aromas and taste with nutty rich hints of fresh hay. Farm-made from pasteurized or raw milk. Farm-matured, aged a minimum of nine months. Traditional and block.

🍷 **Sparkling Wine, Port, Beer, Cider**

Z

ZAMORANO PDO

COUNTRY OF ORIGIN: SPAIN

TYPE: FIRM/HARD MILK: SHEEP

Dark gray, oily rind. Closed, compact interior has tiny crystal-like dots spread evenly throughout. Intense, although not too strong, slightly piquant and buttery taste.

🍷 **Albariño**

The Perfect Pair

Today's burgeoning cracker varieties provide almost endless cheese pairing possibilities

BY LISA WHITE

Crackers are the ideal vehicles for cheese. Not only do they add a satisfying crunch, but they also provide complementary flavors and a solid foundation for consumption.

Their popularity shows no signs of waning. Sales of crackers in food, mass and drug stores totaled more than \$4.2 billion in the 52 weeks ending Sept. 4, 2010, according to The Nielsen Co., a New York, NY-based research firm.

"People's imagination is the only limit when it comes to cracker and cheese pairings," says Jenni Bonsignore, marketing manager at Valley Lahvosh Baking Co., Fresno, CA. The company provides pairing suggestions for its crackers, including Brie with fig spread and walnuts, Mascarpone topped with fresh berries, and Queso Fresco with refried beans, avocado and salsa. Valley Lahvosh comes in a variety of sizes and shapes, including 2- and 3-inch rounds, heart-shaped and star-shaped crackers. Original, cracked pepper and cracked wheat flavors are available.

"We're seeing people combine strong-mild combinations. A cracker with stronger flavors, such as Black Pepper Croccantini, is paired with a mild Brie or mild Cheddar. Conversely, a mild cracker, such as our Rosemary Croccantini, is often paired with a cheese with a more pronounced flavor profile, such as a Blue Cheese or a strong Goat Cheese," explains Paul Pigott, owner of Madrona Specialty Foods, Seattle, WA. "In both instances, the combination allows the stronger flavor to shine, while the other flavor plays a complementary role." The company introduced its Fieri crackers line in serrano pepper with lime, chipotle, and red chili with basil flavors. Its new Sweet Crisp is a mild cracker sprinkled with cinnamon and sugar crystals.

According to Caprice Pearce, marketing, Partners, a cracker company in Kent, WA, "Our crackers' flavors are natural and mild so



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they're a great accompaniment — an enhancement — to any spread, cheese or dip. Sometimes people tell us the garlic isn't strong enough but we make our product with fresh, homemade roasted garlic — not dehydrated garlic or garlic salt — to keep the flavor light. This core value of using all natural ingredients and no preservatives, as well as processing our own green olives, onions and garlic makes, our artisan crackers unique.

"Our Roasted Garlic & Rosemary Wise-crackers pair well with goat cheeses, creating a nice, almost Greek flavor combo," Pearce continues. "Our Cracked Black Pepper Partners flatbread or snack crackers pair deliciously and provide just a hint of pepper taste to creamy Brie. These also go especially well with wine. Our heartier Blue Star Farms Organic MultiGrain pairs well with sharp Cheddars. It contains a bit of corn flour, which creates a nice, mild, nutty flavor that complements the sharpness of the cheese."

Hingham, MA-based Venus Wafers usually focuses on flatbreads in its deli presentations. "The best type of cheese for a flatbread is any soft and spreadable variety," notes Michael Thompson, president. "For example, Brie's creaminess is a nice match for the consistency of flatbread, whereas stronger, firm cheeses such as Cheddar don't work." The company's newest flatbread flavor is rosemary.

The flavorful Fruit Nut Crostini from Anjou Bakery in Cashmere, WA, are very sturdy and, therefore, a great vehicle for cheese. "They go well with soft cheese, such as Brie, Goat Cheese, Mascarpone, Cream Cheese and Blue Cheese," says Heather Knight, owner.

More consumers are experimenting with cheese and cracker pairings than in the past. According to Maria Walley, president of Daelia's Food Company Ltd., Cincinnati, OH, "Some prefer a very plain variety, like a water cracker. But I believe consumers are getting a bit more sophisticated and trying bolder crackers, such as our biscuits with nuts and dried fruit as well as crackers with seeds and spices."

"Fruits and nuts are probably the biggest change over the last couple of years," Walley adds. "Our fruit and nut biscuits were inspired by the nutty fruit breads served in fine restaurants with cheese carts or plates."

Craig Lieberman, founder of 34 Degrees in Denver, CO, recommends cheese pairings for each of his company's cracker varieties to help increase the awareness of artisan cheese. Recommendations include pepper and rosemary crackers with soft-ripened varieties such as Brie and sesame and whole-grain crackers with heartier cheeses such as Cheddar and Aged Gouda.

"Especially with flavored crackers, it's important to pair cheese flavors that go well and don't overpower," Lieberman explains. 34 Degrees recently launched 100 percent whole-grain and lemon-zest flavored cracker lines.

Since the crackers from Kitchen Table Bakers, Syosset, NY, are made entirely from cheese, they're best paired with mild cheese types, says Barry Weis Novick, president.

The Snack Factory in Skillman, NY, prints cheese pairing recommendations on its packaging. "We also include cheese pairing information on our website," notes Perry Abbenante, vice president of marketing.

A good sampling program can help drive greater sales of both specialty crackers and cheeses in the deli. "Specialty crackers sell best when consumers are allowed to sample them with a mild cheese," according to Madrona's Pigott. "In addition, proper presentation on shelves below and above cheeses and in baskets near the cheese counter creates a halo effect for the crackers. Their proximity to fresh cheese causes the consumer to associate cheese freshness with cracker freshness as well as simplifying the process of picking cheese and cracker combinations."

"The most effective merchandising vehicle is sampling, either hosted or passive," says Tim Macy, vice president of John Wm. Macy's CheeseSticks, based in Elmwood Park, NJ.

Cracker packages are typically displayed on top of the cheese island or deli counter as well as on deli department shelving. It's important to place crackers near the cheese case so shoppers can easily pick up both items at the same time.

"All our products have a 2-face display option and many come in more than one size to accommodate retailers various applications," Explains Partners' Pearce. "Many retailers like to sell retail size product but also pack box lunches or create holiday baskets. Our new Get Movin' Snack Line and our amenity sizes provide convenient options."

"It can be helpful to have recipes or serving suggestions available to highlight different ways to pair the cheese and crackers," notes Valley's Bonsignore.

"Retailers would be wise to offer better, more expensive crackers in the cheese departments," Walley says. "Often a consumer is buying a \$10 piece of cheese and a \$15 to \$20 bottle of wine so a \$5 to \$10 cracker seems like a much better bargain in the cheese department. That same cracker merchandised in the grocery cracker aisle would seem expensive. Consumers are feeling adventurous in the deli and cheese departments, particularly when they have opportunities to sample new products."

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Profiting from Poultry

Chicken and turkey continue a successful and long-standing reign as kings of the deli department

BY LISA WHITE

The analogy, 'The more things change, the more they stay the same,' is appropriate for the poultry category. This segment has always been, and continues to be, a popular choice in the deli. Both turkey and chicken appeal to consumers looking for healthy protein options that provide value. Today, deli operators are benefitting from poultry manufacturers who are bringing innovation to the category.

"Consumers want convenience, innovation and new flavors," says Joe DePippo, president of New Oxford, PA-based Hain Pure Protein.

While some consumers are looking for new flavors, others are looking for the familiar. In particular, comfort foods, such as fried and rotisserie chicken, are driving both unit sales and profits. Familiar ingredients and locally grown offerings are recent trends that have resonated with consumers.

Supermarkets are successfully leveraging technology and loyalty programs to directly market to deli consumers. The staples in prepared chicken — including rotisserie chicken, fried chicken, wings and tenders — remain the same from an assortment perspective.

"The biggest changes we're seeing today are in the relative volume of these product categories," notes Eric LeBlanc, director of marketing at Tyson Foods, Springdale, AR. "Sales performance has a lot more to do with execution at the store or account level than with overall consumer demand or behavior changes. Fried chicken is struggling as a category, with most accounts seeing volume decreases over the prior year. The bright spot in all of these categories is wings. With a renewed focus in the marketplace at many [stores], the industry is up 12 percent over the prior year."

As the economy continues to struggle, deli operators are becoming increasingly savvy about competing with restaurants for the take-out dollar. "Delis are segmenting



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their [poultry] product offerings like a restaurant menu and bundling meals to get consumers to stop by their deli for their meal-time occasion," says John Moore, marketing manager deli, Pilgrim's Pride, Pittsburg, TX. "I've seen a great deal of success by stores cross-promoting items such as beverages, sides, bag salad and dinner rolls."

Delis are simplifying their chicken and turkey mix, focusing on execution. "We've seen a great deal of movement back to scratch recipes of fried chicken and a change in the rotisserie mix from three to five flavors down to two. Many retailers also are differentiating their departments by offering LTO [limited time offer] rotisserie flavors to keep consumers coming back," Moore continues.

Although the basic oven-roasted rotisserie chicken is still the top seller in this category, some delis are experimenting with more creative flavors such as regional barbecue, citrus, grill and Asian flavors. "Rotisserie recipes have become more robust with flavors such as lime cilantro, Latin spice and smoky chipotle barbecue," according to Hain's DePippo.

"On the fried chicken side of the business, the trend is towards a scratch Southern-style fried chicken that has savory garlic and onion notes with black pepper flake visuals," Moore says.

Appetizers are experiencing double-digit growth in the deli, with the majority of them being chicken. "We're noticing a lot more delis preparing signature sauces for wings to make them their own," reports Moore. "Buffalo and barbecue are still more than 90 percent of the category in sales. I'm also seeing operators going to scratch breaded chicken tenders. While this is not for everyone, it helps [differentiate delis from their competitors]."

Consumers also are looking for cleaner labels with fewer ingredients. "We're being asked to remove allergens and lower sodium on new products," Moore continues. "Deli consumers are more informed and reading labels. The interest in where their food comes from and how it's made continues to increase."

In order to offer more convenient and more economical meal options to consumers, many retailers are now offering a pre-cooked turkey breast alongside their rotisserie chicken. "I suspect this trend will continue to grow," reports Kari Lindell, director of marketing, Butterball LLC, based in Kings Mountain, NC. "For the bulk deli meats, turkey remains the No. 1 protein of choice, followed by ham. By comparison, bulk chicken is the fastest growing segment across the deli and ranks fourth in total pounds."

On The Side

BY LISA WHITE

Traditional deli side dishes, such as potato salad, macaroni salad and cole slaw, continue to sell well; the current economic downturn has made consumers more risk adverse.

"People are more comfortable buying traditional favorites, so if something is too esoteric, they won't go for it," says John McCarthy, category manager for Reser's Fine Foods, based in Beaverton, OR. "Today's consumers don't want to risk their money on something new or different."

Still, the category offers a great deal of opportunity. The new economic climate supports the perception that the dollar can be stretched further by picking up dinner at the supermarket rather than by eating out. Consumers consider higher-quality products, specialty ingredients and increased packaging sizes at reasonable prices as getting more for their money.

Value is the driver today, although better quality-products still prevail. According to McCarthy, "Value can be had in many different ways. It isn't based just on price."

Although natural ingredients are still popular, the organic trend has seen a fall-off. "Organic is not gone, but people are looking more toward natural ingredients and side dishes with fewer additives," McCarthy adds.

"Our retail partners are asking our R&D department to concentrate on emerging consumer trends in side dishes, which include healthier ingredients and bolder flavors," says Frank Sidari, vice president of business development for Medina, OH-based Sandridge Food Corp.

Today's consumers are seeking cleaner labels, which amount to minimal ingredients and the absence of additives. "Consumers are looking for simple, trusted ingredient statements that they can easily read, formulate and feel good about," Sidari adds.

This can be a challenge in terms of impacting shelf life for some side dish items. Sandridge has increased its focus on preservative-free products. The company has incorporated high-pressure processing (HPP) into its manufacturing processes, which provides the ability to utilize a greater variety of fresh ingredients while eliminating the need for

preservatives and chemicals. "HPP provides a shelf life of between 45 and 60 days, which is equal to or longer than what is possible with preservatives," Sidari explains.

There also has been an increased focus on reducing sodium. Coordinated by the New York City Health Department, the National Salt Reduction Initiative (NSRI) is working with food manufacturers and the restaurant industry to reduce Americans' salt intake by 20 percent over five years. NSRI is a partnership that includes 18 national health organizations and 30 cities, states and related entities. The guidelines vary depending on product and category.

"We're finding ways to reduce sodium to make side dishes healthier, without affecting the taste," McCarthy says.

Even with regulatory pressure to reduce sodium, suppliers don't want to compromise their product's taste. "HPP infuses products, so we're able to get more flavor with less sodium," Sidari says.

"Heat is being added to traditional favorites, which spices things up," reports McCarthy. "When sodium is reduced, there's a need for ingredients such as garlic, jalapeño, chile and chipotle. These are universally accepted and flavorful alternatives."

With obesity and diabetes rates on the rise, consumers are looking for side dishes free of trans fats and high-fructose corn syrups. Comfort foods with a twist also are receiving more attention. This includes more sophisticated and ethnic offerings that are not too far from the traditional recipes.

"We recently rolled out a White Cheddar mac and cheese using White Cheddar and penne pasta," says Sidari. "It also can be used as a base in the prepared-food case for proteins, such as rotisserie chicken. This provides retailers with a shrink-recovery solution." By adding pricier proteins to side dishes, delis can create an additional meal option while decreasing waste.

Today's delis and prepared-food departments can provide cash-strapped families with side dish options that are budget-friendly and flavorful. "People want good quality and convenience at a reasonable price," Sidari concludes. **DB**



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Turkey also dominates made-to-order and pre-made offerings in most operations. "The real trend for sandwiches continues to be in flavors, with new spreads and ethnic influences such as African, Latin American and Southeast Asian reflecting this year's popular flavors and creating the most buzz and interest on menus," says Brian Wells, marketing product manager, turkey foodservice, at Foster Farms, headquartered in Kelso, WA. "The other growing trend is the

emergence of chicken as an option for sliced deli meat."

The Economy Equation

From a price sensitivity standpoint, the major chicken categories remain split. "Rotisserie chicken is not as price sensitive as our industry seems to believe. Many stores have found that aggressively pricing their rotisserie chicken has led to lower gross-margin dollars, as volume has not increased enough to offset

the lower retail," according to Tyson's LeBlanc. "While there are accounts that have made the equation work, there are just as many that have not."

Another category that does not see a strong correlation between price and volume is wings. "Fried chicken and tenders, by contrast, are extremely price sensitive, and in both categories, price increases nearly always led to volume decreases," LeBlanc adds.

Some contend the price/value/quality equation has changed with the current economy. "It absolutely has changed," Pilgrim's Moore says. "We've seen store pricing stabilize and, in some cases with rotisserie and fried chicken pricing, decline. Some retailers have even gone to EDLP [every day low pricing] on items, while others have gone to a deep discounting theme day of the week."

Today, value is the key to winning the consumer, but it isn't only about low prices. "Offering the consumers recipe ideas on how to use their prepared chicken [and turkey] items beyond that day's meal occasion can pay off big without deep discounting the product," Moore continues. "Consumers today want to make sure they use all of the deli prepared chicken they purchase."

The past year or two has seen a migration throughout all foodservice segments as value-seeking consumers are still looking for timesaving options. "The trade-down mindset is well documented, but the deli has been in a unique position of being able to replace consumers who have traded out to prepackaged lunch meats and at-home prep for those who are trading down from full-service establishments," Wells explains. "This is one of the reasons that flavor and menu development at the deli have taken on new importance."

As a result of the economy, consumers are far more conscious of how and where they spend money. "Relative to eating at a restaurant, the precooked items, whether from the prepared section of the deli or the bulk deli meats section, are a great value," Butterball's Lindell notes.

Poultry full meals and components are versatile. "Many innovative retailers are expanding these value-added prepared foods to be on trend with [today's various eating occasions]," Hain's DePippo relates.

The deli segment will be challenged in the coming year to continue to bring value to customers in the face of rising costs. "Meat and poultry items are likely to experience price pressure from increasing feed grain costs," says Wells. "Successful operators, faced with rising costs, will continue to refine the lessons learned in recent years, delivering on their own unique promises of freshness, flavor and service."

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Take It Away

PHOTO COURTESY OF LINDAR CORPORATION

Delis step up their take-out offerings and go head-to-head with restaurants

BY JULIE COOK RAMIREZ

Whether heading home from work or driving the kids from ballet class to violin lessons to the soccer field, consumers often find themselves with little choice but to head for the drive-thru. With no time to whip up the kind of home-cooked meals their mothers used to make, they find taking home something warm and ready-to-eat is often the only way dinner is going to find its way onto the table that night.

Not willing to let the local McDonald's, Papa John's or Boston Market reap all the rewards of this continuing trend, delis are increasingly looking to go head-to-head with QSR and casual-dining establishments, offering up their own take-out options for today's time-crunched consumers.

"Home Meal Replacement is definitely still out there and it's bigger than ever," says Bruce Wasserstrom, president, Amtekco Industries, Columbus, OH. "Supermarket chains are putting out more product

and different kinds of products. The offerings are just incredible."

There couldn't be a better time to steal share of stomach from the foodservice channels, according to Marilyn Stapleton, product manager for take-out, Solo Cup Company, Lake Forest, IL. The poor economy has made it difficult for the majority of consumers to eat out as often as they did during the booming '90s. Yet cooking a lavish meal is not an option for most people. Enter the deli.

"Now is a great time for the supermarket grocery industry to shine because people just don't have the kind of money they used to, but they still don't have time to cook," states Stapleton. "Several supermarkets have taken advantage of this change and highlighted their take-out options, trying to get the people shopping their stores to grab that take-out meal that used to be enjoyed at a sit-down restaurant."

Despite the state of the economy, consumers aren't necessarily looking for cheaper options, reports Leslie Gordon, director of marketing, Summer Fresh Salads, Woodbridge, ON, Canada. On the

contrary, they're willing to pay a premium price for premium offerings. Consequently, many supermarket delis have expanded their offerings to include a growing number of upscale offerings.

With the increase in restaurant-quality fare making its way into the deli case, Amtekco's Wasserstrom believes it's no longer merely rotisserie chicken and mashed potatoes with gravy tempting consumers' taste buds. "This isn't food that's coming out of No. 10 cans," he says. "These are fresh prepared foods. These are foods you would serve people for a Friday or Saturday evening dinner party — and people don't mind paying for it."

Deli operators are looking for ways to "spice it up," according to Jason Knight, president and CEO, Huxtable's Kitchen, Vernon, CA. Consequently, he says, they're coming to his company for more upscale, higher-quality offerings that will prove "more profitable with higher turns." Items such as Huxtable's authentically twice-baked potato have fared very well, according to Knight, as have different types of ethnic cuisine, primarily Asian.

"Over the last few years, we've seen a transition to more of the higher touch, more difficult items to produce," he adds. "We've seen great success with things where the consumer doesn't want to take the time or effort or maybe doesn't have the experience or the expertise to make it at home."

According to Knight, a growing number of delis are packaging different offerings together to create meal solutions, putting together an entrée and two sides and selling it at a discount to those customers bearing a loyalty card.

"We see folks prepackaging things, almost in brown bags and saying, 'Here is your lasagna dinner with a salad and some peach blackberry cobbler,'" continues Knight. "It's the natural inclination of the consumer to say, 'That looks good; I'll take that.'"

Health and wellness trends have also made their way to the deli in meal solution products such as Summer Fresh's Meal to Go, which contains single-serve portions of hummus, flatbread, grain salad and trail mix. Summer Fresh makes a point of clearly highlighting specific health attributes of its products, such as lactose-free, gluten-free or kosher on its packaging.

Utica, NY-based Delorio's Frozen Dough Products has seen a similar demand for products intended to address specific dietary needs. "All the action is with the gluten-free," says Robert Horth, vice president of business development. "Everybody has dedicated gluten-free aisles in the store for dry goods, so the next logical step is to have pre-



PHOTO COURTESY OF SUMMER FRESH SALADS

pared foods ready to service that clientele. That's the hottest trend out there right now."

While widespread trends such as ethnic cuisine or concerns over food allergies may dictate what kinds of dishes they offer, deli operators don't pay enough attention to regional trends, according to Horth. All too often, he says, they ignore local tastes, rather than embracing and mirroring them.

"Unfortunately, they usually take all their directives from corporate, which tends to say, 'What sells well in Denver should also sell in Philadelphia,'" says Horth. "That's not the case. Things are very regionalized, and deli operators would be well advised to regionalize their offerings."

Not only will that help a deli better cater its offerings to the preferences of its consumer base, Horth says, but it also allows the in-store staff to take some ownership and flex their creative muscle. "If they're allowed to use some of their creativity, it makes them better at what they do," he adds.

Complementary Packaging

While deli operators are looking to give consumers an alternative to restaurant take-out, it's important to remember it's not always necessary to invest in new products, according to Solo's Stapleton. Sometimes, all it takes is to give your existing offerings a face-lift — with new packaging, for example.

"Even though you still have the same basic ingredients, that fresh look allows you to reposition and reintroduce it to the consumer," she notes. "It helps to kick-start a program and gives you the opportunity to raise your selling prices."

According to Dave, Fosse, director of marketing, Lindar Corp., Baxter, MN, delis must offer "overall fresh, eye-catching presentations of both the food and the packaging. The packaging should give deli customers ease of use and easy transportation of their purchase. This is an added challenge

for an in-store deli take-out program. The packaging decision can be almost as important as the food offered to make or break a deli's take-out business program.

"We see a few components as being critical for packaging prepared foods," he continues. "First, is the package for full-service or self service? Warm product or cold product? If it's self-service, how will the product be merchandised in the display case? Next, will deli customers use the container as a serving dish or a carrying package? What package will best enhance the product to appeal to the deli customers' need to have that for their meal?"

Increasingly, delis are looking for upscale packaging to complement their upscale offerings — "something that goes together easily in their operation but stays closed in the transportation home," explains Stapleton. She also cites increased demand for easy-to-open packaging for those consumers who choose to eat on the run. Features such as tear-away hinges have proven particularly popular because they allow the consumer to put the lid under the base.

Joby Sewall, a member of the sales support group at Flair Flexible Packaging, Appleton, WI, cites moves toward self-venting technologies and stand-up pouches that allow for a quick and easy way to reheat or steam food in the microwave, while giving the customer an unobstructed view of the product being merchandised.

Other current packaging trends include product clarity, microwavability and leak resistance, according to Jeff Lucash, national sales manager, Placon Corp., Madison, WI. Most importantly, however, the package has to reflect well on what is inside. "The packaging needs to frame the food well," he says. "People buy food with their eyes."

Equally as important as the package is what is placed alongside the main dish inside the package. Increasingly, delis are taking advantage of such opportunities to make the food look more appealing, while aiding consumers in completing the meal preparation when they get it home.

"When you look at the prepackaged items, they don't just have the mashed potatoes and the meat loaf in the package laying there — they put garnishes around it to make it look appetizing," says Wasserstrom. "Or they have items in the cold bars garnished with certain things or ideas around how to serve them at home. That gives consumers the opportunity to take it home, doctor it up a bit and feel like they played a role in preparing that meal."

The Littlest Consumers

If consumers take pride in preparing one

meal, it's their kids' lunches. Unfortunately, gone are the days when June Cleaver passed out lovingly packaged wholesome lunches to Wally and the Beav as they made their way out the door on their way to school. Today's moms — and dads — are lucky if they have time to toss their kids a fiver to trade in for greasy pizza, fried Mozzarella sticks or burgers in the school cafeteria.

Given their druthers, few parents would opt to have their kids chowing down on what basically amounts to fast food for lunch. However, they simply don't have time to pack healthy lunches for their kids. That presents a tremendous opportunity for deli operators to develop more pre-packaged kid-friendly offerings that can easily be placed inside a lunch bag or backpack.

"There's a huge opportunity to become even more kid-friendly in the deli and offer the more uniquely packaged nuggets and other items for kids with the sauces to go along with it," notes Andy Seymour, senior vice president of prepared foods marketing, Pilgrim's Pride Corp., Pittsburg, TX. "There's a lot of interest from deli folks who want to understand the kid offering even better."

Summer Fresh sells a line of Nick-elodeon-themed kids' products, featuring

Dora the Explorer and Spongebob Squarepants. The Snack'n Go line includes single-serve 2-ounce portions of either hummus or vegetable dip paired with mini flatbread. "They're ready-portioned, so you can just throw it in their lunch," says Gordon. "It's all about getting kids interested in it, giving them enough variety and giving them something they really enjoy eating."

One thing every kid loves eating is pizza. That's why Marina del Rey, CA-based Patty's Presto Pizza Inc., developed Little Devs, a line of healthy kids' pizzas. President Patty Phillips would like to get them in store delis, but so far, they're available only in the freezer case. While there has been some interest, Phillips says she is just not willing to pull the trigger and start offering such products in the deli.

"A lot of delis feel like they don't have labor to have somebody topping a pizza, but even if they just sold a 5-inch cheese pizza with a bag of carrot sticks or apple wedges, that would give their customers a great meal option that parents could give their kids," says Phillips. "They easily fit in a kid's lunch box or make a nice snack when the kids get home from school."

Whether catering to kids or adults, delis

must strive to make consumers aware of the great take-out options available in their section of the store. Unfortunately, that's not always the case, as shoppers often forget they can pick up their evening meal or next day's lunch while completing their grocery shopping.

"The deli has had options for more than 10 years now, yet somehow, it's still not top-of-mind," claims Gordon. "Convenience is definitely a part of it — it's convenient to go through a drive-thru as opposed to stopping at the deli. But if you're already doing your grocery shopping, hopefully, it would come to mind."

According to Huxtable's Knight, shoppers often assume deli food is not as good as restaurant fare. That perception can be overcome by providing consistently high-quality product. After all, one bad experience is often all it takes to keep a consumer from coming back for more. And if delis are going to successfully compete with restaurants for consumers' take-out dollars, they must strive at all times to maintain a restaurant mindset.

"The deli is more restaurant than any other part of the store," says Seymour. "They have to watch what's going on in foodservice and keep their offerings exciting by providing value and great tasting food." **DB**

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Blast From The Past

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aribault, MN, is riddled with caves made of St. Peter sandstone, a deposit of quartzite exposed about 10,000 years ago by the last Minnesota glacier. In 1856, Gottfried Fleckenstein, a neighborhood brewer, placed a door on the first cave and used it to age his beer. But Prohibition closed down the brewery, and the caves were essentially abandoned until 1936 when Felix Frederiksen, a Kraft food scientist, bought them to age the all-natural raw-milk blue cheese he had started to make. Today the caves are the home to Faribault Dairy, which makes Amiblu Blue, Amablu Gorgonzola and St. Pete's Select cheeses. Swiss Valley Farms Cooperative, Davenport, IA, bought Faribault Dairy and its caves in 2010.

The picture on the left, taken in the 1940s, shows a parade in downtown Faribault.

The picture on the right, taken in 1937, shows Frederiksen in the curing cave.

Faribault Dairy



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