

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

OCT./NOV. 2013 \$14.95

## Special Attractions



### ALSO INSIDE

FRIED CHICKEN  
CELEBR-ASIAN  
THE NETHERLANDS CHEESE STORY  
SALAMI  
FUTURE OF COOKING OILS





*New!*  
**CRUMBLLED  
GOAT CHEESE**



**Bigger crumbles, better taste.**

Perfect for so many recipes! Find ideas at [merci-chef.com](http://merci-chef.com)



[Couturierna.com](http://Couturierna.com) • [cnamarketing@couturierna.com](mailto:cnamarketing@couturierna.com) • 518-851-2570



## COVER STORY



## OCT./NOV. '13 • VOL. 18/NO. 5 CONTENTS



### PREPARED FOODS

- Upping the Ante**.....22  
Unique flavor profiles and healthier production methods have given fried chicken new life in supermarket deli prepared food sections

### MERCHANDISING REVIEW

- Celebr-Asian in the Deli** .....32  
Asian cuisine allows deli operators to tap into dining-out dollars

- Big Changes Happening with Dry-cured Meats**.....43  
New products and markets are changing the shape of salami

### FEATURES

- The Netherlands Cheese Story** .....38  
Dutch cheese leaps out of the history books and onto the table



## PROCUREMENT

### **The Future of Cooking Oil ..... 46**

Healthy alternatives are available for forward-thinking delis

## COMMENTARIES

### EDITOR'S NOTE

### **School Lunch and the Supermarket Deli ..... 12**

The great advantage of top deli foodservice offerings is that they offer the incredibly diverse selection that can tantalize the whole family or groups of friends

### PUBLISHER'S INSIGHTS

### **Driving Sales with Fresh Foods ..... 14**

While the deli used to be driven by convenience, today consumers are drawn in because of their desire for fresh foods

## IN EVERY ISSUE

### **DELI WATCH ..... 8**

### **INFORMATION SHOWCASE ..... 50**



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





You Provide the Store, We Provide the Sizzle.



## AWARD WINNING COMPANY



FIRE ROASTED VEGETABLES • SKILLET MEALS • RICE DISHES • PASTA BLENDS • COLD SALADS • SALSA • DIPS • HUMMUS • SOUPS

If your Store Brand is in need of unique hot items or cold items, we have the answer: Fire Roasted Mango Salsa, Flame Grilled Edamame or Asparagus Basmati Rice Pilaf are just a few.

- Sample one of a kind products
- Experience authenticity
- Collaborate with us with your own ideas

Contact us at [info@SelectStoreBrands.com](mailto:info@SelectStoreBrands.com) to set up a collaborative meeting. Hot or Cold our chef inspired ideas will make your deli cases sizzle!

1.877.980.4295 | [www.SelectStoreBrands.com](http://www.SelectStoreBrands.com)



## DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

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

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

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

**SALES MANAGERS**  
JANE JOHNSON  
jjohnson@phoenixmedianet.com

**MICHAEL LISBERG**  
mlisberg@phoenixmedianet.com

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

**ART DIRECTOR**  
SUNSHINE GORMAN  
sgorman@phoenixmedianet.com

**PRODUCTION DEPARTMENT**  
FREDDY PULIDO  
JACKIE TUCKER

**RESEARCH DIRECTOR**  
SHARON OLSON

**CONTRIBUTING EDITORS**  
CAROL M. BAREUTHER MIKE HILLERBRAND  
JULIE COOK RAMIREZ KAREN STEWARTSON LISA WHITE

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

**PHOENIX MEDIA NETWORK, INC.**  
CHAIRMAN OF THE BOARD  
JAMES E. PREVOR

**EXECUTIVE VICE PRESIDENT**  
KENNETH L. WHITACRE

**SENIOR VICE PRESIDENT**  
LEE SMITH

**GENERAL COUNSEL**  
DEBRA PREVOR

**TRADE SHOW COORDINATOR**  
JACKIE LOMONTE

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 2013

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

PUBLICATION AGREEMENT NO. 40047928



## RIVERS EDGE CHÈVRE



After winning the Best American Cheese award for Humbug Mountain, a wonderful pyramid-shaped soft-ripened goat cheese, at the prestigious International Cheese Awards in Nantwich, UK, Rivers Edge Chèvre surprised the world once again.

At the more recent 25th Annual Guild of Fine Foods' World Cheese Awards 2013, held in Birmingham, UK, its Up In Smoke, a smoked goat cheese that is wrapped in smoked maple leaves, won Best American Cheese. Three other of their other cheeses medaled at the same competition.

Rivers Edge Chèvre is a mother and daughter team, Patricia and Astraea Morford, located in Logsden, OR, making high quality goat cheeses known for their exceptional beauty and originality as well as great taste and superior craftsmanship.

## COMING NEXT ISSUE IN DEC./JAN. 2013

### COVER STORY

The Growing Interest in Natural  
is Expanding to Entertaining

### FEATURE STORIES

The Hispanic Melting Pot  
Flatbreads Bring Profits

### MERCHANDISING REVIEWS

Contemporary Olives

### PREPARED FOODS

Ribs & Wings  
Hot Food Opportunities

### SPECIAL FEATURE

Specialty Cheese Guide:  
Understanding the fastest growing  
segment of the deli department.  
Featuring merchandising guide-  
lines, product selection ideas,  
new cheeses, cross merchandising  
opportunities, national events and  
international competitions and  
trade shows.

### COMING IN FEB./MAR.

DELI BUSINESS will feature a proprietary research project about today's deli consumers—their attitudes and desires as well as their problems and challenges. This is a must read for deli executives who want a better understanding of what drives consumers to the deli department — or not.

### SUBSCRIPTION & READER SERVICE INFO

If you would like to subscribe to DELI BUSINESS for the print and/or electronic version, please go to [www.delibusiness.com](http://www.delibusiness.com) and click on the "Subscribe" button. From there, you can subscribe to the print version of DELI BUSINESS or free of charge to the electronic version. In addition, you can read the electronic version and go directly to a company's Web site through our special hot link feature. Best of all, you can download and print any article or advertisement you'd like.



# *New* FROM CONROY FOODS INC. SANDWICH SHAKERS™

*Roasted Garlic & Parmesan Cheese*



Beano's® Sandwich Shakers come in a convenient self shipping deli counter display—Holds 6 bottles per box

Now you can enjoy your favorite sandwich bar spice blend at home with Beano's Sandwich Shakers

**Roasted Garlic & Parmesan Cheese™** spice blend—*robust flavor without the added fat, cholesterol or carbohydrates.*

Beano's Sandwich Shakers™ is a perfect way to add flavor to your favorite sandwich creation, just

*Shake the Taste™.*



In addition to adding flavor to your sandwiches, Beano's Sandwich Shakers™ has a variety of uses:

#### **Dipping Spice & Bread Spread:**

Add 1 teaspoon of Beano's Sandwich Shakers™ into 2 tablespoons of olive oil. Stir with a fork, let stand for flavor blending and dip with your favorite bread. Add Beano's Sandwich Shakers™ to taste with softened butter to create a savory bread spread.

**Salad Dressing:** Sprinkle to taste directly on your favorite field of greens or fresh tomato and mozzarella salad. It also works well on oil and red wine vinegar cucumber salads. Or add a zesty new flavor to your favorite pasta salad recipe.

**Rub or Marinade:** Beano's Sandwich Shakers™ makes a perfect rub. Use Beano's Sandwich Shakers™ to coat whole chickens or pieces, turkey, chops, steaks or fish. No matter if you are roasting, grilling or smoking, Beano's Sandwich Shakers™ will increase the flavor. Mix generously with the vinegar of your choice and vegetable oil to marinate your favorite cut of meat or fish.

**Shake it on:** Pizza, pasta, steamed mussels and clams, garlic bread, soups, baked potatoes, French fries and wings!

*Endless possibilities and creations.*



**CONROY  
FOODS**

Conroy Foods • 906 Old Freeport Road • Pittsburgh, PA 15238  
Phone (412) 781-1446 • Fax (412) 781-1409 • [beanos@conroyfoods.com](mailto:beanos@conroyfoods.com) • [ConroyFoods.com](http://ConroyFoods.com)



## Announcements



### INCREASED CAPABILITIES

Inline Plastics Corp., Shelton, CT, owner of the SureLock and Safe-T-Fresh container brands, announces the addition of new thermoforming production lines in the Shelton, CT; Salt Lake City, UT; and McDonough, GA, sites as well as expansion of its manufacturing and warehousing facilities in CT and GA in response to the continued growth of its food packaging products. Supermarket, foodservice, distributor and processor customers will benefit from consistent lead times, increased flexibility on special orders and local production capacity.

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



### ANNIVERSARY GIFT PATRICK

Cudahy LLC, Cudahy, WI, the Midwest producer of fully-cooked and traditional bacon, bacon pieces and toppings, dry sausage, pepperoni, ham, deli and sliced meats, culminated its year-long 125th anniversary celebration by making a donation of 12,375 pounds of Patrick Cudahy products to Hunger Task Force and Feeding America that totals over 125,000 meals. The donation was made during an event to mark the company's founding on October 1, 1888, and was organized to extend gratitude to its partners and employees and acknowledge its heritage in the state of Wisconsin.

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



### BREAKING GROUND

Land O'Frost, Inc., Munster, IN, the second-largest producer of pre-sliced, pre-packaged lunchmeats and a producer of specialty sausage products, completed a groundbreaking ceremony in October on its new corporate headquarters facility. Land O'Frost, which currently employs more than 1,100 manufacturing employees at its four production plants in Illinois, Kentucky, Arkansas and Nebraska, plans to move into the new building in the fall of 2014. The move will bring 50 new jobs in sales, marketing, innovation and supply chain operations to the northwest Indiana region.

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



### CREAMERY BUILT FOR GOLD

Laura Chenel's Chèvre, Sonoma, CA, has been awarded LEED Gold certification by the U.S. Green Building Council (USGBC) for its new Sonoma creamery, completed in 2011. The Leadership in Energy and Environmental Design (LEED) is the USGBC's rating system for the design and construction of energy-efficient and high-performing buildings. Laura Chenel's Chèvre is considered to be the first cheese production facility awarded Gold, the second-highest of LEED's four levels of certification.

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

## New Products



### WINNING SANDWICH RECIPE

Kretschmar Premium Deli Meats, Lisle, IL, has announced that Mike Shillinger of San Antonio, TX is winner of its "Build a Sandwich Fit for a King" contest with his roast beef and turkey creation. As the winner, Shillinger prepared and served his triumphant creation to "The King" Richard Petty and the No. 43 NASCAR Sprint Cup Series team Saturday at Michigan International Speedway.

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



### HAND-HELD SNACKS

Tyson Deli, Springdale, AR, introduces Tyson Deli Market "Grand Openings" snacks, a line of hand-held, microwaveable, stuffed bread snacks that come in three varieties: Ham & Swiss, Chipotle BBQ-flavored Chicken, and Italian Style Meatball & Mozzarella. These snacks are made with dough designed to perform out of the microwave as if it had been oven baked. The product is available in small case packs to reduce shrink and arrives frozen, ready to be dated and placed directly into the cold case, where it will have a 10-day refrigerated shelf life.

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



### SMOKED SAUSAGE

Eckrich, Lisle, IL, a part of the John Morrell Food Group, a division of Smithfield Foods, has a new line of smoked sausage, Kirk Herbstreit "Ultimate Tailgate." The new items are available in Original Natural Casing Rope Smoked Sausage and Cheddar Smoked Sausage Links and feature the name and likeness of Emmy-winning college football analyst Kirk Herbstreit, who has been a spokesperson for Eckrich since 2008. The rope and links smoked sausage items, now available for a limited time, are supported by a full marketing effort.

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



### DRY PACKED PICKLES

Farm Ridge Foods, Commack, NY, has introduced the first dry-pack, individually-wrapped, gourmet line of pickles. A fresh, crisp, healthy snack, these products are also gluten-free and low in calories. Designed for supermarket delis' grab-and-go cases, the pickles are an easy add-on to sandwich programs and healthy snack offerings. They are also excellent for c-stores and foodservice venues where portion control and healthy alternatives are needed.

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





**Authentically European. Joyfully shared.**



When you choose our products – Grana Padano<sup>®</sup>, Prosciutto di San Daniele<sup>®</sup>, Montasio<sup>®</sup>, Prosciutto di Parma<sup>®</sup> and Parmigiano Reggiano<sup>®</sup> – for your customers, you show a passion for incomparably delicious, natural food that's never mass-produced or processed. Because each of these products carry the Protected Designation of Origin seal, the European Union's guarantee of quality and authenticity, you know they are from a specific geographical region in Italy and are created using traditional techniques that have set the standard of culinary excellence for generations. These uniquely European delights are sure to bring a little happiness to your customers and the friends and family they share them with.



CAMPAIGN FINANCED WITH AID FROM  
THE EUROPEAN UNION AND ITALY

**LEGENDS** *from* **EUROPE**

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





## New Products



### HEALTHY HUMMUS

Eat Well Enjoy Life, Alphretta, GA, has introduced an innovative line of "Better for You" hummus that has 50 percent less fat and 33 percent fewer calories than traditional hummus. Low-fat yogurt is the ingredient that makes it possible to substantially reduce fat and calories without losing a creamy consistency. Two tablespoons of Eat Well Enjoy Life "Better For You" Hummus contain only 50 calories, 2 1/2 grams of fat, zero saturated fat and rates only 1 Weight Watchers' point.

[www.eatwell-enjoylife.com](http://www.eatwell-enjoylife.com)



### SPICY CHICKEN FILLET

The Broaster Co., Beloit, WI, now has a 4 oz. Spicy Chicken Fillet available to foodservice operators that is a 100% real breast fillet and is marinated to provide the right amount of heat without being too intense. The Spicy Chicken Fillet can be served as a sandwich on a bun, an entrée with a side dish or as a snack with tasty dipping sauces. The Spicy Chicken Fillet is part of a line of products that includes chicken tenders, shrimp, boneless wings, bone-in wings and chicken fillets.

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



### ENERGY SAVINGS

Building on the success of its advancements in energy saving electronic controls, Master-Bilt, New Albany, MS, a manufacturer of commercial refrigeration, introduces the Super Controller option for additional energy efficiency on endless glass door merchandisers with remote refrigeration systems as well as walk-in coolers and freezers.

[www.master-bilt.com](http://www.master-bilt.com)



### GRAB-AND-GO SOUP

Blount Fine Foods, Fall River, MA, manufacturer of hand-crafted artisan soups, sauces and side dishes for retail and foodservice, launched the first premium single-serve 10 oz. grab-and-go retail soup. The six varieties in the new line expand the offering of retail product sizes Blount offers in both branded and private label, in 10- to 32-oz. sizes. The new offering is available in New England Clam Chowder, gluten-free Creamy Tomato Soup, Broccoli Cheddar Soup, gluten-free Chicken Tortilla Soup, Baked Potato Soup and Chicken Noodle Soup.

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



# Fresh Is Everything



**Not Your TYPICKE PICKLE**

*It's Party Time with the Fastest Growing Deli Line*

- Hickory Smoked
- Sweet Horseradish
- Mexican
- Wasabi & Ginger
- Atomic Spicy
- Half Sours
- Kosher OU
- Hand Packed
- Full Line of Traditional Pickles
- Made With Only The Freshest Ingredients

**Farm Ridge Foods ▪ 340 Veterans Memorial Highway ▪ Commack, NY 11725 ▪ 631-343-7070 ▪ [www.farmridgefoods.com](http://www.farmridgefoods.com)**





*Enjoy La Bonne Vie  
Brie & Camembert  
with fruit, crackers, or crusty  
breads. These cheeses also  
pair well with champagne  
& white wines.*

*La Bonne Vie  
~  
"the good life"*



Gourmet Foods International  
Lakeland, FL (863) 984-5656

Gourmet Foods International  
Atlanta, GA (404) 688-1315

Gourmet Foods International  
Pompano Beach, FL (954) 969-1120

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

Gourmet Foods International  
Denver, CO (720) 274-2888

Gourmet Foods International  
West Caldwell, NJ (973) 487-3980



by Jim Prevor, Editor-in-Chief

# School Lunch and the Supermarket Deli

There is a crisis in the Prevor family household. William and Matthew Prevor, ages 12 and 10 respectively, are in revolt. They claim they may soon starve. The cause of the crisis? Hot dogs! The school foodservice department doesn't know it, but if they copied a great retail deli program, a lot of problems would be solved.

The lunchroom in their school serves a hot lunch every day, and it also offers various options for those who don't want the featured lunch. One of these options has been the availability of hot dogs every day. It is not that these boys are insensitive to culinary issues, but they shy away from most of the sauces that laden the menu choices and often find the daily lunch selection unexciting. So hot dogs have been their mainstay meal at school.

Recently a health initiative was implemented and changes were made in the school foodservice offerings. The pasta has been switched to whole grain, so the boys have crossed that off their list of options. Vegetables were made mandatory. No big deal; the boys like vegetables, though these are drowned in sauces and the boys often just throw them away. And, *sacré bleu*, the hot dogs have been scaled back and are only available three days a week. In their place typically offered are black bean burgers, which the boys won't touch.

As parents, my wife and I are, of course, all in favor of having healthy options available and I would prefer that my children not eat hot dogs every day, but it does seem to me that just eliminating them from the menu is taking the easy way out. A school is a closed environment; in our school the children aren't allowed to go out or even to bring their own lunch – too many concerns about allergies and what not. So restricting choice with the intent of moving children to healthier options is a little dictatorial. Surely the optimal path is to create healthy options that are so good children will, voluntarily, choose to eat them over less healthy fare.

This will, of course, cost money for quality ingredients, and it will require staff training in culinary technique. It is, however, a much preferable option for three reasons: First, it means the children actually eat. In England's recent school meal reform movement, there were famous news reports of parents slipping food through school fences because the students found nothing they were willing to eat on Jamie Oliver's new menu.

Second, by introducing children to desirable healthy options that they prefer over less healthy options, you give the children options that will improve their diets both in and out of school. Finally, it holds the culinary team responsible for their work. If they serve vegetables the students don't want to eat, but force them to eat the vegetables by depriving them of options, that doesn't

require the culinary team to get better or to do a better job.

The whole issue is really a kind of parable as to the great advantage of retail. In foodservice, someone makes decisions for the consumer as to what will be served. Normally, it is not a big problem because consumers retain the right to select where to dine. So the consumer hankering for a rib eye stays clear of the vegan specialty restaurant. In a school environment, where children don't have the option of selecting different foodservice providers, such decision-making on behalf of consumers can be oppressive. For families, though, there is a challenge even in selecting restaurants. The day when Mom made meatloaf and everyone was going to like it is passing. The ethnic and cultural diversity of the country is such that Sis is a vegetarian, Brother likes barbecue, Mom wants a salad and Dad is in the mood for Chinese.

There aren't many restaurants one can go to that will keep that family happy. The great advantage of top deli foodservice offerings is that they offer the incredibly diverse selection that can tantalize the whole family or groups of friends. A group can walk into Wegmans and, yes, one goes for Italian, another Asian, another salad and on and on.

It is not just variety, though; it is quality. It has to be because it has competition, against restaurants, other food stores and, even internally, if the pizza is not great at the store, people will go for the dim sum, which is. So everything becomes good or it gets eliminated from the menu.

So here is the real challenge for school foodservice and those looking to get children to eat healthy: They need to look to college and university foodservice, which has tried to duplicate the appeal of top deli foodservice operators. We need to offer inspiring options. We don't need a dose of tyranny in which supposed experts eliminate choices. We need a dose of capitalism, in which the culinary teams are expected and incented to develop great tasting healthy food that children want to eat. **DB**



*James J. Prevor*



# DELIGHTFULLY DELICIOUS



## TRI-BLEND ROASTED FINGERLINGS

An artful medley of Yellow Laratte, Red Thumb and new Purple Pelisse, Simplot RoastWorks® Tri-Blend Fingerling Potatoes deliver vibrant color and great flavor to add an upscale touch to rotisserie chicken or other proteins. They can also be used as a premium salad ingredient. Minimally processed with no gluten added, no allergens and loaded with antioxidants for a healthier side option. Only from Simplot.

**Learn about our full line of roasted vegetables and fruits  
by calling 1.800.572.7783 or visiting [simplotfoods.com](http://simplotfoods.com)**





by Lee Smith, Publisher

## Driving Sales with Fresh Foods

**T**raditionally, deli department sales were driven by offering a level of convenience not found in other venues. Before take-out and fast food, there were few quick alternatives for mom's home cooking. Between a large selection of cold cuts, hot dogs and wursts, salads, cheese and the occasional rotisserie chicken, delis provided a quick meal alternative.

Convenience was the primary role of delis. Known as the ultimate stop for lunch, quick dinners and hot weather alternatives, it provided high quality substitutes for going out to eat, which often were not convenient or affordable. Deli purchases were so prevalent that buying prepared foods was incorporated into the lexicon of home cooking. So, parents were "cooking" when they made sandwiches for lunch.

Even with the advent of new technologies that allowed deli buyers to purchase more prepared foods with the shelf life necessary to make them practical and affordable, the goal was still convenience. Fresh versus frozen was the debate of the 1990s. Was it more convenient for the customer to have food in the refrigerator ready-to-eat with a short shelf life or frozen in the freezer with an almost unlimited shelf life?

Even the introduction of sandwiches and pizza smacked of convenience. The idea was not to make sandwiches and pizza better than the local restaurants, sandwich shops and pizzerias, instead, it was to make it easier on two-income working families and more affordable than going out to eat.

Consumer attitudes are always slowly shifting; the deli has evolved into a department where customers are looking for fresh. While different demographics rate the deli's fresh factor as more or less important, all consumers are becoming fresher oriented in their preferred food preferences. The deli is where consumers go to buy "fresh" foods that are also good for you. The trade-off of "convenient and not-so-good-for you" as opposed to "inconvenient home-cooking and good-for-you" is largely gone.

What is the key to providing deli fresh foods? Prepared foods. And, what is driving the growth of deli departments? Prepared foods. Where do delis need to focus? Fresh, prepared foods.

According to the Nielson Perishable Group "Consumer Drivers of Fresh Growth" study conducted in 2013, the "critical to get right" factor in deli departments is prepared foods. The three product lines that garnish the greatest prepared food sales are prepared chicken at 28 percent, deli salads at 17 percent and sandwiches at 11 percent. Combined, these three categories average 56 percent of national deli sales.

Add to the total of pizza at 6 percent, sushi at 5 percent and other prepared foods like ready-to-eat entrees and deli prepared food, sales reach close to 70 percent of total department sales.

Considering that fresh is the most important driver

for supermarket consumers and fresh and prepared foods are the drivers for deli departments, the areas to develop are clearly defined. Prepared chicken, whether fried or rotisserie need to be perfect. Chicken alone can bring customers to the deli or drive them to other competitors. This one area alone is worth focusing on.

Sandwich programs should be evaluated every year. Are there sandwich options suitable for school lunches and are sandwiches fresh – really fresh. Are the combinations contemporary and worthy of a great sandwich shop? Are sandwiches made-to-order or at the very least made every day, with no exceptions? Do your delis have a separate merchandising area for sandwiches or a sandwich shop initiative?

Cross merchandising is important with sandwich programs. Tie-ins can increase the total sale and increase both convenience and fresh appeal. Pickles, fresh fruit, drinks and prepared salads need to be available in individual size portions and within easy reach of sandwich customers.

The strength of deli salads and their importance to healthy department sales may come as surprise to many. Traditional commodity deli salads are potato salads, cole slaws and macaroni salads made with mayonnaise-based dressings. Here's a thought. They are no longer traditional and they are certainly not commodity. Their sales have been declining for years.

More contemporary salads are taking their place. Grilled vegetables are a must for upscale stores. Fruit salads and salads with lighter dressings are now the norm. Rice and other grains are growing in popularity and salads are becoming more quality-oriented so they can compete with restaurants.

Supermarkets need fresh salads made with fresh greens, fruits and vegetables along with cheese and high quality proteins to be competitive. Individually packaged and made daily, they provide customers with convenient, healthy, fresh lunches or quick dinners. Prepared vegetables are now an important part of the equation. It can be baked acorn squash with apples and cranberries, fresh greens like collards and Swiss chard with bacon or seasonal sides like wild rice, walnuts and grapes.

Want to increase sales? Focus on deli prepared foods and make it fresh.

**DB**



A stylized handwritten signature in black ink.





**Gluten Free Consumers, Rejoice.....**



**Toufayan Proudly Introduces**

**3 GREAT TASTING GLUTEN - FREE WRAP FLAVORS**

**INCLUDING SAVORY TOMATO,  
GARDEN VEGETABLE AND SPINACH  
ALL 100% GLUTEN FREE. ALL 100% DELICIOUS.**



**Since 1926, Families Have Been Relyin' on the Fresh Taste of Toufayan.**

For more information contact Karen Toufayan at [Karen@toufayan.com](mailto:Karen@toufayan.com) or visit [www.toufayan.com](http://www.toufayan.com)





# Special Attractions



Carefully selected specialty products help delis secure their hard-earned reputations

BY JULIE COOK RAMIREZ

**A**ny deli manager will tell you a good reputation is worth its weight in Cheddar. Consumers rely on the deli for fresh, tasty products that never fail to deliver on expectations. Having relied for years on the deli man — or woman — consumers trust the deli to provide them with products of only the highest quality.

A deli would be foolish to risk losing its standing by selling products that don't live up to its reputation. Just one bad experience can tarnish the good name a deli has spent years — perhaps even decades — building

for itself. That's why great care must go into the selection of every item, particularly specialty items — sauces, oils, honeys, pâtés, jams, crackers, and other products that complement standard deli fare such as meats and cheeses.

It's important to make these products available. They complete the picture — or the plate, as the case may be. Whether planning their own meal or preparing for an evening of entertaining, today's increasingly time-pressed consumers are looking for quick and easy meal solutions. However, they aren't always sure which products go well

together, according to Tom Gellert, president, Atalanta Corp., Elizabeth, NJ, and president, DeMedici Imports Ltd., Florida, NY. Selecting products that complement core deli offerings and then positioning them strategically go a long way toward helping consumers go home with everything they need to assemble a tasty meal or appetizer.

"When they're all put together in the deli section, these kinds of products allow the consumer to envision what they're going to create," says Chris Bowler, co-founder and president, Creminelli Fine Meats LLC, Springville, UT. "It allows delis to stretch





**Kontos**<sup>TM</sup>



*Pizza Parlor*  
**CRUST**  
*Hand-Stretched*



**KONTOS**  
**PIZZA PARLOR CRUST**  
is the best choice for you  
and your customers!

- Prebaked for efficiency.
- "Personal pizza" size makes it convenient.
- Fits everyone's budget!
- Healthy options are mainstream.
- It simply tastes the best!

**FOR MORE INFORMATION  
PLEASE CONTACT US AT:  
WWW.KONTOS.COM**

**OR CALL US AT: 1-800-969-7482**

Kontos Foods Inc., PO Box 628, Paterson, NJ 07544





# CONFIDENCE

*Knowing that your Customer's Products will be Safe.*

**Safe-T-Fresh®**  
Tamper-Evident, Tamper-Resistant Packaging.

**Highlight the Quality and  
Safety of Your Products.**

Call 1-800-826-5567 x7035 for your FREE Samples  
Mention Promo DB1013

**Inline Plastics Corp.**  
Good Things Come In Our Packages®

InlinePlastics.com

**NACSSHOW**  
NACS PEI IMAA

**BOOTH  
#6041**

their merchandising space by offering a greater variety of items and hopefully increasing their relevance to the consumer."

Specialty items represent incremental sales, typically of non-perishable products with a long shelf life, a welcome change for a department always struggling to control shrink. Because of the trust most delis have fostered with their customers, suggestive selling is an effective means of encouraging them to add a few extra items to their cart. Simply teaching employees to make recommendations of appropriate complementary products can increase a consumer's total ring three- or four-fold.

"It's always helpful to train your people to interact with customers and make suggestions for related products," says Weyd Harris, national sales manager, Conroy Foods, Pittsburgh, PA. "If a customer is getting some cold cuts sliced, for example, the deli clerk can casually ask if they do anything special with them, taking their response to suggest a certain sauce, cheese, or bread that is also sold in the deli. Instead of selling one item, now they may be selling three or four."

## A Matter of Trust

When these products are offered in the deli, consumers typically perceive their inclusion as an endorsement of sorts. Since a deli is limited in the number of products it can offer, the sheer fact that the deli manager chose to sell these items says a lot about their quality — or at least it should.

Great care must go into the selection of specialty products, as the deli is literally putting its reputation on the line. It all begins with knowing your customer, according to Laurie Cummins president of Alexian Pâtés & Specialty Meats, Neptune, NJ. Tastes and consumer preferences vary from market to market, leaving deli buyers to consider the likes and dislikes—not to mention the ethnic make-up—of their customer base.

Local preferences should also be taken into consideration. While a national brand is important to the core selection, it is often local and regional brands that are more



# Fromager d'Affinois

La crème de la crème!

*Looking for something special  
for your next party?*

*Try Fromager d'Affinois with  
black truffles!*

*This is what you have been waiting for.  
The creaminess of the Fromager  
d'Affinois mixed with the delicate  
flavor of black truffles coming from  
the Perigord region in FRANCE.*

*It is the perfect combination for successful  
dinners and Holiday parties!*



## *Verrines with pumpkin and truffles*

*Put in a saucepan 3 boiled and peeled potatoes,  
1 lb of diced pumpkin previously peeled, with  
seeds and fibrous parts removed, 1 shallot  
previously browned in a frying pan for  
5 min, 1 tbsp of cream, 3.3 fl.oz of unsalted  
chicken stock and salt. Reduce to a purée with  
a hand mixer or masher. Divide the purée into  
4 verrines. Drizzle over each verrine 1 tsp  
of truffle-infused olive oil. Cut Fromager  
d'Affinois Truffles into thin slices and place  
them on top of each verrine.*



780g / 1.7 lb

*Holiday item!*

Weight: 2kg / 4.4 lbs  
Available for deli counter or pre-pack.

### Export contact

**Interval USA** - 50 Harrison Street, suite 211 E Hoboken, NJ 07030 - USA  
diane@intervalexport.com - caroline@intervalexport.com

**Fromagerie Guilloteau** - Le Planil - 42410 Pélussin - France  
Tel +33 474 875 300 - fax +33 474 875 319  
[www.fromagerdaffinois.com](http://www.fromagerdaffinois.com)





important to customers. A mix of national and local specialties is important.

It's also crucial to select products in line with the theme or experience the deli is seeking to create for its customers. Much like an amusement park or museum seeks to recreate a certain experience for its visitors, Bowler says delis must take a similar approach when selecting complementary products that will complete the picture for their clientele. "It needs to be an extension of their personality," he says. "There is a need

to be bring in products consumers are excited or passionate about. That's what people come to a deli for — to get educated and learn about new things."

Delis have an exceptional opportunity to introduce their clientele to highly specialized items such as smaller, artisanal brands that might not capture the attention of a mainstream grocery buyer. Most deli customers aren't interested in products that can be found in the grocery aisles anyway. They shop the deli for a unique experience. By



offering harder-to-find specialty products, deli managers ensure these folks come back the next time they're looking for something unusual.

Above all else, it's crucial that deli buyers resist the temptation to simply gravitate to what's easy or give preferential consideration to companies offering promotional dollars. Such factors often play a big role in which products make their way into the main aisles of the store, but when it comes to the deli, selection must be all about quality and uniqueness. Taking the easy—or cheap—route will do little in terms of satisfying consumer demand, and it may even threaten the deli's hard-won reputation if the products in question are not up to its clientele's standards.

"It's easy to get caught up in the 'Buy one, get 72 free,' but that doesn't mean the product's any good," says Domonic Biggi, vice president, Beaverton Foods Inc., Beaverton, OR. "Sure, you got a good buy on it, but now you can't sell it because it doesn't stack up to your consumers' expectations."

Ultimately, all decisions must be in line with the deli's business model and what it's trying to accomplish in the marketplace, says Biggi. In the end, it's all about maintaining individuality. After all, if the experience is no different from the deli — or the mass merchandiser — down the street, what's going to entice consumers to give the deli their business?

"These days, everybody is competing against the Wal-Marts of the world to stay alive," says Biggi. "You aren't going to do that by offering the same me-too, give-it-to-me-cheaper products. You need to step outside that mindset, stop competing on price, and do it on quality. That's the only way you're going to thrive."

DB

American Cheese Society

**ACS 30th ANNIVERSARY:  
IN A DAIRY STATE OF MIND**

Presented with Marquee Sponsor

Outdoor Ordinary

**WWW.CHEESESOCIETY.ORG**

cutting board: AHeikloom





# Count on Crunchmaster... For Deli Snack Sales Growth!

Six Great Multi-Grain Tastes;  
The Perfect Complement to Your Deli  
Gourmet Cheeses, Spreads and Dips.

- ✓ 100% Whole Grain
- ✓ Gluten Free
- ✓ Cholesterol Free
- ✓ Wheat Free
- ✓ Low Saturated Fat
- ✓ All Natural



TH Foods, Inc.

For More Information and  
Business Building Programs,  
Call or E-mail Us Today.



1-800-896-2396 • [CrunchmasterGuru@thfoods.com](mailto:CrunchmasterGuru@thfoods.com)



# Upping the Ante

Unique flavor profiles and healthier production methods have given fried chicken new life in supermarket deli prepared food sections.

BY LISA WHITE



**T**here is still much profit to be had in poultry. Increasingly, ready-to-eat or heat-and-eat chicken, including wings, fried and cooked breasts, are showing up in the prepared foods section of supermarket deli departments. In many cases, these are the same products that are sold to bars and restaurants.

U.S. farmers harvested 8.4 billion chickens last year. Some wings stay on the bird for whole rotisserie chicken, which leaves 13.5 billion wings sold individually, according to the National Chicken Council. With each wing being cut into two pieces, that's 27 billion wings a year. On last Super Bowl weekend alone, Americans consumed 1.23 billion wings.

## Segment Growth

In a recent overview of the hottest menu items, menu analysts at Atlanta-based The Kruse Co. predicted that chicken would be an up-and-coming product and is the "protein of the moment" due to substantial menu growth from 2009-2012. In that time, poultry listings increased 12 percent. More specif-





# A Deli Solution With Everything On It.

From sandwich bar sauces to bulk salad dressing, Ventura Foods has you covered.



- Single Serve Portion Pack Dressings
- Kit Dressings and Bulk Dressings
- Sandwich Toppings
- Premium Deli Frying Oil
- Culinary and R&D Support

**Ventura Foods**



**SOUTHERN STYLE GOODNESS**  
**FIXIN'S**

**CHICKENS, MEET YOUR WING MEN.**

**HAVE A SIDE OF PROFITS WITH THAT ROTISSERIE CHICKEN!**

Fast, easy dinners make for hot sales when they bring home the Fixin's – pipin' hot sides, ready to grab and go.



[www.fixinstogo.com](http://www.fixinstogo.com) • 334-728-0020

ically, chicken fingers listings jumped 10 percent; chicken wings were up 19 percent; and chicken toppings on pizza grew 26 percent.

Retailers that sell home meal replacements, including supermarkets, have been successfully competing for foodservice occasions for some time, according to the NPD Group, based in Port Washington, NY. NPD's recent foodservice forecast through 2022 indicates that instances of prepared food purchased at retailers for at-home consumption will increase by 10 percent over the next decade compared to a four percent increase forecast for restaurant traffic.

In fact, NPD expects retail outlets will continue to capture a growing share of the meal/snacks market by stealing visits from restaurants.

Operators offering the foods consumers most frequently purchase at home meal replacement retailers will be those most likely to feel the impact of the expected growth trend. Chicken is one of the entrees that is most frequently purchased at retail outlets, according to The NPD Group. In fact, in terms of frequently purchased foods bought at retail outlets and taken home to eat, fried chicken is number one on the list and non-fried chicken, including rotisserie chicken, is number two.

#### Who's Buying?

While there is no one age group that takes greater advantage of the prepared food offerings from retail outlets than another, the needs being met do differ by





age group, according to NPD's A Look into the Future of Foodservice study. For example, adults 35 years and older are more likely than 18 to 34 year olds to use prepared foods from retail to meet their in-home dinnertime needs. Lunch-at-home interests are also met by these retailers, especially for seniors 65 and older. Consumers 18 to 24 are more inclined than others to make purchases from these retail outlets to satisfy their interest in afternoon or evening snacks.

In terms of prepared foods purchased, younger adults are more likely than those older to purchase pizza, hot dogs and burgers to eat at home, while consumers 50 years and older are interested in purchasing both fried and non-fried chicken. Younger adults are more inclined



## Potatoes Seal The Deal

**A**n essential part of a chicken program is an attractive display of side dishes that fill out the meal and seal the deal. And nothing fills this role better than potatoes prepared a variety of ways.

French fries may be the most popular potato preparation in the country, but delis have traditionally not competed with fast food in this arena. "There aren't a lot of fries in the deli because they don't have the hot hold time needed for the channel," reports Catherine Porter, senior marketing manager of specialty markets for McCain Foods USA, Lisle, IL.

Potato wedges are No. 1 in the deli, followed by mashed potatoes, and combined they account for a majority of all potato sides sold at the deli. While these two category leaders are still growing in line with total deli sides' sales, more value-added or upscale options are showing substantial growth. Roasted, au gratin and scalloped potatoes have been on an upswing over the past year, according to Porter.

In the recent U.S. Potato Board Annual Consumer Survey, 73 percent of consumers said they were trying to eat less fries whereas 67 percent of consumers said they were looking to eat the same amount or more mashed potatoes.

With consumers seeking healthier alternatives, many predict an increase in sweet potato sales. This would mirror the trends in the foodservice segment.

Sweet potatoes should be the next big thing in deli potato sides. "They carry a healthier halo perception than their white counterparts and have seen considerable success of the past few years as new introductions to fast food, fast casual and casual dining. They also provide a great visual color pop to deli hot cases which tend to be a sea of brown. Though deli sales are not yet reflecting this expected trend, we have seen an increase in customer interest in sweet potato varieties for their hot cases," Porter adds.

Another variation on the nutritious theme is potato with the skin left on. "Potato dishes with skins, from our russet or redskin mashed to dice and slices, are high in popularity today," according to Robin Jensen director of marketing at Basic American

Foods, located in Walnut Creek, CA.

The desire for more healthful food has prompted Basic American Foods to introduce a variety of potato sides with reduced sodium.

Potatoes also have an intangible psychological benefit because they offer comfort in discomfiting times. This will result in growth in mashed potatoes, scalloped/au gratin potatoes and other basics.

Although innovative side dishes have become more prevalent in deli departments, this hasn't impacted sales of the simpler mashed and scalloped potatoes.

Smaller-sized servings are on the rise, with the size of households, appetites and amount of waste shrinking.

In terms of flavors, potatoes are reflecting the food industry as a whole, with both spicier and natural potato lines on the rise.

Delis need to offer potato side products for consumers looking to consume the food immediately and for those looking to store it for later. The sides should be available in hot and cold varieties in a range of sizes.

Displaying refrigerated sides in proximity to the chicken at the hot table will open up new possibilities. "Potato salad has not been merchandised as a side with chicken; nobody's put the link between potato salad and chicken," according to Mark Sandridge, owner of Sandridge Food Corp., based in Medina, OH.

The two foods are compatible, and they make for an affordable meal served together, but there is a logistical problem in merchandising them together because they have opposite storage and display needs. "The potato salad is refrigerated and the chickens have to be kept hot," Sandridge says. "The location is the major issue. Maybe it's a question of the fixture."

He has seen deli tables designed to display hot soups on one side and cold reheatable soup products on the other. A similar design might make it possible to display chicken alongside potato salad or other refrigerated companion dishes.

This logistical issue extends beyond potato salad to include much of the entire potato side category.

**DB**



to order non-fried chicken than fried chicken.

The protein's popularity crosses prep methods, too, from fried chicken, to spicy, to cold fried chicken, according to a report by Pierce Chicken. The Kruse Co. predicts significant growth in the "better-chicken" segment in the near future.

In a recent report from Technomic, it was found that 58 percent of consumers surveyed strongly prefer boneless chicken options over bone-in items.

### Chicken Options

When it comes to prepared foods, there are a variety of options that supermarket delis can choose from.

"Fried chicken offers a delicious and popular on-the-go food option that can be marketed throughout the deli most of the day, giving deli retailers an opportunity to capitalize on foodservice dollars," says

Chad Vendette, director of marketing at The Broaster Co., based in Beloit, WI.

The company offers Genuine Broaster Chicken, which is pressure fried using marinades and coatings, resulting in a

tender, juicy and flavorful fried chicken product.

"Broaster pressure fryers seal in the unique flavor while sealing out the oil, so Genuine Broaster Chicken has lower carbs, fewer calories, [but a great taste]," Vendette says.

Along with flavor, healthier fried chicken versions have become on trend in supermarket delis. These include versions that are non-fried as well as those with healthier ingredients.

According to Todd Griffith, vice president of sales and marketing for Alto-Shaam, located in Menomonee Falls, WI, "There are two things that retail operators can do to make frying healthier and many have already made the conversion away from trans-fat oils to healthier alternatives.

As for fryer equipment technology, I can share that there are misperceptions about what makes fried food unhealthy, at least through perception. Despite the overwhelming popularity of fried chicken, many retailers are now offering alternatives that are in the eyes of many considered to be healthier based upon reduced fat, or in some cases substituting baked and roasted/roastisserie products in lieu of fried.

"Equipment plays a significant role in how 'healthy' our food is. In the case of fried chicken, low efficiency equipment with low recovery rates, allow chicken to sit in the frying oil far too long before being fully cooked, which is the second thing to change. The longer foods sit in oil, the more absorption of oil the food has, result-



## Little Breads... 100% Whole Grain!

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



Whole Grain Bread

Since 100<sup>th</sup> 1913



www.RubschlagerBaking.com  
773-826-1245

© Pareve

Quality Bakers Since 1913

**RUBSCHLAGER®**

BAKING CORPORATION



ing in the excessive fat retention in those fried foods and the “unhealthy” perception.

“There are other means of producing healthier alternatives, but it should be made clear that the efficiency of the equipment plays a significant role in how much fat the fried foods contain. Higher efficiency and rapid temperature recovery allow the food to begin cooking immediately after being placed in the fryer rather than waiting for the cooking oil to reach frying temperatures again. Alto-Shaam manufacturers the highest efficiency fryer in the industry based upon Energy Star testing and evaluation.”

As an alternative, Alto-Shaam has been successful in working with retail operators to support “oven fried” chicken products utilizing Combitherm oven technology in which breaded chicken can be baked but in such a way that the chicken remains moist, juicy and flavorful, while the breading achieves a “fried” type texture. This is certainly one way in which technology has changed the cooking technique in order to address healthier product and wellness concerns.

Additionally, rotisserie chicken programs have never been more prevalent in



retail foodservice operations throughout the country. Quality and food sustainability have been maximized through the use of higher efficiency and more flexible cooking platforms including Alto-Shaam's

rotisserie oven and Combitherm oven technologies. The combi oven has also been developed with an automated grease extraction system which safely removes chicken fats and liquid byproducts during





Fried chicken is a classic...but it doesn't have to taste the same every day.

You tell us which flavors you want and we'll create a “library” of **uFlavor Topicals** that will transform your fried chicken into something awesome!

Maple Syrup, Bacon Fried Chicken? Oh yeah, we can create that along with many more flavors to drive new traffic.

Visit **uFlavor.com** now to jump start your fried chicken program into the exciting new arena of flavor customization.

Consumers want customization. Start building your uFlavor taste library today and watch your profits soar!





the cooking process, transferring them to a remote containment system for safe and easy discard. This system also prevents chicken grease from being drained into the grease trap which can result in significant cost to maintain and clean.

"Many delis are making the transition to non-MSG breadings, 100 percent trans fat free oil and even gluten-free products," says Gerry Hays, president and CEO of Charley Biggs Food Co., based in Noblesville, IN.

Prepared foods like fried chicken also are helping deli departments expand sales through add-ons, such as side dishes, bakery items and desserts.

"Chicken plays a big role in driving overall prepared food category sales," Hays says. "If the fried chicken sales are poor, the rest of the prepared foods programs, like sides, hot and cold bars, etc., are going to suffer."

Because people typically start shopping for a meal with the entrée in mind, it's important that the main dish, sides and desserts are not only available, but also fresh and appealing.

"If there isn't appetizing, fresh, fried chicken available, they aren't going to begin building their meal and will instead opt for another dinnertime solution," Hays says. "This will leave sales on the table in multiple areas, including sides,

drinks, and desserts."

When this occurs, potential profits are essentially walking out the door.

### What's New?

There have been a number of new developments in the segment, but the biggest breakthroughs in the fried chicken category will be authenticity and customization.

"Authenticity has always been important, yet we've seen a recent emphasis around things like knowing where your food comes from via farm to table (locally-sourced ingredient) initiatives," Hays says.

However, it is customization that really holds the key in this segment.

"With true flavor customization, the types of fried chicken that can be offered to customers are virtually limitless," Hays says. "This trend has been proven in other areas, such as drinks and frozen yogurt. As a specific example, take a look at what's happening in the potato chip category. It's being recharged by customization of flavor profiles."

Charley Biggs Food Co.'s goal is to do the same in the fresh fried chicken category. The company recently launched a new product line, uFlavor, to accomplish this goal.

"This is a line of unique and custom topical seasoning specifically designed for fresh

fried chicken," Hays says. "With uFlavor, [supermarket delis] will be able to offer more than just the typical one or two flavor profiles, such as regular and hot. These departments will be able to offer customers exotic and interesting flavors, as well."

These can be as unique as an eight-piece maple syrup and bacon fried chicken dish or chicken that is flavored with peanut butter and jelly or sriracha, a jalapeño-garlic-sugar purée.

"These new flavors are going to draw much more attention to the category, and we believe it will dramatically increase sales for our customers," Hays says.

With innovative flavor profiles and healthier production methods, fried chicken remains on trend in terms of grab-and-go entrees in supermarket delis.

Maybe the most important aspect of fried chicken and fried foods, in general, is they are not going out of style. Americans love and maybe adore their fried chicken. Yes, they may want to eat healthier or at least eat foods that do not contain ingredients deemed bad for you, but they will not give up their chicken. It is the savvy retailer that will make the ingredient changes, add customization of flavors and upgrade their display and merchandising programs in order to capitalize on the new generation of happy — and healthy — fried chicken customers.

**DB**





# Simply a Better Way to Buy & Sell.

## No Matter How You Stack It.



The FirstSource format is a uniquely efficient alternative for buyers to source innovative products, learn what's hot to the marketplace, and network—all in a relaxed, no-pressure environment over two and a half days, combining:

- personal introductions
- vendor presentations
- product tastings
- buyer-requested, one-on-one vendor meetings

Qualified buyers attend free. FirstSource covers buyer airfare, luxury accommodations, hotel transfers, meals, and provides a busy agenda packed with product briefings, meetings, receptions and a chance to uncover new solutions. Buyers are pre-screened for purchasing authority in their channels and segments.

Only a manageable number of vendors with exceptional products, ample production capacity, and innovative products are invited to attend.

**We are happy to announce two great opportunities for deli and specialty cheese segments on the following pages.**

**[www.FirstSourceEvents.com](http://www.FirstSourceEvents.com)**



# Changing the Way Deli & Specialty

## Two Great Opportunities



*FirstSource: Supermarket Deli* for North American supermarket deli buyers and vendors is back by popular demand.

**February 19–21, 2014**

Phoenix Marriott Mesa



Introducing *FirstSource: Specialty Cheese* for the retail and foodservice cheese industry segments.

**March 26–28, 2014**

Marriott Fort Lauderdale/Coral Springs

**Buyer and vendor openings are limited.**

**For more information visit**

**[www.FirstSourceEvents.com](http://www.FirstSourceEvents.com)**

## Don't take our word for it...

FirstSource Events host innovative, cost-effective networking opportunities for buying and selling perishables. These events have earned a resounding 100% satisfaction rating by previous participants.

## Participants from FirstSource: Supermarket Deli 2013



Bob Derian | RaceTrac Petroleum

"It's totally different [from traditional shows]. I'm not searching... not waiting in line. It makes it easier to do business. I can ask questions, no interruptions. It's a lot more direct."



Tim Benevelli | American Pride Seafoods

"It's probably one of the best [events]. There is no pressure in selling, and it seems more that the buyers come to us with challenges, and we're there with answers."



Geoffrey Wexler | Weis Markets, Inc.

"The one-on-one meetings were exceptional. This was a great foundation. I would strongly encourage somebody to take part."

**A special thanks to FirstSource Events' media partners:**



# Cheese are Bought and Sold

## Network, Research, and Meet with Powerful Buyers and Vendors

### What to expect

**Collegial Atmosphere** | Buyers meet other buyers, leaving with a network of qualified industry contacts.

**Relaxed Sales Environment** | These events are not about the five minute pitch, but rather about building dialogs based on the unique needs of each buyer over more than two days.

**Formal & Informal Networking** | A limited number of participants makes it possible to meet everyone in a variety of structured and unstructured networking settings.

**Great Product Research** | Buyers will get a top-level view of segment and channel trends while vendors will gain insight on new needs and challenges facing the industry.

### To find out if you qualify, or to secure your place at either of these events, contact:

Karen Thomas at + 1 727-596-9696 or [kthomas@FirstSourceEvents.com](mailto:kthomas@FirstSourceEvents.com)



Carlos Cervoni | CasAmerica Marine

"You save a lot of time [and] energy by coming to this event. You go straight to the supplier, see the opportunity... taste the product. I would recommend it 100 percent."



Marco Terenghi | Olli Salumeria

"One of the biggest advantages to me, is [in] just three days you basically do two months' worth of work."



Kevin Donahue | National Fish & Seafood, Inc.

"This is the fourth FirstSource show we have participated in; obviously we wouldn't be coming back if there wasn't value. The ROI is probably better than the ROI we would get on any show, or any other advertising, or any other marketing."



# Celebr-Asian in the Deli

Asian cuisine allows deli operators to tap into dining-out dollars

BY CAROL M. BAREUTHER, RD

Americans' love affair with Asian cuisine shows no sign of abating. Chinese, Japanese and Thai cuisines have gained such a strong foothold that they've almost lost their ethnic delineation. Indian, Korean and Vietnamese are making a strong push for mainstream acceptance and Filipino is beginning to show some strength. As consumers fully integrate these cuisines into their diets, they're looking for options other than restaurants to get their Asian fix.

Shoppers craving Asian foods need look no further than their local supermarket deli. Peking pork and Singapore noodles, for example, are two selections available from the Hot Asian Bar in the prepared foods department at Wegmans Food Markets, a 79-store chain based in Rochester, NY. Further south, new stores built by Harris-Teeter, a 207-store chain based in Matthews, NC, feature an Asian hot bar set up adjacent to the salad bar where fried rice, spicy chicken and vegetable rolls are sold by the pound. In the Midwest, Hy-Vee, a 233-store chain headquartered in Beaconsfield, IA, boasts in-store sushi chefs. Out West, Asian grilled flank steak is one the heat-and-serve entrées offered in the deli department of Bristol Farms, a 13-store chain based in Carson, CA.

In spite of these coast-to-coast offerings, Asian cuisine is still growing as a category and continues to be a top trend, says Crystal Elmore, marketing manager at InnovAsian Cuisine, in Tukwila, WA. "Asian food sales have enjoyed exceptionally strong growth for the past five years. For example, Technomic's 2011 Top 100 Fast-Casual Chain Restaurant Report stated that 'Asian' was



the second fastest growing menu category."

What's more, sales of ethnic foods including Asian are projected to increase 19 percent between 2010 and 2015, according to the Ethnic Foods U.S. report published in January 2011 by Mintel International Group, Ltd., market research firm with U.S. headquarters in Chicago, IL. An increasingly diverse U.S. population with an interest in international foods spurred by TV cooking shows and travel abroad is driving this growth according to Mintel analysts.

Deli operators can profit by capitalizing on the recession-driven resurgence of eating at

home by offering their customers a taste of the Far East in-store. The key is to know what to offer and how.

## What's Hot, What's New

Chinese remains a leader in the Asian category. For example, says Gary Barnett, vice president of marketing and sales for Amy Food, Inc., Houston, TX, "Traditional egg rolls are still our best-selling products, lead by chicken and followed closely by vegetable. There are so many applications for this product. It can be made with a variety of egg fillings as a quick and substantial break-



# Planglow USA

Now available... Platter Boxes,  
Cookie Bag, XL Salad Pack,  
XL Wrap Pack and Soup Container.  
All available in the popular rustic,  
natural design.



Planglow USA offers unique software [LabelLogic], a selection of labels and  
eco-friendly "Grab & Go" packaging solutions

## LABELING

Planglow USA's sheet labels, designed with LabelLogic software, professionally display your organizations brand. Design your label, save the data and print on demand using a PC and desktop printer.

## ECO-PACKAGING

Our fully compostable "Grab & Go" packaging is available in two designs, the premium Rosso and the rustic Natural; both enhance your brand and product presentation.

To request a sample kit contact:

Rick Nelson - Director of Product Development

800.774.0536 | 899 Montreal Circle, Saint Paul, MN 55102

[www.planglow-usa.com](http://www.planglow-usa.com) | [sales@planglow-usa.com](mailto:sales@planglow-usa.com)







fast item. The more traditional flavors can accompany any Asian style entrée or used more as a complete meal depending on their size. Smaller sizes make a great appetizer for parties and holiday gatherings. They come fully cooked, so they're easy to prepare — just heat and serve.

"Pot stickers are on the rise," Barnett adds. "Several new flavors have been added to the category as well as application capabilities. Pot stickers can be pan-fried the traditional way, but also fried, steamed, microwaved or boiled as a soup."

Beyond Chinese, says InnovAsian's Elmore, "We expect that consumers will be more interested in trying Southeast Asian foods, especially Indian, Korean, Vietnamese, Japanese and Thai."

Regional Asian fare has indeed risen to the forefront. Specifically, Japanese tracked a 230 percent increase and Thai a 68 percent increase in new product launches between 2009 and 2010, according to a Feb. 16, 2011-released Mintel report based on the firm's Global New Products Database (GNPD).

According to Jere Dudley, vice president of sales and marketing for Gourmet Boutique, Jamaica, NY, "Thai is huge. As a result, we've just launched a chilled Thai

noodle salad made from linguine pasta flavored by scallions, ginger, carrots and other flavorings. "We'll also possibly introduce a wrap that plays off the flavors of a Vietnamese bánh mì," he adds. "This sandwich is now a craze in restaurants and mobile food trucks." Bánh mì literally refers to a variety of Vietnamese breads. Sandwiches made from these breads can include anything from oven-roasted pork belly to grilled chicken to tofu along with sliced cucumber, pickled carrots, shredded daikon and sliced jalapeños.

Multi-ethnic flavors are spicing up traditional Japanese sushi offerings beyond the favorite imitation crab, carrot and avocado-filled California roll. Shelley Cheng, director of category management for Fuji Food Products, Inc., Los Angeles, CA, says, "We've recently introduced a chipotle roll that contains chipotle chiles and a curry roll with curry and imitation crab. People today are looking for bolder flavors."

Ethnic fusion cuisine, or the combination of the flavors of two or more cuisines in one dish, is the hottest 'flavor', according to the Washington, DC-based National Restaurant Association (NRA)'s 2012 "What's Hot, What's Not" survey.

Yet at the opposite side of the trend spectrum is consumer's desire for mainstream Asian. Eric Le Blanc, VP of Marketing — Deli and Convenience Foods for Tyson Foods,



Inc., in Fayetteville, AR, explains, "Based on the success of Panda Express as well as best-selling items such as General Tso's chicken and sesame orange chicken in the supermarket deli, you'd have to make a case that mainstream American-style Asian food is what's driving volume today. This is a trend tailor-made for supermarket prepared-foods programs."

This trend does come with a nutrition-driven twist — that is, healthier versions of traditional favorites. This was part of the inspiration for new products such as InnovAsian's black pepper chicken and Tyson's Chicken Glazers.

Seventy percent of consumers are trying to eat healthier when dining out than they did two years ago, according to the NRS, says InnovAsian's Elmore. "Our black pepper chicken features unbreaded chicken breast, whole green beans, red bell peppers, water chestnuts, onions and a savory black pepper sauce. It's a healthier alternative to breaded meats. We feel this is an ongoing trend that will likely not go away anytime soon."

Similarly, Tyson Chicken Glazers, which come with or without spicy Mongolian sauce packets, feature unbreaded chicken. "Boneless wings have been tremendously successful in the marketplace, but incremental users might be gained if the product were not breaded," Le Blanc explains. "Therefore, we used a proprietary process that allows the product to be fried crispy without bread-ing. The coating also increases hold time, decreasing shrink for the retailer, and helps





The ultimate.  
The peak.  
The pinnacle.  
No wonder we call it  
**Alpine-style.**

Roth Grand Cru® is now known as an Alpine-style cheese. But it's always been known as a winner. Once again, the American Cheese Society has recognized Roth Grand Cru® for its mild, nutty and smooth taste. Our flagship cheese is created in the Alpine tradition with an original taste only found from Roth. It's a flavor that's been awarded year after year, and a cheese that customers seek in specialty deli cases everywhere.



Adventure awaits.



[rothcheese.com](http://rothcheese.com)



with sauce adhesion, meaning more flavor delivery for the consumer and better yield for retailers selling the product by the pound."

### Merchandising & Promotional Strategies

Create An Asian Destination: "The Asian category is only headed up," says Amy Food's Barnett. "Therefore, deli operators should create a destination category with a complete selection of Asian items from egg rolls to entrées."

According to Tracey Schram, Fuji Food's VP of Sales and Marketing, "We've created an Asian pavilion in the deli where there's sushi, soups, entrées, edamame and other appetizers such as dim sum. In some stores, where there are space constraints, we've used a freestanding case that acts as a small end cap filled with just Asian items."

InnovAsian has partnered with deli managers to call out the Asian theme by providing merchandising equipment for the hot case that dress up the service area such as

wok inserts, says Elmore. "Likewise, we also provide cold serving woks and black platters that add to the cold case. We also believe that point-of-service signage, tags, and static clings can really help drive sales. We offer a variety of Asian designed materials that are professional and easy to maintain."

Make a Meal: Boneless chicken wings are typically merchandised as a snack. However, for a bigger ring, Tyson's Le Blanc suggests, "The two or three flavors of Chicken Glazers held hot with steamed or fried rice and an Oriental vegetable mix would be ideal. A plated and packaged version of the meal would make a great refrigerated option which would, incidentally, qualify for SNAP [food stamp] programs — an excellent audience expander for stores that service some of the 43 million consumers today who are on some form of federal assistance."

Offer To-Order Selections: Consumers expect they'll have a voice and their wants and needs will be met when it comes to food and dining, according to Mintel's Dec. 5, 2011-released report, 'Five Foodservice Trends Set To Shape Restaurant Menus in 2012'. It's no wonder, then, that more delis are giving space to sushi chefs.

"This segment is growing at a higher rate than that of pre-made sushi," says Schram. "The advantage is that customers can see the product made fresh, can order what they want from a brochure-style menu or menu board, and can special order. An in-store sushi chef can also offer active sampling and encourage trial."

Entice Trial by Price: Some retailers fall into the trap of not supporting the Asian product category because it's small, says Tyson's Le Blanc. "This merely guarantees it will not ever get big. Therefore, gain awareness and trial through the use of an introductory sign package and feature ad activity."

Promote key items to entice additional purchases, adds Barrett, "by offering multiple pricing or BOGO [buy-one get-one] offers."

Schram believes coupons "can encourage trial as well as reward current customers."

Feature Holiday Promotions: A number of festive occasions throughout the year are ripe for an Asian food promotion, says Elmore. "We offer Chinese New Year in January and February, Dragon Boat Festival in April to July, the Moon Festival in August to October, and lastly Asian holiday platters during the holiday season. We provide fun materials — from posters to hanging signage and static clings — to help decorate the deli area in the holiday theme."

DB

*They were made for each other!*

Available in 12-Pack Displays, Shippers, Counter Top Racks, Floor Displays and Food Service.

**New**

America's #1 Brand of Deli Condiments.

For innovative sandwich recipes, please visit the "Recipe Center" at [Conroyfoods.com](http://Conroyfoods.com).

Cranberry Honey Mustard, Pineapple Honey Mustard, Peach Habanero Sauce, Jalapeno Mustard

Little did we know that when we invented Beano's Original Submarine Dressing in 1986 we created more than a condiment. It turns out we created a brand new category — Deli Condiments. Since then, Beano's has become America's best selling deli condiments while helping deli departments everywhere increase profits. Now that's something to smile about!

**Beano's**  
Deli Condiments  
LIVE, LOVE, GET SAUCED!

Conroy Foods - 906 Old Freeport Road - Pittsburgh, PA 15238  
Phone (412) 781-1446 - Fax (412) 781-1409 - [beanos@conroyfoods.com](mailto:beanos@conroyfoods.com) - [ConroyFoods.com](http://ConroyFoods.com)



# Fresh Chevre

Heartland Creamery cheese makers start with goat milk from our own herd of mostly Saanen goats. The subtle sweet flavor of clover and alfalfa add a notable touch of regionality to our cheeses.

*Cranberry Pecan  
Honey Almond  
Natural  
Fine Herbs  
Blueberry Vanilla*

Packaged for retail sales in  
4oz. and 10oz. logs.



## ...made with milk from only our own farm.

*Our Dairy and Creamery work hand in hand to bring you a product you can be proud to offer your customers. Give me a call to see how we can work together to bring Heartland Creamery farmstead cheeses to your showcase.*

*- Josh*

As Missouri's largest dairy, our herds of 2100 goats and 8500 cows provide more than enough milk to make all the cheese we want. Heartland Creamery facilities are state-of-the-art, but our way of doing business is old fashioned. Visit our website to learn more about the Heartland family and our outlook on life...and cheese!

# Heartland

CREAMERY

[www.heartlandcreamery.com](http://www.heartlandcreamery.com) / 1-877-HUG A COW





# The Netherlands Cheese Story



PHOTO BY THOMAS DUPONT

## Dutch cheese leaps out of the history books and onto the table

BY LEE SMITH

**T**he growth of cheese from The Netherlands or Holland as many Americans call this country of beauty, grace and superior cheese, is flourishing with new varieties appearing every day. Once only known for their cow's milk cheeses, goat cheeses are growing in popularity. Cheesemakers are joining the contemporary trend of making new cheeses and exploring where their talents lead them, rather than relying on traditional versions of Gouda and Edam.

When you get off the plane in Amsterdam, you feel as if you've found an old friend or maybe a missing cousin. Sure, the language and immediate surroundings are different, but there's also a comforting familiarity that's difficult to put your finger on. Everyone is cordial and smiling. The reaction in restaurants and hotels is warm and friendly, but not the kind of over-the-top ingratiating service all too often found in tourist areas. And, surprise, just about everyone speaks English.

The easy camaraderie is not difficult to explain, especially to anyone who has lived in the Northeast. New York City was once called New Amsterdam; it was a 17th-cen-

tury settlement that served as the capital of New Netherlands in a New World settlement that predated the Mayflower's arrival in Massachusetts in 1620.

By 1609, the Dutch East India Company had discovered and explored the harbor and river we now call the Hudson River. The Dutch of that era were Europe's greatest cartographers and by 1660, Jacques Cortelyou, the surveyor of New Amsterdam, had created the Castello Plan, which outlined a carefully designed settlement.

The Castello Plan still provides the bones of lower Manhattan. The street names have changed but the original map is still intact. Broad Street was once a creek that ran through a swamp. With their windmill technology, the Dutch settlers turned the creek into a canal that channeled water back to the ocean, draining the swamps to create land suitable for building and city planning. Later on, the canal was drained to become what we now call Broad Street. Unfortunately, the original architecture of New Amsterdam was completely destroyed during the fires of 1776 and 1835.

But not everything from that early time has disappeared; fragments of history are

found in places one may not think of looking. Remnants of Dutch colonial America can be found in Holland's cheese warehouses, where cheese was aged so it could be sold throughout the world. Those cheeses were a key ingredient in making the long voyage to the New World.

Ancient timbers harvested from the virgin forests of New Netherlands can still be found in the 17th-century cheese aging warehouses that are still in use today. The old oak, pitted and scarred, is still used for the wooden planks where Cave Masters carefully age the cheese to perfection. The New World wood is also found in the massive timbers used to build the warehouses.

It is here that the New and Old World still thrive in a symbiotic relationship of time and tradition.

### The Dairy Tradition

The polders of North Holland — low lying areas of land reclaimed from the sea through the intricate system of dikes the Dutch have used for centuries — provide some of the richest grazing lands in the world. The soil is rich in minerals and nutrients; however, with the polders' very high





# FRESH MOZZARELLA

## *Fior di Latte*

Taste BelGioioso Fresh Mozzarella's clean, mild, sweet flavor and delicate, milky texture. Made only a few hours after milking, BelGioioso Fresh Mozzarella complements any meal. We hand-craft a variety of specialty sizes and styles for appetizers, salads, sandwiches or pizzas.

At BelGioioso, every cheese is a specialty.



**BELGIOIOSO®**  
Quality Never Stops™



877.863.2123 [belgioioso.com](http://belgioioso.com)

rBST Free\* | Gluten Free | Vegetarian Friendly

\*No significant difference has been found in milk from cows treated with artificial hormones.





PHOTO BY RON VERHEGDE



PHOTO BY THOMAS DUPONT

water table, the land is unsuitable for most crops. Seeds will literally rot in the ground before they can germinate.

The land, while not hospitable to farming, is perfect for grazing. Its grasses are diverse and nutrient-rich, filled with minerals and micronutrients that make for healthy animals and wonderfully rich milk — ideal for making creamy cheese with complex nuances and completely balanced flavor profiles.

The most famous of the polders is the Beemster Polder — declared a UNESCO World Heritage site in 1999. The land was reclaimed from the sea in 1612 using the intricate dike system and 106 windmills. Since then, cows have contentedly grazed on the pesticide-free grasses of pastures 20 feet below sea level. The ground is comprised of special blue sea clay and the milk from cows grazed on this land is supposed to be the smoothest and sweetest milk found in Holland.

It is here that Beemster Cheese calls home. With its long history as a renowned

cheesemaker, Beemster has earned the honor of being a supplier to the Royal Court of the Netherlands — the highest honor bestowed upon a cheese company in Holland.

Beemster is also one of the few Dutch companies controlling its cheese from farm to table. After sourcing all its milk exclusively from the Beemster polder, the company makes all its cheese and then ages it in its own warehouse used exclusively for the American market.

The long, continuous history of Dutch cheesemaking has made for unique traditions that, at times, seem to contradict cheesemaking criteria in the United States.

Because Holland is a democratic/socialist country, the sensibilities of its people include a long heritage of communal planning and sharing of resources and knowledge for the common good. To wit, New York City's roots as the fully planned community of the Costello Plan. Cheesemaking traditions have followed a similar path, with grazing areas

protected for generations and towns and cities carefully planned to make the best use of limited resources. Unlike many countries, including the United States, Holland has avoided the ugly suburban sprawl that destroys valuable croplands. Here, locally grown has a very literal meaning and can mean grown less than a mile away.

Seventeenth-century cheese production increased as ongoing reclamation of land created new polders. Cheese was becoming a much-needed commodity to this country of many important ports. A source of protein, calcium, salt and other essential nutrients, cheese was a seafarer's perfect food. Edam cheese, in particular, was the perfect size for carrying aboard ships bound for foreign ports. Lower in moisture and higher in salt than Gouda, Edam had less chance of molding and, when carefully rubbed with oil, could withstand the rigors of long-distance ocean voyages. Round and about the same size as cannonballs, they could be easily stored and cut open as needed.



PHOTO BY KEES PARADIES



Local farmers would send their cheese via the canals to warehouses in Edam, where ground-level warehouse workers would throw the cheeses up to the upper-level workers to catch and store in the warehouses under the watchful eyes of the Cheese Master. The cheeses would be held and aged, carefully turned (or flipped) and rubbed with oil, which enabled the cheese to develop a tough outer rind and continue to age until the moisture content was lowered.

Today, Edam is considered an inferior cheese, drier and saltier than the preferred Gouda, which is creamier, less salty and more complexly flavored. Edam is still sold to local residents and tourists who buy whole wheels that are easier to transport home. And, of course, it is less expensive than Gouda.

### The History

In the 17th century, when cheesemaking was the domain of family farms, a new style of farmhouse was developed. The so-called “cheese-cover-farmhouse” became the prevalent design and Gouda became the king of Dutch cheese.

In these multi-purpose domiciles, work and home came together. They were large square homes with tall, pyramid-shaped, thatched roofs under which hay was stored. The living quarters were in the front of the house and the animals lived in the back of the house. Cheesemaking was often down in a separate but attached cheese room — referred to as the “tail” — built at the side of the house.

Considered woman’s work, cheesemaking was an important part of family life. The men were the farmers and dairymen, while the women made cheese for the family and to sell for added income. Cheese was so important that wooden cheese presses were often given as wedding gifts.

As cheese demand grew and the overall prosperity of the people improved, it became harder to find enough women to make cheese. At the same time, the cheese business was getting more competitive since Dutch cheese was in competition with cheese from Germany, Switzerland, Sweden and Denmark.

Out of necessity, farmers began to pool their resources and build centrally located creameries to make cheese. The young cheeses — just barely meeting the legal definition of cheese — were sold at cheese markets to wholesalers who would buy them to store at their warehouses to be “kept fresh” under the watchful eyes of the Cheese Master. It was, and still is, the Cheese Master who is responsible for the aging of cheese.

Reyepnaer is the classic example of a

master affineur. Selecting only the finest cheeses made from the best milk of the Beemster polder, it ages cheeses to perfection. Only the finest will wear the Reyepnaer label. Its warehouse goes back to 1906 in the city of Woerden, often called the capital of cheese. Woerden’s cheese market, started in 1572, is considered the oldest cheese market in the world. Even today, on the last Friday of every month, cheese prices are set.

Leo Wilbrink is Reyepnaer’s Cheese Master. He explains two different types of

maturing for Gouda. The first is “naturally matured” and refers to the aging of Gouda made with traditional recipes. The second type is “fast matured,” a process in which different cultures are used to produce a cheese that ages faster and develops complexity at a much younger age. While less expensive, this cheese never develops the nuances of fine, aged naturally matured Gouda.

Traditionally, the farmer went to market or weigh house every Friday morning with

## The greatest thing on sliced bread.

The cheese from Holland that thinks it’s Italian™ is now available for slicing in the deli department.

Parrano’s nutty flavor and buttery consistency blend perfectly, creating a versatile cheese that is ideal for slicing, melting, and sandwich making.



The cheese from Holland that thinks it’s Italian.™

To learn more about Parrano, visit us at [Parrano.com](http://Parrano.com)



his wagon filled with cheese. The markets were found in all the major cheese cities of Holland — Schagen, Hoorn, Edam, Gouda, Woerden — as well in other, smaller towns.

The farmer was directed to place his cheese on a certain section of the weighing house square with a market master directing the activity. With so many farms and so many cheeses of different qualities, buyers would first sample cheeses and then have their choices sent to the weighing house to be weighed and the price determined.

Today, the cheese markets have all but disappeared. Alkmaar Cheese Museum and Weigh House is now a tourist attraction. Sponsored by FrieslandCampina and Beemster, the museum gives people the opportunity to watch the market in action as it demonstrates the way cheese used to be sold.

The Dutch tradition of warehouses also being aging cellars began in these markets; it's a source of confusion for people who don't understand the complex history of Holland's cheese industry.

### Cheese Quality

Three important components of Dutch cheesemaking determine the ultimate quality of the cheese.

The first is the quality of the milk, which can come from a single herd or from a specific polder. In the case of more commercial cheeses, milk may be sourced from many different farms and areas of Holland. This does not make the cheese any less worthy, but it is often less expensive and available quantities larger.

With the advent of goat's milk and mixed milk cheeses, areas traditionally not used for milk and cheesemaking are opening up. Due to traditional cheesemaking standards and a general ethos for high quality, these cheeses are of remarkable quality.

The second factor is the cheesemaker. Surprisingly, the cheesemaker is often considered secondary to the wholesaler in importance. Originally, young cheeses — four months old — were sold to wholesalers, who then aged them prior to sale. And, in a terminology counterintuitive to American thought, cheese younger than four months wasn't — and still isn't considered "cheese." Where the cheese that isn't cheese was purchased was less important than where the



PHOTO BY THOMAS DUPONT

milk is sourced.

Even today, most cheeses, even farmstead cheeses, are sent to wholesalers at a young age and their ripening taken over at the warehouses. Confusing to Americans, for whom wholesaler generally means a middleman or company that acts as a selling and distribution agent, wholesalers in Holland are also the masters of the cheese cellars where the skill of individual Cheese Masters is highly prized. Often the name or brand of cheese is not that of the cheesemaker but that of the wholesaler.

Unikaas is an example of a company that is not a cheese producer but a cooperative of independent farmstead cheesemakers who subcontract with Unikaas to produce cheese with unique recipes. Unikaas goes under the name of Best Cheese in the United States.

De Jong is the brand name of one of the cheeses Best Cheese imports exclusively for Whole Foods. Jongenhoeve is a family-operated farm that has been in existence for 100 years. Today, Leen De Jong, his wife Inke and their family run a dairy that produces Gouda in all shapes in sizes from small 1-kilo wheels to large 60-kilo wheels. Their cheeses are known as farmer's cheese, a term synonymous with farmstead in the United States, meaning all the milk comes from their own herd of cows. They also produce cheeses flavored with fennel, cumin, mustard, nettle, truffles and more.

De Jong's cheeses are aged in a ripening house called De Producent in the town of Gouda. The company houses only cheeses from farmstead cheesemakers; the cheeses are made almost exclusively from cow milk but some are sheep and goat milk cheeses. De Producent is one of the oldest warehouses and the only one still operating in Gouda.

Another company pushing the limits is Remeker, a small organic dairy run by Jan Dirk Vanervooort in the town of Lunteren. He is a cheesemaking and dairy pioneer and his operation, unlike most Dutch dairies, has Jersey cows. The only U.S. retailer Remeker supplies is Zingerman's in Ann Arbor, Mich.

Since Remeker is made from Jersey cow whole milk, its fat content is too high to be called Gouda. It has a distinctive look and a rich, complex taste, and is available only in limited quantities. Tasting Remeker is a privilege not to be taken lightly — or cheaply.

Cheeseland is the exclusive importer of Remeker and Jan Kas the affineur. Working for over 50 years with the cheeses of Holland, Jan is also the importer for Prima Donna.

Kas has an ongoing relationship with Rouveen, a farmer-owned co-op that specializes in specialty and flavored cheeses. Cheeseland is now bringing in HoneyBee Goat and Two Sisters, a cross between Gouda and Parmesan. Kokos is another new cheese doing well in the United States — it's made with organic coconut cream.

Another company that brought a new cheese from the Netherlands, one that was created and blended to perfectly please the ever increasingly sophisticated American palate, is Jana Foods. Fifteen years ago Jana's founder traveled to Holland to meet with their producer KH de Jong and to sample different profiles of aged Gouda to find the perfect match of milk, cultures, cheesemaking mastery and aging that eventually became Rembrandt. Jana's choice of Rembrandt, was validated when in 2004 it won the coveted WCMA World Cheese Champion. Since then, other cheeses have been introduced to Jana's A Dutch Masterpiece line and the Vermeer also won the WCMA World Champion in 2008.

There is a saying in Holland — "God made the world, but the Dutch made Holland." They also make some of the finest cheeses in the world, cheeses that turophiles are discovering every day.

DB



# Big Changes Happening with Dry-cured Meats

New products and markets are changing the shape of salami

BY MIKE HILLERBRAND

Salami is big business and growing bigger every year. Large salami rolls have been a standard of the deli counter for decades, occasionally supplemented by winter sausage and stick pepperoni, but now traditionally-cured meats are on the edge of an explosion. The diversity of dry-cured deli meat products that were once available from neighborhood butcher shops in the 1930's and 1940's are now on their way back.

Renewed consumer interest in craft beer, artisan bread and farmstead cheese give the deli buyer the opportunity to increase deli sales with artisan salami. But with increased choices, selecting the right mix of products for the deli becomes even more challenging.

Salami production is a diverse industry. Italians have dominated the market for decades, with large manufacturers like Citterio establishing production in Pennsylvania back in the 1970's. Now in its fourth generation, Citterio produces its products in eight worldwide facilities.

Italians from longstanding salami families have begun starting new artisan facilities in the United States. Creminelli Fine Meats in Utah was established in 2007 and Virginia's Olli Salumeria was created in 2011; founders of both companies are Italian-born and in the salami business.

Americans have become strong competition in the artisan market, duplicating the quality of Italian dry-cured meats. Fra'Mani Handcrafted Foods was founded in 2006 by Paul Bertolli, who gained his reputation in culinary circles as chef of the famous Chez Panisse Restaurant in Berkeley, CA.

American Herb Eckhouse worked in agriculture sales in Parma, Italy, before deciding to start Iowa-based La Quercia in 2005 with the goal of producing Italian-quality cured pork products. The company's first dry-cured salamis were offered for sale in 2012.





### Imports coming on strong

For decades, smaller Italian salami producers have been eager to export salami to the U.S. market. But because of the risk of transmitting swine vesicular disease, "Made in Italy" pork products had to be aged more than 400 days or cooked. Because traditional salami is aged between 40 and 50 days, salami imports were prohibited.

On May 28, 2013, the U.S. Animal and Plant Health Inspection Service (APHIS) lifted the 40-year old pork import restrictions

from 10 certified disease free regions of Italy. Italian producers will begin exporting salami to the U.S. later this year, and sales are expected to increase by at least 15 percent. "It is a historic event after more than 15 years of negotiations," says Davide Calderone of the Italian Industrial Association of Meat and Sausage (ASSICA).

Established Italian salami producers, such as Levoni Spa, will benefit from the APHIS announcement. "We have been exporting our aged prosciutto and cooked hams to the

U.S. for a long time, but opening up the salami market to Italian companies is very exciting," says Nicola Levoni, company president.

### Scale of Production

When choosing salami for resale there are many factors to consider. Scale of production is a big factor. While big manufacturers make excellent products, small-scale producers argue that their hands-on approach results in a superior product. Smaller producers also have more flexibility in the sourcing of ingredients.

Even with the wide range of producers, making pork salami still starts with the pig. A pig's breed, feeding habits and health all make a difference in the final product. Levoni has gone as far as developing an extensive farming operation to control pork breeding, managing 2,000 breeding sows.

Most artisan producers frown on pork produced on industrial-scale hog farms and instead source meat from well-known cooperatives such as Niman Ranch.

"All of our meat is sourced from small family-run farms throughout the Midwest," says Fra'Mani's Giarraputo. The animals are antibiotic-free and are fed 100 percent vegetarian diets and no animal by-products. The hogs are traditional/heritage breeds raised for flavor.

Though pork is king, producers are making non-traditional salamis with goat, lamb and other meats. Olli Salumeria has just introduced a new salami made with wild boar meat harvested from American forests.

Feed is an important factor in flavor and some producers are going to extra lengths in this regard. La Quercia, which primarily produces prosciutto, recently started offering an acorn-finished salami that is available in January and February from hogs finished on acorns in the previous fall. "There is a discernable difference in the flavor," claims Eckhouse.

While an uneducated consumer might lump salami in the same meat category as hot dogs or bologna, artisan salami producers are quick to point out that individual meat cuts are critically important to quality. "Italy's dry-cured meat culture has a long tradition of using all parts of the hog for a special purpose," says Fra'Mani's Giarraputo. This special attention to gourmet butchery—termed "charcuterie" by the French—is particularly important to Fra'Mani given its culinary background. Each cut is hand-butchered, trimmed and chopped with machinery that mimics human butchery. "Matching each cut to the corresponding product is essential," says Giarraputo.

Due the limited supply of organic pork on

**Shape Up Your Deli**

**Black Kassel**  
The art of good taste  
**Pillers**

Your customers deserve the best when entertaining their guests. Our Black Kassel salamis are naturally smoked and dry cured utilizing the time-honored traditions of Central European craftsmanship. Not only do Black Kassel salamis offer great taste and superior quality, but they have unique shapes to help create impressive hors d'oeuvres, meat trays or sandwich platters.

Black Kassel deli meats can really "shape up your deli"!

For more information on The Art of Good Taste please call 1.800.265.2628 or contact [lorischwarz@pillers.com](mailto:lorischwarz@pillers.com)

PILLER'S FINE FOODS, [PILLERS.COM/BLACKKASSEL](http://PILLERS.COM/BLACKKASSEL)

**Pillers** Always gluten free™



the market and the fact that most organic pork is sold to local customers as fresh meat, very little organic salami is produced. As a leader in organic salami productions, Olli Salumeria transitioned three of its salami product lines to 100 percent organic this summer. Due to the positive response, the company is working towards transitioning all product lines to organic in 2013.

Surprisingly, consumer awareness and concerns about food allergens extends to salamis. The Italian producer Levoni advertises its products as lactose- and gluten-free. Olli Salumeria is seeing a high level of consumer concern with its products, which are all allergen-free and non-GMO. "We get inquiries every day about whether our products contain allergens," says Jennifer Johnson, marketing manager.

Other factors affecting salamis include seasoning blends and/or wine varieties incorporated into the chopped or ground pork. Salami casings can be either edible or inedible and texture can be hard or quite soft. La Quercia's Borsellino product is softer with a no peel edible casing. Shape and size vary, ranging from single-bite-sized to extra-large chubs several feet long. While most salamis are cylindrical, the traditional Italian specialty sopressata has a flattened shape.

### Merchandising

According to Joe Brady of the Food Service Research Institute, 86 percent of all foodservice menus carry at least one item with deli meat, including salami. Deli meat sandwiches have increased on menus from 41 to 50 percent since 2003. Using salami in sandwiches has been a long-time staple, and



the market for sandwiches remains strong. Now, artisan salamis offer new opportunities for a more distinctive, higher-quality sandwich.

But sandwiches' monopoly on salami is now changing. Salads are fast gaining ground, with 22 percent including some form of deli meat. Salads with deli meats are a growing category and artisan salamis add

both a visual impact and alternate taste profile to prepared salads.

Consumers are becoming more aware of the variety of sizes, tastes and textures of artisan salamis, making them a great addition to the cheese board. While the range of salami styles does not match the varieties of cheeses now available, several artisan salamis on the cheese board add visual appeal and make for interesting flavor pairings.

The growing consumer interest in salami is now putting it on the center of the cutting board with no cheese to be seen. Starting with both mild and heavily spiced salamis and adding a non-pork variety or two for a difference in flavor is on trend. Including gourmet popcorn, crackers or chocolate makes an interesting presentation and flavor combination.

The upcoming holidays present a unique opportunity for deli managers to encourage consumers to try something new, and artisan salami certainly fits well with easy entertaining. Long shelf life and easy preparation make keeping several salamis on hand a great way to please unexpected guests.

Whether from large producers or small, domestically-produced or imported, salamis offer an expanding range of options for consumers.

**DB**





# The Future of Cooking Oil

Healthy alternatives are available for forward-thinking delis

BY KAREN STEWARTSON

**R**oughly a decade ago — when the dangers of trans fat first appeared in the media — words such as hydrogenation became part of consumers' vocabularies and entered into their conscious decision-making when it came to the types of foods they would buy for their families. Although initial discussions of trans fat centered on their inclusion in shelf-stable grocery items, with time the discussions turned to cooking oils — and that was when the issue became central to delis looking to provide healthy options to their customers.

According to Kevin Bowlby, national sales manager of the deli division for Ventura Foods, headquartered in Ontario, CA, "We have many cooking oils but in terms of frying for deli operations, soy, canola and sunflower are the primary types." The company's bestsellers, he says, are soy and canola oils, which each have 120 calories per serving. But calorie count isn't the only factor delis take into account for food preparation. "What's probably more important than caloric counts is saturated fats," Bowlby adds. "Canola is the lowest in saturated fats and is preferred over soy in deli operations. Soy has 2.5 grams per serving and canola has 1 gram of saturated fat per serving."

Saturated fats are waxy and solid at room temperature. They occur naturally in meat and plant sources but are regarded as enemies of heart health; unsaturated fats are liquid at room temperature but they can be treated with hydrogen to make them





semi-solid — hydrogenation — to extend their shelf life. This is the process that produces trans fats and has been deemed dangerous by health experts.

“Everybody now knows that hydrogenation is bad,” says Benjamin Carpenter, marketing specialist of foodservice for Bunge North America, based in St. Louis, MO. “Artificial trans fat is a byproduct of hydrogenation, so we’ve learned over the years that people need to go away from hydrogenation.” The company makes a variety of frying oils used in foodservice.

The average American’s love affair with fried foods remains strong; some are health-conscious consumers allowing themselves a “guilty pleasure” and others are less heedful consumers who have made few if any changes to their habits. Regardless of why they purchase fried foods, the fact remains that they do. “They make TV shows solely on frying everything from chicken, french fries and fish to Milky Way Bars and Twinkies,” says Bowlby.

Since the deli is a destination for a wide variety of fried foods, delis need to offer them cooked in oils that do not compromise health.



#### High Oleic Oils

According to Tony Bombard, director of food sales for foodservice in the U.S. for Richardson Oilseed Limited, a Winnipeg,

Manitoba, Canada-based company that produces canola-based products, “You really want to look first at products that are no trans or no hydrogenation. And

## Oils

Extra Virgin Olive Oil infused with old world flavors will add a little pizzazz to dressings, stir-fries, seafood and marinades.

## Vinegars

Castella's certified four leaf balsamic vinegar infused with delicate flavors are delicious drizzled over cheese and fruit.

# FLAVOR-INFUSED

# Oils & Vinegars

*Experience the taste and versatility of flavored olive oils and vinegars*

60 Davids Drive • Hauppauge, NY 11788 • 866-Castella • [www.castella.com](http://www.castella.com)





then second, low in saturated fats. And that's what products with high-oleic canola would have in them."

High oleic canola oils are becoming a popular choice because of their value proposition and fryer stability. "You see a lot of national chains, larger chains, that have moved toward that product because they see the value proposition in what it does," Bombard says. High oleic oils add stability to the finished product, have a long fry life and provide great flavor.

Bunge's Nutra-Clear NT Deep Frying Oil is a high oleic canola oil, specially developed for high-stability deep frying; Amazing NT Deep Frying Oil is a blend of corn and high oleic canola oils; Pour'n Fry NT Ultra is a soybean oils that resists flavor transfer and has a high smoke point. All offer stability and long fry life. "The oils that Bungee markets are stable and provide a longer fry life for the operator," says

Carpenter. "They're also healthier and higher in mono- and polyunsaturated fats, which are the good fats, and they're lower in saturated fat and trans fat. The NT line is all trans-fat free."

And while other healthier alternatives to high oleic oils are available (sunflower and olive oils), they don't have the fryer stability that high oleic has — and they're expensive.

#### Trans-Fat Future

Health advocates have changed the dietary landscape by shining the spotlight on trans fat, which has not only impacted consumers' dietary habits but also propelled legislation to ban these fatty acids and label foods containing them. The impetus for the cooking oil industry and foodservice providers to offer healthier options is two-part: "Legislation's driving it, but also consumers are demanding it,"

says Carpenter. "Trans-fat free is a no-brainer nowadays. It's bad for your cholesterol, it's bad for your heart."

In the U.S., California and municipalities in Washington, Ohio and Maryland have pioneered in implementing trans-fat ban, says Bombard, who notes Canada is way ahead of the U.S. in changing its trans-fat laws. The company can still combine trans and saturates for the U.S. market because the U.S. is more cost conscious, and he adds, "Hydrogenated canola or hydrogenated soy bean is a cheaper product."

Although there isn't a trans-fat ban imposed on delis, Ventura's Bowlby says most delis use trans-fat free cooking oils by choice. "In deli frying, it's not mandatory to use trans free, and it isn't mandatory to label hot foods in most states," he says, "however, most retailers have already taken the steps to provide trans-free oils to fry in and are stating it to their consumers."

Bungee's Carpenter says most delis look at frying oils as commodities rather than as an opportunity to do something that impacts both consumers and profits in a positive manner. "It's to the operators advantage to be aware of what they're serving because that's what their customers demand. Ultimately it's going to drive their profits."

With legislation passed and pending as well as First Lady Michelle Obama's healthy-eating campaign, Carpenter believes operators should be proactive. "Resting on your laurels and waiting for legislation to get to you is a poor business practice," he says.

**DB**





# Cheese CONNOISSEUR

Now Available on  
Apple iTunes and Kindle Fire



kindle fire

One Year Subscription	\$23.99
Single Copy	\$5.99



# INFORMATION SHOWCASE

**Receive supplier information fast using the Deli Business Information Showcase**  
Here's How: Contact the advertiser directly via the Web site, e-mail, phone or fax listed in the ad.

COMPANY	PAGE#	CATEGORY	PHONE
Atlanta Foods International .....	11	Cheese .....	404-688-1315
BD&K Foods .....	24	Sides .....	334-728-0020
BelGioioso Cheese, Inc. ....	39	Cheese .....	877-863-2123
Best Cheese Corporation .....	41	Cheese .....	914-241-2300
Castella Imports .....	47	Sandwich Toppers.....	866-CASTELLA
Charley Biggs Food Co. ....	27	Flavors .....	877-799-7700
Conroy Foods.....	36	Condiments.....	412-781-1446
Conroy Foods.....	7	Condiments.....	412-781-1446
Couturier North-America, Inc. ....	2	French Cheese .....	310-541-3520
Emmi Roth USA, Inc. ....	35	Specialty Cheeses.....	608-845-5796
European Union .....	9	Cheese & Prosciutto .....	
Farm Ridge Foods, LLC.....	10	Pickles .....	631-343-7070
George E. DeLallo Co. ....	52	Olives & Antipasto .....	800-433-9100
Holiburton International Foods .....	5	Dips & Spreads .....	877-980-4295
Heartland Creamery .....	37	Fresh Chevre .....	660-284-4187
Highliner Events.....	29-31	Trade Shows .....	727-596-9696
Inline Plastics Corp.....	18	Packaging .....	800-826-5567
Interval Export USA-for Guilloteau .....	19	Cheese .....	917-403-6966
Kontos Foods, Inc. ....	17	Flat Breads .....	800-969-7482
Nuovo Pasta Productions, Ltd. ....	51	Pasta .....	800-803-0033
Piller Sausages & Delicatessens Ltd. ....	44	Deli Meats .....	800-265-2628
Planglow USA .....	33	Packaging & Labels .....	800-774-0536
Rubschlager Baking Corporation .....	26	Deli Breads .....	773-826-1245
Select Store Brands .....	5	Dips & Spreads .....	877-980-4295
Simplot Food Group .....	13	Tri-blend Fingerlings .....	208-336-2110
TH Foods, Inc. ....	21	Crackers .....	800-896-2396
Toufayan Bakeries, Inc. ....	15	Bakery .....	800-328-7482
U Flavors.....	27	Flavors .....	877-799-7700
Ventura Foods, LLC .....	23	Shortening, Oils, Spreads .....	877-VENTURA



**DELI BUSINESS**  
MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

**Now Available on  
Apple iTunes  
and Kindle Fire**



**kindle fire**

One Year Subscription      \$79.70  
Single Copy                      \$14.95





# PORTABELLA & FONTINA CHEESE RAVIOLI

SERVED IN FINE RESTAURANTS SINCE 1989

OTHER GREAT PRODUCTS : PUMPKIN & SAGE RAVIOLI FOUR CHEESE SACCHETTI  
PROSCIUTTO, PROVOLONE & PEAS RAVIOLI CHICKEN FLORENTINE RAVIOLI & MORE

CHEF CRAFTED



ALL NATURAL



FOUND IN FINE MARKETS ACROSS AMERICA LIKE US ON FACEBOOK [FACEBOOK.COM / NUOVOPASTA](https://www.facebook.com/nuovopasta)





The  
*Lubicelli*™

## Our newest merchandizing solution.

We are excited to introduce the Lubicelli, an adaptable unit to be easily placed into existing refrigeration cases in your deli. Now, it is even easier to sell America's favorite Mediterranean antipasti—in-line with all the complementary items in your deli!

SINCE 1950



George DeLallo Co., Inc. | Jeannette, PA 15644 | 1-800-433-9100

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