

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

APRIL/MAY 2013 \$14.95

A stack of specialty cheeses and bread in a wooden bowl. The stack consists of a slice of rustic, golden-brown bread with visible air pockets on top, followed by a wedge of white cheese wrapped in white paper, a wedge of yellow cheese, and a wedge of white cheese at the base. The entire stack is nestled in a dark brown wooden bowl. The background is a warm, textured wooden surface.

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COVER STORY



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

PUBLISHING DIRECTOR
KENNETH L. WHITACRE
kwhitacre@phoenixmedianet.com

PUBLISHER/EDITORIAL DIRECTOR
LEE SMITH
lsmith@phoenixmedianet.com

MANAGING EDITOR
JAN FIALKOW
jfialkow@phoenixmedianet.com

SALES MANAGERS
JANE JOHNSON
jjohnson@phoenixmedianet.com

MICHAEL USBERG
mlsberg@phoenixmedianet.com

PRODUCTION DIRECTOR
DIANA LEVINE
dlevine@phoenixmedianet.com

ART DIRECTOR
JACKIE TUCKER
jtucker@phoenixmedianet.com

PRODUCTION DEPARTMENT
FREDDY PULIDO

RESEARCH DIRECTOR
SHARON OLSON

CONTRIBUTING EDITORS
CAROL M. BAREUTHER BOB JOHNSON
SUE STURMAN

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

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ACADEMIE OPUS CASEUS OFFERS AFFINAGE COURSE IN ENGLISH



The Academie Opus Caseus, professional development center at the heart of MonS Fromager Affineur in St. Haon le Châtel, France, has launched a new course for English-speaking cheese professionals focusing on affinage. The course, entitled *Affinage: The Art and Science of Maturing Cheese*, draws on the central expertise of Maison MonS, renowned for aging up to 250 different cheeses at a time in its cellars in St. Haon le Châtel and converted railway Tunnel de la Collonge in nearby Ambière.

The course covers the science of cheese aging from make process to affinage care, and including in-depth study of the life cycles of cheese rind flora and how to manage them through affinage. In addition to classroom sessions, students work with MonS staff in the caves and Tunnel de la Collonge daily learning the techniques used in aging cheeses

of all kinds. Sensory analysis training connects the experience of eating the cheese to the work of bringing it to its full potential through affinage.

Course dates in 2013 are September 2-13 and November 4-15, and applications are being accepted now via the Academie's website, www.academie-mons.com. Class size is limited to six.

The Academie Opus Caseus has been approved as the first American Cheese Society (ACS) Certified Cheese Professional (CCP) Authorized Education Center.

For more information, please contact Susan Sturman at ssurman@academie-mons.com or 617-651-1513.

COMING NEXT ISSUE IN JUNE/JULY 2013

COVER STORY
9th Annual People's Awards

FEATURE STORIES
Mediterranean Foods
Appetizers
Food Trucks

MERCHANDISING REVIEWS
Deli Breads
Salads & Sides
Cross Merchandising

PROCUREMENT STRATEGIES
Deli Equipment

PREPARED FOODS
Chicken

DELI MEATS
Deli Meat Guide
Ethnic Deli Meats
Ribs & Wings

CHEESES
Goat Cheeses
Manchego
Bra Cheese Festival

COMING IN AUG./SEPT.

DELI BUSINESS will look at positioning the deli to become the busy parents' go-to spot for back-to-school lunch ideas. Discussions will include making the department stand out through differentiation while providing good tasting, healthy options.

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New Products



COOKING OIL MANAGEMENT WEBSITE

Frontline International, Inc., Cuyahoga Falls, OH, whose Smart Oil Management systems help monitor cooking oil usage and get more value from fresh and waste cooking oil, announces the launch of its revamped website at www.frontlineii.com. The new site demonstrates how Frontline's solutions for fresh oil, filtration, and waste oil can help customers manage their fresh oil supply, extend the life of fresh oil to save money, and turn their waste oil into a profit center while reducing risk and improving kitchen safety. Password-protected client portal lets customers use Frontline's user-friendly web-based system to monitor, measure, and manage oil usage and create detailed reports. www.frontlineii.com



GREEK YOGURT DIPS

La Terra Fina USA, Union City, CA, has recently introduced its popular Greek yogurt dips in 10-ounce packaging. The line's most popular flavors, including Chunky Artichoke & Jalapeño Dip, Spinach Artichoke & Parmesan Dip and Spicy Fiesta Dip are available in the new size. La Terra Fina's all-natural refrigerated dips contain no nuts or trans-fats. As an effort to minimize environmental impact, the packaging is made from 100 percent recycled PET bottles and shaped in 10-ounce squares for more efficient stocking and shipping. As versatile as they are flavorful, the dips add something special to everything from sandwiches and wraps, to crackers and veggie platters. www.laterrafina.com



CHICKEN BALLOTINE

Alexian Pâté & Specialty Meats, Neptune, NJ, has introduced Chicken Ballotine in pre-wrapped 5-ounce slices for the retail deli. French in origin, a ballotine is traditionally a boned poultry thigh stuffed with ground poultry meat and other ingredients, then tied to hold its shape. Alexian Chicken Ballotine is a golden breast of chicken encasing minced white meat, pistachios and a medley of dried fruits baked slowly in a terrine to maintain the shape of a pâté. Like all Alexian products, Chicken Ballotine is all natural, with no artificial flavors, no artificial colors, no preservatives and no fillers. It is also pork- and gluten-free. www.alexianpate.com



NEWLY ENGINEERED PACKAGING

Placon, Madison, WI, has redesigned its HomeFresh Rotisserie Chicken Container to reduce its overall usage of petroleum-based resins. Placon reengineered the packaging utilizing a calcium carbonate filler in the container's base. An inorganic mineral filler, calcium carbonate is commonly used in polypropylene food packaging containers due to its numerous beneficial attributes. Besides replacing the usage of petroleum-based, virgin material, the chemically inert, food-safe filler has led to enhancements in the product's mechanical properties. The redesign has reduced the company's carbon footprint while maintaining the product line's strong visual appeal and structural integrity. www.placon.com



NEW SALSA FLAVORS

Reser's, Beaverton, OR, introduces two new flavors to its Baja Cafe salsa line. Baja Cafe Peach Mango Salsa has ripe peaches mixed with chunks of sweet mangoes to create a fresh and fruity mild salsa. According to Mintel Data, mangoes are now among the top five salsa ingredients. Baja Cafe Fire Roasted Salsa is a mix of juicy fire roasted tomatoes, minced garlic and jalapeño chilies, with just a kick of heat. The salsas are available in 12-ounce containers with a suggested retail price of \$2.99. The new salsas are part of a Baja Cafe line update that includes new packaging. www.resers.com



BIG PAPA PICKLE BARREL

Van Holten's, Waterloo, WI, is taking its most popular Pickle-In-A-Pouch, Big Papa, and making it available in a service-friendly, 30-count barrel with pickle serving bags attached. The pickle barrel delivers the same hearty dill flavor that consumers love in Van Holten's Big Papa Dill Pickle-In-A-Pouch, in a new service friendly bulk display. Each barrel is guaranteed to contain exactly 30 pickles and has 30 wax paper bags attached for easy serving. www.vanholtenspickles.com



GRAB-AND-GO SNACK CHEESE

Wisconsin Cheese Company, McFarland, WI, introduces its 2-ounce Peel Pak Wisconsin Cheese Sticks in four flavors — Cheddar, Colby Jack, Pepper Jack and String Cheese. These 2-ounce portioned sizes are perfect as a snack or can be added to sandwiches or salads and are a healthy alternative to chips or candy. They come in easy-to-display 24-count caddies. www.wisconsincheesecompany.com



SWEET & SALTY CRACKERS

Z Crackers, Brooklyn, NY, introduces Sweet & Salty, the newest addition to its cracker line. Made from all-natural ingredients, it's a union of sea salt and turbinado sugar, lending the rustic, hand-cut crackers a nuanced, compelling flavor profile enhanced by hints of olive oil, red onion and wheat bran. Made of preservative-free, certified-kosher ingredients found in the natural world, so they're about as wholesome as a snack food can be. Even their packaging is guilt-free: The container is made from a minimum of 50 percent post-consumer recycled plastic, while its distinctive sleeve is made from recycled paper. www.zcrackers.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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by Jim Prevor, Editor-in-Chief

Lack of Service Deli Key To Fresh & Easy Failure

Among the myriad of reasons Tesco's Fresh & Easy has failed in the U.S., one not commonly recognized is the key role of the deli department in the fiasco, or put more precisely, the lack of a service deli department. Unless Tesco can pull a rabbit out of its hat and gain a sale nobody expects, total losses for the Fresh & Easy venture will approach \$2 billion U.S.

This is astounding; Tesco is a well-regarded retailer and Fresh & Easy was such a priority concept. Yet it speaks volumes to the American consumer's attitude toward fresh and the crucial role of the deli/retail food-service arena in food retailing, now and in the future.

The great error Tesco made in rolling out Fresh & Easy — the error that sealed its fate — was the decision to invest heavily in infrastructure, both the large distribution center in El Segundo, CA, and the large staff of expatriate executives brought in to head the management team. The reason this was the crucial decision was it deprived the Fresh & Easy management of one of a retailer's most valuable assets — time. The minute the infrastructure was in place, the venture began hemorrhaging money, so the urgency became opening enough stores so there would be enough business to plausibly offset the overhead.

This, predictably, led to the acceptance of lots of poor locations and to the roll-out of a concept that was not making money. Add in a good dose of arrogance and a group mentality that thought itself destined to succeed, and you have a clear recipe for failure.

Though this is all true, to some extent, it still begs the question: Why was the store concept not profitable?

As always, there are a lot of reasons. The small format itself was a key problem; small formats work well in specific circumstances such as urban or university venues where consumers don't drive to the store. They also work with specific formats such as Aldi or Trader Joe's, where the concept is built around specialty assortments — say a deep discount or epicurean model. These stores, however, were built in the car-centric southwestern U.S., not Manhattan, and Tesco always viewed them as broad concepts designed to serve the full range of consumers.

Tesco's adventure just adds to our experience that this doesn't work. In suburban USA, a small store can't carry the range expected by consumers with copious trunks who drive to the store to stock up. This means consumers have to go to mainstream supermarkets for most of what they need, transforming the visit to Fresh & Easy into a not very "easy" annoyance or converting it to a lower volume "fill-in" convenience store.

The fact the stores opened so heavy to private label

was a big problem as well. Private label succeeds when consumers trust the retailer. Fresh & Easy was an unknown name with a parent company unknown to most Americans. It just didn't have the reputational equity among consumers to succeed.

Tesco's decision to launch Fresh & Easy with uniform assortment in all stores was always odd. Tesco doesn't operate that way in the U.K.; it seems a triumph of the logistics team over the merchandising team to say stores in upscale Scottsdale, AZ, should carry the same assortment as stores in Compton, CA. In the U.S., offering a standardized assortment against a diverse population base is a guaranteed loser — and lose Tesco did.

Yet the place Tesco hung its hat in America was to make the consumer a promise of freshness. A reasonable explanation of Tesco's failure to generate a profitable store concept is to note that, in the American perception, Tesco failed to deliver on that promise.

Yes, the produce was wrapped excessively, detracting from the farmstead atmosphere Americans enjoy and, yes, the stores had no butchers to do custom cuts and no effort was made until the very end to make consumers think anything was being baked fresh in-store. But the big differentiator was the lack of a service deli.

What does a fresh rotisserie chicken mean to an American? It means a hot bird rotating before one's eyes, heavenly aroma drifting through the store — the rotisserie experience one gets at almost all American supermarkets, not the cold chicken in a plastic bubble cooked in a distant commissary that Fresh & Easy offered. What is a fresh sandwich? One made to order, where the consumer can ask for extra tomato or Provolone instead of Swiss, or deli mustard instead of yellow, for a roll rather than bread or rye rather than wheat. Not a pre-packaged, take-it-or-leave-it sandwich that, to American eyes, looks as if it could be sitting in a vending machine.

Tesco made a point of emphasizing its extensive research of the American consumer before launching Fresh & Easy, and few doubt it was onto something in recognizing the primacy consumers place on fresh. In the end, though, Tesco was unwilling to develop a concept that had the labor quotient required to do things fresh, and so its insight had no value, the stores failed to deliver, and the fate of the chain was sealed.

DB



James J. Prevor

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by Jan Fialkow, Managing Editor

Getting Ready for IDDBA

Lee Smith, publisher and editorial director of DELI BUSINESS, recently underwent hip replacement surgery and is now undergoing its subsequent rehabilitation. All of you who know Lee will realize she's unlikely to allow something as pedestrian as a hip replacement to sideline her for long. Please join all of us here at DELI BUSINESS in wishing her a speedy recovery that's as pain-free as possible. We all look forward to seeing Lee zipping around the floor at IDDBA, Fancy Foods and ACS this summer at her usual breakneck pace.

In this issue, Lee's column will take on a different feel. Rather than try to replicate her unique persona, the column will offer a glimpse into the articles you'll find inside.

The cover story, *Specialty Cheese Rocks*, beginning on page 14, looks at the growth of the specialty cheese category. Sue Sturman's profile of the U.S. Cheesemonger Invitational competition shines the spotlight on the new breed of young professionals who are making a career of selling cheese — and who are just as dedicated and just as passionate as the American artisans who are making specialty cheeses. It's often been said that once we get these cheeses into consumers' mouths, we can make a sale. These are the cheesemonsters who can do just that.

Beginning on page 21, we examine that most natural of combinations, the sandwich and the deli, in an article entitled *Banh Mi*. Today's delis are free to explore the world's cuisines to find the most flavorful options. Because of exposure gained through travel, television,

reading, and an influx of new populations, most Americans are willing — and many are eager — to try flavors once considered exotic. The banh mi, a Vietnamese sub-style sandwich, is a case in point. Once found only in U.S. cities with substantial Vietnamese populations, the sandwich became a food-truck darling and gained considerable prominence. Because its ingredients are readily available in the deli, the banh mi is a new way to differentiate the department.

Italian foods continue to maintain an important place in the American culinary landscape, so much so that many consumers are looking for *Regional Italian Imports*. Beginning on page 26, DELI BUSINESS takes a look at the culinary treasures of the Veneto, the area of northeastern Italy surrounding Venice.

Salami originally came into existence as a way to use up scraps of meat and preserve them so they wouldn't spoil. We trace the journey from humble foodstuff to gourmet delicacy in *Artisan Salami*, beginning on page 34.

Packaging is the means by which we present our wares to the public, and a majority of the public continues to demand that the packaging be green. Just what green entails may still be up for debate, but the economic downturn has not dampened the desire for it. *Green Packaging*, beginning on page 40, examines the latest innovations.

And we help you get ready for this year's IDDBA with a complete schedule of the seminars, beginning on page 29. This 48th Annual Seminar and Expo will be held June 2-4, in Orlando, FL, at the Orange County Convention Center. The theme for this year's Show of Shows is Foodie All-Stars.

DB



Jan Fialkow



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SPECIALTY CHEESE ROCKS

INTRODUCTION BY JAN FIALKOW

Specialty cheese as a category continues to show strength in the service deli. According to *What's in Store 2013* from the International Dairy-Deli-Bakery Association (IDDBA), Madison, WI, average weekly sales of specialty cheese for the 52 weeks ending Feb. 25, 2012, were \$2,934, up 6.6 percent from \$2,753 per week in the 52 weeks ending Feb. 26, 2011. Contribution to total deli sales increased 12.7 percent, up from 12.5 percent, over the same periods.

One of the main drivers of the growth is the increasingly sophisticated American palate. A substantial cross section of U.S. consumers is constantly on the lookout for flavors they've read about, seen on television, tasted in restaurants or experienced while traveling — new flavors, bold flavors, ethnic flavors, seasonal flavors, local flavors — and specialty cheese can satisfy them all.

Retailers have spent the last several decades honing their marketing appeals to attract the largest single cohort of consumers the world has ever known — the Baby Boomers. But it's time to readjust. The Boomers aren't ready to fade away just yet, but the beginning of the end of their long run atop the buying ladder is coming into view.

It's time for the Millennials to strut and fret their hours upon the stage. The Millennials are a very different demographic. They've been exposed to more variety at earlier ages than their parents and grandparents. They tend to be self-indulgent; as children they grew accustomed to receiving rewards just for showing up. The recent economic downturn slammed many of them at an extremely vulnerable point in their careers, before many of them had a chance to amass much in the way of savings, in some cases before they even had a chance to leave the nest. Some forecasters predict the Great Recession will leave scars on them as deep as the scars the Great Depression left on their grandparents.

What does this mean for delis in general and specialty cheese in particular? These are consumers with finely honed palates and great expectations. They may not be given to profligacy, but they are indulgent enough to gift themselves with small amounts of expensive cheese as compensation when dining in; it doesn't mean they forego commodity cheese entirely; it does mean they treat themselves and their children differently. Date night has its own rules.

A department that caters to this phenomenon by offering a selection of microbrew and craft beer (rather than crafty beer), unusual and drinkable wines at reasonable price points (rather than only low end or only wallet-busters), as well as complementary crackers, honeys, jams and artisanal meats can attract this desirable population. If it



combines the aforementioned selection with store personnel that can impart their knowledge in a friendly, non-intimidating manner, then the department can establish itself as the go-to place for specialty cheese.

The difference between "I have to make a stop at ... to buy some cheese" and any other consumer reaction whatsoever can be the person behind the counter, the front-line representative of your cheese department — your cheesemonger. More and more often, today's cheesemongers see themselves as professionals — proud of what they do and eager to share their vast knowledge.

In *Generation Cheesemonger* on the following pages, Sue Sturman, past chair of the Denver, CO-based American Cheese Society's Certification Project, takes a look at some of the country's most passionate cheesemongers, the young people who are themselves Millennials and who are setting the bar for all who want to play. It doesn't make any difference whether your operation is urban, suburban or rural, if one of these extreme personalities is within walking or driving distance, take note. The competition is in the neighborhood. And the competition will be noticed.

DB

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GENERATION CHEESEMONGER

Refined, genteel and stodgy, they ain't!

BY SUE STURMAN



PHOTO BY SUE STURMAN

Walk into the local cheese shop — you know, the trendy one with that amazing array of cheeses you can't wait to try — and a tattooed arm, neck or ankle is just as likely to catch your eye as a giant wheel or adorable truckle.

The new generation of cheesemongers is an intense group. They may not have grown up thinking “I can't wait to surround myself with cheese when I get older” but they now find themselves hooked by their own passion — for the product they present, for the people they work with, and for their thirst to learn. They're not just biding time and making a few bucks as a counter jockey between semesters or while waiting for the next gig for their rock band. They're serious professionals, aiming for a career in cheese. You can read their commitment in their eyes and in those tattoos — of cheese or cheese tools or dairy animals.

Some great professional advancement opportunities fuel the excitement in the behind-the-counter crowd. Cheese education schools such as The Academie Opus Caseus in Saint Haon le Châ-

tel, France, and programs at such places as Artisanal Cheese and Murray's Cheese in New York City and The Cheese School of San Francisco offer courses geared specifically to professionals. The American Cheese Society (ACS), Denver, CO, launched its Certified Cheese Professional program last year, and the Guild Internationale des Fromagers, a European organization, created a North American chapter in 2011.

In 2010, the first U.S. Cheesemonger Invitational competition was launched. The creator of the Invitational is one of the cheese world's own: Adam Moskowitz, entrepreneur, rapper, and scion of Larkin Logistics and Cold Storage, a business that has been moving cheese around the world for over thirty years.

The Invitational takes place just before the Summer Fancy Food Show. But instead of being in New York City, the Invitational is in an unassuming section of Queens in an industrial refrigerated warehouse, the home of Larkin Cold Storage. The competition started out as a bit of, well, a bit of a lark. Moskowitz is in a unique networking

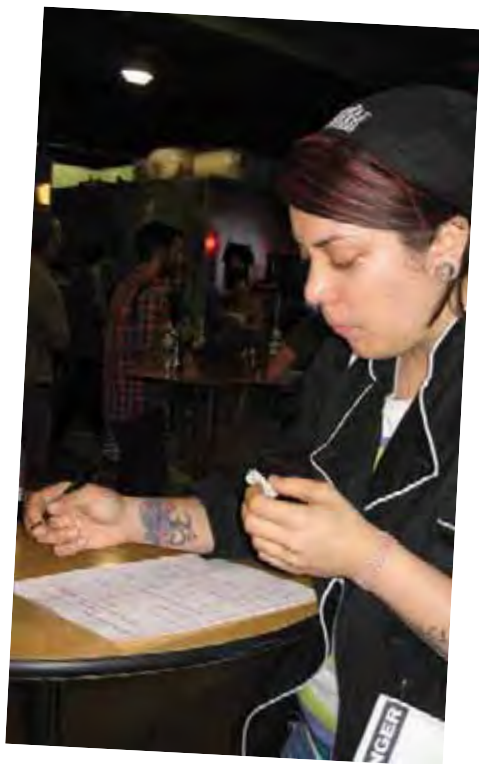


PHOTO BY SUE STURMAN

position in the U.S. cheese industry — he's responsible for the logistics of getting cheese from producers to retailers, particularly from European producers to U.S. retailers. He knows everyone.

Moskowitz wanted to put together a party to celebrate the community of cheesemongers, and to make it interesting, he created a competition. Time it to precede one of the major food shows of the year — all the players will be in town — throw in a few kegs of beer, some sponsors offering tastes of their best wares, a huge warehouse space transformed into an industrial hip hop club — and an event is born.

By the second year, it was all about giving the mongers a chance to show their chops. By the third year, according to Moskowitz, the Invitational was truly a celebration of community. And celebration it is, very much based on the unique personality of its host — fun, a bit crazy, loud, proud and with something to prove.

Competitors must take a written test, cut a one-pound piece of cheese by eye, wrap cheese, demonstrate their sales techniques and create a cheese-based hors d'oeuvre. With beer flowing freely, music blaring, and the industrial setting, the Invitational is a far cry from the refined French Concours National du Fromager, a long-standing cheesemonger competition of great renown. Is the Invitational a party or is it serious? According to sponsor David Gremmels, co-owner of Rogue Creamery, Central

Point, OR, all you have to do is ask the cheesemongers. So ask we did.

Competitor Christina Fisher, cheesemonger at The Wine Library in Springfield, NJ, takes the competition seriously. "It's an honor to be here" — all competitors are by invitation only. "And I get to be around my people."

Poul Price of Consider Bardwell Farm in West Pawlet, VT, says his team had to get up at 2 AM to travel to the Invitational, then compete — and then party. At last year's

event, the party was still going strong at 2 AM. "This is about fun. What we do is so much work for so little money that we have to have fun." This was Price's third event.

The competitor from Philadelphia, PA-based DiBruno Brothers — Adam Balkovic — won an internal three-hour competition against 17 fellow cheesemongers to win his place at the 2012 Invitational. He'd been preparing for two years.

Kate Feuer from Rubiner's Cheesemonger

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gers and Grocers in Great Barrington, MA, read cheese tomes, practiced cutting and tasting two evenings a week for a month, and slept with an encyclopedia of French cheese next to her bed as she prepared for the competition. She loves working with a team of 20-somethings. "There's always so much to learn — it's more than just a job".

Barbara Garcia, who works for Whole Foods in Chelsea, NJ, has been in the business for 6 1/2 years. She relocated from Florida to the New York area "to be closer to the industry." Her ambition is to have her



PHOTOS BY JEN MALER

own farmstead cheese operation or to work for one. She was inspired to participate by monger friends who participated in previous Invitationals, and wanted to move Whole Foods up in the rankings at the 2012 event.

Bryan Bland of Pastoral Artisan Cheese, Chicago, IL, is self-taught, as are many in the business these days, learning on the job,



reading, tasting cheese, and participating in competitions. Like many of his colleagues, he happened upon cheese more or less accidentally but is drawn to the work. When you read what he has to say about cheese and his career as a cheese-monger, you can hear his passion:

"Everyone has a story; everything has a history. I suppose not every story is going to be interesting, but those things that I'm passionate about have a good story. The people, places, and products that we love have a rich history; there's always something behind them. As a monger, I take it upon myself to relate the histo-

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ry, the story, the people. I'm not a historian nor am I a scientist, but I use the parts of each that I know to create a connection to the product. The handmade revolution is upon us; the return to a slower pace, doing something that you truly enjoy, taking extra care to ensure that your product is of pride. Working with these products everyday is humbling. It's a privilege to be surrounded by them and being able to share them. This is why I love my job. A monger is more a storyteller than a salesperson. We don't sell the products — the products sell themselves; we're the facilitators. It's my job to guide and enrich the experience with histories, stories, and always with a bit of humor. My job is also a tad selfish — with every taste offered to a guest comes a taste for me. Sharing in the expe-

rience is a great gain for me, I learn from others just as much as I learn from books — there's always something new to find.

"As a career changer, being a monger was a surprise. I knew I liked cheese, but the job is much more than the product. The experience, the connection, the discovery of new things is what drives me. I feel this is common for those around me. We didn't know how much we'd love this job. I want to show the country what the Midwest has to offer besides phenomenal

cheese — top-level cheesemongers. I will bring knowledge and creativity, but most of all, passion for the experience. For me, this is another learning experience — to be amongst the best in the country doing what we do everyday, something we love."

According to Invitational judge Robert LaValva, who helped Slow Food create the Cheese of Choice Coalition and is the engine behind New Amsterdam Market, New York, NY, "Fifteen years ago you didn't see

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Temporary tattoos were available at the Invitational for those not yet ready to make a commitment.

PHOTO BY SUE STURMAN

this passionate a generation. We've now got a wonderful community of people who love what they do so much that they would travel across the country to take part in this event."

David Grotenstein, retail food consultant, Food And Image, New York, NY, and former chair of the ACS Cheese Competition and Judging, who was another judge at the Invitational, notes that this desire for a professional community to come together to bond is a wholly American and very unusual trait. "It's seen in the buzz and excitement around the cheese booths at the Fancy Food Shows, at the Larkin [Invitational] competition, and at the American Cheese Society's annual conference, where arrival day is like a family reunion."

"There's nothing like what's happening here anywhere else," says Jason Hinds of Neal's Yard Dairy, London, England, who travels the world for his work. "Twenty years ago people selling cheese — it was just a job. Now there's a movement of young cheesemakers but also young cheesemongers. In 25 to 30 years, the U.S. will be the epicenter of the cheese world."

Supermarket deli specialty cheese departments can be part of the upcoming "celebrity" cheesemonger tidal wave or get swept away by it. The choice is yours. **DB**

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Banh Mi

Add something on trend to your sandwich program

BY CAROL M. BAREUTHER, RD

If you really want to differentiate yourself from the competition, add a banh mi to your sandwich program. This high-flavor sub-style Vietnamese sandwich is just the recipe to pull customers into the deli.

After all, 82 percent of consumers enjoy visiting supermarket delis that feature new and trendy items, according to *What's in Store 2012* from the International Deli-Dairy-Bakery Association's (IDDBA), Madison, WI. This same report rated the banh mi as one of today's top trendy ethnic items.

In most areas of the country, however, if you mention the words banh mi, you're more likely to hear supermarket deli customers ask, "What's that?" than say, "I'll take one." That's because this regional cuisine staple has just begun to move out of ethnic markets and into the creative hands of chefs in venues ranging from food trucks to fine dining and single-store specialty delis.

According to Rodger Bowser, chef and deli managing partner at Zingerman's Delicatessen in Ann Arbor, MI, "Sandwiches are a trademark for us. Our customers expect us to offer unique and unusual sandwiches. A banh mi is long overdue. I've wanted to put it on the menu for the past eight years. The hold-back has been two key ingredients — Vietnamese chicken sausage and spicy pickled carrots — that are now available from local purveyors." Zingerman's has scheduled its new banh mi to be the featured sandwich for the month for April.

What Is Banh Mi?

Banh mi is a Vietnamese term for bread. More specifically, it refers to a crispy single-serve baguette. The French introduced baguettes to Vietnam during their colonial rule from the late 1800s through 1954. The Vietnam War and its aftermath created food shortages that put banh mi out of reach of all but the wealthiest, who continued to stuff the bread with expensive fixings such as imported butter and pâté. After free-market reforms surfaced in the 1980s, enterprising street vendors started slathering French-



PHOTO COURTESY OF KIKKOMAN SALES USA, INC.

style baguettes with another French-made staple — mayonnaise. They then cut costs and upped the flavor factor by filling the bread with native Vietnamese ingredients such as pork — roast pork, pork lunchmeats or pork belly — as well as pickled carrots, chili peppers and cilantro, in order to make a satisfying hand-held meal. Today, banh mi refers to this meat-filled sandwich concept — rather than the bread itself.

Jere Dudley, vice president of sales and marketing for Gourmet Boutique in Dudley, NY, notes, "I've seen banh mis sold in specialty food stores on the West Coast and on the East Coast in cities such as New York and Philadelphia. They've been getting a lot of press because they're so delicious."

The combination of spicy meats, crispy sweet and savory pickled vegetables and cool crunchy herbs, explains Debbie Carpenter, senior manager of national foodservice sales and marketing for Kikkoman Sales USA, Inc., San Francisco, CA, "creates this

big mouthful that's bursting with flavor."

Zingerman's first introduced a banh mi back in 2011. The deli featured a pre-made sandwich purchased from an aspiring local business that specialized in Asian street food. "We wanted to help them out so we demo'd the sandwich on our menu for a month," Bowser says. That first version featured roasted pork with Asian spices, tangy/sweet daikon radish and carrot pickles, slices of cucumber and jalapeños, with cilantro mayonnaise on a baguette. It retailed for \$10.99.

"It was good," says Bowser, "but our new one is great!" Zingerman's banh mi 2.0 features Vietnamese chicken sausage purchased from Corridor Sausage Co., an artisanal meat vendor in Detroit, MI. The sausage is split in half to better fit in the sub bun and par-cooked in advance each morning. When a customer orders a sandwich, the sausage is placed on a custom-made 3-by 4-foot Keating-brand grill for one to two

minutes to brown. Then it's just a matter of assembly. The sub bun is split, spread with mayonnaise, stuffed with the warm sausage and spicy pickled carrots purchased from The Brinery, another Ann Arbor business. The sandwich is grilled panini-style — but not flattened — for an additional two minutes. After the sandwich comes off the heat, cilantro is sprinkled on top so the vibrant green herb stays fresh, crispy and crunchy.

Many of Zingerman's signature sand-

wiches are named after friends, family and co-workers. The banh mi is no different. As a shut-out to one of the company's partners named Mo, it's actually menu'd as a 'Banh Mo.' It retails for \$12.99.

Serve It Your Way

The sandwich category is hot now, driven by attributes such as value, convenience and delicious, down-to-earth familiarity. Other factors in the resurgence of this

Vietnamese Pork Banh Mi

Adapted from recipe courtesy of Kikkoman Sales USA

Yield: 6 sandwiches

- 1/2 cup mayonnaise
- 2 tsp Kikkoman hoisin sauce
- 6 soft French rolls, halved
- Xa Xiu — Vietnamese-style BBQ Pork (recipe follows)
- 1 cucumber, thinly sliced
- 1 jalapeño pepper, thinly sliced (optional)
- 1 cup fresh cilantro sprigs, packed

Blend mayonnaise and Kikkoman hoisin sauce; spread both halves of the rolls with mixture. Layer bottom halves with Xa Xiu, cucumber, jalapeño (optional), and cilantro; cover with top halves.

XA XIU — VIETNAMESE-STYLE BBQ PORK

- 1/3 cup Kikkoman hoisin sauce
- 2 Tbsp honey
- 1 Tbsp tomato ketchup
- 1/4 cup Kikkoman soy sauce
- 2 1-lb pork tenderloins

Combine Kikkoman hoisin sauce, honey and ketchup; remove and reserve 1/4-cup mixture.

Stir soy sauce into remaining mixture and pour over pork tenderloins into large food storage bag. Press air out of bag and close top securely. Turn bag over several times to coat pork. Refrigerate for 1 hour, turning over once.

Preheat oven to 375°F. Place pork on a rack in a broiler pan and bake for 20 minutes. Preheat broiler. Brush both sides of pork with reserved hoisin mixture.

Place the broiling pan 4 inches from heat source. Broil the pork for 10 minutes, turning over once and brushing occasionally with remaining hoisin mixture. When done, a meat thermometer should register 155°F (do not overcook). Let pork stand 5 minutes; cut across the grain into thin slices.

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deli staple are upscaling of tried-and-true favorites, such as grilled cheese and BLTs, as well as globalizing of ingredients from world cuisines.

"Deli sandwiches no longer mean just ham and cheese," says Gourmet Boutique's Dudley. "The beauty of the banh mi is all the different layers of intriguing flavors."

At the same time, two other positive points should make innovative deli operators sit up and take notice. First, many ingredients used to make a classic banh mi are already part of a traditional deli sandwich program. Think French bread, mayonnaise and sausage. Many deli suppliers offer a wide variety of pickled vegetables, and cilantro is a year-round product in the produce department. Second, customizing this sandwich offers the deli a huge opportunity for differentiation. Think all the variations seen in pizza over the years, such as flavored crusts, white and red sauces, and an infinite array of toppings.

For example, instead of a baguette or French bread, consider rolling the customary flavorful fillings in a tortilla. Mission Foodservice, headquartered in Irving, TX, offers a recipe for a banh mi burrito. It features a 12-inch heat-pressed flour tortilla, spread with



PHOTO COURTESY OF MISSION FOODS

sriracha-flavored cream cheese — sriracha is Thai hot sauce — lacquered pork, shredded lettuce, mini cucumber spears, julienne-sliced green onions, cilantro sprigs, and pickled carrots, red peppers and jicama.

According to Rose Olcese, Mission's marketing manager for foodservice, "We

look at the trends and integrate our products. Other variations for a banh mi include using flavored as well as various sizes of tortillas. Our spinach and herb lends a complementary flavor and a different color. We have a 14x12-inch rectangular tortilla or flat bread that an operator can use to make banh mi

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Vietnamese- Style Turkey Banh Mi

*Adapted from recipe courtesy of
Jennie-O Turkey Store*

Yield: 4 sandwiches

- 4 Whole-wheat French-style baguettes
- 8 oz Jennie-O reduced- sodium/low-fat turkey breast
- 8 1/4-inch slices English cucumbers
- 8 1/4-inch slices green jalapeño peppers, seeds removed
- 8 oz marinated vegetables (recipe follows)
- 8 each cilantro sprigs

Assembly per sandwich

Cut halfway through baguette and finish by opening by hand. Place 2 oz turkey breast in base of cut roll. Top turkey breast with 2 slices of English cucumber. Top English cucumber with 2 slices of green jalapeño. Top green jalapeño with 2 oz of marinated vegetables (shake off excess liquid). Top marinated vegetables with 2 sprigs of cilantro

MARINATED VEGETABLES

Liquid Marinade

Yield: 5 cups

- 3 cups apple cider vinegar
- 8 oz apple juice
- 1 cup water
- 5 Tbsp honey

Place all ingredients in a saucepot. Bring to a running boil and remove from fire to cool. When marinade cools, cover with plastic wrap and hold under refrigeration.

Vegetables

- 8 oz carrots, peeled and cut into julienne 1/8 x 2.5-inches
- 8 oz daikon root, peeled and cut into julienne 1/8 x 2.5-inches

Place all ingredients in a saucepot. Place carrots, daikon root and 4 oz of marinade in mixing bowl. Mix and cover with plastic wrap and place under refrigeration for 24 hours.

pinwheel sandwiches for small plates or sandwich trays."

Sarah Babb, senior brand manager for Johnsonville Foodservice, in Sheboygan Falls, WI, believes the best meat product to deliver the spicy flavor expected from many Vietnamese dishes is Johnsonville's Hot 'n Spicy sausage. "The sausage selection could also include sausage with spices that pair well with the flavors of Vietnamese food, such as Johnsonville Brats and Spicy German Brats. The fresh vegetables and herbs common on banh mi would also balance nicely with these sausages. Crisped up on the flat top or in a skillet would create the best texture, but in delis other methods such as steaming and microwaving could be used to cook the sausage.

"Classic banh mi sandwiches balance spice with cool ingredients. To balance the spiciness in the sausage, delis could use sliced cucumbers or the cucumbers from cucumber salad, vinegar-based coleslaw, shredded carrots and sliced green or red peppers," she adds.

Poultry makes a great anchor filling for a banh mi as well. For example, the research and development team at Jennie-O Turkey Store, Willmar, MN, created a banh mi — or



PHOTO COURTESY OF ZINGERMAN'S DELICATESSEN

Vietnamese-style turkey sandwich — as a menu item for the Los Angeles Unified School District. Ingredients include reduced-sodium low-fat turkey breast, English cucumbers, green jalapeños, marinated vegetables and whole-wheat French-style baguettes. The sandwich is served at room temperature. The recipe is on page 24.

Since delis often have leftover rotisserie chicken, Kikkoman's Carpenter suggests banh mi as an innovative way to create a dis-

tinctive sandwich. She says Kikkoman's sauces, including soy, hoisin and ponzu, "can be stirred into the mayonnaise, used when cooking or added just before serving as a condiment."

Show Customers You're in the Know

The best way to answer customers' what's-that question is to explain and entice via signage. "You could call it something other than banh mi, like a sub sandwich, but I think that would take away from what you're trying to sell," says Gourmet Boutique's Dudley. "Instead, give customers information about the ingredients and flavors. You can also put the word new on the menu to call it out — and at the same time be willing to demo it. You can also merchandise a banh mi with a sesame or soba noodle salad on the side"

The banh mi can be served as a grab-and-go item for the cold case or hot and ready-to-eat, depending on its filling ingredients. "The advantage of a pre-made is that it's faster," says Carpenter, "while the benefit of a made-to-order banh mi is that it's fresher and deli operators can customize to some extent on the spot. The latter is important if the deli is a lunch destination." **DB**



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Culinary treasures of the Veneto

BY BOB JOHNSON



PHOTO COURTESY OF ATALANTA CORPORATION

An army marches on its stomach, as Napoleon observed, a fact learned centuries ago by farmers in Venice's countryside. Those farmers schemed mightily to prevent their hard-earned cheese from filling the stomachs of hungry, plundering soldiers rather than their own stomachs or those of their families.

To save their cheeses, farmers hid them in the unlikely places — stashed under piles of reeds and grasses, shoved into dusty mounds of ash, buried in the dregs of wine barrels. And in their desperate and literal

attempts at food “preservation,” they accidentally created world-class cheeses that are to this day treasures.

“The Veneto is the place where the cheeses aged in wine and hay and underneath ash were created,” explains Margaret Cicogna, Italian cheese consultant for Atalanta Corporation, Elizabeth, NJ. “This was by chance because the farmers were making their own cheeses and hiding them from the Italian and invading armies, and it was discovered these cheeses were very, very good. The people in the Veneto make beautiful cheeses aged in different wines, reeds,

grasses and ash.”

These cheeses, along with other foods from the region, reflect the area's rich history and beautiful, diverse geography. “I would characterize Veneto food as peasants' food on the one hand and eclectic on the other hand,” says Alberto Minardi, general manager of Principe Foods USA, Long Beach, CA. “Napoleon dominated the region in the 18th century and made Venice one of his capitals. There is still French influence on the cakes, cookies and chocolates. You also have a mix of products from the mountains and products from the sea.”



PHOTO COURTESY OF ISOLA IMPORTS, INC.

In addition to a very large variety of seafood blends as well as meats, the Veneto offers a variety of grains, including white and yellow polenta — a cornmeal boiled with water or stock into porridge and eaten directly, or baked, fried or grilled — and many diversities of rice, adds Minardi.

The Cheese Stands Alone

Foods from the Veneto region are rising in popularity in the U.S. as they become more familiar, according to John Nitti, president of Isola Imports, Inc., Chicago, IL. And the wide range of cheeses from the Veneto leads the way as they continue to attract loyal consumers. “All the cheeses are the signature foods from the Veneto. Trugole, Asiago Presato, Asiago Allevato, Grana Padano, Grated Grana Padano, Piave, Caprino, Robiola, Montasio, Ubriaco and Truffle cheese are most important in the U.S.,” he adds.

“The Veneto region does include some very well established cheeses in the U.S., such as Asiago, Piave, Grana Padano and Montasio,” says Sarah Zaborowski, director of national marketing and sales at Columbia Cheese, New York, NY. “These are cheeses that are often used to cook with. Asiago for melting in dishes when it’s fresh and as a topping when aged. They have quite a concentrated flavor so its no wonder they’ve also become quite popular over the decades. They also happen to be PDO-protected cheeses and have been well supported on the Italian side in exporting.”

“A number of cheeses from the Veneto have become popular — Montasio, Asiago and Ubriaco Prosecco, which is called the ‘drunken cheese’ because it is bathed in the sparkling wine. For every cheese, the milk is the difference,” Minardi says.

These signature cheeses begin with milk from animals grazing in the Veneto’s verdant pastures. Cows grazing on the varied sweet



PHOTO COURTESY OF ATALANTA CORPORATION

grasses in pastures of the Piave River Valley between Belluno and Feltre in the Veneto produce the milk used to make Piave cheese. “Piave cheese has a smokier or aged flavor. It reminds me of a smoked Gouda, but I might upset some cheese connoisseurs,” says Principe’s Minardi.

There’s something special about the Veneto. Cheese from milk produced by animals grazing in these temperate pastures has a mouth appeal not replicated by even well produced domestic versions of Italian cheeses.

“Asiago cheese gets its name from the territory where it is produced. The high plain of Asiago is an important tourism destination in the region. Asiago cheese has been produced there since the 11th century, and one still can find Alpine huts where cows are free to graze and the cheese is produced,” says Luca Cracco, marketing director, Consorzio Tutela Formaggio Asiago, Vicenza, Italy. “Asiago cheese is the most important food product in the Veneto region. Other significant food products are the Radicchio di Treviso and the Vialone Nano di Verona rice. A well-known wine that pairs well with Asiago cheese is the Prosecco di Conegliano e Valdobbiadene.”

Asiago is classified by how long the cheese is aged. “There are two types of Asiago. Fresh Asiago is made from whole cow’s milk and aged for 20 to 40 days to acquire a soft texture and mild, sometimes slightly sweet flavor. Seasoned [aged] Asiago is made from skim milk and ripened over a period of three months or more to gain a sharper, savory taste. Depending on the aging time, seasoned Asiago can be Mezzano (4 to 6 months), Vecchio (old, 10 months), or Stravecchio (very old, over 15 months),” Cracco adds.

The grasses and methods of making the cheese make a difference that is unmistak-

able to those familiar with Asiago cheese. “When I taste an Asiago made in Italy and one from the U.S., the one from Italy is smooth, agreeable with the palate. The one from the U.S. is higher in acidity,” Minardi claims.

A new imported Italian cheese — new to the U.S., that is — to watch is Monte Veronese; it comes from an area of the Veneto with climate mild enough to allow animals to be on pasture almost the entire year. According to Atalanta’s Cicogna, “Monte Veronese DOP is still produced in a specific area — the hills or pre-Alps north of Verona and Lake Garda in an area known as Lessinia. This particular area has a year-round mild climate, allowing the cows to graze on rich, fertile grasses almost all year. History confirms that this area was inhabited by a Germanic tribe called Cimbri, a people known for being very adept and knowledgeable about agriculture and the raising of animals.”

Another Veneto cheese, Grana Padano, is gaining fans among U.S. consumers, due to recent marketing campaigns. “Grana Padano is not only among the most important cheeses from Italy but also from the Veneto where excellent examples of this particular cheese are produced. Much of it is exported all over the world, and to the United States, where it is becoming better known and popular thanks to the promotions carried out by the Consorzio per la Tutela del Grana Padano,” Cicogna says. “Grana is sold young — 13 to 16 months mostly for grating, 18 months with a special marking ‘export’ quality. And if you have occasion to try a piece of the exceptional Stravecchio Riserva Grana Padano, aged 24 months, you will know you have tasted something exceptional.”

Age is also a key to authentic Montasio, which comes only from a particular area within the Veneto. “Montasio is also a DOP

from Veneto, but this cheese originating from Friuli can be produced only in a certain area of the Veneto, the western part that is close to Friuli,” Atalanta’s Cicogna explains. “This wonderful cheese owes its origin to the monks who had settled in the mountains of Friuli. It’s made today with pasteurized cow’s milk. You can find it quite fresh, aged two months, the Mezzano is aged five to six months, or the Vecchio and even Stravecchio aged sometimes even over 18 months.”

Versatile Pairings

These cheeses can be paired to make an easy snack with a variety of simple crackers and toppings. “Jelly, jam, sauces, and bruschetta on crackers or biscuits go with these cheeses,” Isola’s Nitti says.

“Asiago Fresh, also known as Asiago Pressato, is produced with whole pasteurized milk, and aged from 20 to 30 days. It is somewhat soft, and very delicate. It’s delicious alone for snacking or paired with fresh fruit, honey or even a typical mostarda from the Veneto. It melts beautifully and is used in many local recipes,” Cicogna says. “Monte Veronese is used in a variety of local dishes and served traditionally with polenta. But locally you will find a favorite — between bread slices, battered and lightly fried. The Monte Veronese is also available cured in local wines, for example, Amarone, one of Italy’s most famous wines, which is produced in the same area.

“All of these cheeses can be served with fresh and crusty bread. In Italy, each region has a specialty bread but here in the U.S.A., I would think they go best with a nice piece of Italian bread and, of course, fruit, even sometimes accompanied by fresh raw and cooked vegetables,” she adds.

Cheese from the Veneto can also be joined by the region’s famed sparkling wine. “One doesn’t see Montasio as often now, but it is the ingredient traditionally used in making frico — essentially a cooked wafer of grated cheese — great with a white from the region, like bubbly Prosecco to balance the richness of this tasty snack as well,” Columbia’s Zaborowski says.

And as more and more consumers discover Prosecco, this sparkling wine from the Veneto is quickly becoming an economical alternative to that other bubbling mainstay.

“Prosecco has become the No. 1 sparkling wine from Italy. It’s easier to drink than champagne, and much more affordable. Last year there were 1.3 million cases of Prosecco wine sold in the US, compared to 30 million cases of champagne,” Principe’s Minardi says. “I remember when I used to cross-merchandise Prosecco with prosciutto di San Daniele in restaurants and no one had



heard of Prosecco.” A popular after-work nosh in the Veneto is built around Aperol, an aperitif only recently available in the US.

“Aperol is made into a drink called Aperol Spritz, which is typically offered at happy hour. It is usually offered with hors d’oeuvres when people get off work, which is a little later in the evening. It is a way for people to get an affordable bite in tough economic times,” Minardi says. The basic recipe for an Aperol Spritz is 3 parts Prosecco, 2 parts Aperol, a splash of soda or seltzer, ice and a slice of orange.

The Rice Is Right for Risotto

A culinary tour of the Veneto is incomplete without the rice that’s right for risotto.

“Italy produces many different types of rice — the rice that is particular to the Veneto is the Vialone Nano,” Cicogna explains. “This is not considered a superfine like Arborio or Carnaroli, which are grown in

the Piedmont and Lombardy, but is of the fino type. It is the only rice in Italy that carries the important label IGP [Indication géographique protégée] — this similar to the conditions for DOP with cheese and DOC with wine.”

Starchier than most, this rice is the key to risotto. “It is one of the basis of Venetian foods and makes a very delicious risotto as it has a particular quality absorbing the taste and aroma of the ingredients,” Cicogna says. Typical are risotto with vegetables, fish, scampi. Vialone Nano rice is now becoming better known and popular in the United States.” And nothing tops off risotto like grated aged Asiago.

If the food from the Veneto is indeed ambrosial, perhaps it simply reflects the scenic splendor of its birthplace. “It is one of the most beautiful regions,” Nitti says. “The Veneto has rich tasting food — natural, fresh-tasting products symbolic of the region.” **DB**

DELI BUSINESS

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JUNE 2-4, 2013
ORLANDO, FL

IDDBA DAIRY-DELI-BAKE 2013 SCHEDULE

The International Dairy-Deli-Bakery Association will hold its 48th Annual Seminar and Expo June 2-4, 2013, in Orlando, FL, at the Orange County Convention Center. The theme for this year's Show of Shows is Foodie All-Stars.

The IDDDBA continues its tradition of program excellence with another world-class lineup of top-rated speakers from an impressive array of disciplines. This year's speakers include Bill O'Reilly, Brett Favre, Alton Brown, Jim Gaffigan, Marcus Buckingham, Lowell Catlett, Carmine Gallo, Erik Qualman, Harold Lloyd, Voni Woods, Jack Li, and Carol Christison.

The Expo will run from 12:00 noon until 5:30 PM on Sunday and Monday and from 10:00 AM until 2:00 PM on Tuesday.

SEMINARS SUNDAY, JUNE 2, 2013

8:00-8:30 AM

Jack Li, FILLING THE GAP: OPPORTUNITIES IN FRESH FOOD



IDDDBA's newest research shows how retailers can fill the gaps and drive customer visits, increase sales and boost shopper satisfaction. These gaps are sometimes called "white space opportunities" — areas where new ideas and trends from other channels or leading retailers can be applied to yield the desired growth impact to the in-store deli and bakery.

The study covers experiential marketing, thematic displays, freshness, premium and gourmet items, menu boards, nutritional information, signage, private label, regional/national brands and premium store brands. Other topics include trending deli and bakery products, healthy options, ethnic flavors, handheld foods, and dietary concerns. Join Jack Li, managing director, Datassential, as he shares how consumer expectations change and how they influence purchase decisions that drive growth and excitement especially in menu, flavor, and ingredient merchandising.

8:30-9:10 AM

Harold Lloyd, GRAND SLAM DELI-BAKERY IDEAS



You may not be able to hit a home run every time you're at bat, but you can load the bases, execute a quarterback sneak or pull off a slam dunk with some creativity and great ball handling. Combining a few sports shows that pushing boundaries can lead to exciting events. When it comes to great merchandising ideas, Harold Lloyd, Harold Lloyd Presents, is the team coach, captain and umpire — all rolled into one. He'll show how to make every player a star, every idea a home run and every extra point count.

When it comes to creating consumer experiences, the final score is not the only thing that matters — it's how you play the game, how you coach, and how you deliver ideas and products that are new, fresh and innovative. Every day is game day and Harold will show how to bat a thousand on and off the playing field.

9:10-10:00 AM

**Alton Brown, FEASTING ON FOODIES:
TV FOOD SHOWS AND THEIR IMPACT**



Insider information is a good thing when it comes to TV food shows and their impact on all things foodie. From the food manufacturer to the supermarket to the consumer, cooking shows influence new product development, at-home cooking, consumer buying and eating behaviors. With multiple food shows under his belt (pun intended), Alton Brown has won two James Beard Foundation awards — a Peabody for *Good Eats* and the Best TV Food Journalism Award. He has hosted Food Network Shows (*Good Eats*, *Feasting on Asphalt*, *Feasting on Waves*) and is a mentor on *The Next Food Network Star*. He has been the host-commentator on *Iron Chef America* and *The Next Iron Chef*.

He will share insight on how television food shows influence consumer behavior (from shopping to cooking to eating) and how their buy-

ing habits impact new product development, food manufacturing and food shopping. Celebrity chefs use their shows to create and sell cookware, cookbooks, branded food and their own image. As a result, some consumers mirror their behavior and make purchase and eating decisions based on these food stars.

10:20-11:10 AM

Lowell Catlett, FOOD: SEEING 20-20 IN 2020



The food world (along with technology, manufacturing, demographics and economic trends) will change in ways we can't imagine by 2020. Driving these changes will be companies and organizations that embrace a new creative economy and find opportunities in a new borderless world. Advances in organic, gluten-free, free-range and source-certified foods with a small carbon footprint will be accompanied by technologies that previous generations couldn't imagine. Providing food, energy and healthcare to seven billion people just complicates issues. We'll see cancer vaccines, bionic eyes, brain food, cyberspace marriages and virtual vacations.

Traditional education, training and healthcare will embrace non-tethered technology. Transparency in all things and borderless economies will be the norm as the world will be mobile and connected electronically. Join Dr. Lowell Catlett, regents professor and dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University, to see the future in this thought-provoking and highly entertaining presentation.

11:10-12:00 noon

**Erik Qualman, SOCIALNOMICS: HOW SOCIAL MEDIA
TRANSFORMS THE WAY WE LIVE AND DO BUSINESS**



Social media has created a fundamental shift in how we communicate and interact. It's an integral part of every company's overall strategy from customer service to front-line sales to human resources and information technology. At its core, it's wherever and however your customer chooses to reach out to you. Social media is your customer today, your customer tomorrow, your employees and your image. Socialnomics is the value created and shared via social media and its efficient influence on outcomes (economic, political, relational, etc.). The most effective form of marketing is word of mouth. Social media has transformed it into World of Mouth (the universe just got bigger).

Whether you're a social media genius or just getting started, four easy steps will help you focus on fundamentals and execution rather than playing catch-up: 1) Listen — Pay attention to your customer and conversations around your brand. 2) Interact — Join the conversation. 3) React — Adjust your product or service based on feedback. And 4) Sell — If you listen, interact and react, this will happen with less effort. Social media tools can only strengthen relationships and complement — not replace — the necessary face-to-face, interpersonal communication that built your brand. Join Erik Qualman, No. 1 best-selling international author of *Socialnomics*, *Digital Leader*, and *Crisis*, as he shows you how to use social media to take your brand to the next level in terms of awareness, relationship building, sales and beyond.

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MONDAY, JUNE 3, 2013



8:00-8:15 AM

Voni Woods, YOU ARE WHAT YOU EAT, SO BE DELICIOUS!

Most people think the phrase “You are what you eat” started in 1942 when nutritionist Victor Lindlahr published *You Are What You Eat*. But it goes back to at least 1863 when Ludwig Feuerbach wrote, “Man is what he eats.”

Whatever its origin, it’s based on the belief that the food one eats has a bearing on one’s state of mind and physical health. At some level, most consumers want to make informed decisions about nutrition.

Supermarkets have an incredible opportunity to use in-store marketing, social media and transparency to teach shoppers to make educated choices about the food they buy. Today’s delis and bakeries provide fresh, clean and delicious foods that meet a variety of tastes, pocket-books and lifestyles. Join Voni Woods, senior director of deli, Giant Eagle, Inc., and president of IDDBA, as she shares her passion for what she calls “affordable luxuries” — good deli and simply delicious foods that let you eat well and be well.



8:15-9:15 AM

Carol Christison, ALL-STAR FOOD TRENDS

Unlike sports fans, consumers are fickle. Their loyalties change faster than you can sample a new product. Today’s shopper is challenging our beliefs and transforming marketing strategies at a disruptive pace. This new consumer is creating compelling opportunities and new value creations. Along with changing consumers, today’s supermarkets face fierce challenges from multiple channels. We operate in a transparent world with technically savvy customers who use social media to shop, compare, and research products, sales and ingredients. Social networking has made them a “consumer of one” who wants individual items but at mass-market prices. They expect “their” supermarket to have the hottest new products, the latest food trends, to answer their questions about ingredients and nutrition, and to deliver exceptional service.

Tracking and analyzing changing trends in eating and buying behavior, consumer attitudes, new products and marketing ideas is a full-time job. Add the external factors such as transparency, corporate image, changing demographics and social media and you’ve increased the complexity tenfold. Join Carol Christison, executive director of IDDBA, as she reveals the mini- and mega-trends that are rapidly reshaping markets and competitive positioning.



9:15-10:00 AM

Bill O'Reilly, THE NO-SPIN ZONE

When you spin something, you embellish or minimize the truth to your own advantage. It’s the rare person who can provide a balanced viewpoint. Bill O’Reilly comments on the country, politicians and celebrities in a straightforward and provocative manner. He blends news analysis with investigative reporting. His show on Fox News Channel, *The O’Reilly Factor*, is seen in more than 130 countries; his weekly syndicated column is carried in 300 newspapers. He’s had eleven books on *The New York Times* Best Sellers list. His latest book, *Killing Kennedy: The End of Camelot*, has sold millions of copies. Join Bill as he gives his unique perspective on world issues and current events. He makes the powerful duck for cover when the No Spin Zone reveals the inside story.



10:20-11:10 AM

Marcus Buckingham, STAND OUT — TURN HIDDEN STRENGTHS INTO A COMPETITIVE ADVANTAGE

Every company is made up of separate teams, and their performance, no matter how successful the company may be, varies widely. What accounts for this range? Marcus

Buckingham has a deceptively simple answer: The members of high-performing teams are able to put their strengths to work daily. And while we may think we know how to spot strengths — after all, we’re familiar with strengths and weaknesses as the first two items in a S.W.O.T. analysis (strengths, weaknesses, opportunities and threats) — pinpointing them precisely to reveal our comparative advantage can be a challenge. Buckingham will discuss how his Stand Out platform not only identifies strengths but also uses them as the basis for scaling innovation in an organization. He is the founder of The Marcus Buckingham Company and author of six best-selling books, including *First*, *Break All the Rules*.



11:10-12:00 noon

Jim Gaffigan, READY, SET, EAT!

When it comes to life, Jim Gaffigan describes himself as lazy. When it comes to food, his passion makes it seem like he’s on steroids. The only thing he loves more than food is his passion to talk about it. His favorites are Hot Pockets, bacon, cake, bacon, and, well, bacon. His observational humor relies on his hyper-awareness of his own mundanity and is expressed in an “inner voice” that reads the audience’s mind in a gut-bustingly tremulous falsetto. His comedy specials include *King Baby*, *Mr. Universe*, *The Last Supper*, and *Beyond the Pale*. He’s appeared in over a dozen movies, as a guest on talk shows, as an actor on TV shows, and on Comedy Central. This is his second appearance at IDDBA. He was invited back because of his great reviews and your many requests.

TUESDAY, JUNE 4, 2013



8:00-9:00 AM

Carmine Gallo, LESSONS FROM THE APPLE STORE: PEOPLE, COMMUNICATION, DESIGN

The average Apple store sees 20,000 visitors a week and gets high marks for customer service. Apple stores are the most profitable on the planet with the highest revenue per square foot of any retail store, including high-end specialty stores. People go to Apples stores for the experience and are willing to pay top dollar for it. Carmine Gallo, author of *The Apple Experience*, goes beyond Apple’s stunning success in retail and teaches how to run any business the Apple way.

If you have a business that deals with people, with any product or with any service, he can show you how to reimagine the customer experience. He doesn’t talk about the soul of Apple — he talks about its people. He will reveal Apple’s 5 Steps of Service, which all employees are trained to follow. He shows how to inspire your internal customer (hiring, training, and motivating employees), how to serve your external customer (customer communications), and how to set the stage (design and detail) for success. His books include *The Apple Experience*, *The Power of foursquare*, *The Presentation Secrets of Steve Jobs*, and *Fire Them Up!*



9:00-10:00 AM

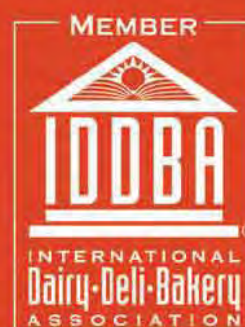
Brett Favre, THE GUNSLINGER

Brett Favre, the only football player to win the AP Most Valuable Player three consecutive times, has led teams to eight division championships, five NFC Championship Games and two Super Bowl Appearances (XXXI and XXXII), winning Super Bowl XXXI. His 20-year career included stints as quarterback for the Atlanta Falcons, Green Bay Packers, New York Jets and Minnesota Vikings. He is the only quarterback in NFL history to throw for over 70,000 yards, over 500 touchdowns, over 300 interceptions, over 6,000 completions and over 10,000 pass attempts. He officially retired in January 2011 after an NFL record 297 consecutive starts (321 if you include playoffs). Known by his nickname, The Gunslinger, Favre’s ability to fire the ball with pinpoint accuracy, along with his love of playing football, made him fun to watch and must-see television. Join Favre as he answers questions and talks about his phenomenal career and passion for the game.

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Artisan Salami

A people's food gone gourmet

BY BOB JOHNSON

From its humble start as a way for peasants to stave off starvation during hard times, salami — through culturally influenced recipes, quality ingredients and modern preserving techniques — now shows off its culinary chops as a sought-after delicacy.

"Fundamentally, it's a food preservation method villages undertook to sustain themselves over a winter. When a pig was slaughtered, every bit was cooked, consumed, and conserved by way of sausages, salami, hams, cooked products, etc. Over generations, it's become an art form with regional specialties and distinctions," says Vanessa Chang, marketing and education manager at Creminelli Fine Meats LLC, Salt Lake City, UT.

Today, salami joins the tradition of fine "salumi" — those cured and cooked meats lining the deli case — now gaining new fans in the U.S.

"In the U.S., there's no inherent tradition of salumi so we've relied on immigrating cultures to shape our tastes. Industrially produced salami relies on chemicals, additives, preservatives, and nitrates/nitrites," says Chang. "Salumi artisans don't rely on such methods, using instead time-tested methods and simple ingredients such as meat and salt only."

And with great salami, the story starts with the meat.

The Meat Is Everything

When purveyors of fine salami describe what makes a superior product, they begin with the meat. "Good salami starts with the meat. You have to use meat that has not been frozen, the fresher the better," says Pierre Zreik, owner of Eatalia Imports, Clifton, NJ. "A good mix of spices gives it the local flavor."

Traditional Italian salami is pork, and for a good reason: In the salami kingdom, fat rules. "When you refer to salami, it's intended to be pork, not any other kind of meat. You need to have enough fat in the meat to make a good salami, and pork has enough fat,"





Bill O'Reilly
The No-Spin Zone



Jim Gaffigan
Ready, Set, Eat!



Carmine Gallo
Lessons from The Apple Store



Marcus Buckingham
Turn Strengths Into Competitive Advantage



Harold Lloyd
Grand Slam Deli-Bakery Ideas

IDDBA'S DAIRY - DELI - BAKE

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Brett Favre
The Gunslinger



Alton Brown
TV Food Shows and Their Impact



Erik Qualman
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Jack Li
Growth Opportunities in Fresh Food

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Zreik explains.

Salami makers often stress the particular characteristics of the pork they use to distinguish their products. According to Adisa Kalkan, marketing manager at Volpi Foods, St. Louis, MO, "Located in the Midwest, where pork is plentiful, we're able to process with the freshest of raw materials. We use 100 percent fresh meat from the Midwest in every product and believe we're the only U.S. artisan producer to make this claim.

Fresh ingredients make better tasting product. It's just that simple."

Creminelli's signature products begin with heritage pork breeds raised cage-free on vegetarian diets. "As a salumi artisan, Cristiano Creminelli relies on high-quality raw ingredients. That's why he only uses all-natural heritage Duroc pork. The pigs never lived in cages or in confinement, ate vegetarian diets (no industrial byproduct), and were never treated with hormones or antibiotics. A good



lifestyle does translate into better flavor in the meat," Chang says.

Some manufacturers use mixtures of different meats in making salami. "Dry-cured salamis can be a ground mixture of pork and beef," says Dave Brandow, director of sales and marketing for corporate foodservice and export at Piller's Sausages, Ontario, Canada. "Piller's Black Kassel dry-cured salamis are pure pork that are antibiotic-free. We use select pork trimmings that provide a consistent texture and taste."

The tradition handed down from those centuries-ago poor rural salami inventors was to make do with whatever meat was available. "We make traditional Italian salami but it has been made all over, mostly in Europe, for a very long time," says Jennifer Johnson, director of marketing at Olli Salumeria, Mechanicsville, VA. "It was a way for the peasants or the poor to take what meat they could find, dry it, and have protein in the winter. Traditionally people would use whatever meat they had. We use pork, all natural from heritage breeds, but you can use beef, pork, venison. I've even seen duck salami out there. I've seen Japanese salami made from salmon or shark meat."

If meat with less than the desirable amount of fat is used, it must be mixed or the salami will suffer. "You need to have enough fat or you don't have a good consistency. Venison is usually mixed so you get enough fat," Johnson explains.

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in a U.S. deli is far smaller than the whole salami commonly purchased in Italy. The salami, in fact, can range from a modest 6-inch chub to a 10-pounder over 4-feet long (or as tall as a kindergartner).

"In Italy, salami is usually bought as a whole. The only authentic chub is the cacciatorini, which used to be considered the hunter's salami. The hunter would carry a cacciatorini, cheese and bread for his afternoon meal," explains Alberto Minardi, general manager of Principe Foods USA, Long Beach, CA.

The chub offers both a convenient size and the freshness of a product that the consumer opens and slices him- or herself. "Chubs and pre-sliced package formats are increasing in consumer popularity for their grab-and-go aspects. Having these products in a ready-to-use format allows consumers more opportunities to apply these very tasty products. Most chub formats are shelf-stable so they're great for hiking, picnics and any outdoor activity," Piller's Brandow adds.

Artisan producers now offer salami chubs in a variety of enticing flavors. "Our small format chubs are beautifully packaged and they taste great. One or two chubs per week are an approachable investment into fine food for a night in or as part of an enter-

Ready, Set, Slice

As salami shifts from the discount department to the center of fine tables, chubs surpass pre-sliced salami packs in popularity. "Chubs are becoming more popular because people want to be able to take the salami home and slice it themselves. It makes for a great presentation," Eatalia's Zreik says.

Choosing chubs over pre-sliced also

enhances the flavor, adding to salami's reputation as a fine food. "The sliced product doesn't taste as good," according to Olli's Johnson. "Any time I bring salami home, I don't open it and slice it until we're ready to eat it. Before, salami was just sliced deli meat for sandwiches, but today we're seeing charcuterie trays out there."

The few-ounce chub commonly available



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Guy Giordano, President and CEO

SafePac Pasteurization, LLC and Vincent Giordano Corporation





PHOTO COURTESY OF VOLPI FOODS

taining set-up. Plus we have traditional regional flavors like Sopressata and Criminello's family recipe, the Casalino," says Creminello's Chang. "But we also mix it up by offering seasonal varieties like our whiskey salami. Our most popular is the Tartufo — black truffle salami.

"In a time when specialty cheese and fine foods are appreciated more and more everyday, fine salumi is starting to gain the spotlight. People are looking to savor flavors they may have experienced while traveling or living abroad or experienced at a restaurant," Chang continues. "Fine salumi is easy to enjoy just as an antipasto. But there's also a world of flavor and ways to incorporate those products into everyday and special occasion cooking."

Chubs are a shelf-stable way to offer high-end salami in a variety of interesting flavor profiles. "For Volpi, chubs are one of the fast growing segments due to unique flavors, versatility and shelf stability," says Kalkan. "We were able to tap into the ethnic salami recipes from around the world and produce them here in the heart of the U.S.A., allowing people to travel the world through our Un Mondo salami products. In addition, our self-service salami chubs are shelf-stable so they can be placed anywhere in the store, next to the wine section, cheeses or bakery items and allow retailers to create a destination within the store by pairing, for example, a French wine, baguette and Herbes-de-Provence Saucisson.

"Another thing that's very true is salami goes a long way — you don't need a lot to create a great snack," Kalkan adds. "If you slice it thin and serve it with cheese and crackers, you can have a party for several people out of the 6- or 8-ounce piece. We hear from customers all the time telling us they've taken

a few pieces of our salami to their fishing trips, wineries, camping. Salami has found its way to the great outdoors instead of being served only at the kitchen table."

And the Label Says...

With U.S. consumers developing a taste for premium salami, the spotlight is on the quality of the ingredients and the simplicity of the process. "The biggest thing is what type of product is used to make the salami. Ours is pork from vegetable-fed heritage breeds, with no antibiotics or growth hormones. This product would not have been possible years ago. The demand wasn't there, and the supply wasn't there. They go together," Olli's Johnson says.

In addition to meat quality, labels that indicate healthy processing methods appeal to consumers. "We will be launching a version of our dry-cured salamis under a new sub brand, Piller's Simply Free. This salami will be in a pre-sliced format that will feature our great tasting salami that will be made of simple ingredients the consumer will recognize and be free from gluten and all other major allergens," Brandow says.

Other producers also offer salami with clean ingredients and straightforward processes. "Our salami products are all cold fermented and dry cured," notes Kalkan. "The colder the fermentation, the more flavor is developed, the more time is required — but it's worth it. Our self-service salamis are all natural, minimally processed and produced without sodium nitrite and nitrate."

The terms cured or uncured on salami can be confusing. "The term uncured, even though in some cases required by USDA, in my opinion, is confusing to the end consumer. 'Uncured' in the eyes of the end consumer is often understood as a fresh sausage

instead of being a term describing products made with natural sources of nitrites and/or nitrates. Salami making is considered a form of food preservation that requires the use of nitrates and nitrites to aid in the curing process. 'Uncured salami' refers to salami made with only naturally occurring sources of nitrates and nitrites, such as celery powder and sea salt. 'Cured salami,' on the other hand, uses nitrates and nitrites that have been refined and the residual amount is less than a piece of celery."

The words soft and hard in salami refer to the age of the product — its stage in the life cycle. "Softer salami simply has more moisture content — that is, it's younger," explains Chang. "Once a meat is cured, it's completely safe to consume and will continue to age and dry and get harder over time. Salami never goes bad — it simply gets drier and more concentrated in flavor. Some consumers still equate softness with rawness, when it's really not the case. Both softer and harder salami have great flavor — you're just experiencing it at a different stage in its life as one would a fine cheese that's consumed at different points in the affinage or aging."

As U.S. consumers get to know traditional salami, they'll become more accustomed to its appearance. "When traditional salami arrives, it has mold on the outside because mold is a necessary part of the curing process. I think Americans are just getting used to that," Johnson notes.

But even though fine salami starts with the meat, there's one secret ingredient left off the label: the heart and soul of the salami maker. "Salami is really a tradition and a staple on the Italian table. Good salami comes from the person who makes it," Eatalia's Zreik says. "It has to be done with passion." **DB**

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Green Packaging

Still as good as gold

BY BOB JOHNSON

Even though the economy may have just weathered a prolonged period of drought, the search for “green” packaging appropriate for the deli department keeps shooting up like a cornfield in July.

According to Emily Ewing, marketing manager at Fabri-Kal Corporation, Kalamazoo, MI, “The demand for green packaging continues to grow. In the *2012 Survey of Future Packaging Trends* [by *Packaging World* magazine and DuPont Packaging & Industrial Polymers], 51 percent of respondents predicted that sustainability will be a top trend in 10 years in both Europe and North America. In fact, the importance of cost is

expected to drop below the importance of sustainability. Consumers are expected to place greater value on recyclability and the perceived greenness of packaging.”

The economic downturn that started four or five years ago has done nothing to cool the desire for greener packaging options. “We’ve grown every year since the downturn in 2008,” says Justin Faerman, director of media and marketing at Santa Barbara, CA-based Be Green Packaging, which makes a line of packages from plant fibers using a proprietary process that gives the products strength.

Because both consumer consciousness

and new regulations encourage the use of greener packaging, it has the look of a mega trend that is here to stay. “Demand for sustainable packaging in the foodservice and retail industries continues to grow,” says David Federico, marketing manager at Fold-Pak, Columbus, GA. “The demand is driven in part by regulations tightening up in certain markets as well as an increase in consumer awareness of the impact that certain types of packaging can have on the environment.”

This demand has fueled breathtaking growth among environmentally oriented package producers that are branching out with exciting new lines of green packaging



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options. "It was another record year for us — through-the-roof successful," says Jeff Lucash, director of sales at Madison, WI-based Placon, a 40-year-old firm that designs and manufactures plastic thermoforms for the food and medical industries. "Companies have corporate mission statements that include goals for post-consumer material. We're constantly asked about post-consumer material."

Trends in other areas of the foodservice industry indicate green packaging will continue its surge in delis and restaurants. "Within the realm of foodservice, green packaging is definitely more in demand than it was five years ago. This is especially true within the vertical markets of lodging, education, catering, healthcare, private clubs and senior living," says Rick Nelson, director of product development and peripheral vision at Planglow USA, St. Paul, MN. Planglow has been producing labels, food safety labels and biodegradable packaging for 20 years. "The word is out to commercial restaurants but implementation within that segment is slower to evolve."

Many Shades of Green

While there is a growing consensus about the need to go green, there is no consensus about what green means. "Green is a well-used but widely misunderstood term. Planglow USA defines green, related to packaging, as products whose board composition is sourced from sustainable forests, with moisture/freshness liners from plant-based materials and engineered such that they will biodegrade in an industrial composting environment; Planglow USA's packaging is compliant with home compostability standards," Nelson explains.

"We continue our drive to improve the environmental and sustainability benefits of our container line," says Jack Tilly, market research manager, Inline Plastics Corp., Shelton, CT. "Having previously converted the entire line of packaging to polyethylene terephthalate (#1 PET), the most recycled plastic in the world, Inline's PET material is now produced using a unique proprietary method. This process achieves such high energy efficiencies that the material now has a carbon footprint as low as competing materials containing 50 percent post-consumer recycled content from water and soda bottles.

"Additional benefits of using Inline's PET containers include superior clarity and increased resiliency when compared to con-



PHOTOS COURTESY OF FABRI-KAL CORPORATION

tainers made from post-consumer recycled PET, which lose these attributes through the recycling process," he continues. "As a result, customers who use Inline PET containers have the dual benefits of low carbon footprint and high sustainability, plus the functional benefits of high-quality PET."

At Placon the emphasis is on post-consumer material that can be constantly recycled and never enter the waste stream. "Post-consumer PET is the material that has the least impact on the environment, even less than biodegradable material. The inclusion of post-consumer material in packaging is impacting the market internationally. As consumers, we want to leave behind a legacy for our grandchildren," Lucash says.

The firm recently boosted its capacity to recycle post-consumer PET and has already turned nearly a billion water and soft drink containers into its line of EcoStar materials. "Before a couple of years ago, we were inclusive of post-consumer material. Now we are up to 100 percent post consumer material," Lucash adds.

Other packaging producers emphasize compostability and renewability in their definitions of green. "Many companies use the word green without substantiating it, thereby giving the term less meaning. Fold-Pak prefers to focus on the word sustainable when discussing our packaging," notes Federico. "Our

packaging qualifies as sustainable for several reasons. First, all of our packaging is made from paperboard, which is a highly renewable resource. All of our paper comes from responsibly managed forests using no old tree growth. Our products can also be recycled in facilities that accept clean poly-lined paperboard. We also offer a PLA lined package option — Bio-Plus Terra — which can be composted in a professional compost facility."

Some producers offer a range of green packages including both plant-based materials and post-consumer materials. According to Ewing, "Fabri-Kal is a leader in the use of eco-friendly materials, as evidenced by our 100-percent plant-based Greenware product line, including cold drink cups, portion cups and On-The-Go boxes. Greenware is made from Ingeo biopolymer, a PLA resin made from annually renewable plant materials. Fabri-Kal also offers product lines made from post-consumer recycled PET. Alur round containers are made from 50 percent post-consumer recycled plastic bottles and Indulge dessert containers are made from 20 percent post-consumer recycled plastic bottles."

Consumers concerned about the environment are becoming savvier about packaging that makes claims but doesn't deliver — and many manufacturers are working hard to be on the right side of that equation. "There isn't a definition of green that everyone can agree on, except that it's a color. It's one of those things that can be manipulated," says Be Green's Faerman. "Have you heard of green washing?" Green washing is a disparaging term for the practice of promoting an image of sustainability without delivering the real deal.

Be Green makes packaging from plant materials that don't compete with the food supply. "We work primarily with bulrush and bamboo. They're not food plants — they're typically considered weeds. There's an abundant supply that doesn't have to be intensively cultivated," he says.

New Products for New Times

A number of producers are introducing new green packaging products specifically tailored to the demands for tamper-proof, tamper-evident packaging that can hold grab-and-go deli products.

Placon's new Crystal Seal tamper-evident containers come in seven sizes, ranging from eight to 64 ounces, all from post-consumer PET bottles and thermoforms, and all recyclable. The double-hinged, tamper-evident design eliminates the need for shrink bands.

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factor, which is why the tamper-evident containers are made from recycled materials are 100 percent recyclable,” Placon’s Lucash says. “There will always be a need for safe, secure packaging that provides resistance to tampering and/or alerts consumers that the product has been tampered with. We wanted to design a package that took away as much of the fear of intentional, malicious tampering as possible. Tamper-evident containers provide our customers and their consumers with a sense of security that their food hasn’t been improperly tampered with after it was packed.”

A number of new green packaging options allows the consumer a clear view of the product. “Fold-Pak has recently added Bio-Pak View and Bio-Plus View. These are both paperboard packaging lines with a window added to allow for merchandising opportunities. The Bio-Plus View is made from 100 percent recycled paperboard, minimum 35 percent post-consumer, and is endorsed by the Green Restaurant Association. These packages are both one-piece designs and can hold any type of food — hot, cold, wet or dry. Both serve as great alternatives to plastic in the deli category,” Federico explains.

Also new is a line of green packaging for multiple dishes in a grab-and-go purchase. “Fabri-Kal recently launched Greenware On-The-Go Boxes, a line of 2-, 3- and 4-compartment containers designed to showcase exciting food combinations for grab-and-go consumption,” Ewing explains. Greenware, made from [NatureWorks] Ingeo biopolymer, is an entirely plant-based resin that’s 100 percent compostable.

“We’re constantly expanding our line of products. We recently introduced 24- and 32-ounce bowls, and a 26-ounce oval bowl. Our packaging holds up really well under hot liquid. Our proprietary process creates a package with a lot of integrity,” notes Be Green’s Faerman.

Paper Pak Industries (PPI), La Verne, CA, has added to its line of absorbent paper products made from recycled material. “PPI’s environmental pak pad is continuing to grow.

No Oughta Be... There Is a Law

While Mayor Michael Bloomberg has made waves with a plan to ban Styrofoam packaging in New York City, cities in three West Coast states are ahead of him.

“Bans on Styrofoam are already on the books in Washington, Oregon and California. The removal of Styrofoam from the waste stream is necessary; an outright ban is one solution. Styrofoam can be chemically reduced to a liquid or melted into a brick to be repurposed,” explains Rick Nelson, director of product development and peripheral vision at Planglow USA, St. Paul, MN. “If a ban were to be enacted and enforced, the impact would be significant on the market for alternative cups and food related containers. The more coverage issues like this receive, the more the environment and all stake holders’ benefit.”

Extension of the ban to the nation’s largest city would speed the arrival of the day when Styrofoam is a relic of the past. “If New York City were to be successful in implementing a ban on Styrofoam, it would be very significant to the packaging industry due to the high number of foodservice operators in the city. A successful ban in New York City could trigger other cities to pursue similar initiatives. This has already occurred in several West Coast markets,” notes David Federico, marketing manager at Fold-Pak, Columbus, GA.

As consumer opinion continues to prompt more regulations on the environmental impact of packaging, many green producers remain comfortably ahead of this curve. “I don’t think there’s any question that there’s more demand for green packaging, particularly with the legislation around the country started by California a few years back. Everybody is looking to be green in their own way,” says Jeff Lucash, director of sales at Madison, WI-based Placon. “Placon consistently works to keep up with trends, stay ahead of regulations and ensure we’re meeting our customers and their consumers’ wants and needs.”

DB

These are made with recycled non-bleached tissue. We are able to reduce the carbon footprint of our customers over virgin material used as an absorbent base,” says Bob Bova, vice president for business development.

Environmental sustainability has been an enduring pledge for PPI. “For over 45 years, much of PPI’s product line has been based on the use of recycled materials. Today, our Clean Green environmental program is the result of our longstanding commitment to be an efficient, socially conscious company,” says the company’s mission statement. “We develop, manufacture, and market products that are safe for their intended use. Our environmental policies and practices aim to protect, conserve, or sustain the world’s natural resources, as well as to protect our customers and the communities in which we live and operate. The development of our EnviroPak product line is central to our sustainability efforts. EnviroPak products are specifically designed to degrade and biodegrade in most municipal solid waste systems after consumer use.”

The growth of grab-and-go deli foods has spurred greater diversity in green packaging with tight-sealing lids. “As the requirements for grab-and-go expand to items beyond salads, sandwiches and wraps, we’re looking to

expand our offerings so long as in so doing we maintain our total commitment to biodegradability and compostability. A recent introduction is a soup container and lid,” Planglow’s Nelson says.

Placon’s new line of packages provides a variety of containers to serve the lengthening list of on-the-go foods. “We specifically designed the products to safely and attractively display deli and to-go foods from pre-made sandwiches and salads, salsas, single-serve desserts and dry-packed foods such as nuts, candy and snack mixes,” notes Lucash. “They’re good for any retail store environment where consumers can purchase or handle pre-packaged foods.”

The packages are leak-resistant and stackable and have a smooth lid surface. Side-walls are designed with minimal ribbing for great product visibility. “We have a new hinged, clear, tamper-evident container that we launched in early March. We’re getting inundated with requests for samples. You’re seeing a move toward tamper-evident containers, and you’re seeing a move toward a higher percentage of post consumer material,” Lucash says. “For dry packed goods, such as snack mixes and candies, we also wanted to minimize the threat of theft for our customers through product ‘sampling.’”

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A Milestone Year



By Nora Weiser
Executive Director
American Cheese Society
Denver, CO

FOR THE PAST 30 YEARS, the American Cheese Society (ACS) has worked to be the leader in promoting and supporting American cheeses. As we celebrate this 30-year milestone and the tremendous growth it represents for our industry, we recognize the cheese industry faces new and ever-changing challenges — perhaps none greater than those posed by current and future regulatory change. From the implementation of the Food Safety Modernization Act (FSMA) to the recently released Joint FDA / Health Canada Quantitative Assessment of the Risk of Listeriosis from Soft-Ripened Cheese Consumption in the United States and Canada, signs of change are on the horizon for the American cheese community.

Artisan, farmstead and specialty cheeses are value-added products that have allowed many small dairies to maintain viability while providing high-quality products to consumers. ACS believes it is vital these cheesemakers be able to survive, grow and thrive in this country. Our goal is not only to support and enhance the knowledge, resources and safe production and handling of cheeses among our members, but also to work in partnership with regulatory agencies to ensure continued consumer access to safe, unique cheeses made using traditional methods. We are committed to ensuring that the economic and community benefits of all producers are not overlooked in the shaping of new regulations and requirements — and that these changes do not disproportionately impact small producers. We are pleased to share some of our efforts to keep American producers well equipped to handle any changes that come their way, and we look forward to sharing additional updates in future issues of *DELI BUSINESS*:

- In August 2012, Dr. Obianuju Nsofor of FDA spoke at the Annual ACS Conference & Competition. She informed attendees FDA has planned and budgeted for 246 inspections of artisan cheese facilities in FDA's current fiscal year (October 2012 - September 2013). With that knowledge, ACS has worked to ensure our members are prepared for inspections, understand how to work collaboratively with inspectors, and are ready to assist in educating inspectors who may lack specific knowledge about dairy facilities or cheesemaking. *Surviving a Recall*, a recent member webinar designed to prepare cheese professionals to successfully handle a recall, is now available on our website; we encourage industry members at all levels, from production to distribution to retail, to view it.

- ACS welcomed another FDA representative in March to lead a webinar titled *Understanding the Joint FDA/Health Canada Assessment of the*

Risk of Listeriosis from Soft-Ripened Cheese. The webinar provided invaluable information about the recently released risk assessment, which has the potential to significantly impact the way soft-ripened cheeses are made in the United States and Canada. ACS is drafting an official response to this risk assessment, and we encourage *DELI BUSINESS* readers to review the document themselves and post their own comments in support of American cheesemakers to the Federal Register. The public comment period is open through April 29.

- This summer at the 30th Anniversary ACS Conference & Competition in Madison, WI, industry experts from the Vermont Institute for Artisan Cheese, the International Dairy Foods Association, and Sargento Foods will come together to present an

important session titled *The Food Safety Modernization Act (FSMA): What It Means for Your Cheese Plant*. FSMA is changing the way cheesemakers must do business, and the session will explain what cheesemakers should be doing to comply with the law, as well as the repercussions for ignoring it. Conference registration opens on May 6; check our website or future issues of *DELI BUSINESS* for more details.

- The ACS Regulatory & Academic Committee is in the process of creating an industry resource documenting best practices for cheesemakers and retailers, and we look forward to sharing progress on this document — the first of its kind in the United States — in the coming months. The creation of the ACS Certified Cheese Professional Exam has also played a key role in elevating

the level of understanding, visibility and expectation of best practices within our industry. Open to cheese professionals throughout the supply chain, the certification was embraced widely when it launched in 2012, and seats for the exam have filled to capacity once again in 2013. We are proud to help grow a community of highly skilled cheese professionals whose title of ACS Certified Cheese Professional indicates they have acquired the level of knowledge and expertise demanded of the cheese industry today.

We hope you will join ACS in recognizing and celebrating the unique nature of the artisan and specialty cheese industry in America. We encourage you to stay apprised of the latest industry news and regulatory updates via this column and on the ACS website. And please join us (and more than 800 industry leaders) this summer from July 31-August 3 for ACS 30th Anniversary: In a Dairy State of Mind, the ACS Conference & Competition in Madison, WI. Don't miss out on timely educational sessions, networking opportunities and a celebration of 30 years of America's best cheeses and cheesemakers.

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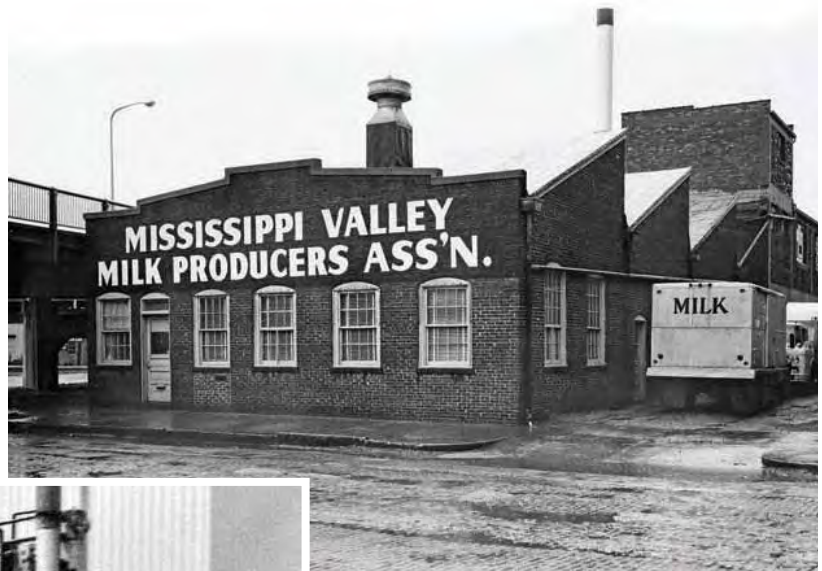
Blast From The Past

Swiss Valley Farms

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established in 1958 and originally named the Mississippi Valley Milk Producers Association, Swiss Valley Farms, Davenport, IA, has transformed over the last half-century through mergers, acquisitions and divestitures to become the specialty cheese company it is today. The photo pictured top right is of the company's first headquarters, located in downtown Davenport, just a few miles from where Swiss Valley Farm's corporate office presently stands.

The company entered the cheese business shortly after unifying with the Northeast Iowa Dairy Cooperative in 1967. As part of this merger, the company obtained a bottling and dry milk plant in Luana, IA (pictured bottom left). With a growing demand for cheese, the company decided to convert the facility into a cheese manufacturing plant and selected Swiss cheese for its venture. Today, Luana remains one of Swiss Valley's flagship cheese plants and continues to manufacture Swiss cheese, Baby Swiss cheese, cream cheese and whey.



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

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