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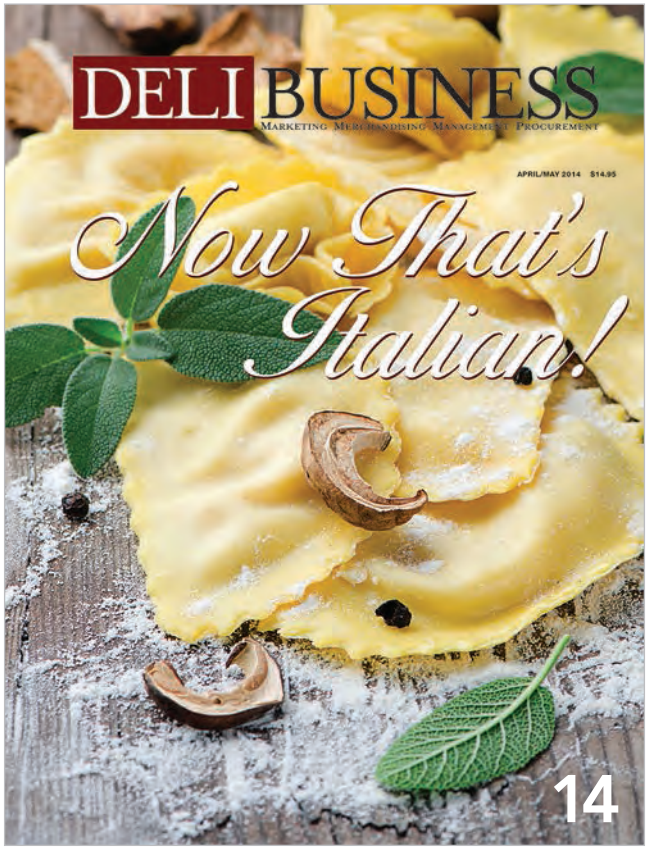

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CARL BUDDIG AWARDS $50,000 GRAND PRIZE IN DREAM BIG GIVEAWAY

A grandmother of six from Dublin, CA, Mary Lu Marr (above, left), is the proud recipient of a $50,000 Grand Prize check in the Dream Big Giveaway, courtesy of Carl Buddig & Co and Old Wisconsin. Marr, 71, collected the check at a celebration brunch with Buddig family member/owner Tom Buddig (above, right), family and friends in San Francisco. Marr purchased her Buddig products with the winning entries from her local Safeway and Lucky Supermarket stores. The Dream Big Grand Prize winner was determined through a random drawing. First Place prize winner Cynthia Petri, 56, from Bishop, TX, takes home $15,000.

"When I received the phone call notifying me I was the winner, I was in total shock and disbelief," says Marr. "I kept thinking someone would call me and say it was a big mistake."

While Marr has made a hobby of entering sweepstakes and contests for fun over the years, she said she's never won anything on this scale. She learned about the promotion after purchasing Buddig Original turkey products for the first time last year, and she's been a fan of the brand ever since. She plans to use the prize money to splurge on a family Mexican cruise and separate trip with her sister.

COMING NEXT ISSUE IN JUNE/JULY 2014

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Appetizers & Small Bites

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Salads & Side Dishes
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Announcements

RFA Establishes National Deli Salad Month

The Refrigerated Foods Association (RFA), Atlanta, GA, has proclaimed July as Deli Salad Month. Throughout the month, food manufacturers will promote and feature summer staples, including potato salad, macaroni salad, dips, chilled desserts, protein salads, ready-to-eat sandwiches and more. Food manufacturers plan to partner with their suppliers to promote Deli Salad Month and provide savings for consumers in the deli department and chilled food areas. RFA also is encouraging promoting these products with contests and marketing materials with the goal to create more awareness of refrigerated food products.

www.refrigeratedfoods.org

Vermont Creamery Earns B Corp. Designation

Vermont Creamery recently earned certification as a B Corp. This designation reflects the values on which the company was founded 30 years ago and its current operating philosophies. Practices that earned Vermont Creamery this certification include using only small-scale suppliers for its milk supply, providing profit sharing to all of its employees, training future Vermont farmers through Ayers Brook Goat Dairy, donating 1 percent of profits to support Vermont non-profit and community work, and cutting water consumption by one third.

www.vermontcreamery.com

IDDBA Application Deadline is August 1

The next application deadline for the International Dairy-Deli-Bakery Association (IDDBA) Food Safety Certification Reimbursement Program is August 1, 2014, for training completed May 1 – June 30. The IDDBA reimburses a portion of expenses to IDDBA-member retailer companies that certify dairy, deli, and bakery department-level managers and associates in food safety. Since the program began in July 2003, retailers have received reimbursement totaling about $230,350 for certifying 6,231 managers and associates. There are six FSCRP application deadlines each year for the previous testing period.

www.iddba.org/certification.aspx.

Columbus Foods and Fabio Viviani Hit the Road

Columbus Foods, Hayward, CA, recently teamed up with Top Chef's Fabio Viviani for the company's Meat Up food truck tour promoting its salumi and deli meats. The team spent a week each in Scottsdale, Salt Lake City, Boston, New York and New Orleans as part of the company's tradition of local market retail promotions. With restaurants in Los Angeles and Chicago, Viviani is well-known in the culinary world following a successful stint on season five of Bravo's hit television show Top Chef and as author of 'Fabio's American Kitchen'.

www.columbusmeatup.com

New Products

Generously Sized

PlaceTile Designs, Atlanta, GA, offers the PlaceTile Cheese & Message Board. This generous-sized ceramic cheese board doubles as a dry-erase message board, allowing the items on the plate to be easily labeled. When not in use for entertaining, an included easel stand allows it to function as a convenient message board for to do lists, menus and grocery lists. The PlaceTile Pig-Themed Cheese Knives are stylish stainless steel knives with a labeling space on their ceramic handles for writing on with a marker. Each are 6 inches long.

www.placetile.com

Affordable Upgrades

Anchor Packaging, Inc., St. Louis, MO, has announced the addition of Culinary Squares separate bases and lids to the hinged Culinary Basics and Culinary Classics lines of high heat polypropylene packages. The new 81/2-inch squares are available in single and three-compartment black PP bases with separate single and three-compartment clear, vented, anti-fog PP lids. Bases are made with renewable mineral additives, reducing the use of petroleum-based resin up to 40 percent. Culinary Squares are packed 300 per case separately and also in three combo packs of 150 bases and lids.

www.anchorpackaging.com

Seafood Soups

Blount Fine Foods, Fall River, MA, has introduced premium seafood soups and chowders now available in a 32-ounce retail cup. Varieties include Lobster Bisque, New England Clam Chowder and Shrimp & Roasted Corn Chowder. Lobster Bisque is rich and creamy, conjuring up images of rocky New England coasts with a meaty, buttery lobster flavor. The New England Clam Chowder includes tender Cape Cod clams, cream and herbs. The Shrimp & Roasted Corn Chowder features tender shrimp, roasted sweet corn, red peppers, light cream and potatoes, bringing out the flavor of seafood, dairy and vegetables.

www.BlountFineFoods.com

Transitions

Lorie Donnelly is the new vice president of foodservice sales at Kettle Cuisine, Chelsea, MA. In her new role, Donnelly will be responsible for guiding the company's foodservice business development efforts toward continued growth while staying true to the long standing company principles of honoring food and exceeding customer expectations. She joined Kettle Cuisine in 1993 after earning her degree in Business Administration at Niagara University.

www.kettlecuisine.com

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by Jim Prevor, Editor-in-Chief

Experiential Delis Trump Online Every Time

Sharon Olson is unfailingly incisive, and her piece in this issue, page 19, which focuses on opportunities for delis to sell Millennials, is par for the course. Sharon subdivides the cohort brilliantly by age and life stage and then identifies differential eating preferences that stand as marketing opportunities for supermarket delis. There is not a supermarket chain in the country that couldn't profit by close attention to this data and analysis.

Indeed, the focus on Millennials is doubly important as they are more likely than older buyers to feel comfortable shopping online. Fresh Direct in New York has expanded to Philadelphia, and Amazon Fresh has opened in Los Angeles with a promise of expanding in California and elsewhere. The threat this poses to supermarkets has not been well publicized. Supermarkets are high fixed-cost businesses, and small reductions in sales can translate into big reductions in profits.

Even when retailers do the online offer themselves, it often is an independent profit center set up in competition with the retail store itself. One can easily imagine enough sales moving online to push thousands of retail stores into the red.

Fortunately, though one can buy goods online, it is very difficult to create communal experiences online, and in this the deli not only holds the edge, but indeed can be and should be the flag carrier for the whole supermarket.

Walk into one of the premier deli/foodservice operations such as Wegmans on the East Coast or Mariano's in Chicago or Whole Foods in London and some things stand out:

1. Great Food

Here is a shocker, but the Number One requirement is that the food is good, as good as one will find in most restaurants and better than the food available in many small town restaurants. Having food that people — whatever their age — enjoy when they eat it is enormously important, really a prerequisite to success.

2. Interesting Assortment

Category management, done in an unsophisticated way, can be the death of a supermarket. Remember that every car dealership has a red sports car in the window, even though the vast majority of sales may be blue sedans. A focus on what people buy is useful but offering a wide variety of interesting foods is crucial.

Part of the issue is that we now have a fragmented society, whether looked at through a prism such as age — the Millennial piece — or looked at by income, education, ethnicity, propensity to travel or a thousand other metrics. This means that certain foods, though not best sellers, are the key to attracting a market segment. Beyond this, though, it is the immersion into a fresh and varied world of delicious foods that creates the experience online shopping simply can't create.

Just as the exotic red sports car draws them in — and then they buy the practical blue sedan — so the fragrant Moroccan lamb, seasoned with mint, draws the attention — and then they buy the rotisserie chicken they know the kids will actually eat. Seeing the specialty dish, though, is what keeps them coming to the store.

3. Social Space

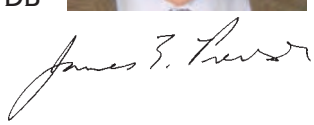
Most of the successful deli/foodservice operations now incorporate seating. Sometimes it's a big space for everyone to gather after getting their food — this is typical for Wegmans — sometimes it is a variety of specialty spaces – say a wine and cheese bar or coffee and juice bar. Once again, this creates an experience that online just can't match.

There has been a bifurcation in the U.S. retail deli scene. Where some retailers have moved deli up to an incredible foodservice offer that stands as the retailer's calling card, attracting people — young and old — to the venue, other retailers have allowed their offers to stagnate, with innovation only coming from the manufacturers of meat and cheese for slicing and a few packaged salads, with a rotisserie or pizza program thrown in.

America isn't like that anymore. Just as we went from everyone watching three TV networks to everyone watching who knows what on hundreds of TV cable channels and, now, Internet TV, so the culinary habits are dividing.

In fact, although research on broad trends is important, the most important research is on each retail store's customer and prospect base. There is no one right assortment because there is no standard customer base. Are you located in a retirement community in Arizona or a border with first generation Mexicans in Texas? Do you serve the Orthodox Jews of Brooklyn or the large Mormon families in Utah, or is this a heavily Asian PhD crowd near a great coastal university? The one thing that is certain is that just as each clientele is unique, to optimize sales and profits, each assortment must be unique.

No matter how valid a retailer's understanding of national trends, all retailing is local, and offering a uniform assortment against diverse demographics is a recipe for failure. Recognizing the extraordinary diversity of our shopper base, with each store having a unique profile of age, income, education, ethnicity and more, is the recipe for success. **DB**



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by Lee Smith, Publisher

A Loving Farewell

This March, we lost a great champion for our industry, Carol Christison, the executive director of the International Dairy-Deli-Bakery Association. I was going to say the dairy, deli and bakery industries are grieving, but that would not do her justice. Carol's strength and character went far beyond business. She crept her way into our hearts years ago.

Thirty-one years ago, Carol took over the International Cheese & Deli Association when the executive director, Millard T. Reese retired. For some, this may not seem extraordinary, but it was in many ways a monumental event. I, too, was just getting my career going and I remember going to industry meetings and events where there were one or two women among 500 men. The figurative pat on the head was more common than a handshake. It was a difficult time for women breaking into leadership roles.

Carol Christison

Carol and I often discussed the early days and shared a good laugh more times than I can remember. For both of us, there were far more wonderful moments than not. Carol never broke down doors or shattered glass ceilings, barriers just disappeared when she was around. I'm not sure she gave much thought to being a pioneer; she was far too focused on the job ahead of her and having too much fun. In truth, Carol's mentoring and her leadership, honesty and integrity inspired many women who are today's leaders.

By virtually all accounts, Carol was a winner.

Let's not forget where the deli industry was 30-plus years ago. The East Coast had a well-defined deli industry, but in the rest of the country, deli was not easily defined. It was usually part of the meat department and often all self-service. Sometimes, it was a small department tucked away in the corner with a slicer and part-time help. A job in the deli was often the lowest rung on a store's ladder.

In the eighties, deli started to emerge as its own department due in no small part to the efforts of Carol and the IDDBA. Under her leadership, the deli industry began to grow and deli departments became commonplace. Early on she recognized the potential for a department that sold prepared foods and could be American's kitchen away from home. Her inspirational — and often very funny — keynote speeches at the IDDBA Show became a must-see event. She made us laugh, but also inspired as she showed us the potential we had within, as well as our great accomplishments and outstanding failures.

Carol made the IDDBA distinctive in one very significant way — the association was a leader that steered the way forward. Under her guidance, the organization grew from Carol and a part-time bookkeeper to a staff of thirty. It has gone from 100 corporate members to 1,500 members and from 1,000 people at the annual show and conference to nearly 9,000 attendees.

Carol was a team builder as well as team leader. Many of today's leaders were encouraged and mentored by Carol. She was a strategic thinker. She saw the future and through disciplined, creative planning she helped guide not just the industry, but also the people within it. She cared and it showed.

The IDDBA would never have accomplished all it has without a great team. Carol made sure the best and the brightest served on its board of directors. She pulled the best out of everyone on her team, whether it was a board member or someone on her staff, or even someone adjunct to the industry.

Carol was a great woman and a great leader. She is leaving behind a legacy of inspiration, courage and grace under fire, many thanks from the countless people she helped, broken hearts and more than a few tears.

Carol Christison will be remembered and deeply missed. She is a shining example of the power of one person to change lives and create something good for the benefit of countless individuals. **DB**

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Now That's Italian!

Authentic tastes of Italy have trickled down from restaurants to delis

BY STEVE COOMES

Ask any baby boomer to describe Italian food, and it's likely pasta, red sauce and pizza will leap instantly to mind. It doesn't matter how much they love bruschetta topped with a Gorgonzola spread, savory prosciutto slivers wrapped around sweet melon, or eggplant Parmigiana slow-baked and savored. The iconic, Americanized version of Italian food served atop a red-and-white checked tablecloth is burned into their brains. You can't blame them. Until the early 1980s that was about all they saw, tasted at restaurants and cooked at home, unless they lived in large Italian-immigrant communities.

Today, however, well-traveled, restaurant-savvy consumers, especially Gen X, Gen Y and Millennials, know far more about authentic Italian ingredients and dishes, which their parents still view as special-occasion food. They know melanzane is eggplant, that carpaccio is supposed to be raw and that risotto is sublime. They love going to restaurants to get it, but as they age, earn more and work longer hours, they want those foods at home. Increasingly, supermarket delis and prepared-foods departments are able to deliver the goods.

"It's the younger crowd and a smattering of people in their 50s who left here and came back with more awareness of what's out there," says James Pronio, manager at Pronio's Market in Hershey, PA. "Ninety percent of the people who come to our market looking for high-end stuff aren't from here. They're willing to pay more for quality products and buy them more often."

Pronio credits restaurants for exposing customers to a wider variety of Italian foods, and he says the instant-gratification mindset of younger customers leads them to expect those foods from supermarkets. As long as he can source those ingredients, he's happy to sell them.

"I used to manage a gourmet Italian food store in Manhattan and we'd see younger crowds into really serious cheeses," he says. "Most people didn't grow up like that. It's new to them, but not to younger generations, and I think it's a great thing."

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Nancy Radke, president of Good Food Creative, in Syracuse, NY, agrees, saying Americans' understanding of Italian foods is leading them to experiment with prepared foods.

"Americans have awakened to the difference between industrialized food products and artisan food products, and Italian food is a perfect example of great artisan food," says Radke, who manages public relations for the U.S. Information Office for Parmigiano-Reggiano and Fontina Valle d'Aosta. "People have seen those items in restaurants, but now they're showing up at the deli. They want those foods to take home and enjoy."

That trickle-down effect from restaurants to deli counters is not only visible, it's accelerating, according to Wade Hanson, director at Technomic, a supermarket and restaurant research firm in Chicago, IL.

"It used to take five years for food trends to go from restaurants to supermarkets, but now it's closer to 18 months," he says. "Supermarkets have seen this, and they are prioritizing their focus on prepared foods to adapt."

They're also staffing better, says Hanson, as higher-end markets employ more restaurant-trained kitchen talent. "That's clearly a sign they're taking this more seriously."

Hanson says his research has revealed four megatrends having a particularly profound effect on Italian offerings from prepared foods departments.

The first is customization. In pasta dishes alone, customers can choose from a range of pasta cuts and types, including made from spinach, stuffed with meat or cheese, or made from semolina or whole-wheat flour.

"And then you'll see several choices of sauce: marinara, vodka sauce, Bolognese and more. Now the supermarket is leveraging that made-to-order element that's been exclusive to foodservice and restaurants," says Hanson. "And they can do that with much more than just pasta."

Pronio sees the increase of vegetarian and vegan offerings at the deli counter as a sign of increasing customer influence on the menu.

"It seems everyone's vegan or vegetarian these days, so we want to give them those options, too," he says.

Larry Montuori, vice president of sales for Stratford, CT-based Nuovo Pasta Productions, says demand for gluten-free pasta is surging among consumers.

"Some suffer from celiac disease and others want to eat a diet without gluten," he says. "We make sure to have those products in the supermarket."

The second trend Hanson sees is the increased use of premium ingredients such as cheeses, pestos, olives and specialty mushrooms. Those ingredients, Montuori says, aren't revolutionary for restaurants, but they are relatively new for supermarkets, especially when they're incorporated into dishes. "I saw at Central Market in Texas a dish of braised beef Burgundy ravioli. Really! You have a supermarket utilizing wine-braised beef to make more sophisticated products," he says.

Artisan cheeses are an especially good example of premium ingredients, says Radke, since people are already well acquainted with the basics like Parmesan and Mozzarella.

"People are looking for cheeses that depend on a place of origin to drive flavor, aroma and special characteristics," she says. When supermarkets use unique cheeses in prepared dishes, "customers realize and want those flavor profiles to get a different experience. You're thinking, 'This is in the deli?'"

Pronio agrees, pointing back to his New York City retail work, where a cheesemonger was always available to help customers.

"You could walk up to the cheesemonger, say you had an Italian wine and maybe steak and some other Italian food, and then ask him, 'What cheese would go best with that?'" Pronio recalls. "Now we've got people coming up to us and asking us the same things. I've doubled the amount of cheese in the case because of that."

The selection also has increased at many Kroger delis where Murray's Cheese Bars are now operating. Customers not only have vastly increased options, the stores have trained staff to aid in tasting and suggestions.

The third trend Technomic has spotted is a yearning for Italian comfort foods, Hanson says. Though rotisserie and fried chicken still

top the sales chart in supermarket delis, budget-conscious shoppers who aren't eating out as much want restaurant-quality Italian food.

Supermarkets such as Wegman's have done a tremendous job preparing Italian foods that are hot and ready to eat at the store or for taking home, says Hanson.

"There are multiple alternatives ranging from chicken cacciatore, eggplant Parmesan, lasagna or meatballs that every customer is familiar with," he says. "But they're also dishes with some unique twist that makes them special like at a restaurant."

Pronio says his crew makes meatballs from scratch using pork, beef and veal, then precooks them so customers can reheat them easily at home. The store makes its own Italian sausage from scratch and, during holidays, adds traditional liver sausage to the lineup.

"Every day we'll go through a 15-pound tray of lasagna made with our own sausage and a really good Ricotta we get from New Jersey," he says.

Perhaps not surprisingly, Hanson's fourth big trend is "all things pizza. Supermarkets are beyond standard pizzas from the past, especially the old-style take-and-bakes, and they've gone much more gourmet."

Many markets, such as Earth Fare, have invested in purpose-built pizza ovens to crisp the crusts on stone decks. Freshly made dough stretched and spun to order adds a visual element once exclusive to restaurants. And such pizzas often are less expensive than even a bargain-chain pie.

"We've seen lots of different sauces for a while, but now we're seeing supermarkets differentiating themselves with grilled flatbread pizzas, even using fresh naan for crusts," says Hanson. "They're certainly using far more gourmet ingredients like Gorgonzola, roasted garlic and caramelized onions that allow them to compete directly with pizza restaurants.

They'll Pay For Authenticity

Be they baby boomers or boomers' babies, Sherrie Zebrasky suspects more peo-

ple than ever understand authentic Italian food better than other immigrant foods. That makes them willing to experiment with it anywhere they see it.

"No doubt they understand it better than they did in the past. Their tastes are much more cosmopolitan than ever," says Zebrasky, the U.S. retail adviser for Principe Foods, a producer of prosciutto di San Danieli that has a U.S. outpost in Long Beach, CA. "That they know how to ask for Italian foods and are willing to pay for them says a lot."

Due to Americans' growing appreciation of charcuterie, the bar for Italian salumi in general has been raised to unprecedented heights, says Montuori, leading to a metamorphosis of the traditional supermarket deli.

"It used to be sliced turkey, ham and chicken, but now you've got all this fantastic capicola and mortadella and so much else," he says. "It's made Italian food very accessible to customers."

Credit restaurant chefs with this change also, says Adisa Kalkan, manager of marketing, research and development for St. Louis, MO-based Volpi Foods, a salumi producer.

"Supermarkets and delis have done a great job of tapping into trends that chefs set," she says. But their use of salumi is more finessed than in the past: "They want to add that salumi to pastas and salads and other dishes. They see how they're being used at local restaurants, and they want to compete that way."

Kalkan also has observed prepared foods chefs doing a better job of cross-utilizing whole cured hams and whole salumi to reduce waste and improve cost controls.

That meat "is very expensive to waste, and when you talk about authentic Italian markets, those operators throw nothing away," she says.

Although she applauds supermarkets for stepping up to compete with restaurants, she advises her customers to tread carefully by approaching every menu creation with a clearheaded cost-consciousness.

"They sometimes forget that there's much more to it than just throwing ingredients together," says Kalkan. "They really have to think it through, put the math into it and price those items correctly, just like they do at restaurants."

And use skilled labor, says Montuori.

"That kitchen staff has to be trained properly in order to take on that venture of serving really nice products like you find at a restaurant," he says.

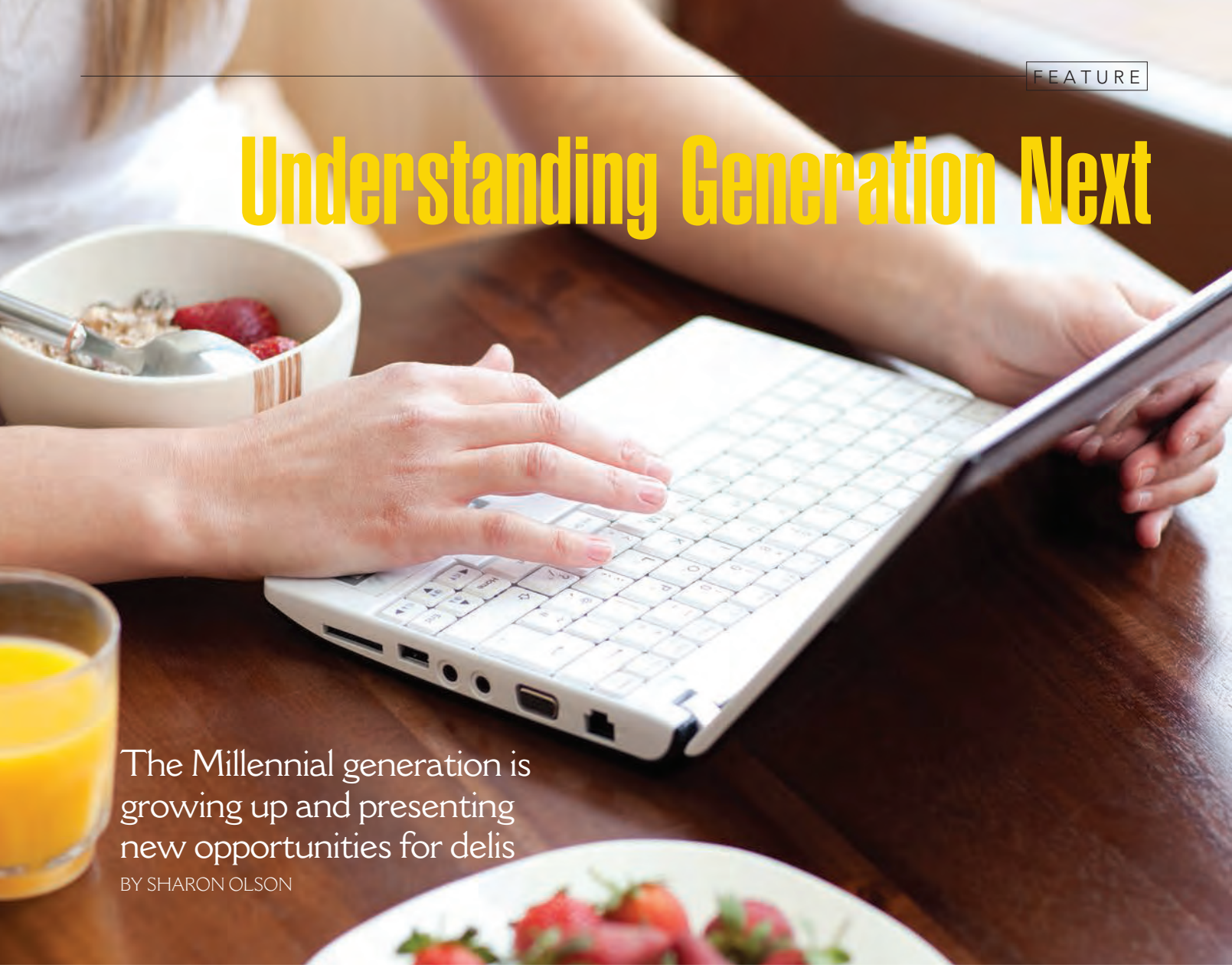
Good marketing is a must as well. Kalkan says delis should add well-regarded brand names in menu descriptions just as restaurants do, and Montuori suggests letting guests taste products featured in the prepared foods display case.

"When we do trade shows, we cook our ravioli, take it right out of the boiling water and let people taste it as is," he says. "No olive oil or cheeses on it, no sauce. That lets them really understand it by itself."

According to Pronio, who is Italian by heritage, part of selling Italian food is marketing the rich culture and tradition tied to the cuisine. Enthusiasm for any product always adds to the pitch, he says.

"For Italians, eating isn't just consuming, it's tasting and enjoying the food and the conversation that develops around the food," says Pronio, who also sells authentic Italian desserts, such as Sfogliatelle, to take home. "It's no longer about eating to live, it's living to eat. And when you think of it that way, it's easy to put passion into the ingredients and quality of what you sell." **DB**

Understanding Generation Next



The Millennial generation is growing up and presenting new opportunities for delis

BY SHARON OLSON

It's time to stop thinking about the Millennial generation as "those kids" because Generation Next is rapidly becoming Generation Now. Even though younger Millennials may still be depending upon family for support, many are forging their own life away from home, have become parents of young children and are heading up their own households. These consumers born between 1977 and 1992 encompass potential customers in three distinctly different age groups and a variety of different life stages.

A recent study included younger Millennials, ages 19-25, middle Millennials, ages 26-30 and older Millennials, ages 31-36. An understanding of different age groups and their life stages is important to understanding the factors that influence their food decisions at home and away from home. Young consumers who are still finishing college and living at home behave differently than those transitioning to financial independence or those who are heads of households with young children. The Millennial generation includes consumers 19 to 36 years old today, and there is real value to understanding the varied lifestyles within this group.

The Culinary Visions Panel and Y-Pulse (ypulse.org) collaborated to conduct a survey with more than 1,000 consumers to better understand how consumers in different age groups and life stages approach food choices and the factors that drive their purchase decisions. The focus of the study was on snacking behavior because younger consumers in particular eat more small meals or snacks throughout the day rather than traditional meals favored by their parents and grandparents. Overall, Millennial consumers do not care as much about defining an eating experience as a meal or snack. The focus is on satisfying their need to eat what they want and when and where they choose to eat it.

Looking at snacks and meals by traditional definitions might lead a deli to abdicate the opportunity for snack sales to packaged snacks in the grocery aisles or to quick service restaurants and convenience stores. Yet, the study pointed to some significant opportunities for supermarket delis and bakeries in addition to a wide range of foodservice venues.

The Snacking Opportunity For Deli

Perceiving snacks as an impulse behavior alone may neglect opportunities to satisfy consumers' needs when they shop in the deli. Thirty-six percent said they purchased from a store or restaurant nearby when the urge hit. Yet 41 percent said they brought snacks from home. Many of the favorite ingredients in those items brought from home included foods that could be readily purchased from a deli such as cheese and mini meals.

Consumers who participated in the study were asked to share their biggest challenge in meal planning. Understanding these challenges speaks to opportunity for the deli.

The cost and availability of healthful options were a top concern followed closely by having the time to eat healthfully. Consumer perceptions of freshness and healthfulness are closely related and the supermar-

ket deli received high marks for both. Eighty-five percent of consumers in this study noted healthfulness as a motivation for purchasing a snack from a deli.

Convenience is another challenge to consumers who want the ease of grab and go snacks that do not take a lot of time to prepare. When considering snacks for the family, there can be very different preferences for different family members. Convenient packaging that allows for easy transportation is another important factor. Disposable or reusable bento style, compartmented containers are perfect for today's consumer who wants convenience and customization.

Flavor fatigue is another factor that frustrates consumers who get tired of the same thing day after day. Coming up with new ideas is one more thing that is easy for delis to take off of their customers' to-do lists. A customized recipe or a series of variations on favorite items can make a deli the destination for fresh and flavorful snacking.

Value is often noted as a challenge for consumers who discussed the difficulties of balancing the cost of convenience within a budget and the premium prices of healthful options. Consumers in this study expected to pay a little more for snack foods they purchased at a deli versus a convenience store. Forty-two percent of consumers expected to pay $3 to $5 for a snack purchased at a deli and 18 percent expected to pay more than $5. The majority, 53 percent expected to pay $1 to $3 for snacks purchased at a convenience store.

Dividing the Millennial Generation

There are many similarities among the desires and motivations for snacks among Millennials, but when looking at age and life stage there are some important differences to consider that might lead to even greater customer satisfaction.

Younger Millennials (19-25 years old) are those who snack most often. According to the research, those living on campus and with roommates are the most likely to snack more than five times a day. Early afternoon and late at night are prime snacking times for this group. Those with roommates tend to snack more in the morning and mid-morning than older Millennials (31-36 years old), and they are also the top late afternoon snackers.

Millennials under age 25 report preparing their snacks at home more than other age groups. This group also has a higher percentage (61 percent) than other age groups that report planning to eat less frequently (38 percent) at quick service restaurants. The deli is uniquely suited to respond to the needs of consumers who bring their snacks from home by promoting the quality, value and convenience of customizable snacks and mini-meals than can be easily assembled from fresh ingredients purchased in the deli.

Middle Millennials (26-30 years old) are purchasing snacks more often at supermarket delis than other Millennials. After dinner is prime snacking time for this group.

Older Millennials (31-36 years old), those living independently or with a spouse are more likely to snack once or twice a day than younger Millennials. They are more likely to snack in the midmorning and late afternoon. They are less likely than younger Millennials to snack in the early afternoon and before dinner through late at night.

Many Millennial consumers are parents, and of those Millennial parents, 78 percent report they provide their children with the

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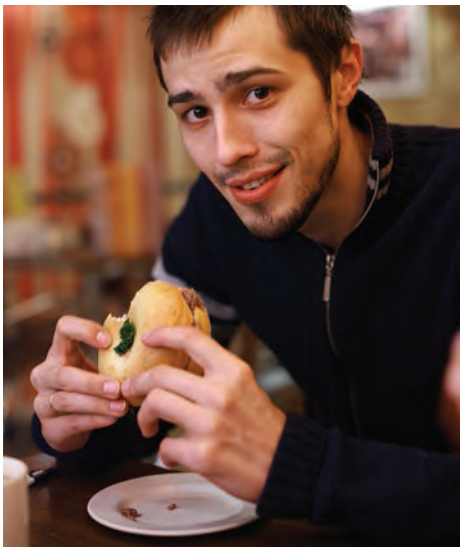
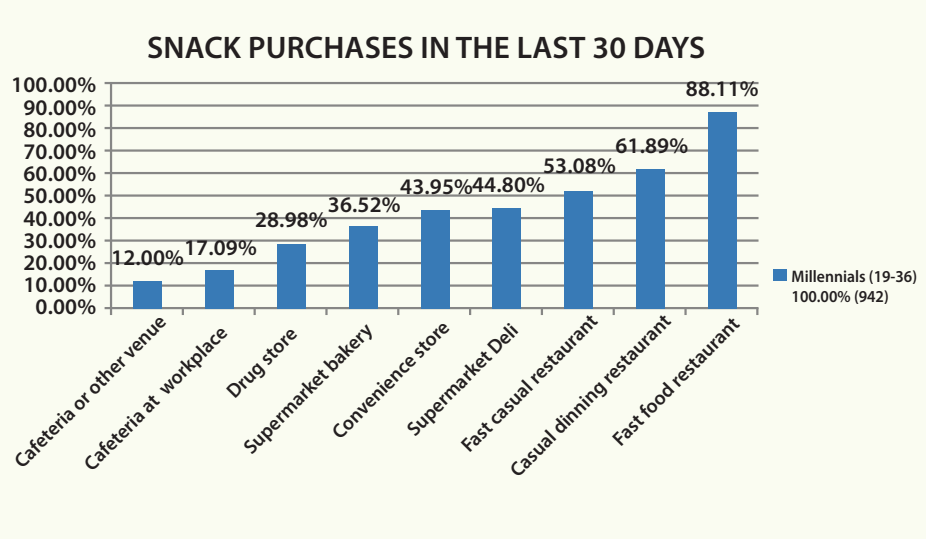




same food as the entire family. Almost half (49 percent) of these parents are concerned about the healthfulness of food they serve their children and themselves. Forty-nine percent say they provide healthful choices and 27 percent try to limit their children's access to processed foods, while 21 percent say they frequently provide natural and/or organic foods for their children. Only 14 percent provide separate food for their children and less than 2 percent say they let their children choose their own meals.

Snack Shopping Venues

Today the deli competes with all types of food and foodservice venues. This study delved into choices and purchases criteria for snacks at supermarket delis and bakeries as well quick service, fast casual and casual dining restaurants, cafeterias at school or at work, convenience stores and drug stores.

It's no surprise that younger consumers frequent quick service restaurants for snacks. In the study, 88 percent reported purchasing a snack at a quick service restaurant in the last 30 days. Casual dining and fast casual restaurants are the next most popular choices at 62 percent and 53 percent, respectively. At 45 percent, delis rank fourth highest among venues where Millennial consumers have purchased snacks in the past 30 days, followed closely by convenience stores at 44 percent. The supermarket bakery was noted by 37 percent and drug stores by 29 percent.

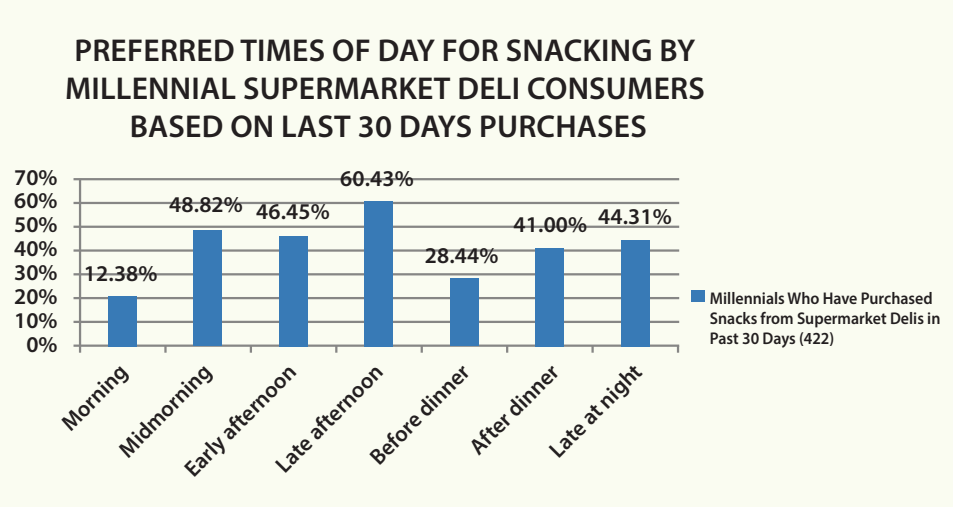
Overall, Millennials purchase snacks more frequently from convenience stores and supermarket delis than Baby Boomers. Consumers that reported purchasing snacks from supermarket delis in the past month also reported purchasing snacks more often than the general population of Millennials in the study. Eighteen percent of Millennial consumers reported plans to purchase snacks more often at supermarket delis in the coming year.

Motivations for Snacking

Freshness and craving were noted as the most important characteristics in motivating a snack choice at 94 percent and 95 percent, respectively. Craving is more often associated with indulgence and comfort and both of these characteristics were high on the list of attributes. Ninety percent of respondents said comfort motivated their purchase, while 87 percent said indulgence was a motivator. Healthfulness also rates high as a motivation for snacks purchased from delis (85 percent). The high levels of importance on motivating forces at both ends of the healthfulness and indulgence spectrum points to the opportunity to provide a range of snack offerings to answer the crave.

Providing energy also appeared as a motivating factor mentioned by 84 percent. Although brand names were not among the highest attributes, Millennial deli shoppers ranked brand higher than the general population in the study at 61 percent.

When asked why they purchased snacks at a particular venue, the top five factors for the deli were quality of the food 46 percent, good value for the money 37 percent, desirable taste/flavor 32 percent, healthfulness of the food 29 percent and convenient location to home, work or school 25 percent. Factors that are traditionally important in quick service environments were considered less important when purchasing snacks from delis. Inexpensive was noted by 21 percent as an influencing factor and speed of service was noted by 18 percent.



Favorite Snacks

Millennials who have purchased from supermarket delis in the past 30 days report higher mid-morning snack preferences for mini meals and combinations of foods, mini sandwiches and wraps, prepared salads, soups and chilis, vegetables, beef jerky, smoothies, bakery items, and candy. Many of these items can be served in an endless array of varieties to eliminate the flavor fatigue that can discourage snackers. Providing an array of condiments and greater

opportunity to customize can further encourage snack shoppers.

The study found some significant differences between the snacks chosen at different times of day. The study looked at snack preference at seven different dayparts from morning to late night. The sweet spot for snacking is the late afternoon period when 60 percent of the total Millennial audience reported snacking, followed by mid-morning (44 percent) and late night (42 percent).

Snacks favored in the late afternoon daypart are the most diverse and include popular deli items like cheese, mini sandwiches/wraps, prepared salads, soup and hummus. Snacks favored by Millennials in the midmorning day part are: fruit, yogurt, granola/energy bars, bakery items and smoothies. Although cheese is among the top five snacks for late night, the most preferred snacks at night are sweet, salty and crunchy snacks. Even though not all of these items are typically found in the deli department, the research points to opportunities for cross merchandising to make the deli a snack destination.

There is also a day and night dichotomy to be considered with Millennial consumers. During the daytime hours healthfulness tends to be a strong motivating factor. As the sun goes down, indulgence reigns in the evening and late night hours. Merchandising different options at different times of the day is a surefire way to capture more opportunities to satisfy these customers.

Culinary Visions® Panel and Y-Pulse (ypulse.org) are divisions of Olson Communications based in Chicago, Illinois. Culinary Visions Panel is a food-focused insight and trend-forecasting firm that provides original consumer and culinary professional research for companies in the food industry. Y-Pulse specializes in young consumer research to help companies in the food business better understand tomorrow's tastemakers today.

Capturing Generation Now

There is a significant opportunity for delis to feed the desires of Millennial consumers. Understanding that fresh and healthful can be just as important as indulgent and comforting sets the table for snack satisfaction. Millennial consumers have grown up and they are savvy and demanding of consumers. They understand value in multiple dimensions and are willing to spend more on higher quality snacks that they perceive to be fresh, which is a uniquely positive attribute of a deli experience. Millennial parents are making choices for themselves and their growing families. Delis are in a unique position to give them the high quality, high value customized experience their lifestyles demand. **DB**

Building the Foodservice Core

Sandwiches build sales and profits

BY LISA WHITE

Evidence of the popularity of sandwiches is everywhere, from quick-service chains like Subway, to fast-casual restaurants, such as Panera and even full-service specialty restaurants like California Pizza Kitchen and the likes of upscale, fine dining establishments such as Morton's Steakhouses.

Mirroring the restaurant industry's model, there are tremendous business opportunities and supermarket delis are getting in on the action like never before.

Safeway offers five hot sandwiches and three cold sandwiches in its stores, including smoked turkey chipotle, Philly cheesesteak and turkey bacon avocado. Harris Teeter's Sub Shop offers customers a wide range of bread, cheese, dressing, toppings and fillings for customers to create custom sandwiches.

Retailers also have the edge when it comes to economical meal options, especially when deli departments are offering new, creative sandwiches that complete with the most progressive sandwich shops.

Perishables Group's FreshFacts Online Shopper Insights, run by Spire, reported that 87 percent of households purchased deli prepared foods in the 52 weeks ending June 15, 2013. The prepared foods category represented 55.6 percent of the deli's total sales for the 52 weeks ending March 30, 2013. Total deli prepared dollar sales experienced a 7.7 percent increase over this period.

Deli sandwiches comprised almost 11 percent of U.S. deli prepared foods category share of dollars in the 52 weeks ending March 30, 2013, according to Nielsen Perishables Group FreshFacts. This was a 4.5 percent increase from a year prior.

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Keys to Success

The latest sandwich trends include a wider selection of bread, spreads, condiments, proteins and cheeses, according to Chicago research firm Technomic.

For retailers looking to enhance prepared food programs, sandwiches are a simple way to continue to grow business. However, in order to be successful, sandwich programs need to offer items that will be attractive to customers as well as profitable.

"In looking at nationwide sandwich chains, [retailers need] to back into a successful program from a profit and selling standpoint. Retailers have to know the actual costs and that their sandwiches are selling for a profit," says Jim Pierson, vice president of sales at Pocino Foods Co., based in Industry, CA. "It's important to know the bottom line will ensure success."

Another key factor retailers need to take into consideration is the areas' demographic as well as regional preferences. For large national chains, one program may not work. Each region may need one or two signature products and a few sandwiches that cater to individual demographics.

On a macro level, chains need to keep current on regional and national trends. For example, ethnic food is currently on trend due to this country's population shift.

It's not just flavor profiles either; different economic profiles will need different price points, which will influence ingredients.

"Retailers need to be aware of the customers' needs, stay fresh and new and routinely change up the menu to make sure people keep coming back," Pierson says.

"By this summer, there will be an equal amount of Caucasians and Hispanics in California and, by 2015, Hispanics will make up the majority of that state's population," Pierson says. "There also has been an increase in Asian cuisine, with the Vietnamese sandwich called bahemi coming into the mainstream."

"It's not necessarily about reinventing menus or offerings but rather supplementing and offering more options, then highlighting what's available," Pierson says. "It's important to meet the needs of regular customers while also drawing in new, younger and ethnic consumers with unique options."

Pocino's offers ethnic sandwich ingredient options, including the Japanese and Chinese versions of char sui pork, which can be sliced.

Flatout Inc., the Saline, MI-based maker of Flatout Flatbread, offers retailers a "Rack to Wrap" program, which incorporates products that are currently being sold in grocery departments into deli sandwich programs.

"We provide products for traditional wrap programs as well as our Fold It line, which is an artisan thin crust flatbread that folds over and can be heated," says Bob Pallotta, senior vice president of Flatout Inc.

Hot sandwiches, including paninis, have become more popular and can work with a variety of ingredients.

Backerhaus Veit, Ltd., based in Woodbridge, Ontario, Canada, offers a panini line that can be used with panini grills or to create grilled cheese and toasted sandwiches. The company also produces ciabatta rolls in round, rectangular and bow tie shapes, in addition to baguettes, hoagies and a new sausage bun that has a light texture.

"In terms of deli sandwich programs, consider traditional as well as specialty flavors and variety," says Sandra Zanette, Backerhaus' director of marketing and business development. "Even with just three to five different sandwich carriers in the case, retailers need to constantly change things up."

It's important to have different breads or sandwich carriers to handle a variety of warm and cold fillings. Foods like pulled pork or sausage, for example, will require a heartier, sturdier carrier.

"Rye type breads are really gaining traction right now," Zanette says. "Yet gluten free products haven't impacted the deli much. People are keeping things in moderation rather than sacrificing taste or quality."

Healthier options are a staple in today's retail deli programs, as customers seek out more nutritious ingredients and low calorie items.

Toufayan Bakeries, based in Ridgefield, NJ, offers a broad range of regular wraps,

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gluten-free wraps, and varieties of pitas, flatbreads, lavash and breadsticks.

"Like what we are seeing in our retail business, customers are looking for healthier bread and eating options. Thus, we are finding our whole wheat and multi-grain products growing in popularity as well as our gluten-free wraps, which now come in four varieties," says Karen Toufayan, vice president of sales and marketing at Toufayan Bakeries. "In addition, our Smart line, which offers our bagels and pitas with substantially lower calorie counts, is growing."

Sandwiches are usually more of a meal than a snack and a total program will include other components that round out the meal. Bundling various combinations into a meal-deal offers customers a value-added option and competes with many fast food restaurants.

"A successful sandwich program includes a sandwich, chips, cookies and a combo drink," says Roya Rohani, vice president of marketing at San Francisco, CA-based Classic Foods. "[These items] make the consumer feel like they are getting a great value for their meal."

While bundling meals makes selection easy for consumers, it is important to realize that customers are looking for value and there should be a significant price difference between the individual components and the combo-deal.

Gourmet Boutique, based in Jamaica, NY, offers fully-prepared, ready-to-eat 10-ounce wrap sandwiches in 10 varieties for retail deli programs. The company also has unveiled a frozen sandwich line to help supermarket delis control shrink.

"Sandwiches are a very critical part of the supermarket deli business, and this segment is growing," says Jere Dudley, Gourmet Boutique's vice president of sales. "This is because there are great bread, wraps and fillings that are unique."

He sees a growing emphasis on rye, whole wheat, brioche, multi-grain and sourdough breads in different shapes and sizes. Also, ciabatta rolls and baguettes as well as pretzel rolls have become more prevalent.

"The newest innovation is the use of waffles as a carrier," Dudley says. "Taco Bell recently launched a breakfast sandwich with a waffle and Burger King added a new breaded chicken sandwich on a waffle bun."

Upping Impulse Sales

The proper selection of breads, fillers and toppings not only creates a sandwich destination, but also boosts impulse sales.

According to a survey by the IDDBA, 64 percent of shoppers said their deli sandwich purchase interest would increase if they were offered fresh vegetables and spicy spreads and sauces. Also, 20 percent of shoppers would be more interested in deli sandwiches that offered a variety of lettuce, house-made spreads and sauces, hummus, fried eggs and roasted garlic. With these increased options, 84 percent of those surveyed said they'd choose in-store deli sandwiches over those offered by a foodservice outlet.

Consumers are seeking premade sandwiches as grab-and-go options that allow them to pop in and pop out as well as made-to-order custom creations.

"Time will always be a factor, so delis need to provide options," Pierson says. "Whether sandwiches are prewrapped or made-to-order, they need to be promoted as being fresh. Plus, best-sellers always should be available for consumers to grab and go."

The importance of freshness should never be forgotten when designing grab and go options. When a premade sandwich is offered, it should be just as fresh as the made-to-order version.

In addition to custom and prewrapped

sandwiches, cold and hot cases should include side dishes that compliment sandwiches, such as salads, fruit, French fries and mashed potatoes.

"The deli area is building more momentum now," Zanette says. "More people are going to delis and, rather just getting a deli tray, they are bringing back sandwiches for meetings, such as boxed lunch deals."

"Offering both pre-wrapped and made-to-order sandwiches captures two different customer segments — customers on the run and customers that have time to wait," says Jim Conroy, president of Pittsburgh, PA-based Conroy Foods. "Having a pre-made sandwich program will give retailers the edge over the QSR sandwich shops that only offer made-to-order sandwiches, because it offers customers a choice while providing convenience and freshness."

"There are two types of customers we find our clients dealing with. One is in a rush, and the convenience of having a pre-wrapped sandwich they can pick up and pay for is his or her preference. The other customer tends to be a bit more quality conscious, and is willing to spend more time to have a freshly prepared sandwich made to their specific taste and relish requirements," Toufayan says.

"Retailers can differentiate from restaurants by focusing on convenience and having combo meals available at reasonable price points," Rohani says. "The goal is to make the buying experience as easy as possible for the purchaser that has limited time.

For both types of programs, having good signage and proper displays enhances the deli curb appeal. In the past, many chains would rely on TV and radio to advertise programs, but it is typically more effective to capture consumers at the point of purchase, since this is where they are making their buying decisions.

Pocino Foods recommends retailers promote their programs through traditional as well as targeted methods, such as window clings and flyers.

"This is a very successful approach because POP signage targets people as they walk through the door, which is when they're making their purchasing decisions," Pierson says.

"Another great way is to encourage staff to build a rapport with customers," Pierson says. "If stores can capture customers within a five-minute time frame between when they go into the store and when they hit the deli counter, it is the best scenario."

Merchandise is best displayed on the counter for quick impulse buys and rounder (racks) for brand visibility.

To create a destination, Dudley of Gourmet Boutique recommends stores create a separate sandwich area that includes hot and cold sandwiches, both made-to-order and pre-wrapped.

"These could include varieties like chicken Parmesan, meatball sandwiches and Reubens," he says. "Even hot sandwiches need pre-wrapped versions for grab-and-go convenience, along with custom made selections."

It's easy to get hyped up about artisanal ingredients and made-to-order programs, but labor considerations are still a major concern for large chains that also want to offer consistent quality all day long.

Farm Ridge Foods, located in Islandia, NY, developed a pre-made fresh sandwich program in gas-flushed packaging with a 12 to 16 day shelf life.

Ron Loeb, president of Farm Ridge Foods says, "Labor is still a big concern. With a fresh pre-packed sandwich program, retailers can guarantee that their sandwiches offer the same high quality day in and day out. We are currently making full-size and quarter-size paninis and wraps in 18 different varieties. The Philly Steak Sandwich is sold cold, but equally good hot or cold."

Because products are fresh and not frozen, Farm Ridge's sandwiches are only being sold on the Northeast Corridor.

In terms of marketing great ingredients, programs offering more specialty foods should identify higher-end brands that would differentiate the offerings, especially among customers who already shop for specialty cheese or artisan meats. By doing this, consumers can immediately know from the menu that the salami isn't an industrial variety but something without nitrates or handcrafted.

"Along with specialty ingredients, sandwiches can take on a more handcrafted artisan look — a crustier baguette with a few slices of thin sliced prosciutto, a complimentary cheese, and some sort of greens, wrapped in butcher paper and tied with twine are appealing to customers, regardless of their experience with specialty ingredients," says Vanessa Chang, marketing and education manager at Creminelli based in Salt Lake City, UT.

A newer approach for sandwich display cases is using the European style of merchandising. Sandwiches are made in advance but displayed in a full-service case where they can still be customized. Not only is service much faster than made-to-order, but the visual appeal is much better than sandwiches wrapped in film or displayed in clam-shell packaging.

Competing with Restaurants

According to Technomic, some retailers are crossing over to become full-service

restaurants, and delis are developing concepts similar to those offered by the foodservice industry.

"To compete with foodservice, retailers must focus on consistency and the assembly of the sandwiches," Pallotta says.

Although offering a core menu of favorites is important, providing limited time offers and/or seasonal selections that take advantage of fresh produce can help attract repeat business.

Convenience and price give supermarket delis a leg up where sandwich programs are concerned.

"If customers can purchase a sandwich quicker at a more competitive price point, that's what they'll do," Pierson says. "We've been encouraging our retail customers to try more ethnically-targeted cuisines and showing that it can be successful."

When competing with restaurants for the sandwich business, the focus shouldn't always be on price.

"Even with Subway's $5 sandwich offering, today's sandwiches aren't made to be cheap," Dudley says. "Customers will pay more for a high-quality, premium product. The days of the $3 and $4 sandwiches are long gone."

Also, like restaurants, retailers should offer sandwich options that are all natural, with no hormones or nitrates, at an affordable price point.

"If meat is of a high quality and decent price point, it's a huge selling point," Pierson says.

Creminelli Fine Meats offers an Artisan Deli line, also called Large Format. These are all large styles of its salumi made with all natural pork and slow cured without added nitrates/nitrites or slow-cooked with no preservatives, MSG, fillers or gluten.

"We've noticed a shift toward using more high-end, artisan salami for everything from panini/hot sandwiches as well as simple and elaborate sandwiches," says Chang. "High quality ingredients in general — specialty cheese, good extra-virgin olive oil, different types of breads — are more and more popular on menus for chains and higher quantity businesses."

Its slow-aged products include Calabrese, a spicy pepperoni-like product; Milano, the original Genoa salami; Sopresa Veneta with garlic and wine; Finocchihona with fennel seeds in the traditional Southern Tuscan style; Varzi that is gently seasoned with nutmeg; Prosciutto Creminelli, a Parma-style domestic prosciutto; Coppa, a rolled and aged pork shoulder/neck with sea salt and clove; and Bresaola, an air-dried eye of round with peppery greens and olive oil.

"Since we don't use fillers or add water to our salami and cooked products, the flavor is more intense," Chang says. "Operators actually need to use less product than say, a deli meat that's industrially produced with fillers and water. So the cost may be more on paper, but in cost per serving, the cost is lower and the flavor better."

Looking ahead, manufacturers predict grains will continue to be a hot ingredient, seasonal products will be emphasized and foods from other departments, such as bakery and produce, will be further incorporated into deli sandwich programs.

Pickles and Condiments

While the core ingredients of a great sandwich include as assortment of bread options and a wide variety of meats and cheeses, retailers should not forget about condiments. Often it is the condiment that changes a good sandwich into a signature product that can be advertised and used to satisfy existing customers and bring new customers into the store.

A great foodservice and sandwich program becomes just as much a destination center for consumers as does a great produce department or low prices.

One of the classic add-ons is pickles. Low calorie, low cost and tasty, they were once the favorite sandwich side dish and often offered for free in traditional

restaurant delis.

"Merchandising [pickles] next to the sandwiches helps retailers offer full meal solutions," says Eric Girard, national sales director at Van Holten's & Sons, a pickle provider based in Waterloo, WI.

Van Holten's has expanded its Pickle-In-A-Pouch line, adding a 30-count pickle barrel that includes deli paper bags for a quick self-serve option.

"Pickle-In-A-Pouch is available for limited labor situations, and the 30-count jar is available for operations with more dedicated manpower," Girard says. "Supermarkets are competing with fast food and need to use products that help them become more efficient."

Pickles can be used as give-a-ways in sandwich programs. "It's a great way to call attention to your sandwich program and show customers that you are viable meal option," Girard says.

"Condiment trends for sandwiches include anything ethnic or hot and spicy, like chipotle and sriracha," says Rick Schmidt, vice president of national sales at Springfield, OH-based Woeber Mustard Co. "While men are more attracted to spicy and hot condiments, women typically prefer sweet, fruit-based toppings."

Sriracha, an Asian hot sauce made from chili pepper paste, distilled vinegar, garlic, sugar and salt, is popular on its own and combined with mayonnaise and mustard as a sandwich topping. It has surpassed wasabi sauce, another popular Asian hot sauce.

One company has taken the popularity of pickles and condiment trends and combined them into a popular new take on traditional pickles.

Farm Ridge Foods of Islandia, NY has a line of "Not Your Typical Pickles" that includes contemporary flavors. While half-sours are the number one seller, other flavors include Horseradish, Hickory Smoked, Devilish, Atomic Hot and Wasabi.

Ron Loeb, president of Farm Ridge Foods says, "These new flavors are really catching on and bringing life back into a declining category. All flavors are available in chips and these make great additions to sandwiches. All of our pickles are fresh not pasteurized, so the flavors and colors are better."

According to Loeb, the pickle market is expanding due to new customers looking for something different. Farm Ridge has just begun offering a single-serve packaged pickle that is a fresh, dry-pack product. Since the pickle does not have pickle juice inside the package, it is a much easier to eat with lunch whether you are driving in your car or eating lunch at your desk.

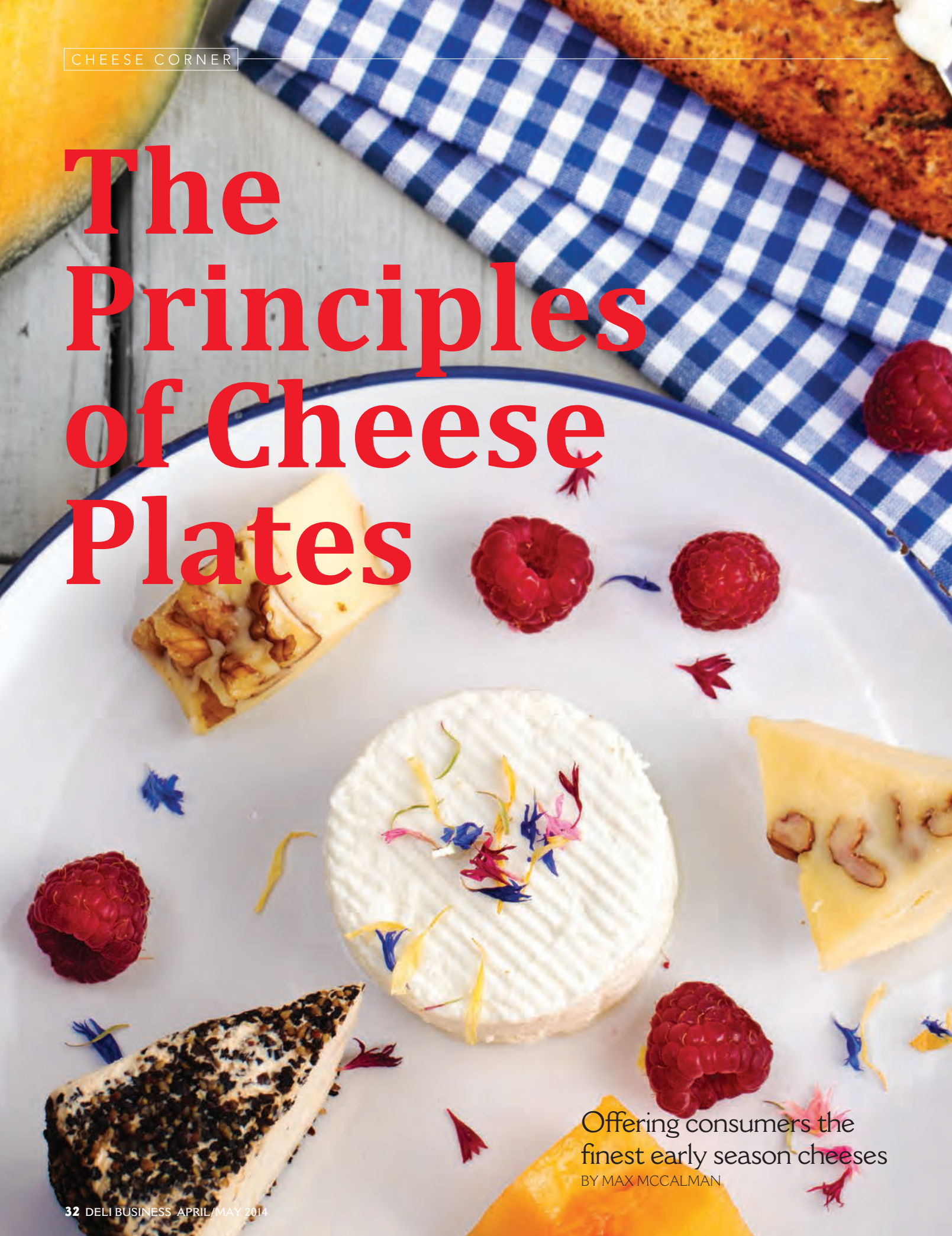
For Loeb, making sandwiches more interesting and dynamic is as simple as using the horseradish chips on a roast beef sandwich, hickory smoked chips on barbeque or Atomic Hot on a traditional sub or hogie."

"Important aspects of a successful retail sandwich program include offering a variety of different options," says Jim Conroy, president at Pittsburgh, PA-based Conroy Foods.

The company offers a variety of sandwich condiments, including Beano's Original Submarine Dressing; Balsamic Submarine Dressing; Olive Oil Submarine dressing; All American Sandwich Spread; Buffalo Sandwich Sauce; Deli Mustard Honey Mustard; Horseradish Sauce; Southwest Sandwich Sauce; Fancy Yellow Mustard; Wasabi Sauce; Smoky Bacon; Roasted Chipotle; Cilantro & Lime Sweet Chili Pepper; Garlic Sauce; and a Non-Separating Submarine Dressing.

With all the different available options, there should never be a dull and boring sandwich program and all the options add up to a better value for consumers and a higher ring at the register. **DB**

The Principles of Cheese Plates



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There was a time when the cheese selections available in spring offered little to choose from or less than ideal quality. The dearth of top-quality cheeses at this time of year could be attributed to simple seasonality. Northern-hemisphere dairy animals would be well into their lactation cycles so excellent milk would be available for cheese making. Although a few fresh cheeses were made, and made quickly available, the cheeses requiring a little aging simply would not be ready.

A raw-milk cheese crafted in February wouldn't be available until April at the earliest, due to the 60-day minimum aging requirements for raw-milk cheeses. Historically, February is more closely associated with birthing at dairy farms than with cheesemaking. That's not to say cheesemaking grinds to a snail's pace in February, only that with less diversity in the pasture, the milk for cheesemaking might be a bit less flavorful.

Fortunately, today many fine cheeses, both raw and pasteurized, are available in spring. For aged cheeses this is less of a problem: A cheese requiring six or more months aging usually has a long peak-ripeness phase, so a cheese could be produced in September or May, and either would likely be in great form. The vegetation would be relatively lush both months.

Fresh, young cheeses produced in late February and early March begin to come available a few days or weeks after they're made. The use of frozen curd to produce young cheeses outside their normal seasons may sound wrong, but many fine such examples exist, especially goat varieties. After all, the demand for fresh, young cheeses is still present in late winter and early spring. Staggered lactation cycles and the increasing use of blended milk cheeses have given us more varieties to choose from in the spring than ever before.

One family of cheeses reliably available starting in springtime is the alpage, aka alpine, varieties. Cheeses crafted the previous year will have had enough aging to reach their optimal levels of ripeness; it's almost a guarantee some nice alpage cheeses will be available in spring, a better guarantee than in winter. They arrive in good form and should only improve in proper cellar conditions. Cheeses purchased in winter may be in top form if over a year old but many of them may be a bit young. The younger alpine cheeses can be delicious but for most of them, their fuller flavors require more aging to develop.

Among the disappointing categories in spring are many of the sheep milk cheeses. Staggered lactation means milk is available to

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produce a pressed sheep cheese that will be four months old, but the milk may not be nearly as rich as that produced when the ewes have more fresh vegetation to eat. Think late spring and summer for these cheeses.

Part of what influences spring cheese preferences is the aura associated with the season, the aura of freshness: fresh flowers and grasses, warming weather, and new beginnings. This makes fresh, young cheeses desirable. Wait until late spring to select the fresh, young goat cheeses and younger sheep cheeses. Skip the aged, pressed sheep-milk cheeses; the thistle-rennet sheep cheeses you see are generally a bit long in the tooth. For the most part, this magnificent family is best left until later in the year.

What To Include

Some enterprising cheesemakers are rising to the demand to produce cheeses outside their typical seasons. Include any one of several cheeses from Vermont Butter and Cheese Creamery on an early spring cheese plate; they taste as lovely at this time of year as they do in October. They may even seem to be a little more "appropriate" in spring than in the fall. The lovelies from Nettle Meadow are delicious year-round but they seem to be especially attractive in the spring.

Keep in mind that some of the aged cheeses reach their zeniths in the spring, even though the idea of a well-aged Gruyère or Comté may not fit your definition of "new beginnings." It's hard to imagine any time of year when one of those splendid specimens would not find a spot on a plate. Blue cheeses, such as Stilton, are often associated with winter. Yet Stiltons and most blues are just as delicious in spring as they are in winter. The dedicated blue cheese lover likely won't forgo a blue just because the jonquils are blooming outside the dining room window.

Part of what shapes cheese preferences any time of the year is what accompaniments are available. When most any fruit or vegetable can be acquired at any date on the calendar, this may be less relevant than it once was, unless you cling to the traditional seasons and buy only fresh local produce. One fruit available in the early spring is an excellent accompaniment for many cheese types — fresh strawberries. The image of a Triple Crème cheese — such as Brillat-Savarin or Chaource — accompanied by one plump strawberry and a glass of Champagne is a romantic classic.

The idea of having the one "perfect" cheese for the day, month, or season has its merits but many want more. Three is fine; nine is divine. To cover most of the basic categories of table cheeses, don't settle for less.

With three only, you might simply choose one cheese type from each of the main dairy species: goat, sheep and cow.

Species is only part of what defines cheese types. Other variables, such as rinds, textures, rennet and culture choices, tex-

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tures, and provenances, have profound implications on the character of a cheese. So with all that's available, why not have a larger selection?

Try including a young goat cheese, a mixed-milk cheese or two, a bloomy-rind, a pressed sheep-milk cheese, a semi-soft washed-rind, a milled cheese, an alpine style, a Gouda type, and a blue. There may be some crossover among these types but this selection of nine cheeses will cover quite a few bases. Many additional distinct styles, such as pasta filata, flavored and smoked, are available in the spring.

This may sound like gluttony but the suggestion is to have a little bit of many types. This is one of the great things about cheese: a little goes a long way.

Some people express fear of eating too much cheese. Quite frankly, it's almost impossible to overeat cheese. Cheese brings a feeling of satiety. Variety is more important than quantity, and variety will bring on satiation more quickly than eating just one cheese.

One reason to have an extra cheese or two in the spring is to start getting in shape for bathing suit season. A diet that includes cheese on a daily basis has been shown to have "thinning" effects and provides a little extra CLA (conjugated linoleic acid) to protect skin from increasing exposure to springtime sun. Different cheeses contain differing levels of nutrients.

Another driver of spring cheese success is elevated fat content in many milks. Cheeses crafted during winter when many animals spend more time indoors eating hay can be especially flavorful and satisfying. The wide diversity of plant species available during the warmer parts of the year contributes to bigger flavors, yet the relatively high fat content of winter milks gives those cheeses available in spring their own special appeal. This makes springtime a bit of a get-it-while-you-can time of year. Fans of "plump" cheeses like Winnimere should know those cheeses' days are numbered in the spring. Enjoy them and be willing to wait until late fall for many of those styles to come around again.

Rogue River Blue is a phenomenal blue cheese to enjoy at this time; less will be available in the summer so this is another get-it-while-you-can cheese during the spring.

What To Drink

Wine choices evolve with the change in seasons. Hearty red wines may be perfect in winter, but a light white wine seems more appropriate for spring. The cheeses that pair better with the lighter white wines are, on the whole, also lighter and younger. For example, a young Sauvignon Blanc will find greater synergy with one of the goat cheeses from Capriole, such as Piper's Pyramide, than it will with a pungent washed-rind cow cheese. Another spring appropriate cheese is Nancy's Hudson Valley Camembert, a better partner for a white Bordeaux than an aged Gouda. If a buttery Chardonnay is your preference, an alpine style such as Uplands Pleasant Ridge can pair beautifully.

Sauvignon Blanc, Chardonnay, or most any well-made white wine you would have in spring should pair well with all these cheeses. The Chardonnay may carry you over to the blues but be careful with the Sauvignon Blanc. Perhaps worth trying but be forewarned.

Place less emphasis on the pairings though. In more cases than not, cheeses and wines pair well together. But if they don't meld well all the way to the finish, then think of the match as a great guy and a great gal who were simply not destined to be lifelong lovers. Pairing principles can be applied but they shouldn't prevent experimentation. It isn't as though mismatching cheeses and wines is some egregious error. **DB**

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The Right Packaging Boosts Sales

Grab-and-go foods riding high

BY BOB JOHNSON

In its most basic form, packaging holds the product and protects it from the elements, but it can achieve much more than that from a sales perspective. Innovative and bold consumer packaging makes the first impression that gives deli a leg up in attracting impulse buyers.

The strongest movement today offering a substantial payoff is convenient grab-and-go foods, and packaging plays a major role in building gateways to impulse spending.

Convenient Packaging

The deli self-service area that promises lunch or dinner as convenient as quick-service restaurant meals, but far more nutritious and interesting, can ignite increased sales for the entire supermarket. Quality foodservice can drive customer counts as consumers frequently purchase additional items to supplement weekly grocery needs, often bypassing their favorite low-price outlet.

"Grab-and-go applications are getting more attention in the deli department for the lunch and evening," says Jack Tilley, market research manager at Inline Plastics, Shelton, CT. "New packaging is being developed to meet those needs."

"Only one in four supermarket customers are deli shoppers, and the average deli customer spends twice as much at the supermarket," says Keri Olson, marketing director at Robbie Fantastic Flexibles, Lenexa, KS. "Grab-and-go in the cold case is an excellent opportunity to get people to shop the deli."

Great operations often have long lines at the service deli during peak hours which is when people are usually rushed. Enlarging and enhancing the grab-and-go section gives busy consumers an alternative. Stand-out packaging will attract customers unwilling to stand in line as well as build impulse purchases for others waiting for orders.

Home meal replacement is as big as ever and maybe bigger than most retailers realize. People want to eat at home for both convenience and savings, but alternatives are often scarce. While rotisserie chicken still is very popular, consumers are looking for more than just chicken. They want variety.

"The home meal replacement section of the deli is expanding, and retailers want to be able to charge a premium for the convenience," says Chrissy Rapano, senior market research analyst at Dart Container Corp., Mason, MS.

"Manufacturers need to supply packaging that makes the food look good," says Rapano. "It helps to have a microwaveable package with a clear lid and a black bottom. It's not as simple as just designing disposable packaging. Since it needs to be microwaveable, we put vents in the lid. And consumers need leak-resistant seals so food doesn't spill in the car. You need features that make the food look good and protect it."

Because consumers sometimes need only a small meal, retailers are competing with one another to offer attractive small-portion options ranging from a simple snack to a light meal, as well as larger-size family offerings. The trend is packaging options offering multiple compartments, each holding and displaying one part of a snack or meal.

"From small, power-snack packaging containers to large catering trays and bowls for gatherings and special events, the common factor linking the two is convenience," says Jeff Lucash, director of sales–stock products at Placon, Fitchburg, WI.

"Rigid packaging, portion-controlled polyethylene terephthalate, (PET) packages with multiple compartments for a balanced power 'meal' are gaining popularity," he says. "The clear snack-size packaging can fit fresh-cut fruit and veggies, cheeses and nuts for a tasty, nutritional light meal."

Self-service packaging also is a tool to help customers with portion control. Nutritional information is easy, and reguired, to help inform customers on everything from what to avoid, to what to eat for healthy nutrition and food sensitivities.

"Snap-apart, portion-control packaging allows deli items, such as meat and cheese snacks or deli salads to be delivered to consumers in specific calorie ranges," says Jim Foster, marketing manager at Clear Lam Packaging, Elk Grove, IL.

"In our new line of stock PET packaging being launched at the National Restaurant Association show," says Lucash, "we're offering various sizes of these portion-controlled packages in our EcoStar brand of recycled post-consumer PET from bottles and thermoforms that are 100 percent recyclable."

One of the biggest complaints customers have lodged against grab-and-go packaging is the inability to reseal packages to maintain freshness. In all fairness, virtually all packaged products offering multiple servings get the same complaints. However, manufacturers are working on developing solutions for multiple sizes and different products.

"Peel and reseal packaging is growing significantly," says Foster. "A key goal is making the packaging intuitive for consumers. One way to design a program is to inventory the deli products, especially in the self-service area, and choose packaging that works for those products."

"Many retailers are starting to take a close look at their packaging in the deli area to make sure their packaging is the best fit for a specific product," says Tilley of Inline Plastics. "Inline has developed a line of grab-and-go containers that include tamper-evident snack cups, hoagie and sandwich-wedge containers and six-ounce, tamper-evident rectangular containers."

The Package is the Display

The most obvious way to display food is to use clear packaging that provides an unobstructed view and lets the food sell itself. Consumers can easily see the variety, Lucash says, and they want a portion-controlled product that's safe, looks fresh, and comes in an environmentally friendly package.

Packaging with graphics must not interfere with a good look at the food, highlighting the product but allowing the food to be "the star," says Olson of Robbie Fantastic Flexibles.

"All of our deli packages have large windows so you can see the product," she says. "With our rotisserie chicken package we use anti-fog film, so you can still see the chicken when it is hot."

"Retailers are increasingly selecting clear packaging to best denote the freshness of the food contents," says Tilley. "A big trend in the deli is promoting their offering as freshly made instead of processed. Consumers are increasingly preferring fresh foods."

Clear packaging may be the obvious way to display food, but bold alternatives also lure customers to try new flavors of deli items that provide healthful alternatives compared to meals from quick-service restaurants, says Clar Lam's Foster.

"Unique packaging can play a big role in differentiating these new items from traditional products," he says. "New technology is used to manufacture packaging with custom colors in a cost-effective manner."

"We've also been seeing this trend of putting deli products in unexpected packaging that creates some shelf disruption and makes the consumer stop and take notice," says Placon's Lucash. "Our new line of packaging will refresh the way product is displayed on store shelves and give deli managers multiple options for showcasing their product, from situating the package right side up, upside down, standing up or on its side."

The look of the most mundane packaging can promote sales. Indiana Carton, Bremen, IN, makes cardboard sleeves that fit around rotisserie-chicken domes, but it pays to make a graphic statement even with this utilitarian packaging strip.

"Any graphic that attracts people's attention from far away helps," says Alicia Petty MacDonald, marketing director at India Carton. "It's a grab-and-go item. Mom comes into the store, sees the rotisserie chicken,

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and takes it home for dinner. People put chicken pictures or logos on the sleeve."

Security goes hand in hand with freshness in the minds of many consumers, with tamper-resistant and tamper-evident packaging becoming more important to them, says Rapano of Dart Container Corp.

Keenly aware of this consumer preference, producers are trying to offer the total package: tamper-evident products made from post-consumer materials that also feature portion-size compartments.

"When you couple the trend of convenient portion-sized PET packages, tamper-evidence and environmentally friendly post-consumer packaging, you have a winning combination," says Lucash. "We'll continue to see the desire for tamper-evident thermoformed containers moving into the future."

Cheap Green Solutions

Many consumers want sustainable packaging, especially younger consumers, but most also are sensitive to rising costs and they desire green choices that don't increase the price. Satisfying their needs remains a problem, at least for now.

"Environmental-friendly packaging is on the minds of the deli executives," says Rapano. "The problem is green alternatives cost more, and they're looking for green packaging that is not more expensive."

Recycling is an option that is gaining in popularity, but deli products offer unique challenges. Many deli products have a liquid base or are greasy and this often means traditional cardboard containers neeed to be sealed in special films that are not recyclable.

"With the deli items it is hard to recycle cardboard packaging because of the grease," says MacDonald of India Carton. "A lot of the containers are plastic-coated. We see more recycling in the bakery."

Concern for the environmental impact of packaging, however, will continue to grow more important as the younger generation comes of age. Consumers in their 20s and 30s care more about the environment than older consumers, says MacDonald.

Although the riddle of how to go green without paying for it could be unanswered for a while, some partial solutions are available. Even when it is impractical to use recyclable packaging, some younger consumers in particular are more comfortable if the cardboard is made from post-consumer materials.

Indiana Carton also is able to score on the sustainability front with its line of "Nature's Ink," which is a soy-based product. Soy-based inks are now popular and are much more environmently friendly.

If the plastic eventually ends up at the dump, flexible packaging will at least let consumers dump a lighter load, according to Robbie Fantastic Flexibles' Olson.

"We make pouches for rotisserie chickens," she says. "Retailers tell us their consumers care about sustainability, and that's why they're switching to pouches. Flexible film takes up less space in the truck and in the landfill. You have to look at the overall impact of the packaging." **DB**

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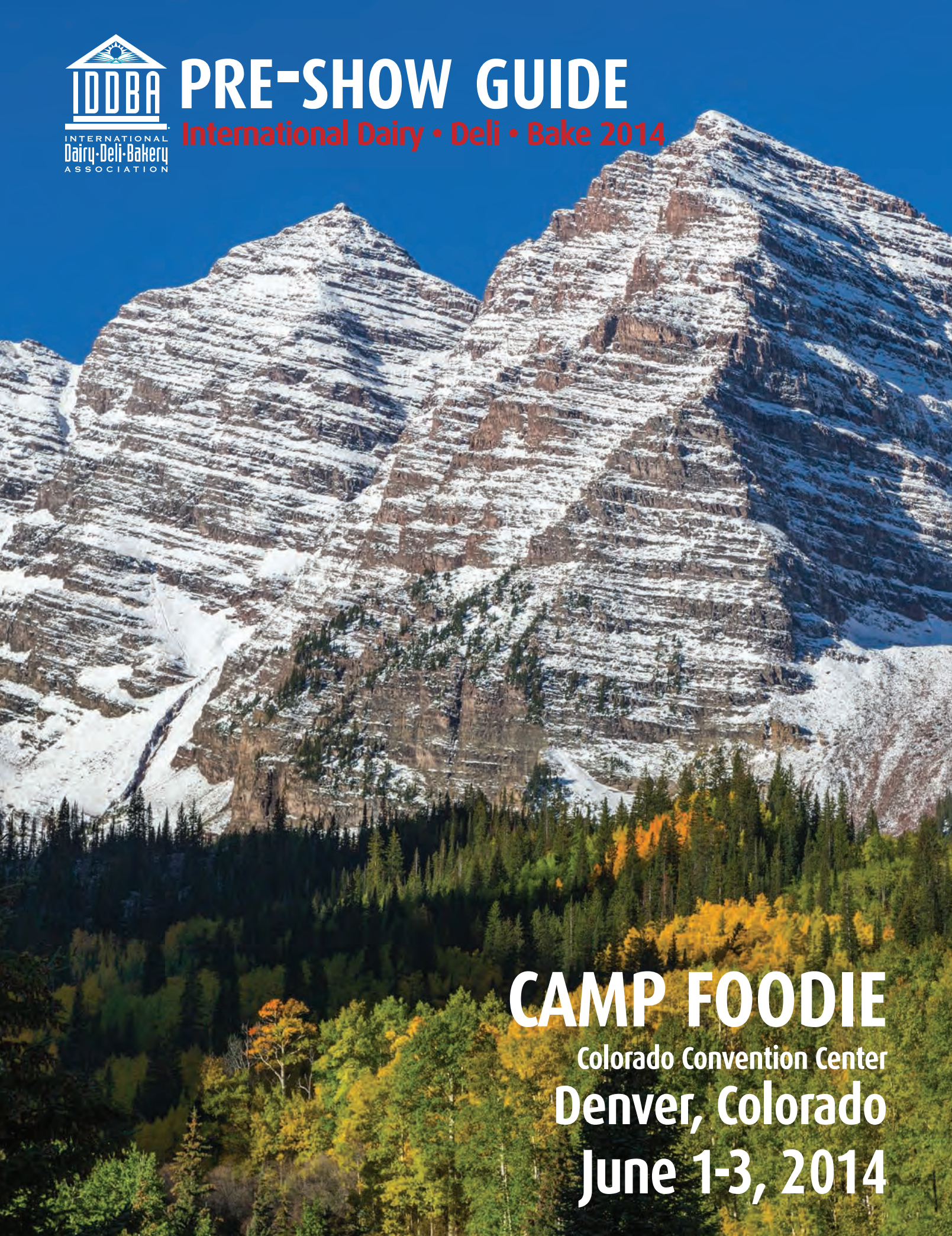

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LAURIE DEMERITT

KEY SHIFTS IN FOOD CULTURE: HOW CONSUMER PREFERENCES AND BEHAVIORS ARE EVOLVING AND HOW TO RESPOND

This dynamic session explores three powerful forces and how they affect the dairy, deli and bakery industry. We'll share brand new information on the evolving shopper including who they are, how their consumption habits are changing and how they access information.

While the research presented in this session enlighten and inspire, Laurie Demeritt, CEO of The Hartman Group, will also share specific strategies for remaining relevant to these shoppers, optimizing your social media initiatives, and developing in-store offerings that build loyalty and sales.

8:30 AM – 9:15 AM

CAPTAIN RICHARD PHILLIPS

STEERING YOUR SHIP THROUGH ROUGH WATERS: LESSONS ON LEADERSHIP FROM CAPTAIN PHILLIPS

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Though Captain Phillips describes himself as a "regular guy," the world knows his actions during a pirate attack on his ship were those of an unassuming hero who conquered an extraordinary challenge. His harrowing ordeal riveted the world, marked by his decisive actions to save his crew and ship. President Obama said, "I share the country's admiration for the bravery of Captain Phillips and his selfless concern for his crew. His courage is a model for all Americans." Captain Phillips is the author of A Captain's Duty: Somali Pirates, Navy SEALs, and Dangerous Days at Sea

9:15 AM – 10:00AM

BOBBY FLAY

FROM HIGH SCHOOL DROP-OUT TO CULINARY STAR: A CAREER OF COOKING, TV AND INSPIRATION

Show us a foodie who doesn't know Bobby Flay. The boy from Manhattan knew at a tender young age that he had a knack for fantastic food and wasted no time delving into a culinary career.

At 17, he took a job at Joe Allen's restaurant where his father was a partner. Mr. Allen was so impressed with Flay's natural ability that he paid his tuition to The French Culinary Institute. After graduating, Flay was introduced to the Southwestern style that influenced him; he opened the critically-lauded Mesa Grill in 1991. The recognition that Flay has gained for his innovative creations utilizing indigenous American Southwestern and Mediterranean ingredients has made him a major culinary figure.

Flay will discuss the mistakes and decisions that have shaped his career, how he combines cooking and media, and how to tantalize customers with exciting flavor combinations, presentations and cooking techniques.

10:20 AM – 11:10 AM

PETER DIAMANDIS

ACHIEVING INNOVATION AND BREAKTHROUGHS

Join Peter Diamandis as he looks to the future in explaining how exponentially advancing technologies will transform our companies, our industries, our governments and our lives over the next 5 to 10 years. Rapid growth of technology is empowering individuals and small companies to do what only governments could do a few decades ago. This presentation will show attendees how to drive and incentivize breakthrough thinking within their companies to achieve clear, measurable and objective results.

Peter Diamandis is the Chairman and CEO of the X PRIZE Foundation, which leads the world in designing and launching large incentive prizes to drive radical breakthroughs for the benefit of humanity. He is the author of Abundance: The Future is Better Than You Think.

11:10 AM – 12:00 PM

HARRY BALZER

EATING PATTERNS IN AMERICA

What are Americans actually eating? This may sound like a simple question, but it is really a challenge to answer accurately. Consumers often say one thing but do another. Harry Balzer, Chief Industry Analyst and Vice President of The NPD Group, has been following the eating and drinking patterns of Americans for years. He is the author of The NPD Group's Annual Report on Eating Patterns in America, which explores U.S. attitudes, behaviors, and trends related to the food and beverage industries.

But sales data only takes you so far. It can't tell you who's actually eating your products and why. It doesn't give you a real perspective on the brands and categories you compete against at each meal occasion. Balzer understands the big consumption patterns, niche trends, new product opportunities, and the dietary concerns that help deliver key food strategies. This informative session – with data straight from consumers transformed into tangible strategies and tactics for you – goes deeper to answer your business questions and helps you make critical decisions with confidence.

MONDAY JUNE 2, 2014

8:00 AM – 9:00 PM

HAROLD LLOYD

FISHIN' FOR SALES? BETTER CHANGE LURES!

Today we are all fishin' for sales. Remember the good ol' days when all we had to do was bait the hook? Now we're force to change lures all the time and/or cast a wider net.

Sometimes thinking outside the parameters of the mundane and our four walls can yield unexpected selling opportunities. This session will most assuredly tickle any retailer's creative synapses and hopefully their desire to do things they've never done to get more of what we've always wanted...GREATER SALES. Manufacturers and suppliers might enjoy seeing how they might be able to contribute to the implementation of these practical and unique ideas.

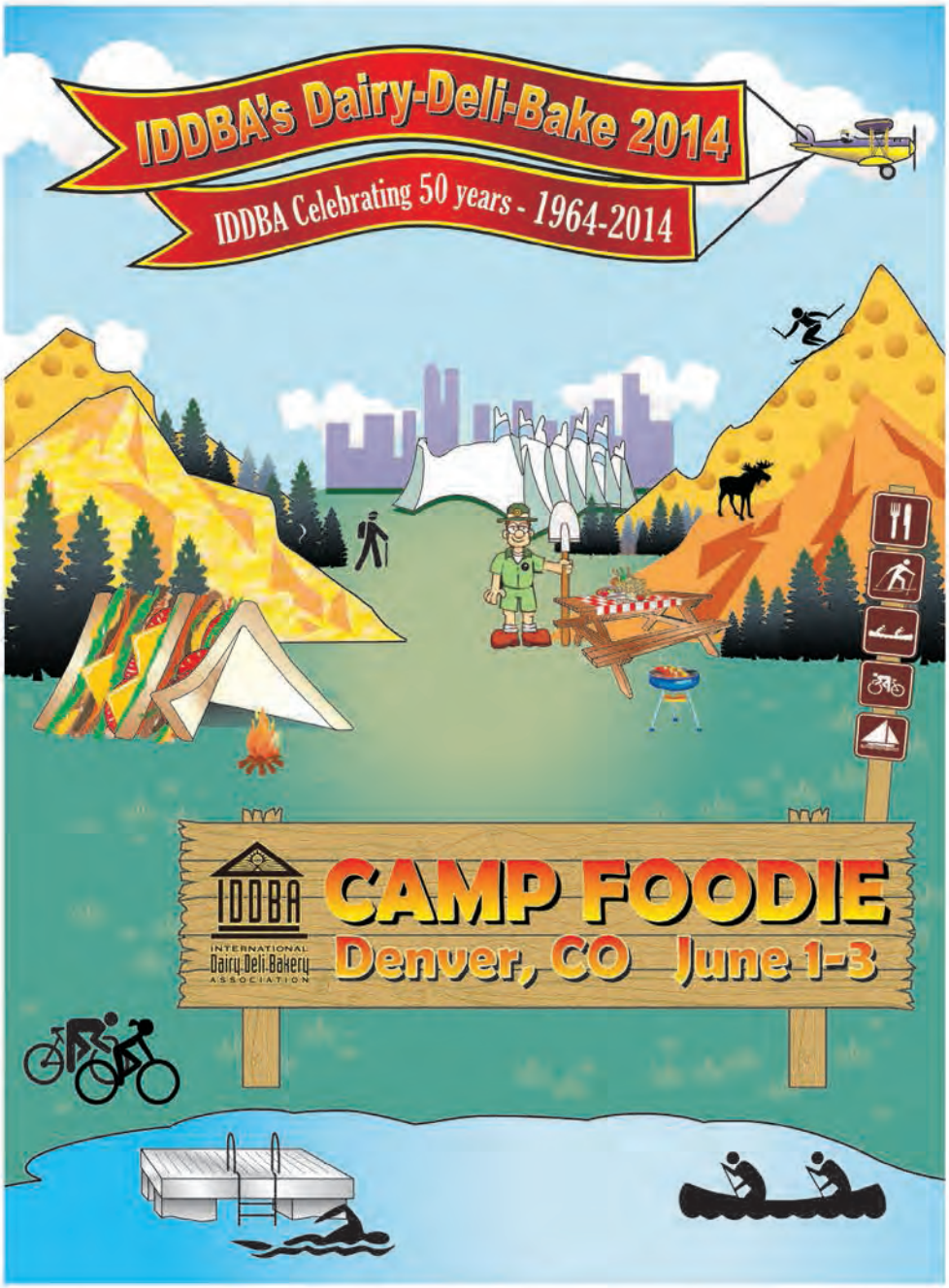
Remarks by
Former Secretary of State
Hillary Rodham Clinton

Capt. Richard Phillips
Steering Your Ship
Through Rough Waters

Gary Vaynerchuk
Riding the Hashtag in
Social Media Marketing

Harold Lloyd
Fishin' for Sales?
Better Change Lures!

Laurie Demeritt
Key Shifts in
Food Culture



Steve Forbes
Leadership From the
Ancient World to Today

Peyton Manning
What It Takes to
Be a Champion

Bobby Flay
From High School
Drop-Out to CulinaryStar

Harry Balzer
Eating Patterns
in America

Peter Diamandis
Achieving Innovation
and Breakthroughs

The Big Adventure. You won't want to miss the best Show in the dairy, deli, bakery, and foodservice business. Camp Foodie is a 3-day adventure in the Mile-High City of Denver, complete with a roster of attendees including the best food buyers, merchandisers, and marketers in the industry; all gathered to network and learn about new products, trends, and new business opportunities.

Set Your Sights High. Pack up your gear and your best hiking shoes as you make your way west at an elevation of 5,280 feet to explore over 1,800 booths, 3 days of top speakers, a 10,000 sq. ft. Show & Sell merchandising pavilion, and other industry events; while you network and exchange ideas with nearly 9,000 of your fellow campers.

Come Celebrate. We're celebrating 50 years in business by lining up some great business, food, sports, and political speakers to share their knowledge on deli and bakery research, food and consumption trends, emerging technologies, social media, marketing trends, consumer behavior, merchandising ideas, and leadership.

IDDBA's Show & Sell Center 2014. This idea center delivers peak merchandising ideas, creative sets, new themes, & signage – the creative thought starters you need to help create a better selling environment in your stores. Complete with onsite merchandising advice and an Idea and Photo CD; your whole team will benefit from the creativity and imagination of retail merchandisers in a real store setting.

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9:00 AM – 9:15 AM

BILL KLUMP

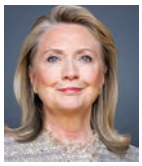
MAN UP: MEN'S RECENT IMPACT ON GROCERY MARKETING

Products have always been marketed and merchandised to reach your primary shoppers, but the question is, who is the core shopper in your aisles today, and who will it be tomorrow? You have probably noticed more men in your aisles, and according to recent research, this trend isn't going away any time soon. A clear understanding of how times and shoppers have changed is essential to success.

What will you do to address this shift? How can you use the latest in research, packaging, merchandising and even branding to welcome and attract repeat business from the new "man in your house?"

Join Bill Klump, Senior Vice President of Marketing, Butterball, LLC and Chairman of the Board of IDDBA, as he shares new research and insights on the growing role of the male shopper.

9:15 AM – 10:00 AM



HILLARY RODHAM CLINTON

REMARKS BY FORMER SECRETARY OF STATE HILLARY RODHAM CLINTON

Hillary Rodham Clinton served as the 67th U.S. Secretary of State from 2009 until 2013, after nearly four decades in public service. Her "smart power" approach to foreign policy repositioned American diplomacy and development for the 21st century. Clinton played a central role in restoring America's standing in the world, reasserting the United States as a Pacific power, imposing crippling sanctions on Iran and North Korea, responding to the Arab Awakening and negotiating a ceasefire in the Middle East. Earlier, as First Lady and Senator from New York, she traveled to more than 80 countries as a champion of human rights, democracy, and opportunities for women and girls. Clinton also worked to provide health care to millions of children, create jobs and opportunity, and support first responders who risked their lives at Ground Zero. In her historic campaign for President, Clinton won 18 million votes.

10:20 AM – 11:10 AM

GARY VAYNERCHUK

RIDING THE HASHTAG IN SOCIAL MEDIA MARKETING

New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition in his latest book, Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy, Social World.

When businesses outline their social media strategies, they plan for the "right hook" – a big, profit-producing bang. Even companies committed to "jabbing" – creating content for consumers and engaging with customers to build relationships – still desperately want to land the powerful, bruising swing that will knock out their opponents or their customers' resistance in one killer blow.

Thanks to the recent change in and proliferation of social media platforms, the winning combination of jabs and right hooks is different now. It's not just about developing high-quality content; it's about developing high-quality content that's adapted to specific social media platforms and mobile devices in order to best engage with consumers when and where they want to be found. Vaynerchuck is on a mission to strengthen marketers' right hooks by changing the way they fight to make consumers happy, and, ultimately, to compete.

11:10AM – 12:00 PM

STEVE FORBES

LEADERSHIP LESSONS: THE STUNNING PARALLELS BETWEEN GREAT LEADERS OF THE ANCIENT WORLD AND TODAY'S TOP BUSINESS LEADERS

The economic crisis underscores the importance of strong and effective leadership. Time keeps ticking and circumstances change but principles of human nature do not. Based on his book, Power Ambition Glory, Steve Forbes provides six intriguing lessons from comparisons between great leaders of the ancient world and contemporary business leaders. What do Cyrus the Great and Jack Welch have in common? What do great leaders know that allowed Serge Brin and Larry Page of Google to challenge and best two formidable competitors, Microsoft and Yahoo? In this illuminating and entertaining talk, Forbes shares insights into what will make or break businesses right now by exploring the remarkable similarities between those who directed the empires of the ancient world and today's leaders.

Steve Forbes, an internationally respected authority in the worlds of economics, finance and corporate leadership, is Chairman and Editor in Chief at Forbes Media. The company's flagship publication, Forbes, is the nation's leading business magazine.

TUESDAY JUNE 3, 2014

8:00 AM – 9:00 AM

MARY KAY O'CONNOR

FOOD TRENDSCAPE 2014

In today's world, no business category – especially the food industry – is immune from the paradox and possibilities of local versus global. The proliferation of Internet-enabled "e"verything, globalization, immediate consumption across multiple channels, multicultural marketing and big data rapidly changes our retail shopper landscape. The "one-stop life shop" marketplace, both real world and virtual, offers 24/7 food availability and beckons with a barrage of products, services and lifestyle solutions.

While no one can precisely predict the future, understanding the evolving trends driving retail in an expanding customer-centric world is key to developing more tailored and effective marketing strategies. Join Mary Kay O'Connor, Vice President Education of IDDBA and the association's What's in Store trends editor for the last 28 years, as she reveals the micro- and mega-trends that are rapidly reshaping markets and competitive arenas.

9:00 AM – 10:00 AM

PEYTON MANNING

WHAT IT TAKES TO BE A CHAMPION

Denver Broncos quarterback Peyton Manning, the league's only five-time MVP and a 13-time Pro Bowl selection, has earned his place among the NFL's greatest quarterbacks. Though Manning's career in the NFL has many highlights, he also has achieved success off the field with humanitarian efforts. The recipient of the Byron "Whizzer" White Humanitarian Award as well as the NFL's Walter Payton Man of the Year Award in 2005, Manning serves as a member of the American Red Cross National Celebrity Cabinet, and the National Football Foundation Scholar-Athlete Advisory Board. He formed the PeyBack Foundation in 1999 to promote future success of disadvantaged youth.

Join Manning as he shares his thoughts on what it takes to be a champion.

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ABSOLUTE PLASTICS LLC	5354
ACE BAKERY	2856
ACHATZ HANDMADE PIE CO., L.L.C.	2309
ADC	5917
ADM COCOA	1664
ADUSA, INC.	5559
ADVANCED FRESH CONCEPTS FRANCHISE CORP	3754
AGRI-FOOD EXPORT GROUP QUEBEC-CANADA	5643
AK PIZZA CRUST	4859
ALADDIN LABEL, INC.	2361
ALEXIAN PATE	2160
ALL ROUND FOODS BAKERY PRODUCTS	4815
ALMARK FOODS	1818
ALMONDINA	5912
ALOS CUISINE, LLC	5663
ALOUETTE CHEESE USA, LLC	3666
ALPHA BAKING COMPANY, INC.	4258
ALPHA FOODS CO. INC.	2356
ALPINE VALLEY BREAD COMPANY	1561
ALVARADO STREET BAKERY	5452
THE AMBRIOLA COMPANY INC.	5858
AMBROSI FOOD USA CORPORATION	1814
AMERICAN ROLAND FOOD CORP.	5220
AMERICAN SPRINKLE CO	5448
AMOROSO'S BAKING CO.	3951
ANCHOR PACKAGING, INC.	2421
ANCO FINE CHEESE	3328
ANDERSON INTERNATIONAL FOODS INC.	3349
ANGELIC BAKEHOUSE	2313
ANGELS BAKERY	5563
ANTONINA'S ARTISAN BAKERY	5256
APHRODITE DIVINE CONFECTIONS	1646
ARLA FOODS, INC.	2449
ARMELLINI EXPRESS LINES, INC.	4811
ARMOUR-ECKRICH MEATS LLC	1832
ARTHUR SCHUMAN INC.	2457
ASK FOODS INC.	5565
AMPI	2255
ASTURI FINE FOODS, LLC	1817
ATALANTA CORPORATION	1221
ATEMPO FOODPACK, SA	2317
ATLANTA CONVENTION & VISITORS BUREAU	2311
AURORA ORGANIC DAIRY	1957
AWREY'S BAKERY	5250
B & G FOODS, INC.	5762
BACKERHAUS VEIT LTD.	4962
BAGCRAFTPAPERCON, LLC	4622
BAKE'N JOY FOODS, INC	1659
BAKERY CRAFTS	3728
BAKERY DE FRANCE, INC.	5030
BARRINGTON PACKAGING SYSTEMS GROUP	1551
BARRY CALLEBAUT	5327
BARRY'S BAKERY	1811
BARRY'S GOURMET BROWNIES	4714
BAUDUCCO FOODS INC.	2162
BAY VALLEY FOODS, LLC	6065
BEAR POND FARM	3565
BEL BRANDS USA	2364
BELGIOIOSO CHEESE INC.	2445
BELLWETHER FARMS	4944
BELPASTRY INC.	5311
BEMIS NORTH AMERICA	1215
BENSON'S BAKERY, INC.	6023
BEST MAID COOKIE CO.	2365
BEST PROVISION CO., INC.	5362
THE BETTER CHIP	5431
BETTER RETAIL	5266
BEVERAGE EMPORIUM, LLC	5248
BFREE	1749
BIG EASY FOODS	5714
BISCOTTI BROTHERS BAKERY	3052
BKI-WORLDWIDE	1418
BLANC INDUSTRIES SIGNAGE & DISPLAY GROUP	3952
BLOSSOM FINE FOODS, LLC	2151
BLOUNT FINE FOODS	3842
BLUE COAST BAKERS	5812
BLUE GRASS QUALITY MEATS	2312
BLUE MARBLE BRANDS	2209
BLUE PLANET FOODS, INC.	5548
BOBOLI INTERNATIONAL, LLC	2052
BODACIOUS FOOD COMPANY	5952
BON CHEF, INC.	5759
BONERT'S SLICE OF PIE	5359
BONGARDS' CREAMERIES	1563
BOULART	5741
BOULDER SOUP WORKS	3650
BOXIT CORPORATION	4718
BRAVO FARMS CHEESE	4847
BRAZZALE SPA	4165
THE BRENMAR COMPANY	5158
BRIDGFORD FOODS CORPORATION	3249
BRIDOR INC.	5617
BROWNIE BRITTLE, LLC	1841
BRUCE PAC	2415
BUDDY'S KITCHEN, INC.	1562

COMPANY	BOOTH #
BUNKER HILL CHEESE CO., INC.	2409
BURNETT DAIRY COOPERATIVE	2454
BURRY FOODS	6027
BUSSETO FOODS, INC.	1251
BUTTERBALL, LLC	2842
BYRNE DAIRY, INC.	4809
BYRNES & KIEFER COMPANY	5464
CABOT CREAMERY COOPERATIVE	5914
CACIQUE INC.	5042
CAFE VALLEY BAKERY	4253
CAKEHEADS INC.	5215
CALAVO GROWERS, INC.	5953
CALICO COTTAGE, INC.	5954
CALIFORNIA DAIRIES, INC.	4850
CALIFORNIA MILK ADVISORY BOARD	4641
CALIFORNIA TABLE GRAPE COMMISSION	3155
CALUMET CARTON COMPANY	4049
CAMPOFRIO FOOD GROUP AMERICA	4053
CARANDO GOURMET FROZEN FOODS, CORP.	5861
CARGILL MEAT SOLUTIONS	4665
CARLSON AIRFLO MERCHANDISING SYSTEMS	5951
CARMI FLAVOR & FRAGRANCE CO., INC	3554
CARRS FOODS INTERNATIONAL	1753
CASTELLA IMPORTS, INC.	5441
CASTLE IMPORTING, INC.	2066
CEDAR'S MEDITERRANEAN FOODS, INC.	6038
CENTENNIAL BRANDS	2114
CENTRAL MILLING COMPANY	1248
TONY CHACHERE'S CREOLE FOODS	5314
CHALLENGE DAIRY PRODUCTS, INC.	4948
CHAMPION FOODS, LLC	4212
CHARLEY & SONS, INC.	1962
CHEESE CONNOISSEUR	4050
THE CHEESECAKE FACTORY BAKERY INC.	3361
CHEF CREATIONS, INC.	4147
CHICAGO METALLIC BAKEWARE	3660
CHOICE FOODS	5356
CHOICE-PAC	3352
CHOPTANK TRANSPORT	3664
CHRISTIE COOKIE COMPANY	5819
CHUCK & DAVE'S	3366
CHUCKANUT BAY FOODS	5418
CHUDLEIGH'S LTD	1653
CINNAROLL BAKERIES LIMITED	3763
CITTERIO USA CORPORATION	5422
"CK PRODUCTS, LLC"	1862
CLEAR LAM PACKAGING, INC."	6052
CLEARBAGS	4150
CLEVER COOKIE	1255
CLYDE'S DELICIOUS DONUTS	1453
COCO INTERNATIONAL INC.	3966
COFRESH	1751
COLOMBO IMPORTING US INC.	3252
COLORMASTERS LLC	5817
COLUMBUS FOODS	3442
COMSTOCK CREAMERY LLC	2355
CONAGRA FOODS, INC.	1633
CONROY FOODS, INC.	5927
CONTE'S PASTA CO., INC.	5251
COOKIETREE BAKERIES	5461
CORBION CARAVAN	3435
CORSO'S COOKIES	1255
COSTANZO'S BAKERY, INC.	5241
COUNTRY HOME BAKERS, LLC	6017
COUNTRY MAID, INC.	2366
COW CANDY	2264
CREATE-A-TREAT	5227
CREATIVE OCCASIONS, INC.	5245
CRYSTAL CREAMERY	4945
CRYSTAL FARMS	2352
CSM BAKERY PRODUCTS	1227
CTP IMAGING	2017
CUBE PLASTICS	3466
CULINAIRE	5562
CUSTOM BAKING PRODUCTS, LLC	5961
D & W FINE PACK	2613
DAELIA'S FOOD COMPANY, LTD	5115
DAFFY FARMS	4515
DAIRY FARMERS OF AMERICA	4648
DAIRYFOOD USA, INC.	2259
DAIYA FOODS	2116
DAMASCUS BAKERIES	3658
DANCING DEER BAKING CO.	5316
DANDELI SPECIALTY FOODS, INC.	2262
DANIELE, INC.	4042
DART CONTAINER CORPORATION	5966
DAVE'S KILLER BREAD	2166
DAVID'S COOKIES	5119
DAWN FOOD PRODUCTS, INC.	2828
DAYMARK SAFETY SYSTEMS	1964
DAYMON WORLDWIDE	5262
DAYSTAR DESSERTS LLC	4609
DBL FOODS	5518
DECOPAC, INC.	2227
DEG MERCHANDISING, LLC	5161
DEL MONTE FRESH PRODUCE N.A., INC.	3652

COMPANY	BOOTH #
GEORGE DELALLO CO., INC.	3042
DELI BUSINESS	4050
DELI EXPRESS	3458
THE DELI SOURCE, INC.	2466
DELICE GLOBAL, INC.	2223
DEWAFELBAKKERS, LLC	3461
DFI - DETROIT FORMING INC.	5361
DI STEFANO CHEESE CO.	4747
DIETZ & WATSON, INC.	1241
DIMPFLMEIER BAKERY LTD.	5665
DIRECT PACK INC.	5614
DNI GROUP, LLC	4162
DOBAKE BAKERIES, INC.	1917
DOBLA	6059
DOMO INDUSTRY INC	1916
DON'S FOOD PRODUCTS	3555
DONSUEMOR, INC.	5655
DR. LUCY'S	5264
DURABLE PACKAGING INTERNATIONAL	3564
DUTCH COUNTRY	2016
DUTCH FARMS	1443
DUTCHESS BAKERS MACHINERY CO.	1515
E.M.E. ENTERPRISES INC.	3661
EATEM FOODS CO.	5462
ECOTENSIL INC.	3162
THE ELI'S CHEESECAKE COMPANY	1449
ELITE GLOBAL SOLUTIONS	3060
ELKAY PLASTICS	3462
ELOMA USA	2512
EMBASSY FLAVOURS LTD.	3560
E.G. EMIL & SON INC.	5350
EMMI ROTH USA, INC.	2041
ENJAY CONVERTERS LTD.	2412
EPICUREAN BUTTER	3163
ERLENBACHER BACKWAREN GMBH	1948
EURO CLASSIC IMPORTS, INC.	2211
EXPRESCO FOODS	5411
EXTRUTECH PLASTICS, INC.	2261
F & S GOURMET FOODS	5013
FANCYPANTS BAKING CO.	2212
FANTAPAK	5958
FARM RIDGE FOODS	5621
FARMINGTON FOODS, INC.	1543
THE FATHER'S TABLE LLC	3747
FGF BRANDS	5721
THE FIELD ROAST GRAIN MEAT COMPANY	4717
FINLANDIA CHEESE, INC.	6049
FISCALINI FARMSTEAD CHEESE CO.	4947
FLATOUT INC.	4056
FLAVOR RIGHT FOODS GROUP	5915
FLYING FOOD GROUP LLC	4866
FOLLOW YOUR HEART	3464
FONDARIFIC	4611
FORM PLASTICS COMPANY	4166
FOUNTAIN OF HEALTH	5650
FRANCIS PACKAGING INC.	1611
FRANKLY FRESH	4911
FRATELLI BERETTA USA, INC.	1251
THE FRENCH PATISSERIE, INC.	5162
FRESCA MEXICAN FOODS LLC	5854
FRESH CREATIVE FOODS	1627
FRESH FOOD CONCEPTS, INC.	6035
FRESHERIZED FOODS	5317
FRESHWAY FOODS	2154
THE FROSTING QUEENS	5555
FROZEN AND REFRIGERATED BUYER	1952
FRUIT FILLINGS, INC.	3253
G & I PRODUCTS	3263
GAGNE FOODS	2115
GALAXY DESSERTS	5816
JOSEPH GALLO FARMS	4849
GARDEN-FRESH FOODS, INC.	2248
GARDEN FRESH GOURMET	2852
GARDNER PIE COMPANY	1512
GAUDET SWEET GOODS	5645
GEHL FOODS, INC.	2254
GENERAL MILLS CONVENIENCE & FOODSERVICE	1622
GENPAK, LLC	5909
GEORGIA-PACIFIC PROFESSIONAL	1848
GFF, INC	5863
VINCENT GIORDANO CORPORATION	5556
GIORGIO FOODS, INC.	5653
GIVE AND GO PREPARED FOODS CORP.	3654
GLOBAL AGRI-TRADE CORPORATION	5709
GLOBAL DAIRY PRODUCTS GROUP	3066
GLOBAL FOODS INTERNATIONAL INC.	1560
GLOBAL SALES & MARKETING LLC	5830
GLOCO ACCENTS	2161
GODSHALL'S QUALITY MEATS, INC.	2509
GOINS PLASTIC SOURCE, INC.	5860
GOLD STANDARD BAKING, INC.	3442
GOLDEN CANNOLI SHELLS CO., INC.	1460
GONNELLA FROZEN PRODUCTS, LLC	4422
GOOD FOODS GROUP, LLC	2566
GOODHEART BRAND SPECIALTY FOODS	5949

COMPANY	BOOTH #
GOODIE GIRL TRIBECA	3362
GOURMET BAKER INC.	3858
GOURMET FOODS INTERNATIONAL	4035
GOURMET RETAILER	2316
GR.A.M.M SRL	5062
GRECIAN DELIGHT FOODS	2865
GREGORY'S FOODS	1965
GRIFFITH LABORATORIES U.S.A., INC.	1261
GROCERY HEADQUARTERS	5116
GUTTENPLAN'S FROZEN DOUGH, INC.	6046
GWARE POS	5664
H&M BAY, INC.	3758
HAIN PURE PROTEIN CORPORATION	3262
HAIN REFRIGERATED FOODS, INC.	1764
HAMPTON CREEK FOODS	3866
HANDI FOODS LTD.	1914
HANS KISSLE	5435
THE HAPPY EGG CO.	5252
HARLAN BAKERIES, LLC	1264
HARRY'S FRESH FOODS	3954
HARVEST FOOD GROUP	1451
HEARTLAND GOURMET, LLC	5313
HELUVA GOOD	5309
HENNING CHEESE, INC.	2363
HENRI HUTIN	1649
HIDDEN VILLA RANCH	1461
HILL & VALLEY, INC.	4261
HILL COUNTRY BAKERY, LLC	4220
HILLPHOENIX	2911
HISSHO SUSHI	1558
HOCHLAND SE	1649
HOFF'S BAKERY	2862
E. HOFMANN PLASTICS INC.	3762
HOME CHEF KITCHEN	1718
HOMETOWN BAGEL INC.	1441
HOOGWEGT U.S., INC.	3360
HOPE FOODS LLC	5113
HORMEL FOODS CORPORATION	4827
HOT MAMA'S FOODS	1566
HOUSE FOODS AMERICA	1851
HUBERT COMPANY	2911
HUMMUSPHERE FOODS	4065
HUSSMANN CORPORATION	4853
I BAKE UM, INC.	3354
IBAKEFOODS LLC	2009
IDDBA'S SHOW & SELL CENTER	2911
IFIGOURMET	1541
ILPRA AMERICA	3164
ILTACO FOODS	1448
IML CONTAINERS	5711
INDALCO FOODS CORP.	3465
INDIANA CARTON COMPANY	5656
INLINE PLASTICS CORP.	5445
INNO-PAK, LLC	6041
INNOVASIAN CUISINE ENTERPRISES, INC	5022
INNOVATIVE BEVERAGE CONCEPTS	3750
INNOVATIVE ENERGY INC.	5315
INSTANT-OFF INC.	5417
INSTORE MAGAZINE	4760
INTEPLAST GROUP	5958
INTER-AMERICAN PRODUCTS	4821
INTERBAKE FOODS LLC	4242
INTERNATIONAL DAIRY-DELI-BAKERY ASSOCIATION	2619
INTERNATIONAL GOURMET PRODUCTS, INC.	5060
INTERRA FOOD MARKETING	5216
IOI LODERS CROKLAAN	4865
IPL INC.	1866
IRISH DAIRY BOARD, INC.	4817
ITALIAN ROSE GOURMET PRODUCTS	5027
IZZIO ARTISAN BAKERY	2216
J & J SNACK FOODS CORP.	6017
JACQUELINE'S GOURMET COOKIES	2027
JANA FOODS, LLC	3057
JENNIE'S GLUTEN FREE BAKERY	3065
JESSICA PASTRIES INC.	5744
JESSICA'S BRICK OVEN INC.	5849
JESSIE LORD BAKERY, LLC	1954
JFE FRANCHISING, INC.	3254
JIMMY'S COOKIES	4047
JOSEPH'S BAKERY	4711
JTM FOODS, LLC	5753
KAROUN DAIRIES INC.	4742
KATHY KAYE FOODS LLC	4915
KEEN MARKETING & MANUFACTURING	1841
KEHE DISTRIBUTORS	4215
KETCHUM MANUFACTURING, INC.	3653
KETTLE CUISINE	3165
KING'S COMMAND FOODS, INC.	2220
KING'S HAWAIIAN BAKERY	5834
KITCHEN TABLE BAKERS	1852
KLONDIKE CHEESE CO.	2461
KLOSTERMAN'S BAKING CO.	5261
KOCH FOODS	6056
KONTOS FOODS INC.	4657
KRADJIAN IMPORTING CO., INC.	3266
KRONOS FOODS, INC.	3049
L & M BAKERY	5212
LA CANASTA MEXICAN FOOD PRODUCTS INC.	5117
LA DOLCE VITA	2014
LA PANZANELLA ARTISANAL FOODS CO.	2158

COMPANY	BOOTH #
LA PASTA INC.	2214
LA PETITE BRETONNE	5745
LA TERRA FINA	5254
LABREE'S BAKERY	1218
LABRIOLA BAKING COMPANY	5545
LACERTA GROUP, INC.	5017
LACTALIS AMERICAN GROUP, INC.	5232
LAKEVIEW FARMS, LLC	3152
LAMB WESTON, INC.	1633
LAND O'LAKES INC.	4248
LANDSHIRE INC.	5845
LANG MANUFACTURING	2314
LANTMANNEN UNIBAKE USA, INC.	1921
LAROMME BAKERY	1959
LAROSA'S FAMOUS CANNOLI	1853
LATTERIA SORESINA USA	3453
LAUTERBACH GROUP	2263
LAWLER FOODS, LTD.	4660
LAWRENCE FOODS INC.	4418
LEGENDARY BAKING	6031
LES TROIS PETITS COCHONS	2061
LESLEY STOWE FINE FOODS	4965
LEVANT MEDITERRANEAN SNACK FOODS LLC	2062
LINDAR CORPORATION	1809
LINDA'S GOURMET LATKES	5516
LITEHOUSE	1662
LLOYD INDUSTRIES, INC.	5853
LOCKHART FINE FOODS	4709
LOFTON LABEL INC.	2053
LONE PEAK LABELING SYSTEMS	4159
LOUMIDIS FOODS INC.	2112
LOWE REFRIGERATION, INC.	2911
LUCKY SPOON BAKERY	3260
LWC BRANDS, INC.	3751
M & M LABEL COMPANY, INC.	5919
M & Q PLASTIC PRODUCTS	3958
JOHN WM. MACY'S CHEESESTICKS	2511
MAMA MANCINI'S, INC	3862
MAPLE LEAF FARMS	5918
MAPLEHURST BAKERIES, LLC	4242
MARIN FRENCH CHEESE COMPANY	4646
MARINFOOD COMPANY	5118
MARY ANN'S BAKING CO., INC.	4662
T. MARZETTI COMPANY	1656
MCCAIN FOODS USA, INC.	2616
MCINTYRE METALS, INC.	3961
MCNAIRN PACKAGING	4409
MCT DAIRIES, INC.	1609
MEDINA FOODS INC.	1865
MEL-O-CREAM DONUTS INTERNATIONAL, INC.	1444
METSOVO BAKING COMPANY	1542
METTLER PACKAGING LLC	4414
MIA FOODS INC.	5644
MIAMI ONION ROLL COMPANY	5409
MIC FOOD	1417
MICHAEL FOODS, INC.	2354
MICHIGAN TURKEY PRODUCERS	5109
MIDWEST REFRIGERATED SERVICES, INC.	2362
MILANO'S CHEESE CORP.	3561
MILLER BAKING COMPANY	2256
MITSUI FOODS INC.	4156
MIWE AMERICA LLC	1966
MJAY'S SPECIALTY BAKED FOODS	5166
MMI DISPLAY GROUP, INC.	5214
MOBILE MERCHANDISERS	3055
MOFFAT	2962
MONOGRAM FOOD SOLUTIONS	4614
MONTCHEVRE-BETIN, INC.	2359
MONTE NEVADO USA LLC	5466
MORINAGA NUTRITIONAL FOODS, INC.	5862
JOHN MORRELL FOOD GROUP	1832
MRS. GERRY'S KITCHEN, INC.	5945
MRS. GRISSOM'S SALADS	4716
MUFFIN TOWN	4619
NAFTA FOODS INC.	3854
NANA'S KITCHEN & HOT SAUCES, LTD.	2015
NASONVILLE DAIRY, INC.	2257
NATION PIZZA AND FOODS	1552
NE-MO'S BAKERY, INC.	3963
NESTLE PROFESSIONAL	3635
NEW FRENCH BAKERY	3442
NEW METHOD PACKAGING	3753
NEXTEP SYSTEMS	5851
NICHOLL FOOD PACKAGING	5552
NIPPON SHOKKEN U.S.A. INC.	3962
THE NO-BAKE COOKIE COMPANY	2215
NOBLE ROMAN'S, INC.	5756
NORDIC WARE	3063
NORSELAND INC.	3642
NOVACART USA	1823
NOVELIS FOIL PRODUCTS	4762
NOW PLASTICS, INC.	2054
NUOVO PASTA PRODUCTIONS, LTD.	4719
NUTRADRIED LLP	5564
NUTRI-HEALTH CORPORATION	5761
O'SOLE MIO INC.	5647
OAKRUN FARM BAKERY LTD.	3858
OLD DOMINION PEANUT COMPANY	5716
OLD WISCONSIN FOOD PRODUCTS	4653
OLD WORLD PROVISIONS	1462

COMPANY	BOOTH #
OLE MEXICAN FOODS, INC.	5609
OLIVER PACKAGING & EQUIPMENT COMPANY	1665
OLLI SALUMERIA	3851
OLSON'S BAKING COMPANY	5427
OLYMEL	5642
OLYMPIA FOOD INDUSTRIES, INC.	1452
ORANGE BAKERY INC.	5514
OREGON CHERRY GROWERS, INC.	1516
ORIGINAL BAGEL COMPANY	5456
THE ORIGINAL CAKERIE	2022
ORIGINAL PHILLY CHEESESTEAK CO.	3949
OTIS MCALLISTER, INC.	5015
OZERY BAKERY, INC.	1709
PAC PAPER, INC.	2213
PACIFIC CHEESE COMPANY, INC.	4649
PACIUGO GELATO	1756
PACK & PROPER CO., LTD	1759
PACTIV LLC	3258
PAGNIFIQUE	4966
PALMER CANDY COMPANY	1463
PANIFICIO SPAR SRL	1614
PANORAMIC, INC.	2117
PANOVO ALIMENTARIA S. DE R.L. DE C.V.	3662
PAPER PAK INDUSTRIES	3766
PAR-WAY TRYSON COMPANY	5561
PARIS GOURMET	5827
PARKER PRODUCTS, INC.	4909
PARMISSIMO USA LLC	1758
PARTNERS, A TASTEFUL CHOICE CO.	5519
PASTRYSTAR	3853
PAULAUR CORP.	4164
PBF PITA BREAD FACTORY LTD.	3442
PEARL RIVER PASTRY COMPANY	5058
PENNY PLATE LLC	5354
PENOBSCOT MCCRUM LLC	2962
PERDUE FOODS LLC	5633
PERLA	1752
PETER LUGER ENTERPRISES, INC.	5160
PHILLIPS FOODS, INC.	5509
PHILLIPS FRESH FOODS	5509
S. A. PIAZZA & ASSOCIATES, LLC	2859
PIDY, INC.	5511
PINE RIVER PRE-PACK, INC.	2247
PITA PAL INDUSTRIES INC.	5348
PL BUYER	5450
PLACON	2349
PLASTIC INGENUITY, INC.	2464
PLASTIC PACKAGE INC.	5312
PLENUS GROUP INC.	1414
PLOCKY'S FINE SNACKS	3563
POCINO FOODS CO.	5766
POINT FIVE PACKAGING	4812
POINT REYES FARMSTEAD CHEESE COMPANY	4745
POLYMERALL LLC	5465
POLYNOVA NISSEN INC.	1911
PREGEL AMERICA	5611
PREMIERE MOISSON BAKERY INC.	5641
PRIME FOODS LLC	2109
PRIME PASTRIES	5227
PRIMERA TECHNOLOGY, INC.	5364
PRIMIZIE CRISPBREADS	1416
PROGRESSIVE GROCER	2316
QUESO CAMPESINO	3553
R. W. BAKERS CO.	1909
RAGOZZINO FOODS, INC.	5453
RANA MEAL SOLUTIONS, LLC	5627
RATIONAL USA	5009
RAYMUNDO FOOD PRODUCTS, INC.	1442
RAY'S NEW YORK BAGELS AND BIALYS	3764
READY BAKE FOODS, INC.	4242
RED APPLE CHEESE LLC	2418
RENY PICOT	1845
REPARO SRL	5253
RESER'S FINE FOODS, INC.	1627
RESFAB	1409
RESTAURANTWRAPS.COM	3760
REVERE PACKAGING	1717
RICH PRODUCTS CORPORATION	4028
RICHARDSON OILSEED LIMITED	2012
RIPPLE BRAND COLLECTIVE	3752
RISING SUN FARMS	3860
RITE STUFF FOODS, INC.	5960
RIZO LOPEZ FOODS, INC.	4844
RLS LOGISTICS	3062
ROBBIE	1422
ROCKY MOUNTAIN PIES	1212
ROGUE CREAMERY	5455
ROSE HILL ENTERPRISES	5550
ROSWELL FOOD GROUP	6037
ROTELLA'S ITALIAN BAKERY, INC.	5463
ROYAL INTERPACK N.A.	2060
RP'S PASTA COMPANY	2347
RUBSCHLAGER BAKING CORP.	3064
RUMIANO CHEESE COMPANY	4848
THE RUN-A-TON GROUP INC.	5366
RUPRECHT COMPANY	1859
RUTHERFORD & MEYER LTD	5451
SABERT CORPORATION	5666
SABRA DIPPING COMPANY	2032
SAIKOU SUSHI	2153

COMPANY	BOOTH #
SANDERS CANDY	5809
SANDRIDGE FOOD CORPORATION	5034
SANTINI FOODS, INC.	4746
SAPUTO CHEESE USA INC.	2045
SAPUTO SPECIALTY CHEESE	1233
SASA-DEMARLE, INC.	3663
SATIN FINE FOODS, INC.	5717
SCANDIC FOOD INC.	2411
SCHREIBER FOODS	2252
SCOTTS OF WISCONSIN	2266
SEALED AIR CORPORATION	5217
SELMA'S COOKIES INC.	3566
SELTZERS LEBANON BOLOGNA CO.	1617
SHIRLEY'S COOKIE CO, INC.	4512
SIAL CANADA	5414
SIBLINI BAKERY INC.	5553
SIERRA NEVADA CHEESE COMPANY	4950
SILVA INTERNATIONAL, INC.	5018
SILVER LAKE COOKIE COMPANY, INC.	4066
SIMPLOT	2049
SIMPLY SOUTHERN SIDES	1658
SINCO INC.	5459
JAMES SKINNER BAKING COMPANY	2846
SKJODT-BARRETT FOODS INC.	5209
SMART STEP THERAPEUTIC FLOORING	5517
SMITHWAY FOODS INC	4647
SNACK FACTORY, LLC	3558
SOLUT!	1854
SOMERDALE INTERNATIONAL LTD.	4062
SOMETHING SWEET, INC.	1518
SONOCO THERMOSAFE	4064
SORELLA USA LLC	5830
SOUTHERN CASEARTS	2911
SOUTHERN PRIDE DISTRIBUTING, LLC	1466
SPAANS COOKIE COMPANY	1618
SPARBOE FOODS	5351
SPARROW ENTERPRISES LTD.	3849
SPECIALTY BAKERS LLC	4412
SPRINGER MOUNTAIN FARMS	4618
SPRINGFIELD CREAMERY	2051
STACY'S SNACKS	1827
STEFANO FOODS INC.	1918
DOUGLAS STEPHEN PLASTICS, INC.	5661
STONEWALL KITCHEN	5416
STORE OPTICS	5265
STRATAS FOODS LLC	2058
STRATEGIC BRANDS	3551
SUGAR BOWL BAKERY	4862
SUGAR BROOK FARMS	2348
SUGAR CREEK PACKING COMPANY	5153

COMPANY	BOOTH #
SUMMER FRESH SALADS	4415
SUN AMERICA CONVERTING, LLC	5061
SUNSWEET GROWERS, INC.	5823
SUPERIOR CAKE PRODUCTS, INC.	1509
SUPERMARKET NEWS	3157
SUSHI KABAR, LLC	5866
SUZY'S CREAM CHEESECAKES & DISTINCTIVE DESSERTS	2245
SWEET CHILLS BRANDS	4645
SWEET LADY JANE	1716
SWEET SAMS BAKING COMPANY	1514
SWISS-AMERICAN, INC.	5841
SWISS COLONY RETAIL BRANDS	2564
SWISS VALLEY FARMS	2345
TABLE TALK PIES, INC.	3261
TASTE IT PRESENTS, INC.	3351
TAYLOR FARMS	3242
TEAZZERS	3761
TEINNOVATIONS INC.	1554
TETON WATERS RANCH	5616
TH FOODS, INC.	4514
THAT'S HOW WE ROLL, LLC	3647
THERMO PAC LLC	5419
THINKINGFOODS.INC	3363
34 DEGREES	2149
THREE RIVERS CONFECTIONS, LLC	5852
THUNDERBIRD FOOD MACHINERY, INC.	3353
TICKLEBELLY DESSERTS	4264
TIFFANY GATE FOODS	1641
TILLAMOOK COUNTY CREAMERY ASSOCIATION	4856
TIPPMANN GROUP	3454
TMI TRADING CORP	1864
TNI PACKAGING, INC.	1548
TO YOUR HEALTH SPROUTED FLOUR CO.	3861
"TOO GOOD GOURMET, INC.	2315
TORTUGA RUM CAKE COMPANY	5363
TOTAL QUALITY LOGISTICS	5551
TOUFAYAN BAKERIES	3160
TRADITIONAL BAKING, INC.	1415
TRAY-PAK CORPORATION	2127
TRIBE MEDITERRANEAN FOODS, INC.	3358
TRIBECA OVEN, INC.	1258
TRICKLING SPRINGS CREAMERY	5063
TRIDENT SEAFOODS CORPORATION	5755
TRINIDAD BENHAM CORPORATION	3765
TRYST GOURMET LLC	3451
TURANO BAKING COMPANY	1945
TWIN OAKS FARMS, INC.	5916
TZALI'S	1765
ULTRA GREEN PACKAGING INC.	6014

COMPANY	BOOTH #
UNCLE WALLY'S	3463
UNIFIED BRANDS	4509
UNIFILLER SYSTEMS INC.	5053
UNILEVER FOOD SOLUTIONS	1714
UNITED FOODS INTERNATIONAL USA, INC.	5815
UNITED JUICE COMPANY	1951
US HIGHBUSH BLUEBERRY COUNCIL	5352
UTZ QUALITY FOODS, INC.	1821
V & V SUPREMO FOODS INC.	1619
VALLEY FINE FOODS CO. INC.	6020
VALRHONA INC.	4917
VAN DRUNEN FARMS	1711
VAN HOLTEN'S	5962
VAN ORIENTAL FOOD, INC.	4616
VARIMIXER	4059
VENICE BAKING CO.	6011
VENTURA FOODS, LLC	4156
VENUS WAFERS, INC.	5016
VIE DE FRANCE YAMAZAKI, INC.	1762
VIRGINIA DINER, INC.	1950
VOLLMER'S BAKERY	5659
WEBER PACKAGING SOLUTIONS, INC.	2152
WELCOME HOME BRANDS, LLC	1412
WENNER BREAD PRODUCTS	5223
WESTERN BAGEL BAKING CORP.	3665
"WESTERN PACIFIC OILS, LLC	4617
WESTON BAKERIES	4242
WEYAUWEGA CHEESE	2267
WHALEN PACKAGING	5163
WHITE TOQUE INC.	5963
WHOLE HARVEST FOODS, LLC	3251
WICK'S PIES INC.	3651
WILD BLUEBERRY ASSOCIATION	5255
WISCON CORPORATION	1549
WISCONSIN MILK MARKETING BOARD, INC.	2241
WNA	1458
WOODLAND FOODS	1652
WORLD GROCER	4748
THE WORLD'S BEST CHEESES	5259
WP BAKERY GROUP USA	1953
XCELL INTERNATIONAL CORP.	5662
YANCEY'S FANCY INC.	6062
YOCRUNCH YOGURT COMPANY	5765
YUCATAN FOODS	1857
ZENITH SPECIALTY BAG COMPANY	1517
ZILKS FOODS	3960
ZIMMERMAN CHEESE INC.	5211
ZOE'S MEATS	5066

Getting the Most Out of a Trade Show

1. Develop a plan of attack before you go. There are always too many people to meet, too many booths to see and too many seminars to attend.

2. Go to the seminars and divide sessions between team members. Sure, everyone may want to hear one or two speakers but the rest of the speaker sessions should be assigned based on individuals' areas of responsibility and management experience.

3. Remember, there are usually vendors that are specific to your business and your areas of responsibility, and vendors who are not relevant. Carefully go through the exhibitor list and prioritize the exhibitors into three categories:
   a. Existing Vendors
   b. Potential New Vendors
   c. General List of Vendors

4. Between existing vendors and companies you want to get to know, make appointments ahead of time. Keep pre-arranged meetings to a minimum. You will want to have time to explore and find new products and companies, and you don't want to find yourself running from meeting to meeting.

5. If you have more than one team member going to the show, divide up responsibilities. There is no reason to form a caravan. Remember, when you are talking to each other, you are not talking to exhibitors, finding new products or discussing marketing strategies.

6. Leave enough time to walk the show looking for new ideas, products and companies. Or, assign someone to do it. Don't think every good product has already been presented to you.

7. Do not become a forager. Instead eat a hearty breakfast and arrange for a light lunch if you're hungry after the seminars. Otherwise, you will spend the day eating everything in sight and hanging out at the doughnut booth even if you are the deli meat buyer.

8. Just to be clear, do not eat everything you see. You will be sick. Very sick.

9. Party but not too hearty.

10. Make it a priority to hold a post-show meeting back at headquarters so information can be shared, potential new products discussed and those brilliant, inspirational ideas are not forgotten.

The Heart of Barbecue – Ribs and Wings

Do It Well and Reap the Rewards

BY BOB JOHNSON

While many people associate barbecue with the warm-weather months, retail deli operators are finding ways to make the popular cooking technique a yearlong opportunity.

Barbecued ribs and wings are increasingly becoming everyday items, says Patrick Ford, vice president and international marketing director at Ford's Gourmet Foods, Raleigh, NC.

Ford's produces the Bone Suckin line of sauces exported to 60 countries and exhibited at international food and drink shows.

"So, yes, it is very important in the deli now more than ever," he says. "We are seeing the trend of year-round barbecuing instead of waiting for the snow and frost to clear."

And, many agree, while barbecue presents a challenging category, it can be a rewarding magnet for the department when prepared correctly.

Good Ribs Are Worth the Effort

An effective deli barbecue often begins with finding an answer to the riddle of ribs — while they certainly present a prime attraction for a deli, they are hard to do well.

"Very few people have the acumen to cook ribs," says Matthew Whiteford, president and pit master at Whiteford Gourmet Foods in Chicago. "People want them, but they don't know how to cook them. When you find a deli that has a good ribs product, it's definitely quicker than going to Outback. Ribs are a growing trend. My deli business has definitely grown."

Whiteford is a competition barbecue cook who placed Reserve Grand Champion at the Royal World Barbecue Championship in Kansas City. He produces and markets a line of sauces.

Ribs are not only hard for most consumers to cook well, but they are difficult for many delis to prepare as well.

"It's a trick for the retailers to offer ribs," says Eric LeBlanc, vice president of marketing for deli and convenience stores at Tyson Foods in Springdale, AR. "Getting them uncooked brings the price down but they have to be slow cooked, and that's hard for retailers to do. Ribs have high appeal, but they are hard to cook in the store."

Consider how much of the preparation you want done by the pros before the meat arrives at the deli, or how much you want

to invest in equipment.

"One of the biggest trends is using combi ovens as smokers. Combi ovens allow you to use humidity at any temperature, while steamers only allow you to use humidity at 212 degrees Fahrenheit. Most of your big players have combis in all their kitchens, or are trying to roll that out," claims Andy Mayeshiba, corporate executive chef at Alto-Shaam in Menomomee Falls, WS.

A combi oven with a smoker is expensive, but it may simplify the process of cooking good ribs in the store.

"A big part of barbecue is cooking your meat until it gives up. You cook it until it is tender, and dry cooking equipment tends to dry your product out. A combi oven does it quicker, and cutting down on the time makes it more accessible," says Mayeshiba. "Your average deli employee should be able to cook ribs with the touch of a button and get great results. A lot of times it can be twice as fast as a conventional oven. We can smoke and cook baby back ribs as fast as an hour."

Whiteford also advises that a deli operator market a "brand" barbecue, whether it is the brand of the sauce or the cooked ribs.

But, unquestionably, the ribs must look and be both fresh and tasty.

"It's all about communicating freshness," says LeBlanc. "I would absolutely put times on ribs saying when they were put out. I would even restrict the times they are put out, so you can know they are fresh. The one reason people eat ribs is they taste good. Don't do anything to compromise the taste. Make it be what you need to taste good, and charge what you have to."

If the cost of offering fresh and tasty is steep, take the edge off by offering smaller portions.

"One way to bring down the cost is to offer half racks. Instead of $12 to $14, you can offer a half rack for $6 or $7. The consumer still gets that rib experience," says Tyson's LeBlanc.

Half racks or other smaller portions may be a necessity to keeping the ribs program alive during the times when the cost of meat is high.

"The price of meat has kind of limited the rib thing," says Phillip Burger, vice president of Burger's Smokehouse in California, MO. "Smaller portion sizes right now are about the only thing retailers can do with prices being high."

The barbecue also must be convenient, because fewer young consumers have the time or know how to work in the kitchen.

"Easy is key to the deli this year," says Ford of Ford's Gourmet Foods, noting younger people don't have the time to learn how to cook, or have been taught to pour a sauce on top of something or add seasoning, and then heat it up, "and to the table or TV tray it goes. We are also seeing the seasonings being a big item this year. More and more people are feeling comfortable with just sprinkle and serve."

Growth in the barbecue category usually depends on growth of the ribs program.

"I think the overall health of the category is about flat," says LeBlanc. "I don't think consumption overall is increasing, but penetration is going up because more retailers want to carry barbecue. The wings are flat to down because retailers are thinking their barbecue program is too heavily chicken, and they are looking for another protein. Ribs fit that description, and they are a comfort food."

Although ribs will probably drive increased sales, they need not come at the expense of wings.

"Wings are much more of an appetizer. You might get a platter of them to take to a party. I don't see wings and ribs cannibalizing each other," says Whiteford of Whiteford Gourmet Foods.

Keep an eye, however, on whether wings move toward the center of the plate.

"Wings are becoming more a meal than an appetizer, thanks to all the national chains and local pubs and restaurants opening up and marketing them," says Ford.

The success of boneless wings in specialty restaurants also is impacting the deli barbecue menu.

"Most of what they're looking for is boneless wings," says Michael Lazarus, vice president for marketing at Koch Foods in Park Ridge, IL. Koch provides sauce and serves wings that are cooked in the deli.

You can invest in equipment that simplifies the process of cooking ribs and wings and vegetables in the same oven.

"A lot of retailers are moving away from rotisseries and are moving toward combi ovens instead because they are easier to clean and much faster," claims Mayeshiba. "The good thing about a combi oven with a smoker is you can clean the smoke out. A combi oven can cook everything in the kitchen. Combi ovens have been around for decades, and we have had them with a smoker for at least a decade."

The versatility of these ovens enables retailers to eliminate redundant equipment and add new cooked items.

The Regional Touch

There are more styles of barbecue than any deli can offer, but each style has its regional origin and appeal.

"The thing with barbecue that's a trick is there are so many regional flavors," says LeBlanc. "Carolina has a vinegar flavor; Memphis has a sweet flavor; and in Texas, they like dry rubs."

According to Whiteford, a deli retailer needs to know not only about the favored barbecue sauce of the area, but of regional flavor profiles as well.

"It's very regional," says Whiteford. "For instance, I live in Chicago and around here it's a thicker ketchup-based barbecue sauce with various sweeteners and some heat in the background. If you go South it's more of a vinegar base. It's a much thinner sauce."

Buffalo is one sauce gaining favor pretty much everywhere in the country and in a wide range of dishes.

"Buffalo-style chicken has become remarkably popular and is even crossing over," says Ken Meyers, vice president for sales and marketing at Panorama Foods in Lynn, MA, which recently acquired Wing-Time. "You see it in chicken salads, pasta salads and chicken pieces. Some people are extending it to fish, and Buffalo shrimp is becoming popular."

Everyone is hoping to be first in line to offer the next flavor that takes off like Buffalo sauce.

"People are looking for a variety of sauces; they are looking for the new flavor. It's basically the same flavors with a new line," says Koch Foods' Lazarus.

There are also a number of more minor trends that bear watching, experts say.

"We are seeing a huge push towards all-natural, gluten-free healthy barbecuing," says Ford.

In addition, he adds, "Hot and sweet is intriguing. It has been increasing for a while, like a chipotle barbecue."

Many consumers are curious about the possibilities of foods — including barbecue — that bring the heat.

"There is a movement toward the spicier flavors, with the U.S. consumer becoming more comfortable with flavors like Moroccan or wasabi that kick it up a bit. That started three or four years ago, and has come to a head the last two years," says Rory Bidinger, brand advocacy and marketing manager at Gold'n Plump in St. Cloud, MN. "There are a number of studies out there and the majority of them show it's the spicier flavors."

And Whiteford sees yet another flavor worth watching. "The fastest growing flavor profile in barbecue is maple," he says.

There are places to look today to see what will be hot in deli barbecue tomorrow.

"People are seeing the spicier flavors in restaurants as chefs become more adventurous about combining flavors, and they want to bring that home," says Bidinger.

Says LeBlanc, "I'd look at the four or five restaurant chains that do a good job on barbecue and smoked meats. I'd look at their menus because there is an adoption curve."

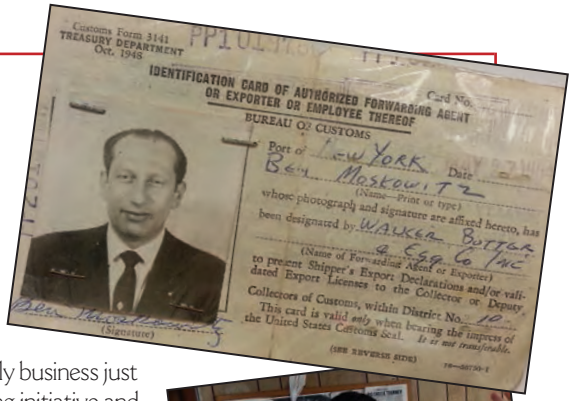
Whiteford suggests watching television programs. "Especially watch the barbecue pit master shows," he says.

Observers also recommend taking the time to anticipate trends because the category appears to be growing.

"Anecdotally, I think I would happily say barbecue is going North, driven largely by the growing exposure by the thousand franchise restaurants dedicated to the theme of wings," says Panorama Foods' Meyers. "A couple of these franchise restaurants are some of the fastest-growing out there." **DB**

Blast From The Past

80 Years of Family



It was 1920 when Ben Moskowitz arrived in the United States from Poland. Little did he think he would create a cheese dynasty eventually ruled by his son, Joseph, and passed down to his grandson, Adam.

Ben joined Walker Butter & Egg in 1934 as a part-time delivery boy. Distributing butter, eggs and cheese in downtown Manhattan, he soon became a star. It was 1940 when he became a partner and by 1958, he was spearheading the importation of cheese from Denmark and Switzerland.

Joseph Moskowitz joined his father in 1958. Son Joseph needed a job and joining the family business just seemed like the right thing to do. Joe's first big project was to begin a French cheese importing initiative and ultimately became the company cheese importing expert.

It was 1978, when Joe decided to launch his own business and started Larkin, a vendor-based warehouse and LLC consolidation point for European imports. It was 1990, when Joe and Ben bought Columbia Cheese and used it to facilitate imports from Switzerland and Italy.

The newest member is just as free-thinking and possessed of entrepreneurial spirit as his father and grandfather. Adam Moskowitz joined the company in 1970 and immediately began to bring his own brand of rock-star crazy to the business, launching EuroLarkin in France with his father.

Adam's legacy is still to be determined but his newest creation, the Cheesemonger's Invitational, a competition to foster a community among cheesemongers striving to create a new level of expertise and craftsmanship is a huge success. It must run in the family.

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 33481-0217or e-mail DeliBusiness@phoenixmedianet.com. For more information, contact us at (561) 994-1118

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