

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

APRIL/MAY 2011 \$14.95

## Eating Better



### ALSO INSIDE

HISPANIC  
SANDWICHES  
MEDITERRANEAN FOODS  
COOKING OILS  
MOZZARELLA  
ALPINE CHEESE

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2011 IDDBA CONVENTION  
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DELI BUSINESS (ISSN 1088-7059) is published by Phoenix Media Network, Inc., P.O. Box 810425, Boca Raton, FL 33481-0425

POSTMASTER: Send address changes to DELI BUSINESS, P.O. Box 810217, Boca Raton, FL 33481-0217



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DELI BUSINESS IS PUBLISHED BY  
PHOENIX MEDIA NETWORK, INC.  
P.O. BOX 810425,  
BOCA RATON, FL 33481-0425  
PHONE: 561-994-1118 FAX: 561-994-1610  
www.delibusiness.com  
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PUBLICATION AGREEMENT NO. 40047928



## BELGIOIOSO CHEESE CELEBRATES SUPER BOWL XLV



A 400-pound Provolone goalpost at Central Market is BelGioioso's way of congratulating the Super Bowl champs. Tom O'Brien, business development manager of cheese & deli at Central Market, based in Fort Worth, TX, worked closely with BelGioioso and the Wisconsin Milk Marketing Board to display a goalpost made of BelGioioso Provolone in the Central Market store at 4651 West Freeway, Fort Worth, TX.

"After the Green Bay Packer win against the Chicago Bears, our goalpost project became even more exciting," states Francis Wall, BelGioioso vice president of marketing. "Over 400 pounds of aged BelGioioso Provolone are hanging in this store, helping to celebrate the main event and also recognizing the association of BelGioioso Cheese as a quality, specialty cheese produced in Green Bay, WI."

"Unlike football where players and coaches retire, our cheeses never retire — they get better with age," he concludes.

## COMING NEXT ISSUE IN JUNE/JULY 2011

### COVER STORY

7th Annual People's Awards

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Italian Foods  
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Wisconsin Cheeses  
French Cheeses  
Cheese Programs

### COMING IN AUG./SEPT. 2011

DELI BUSINESS looks at sustainability — what it means to retailers, manufacturers and consumers. And then tells you how to gain a competitive advantage using that knowledge.

### SUBSCRIPTION & READER SERVICE INFO

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pizzeria quality to the Supermarket Deli.*

# DELI WATCH

## Transitions



**Jane Johnson** has been named associate publisher of CHEESE CONNOISSEUR magazine, published by Phoenix Media Network, Boca Raton, FL. She was most recently media director at McClain Marketing Group in Portland, ME. She has extensive specialty foods experience having served as regional account manager for *Specialty Food Magazine*, *Specialty Food News*, *Gourmet News* and *specialtyfood.com*. She will be located in Scarborough, ME.  
[www.cheeseconnoisseur.com](http://www.cheeseconnoisseur.com)



**Jordan Baum** is the new western sales and marketing manager for DELI BUSINESS, published by Phoenix Media Network, Boca Raton, FL. His six years of experience in sales and marketing include an earlier stint with DELI BUSINESS. He is returning to the magazine after completing a master's degree in mass communication at Lynn University in Boca Raton.  
[www.delibusiness.com](http://www.delibusiness.com)



**Marcie Joseph** has been named senior food technologist of the Research & Development Group at Haliburton International Foods, Inc., Ontario, CA. She has extensive knowledge and experience in the fields of food product design, product duplication, process optimization and nutritional analysis. A well-regarded industry professional and product developer, Joseph has worked with many of the top 50 restaurant chains in the U.S. Prior to joining Haliburton, she worked for Heinz USA and Ventura Foods.  
[www.haliburton.net](http://www.haliburton.net)

## Announcements



**BEEMSTER TO PLANT TREES IN U.S. FORESTS**  
Beemster Cheese, Westbeemster, The Netherlands, is partnering with the Arbor Day Foundation to plant trees in America's forests. Beemster will donate 50¢ to the Arbor Day Foundation for each pound of cheese sold under the Farmers Choice label from April 1 through June 30. The donations will go to the Foundation's Replanting Our Nation's Forests campaign to add trees to forests devastated by wildfire, insects and disease.  
[www.beemster.us](http://www.beemster.us)

## New Products



**HEALTHY GRAB-AND-GO SNACK CUP**  
Cool Cups, Los Angeles, CA, has introduced a new single serving grab-and-go version of its all-natural, gelatin-free, sweet gel snack. Cool Cups are gluten-free, fat-free, dairy-free and GMO-free. They contain no artificial colors, preservatives or animal products (100 percent vegan) and are high in vitamin C. Made in a nut-free facility, these 95 calorie-per-serving snacks are available in orange, peach mango and black cherry. The new single serving grab-and-go version will retail for around 99¢.  
[www.cool-cups.com](http://www.cool-cups.com)



**NEW AND IMPROVED PROTEIN DELI SALADS**  
Reser's, Beaverton, OR, is shipping improved formulations of its chicken, tuna, seafood and ham salads. All White Meat Chicken Salad now includes more shredded breast meat. Tuna Salad has a higher-quality cold-water tuna species that is dolphin-safe. Seafood Salad features a hefty increase in crab, the signature ingredient in premium recipes found in the service deli case. Ham Salad now has a light smoky flavor with a much higher ham and protein content and lower sodium. All four new flavors are available in 12-ounce containers at a \$4.99 suggested retail.  
[www.resers.com](http://www.resers.com)



**PARMA HAM TRIMMER**  
Bettcher Industries, Birmingham, OH, introduces the Whizard Series II Trimmer (Model 925) for trimming and cleaning Prosciutto di Parma and other air-dried hams. It features a special circular serrated blade, an adjustable depth gauge and an available post handle. Perfect for trimming Prosciutto di Parma, Jamón Serrano, Jamón Ibérico and other air-dried hams or "hard" meat products. Adds a new degree of worker safety and comfort in processing Parma hams, along with generating higher meat yields and improving worker productivity.  
[www.bettcher.com/parma-hamtrimming](http://www.bettcher.com/parma-hamtrimming)

## Announcements



**EVALON WINS U.S. CHAMPIONSHIP CHEESE**  
LaClare Farms, Chilton, WI, was named the 2011 U.S. Championship Cheese at the U.S. Championship Cheese Contest in Green Bay. Katie Hedrich, a 25-year-old cheesemaker, took top honors out of 1,604 entries from 30 states for Evalon, a hard goat's milk cheese, made from the milk of her family farm's goat herd. The youngest cheesemaker to earn the honor, she is only the second woman to be named U.S. Champion. Production of Evalon will ramp up in the coming months, in part due to the recent addition of 183 dairy goats to the family herd.  
[www.laclarefarm.com](http://www.laclarefarm.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](mailto:DeliBusiness@phoenixmedianet.com)**



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by Jim Prevora, Editor-in-Chief

## Building A Bridge Between Retail And Restaurants

The meat, produce and bakery departments have certainly changed since they were first added to old grocery stores to form the modern supermarket. Their change has been incremental over the years — fresh-cuts expanding produce, value-added meat products proliferating and breads becoming crusty as tastes have evolved.

In the deli department, though, the change has been not of degree but of kind, as a department that once sold only sliced meats, cheeses and smoked fish is now more than 50 percent prepared foods.

This insight and much else can be discerned from this year's 25th anniversary edition of *What's In Store*, the indispensable annual compendium published by the International Dairy Deli Bakery Association (IDDBA).

The volume also points out how this transformation of supermarket delis into a foodservice vendor within the store has repositioned the purpose of the department, making it the bridge between retail and restaurants. Bridges, of course, take traffic two ways.

For the past several years, as consumers have felt greater economic pressure, the deli has been a portal back to the supermarket. Consumers who didn't know how to cook, hadn't time to cook or lost the habit of cooking could cut the budget and still feed their families well by moving meals from restaurants to the deli.

Of course, should happy days be here again, one can imagine some shoppers cooking less and using the deli as a bridge on their way out to restaurants as their own cooking and eating habits change.

Indeed, the great question for executives who run supermarket deli/foodservice operations is this: Have we done enough to retain those customers who come to us now for reasons of economy but who, as the economy improves, will switch motivations from those of economy to those of quality, flavor, convenience etc.?

It's difficult to know. *What's In Store* points out how deli salads can sate consumer desires for bold flavors and healthy eating. It notes the rotisserie offers delicious and flexible foods that can be eaten as is or used for sandwiches, salads, soups and more in the ensuing days.

There seems little doubt the best delis offer something very special, an offering that can compete with restaurants.

Although many supermarkets have delis, only a few are top-line operations with extensive foodservice such as wok stations, Mexican food bars, sushi bars, soup stations and display cases of mouthwatering prepared foods. Many others sell sliced meats and cheeses at the service counter and a few packaged salads and items such as hummus in a refrigerated case. Perhaps around

holidays, the stores may merchandise some crudité platters or a few containers of holiday foods. Many stores do have a rotisserie, but many don't go beyond chicken.

Retail branding typically doesn't distinguish between different offerings. So whereas one has different expectations when entering a full-service Marriott than when entering Marriott's Fairfield Inn, consumers mostly judge a supermarket banner based on their limited experience with neighborhood stores.

In the *What's In Store* publication announcement, IDDBA pointed out the National Restaurant Association's chef survey, *What's Hot in 2010*, noting local product sourcing was a hot trend. The chefs associated these local foods with a "freshness halo" — consumers think the product is fresher, tastier and more nutritious.

Theoretically, supermarket delis could leverage the buy-local efforts done in produce and meat to bring this halo to the deli. In reality, many delis are tied in to promotional agreements with national meat and cheese vendors, and they haven't even tried to change the sourcing pattern for vendors who supply prepared foods.

So most supermarket deli departments are doing precious little to capitalize on consumer interest in local; the menus really haven't been altered much to tie in with First Lady Michelle Obama's *Let's Move!* campaign. Precious little has been done to retain the restaurant shopper who traded down during the recession by frequenting restaurants less and the deli more.

*What's In Store* explains that consumers, though loosening the purse strings a little, are still focused on value. That is good news for supermarket delis and will probably keep sales stable this year. But the book also holds a warning: The percentage of consumers who say they are buying less in the deli department has grown substantially, from 23 percent in 2004 to 34 percent now. That is not good news.

We need some innovative thinking. Perhaps smaller stores could have a "prepared foods express" version of the big offerings at large and high-traffic stores. Perhaps an upscale brand of prepared foods should be introduced so consumers have a way to upgrade while staying in the store. Perhaps deli directors need a picture of a bridge in their offices, a reminder the department can bring consumers into the store or let them leave for more exciting restaurants. Sometimes all it takes is conscious attention to a problem.

DB



*James P. Prevora*

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by Lee Smith, Publisher

## The FDA's New Teeth

The most significant and far reaching update of food safety regulations since the Federal Food, Drug, and Cosmetic Act of 1938 is the FDA Food Safety Modernization Act that was signed into law on Jan. 4, 2011, by President Obama.

This new revision will give the FDA and the Secretary of Health and Human Resources the teeth to increase inspections, demand to see records and enhance the detection of foodborne illnesses. Imported foods will face additional oversight and inspections. It also gives the FDA the power to enact mandatory recalls of foods deemed to be unsafe as well as providing a new whistleblower's provision that will prevent retaliation by a whistleblower's employer.

One of the most far-reaching provisions is a new mandatory requirement for the registration of any "person (excluding farms and restaurants) who manufactures, processes, packs, distributes, receives, holds, or imports an article of food." Failure to register is a crime with a maximum 10-year prison sentence. Each food facility will require a separate registration.

While registration is simple and the fee not onerous, the important implication is that all companies must register. The FDA has the power to rescind and pull the registration certificate, effectively putting a business out of business until violations are corrected. It will take due process to take away someone's certification, but it will also take due process to get the registration back — and it will not be a simple process.

There's no doubt FDA needed some teeth to back up its bark; if it had this power previously, companies such as Wright County Egg and Peanut Corporation of America may have been shut down or forced to clean up their operations before millions of people were affected.

There's also a legitimate concern that companies will be overwhelmed with regulations, testing requirements and record keeping. Especially onerous are the implications for the members of the budding artisanal food movement, a group that has traditionally fought against "big" food.

Will all these new regulations destroy small companies and make it too difficult to start an artisanal business? It's difficult to say, but it can be assumed with some assurance that it will become more difficult and expensive to get a business off the ground. But in reality, there should be a cost of entry in order to assure a wholesome product. It's fine to make cheese in the barn or cookies in the garage for family and friends, but it should be mandatory to meet minimum standards to sell to anyone else.

Instead of destroying artisanal food companies, it's very possible the Food Safety Modernization Act will level the playing field and save the artisanal movement.

Regardless of the size of a company, rules are rules and everyone should have to follow them. While there will always be people who believe government is the root of all evil and who will believe any regulation of any kind is a violation of the human spirit, it's also not fair to penalize those companies and individuals who make a supreme effort to do it right and protect the health and welfare of its consumers.

Of course, all problems are not borne of ill will; some are due to a lack of education, a feeling that "natural" implies safe, or operations that are too small and understaffed to insure safe food handling. Small companies often face financial hardships that encourage overlooking negative test reports or building a subpar facility. Those companies should not be allowed to sell product to the public.

On the other hand, I have great concern about enacting such legislation during these tough financial times. This is a huge undertaking to implement and will require more inspectors and training. Stories of untrained inspectors making ludicrous suggestions and companies having to train inspectors because of their lack of basic knowledge need to become a thing of the past. It's one thing to recommend a voluntary recall; it's quite another to demand a recall and put a company into financial distress if, well, you don't know your arse from a hole in the ground.

With everyone looking for programs to cut, will the FDA's funding increase enough to hire new inspectors and put every inspector through additional training? The Act "directs the Secretary to improve training of state, local, territorial, and tribal food safety officials and authorizes grants for training, conducting inspections, building capacity of labs and food safety programs, and other food safety activities." Without this step, the only leveling that will occur is that everyone involved in the food industry will face an ongoing nightmare of incompetency.

Unfortunately, incompetency due to underfunding and low staffing has always been a problem that has allowed atrocities to go on unfettered. The Act has been passed; now everyone in the industry should be fighting for adequate funding to make the implementation possible and reasonable. **DB**



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# Eating Better

As the shift toward healthy eating grows stronger,  
delis respond with on-trend offerings

BY JULIE COOK RAMIREZ



Imagine you're a being from another planet and you've just landed somewhere within the vast expanse of land the earthlings call America. You've been traveling for a couple billion years so, naturally, you're hungry. Noticing a bunch of earthlings rushing in and out of a rather pleasant-smelling building, you make your way through the throngs of people until you reach a counter. One glance up at the menu board reveals such offerings as double-beef burritos, cheese-stuffed burgers, and super-sized fries. Disgusted, you make your way down the street, where another establishment offers meat lover's pizzas and jumbo cheese-stuffed concoctions.

At first glance, America must seem like the most gastronomically challenged place in the solar system.

Huge portions, fat-laden ingredients, and way too much sodium have helped create a population that not only is struggling with its weight but also is experiencing serious health consequences. Concerns over diabetes, hypertension, cancer, and stroke risk have reached a fever pitch among health professionals. The obesity crisis has even captured the attention of First Lady Michele Obama, who has made it her personal cause. Yet you can turn on the TV just about any time and find *Man v. Food* host Adam Richman celebrating just how gluttonous one human

being can be. It's no wonder America has a health crisis on her hands.

While the majority of fast-food ads may still focus on what seem like the unhealthiest offerings to date, a growing number of Americans have come to recognize they can't continue in their gluttonous ways if they want to enjoy long, active lives.

"Healthier eating is the driver in the food industry today," says Dave Dzisiak, commercial leader for grains and oils, Dow Agro-Sciences, Calgary, ON, Canada. "People have become much more aware of issues that relate to obesity, to saturated fat, and to greater risk of chronic disease."

Awareness of the perils of unhealthy eat-



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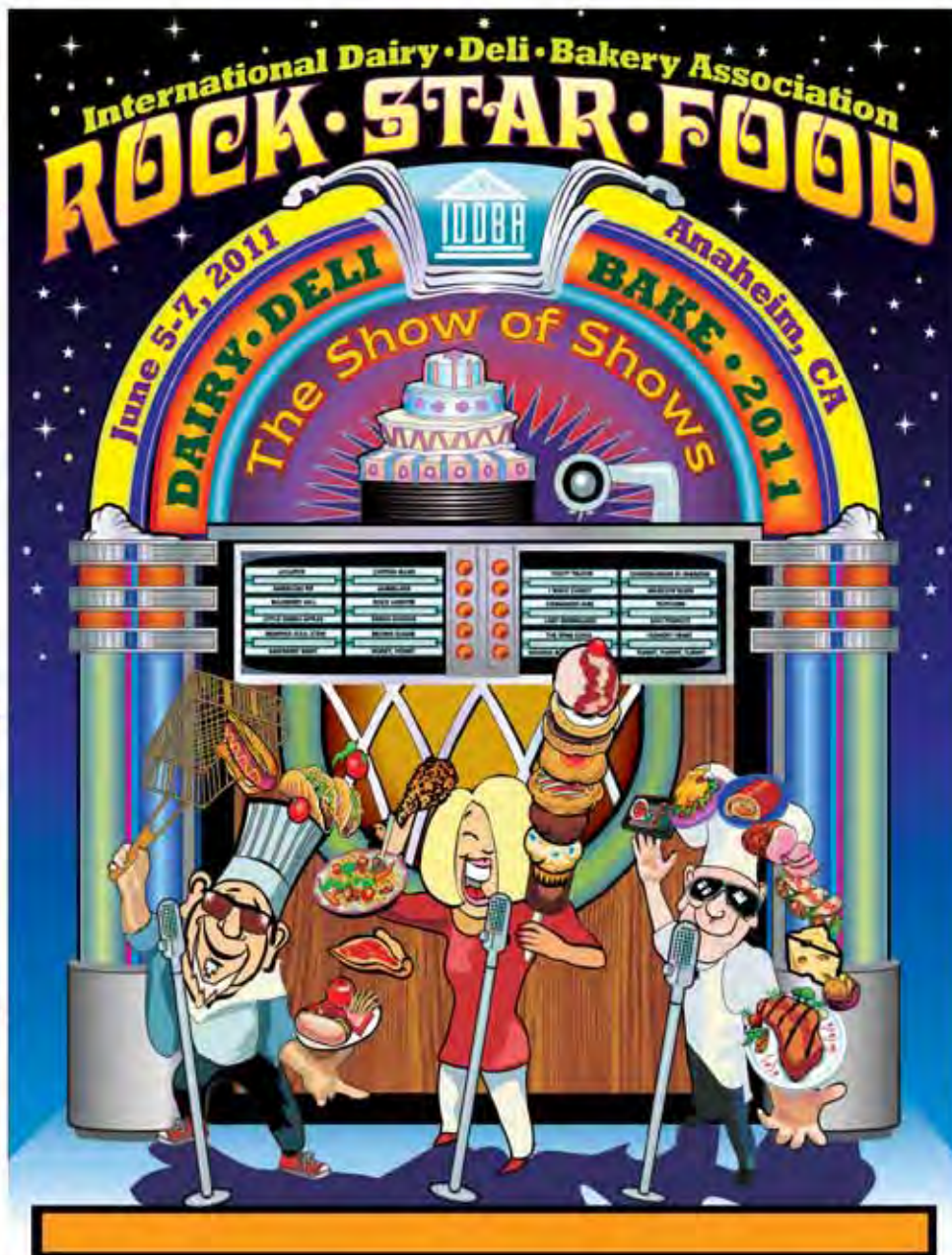
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**John Gerzema**  
*Spread Shift: Brands &  
Post-Crisis Consumers*



**Guy Fieri**  
*Daytime to Primetime  
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ing may have grown, but consumers aren't always reacting as one would expect. According to Alan Hiebert, education information specialist, International Dairy Deli Bakery Association (IDDBA), Madison, WI, consumers generally fall into three categories: those who eat what they want and don't worry about it; those who are trying to eat a better diet but are confused about what that entails; and those who understand how to eat a better diet, tell their friends they're eating a better diet, but most of the time end up eating whatever is most convenient, regardless of whether it's truly the health choice.

While there may be no reaching the first group, the second and third groups present a tremendous opportunity for deli operators to provide convenient healthful eating solutions at a competitive price. For many deli operators, that's going to necessitate a retooling of their offerings, as deli fare has never exactly been the most healthful proposition out there. Fortunately, most consumers have been completely oblivious to that fact.

"Consumers often consider fresh to equal healthy, and the deli enjoys one of the best reputations for fresh food offerings over many other food venues," says Sharon



Olson, president, Olson Communications, a Chicago, IL-based food marketing firm. "The challenge for delis is that consumer perception is not always in line with the actual quantity of fat, calories, and nutrients in many popular foods, and serving size is also

often inflated in their minds."

Responding to the demand for healthier offerings, deli operators are taking a multi-pronged approach to making their department the destination for nutritious, yet convenient, meal solutions. In some instances, it's as simple as opting for healthier products, while other facets of deli operation necessitate seeking out healthier ingredients. Seeking to make deli staples such as chicken nuggets or fried chicken more healthful, for example, operators are embracing healthier oils.

"At the heart of it, those are pretty healthy products," says Dzisiak. "They're a good source of lean protein, but what often makes them unhealthy is the kind of oil they're cooked in."

To address that problem, Dow developed Omega-9 oil, which is low in saturated fat and high in monounsaturated fat, and contains zero trans fats. According to Dzisiak, such options give operators the ability to offer more healthful versions of their most popular offerings.

"You can maintain the same product, but make it much more healthful by switching the ingredients," says Dzisiak. "It also works very well in making salad dressings or even doing sautéing or stir fry. It works in a variety of different functions."

Recognizing the desire for healthier offerings, many deli operators have chosen to make simple substitutions — selling whole-wheat pasta salads or lasagnas, for example. For a department not often associated with healthy foods, it's all about attracting a class of consumers who might otherwise bypass the deli altogether.

"The deli department is not normally where health-conscious consumers go to

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shop,” says Michael Girkout, president, Alvarado Street Bakery, Petaluma, CA. “It’s where people go for ready-to-eat meats and cheeses and pastas or heavily mayonnaise-laden salads. So anything astute deli operators can do to attract health-conscious consumers would be in their benefit because there are new customers to be had.”

In addition to offering more whole-grain options, delis have responded to the healthy eating trend with additive-free deli meats and vegetable-based options, according to IDDBA’s Hiebert. “Most delis are in tune with dietary trends and have at least a few products that can be labeled as healthy in one way or another,” he says. “But while many Americans are looking for the silver bullet to help them lose weight quickly, I don’t think too many deli departments are offering anything to combat obesity directly.”

### Changing the Essence

For the manufacturers of deli foods, the shift toward healthier offerings often entails reconfiguring their tried-and-true recipes. The challenge lies in making such food taste at least as good — if not better — than the products they’re replacing.

“Let’s face it — fattening food tastes great; healthy food doesn’t. That creates a huge challenge,” says Jeffrey Siegel, CEO, Farm Ridge Foods LLC, Commack, N.Y. “When you’re making things that are inherently nutritious with less salt and preservatives, you often end up with a bad version of what was.”

To overcome that challenge, Farm Ridge “changed the very essence” of what it was doing, explains Siegel. It concentrated on grains and vegetables and looked for more healthful ingredients to incorporate into its recipes. The company started using ingredients such as walnut vinaigrette, pecans, quinoa, butternut squash and coconut popped rice. Rather than regular beets, it opted for roasted beets. Roasted fresh garlic took the place of dehydrated garlic, scallions replaced onions, and barley became a frequent substitution for pasta.

As a result, Farm Ridge’s offerings began to look like something you’d find on the menu at a white tablecloth restaurant. New center-of-the-plate offerings include coconut and panko crusted chicken, balsamic flame-grilled chicken breasts, and Provence meat loaf with whole-grain Dijon mustard and herbs de Provence. The company also rolled out a full complement of healthy side dishes that include roasted Brussel sprouts with caramelized onions and pignoli nuts; vegetarian falafel; and sweet potato casserole with walnut crumb topping.

According to Siegel, the challenge lies in



producing healthy food that has an appealing taste and mouthfeel but isn’t overly spicy. While many companies have gravitated toward Mediterranean flavors, Farm Ridge has concentrated on Middle Eastern flavors to give its products an intense “wow” appeal.

For many manufacturers, the trend toward eating better has merely shone a light on products that were already in existence. That’s been the case for Tualatin, OR-based Pacific Natural Foods, whose gluten-free, clean-label soups, broths, and other products

have grown in popularity as consumers have begun seeking healthier options.

“It’s really enhanced the interest in our products and made our products much more popular compared to some of the competitive offerings,” says Patrick Gabrish, director, foodservice sales. “It’s also forced our competitors to reevaluate their offerings and come out with products that meet those requirements.”

Chicago, IL-based Rubschlager Baking Company has responded to the healthy eat-

ing trend by reformulating its entire product line to deliver a 100 percent whole-grain claim. According to president and CEO Tom McGlade, that just might inspire a non-user to become a user. "Maybe you aren't somebody who tried our product before, but now you see on the label '100 percent whole grain,'" he notes. "It gives you permission to buy something that's wholesome, healthy, and good for you."

Admittedly, healthier options sometimes carry a higher ring. That's not necessarily problematic since the majority of consumers who seek out healthy foods, such as organic, tend to have higher incomes. As Farm Ridge's Siegel explains, low-income consumers tend not to gravitate toward healthier options "because they weren't raised on it." Instead of vegetables, he says, they grew up eating fast food, macaroni and cheese, and other carb-heavy options.

Not everyone agrees with Siegel's assessment, however. The desire to eat healthier "cuts across demographics, cuts across the income strata," claims Dow's Dzisiak. What's more, he says, the trend cuts across age groups, with young consumers just as eager to seek out healthful choices as older con-



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sumers. He believes social media may make it easier for them to decipher which establishments offer the most healthful options.

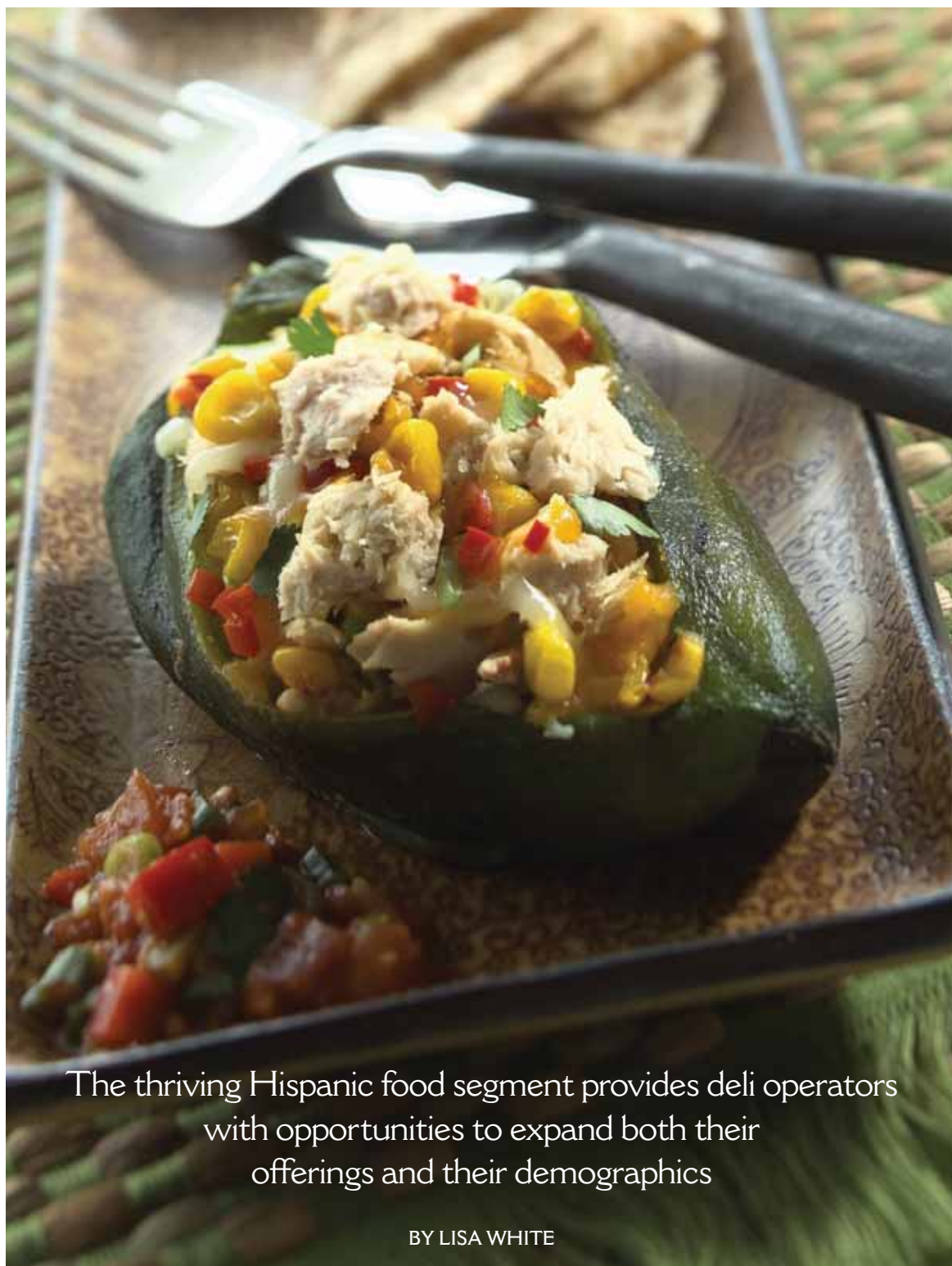
Unfortunately, consumers don't always have it that easy. According to IDDBA's *2010 Consumers in the Deli* report, they're often disappointed about the amount of nutritional information available in the deli. Fortunately, that problem is easily remedied. "By offering more nutritional information in the form of signage, flyers, and online, delis have an opportunity to attract more health-conscious consumers," says Hiebert.

The majority of deli operators are responding to the healthy eating trend by offering a bevy of new, tasty, healthier options. However, there will always be the few who opt to wait it out; they believe the desire to eat better is simply a passing fad that will fade into the distant past if given enough time.

Only time will tell, but experts say those who choose to ignore this powerful shift in eating do so at their own peril. While health-conscious customers may not be asking for healthier offerings in the deli, that may be because they're circumventing the deli altogether, thinking there's nothing for them there.

"The forces at work here are very powerful," says Dzisiak. "There's a very high awareness and a desire for healthier eating. It's beyond a trendy or a faddy thing." **DB**

# THE HISPANIC HOLD



The thriving Hispanic food segment provides deli operators with opportunities to expand both their offerings and their demographics

BY LISA WHITE

PHOTO COURTESY OF CHICKEN OF THE SEA INTERNATIONAL

The popularity of Hispanic foods shows no signs of waning. As a result, an increasing number of supermarket deli operators are incorporating these food items into their departments to capitalize on this growing segment.

"The growth of Hispanic foods in the supermarket deli from the late '80s through the '90s was driven by the popularity, portability and ease of prep of traditional Mexican foods such as burritos, tacos and quesadillas," says Robin Todor, director of marketing at Mission Foods, Irving, TX. "However, recent growth in Hispanic foods in the supermarket deli has been largely driven by consumer demand for bolder, spicy ethnic flavor profiles from a variety of different areas globally. Also, the versatility of the flour tortillas has generated good momentum, as deli operators are using the traditional Mexican ingredient as a bread replacement for sandwich-style pinwheels and wraps."

According to Jorge Aguilar, deli sales manager, Ontario, CA-based Haliburton International Foods, "In the last four years there has been a major change in the deli departments from very little presence of salsas to a large variety of salsas. The retailers have realized their customers want salsa and, with an effective merchandising program, they can provide a profitable solution for the customer demand. The advantage of having a salsa program in the service deli is the profitability it provides to the retailer and the fresh appearance to the customer. It's a win-win for everyone." Haliburton makes fresh salsas using a unique Flash Pasteurization – Flash Cooling Process.

"We're starting to see more and more foodservice operators and retail grocers carrying Mexican cheese," relates Cindy Jensen, director of sales and marketing, Queso Campesino, Denver, CO. Kings Sooper, a division of Kroger, is opening its first Hispanic store here in Denver on April 27."

The consensus is the category has transcended the Mexican and Latin demographic, with these items becoming staples in Anglo diets. "Mexican food is becoming more and more mainstream, with some items even losing their Mexican connotation," notes John McCarthy, senior retail marketing manager at Reser's Fine Foods, Beaverton, OR.

"Most people don't realize salsa is the No. 1 condiment in the United States," adds Aguilar. "Haliburton has a salsa flavor profile to match the regional flavor preferences of the consumer."

The Mexican entrée segment totaled more than \$1 billion in sales last year, an increase of 5 percent from 2009, according



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to New York, NY-based research firm The Nielsen Co.

"The growth of Hispanic foods in the supermarket deli picked up speed in 2008 and 2009 during the economic recession, when consumers returned to in-home meal preparation," according to Cari Price, corporate chef at Food IQ, Springfield, MO.

Retailers realize the broad appeal of these foods. "Most supermarkets are noticing it's not just Hispanics buying these foods," relates Mario Dovalina, general manager at Pepe's Wonderful Mexican Foods, Chicago, IL. "Although sales of these products are more pronounced in states with a greater number of Hispanics, those tracking this segment's demographics say it's the fastest growing category in hot deli."

With Hispanics now accounting for approximately 15 percent of the U.S. population and expected to reach 20 percent by 2020 and 30 percent by 2050, this demographic grew 3.4 times faster than the total American population and 10 times faster than non-Hispanic Caucasians, Nielsen reports.

Along with the changing demographic, the popularity of Hispanic foods also has been driven by today's restaurant trends. This year's Washington, D.C.-based Nation-

## "THE GROWTH OF HISPANIC FOODS IN THE SUPERMARKET DELI PICKED UP SPEED IN 2008 AND 2009 DURING THE ECONOMIC RECESSION, WHEN CONSUMERS RETURNED TO IN-HOME MEAL PREPARATION."

—CARI PRICE  
FOOD IQ

al Restaurant Association's *What's Hot in 2011* survey by St. Augustine, FL-based American Culinary Federation member chefs, identified two of the top trends for the year as ethnic/street food-inspired appetizers and ethnic-inspired breakfast items. Based on this survey, the infusion of ethnic flavors into non-ethnic forms are expected to experience an upswing.

"Following restaurant trends, the deli has become more sophisticated in its offerings, which now include fresh tamales, tortas and new twists on traditional favorites, such as chicken and mango quesadillas and fish tacos," says Tania Haladner, director of marketing at Circle Foods/La Terra Fina, San Diego, CA.

Hispanic offerings at the retail level are largely dependent on location; those in areas with larger Hispanic or Latin populations, such as California, Arizona, Texas, New Mexico and Florida, tend to offer more authentic items.

"Hispanic can mean things," says Queso Campesino's Jensen. "Spanish, Mexican, Guatemalan, Honduran — it depends on where you are. All these groups have great pride in what they are."

Regional differences also account for differing flavor preferences. "We sell different flavor profiles across the U.S.," explains Haliburton's Aguilar. "For example, the West Coast and southern border states are accustomed to tomatillo-based salsas and salsas with a spicier flavor profile, while the East Coast and central U.S. generally prefer a milder tomato-based salsa."

### What It Encompasses

The term 'Hispanic' has broadened over the years. Synonymous with Mexican cuisine in the U.S., it often encompasses other ethnic foods, such as Cuban and Central and South American.

"Some foods may be South American and classified as Hispanic," says Reser's McCarthy. "There's a lot of regionality involved, and the complexity of this is starting to show in the U.S." As a result, some deli operators are providing dishes that highlight different regions of Mexico.

Still, the traditional favorites in this segment remain the strongest sellers. Items such as burritos, fajitas, enchiladas and Spanish rice appeal to both Anglos and Hispanic consumers. "Offering crossover products that appeal to a wider demographic is important, but the flavor and heat aspects make it challenging," according to McCarthy. "Hispanics like food hotter than the mainstream."

By incorporating ethnic meats such as spicy pulled pork, deli operators have been able to add authentic Hispanic ingredients to menu items. Today, seasoned and marinated Hispanic meats, such as pork carnitas, barbacoa, carne asada and chorizo, are being offered in tacos, burritos and soups as well as being marketed as take-out, similar to how rotisserie chicken is offered.

Other Authentic Hispanic fare becoming more prevalent in today's delis includes Mexican cheeses, such as Cojita, Queso Fresco

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and Queso Quesadilla; condiments, including salsas, Mexican cremas, guacamole and pico de gallo; side items, such as black beans and rice, roasted corn on the cob slathered with chile and lime, fried plantains, chile rellenos, refried beans, Mexican style rice and chicharrones; and freshly-made tortillas.

"Mexican style cheeses and creams, such as *prima Americana*, which is similar to sour cream, have become popular deli items," says

Felix Fajardo, Jr., marketing manager at River Bank, CA-based Rizo Lopez Foods. "Another growing segment is Hispanic yogurts."

"Traditional tortillas and flavored wraps can also be very mainstream when used with ingredients such as chicken, julienned bell peppers, lettuce and tomatoes for sandwich-style wraps," explains Mission's Todor.

A good example of how mainstream His-

panic foods have become is the evolution of the Korean taco trend. "Tacos, in general, have undergone huge growth in America," Food IQ's Price says. "Recently, tacos have fused with non-Hispanic ethnic flavor profiles. Korean tacos began in the mobile food truck segment and have now trickled onto restaurant menus, national chain menus and will most likely become standard offerings in the prepared foods section of supermarket delis."

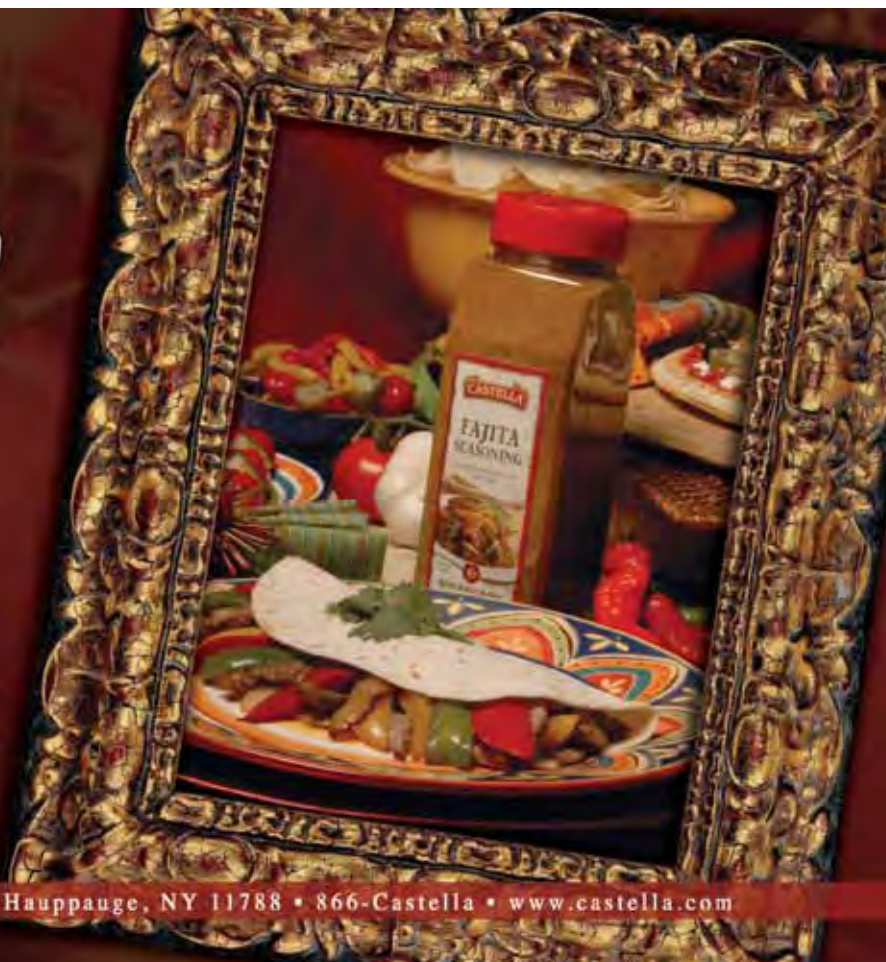
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## Marketing And Merchandising

Since most Hispanic menu items in the deli have a broad appeal that extends beyond Hispanic consumers, success comes from marketing to the mainstream consumer. For example, young, female consumers may be seeking fresh, made-to-order meals such as wraps and pinwheels for party trays, whereas 20- and 30-something males seek heartier, meatier, more indulgent meals such as stuffed burritos. "Using authentic meats and cheeses, garden fresh vegetables and bold, spicy sauces are what the customer wants, and they want it made fresh and ready to serve," Todor adds.

"However," advises Todor, "deli operators must offer items that are appealing to the Hispanic consumer, as authenticity is important to most of these supermarket deli customers."

Marketing efforts to the traditional Hispanic consumer base are often divided between Spanish-speaking and English-speaking consumers. "Outside of the Hispanic consumer base, manufacturers and operators often focus their marketing efforts on younger consumers who have been exposed to a variety of ethnic foods from a young age," Price says.

Bilingual marketing is key to reaching

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non-English speaking consumers. "To bridge the demographic gap, bilingual tags, information and product descriptions can help deli operators better market to Hispanic consumers," Reser's McCarthy advises. "This also is a great way for delis to attract a bilin-

gual audience."

Segregating Hispanic items in the deli by utilizing islands or other display methods can help bring added attention to these products. "By selling Hispanic foods such as cheeses, creams, ham, sausages and chorizos in special sections, it increases visibility," Rizo Lopez's Fajardo says. "It doesn't have to take up a big area, but this concept will be effective."

Including Hispanic items into meal solutions and bundling is also effective. "People are looking for value and convenience," McCarthy adds. "Approximately 80 percent of consumers don't know what they're having for dinner at 4 PM. It's important to give them options."

To grow the segment, it's important to market fresh, authentic Hispanic foods that have widespread appeal. "The trick for marketing Hispanic foods is to avoid the trap of assuming Hispanics are one big block of people and, instead, to target to them with foods and flavors that are appropriate," says Patty Echeverria, marketing manager at Castella Imports, Hauppauge, NY. "There's much more to Latino food than the food itself — it's what the food represents."

Still, it pays to remember that mainstream consumers account for the bulk of the population when marketing and merchandising Hispanic products. "Mainstream consumers account for 85 percent of the population, and so you definitely want to market to them to drive growth, but it's still important to reach Hispanic consumers who appreciate authenticity and freshness," Circle Foods' Haladner says. "Sampling, recipes, and usage ideas help drive trial and give consumers new ways to add excitement and variety to their meals at home."

According to Queso Campesino's Jensen, "The 'little' Mexican markets — the carnicerías — offer customers more to choose from than the mainstream markets. They have our cheeses behind the counter for fresh cut and they have them in the deli cold case. 'Mainstream' markets tend to have them only in the deli cold case. But the new Kroger concept will market them the way a carnicería does — and that will open up the market. Some areas have only the small markets, others have large ethnic supermarkets."

Deli operators who watch how restaurants, food trucks, and chefs are marketing Hispanic foods — and then show how the deli can help consumers conveniently enjoy these delicious foods at home — will be ahead of the competition. "Deli operators need to stay up-to-date with what the Hispanic foods consumers are experiencing in restaurants to keep their offerings relevant," Price says.

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# Sandwiches: A Chance to Strut Your Stuff

The American love affair with sandwiches continues unabated

BY BOB JOHNSON

Sandwiches offer delis an opportunity to take full advantage of their unique variety and quality of ingredients.

"Some supermarkets are doing a great job in creating more upscale sandwiches," says Weyd H. Harris, national sales manager for Conroy Foods, Pittsburgh, PA. "They're using gourmet cheeses, breads, and condiments to make restaurant-quality offerings. Supermarkets found that if they want to compete in the prepared foods arena, they have to match the quality and variety of restaurant menu offerings. Quality means everything. Recent studies show consumers are willing to pay more if they know they're getting the quality they pay for."

Because they offer depth and length of ingredients with which virtually no other venue can compete, delis can build a sandwich program. And it starts with the finest breads.

According to Bob Pallotta, president of Chicago, IL-based Tonic Partners and marketing representative for Flatout Flatbreads, Saline, MI, "Bread should be a premium carrier to premium ingredients. One trend is to old-fashioned flavors, such as pretzel, that provide both texture and bite. There's a healthy halo from flatbread and a new alternative form from the thin, slim bun substitutes. Flatout is now selling its Artisan Foldit brand, a new variation on this trend. It has a unique figure-eight shape, healthy ingredients and the convenience of folding over to be handheld."

The deli sandwich program can offer a full range of breads. "Alternative breads are a great

start. The popularity of flatbreads in fast-food chains is easy to emulate and 'one-up'. Flatbreads offer variety in flavor and healthy ingredients such as whole grains. Wraps, pinwheels and lavash are easy and quick to prep. They store well and often it's easy to pull product from shelves," Pallotta adds.

High-quality bread can be an economical way to make sandwiches better tasting and healthier. "The trends in food are taste, health and value," according to Evan Singer, chief revenue officer for Milton's, San Diego, CA. "If a grocery store deli wants to step up its sandwich program, it needs to keep those three trends in mind.

Because the bread is a relatively low-cost part of the sandwich, it can be an excellent place to offer a superior product without significantly increasing price. "You can enhance the consumer's experience by having a tastier or healthier bread without adding a lot to the cost of the materials. We pride ourselves on producing amazing tasting and good-for-you breads," Singer notes.

The deli should follow up the bread choices with a unique lineup of sandwich meats. "Roast beef, of course!" enthuses Bruce Belack, executive vice president for sales and marketing at Vincent Giordano Corporation, Philadelphia, PA. "Premium turkey, honey or tavern ham, and Italian subs are quite popular nationally."

Sandwich meats should both include and go beyond traditional deli meats. "The standards such as roast beef, ham and turkey

breast should always be part of the deli," says Johanna Hulme, marketing manager for Pocino Foods Company, City of Industry, CA. "However, capocollo, mortadella, salami and even pepperoni are great meats to add flavor and variety to a sandwich board."

Deli meats are usually fresher or healthier than the sandwich shop competition. "In-store roasted turkey, beef and ham give delis a 'chef's touch,'" relates Pallotta. "Branded meats from distinguished suppliers and newer 'healthy' options — especially low sodium — are important choices."

A full range of cheeses, which are already a major draw at the deli, can then complement the meat. "What will differentiate will be the cheese choices and if they can be heated, this will help enhance the offering," Belack says.

According to Pat Ford, vice president of Ford's Food Inc., Raleigh, NC, "Specialty cheeses and the flexibility to offer items in the sandwiches for sale in the deli packaged case are a great way to let customers try items they wouldn't normally get to taste."

With an entire produce department at its disposal, the deli can also offer a range of sandwich additions. "Delis have the ability to stock specialty items such as mixed greens and alfalfa sprouts. The foodservice sector has to overcome challenges of limited available space for new items and guidelines to maintain product uniformity at multiple locations," adds Hulme.

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choices, including healthier options. "Sides need to range from the better-for-you grains such as quinoa and couscous to vegetables such as beets and green beans that can be adapted to mainstream with raisins, fruit and cheese. Healthy chips such as flatbread crisps are easy and tasty options, too," Tonic's Palotta says.

Classic Foods Inc., San Francisco, CA, makes Kettle Classics potato chips, which offer a unique flavor profile in a most familiar side. Kelli Dobbins, PR associate, notes, "Kettle Classics gourmet potato chips are a perfect complement to the wide array of freshly prepared deli sandwiches, soups and salads. These all-natural potato chips are kettle-cooked to a satisfying 'crunch' and are made with only the finest potatoes, sea salt, natural seasonings, herbs, and spices."

### The Custom Sandwich

The heart and soul of the sandwich program is the custom sandwich made to order for the customer. "Sandwiches need to be made to order. The typical customer looking for a sandwich perceives made for him/her personally a much better quality product than a premade sandwich on the shelf for hours," Giordano's Belack says.

One decided advantage of the made-to-

## Condiments Add a Unique Touch

Condiments allow the deli to offer unique sandwiches. "The deli offers sandwiches that are a step up from the foodservice sector by offering a variety of flavored condiments to suit individual customer tastes," says Dominic Biggi, executive vice president, Beaverton Foods, Inc., Beaverton, OR. "Cranberry mustard for a turkey sandwich, bacon horseradish for roast beef, sweet/hot mustard for ham and creamy dill for tuna fish are condiments that are a little different."

A variety of options helps differentiate a sandwich program. Pat Ford, vice president, Ford's Food Inc., Raleigh, NC, believes, "You have to have two different types of mustards, a regular mayo and light mayo, salt, pepper, oil and vinegar. Gluten free is a great thing to put into your arsenal of condiments but only if you can offer gluten-free bread."

Another way of adding variety to the condiments is to add new flavors to old favorites. "Many operators are finding flavored mayonnaise is an easy, on-trend way to make their sandwiches extra special – and extra profitable. Simply by stirring in a few ingredients, mayonnaise can take on a whole range of exciting flavor dimensions to add to sandwiches," says Toby Campbell, senior marketing manager, Unilever Food Solutions, Lisle, IL. Unilever's brands include Hellman's/Best.

Flavored mayonnaise selections can be tailored to regional sandwich offerings. "Cilantro mayonnaise makes a perfect addition to Mexican-style sandwiches, and harissa mayonnaise brings zesty Middle Eastern flavor. Both of these recipes are made in just seconds by stirring a few simple ingredients into mayonnaise. The recipes for these, and other flavored mayonnaises, can be found at the new [www.sandwichpro.com](http://www.sandwichpro.com) website," Campbell adds.

"The American palate has evolved over the last decade or so, making flavor more important," says Lisa Kartzman, director of public relations, American Roland Food Corp., New York, NY. She believes consumers, influenced by the Food Network and their own travels, are seeking more intense, diverse and unusual tastes. "It's not just about putting mustard and mayonnaise on a sandwich anymore. It's about enhancing

flavors." American Roland offers a wide range of condiments, ranging from twists on favorites – such as flavored Dijon and grained mustards – to increasingly popular chutneys – such as the perennial Major Grey's as well as an authentic Indian mango version.

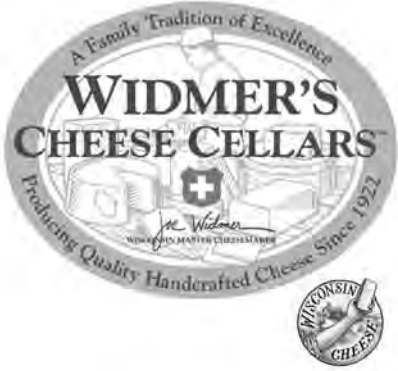
"With the evolving palate," she adds, "Americans are embracing sriracha [a Thai hot sauce] and other Asian flavor enhancers. Sweet Thai chili sauce is amazing on a turkey sandwich. Piri piri [a hot, fragrant sauce used in African and Portuguese dishes] is also becoming popular."

Antipasti can bring sandwich condiments to a new level. "Outside the regular mayo and mustard, peppers, olives and artichokes offer amazing taste combinations," says Ann Dressler, manager of the foodservice/service deli division, G. L. Mezzetta, Napa, CA. "Peppers are picking up the pace in sandwich bars, growing beyond peperoncini and moving into sweet cherry peppers, wax banana peppers and roasted red peppers. Our Tamed Jalapeño offers flavor without the heat and can really jazz up a sandwich."

However, delis must take into account important regional differences in consumer demand for exotic flavor profiles. "The West and East Coasts, for instance, are much more open to new taste trends and flavors, whereas the Midwest tends to be more traditional in its flavor request," Dressler adds.

Condiments can enhance the perception a sandwich is special enough to warrant additional cost. "Upscale ingredients are the key to increasing the average price," explains Weyd H. Harris, national sales manager, Conroy Foods, Pittsburgh, PA. "I wouldn't pay more for a sandwich that has a description of say, ham, American cheese, turkey, lettuce tomato and mayo. But I would for a sandwich with hickory smoked ham, natural turkey breast, imported Asiago, lettuce, tomato, and roasted chipotle sauce on ciabatta bread. The food cost may be slightly higher but the margin of profit would be much greater."

Conroy has a range of new flavor profiles. "We offer some unique flavors. In the Beano's line we offer Southwest sauce, wasabi, wing sauce, deli mustard,



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One way to expand consumer choice is to set up a condiment bar and let the consumer decide for him- or herself. "We're currently in a test with a major convenience-store chain. They've noted the customer doesn't always want what was provided with the sandwich when it was prepared. By offering the condiment bar, the customer gets a better product," Harris adds.

The condiment bar, or sandwich bar, needs to be well maintained to keep the customers coming back. "Stores need to insure freshness of products served at the sandwich bars and keep them fully stocked, especially at the lunch rush, so they don't lose their customer to the fast-food restaurant in their parking lot," advises Dressler.

The bottom line is to offer the consumer unique choices – "more creativity in the approach to sandwich creations. Offer the customer more options and variety in condiment sections at store level," Dressler says.

Condiments can be key to bringing a consumer back to the deli for signature sandwiches. "The better the condiments the better the chances of a repeat customer. Don't go for the foodservice look because that's not why customers go to a deli. They go to get a real sandwich," Ford says.

And don't forget the pickles, which are also turning toward bolder flavor profiles. "You see a lot more ethnic and bold flavors in snack foods, and that's what we're doing with our new chipotle pickle," explains Steve Byrnes, president, Van Holten's Inc., Waterloo, WI. "We're known for strong bold flavors."

Dill pickles are still popular, says Kartzman, which is why Roland offers slices and chips for inclusion in a sandwich as well as whole pickles as accompaniments. "Cornichons are becoming trendy," she notes. "They look like gherkins but they're not sweet – they're spicy and pack a bit of a punch." **DB**

order sandwich is the perception that it is fresh. "Deli consumers want their stuff fresh. We want to create the experience of having a sandwich made right there," says Frank Belfiore, marketing director for Finlandia Cheese Inc., Bridgeport, NJ.

The perception of freshness is key to successful sandwich operations. "Why does Subway do so well?" asks Dave Leonhardi, director of cheese education and events at the Wisconsin Milk Marketing Board (WMMB), Madison, WI. "Because you can see the

sandwich made right in front of you, and it's perceived to be fresh. Perception is reality. We love customized. My wife and I both like turkey sandwiches but we like completely different things on them."

A made-to-order sandwich program also allows the deli to take full advantage of its decided edge when it comes to the variety of quality ingredients. "With premade sandwiches, you can roll the dice only so many times before you risk the profitability of your sandwich program. Ham and Swiss is a great



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traditional sandwich, but what about ham and Havarti? With made-to-order sandwiches, you can have a variety of breads, condiments and cheeses. You can do a much wider range if you make it to order," WMMB's Leonhardi adds.

### Convenience Counts, Too

"The made-to-order allows customers to build a sandwich with their favorite items," Pocino's Hulme says, but prewrapped sandwiches still have an important place because

they offer convenience to the customer and labor savings to the deli. "Prewrapped sandwiches allow shoppers to grab and go. Stocking side orders and cold drinks add to the convenience of the experience," she concludes.

The trick is to offer both the convenience of grab-and-go and the quality that is the hallmark of the deli. "The key thing the deli can do is make it convenient, make it grab and go. People want that convenience thing, but they want high quality," Steve Byrnes, president of Van Holten's Inc., Waterloo, WI, notes. Van

## The Cheese Advantage

**T**he deli has a decided advantage over even the best foodservice sandwich competition in its ability to offer a wide variety of cheeses.

Frank Belfiore, marketing director, Finlandia Cheese Inc., Bridgeport, NJ, notes, "Places such as Subway and Quiznos have set menus and you don't see the variety of cheeses you see at the deli. If you sell a sandwich, you're also promoting the products you have at the deli. American and Swiss, followed by Provolone, Jacks and Cheddars are the convenient choices and the most popular, but other cheeses can create a unique experience."

One way to expand the variety of sandwich cheeses is with presliced versions of more-difficult-to-slice varieties. "Some cheeses are hard to slice on site but are excellent if you get them presliced, such as Havarti, which is in the semi-soft category," explains Dave Leonhardi, director of cheese education and events, Wisconsin Milk Marketing Board, Madison, WI. "It can get gummy in the cheese slicer. Delis might also consider that they don't have to do all the work on site."

This approach makes it possible to include a range of cheeses with unique, bold flavors, he adds, "such as Pepper Jack. Havarti is an excellent upscale sandwich cheese. Gouda is another one with excellent flavor and texture. If you want to go really upscale you can try Gruyère, an Alpine style cheese," he adds.

Delis can also offer new twists on familiar favorites. "Chipotle Cheddar is a new cheese that has skyrocketed in popularity," says Courtney Sloan, corporate chef, Pacific Cheese Co. Inc., Hayward, CA. "Sure to ignite any sandwich with amazing flavor, Chipotle Cheddar is a

Holten's makes a pickle in a pouch.

One way to build the premade sandwich program is to identify and promote the most popular sandwiches. "I suggest a sandwich of the week or day. Make sure everyone gets a listing of the next sandwich special to draw them back. Make sure everyone is well trained so a consistent product is created. Keep account of what specialty sandwiches do best in repeat sales and offer them on a more frequent cycle. These things will build a steady and repeat customer base," Conroy's Harris advises.

An effective sandwich program should include options that appeal to the full gamut

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The key is to offer cheese choices with intense flavor. "The best natural cheeses are the ones with the most intense flavor, such as mild and aged Brick cheeses or aged Cheddar. Aged washed-rind Brick — known to be very earthy and pungent — is an excellent choice for anybody who likes a full flavor cheese profile. This type of cheese goes especially well with lunch meats and also summer sausage," says Joe Widmer, president, Widmer's Cheese Cellars, Theresa, WI.

Widmer's favorite cheese is the star of a regional sandwich. "I come from an area of Wisconsin with a lot of Germans. The most popular German sandwich is a slice of very aged Brick cheese on dark rye bread with a slice of red onion. Most people use yellow or German mustard on this sandwich. Try it — you'll love it," he says.

The entire cheese category continues to grow at an incredible rate, opening up new opportunities to enhance the sandwich program. "The popularity of cheese is rapidly growing, especially in the food-service deli," Sloan notes. "Ten billion pounds of cheese were consumed in 2009, according to the USDA, and annual per capita consumption of cheeses has tripled in the last 30 years, reaching more than 32 pounds per person.

"As the American palate gets more adventurous, we see more demand for specialty cheese in the deli," Sloan continues. "Cheeses such as nutty Gouda and creamy Havarti are increasingly popular. As delis branch out from traditional sandwiches to hot, grilled panini and specialty wraps, unique cheeses help a deli menu stand out and offer consumers something new with all the bold, cheesy flavors and variety they crave."

Cheese options are maximized in

made-to-order sandwiches, but the superior freshness of deli cheese also helps add freshness to pre-wrapped sandwiches. "The most important thing to me is always the freshness of the ingredients, especially with pre-wrapped sandwiches," Widmer explains. "When it comes to made-to-order, it's important to have a choice of cheeses so customers can pick their favorite or try a new one."

Made-to-order sandwich programs provide an excellent opportunity to give

out promotional information on the many uses of specific, perhaps unfamiliar cheeses. "Think beyond sandwiches to ask how this cheese could be used. For example, if you make French onion soup, you might want a slice of Gruyere on top," Leonhardi says.

When expanding a sandwich program, and its cheese offerings, advance one step at a time. "Don't jump into something new. Make the changes slowly, and keep what works," Leonhardi advises. **DB**

of consumers. "There's a place for both made-to-order and prewrapped sandwiches. Prewrapped sandwiches are convenient and, with improved packages and carriers, have greater eye-appeal. Custom made-to-order is more labor intensive but give shoppers more personal control," Tonic's Pallotta notes.

Delis can offer the variety and freshness of a made-to-order sandwich with the convenience of a prewrapped. "One of the things we've noticed is the problem of perceived wait time at the deli. The ability to order, then shop and come back and pick up the sandwich offers a level of convenience," adds Finlandia's Belfiore. **DB**

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# THE DIET THAT ISN'T A DIET

Mediterranean foods have become a mainstay of the American food scene

BY ALAN RICHMAN

**G**oogle “Mediterranean diet,” and you’ll get nearly 1.1 million hits in 0.10 seconds. So why do so many manufacturers and purveyors of Mediterranean and Mediterranean-style products declare there is no such thing as the Mediterranean diet — and then cling to the term anyway?

Even Oldways, the Boston, MA-based non-profit organization that first introduced the Mediterranean Diet Pyramid in 1993, exemplifies this dichotomy, quoting *Consumer Reports* to the effect that the Med diet “isn’t really a diet at all but a style of eating that focuses on an abundance of delicious, hearty, and nutritious food. Just looking at the pyramid ... may be enough to make you look forward to the next meal.”

According to Dominick Frocione, vice president of sales, Cedar’s Mediterranean Foods, Ward Hill, MA, “Many diets are fads and come and go quickly. Mediterranean is a lifestyle. It’s a simple group of foods that are all prevalent in the Mediterranean region of the world, and each country has variations of how to prepare or use the ingredients that are local in nature. The term ‘Mediterranean diet’ has been around for thousands of years, and I don’t expect to see it diminish in importance any time soon.”

Other deli professionals — producers, importers, distributors and retailers — agree. Most dismiss suggestions that the term has lost any of its power with the consumer.

Phil Meldrum, president, FoodMatch, Inc., New York, NY, says, “When I hear ‘Mediterranean diet,’ I think healthy, easy, delicious, tasty. Whether we call it a lifestyle or a food plan, it represents a fundamental shift in how people are eating these days. It’s impossible to ignore. I see it as perhaps the third great public safety initiative of the past half-century: First we had automobile seat belts, then the campaign to stop tobacco use, and now we’re working on getting people to eat healthfully.”

George Kashou, co-owner, Kangaroo Brands Inc., Milwaukee, WI, notes, “The term ‘Mediterranean diet’ still rings true, certainly if our sales are any indication. They’re strong.” Kangaroo markets Feta cheese under the Odyssey brand and also creates numerous private-label products for retailers, yet pita and pita-based snack chips are at its heart. Kashou says products like these are not nearly as “foreign” as they once were, but are becoming mainstays of the American food scene.

At Fresno, CA-based Valley Lahvosh Baking Company, a maker of Armenian crackerbread, marketing manager Jenni Bonsignore says, “Although the principles of the Mediterranean diet have become more

mainstream, I think people still use and, more importantly, respond to the term. The misleading part may be the word ‘diet.’ Eating the Mediterranean way still gives you lots of good food choices so I would call it a lifestyle rather than a diet.”

Despite all this loyalty to a “diet” that isn’t a diet, a few voices quibble about the terminology — even while asserting their sales are on the increase. John McGuckin, executive vice president, sales, Sabra Dipping Company, White Plains, NY, notes, “We don’t think it’s a diet; we think it’s a lifestyle, utilizing foods that are healthy, fresh and flavorful. It isn’t necessarily low fat, but good and flavorful food where the ingredients are healthy and associated with the Mediterranean region.”

## What’s on the Menu?

“The term we use is ‘Mediterranean inspired,’” says Valerie Lester, vice president of marketing, Kronos Foods Inc., Glendale Heights, IL. “Americans are enjoying Mediterranean foods and using Mediterranean ingredients in their dishes.” Kronos offers meats for gyros and kabobs, flatbreads (including pita, naan and pizza crusts), Feta cheese, hummus, tzatziki sauce, desserts (including baklava, bourma, nut tarts and macaroons), entrées such as pastitsio and moussaka, specialties such as falafel and Kalamata olives, and sandwich kits for quick meal solutions.

“Some of our successes include expanding the uses of filo dough with Kronos’ new pre-oiled filo — to help increase menu options and margins, while reducing labor time and operational costs,” she adds.

Filo dough also is central to the story of Kontos Foods, Inc., Paterson, NJ. Corporate executive chef Demetrios Haralambatos — he likes to be called Chef Demetrios — notes the company’s history dates back to the time its 19-year-old founder, Evris Kontos, came to the United States from Greece and began making filo dough by hand. Years later, in the 1970s, he developed a system for making the flaky dough by machine, attracting the attention of food giant Pillsbury, which bought him out.

At that point, Kontos, restricted from competing with Pillsbury, went back to Greece. But his adult son, Steve, remained here, setting up a firm that sold flatbreads initially and, later, all the meats, cheeses, sauces and other fixings to go with the flatbreads. By this time, his father’s restrictive covenant had expired, and the elder Kontos rejoined his son on this side of the Atlantic.

Kontos Foods again added filo dough to its line, and it now fea-



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tures all the Mediterranean specialties, including baklava, spanakopita, 37 varieties of flatbreads, imported olives, Feta cheese, specialty pastas, and more. Nor is it limited to the Greek/Turkish/North African triangle; it also offers Spanish-style options such as Pan Plano, which comes in jalapeño cilantro and pico de gallo variations.

Kevin O'Connor, senior vice president of sales for FoodMatch, says the company offers a full line of Mediterranean choices. "We have olives, peppers, garlic, all sorts of roasted vegetables, olive oil, tapenades, Kalamata spreads. You name it."

Cedar's, says Frocione, spotlights natural and preserved products, including hummus, Mediterranean salads such as tabouleh, chickpea and couscous, Greek yogurt dips, tzatziki, baked pita chips, flavored wraps and tortillas, and fresh salsa.

At Grecian Delight Foods, Inc., in Elk Grove Village, IL, Mediterranean flatbreads are front-and-center, along with dips and spreads, meal kits and prepared foods such as pastitsio and spanakopita. Jeff Derr, senior manager of retail sales and marketing, says the company's Opaa! brand products have recorded double-digit growth for several years. "Consumer interest is on the rise for virtually all ethnic foods, and Mediterranean

## May Is Mediterranean Month

**T**his year marks the third consecutive year that May Day will be Med Day, kicking off a full month of programs and activities designed to promote greater use of Mediterranean foods in North America.

Inspired by Oldways, the Boston, MA-based non-profit organization that originated the Mediterranean Diet Pyramid in 1993, National Mediterranean Diet Month 2011 promises to be bigger, bolder and more far-reaching than in previous years. Georgia Orcutt, program manager, cites growing momentum for the annual event, "as more journalists, retailers, and consumers discover the remarkable health benefits and ease of eating the Mediterranean Way. The celebration is also a great way to draw increased attention to healthy Mediterranean foods through the Mediterranean Foods Alliance (MFA) ([www.oldwayspt.org/mediterranean-diet/mfa-members](http://www.oldwayspt.org/mediterranean-diet/mfa-members))."

"New activities for 2011 are expanded Mediterranean foods/recipe samplings and demos in supermarkets and a new Mediterranean Diet Web page offered to MFA members," she notes.

Scientific studies consistently report the healthy Mediterranean Diet and its lifestyle practices reduce the risk of chronic diseases such as heart disease, cancer, and diabetes. Plus, there is compelling evidence that omega-3s, found in a number of Mediterranean foods, can boost the health and brainpower of both mothers and infants. And, the new *Dietary Guidelines for Americans*, released at the end of January, advocates the importance of total diet and touts the Mediterranean Diet as one of the most thoroughly researched models for healthy eating.

Nevertheless, says Orcutt, "Our May celebration focuses on the Mediterranean Diet as being more than just 'good for you.'" Other goals are to educate consumers about Mediterranean foods being easy to prepare, affordable, and, above all, delicious.

To help spread the messages at the supermarket level, Oldways is urging retailers to become involved. Orcutt says local stores can build interest by educating consumers to look for Med Mark, a Mediterranean Diet packaging symbol, by offering samples of Mediterranean foods such as olives, cheese or grains, and by arranging cooking demos. For more information, visit the Oldways website, [www.oldways.org](http://www.oldways.org). **DB**

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foods are particularly well-positioned to benefit from this trend," he explains. "The ingredients are fresh, and the health benefits are well understood."

Sabra, one of the few Mediterranean food companies heavily invested in television advertising, focuses on hummus, Greek yogurt-based dips, and eggplant-based salads such as caponata and ratatouille. "The growth projection [for the category] is huge," McGuckin says. "It's grown from \$180 million to \$500 million in five years. And it should double that in the next five years."

Rita Takvorian, the second-generation owner of Haig's Delicacies, Hayward, CA, whose company was launched by her parents more than 54 years ago, notes that in addition to operating a 13,000-square-foot manufacturing facility in Hayward, it has a 6,000-square-foot retail store in San Francisco. Today, Haig's is best known for its many varieties of hummus and dolmas, but it also offers baba ganoush, muhammara (a spread that combines tangy pomegranates and roasted red peppers mixed with ground walnuts and a unique blend of spices), and falafel with tahini sauce.

### Belly Up to the Bar

George E. DeLallo Co., Inc., Jeannette, PA, is often credited with popularizing the olive bar concept. Anthony DiPietro, vice president, describes DeLallo as a vertically integrated packer and processor. Featured products include a wide range of olives and pickled vegetables, including artichokes, onions, tomatoes, peppers, and more.

He suggests olive bars have become a "destination" for shoppers, putting stores that don't have them at a competitive disadvantage. Further, he says, bars need not be confined to displaying just olives and antipasti but should be integrated into the whole deli department where they can serve as just one element in menu planning and meal packaging.

Interest in Mediterranean foods is very high right now, says DiPietro, as American consumers become better traveled, more knowledgeable about the world's food varieties, and more exploratory about what they buy to use at home.

"We're seeing fewer olive bars per se," says FoodMatch's O'Connor. "Many have been transformed into Mediterranean food bars, featuring greater selection. As a result,

traffic has increased and sales have risen."

FoodMatch, he adds, is "a big promoter of the bar concept. It can be very successful with the right rotation of products and a clean presentation. We provide our clients with resources and training. Collateral materials include recipe cards, of course, but even more important are large-scale visuals that show consumers how to use the products."

Cedar's' Frocione has seen "mixed results for Mediterranean bars in retail settings. The pluses are variety and the ability for the customer to purchase the exact quantity he or she desires. The target audience is still the upscale deli consumer. The downside is that Mediterranean bars must be maintained properly to look appealing. Olives in oil look great when the trays are full of olives but not when only the brine remains. Hummus works well but must be stirred constantly to keep the product from drying out on top. Costs for products on a bar are usually higher than for pre-packed, due to labor. I see the concept of olive bars continuing, but variety may be cut back as space will always be at a premium."

Despite not having statistical evidence on whether bars are becoming more or less prevalent in delis, Derr continues to get calls from Grecian Delight clients asking him to come out and set up Mediterranean bars in their stores. He recently did this for a major regional grocer with multiple locations.

An olive bar minimizes risk, says Haig's Takvorian. "It gives the customer the freedom to try something new in small amounts, without the fear he or she will be throwing money away. Most shoppers in the San Francisco Bay Area where Haig's is located are very accustomed to bars and love to shop from them."

Kronos Foods' Lester is a bit more cautious. "Incorporating a wider variety of olives and Mediterranean foods into the deli will help sales of the deli but it may be hard to justify the space for dedicated olive bars."

On the other hand, says Oliver Sardo, owner, Bolton, ON, Canada-based Sardo Foods, whose specialties include select antipasti such as grilled vegetables and jalapeño, "We think these bars are crucial. Our studies show people travel more now than they did 15 years ago. These people are looking for items they've seen on a trip. When they find a food item they recognize, they'll buy it with the intention of reliving a happy moment from their travels. We're adding more items to our selection all the time."

Olives have been around since the Roman Empire and before, Sardo points out, and they'll be here for many years to come. "What makes this an exciting time for olive consumers is they now can obtain olives from all over the world — from Morocco, Italy,

and even France — and they don't have to go any further than the deli department of their local supermarket. That's amazing."

Sardo says this is also a marvelous time for olive sellers. "We bring this world of flavors to the customer. A deli or grocery store that carries a large variety of olives will always be ahead of the competition. If a customer finds a certain product or service at a store/deli, you've won that customer for years. If the deli adds or changes its bars with new and unusual products, it can expect an increase in sales

because people will try new things."

Perhaps the final word on the value of bars comes from Sabra's McGuckin, who suggests it's no longer debatable whether a store should or should not have a Mediterranean bar. "They've become standard fare," he declares. "They're essential in urban markets and dominate the landscape in terms of share of sales and in-store theatre. The bar is the single most important area of the store to denote a commitment to freshness. It's where consumer loyalty is gained or lost." **DB**

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# The Business of Oil

With new technology creating healthier cooking oil options, deli operators have a broader choice for their prepared food programs

BY LISA WHITE

Cooking oils are a source of much controversy and confusion — What type is healthiest? Should their use be reduced? What variety is best for which application? — but what cannot be disputed is that cooking oils are an essential component of the supermarket deli. Used most often for frying but also as an ingredient, they can take on many forms and types.

The result of recent trans-fat legislation is that deli operators are looking for healthier oils. “Since the broad conversion to zero trans-fat frying oils has taken place, a number of chains have switched from one oil to another, in an effort to find the optimal level

of performance, flavor and ease of use,” says Tom Bandler, general manager of branded products for Memphis, TN-based Stratas Foods. “Some are on their second, third or fourth different oil.”

The U.S. Food & Drug Administration (FDA) maintains oils and fat are an important part of the diet. According to the *2010 Dietary Guidelines* from the U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS), American diets should be comprised of 30 percent or less of dietary fat.

It's not just about how much fat is consumed, but the type of fat. There are good

fats that promote heart health and help reduce disease, just as there are bad fats that compound health risks. “The new *Dietary Guidelines* call for a reduction in bad fats, including saturated fats, trans fats and those that increase cholesterol,” relates Dave Dzisiak, commercial leader for grains and oils at Dow Agro Sciences, headquartered in Indianapolis, IN. “Data show that people consume up to two times more saturated fat than is recommended.”

When the last *Dietary Guidelines* were released in 2005, label laws focused on revealing the presence of trans fats in foods. This drove consumer awareness of good and



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bad fats, helping to educate the public on what constituted healthier ingredients. "Consumers are now looking for simplification in their ingredients," notes Roger Daniels, director of research and development at Bunge North America, an oil supplier headquartered in Lisle, IL. "This transfers over to the deli, which has begun offering restaurant-quality prepared food."

### Oil Types

To better understand the cooking oil segment, it helps to learn about the types and different properties. Oils are generally classified as having saturated, polyunsaturated and monounsaturated (also called oleic) fat. Oils comprised primarily of the latter two are considered healthier. While monounsaturated fats are relatively stable in fryers, this is not the case for polyunsaturates, which tend to break down in fryers.

Increasingly sophisticated deli foodservice programs have affected oil usage. "There has been an increase in oil usage in terms of light-duty frying or flavor enhancement in deli departments," Daniels adds. "This has come about because these operations are looking to create unique side dishes to accompany center-of-the-plate items."

Peanut, soybean, canola and corn oil are most commonly used in the U.S. Palm and coconut oil are also available but are used less often due to their high saturated fat content.

According to Dan Updike, regional manager in the U.S. for Richardson Oilseed Ltd., based in Winnipeg, ON, Canada, "Our high oleic canola oil is grown to have a different fatty acid profile [than traditional oils of this type]." The higher levels of oleic fatty acids provide more stability and a longer fry life than most hydrogenated oils, which have the added disadvantage of higher levels of saturated fat. "Liquid oil is turned into a semi solid oil when it's hydrogenated," he explains. "This is a negative, because this process forms [unhealthy] trans fats."

Different oils have different characteristics in terms of frying and the diet. For example, although olive oil is perceived to be the healthiest of the commonly used oils, delis seldom use it for frying because of its flavor transfer and relatively low smoke point. Instead, it's used as an ingredient in dressings, sauces and other toppings.

Canola oil is low in saturated fat and high in mono- and polyunsaturated fats. "Our canola oil has one of the highest levels of monounsaturated fat, and that's what you

want in the diet," Updike says.

Some predict the *2010 Dietary Guidelines* will result in a greater push for supermarket delis to reduce trans fats and eliminate hydrogenated oils in foods. "This provides savvy deli operators with the opportunity to upgrade their oil choices," Updike adds. "Although healthier oils, such as high oleic canola, are not the cheapest, they offer the healthiest options for use and pay for themselves with a longer shelf life."



### Current Trends

Healthy eating is currently the predominant trend when looking at oils and what is driving the food industry. According to Dow's Dzisiak, "Even during this economic recession, what hasn't dropped off is consumers' desire to eat better."

As restaurant traffic has dropped off, people are eating at home more and looking to delis as a source for healthier, convenient meal options. "With menu labeling requirements on the horizon, along with consumers' desire to eat healthier, delis can take a closer look at their ingredient package to incorporate more functional ingredients and healthier oils," Dzisiak continues.

Technology has come a long way, providing the means to produce high oleic oils that are derivatives of original oils. Through crossbreeding and genetic manipulation, these oils provide higher levels of good monounsaturated fat.

One of the newest high performance oil types available is high oleic soybean oil, just

introduced by Stratas Foods under the Frymax brand. "This contains a high level of monounsaturated fat, allowing it to deliver unsurpassed fry life with a minimum of polymerization or gumming on the side of the fryer. It's a great new option," Bandler advises. "It not only provides the same or even better level of performance as high oleic canola oil, but it also delivers the soy flavor profile that many consumers still prefer."

Dow Agro Sciences has created a system that removes the oil hydrogenation process. "We can make naturally stable, more functional oils through plant breeding," Dzisiak explains. "With this process, we've been able to increase monounsaturated or omega-9-type fats and decrease unstable ones." This oil decreases the saturated fat in a serving of french fries from 7 grams to 2 grams, with trans fats decreased from 5 grams to .02 grams. Bad fats are reduced a total of 80 percent.

"Fried chicken is the poster child for unhealthy foods, but if it's fried in healthy oil, it creates a lean protein with a good supply of unsaturated and monounsaturated fat," Dzisiak says. "We can create a much healthier product just by changing the type of oil products are cooked in."

In a move to provide healthier oil profiles, Bunge has created Ultra oil blends based on enzymatic solutions. "These are the next generation oils, such as high oleic canola oil, which has been available for about five years," Daniels notes. "High oleic is omega-9 that nutritionists are just getting their hands around. [In addition to offering healthier qualities,] this oil has a nice degree of shelf stability."

Currently, a number of restaurants are publicizing that they're frying in 100 percent canola oil or utilizing healthier oils in their dishes. With many consumers perceiving deli prepared foods to be fresher and healthier than restaurant fare, retailers have an opportunity to capitalize on their use of better oils both for frying and as ingredients.

In addition, manufacturers are taking note and revising their lines to reflect these trends. For example, Richardson will discontinue offering hydrogenated products as of June 1, 2011. "Still, there's a slow trend toward moving to healthier oil use," Updike says, "because some of the less healthy products provide such low cost points that keep them in play."

Delis have been slower to jump on board the healthy oil bandwagon than packaged food manufacturers, who are required to list their ingredients. "It's hard to say what the

future holds legislatively in terms of ingredient labeling for deli prepared foods," Richardson's Updike adds, "but the USDA has emphasized reducing the consumption of foods with solid fat and high saturated fat, which includes anything hydrogenated."

### Utilization in Delis

Supermarket delis have become a destination for the fried foods that Americans crave but don't like to prepare at home. Oil used for deli frying is as diverse as the oils that are available.

Because each oil has a different composition, some oils traditionally last longer in the high temperatures used for frying. For example, peanut oil lasts for four days, canola oil for two days and soybean oil for only one day. "It's important to select an oil not based on price alone, but based on what lasts longer and meets your nutritional needs," Updike says. "Cost factors are involved when oils need to be replenished more often."

Flavor transfer is another consideration. "As peanut oil breaks down, its flavor can come across in fried foods," Updike adds. "This is a plus for some, especially in the South where peanuts are grown, but may not be preferable in certain foods for other

areas of the country. Plus, nut oils conjure up allergen concerns."

Enzymatic solutions are effective frying mediums that work well with soybean-based oils. Bunge's high oleic or Ultra blend enzymatic oil "has a clean aroma and taste that allows the flavor of the food to come through, unlike some other oils that have an off-putting aroma or taste," Daniels explains. These oils can be used as flavor carriers for mayonnaise, sauces, other toppings and grilling solutions.

Dow Agro Sciences has worked with supermarket deli departments that have adopted omega-9 oils. "This is a proactive way to give customers a more healthful product without changing the deli's offerings," Dzisiak says. "It's hard to change what people eat, but we can make food healthier."

Technology has helped companies create more natural oils that not only are healthy but also provide functionality, longer fry life, natural stability and good sensory attributes. "These oils have a clean, light taste that actually makes food taste better," he adds.

Although primarily used for foodservice frying, the natural oils can be used in place of any liquid oil as an ingredient in salad dressings, dips, mayonnaise or spreads. "It's possi-

ble to use one of these oils across all product lines in the deli," according to Dzisiak.

Dow Agro Sciences is currently working with concepts for shortenings with reduced saturated fat. "We can take our oil and, by using new manufacturing technology, blend it and produce shortening that has functionality and a large reduction in saturated fat content," he adds. "The saturated fat content would be reduced 50 to 60 percent and all trans fats would be removed."

When the foodservice industry was converting from hydrogenated oils to trans fat-free products, demand outpaced production. Today, these oils are widely available and cost effective. "Healthier oils may cost more on a per pound basis, but many of them last longer. Because the oil doesn't need to be changed as often, operators are saving on replacement costs," Dzisiak explains. "We've been able to decrease oil use, demonstrating a 50 percent longer frying life with omega-9 products."

With innovative oil production technologies and healthier products on the horizon, deli operators will have more options to choose from in the future. The negative connotations associated with oil use and frying could soon be turned on their head. **DB**



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# Alpine Cheese – The Peak of Perfection

## Keeping the big wheels rolling

BY KAREN SILVERSTON

There's a resurgence of interest in Alpine cheeses and the two most famous — Emmentaler and Gruyère — are staples of the cheese case.

"What we call 'Alpine' are mostly pressed, cooked cheeses from the Alps mountain system, but they have other types, too," explains Emmanuelle Hofer-Louis, vice-president of marketing for Anco Fine Cheese, Fairfield, NJ. "We have Gruyère from Switzerland, France and Austria. Emmentaler is from Switzerland; Emmental from France is similar. There are specialties — Appenzeller, Beaufort, Italy's Fontina Valle d'Aosta, and more. Alpine cheese comes from specific geography and the breed of animal grazing on it. Throughout the Alps you can have really high quality and very traditional and handmade cheeses."

Comté is not an Alpine cheese, but merchandising it with the Alpine category provides an opportunity to engage consumers because its history intertwines with Gruyère. It's produced in the Jura Massif, a moderately mountainous region that spans Jura, Doubs and Ain in France.

Visits to Beaufort makers in Savoy, Comté makers and affineurs in Jura, and Gruyère and Emmentaler makers and affineurs in western Switzerland are part of the experience of Andy Hatch, cheesemaker, Uplands Cheese Company, Dodgeville, WI. "One reason Alpine-style cheese is so appealing is it's both savory and sweet. These cheeses give you not only cooked-milk, caramel flavors but also deeper, savory broth-type flavors," says Hatch. Pleasant Ridge Reserve, named American Cheese Society (ACS) Best of Show 2001, 2005 and 2010, is Uplands' take on traditional grass-fed Alpine cheese.

"Wheels of Alpine cheeses are often as visually stunning as the high mountains where they're produced," reports Julien Lapraz, USA import sales manager for Lactalis Deli, Inc., New York, NY. "Displaying dummy wheels of Beaufort, Abondance or Raclette will catch your customers' atten-

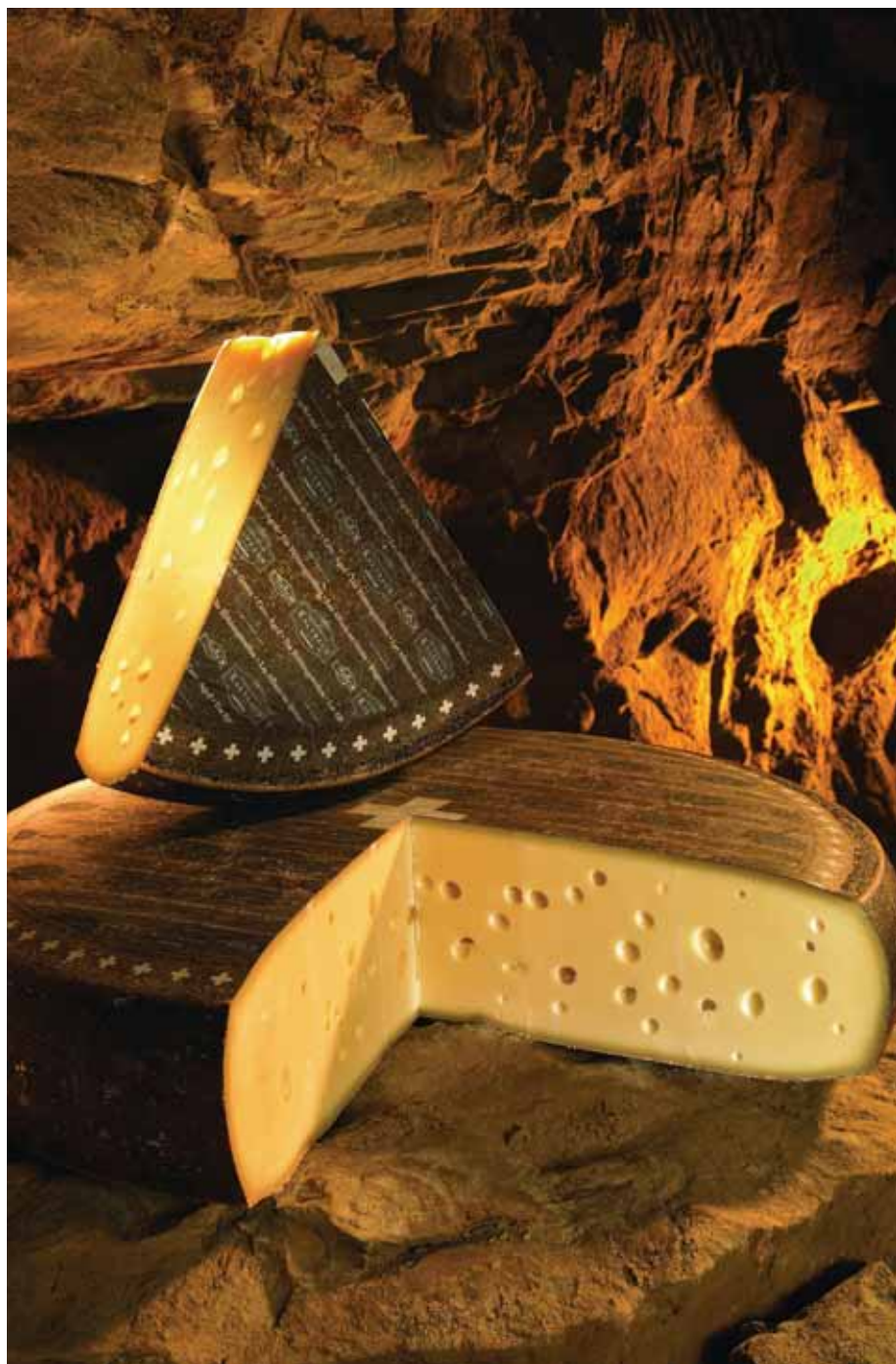


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tion. Depending on your store out-of-refrigeration policy, you may want to create displays with either real wheels or dummy wheels on a table near the case and sample those cheeses — it will give a fresh, straight-from-the-farm look.”

### The Height of Value

“Origin is the No. 1 point of differentiation. In the Alps, water is pure and cows roam freely, grazing rich grass — a big selling point. Terroir, the French word emphasizing the direct link that exists between food quality and the environment where it’s produced, is explicit for these cheeses,” says Lapraz of Lactalis.

Emmentaler AOC is a celebrated aged raw-milk cheese — with large eyes — from north and northwest Switzerland. Each wheel is traceable from the dairy number on it to its dairy by using the Emmentaler Switzerland website, [www.emmentaler.ch](http://www.emmentaler.ch). Originally produced only in summer by farmers for their families and as tithes to landowners, the wheels grew in the 19th century to 180 pounds and up, earning the nickname “the king of cheese.” Emmental de Savoie IGP from France, and Monroe, WI-based



PHOTO COURTESY OF UPLANDS CHEESE COMPANY

Edelweiss Creamery’s Emmentaler are similarly lofty.

Not everyone can offer Emmentaler wheels, but stores can differentiate their deli offering from pre-cut, packaged dairy department varieties by offering Switzerland Swiss

or other imported or domestic rindless block Swiss cheeses freshly sliced or cut to order.

Another celebrated raw-milk hero is Switzerland’s Le Gruyère AOC, made in wheels that average 77 pounds. One-fourth of the production comes to the U.S. It’s produced in Fribourg, Vaud, Neuchâtel, Jura and part of Bern. Austria’s Gruyère, labeled Bergkäse and Alpkäse, comes from Vorarlberg and Tirol.

“Gruyère seems to have become a ‘hot’ cheese in the last two years. It really has to do with the consumer’s search for flavor,” says Fermo Jaeckle, CEO of Emmi Roth USA, Inc., Monroe, WI.

“Many Alpine cheeses are still made in small village dairies. One valley is going to differ ecologically from the next. This is the way it’s been for centuries. If we want to know why cheese is expensive, it’s because it’s a lot more expensive to make product that way — in small units, a few wheels, maybe half a dozen farmers who support a cheese factory,” continues Jaeckle.

Traditionally, cheese made by small Alpine dairies was aged by companies in their region who worked with them long-term, selecting and buying the cheese, then aging

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and selling it. “The cheeses a cheesemaker made Monday may qualify; Wednesday may not,” notes Jaeckle.

Emmi expanded natural caves in Kaltbach, Switzerland, doubling the curing facility for Emmentaler, Gruyère and Raclette. A natural, gray-greenish mold growth that covers the wheel is unique to those caves, contributing substantially to the fine flavor profile of the ‘finished’ cheese. Both Gruyère and Emmentaler are cured in Kaltbach until they are about one year old.

Another distinguished Gruyère is the Langruti, Switzerland-based Lustenberger and Dürst “Le Superbe Gruyère” line, available from Anco. “Because the production method and the aging process make these imported raw-milk cheeses more expensive, you have to create merchandising that will give validity to the product. The best way to do that is to display the whole wheel at store level and give people a sense of the beauty of the origin of the cheese. If you educate consumers, they would understand the price,” says Hofer-Louis.

### Elevate the Consumer Experience

“Consumers may simply want a very nice flavor profile that is out of the norm but when



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they’re entertaining, they may be looking for a higher profile cheese. How much they’re going to spend is relative to what they’re going to use the cheese for,” explains Ryan Ramsey, director of marketing for Millersburg, OH-based Guggisberg Cheese, makers of large-eyed Swiss block and Baby Swiss.

“We like delis to look like a specialty cheese shop and give consumers a ‘made-to-order’ shopping and culinary experience. Demonstrations with certified chefs who show consumers how to prepare and cook with Alpine cheeses are a great merchandising technique,” advises Lauren Albracht, marketing specialist for Swiss Valley Farms Coop, Davenport, IA. Swiss Valley brand Swiss cheese is available in several Midwest retail chains.

According to Lactalis’ Lapraz, “Cheeses from the Alps rhyme with conviviality. They bring people together. At store level you can play this card. Who hasn’t heard of the fun of the unique group experience of a cheese fondue? Or a raclette — where each person melts his own wedge on a piece of the appliance placed at the center of the table, to then pour it over boiled potatoes and charcuterie. Cross-merchandising is easy — pair Alpine cheese with bread, salad or potatoes, charcuterie, fresh or cured ham, olives or cornichons.”

### Making the Cut

“Ideally, cut-and-wrapped Alpine cheese would be sold the same day it is cut,” says Jeremy Stephenson, cheesemaker for Spring Brook Farm, Farms for City Kids Foundation, Reading, VT. Spring Brook Farm Tarentaise,

2010 ‘super gold’ medal winner at the London, England-based World Cheese Awards and a runner-up for ACS 2010 Best of Show, is modeled after Abondance, an emblematic Alpine cheese from Savoy, France.

“Volatile components in Alpine cheese — which contribute greatly to what we smell and taste — can leave really fast after opening a wheel. It’s a very positive experience when our cheese is treated properly. Left too long in plastic, cheese will not retain complexity or nuance. If retailers can cut just enough for sale that day, consumers’ experience will be many times better and the store will have repeat customers,” says Stephenson.

It’s also essential to move through cut wheels quickly. “Once you cut into a wheel, it begins to dry out, so the longer it’s on the counter, the more of a challenge it is to keep it in good condition,” notes Uplands’ Hatch. New-world cheesemakers have the luxury of choosing which of the old world traditions to embrace, and Uplands chose to make a 10-pound wheel instead of one of the larger European sizes. “It is easier for us to handle and easier for a retailer to handle,” he adds.

Tools to educate foodservice and retail staff are available from organizations, such as the Madison, WI-based Wisconsin Milk Marketing Board, importers, vendors and distributors.

“Every wheel has specific cutting patterns,” says Hofer-Louis. “It’s not complicated — you just have to do it right.” The Anco Butcher Block program includes training in how to cut, display, merchandise and maintain safety-certified out-of-refrigeration wheels.

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# Fresh Mozzarella – Perfect for Warm-Weather Meals

Consumers looking for meals that won't heat up the kitchen can turn to fresh Mozzarella

BY KRISTINE HANSEN

When warm weather arrives, so does an increased appetite for fresh Mozzarella. The cheese is ripe for summer dining, whether it's grilled on top of a pizza or mixed with greens and tomatoes in a refreshing salad. It can be positioned in-store as requiring minimal preparation, which will appeal to consumers when hot and humid weather makes them search out easy-to-make meals that are no-cook or grill-compatible. Mozzarella and Burrata — a pouch of fresh Mozzarella filled with cream and Mozzarella shards — fill this bill perfectly.

A spike in fresh Mozzarella sales typically coincides with the start of tomato season during late summer. "When fresh tomatoes are abundant, we sell quite a bit of this product," says Farr Hariri, owner of Belfiore Cheese Co. in Berkeley, CA. "The demand goes up three-fold." When mentioning Belfiore's recently introduced Burrata, he adds, "It's become one of our highest selling items. The level of education has gone up in the last two years."

Hariri is in the process of expanding distribution to western states outside of California. All Belfiore cheeses — including the Mozzarella, Burrata and others, such as Paneer, Feta and Ricotta — have a certified-organic option and are certified-kosher. They contain no artificial ingredients and are free from rBST (bovine growth hormone). Milk to produce the cheese comes from local cows in Northern California. "We're very much about local — we get our milk locally and other ingredients, too," says Hariri.

Whether it's Mozzarella or Burrata, the ease in preparation — both the variety of recipes and the minimal prep time — wins customers over. "It's one of those cheeses you can do just about anything with," says Francesca



PHOTO COURTESY OF CRAVE BROTHERS FARMSTEAD CHEESE

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Elfner, operations manager at Green Bay, WI-based BelGioioso Cheese, which makes Mozzarella and Burrata. Her father, Errico Auricchio, is president; he moved his family to Wisconsin from Naples, Italy, in 1979, debuting cheeses under the BelGioioso label soon after. With little prompting, Elfner can dictate easy-to-follow recipes, which she has passed along to delis that carry BelGioioso products. They're also published on the BelGioioso website, [www.belgioioso.com](http://www.belgioioso.com).

"I grew up with fresh Mozzarella. Fresher is better. It's great with prosciutto and arugula on a baguette with a little bit of olive oil and salt," says Elfner. Another of her easy summer recipes is to combine cubes of Mozzarella balls with cubed tomatoes (cherry or grape) and then add that to cooked, cooled pasta along with fresh basil leaves, a bit of garlic and salt, and a heavy drizzle of olive oil. She also recommends combining fresh Mozzarella with chunks of fresh fruit on skewers.

Retailers could set up displays that cross-merchandise all the ingredients for any or all of these dishes to create a one-stop shopping experience for consumers — and higher rings for the department. Providing consumers with simple recipes and/or websites where they can find recipes can help differentiate the department. Delis can also take advantage of the growing number of recipe and shopping apps available for smart phones. With more and more consumers relying on this new technology, the retailer that stakes out an early claim is sure to have an advantage.

### Merchandising and Promoting

Marketing fresh Mozzarella is fairly straightforward for delis, thanks to the popularity of Italian cuisine, the growing interest in the Mediterranean Diet and the increased consumer desire for fresh, locally sourced or grown foods. Mozzarella fits right in during the spring and summer when most areas are experiencing a plethora of market-fresh vegetables and people are looking for lighter, healthier fare. "It goes so well with the herbs and summer vegetables," relates Paula Lambert, owner of Mozzarella Company, based in Dallas, TX.

Time spent living in Italy — and being unable to find fresh Mozzarella in Texas when she returned — inspired Lambert to found Mozzarella Company. She went back to Italy to receive proper training in making Mozzarella, which her company has produced since opening in 1982. "I loved Mozzarella and tomato salad — and it didn't exist here!" explains Lambert. "I thought I would make it."

The company's fresh Mozzarella offerings have expanded to include two styles of Burrata (one encasing butter, the other crème fraîche), Mozzarella curd, Smoked



A Mozzarella display in Wisconsin.

Scamorza (Mozzarella lightly smoked over pecan shells) and Bocconcini (bite-sized Mozzarella balls). Mozzarella rolls are very popular and available with five different fillings — prosciutto, basil pesto, sun-dried tomatoes, green olive and jalapeño chile. "They're versatile because they're subtly flavored and don't overpower anything," says Lambert. She says slices of the Mozzarella rolls make wonderful sandwiches — and encourages deli owners to share the idea with consumers. "It's great with marinated artichokes and wonderful with eggplant, melted on sandwiches and in paninis. You can also make little pizzas using flatbreads," she says.

As with any specialty cheese, telling the story of the creamery or the cheesemaker piques consumer interest. An educated deli staff is the best way to share information and spark discussion, but good signage can instigate the conversation.

"We have a unique story with the farmstead and the farm-fresh milk and the whole buy-local concept," says Debbie Crave, vice president of Crave Brothers Farmstead Cheese in Waterloo, WI. Crave Brothers Dairy Farm has been raising and milking Holstein cows for over 30 years; moving into the fresh Mozzarella category was a natural transition after forming the cheese-making operation in 2002, using milk from cows raised on the farm.

Crave Brothers makes logs, balls, perline (tiny balls the size of pearls), medallions, ciliegine (cherry-sized pieces) and curds. One of its newest offerings is marinated ciliegine — Mozzarella marinated in olive oil, canola oil and a signature spice mix. Launched a couple of years ago, the marinated ciliegine can be the base of a quick and easy dinner on a hot summer night. "You can take the marinade, stir it up and put it on vegetables — or make bruschetta. It can be a meal or an appetizer substitute," she explains.

"It's important for us to offer many cheeses for the customer depending on what kind of meal they're preparing," says Crave, adding that the milk used is only hours old, resulting in high quality cheeses. "The medallions are really nice — pillow-y, soft slices," she says. Because she is half-Italian, creating recipes that involve Mozzarella and Burrata, and marketing those cheeses, comes easy to her. Yet she was surprised the curds ended up being so popular. "Some restaurants and delis like to order curds so they can demonstrate how to make Mozzarella in front of their customers."

Crave says it's easy to incorporate fresh Mozzarella into recipes. Perline, for example, are perfect for pizza. "They melt down into a soft, white circle," she says. Two medallions of Mozzarella and a dollop of marinara sauce make a burger divine, she adds. In a salad of fresh greens, perline add texture and flavor.

She helps spread the word about Mozzarella by frequently hosting events at the company headquarters, through the Wisconsin Milk Marketing Board or for deli managers. A chef's kitchen and seating for about 30 guests is inside a cave-like atmosphere. She also likes to introduce visitors to an Italian tradition she became aware of while visiting family in Italy. "When you're in Italy, it's very common for fresh Mozzarella to arrive at the table and you slice it yourself," Crave says. "Put a ball on the table with some nice olive oil, a pepper mill and bread."

Showing consumers who crave a simple meal with delicious flavor how to use fresh Mozzarella at home will stand retailers in good stead with their clientele. Consider displaying some of the Mozzarella's popular pairings to an area near the cheese counter. Olive oils, fresh herbs, cherry or grape tomatoes, and crusty baguettes are the most obvious pairings. But don't overlook wines, beers or other beverages, skewers, flatbreads, ciabatta, fruit and honeys. **DB**

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT



PRESENTS

## THE IDDBA PRESHOW GUIDE

### SPEAKER SCHEDULE



### INTERVIEW WITH CAROL CHRISTISON



### EXHIBITOR LIST

Dairy•Deli•Bakery  
Anaheim Convention Center  
Anaheim, CA  
**June 5-7, 2011**

The International Dairy-Deli-Bakery Association will hold its 46th Annual Seminar and Expo June 5-7, 2010, in Anaheim, CA. The theme for this year's Show of Shows is Rock Star Food.

The IDDBA continues its tradition of program excellence with another world-class lineup of top-rated speakers from an impressive array of disciplines. This year's featured speakers include: Dr. Condoleezza Rice, Guy Fieri, Joe Montana, Captain Chesley "Sully" Sullenberger, Dr. Lowell B. Catlett, Harold Lloyd, Marcus Buckingham, Sinbad, John Gerzema, Carol Christison, Mark Rudy, and Jack Li.

## SUNDAY JUNE 5, 2011

8:00 AM –  
8:30 AM



### INNOVATIONS:

#### MARKETING TIPS, TECHNOLOGY TRICKS AND GREAT IDEAS

Jack Li, managing partner at Datassential, will present the results of the study IDDBA commissioned to identify innovations that can grow the dairy, deli, and bakery segments through enhanced promotion, technology, and operational efficiency — all helping support a better consumer shopping experience. The research identifies key innovations and explores how those innovations can be best leveraged in the dairy/deli/bakery channel.

8:30 AM –  
9:15 AM



### THE SUPERMARKET DEPARTMENT MANAGER:

#### WHAT MAKES THEM TICK; WHAT TURNS THEM ON?

Harold Lloyd, president of Harold Lloyd Presents, explains how getting from good to great is a journey that combines attitude, expectation, performance and delivery. A critical part of that formula is attitude. How do supermarket managers manage? Translate consumer needs and wants to in-store deliverables? Motivate themselves, employees and vendors to deliver on expectations?

9:15 AM –  
10:10 AM



### MAKING AN IMPACT

As a flier, the words you never want to hear are "Brace for Impact." But if you do hear them, you want them to be said by Captain Chesley "Sully" Sullenberger. His skill and expertise contributed to the Miracle on the Hudson. When the US Airways 76-ton Airbus with 155 people onboard blew out both engines, Sully landed the plane in the Hudson River. His book, *Highest Duty: My Search for What Really Matters*, reveals the important lessons he learned from childhood, his military service and as a commercial pilot. Handling a crisis depends on how prepared you are, the teams you have trained, and your ability to deliver.

10:30 AM –  
11:30 AM



### FROM DAYTIME TO PRIMETIME — A FOOD PASSION

Guy Fieri won season two of *The Next Food Network Star*. Today, he's a mega food star, hosts three popular shows on Food Network and is the owner/operator of five restaurants in Northern California. He began his love affair with food at the age 10, selling soft pretzels from a three-wheeled bicycle cart. He saved enough money selling pretzels to spend his junior year of high school as an exchange student in France. He will share stories on how a passion for food, creating fun and outrageous experiences, and sharing ideas can attract and keep customers.

11:30 AM –  
12:30 PM



### WEIGHTY ISSUES: THE WORLD OF SINBAD

Sinbad is an actor, author, comedian and all-around funny guy. His take on life will leave you breathless with laughter and admiration for his cutting-edge insight into life's issues, lifestyles, and foibles. Growing up as a preacher's kid, he learned life's lessons and feeds them back to us with a big grain of salt and lump of laughter. His food-based humor offers insight into why people eat, family issues, and nationally advertised dieting programs.

## MONDAY JUNE 5, 2011

8:00 AM –  
8:20 AM



### MERCHANDISING FOR IMPACT

Mark Rudy, president of IDDBA and VP of sales, Hubert Company, talks about innovative merchandising that it isn't dependent on a big budget. The building blocks for an eye-catching merchandising display — decor, color, texture, landscaping and communication — come after a creative concept or foundation has set the story you want to convey. Displays that surprise, delight and attract customers may range from the everyday to the exotic but they should always focus on the food.

8:20 AM –  
9:25 AM

### ROCK STAR FOOD, THEMES, AND TRENDS

Join Carol Christison, executive director, IDDBA, as she identifies the trends and shifts in consumer buying and eating behavior,



9:20 AM –  
10:20 AM



and compares hot products from the past — the Golden Oldies — to new product introductions with a special look at trigger points, global shifts and taste trends. We need to identify common trends and extract the elements that will impact our business. And it's not just food; it's innovative tactics and marketing strategies across multiple retail channels and product categories.

### REMARKS BY DR. CONDOLEEZZA RICE

Dr. Condoleezza Rice discusses her tenure as the National Security Advisor and 66th U.S. Secretary of State and shares stories of the interrelationship of global events and leaders. Her commitment to America's education system includes her interest in expanding the nonprofit after-school program and the importance of art and music in the school curriculum. She is the Thomas and Barbara Stephenson Senior Fellow on Public Policy at the Hoover Institution, professor of political economy in the Stanford Graduate School of Business and professor of political science at Stanford University. Her most recent book is *Extraordinary, Ordinary People: A Memoir of Family*.

10:40 AM –  
11:40 AM



### 2020: A VISION FOR TOMORROW

Acclaimed futurist Dr. Lowell B. Catlett shows us how to divine the future, see through the smoke and mirrors and understand the farm-to-fork transformations of tomorrow. Predicting the future is hard work that comes from studying the past, being open to new ideas and seeking answers from many experts. The economic downturn has taught us to balance and reset our expectations. We have entered an era where consumer empowerment is leading the charge to innovation and creating growth through change and opportunity.

11:40 AM –  
12:30 PM



### SPEND SHIFT: BRANDS AND THE POST-CRISIS CONSUMER

John Gerzema, chief insights officer at Young & Rubicam and author of *Spend Shift* and *The Brand Bubble*, shares data on consumers who prefer better to more. Consumers realize how they spend their money is a form of power. As they change their lifestyles, they're shifting how they spend their time, energy and money. They're moving from mindless consumption to mindful consumption. Today's consumer has learned "keeping up with the Joneses" can be physically, spiritually, and financially draining.

## TUESDAY JUNE 7, 2011

8:00 AM –  
9:00 AM



### GREAT LEADER OR GREAT MANAGER:

#### THE ONE THING YOU NEED TO KNOW

Marcus Buckingham spent 17 years with the Gallup Organization where he studied the world's best leaders, managers and workplaces. His research looked at many facets of great leadership and management and uncovered the single controlling insight at the heart of each. Success comes to those mindful of this "one thing" and who stay focused on the task at hand. He cuts through the thicket of often-conflicting possibilities and zeroes in on what matters most. He is the author of *First, Break All the Rules*; *Now Discover Your Strengths*; and *Go Put Your Strengths to Work*.

9:00 AM –  
10:00 AM



### DRIVING PERFORMANCE EXCELLENCE: IN SPORTS, BUSINESS, & LIFE

Joe Montana led the San Francisco 49ers to four Super Bowl wins and captured three Super Bowl MVP awards. He's the all-time NFL Leader in quarterback ratings (93.4). His work ethic, determination, calmness, and unflappable poise under pressure gave him the nickname, "Joe Cool." He brings the lessons learned on the playing field to the business arena and life. Preparation, passion, and enthusiasm are as important in business as in sports. He is the author of *The Winning Spirit: 16 Timeless Principles That Drive Performance Excellence*.



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CAROL CHRISTISON

IN MARCH, DELI BUSINESS PUBLISHER LEE SMITH SPOKE WITH CAROL CHRISTISON, EXECUTIVE DIRECTOR OF THE INTERNATIONAL DAIRY-DELI-BAKERY ASSOCIATION, MADISON, WI, ABOUT THE UPCOMING 47TH ANNUAL SEMINAR AND EXPO IN ANAHEIM, CA.

**DELI BUSINESS:** Well, it's good to sit down again to discuss the upcoming International Dairy-Deli-Bakery Association's 47th Annual Seminar & Expo. Forty-seven years. What a record! I've seen a lot of shows come and go over the years, but it seems the IDDBA just keeps getting better and stronger. I'm sure you must have a secret formula, but can you share some of your rules for success?

**Christison:** I wish there were a secret formula. We'd bottle and sell it. But there isn't a secret formula — just a focus on our customers. We keep an eye on the little changes and map them to see if we can identify major trends or shifts that impact consumers, retailers and manufacturers. Those trends become the framework for our research, our programs and our speaker selection. Overall, we try to deliver a consistent product that meets the needs of multiple constituents.

**DELI BUSINESS:** I know that the IDDBA is a nonprofit organization and that some associations and organizations have changed their status to for-profit. Is the IDDBA going to continue as a nonprofit — and what does that mean for the industry?

**Christison:** We've seen that trend, too. The economy and dwindling membership base has pushed some nonprofit associations to sell their business or their trade shows to for-profit businesses. We're committed to the not-for-profit business model and I don't see that changing.

Whether you're a for-profit or nonprofit, there are two basic ways to grow your business: You can raise prices or you can get more customers. IDDBA has been fortunate enough to maintain our membership base and to continue to attract new businesses as members, exhibitors and conference attendees. That means we haven't needed to raise our fees! Our board of directors believes that as a nonprofit we owe it to our members to protect their equity and their pocketbooks. In fact, the IDDBA has not raised exhibit fees since 2002. We haven't raised membership dues or conference registration fees since the mid-'80s. That's over 20 years without a price increase! If this were a for-profit organization, I'd have been fired years ago. But because we're nonprofit, we can do things that create a price-value benefit for our members.

When it comes to price-value, we are the only trade show that allows retailers to register for our conference for FREE! That registration includes the top name speakers, the expo hall, the Show & Sell Center, the social events and the networking. Come to think about it — that could be part of our secret formula.

**DELI BUSINESS:** I'm always amazed at the quality of the speakers and the long-lasting impressions the seminars make. We recently had a former employee who left to pursue his master's degree return to the company and one of the first things he mentioned was the IDDBA Show and how excited he was to be attending. He still talks about the speakers he had the opportunity to hear. What speakers will he and all the rest of us have to look forward to this year?

**Christison:** I'm glad he's back and will be coming to the IDDBA show with the rest of your team. With this line-up, I know our reputation will be intact and we won't disappoint him. Our major keynoter is Dr. Condoleezza Rice, the former Secretary of State. She has some great stories about her time in office and her experiences on the global diplomatic platform. Chef and Food Network superstar Guy Fieri will be on hand to entertain us with some great stories about his passion for food and creating fun and outrageous experiences that attract and keep customers. Captain Chesley "Sully" Sullenberger will tell us about the Miracle on the Hudson. Joe Montana is the one of the toughest quarterbacks ever and he'll have some exciting stories about staying cool under pressure. Dr. Lowell Catlett will break out his crystal ball to give us insight on the economy, food identity, healthcare, ecology, communication technology and consumer demographics. Marcus Bucking-

ham is a wonderful author and researcher who will share insights on leadership and management. Keeping it light and funny, Sinbad will share his favorite food humor stories. John Gerzema will talk to us about how brands grow, decline and recover in a stalled economy. Jack Li will introduce the new IDDBA research study on Innovation. Harold Lloyd will unveil the results of a 10-year retail department manager benchmark study. Mark Rudy will share insights on merchandising and I'll talk about food, themes and trends.

**DELI BUSINESS:** I always get questions about how a show site is selected. What went into the decision to go to Anaheim, and is there anything you can tell us to help plan dinners and play time?

**Christison:** Because of the size of our show and the number of attendees, there are less than a half dozen convention centers in the country large enough to hold us and with enough hotel space nearby. By moving our show around the country, we can reach local audiences on a rotational basis. After they've been to the show once, they generally find so much value they'll follow us to new locations.

If you haven't been to Anaheim in a while, you're in for a treat when it comes to entertaining and dining out. A new complex just a few blocks from the convention center is called the Anaheim GardenWalk. It includes shops and restaurants like Bubba Gump, McCormick & Schmick's and California Pizza Kitchen. Other nearby restaurants include Morton's Steakhouse, Ruth's Chris, Prime Cut Café, King's Fish House and the complex at Downtown Disney. Dining out has never been better. The Anaheim Orange County Visitor & Convention Center website ([www.anaheimoc.org](http://www.anaheimoc.org)) has a complete list. A reservations desk will be available in the Convention Center but you can call the restaurants and book on your own. And, of course, Anaheim has a lot to offer for the individual and the family looking for something fun to do in their free time. Quite a few exhibitors have events planned that will be fun and entertaining, too.

**DELI BUSINESS:** Carol, you're always traveling around and being on the front lines of retail innovation. We all know the economy has been terrible the last few years — no news there — and people are returning to home-cooked meals and family dining. How has this affected deli departments?

**Christison:** One trend I started noticing in Europe that has really taken off stateside is meal deals. For years, we saw the pick-an-entree, pick-a-side-or-salad promotion and that worked well. But we found consumers want a package deal or meal. They want to know they can feed four people for \$10 or whatever the cost is. They don't mind doing the shopping but they want to know what the cost is before they pick up items. Prepared foods and convenience foods are still big factors. While shoppers have been willing to do more home cooking in order to save money, they still like the convenience of prepared foods. They might know how to cook but that doesn't mean they want to or at least not forever. Eating foods like mom used to make doesn't mean actually cooking the food.

**DELI BUSINESS:** The other area of the deli department seeing remarkable growth and excitement is specialty cheese. Have you seen any trends retailers should be pursuing to make their departments stand out? Will specialty cheese be part of the Show and Sell area?

**Christison:** This is a great time to be making or selling cheese. The artisan cheeses and the new flavor varieties offer tremendous taste opportunities to consumers. The sampler packs that offer a nice mix are particularly appealing to shoppers because it gives them variety without a huge cost. The smaller sampler sizes mean less waste, too, and that's a big deal. The IDDBA Show & Sell Center has one whole department devoted to cheese. Not only will we be featuring the great artisan and international cheeses, but we also be showcasing different ways to merchandise and present cheese that will attract and engage the customer.

**DELI BUSINESS:** Are there any other areas or trends you see happening? I know I'll find lots of new "stuff" at the show and new ideas for articles. I always do. Can you point me in any direction? Can you give our readers and me a little hint?

**Christison:** These categories aren't new but we're seeing a lot of new products within them: cheese flavors, specialty breads/blends, health & wellness, packaging, salads & grains, desserts of all types, sizes and varieties. For several years, we've been pushing the idea of repurposing products, packag-

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ing, equipment and meal solutions. There's a big interest in that now and you'll see even more ideas at the show. When we can demonstrate how a refrigerated case can be used to show breads, how a pastry bag can hold salads or dipping sauces, how packaging can be used for non-traditional products, that lets retailers leverage what they have and create interesting merchandising ideas.

**DELI BUSINESS:** I'd like to ask about managing the show. Not you or the IDDBA, but how retailers can manage a show. I always find it next to impossible to see everyone I want to see because so many booths are important to the deli department. Even with a full staff attending, it's difficult. Are there any hints you can share with us about planning for the show, pre-show appointments and after-show follow-up?

**Christison:** I know what you mean. You're rushing to see your special vendor or that hot new product and your attention gets caught and you run out of time. I'm a list maker. I start with the IDDBA's online Expo Planner. You can print a copy of the floor plan and highlight the companies you want to visit. You can also check off their booth numbers and plan it by the aisle. Using the IDDBA registration badge will let vendors capture your name and address for follow-up. You can use business cards, too. Creating a daily calendar with a list of the speakers you want to see — a convenient summary is in the inside front cover of the show program — the exhibitors you want to visit and evening social activities helps. No matter how well I plan, I always seem to run out of time. That's why the IDDBA program and exhibitor book is such an important resource. We have buyers who use this all year long to reach out to vendors, find product and network. The listings have the company name, product lines, address, phone and website. It becomes a year-round resource.

We're one of the few shows that encourage people to take pictures. If it's an exhibitor booth, you do need to ask permission. But if it's in the 10,000-square-foot Show & Sell Center, we want people to take photos. Some retailers take photos and immediately send them back to their stores so they can start working on the ideas they see. We're so serious about this that we hire professional photographers and put together a comprehensive photo CD of all of the ideas. The photo CD with over 700 pictures is sent free to anyone who signs up for it at the show. That's the catch. You do have to attend the show to get it. These photos have been used for presentations, training and idea generation. It's a good thing.

**DELI BUSINESS:** What is "Dance with the one that brung ya?" Why have you limited the number of people a non-exhibiting manufacturer can bring to the show?

**Christison:** Dance with the one that brung ya! While not grammatically correct, this is an extremely important concept. Simply put, it means someone has to pay for the speakers, the meals, the coffee breaks, the exhibit hall and everything else that goes into a show. In our case, the fees paid by exhibitors pay the expenses. Without them, there'd be no show, no speakers, no networking. "Dance with the one that brung ya" means doing business with the companies who are making the show possible. Retailers can help by asking vendors if they're exhibiting at the IDDBA show and, if not exhibiting, explaining they're attending the show to meet with official vendors. This reinforces the message that they're at the show to do business and they're supporting the companies who support the show and, by extension, the retailer.

The IDDBA Board feels so strongly about this concept they've limited the number of people a non-exhibiting manufacturer can bring to the show to three. That's it. Three. While this will cut down on our revenue, it sends a strong message that we're serious about supporting the companies who support us. If retailers ask a vendor if they're an exhibitor (at the IDDBA show or any show), it makes a huge impact. Dance with the one that brung ya and there'll be money to pay for the band.

**DELI BUSINESS:** Carol, I want to thank you for taking time out of your busy day for this interview and, as always, it's a pleasure to sit down and get you to share your remarkable insight into the deli department of today and the trends of tomorrow. I also want to take this opportunity to thank the entire organization. The work all of you do is so valuable and the IDDBA has been the nation's driving force behind a growing industry called deli. Congratulations!

**Christison:** Thank you, Lee, for the very kind words and for your appreciation. In these challenging times, we're all looking for ways to make our own and our customer's lives easier. And we do it TOGETHER!


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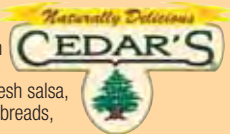
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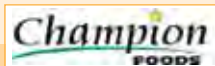
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**CHAMPION FOODS**  
*New Boston, MI*

Premier manufacturer of top-quality products focusing on private-label and branded take-and-bake deli pizza, breadsticks, calzones and cookie dough. We make dozens of products that can be customized. Explore our full line of deli pizzas, breadsticks and our unique Make-N-Bake Pizza Pak with everything to make four personal pizzas in one kit. We will also be displaying our brand new line of deli calzones.

[www.ChampionFoods.com](http://www.ChampionFoods.com)  
**Booth 2094**

**ALMONDINA/ YZ ENTERPRISES, INC.**  
*Maumee, OH*

A delicious almond cookie from an old-world family recipe. Almondina Brand cookies contain no added fat, no added salt, no cholesterol and no trans fats. They use simple ingredients and are a perfect unique item for any bakery or deli.

[www.almondina.com](http://www.almondina.com)  
**Booth 1976**


**ATALANTA CORPORATION**  
*Elizabeth, NJ*

Atalanta Corp. is a multi-national food importer specializing in meat, cheese, groceries, desserts and baked goods from around the world.

[www.atlantacorp.com](http://www.atlantacorp.com)  
**Booth 1909**


**BELGIOIOSO CHEESE INC.**  
*Denmark, WI*

BelGioioso Ricotta Salata, known as "The Italian Feta" has a pleasant milky flavor and a hint of salt. Its smooth, white appearance and dry texture are perfect for shredding or crumbling onto salads, pastas and grilled vegetables. Look for our whole wheels, random weight cuts and 5-ounce exact weight crumbled cups.

[www.belgiosiso.com](http://www.belgiosiso.com)  
**Booth 3535**


**CALIFORNIA MILK ADVISORY BOARD**  
*So. San Francisco, CA*

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

[www.realcaliforniamilk.com](http://www.realcaliforniamilk.com)  
**Booth 3277**


**CHEESE CONNOISSEUR**  
*Boca Raton, FL*

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

[www.cheeseconnoisseur.com](http://www.cheeseconnoisseur.com)  
**Booth 3363**



## IDDBA BOOTH REVIEW

**CHICKEN OF THE SEA INTERNATIONAL***San Diego, CA*

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

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

Booth 1452

**COLOMBO IMPORTING US, INC.***Crosswicks, NJ*

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

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

Booth 1590

**COOMBE CASTLE INTERNATIONAL THE DEVON CREAM COMPANY***Corsham, England*

For over 30 years, Coombe Castle has been a leading worldwide export marketing, distribution and production company of the largest and finest range of traditional and specialty cheese, cream & butter from every corner of the United Kingdom. Taste the Tradition.

[www.coombecastleusa.com](http://www.coombecastleusa.com)[www.thedevoncreamcompany.com](http://www.thedevoncreamcompany.com)

Booth 1909

**Odyssey**  
GREEK STYLE FETA CHEESE

**MASTERS MARK**  
WISCONSIN MADE BY MASTER CHEESEMAKERS

**Greek Style FETA CHEESE**

Manufactured by Klondike Cheese Co.  
Phone 608-325-3021 Monroe, Wisconsin  
[www.klondikecheese.com](http://www.klondikecheese.com)

**COME VISIT US AT IDDBA BOOTH #3525**

**COUNTRY MAID, INC.***Milwaukee, WI*

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

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

Booth 3814

**CRYOVAC DIVISION SEALED AIR CORP.***Duncan, SC*

Packaging for perishable foods including smoked and processed meats, cheeses, and foodservice applications. Cook-in materials for cook, ship-and-cook, and strip applications. Convenience food packaging.

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

Booth 3268

**DAELIA'S FOOD COMPANY, LTD.***Cincinnati, OH*

Daelia's Biscuits for Cheese were born out of our love for cheese and its natural affinity with fruits, nuts and bread. They're made in small batches from the finest nuts, fruits and seeds. Their unique shape makes them an attractive addition to a cheese plate.

[www.daeliasbiscuitsforcheese.com](http://www.daeliasbiscuitsforcheese.com)**DCI CHEESE CO.***Richfield, WI*

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

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

Booth 2301

**DIETZ & WATSON***Philadelphia, PA*

Premium deli meats and artisan cheeses. The fourth generation of the family continues the founder's dedication and commitment to producing the world's best deli. More than 450 items, including a Healthier Lifestyle line of more than 60 delicacies lower in sodium, fat, saturated fat and cholesterol that exceed USDA and FDA standards.

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

Booth 1655

**DELI BUSINESS***Boca Raton, FL*

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

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

Booth 3363

**EMMI ROTH USA, INC.***Verona, WI*

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

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

Booth 3415

**FINLANDIA CHEESE, INC.***Parsippany, NJ*

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

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

Booth 1927

**FIORUCCI FOODS, INC.***Colonial Heights, VA*

Italian deli meats including prosciutto, salami and other specialty meats.

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

Booth 3362



**HANDCRAFTED WITH PASSION™**

A family-owned business offering authentic artisan Gouda. Our 24 different varieties include 2010 World Award Winners Burning Nettle Mélange and Honey Clover plus 35 other National and World Award Winners!

**MARIEKE PENTERMAN**  
Owner & 1<sup>st</sup> Generation

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\* CUSTOMIZE YOUR OWN BASKET

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Fax: 715-669-5260

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

Find us on Facebook

**HOLLAND'S FAMILY CHEESE LLC**

N13851 Gorman Ave • Thorp, WI 54771

**FLATOUT FLATBREADS***Saline, MI*

Flatout Flatbreads, Flatout Foldit Artisan Flatbreads and Flatout EdgeOn Baked Crisps' great taste, high-quality ingredients, superior nutritionals and versatility make Flatout "better than sliced bread."

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

Booth 3633

**FONTERRA (USA) INC.***Ft. Lauderdale, FL*

Cheese, butter, cream, dairy ingredients.

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

Booth 1188

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

Don't miss Garden-Fresh Foods. Stop and see our exciting new line of fresh side dishes with extended shelf life. Please view our new Spring Kits, salads and dips along with the popular Grandpa's signature salads.

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

Booth 3611



# Take & Bake Pizza Programs

*With No Assembly Required*



Visit [ChampionFoods.com](http://ChampionFoods.com)  
To Learn More About Our  
New Deli Calzone Line.



## Champion Foods Offers A Complete Line Of Take & Bake Products

**Including Family Style Pizzas, Delicious Breadsticks, Make-N-Bake Pizza Kits And Our New Line Of Take-N-Bake Split Top Calzones.**

Champion Foods' Private Label and Branded Take & Bake programs will help you create a pizzeria destination in your deli and keep your customers coming back for more.

We use the finest, hand-topped ingredients in all of our products including 100% natural cheese, the finest cuts of meat and garden fresh vegetables. Our patented crust recipe bakes crisp and delicious with an authentic pizzeria taste. All of our products are packaged to convey a fresh, made-in-store feel and are shipped ready for refrigerated merchandising.

Our new line of Take-N-Bake Split Top Calzones feature a unique, stratified ingredient fill that creates a homemade/pizzeria taste and appearance. We score them deeply in the middle creating a "Split Top" that allows customers to easily eat on the go. They come in four delicious flavors; Pepperoni, Ham & Cheese, Philly Cheese Steak and Buffalo Chicken.

We have years of experience with Take & Bake programs and currently partner with some of the country's top retailers. Contact us today to leverage our expertise and drive profitable deli business.

**Champion**  
FOODS

★ 1-800-485-2636 ★ [ChampionFoods.com](http://ChampionFoods.com)

## IDDBA BOOTH REVIEW

**GENPAK, LLC***Glen Falls, NY*

Bakery, deli, snack, fresh-cut and meal packaging, APET hinged containers, bowls, lids, CPET trays, cups, lamination and pouches.

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

Booth 1221

**GEORGE DeLALLO CO. INC.***Jeannette, PA*

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

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

Booth 2901

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

For 50 years, we have been an award-winning premier manufacturer and packer of natural and processed bulk, shredded and sliced cheeses. Seven state-of-the-art production plants provide a full line of superior cheese products coast to coast. Renowned for our uncompromising quality, variety of products and packaging, efficient operations and outstanding customer service.

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

Booth 1415

**GRECIAN DELIGHT FOODS, INC.***Elk Grove Village, IL*

Grecian Delight Foods will be showcasing flatbreads: pita, naan, lavash, pockets, focaccia, Skinny Buns and pizza shells. In addition, our dips and spreads will be on display: all-natural Feta spreads, hummus, tzatziki and Mediterranean sauces. We are also your supplier for "behind the glass" prepared entrées and appetizers. Grecian Delight — your go-to provider for Mediterranean Food!

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

Booth 3219

**HENNING'S WISCONSIN CHEESE***Kiel, WI*

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

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

Booth 3617

**HISSHO SUSHI***Charlotte, NC*

Hishho Sushi provides turnkey sushi bars for upscale supermarkets, cafes, hospitals, universities, airports and corporate foodservice locations.

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

Booth 3472

**HOLLAND'S FAMILY CHEESE***Thorp, WI*

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

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

Booth 3501

**IFS***South Elgin, IL*

IFS is a custom food manufacturer of ready-to-heat/eat prepared food products. We deliver innovative products and service solutions. Our commitment to R&D and focus on pursuing contemporary food trends compels us to offer a fresh and exciting menu. We strive to develop new products and tastes ahead of our competition, creating a competitive advantage for our customers.

[www.ifs-dw.com](http://www.ifs-dw.com)

Booth 3001

**INDIANA CARTON COMPANY***Bremen IN*

We are a manufacturer of folding cartons in the deli and bakery industry. We offer a stock line as well as custom options. Bakery items include: pie, cake, and donut boxes. Deli cartons include: chicken boxes and rotisserie sleeves. Rotisserie sleeves are a great way to increase chicken sales!

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

Booth 3254

**INNO-PAK, LLC***Delaware, OH*

We are a leading supplier of flexible plastic and rigid paperboard packaging. No matter what type of packaging problem you face, we're ready with design and production solutions to protect, market and sell your products. New items we will feature this year include soup cups and chicken buckets, along with a new line of windowed, leak proof, paperboard containers.

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

Booth 2001

**INNOVASIAN CUISINE***Tukwila, WA*

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

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

Booth 1853

**KANGAROO BRANDS, INC.***Milwaukee WI*

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

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

Booth 3425

**KAROUN DAIRIES, INC.***Sun Valley, CA*

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

[www.karouncheese.com](http://www.karouncheese.com)**KeHE DISTRIBUTORS***Romeoville, IL*

We provide specialty deli, bakery, dairy, grocery and natural products throughout North America. Our specialty deli program is home to the patented artisan cheese program featuring the Artisanal Cheese Clock. Additional offerings include an extensive array of domestic and imported cheese, dips, spreads, olive programs, prepared foods, deli snacks and crackers and more.

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

Booth 1813

**KETCHUM MANUFACTURING INC.***Brockville, ON, Canada*

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

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

Booth 1875

**KETTLE CUISINE***Chelsea, MA*

Kettle Cuisine manufacturers soups, stews, chilis, chowders and sauces using the finest quality, natural food ingredients and classical artisan cooking techniques. By treating food the way it should be treated from the source to their kitchens to you, Kettle Cuisine consistently delivers high-quality products with no artificial ingredients.

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

Booth 1871

**KING'S COMMAND FOODS, INC.***Kent, WA*

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

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

Booth 3201

**KLONDIKE CHEESE CO.***Monroe, WI*

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

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

Booth 3525

**KRONOS FOODS, INC.***Glendale Heights, IL*

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

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

Booth 1501

**LA PANZANELLA***Tukwila, WA*

Gourmet rustic flatbreads and artisan crackers. Handcrafted all-natural crisp Cuocantini and Fieri are certified kosher parve. Flavors and package sizes for retail and foodservice.

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

Booth 3550



# IDDBA BOOTH REVIEW

## LA TORTILLA FACTORY

*Santa Rosa, CA*

Founded in 1977, we have more than 30 years of creating authentic and delicious tortillas and wraps, including the Smart & Delicious and all-natural Sonoma lines of gourmet tortillas and wraps, as well as La Tortilla Factory brand of traditional corn and wheat tortillas.

[www.latortillafactory.com](http://www.latortillafactory.com)  
Booth 1978



## LES TROIS PETITS COCHONS

*Brooklyn, NY*

Producing award winning, all-natural pâté and charcuterie by crafting small handmade batches using high quality ingredients. LTPC began as a small charcuterie in Greenwich Village in 1975. Today it leads the pâté and charcuterie industry, offering a complete line of all-natural pâtés, terrines, mousses, sausages, smoked meats and other French specialties.

[www.3pigs.com](http://www.3pigs.com)  
Booth 1465



## LITEHOUSE, INC.

*Sandpoint, ID*

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

[www.litehousefoods.com](http://www.litehousefoods.com)  
Booth 3487



## MARIN FRENCH CHEESE COMPANY

*Petaluma, CA*

Marin French Cheese began in 1865 in Petaluma. The products include Breakfast Cheese, Camembert, Brie, and Schloss under the Rouge et Noir label. Today Marin French produces Artisan Petites, Grand Artisans and mixed milk Mélange. Many of the cheeses have won numerous International and National awards for years.

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



## McCain Foods USA

*Liste, IL*

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

[www.mccainusa.com](http://www.mccainusa.com)  
Booth 1751



## MICHIGAN TURKEY PRODUCERS

*Grand Rapids, MI*

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

[www.miturkey.com](http://www.miturkey.com)  
Booth 3392



## MONTCHEVRÉ

*Rolling Hills Estates, CA*

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

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



## NESTLE PROFESSIONAL

*Glendale, CA*

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

[www.nestleprofessional.com/united-states](http://www.nestleprofessional.com/united-states)  
Booth 1385



## NORPACO GOURMET FOODS

*Middletown, CT*

Domestic and imported stuffed olives, cherry peppers and sweet peppers for the food service and retail businesses. Custom appetizer tray program.

[www.norpaco.com](http://www.norpaco.com)  
Booth 1262

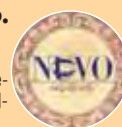


## NUOVO PASTA PRODUCTIONS LTD.

*Stratford, CT*

We are an artisan specialty refrigerated pasta maker specializing in chef-quality, hand-crafted fillings using only the finest all-natural ingredients. Nuovo also markets a line of gourmet pestos that accent our innovative pasta products and are great additions as dips, spreads, toppings or marinades. Come experience our Tradition of Innovation.

[www.nuovopasta.com](http://www.nuovopasta.com)  
Booth 1895



## OLD AMSTERDAM CHEESE

*New York, NY*

Old Amsterdam is a premium aged Gouda from Holland with an irresistible smooth, rich and robust taste. This wonderful aged Gouda excites all cheese lovers and was awarded with the Gold Medal at the Wisconsin World Championship Cheese Contest 2010. Stop by our booth to taste Old Amsterdam and discuss our regional sales programs to support your stores.

[www.oldamsterdam.com](http://www.oldamsterdam.com)  
Booth 2935



## OLD WISCONSIN FOOD PRODUCTS

*Homewood, IL 60430*

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

[www.buddig.com](http://www.buddig.com)  
[www.oldwisconsin.com](http://www.oldwisconsin.com)  
Booth 3701



## ORVAL KENT FOODS

*Wheeling, IL*

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

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



## PEPE'S WONDERFUL MEXICAN FOOD

*Chicago, IL*

Pepe's is a USDA meat processor specializing in, but not limited to, fully cooked Mexican food. Since 1967, we have offered authentic Mexican food for all food-service applications. We offer authentic flavors, food safety, consistent yields and consistent food costs. We have a wide variety of products and programs and do private-label work.

[www.pepesfoods.com](http://www.pepesfoods.com)  
Booth 1990



## PEPPADEW USA

*Basking Ridge, NJ*

On the olive bar or in glass jars, Peppadew fruit brings the opportunity for consumers to use this unique flavor in salads, as an appetizer, on the grill, as a pizza topping — and so much more. Peppadew Gold, introduced to the world in 2009, is our newest addition.

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



## PILGRIMS CHOICE

*Somerset, England*

Pilgrims Choice cheese is one of Britain's favorite and most well-known brands. Our artisan graders naturally mature and hand-select each batch of cheese from the finest farms and creameries to ensure quality and taste in every pack. Join us to sample our award-winning range, from delicious Stilton to handmade West Country Farmhouse Cheddar. The Pilgrims Choice range is suitable for vegetarians, free from growth hormones, rBST and rBGH.

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



## PLACON CORP.

*Madison, WI*

Placon offers a variety of packaging for deli and bakery items. Our Fresh 'n Clear bowls are the perfect package for cold, ready-to-eat deli foods such as lettuce salads, pastas and cut fruit. Made from EcoStar recycled PETE with a minimum 35 percent post-consumer recycled content, bowls are available in either black or clear ranging in size from 8 to 64 ounces.

[www.placon.com](http://www.placon.com)  
Booth 3509



## PLASTIC INGENUITY, INC.

*Cross Plains, WI*

The national leader in providing the best solutions in custom thermoformed packaging, tooling and extrusion services. A fully vertical integrated company, a member of the Thermoforming Institute and a multi-plant manufacturing operation with facilities across North America. Committed to being an employer of choice and preserving environments and communities. We also work with sustainable materials.

[www.plasticingenuity.com](http://www.plasticingenuity.com)  
Booth 3660



## PRATERS FOODS INC.

*Lubbock, TX*

For over 55 years, Praters has offered fully prepared quality meats, a complete line of side dishes and assembled holiday dinners to customers across the country. We are a USDA-certified facility that practices strict HACCP controls insuring safe, quality products for our customers.

[www.praters.com](http://www.praters.com)  
Booth 3111



## QUESO CAMPESINO

*Denver, CO*

Stop by and sample the finest authentic Mexican cheeses, including Asadero, Oaxaca, Cotija, Panela, Fresco, Quesadilla and Muenster Enchilado, as well as our line of cremas. All of our cheeses are of the highest quality, natural and made from whole milk.

[www.quesocampesino.com](http://www.quesocampesino.com)  
Booth 1153



## IDDBA BOOTH REVIEW

**RICHARDSON OILSEED LTD**  
*Winnipeg, MB, Canada*

Formerly known as Canbra Foods Ltd., we are one of Canada's oldest and largest fully integrated crushing, refining and processing operations. The Nutrition Division packages a wide array of value-added private-label products, as well as our own Canola Harvest branded products for the retail, foodservice and industrial food production markets.

[www.richardson.ca/oilseed](http://www.richardson.ca/oilseed)  
Booth 1587

**RICHARDSON****RUBSCHLAGER BAKING CORP.**  
*Chicago, IL*

We are proud to announce we are converting the company's entire bread line to a 100 percent whole-grain formulation. In an effort to deliver wholesome, healthy, and good-for-you products, Rubschlager has reformulated the product line using whole-wheat flour and whole-rye flour without jeopardizing the original flavor or taste profiles.

[www.rubschlagerbaking.com](http://www.rubschlagerbaking.com)  
Booth 1777

**RUBSCHLAGER****SABRA DIPPING COMPANY LLC**  
*White Plains, NY*

Sabra's line of authentic refrigerated dips incorporates flavors from around the world. We strive to keep each product delicious and ready to serve, right out of the package. We look forward to seeing you at our booth where you can sample our new hummus flavors, salsa, guacamole, and veggie dips made with Greek yogurt.

[www.sabra.com](http://www.sabra.com)  
Booth 2401

**SANDRIDGE FOOD CORPORATION**  
*Medina, OH*

Interested in fresh flavors and innovative cost-saving solutions for your deli? Then stop by the Sandridge booth to learn about our extensive line of fresh prepared deli salads, soups, sauces, entrées, dips and desserts. Our products are created by certified chefs, made with real ingredients and designed for the taste enthusiast.

[www.sandridge.com](http://www.sandridge.com)  
Booth 2101

**SARTORI FOODS**  
*Plymouth, WI*

Sartori has been producing artisan and premium cheese for seven decades serving the specialty, retail, ingredient, restaurant and foodservice markets. We have an impressive array of award-winning cheese. The Sartori Reserve line began with its now famous BellaVitano. The BellaVitano line is exclusive to Sartori.

[www.sartorifoods.com](http://www.sartorifoods.com)  
Booth 3501

**SCHREIBER FOODS, INC.**  
*Green Bay, WI*

We are a \$4+ billion global enterprise and the world's largest consumer-brand dairy company. We are the world's largest supplier of private-label dairy products to grocery chains and wholesalers. Displaying: Weight Watcher line of natural slices, cream cheese bars and wedges, and string cheese; Cooper and Clearfield American cheese loaves; and Select Slices in the new peel and reseal packaging.

[www.schreiberfoods.com](http://www.schreiberfoods.com)  
Booth 3529

**STRATAS FOODS LLC**  
*Memphis, TN*

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

[www.stratasfoods.com](http://www.stratasfoods.com)  
Booth 1457

**STEFANO FOODS**  
*Charlotte, NC*

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

[www.stefanofoods.com](http://www.stefanofoods.com)  
Booth 3476

**SUMMER FRESH SALADS**  
*Woodbridge, ON, Canada*

Manufacturer and distributor of gourmet deli dips, hummus and salads, displaying a variety of hummus flavors, including (new this year) avocado and roasted eggplant hummus, and a variety of dip flavors including sweet curry dip, tamarind dip and spicy tzatziki. Pre-packaged salad bowls, bulk salads and grain salads.

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

**SWISS-AMERICAN, INC.**  
*St. Louis, MO*

A nationwide distributor, we announce our new domestic and imported cheeses, American Farmhouse and European Farmhouse, respectively. We recently launched Simply Goat, our new line of fresh goat and aged goat Goudas. Extensive private label capabilities and access to thousands of items. SQF 2000 Level 3 certification.

[www.swissamerican.com](http://www.swissamerican.com)  
Booth 3443

**SWISS VALLEY FARMS**  
*Davenport, IA*

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

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

**TH FOODS, INC.**  
*Loves Park, IL*

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

[www.crunchmaster.com](http://www.crunchmaster.com)  
Booth 1421

**UNILEVER FOODSOLUTIONS**  
*Lisle, IL*

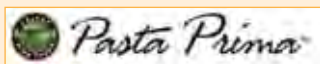
The new Hellmann's Light and Best Foods Light Mayonnaise deliver all the great taste and dependable performance you've come to expect from Hellmann's and Best Foods. Its rich, creamy taste comes from using real, simple ingredients such as 100 percent cage-free eggs, oil and vinegar. It's all part of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

[www.unileverfoodsolutions.com](http://www.unileverfoodsolutions.com)  
Booth 1159

**VALLEY FINE FOODS**  
*Benicia, CA*

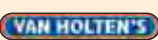
Valley Fine Foods has built its tradition of creating high-quality, healthy products with its Pasta Prima line of gourmet refrigerated ravioli. Valley Fine Foods products have quickly become a nationwide consumer favorite with their all-natural, simple ingredients and unique and flavorful filling.

[www.valleyfinefoods.com](http://www.valleyfinefoods.com)  
Booth 3722

**VAN HOLTEN'S**  
*Waterloo, WI*

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

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

**VINCENT GIORDANO CORP.**  
*Philadelphia, PA*

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

[www.vgiordano.com](http://www.vgiordano.com)  
Booth 1980

**WHOLE HARVEST FOODS**  
*Warsaw, NC*

The nation's first all-natural line of no trans-fat commercial cooking oils, Whole Harvest Oils include Whole Harvest Soy and Whole Harvest Canola (commercial cooking oils), Whole Harvest Culinary Oil (salads, sautéing and baking), Whole Harvest SmartCoat (non-stick pan spray), and Whole Harvest Liquid Butter Alternative.

[www.wholeharvest.com](http://www.wholeharvest.com)  
Booth 3564

**YANCEY'S FANCY INC.**  
*Corfu, NY*

Yancey's Fancy offers over 50 flavors of cheese and a variety of sizes and cuts. From Buffalo Wing Cheddar to Bergenost (a triple-cream butter cheese), we specialize in unique flavors, including Wasabi Horseradish Cheddar, Champagne Cheddar, Goudas, and XXX Sharp Cheddar.

[www.yanceysfancy.com](http://www.yanceysfancy.com)  
Booth 3576

**YUCATAN FOODS**  
*Los Angeles, CA*

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

[www.yucatanfoods.com](http://www.yucatanfoods.com)  
Booth 3673



# The High End Is Your Best Friend



By  
**David  
Grotenstein**  
*Retail Foods  
Consultant*

FOOD AND IMAGE  
NEW YORK, NY

## The 3 Great Lies

"It's too expensive. It won't sell."

"It's too expensive. It's not selling."

"It didn't sell. I told you it was too expensive."

## The 3 Translations

"I don't know anything about this product or why it costs so much."

"I haven't made any effort to learn why this is a superior product so I can't promote it to my customers."

"I never felt strongly enough about it to make an effort to set it apart from the pack."

The requirements for meaningful customer service have changed dramatically in the Internet era. Whereas it used to be largely about being friendly and attentive, the consumer's near-instant access to information has raised the stakes for product knowledge. If you're going to refer to yourself as "the best"

— as many retailers are prone to do — you either have to meet this new standard or stop calling yourself that.

If you're a specialty store or a mainstream market looking to expand into high-quality foods, products at the high end will be your best friends. Even if many of your customers are not shopping in that stratum, it's important for them to know those products are there. At the very least, showcasing high-end products gives credibility to your entire operation, not just to the departments they're in.

However, if you really believe you are who you claim you are, you should be able to sell more expensive goods. And for real reasons: They truly are superior products. Artisanal cheeses, estate olive oils, heritage breed charcuterie require more cost and effort from their producers and command a higher cost to you. In principle, customers get this. But it has to be true in execution. The only prerequisite is that you really get behind the foods you're bringing in — and love them. That's non-negotiable. All foods in this tier must be lovable — and unique in some way.

When Iberico ham was introduced in the U.S. a couple of years ago, many winced, even balked, at the notion of selling a dry-cured meat for \$80 to \$100 a pound. And while it might not be too great a challenge to move such a product

in a fancy store in a well-to-do neighborhood, many more "middle class" shops also stocked — and were able to sell — Iberico. Those that did took the task seriously. They learned about the product — not just from what they read or already knew, but from what they tasted. If you can look at a customer square in the eye and say, "I've never experienced anything like this," you might be surprised how easy that sale will be.

For example, the movement in American artisanal cheeses has made it easier to sell all high-end cheeses. Customers often ask why cheeses made in the U.S. are even more expensive than the imports. Many of them sell in the vicinity of \$30 per pound. Again, you must be on top of your game to justify that price — all that's important is the truth. First, it's absolutely one of the most delicious cheeses you ever tasted. If it isn't, you shouldn't have brought it in because it has no true value. Without the great taste, the rest of your story won't matter. Once the delectability is

established, you can explain why it's so delicious — and why it's more costly: limited production, hand-ladled, superior milk from a farmstead herd, etc.

Remember, too, that you're selling the price point, not the price. If a customer is looking for a half-pound chunk of cheese and is debating between something that costs \$15 a pound and something that costs \$25 a pound, the difference is only \$5, not the \$10 that appears in your signage. When presented in this way — and after a tasty sampling — the value of stepping up will be more apparent.

And you're not trying to sell these items to every customer who comes in. There is some mythology to the idea of "educating the customer." Aggressive upselling can often make a nervous customer feel unworthy, if not downright ignorant. The best-of-the-best by definition will appeal to only a small percentage of your customers, which is okay. That customer will be shopping at the high end in every category in the store. Customers almost always understand there is a range of qualities within a category (olive oils, let's say) but they often don't have the experience to distinguish those nuances for themselves. Or think they don't. Sometimes they're afraid of being embarrassed. If you can allay the fears of those shoppers, you'll make customers for life. **DB**

If you're a specialty store or a mainstream market looking to expand into high-quality foods, products at the high end will be your best friends.

# Blast From The Past

# A

## Mozzarella Company

s a graduate student in Italy, Paula Lambert discovered the joys of Fresh Mozzarella. She started Mozzarella Company in 1982 because she couldn't find the delicious fresh cheese she craved after returning home to her

native Dallas.

She renovated a vacant drugstore on a corner in Deep Ellum — Dallas' warehouse district east of downtown — planted a young sweetgum tree in front, hired two employees and set out to introduce her Fresh Mozzarella to restaurants, gourmet stores and individuals.

Today the small factory employs 10 women who make Smoked Scamorza, Queso Blanco, Hoja Santa Goat Cheese, Deep Ellum Blue, Fresh Ricotta, Crescenza and several other cheeses in addition to the original Fresh Mozzarella.

This picture, taken in 1982, shows Paula making cheese.



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

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| Holland's Family Cheese                        | 56    | Cheese                     | 715-669-5230 | 715-669-5260 |
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