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MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

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PRESIDENT & EDITOR-IN-CHIEF

JAMES E. PREVOR
jprevor@phoenixmedianet.com

PUBLISHING DIRECTOR

KENNETH L. WHITACRE
kwhitacre@phoenixmedianet.com

PUBLISHER/EDITORIAL DIRECTOR

LEE SMITH
lsmith@phoenixmedianet.com

EXECUTIVE EDITOR

ELLEN KOTEFF
ekoteff@phoenixmedianet.com

NATIONAL SALES MANAGER

MARK GOLD
mgold@phoenixmedianet.com

SALES MANAGER

JANE JOHNSON
jjohnson@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 BAREUTHER LINDA BROCKMAN BOB JOHNSON
KEITH LORIA 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
EMAIL: DELIBUSINESS@PHOENIXMEDIANET.COM

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EXECUTIVE VICE PRESIDENT
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SENIOR VICE PRESIDENT
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VICE PRESIDENT EDITORIAL
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GENERAL COUNSEL
DEBRA PREVOR

TRADE SHOW COORDINATOR
JACKIE LOMONTE
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Sartori Offers Cut-And-Wrap Program

When executed well, cut-and-wrap cheeses can be high-margin products that add value to stores, while being the best way to sell fresh high-quality cheese to valued customers. Sartori cheese company has asked industry experts to share best practices for the cutting, wrapping, safety, sanitation and storing of artisan cheese.



The Wisconsin cheesemaker, celebrating 75 years in the industry, used its findings to develop a program to show delis the best cut-and-wrap practices and procedures.

"Over the past few years, we've seen a significant increase in the number of cut-and-wrap shops opening their doors in the United States," says Chad Vincent, Sartori's chief marketing officer. "We recognized the opportunity for an improved consumer experience, seeing firsthand the numerous variations of how cheesemongers handle and care for artisan cheese."

The program divides turophiles into two types: cheesemongers (someone who works at a cheese counter) and enthusiasts (a foodie and cheese connoisseur), then asks them to watch seven episodes on best practices. To be certified as a "Sartori certified cut-and-wrap cheese professional," a cheesemonger must pass a 35-question exam. A cheese enthusiast, upon passing, will receive a certificate and a discount code for Sartori's ecommerce store. Mongers get a lapel pin and pen along with their certificate.

"Whether you work behind a cheese counter or are just a cheese lover, this program gives valuable insight on the best ways to handle cheese. We want the program to serve as a guide," says Vincent.

But Sartori does not believe its way is the only way. "We spent more than a year interviewing and working side by side with the best cheesemongers and retailers in the business to get a wide view of best practices. We are excited to share this information."

www.sartoricheese.com/cut-and-wrap

COMING NEXT ISSUE IN JUNE/JULY

COVER STORY

11th Annual People's Awards

FEATURE STORIES

Mediterranean Foods

MERCHANDISING REVIEWS

Deli Breads
Salads & Sides
Cross Merchandising

PROCUREMENT STRATEGIES

Olives

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Rotisserie Chicken

CHEESES

French Goat Cheeses
Grana Padano
Cheese Platters

SUPPLEMENT

Annual Deli Meat Guide

COMING IN AUGUST/SEPTEMBER

DELI BUSINESS will be taking a look at Back to School.

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Announcements



LABEL TECHNOLOGY FOR MULTIPLE SKUs

Aladdin Label, based in Franklin, WI, has purchased a new high-speed digital label press that combines the productivity associated with Flexo capabilities with the flexibility offered by rapid job change digital technology. With vibrant four-color process and opaque white UV curable inks, 600dpi native print resolution and operating speeds up to 75m/min (246 ft./min), this press is ideal for printing large quantities of multiple SKUs and offers the highest quality print on the market today. Aladdin Label's facility is inspected by AIB International using its Consolidated Standards for Food Contact Packaging Manufacturing Facilities.

www.aladdinlabel.com



AMBRIOLA ACQUIRED BY AURICCHIO

The Ambriola Company, Inc., one of the largest importers and distributors of specialty Italian cheese and prosciutto di Parma from Italy, has been acquired by the 138-year-old Auricchio brand of Cremona, Italy. Established in 1921, Ambriola will continue to operate at the same location in West Caldwell, NJ, where it is the sole importer of Auricchio Provolone and the Locatelli brand.

www.ambriola.com

New Products



OOH LA LA NONNETTE

Alameda, CA-based Donsuemor announces the addition of Nonnettes, to its line of European-inspired specialty baked goods. The Nonnette is a classic French baked good, small in size but big in flavor. In addition, a seasonal flavor, Peppermint Bark, will be available for order in September, in time for the 2015 holiday season. Nonnettes come in a three-pack, nested in scalloped trays.

www.donsuemor.com



ALL HAIL CAESAR

The Caesar bowl, one of the most popular items in Peekskill, NY-based Europaeus' collection of DeliCase bowls and trays, is now available in white or black melamine. The bowl is 18 inches in diameter and 4¼ inches deep and has horizontal rings circling both inside and outside. The bowl's capacity is 5½ quarts. The bowl is lightweight (just 4 lbs.) and durable. It is chip-resistant, stain-resistant and commercial dishwasher-safe.

www.europaeus.com



BELLETOILE, A BEAUTIFUL STAR

Fromagerie Henri Hutin, in Dieue-sur-Meuse, France, has introduced Belletoile Rouge, a delicious double-cream soft-ripened cheese. With an orange rind and unusual character, it unites a creamy and supple texture with a slightly strong but mild flavor. Belletoile Rouge's four-leafed clover shape provides an attractive appearance on any table. Pair it with a bold red wine.

www.dccheeseeco.com



A SUREFIRE HIT

Two of the hottest food items on grocery shelves have come together in Tribe Hummus' Limited Batch Fiery Sriracha flavor, a delectably explosive blend of the brand's smooth hummus and the wildly popular chili pepper-based sriracha sauce. Fiery Sriracha is the brand's fifth installment in this popular rotating Limited Batch series of innovative and delicious flavors. It can be a zesty dip for fresh veggies, crackers, pita bread and salty snacks, or served in egg dishes, sandwiches and salads. Tribe, located in Taunton, MA, releases its Limited Batch flavors for a limited time.

www.tribehummus.com



ENVISION SOMETHING FRESH 'N CLEAR

Placon food packaging manufacturer in Madison, WI, announces the newest addition to its Fresh 'n Clear stock food container line: Envisions' thermoformed packaging. The black and clear FDA approved food containers are made from Placon's EcoStar post-consumer recycled (PCR), curbside collected PET bottles and thermoforms which contain a minimum of 30 percent, and up to 100 percent, PCR content. The sustainable containers hold everything from culinary masterpieces to everyday Caesar salads, baked goods, sandwiches and wraps.

www.placon.com



GOAT CHEESE MEDALLIONS

The maker of Brie, Camembert and a line of traditional and flavored goat cheeses, Richfield, WI-based Joan of Arc announces the addition of Chèvre medallions. The single-serve portions are packaged as five 1-ounce servings in a bag. They are perfect for on-the-go lunches and snacks. Serve with crackers, dried fruit and nuts for a filling meal or pair with white wine.

www.dccheeseeco.com/
joan-arc/goat-cheese

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West Caldwell, NJ (973) 487-3980



CITRUS GINGER BellaVITANO

Sartori Company, based in Plymouth, WI, announces its newest cheese, Citrus Ginger BellaVitano. Available year-round at specialty cheese shops and wherever fine cheese is sold, it is hand-rubbed with a unique and exotic blend of spices including ginger, onion, garlic, red bell peppers and citrus. The flavors work well with the fruity, creamy and tangy notes of the BellaVitano cheese. Sartori has been producing artisan cheese for 70 years.

www.sartoricheese.com



FIRST GLUTEN-FREE PITA CHIP

Toufayan, based in Ridgefield, NJ, has unveiled the first gluten-free pita chip in America. Perfect to dip in hummus or pair with soups or salads, the snack is great right out of the bag. Available in Sea Salt, Salted Caramel and Chili Lime, Toufayan's new Gluten-Free Pita Chips are all-natural, non-GMO, vegan, and kosher.

www.toufayan.com



SUPER HEMP HUMMUS

Hope Foods, based in Louisville, CO, announces two new hummus flavors: protein-rich Super Hemp and Red Pepper. Super Hemp hummus has a naturally nutty flavor and a creamy texture. It contains twice the protein as Hope's original recipe hummus. A Hope twist on the traditional, Red Pepper hummus mixes flavorful chunks of red pepper like you'd make in your own blender. It's a taste experience like never before.

www.hopefoods.com/products/hummus



BUTTERBALL UNVEILS 'JUST PERFECT'

Butterball Foodservice, based in Garner, NC, introduces three new products: Butterball Just Perfect Handcrafted All Natural Oven Roasted Turkey Breast, Butterball Just Perfect Handcrafted All Natural Browned in Oil Turkey Breast, and Butterball Just Perfect Handcrafted Petite Roast & Serve Turkey Breast. Created for menu versatility, it speaks to consumers' growing interest in healthier protein options. Naturally gluten-free and trans fat-free, the turkey breast products are ideal for carving applications, entrées and sandwiches.

www.butterball.com

Transitions



ARTISAN PIZZA IN THE DELI

San Francisco-based Columbus Foods is dishing out an Italian favorite with a twist. The brand is launching its Pizza Naturale line — fresh pizza topped with premium specialty meats and cheeses. The all-natural, ready-to-bake pizza comes in three varieties: Four Cheese; Piccante Salame and Sausage; and classic Pepperoni. "We're a company with a rich Italian heritage and a 98-year reputation for producing the highest quality premium salumi and deli meats," says Tim Fallon, Columbus' chief executive. "Pizza is a natural fit for the brand."

www.columbussalame.com



GUAC 'N' ROLL

Guacamole consumption continues to grow in North America, helped in part by the newfound awareness of the avocado's nutritional benefits. Del Monte, based in Coral Gables, FL, announces an authentic tasting guacamole without all of the work, in an array of flavors including Classic, Spicy and Pico de Gallo. Del Monte Fresh Guac undergoes an ultra-high pressure process that helps kill unwanted bacteria without using heat or preservatives, while maintaining the nutritional characteristics of the fresh ingredients.

www.freshdelmonte.com



NEW SALES MANAGER AT VENUS

Hingham, MA-based Venus Wafers, which sells Mariner Biscuits, has hired Tim Kint as regional sales manager for the Midwest. "Having spent more than 20 years selling and managing a variety of specialty foods throughout the Midwest, Tim brings unique and valuable insights to both Venus and our customers," says James Anderko, national sales manager of Venus Wafers. Prior to joining Venus Wafers, Kint was a business manager for Swiss Colony. His sales experience also encompasses sales positions at Green County Foods and a management position at Shopko.

www.venuswafers.com



ALTO-SHAAM ANNOUNCES PROMOTIONS

Alto-Shaam foodservice equipment company of Menomonee Falls, WI, is excited to announce the promotions of several employees on the sales and customer service teams. Tito Rodriguez was promoted to vice president of sales, Claudio Baldinelli was promoted to vice president of sales for Canada, and Chris Harvey was promoted to business development manager. Brooke Wilman was promoted to customer service manager for inside sales and Nancy Gagnon was promoted to customer service manager. "All of these individuals are an integral part of the Alto-Shaam team and make up the backbone of our growing company," said Steve Maahs, president and chief operating officer of Alto-Shaam.

www.alto-shaam.com

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by Jim Prevor, Editor-in-Chief

Get Engaged At IDDBA

As the industry gears up for the International Dairy-Deli-Bakery Show in Atlanta, it is worth thinking about the role these events play and how to use them successfully — both as an exhibitor and an attendee.

This is the 51st edition of the event, and the industry has changed a lot since its founding. Including changes that impact how these events can pay-off. Back in 1964, it was quite common for vendors to rarely see their customers; today it is common for people to have quarterly business reviews between suppliers and retailers. This tends to reduce the importance of trade shows, because it means that key contacts see each other frequently. So what was a once-a-year event, now just becomes a fifth time a year to say hello.

Equally, on the buy side — presumably during those business reviews — vendors presented upcoming products and service innovations, so the need to see things at an expo is dampened.

In fact, in response to these trends, some organizations tried to develop personal meeting alternatives to trade shows — where vendors meet retail prospects they don't do business with and retailers meet new prospective vendors. These ventures have had mixed success in large part because the most important vendors already do business with the most important retailers.

If you look at the growth of business reviews and add in the ease of communication today — with not only email, texting, social media and business functions such as electronic data interfaces — and think about the ease of sending photos of new products and doing live video meetings, one would think trade shows would be dying, yet the food industry overall continues to grow both in number of events and attendance.

Partly, this is recognition that events offer a great efficiency. These events become great gathering places for the industry; indeed a fair number of those quarterly meetings are now scheduled around these trade shows so the cost of travel, in dollars and time, can be minimized. One vendor shared his internal calculations after he started exhibiting at relevant events and calculated that each event saved him more than \$50,000 in travel expenses meeting both vendors and prospects.

Another key aspect is trade shows and conferences offer serendipitous opportunities that simply can't be scheduled. The number of companies that were sold or purchased other companies, or picked up marketing deals, or got new valuable employees through unexpected meetings at trade shows and events is impossible to calculate.

Sometimes the benefit is off in the future. Business reviews and formal meetings are usually set up with active business partners, but who is

going to be across the desk — on the buy or sell side — in three years? Nobody knows, but by engaging in trade shows and such events, one has an opportunity to meet people — perhaps in the same company or in other companies — so the person who sits down to negotiate with you in three years is not a stranger. For an exhibitor, just the fact this future buyer gets exposure to the brand and the people are of extraordinary value.

The fact is that for all the hard metrics that we do business with today, for all the systems that try to drive procurement to the low bidder or other objective criteria, the most important business decisions are still based on human perception of the situation. Human perception is heavily, and properly, influenced by relationships. If you go to buy a company and expect existing management to stay and run it, one's perception of that management is simply crucial. If one is going to trust a new product introduction to a vendor, one's perception of the credibility of that vendor's promise is crucial and impossible to disentangle from the credibility of the person.

The big mistake people make in interacting with events such as IDDBA is thinking the business component — say setting up the booth — is all that matters. People underestimate what they lose if, for example, they abandon the official hotel room block to find some cheaper alternative. A big chunk of the value in these events is the networking effect of having so many industry people in one place. You want to stay in the midst of the action, because the person on the treadmill next to you at the gym, or on the stool next to you at the bar, or eating breakfast next to you at the restaurant may just be the crucial contact that will not only pay for the show, but make your career.

This is also why it's a big mistake not to have your whole team attending the workshops and general sessions, going on tours, etc. Of course, there is valuable learning and the very attendance at these things makes one more valuable for industry members to interact with, but it is also true that the seat next to you on that bus, or in that session can make a simple workshop a life-altering event.

Of course, one can be next to these people and never say hello. Sometimes these people are not important now, but will be in 10 years. Wouldn't it be good to make friends now?

As we all head off to Atlanta, the lesson we should keep in mind is that when the industry gathers, opportunities concentrate and total engagement makes all the difference.

DB



James J. Prevor

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by Lee Smith, Publisher

To the Seller Go the Spoils

It was many years ago when I emerged from the stores and got my first job in the corporate office as a deli buyer. I started on a Friday and on that day the deli director gave me five books about cheese and told me they had to be read by the next Friday. The following week, after I read all five books, we sat down to discuss cheese. At the end of the meeting, he gave me some advice I've never forgotten.

He said it was obvious I understood store operations and it was obvious I could learn. However, I had a decision to make. He said I could approach my buying job in two ways — I could be a buyer or a seller.

He said being a buyer was one of the best jobs in the business. Everyone would like me and think I was beautiful, smart and insightful. I would be taken out to eat and I would be the star of every party. It was an easy job that could be handled by just about anyone. Know your numbers and your customers, use a formula to price products, look at what your competitors were doing and carry similar products.

Or, you could be a seller. Buying was the easy part, selling was the most difficult. Sellers knew the market and their customers. They knew what the stores could handle operationally and what financial objectives needed to be met to reach profit goals and not just margins. Sellers looked for selling opportunities and selling opportunities always started with product. Buying without knowing how to sell was a fool's game. Buyers were tolerated; sellers were respected.

Then came the day when I was going to a meeting with a smoked fish supplier, and I casually mentioned that I really didn't like smoked fish. I didn't think I could even bear to taste it. He told me quite curtly that he didn't care and I was going to taste everything he did.

Actually, I think he knew that I — this nice Presbyterian girl from the suburbs — hated smoked fish. Afterwards, he said he couldn't care less what I liked. My ability to evaluate the products was just as important as knowing how much we sold. Was the fish previously frozen before being smoked? Was the salmon artificially colored? The texture, taste and smell would tell me what waters the fish was

harvested from. Was the flavor clean and fresh? If I didn't understand quality, my only option was to buy on price, which would put me at the mercy of every smooth talking salesman.

Why do I bring this up? I read a piece lamenting how many of today's buyers were lacking in product assessment capabilities. Companies, especially in large chains, are hiring MBAs based on their ability to manage product flow, gross product margins and space management. Unfortunately, many of these young lions know very little about the categories they are managing, have never worked in a retail environment and are virtually clueless about product quality. To test the theory, I called a friend, who is the president of a company I know very well. The company introduced a new product a few years ago that is eating up the category. I asked him about the early adopters. Who were they and what were their initial comments?

Early adopters were companies that conducted taste tests. The buyers were seasoned pros that had years of experience. Almost exclusively, they worked for small to mid-size chains that had a reputation of being industry leaders and didn't compete on price alone.

The late adopters typically were younger, many of whom were fresh out of grad school with impressive degrees. They were smart, aggressive and well educated. Unfortunately, they didn't have any direct knowledge about the business and were looking for methods to prevent failure. Preventing failure was more important than striving for success.

The questions the MBAs asked and the statements they made were even more telling: How are your Nielsen reports? All I want are home runs! I'm not taking any chances on something that might not be a winner. If everyone has this product, I guess I should too. Unless I can guarantee it will sell before I buy it, I'm not taking it in.

So clearly every company needs to answer the question, are you going to be a buyer or a seller? **DB**





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THE BUSINESS OF CHEESE IMPORTING

Retailers must be aware of the many challenges the process entails

BY LISA WHITE

AS AN INCREASING NUMBER OF Americans become familiar with a greater variety of imported cheeses, in-store deli operators are finding both opportunities and challenges in the evolving marketplace.

Experts say consumers' interest in ethnic cuisines is helping to drive the market. According to the latest figures from the U.S. Department of Agriculture, American cheese imports in 2011 totaled 142,146 million tons and were valued at more than \$1 billion. In terms of countries of origin, Italy and France topped the list.

But for retailers looking to enter the cheese importing business as they take their offerings to the next level, there are a number of considerations that must be taken into account.

"There are many steps to follow for stores to be able to import cheese," says Laure Dubouloz, U.S. sales manager at Mons Fromager, a French company with offices in Brooklyn, NY, that specializes in aging cheeses. Along with its export business, the company also runs seven cheese shops in France and one in London.

The company works with a network of French producers to buy cheese when it's young and then age it in its six caves in France. Each cave has different temperature and humidity controls adapted to specific cheese types.

The Challenges

Another factor to be considered is the complicated logistics and added costs of transporting cheeses to the United States.

"As an importer, it doesn't make sense to order one or two cases of cheese from a producer, because the costs are so prohibitive," says Dubouloz. "For smaller stores and cheese shops, it's probably easier to focus on working with different importers or distributors that can provide a broader selection of cheese types."

Classic Provisions, a cheese distributor located in Plymouth, MN, is a supplier to the Lunds and Byerly's chain, which



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imports cheese from 18 countries utilizing consolidators overseas. "Not many retailers import cheese directly," says Sally Witham, Classic Provisions' co-owner. "Since 9/11, there are so many documents to fill out, plus importers need a license and there are other details retailers are not aware of."

In addition to the issue of security, food-handling and temperature requirements must be adhered to and overseen. "It's about taking good care of the cheese throughout the process to make sure everything that comes in is free of any problems before it gets off the boat," says Witham. "Not many retailers would take this on."

The bottomline is that importing requires a certain amount of knowledge and expertise, not just about the cheese types, but the process overall.

Larkin/Columbia Cheese, an importer based in Brooklyn, NY, handled 12 million pounds of cheese in the last year. "A retailer could act like an importer without being an importer," says Adam Moskowitz, Larkin/Columbia Cheese's owner. "There is a general dichotomy that retailers can order imported cheese on Monday and have it delivered Tuesday or Wednesday through a distributor or broker, whereas it could take four to six weeks to import the cheese direct."

In addition, many retailers don't realize there is a shift in psychology from buying cheese through a distributor or broker to working with an importer.

The impetus for many who look to import cheese direct is to cut out the middleman and save money. However,

looking at the big picture, this does not always occur. "Stores have to add staff, which costs money, while also opening themselves up to added liability in case something goes wrong," says Moskowitz. "Plus, they need the services of an exporter, logistics provider and customs broker to set things up."

Importers are responsible for labels, compliance and food safety. Additional liability insurance is required, which increases costs. Plus, order changes can't be made on the fly, since it takes time for the process to be put in motion.

Pros and Cons

In recent years, more retailers have been considering moving out of their comfort zone and exploring the world of cheese imports, with the emphasis on higher-end, sophisticated cheese varieties.

"It seems more retailers these days want to work directly with cheese producers, particularly smaller retailers and cheese shops," says Mons Fromager's Dubouloz. "But for those who find a good partner in an importer or distributor, it's just as beneficial as developing a relationship with a cheesemaker."

Experts say retailers are better served in finding a good distributor with strong producer relationships, which can help take a cheese program to the next level.

Margaret Cicogna, an Italian cheese expert and gourmet product specialist located in Westchester County, NY, works for two consortiums in Italy. "It is true more retailers are looking to import cheese directly to save money," she says. "Several chains have let me know they

are exploring how to import themselves."

But this can backfire, since taking responsibility for the products includes coordinating all aspects of the importing process, which can be expensive. Although costs can be as much as 20-percent less for those importing directly, all cheeses, with the exception of fresh and sheep's milk cheese, require licenses, which is an additional expense.

In addition, retailers must contend with FDA holdups — and the agency is not concerned if the cheese goes out of code. "The FDA will take their time, and importers know how to deal with this, but retailers may not," says Cicogna. "I don't think many of the larger chains would go the direct route, but high-end small chains would. These retailers, such as Murray's Cheese Shop, Zabar's and Fairway Market, have the capacity, know the appropriate people and have been around a long time."

Wider Selection

The benefit of using a distributor or a broker is that it allows retailers to offer the consumer a wide selection of cheeses from various countries rather than being limited to product from certain producers or specific regions.

In addition to providing stores with a list of imported cheeses, Classic Provisions says it can accommodate custom orders. "We're dealing with so many people that represent different producers," says Classic Provisions' Witham. "Our customers have the ability to choose unique cheese varieties that no one else has without having to import themselves, and it's easier."

Another point of distinction is distributors and brokers are willing to accommodate demands that cannot be fulfilled when a store is importing directly.

Experts agree a successful retailer does not necessarily make a successful cheese importer.

"Where there is success is when retailers have direct relationships with producers, but distributors and brokers can help better facilitate the transaction," says Larkin/Columbia Cheese's Moskowitz. "To have the best of both worlds, retailers can be on an advance order program and have a relationship with the importer, but then rely on the distributor to do the importing."

Retailers who want to double as importers must be fully invested in the process and be aware of the risks to reap the rewards.

Still, according to experts, a strong relationship with cheese distributors and brokers typically circumvent any benefits gained by importing directly. **DB**





Jay Leno
Entertainer



Walter Robb
Co-CEO,
Whole Foods Market



Harold Lloyd
Founder,
Harold Lloyd Presents



Arianna Huffington
Co-founder &
Editor-in-Chief
The Huffington Post



Dairy-Deli-Bake

Seminar and Expo

Growing the Future



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Martha Stewart
Founder,
Martha Stewart Living
Omnimedia



Phil Lempert
the Supermarket Guru



Youngme Moon
Author and Professor,
Harvard
Business School



Shaquille O'Neal
NBA All-Star and Sports
Analyst for TNT and
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Under the Bread

What's popular in sandwiches for 2015

BY KEITH LORIA

DAGWOOD BUMSTEAD WOULD BE DROOLING. Sandwich programs in delis across the U.S. are going gangbusters and giving foodservice a run for its money with innovative offerings and unique flavors to entice the palate.

In many cases, consumers are also looking to move beyond conventional deli fare like fried chicken and pasta salads, and delis continue to expand their offerings with creative choices to fit consumer trends. Developing a selection of bold sandwich recipes is an economical, versatile and effective way to stay in-step with shoppers' diverse tastes.

Harry Balzer of NPD Group market research company says bread ranks fourth in popularity as a side dish in America. "There is beauty to how bread brings together lots of products and a sandwich becomes a meal."

NPD stats reveal sandwiches are the top main dish served for dinner at home and away from home, and that number is still growing. Additionally, there has been a major shift away from eating breakfast at home in favor of getting a breakfast sandwich on the go.

Steve Kontos, vice president of Kontos Foods, Inc., based in Paterson, NJ, says the trend is to put virtually anything that is unique or will add 'flair' to build the perfect sandwich.

"When you talk about ingredients, anything that is unique, different and adds excitement to an otherwise boring sandwich is going to be popular," he says. "Another trend that seems to be growing with consumers is the use of locally sourced foods."

A Meaty Issue

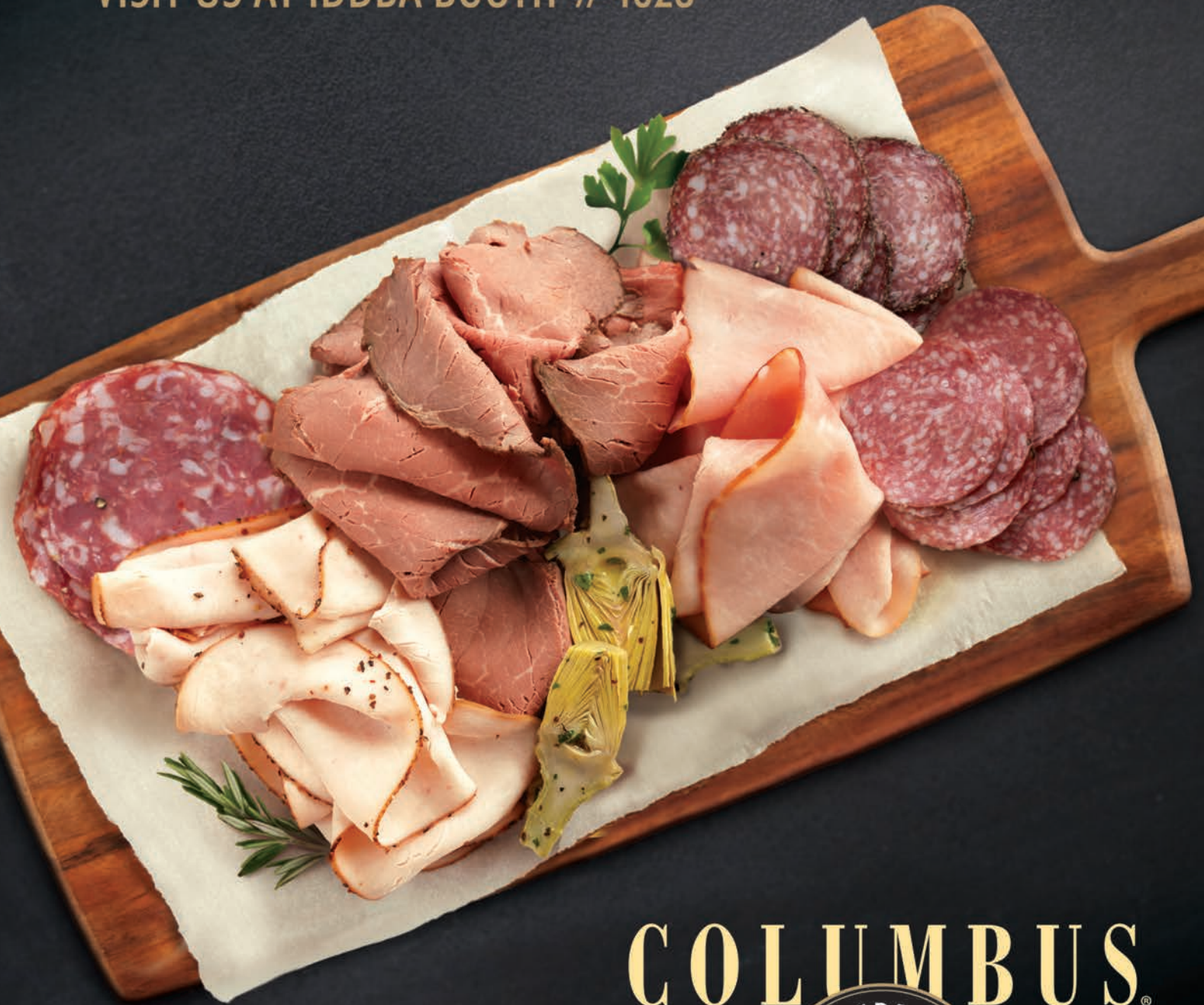
John Gerde, deli product manager at Jennie-O, which is owned by Austin, MN-based Hormel Foods, says the company's focus is to provide quality and versatile turkey products to its deli customers to allow them to customize offerings.

"We're seeing our shredded turkey products — shredded turkey breast, shredded dark turkey meat, and shredded white and dark turkey meat — used in cold items like deli sandwiches, salads and wraps as well as in hot items such as barbecue sandwiches and classic comfort foods such as turkey with gravy," he says. "The products have all performed well at retail since their introduction."



Premium Salami & Deli Meats from San Francisco

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Gerde says shredded turkey products also offer consumers high-end meats perfect for use in a wide variety of convenient on-the-go meal options and fit well within the overall consumer focus on health and wellness that has become a key factor in purchasing decisions in recent years.

"Our shredded turkey products are a lean option for consumers focused on health and wellness," he says. "Featuring less fat and calories and high protein content, deli managers can feel confident when displaying our products' nutritional data for their customers to review."

Megan Dorsch, marketing manager for Nueske's meat company, based in Wittenberg, WI, says she sees bacon used at upscale delis and cafes on BLTs and bacon cheeseburgers, and that trend hasn't declined over the last few years.

"I think we have also seen an increase in our applewood-smoked turkey breast being used in sweet-and-savory sandwiches" and complemented by additions like chutney and Gouda, she says.

In the past, says Dorsch, Nueske's meats were used largely at fine dining restaurants and good steakhouses. While that type of dining is still a segment that chooses the company, establishments offering casual dining and delis are more interested in using better quality ingredients.

"Sandwiches are reasonably priced, filling and can be one of the most satisfying meals a person can have — hearty, crunchy, soft, light, comforting. There are so many textures and flavors

you can incorporate," she says. "Sandwich ideas are endless, and classics like warm, grilled ham and cheese never go away, either."

Ethnic Offerings

Many American consumers are experimenting with ethnic and regional cuisines. Bold, Latin flavors in particular are wildly popular and will likely continue to be a favorite in the foreseeable future.

When choosing a place to eat out, according to the National Restaurant Association (NRA), 68 percent of adults

say they look for locations that provide flavor and tastes they can't duplicate at home.

"More and more consumers are being educated by TV food shows and are willing to be experimental, whether they make it at home themselves or try something new and different away from home," says Kontos. "Ethnic choices lend themselves perfectly to this (e.g., Manchego cheese, chimichurri sauce, sriracha sauce, etc.)."

Dom Biggi, president of Beaverton Foods, headquartered in Hillsboro, OR, says the latest trends complement new ethnic offerings.

"Consumers want variety, quality and uniqueness on their sandwiches," he says. "Ethnic cuisines are a rich source of new flavor profiles. The key is to pick ones that American consumers feel safe to try."

At Nueske's, Dorsch says she hears about the company's liver pâté getting spread onto French bread for bñhn mi, and its smoked ham being used on Cuban sandwiches. This inventive trend is surfacing on more deli menus than it had a couple of years back.

"It's very gratifying to see our products getting used in so many creative ways that we wouldn't have thought of ourselves," she says. "What a compliment to see your product worked into such a range of recipes and enjoyed by so many people."

Carl H. Cappelli, senior vice president of sales and business development for Don's Food Products, based in Schwenksville, PA, says grains are





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growing and vegetarian wraps are popular, which is why he recommends that delis use the company's 16 flavors of gourmet cream cheese on sandwiches and wraps.

Hot, Hot, Hot

Another big trend is the increase in hot varieties of sandwiches, rather than just going with the same-old traditional subs.

"This appeals to people seeking comfort foods," says Kontos. "Consumers get a whole different feeling from a hot, grilled panini sandwich versus your standard cold sandwich. It literally warms your insides."

Jennie-O's Gerde notes as the deli business evolves, many retailers are providing choices consumers previously only had in traditional restaurants.

"We've recently seen delis creating more restaurant experiences in-store in an effort to become a source of convenient meals instead of a source of ingredients only," he says. "They also continue to rely on easy grab-and-go containers. Our shredded turkey products can be easily merchandised to align in a variety of display methods — placed behind the glass accompanying hot meal offerings or in a more readily accessible location that allows consumers to quickly pick up and purchase the product."



All About The Bread

With the growing preference for more diverse meal options and unique ethnic flavors, it's reasonable to assume deli sandwich breads will expand to follow other developments within the category.

Along those lines, Kontos says panini bread is more widely used than ever before. "One reason could be that manufacturers like Kontos offer panini breads with grill marks already baked into the bread," he

says. "That way you don't need an actual panini press to make a hot sandwich, a standard hot plate or grill will do."

David Mafoud, owner of Damascus Bakeries, doing business in Brooklyn, NY, says as a flatbread supplier, he has seen an increase in using lavash wraps for chicken Caesar or chicken based wrap sandwiches and flatbreads for flatbread sandwiches.

"We see both breads becoming more
(Continues on page 24)

▶▶ CONDIMENTS: SOME LIKE IT HOT

Delis need to offer custom-made sandwiches, allowing the customer to select the condiment they prefer on a made to order basis, and it seems more and more of them are asking for spicy and hot additions to their lunch and dinner sandwiches.

Margi Gunter, brand manager for LiteHouse Foods, Inc., headquartered in Sandpoint, ID, says traditional flavors are still most prevalent including mayo, mustard and ranch, but the opportunity lies in differentiation.

"It's the pepper decade so you'll see a lot of chipotle, jalapeño, wasabi and sriracha sauces as well as roasted (poblano) added to these mayo, ranch and (whole grain) mustard bases," she says. "Another popular twist or addition is the use of jams and figs as well as herbal accents. Cheesy pesto and chimichurri are on the rise in delis."

Doug Renfro, president of Renfro Foods, headquartered in Fort Worth, TX, notes people are craving "extra hot" in their condiments these days, so anything with sriracha in it is popular.

"Some people don't realize that this word isn't trademarked, so there are many versions available and anyone can include it in a new product name," he says. "Ghost pepper continues to grow in popularity also. I see kimchi more and more

these days, also Vietnamese and Thai influences."

Renfro says another trend is "sweet heat," especially with fruit combinations such as pineapple jalapeño and peach habanero.

"I think that upscale/creative offerings will continue to be all the rage — in an incredibly competitive environment, people are always trying to out-do each other," he says. "Chipotle cranberry sauce, Kalamata olive relish, sriracha mustard, etc. are examples of what you will probably see."

Weyd Harris, national sales manager for Conroy Foods, makers of Beano's, based in Pittsburgh, PA, agrees sriracha is the hot flavor of the moment.

"At Beano's we have recently introduced our new Beano's Sriracha Sandwich Sauce. It captures all of the spicy notes of sriracha blended to create a smooth and creamy sauce which is perfect for sandwiches, wraps, or as a dip," he says.

Of course, not everyone is going to want something spicy, but they still desire a distinct flavor. That's why Harris says Beano's offers a variety of sandwich condiments that step away from the norm of everyday condiments like mayonnaise.

"Beano's Cranberry Honey Mustard and Beano's Pineapple Honey Mustard are examples of condiments we offer that work extremely well during holiday periods such as Thanksgiving and



►► CONDIMENTS: CONTINUED

Easter, "he says."

Ann Dressler, deli/foodservices sales manager for Mezzetta, doing business in Corona, CA, says "In-store delis are now offering more and different types of peppers for their sandwiches that are no longer limiting the offerings to pepperoncini or jalapeños," she says. "New on the menus are roasted red peppers, hot sliced cherry peppers and banana wax peppers and even hot chili peppers."

Dressler says different spreads are being offered above just the mayo and mustard. She mentions muffaletta, pesto and other spreads filtering their way from the upscale sandwich shops to the retail deli as well.

"The self-serve condiment bar format is now being offered by many retailers, copying the trend in many fast food restaurants," says Dressler. "Typically they are offering hot chili peppers, pepperoncini or banana wax peppers and nacho jalapeños along with the standard condiment offerings. These allow the customer to create their own flavor profiles and lets them be more involved in the sandwich making process."

Ethnic flavors are also in demand. Beano's has developed a variety of products intended to capture the demand for ethnic tastes. Its sauces come in flavors like sweet chili pepper; roasted chipotle; cilantro and lime; and sriracha, which provide the retailer with both Asian and Hispanic flavor trends that duplicate the flavors from some of the

popular fast casual chains.

While many sources say the growth of the U.S.'s Hispanic population is significantly influencing cuisine, Gunter reasons another important factor is the Millennial generation and their adventurous spirit.

"In the Northeast, Adobo (Philippines), sriracha (Thailand) and chipotle (Mexico) are all fast growing condiment flavors." She says gremolata, usually served with Milan's osso buco, is up and coming in the South.

Gunter says because grab and go is continuing to increase, and consumers want convenience and speed of service, retailers who offer this will reap the most monetary rewards.

"By continuing to offer trendy staples for sandwiches, supermarkets will continue to gain market share from foodservice establishments as far as prepared foods go in the deli," she says.

Most condiment makers are looking for that next emerging trend and then developing a sauce that will enable the deli to duplicate sandwich recipes.

DB
— KEITH LORIA



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popular for breakfast sandwiches," he says. "The customer's appreciation and demand for a better sandwich is the reason. As a bakery we naturally feel every good sandwich starts with great bread. Certainly the widespread variety of artisan breads and artisan flatbreads has created opportunities for an even wider-spread variety of sandwiches."

Competing With Restaurants

Getting people to the deli counter rather than a more familiar restaurant continues to be a challenge, but there are things that can be done to increase customer flow. Retailers can increase impulse sales and better compete with restaurants by offering ready-made meal packages featuring on-sale items and complementary products that deliver not just part of, but a complete meal.

Kontos advises deli retailers to utilize

the Internet and social media more, and in a more effective manner.

"More and more consumers are using the Internet to learn more about the foods they buy, and where to shop," he says. "According to the NRA, 44 percent (up from 34 percent at the same time last year) of adults say they have used or would use the Internet to search menus for nutritional."

One way to tempt customers at mainstream supermarkets is by offering unique and interesting foods.

"Changing demographics and tastes mean consumers are looking for food with flair — new flavors and ethnic offerings that provide them with diverse and interesting meal ideas and ingredients," says Kontos. "This includes a wide variety of European yogurts, hummus, olives, cheeses, flatbreads, fresh herbs and spices from the produce aisle."

Another way retailers can boost sales and compete with restaurants is to offer foods consumers can feel good about eating, says Gerde. "At times, deli staples such as fried chicken can be perceived as junk food, which contrasts negatively with the American consumers' renewed focus on health and wellness," he says.

An increase in sandwich sales may be partially attributed to the growing spending power of Millennial consumers, as they are an increasingly important target for both hot, ready-to-eat sandwiches and traditional cold deli offerings. Research indicates many are waiting longer to start a family than previous generations, and as a result seek meals for the individual rather than for a group. Delis that offer convenient and great-tasting options and other ready-made meals will be best suited to meet their needs. **DB**

PICKLES

There was a time when people wanted nothing more than a dill, sour or sweet pickle as a complementary piece to their sandwich, but that started to change over the last decade or so.

Pickles have gone upscale, following a trend that started in the restaurant sector. Today, flavors such as garlic, hot and spicy, and other daring flavors have taken over the deli.

Eric Girard, vice president, sales and marketing for Van Holten's, based in Waterloo, WI, says — as is the case with many food items — bold, unique, and especially hot flavors are popular in the pickles category today.

"Van Holten's is experiencing nice sales growth across the board, but we continue to gain more and more distribution for our hot flavor," he says. "It seems like everything these days is sriracha. I don't think we'll do it at Van Holten's, but I expect pickle makers to keep pushing the flavor envelope."

Lots of restaurants are serving house-made pickles with a variety of flavors, and the trend has definitely been followed by delis.

"Eating local is a trend on any item and small batch pickles are relatively easy," says Girard. "Delis can get involved in this, but it takes a lot of labor and planning. In high-volume locations the single-serve shelf stable pickle will always be the go to option."

For delis looking to up their impulse

sales, Girard recommends offering easy to merchandise items.

"Pickle-In-A-Pouch is merchandised in a stand-up pouch that makes it easy to find on shelves," he says. "Eye-catching color and graphics get customers to buy, and retailers need to keep that in mind."

Erwin Hartman, president of Farm Fresh Pickles, headquartered in Fort Lauderdale, FL, says the trend of flavor-infused pickles (garlic, jalapeno, horseradish) began in 2013 and it's really starting to grow in the pickle chips and spears categories.

"Cucumbers are pretty healthy and it's an all-natural product and the old deli-style pickles on the table are coming back around again," he says. "Fried pickles are also making a resurgence, especially in the South with these flavored ones."

Hartman suggests deli retailers offer "buy-one-get-one-free" deals to get customers used to having pickles as part of their meals.

Patty Amato, director of sales for Farm Ridge Foods, based in Islandia, NY, says the company's new Untypickle Pickles are made with a combination of specially selected herbs, spices and ingredients.

"From Atomic Spicy, Devilish Dill and Hickory Smoked to Sweet Horseradish, Sweet Autumn Spice and Wasabi Ginger, Farm Ridge Foods offers a unique line, unlike anything



that's out there," she says.

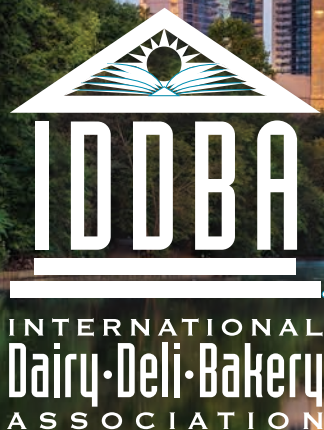
The company just introduced two new varieties: Greek-style pickle chips and Mediterranean pickle spears.

"Pickles are ever-evolving," says Amato. "Farm Ridge Foods is taking a category with virtually no growth to the next level. We are passionate about our product line and are now showing positive numbers of more than 70 percent year-to-date growth."

And it's not just straight pickles that are popular. Many other items are being pickled and becoming popular on sandwiches.

"All things pickled seem to be well paired with our sweetly smoky meats, so with more chefs doing their own canning and pickling, we see more sandwiches topped with house-made pickles and slaws," says Megan Dorsch, marketing manager for Nueske's meat company, based in Wittenberg, WI. "We also see these 'new' pickled items being served alongside our meats, like smoked beef or smoked liver pate, on charcuterie or sharing plates." **DB**

— KEITH LORIA



PRE-SHOW GUIDE

International Dairy • Deli • Bake 2015

JUNE 7-9, 2015, ATLANTA, GA

GEORGIA WORLD CONGRESS CENTER

SEMINAR SCHEDULE

SUNDAY, JUNE 7

8-8:30 A.M. | PHIL LEMPert



CONSUMER ATTITUDES: FOOD SAFETY IN SUPERMARKETS

For more than 25 years Phil Lempert — known as The Supermarket Guru and founder of the leading online resource of the same name — has served as an expert on consumer behavior, marketing trends and the changing retail landscape. By articulating impending trends, he empowers and educates consumers, as well as industry leaders such as the National Grocers Association, the National Pork Board and Kraft.

In this session, Lempert will share results of a custom study, in consultation with IDDBA, to explore consumer attitudes about food safety in the supermarket.

8:30-9:15 A.M. | SHAWN STEVENS



WHY FOOD SAFETY REALLY MATTERS: PROTECTING YOUR CUSTOMERS, YOUR COMPANY AND YOUR BRAND

This year, IDDBA embarked on an initiative called "Safe Food Matters!" to build industry awareness about food safety and the food-borne illness, listeriosis. Learn best practices for decreasing the potential for Listeria monocytogenes growth or cross-contamination primarily in delis, to ensure the sale of safe, high quality food.

Shawn Stevens, a global food safety attorney and founder of Food Industry Counsel LLC, will discuss your responsibilities and suggest proactive measures to minimize foodborne illness risks. He also will address emerging trends in food safety, the changing liability landscape and why education matters.

9:15-10 A.M. | ARIANNA HUFFINGTON



BRAVE NEW WORLD: HOW SOCIAL MEDIA HAS REVOLUTIONIZED THE COMMUNICATIONS LANDSCAPE

Listed among TIME's 100 most influential people and Forbes magazine's most powerful women, Arianna Huffington is chair, president and editor-in-chief of the Huffington Post Media Group. After launching in 2005, HuffPost quickly became one of the most widely read, linked to and cited media brands on the Internet, receiving the Pulitzer Prize for national reporting in 2012.

Last year, Huffington's 14th book, "Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder," debuted at No. 1 on The New York Times Best Seller list. In this lively presentation, as tech advances continue to turn the news and entertainment worlds upside down — shifting the balance of power away from media giants and toward more empowered consumers — Huffington will reveal her vision of a hybrid future where traditional and new media become one.

10:30-11:15 A.M. | WALTER ROBB



CONSCIOUS CAPITALISM

As the co-chief executive of Whole Foods Market, Walter Robb has dedicated four decades to sharing his passion for organic, all-natural foods and making them accessible to everyone. He'll discuss how Whole Foods Market balances a competitive advantage with corporate responsibility, address the challenges of breaking into new markets and share his vision for the future of food retailing.

SEMINAR SCHEDULE

11:15 A.M.-NOON | JAY LENO



WHAT DID THE CHEESE SAY TO THE BREAD?

The acclaimed comedian and long-time host of “The Tonight Show”—which he took over from Johnny Carson in 1992 and passed on to Jimmy Fallon last year—will entertain participants with a 45-minute stand-up gig. Called the “hardest working man in show business,” Leno makes more than 100 live appearances each year and has earned millions of fans across the globe.

MONDAY, JUNE 8

8-8:30 A.M. | DAVID LEONHARDI



CHAIRMAN'S AWARD

David Leonhardi, director of tours, trade shows and events for the Wisconsin Milk Marketing Board, Inc. and IDDBA Chairman of the Board, will present the Chairman's Award. This award recognizes distinguished service or contribution to the industry and honors those who have led with vision and dedication.

8:30-9:15 A.M. | MICHAEL EARDLEY



TREND WATCH: OUR NEW CHIEF EXECUTIVE SERVES UP A HOT DISH

This will be the first IDDBA show as president and chief executive for Michael Eardley, who took the reins in August 2014. He will reinforce IDDBA's commitment to food safety, and define and discuss implications of omnichannel in the grocery industry, specifically in dairy, deli and bakery.

Eardley began his career working at his family's supermarket and spent nearly three decades with D&W Food Centers in Grand Rapids, MI, before accepting a position with H-E-B Supermarkets in San Antonio, TX. Eardley served for a decade on the IDDBA board of directors and as a past chairman of the board.

9:15-10 A.M. | MARTHA STEWART



STAYING RELEVANT: FOUR DECADES OF EXPERIENCE; A FRESH PERSPECTIVE ON THE FUTURE

The undisputed champion of all things food, home and garden, Martha Stewart — Emmy Award-winning TV host, entrepreneur and author — is America's most trusted source of “how-to” information for everything from cooking and crafting to holidays and home renovation. In 1996, she founded Martha Stewart Living Omnimedia, which reaches about 66 million consumers monthly through thousands of retail products; TV and video programming; award-winning magazines and best-selling books; and innovative, interactive websites and mobile applications. With a focus on food and an eye toward the future, she'll share the unique insights and perspectives that only she can deliver.

10:30-11:15 A.M. | HAROLD LLOYD



SUPERMARKET RULES: A ROAD MAP FOR SUCCESS

Author, teacher and presenter Harold Lloyd will share golden nuggets from his book, “Supermarket Rules! 52 Ways to Achieve Supermarket Success,” including everything from improving customer service to

operational efficiency to fresh merchandising ideas. Lloyd is a graduate of the Wharton School at the University of Pennsylvania and holds an MBA with honors from the University of Chicago. Over the years, he has created 30 top-rated seminars and written several books, including “Am I the Leader I Need to Be?” and “It's About Time.”

11:15 A.M.-NOON | CHUCK HAGEL



CHALLENGES AND OPPORTUNITIES: A GLOBAL PERSPECTIVE ON AMERICA IN THE 21ST CENTURY

The only Vietnam veteran and first enlisted combat veteran to hold the post, Chuck Hagel served for two years as the U.S. Secretary of Defense through February 2015. Hagel also served two terms in the U.S. Senate, representing the state of Nebraska from 1997-2009 and serving as a senior member of several different committees. A patriotic, bipartisan voice, Hagel has never shied away from speaking his mind and doing what is right in the face of doing what is politically expedient. The author of “America: Our Next Chapter,” Hagel will discuss a variety of domestic and global challenges facing us in the 21st century.

TUESDAY, JUNE 9

8-9 A.M. | DR. YOUNGME MOON



DIFFERENT IN A WAY THAT MAKES A DIFFERENCE

Dr. Youngme Moon, the Donald K. David Professor of Business Administration and the Senior Associate Dean for Strategy and Innovation at Harvard Business School (HBS), will focus on the intersection of business, branding and culture, and meaningful differentiation — subjects covered in her best-selling first book, “Different: Escaping the Competitive Herd.” On multiple occasions, Moon has received the HBS Student Association Faculty Award for teaching excellence, and she's the inaugural recipient of the Hellman Faculty Fellowship for distinction in research.

9-10 A.M. | DR. SHAQUILLE O'NEAL



There's nothing small about Shaquille O'Neal. During nearly two decades in the NBA, “Shaq” made 15 All-Star appearances and led his teams to four championships.

Yet O'Neal cites gaining his doctorate — he's the first of the “Top 50 NBA Players of All Time” to hold that title — as his crowning achievement. While earning his PhD in education (with a focus on organizational learning and leadership), he researched the effect of using humor in leadership, and has since shared his insights with Pepsi, Reebok, Starbucks, Apple and Carnival Cruise Lines. In this interactive session, he'll discuss how his own leadership style has evolved as he manages an innovative and multi-faceted business empire.

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EXHIBITORS LIST

COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH
ABRAHAM OF NORTH AMERICA, INC.	3815	AWREY'S BAKERY	5054	BUNZL PROCESSOR DIVISION	4568	CLIMAX MANUFACTURING COMPANY	4271
ACE BAKERY	4517	B & G FOODS, INC.	1738	BURNETT DAIRY COOPERATIVE	2725	COLORMASTERS LLC	4166
ADVANCED FRESH CONCEPTS		BACKERHAUS VEIT LTD.	4912	BUSSETO FOODS, INC.	3308	COLUMBUS FOODS	4623
FRANCHISE CORP.	4417	BAKE'N JOY FOODS, INC.	3957	BUTTERBALL, LLC	3133	CONAGRA FOODS, INC.	3707
ADVANCEPIERRE FOODS	5125	BAKE'N SHIP PRODUCTS	1007	BYRNES &		CONROY FOODS, INC.	2040
ADVANTA PACKAGING	5055	BAKE ONE INC.	1813	KIEFER COMPANY	1123	CONTINENTAL COOKIES INC.	5136
AGRINO	4933	BAKERY CRAFTS	3507	CABOT CREAMERY COOPERATIVE	3249	COOKIE CUPBOARD GOURMET DOUGH	4264
AK PIZZA CRUST	1833	BAKERY DE FRANCE, INC.	4115	CAFE SPICE	3863	COOKIES UNITED LLC	4903
ALADDIN LABEL, INC.	2717	BAKERYDIRECT	5138	CAFE VALLEY BAKERY	2809	COUNTRY MAID, INC.	2625
ALBA FOODS	1005	BARBARA LUIJCKX	1139	CAKEHEADS INC.	1004	COUTURIER NORTH AMERICA, LLC	1848
ALEXIAN PATE	1949	BARRY CALLEBAUT	1902	CALAVO GROWERS, INC.	1942	CREATE-A-TREAT	4033
ALL ROUND FOODS		BARRY'S BAKERY	5170	CALICO COTTAGE, INC.	3152	CREMINELLI FINE MEATS, LLC	1253
BAKERY PRODUCTS	3053	BAUDUCCO FOODS INC.	5000	CALIFORNIA LAVASH	5049	CRYSTAL FARMS	2612
ALL TWISTED PRETZEL	5144	BC INTERNATIONAL	1316	CALUMET CARTON COMPANY	4063	CSM BAKERY SOLUTIONS	2205
ALMARK FOODS	2152	BD&K FOODS, INC.	4853	CAMPOFRIO FOOD GROUP AMERICA	2819	CUSANO'S BAKERY	4869
ALMONDINA	4358	BEATRICE BAKERY CO.	1014	CARANDO GOURMET		CUSTOM BAKING PRODUCTS, LLC	4909
ALOUETTE CHEESE USA, LLC	4765	BEL BRANDS USA	2720	FROZEN FOODS, CORP.	1218	CYPRESS GROVE CHEVRE	1748
ALPHA BAKING COMPANY, INC.	4833	BELGIOIOSO CHEESE INC.	2523	CARGILL MEAT SOLUTIONS	4511	CYRUS O'LEARY'S PIES	4949
ALPHA FOODS CO. INC.	2702	BELLSOLA	1038	CARLSON AIRFLO		D & W FINE PACK	4317
ALPINE VALLEY BREAD COMPANY	3864	BELPASTRY INC.	5113	MERCHANDISING SYSTEMS	2753	DAABON ORGANIC USA, INC.	2945
ALVARADO STREET BAKERY	1749	BEMIS NORTH AMERICA	3715	CARMi FLAVOR & FRAGRANCE CO., INC	4968	DAFFY FARMS	1245
ALWAYS BAGELS, INC.	1953	BENSON'S BAKERY, INC.	1319	CASSANDRA'S GOURMET CLASSICS	1039	DAIRYFOOD USA, INC.	2616
THE AMBRIOLA COMPANY INC.	1206	BERGLAND CHEESE USA	3815	CASTELLA IMPORTS, INC.	1733	DAMASCUS BAKERIES	2942
AMBROSI FOOD USA CORPORATION	1649	BEST MAID COOKIE CO.	4619	CEDAR'S MEDITERRANEAN		DANCING DEER BAKING CO.	4942
AMERICAN FOODS GROUP, LLC	2017	BEST PROVISION CO., INC.	5106	FOODS, INC.	4443	DANIELE, INC.	4101
AMERICAN SPRINKLE CO.	4253	THE BETTER CHIP	2023	CENTRAL MILLING COMPANY	2011	DARE FOODS INC.	4162
AMOROSO'S BAKING CO.	3946	BEVERAGE EMPORIUM, LLC	3961	TONY CHACHER'S CREOLE FOODS	5004	DART CONTAINER CORPORATION	1201
ANCHOR PACKAGING, INC.	2733	BI-AX INTERNATIONAL INC.	4962	CHAMPIGNON NORTH AMERICA, INC.	5020	DAVE'S KILLER BREAD	3857
ANCO FINE CHEESE	3721	BISCOTTI BROTHERS BAKERY	3146	CHAMPION FOODS, LLC	1325	DAVID'S COOKIES	1333
ANDERSON INTERNATIONAL		BKI-WORLDWIDE	1109	CHARLEY & SONS, INC.	4917	DAWN FOOD PRODUCTS, INC.	3315
FOODS INC.	4371	THE BLANC DISPLAY GROUP	4258	CHEESE CONNOISSEUR	1807	DAYSTAR DESSERTS LLC	3052
ANGELIC BAKEHOUSE	4049	BLEND PAK, INC.	4266	THE CHEESECAKE FACTORY		DECOPAC, INC.	3121
APHRODITE DIVINE CONFECTIONS	1533	G S BLODGETT CORP.	1633	BAKERY INC.	3965	PAULA DEEN VENTURES, LLC	5068
ADC	1215	BLOUNT FINE FOODS	1901	CHEF SHAMY GOURMET	4170	DEEP RIVER SNACKS	5005
ARIZONA INSTRUMENT	5140	BLUE COAST BAKERS	1033	CHICAGO METALLIC BAKEWARE	4564	GEORGE DELALLO CO., INC.	3933
ARLA FOODS, INC.	2421	BLUE GRASS QUALITY MEATS	5023	CHOICE FOODS	1433	DELI BUSINESS MAGAZINE	1807
ARTHUR SCHUMAN INC.	2801	BODACIOUS FOOD COMPANY	3963	CHOPTANK TRANSPORT	1543	DELI EXPRESS	4043
ASK FOODS INC.	4305	BONERT'S FOODS	1108	CHUCKANUT BAY FOODS	1440	THE DELI SOURCE, INC.	2724
AMPI	2621	BONGARDS' CREAMERIES	2953	CHUDLEIGH'S LTD	4259	DELICE GLOBAL, INC.	4924
ASTURI FINE FOODS, LLC	2645	BOULDER ORGANIC FOODS LLC	1852	CIBAO MEAT PRODUCTS, INC.	3861	DEL'S PASTRY LTD.	1251
ATALANTA CORPORATION	1701	BRASWELL FOOD COMPANY	4263	CINNAROLL BAKERIES LIMITED	3968	DEPALO BAKERY	5007
ATLANTA CHEESECAKE COMPANY	5063	BRIDGFORD FOODS CORPORATION	3252	CIS GROUP	4469	DERE STREET	4167
AUI FINE FOODS	2148	BRIDOR INC.	1432	CITTERIO USA CORPORATION	1823	DESIGNER STENCILS	4168
AUNT BUTCHIES DESSERTS	1105	BRIX SUGAR BAKERY INC.	4971	CLEAR LAM PACKAGING, INC.	3047	DEWAFELBAKKERS, LLC	1846
AUTHENTIC GOURMET		BROWNIE BRITTLE, LLC	4223	CLEARBAGS	3956	DEYA'S GLUTEN-FREE	2846
DISTRIBUTION	4771	BUDDY'S KITCHEN, INC.	1950	CLEVER COOKIE	2825	DEZAAN GOURMET	4921

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In 2015, IDDBA is embarking on a food safety initiative—*Safe Food Matters!*—to build awareness about specific food safety practices that retailers can do in service departments.

EXHIBITORS LIST

COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH
DFI-DETROIT FORMING INC.	5145	FARM RIDGE FOODS	1300	GIVE AND GO PREPARED		HOMETOWN FOODS USA, INC.	1000
DIETZ & WATSON, INC.	2433	FARMDALE CREAMERY	2850	GLK FOODS	4148	HONEST EAGLE	1151
DIMITRIA DELIGHTS, INC.	3866	THE FATHER'S TABLE LLC	2939	GLOBAL AGRI-TRADE CORPORATION	1447	HOPE FOODS LLC	4159
DIVERSIFIED FOODS & SEASONINGS, INC.	5171	FGF BRANDS	5033	GLOBAL DAIRY PRODUCTS GROUP	1952	HORIZON-BRADCO	2144
DNI GROUP, LLC	5024	THE FIELD ROAST GRAIN MEAT COMPANY	1037	GLOBAL SALES & MARKETING LLC	4132	HORMEL FOODS CORPORATION	2219
DOBLA	2917	FINAGLE A BAGEL	5069	GLOBE FOOD EQUIPMENT CO.	1337	HOT N' SPICY INC.	1847
DOMO INDUSTRY INC.	4907	FINLANDIA CHEESE, INC.	3017	GLOCO ACCENTS	1341	HOUSE FOODS AMERICA	2650
DON'S FOOD PRODUCTS	2738	FIREKING BAKING COMPANY INC.	4971	GODSHALL'S QUALITY MEATS, INC.	4821	HOWE WURSTWAREN KG	3815
DONSUEMOR, INC.	2847	FLATOUT INC.	1200	GOLD STANDARD BAKING, INC.	4712	HUBERT COMPANY	3332
DOT IT RESTAURANT FULFILLMENT	3050	FLAVOR RIGHT FOODS GROUP	4109	GOLDEN CANNOLI SHELLS CO., INC.	4060	I BAKE UM, INC.	5155
DOYON & NU-VU	1633	FLAX 4 LIFE	4171	GOLDEN WEST FOOD GROUP	1711	IBAKEFOODS LLC	1044
DR. KRACKER	4967	FONDARIFIC	1452	GONNELLA FROZEN PRODUCTS, LLC	1523	IDDBA'S SHOW & SELL CENTER	3332
DUCK DELI MEATS & CHEESES	4551	FOODLINKS, INC.	1332	GOOD FOODS GROUP, LLC	2615	IL FORNAIO DEL CASALE SPA	4466
DUFFLET PASTRIES	5120	FORM PLASTICS COMPANY	5132	GOODHEART BRAND		ILPRA AMERICA	1343
DUKE FOOD PRODUCTIONS	2117	FRANCIS PACKAGING INC.	2848	SPECIALTY FOODS	3871	INDIANA CARTON COMPANY	1803
DURABLE PACKAGING INTERNATIONAL	1744	FRATELLI BERETTA USA, INC.	3308	GOODIE GIRL TRIBECA	1945	INLINE PLASTICS CORP.	2644
DVERGER	4267	FRENCH GOURMET	4345	GOURMET FOODS INTERNATIONAL	1405	INNO-PAK, LLC	4533
EASYPAK, LLC	5168	FRESCA MEXICAN FOODS LLC	2952	GOURMET NEWS	1944	INNOVASIAN CUISINE ENTERPRISES, INC.	3245
EATEM FOODS CO.	1121	FRESH CREATIVE FOODS	2923	GOURMET RETAILER	2749	INSTORE MAGAZINE	4346
ECOTENSIL INC.	1438	FRESH MATTERS LLC	3865	GRECIAN DELIGHT FOODS	4013	INTER-AMERICAN PRODUCTS	3921
ELEGANT DESSERTS	4163	FRESHERIZED FOODS	1238	GREGORY'S FOODS	2050	INTERBAKE FOODS LLC	4423
ELKAY PLASTICS	5160	FRESHWAY FOODS	3847	GROCERY HEADQUARTERS (USE COLD 16456)	4160	INTERNATIONAL DAIRY-DELI-BAKERY ASSOCIATION	3332
ELLSWORTH COOPERATIVE CREAMERY	2715	FROZEN AND REFRIGERATED BUYER	4923	GROWERS EXPRESS, LLC	3966	INTERNATIONAL GOURMET PRODUCTS, INC.	2810
ELOMA USA	2843	FRUIT FILLINGS, INC.	1439	GUTTENPLAN'S FROZEN DOUGH, INC.	3005	INTERRA FOOD MARKETING	1613
EMBASSY FLAVOURS LTD.	1344	FUJI VEGETABLE OIL, INC.	5043	H&M BAY, INC.	4057	INTERSTATE COLD STORAGE, INC.	5166
EMMI ROTH USA, INC.	2413	GALAXY DESSERTS	1951	H & S BAKERY	4455	IN2FOOD	1024
ENCORE SPECIALTY FOODS, LLC	5021	R.W. GARCIA CO., INC.	4368	HAIG'S DELICACIES	5047	IOI LODERS CROKLAAN	2651
ENJAY CONVERTERS LTD.	5001	GARDEN-FRESH FOODS, INC.	2708	HAIR PURE PROTEIN CORPORATION	1642	ITALIAN ROSE GOURMET PRODUCTS	2911
EPICURE FOODS CORP.	4362	GARDEN FRESH GOURMET	1515	HANDI FOODS LTD.	5100	JACQUELINE'S GOURMET COOKIES	4458
EPICUREAN BUTTER	1538	GARDNER PIE COMPANY	3970	HANS KISSE	1923	JACQUET	2949
EPTA AMERICA	4959	GARIMARK FOODS, INC.	1001	HARBAR LLC	5121	JANA FOODS, LLC	1310
ERLENBACHER BACKWAREN GMBH	1644	GENERAL MILLS CONVENIENCE & FOODSERVICE	2033	HARLAN BAKERIES, LLC	4559	JENNIE-O TURKEY STORE, INC.	2219
THE ESSENTIAL BAKING COMPANY	5164	GENPAK, LLC	2053	HENNING CHEESE, INC.	2609	JENNIE'S GLUTEN FREE BAKERY	1849
EURO CLASSIC IMPORTS, INC.	5124	GEORGIA-PACIFIC PROFESSIONAL	4247	HIGH LINER FOODS	1933	JESSICA'S BRICK OVEN INC.	1008
EUROPAEUS USA, INC.	4062	GFF, INC.	4925	HILL & VALLEY, INC.	4405	JESSIE LORD BAKERY, LLC	1100
EVERTIS	5065	GHIRARDELLI CHOCOLATE CO.	1442	HILL COUNTRY BAKERY, LLC	4201	JFE FRANCHISING, INC.	4859
EXPRESO FOODS	1101	GHIRARDELLI CHOCOLATE CO.	1442	HILLPHOENIX	3332	JIMMY'S COOKIES	4050
FANCY POKKET CORPORATION	1006	GILES FOODSERVICE EQUIPMENT	4920	HISSHO SUSHI	4813	JOHNSONVILLE SAUSAGE, LLC	4370
FANCYPANTS BAKING CO.	5022	GILLCO INGREDIENTS	1750	HMR FOODS	4725	JOKEY PLASTICS NORTH AMERICA INC.	5116
FANTAPAK	2752	VINCENT GIORDANO CORPORATION	2052	HOFF'S BAKERY	1222		
		GIORGIO FOODS, INC.	1132	HOME CHEF KITCHEN	5148		

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COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH
JTM FOODS, LLC	4911	MONTCHEVRE-BETIN, INC.	2719	PRIME PASTRIES	4153	SUZY'S CREAM CHEESECAKES & DISTINCTIVE DESSERTS	2806
JUNIORS CHEESECAKES & DESSERTS	5042	MONTE NEVADO USA LLC	1233	PRIMIZIE CRISPBREADS	4068	SWEET EDDIE'S INC.	5143
KANGAROO BRANDS, INC.	1220	MONTI TRENTINI USA, LLC	1545	PROGRESSIVE GROCER	2749	SWEET LADY JANE	1236
KATHY KAYE FOODS LLC	5070	JOHN MORRELL FOOD GROUP	1301	PULMUONE FOODS USA INC.	4759	SWEET MAVENS, LLC	4268
KEE'S KICKASS BEER CHEESE	4961	MRS. GERRY'S KITCHEN, INC.	3951	PURE KNEAD	5109	SWEET SAMS BAKING COMPANY	2649
KEEN MARKETING & MANUFACTURING	4223	MUFFIN TOWN	3149	QINGDAO RIZONE PLASTIC PRODUCT CO., LTD USA	1350	SWISS-AMERICAN, INC.	4433
KEHE DISTRIBUTORS	2001	MULLINIX PACKAGES, INC.	1153	QUALITA' PAPER PRODUCTS	4470	SWISS CHALET FINE FOODS	4071
KEN'S FOODS INC.	4560	NANA'S KITCHEN & HOT SAUCES, LTD.	1338	QUESO CAMPESINO	5006	SWISS COLONY RETAIL BRANDS	1133
KETCHUM MANUFACTURING, INC.	3969	NASONVILLE DAIRY, INC.	2713	R. W. BAKERS CO.	1244	SWISS VALLEY FARMS	2513
KETTLE CUISINE	1532	NESTLE PROFESSIONAL	3105	RACINE DANISH KRINGLES	2623	SYSPRO	1747
KING'S HAWAIIAN BAKERY	1507	NETWORK SERVICES COMPANY	3867	RATIONAL USA	4450	TABLE TALK PIES, INC.	5037
KITCHEN TABLE BAKERS	4262	NEW FRENCH BAKERY	4613	READY BAKE FOODS, INC.	4423	TALAMO FOODS	4944
KLONDIKE CHEESE CO.	2701	NEWLY WEDS FOODS INC.	5158	RED APPLE CHEESE LLC	4411	TANIS INCORPORATED	2714
KLOSTERMAN'S BAKING CO.	1104	NIPPON SHOKKEN U.S.A. INC.	5104	RENY PICOT	2743	TASTE IT PRESENTS, INC.	3251
KOCH FOODS	2041	NOBLE ROMAN'S, INC.	1232	RESER'S FINE FOODS, INC.	2923	TAYLOR FARMS	2833
KONTOS FOODS INC.	1313	NORAC	4753	RESTAURANTWRAPS.COM	4845	TEMKIN INTERNATIONAL, INC.	1437
KRONOS FOODS, INC.	2905	NORDIC WARE	2946	REVERE PACKAGING	4938	TETON WATERS RANCH	2948
L & M BAKERY	5064	NORSELAND INC.	4233	I. RICE & COMPANY INC.	1851	THE FOODS, INC.	3971
LA DOLCE VITA	1022	NOTHIN' BUT FOODS, LLC	2146	RICH PRODUCTS CORPORATION	3515	THAT'S HOW WE ROLL, LLC	3833
LA PANZANELLA ARTISANAL FOODS CO.	2140	NOVACART	1839	RICHARDSON OILSEED LIMITED	1550	THERMO PAC LLC	3964
LA PASTA INC.	5008	NOVOLEX	4133	RLS LOGISTICS	4363	THINKINGFOODS, INC.	5141
LA TERRA FINA	4367	NOW PLASTICS, INC.	1125	ROBBIE	3913	34 DEGREES	2842
LABELVALUE.COM	5122	NUOVO PASTA PRODUCTIONS, LTD.	4461	ROCK-TENN COMPANY	3860	TICKLEBELLY DESSERTS	4733
LABREE'S BAKERY	4661	NUSTEF INTERNATIONAL INC.	1149	ROCKY MOUNTAIN PIES	4211	TIELMAN NORTH AMERICA LTD.	1352
LABRIOLA BAKING COMPANY	1353	NUTRADRIED LLP	1106	ROGUE CREAMERY	5111	TILLAMOOK COUNTY CREAMERY ASSOCIATION	4567
LACERTA GROUP, INC.	4464	O'DOUGHES	2051	ROSSELL FOOD GROUP	4443	TIPPMANN GROUP	3038
LACTALIS AMERICAN GROUP, INC.	3033	OLD DOMINION PEANUT COMPANY	5115	THE RPIA GROUP	1237	TMI TRADING CORP.	2048
LAKEVIEW FARMS, LLC	2546	OLD FASHIONED FOODS INC.	2814	RP'S PASTA COMPANY	2611	TORTUGA RUM CAKE COMPANY	4064
LAND MARK PRODUCTS, INC.	3051	OLD WISCONSIN FOOD PRODUCTS	1605	RUPARI FOOD SERVICES INC.	1419	TOTAL CLUSTER FUDGE	5110
LAND O'LAKES INC.	4021	OLD WORLD PROVISIONS	5009	RUPRECHT COMPANY	1441	TOTALCOMP SALES & COMPONENTS	4066
LANTMANNEN UNIBAKE USA, INC.	2447	OLE MEXICAN FOODS, INC.	3113	RUSTIC BAKERY INC.	1138	TOUFAYAN BAKERIES	1941
LAROMME BAKERY	1741	OLIVER PACKAGING & EQUIPMENT COMPANY	3011	RUTHERFORD & MEYER LTD.	5137	TRADITIONAL BAKING, INC.	1751
LAROSA'S FAMOUS CANNOLI	1843	OLLI SALUMERIA	2648	SABATINO	3869	TRAY-PAK CORPORATION	3947
LAUTERBACH GROUP	2812	OLSON'S BAKING COMPANY	4543	SABINE'S COLLECTIONS LTD.	4912	TREDSAFE	4969
LAWLER FOODS, LTD.	1938	A.V. OLSSON TRADING CO., INC.	5011	SABRA DIPPING COMPANY	4705	TRENTIN SPA	4467
LAWRENCE FOODS INC.	4121	ORANGE BAKERY INC.	1546	SAFE CATCH INC.	1647	TRIBE MEDITERRANEAN FOODS, INC.	2633
LEDGOR CONSTRUCTION INC.	1137	OREGON CHERRY GROWERS, INC.	5016	SANDERS CANDY	4847	TRIBECA OVEN, INC.	3141
LEGENDARY BAKING	2123	ORIGINAL BAGEL COMPANY	1840	SANDRIDGE FOOD CORPORATION	4323	TRICKLING SPRINGS CREAMERY	5058
LEONARD NOVELTY BAKERY	4719	THE ORIGINAL CAKES	3839	SAPUTO SPECIALTY CHEESE	3905	TRIDENT SEAFOODS CORPORATION	4165
LES TROIS PETITS COCHONS	4566	ORIGINAL PHILLY CHEESESTEAK CO.	3950	SATIN FINE FOODS, INC.	2545	TRINIDAD BENHAM CORPORATION	2551
LESLEY STOWE FINE FOODS	4164	OUTLOOK GROUP CORP.	5046	SCHLOTTERBECK AND FOSS COMPANY	3960	TRYST GOURMET LLC	4359
LIBERTY HEARTH	1047	OVERSEAS FOOD TRADING	5163	SCHREIBER FOODS	2707	TURANO BAKING COMPANY	4352
LILLY'S HOMESTYLE BAKE SHOP	4366	OZERY BAKERY, INC.	2852	SCOTTS OF WISCONSIN	2818	TURBOCHEF TECHNOLOGIES, INC.	1633
LINDAR CORPORATION	3153	PACIFIC PLAST LLC	1250	SEALED AIR CORPORATION	1917	TWINKLE BAKER DECOR	2950
LITEHOUSE	2748	PACK & PROPER CO., LTD.	4955	SELMA'S COOKIES INC.	1217	TYSON FOODS, INC.	4141
LIZ LOVELY, INC.	1150	PACKNWOOD	5025	SENSIENT NATURAL INGREDIENTS	5039	TZALI'S	4747
LOLLICUP USA, INC.	1645	PAGNIFFIQUE	5147	SHEPHERD THERMOFORMING & PACKAGING INC.	4365	UNCLE WALLY'S	4901
LOLSBERG	4369	PALACIOS FOODS USA INC.	4269	SILVA INTERNATIONAL, INC.	1339	UNIFILLER SYSTEMS INC.	4351
LONE PEAK LABELING SYSTEMS	1211	PALMER CANDY COMPANY	4046	SIMPLLOT	4056	UNILEVER FOOD SOLUTIONS	5161
LONE STAR CONSOLIDATED FOODS, INC.	5108	PANORAMIC, INC.	4142	SIMPLY FRESH FOODS	1115	UPPER CRUST LTD.	4943
LOUMDIS FOODS INC.	5048	PAR-WAY TRYSON COMPANY	4061	SINCO INC.	1018	UTZ QUALITY FOODS, INC.	5041
LOWE REFRIGERATION, INC.	3332	PARIS GOURMET	4156	JAMES SKINNER BAKING COMPANY	2533	V & V SUPREMO FOODS INC.	2652
LUCKY SPOON BAKERY	1643	PARK CITY GROUP	4964	SKJODT-BARRETT FOODS INC.	2553	VALLEY FINE FOODS	2109
LWC BRANDS, INC.	4067	PARKER PRODUCTS, INC.	5146	SMART STEP THERAPEUTIC FLOORING	4867	VAN HOLTEN'S	2150
M & M LABEL COMPANY, INC.	1753	PARTNERS, A TASTEFUL CHOICE CO.	4252	SNACK FACTORY, LLC	3248	VAN ORIENTAL FOOD, INC.	2851
JOHN WM. MACY'S CHEESESTICKS	2044	PASTRY AND BAKERY MACHINERY USA	1114	SOLUTI	4051	VANDEMOORTELE	1053
MAGIC SEASONING BLENDS, CHEF PAUL PRUDHOMME'S	4350	PASTRYSTAR	4065	SOMERDALE INTERNATIONAL LTD.	4451	VARIMIXER	1948
MAGNOLIA RIVER MANUFACTURING	3332	PATA NEGRA LLC	1233	SOMETHING SWEET, INC.	1540	VENICE BAKING CO.	4311
MAMA MANCINI'S, INC.	2639	PAULAUR CORP.	5133	SOOZIE'S DOOZIES COOKIES	4966	VENTURA FOODS, LLC	3307
MAPLE LEAF FARMS	2647	PBF PITA BREAD FACTORY LTD.	4718	JOHN SOULES FOODS	1349	VENUS WAFERS, INC.	3046
MAPLEHURST BAKERIES, LLC	4423	PEARL RIVER PASTRY COMPANY	5154	SOUTH COAST BAKING COMPANY	4217	VIE DE FRANCE YAMAZAKI, INC.	4958
T. MARZETTI COMPANY	2653	PENOBSCOT MCCRUM LLC	1348	SOUTHEASTERN PAPER GROUP	1448	VIEIRA'S BAKERY INC.	2103
MCCAIN FOODS USA, INC.	4333	PERDUE FOODS LLC	1021	SOUTHERN CASEARTS	3332	VIRGINIA DINER, INC.	1009
MCCLURE'S PICKLES	1249	PERFECT FIT MEALS	1119	SPAANS COOKIE COMPANY	5142	VITELLI FOODS LLC	1844
MCCLAIN FOODS, INC.	2746	THE PERLA COMPANY	1152	SPARROW ENTERPRISES LTD.	1214	WEBER PACKAGING SOLUTIONS, INC.	5071
MCT DAIRIES, INC.	1638	PIDY, INC.	4550	SPARTANBURG MEAT PROCESSING CO., INC.	4265	WELCOME HOME BRANDS, LLC	4825
MEDINA FOODS INC.	4364	PILGRIM'S	3048	SPECIALTY BAKERS LLC	1140	WENNER BAKERY	2933
METTLER PACKAGING LLC	4069	PINE RIVER PRE-PACK, INC.	2613	SPECIALTY PRINTING LLC	1911	WESTGATE PRODUCTS, LTD.	1015
MIAMI ONION ROLL COMPANY	1451	PIPER PRODUCTS	4465	STACY'S SNACKS	4803	WESTON BAKERIES	4423
MIBA PLAST FLEXIBLE PACKAGING LTD.	1145	PITA PAL INDUSTRIES INC.	3856	STEFANO FOODS INC.	4248	WEYAUWEGA CHEESE	2818
MIC FOOD	3044	PITCO	1633	DOUGLAS STEPHEN PLASTICS, INC.	4947	WHALEN PACKAGING	1239
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Raising Delis' Prepared Food Profile

When merchandised properly, ribs and wings can boost incremental sales

BY LISA WHITE

While women ages 30 to 55 are the primary shoppers, 38 percent of all purchases are influenced by children and 27 percent are influenced by spouses, a recent On the Go Foodservice Study, conducted by Springdale, AR-based Tyson Foods, revealed.

The fact shoppers are not always the main consumers and their purchases are, in fact, shaped by others is a significant consideration for those selling ribs and wings. Although women in that demographic are not the primary target, it's important to merchandise these products front and center to keep them top of mind.

According to the Washington, D.C. based National Chicken Council's 2014 Wing Report, 1.25 billion wings were eaten during Super Bowl XLVIII, which is 20 million more wings than the year prior.

Wings are growing at double digit rates of between 10 and 15 percent every year, according to Nielsen Perishables Group FreshFacts data.

"This past year, wing growth rates slowed down significantly, but this was mainly due to the lack of supply," says Eric LeBlanc, vice president of marketing for Tyson Foods. "The growth rate in deli could be continuing, except demand is outpacing supply."

Like wings, ribs are typically planned, occasion-based purchases with consumption increasing around the summer and winter holidays.

Today's Trends

In recent years, the biggest challenge with the wing segment has been meeting the demand. It's not only impacting the supermarket deli, but also the frozen and fresh cases as well as foodservice operations.

"Demand in the market exceeds the supply," says LeBlanc. "The fall football season through the Final Four is the peak consumption period in the U.S. for these products, and there are not enough wings to go around. It's an industry issue."

It's a balance promoting these products and dealing with limited supply, as the goal is not to disappoint customers.

This also is the case with quality, no matter where the wings are being sold.

"Supermarket delis are competing for the same foodservice dollar, but the pricing in both channels is comparable for

wings, as is the quality," says LeBlanc. "The real issue is the ability to deliver a product that is as good or better than a restaurant, and there's no reason a retailer can't match this and provide the convenience of a shopping trip, as well."

The popularity of wings has been propelled by the inclusion of these products in pizza operations across the country.

"There is only so much upsell opportunity with pizza, because it's difficult to extend volume," says Ken Meyers, president of Panorama Foods, based in Braintree, MA. Foodservice operations are looking for ways to increase the ring and it's easy to tack on a side order of wings. The company sells its Wing Time sauce line, available in Mild, Medium, Hot, Super Hot, and Garlic with Parmesan flavors, to foodservice venues and supermarket delis across the country.





Although the buying dynamic is different in retail versus foodservice, adding wings as side orders has helped drive trial

buyers and create both heavy and occasional users. Also, as wings have become more popular, the exposure of this food and its popularity have increased.

With the prevalence of hand-held snacks, boneless wings and tenders also have become more prominent in delis, as have boneless and mini ribs. These easy-to-eat foods are more appealing to women, since the mess factor is minimal.

Like wings, ribs at retail have come a long way in recent years in terms of quality, and this segment also has had to contend with supply challenges.

"There's not much we can do about sizing, because rib size has to do with the hogs on the market," says Phillip Burger, vice president of Burger's Smokehouse, based in California, MO.

Last year, the company marketed a half-rack of ribs under a private label, but the consumer response was less than favorable. "People like to buy a full slab or rack," says Burger. "Rib sizes have been growing, which drives up the cost on an already expensive item."

Burger's Smokehouse recently rolled out a new packaging program that includes high pressure processing (HPP). This not only increases the shelf life, but also ensures better food safety.

With this post package pasteurization

process, the ribs are cooked, placed in a vacuum-sealed bag, then exposed to 80,000 PSI of water pressure to kill any pathogens.

"This process gives our product a six-month refrigerated shelf life easily," says Burger. "This is a quality control step that ensures we're putting out the safest possible product."

Flavors That Sell

Barbecue flavor preferences run the gamut, depending on the locale. While the Carolinas prefer vinegar-based sauces, tomato and vinegar is more popular in Memphis and St. Louis. Texans like spicy barbecue that's dry rubbed and slow cooked. Sweeter sauces are more prevalent in Kansas City and the Midwestern states.

"[When deciding on flavors], it's important for deli operators to include the broadest number of prospective customers and also stay in the middle of the road," says Burger.

Burger's Smokehouse's Medium sauce is by far its most popular, in addition to the Garlic & Parmesan, which has broad appeal.

The company recently introduced a sweet Hawaiian pineapple sauce as well as a Memphis-style rib line with a heavy

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dry rub coating rather than a sauce.

"Our Original is still the most popular and Hawaiian pineapple is now number two," says Burger. "There are many different sauce options today."

With wings, Buffalo style is a staple in all areas of the country. "Buffalo is more important than any other flavor," says LeBlanc. "That's where the demand is."

With the growing variety on the market, it's not enough to just offer one hot sauce, since consumers are seeking a wide selection.

"Delis need to be competitive, because today's customers are looking for specific sauces," says Doug Renfro, president of Renfro Foods, based in Ft. Worth, TX. "Hot sauces with banana peppers, habanero, sweet heat, super mild and smoky should be represented."

Renfro Foods' Orphan Barbecue Sauce was formulated 45 years ago, but

has a profile that is relevant today, with no gluten, high fructose corn syrup or MSG.

"People are looking for extra hot sauce, which has been popular for several years and is not abating," says Renfro. "This is especially true for people eating wings and ribs."

Successful Merchandising

Rather than tucking ribs and wings away in the full service deli case, which requires customers to possibly stand in line and ask for help, suppliers recommend locating these products in an accessible area, whether within a hot bar or a self-serve case.

"These items should be strategically placed, and delis should make a presentation out of the display," says Renfro.

This is because ribs and wings are no longer considered a seasonal product geared for the summer holidays and posi-

tioned for blue collar consumers.

The appeal is now as diverse as the products that are available. In addition to picnics, tailgating and sporting events, these items have become common as meals, celebrations and snacks.

"Ribs and wings used to be displayed in a pile behind a glass display case, but retailers are presenting these items in a more upscale way due to the competitive environment," says Renfro. "Stores constantly have to raise the bar to build business."

One way stores are making this happen is with wing bars, a self-serve area that provides a variety of flavors and accompaniments. These can be offered hot and/or cold, and breaded or non-breaded.

Because suppliers note most wings are bought for immediate consumption, it's a good idea for delis to have at least some hot product available.

"Consumers that have purchased wings in the past 50 days are more likely to purchase them within the next month at full retail, so promotions aren't a factor with this demographic," says LeBlanc. "Retailers can encourage repeat purchases with wing bars, which help drive awareness. The number one reason people buy prepared food in the deli is because they see it."

With most prepared food counters located by the wall and between 30 to 40 feet of the shopping path, a wing bar strategically placed as a point of interruption can increase impulse sales by raising the visibility of the wing offerings and prepared food category as a whole.

These products can benefit from cross merchandising with barbecue sauce displays, which also offer an upsell.

"The best models we have are some of the larger supermarkets, which are using our Medium Wing Time sauce in the prepared food program as well as selling bottles in the deli and grocery aisles," says Meyers. "By having a sampling program by these displays, customers can get to know the product." The majority of Panorama's sauces are sold in retail, as opposed to foodservice programs.

Although the prime selling time for ribs is Memorial Day through Labor Day, then New Year's Eve through the Super Bowl, these products should be sold on end caps rather than on the peripheral in delis for greater visibility.

With proper positioning and selection, deli departments can create a profitable rib and wing destination. This gives prepared food programs greater visibility and overall appeal, raising the bar and competitive positioning with foodservice outlets.

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Packaging Producers Meet Multiple Challenges

It's got to be sleek, durable, green *and* economical

BY BOB JOHNSON



PHOTO COURTESY OF ANCHOR PACKAGING

Package producers met the economic challenge of our time by devising thin products that require as little material as possible, yet are versatile enough to be used in different areas of the store.

"Deli is a broad, evolving term in today's supermarkets," says Jeff Lucash, director of sales-stock products at Placon, Madison, WI. "It can encompass hot and cold foods. Most of our plastic packaging products are designed with the intent to be used in multiple environments from deli, foodservice to convenience stores."

Economy drives this trend toward versatile packaging that serves many purposes at many locations.

"Packaging companies want to amortize their investments as much as possible by offering products fit for several categories," says Joel Sergerie, product manager at IPL Inc., Quebec. "Increasingly, packages are no longer category specific."

The sleek and sustainable, multi-use and economical products deli package providers offer today come after months or years of research and development.

"Depending on the complexity of the design and production challenges, the lead-time on innovation can be anywhere from six months to a few years for packaging using advanced technologies or that require significant investments from the manufacturers," says Sergerie.



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Thin And Versatile

The versatility of packaging parallels the trend toward displaying the same product in numerous retail settings.

"With the blurring of lines between traditional foodservice and retail, more and more I find products traditionally designed for one business segment will work just as well for another," says Alexis Corrigan, product manager for supermarkets and processors at Sabert, Sayreville, NJ. "For example, our square and rectangle containers with the Surestrip Tamper Resistant feature are often defined as 'deli tubs' but these containers are turning up in operations far from the traditional deli. Pigeonholing a product into one segment or the other will only hold back that product's potential in the evolving marketplace."

In some cases only slight modifications of the package are all that is needed for it to serve numerous purposes.

"Some packaging is industry specific, but much of the product offered for package food at store level crosses over almost every place food is sold," says Marilyn Stapleton, director of marketing at Anchor Packaging, St. Louis, MO.

One way producers economize is by designing packages that are ever thinner, and use less material.

"Thin-wall designs are increasingly popular," says Sergerie. "Consumers perceived some thin-wall designs as cheap and easy to break. While brand owner

expectations are for a packaging that will be as strong, but with less plastic. Both perception and expectations need to be managed. The right balance between lightweight and sturdiness is the key to success. Lighter is better, but cost is always first."

Package manufacturers confront the challenge of developing resource efficient containers that can still protect and present the product well.

"We optimize our packaging as much as possible," says Placon's Lucash. "You can cut back and lighten packaging only so much before it no longer serves its main purpose, to protect product. If packaging is lightened to the point it cracks or splits, then product is either wasted or shelf life may be greatly diminished. To progress in delivering environmentally-friendly results into the future, manufacturing processes and resin types will continue to improve as will the use of, and the amount of, post-consumer recycled material in packaging products."

Research will ultimately determine how far manufacturers can go in reducing their use of materials without sacrificing the integrity of the package.

"Technology will dictate how far we can go with lightweighting," says Paul Haddad, vice president for product development at Pak-Sher Packaging, Kilgore, TX. "This includes both extrusion and raw material advances. There is a point of diminishing returns, which will

be determined by cost and functionality."

And because thin packages use fewer resources, they have environmental advantages.

"The trend to making packaging lighter will continue in order to minimize cost and carbon footprint," says Stapleton. "The final design depends on the performance criteria identified by the operator. What food, how much food, temperature at filling, how it will be merchandised, and what the consumer will do after purchase are essential in the development of a package that meets expectations."

Some Like It Hot

Many hot deli and quick service restaurant products were packaged in Styrofoam, which is fast becoming obsolete.

"Legislation is pretty much state driven at this point. It's sweeping the country; after starting in Oregon, Washington, and California, Styrofoam is being banned pretty much everywhere in the country," says Rick Nelson, director of product development at Planglow USA, St. Paul, MN. "Packaging is evolving with more offerings and more mandates that the material be compostable."

At the same time as many jurisdictions outlaw the use of Styrofoam, consumers expect to carry out more hot foods from the deli.

"We're seeing a strong trend for hot take away foods," says Nelson. "Before it was salads and other cold grab-and-go

items. It's the dynamic of the industry."

The most widely used answer to the riddle of compostable packaging material that withstands heat and moisture is polylactic acid (PLA), which is used as a resistant coating.

"PLA lined material is taking the place of Styrofoam," says Nelson. "It's a coated board, PLA lined is water resistant."

Still Green After All This Time

We are still looking to be green, even if we are sometimes careful in how we define the term in these economically sobering times.

"Most manufacturers, including Anchor Packaging, utilize FDA approved, post-consumer recycled content in the PETE products and new polypropylene packages are designed to use natural mineral filled PP to reduce the use of petroleum-based resin," says Stapleton. "The most popular materials of choice for takeout or grab-and-go displays for rigid plastic products are PETE and PP. Both materials are recyclable."

Some producers are banking on an increased call for green packaging.

"Demand for 'green packaging' will

definitely continue to grow as manufacturers like Sabert continue to innovate and introduce products with features that counter some of the perceived challenges that may have held back acceptance of 'green packaging' in places like delis previously," says Corrigan. "For example, on March 1, 2015 Sabert is introducing a new line of attractive and functional laminated natural molded pulp catering bowls in 80, 120, 160 and 240-ounces. These bowls have clear lids, sleek modern aesthetic, are compostable and are ideal for longer term moisture and oil exposure of products like pasta and other deli salads."

There are shades of green, however, because economics are the most important factor in the equation.

"Fully sustainable 'green' flexible packaging used in the deli and bakery has, in my opinion, never been a juggernaut," says Haddad. "It has been a niche product category where sustainability is key and the cost of these products take a back seat. Lightweighting and recycled content still are the majority of what is classified as 'green' products in the deli and bakery market segment. One innovation is in the area of compatibilizers that

allow for dissimilar materials to be used in the production of film, which broadens the type of materials that can be used as recycled content."

With few exceptions manufacturers and retailers put economy at least on a par with the environment.

"Most retailers would prefer to use a package with a positive environmental message, but the reality is that performance and cost are just as important as, or more important, than the environment," says Stapleton. "Green also needs to be defined by the person looking for the package as the definition varies from person to person. This diversity requires distributors to offer a variety of products that include plastic packages with post-consumer recycled content, recyclable plastic, plastic and paper made with renewable resources, reusable options, compostable options, flexible and rigid options."

Eye Appeal Must Be Served

Even with all the ecological and economic constraints, the package must still meet the challenge of serving as a showcase for the product.

"Retailers want to retain the look of their packaging whether it is lightweighted, or 'green,'" says Haddad. "Image is important, no matter what material is used."

Appearance over time requires the package to have adequate structural integrity.

"Retailers want their food to look great and want the package to protect the presentation while maximizing shelf-life in the store," says Stapleton.

"They desire a package with leak-resistance and that remains closed during handling and transport. In some markets, the environmental concerns of the consumer may require the material choice and environmental message to trump the performance."

Looks may even be worth a few cents more, if it leads to increased sales.

"While some retailers are willing to sacrifice looks for cost, savvy ones understand the ability of a well merchandised offering to increase turn and average basket price," says Corrigan. "Those retailers demand packaging that is functional, green, good-looking and cost effective."

Producers are trying to find the options that hit all the marks — economical, green and effective.

"It's all about showcasing food, so attractive food packaging is a must," says Lucash. "But if you can give them post consumer recycled material it's a big plus. A winning combination is to give them both."

DB



PHOTO COURTESY OF SABERT CORP

SALAMI



NEW WAYS TO SELL AN OLD FAVORITE

House-cured meats cited as hot trend in survey of nation's chefs
BY CAROL BAREUTHER

SALAMI IS AN OLD WORLD staple taking on a whole new life in the deli. Trends driving this are consumers' desire to know the story behind their food; a demand for bolder flavors; and an affinity for upscale proteins as snack and meal fixings.

What's more, today's consumers aspire to bring the charcuterie platters they see at restaurants home to their dinner parties. House-cured meats/charcuterie is the second hottest trend in restaurant appetizers according to the Washington,

DC-headquartered National Restaurant Association's What's Hot in 2015 survey, in which nearly 1,300 professional chef members of the American Culinary Federation voted on what they considered the latest foodservice movements. Introducing high-end salami is a fitting choice to accommodate the trends.

Tell The Story

Salami, named from the Italian word *salare* meaning "to salt," describes a family of salt-cured fermented sausages native to the Mediterranean and enjoyed



more than 2,000 years ago by the ancient Greeks and Romans. Today's consumer still treasures the old world craftsmanship of artisan salami.

"We've always been a nation of meat lovers and there's no shortage of pork love, but as meat eaters we care more now about the quality of the meat and how it's made," says Vanessa Chang, marketing and education manager for Creminelli Fine Foods, in Salt Lake City, UT. "People are also becoming more discerning about their meat — they want to know if it is all-natural, high-quality, organic or sustainably raised."

Industry sources say the informed deli shopper's decision tree, when it comes to purchasing salami, starts with the question: "Is it imported or domestic?"

"If the answer is 'imported' the questions stop right there," explains Tim Urban, chief commercial officer for Volpi Foods, Inc., in St. Louis, MO. "If the answer is 'domestic,' then all the other questions start such as have the hogs been humanely raised and handled, are they antibiotic free and does the finished product have nitrates or nitrites? This underscores the need for products with a clean label."

An example of sustainability and a selling feature at Daniele Foods is the use of locally raised hogs. The Pascoag, RI-headquartered company sells charcuterie, such as its award-winning Juniper Berry and Pinot Noir salame, developed as a part of an initiative to support local New England farmers. The line also includes capocollo, chorizo, pancetta and sopressata.

"Consumers have an overarching

need to know where their food comes from, who makes it and see the faces of the people behind the product. In other words, they want you to tell them the story," says Davide Dukcevic, Daniele's vice president and owner.

Stock A Spectrum Of Flavors

Traditional styles of salami dominate in the deli. For example, hard salami represented 59.1 percent of dollar sales in the bulk segment, followed by 37.2 percent

for Genoa, 1.5 percent for beef and 2.1 percent for all other types of salami for the 52 weeks ending December 27, 2014, according to the Chicago, IL-based Nielsen Perishables Group.

"Salami will always be salami; its top note in flavor is defined by the fermentation and aging process," explains Paul Bertolli, founder and curemaster of Berkeley, CA-based Fra' Mani Handcrafted Foods.

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flavors of salami are being introduced in special charcuterie sections of grocery store delis, according to Dave Brandow, director of corporate sales for Piller's Fine Foods, a division of PBOLP, in Waterloo, ON, Canada. "This is just like store cheese departments that feature more than 300 varieties of cheese. New (salami) products are infused with wines, cheeses and peppers to bring new flavor experiences."

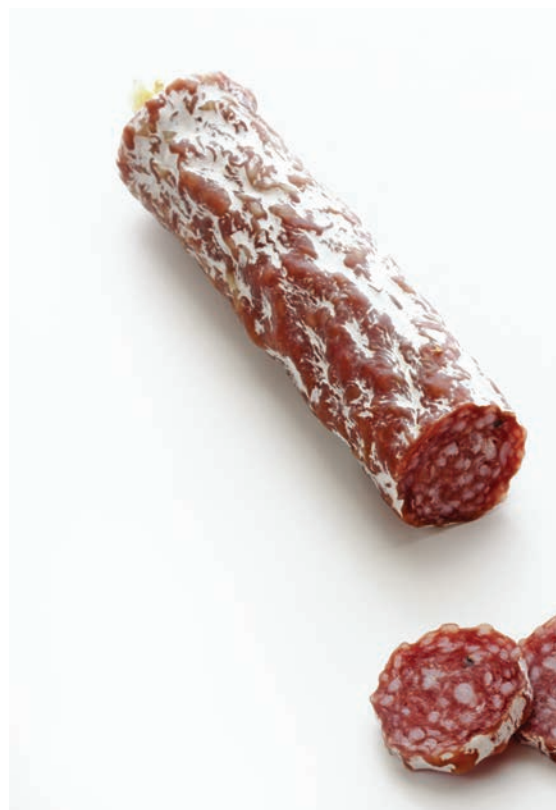
Olli Salumeria, in Mechanicsville, VA, offers a 10-item line of 6-ounce artisanal salami chubs in flavors ranging from traditional Calabrese (with cayenne pepper), Napoli (Applewood-smoked) and Toscano (added fennel pollen) to the trendier Tartufo (with truffles) and wild boar.

"In the future we are looking at seasonings such as sriracha chilies and beer," says Jennifer Johnson, Olli's director of marketing. "The idea is not to overpower the pork but to give a delicious balance of flavors."

Mole sauce, chipotle peppers, ghost peppers, whisky and bourbon are among other flavorings with which salami manufacturers are experimenting.

Capitalize On Snacking

Protein is the new buzz nutrient linked with health-promoting properties such as preserving muscle mass, curbing appetite and weight loss. In fact, more than half



of U.S. consumers surveyed said they wanted to eat more protein, according to the 2014-published Protein Perceptions and Needs, by the NPD Group. This trend, plus technologies such as modified atmosphere packing, has given rise to pre-sliced and snack salami products ideal to merchandise in grab-and-go cases. The pre-sliced segment of the salami category grew nearly twice (13.0 percent) as fast as behind-the-glass bulk (7.9 percent) in 2014, according to Nielsen Perishables Group data.

"Pre-sliced options, whether purchased packaged or sliced at the deli, are ideal, as it is available for immediate consumption and requires little preparation," says Jay Holt, senior vice president of sales at Columbus Foods, Inc., in Hayward, CA. "Pre-sliced options also ensure consumers get the most uniform slices for their party trays. Shelf stable, smaller whole pieces are popular for consumers looking to take them on the go to a picnic or party, or to slice for a snack."

Cibao Meat Products, in Bronx, NY, offers a five-item line of Latin-flavored cooked salami snack packs. Each contains a trio of 14.4-ounce chubs. "This product is gaining traction and more stores are making room for it in their deli self-serve case," says Edgar Soto, president.

Olli Salumeria, which opens a new facility in Oceanside, CA in May, markets



PHOTO COURTESY OF VOLPI



its ready-to-eat, bite-size salami tidbits in a 3-ounce pack. Called salaminis, it comes in four flavors: Calabrese, Napoli, Norcino and an American-style pepperoni.

Last summer, the salaminis were introduced in a test market as a snack. This year the company has redesigned the product's packaging to be released this spring, says Johnson.

Market For Meal-Making

People who love cheese with wine, beer, whisky or cider are today's salami shopper, according to Creminelli's Chang. "Salami is so easily adapted into a modern lifestyle with busy people who love good food. It's extremely approachable in that you bring out some artisan salami, a piece of cheese, some bread, and your favorite

drink and you have a weekday dinner, let alone ways to entertain some friends and colleagues."

Deli operators can provide meal-making usage ideas through cross-merchandised displays.

"Merchandise salami next to other Hispanic-style foods like queso blanco and flour tortillas," recommends Cibao's Soto.

Display salami with ingredients used in salads, sandwiches, soups and pasta dishes. Or serve it with other fermented products.

"A platter of grilled foods tastes great because they share a common preparation method and so does a meal of fermented foods such as salami, cheese, bread and wine," says Volpi's Urban. **DB**

FOOD BARS

WHERE INTERESTING MEETS CONVENIENT

Morphing from the ordinary to the extraordinary

BY BOB JOHNSON

Food bars entice deli customers with the best of both worlds, the convenience of grab and go and the portion control of the service counter.

"Some retailers have the mentality that people want to serve themselves, when they want and with the portion size they want," says Mark Sandridge, owner of Sandridge Food Corporation, Medina, OH.

Food bars are growing in popularity and offering a wider variety of foods, but there are few rules about what foods to include or how much space to devote.

Olives and antipasto gained the first foothold, while soups, cold or hot salads and entrees have also found spots in this self-serve section. Regardless of the dishes, it always makes sense to draw the eye to this oasis of high quality, nutritious fast foods.

"The bar works in part because of its visual appeal. Olive and antipasti bars should be kept clean, filled and tagged properly for them to be attractive to the consumer," says Giuliana Pozzuto, marketing director at George DeLallo Co., Mt. Pleasant, PA. "From there, POS materials give consumers a reason to try new items and inspire them to invent new pairings — ultimately, giving them a new experience."

Brandon Gross, marketing director at FoodMatch, an importer and distributor of Mediterranean food in New York, NY, says inspiration is key. "Providing recipes, images and quick inspirational messages can quickly catch a customer's attention and entice them to re-think meal planning. It's essential for retailers to provide consumers with inspirational and informational signage."



A Time For Adventure

Olive and antipasti bars got the category started and Mediterranean still leads the way, but many cuisines can flourish at a food bar as long as the food is nutritious, easy to understand and prepare, and of the highest quality.

"I don't know that there is one specific ethnic food that works best so much as identifying foods that are approachable to the shopper and solve their main needs," says Gross. "Food Bars continue to grow in popularity as consumers seek meal and entertaining solutions that check off three main boxes: healthy, high quality and simple."

FoodMatch specializes in high-end Mediterranean items, but Gross sees possibilities at the food bar for dishes from the far corners of the globe.

"The trend is to push the envelope with new and intriguing offerings that are responsibly sourced, all-natural and full of flavor," he says. "Food Bars are no longer just for fast foods — but can open up the culinary minds of shoppers and invite them on a global trip around the world to try flavors from the Mediterranean, India, Asia, South America and more."

Sandridge finds growing interest in stocking the food bar with salads that are healthy, and can be served hot or cold.

"For us it's been grain salads, things like quinoa and wheat berries. They are healthier items that can last in either the cold bar or the hot bar," says Sandridge, who started noticing the expansion of the food bar six months to a year ago.

Ethnic or regionalized foods seem to be a particularly good fit for the food bar.

"Ethnic foods seem to work best in the bars," says Patty Amato, director of sales at Farm Ridge Foods, Islandia, NY. "Emerging center of the plate varieties such as Mediterranean veggie burgers, Southwest veggie burgers, sweet Thai chili crab cakes, traditional beef empanadas and pork empanadas to fun, flavorful sides such as bacon, mac and cheese balls are some of our new spring and summer 2015 items."

There are even opportunities to merchandise traditional and familiar American foods at the bar.

"Twice baked potatoes are on an upward trend," says Amato. "They offer an eye-appealing, delicious side dish or center of the plate entrée that is healthy and tastes great. They have no trans fats and are simply convenient, cost effective and flavorful."

Travel and cable television food programs make some consumers more adventurous, and the food bar can feed off this curiosity.



PHOTO COURTESY OF DELALLO FOODS

"Although Mediterranean flavors are best for the bar, many consumers have reached out requesting more regionalized items within particular cuisines — ones that they have read about, saw on television, found online or tried in person," says Pozzuto. "The consumer's curiosities help to create new items and add new dimensions to the bar."

Basic For A Reason

The food bar is a place to be adventurous, but it's a good place to provide basic ingredients, too.

"Olive and antipasti bars continue to be a destination for the consumer," says Pozzuto. "To continue this trend, consumers must be educated on items and inspired to use these items in their kitchens: for snacking, for entertaining but also for delicious gourmet ingredients. With that said, showing creativity of usage at the bar — through simple POS materials, cross-merchandising and new value-added packaging — helps to increase the frequency of visits and helps spur trial of new items."

The olive bar is so common now that it is frequently part of the pre-construction blueprints.

"Most new stores, built from the ground up, have olive bars as a standard feature of their deli departments, so this is not at the sacrifice of deli space," says Pozzuto. "At a minimum, bars can take

up 12 square feet, but the benefits of olive and antipasti bars outweigh any space issues. Bars can only help to increase sales, as they are often purchased with complementary deli items, such as specialty cheeses and cured meats."

Ann Dressler, deli/foodservices sales manager for Mezzetta, based in Corona, CA, finds antipasto is showing up more, in particular, as salad ingredients.

"FoodMatch has seen tremendous sustained growth in the Mediterranean category due in large part to the simplicity of the ingredients and their wide variety of applications," says Gross. "The Mediterranean Diet continues to be a lifestyle as opposed to a fad or trend and we see that fact reflected in consumers demand for the best quality olives, antipasti and ingredients."

The bar can offer a solution to the challenge of quickly assembling a meal that is flavorful, nutritious, and yet still relatively affordable.

"FoodMatch specializes in the olive and antipasti bar so for us, we like to remind customers that while the product is perfect for entertaining and snacking, it's also a great meal solution for a family," says Gross. "An inexpensive box of whole wheat pasta or bagged mixed greens with an assortment of olive, antipasti, cheese and bread is a meal for 4 that takes less than 20 minutes and \$20 to prepare."

DB

Ham And The Huntress

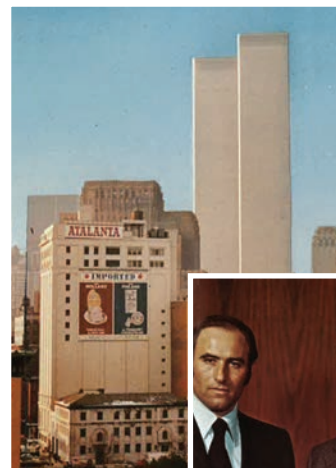
Atalanta Corporation, a food importer specializing in cheese, charcuterie, grocery and seafood products, turns 70 this year. And it all began with a Polish ham.

In 1945, businessmen Herbert Moeller and Leon Rubin, looking to fill a void in the U.S. domestic food importing market, started the Atalanta Trading Corporation. Named for the huntress in Greek mythology, the company quickly made its mark as one of the industry's biggest importers of canned hams from Poland, Denmark and Germany, as well as quick-frozen seafood.

Atalanta's growth caused it to move offices twice in New York City — starting on Beaver Street and moving to 77 Hudson St., then to 17 Varick St., where the company stayed for the next 30 years. In 1970, it rebranded into Atalanta Corporation. A third generation family-operated business, Atalanta continues to operate as a "family" with four Gellert family members working in the business, along with a staff of 260, in Elizabeth, NJ.

"More than 70 percent of family-run businesses don't survive through the first generation, and 80 percent don't survive through the second generation. We are now on our third generation. That's a milestone," says George G. Gellert, Atalanta Corporation chief executive and the son-in-law of co-founder Rubin.

"Seventy years is significant," says George's son Thomas, vice president of Atalanta. "To hit this milestone means we have been able to adapt as business demanded. We have had to have flexibility and strength to navigate the ups and downs over these seven decades. Few family businesses have been able to achieve this."



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