

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

PRIVATE LABEL

Quality products, rising reputations are changing consumer habits

DELI EQUIPMENT

How the latest technology is helping retailers reduce labor costs, improve safety

HISPANIC CHEESE

No longer just specialty, it has become an everyday staple

BREADS

What's a deli without good breads? Tips to leverage 'premium' pairing opportunities



COVER STORY

GRAB-AND-GO! 6 WAYS TO LIFT SALES

Retailers capitalize on consumer demand for fresh, convenient meal options with programs that provide variety and high value.

MORE INSIDE: CREATING CHEESE DESTINATIONS

A New Kind of Magic





COVER STORY 8

Six Ways Grab-and-Go Can Boost Deli Sales

Retailers are capitalizing on demand for fresh, convenient meals with grab-and-go programs that deliver.

CHEESE CORNER

Hispanic Cheese Follows Italian Cheese's Path to Mainstream 16

Mexican cheeses are moving beyond traditional dishes.

PROCUREMENT

Private Label's Rise to Deli Premium..... 20

Retailers are using quality, private label deli products to differentiate their stores.



FEATURES

Equipment in the Modern Deli 26

New technology is helping retailers reduce labor and improve safety.

MERCHANDISING REVIEW

Bread Rises in Deli 28

Opportunities abound for bread in deli departments.

Creating a Breakfast Destination in Deli.. 32

There are growth opportunities in the a.m.



IN EVERY ISSUE

Deli Watch.....	6
Opinion	7
Information Showcase.....	34
Blast from the Past	34

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

PUBLISHER/EDITOR-IN-CHIEF

KENNETH L. WHITACRE
kwhitacre@phoenixmedianet.com

MANAGING EDITOR

AIMEE TENZEK
atenzek@phoenixmedianet.com

ART DIRECTOR

JACKIE TUCKER
jtucker@phoenixmedianet.com

CONTRIBUTING WRITERS

CAROL BAREUTHER
KEITH LORIA
LISA WHITE
VANESSA SALVIA

ASSOCIATE PUBLISHER

LESLIE LEVY
llevy@phoenixmedianet.com

SEND INSERTION ORDERS, PAYMENTS, PRESS RELEASES,
PHOTOS, LETTERS TO THE EDITOR, ETC., TO:
DELI BUSINESS
P.O. BOX 810217, BOCA RATON, FL 33481-0217
PHONE: 561-994-1118 FAX: 561-994-1610
EMAIL: INFO@DELIBUSINESS.COM

PHOENIX MEDIA NETWORK, INC.

PRESIDENT/CEO
KENNETH L. WHITACRE

GENERAL COUNSEL
DEBRA PREVOR

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
ENTIRE CONTENTS © COPYRIGHT 2026

PHOENIX MEDIA NETWORK, INC.
ALL RIGHTS RESERVED.
PRINTED IN THE U.S.A.

PUBLICATION AGREEMENT NO. 40047928



Welcome to the New Era of DeliBusiness.com



Smarter. Faster. Sharper.

DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

Be the first to know what's moving the market.
Gain insight from the industry's best thinkers.

Discover powerful procurement intel,
merchandising reviews, and award-winning
editorial, now easier to access than ever.



Scan the QR code to subscribe
to our **FREE** email newsletter
and never miss a beat.

DeliBusiness.com

TEXASPETE

IT'S EASY AS 1-2-3 SQUEEZE SAUCE

Boost customer satisfaction with Texas Pete®, the #1 portion control hot sauce. Our hot sauce packets are perfect for grab-and-go meals. Customers love the bold flavors of Original Hot Sauce, CHA! Sriracha Sauce, ¡Sabor! Mexican-Style Hot Sauce, and NEW Hotter Hot Sauce.



Contact your Garner Food representative or visit TexasPeteFoodservice.com to see how Texas Pete® can spice up your menu.



DELI BUSINESS/AMÉE TENZEK PHOTOS

The Upper Cut team was awarded the 2026 Deli Innovation Award at the International Dairy Deli and Bakery Association Show on June 9 in Orlando, FL, for its Tapas Snack Trays.

DELI BUSINESS AWARDS UPPER CUT INNOVATION AWARD

ORLANDO, FL — DELI BUSINESS presented Upper Cut, Phoenix, AZ, with the 2026 Deli Innovation Award at the International Dairy Deli and Bakery Association (IDDBA) Show on June 9 in Orlando, FL, for its Tapas Snack Trays.

Deli Business readers voted online for their top three products out of 10 finalists, revealed in the spring issue of DELI BUSINESS. Upper Cut received 430 first-place votes. There were 2,509 online votes cast across the 10 entries. Fresh Innovations, LLC, Rhome, TX, won second place with 242 first-place votes for its Yo Quiero! Candied Jalapeno Peppers.

The winning Upper Cut Tapas Snack Trays bring globally inspired flavors together in a convenient, multi use format designed for today's on the go consumer. Each tray features four curated compartments filled with premium Upper Cut meats, artisan style cheeses, and paired accompaniments that are inspired by culinary traditions from around the world.

Crafted for versatility, Upper Cut Tapas Snack Trays can be enjoyed as a snack, a meal replacement, or an effortless addition to a globally inspired snacking board or charcuterie spread. Every combination is intentionally designed to deliver bold flavor exploration with no prep required.

Each tray provides a source of protein from crafted meats and a good source of calcium from the cheeses, offering a nourishing option that never sacrifices taste.

Smoking Goose, Indianapolis, IN, was awarded the 2025 Deli Innovation Award for its Sliced Charcuterie Packages.



Nicole Parker, owner and COO, FoodStory Brands, is pictured with Jay Whitney, co-founder and CMO, FoodStory Brands, who owns Upper Cut.

Creating Destination Cheese Departments



BY FRANKLIN
A. FERNANDEZ

Ask any retailer what they want their specialty cheese department to be, and you will hear the same enthusiastic proclamation: “a destination.” They want a case that customers will travel across town for, and a counter that gives people a reason to choose their store.

After more than three decades in specialty foods, I can tell you that the destination is never because of the cheese alone.

Anyone can buy cheese. What makes a destination is what never appears on an invoice: relationships, planning, and a showcase. There is no one-size-fits-all formula, but there are principles, and they have never failed me.

KNOW THE FAMILY BEFORE THE PRODUCT

Everything in my department starts with a relationship. Before a wheel ever reaches my counter, I want to understand the origin of its story.

Why did this person, this family, choose to bring this product forward? What makes it unique? How is it different from everything else in the case, and is it relevant to the season I am building? Respect between merchant and maker is the first step in managing a stellar department.

That means taking the time to visit a brand's homebase. You do not forget where a cheese comes from after you stood in the place where it was conceived. Knowing the family changes everything.

You come home with more than an order. You come home with a story your team can tell at the counter, and customers can taste the difference between a product that was bought and a product that was cultivated.

Believing in a product carries an obligation. You cannot chase every brand that walks through the door. You must be selective, and you need integrity to know whatever brand you choose, you are going to own it, support it, and make it work.

After every program, I touch base with my makers and ask the simple questions: What worked? What didn't? Why not? What can we do better to entice our customers? That conversation is what turns a vendor into a partner.

Domestic partners deserve the same commitment. Wisconsin Cheese has been a tremendous ally for exactly this reason. They are consistent, they support the programs, and they are genuinely invested in helping retailers build business in a way that communicates heritage and drives identity.

When your partners know you have their backs the way they have yours, you are doing business the right way, and it shows in the case.

PLAN THE SEASON, NOT THE TREND

The calendar drives the case. Whatever cheese or

idea I bring to relevancy is planned against that season, and it is never a spontaneous decision.

I began planning fall's merchandising in early spring. That lead time makes it possible to select the right items, visit the cheesemakers, understand their stories, and make sure every partner knows what we were building together.

I study trends, and every merchant should. But I am not driven by them. I will not chase the goose that lasts a week or two and leaves me sitting on 2,000 pounds of a cheese nobody wants.

Stay in touch with what your customers are actually looking for, stay the course, and create a theme.

BUILD THE TABLE

Once the partners are chosen and the season is planned, I design the layout of the department around key drivers that I call “feature tables.” A feature table has one job. It stops the customer with something unique, something different, and something that drives profitability for the department.

Uniqueness and difference are not decoration — they are standard.

I don't want what everybody else has, not the same Pecorinos and not the same Gouda. If a customer can find the identical item anywhere, the table has failed.

The table is also where the first two principles pay-off: the whole wheel from a family the merchant has literally visited, the sign that tells the customer why this cheese exists, the taste offered before a word is spoken.

Nobody asks for a cheese they never heard of. They ask for the one they tasted.

Signage matters more than most retailers believe. A good sign is the maker's voice at the counter, telling the customer in a few lines why this product is worth the trip.

TRANSLATING IT TO YOUR COUNTER

If you want a destination department, start where the invoices can't take you. Choose fewer brands and own them completely. Support them, believe in them.

Put next season on the calendar now, because the department you want in October is designed in April. Then give your best stories a stage: a table, a sign, a taste.

And remember, none of this is about the merchant. A destination department is an ecosystem of passionate people. My job is to keep that ecosystem healthy. Products fill a case. People, planning, and passion fill a store.

Franklin A. Fernandez is director of specialty cheese at Uncle Giuseppe's Marketplace, where he leads cheese merchandising, private-label development, and producer partnerships across the company's stores in New York and New Jersey.

DB

GRAB & GO MEALS (AND MORE)



Six Ways Grab-and-Go Can Boost Deli Sales

Retailers are capitalizing on demand for fresh, convenient meals with grab-and-go programs that deliver.

BY CAROL M. BAREUTHER, RD

Grab-and-go has become a way of life, and supermarket deli operators are finding more ways to capture the sale.

Take, for example, The Giant Company, a subsidiary of Ahold Delhaize headquartered in Carlisle, PA, which operates nearly 200 stores under its Giant and Martin's banners. Recently, the retailer lowered its hot bar prices by 10%, from \$9.99 to \$8.99 per pound, while adding choices, such as Korean BBQ chicken, cilantro lime rice, creamed corn with bacon, and mashed sweet potatoes. The hot bars operate daily from 11 a.m. to 2 p.m. for lunch and 4 to 7 p.m. for dinner.

"Our customers are looking for meal solutions that deliver convenience, variety, and value, especially as families settle back into busy school and activity schedules," says Rebecca Lupfer, senior vice president and chief merchant at The Giant Company, in a press release.

"From comfort foods to globally inspired dishes and an assortment of sides to round out any meal, we're providing even more fresh, flavorful options at a lower price and making mealtime easier for busy families."

Consumers are increasingly turning to the supermarket deli to help put a meal on the table. FMI — The Food Industry Association's

2025 Power of Foodservice at Retail report found that 28% of consumers choose deli-prepared foods in place of a restaurant meal, up from 12% in 2017. Another 53% take a hybrid approach, combining deli-prepared foods with items they already have at home.

These statistics underscore how ripe grab-and-go is to build deli sales. Protein-forward snacks, portions that bridge the gap between snack and meal, choices for more dayparts, restaurant-inspired flavors, and mix-and-match meal components all create opportunities. Merchandising these foods around how consumers eat can build the basket, too.

Here are six ways to grow grab-and-go sales and profits:

1. MAKE PROTEIN THE SELLING POINT

Protein is moving front and center in grab-and-go, giving deli operators more reason to spotlight protein-rich snacks and meals. That demand got another boost last year when the USDA's 2025-2030 Dietary Guidelines for Americans raised the daily protein target by about one-third.

"Protein is a deciding factor," says Catalina Morris, director of brand marketing at FoodStory Brands, in Phoenix, AZ, whose Upper Cut brand offers grab-and-go meat and cheese pairings, tapas trays and pre-cut cheese cubes. "With high-protein, on-the-go product launches up 53% since 2023, we lead with the number on the label. Our snack cups and packs deliver 18 to 35 grams of protein per serving."

New for 2026, Upper Cut's Tapas Snack Packs pair cured meats, specialty cheeses, olives, and crackers in a portable charcuterie-style tray.

Cheese is also a natural fit.

"On-the-go protein snacks are extremely popular, and everyone seems to love cheese for its clean label, three simple ingredients (milk, salt, enzymes) and satisfying flavor," says Umberto Marconi, vice president of marketing at BelGioioso Cheese, Inc., in Green Bay, WI, whose large line of snacks includes fresh mozzarella, fontina, provolone, Asiago Fresco, artigiano balsamic cipolline and a mild provolone salame roll. "Fontina Pepperoni Rolls are our newest offering, a great on-the-go protein snack with a little spice. They are also perfect for entertaining or adding to a grilled cheese sandwich."

Protein can also turn a snack into something more substantial.

"The modern grab-and-go consumer isn't looking for cheap fillers; they're looking for high-protein, clean-label micro-indulgences that fit seamlessly into a non-traditional eating routine," says Michael Burgess, director of marketing at Mapleville, RI-based Charcuterie Artisans, which manages the Daniele, Creminelli, La Quercia and Del Duca brands.

Put that protein benefit where shoppers

WHAT THEY ARE Saying

"The future for grab-and-go is uniqueness and flavor, something different that feels like dining out."

Carl Cappelli, Don's Prepared Foods, Schwenksville, PA

can see it, recommends Russ Jimenez, brand marketing director at Fiorucci Foods, in South Chesterfield, VA. The company's newest line is its nine-SKU Crafted Paninos offered in two- and five-piece formats in elevated combinations, such as Black Truffle Cheese with Uncured Prosciutto or Smoked Gouda with Uncured Hard Salami.

"Ultimately, the operators who win will be the ones curating a portfolio that seamlessly bridges the gap between quick fuel and a premium snacking experience."



THIS IS WHAT WINNING TASTES LIKE



AWARD-WINNING VARIETY IN YOUR FRESH CASE

Voted **BEST GUAC** and **BEST BEAN DIP** by top-rated lifestyle magazine. Won **CHEESE PRODUCT OF THE YEAR**

at the Mindful Awards. Food & Beverage voted chunky guacamole **EDITOR'S TOP PICK**

FOR MORE INFORMATION, CONTACT SALES@YOQUIEROBRANDS.COM





PHOTO COURTESY INNOVASIAN CUISINE

2. RIGHT-SIZE FOR A NEW EATING OCCASION

A lot of eating happens between a snack and a traditional meal. That creates an opportunity for portions that land squarely in the middle.

"Meals and snacks are converging," says FoodStory Brands' Morris. "Seventy-two percent of consumers say snacks work well as small meals, according to 2026 Mintel data, which is exactly why we offer the same core proteins and cheeses across multiple portion sizes."

The company offers formats from a 3-ounce single-serve cup to a 10-ounce entertaining tray.

Charcuterie Artisans' Burgess agrees, seeing a similar opening in charcuterie. "Operators can capitalize on this shift by expanding ready-to-eat charcuterie displays beyond small 2- to 3-ounce child portions and standard party platters, filling the high-margin middle ground."

A good example, he adds, is Creminelli's new 7-ounce, five-compartment Entertaining Tray, sized for one or two, which bridges the gap between individual packs and larger family-size trays.

Snack plates also offer another way to right-size the meal.

"With the growing popularity of snack plates as meal replacements, it's clear that snacking has evolved far beyond a between-meal occasion," says Patrick Considine, national sales director at LaClare

Creamery, in Malone, WI. "Today's consumers are just as likely to build a meal from smaller, shareable components as they are to choose a traditional entrée."

Delis can do the snack-meal building for customers. LaClare Creamery's Snacking Chèvre comes as 96 pre-portioned medallions per case, ready to pair with meats, vegetables, crackers, and other grab-and-go components. The medallions require no cutting or portioning and can also top salads or layer into sandwiches.

Another premium ingredient to promote for customer-built snack-meals is pâté. Alexian Pâté & Specialty Meats, in Neptune, NJ, offers coarse-cut pâtés with rustic textures and bold flavors, smooth, spreadable mousses, and vegetable and vegan varieties in 5-ounce retail packs.

Even indulgent grab-and-go desserts can benefit from different-sized formats.

"Consumers still want to enjoy moments of elevated indulgence, yet now they're looking for smaller portions and lower price points," says Alyssa Barrett, senior customer marketing manager at Rich Products Corporation, in Buffalo, NY.

The company's newest grab-and-go launches, including filled Donut Bites, S'mores Mousse Parfaits, sweet and savory Farm Rich Bites, and portion-sized cakes and dessert dips, are designed to meet that demand.

Dips that **EARN** **YOUR LOGO.**

PREMIUM DIPS.

A PARTNER YOU CAN TRUST.

Thoughtfully crafted dips with indulgent flavor and endless versatility. Whether served warm or chilled, as a dip, spread, topping, or ingredient, these crave-worthy offerings keep customers coming back for more.



BUFFALO
CHICKEN
DIP

Artisan Dips
STREET CORN DIP

STREET
CORN DIP

Artisan Dips
TACO BEAN DIP

CHEDDAR,
BACON & RANCH
DIP

TACO BEAN DIP

ALSO AVAILABLE: CAJUN KRAB, ARTICHOKE & ASIAGO, DYNAMITE SHRIMP, AND SMOKY BACON CHEDDAR

Ready to stand out in the case? Call 888.321.3667 now to order in 5-lb bulk and 7.5-oz cups. For more information, email CCappelli@DonsSalads.com or visit DonsPreparedFoods.com





DELI BUSINESS/AMEE TENZKE PHOTO

3. GRAB SALES ALL DAY

Dinner remains the largest deli-prepared food occasion, while breakfast is among the fastest-growing, according to data from the International Dairy Deli Bakery Association (IDDBA), in Madison, WI. “Today’s shoppers want solutions that fit multiple eating occasions throughout the day,” says Abby Despins, the IDDBA’s vice president of education and industry relations.

Lauren Eni Canseco, chief marketing officer at Dietz & Watson, in Philadelphia, PA, agrees and adds, “Consumers are no longer just picking up lunch. They’re grabbing breakfast on-the-go, afternoon mini meals, quick dinners after work, and protein-rich snacks throughout the day.”

The company’s new Cantina Chicken Breast meets this calling with a bold, globally inspired flavor profile that’s ideal for wraps, grain bowls, salads and sandwiches.

Products that cross several dayparts can make it easier to broaden the assortment.

“Our best-selling products in the grab-and-go arena are our wraps, including gluten-free, mini croissants and bagels,” says Karen Toufayan, vice president of marketing at Toufayan Bakeries, in Ridgefield, NJ. “They are all great for hand-held options, hot and cold, breakfast, lunch, dinner and beyond.”

4. COMPETE WITH RESTAURANTS ON FLAVOR

Convenience gets food into shoppers’ hands. Flavor can keep them coming back to the deli rather than a restaurant.

“The strongest trend continues to be the convergence of convenience and premiumization,” says Simone Bocchini, president and chief operating officer at Fratelli Beretta USA, in Mount Olive, NJ, a family-owned Italian food company specializing in charcuterie and salumi. “Consumers are looking for foods that fit busy lifestyles

without compromising on quality, authenticity, nutrition or flavor.”

Globally inspired foods offer one way to deliver that experience.

“Our newest and most popular flavor is our Korean-Style Fried Chicken due to its indulgent positioning for a quick meal that is protein-forward with a sweet and spicy gochujang sauce,” says Amanda Hughart, senior marketing manager at InnovAsian Cuisine Enterprises, in Tukwila, WA. “The chicken can top a rice bowl, pair with mac and cheese, or fill a wrap, giving operators several menu options from one product.”

Mexican flavors offer another route.

“Our Authentic Mexican line, including Cantina Salsas and Mild and Spicy Mexico-Inspired Guacamole, offers restaurant-inspired flavor for tacos, bowls, sandwiches and prepared entrées,” says Tara Murray, vice president of marketing at Fresh Innovations LLC, in Rhine, TX, maker of Yo Quiero branded products. “Bundles, such as ‘Taco Night Made Easy,’ a lunch combo, or a game-day package, can increase convenience and basket size.”

Comfort food is getting a flavor upgrade, too. Crunch Factory’s deep-fried Crunch Rolls put Buffalo Chicken, Steak & Cheese, Mac’ N Cheese, Pepperoni Pizza and Corned Beef Reuben fillings inside a thick, crispy shell. Buffalo Chicken accounts for more than 40% of sales, while Mac’ N Cheese has strong kid appeal.

For deli operators, the format offers an easy way to add portable comfort food to the hot bar without sacrificing texture during holding, according to Darren Neaverth, director of sales and marketing for the Buffalo, NY-based manufacturer. “They maintain their crispiness under a heat lamp for four hours.”

Operators typically start with two or three varieties, then add flavors based on demand, Neaverth says. The 3.35-ounce full-size rolls are also available as smaller, faster-cooking 1.2-ounce Crunch Roll Bites.



premium ingredients make superior sandwiches.

Deli prepared is driving national sales growth, increasing to **+3.9%** in volume sales year-over-year.

With 200+ deli meats and cheeses, Dietz & Watson drives prepared-meal growth through premium product solutions, smart merchandising, and strategic programming always done The Right Way.



(215) 831-9000 • (800) 333-1974
SALES@DIETZANDWATSON.COM • DIETZANDWATSON.COM
DIETZ & WATSON INC. 5701 TACONY ST., PHILA PA 19135

Dips can deliver bold flavor in an easy-to-merchandise format.

"The future for grab-and-go is uniqueness and flavor, something different that feels like dining out," says Carl Cappelli, senior vice president of sales and business development at Don's Prepared Foods, in Schwenksville, PA.

The company offers menu-style dips, such as Artichoke & Asiago, Cheddar Bacon & Ranch, and a Dynamite Shrimp Dip. Familiar formats can make adventurous flavors easier to try, Cappelli adds. Don's will debut three new dips in January 2027.

5. UNBUNDLE THE ENTRÉE

Dinner doesn't have to come in one container. With more shoppers combining prepared foods with foods already at home, grab-and-go can be as much about selling the pieces of a meal as the finished entrée.

"We expect demand to shift toward flexible meal components rather than one-size-fits-all entrées," says Fresh Innovations' Murray. "Delis can prepare by offering modular meals with a choice of bases, proteins, sides, dips and sauces in multiple portion sizes."

Packaging can help make those



DELI BUSINESS/AMIE TENZEL PHOTO

combinations work. "We're also excited about the TSSB4CD four-compartment clamshell, which uses anti-migration technology to help keep ingredients separated," says

Carrie Cline, senior brand manager at Inline Plastics, Shelton, CT. "It's ideal for protein boxes, charcuterie-style assortments, snack packs, and meal combinations — formats



Consumers are looking for **snackable protein** options.

THESE PARMESAN CUBES DELIVER.

Specialty Delis should leverage the opportunity to pack and sell parmesan cubes, either as a standalone product or in a snack pack format.

- **Protein packed:** Each cube contains approximately 5g of protein
- **Versatile:** Pack them on their own, as a snack pack paired with fruit and nuts, or use them to complete a charcuterie board
- **Innovative:** This new format of parmesan has not been widely adopted; your specialty deli can pioneer a new protein option
- **Clean ingredients:** Made in Wisconsin with no GMOs, rBST/rBGH free



AVAILABLE IN 5LB BAG

Interested in trying them for yourself?

that continue to grow as consumers look for variety and convenience in a single package.”

Sides deserve attention, too.

La Presserie’s plant-based, foodservice-oriented Hot Table Solutions, including the June 2026 BonPot line, feature 36 frozen, heat-and-serve stews, chilis, risottos, grain dishes, and noodles in varieties such as MushroFom Risotto, Chipotle & Sweet Potato Chili, and Veggie Pad Thai. Delis keep products frozen, heat only what they need, and place the disposable trays directly into the hot bar.

“Frozen gives deli operators more control over labor, shrink, and consistency, while allowing them to offer more variety,” says Adolph Zarovinsky, founder and chief executive officer of La Presserie, in Scarborough, Ontario. “They can heat what they need, when they need it, and offer restaurant-style meals and sides at supermarket prices.”

6. SELL THE OCCASION

Sometimes the best way to sell grab-and-go isn’t by telling shoppers what a product is, but what they can do with it.

“Consumers don’t shop by category; they shop by occasion,” says Dietz & Watson’s

Canseco. “Whether they’re looking for a quick lunch between meetings, a protein-rich afternoon snack, or an easy dinner solution, they’re seeking convenient options that make meal decisions simple.”

Merchandise around Quick Lunch, High Protein Snack, Taco Night, Date Night at Home, or Game Day rather than leaving shoppers to put the pieces together themselves. Cross-merchandising can make the choice even easier by placing drinks, fruit, salads, crackers, bread, and other meal components nearby.

Labels can help sell the occasion right at the point of purchase.

“Labels are one of the most powerful merchandising tools available in the deli department because they influence decisions at the point of purchase,” says Elizabeth Yerecic Freedman, executive vice president of sales and sustainability for Yerecic Label, in New Kensington, PA. “Labels can support those purchases by highlighting serving ideas, pairings, and product uses that help shoppers identify the right solution for their needs.”

Take the message online, too.

InnovAsian’s Hughart suggests promoting value-priced bowls on slower days

WHAT THEY ARE Saying

“Consumers are looking for foods that fit busy lifestyles without compromising on quality, authenticity, nutrition or flavor.”

Simone Bocchini, Fratelli Beretta
USA, Mount Olive, NJ

and using online ads and app notifications to spotlight special hot-bar menus. “There is significant opportunity for deli prepared meals to have product display pages online so while consumers shop online, they know they have options within the deli, too.”

Whether the message appears on a label, sign, app, or display, spell out the solution. Make it easy for shoppers to choose by day part and occasion rather than a case full of individual products. The easier the decision, the easier it is to make the sale.

DB



Savory selections that inspire

Meet the savory moment with our wide selection of premium pâtés, from authentic European recipes to on-trend offerings for the modern gourmand. Crafted with all-natural ingredients, no artificial flavors, and the utmost attention to taste, Alexian’s high-quality pâtés add impact to charcuterie, appetizers, and everyday enjoyment.

Alexian EST. 1982

Women and family-owned for nearly half a century in Neptune, NJ

alexianpate.com

f o d in



Hispanic Cheese Follows Italian Cheese's Path to Mainstream

Mexican cheeses are moving beyond traditional dishes.

BY CAROL M. BAREUTHER, RD

Mexican cheeses are moving beyond conventional dishes and their traditional consumer base. Queso fresco, Oaxaca, Cotija, Panela, and Quesadilla cheeses have long been staples for Hispanic shoppers. Now, greater exposure to Mexican and Latin cuisines through restaurants, travel, social media, and home cooking is broadening their appeal.

Consumers are discovering Oaxaca as a melty addition to pizza and grilled cheese, Cotija as a salty finish for salads and bowls, and queso fresco as a versatile choice well beyond tacos and enchiladas.

"Much like Italian cheeses, the Hispanic cheese segment represents a fast-growing

category with broad mainstream adoption and deep multicultural appeal, making it an important destination within the specialty cheese department," says Umberto Marconi, vice president of marketing at BelGioioso Cheese, in Green Bay, WI.

Deli retailers have an opportunity to turn Mexican cheese from a specialty purchase into an everyday one. The sales potential is significant. Hispanic cheese sales reached \$1.12 billion for the 52 weeks ending Jan. 25, 2026, according to Circana data, up 10.7% over the prior year.

DEMAND GROWS

Mexico's cheesemaking tradition dates to the Spanish conquest, when Europeans introduced dairy cattle, sheep, and goats,

along with cheeses such as Manchego.

Over time, Spanish techniques blended with local tastes to create distinctly Mexican varieties. Today, familiar cheeses include queso fresco, queso quesadilla, Panela, Cotija, Oaxaca, queso blanco and queso para freír.

Most Mexican cheese is made from cow's milk, with an estimated 20 to 40 artisanal varieties produced across the country. Reflecting their growing prominence in the U.S., the American Cheese Society (ACS) added Hispanic cheeses to its competition in 2009. Today, entries compete in three distinct categories: aged, fresh, and cooking or melting cheeses.

"Over the past five years, ACS Judging & Competition has seen meaningful overall

growth in entries across its Latin American, Hispanic and Portuguese-style cheese categories,” says Ashley Montoya, interim executive director of the Englewood, CO-headquartered ACS. “Participation has expanded particularly among fresh cheeses and cheeses intended to be heated or melted.”

Demand for Mexican cheeses is growing from two directions. First is the rising Hispanic population, which represents over 20% of the U.S. population, according to July 1, 2025, U.S. Census data. Second, interest is increasing among consumers of all backgrounds.

“Interest in Hispanic cheeses has expanded well beyond Hispanic households in recent years, driven by Americans’ growing love of authentic Mexican cuisine,” says Stefanie Conrad, vice president, brand equity, for Cacique Foods, in Irving, TX.

She adds that Mexican food is now the preferred global cuisine among younger generations, with 82% of Millennials and 75% of Gen Z naming it as their favorite, citing 2022 consumer preference data published by Datassential. “As more consumers try to recreate restaurant-quality Mexican dishes at home, they’re looking for the authentic ingredients that deliver the right flavor, melt, and texture, not just generic ‘Mexican-style’ cheese blends.”

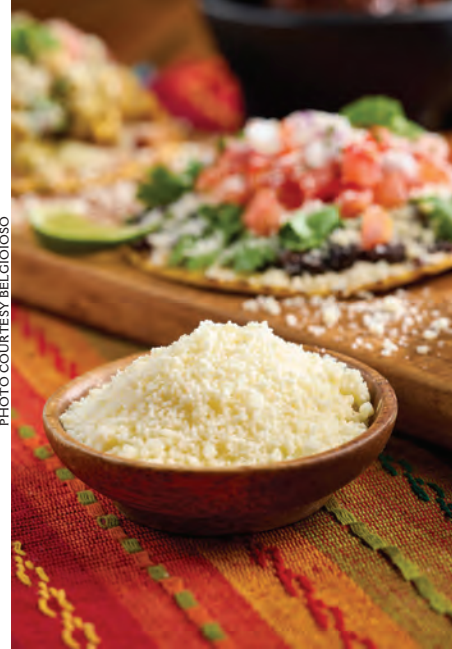
At the same time, usage occasions are expanding.

“Consumers aren’t just using Oaxaca in traditional dishes like quesadillas and enchiladas; they’re incorporating it into pizzas, salads, appetizers, soups, and other everyday meals,” says Roseanne Crave, sales and marketing manager and owner of Crave Brothers Farmstead Cheese, in Waterloo, WI.

As a result, Hispanic cheeses are growing two to 27 times faster than mainstream cheeses as consumers increasingly make a swap, according to Arturo Nava, senior marketing director for Hispanic Cheese Makers, in Chicago, IL. “Queso quesadilla and Oaxaca, for example, are gaining ground on cheddar and mozzarella for melting and cooking. Cotija and queso fresco are increasingly competing with Parmesan and feta for topping and crumbling, while panela and queso blanco are outpacing ricotta and provolone for grilling, salads and snacking.”

WHAT’S HOT

Queso fresco represents about 50% of the pounds produced of the top seven Mexican cheeses, according to IRI data



for the 52 weeks ending Dec. 29, 2024, as shared by Hispanic Cheese Makers.

“Our best-selling cheese is Ranchero Queso Fresco,” says Cacique Foods’ Conrad. “It has a soft, crumbly texture with a milky, slightly salty flavor and a fresh, tangy twist. Its versatility is what makes it such a favorite: it can be crumbled over tacos, enchiladas, salads, soups and bean dishes, served with warm tortillas and salsa, or even used as a substitute for ricotta or feta in a variety of recipes.”

Queso quesadilla ranks second in volume

WHAT THEY ARE Saying

“Consumers aren’t just using Oaxaca in traditional dishes like quesadillas and enchiladas; they’re incorporating it into pizzas, salads, appetizers, soups, and other everyday meals.”

Roseanne Crave, Crave Brothers Farmstead Cheese, Waterloo, WI

sales at 20%, per data shared by Hispanic Cheese Makers.

“Quesadilla cheese has a smooth, satisfying melt that adds visual appeal to quesadillas, nachos and sandwiches. Its crisping qualities are excellent compared to others; there is no oily runoff,” says BelGioioso’s Marconi.

In January, the company introduced its Hispanic Selection line, which includes shredded Quesadilla and Oaxaca and grated Cotija. These cheeses are offered in two

All the flavor you crave.



Our award-winning Marinated Fresh Mozzarella Ciliegine is perfect for your cheese case & deli!

cravecheese.com



formats: traditional 8-ounce twist-tie bags and upscale and convenient 5-ounce cups.

Cotija represents 8% of Hispanic cheese pounds sold, with Oaxaca at just over 3%, based on data from Hispanic Cheese Makers.

“We’re also seeing strong momentum behind Cotija — a flavorful grated cheese often compared to parmesan,” says Franz Hofmeister, vice president, Hispanic business for Dairy Farmers of America (DFA), in Kansas City, KS. “Innovation in Hispanic cheeses has largely focused on accessibility and meeting different family occasions, from everyday snacking to large family gatherings. More recently, shredded and grated formats helped deliver convenience to Hispanic shoppers and help new buyers feel more confident in use occasions.”

DFA acquired private-label Hispanic cheese manufacturer W&W Dairy last year, specifically to capitalize on the significant growth rates in this category.

As for Oaxaca, Crave Brothers’ signature hand-tied knot — sold as private label — earned first place in the Cooking Hispanic Cheese Class at the 2026 ACS Judging & Competition. The knot reflects the traditional, authentic presentation of this Mexican-style cheese.

“Our Oaxaca offers a mild, fresh milk flavor with excellent melting characteristics,” says Crave. Knots are available in a variety of sizes, from convenient 8-ounce retail packages to 5-pound deli formats.

Rounding out the top seven Mexican cheeses by pounds are Panela, a fresh, white, semi-soft cheese served sliced, grilled, or crumbled; at 11%, queso blanco, a fresh, mild, creamy unaged cheese; and queso para freir, a firm, mild white cheese. The latter two hold their shape when heated, and each accounts for 4% of pounds.

SELL MORE

The top four ways to sell more Hispanic cheeses in the supermarket deli are to create a clearly defined destination set for these products, sample and show their versatility, cross-merchandise to inspire meal-making, and promote.

“Placement often depends on the retailer, store format and shopper base,” says the DFA’s Hofmeister. “In many mainstream retailers, Hispanic cheeses are set within the dairy or meat department and tend to be grouped with other Hispanic-style cheeses, making the section easy for core shoppers to find while still allowing broader discovery



PHOTO COURTESY/BELGIOIOSO

alongside mainstream cheese offerings. In traditional bodegas or specialty retailers, in addition to the dairy set, we often see these cheeses at the deli counter or specialty section where larger sizes are cut to order.”

Tasting can turn curiosity into a purchase, particularly for shoppers unfamiliar with Hispanic cheese varieties, such as Oaxaca, says Crave. “Pair samples with simple preparation ideas that show how Hispanic cheeses work not only in tacos, quesadillas and enchiladas, but also in pizza, grilled cheese, soups and other everyday favorites.”

Cross-merchandising is equally important, she adds. “Merchandise Oaxaca alongside peppers, tomatoes, salsa, enchilada sauce, tortillas, refried beans, avocados, chips and more. Recipe cards and serving suggestions at the point-of-sale help shoppers confidently try something new and often lead to repeat purchases.”

Promotions can be effective, especially as shoppers look for value and may switch brands depending on the usage occasion, particularly with varieties like Queso Fresco, says Hofmeister. “At the same time, retailers need to balance promotional activity with profitability, as deep price cuts can quickly erode margins. Holidays and special occasions, like Cinco de Mayo or Hispanic

WHAT THEY ARE Saying

“Holidays and special occasions, like Cinco de Mayo or Hispanic Heritage Month, can offer a natural reason to feature Hispanic cheeses. However, the strongest opportunities are often tied to everyday meal occasions and seasonal uses, such as Cotija for street corn or elote, state and county fair-inspired foods, and summer grilling.”

Franz Hofmeister, Dairy Farmers of America, Kansas City, KS

Heritage Month, can offer a natural reason to feature Hispanic cheeses. However, the strongest opportunities are often tied to everyday meal occasions and seasonal uses, such as Cotija for street corn or elote, state and county fair-inspired foods, and summer grilling.”

DB

PROVOLONE

QUALITY & FLAVOR

MILD



MEDIUM



AGED



EXTRA AGED



IN A BOLD NEW DESIGN





PHOTO COURTESY CONNELLA

Private Label's Rise to Deli Premium

Retailers are using quality, private label deli products to differentiate their stores.

BY VANESSA SALVIA

A private label brand used to mean one thing to shoppers: cheaper than the name brand, not what they really wanted, but chosen for the savings. In general, that has changed, especially in the deli department. Today's private label programs are built on quality, local relevance and a retailer's own reputation.

"Leaning toward quality has changed the most," says Chris Darling, chief commercial officer of Mama's Creations, a food manufacturer headquartered in East Rutherford, NJ. He has watched the category evolve from both sides of the counter, first as a retailer and now on the manufacturing side.

"A lot of our questions, when we collaborate with retailers, are about the quality components versus just the less expensive option," he says. "In earlier days, the question was, how do we get this as low a price point on the shelf as we possibly can. Today, I think the retailers are thinking about private label a little bit differently than that."

WHAT'S SELLING AND WHY

At Mama's Creations, center-of-the-plate protein items are driving demand. There is lots of interest in chicken and the company's well-known meatballs. "We get questioned all the time around the protein per serving being a big hurdle for a lot of retailers," says Darling. "Some of them are looking for a specific number that they're going to be able to speak to the customer about and show off."

Bob Sewall, executive vice president for sales and marketing of Blount Fine Foods, food manufacturer based in Fall River, MA, sees a similar pattern in soup, a category he says generates more than \$1.4 billion in private label retail sales. He cites internal data showing GLP-1 patients buy 18% more soup while on the medication, and 42% more once they stop.

"It's liquid, preservative-free, high protein, so it becomes a great maintenance way for them to get nutrition in one easy application," he says. Blount is now adding protein callouts to packaging



Elevating Flavor, Honoring Tradition



Caputo Ovolini- 1st Place, Best in Class
Caputo Burrata- 1st Place, Best in Class
Caputo Stracciatella- 1st Place, Best in Class



TASTE WHAT AN AWARD-WINNING MOZZARELLA CAN DO

- ▶ CAPUTO'S TIME-HONORED RECIPES, OLD-WORLD FLAVOR IN EVERY BITE
- ▶ CUSTOM CHEESE BLENDS TO FIT ALL YOUR APPLICATION NEEDS
- ▶ RELIABLE SERVICE BACKED BY DECADES OF EXPERIENCE

PLMA
PRIVATE LABEL MANUFACTURERS ASSOCIATION

Visit us at PLMA November 15 - 17
at booth # F-3912



Count on Caputo

sales@caputocheese.com | caputocheese.com | 708.450.0074



PHOTO COURTESY BLOUNT



WHAT THEY ARE *Saying*

“Retailers who don’t currently have a strong private brand strategy in the deli will be missing out on a significant growth opportunity that not only drives sales but builds customer loyalty.”

Darren Jones, Reser’s Fine Foods, Beaverton, OR

Gonnella notes that quality expectations for private-label bread and rolls have risen, with buyers now expecting store brands to be the same level of quality as national names. When retailers approach Gonnella about a private-label program, the conversation typically starts with what will make their store different from the one down the street.

“Retailers now use private label to establish their own identity, differentiate their deli assortment, and create products that shoppers cannot purchase from a competing store,” he says.

Labor costs are a bigger piece of the conversation than they used to be, says Gonnella. “Retailers are looking for products and formats that simplify store execution without sacrificing freshness or appearance,” he says. “That has increased interest in thaw-and-serve breads and rolls, as well as flexible frozen dough programs.”

Frozen dough, for instance, provides labor savings and a lot of options. “A deli can use one base dough and create several varieties by adding seeds, cheese, herbs, or a Dutch Crunch topping,” says Gonnella. “This gives the department more variety without requiring a separate SKU for every finished item.”

Regional customization matters too. At Blount, soup recipes are tailored to what is popular in the region. Consumers in Chicago favor chili-forward flavors. In Wisconsin, it’s beer cheese, while Hispanic-style recipes are popular in the Southwest, but always with quality in mind.

“You want to have a great-tasting, quality soup,” says Sewall. “Quality wins out. You can have a low price, but if the customer doesn’t like it, they’re not going to spend their hard-earned money on something they don’t enjoy.”

across its private label, Panera Bread- and Blount-branded soups, alongside dairy-free, gluten-free and vegan formulations.

For Gonnella Baking Co., a family-owned baking company founded in Chicago, IL, bread is still king.

“Sub rolls and French rolls continue to be the foundation of many made-to-order and grab-and-go sandwich programs because they deliver the consistency, quality, and performance retailers depend on every day,” says Dave Gonnella, vice president of sales. “Bolillo and telera rolls are also gaining momentum as retailers expand Hispanic-inspired sandwich and prepared-food offerings. These products provide authentic flavor and texture while supporting a wide range of sandwiches and meal applications.”

Darren Jones, director of private brands for Reser’s Fine Foods, a food manufacturer

based in Beaverton, OR, points to meal programs in general. “Customers are increasingly making last-minute decisions and looking for dinner shortcuts,” he says, adding that competition from online meal delivery services has pushed retailers to enhance grab-and-go solutions.

HOW PRIVATE LABEL PRODUCTS DIFFER

According to various manufacturers, what separates a strong private label item from a weak one, comes down to whether it’s built to compete on quality or simply to hit a price point. Retailers who lead with core items at the right size and price, which can be consistently delivered, are the ones gaining share.

“Consumers are looking for private brands they can trust,” says Jones.

L&S PACKING COMPANY

Stop by PLMA
Booth F1635



Restaurant-quality creamy gourmet pasta sauces—new-to-market!

No Reservations Required

Visit **PLMA Booth F1635**, and discover restaurant-inspired flavor with a new collection of rich, creamy gourmet sauces made with premium ingredients. Each of these new-to-market specialty sauce varieties starts with imported Italian tomatoes, real heavy cream, and extra virgin olive oil, crafted at our New York facility. The rich Truffle variety is made with white truffle infused extra virgin olive oil, while the indulgent Champagne is simmered with butter, roasted garlic, champagne and white truffle infused extra virgin olive oil.

While visiting the L&S booth, you can also sample our tiered marinara sauces, offering different levels of premium ingredients and positioning to meet a range of retail needs and price points.

Together, these sauces showcase the possibilities for creating a distinctive private-label pasta sauce program—from premium marinara to indulgent specialty flavors designed to stand out on the shelf and drive sales.

To learn more or discuss private-label opportunities, stop by or contact our sales team at sales@LSpacking.com or 631.845.1717.



THE CASE FOR PRIVATE LABEL

Manufacturers agree that it makes sense to take up premium deli space with private label products when those products fill a gap national brands can't. That could be a regional flavor your customers want, a specific dietary need or a retailer's own foodservice reputation.

"When filling in niche areas, regional flavors — things that might be really important from a local standpoint — are a great place for a deli to go private label," says Darling, since a branded product typically can't offer regional substitutions.

He adds that most retailers are using their private label lines to build credibility with shoppers who are choosing between the deli and a nearby restaurant. "The consumer is really looking for a quality solution that gets them close to a restaurant experience, and retailers doing that are definitely winning in the space."

Reser's frames the case in terms of loyalty and control. "Private brands help grocery delis distinguish themselves in the marketplace," says Jones. "They're a strategic way to build loyalty by delivering the quality and taste that shoppers can trust when they're making real-time meal decisions. This can lead to increased traffic flow, stronger consumer loyalty, and improved control over sales and profitability."

Gonnella cites figures showing that more than 80% of consumers now rate private label quality as equal to or better than national brands, and more than 90% say they intend to keep buying store brands regardless of pricing shifts elsewhere in the store, evidence, he says, that loyalty is increasingly earned through quality rather than discount.

MARKETING AND MERCHANDISING THAT WORKS

Every manufacturer favored the same underlying strategy: connect the private label item to a complete meal, rather than merchandising it as a stand-alone purchase.

"I think grouping is the strongest strategy," says Darling, comparing a well-organized deli case to a restaurant menu. "Here are my appetizers, here are my main courses, here are my desserts, it's all grouped. I think retailers that do that with their private label products in the deli get a lot of credibility that way as being a food destination."

Sewall recommends pairing soup with salad and sandwich combinations that already exist within most delis, or offering



PHOTO COURTESY BLOUNT

the private-label line in a different pack size than the national brand so the per-ounce value stands out.

Gonnella suggests anchoring bread and rolls to a protein or hot-bar item — rotisserie chicken, sliced meats, soup — and building bundled promotions to encourage cross-merchandising throughout the store.

Packaging plays a defining role in whether shoppers trust what they're buying. "We all shop with our eyes first," Darling says. Because private label carries a legacy perception of being a lesser option, he says, "competing on appearance is critical because you don't want to reinforce any old notions right off the bat."

Gonnella echoes that packaging is often a shopper's first interaction with the product, and needs to communicate freshness and the retailer's own brand story, along with holding the item.

BENEFITS AND CHALLENGES

Jones is the most direct about when private label doesn't make sense. "Labor constraints can lead to inconsistency and execution issues," he says. "In those cases, leaning toward consumer-packaged goods and less labor-intensive solutions might be the right move for a deli."

Reser's works with retailers to find the right mix based on staffing realities and local market conditions. "We believe it's critical for deli operators to have a strong grasp of their brand identity and what they have to offer consumers, whether it's premium quality,

WHAT THEY ARE Saying

"Retailers now use private label to establish their own identity, differentiate their deli assortment, and create products that shoppers cannot purchase from a competing store."

Dave Gonnella, Gonnella Baking Co., Schaumburg, IL

affordability, or another distinguishing attribute," says Jones. "Once that's clear, we help identify formulas, product variety, sizes and packaging that best serves their shoppers."

Manufacturers face their own hurdles, too. Retailers keep adding new rules about what ingredients and packaging they'll allow, so companies like Gonnella have to get creative to meet those rules while still making a good product.

And it takes time — a new item usually takes four to 12 weeks to develop at Reser's, and even longer for a bakery product at Gonnella, which has to go through test batches, larger production runs, and often in-store trials before it's ready to sell.

Darling adds that private label in the deli behaves differently from the rest of the store. "In other areas of the store, it becomes a very branded thing," he says, citing large retailers with well-known store brands. In the deli, by contrast, "it's less of that. Private label becomes a scale label, or it's simply the feel that this was made by the people in the store."

In other words, the store's own name and reputation carry the weight that packaging and branding usually would, which means quality and consistency matter even more.

So, is private label right for every deli? Not automatically. It depends on staffing, regional identity, and whether a retailer is prepared to invest in quality that customers will want to buy repeatedly, rather than simply chase a lower price point. But for delis willing to make that investment, the opportunity is clearly growing.

As Jones puts it, "Retailers who don't currently have a strong private brand strategy in the deli will be missing out on a significant growth opportunity that not only drives sales but builds customer loyalty."

DB

THINK SAUCE
FIRST,
AND IT ALL JUST
FLOWS
FROM THERE.

★★★★
**THINK
SAUCE
FIRST**



The right sauce can turn a so-so sandwich into a flavor- packed feast. With Sweet Baby Ray's® 24 varieties, you can easily create distinct new dishes with zero operational stress. Want to drive craveability, improve margins, and simplify operations? Think sauce first. sbrfoodservice.com



Get ideas now

SWEET BABY RAY'S
GOURMET SAUCES
★★★★



The Sauce is the Boss!®

Equipment in the Modern Deli

New technology is helping retailers reduce labor and improve safety.

BY KEITH LORIA

The supermarket deli has become a more complex place to operate. Retailers are being asked to offer more prepared foods, build stronger grab-and-go programs, maintain high food safety standards, and create displays that compete with restaurants and convenience stores — often with fewer employees available to do the work.

All these factors are changing the equipment conversation. Today, retailers are looking at how quickly employees can learn a machine, how easily it can be cleaned, whether it eliminates manual steps, and how it fits into a department built around convenience.

Equipment is also becoming part of the merchandising strategy. Open-air cases can move prepared foods closer to shoppers; combination units can create compact meal-solution destinations; and automated systems can help operators produce and replenish food before peak periods.

LABOR SAVINGS START WITH WORKFLOW

Slicing remains one of the most labor-intensive jobs behind the deli counter, making automation an obvious place to start.

Daniel Tsiakos, vice president of sales and marketing for Univex Corp., Salem, NH, points to automatic carriage slicers (such as the company's 8713S and 1000S) as equipment that can keep running without an employee continuously standing over the machine.

"One associate can keep the slicer running while also handling packaging or helping a customer," he says.

Ryan Feasel, vice president of sales and marketing for Globe Food Equipment Co., Dayton, OH, also sees automatic slicing as a direct labor saver. He points to slicer food chutes that can process bulk quantities of



PHOTO COURTESY HILL PHOENIX

tomatoes, onions, lettuce and other vegetables, as well as food fences that produce even slices faster than manual preparation.

"Automating as much of the preparation as possible helps these operations to be more efficient," he says. "Planetary mixers and automatic slicers can speed production while reducing waste and improving consistency."

Sliced2Go, Elgin, IL, is taking automation a step further by combining slicing with packaging, weighing and labeling. Michael Byers, president of Sliced2Go, notes its PX3 system can produce up to 120 packages per hour after an employee loads the product and starts the machine.

"Our goal is not to replace employees, but to help them become more productive," he says.

That can be especially important because deli associates are asked to handle customer service, hot-food preparation, cleaning, stocking, and other responsibilities in addition to slicing.

Troy, OH-based Hobart (an ITW Food Equipment Group LLC brand) is taking some of the weighing work out of slicing. Carolyn Bilger, marketing director for Hobart Food Prep Products, notes the company's HS Series portion scale slicers integrate a scale, so employees do not have to walk to a separate unit after slicing meat or cheese.

The automatic HS7-IPS also has a SmartSlice function that operates until it reaches a pre-selected product weight, while a Stack function helps employees portion product for packaging.

"After slicing and stacking product, it's easy for the deli operator to package up the meats and cheeses," she says.

Labor efficiency is also moving beyond physical equipment. Hugo Walker, head of marketing for mezzelQ, Bristol, U.K., says AI-powered ordering can analyze sales trends, inventory levels and demand patterns to help prepared-food suppliers produce closer to actual demand.

"By automating demand forecasting and

generating recommended orders, mezzelQ reduces the amount of manual admin that customer service staff have to do, allowing them to spend more time on higher-value tasks," he says.

FOOD SAFETY BUILT IN

The easier equipment is to clean correctly, the better chance employees will follow sanitation procedures consistently. Manufacturers are responding with removable components, smoother surfaces, automated reminders, and safeguards designed into the machine.

Globe, for example, offers a four-hour cleaning notification that alerts the operator as the cleaning window approaches and shuts the slicer down after four hours of operation until it is cleaned.

"The clear text graphic display will alert you as you approach the four-hour timer," says Feasel.

Univex slicers use anodized aluminum housings with smooth, rounded transitions intended to route liquid and debris away from controls and operator touchpoints. A concave base casting and drip tray fence direct liquids toward drainage rather than allowing them to pool.

Hobart's HS Series slicers include removable parts, including a removable knife that opens hard-to-reach areas. The knife can be cleaned in a three-compartment sink or dish machine, while a one-piece base reduces crevices where bacteria can collect.

Its CleanCut knife has a removable design with Zero-Knife exposure intended to prevent unintentional blade contact during cleaning and sharpening. The slicers also incorporate interlocks, an automatic 30-second shutoff, a close-to-stop feature and a no-volt release.

Technology can intervene when employees are not present. Anthony Tortoriello, director of sales, foodservice in North America for AeriTek, Kennesaw, GA, notes the company's Minus Forty merchandisers can include SmartLock health timer technology. The system monitors compartment temperature and automatically locks the door if the temperature remains above the trigger point for 30 minutes, preventing product access until the food can be inspected.

MERCHANDISING BECOMES EQUIPMENT STRATEGY

As delis shift toward prepared foods and meal solutions, the equipment holding the

food can be as important as the equipment producing it.

Tortoriello sees flexible merchandising equipment helping retailers move from a primarily made-to-order model toward a blend of counter service and prepackaged meals. Multi-purpose open-air merchandisers that support hot, cold, or ambient products can change roles throughout the day.

"It might hold salads and sandwiches at lunch, ambient snacks or bakery products in the afternoon, and hot prepared meals during the evening rush," he says.

Holding technology matters, too. Tortoriello notes contact heat can help hot foods retain moisture and texture better than systems relying primarily on convection, while gravity refrigeration can reduce moisture loss by avoiding continuous airflow across cold foods.

Self-service slicing offers another way for retailers to bridge traditional deli service and grab-and-go convenience. Sliced2Go's Byers says customers increasingly expect speed, but do not necessarily want to sacrifice freshly sliced product.

Sliced2Go recommends placing slicing equipment where shoppers can see food being prepared throughout the day, reinforcing the freshness message much like an open bakery or visible food preparation area. The company also uses transparent packaging and suggests offering different slice thicknesses in self-service cases rather than limiting shoppers to one standard option.

Marjorie Proctor, senior marketing and design manager for Hillphoenix, part of Dover Food Retail, Conyers, GA, says self-contained display cases using R-290 refrigerant give retailers more freedom to change merchandising without a major remodel.

"A retailer can roll in a mobile spot merchandiser to a strategic location, plug it in and have a high-performing, energy-efficient destination within a few hours," she says.

That flexibility allows stores to create a "dinner tonight" destination or test new programs.

Packaging completes the presentation. Salvatore Giglia, president of Ovtene, Marion, MA, says the company's films are designed around fresh foods, with a matte, tactile finish rather than the high-gloss appearance common to many packaging films.

The film is designed to preserve taste, aroma, texture and appearance while adhering closely to meats and cheeses. Its fold

WHAT THEY ARE Saying

"Customers still want fresh deli products; they just don't want to wait in line."

Michael Byers, Sliced2Go,
Elgin, IL

memory helps packages maintain a neat appearance with less handling.

"The result is an attractive package that enhances product presentation while supporting operational efficiency and helping drive sales in the fresh food department," he says.

BUY FOR FLEXIBILITY AND TOTAL COST

For retailers evaluating upgrades, manufacturers consistently point back to fit: equipment should match actual volume, available labor, menu strategy, and the department's physical layout.

Univex's Tsiakos recommends sizing equipment for the duty cycle it will actually face. A slicer rated for a few hours of daily use can wear quickly if operators push it continuously.

"Paying for one tier heavier than seems necessary almost always pays for itself in less downtime," he says.

He also recommends considering total cost of ownership, parts availability, service support, and employee input before purchasing.

Flexibility will become even more important as menus and shopping habits change. AeriTek expects unattended and partially unattended merchandising to grow, increasing demand for displays that can accommodate different foods, temperatures and dayparts.

Dover Food Retail sees the same need for adaptability, along with more attention to workflow and refrigeration systems using natural refrigerants such as CO2 and R-290.

Walker expects AI to move beyond forecasting into production scheduling, labor allocation and real-time replenishment. He says retailers should look for cloud-based platforms that integrate with existing systems and produce measurable improvements.

DB



PHOTOS COURTESY GENERAL MILLS

Bread Rises in Deli

Opportunities abound for bread in deli departments.

BY LISA WHITE

Whether as part of a sandwich program, a side when meal bundling, or a cross-merchandising tool, bread makes sense in a deli's lineup.

Its appeal in this department transcends both the aisle, as well as the bakery.

Within supermarket delis, premium breads have become a key component of meal solutions, prepared foods and entertaining occasions.

"While traditional aisle bread is often purchased as a household staple, deli breads are much more occasion-led," says Kayleigh Swift, U.S. brand manager for St Pierre Bakery, based in Manchester, U.K.

"Shoppers typically visit the deli looking for inspiration, convenience and meal solutions — making premium breads a natural fit within that environment," she says. "Retailers are increasingly looking for products that help differentiate their offerings, and a premium

bread (like brioche) provides a simple but effective way to elevate sandwiches, meal kits and grab-and-go solutions, while creating opportunities for trade-up and incremental spend."

Bread often becomes part of the overall meal proposition.

"Deli breads need to perform as sandwich carriers; they have to hold meats, cheeses, vegetables, sauces and other high-moisture ingredients without getting soggy or falling apart, while still delivering good flavor and texture," says Jon Davis, vice president of R&D and culinary innovation at Los Angeles, CA-based La Brea Bakery. "Aisle breads are typically designed for everyday, at-home use and longer shelf life, while deli breads are built for more substantial, freshly prepared applications."

Consumers shopping the deli are often thinking about what they are going to eat for lunch or dinner rather than simply stocking their pantry.



Dress up your subs.



Give your deli sandwiches a signature finish with Beano's. Our convenient 32 oz foodservice size is made for deli prep, while our 8 oz retail size lets shoppers take their favorite sandwich flavor home.

From the deli counter to the refrigerator door, Beano's helps make great subs even better.



Made for the deli. Loved at home.

Available in convenient 32oz foodservice size, 8oz retail, and co-pack

Conroy Foods, Inc. | Pittsburgh, PA | ConroyFoods.com



Request a sample

"I think deli products have an opportunity to feel more premium, fresh and meal-focused than products in the traditional bread aisle," says Brianna Palmer, director of marketing at Alta Foods, Goldsboro, NC.

Schaumburg, IL-based Gonnella Baking Co. sales manager, Dan Lucchesi, agrees, saying deli bread products are designed to be part of a finished meal or prepared-food experience, while breads in the retail aisle are not necessarily designed to perform in a foodservice environment.

TRENDS & NEW DEVELOPMENTS

According to a 2026 Mintel report, consumers increasingly view artisan and specialty breads as an affordable way to elevate meals at home, helping premium bread outperform the wider category as shoppers seek higher-quality products made with premium ingredients.

"We're also seeing younger consumers play a significant role in shaping the category," says Swift at St Pierre. "Gen Z and Millennials increasingly view bread as more than a staple product and are actively seeking distinctive flavors, premium experiences and products with stronger points of difference."

Another major trend is the growing influence of global flavors and internationally inspired foods.

"Innovation is increasingly focused on creating new occasions, introducing flavor-led products and helping retailers bring excitement to the fixture," says Swift.

St Pierre recently launched its limited-edition Spicy Brioche Burger Buns, combining its signature soft and rich brioche with a subtle chili flavor. The product was developed in response to growing consumer demand for bold flavors and globally inspired foods, while still delivering the indulgent qualities consumers expect from brioche.

"We're also continuing to see strong interest in products that blur traditional category boundaries," says Swift. "Premium bakery is increasingly being used not only for burgers and sandwiches but also for breakfast occasions, entertaining, sharing platters and meal solutions, creating more opportunities for retailers to drive frequency and basket spend."

Bread trends also tend to mirror overall food trends.

"Protein and fiber continue to be important, along with bold, globally inspired flavors like chili crisp, hot honey, gochujang and different chilis," notes La Brea's Davis. "Sourdough also continues to grow."



Consumers still want convenience, but they increasingly expect products to help them meet their nutrition and wellness goals at the same time.

"We're also seeing continued interest in avocado oil and products made without certain ingredients consumers are trying to avoid," says Palmer at Alta Foods. "At the same time, taste, texture and functionality still have to come first. A product can have great nutritional claims, but consumers won't continue buying it if it doesn't taste good."

Alta Food's major focus has been finding ways to put multiple benefits into one product rather than focusing on a single claim.

"Our Fiesta Fit High Protein Wraps, for example, provide 11 grams of protein per wrap," says Palmer. "We're continuing to look at products that combine benefits such as high protein, high fiber, lower carbs and lower calories, while also exploring cleaner ingredient statements and alternative oils. The goal is to make better-for-you products feel like an easy swap rather than a compromise."

Made-to-order and grab-and-go sandwich programs continue expanding in the deli, providing great opportunities for bread incorporation.

"At the same time, consumers are looking for more elevated sandwich experiences, driving interest in premium artisan carriers such as pretzel, ciabatta and brioche," says

Gonnella's Lucchesi. "These breads offer a premium eating experience with distinctive flavors, textures and visual appeal while bringing a sense of craftsmanship to the deli."

He adds that global flavors, sourdough and smaller portions with snack-size sandwiches and sliders provide additional bread-selling opportunities.

Gonnella recently introduced new Bolillo and Telera rolls designed specifically for foodservice, with a pre-sliced format, as well as a Brioche Slider and Everything-flavored Ciabatta.

PACKAGING

Bread packaging has also come a long way in increasing shelf life and ensuring high quality.

"Packaging developments for deli breads are largely focused on convenience, product protection and operational efficiency," says Lucchesi. "Packaging also needs to protect the product through handling, storage and merchandising while maintaining the quality and appearance of the bread. For deli operators, the goal is to provide packaging that supports efficient operations without compromising the presentation or eating experience."

Automation is becoming increasingly important, especially as manufacturers work to increase capacity while maintaining consistency and efficiency.

"From a consumer-facing standpoint, packaging also has to communicate benefits very quickly," says Palmer. "Claims like protein, fiber and net carbs need to be easy to identify while the package still looks appetizing and approachable."

In addition to seeing packaging focus on maintaining freshness and product quality while making products easier to handle and merchandise, La Brea's Davis says there's continued movement toward reducing packaging materials where possible without compromising performance.

Packaging plays an important role in not just protecting the quality of the bread but also communicating its freshness to shoppers.

"For bakery breads, retailers can use packaging that allows shoppers to get a visual sense of the product, such as a poly bag or a craft bag with a window," says Britt Williams, director of marketing for North American Foodservice at General Mills, based in Minneapolis, MN. "The choice of packaging can also influence the eating experience. For example, poly packaging can help maintain a softer, chewier crust, while a craft bag can help preserve a crisper crust."

"Ultimately, the best packaging solution balances product quality and freshness with the merchandising experience," says Williams, adding, "Bread is a very visual product, so giving shoppers a good look at what they're purchasing can be an important part of the decision."

MARKETING & MERCHANDISING

It can be tricky positioning bread in the deli with other displays throughout the store typically being the priority.

"Bread is essentially a canvas for cross-merchandising, because it plays a role in meals and snacks throughout the day," says General Mills' Williams. "It can be used to create grab-and-go sandwiches or paired with dips and spreads for snacking."

She adds that fresh and artisan-style breads can help retailers elevate their sandwich programs and create differentiation.

"Bread is the foundation of a sandwich, so the right bread can change the entire eating experience and give retailers an opportunity to create a signature offering," says Williams.

The most successful retailers merchandise premium bread around meal occasions rather than treating it as a standalone category.

"Secondary displays featuring premium

breads alongside deli meats, cheeses, prepared foods, and entertaining solutions allow shoppers to visualize complete meal occasions and can increase sales across multiple departments," says Swift. "Innovative merchandising solutions, like those from St Pierre, can add to the theater of the in-store bakery, further fueling inspiration for shoppers."

Premium breads also work well within seasonal promotions, grilling programs, game-day events and summer entertaining displays.

Swift notes that cross-merchandising works best when it helps shoppers solve a complete meal occasion.

"Premium brioche buns are a natural partner for burgers, barbecue proteins and prepared deli meats, while brioche rolls pair particularly well with premium cheeses, charcuterie and deli salads," says Swift. "Retailers can also create compelling displays by combining specialty breads with soups, ready meals and entertaining platters."

Shoppers investing in premium meats or cheeses are more likely to pair them with an elevated bakery option, so cross-merchandising is a simple but incredibly effective way to increase basket spend, says Swift.

"Put bread where the meal decision is happening," advises La Brea's Davis. "Secondary placement near deli meats, cheeses, soups, dips and prepared foods can help shoppers quickly see how they'll use it."

It helps to inspire shoppers and provide ideas on utilizing different bread items.

"Show consumers what they can actually do with it," says Palmer at Alta Foods. "Recipe inspiration, prepared examples, digital content and displays near complementary products can all help."

In addition to deli meats and cheeses, Palmer recommends cross-merchandising bread items with rotisserie chicken and other prepared proteins, hummus, dips, guacamole, fresh-cut vegetables and salad kits.

"We also like the opportunity to merchandise around occasions, including back-to-school lunches, meal prep, tailgating or quick weeknight dinners," she says.

The bread or wrap is a major part of how consumers perceive the finished sandwich.

"A premium or differentiated option can make a relatively simple sandwich feel more unique and give retailers an opportunity to create signature items," Palmer says. "Wraps can also expand those programs by offering lighter-feeling, portable and better-for-you alternatives to traditional sandwiches."

WHAT THEY ARE SAYING

"Secondary displays featuring premium breads alongside deli meats, cheeses, prepared foods, and entertaining solutions allow shoppers to visualize complete meal occasions and can increase sales across multiple departments."

Kayleigh Swift, St Pierre Bakery, Manchester, U.K.

"Put bread where the meal decision is happening. Secondary placement near deli meats, cheeses, soups, dips and prepared foods can help shoppers quickly see how they'll use it."

Jon Davis, La Brea Bakery, Los Angeles, CA

"For deli operators, the goal is to provide packaging that supports efficient operations without compromising the presentation or eating experience."

Dan Lucchesi, Gonnella Baking Co., Schaumburg, IL

Lucchesi says the deli ledge is also a strong location for featuring sandwich combinations and meal ideas, helping shoppers see how different breads can be used.

"Bundled promotions can be particularly effective," he says. "Pairing a bread or roll with a featured protein gives shoppers a simple meal solution and creates a clear reason to purchase both products."

Ultimately, the most successful deli programs connect premium quality with convenience. By showcasing innovative products and creating easy meal solutions, retailers can differentiate their deli offerings, inspire shoppers, and drive incremental sales. **DB**



PHOTO COURTESY CREPINI

Creating a Breakfast Destination in Deli

There are growth opportunities in the a.m.

BY LISA WHITE

Delis are capitalizing on breakfast opportunities by providing different options for eating on-the-go.

Whether selling hot, hand-held breakfast sandwiches using bagels, biscuits, croissants or English muffins; serving breakfast burritos on tortillas; or displaying quiches in the cold case that can be quickly warmed up, there are growth opportunities within the daypart.

"It's important to note that sandwiches are no longer just for lunchtime," says Britt Williams, director of marketing for North American Foodservice at General Mills, based in Minneapolis, MN. "We're seeing continued opportunity around breakfast sandwiches."

During his "Future of Deli" presentation at the International Dairy Deli Bakery Association Show in Orlando this past June, Luke Abbott, founder of Encinitas, CA-based Vdriven, a consulting and brand management company, noted that although the morning meal only comprises about 1.2% of total deli sales, the segment grew close to 20% year over year.

This indicates carving out a breakfast spot in the department may make sense for retailers.

To take advantage of this opportunity, Abbott suggests offering items like egg bites, breakfast burritos, biscuit sandwiches, congee and shakshuka. If it is warranted by the demographic and volume — and the labor is available — having an action station for omelets or pancakes may be another option. This not only expands the deli

offerings with a fresh, hot breakfast, but also adds theater to the customer experience.

Breakfast food manufacturers are also capitalizing on morning opportunities in deli. One is Hopewell Junction, NY-based Crepini Foods, a maker of gluten-free protein pancakes made from cottage cheese, eggs and oat flour.

"What sets us apart is that our product can be eaten cold, [which adds to its versatility in the deli]," says Lisa Shkolnik, chief marketing officer. "The pancakes can be thrown into a cooler for breakfast or lunch."

In addition to refrigerated vanilla, chocolate chip, mini banana and mini vanilla varieties, Crepini is introducing a new lemon-flavored pancake line with added fiber.

"It's a good fit for supermarket delis," says Shkolnik. "It has taken off like a rocket ship because the protein trend is an evergreen eating habit, and we jumped on this early."

She adds that the pancakes offer unique cross-merchandising opportunities in the deli, as well.

"Customers can even put deli meat on our vanilla pancakes, because they're not too sweet," notes Shkolnik. "And any spread would be good on them with sliced meat and cheese."

She notes that more delis are introducing a brunch set in the department.

"The fact that our pancakes are refrigerated and served cold makes them a great deli item," says Shkolnik.

DB

REFRIGERATED FOODS ASSOCIATION



FEBRUARY 14 - 17, 2027

WHERE THE REFRIGERATED FOODS INDUSTRY COMES TOGETHER

Mark your calendar and join us February 14–17, 2027, at Rancho Bernardo Inn in beautiful San Diego, California, for the Refrigerated Foods Association's 46th Annual Conference & Expo!

Hear from Super Bowl champion and former NFL quarterback **Joe Theismann** as he headlines this year's Conference, which also features outstanding educational presentations, the Expo Hall, One-on-One CEO sessions, the Annual Golf Tournament, and exceptional networking opportunities with refrigerated foods industry professionals.

Stay ahead of today's challenges with the latest insights on market trends, food safety regulations, and technical issues. Connect with industry leaders and gain valuable insights at the Refrigerated Foods Association's 46th Annual Conference & Expo as we work together to "Advance & Safeguard the Refrigerated Foods Industry."

A LEGACY THAT STARTED WITH ELECTRIC MOTORS

Hobart was established in 1897 by C.C. Hobart, but not as the foodservice equipment brand known today. It was originally founded as The Hobart Electric Manufacturing Co., producing and selling electric motors in Troy, OH.

It wasn't until 1903 that Hobart transitioned to the production of food machinery. It began with the development of motors that were attached by a belt to the flywheel of hand-cranked coffee mills.

In 1905, Hobart introduced its first line of meat choppers, followed by the 212 Peanut Butter Machine in 1906.

In 1915, Hobart introduced a product for which the company is best known today — its first electric mixer. The Model A-80, an 80-quart mixer that took seven years to develop, changed how kitchens operated by eliminating manual labor and increasing productivity.

"Hobart has always been proud to provide commercial kitchen operators with equipment, like its mixers, that they can trust to work hard and deliver quality, consistent results — day in and day out," says Todd Blair, senior director of marketing at parent company for Hobart, ITW Food Equipment Group.

Carolyn Bilger, marketing director at Hobart, adds, "The introduction of the Model A-80 mixer set the foundation for today's Legacy+ mixers — trusted machines that help improve kitchen efficiency and food quality by supporting continuous mixing all day long."

In 1919, Hobart introduced the KitchenAid brand with its new, residential mixer and line of food prep attachments, and continued its innovation with the development of its first commercial potato peeler (Model 6030) in 1928. Its first electric slicer (Model 11A) was introduced in 1930.

In 1959, the first Hobart automatic deli slicers were brought to market, with the introduction of the 1612 and 1712 models, and in 1969, the Hobart world headquarters was dedicated in Troy, OH, where it remains today.

Hobart introduced its first continuous-feed processors in 1989 and its line of 2000 Series slicers in 1998. In 2003 came the most



PHOTO COURTESY HOBART

In 1959, the first Hobart automatic deli slicers were brought to market, with the introduction of the 1612 (pictured) and 1712 models.

significant mixer design in 50 years: the Legacy mixers, which were upgraded with the Hobart-exclusive PLUS System and rebranded as Legacy+ mixers in 2021.

"Along with our mixers, slicers, food processors and meat grinders, Hobart has introduced many key commercial kitchen equipment over the years, including dishwashing, waste, cooking and weighing/wrapping equipment," explains Bilger. "But what holds true for every piece of Hobart equipment is its innovation, quality and durability. Our customers know that they can rely on our machines to make their kitchens more productive for years to come."

"Everything we produce is designed to solve needs and challenges in our customers' kitchens," adds Blair. "And it's the people we serve that drive us every day to be our very best. It has been this way since our humble beginnings, and it will continue to be our focus as we move toward the future."

DB

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 810425, Boca Raton, FL 33481-0425 or email DeliBusiness@phoenixmedianet.com. For more information contact us at (561) 994-1118.

GENERAL POLICIES

Advertisers and advertising agencies agree and accept responsibility for all statements and product claims made in their advertisements for themselves or their organizations. The publisher is not responsible, nor does he necessarily agree with any of the opinions or statements expressed in such advertisements. Advertisers and advertising agencies agree to accept responsibility for all content of such advertisements, and agree to assume liability involving any claims arising from such advertising that are made against the publisher. Advertiser and advertising agencies agree to indemnify the publisher and to hold him harmless and to defend him from any such claim or claims, and to be responsible for the payment of any expenses or legal fees incurred by the publisher associated with such legal action or claims. The publisher reserves the right to accept or reject advertising that he believes does not meet the publication's standards. Advertising appearing in editorial format may or may not be accepted by the publisher, and if published will be properly labeled "advertisement." Publisher is not liable for non-delivery or delays, caused by any federal or state agency or association, or by fire, flood, riot, explosion, strike, embargo, either legal or illegal, material or labor shortage, transportation or work interruption or slowdown, or any condition or act of God affecting delivery and beyond the control of the publisher.

INFORMATION SHOWCASE

Receive supplier information fast using the Deli Business Information Showcase.
Here's How: Contact the advertiser directly via the website, email, phone or fax listed in the ad.

COMPANY	PAGE#	PHONE	WEBSITE
Alexian Pate	15	732-775-3220	Alexianpate.com
Belgioioso Cheese Inc.	19	877-863-2123	Belgioioso.com
Caputo Corp.	21	708-450-0074	Caputocheesemarket.com
Cheese Merchants	14	630-221-0580	Cheesemerchants.com
Conroy Foods	29	412-781-1446	Conroyfoods.com
Crave Brothers	17	920-478-4887	Cravecheese.com
Dietz & Watson	13	215-831-9000	Dietzandwatson.com
Don's Prepared Foods	11	888-321-3667	Donspreparedfoods.com
Fresh Innovations LLC	9	817-674-9120	Freshinnovationsllc.com
George E DeLallo Company	36	800-433-9100	DeLallo.com
Hobart Food Equipment and Service	35	513-722-6717	Hobartcorp.com
Ken's Foodservice, Inc.	25	508-229-1100	Kensfoodservice.com
LaClare Farms	2	920-670-0051	Laclarefamilycreamery.com
L&S Packing	23	631-845-1717	Lspacking.com
Refrigerated Foods Association (RFA)	33	678-426-8175	Refrigeratedfoods.org
Texas Pete Hot Sauce	5	423-926-9494	Texaspete.com

The background of the advertisement is a black and white photograph of a commercial kitchen. At the top, a metal wire shelf holds various kitchen items, including a metal colander and a small round object. Below the shelf is a wall made of rectangular tiles. A large, dark shadow of a person operating a slicer is cast across the wall and floor, starting from the top left and extending towards the bottom right. The word 'HOBART' is centered in the upper part of the image, and 'ODYSSEY' is centered below it. Further down, the phrase 'THE FUTURE OF SLICING IS ABOUT TO BEGIN' is displayed in a larger font. At the bottom, three lines of text provide details about the product's features and reliability.

HOBART

ODYSSEY

THE FUTURE OF SLICING
IS ABOUT TO BEGIN

NEXT-GENERATION HOBART SLICERS ARE COMING.

Easier to use. Easier to clean. More operator assurance.

Legendary Hobart reliability and precision.

Get ready to start your journey to the future of slicing.

SINCE 1950

DELALLO



Display Ready
Shippers & Racks
Available!



FALL'S MOST CRAVEABLE CRUNCH

FOCACCIA THINS

The flaky baked cracker made for pairing,
dipping and snacking! Handcrafted with
simple, all-natural ingredients.

