

DELI

BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

FEB./MAR. 2012 \$14.95

Healthy Deli

PART II



ALSO INSIDE

FOOD BARS
GRAB-AND-GO
PROSCIUTTO
PIZZA
DUTCH CHEESE
ROAST BEEF

BELGIOIOSO®

ARTISAN. HAND-MADE. SUPERIOR QUALITY.

A BelGioioso Commitment.



CRESCENZA-STRACCHINO™ & PROSCIUTTO PIZZA



Crescenza-Stracchino™ is made in small batches from whole cow's milk gathered each day from local farms. With a milky flavor and tender texture, BelGioioso Crescenza develops a pleasant tanginess and creamy softness, when allowed to age.

Spread over crusty bread or focaccia, sprinkle with fresh herbs and olive oil, or complement any pizza.



Made Daily from Fresh Local Milk.



BELGIOIOSO®

"Classic Italian Cheeses Made In The U.S.A."

877-863-2123

belgioioso.com



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

AMERICAN GRANA® ASIAGO AURIBELLA® BURRATA CREAMYGORG® CRESCENZA-STRACCHINO™ CRUMBLY GORGONZOLA FONTINA
FRESH MOZZARELLA & CURD FRESH MOZZARELLA, PROSCIUTTO & BASIL ROLL ITALICO™ KASSERI MASCARPONE PARMESAN PEPATO PEPPERONCINO®
PROVOLONE RICOTTA CON LATTE® RICOTTA SALATA ROMANO TIRAMISÙ MASCARPONE UNWRAP & ROLL™ VEGETARIAN PARMESAN

COVER STORY

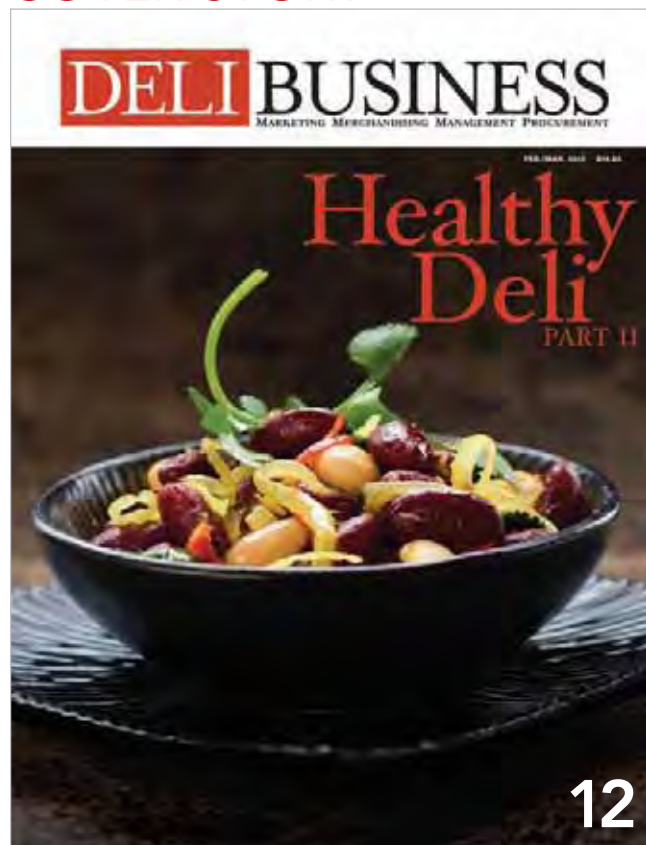


PHOTO COURTESY OF HALIBURTON INTERNATIONAL FOODS, INC.

COMMENTARIES

EDITOR'S NOTE

The Return of the Jewish Deli.....8

PUBLISHER'S INSIGHTS

Finding Cheese10

IN EVERY ISSUE

DELI WATCH6

INFORMATION SHOWCASE38

BLAST FROM THE PAST38

26



MERCHANDISING REVIEWS

Stand Out From The Crowd16

Food bars help differentiate the deli department

Prepared Foods Let Consumers

Grab a Meal on the Go19

Entrées answer the question, "What's for dinner?"

FEATURE

Prosciutto di San Daniele22

A centuries-old culinary marvel from Italy's northeast corner

PREPARED FOODS

The Crust Of The Matter26

The always evolving pizza category begins with a good crust

CHEESE CORNER

Dutch Cheese31

It's leapt out of the history books and onto the table

DELI MEATS

Roast Beef Still Draws Consumers34

Taste, quality and health attributes never go out of style

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

PUBLISHING DIRECTOR
KENNETH L. WHITACRE
kwhitacre@phoenixmedianet.com

PUBLISHER/EDITORIAL DIRECTOR
LEE SMITH
lsmith@phoenixmedianet.com

MANAGING EDITOR
JAN FIALKOW
jfialkow@phoenixmedianet.com

SALES MANAGER
JANE JOHNSON
jjohnson@phoenixmedianet.com

CIRCULATION MANAGER
KELLY ROSKIN
kroskin@phoenixmedianet.com

PRODUCTION DIRECTOR
DIANA LEVINE
dlevine@phoenixmedianet.com

ART DIRECTOR
JACKIE TUCKER
jtucker@phoenixmedianet.com

PRODUCTION DEPARTMENT
FREDDY PULIDO

RESEARCH DIRECTOR
SHARON OLSON

CONTRIBUTING EDITORS
BOB JOHNSON LAUREN KATIMS LISA WHITE

SEND INSERTION ORDERS, PAYMENTS, PRESS RELEASES,
PHOTOS, LETTERS TO THE EDITOR, ETC., TO:

DELI BUSINESS
P.O. BOX 810217, BOCA RATON, FL 33481-0217
PHONE: 561-994-1118 FAX: 561-994-1610
E-MAIL: delibusiness@phoenixmedianet.com

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

EXECUTIVE VICE PRESIDENT
KENNETH L. WHITACRE

SENIOR VICE PRESIDENT
LEE SMITH

GENERAL COUNSEL
DEBRA PREVOR

EXECUTIVE ASSISTANT
FRAN GRUSKIN

TRADE SHOW COORDINATOR
JACKIE LOMONTE

DELI BUSINESS IS PUBLISHED BY
PHOENIX MEDIA NETWORK, INC.
P.O. BOX 810425,
BOCA RATON, FL 33481-0425
PHONE: 561-994-1118 FAX: 561-994-1610
www.delibusiness.com
ENTIRE CONTENTS © COPYRIGHT 2012

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

PUBLICATION AGREEMENT NO. 40047928



SMITHFIELD'S HUNGRY HOMES TOUR



Smithfield Packing Company, Inc., Smithfield, VA, has completed its 100th donation on its Helping Hungry Homes tour totaling more than 14 million servings of protein donated to local food banks across the country.

According to Dennis Pittman, public affairs director, Smithfield has traveled from Florida to Alaska, donating protein to local food assistance organizations. The

Smithfield trucks have traveled to help families who experienced tornado devastation in Missouri, floods in Vermont and the hurricane in Delaware.

With food banks nationwide facing record requests for services, providing protein is often a challenge. Over 50 million people in the U.S. experience hunger daily. One in six adults and one in four children know what it is like to go to bed hungry or have to decide between buying food and paying for other necessities such as utility or medical bills.

Smithfield's Helping Hungry Homes initiative began in 2008 and helps feed families in our nation who are food insecure. Smithfield Foods and its independent operating companies have a long history of stocking food banks, supporting after-school nutrition programs and providing food relief in the wake of natural disasters.

COMING NEXT ISSUE IN APRIL/MAY 2012

COVER STORY
Asian Foods

FEATURE STORIES
Mediterranean Foods
Cooking Oils
Take-out Foods

MERCHANDISING REVIEWS
Hispanic Foods
Sandwich Condiments

PREPARED FOODS
Sandwiches
Food Trucks

PROCUREMENT STRATEGIES
Understanding Imports

DELI MEAT
Premium Deli Meats
Turkey Hot & Cold

CHEESES
Mozzarella
French Basque

SPECIAL GUIDE
IDDBA Pre-Show Guide

COMING IN JUNE/JULY 2012

DELI BUSINESS will present the winners of the 8th Annual People's Awards. If you would like to nominate someone for the award, please send your nomination to Jan Fialkow, managing editor, jfialkow@phoenixmedianet.com.

Correction: In *Healthy Diet, Part 1* in the December 2011/January 2012 issue of DELI BUSINESS, we incorrectly identified the commercial leader for oils at Dow Agro Sciences, Indianapolis, IN, as Steve Dziak. His name is Dave Dziak.

SUBSCRIPTION & READER SERVICE INFO

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

-NEW-
DELI CUP PROGRAM



16 oz. Deli Cup

The Private Brand Cup Program is Here!

We are offering a full line of wall deli items such as Salsas, Dips and Spreads, served in 8 oz, 12 oz and 16 oz deli cups. For the service-deli segment, we manufacture items such as fire roasted vegetable blends, pasta blends and rice blends including our fire-grilled shrimp. For more information about how to fire up your deli sales, e-mail Bobby Ray at bray@haliburton.net.

HALBURTON
INTERNATIONAL FOODS

New Products



NEW FLAVORS & PACKAGING

Coach Farm, Pine Plains, NY, is expanding its line of farm fresh goat cheese with the addition of two new flavors: Fig and Pear. The new vacuum packaging extends the shelf life of the fresh goat cheese and allows the company to get its 'As Fresh As It Gets' goat cheese to the West Coast. Coach Farm's entire line of fresh goat cheese will now be available in 4-ounce and 10.5-ounce packaging with distribution starting immediately. This includes its new fig and pear flavors in addition to its traditional dried herb offering.

www.coachfarm.com



DELI DINNER HAM

Dietz & Watson, Philadelphia, PA, has introduced All Natural Uncured Classic Dinner Ham with the same, delicious off-the-bone flavor its customers have come to love — without the nitrates and with lower sodium than most other dinner hams. The ham is uncured, prepared with sea salt, horizontally sliced and features a slight smoked flavor. At about 6 pounds, the size is perfect for today's busy household. Dietz & Watson has been working hard to introduce this ham, starting with the Atlantic Coast — conducting high-end sampling events and couponing via the Internet and direct mail.

www.dietzandwatson.com



GRASS FED GOUDA

Caves of Faribault, Faribault, MN, has re-introduced St. Mary's Grass Fed Gouda, handcrafted by Master Cheesemaker Bruce Workman of Edelweiss Creamery. Made in Wisconsin and aged in historic sandstone caves by the affineurs of Caves of Faribault, it develops a smooth buttersharpness with a definite hint of caramel. Wheels of this 2009 vintage have a natural, rustic rind. The aromatic rind will continue to mature within the wrapping. The rind is edible and suited best for those who prefer a stronger flavor profile. Available through select distributors in 11-pound RWT wheels and 8-ounce EWT wedges.

www.cavesoffaribault.com



PERMAZIP POUCH-SEALING TECHNOLOGY

Flair Flexible Packaging, Appleton, WI, has introduced Permazip packaging technology, an alternative to rigid dome and tray containers. It has a tamper-resistant permanent zipper on a flexible film pouch that ensures food safety while reducing waste and shipping expense. The closure eliminates concerns about steam pressure causing deli pouches to open and other tampering concerns. If a permanent seal is desired, the simple easy-to-close pouches eliminate the need for specialized sealing equipment in the deli. A secondary reclosable seal can be added below the Permazip for retail customers' use.

www.flairpackaging.com



NEW CHEESE SPECIALTIES

Vandersterre Groep International B.V., Bodegraven, The Netherlands, has introduced two premium cheese specialties under the Landana brand — Landana Fenugreek and Landana Pepper Trio. Fenugreek has a delicious, nutty aroma. The long maturing time allows the special flavor notes of fenugreek seeds to develop fully. With its lively flavor note, Landana Pepper Trio appeals to cheese lovers who like their cheeses especially spicy. Selected pepper varieties impart an unusual flavor accent at the end and give the otherwise pleasantly mild cheese aroma enough space to come fully into its own.

www.landanakaas.com



CAPTAIN MORGAN GLAZED CHICKEN

Pilgrim's Deli Products, Greeley, CO, has combined Pilgrim's 100 percent breast meat with No. 1 brand of flavored rum in the U.S. to create Captain Morgan Glazed Chicken Strips and Chunks, a great way for delis to compete with the QSR market. The sweet Caribbean non-alcoholic glaze and crispy chicken is a perfect pairing for everything from party trays to a quick take-out meal from the hot case. Individually frozen and ready to heat and serve, the product was designed to provide excellent holding time so it's perfect for the heated or grab-and-go case.

www.pilgrimsdeli.com



I-SEAL LID TECHNOLOGY

Spartech Corporation, Clayton, MO, introduces the I-Seal system that eliminates the need for an additional foil seal or film membrane. By leaving a portion of the in-mold label surface exposed inside the lid, it allows a container to be capped and sealed without the need for an additional foil seal or membrane. The technology is consumer friendly. Since the label, lid, and tray are made of the polypropylene, the container is 100 percent recyclable. Its user-friendly, re-sealable closure system provides a secure, airtight seal, ensuring freshness at the store and at home. The containers are also heat tolerant and microwavable.

www.spartech.com



GOURMET DESSERT CHEESE SPREADS

Sugar Brook Farms, Verona, WI, introduces Kelly's Kitchen gourmet dessert cheese spreads, developed using unique flavors and delightful combinations. The recipes use Wisconsin cheese combined with flavors such as cranberry, almonds, pumpkin spice and cream cheese. Kelly's Kitchen gourmet dessert cheese spreads are packaged in a clear tray for appearance and will stay fresh for 120 days. Available flavors are Cranberry Almond and Pumpkin Spice. Serve with bread, bagels, crackers, cookies or fruits. Available in 7-ounce packages, 6/case.

www.sugarbrookfarms.net

DELI WATCH is a regular feature of DELI BUSINESS. Please send information on new products, personnel changes, industry, corporate and personal milestones and available literature, along with a color photo, slide or transparency to: Editor, Deli Business, P.O. Box 810217 • Boca Raton, FL 33481-0217 • Phone: 561-994-1118 • Fax: 561-994-1610 • E-mail: DeliBusiness@phoenixmedianet.com

LA BONNE VIE®

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

*La Bonne Vie
~
"the good life"*



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

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

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

www.atlantafoods.com

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

Gourmet Foods International
Long Island City, NY (845) 701-5557

by Jim Prevora, Editor-in-Chief

The Return of the Jewish Deli

The charcuterie Hebraïque de Montreal, also known as Schwartz's Deli — the most famous restaurant in all Canada — is rumored to be sold soon. The buyers are thought to be an investment group that includes Céline Dion and her husband René Angélil.

The deli, opened in 1928, is famous for smoking its own meat. It's been the focus of books, movies and even a theatrical musical comedy. Every culinary expert, rock star and movie star who comes to town makes a pilgrimage.

Still, what does a glamor couple like Dion and Angélil want with an old deli in Montreal? A big opportunity to franchise and open other locations. Vegas casinos have been pining for one for years.

This potential is partly because the old-time Jewish deli is becoming a culinary tour de force; the question is whether supermarket delis are going to know how to ride this wave. There's a real danger they'll let it pass by.

The New York Times published a piece heralding the return of herring to haute cuisine, titled *A Starring Role for the Little Humble Herring*, by Joan Nathan, James Beard-award winner, doyen of Jewish cooking in America, host of a PBS show and author. Turns out pickled herring is all the rage in Japan — and is now on the prix fixe menu at Masa, an ultra chic, super pricey restaurant in the Time Warner Center in Manhattan.

The article profiles catering chefs who take pride in smoking their own herring and upscale restaurants that find herring is a best seller. As Nathan writes: "What used to be food for Jewish grandfathers...is showing up on the menus of restaurants both hip and elegant."

Leading edge retailers are also beginning to play the trend. Ms. Nathan quotes a leading supplier: "Shoppers are finding a more appealing selection in stores. Herring used to be pickled in only wine sauce or cream sauce for Jewish holidays. No more. Now it's in dill sauce, in curry sauce, with pickles, with mustard sauce.

"Whole Foods has much to do with this increased interest," said Richard Schiff, the general manager of Acme Smoked Fish in Greenpoint, Brooklyn, a main supplier in New York. "They want not just one or two herring jars, but lots." And lightly smoked French herring is also now available to consumers at Whole Foods and other stores."

Is the supermarket deli department ready to take advantage of this trend? There was a time when every self-respecting deli operator personally knew how to debone herring. Is anyone who remembers how left?

Nathan's herring article is part of a larger trend. *The New York Post* had a piece titled *Bringing schmaltzy back: Hot new eateries serve up posh nosh to the young and chosen*. It highlights 37-year-old Zach Kutscher, scion of the family that founded Kutscher's Hotel and Country

Club, an archetypical Jewish Catskills resort where food was king. He opened Kutscher's Tribeca in Manhattan, a modern day bistro reinterpreting the Jewish classics, many of them traditional deli foods.

As the article explains: "Kutscher's Tribeca is a sleek, minimalist space where patrons can nosh on a platter of in-house smoked veal tongue while eavesdropping on Harvey Keitel, who's been seen at the restaurant."

Kutscher's Tribeca heralds a renaissance in Jewish cooking which is suddenly becoming hip. According to the article, "There's Boerum Hill delicatessen Mile End, opening its first Manhattan outpost on Bond Street in March. Weeks-old SoHo cafe Jack's Wife Freda boasts piri-spiced giblets and a matzo ball soup. Sons of Essex on the LES has added 'Eggs Benedictowitz' — poached eggs on a potato pancake with smoked salmon — as well as the 'Sloppy Judah' — a pulled Manischewitz-braised (!) short-rib sandwich — to its new brunch offerings. Shelsky's Smoked Fish in Carroll Gardens, which opened in June, is a mouth-watering hipster den of gravlax and herring. Matt Abramcyk's new TriBeCa restaurant, Super Linda...boasts a Jewish-Mexican taco on its menu (the pastrami perhaps an ode to Abramcyk's schooling at Ramaz, an UES Orthodox private school). And the owners of Chelsea tapas spots Txikito and El Quinto Pino are opening La Vara, a restaurant that celebrates Spain's Jewish and Moorish heritage, in Cobble Hill next month."

Despite all the interest in health, the rising culinary trend focuses on hearty peasant food, rich and full flavored foods. Foods that delight the senses with their deep appeal. The article also notes: "Joe Dobias, 31, who recently opened East Village sandwich shop Joe-Dough with girlfriend Jill Schulster, agrees. 'Fat is in. Off-cuts are in. I think that the whole idea of humble cuisine is really cool right now. . .because that's where some of the best cooking came from.'

"His menu reflects the trend with sandwiches, such as 'The Almighty Brisket' and 'The Conflicted Jew,' made with liver, onions, bacon and challah toast."

The trend is there for supermarket delis to grab, but how many even sell tongue any more? Too many delis are sterile places, focused on utilitarian things such as low-fat cheeses or low-salt deli meats. Here is the zeitgeist swinging and saying the focus is on artisanal, on heritage, on sensual, rich, fatty cuisine. How many of us are ready to capitalize on this return the roots of the deli?

DB



James F. Prevora

DELICIOUS.



Mission® Foodservice can help you turn your deli into something delicious. Our consistently fresh, high-quality, versatile products allow you to expand your menu and wow your customers with easy to prepare eye-catching culinary creations. To find out how you can make Mission® tortillas a part of your operation visit us at missionfoodservice.com or call 1-800-443-7994.



Without Borders™

by Lee Smith, Publisher

Finding Cheese

Years ago, when I got my first job as an assistant buyer, my boss told me buying was a terrible and fruitless job. Buyers are paper pushers. What I should strive to be is a seller. For every product I purchased, I should first know how to sell it. I needed to know how to sell better than I knew how to buy. Buying was mechanical; selling was an art.

In this world of plan-o-grams, slotting allowances, movement reports and standardized product selection, buyers often forget about thinking of the sell before confirming the buy. The result is the current state of cheese affairs in many chains.

Buying cheese has become easy. Hundreds of varieties are available through distributors. Even sourcing the finest cheeses in the world isn't difficult, assuming you're willing to pay the price and your consumer demographics are appropriate. Pre-cut programs have become sophisticated, and very fine cheeses are available.

While many great cheeses are available in a pre-cut format with traditional packaging, producers are also using more sophisticated packaging. Cheeses such as Epoisses and Liverot, once impossible to sell unless they were displayed on open shelves and cut to order, are now available in packaging that preserves the integrity of the cheese. The same is true of other washed rinds, small-format fresh cheeses and cheeses with delicate rinds.

The struggle today is the sell. Just because we can buy it, that doesn't mean we should sell it. The challenge is merchandising and promotions. For the most part, chain stores still use the philosophy of "pile it high and watch it go." As many retailers will testify, the pile-it-high strategy just increases shrink to unacceptable levels.

The most common retail merchandising strategy is the "ribbon." Take similar products and display them in neat lines: regular canned corn next to creamed corn and all the roast beef varieties displayed next to one another. Products are easy for customers to find and easy for clerks to monitor and inventory.

In specialty cheese, this merchandising philosophy doesn't work unless the variety is very limited. Limit the selection in a typical 12-foot case to less than 20 varieties and it will work. However, most retailers want to display 50 or more varieties, leaving about six square inches per cheese. Even if the varieties are

grouped by usage, type of milk, style of cheese or country of origin, the display will be a mess in a matter of minutes. The Brie will be underneath the Swiss Gruyère by lunch. The overall impression will be sloppy, unfocused and distressed.

There's room for debate about the number of varieties any retailer needs to have at any one time, but the general rule should be to display no more than can be affectively merchandised. I've been to high volume stores in Amsterdam — with less than 10 different cheeses — that were well merchandised and full of customers. The average cheese shop in France has fewer varieties per linear foot than stores in the United States. While 10 varieties are not enough given the diverse clientele of most supermarkets, 350 are overkill. It is far more important that every cheese be displayed appropriately and in top condition.

In a country just learning about cheese, the likelihood of purchasing cheese and deciding it's hateful is greatly enhanced if the cheese is past its prime. For many years, the average American hated goat cheeses because they were so ammoniated they smelled like a cat box and so rancid they burned the tongue. It wasn't until fresh American goat cheeses became popular that people realized how delightful goat cheeses could be.

The "I hate that cheese" attitude is common even among buyers. A few weeks ago, I walked into a cheese shop I frequent and the clerk recognized me. He said the shop had just gotten in a special cheese — a 3-year-old Fontina from Italy. It was extra aged and very special. It was Fontina Valle d'Aosta. I tried it — and it was terrible. It tasted moldy and very bitter and lacked the characteristic warm buttery cheese notes. I asked him if he liked and he said, "No, this cheese is not one of favorites, but then again I don't like these very strong and smelly cheeses." He showed me the cheese — the rind had been removed and in its place were long black streaks. I don't know if the salesperson was under a directive to unload this decaying cheese or just clueless.

The lesson is that more is not necessarily better in the world of specialty cheese.

DB



CHEESE RALLY IN RALEIGH

★ OWNING OUR FUTURE ★

AMERICAN CHEESE SOCIETY'S
**29th ANNUAL
CONFERENCE & COMPETITION**
AUGUST 1-4, 2012 • RALEIGH, NC

- ★ Annual judging of North American cheeses
- ★ "Meet the Cheesemaker" - sample cheeses and learn about them directly from the producers
- ★ Keynote by renowned expert on humane livestock handling, Temple Grandin
- ★ Educational sessions for cheesemakers, retailers, and distributors
- ★ Networking opportunities
- ★ Unique tasting and pairing sessions
- ★ Festival of Cheese showcasing 1,600+ competition cheeses & gourmet foods

Early Bird Registration Opens May 2
Sign up early to enjoy the best rates!

WWW.CHEESESOCIETY.ORG



American
Cheese Society



This is PART 2 of a 2-part series on healthy deli foods.
PART 1 appeared in the Dec./Jan. 2012 issue.

Healthy Deli

PART 2

New consumer research explores the balance
between health and indulgence in the deli

BY SHARON OLSON



Finding the right mix of healthy and indulgent offerings in the deli is a delicate balancing act and one that seems to constantly change with the latest nutrition headline. Today's trends leave no doubt that consumers are seeking more balance in diet and lifestyle. Deprivation is out and delicious yet healthful choices are in demand.

Current research shows consumers often seem more interested in healthy offerings when buying food to eat at home and less inclined toward healthful choices in restaurant environments. A new study of over 200 deli shoppers by Chicago, IL-based Olson Communications' Culinary Visions Panel compared their reactions to a range of different recipes for popular deli items including potato salad, cole slaw, pasta salad and bean salad.

The survey was conducted among consumers who have purchased prepared foods from the supermarket deli or specialty grocery deli in the past month. Respondents were asked about their likeliness to order each prepared salad concept, as well as their perception of the healthfulness of each concept. Of the 215 respondents who completed the questionnaire, 80 percent were female and 20 percent were male. Age and household income were fairly evenly distributed.

This study shed light on the types of foods shoppers are more willing to accept as healthful and those they don't want changed. It explored the nuances of how names and descriptions of menu items affect shoppers' perceptions of whether food is healthy or indulgent when they shop in the deli department.

The recipes ranged from minor modifications on timeless classic

items to those using specialty ingredients to create more unconventional offerings. Some of the concepts were overtly indulgent descriptions, others were obviously healthy and others were “invisibly healthy.” This third group included recipes designed to meet a healthier profile of lower saturated fat and calories without any compromises to taste. All were made with ingredients readily available to deli foodservice professionals.

The deli shopper study followed a similar study of over 200 casual-dining consumers whose reactions to menu items they perceived to be the healthiest were rated as being the least good tasting. Reactions from deli shoppers were dissimilar in that healthy items were chosen as most desirable choices in some categories of deli foods.

Potato Salad

Four potato salad recipes were tested: loaded baked potato salad, Dijon potato salad, veggie potato salad and creamy yogurt potato salad. The majority of consumers (48 percent) said they would be likely or very likely to order the indulgent loaded baked potato salad made with sour cream, bacon, Cheddar cheese and green onions. Dijon potato salad made with fresh lemon juice, Dijon mustard and olive oil came in a close second preferred by 45 percent of respondents. Veggie potato salad made with low-fat mayo and potato salad made with yogurt-based dressing had likely-to-order ratings of 40 percent and 39 percent respectively.

Women were more likely than men to order each of the potato salad concepts, except for the Veggie Potato Salad, which men favored. At least one third of both genders were likely or very likely to order all of these concepts.

Potato salad is a classic category where many different recipes are preferred by small groups of consumers. When asked about types of potato salads they would like to see offered in their deli, German potato salad and potato salad with hardboiled egg and mustard were often mentioned as favorites. Other ingredients respondents mentioned were bacon, pickle, cheese, chili, buffalo sauce, jalapeño, olives, rosemary, vegetables and garlic. Forty-seven percent of respondents would not add any potato salad to the prepared section of their favorite deli.

Culinary Visions Panel research also captures insight from self-defined foodies who often are the trendsetters in trying new items. Foodie consumers offered up some very specific ideas on potato salad varieties they would like to see, including purple potato, red bliss potato and sweet potato either individually or as a medley. Requests were also made for skin-on potato salads and thin slices like

those used in scalloped potatoes.

Pasta Salad

Four pasta salad recipes were tested: vinaigrette pasta salad, red pepper pasta salad, veggie pasta salad and creamy yogurt pasta salad.

Vinaigrette pasta salad made with olive oil and wine vinaigrette, fresh basil, and garlic was overwhelmingly popular, favored by 56 percent of respondents. This salad also scored high in terms of healthfulness by 58 percent of

respondents. Roasted red pepper pasta salad made with fresh basil, garlic and a yogurt-based dressing was the second most popular pasta salad at 42 percent likely to order.


In general pasta salads scored high for healthfulness and preference. The lowest scoring pasta salad was the creamy yogurt pasta salad made with prosciutto and peas with 37 percent of shoppers likely to order. Yet, shoppers are highly satisfied with the offerings currently in their favorite deli; 65 percent said they would not add any pasta salads

Safe-T-Fresh[®] packaging

introducing

**Tamper Evident, Tamper Resistant,
Sandwich Wedge Clamshell Container**

Made with a unique and sustainable low carbon
footprint Δ PET material.




Safe, Clear, and 100% Recyclable.

Call for your FREE Samples
1-800-826-5567 Ext.7035
Mention Promo DB0212

Inline Plastics Corp.

Good Things Come In Our Packages[®]

42 Canal Street, Shelton, CT 06484 • 800.826.5567 • www.inlineplastics.com



Scan code with
smart phone for
more information

to the offerings already available to them.

Thirty-five percent of respondents stated a specific type of pasta salad they'd like to have in the prepared deli case. Cheeses were the most commonly requested additional ingredient, specifically Feta, Parmesan, Mozzarella and Gorgonzola.

A wide range of vegetable ingredients was also requested. Broccoli, peas, artichoke, tomato (fresh or sun-dried), mushrooms and peppers were among the most frequently mentioned requests. Roasted was the only cooking method specified by consumers for vegetables, and a few requested whole-wheat pasta. Protein items including bacon, ham, antipasto meats, pepperoni and chicken were requested, as well as seafood, specifically tuna and shrimp.



Cole Slaw

Four cole slaw concepts were tested: veggie, creamy with yogurt, blue cheese, and vinaigrette.

Veggie cole slaw made with green and red cabbage, baby bok choy, broccoli, carrot, chives, and low-fat mayo dressing was the most popular choice favored by 39 percent of respondents. Vinaigrette cole slaw made with olive oil vinaigrette dressing was a close second with 38 percent of respondents likely

to order. The two most popular cole slaw recipes were also perceived to be the healthiest, both scoring over 55 percent for perceived healthfulness.

Creamy yogurt cole slaw followed with 36 percent likely to order and blue cheese cole slaw made with red and green cabbage and creamy blue cheese dressing was preferred by 27 percent. The blue cheese slaw was also perceived as the most indulgent of the offerings. Genders agreed on likeliness to

order for most concepts, except the blue cheese slaw which males were far more likely to order than females.

Once again the majority of shoppers, 69 percent, would not add another cole slaw to the prepared case of their favorite deli. Traditional creamy cole slaws were mentioned most often by shoppers who wrote in the kind of cole slaw they would like to see in their favorite deli. Sixteen percent named KFC as the gold standard. A handful of respondents wanted an Asian-style cole slaw, including one with a sesame dressing and a Korean-style slaw.

More than one consumer mentioned they'd like the option of a dry cole slaw, so they could add their own dressing at home to control the amount and flavor of the finished product.

When asked about ingredients they would like to see in cole slaw, vegetables topped the list including carrots and broccoli. Some included fruits like pineapple and raisins. Zesty barbecue sauce and horseradish also made the ingredient suggestion list. Bacon was an ingredient suggestion for all of the concept categories.

Bean Salad

Four bean salad concepts were tested: black bean salad, chickpea salad, lentil salad and white bean salad with sausage.

Of the bean salad offerings studied, black bean salad made with corn kernels, basil, tomatoes, lemon juice and avocado was the most popular concept favored by 33 percent of respondents. This was followed by chickpea salad made with fresh spinach wilted in garlic and olive oil, tossed with chickpeas marinated in toasted cumin, paprika and lemon juice with 29 percent likely to order. Twenty-six percent were likely to order the lentil salad made with green lentils, onion, mustard seed, coriander seed, Roma tomato and cilantro; 25

8TH ANNUAL OREGON CHEESE FEST

Saturday March 17th
10am-5pm • Central Point, OR

MAKE A DAY OF IT
ACTIVITIES • CLASSES • MUSIC
CHEESE, WINE & BEER TASTINGS

Special Guest MARGO TRUE
Food Editor at *Sunset*

CHEESEMAKERS DINNER
March 16th • \$90
RSVP: 1-866-396-4704

\$15 General Admission
Children 12 & Under FREE
Wine Flight \$5

At **ROGUE CREAMERY** 311 N. Front St., Central Point • 1-866-396-4704

OregonCheeseGuild.org • RogueCreamery.com

percent likely to order the white bean salad made with cannellini beans, sweet Italian sausage, sage, Roma tomatoes and garlic.

Well over half of the respondents considered three of the recipes as healthy or very healthy. The white bean salad with sausage was perceived as the most indulgent offering. In the bean salad category, healthy was preferred over indulgent.

There were more differences in the opinions of men and women in this category than others. Men were far more likely to order the white bean salad and lentil salad than were women. Women rated all bean salad concepts as healthier than did men.

Eighty percent of total respondents would not add any bean salads to the menu of their favorite deli. Of the twenty percent of consumers who made suggestions for bean salads they would add to their favorite deli, three-bean salad was the most common request. Black beans and green beans were the most requested type of bean, but pinto beans, lima beans and black-eyed peas were also noted. There were also requests for bean salad made with quinoa.

Heritage recipes were noted in this category as some respondents mentioned they wanted the type of bean salad their mother or grandmother made.

Healthy Perceptions

Although many of the concepts studied were inherently healthful by design, they were developed with taste appeal as the foremost criterion. It was interesting to note the perceptions of consumers who considered items with adjectives like "loaded" or "creamy" were considered more indulgent. Items with "vinaigrette" dressing and "vegie" called out in descriptions were perceived to be more healthful.

Olive oil adds appeal because it's perceived to be delicious and more healthful than other fats. Low-fat mayo was used in some of the test recipes for this study and there was no discernable taste difference, yet when calling out the low-fat dressing in a description, consumers became skeptical of taste. Yogurt is accepted in some applications and not in others, scoring low when there's an expectation of indulgence and scoring well when combined with popular flavorful ingredients such as roasted red pepper.

The Relationship between Healthfulness and Preference

Interesting differences arose in consumers' perceptions of the items they reviewed for the deli as opposed to those they reviewed in relation to a casual-dining experience. There was an expectation that a casual-dining experience should be indulgent,

and healthier offerings were suspected as not delivering on taste. However, when reviewing deli offerings, both overtly and "invisibly healthy" items scored as well as indulgent items and in many cases were the favorites.

Consumer preferences for deli offerings included indulgent and healthy offerings. The most popular items overall were the vinaigrette pasta salad with a very high rating for healthfulness and loaded baked potato salad with a very high indulgence score. These findings point to the need to strike a balance of items that suit the tastes of each store's customers.

The Nutrition Professional Debate

Invisibly healthy is based on the idea you can create foods that are inconspicuously healthier and delicious in order to entice people to try them. As part of this study, leading registered dietitians were asked to weigh in on the value of this approach. Some said they didn't think trying to cloak healthy food was the way to go because it didn't focus on education to form new habits. Others thought it was a useful tactic.

One leading dietitian mirrored the comments of many of the survey respondents, "I want food that is interesting and flavorful without blowing my calorie budget for the week." An example of a recent salad purchase that delivered on healthfulness and great taste from a QSR was a chicken pecan salad with blue cheese and apples that delivered on everything including taste, texture, satiety and healthfulness.

Implications

When crafting your deli offerings, consider your customers' comfort zone and offer imaginative preparations of the basics with enough flavor adventure to entice without scaring them off. The deli is in a unique position to be able to offer its customers a risk-free trial by offering a taste before purchase. This puts delis in a much stronger position than restaurants to encourage trial.

Invisibly healthy may be the way to change the way Americans eat and is the first step in making small changes in ingredients and preparation methods that are more healthful but still flavorful, satisfying and delicious. **DB**

For this exclusive survey for DELI BUSINESS, consumers were asked their perspectives on conceptual menu items that are healthful by design without compromising taste. The criterion for the concepts was that they would be popular deli offerings designed to meet a healthier profile of lower saturated fat and calories with minimally processed or raw ingredients that are readily available to deli operations.

PINELAND FARMS CREAMERY
NEW GLOUCESTER, MAINE

Award-winning Cheeses Made Fresh on the Farm in Maine

Sustainably produced
Connecting community with the land
Newly available for your Deli Case

Featuring Cheddars, Monterey Jacks, Baby Swiss, Feta, Smoked varieties and Spreads.

No antibiotics, no artificial growth hormones, non gmo microbial rennet, gluten free

92 Creamery Lane • New Gloucester, ME 04260 • Phone (207) 688-6400 • Fax: (207) 688-6411
www.PinelandFarms.com

Stand Out From The Crowd

Food bars help differentiate the deli department

BY LAUREN KATIMS

Once limited to salad ingredients and olives, deli food bars have come a long way. A variety of ethnic and versatile offerings are showing up on bars around the country as retailers try to find unique ways to stand out and appeal to what customers want — a convenient, easily accessible and complete meal. Experimenting with a combination of hot and cold foods and placing the stations at various points around the store have brought the concept of a food bar to a new level and helped retailers figure out the ideal combination to make the food displays an irresistible buy.

“Twenty years ago, if someone told you you would go eat supper at the grocery store, you’d think they’re crazy. Now you might go for a date at the sushi bar,” says Rod Stephens, marketing director for Southern Store Fixtures in Bessemer, AL.

As the Mediterranean food trend continues to grow in popularity because of its unique flavors and health benefits, the traditional olive bar has undergone a makeover. Marinated mushrooms, marinated garlic cloves with hot peppers, marinated artichokes and onions, stuffed peppers, dolmas, bruschettas and pestos line the food bar.

“Stuffed olives are a must have for the bar,” says Patty Echeverria, marketing manager at Castella Imports in Hauppauge, NY. “Cheese stuffed olives with Blue, Feta, Gorgonzola and Provolone are the most common because they work well in a tossed salad and serve as an excellent appetizer.” She advises experimenting with “in-style stuffed olives,” such as almond, garlic, jalapeño and sun dried tomato to stand out.

According to Echeverria, the newest Mediterranean cuisine trend is bruschetta. Bruschetta is an Italian antipasto made of roasted bread rubbed with garlic and topped with extra-virgin olive oil, salt and pepper. It can then contain any variety of additional toppings. In this country, the toppings rather than the bread are referred to as bruschetta.

The simplicity of the ingredients makes it an easy addition to many dishes. Castella’s



line of Bruschetta Creations includes artichoke, creamy asparagus and Mexican flavors. They can be used as pasta sauce, swirled into soup or added to a gourmet pizza, giving retailers and consumers many options for use.

A unique display of food that serves multiple functions from appetizers to side dishes to main dishes is key to designing a stand-alone food bar that will attract consumers and keep them coming back. “Adding variety to a food bar will make it a destination for consumers and can turn an ordinary shopping trip into a fun food experience,” notes

Lynnea Hinton, marketing manager, Sandridge Food Corp., Medina, OH. “If you lack variety, you risk losing consumers.”

Grains are growing in popularity, with some delis dedicating entire food bars to them. “They can serve as a side or a base, and can be flavored globally with unique combinations of herbs and spices to meet consumer demand for bold and ethnic flavors,” says Hinton. Sandridge’s Fresh and Delicious Salads line includes a variety of grains and flavor profiles, such as four bean and barley salad, Mediterranean couscous, curried chickpea and couscous, ginger and



PHOTO COURTESY OF KETTLE CUISINE

fruit barley, chili lime corn salad and Pacific Coast slaw.

Indian and Moroccan foods and flavors are also trending up in food bars. "There's a lot with preserved lemon, olives and tagine-style cooked meats," says Mary Caldwell, marketing director, FoodMatch, Inc., in New York, NY. The company offers charmoula, a spread that is a blend of puréed preserved lemon and harissa, that's very popular with consumers.

The Impulse Buy

Food bars are ideal for the impulse shopper because they offer a variety of foods in self-adjustable portions, says Ron Loeb, president, Farm Ridge Foods in Commack, NY. "Impulsive items are the key to success." And comfort foods such as macaroni and cheese, meat loaf, mashed potatoes, chicken parm and fried chicken seem to make people lose self-control when it comes to portion sizes.

Farm Ridge is prepping to introduce a double baked potato with sour cream, Cheddar cheese and butter that fits into the comfort food category. "People are looking for quick casual," Loeb says. "People today want the products, but they don't have the time and ability to make them. Convenience is everything."

Soup, another comfort favorite, is a popular food bar option. Creating a soup destination with hot selections on one side and chilled on the other is common in many stores. Hot and cold soups appeal to different consumers. Hot soup entices shoppers to try, whereas chilled soups are great for building loyalty to the category, says Levon Kurkjian, vice president of marketing for Kettle Cuisine in Chelsea, MA.

Kurkjian predicts more retailers will create specific areas designated as soup destinations. It gives consumers the perception, whether it's true or not, that the store does

soup well.

Another option is placing soups bars around the store, pairing soup flavors with complementary departments, such as seafood chowders in the seafood department, or a meat and cheese soup in the meat department. "Shoppers walking through say, 'I'm in the mood for seafood.' Instead of buying just a salmon filet, they'll buy a salmon filet and a cup of chowder," says Kurkjian. "Soup is one of those things that consumers

like to look at before they buy. Retailers are seeing that consumers are more engaged if they can look at the soup and ladle it around."

Setting the Stage

An appealing food bar offers cleanliness, variety and freshness. Certain foods hold up better than others in terms of appearance even if displayed for hours on the bar. In general, foods that don't dry out quickly or oxidize instantly tend to work best. Placing

They were made for each other!

NEW LABEL. same great taste!

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

America's #1 Brand of Deli Condiments.

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

For innovative sandwich recipes, please visit the "Recipe Center" at our new and improved website, conroyfoods.com.

Beano's

Makes it better.

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

Equipment Innovations

Food bar equipment designs are constantly evolving. The technology has been enhanced to handle requests for food bars that contain hot and cold foods side-by-side, smaller bars placed around the store to complement various food departments and larger bars that serve as whole-meal destinations.

The goal, says Rod Stephens, marketing director for Southern Store Fixtures in Bessemer, AL, is to attract consumers with a unique, clean visual appeal, no matter what the purpose. Some retailers are swapping traditional, rectangular, stainless-steel bins for terracotta pots, little oak buckets holding olives or triangular-shaped pans like pieces of pie, he notes. With bars offering wings, desserts, shrimp, Mexican and barbecue, the options for various shapes and designs are limitless. "It makes it more fun for the consumer."

Small, hot stand-alone food bars that can be placed around a store are growing in popularity. Without having to do a major store redesign, retailers use can display these food bars in various departments.

The company's EVO modular food bar island can be custom built in widths of four, five or six feet and in lengths of five feet and higher with each interchangeable bar side offering a

different food selection ranging from hot to cold temperatures.

Other retailers are experimenting with shallow display dishes that deplete the holding capacity by about 35 percent, but keep the bar looking full, explains Brett Olson, manager of supermarket division for Bargreen Ellingson, Fife, WA. Various circular, oval, square and rectangular shapes for the entire bar also create an interesting visual appeal, but Olson warns that circular or oval shapes can be harder to maintain and more expensive.

While appearance is a major player, designing equipment that meets each state's requirements is another concern. Within the last two years, stricter regulations for sanitation have caused stores to rethink pan size and accessibility. "Some require covered soup dishes, some require a cover and sneeze guard, and some have to be a certain amount of inches from the ledge," notes Stephens.

Also, stores are striving to be more environmentally friendly by using energy-efficient designs. Incorporating high-efficiency LED lighting instead of fluorescents and the use of recycled materials are becoming increasingly important to retailers. Raising the temperatures at which bars can operate also saves energy by reducing food evaporation. **DB**

foods in marinades or sauces helps to prevent dryness.

"The visual impact gets the juices flowing a bit," says Paul Frederic, senior vice presi-

dent of sales and marketing, To-Jo Food Products, Avondale, PA. "You can catch the aroma and visually see the product there. It makes a difference with the consumer." To-

Jo's marinated white button mushrooms are always a popular pick, he adds.

Peppadew's Sweet Piquante Peppers and Goldew, a sweet golden Peppadew pepper, also hold up well. Plus they draw people in because of their bright colors and unique shape.

The key is to keep products fresh and display units looking full, relates Brett Olson, manager of supermarket division for Bargreen Ellingson, Fife, WA. "If people have a bad experience, they're not coming back."

According to FoodMatch's Caldwell, retailers are opting to pack foods that don't maintain their visual appeal in deli cups that they display at the food or olive bar. "They've found shoppers like that they can still find those products on the bar and appreciate the extra attention the stores have given the products, knowing their delicate nature."

A variety of rich and dense soups requires less maintenance than broth-based soups, says Kettle Cuisine's Kurkjian. For example, with chicken noodle soup, people come through all day long and dig out chicken and noodles. "You can't put it out at 10 in the morning and hope it looks great all day long. You have to check mid-day, pull some broth out and put in a new pouch of soup," he explains.

Olson recommends stores have an employee dedicated to tending the food bar, both to keep it looking fresh and to help consumers who may be confused about pricing or food descriptions. "It's really about getting people comfortable and building repeat business," he says. **DB**

Little Breads... Lots of Whole Grains!

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



**LOOK FOR
WHOLE GRAIN**

www.RubschlagerBaking.com
773-826-1245

© Pareve

Quality Bakers Since 1913

RUBSCHLAGER
BAKING CORPORATION

Prepared Foods Let Consumers Grab a Meal on the Go

Entrées answer the question, “What’s for dinner?”

BY BOB JOHNSON

A substantial potential market of consumers who have come to appreciate fine dining feel the current economy means they can no longer afford the tab at fine restaurants.

“If you go to the prepared foods section of the supermarket at 5:45 in the evening, a majority of the people you see are trying to find something to serve their family tonight,” says Tom Quinn, vice president for operations at Stratford, CT-based Nuovo Pasta Productions. “Consumers are looking for answers, and the supermarkets are doing a good job of recognizing that and giving them answers.” Nuovo makes a variety of ravioli, tortellini and other artisan specialty pastas.

Consumers are looking for a meal that is easy and of high quality, but their increased sophistication indicates the meal should also be interesting. “You’re seeing a lot more interesting items, such as portabella and Fontina ravioli. People have a broader perspective, particularly about cheeses. Goat cheese is one of our most popular items and I don’t think you could have said that 10 years ago,” Quinn adds.

Shoppers are showing particular interest in higher-end dinners that have seen on television food shows and restaurant menus. “The value-added products are doing very well — things such as crab and lobster ravioli or prosciutto and provolone tortellini. Anything that goes back to simplicity does well. When you offer prosciutto and provolone, you’ve got a great meal,” Quinn continues.

Entrées must be made from the best ingredients if they are to capture this market of consumers who want high-end meals at a bargain price. According to Jason Knight, president of Huxtable’s Kitchen, Vernon, CA, “We source the highest-quality ingredients from around the world.





Because of our purchasing power, we can get the best of the best. The highest-quality products must begin with high-quality ingredients. This has always been the focus of Huxtable's." The company makes a variety of gourmet-quality, heat-and-eat entrées.

One important way to differentiate deli entrées from frozen food entrées is to draw attention to the ingredients that are not there. "The vast majority of Huxtable's products are preservative-, filler- and additive-free. We focus on providing the high-

est-quality, freshest-tasting ready-to-heat products. We also have a number of USDA-certified organic and all-natural products," Knight notes.

Some of the small designer producers rely on ingredients that are relatively local and very fresh. "We make products that are seasonal and use the finest ingredients — we're more of a kitchen than a plant," says Robyn Doan, chef at True Natural Foods, Santa Ana, CA. The company makes roasted pepper and mushroom empanadas, grilled bean and cheese burritos, as well as



PHOTO COURTESY OF HUXTABLE'S KITCHEN

its trademarked Edibowls — bowl-shaped flour containers with a variety of fillings. It recently introduced a turkey meat loaf slider with cranberry marmalade.

Keep It Simple

Simplicity is an important goal — in the entrées themselves, the work required at the deli and the consumer's preparation at home. "Keep it really simple and use the freshest ingredients. Use only the ingredients that are really necessary," Doan advises. In keeping with the theme of simplicity, even an old favorite such as potpies done well will be an important trend over the next year, she notes.

For the deli, simplicity translates into a minimum of in-store preparation. "Many of the innovative behind-the-glass offerings we have minimize in-store labor by providing pre-portioned, pre-cooked items that are simply unpackaged and displayed," Huxtable's Knight explains. "Perhaps a garnish or two and the store is good to go! Because we focus on partnering with our customers, we're always working to reduce labor while increasing quality and flavor."

Retails can count on suppliers to reduce the amount of in-store labor needed to offer appealing deli entrées. According to Brenda Killingsworth, trade marketing manager at

Reser's Fine Foods, Beaverton, OR, "In most cases, prep is not really necessary unless the side dish is going to be served hot for immediate consumption. Then it will need to be heated properly and kept at a safe temperature. Most manufacturers should be aware of the shortage of staffing in the deli departments. Manufacturers — the successful ones — are stepping up and creating deli solutions and easy grab-and-go side dishes that reduce labor and prep time." Reser's makes a varied line of grab-and-go salads and sides to fill out the dinner.

The sometimes contradictory desire to support local vendors while maintaining product uniformity over a wide area is an ongoing conundrum. "There's a big push to support 'local' businesses, but the major challenge for national food retailers is that they need the national distribution. There's a real issue of managing multiple manufacturers and ensuring consistency throughout their many retail locations," Killingsworth continues.

At the store level, simplicity encompasses a minimum of shrink. "For retailers, consideration generally comes down to shrink, cost and sustainability," Knight says. "Shrink



is an ever-present concern: Shelf life is a key component to shrink. Because Huxtable's products have industry-leading shelf life, we can usually ship across the country and still guarantee equal or more shelf life than local competitors. We have invested heavily in our facility to accomplish this feat. Cost is

always a critical component for retail products. Huxtable's has mitigated this by pooling our shipping lanes to optimize efficiency without sacrificing lead-time, shelf life or complexity to our customers. While fuel costs are awfully high, we remain very competitive nationwide."

For the consumer, simplicity means an easy meal of quality and even elegance. "The key is a combination of simplicity and appeal. You can take some quality ravioli, a jar of sauce and a loaf of good bread. Take it home and boil some water and you've got a great meal," explains Nuovo's Quinn. "Our products range from \$4.99 to \$5.99 for a package that will serve two people. Add a good bottle of wine and you've got a great meal. You can barely get a single entrée at a restaurant for \$18."

He advises retailers to keep their eye on food TV and restaurants, because the entrées featured today should do well in the deli tomorrow. "The category is constantly evolving. There's a connection between what people eat in restaurants and what they want to bring home, and the supermarkets are doing a good job of picking up on that." **DB**

Gourmet TO GO



**Deli Cups
& Platters...
Ready To Go!**

CASTELLA
60 Davids Drive
Hauppauge, NY 11788
866-Castella • www.castella.com



Prosciutto di San Daniele

A centuries-old culinary marvel from
Italy's northeast corner BY LEE SMITH



The autonomous region of Friuli-Venezia Giulia is located in northeast Italy. This unique area, first settled by Celtic tribes and later alternating between Italian and Eastern European rule, is a melting pot of cultures. Its flavors reflect the heritages of its people — air-cured hams, some of the best white wines in the world, unique

cheeses and baked goods reminiscent of the fine pastries of Vienna.

The city of Trieste, one of the most important ports in Europe, lies

in the southern part of the region at the end of a narrow strip of land lying between the Adriatic Sea and the border with Slovenia. Throughout history, Trieste has been at the crossroads of Germanic, Latin, Hungarian and Slavic cultures. Consequently, the area's cuisine exhibits the influences of many cultures and, of course, the sea.

The area of San Daniele in the province of Udine boasts one of the world's great delicacies: a unique air-dried — often called cured — ham known as prosciutto di San Daniele. Sweet, nutty and delicate, it's one of Italy's protected denomination of origin — PDO — products and is available in this country from a number of producers. Here in the States, Principe, which is located in the city of San Daniele, is the best-known producer.

Prosciutto di San Daniele is one of the very few specialties for which it is a culinary crime to do anything but eat it as is — in this



From San Daniele - Italy
to your table
in just a second



Principe's new innovative pull-out tray (Patent Pending) and state of the art technology brings 1,500 years of Italian fine Prosciutto making tradition to your table. This exclusive packaging gives you the same ultra thin, fresh, sweet, melt-in-your-mouth experience as Prosciutto sliced in the finest Deli.

Principe Foods USA, Inc.

3605 Long Beach Blvd. Suite #200 • Long Beach, CA 90807

PH: 310 680-5500 • Fax: 559-272-6183

www.principefoodusa.com

www.principefood.com



case, in paper-thin slices. Of course, it pairs beautifully with a dry, white Friulian wine, a little salad, maybe some fruit and a piece of cheese, but it should never be compromised by using it in a recipe or cooking it with, heaven forbid, eggs.

This is a treat to be enjoyed in its pristine glory. The ham is delicate and its silky texture, subtle aroma and nutty nuances will all be lost if adulterated in any way. It just can't be made better than it is in its natural state. It can be horribly ruined, however, at the hands of an incompetent clerk. There are two

options for selling San Daniele — one is to slice prosciutto to order, either by hand or by machine, and the other is to buy pre-sliced prosciutto in retail packages. Retailers that have extensive training programs and are used to handling costly products would do well to train associates to slice prosciutto to order. However, if the chain is more mainstream or very high-volume, then pre-sliced options are the preferred choice. Today, pre-sliced means high quality, longer shelf life, low shrink, and the very thin slices customers enjoy. In-store point-of-sale materials



are helpful to customers and should explain that, like fine cheese, prosciutto should be left out of the refrigerator until it reaches room temperature allowing the aroma and nuanced flavors to emerge.

In longer aged prosciutto, you may see tiny, solid granules. Don't worry, the granules may look like salt, but they're actually tiny pieces of the amino acid tyrosine, completely harmless and a natural by-product created when proteins age and an indicator of a long-aged ham. These are the same granules found in aged cheeses such as Parmigiano Reggiano and Grana Padano.

The significance of ham in Italy and central Europe can be compared to the significance of the olive tree in Mediterranean cuisine. In the "olive-oil watershed," the part of Europe where olive oil reigns supreme, economics and anthropology have created a food culture with distinct geographical boundaries. Those same influences can be seen in the areas that produce air-dried hams. The proliferation of pork and pork products can usually be traced to areas near great mountain ranges. Similar styles of ham are produced throughout the region, especially along the Po River valley. From Emilia, comes the famous prosciutto di Parma. Other areas producing their own air-dried hams according to their own recipes are Marche, Umbria, Tuscany, and the Veneto.

Prosciutto is one of the most natural products humans can make. It requires only three ingredients — the leg of carefully selected pigs, salt and clean mountain breezes. Very few products reflect as directly the relationship between the land and its inhabitants.

It was the Celts, early settlers of the Friuli region — a gentle race with roots in farming traditions — who early mastered the art of using salt for the preservation of pork. And it was their technological breakthrough that eventually led to the air-dried hams of today.

While the low-lying pastures gave rise to sophisticated methods of raising pigs, the constant breezes of the mountains allowed the legs of pork to slowly dry and cure, creating a treat unrivaled in its quality.

Modern technology may advance some production methods, but San Daniele retains its character by relying on historic processes. The manual of the Consorzio del Prosciutto di San Daniele explains it this way:

"San Daniele prosciutto is still made today in the traditional manner. Ham-making is a historic process rather than a craft skill. The term craft is relevant only if it refers to the scale of production and organization.

"Words like technology and innovation are frequently used by San Daniele prosciutto producers, but they refer exclusively to

company organization, goods handling and the mechanical aspects of industrial life. The production technique itself is unchanged. Progress serves only to render the working environment and the tools of production more rational and more functional.

"San Daniele prosciutto is a traditional product because its taste and organoleptic properties are safeguarded and guaranteed by traditional production process and the source of its raw materials."



The Process

The traditional manufacturing process starts right at the beginning — with the animals. The pigs used to make San Daniele come from ten regions in the area. They must be one of the traditional species known as Italian Heavy Pigs. These include the Large White and Landrace breeds, which can be crossbred with Durocs. The piglets are branded at birth to ensure traceability starts from day one. From weaning until slaughter, the pigs are fed a very specific and local diet that is highly regulated. Antibiotics may never be used.

Principe recently started a new farm-to-field program to ensure world-class animal welfare standards by building its own breeding farm, Fattorie del Principe. Breeding choices are made to have the lowest impact on nature while maintaining the health of the animals. The pigs are raised in a natural environment in pens three times larger than required by the European Union's 2013 minimum standard. The space is designed to stop the need for tail docking and teeth grinding or clipping.

The process of turning the raw legs into the delicacy known as prosciutto di San Daniele is at once simple and complicated. Hundreds of years of tradition and the careful monitoring of modern science intertwine at every phase.

First, the legs are inspected; if they pass the quality-control standards of the independent Consorzio, the legs are hand-cut and salted. They're then left to cure in specially built chambers until they're ready to be consumed. Of course, the complete process has many steps, but basically, it's that simple.

The natural, clean, cool breezes of the Alps aid in the drying. When prosciutto di San Daniele is described as "air-dried," that is exactly what has happened. The hams are never cooked or artificially heated in any way. The salt and the air will bring the moisture levels down while allowing the meat to stay "soft" and luscious.

The hams must be aged for a minimum of 400 days but can be aged up to 20 months. At 14 months, the hams are sweet and fresh tasting, and the majority of all hams sold have been aged between 14 and 16 months. As they continue to age, the flavor becomes more concentrated, bolder and more aromatic.

The choice between 14 months and 20 months is a matter of personal choice, not a differentiator of quality. Aged hams are more expensive due to the longer holding times and the additional loss of water. They're also richer and bolder, more suitable for wonderful bursts of flavor. However, many knowledgeable consumers prefer younger hams that don't "stress" the palate as much. Younger hams are often preferred for sandwiches. In order to provide consumers with the best product, factors such as price, demographics, and the level of culinary education are important purchasing variables. In many cases, an assortment of sliced-to-order, a range of ages, and pre-sliced is the preferred option. In the case of prosciutto, age is really not a quality issue — it is a marketing strategy.

Anyone interested in seeing the traditional factories should plan on visiting San Daniele during the last weekend in June, when Aria di Festa San Daniele takes place. This international event recreates a medieval village ham festival. At that time, many of the factories are open for tours.

Prosciutto di San Daniele is only one of many unique products produced in the region. Montasio, one of the lesser-known cheeses from Italy, is spectacular and, luckily for us, it's becoming more widely available in the United States. Both of these products are part of the Legends from Europe promotion that will run through February 2014. **DB**

The Crust Of The Matter

The always evolving pizza category begins with a good crust

BY BOB JOHNSON

Consumers are looking for interesting pizza with the bold flavors that come from unique sauces and fresh gourmet cheeses, but they are also want healthy options. The challenge is to find a way to offer pizza that is both intensely flavored and better-for-you. And the place to start is the crust. Many producers have enthusiastically taken up the challenge of creating healthy crust options that maintain the flavor and mouth-feel of traditional pizza crust.

According to Brad Sterl, CEO at Rustic Crust, Manchester, NH, "It's an exciting category. What we've seen the last few years is more people want to get together and make a simple meal at home with a pizza crust. People are looking for multi-grain or whole-wheat crusts, for better-for-you

foods. The whole grain has continued to be our best seller since 2005." Rustic Crust makes old-world crusts and flatbread pizzas.

While a growing number of customers have an eye out for better-for-you pizza, they're unwilling to sacrifice mouth appeal. "In the end it's all about customizing the product to fit the consumers' needs for that particular locale," says Jim Viti, vice president for sales and marketing at Delorio's Frozen Dough, Utica, NY. "We feel it's critical to have many profiles and many sizes to meet this need. Our improvements have always been about flexibility for the customer, and it's the flexibility to adjust to the consumers' ever changing desires that creates that platform for sales growth and success."

One way to make the crust better for you is to apply the rule that less is more. "The thin crusts are starting to overtake the

traditional crusts. This started around 12 months ago. You still have the pizza experience but you don't have as much carbohydrate. People who are watching their waist can have the pizza experience, but with less bread," explains Tom Baliker president and founder of Spartan Foods of America, Spartanburg, SC.

In order for thin crust to maintain mouth appeal, however, it must still have texture and bubbles. "People are also looking for a thin crust that has some texture to it, still has bubbles. There is no dough structure in some of the tortilla crusts. The tortilla is brittle when it bakes. We launched a thin crust two years ago and it's our second best seller," Sterl says.

Another way to cut back on the carbs and calories is to go for a smaller size, and many customers are making the choice for



PHOTO COURTESY OF BELGIOIOSO CHEESE INC.



Great pizzas **RISE** from the bottom up!



The secret to exceptional pizza is the dough.

Stefano's started as a NY Pizzeria, so it is no wonder that Stefano's Frozen Pizza Dough delivers the crisp and chewy texture found in NY. With Stefano's Pizza Dough, you can bring great pizza to your stores.

Fresh pizza production in your Deli will achieve results that surpass home delivery, frozen foods and even most pizzerias. Stefano's Pizza Dough is the key ingredient for deck oven results from a wide variety of store equipment. Mixed to perfection, our Pizza Dough is easily extensible for quick stretching (go ahead – toss it too)!

Stefano's Frozen Pizza dough is also available for self service so your customers can make great pizza at home.

All great pizzas RISE from the bottom up...Stefano's Pizza Dough is the right start for a hot in-store pizza program.

STEFANO FOODS, INC.

4825 Hovis Road, Charlotte, NC 28208 • 1.800.340.4019 • www.stefanofoods.com

portion control. "People want a variety of sizes. We have more inquiries about an individual-sized crust, and we may start something in the next year," Sterl adds.

Pizza has been affected by the trend toward eating better by eating less. "The size crust depends on the market," notes Delorio's Viti. In the deli, smaller portions are becoming more preferred. People have gone from 14-inches to 12-inches, and from 9-inches to 7-inches. The two most common sizes are 7-inches for one person and 12-inches for two people."

Healthy Options

Whole-grain products appeal to those consumers looking to cut down on simple carbohydrates while gluten-free products attract not only consumers who suffer from celiac disease — an inability to digest gluten — but also those who perceive gluten free as even more beneficial than whole grain.

"I think both whole-grain products as well as gluten-free shells are prominent players in the current marketplace," Viti continues. "The next level in gluten free is putting the nutrients back in. Gluten free already tastes like conventional crust and we have things enhancing the nutrients in gluten free in our

research and development department."

People with celiac disease are a small segment of the market, but they have no choice but to eat gluten-free crusts and breads. According to Viti, "Gluten free shares some of the responsibility for a healthier market segment but still suggests the question of whether this is an eventual waning trend or whether it's around for the long haul. I've seen compelling arguments from both sides and believe it will sustain some market presence if for no other reason than there is no cure for celiac at this time other than strict diet requirements."

Whole-wheat and whole-grain crusts present a different kind of challenge because no one has to eat them; still, many consumers want a nutritionally sound crust that tastes like a pizza crust.

"I don't think a simple 'wheat shell' carries the weight it once did for that niche. I think the consumer continues to ride the learning curve and is not as trustful of the marketing and labeling that had been in place previous," Viti adds. "More consumers are becoming aware of the difference between 'contains whole wheat' and '100 percent whole wheat.' They're beginning to look more closely at the ingredient disclosure on the back of the

packaging and not just relying on blanket statements on the front label. The challenge for manufacturers is to make the 100 percent version just as palatable but with more healthful benefits than its predecessors."

Because creating whole-grain crust that tastes and feels like pizza has potentially great market implications, producers are into this challenge for the long haul. "We went from white to containing wheat and then to whole wheat, and it was less palatable. It's gone to white whole wheat, which looks and tastes much more like conventional crust. We market it as better-for-you," he concludes.

Smokin' Bold to Gourmet Flavors

Ultimately taste will tell, and the deli can get a leg up on the competition by offering flavors that are bold or gourmet or both.

"We've come out with a Firecracker pizza crust. It's spicy; it has stuff that gives it heat," Spartan's Baliker says. This smokin' hot pizza alternative is brand new, but the early returns are encouraging. "It appears to appeal to the standard pizza demographic, but there are people who want to put jalapeños or other hot peppers on their pizza. People who want hot things on their pizza like Firecracker pizza. We introduced it a few months ago to



**WE
KNOW
PIZZA...
AND CAN HELP
YOU SELL
MORE OF IT.**

How? Because we've gained our experience from over 48 years in the restaurant industry, dating back to our first Donatos pizzeria in 1963. Today, we bring that knowledge, passion and delicious taste to the refrigerated deli case with our newest line of products:

Fresh Bake by Donatos. We offer a complete line of restaurant-quality take & bake pizzas, breadsticks and dough shells... along with unique insights and exceptional support to help you achieve a successful take & bake program.

**Contact us today to learn more
about Fresh Bake by Donatos!**



935 Taylor Station Rd,
Columbus, OH 43230
www.JanesDoughFoods.com
614.416.6856

just a few clients and we're going to have a big introduction at the IDDBA."

The crust goes a long way toward defining pizza quality, and crust preferences vary throughout the country. "If you ask people about their favorite pizza, most often they'll focus upon the crust quality," notes Alan Hamer, vice president for sales and marketing at Stefano Foods, Charlotte, NC. "Certainly, it's the defining quality of New York pizza and a very important aspect of Chicago style pizza. Stefano's most recent crust innovations have moved par-baked products closer to fresh baked by improving the fermentation quality of the crust. Our goal is a crisp bite, large cell structure, slightly wheaty flavor and moist chewy interior."

One way for the deli to distinguish its pizza program is to use high-quality fresh dough that can be baked at the deli or taken home and baked. "An increasing number of retailers are going the distance with a fresh dough program for hot in-store pizza production," he continues. "The combination of a hot program and comparable take-and-bake par-baked product sends the consumer a strong message about the commitment to pizza and seems to generate the greatest pizza sales by store."

Regional, and even sub regional, crust differences are important. According to Delorio's Viti, "Our vision is that it is a matter of taste and texture. We've incorporated several new production features as well as the stand-by techniques to allow for a multitude a varying taste profiles — from Kansas City thin crust to a traditional New York-style hold-and fold slice style, each with their own distinct features and benefits to suit the particular audience for that location. We've learned over our 85-plus years of making dough products that what may be traditional in Baltimore is different than traditional in Philadelphia is different from traditional in New York City. We've even developed an Upstate New York shell version that is thicker and breadier than the original New York City style, but that's what suits our audience. Some technologies we incorporate include hot pressing, cold pressing, and sheeting to help produce the distinct profiles."

An investment in quality flavorful dough can pay dividends in the deli. "When you have a flavored dough such as buttered garlic



BEST
Pre-made
DOUGH
ON THE MARKET

- Dough Balls
- Pizza Flats
- Pizza Shells
- Par Baked
- Self-Rising

87 years crafting a deliciously complex line of dough products made from old family recipes and quality ingredients.

Delorio's
Making dough for you

Delorio Foods Inc. 2200 Bleecker Street, Utica, NY 13501 • www.deiorios.com • 800-649-7612

The Bold Side Of Chicken Wings

The deli department can make its pizza stand out from the competition by offering a flavorful side of chicken wings. But to make the wings program successful, it's essential to pay attention to the detail. The wings must be meaty, crispy fresh and loaded with bold, exciting flavor that complements the pizza,

The first rule is to keep this side dish interesting and exciting by rotating among a number of bold flavors, rather than offering the same flavor every day. "The ability to change flavor profiles from day to day is important. You can change among Buffalo, Asian, barbecue and honey chipotle," says Andy Mayeshiba, corporate executive chef at Alto-Shaam Inc., Menomonee Falls, WI.

The need for a variety of wing flavors is a lesson learned from foodservice, where many customers see a changing menu, often daily. "The supermarkets and the food courts at the universities are starting to do a lot of the same things [restaurants do] because they both need hot, ready-to-eat meals. The schools are forced into serving more variety because they have a captive audience that sees the food every day. The deli also needs to have variety to keep the customers excited," Mayeshiba adds.

Rotating among a number of sauces is the key to variety. "The flavor on the wing is promoted through a sauce. It can range from traditional barbecue to hot chipotle or sweet and sour," notes Jason Mink, vice president for sales at Americhicken, Cape Girardeau, MO.

The flavors must be bold, in order to contrast with and complement the bold flavors in the pizza. "People like a flavorful wing with Buffalo, barbecue or teriyaki sauce as a complement to pizza. It's a bold and contrasting flavor; they go together like french fries and hamburgers," says a chicken industry insider who preferred to remain anonymous.

Another key to a successful wing program is minimizing cooking time so the wings can be turned over quickly, keeping them fresh and crispy. "They're convenient because a fully cooked boneless wing can be cooked in an oven without a fryer. It's going to cook

in seven to 10 minutes, depending on the temperature," says Mink.

An effective way to give the wings fried crispness in a hurry is to precook them in the oven and finish them with a quick dip in the fryer. "Cook them in an oven, hold them hot and then put them in the fryer," explains Mayeshiba. "This way you can do smaller batches and turn the product quicker. The ability to produce wings quickly to keep them fresh is important. Part of the appeal of wings is that they have just been fried and are still crispy."

Succulent wings need to have enough meat on them to make it worth the effort. "The size of the wing is important. You do not want wings that are too small. Your spices and flavorings are also important," says Jody Smith, retail business manager at Pilgrim's Pride, Dallas, TX.

In many cases, maybe most cases, these succulent sides are not really wings at all. "Most companies are moving away from bone-in wings to the boneless wing, which is really a whole-muscle breast chunk. Bone-in wings used to be extremely cheap because wings were a byproduct. The wings have become more expensive. Your customer is also able to eat the entire product; it's a friendlier product to eat," Mink notes, adding these boneless "wings" are usually weigh .6 to 1.5 ounces.

Succulent, tasty and varied wings are only the beginning — the wings program must be merchandised. "If I were promoting them together, I would remember the wings are a complementary item, I would merchandise them as an accessory to the pizza," Mink says.

Presentation is essential. "If you want to draw attention to the wings, you need signage, and you need to serve them in something attractive. You also need to serve them with something, such as carrot sticks and sauces," Mayeshiba adds.

Although preparing the wings in front of the customers is an added expense, it may more than pay for itself. "Every time I give my employees something to do in front of a guest, it's another opportunity to make a good impression," Mayeshiba relates. **DB**



or Italian herb, it gives the user more options. They can use it for pizza dough, but they can also use it for paninis or bread sticks," Spartan's Baliker says.

Once the decision has been made to step up the quality of the dough, the door is opened to using higher-end specialty cheeses. "With the artisan pizzas, they're also looking for specialty cheeses," says Francis Wall, vice president of marketing, BelGioioso Cheese, Inc., Green Bay, WI.

Burrata resembles a fresh Mozzarella ball, according to Wall, but when split open, it releases a rich, soft filling of fresh pieces of Mozzarella and heavy cream. Fresh Mozzarella, made only hours after milking, complements a variety of foods with its unique texture and delicate flavor. BelGioioso's fresh Mozzarella is porcelain white with a mild, clean, milky flavor.

The company's Crescenza-Stracchino has a mild flavor with a touch of tartness, soft texture and creamy consistency that allows the cheese to spread and melt with ease. Its Ricotta Con Latte is produced from the highest quality Wisconsin cow's milk and whey and has a fresh, clean flavor.

The pizza category changes quickly and the key to success is offering the options consumers will want tomorrow. "Catering to the changing market in quick time is critical to the retailer's success — not just following the trends quickly, but getting ahead of them," advises Delorio's Viti. "An obvious example would be catering toppings towards the quickly expanding Latin influence, as well as tapping into the health trends as they continue to emerge. Flexibility and speed to market are critical whether it's the dough, toppings, or the overall pizza concept." **DB**

Dutch Cheese

It's leapt out of the history books and onto the table

BY LEE SMITH

The polders of North Holland — low lying areas of land reclaimed from the sea through the intricate system of dikes the Dutch have used for centuries — provide some of the richest grazing lands in the world. Its grasses are diverse and nutrient-rich, filled with minerals and micro-nutrients that make for healthy animals and wonderfully rich milk — ideal for making creamy cheese with complex nuances and completely balanced flavor profiles.

The most famous is the Beemster Polder — declared a UNESCO World Heritage site in 1999. The land was reclaimed from the sea in 1612 using an intricate dike system and 106 windmills. Since then, cows have contentedly grazed on the pesticide-free grasses of pastures 20 feet below sea level. The milk from cows grazed on this land is

supposed to be the smoothest and sweetest milk in Holland.

It is here that Beemster Cheese calls home. Beemster has earned the honor of being a supplier to the Royal Court of the Netherlands — the highest honor bestowed upon a cheese company in Holland.

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

The History

In the 17th century, when cheesemaking was the domain of family farms, a new style of farmhouse was developed. The so-called

“cheese-cover-farmhouse” became the prevalent design and Gouda became the king of Dutch cheese.

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

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



PHOTO COURTESY OF RONGVERHEIDEN

often given as wedding gifts.

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

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

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

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

Traditionally, the farmer went to market or weigh house every Friday morning with his wagon filled with cheese. The markets were found in all the major cheese cities of Holland — Schagen, Hoorn, Edam, Gouda, Woerden — as well in other, smaller towns.

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

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

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

Cheese Quality

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

The first is the quality of the milk, which can come from a single herd or from a specific polder. In the case of more commercial cheeses, milk may be sourced from many different farms and areas of Holland.

The second factor is the cheesemaker.



PHOTO COURTESY OF THOMAS DUPONT

The cheesemaker is often considered secondary to the wholesaler in importance. Originally, young cheeses — four months old — were sold to wholesalers, who aged them prior to sale. In a terminology counterintuitive to American thought, cheese younger than four months wasn’t — and still isn’t — considered “cheese.” Where the cheese that isn’t cheese was purchased was less important than where the milk was sourced.

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

that of the wholesaler.

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

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

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

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

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

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

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



BEEMSTER®

PREMIUM GOURMET DUTCH CHEESE

The Taste of Tradition



Beemster® cheeses come from the quiet canal lined pastures of North Holland. Since 1612 the unique Beemster region has been the home of cows that graze freely on pristine pesticide free-pastures.

Master Cheesemakers hand craft each wheel of Beemster using traditional cheesemaking methods before being sent to historical warehouses to be aged in natural conditions.

We hope you enjoy the great old world taste of Beemster imported for your enjoyment with your favorite glass of wine. This award winning smooth taste pairs well with a wide array of complimentary foods and wines for any occasion.

X-O-, Classic, Vlaskaas, 2% Milk & Farmers Choice available in wheels or convenient individual quarter wheel packs.



For more pairing suggestions or to request a pairing guide, please visit our website:

www.beemstercheese.us



Roast Beef Still Draws Consumers

Taste, quality and health attributes never go out of style

BY BOB JOHNSON

Roast beef is a versatile deli staple that offers consumers a variety of uses and retailers a variety of cross-merchandising opportunities. Although it's a star at the sandwich counter, roast beef is also such a natural at the center of the plate that it invites promotion as an entrée.

"Roast beef can absolutely be bundled as part of a meal. We've been promoting Dinner from the Deli for years and years," says Steve Riley, marketing director at Dietz & Watson, Philadelphia, PA. "We have point-of-sale brochures with delicious recipes, and our website has many great roast beef dinner recipes, including Angus Roast Beef Chili, London Broil Stir Fry, Angus Beef Kebobs and many more. We know how busy today's family is, so we want to make preparing meals easier, but we don't want them to sacrifice taste or nutrition."

This traditional favorite can be offered in many different preparations. "Versatility is definitely one of the keys," Riley continues. "Through our intensive market research studies and our category management, we've found that we're best served, and our customers are best served, by us offering a wide range of items to satisfy the palates of consumers from coast to coast. What might be a very successful item in New York or Philadelphia might not sell in Los Angeles or Phoenix. That's why we offer nearly 20 different varieties."

Deli roast beef's many flavor profiles translate into many ways to promote it as a center-of-the-plate option. According to Scott Moses, senior brand manager at Tyson Foods, Springdale, AR, "Promotion could be done with recipe cards at point of purchase. It could also be done with an in-store promotion, which includes POS material. Or a retailer could actually combine the ingredients back of house and create fresh meals to be sold hot or cold."

"I have seen the product used in applications other than sandwiches, including a



Fresher, safer, deli beef



**"in our business, food safety
protects the brand."**

Guy Giordano, President and CEO

SafePac Pasteurization, LLC and Vincent Giordano Corporation

Lower Sodium
No Trans Fat
90 Day Shelf Life
High Pressure Pasteurized



Vincent Giordano Corp is now partnering with SafePac® to bring you High Pressure Pasteurized deli.

For more information visit www.vgiordano.com or www.safepac.biz

©SafePac Pasteurization, LLC. All Rights Reserved 1-267-324-5631

©Vincent Giordano Corporation 1-215-467-6629



topper for salads, an ingredients in baked potatoes, diced in soups, an ingredient in pin-wheel wraps appetizers, etc.," he continues.

Cross-promotion can be the key to enticing budget-conscious consumers to opt for roast beef. "Cross-merchandising can be helpful in promoting roast beef at such high retails these days," says Bruce Belack, executive vice president for sales & marketing at Vincent Giordano Corp., Philadelphia, PA.

Because roast beef is relatively expensive compared to other deli options, it takes imagination to develop cross-promotions that work. "It can be bundled for a meal deal, however, given the cost of beef relative to other proteins, retailers and deli providers will have to be creative on the bundling program," explains Don Baker, director of marketing, Sara Lee Deli, Peoria,

IL. "As an example, retailers may have to mix beef with other ingredients to more efficiently reach a lower price point. Examples may be beef stew or beef stroganoff."

One effective option is to offer free high-end sauce to customers who buy specific quantities of roast beef. "When you take a roast beef, people are usually buying a half pound. A promotion we found works is you get a free dry packet of au jus mix when you buy a pound or more. Just add water to the au jus mix and heat it up," says Jim Dickman, CEO at Charlie's Pride, Vernon, CA. Charlie's Pride is a family-owned firm that has been specializing in higher-end beef products since 1969.

Of course, the cross-promotion possibilities for roast beef as a sandwich meat are also legion. "A retailer could bundle roast beef deli meat with a bread or roll supplier,

condiment supplier, or a supplier of side dishes or beverages for a bundled sandwich meal," notes Tyson's Moses.

Quality Is Key

In all its uses, roast beef is a cut above most of the meat competition in quality and price, and it would be a mistake to try to put the economy model out there in these troubled times. "We've seen our premium and gourmet lines expand. For us a year-over-year increase in tonnage is 30 percent for our premium Black Angus Choice and American Kobe, which is a well-marbled beef. Even though these are challenging times for all of us, some people are saying, 'I'm going to spend at retail and have something really good,'" Dickman says.

He believes that in uncertain economic times many people find comfort in a meal

built around premium roast beef. “People are looking for a comfort food and it’s less expensive than a New York-cut steak. There are different flavors of roast beef. We have Italian, Cajun and London broil. Roast beef is one of the keystones of the service deli and always has been. In my opinion it’s going up nicely — we’re up for the year,” he adds. “Folks are looking for better quality and we have to show the retailers they can get higher rings and upscale customers. I firmly believe it will keep increasing. It’s up to us to show retailers that people are looking for, and paying for, premium quality. It’s a better experience.”

The Healthy Options

Just as in almost every deli category, the healthier options within the roast beef category have an advantage. “Many consumers are seeking better-for-you alternatives,”

says Baker. “As a leading provider of deli meats, Sara Lee Deli is focused on delivering innovative products that are in tune with consumers’ needs. Sara Lee Deli offers consumers lower-sodium roast beef as part of our overall lower sodium offerings — providing consumers with a product that tastes great and delivers the added benefit of lower sodium.”

“We also believe that lean protein provides a great foundation for a well-balanced diet for consumers and are working to grow shopper knowledge regarding protein with retailers,” he continues.

Even in tough economic times, consumers are seeking roast beef that conforms to their desire for healthy options. “Healthier processed foods are certainly becoming more important to the consumer, especially at specialty retailers such as Whole Foods,” explains Giordano’s Belack.

“The all-natural and organic category sales of pre sliced roast beef along with other deli meats are definitely growing.”

According to Dietz & Watson’s Riley, retailers can reach health-conscious consumers by offering clean-label roast beef, that is, a product with a minimal number of real ingredients and without a list of incomprehensible multi-syllable chemicals. “The beauty of our roast beef items is that they have always been minimally processed, with no fillers, extenders or MSG added — ever. The ingredients list for our ever-popular Angus Roast Beef is a perfect example — Angus Beef coated with salt and cracked black pepper. That’s it. So today’s health conscious consumer can enjoy premium deli roast beef from Dietz & Watson that is lower in fat and sodium, and naturally low in saturated fat. And all our deli items are also gluten free and contain no trans fats.” **DB**



Blast From The Past

Charlie's Pride Meats

In 1969, Charles Dickman established Charlie's Pride Meats, Vernon, CA. Today his sons James and Robert are in charge of the independent, family-owned, premium deli meat company that employs over 150 people and whose products are distributed coast to coast. The company, which recently expanded to a new facility in greater Los Angeles, is the exclusive distributor of premium and gourmet lines of distinctively delicious deli meats including the Snake River Farms American Kobe line of pre-cooked deli products and the Creekstone Farms line of pre-cooked Choice Black Angus deli items.

In this picture, circa 1982, Charles and his wife Micky are seen at the Charlie's Pride Meats booth at the Deli Meat Show in the Los Angeles Convention Center.



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

GENERAL POLICIES

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

INFORMATION SHOWCASE

Receive supplier information fast using the Deli Business Information Showcase

By Phone • By Fax

Here's How: Contact the advertiser directly via the Web site, e-mail, phone or fax listed in the ad.

COMPANY	PAGE#	CATEGORY	PHONE
American Cheese Society	11	Trade Association	502-583-3783
Atlanta Foods International	7	Cheese	404-688-1315
Beemster	33	Dutch Cheese	908-372-6024
BelGioioso Cheese, Inc.	2	Cheese	877-863-2123
Castella Imports	21	Mediterranean Foods	866-CASTELLA
Conroy Foods	17	Condiments	417-781-1446
Delorio's Frozen Dough	29	Pizza Dough	800-649-7612
Donatos Pizza	28	Pizza	614-416-5856
George E. DeLallo Co.	40	Olives & Antipasto	800-433-9100
Haliburton International Foods	5	Salsa	877-980-4295
IDDBA	39	Trade Association	608-310-5000
Inline Plastics Corp.	13	Packaging	800-826-5567
Mission Foodservice	9	Mexican Food	800-443-7994
Oregon Cheese Guild	14	Trade Association	541-665-2389
Pineland Farms	15	Cheese	207-688-8085
Principe Food USA, Inc.	23	Prosciutto	310-680-5500
Rubschlager Baking Corporation	18	Bakery	773-826-1245
Stefano Foods, Inc.	27	Pizza	800-340-4019
Vincent Giordano	35	High Pressure Pasteurization	215-467-6629



Sarah Palin
*The Heart of a
Rogue Trailblazer*



Jim Carroll
*Innovation, Hyper-niching,
& Transformative Change*



John Pinette
Get Outta the Line!



Harold Lloyd
The Unconquered Factor



Adrian Slywotzky
*DEMAND:
Creating What People Want*



Steve Beekhuizen
*Are Supermarkets the
New Restaurants?*



Terry Bradshaw
Personal Power to the Max



Jane Buckingham
*Reaching Tomorrow's
Consumer*



Jeremy Gutsche
*Exploiting Chaos
and Unlocking "Cool"*



Jack Li
*Consumer Decision Trees in
Bakery, Dairy, and Deli*

The New Orleans Experience. N'awlins is the perfect backdrop of sights, sounds and tastes to deliver an experience you'll never forget. Join 8,500 other top-shelf dairy, deli, bakery, and food service professionals in the world's greatest food city; where mixing business, food and music will create some new recipes for success.

The Show of Shows. Top speakers are a main attraction along with the best food expo floor in the industry featuring 1,600 booths of new and innovative products, ideas, and services. Headliners offering their expertise and personal insights on topics ranging from Marketing Trends to Consumer Demand, and from Innovation to Change, will inspire, entertain, and motivate you to make your company and brands more connected while positioning them for the future.



IDDBA's Show & Sell Center. A favorite destination on the expo floor is our lagniappe to you. It's called the Show & Sell - Teach & Tell Center. Created and designed by expert merchandisers and industry professionals, it's an idea center where new themes, creative sets, signage and merchandising ideas are displayed to help you sell more products. You can discuss the new concepts directly with a merchandiser plus take home resource materials to share with your team.

Unmasking Your Business Potential. Whether a buyer, merchandiser, marketer, broker, or distributor, you'll be face-to-face with the best in the industry. Take advantage of the many networking events including the educational sessions, expo floor, coffee breaks, and other industry-only events to help grow your business.

Register Now • Educational Seminars • Show Planner • Hotels • Exhibits • Show & Sell Center

International Dairy-Deli-Bakery Association

P.O. Box 5528 • Madison, WI 53705 • call 608.310.5000 • fax 608.238.6330 • visit www.iddba.org

SINCE 1950

DELALLO

Tri-Color Pepperazzi™

Introducing the newest members of our sweet-and-spicy lineup, the vibrant Tri-Color Pepperazzi™ and the smoky Roasted Pepperazzi™. There is everything to love about our piquant peppers: from their sturdy hollows—perfect for stuffing—to their unique, bold flavor.

Bring your bar to life with the fresh, colorful presentation of our two newest peppers.

Congratulations

to Our Penn Olive & Antipasti Facility for Achieving SQF Level 3 certification, the Highest in Food Safety Recognition

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

www.delallo.com