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COVER STORY 12

Growing consumer interest in the proper treatment of farm animals has producers and delis increasing their humane-certified offerings

COMMENTARIES

EDITOR'S NOTES

Digital Orders May Have Impact 8
On Deli/Foodservice Differentiation

PUBLISHER'S INSIGHTS

The Tribalism of Food 10

IN EVERY ISSUE

DELI WATCH 6

INFORMATION SHOWCASE..... 46

BLAST FROM THE PAST 46

PREPARED FOODS

What's For Dinner 17

Delis have the opportunity to solve the main meal problem by diversifying take home dinner offerings

MERCHANDISING REVIEW

An Appetizing Addition..... 23

The rise of spreads and dips continues in the deli department

FEATURE

New Ways To Sell An Old Favorite 27

Delis can take advantage of the many olive varieties to amp-up their offerings and displays

A Matter Of Offering Solutions..... 35

When properly executed, cross merchandising provides added exposure and selling opportunities

CHEESE CORNER

The 411 On Feta..... 30

Sometimes misunderstood but definitely a deli staple, learn why Feta has become a key component in today's delis

PROCUREMENT

An Authentic Approach 38

Promoting true Italian can pay off big when done the right way

DELI MEAT TRENDS

The Meat Of The Matter..... 42

Flavor and variety are hallmarks of today's deli meats



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Toufayan Bakeries Celebrates 50 Years



Toufayan Bakeries, headquartered in Ridgefield, NJ, is celebrating 50 years of business in the United States. The company marked the occasion with an event that included Toufayan employees, Ridgefield Mayor Anthony Suarez, business partners and guests.

The event was a surprise for founder Harry Toufayan, who now runs the business with his three adult children. The Toufayans oversee the entire process, from ingredient sourcing and production to distribution. Toufayan also marked this milestone anniversary with a \$50,000 sponsorship of the Smithsonian Folklife Festival, a gesture in line with the company's many charitable contributions.

Harry Toufayan regularly loads his car up and distributes baked goods to police officers on patrol. Toufayan also donates to community-based and national institutions and shelters in need, including the Make-A-Wish Foundation and the Multiple Sclerosis organizations in New York, New Jersey and Florida. In addition, the company donates to natural disaster victims during recovery efforts.

Ridgefield Mayor Anthony Suarez issued a proclamation honoring the bakery, which also has two locations in Florida.

Toufayan sells more than 100 varieties of breads and baked goods and is credited with kicking off the pita craze and helping introduce U.S. consumers to ethnic breads and other baked bread innovations.

COMING NEXT IN FEB/MAR ISSUE

COVER STORY

Prepared Foods

DELI MEATS

Rotisserie Chicken

FEATURE

Consumer Research

PREPARED FOODS

Pizza

MERCHANDISING REVIEWS

Ribs & Wings
Specialty Deli Meats

CHEESE CORNER

Pecorino
Condiments

PROCUREMENT STRATEGIES

Specialty Cheese

COMING IN APRIL/MAY

DELI BUSINESS will be taking a look at sandwiches.

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TRANSITION ANNOUNCEMENT NEW PRODUCT



BLOUNT PROMOTES VITTORIO

Blount Fine Foods, Fall River, MA, has promoted David Vittorio to senior director of marketing. In addition to coordinating the company's marketing of licensed Panera Bread and Legal Sea Foods soup brands, Vittorio and his team provide marketing and packaging support to private label soups sold to supermarkets and restaurants. His department collaborates and partners with Blount's sales team, R&D and culinary teams, operations and manufacturing departments as well as chefs and retail and restaurant executives.

www.blountfinefoods.com



ACS HIRES MEETING MANAGER

The American Cheese Society has hired Karoline Corbett as meeting and events manager. A Certified Meeting Planner, she brings more than 15 years of experience managing corporate- and association-led conferences and events to her new role with ACS. She will be planning the 36th Annual ACS Conference & Competition, which will be held July 31-Aug. 3 in Richmond, VA.

www.cheesesociety.org



LACLARE CHEESE WINS AT ACS

LaClare Family Creamery, Malone, WI, has announced its Raclette won First Place, Best of Class at the 2018 American Cheese Society Conference in the Raclette-style category. Cheese Maker, Katie Fuhmann found she wasn't able to devote the time necessary to create this cheese. In came David Rogers, a talented affineur, whose job is to tend to the cheese as it ages and wash wheels by hand.

www.laclarefamilycreamery.com



UNIQUE PASTA MEALS

Fratelli Beretta USA, Inc., Mt. Olive, NJ, offers a substitute to frozen meals with the same portability and ease of preparation. Viva La Mamma Beretta is a range of six Italian pasta dishes that are ready to eat. The meals have less salt, better ingredients and a greater consistency in quality. The line also helps control portion sizes. It takes two minutes to heat and includes eating utensils. Varieties include Bolognese Ziti Pasta; Amatriciana Ziti Pasta; Tomato & Ricotta Penne Pasta; Carbonara Penne Pasta; Alfredo Penne Pasta; and Pesto Fusilli Pasta.

www.fratelliberettausa.com



CHAMOY FLAVOR IN A POUCH

Van Holten's Pickles, Waterloo, WI, offers its Chamoy flavored pickle in a single serve Pickle-in-a-Pouch and in a 30-count barrel. Chamoy is Mexico's flavor fiesta condiment with Chinese origins. It's made from pickled fruit, chilis and lime.

www.vanholtenpickles.com



ITALIAN SNACKING EXPERIENCE

Olli Salumeria, Oceanside, CA, is a grab-and-go Italian gourmet snacking experience. Pre-sliced salami with artisanal crackers and a variety of all natural cheese are explicitly paired for each flavor of salami. The peel and reseal packet keeps the product fresh and individually-sealed sections prevent flavor migration.

www.oli.com



SALAD LINE EXPANDS

Garden-Fresh Foods, Milwaukee, WI, has expanded its Grandpa's Signature Salads line, now offering premium items in 16-ounce grab-and-go packaging in addition to bulk. The Grandpa's Signature Salads line is inspired by hearty, traditional favorites, with unique and flavorful twists. The salads are made with fresh ingredients and recipes are handcrafted. Varieties include Steakhouse Potato Salad; Macaroni Salad; Deviled Egg Potato Salad; German Potato Salad; Baked Beans; Homestyle Potato Salad; Cole Slaw; and Potato Salad.

www.garden-freshfoods.com



SALAMI IS PRE-SLICED

1732 Meats, Lansdowne, PA, offers four salami flavors in its bacon line that can be eaten on their own or used in recipes. Varieties include Black Peppercorn, Smoked Paprika, Garlic Insanity and Flaming Hot Jalapeño. Cold fermentation makes it less piquant and all of the flavors come through clearly. Offered in two retail packages, chub and pre-sliced, the salami is made with Heritage pigs raised on family farms without antibiotics or hormones that are vegetarian-fed. The fibrous casing is removed prior to packing.

www.1732meats.com

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

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Digital Orders May Have Impact On Deli/Foodservice Differentiation



By
Jim Prevora
Editor-in-Chief

For a long time now, the fresh foods departments have been the key points of differentiation for modern supermarkets. From bottles of Coca-Cola to boxes of Tide to canned foods of all brands and sizes, supermarkets could only compete on these items with price. Yet departments such as frozen foods have been important sources of profitability for retailers, so just cutting prices was not a desirable option. The strategy became to attract customers to the store with fantastic fresh produce, wonderful bakeries, fine meat and cheese counters, beautiful floral, fresh seafood counters and, especially, deli.

But this was not your father's deli operation... As consumer interest in home cooking has waned, the deli grew into a retail/foodservice hybrid and so became the supermarket's primary tool to attract consumers who don't want to do a lot of cooking.

This one-two punch of deli as a key differentiator and way to keep customers in supermarkets who otherwise would go heavily toward take-out or delivery laid out the future of the department. Add wing bars, antipasto bars, wok stations, sushi, multiple types of rotisserie chicken, pizza programs, sandwich shops, prepared foods, soup bars—on and on. Because each offering differentiated the store and appealed to a consumer segment that otherwise might have not been attracted to the store, it was obviously the direction to go.

Now, the view is becoming foggy. Yes, with delivery services being established at basically every grocer in America, quite suddenly there is a whole new clientele for supermarket delis. A worker getting pangs of hunger at his or her desk can order a sub sandwich or any of hundreds of other deli favorites from the local grocer.

Yet, merely making a product available on a website or app is not enough to succeed. How quickly can it be made and collected at the store? How fast can it be delivered to the customer? How perfectly can the item listed on the website or app be delivered with consistency?

Restaurants tend to have limited menus, so they are rarely out of stock. They are used to preparing food to order, so they are quick. And, of course, those who offer their own delivery—traditional concepts such as pizza, Chinese and sandwich shops—are experts at getting the orders delivered quickly. No restaurant offers delivery windows like 3 p.m. tomorrow on a website.

Of course, restaurants are starting to experience problems, too. It used to be that the cashier at a restaurant limited the number of orders. So, if the scale in the back of the house was keyed to order taking in the front of the house, the production function could never be excessively stressed.

Now, if a Starbucks takes orders online or through an app, nothing stops orders of 10 times the production capacity from suddenly appearing.

Another problem for deli/foodservice operations is that, as their importance in the supermarket grows, their flexibility shrinks. A department that is focused on differentiating the overall store will probably not have the same need to produce dollar profits if the store has a deli/foodservice department where the job is replacing the profits being lost as grocery purchases switch to online delivery from those willing and able to sell that Coca-Cola, Tide and canned vegetables at the cheapest price in the world.

In other words, deli begins a transition from differentiating the store to being the heart, soul and profit center of the store. And when you have to make money, you have to do things differently.

When Tesco came to the United States as Fresh & Easy, it tried to import its successful prepared foods offering from the UK. When Wal-Mart opened its Marketplace small-store concept in Arizona soon after, it also tried to offer a substantial prepared foods offerings.

It was a nice idea and a beautiful offering but, in these two cases, and in many other cases, we have seen the same problem. To be that great a differentiator and attract people who may have done take-out, the store needs to offer a broad assortment. Yet, that same assortment requires very high velocity to be profitable, so stores that began with 50 prepared food items start dropping the lowest volume movers and, before you know it, they actually just sell lasagna.

So, this then is the circle that needs to be squared—how to offer the variety of fresh foods that will attract consumers, while achieving a price point and sales velocity that will allow the deli/foodservice department to do the heavy lifting on store profitability required for the growth in digital and omni-channel.

DB

A handwritten signature in dark ink, reading "James J. Prevora".



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The Tribalism of Food



By
Lee Smith
Publisher

Tribalism is defined as the behavior and attitudes that stem from strong loyalty to one's own tribe or social group. Even when a cultural identity is modified by a new environment, food stays a strong deferential aspect of every day lives.

My Irish ancestry goes back three generations, yet I still make corned beef and cabbage for St. Patty's Day and I'll go out of my way for great soda bread. Brown bread brings back memories, and Irish stew is a favorite. It's my link to my grandmother.

Whether you identify as Irish, Italian, German, Japanese or another ethnic group, the one characteristic that seems to remain of our cultural identification is traditional recipes. Food is shared, and new traditions are made. Often, ingredients are hard to find or are not available because of perishability or import regulations, so old ingredients are made in new worlds.

With the holidays fast approaching, retailers need to understand their customers and their multiple identities.

Immigrants, using the best ingredients they can find, make prosciutto or scones or sushi, and their "people" set up manufacturing businesses to supply the demand. Without question, some traditional foods get modified and become Americanized.

With the holidays fast approaching, retailers need to understand their customers and their multiple identities.

The Feast of the Seven Fishes, an Italian-American Christmas Eve celebration, is a good example. It is not called that in Italy and it is not a holiday or a feast, but instead a grand meal that does not have to have seven dishes of fish. It may have as many as the cook desires. Sometimes nine and sometimes 11.

This is a traditional meal in southern Italy, and it is known as La Vigilia or The Vigil, signifying the wait for the birth of Jesus. It's also traditional not to eat meat on Christmas Eve and wait for Christmas Day to indulge.

Very traditional, there was a time when retailers in Italian neighborhoods carried live eels to be kept at home swimming in bathtubs until the time to prepared them (a very scary experience for a little Irish lassie in an Italian neighborhood trying to use the toilet). They are, however, quite delicious and something I learned to prepare—although I always ask the fish guy to kill them first. That is how a very traditional dish becomes transferred to non-ethnic customers.

When I worked in the produce department (many years ago) for a Northeast retailer, we would get in cases of fresh produce for Passover—black radishes, beets, two types of parsley, carrots with the tops, fresh horseradish, to name just a few, and large displays of dried fruit. The meat case increased the space for lamb, and there were large displays of matzoh and other kosher foods throughout the store. It created a special place, and the appeal lasted throughout the year.

There are few products or services that can create real customer loyalty, but having the traditional foods available for your clients goes a long way in establishing that "special" relationship. This is especially true around the holidays, when families and friends gather to celebrate the customs and religious beliefs that have held them together for centuries.

Just as important as carrying products is marketing them. Specialized catering menus, print advertising in ethnic newspapers, samples and recipes go a long way in making your market a customer's store – a special place that markets to the individual. Make the store the place your customers want to be.

DB

A stylized, handwritten signature in black ink, likely belonging to Lee Smith.



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Growing consumer interest in the proper treatment of farm animals has producers and delis increasing their humane-certified offerings

BY JULIE COOK RAMIREZ

Across the nation, Americans' love of animals is evident. From pet-friendly workplaces and "paw-ternity" leave to veterinary insurance and the multi-billion dollar pet supply industry, people are increasingly dedicated to ensuring the well-being of their beloved animals. While that concern has prompted some consumers to adopt a vegetarian or vegan lifestyle, the vast majority of Americans aren't about to give up hamburgers, fried chicken, ham and eggs, or a cheese plate anytime soon.

What has emerged is a growing consideration for the welfare of the animals who produce the food and beverages they consume. Shocked by media exposés of deplorable farm and slaughterhouse conditions, consumers are increasingly seeking to ensure they only give their business to companies who sell dairy prod-

ucts or meat from farms that pledge to give their animals a better life. According to a national survey by Washington, D.C.-based American Humane, 94.9 percent of respondents said they were concerned about the welfare of animals in U.S. agriculture.

"There has been an increase in people wanting to know where their food comes from and that it's sourced ethically from animals who are treated humanely, who have good lives, who can be free of pain and express their natural behaviors," says Libba Letton, spokesperson for the Austin, TX-based Global Animal Partnership (GAP).

According to Joe Widmer, president of Theresa, WI-based Widmer's Cheese Cellars, the majority of farms "treat their animals right." However, the prevalence of cell phone cameras has made it all too easy for workers to shoot pictures and video of



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Jordan Klawiter, No. California Director of Operations
Troy Feist, Founder & Head Sandwich Maker Dude
Beach Hut Deli, LLC



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those facilities that do still engage in inhumane treatment and share them on social media, where they spread like wildfire and eventually make their way into the mainstream media.

"For a long time, people liked to pretend it wasn't happening, that all of the meat in the case had been handled properly, but it's not," says Mimi Stein, COO of Humane Farm Animal Care (HFAC), the Middleburg, VA organization that manages the Certified Humane certification program. "Once people become aware of it, they start asking a lot of questions. It's a moral thing. They can't let it go."

Creature Comforts

For consumers seeking humanely-sourced products, there is an array of certification programs designed to ensure the animals involved in the making of the food or beverage were treated well. The primary certifications are Certified Humane, Animal Welfare Approved, American Humane Certified, and Global

Animal Partnership (GAP), along with the FARM program for the dairy industry.

Branded the "gold standard" by USA Today, the **Certified Humane** program requires producers to meet a number of "precise, objective standards for farm animal treatment" created by a 39-member Scientific Committee comprised of animal scientists and veterinarians from the U.S., Canada, Europe and South America. These standards must be applied from birth through slaughter. They also are upheld through annual third-party inspections of all farms, ranches and slaughter facilities by scientists and veterinarians who are experts on the species they are inspecting.

Products bearing the **Certified Humane Raised and Handled** label come from facilities where animals are never kept in cages, crates or tie stalls. Rather, they are free to do what comes naturally. Chickens must be able to flap their wings and dust bathe, while pigs must have space to move around and root, for example. Many times, Stein says, the envi-

ronment in which the animals are raised is "better than natural" because they always have access to wholesome food, fresh water and safety.

To become Certified Humane, the animals must also be fed a diet of quality feed, without animal by-products, antibiotics or growth hormones. Producers are required to comply with food safety and environmental regulations, including the American Meat Institute Standards (AMI), a slaughter standard written by the esteemed Dr. Temple Grandin, renowned professor, scientist, proponent for the humane treatment of livestock, and a member of HFAC's Scientific Committee.

The **Animal Welfare Approved by AGW** seal, administered by Terrebonne, OR-based A Greener World, has been acknowledged by *Consumer Reports* as the only "highly meaningful" food label for farm animal welfare, outdoor access and sustainability. The independent, nonprofit farm certification program guarantees animals are raised outdoors on pasture or range for their entire lives, and on an independent farm using truly sustainable, high-welfare farming practices. AGW's standards were developed in collaboration with scientists, veterinarians, researchers and farmers to maximize practicable, high-welfare farm management. The standards are constantly re-examined to ensure they remain up-to-date and true to their purpose of providing the ultimate humane care for animals on farms. Each year, a team of independent trained auditors visit every participating farm to verify they're continuing to meet the standards.

According to AGW, the seal isn't merely a list of rules, it is "a philosophy of respect that provides animals on the farm with the environment, housing and diet they need to behave naturally, thereby promoting physiological and psychological health and well-being." The Animal Welfare Approved seal also guarantees that humanely-labeled products do not come from agribusiness-owned operations that raise some of their animals under industrial practices, commonly known as "double standard certification."

The nation's first farm animal welfare certification and audit program, **American Humane Certified** was developed to advance protections for farm animals and ensure they are raised and handled humanely. Independent, third-party audits cover more than 200 species-specific criteria, which are rooted in the five

freedoms of animal welfare: freedom from hunger and thirst; freedom from discomfort; freedom from pain, injury or disease; freedom to express normal behavior; and freedom from fear and distress.

In recent years, American Humane has come under fire from critics who claim the organization's seal and marketing materials are misleading and that its animal care standards are inconsistent with the public's perception of "humane." According to *Consumer Reports*, "many of the requirements in the American Humane standards mirror the conventional industry's practices." That sentiment is echoed by critics, who charge that American Humane has significantly lowered its standards over time and fails to encourage free-range, pastured or highly enriched environments. For its part, American Humane says its Scientific Advisory Committee regularly reviews its standards to ensure they reflect current research, scientific knowledge and best practices, while independent, third-party auditors conduct thorough on-site inspections of the farms to determine their compliance.

Originated by Whole Foods in 2007, the **Global Animal Partnership (GAP)** program differs from other humane certifications in that it offers five certification

Currently, 98 percent of the U.S. domestic milk supply comes from FARM participating producers.

levels or steps. While there are numerous criteria required to meet each step, GAP's simplified explanation is Step 1) No cages, no crates, no crowding. Step 2) Enriched environment. Step 3) Enhanced outside access. Step 4) Pasture centered. Step 5) Animal centered: No physical altercations. Step 5+) Animal centered: Entire life on the same farm. Once a third-party audit has been conducted and a GAP Step rating has been assigned, the applicable GAP label may be displayed on certified meat and other products.

While critics decry GAP's step-based program as meaningless, branding the lower steps as little better than industrial agriculture, Letton says the idea of GAP is to make it easy for more farmers and ranchers to join the program. With GAP, she says,

they "don't have to go overnight from a real commercial operation to cows being born, raised and die on the same piece of land." What's more, Letton stresses a producer has to meet more 100 different requirement simply to reach step one.

"It's a much higher standard than commercially-raised animals," she says. "It's arguing about the perfect over the good."

Created in 2009 by the National Milk Producers Federation with support from Dairy Management Inc., the **National Dairy Farmers Assuring Responsible Management (FARM)** program "holds (its) members to the highest standard of animal care and environmental and antibiotic stewardship." Currently, 98 percent of the U.S. domestic milk supply comes from FARM participating producers. With



such a high participation rate, George Crave, president of Waterloo, WI-based Crave Brothers Farmstead Cheese, LLC, says consumers should be able to take for granted that the animals involved in the making of the “vast majority of food on the market right now” are treated humanely.

When it comes to putting “humane” labels on products, Crave isn’t too big on the idea, branding them “empty statements” and “information overload.” In the end, he feels such labels prove damaging to the industry and to individual producers.

“If we start saying, ‘this cheese was produced from animals that were treated humanely’ and the cheese next to it doesn’t have that label, does that mean it came from cows that weren’t treated humanely?” says Crave. “A confused consumer is a scared consumer, and a scared consumer is going to walk away from the dairy case.”

Educational Initiatives

While Crave questions the need for certifications—at least in the cheese industry—Stein firmly believes in their necessity. “If we all treated animals well, we wouldn’t need a certification agency, but that’s not the case,” she says.

With so many different certifications, however, consumers can easily become confused, as they typically don’t have a thorough understanding of the criteria that is required for a producer to display a given seal. Pointing to the savvy, resourceful nature of most animal-care-focused con-

It’s incumbent upon producers and deli operators to educate the consumer.

sumers, Stein says they can learn quite a bit by simply visiting the websites of the certification agency listed on a specific seal. Since deli workers tend to be a trusted resource for consumers, Letton says the information they receive directly from the deli may carry more weight.

Indeed, it’s incumbent upon producers and deli operators to educate the consumer, so they have a thorough understanding of what exactly they are buying. According to Letton, GAP-certified providers often work with retailers to boost understanding among consumers through displays, product tastings and in-store events where farmers cook their products onsite and answer questions. Meanwhile, Humane Farm Animal Care readily provides hands-on training for deli operators and their staff in addition to the e-blasts and e-marketing initiatives the organization employs to educate consumers about the Certified Humane designation.

While much of the education centers on the standards by which the animals

are raised and slaughtered, there is also a need to help consumers understand why humane-certified products carry a higher price—sometimes three times as much as conventional offerings.

According to Tom Bivins, executive director of the Randolph, VT-based Vermont Cheese Council, animal care-minded consumers are willing to pay a premium for products that have been certified as humane. For that reason, it’s important that supermarket deli operators strive to meet the demand by offering an array of such products.

Just what exactly are consumers getting for that higher price tag? In part, Bivins says, it’s the assurance that the animals involved in the production were treated in accordance with stringent standards.

More than that, however, the resulting products are of a greater quality and taste, says Letton, pointing to a study by Grandin showing that when an animal is stressed at the time of slaughter, the meat becomes flooded with hormones that adversely affect the taste.

According to Stein, it’s not just slaughtered animals that are negatively impacted by poor living conditions.

“If you get an egg from a standard operation, it’s runny and white and smooshed out,” she says. “Eggs that come from happy hens have yolks that are perky and yellow and firm. It’s a healthier product.”

The bottom line for deli operators? Consumers are increasingly seeking out products they can feel good about, that came from animals who were raised in the best possible conditions, where they are given the opportunity to live relatively happy, stress-free lives.

“It’s frustrating when you want to buy food of a certain quality or a certain verification, but ‘ugh, my store doesn’t carry it,’” she says. “Things are changing very quickly and consumers are playing an active role in asking for these products. The deli operators make the difference in responding to that demand.” **DB**



WHAT'S FOR DINNER?

Delis have the opportunity to solve the main meal problem by diversifying take home dinner offerings.

BY LISA WHITE

It's a dilemma every American has to address on a daily basis—what will today's main meal of the day be? For supermarket delis, this is a prime opportunity to beef up their take home dinner offerings, highlight what's available during the day and capitalize on the potential of the growing grab-and-go segment.

According to New York City-based The Nielsen Co., deli department household penetration for prepared foods is more than 96 percent.

Trends that continue to prevail are added focus on health and wellness, a proliferation of ethnic ingredients and all-in-one meal kits that not only provide convenience, but also value for consumers.

"People are busier and looking for healthier on-the-go options that they can quickly pick up," says Breanna Jones, director of marketing at Hissho Sushi, based in Charlotte, NC. "Consumers want authentic, fresh, healthy flavors, and this is leading to a lot of prepared food fails in supermarkets."

To be successful, retailers need to keep current on flavor and ingredient trends, while being cognizant of how take out dinner options are marketed and merchandised at the store level. It's all about solving a problem for shoppers, and the deli department has the means to accomplish this.

What's the Focus?

Arguably, one of the most popular and longest-running take home dinner options in supermarket delis has been rotisserie chicken, which is typically prepackaged

for grab and go merchandising. This take home dinner option checks many boxes for consumers—its quick, healthy and convenient.

A recent *Wall Street Journal* report revealed supermarkets are selling record amounts of these birds, a whopping 625 million in 2017.

To capitalize on this potential, Greeley, CO-based Gold'n Plump has been focusing on flavors, including lemon garlic, barbecue and teriyaki, as these are trending in this food category.

"Rotisserie chicken is fast, healthy

and easy," says Rory Roth, the company's brand campaign manager. "Our target demographic is younger moms looking for nutritious, complete meals for the family."

The company also is driving awareness to the category by honing in and prioritizing traditional rotisserie chicken SKUs, offering bigger birds and aiming for better product consistency.

Ethnic fare has been on the rise, and take home deli dinners are no exception. While Italian and Mexican items can now be considered staples, it's foods from the Far East that are now on trend.

Ethnic fare has been on the rise, and take home deli dinners are no exception.





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PHOTOS COURTESY OF INNOVATION CUISINE

Unlike rotisserie chicken, which has been around for decades, sushi is a relatively new prepared food category for delis, but one that is showing great potential in terms of grab-and-go take home dinners. Still, the numbers reveal sushi has

not yet reached its peak. The Nielsen Co. estimates this food encompasses about 5 percent of deli prepared food share of dollars.

“Our sushi hits all the cylinders; it’s a different flavor, healthier than fried foods

and made on site with fresh, quality ingredients,” says Jones at Hissho Sushi. “The IDDBA (International Dairy Deli Bakery Association) recently reported that sales of sushi have surpassed that of soups in grocery stores.”

The company offers sushi rolls made with raw or cooked fish, vegetarian options and trendy poke bowls. Department staples typically include the popular California roll as well as a selection of veggie rolls. In early 2019, the company will be launching rolls with plant-based protein that will have the appearance and texture of seafood.

InnovAsian Cuisine, based in Tukwila, WA, has seen a lot of success recently with unique flavors and a push toward cleaner label products.

“Asian is no longer exotic, and the offerings run the gamut, as well, similar to Mexican and Italian,” says Debbie Curdy, vice president of marketing and innovation.

The company just launched two noodle items—Creamy Garlic Ramen and Dam Dam Noodle. InnovAsian also has introduced a prepared kit for delis to make in the back of house that includes rice, proteins, vegetables and sauce.

Side dishes are a key component for deli dinners to go, and this includes traditional items, such as potato salad and mac and cheese as well as the more up-and-coming grain salads.

Mt. Vernon, NY-based Sally Sherman Foods’ sides can be served hot and cold. The lines have healthier ingredient profiles and include Latin-inspired varieties.

“In the past, supermarket deli side dishes were more fat-based, but consumers today are seeking healthier options with less fat and more flavor,” says Debbie Gentile, vice president of sales and marketing. “We need sub ingredients to do this, and those are on the healthy side.”

Sally Sherman Foods designed its ancient grain line with different varieties, each with a unique flavor profile. This includes a new side dish that also can be a main course.

“We’re seeing a strong vegan influence and more gluten free requests, and half our items have both designations,” says Gentile.

When it comes to containers, grab-and-go dinner packaging has become more environmentally friendly in recent years with recyclable materials.

“What we’re seeing is people getting more into eco-friendly packaging, with the banning of plastic bags and materi-

als, although we like to inform people that some types of plastics are recyclable,” says Derek Skogen, marketing manager at Fitchburg, WI-based Placon. For example, the company’s Eco Star line is made out of PET bottles converted into resin.

He adds that with more people eating on the go, convenience in grab-and-go packaging is paramount.

“People are seeking packaging that has the ability to transport their dinner home,” says Skogen. “Many look for microwaveable containers that can be reused.”

With packaging as with food items, it’s the convenience factor that prevails.

Proper Positioning

Much of a take home dinner program’s success is dependent on how it is marketed and merchandised at the store level.

Obviously, the approach will differ, depending on the dinner offering; ethnic fare will be promoted one way and rotisserie chicken another. While the focus on Asian items may include insight on its preparation and unique ingredients, a more traditional entrée like chicken may highlight the different flavors available or

possible side dish accompaniments.

Although Hissho Sushi has seen much of its success in supermarket deli departments’ prepared food sections, its lines also can be merchandised by beverages in coolers next to the registers.

“People want options that they can eat then and there or take home for immediate consumption,” says Jones. “For instances where these items are not top of mind, placing the foods in an area for impulse purchases can be effective.”

Roth at Gold’n Plump recommends

signs, warmer toppers and any other point of sale materials that can be displayed in the purchasing path.

“Also, many people don’t know how to best use rotisserie chicken for meal prep, and we want to help draw awareness to this,” he says. “Being in the deli department can be challenging, as many customers have blinders on and go into robot mode.”

When positioning take home meals, it’s more about drawing shoppers out of their shopping norm.

The dinner to go segment will continue evolving and keeping pace with current trends.



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Gold'n Plump has done radio spots and digital awareness campaigns that have been successful from a retail level as well as provide retailers with point of sale material.

"We offer product to drive margin and basket rings, along with product point of sale materials to get delis into the category," says Roth.

Sally Sherman Foods recently rolled out a new line that will be a fit for grab-and-go sections in supermarket deli cases by the hummus, potato salad, cole slaw and mac and cheese.

"It will be cross merchandised with to-go meals" says Gentile. "These refrigerated ancient grains and Papa Miguel Latin line come into the supermarket deli frozen and are slacked out for consumers before heating and serving."

Ethnic foods have become more mainstream, so it's appropriate to include these items side by side with Buffalo wings, pizza and other high-traffic items.

"With our bowl kits concept, it's an easy one stop shop," says Curdy. "This gives delis all the

The dinner to go segment will continue evolving and keeping pace with the current trends.

ingredients they need to build bowls."

InnovAsian Cuisine provides labeling and support for a turnkey program to make it easy for stores to execute.

"It's an overarching theme of offering consumers a variety as point of difference from the traditional sandwiches, salads and pizza," says Curdy. "Savvy perimeter shoppers are looking for unique flavor profiles and clean label ingredients."

Looking Ahead

The dinner to go segment will continue evolving and keeping pace with the current trends.

Yet what won't change is the convenience factor for consumers, which is vital to keep this category relevant.

Innovation in terms of products, ingredients and packaging also will keep pace with the changing preferences.

"Flavors in general for delis include different sauces and marinades," says Roth at Gold'n Plump. "It's the ability to choose from a variety of flavors."

Some manufacturers are looking at deli take home dinners from a restaurant perspective in terms of offerings.

"We're seeing trends for seasonal limited time offers, and our company is looking at designing lines for specific seasons or rotating flavor profiles to appeal to different palates," says Gentile. "For example, one product may only be available in winter, while another is for spring."

Cleaner labels and healthier eating are expected to remain at the forefront for supermarket take home dinner programs.

"People want cleaner labels, but also longer shelf lives, which is the challenge," says Gentile.

Hissho Sushi partners with retailers to communicate new items via signage.

"Stores that are most successful are making it easy for shoppers to find options and are providing variety," says Jones.

For packaging companies like Placon, sustainability remains the goal.

"We're focused on taking material and putting it back to life on the shelf," says Skogen. "We save 75,000 barrels of oil a year by not reprocessing virgin material or unused or fresh plastic resin."

Supermarket delis that focus on the take home dinner segment by offering a variety of options, highlighting these items and capitalizing on the convenience factor can benefit and raise the profile of the store. The objective is to create a dinner solution destination in the deli.

DB



PHOTO COURTESY OF JUST BARE

A bowl of red salsa with jalapeños and tortilla chips. The salsa is chunky and vibrant red, topped with several slices of green jalapeños. It is served in a white bowl, and several yellow tortilla chips are scattered around it.

An Appetizing Addition

The rise of spreads and dips continues in the deli department

BY KEITH LORIA

With a plethora of spreads and dips available in the deli department, no longer is hummus the king of the segment. Now this department includes everything from cheese spreads to pimento spreads to high-end dips, which are all gaining traction.

Krystle Turnbull, brand manager for Litehouse Inc., based in Sandpoint, ID, says hummus remains one of the dominate players in the spread and dip category in the deli department, but the company is still seeing other categories mark their space in the department, like salsa, guacamole, savory dips, tapenades and aioli. These products also address consumers' search for convenience, are prominent in snacking occasions and, of course, play a role in entertaining.

Matt Reilly, national sales director for Nduja Artisans Salumeria, headquartered in Chicago, considers the rise of spreads and dips in the deli department essentially as an extension of the general rise in popularity of gourmet prepared foods.

"Offering a product that is grab-and-go ready for retail, and can be out of the package and ready to serve, is smart," he says. "Satisfying consumers' desire to simply open a couple of packages and have food ready to serve as quickly as possible only makes better sense when you make them with high-quality ingredients, which connects the trend with specialty foods."

For this reason, Reilly has seen a lot more of these items on the shelves than he remembers seeing in the past.

"I think many people are happy to trade off the cachet of making it from scratch for the time saved by not having to clean up after using their food processor," he says. "From our prospective, that time savings goes to the next level, since it takes months just to make a batch of nduja."

Lynn Wilford, founder of Cheeza Pleeza, headquartered in Grand Prairie, TX, says the rise of spreads and dips in the deli department is one of the most exciting and dynamic trends in the grocery store.

"Whereas the unique flavors in cheeses came from smaller producers, the larger manufacturers are beginning to offer cheeses in hot and spicy flavors," she says. "The expanded flavors, creativity of vendors and demand from the younger consumers will continue to drive this trend for the foreseeable future."

According to Chicago-based IRI Market Advantage, deli convenience/entertaining sales are up 3.6 percent compared to the prior year in its \$6.5 billion booming category.

Power of Entertaining

Consumers are gravitating to the deli department to find easy solutions to common food conundrums, such as “What appetizer am I going to bring to a party?” or more importantly, “What’s for dinner?”

“To make the shopping experience as easy, quick and enjoyable for the consumer as possible, merchandising complementary items, such as dried fruits and marmalades with cheese, pre-prepared sandwiches with deli aioli’s or rotisserie chicken with pre-cut veggies, takes the guesswork out of the equation and promotes repeat visitation to the deli department,” says Turnbull.

Aioli, even though a small category, is up 56 percent, according to The Nielsen Co., based in New York City. Consumers are trending toward unique and ethnic flavors in smaller containers to provide convenience, which is also encouraging trial of different flavors throughout the purchasing cycle.

Popular Offerings

Matt Kulpa, national sales manager for La Quercia Cured Meats, Norwalk IA, views spreads and dips as part of the evolution that specialty and deli departments are going through, and the company is glad to be part of the revolution.

“Our offering of spreads is completely unique. They offer something special



to the adventurous home cook, especially those with non-dairy lifestyles,” he says. “Nduja Americana is a spicy prosciutto spread that has gained popularity since launching in 2015. Nduja is a blend of cured pork, three types of dried New Mexico red chilies and sea salt; it packs an umami punch and has developed a cult following from chefs and home cooks around the country.”

The company also offers Pesto Bianco, a silky blend of cured fat and spices, and Ground Pancetta, fully dry cured and ground fine crumbles to sprinkle on salad or pasta.

Cheeza Pleeza offers cheese dips in a variety of flavors—savory, spicy, pimento and sweet—all tested and developed for

the different palates of men, women, Baby Boomers, teens, singles and moms. This dip also is used as a flavor add-in or topper for breads, burgers, potatoes and veggies.

“Upscale dips and spreads seem to be expanding in upscale markets and urban areas where you have more singles, two income homes and Millennials,” says Wilford. “They are being merchandised for grab-and-go meals, parties, lunches and in combination with products for quick meals or party pairings.”

Christel Vibrac, key account manager for Fromagerie Henri Hutin, a master cheese maker in Lacroix-sur-Meuse, France, says young adults, especially Millennials, are core consumers for the category.

“The popularity of snacking increasing is likely due to their very busy life, so spreads and dips sales logically increase,” he says. “We produce a triple cream French spreadable gourmet cheese, truly made in France, under our Belletoile brand. The texture is very whipped and the taste is exquisite and authentic.”

The company’s spreads are on trend with consumers’ needs.

“Moreover, this cheese is very versatile and, therefore, can be served on any occasion—on crackers or breads, to accompany crudités, divine for baked and mashed potato or pasta dishes, as an ingredient in more sophisticated dishes, etc.,” he says.

In regards to the company’s spreadable salami Nduja, Reilly says the important thing to understand is that these are not quickly-produced purees of meat, and





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they are not cooked at all.

"Nduja is made in the same way any other dry cured, fermented and aged sausage is produced," he says. "It is not scraps from trimmed soppressata ends or other cured meats. The fresh sausage mix goes into the casings, is fermented and dried, then aged for anywhere from one to six months or more, depending on the diameter."

Turnbull notes Lighthouse's Simply Artisan cheeses, like its Blue cheese and Gorgonzola cheese center cuts, are a simple way to grab and go for a quick or elaborate artisan cheese plate at any event.

"Our unique packaging allows you to pop the top and serve immediately to guests," she says. "We find that our cheeses often complement dips and spreads; the product assortment in deli makes it a great destination for consumers who may be shopping for an entertaining occasion."

Tips for Success

One of the biggest challenges in the spreads and dips category is finding enough space to showcase what's available.

One of the biggest challenges is finding space to showcase what's available.

"People want big flavor, variety and fresh taste, and keeping up with demand is challenging," says Wilford. "Some items and flavors have distinct seasonal appeal. However, our core products sell steadily through the year, and we introduce other flavors that sell better for football season, holidays, spring or Mother's Day."

Vibrac feels demos and booklet recipes are very helpful for the supermarket deli shoppers who prefer to taste the cheeses and, therefore, know their characteristics before they buy them.

"Giving them ideas on how to use the cheeses is effective; we also help them save time," he says.

Through working with Spanish chefs, Nduja Artisans Salumeria discovered the typical pairing of Sobrasada with honey.

"This is very common in many Latin cultures and tastes amazing. It's also a fantastic way to raise your average spend per customer, while also providing a unique tasting experience," says Reilly. "I have often paired nduja with Ricotta, especially if there is water buffalo, or even better, sheep Ricotta. It's another way to cross promote while creating a sensory experience that transports you to southern Italy."

Kulpa says cured meat spreads are just beginning, and deli departments are wise to merchandise strongly.

"Cooked spreads and patés have seen a resurgence on restaurant menus, along with specialty food markets, and right now, we are seeing our new cured meats spreads merchandised in the specialty cheese and charcuterie sets," he says. **DB**

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NEW WAYS TO SELL AN OLD FAVORITE

Delis can take advantage of the many olive varieties to amp up their offerings and displays

BY CAROL BAREUTHER

Olives, earth-toned, salty-flavored, bite-sized ovals of goodness, have enjoyed a place on mankind's table for thousands of years. Some food historians date the olive's diet debut to before the written word. Others, like John Mariani, in his book, "The Dictionary of American Food and Drink", notes that olives were first mentioned in records of 17th century B.C. Egypt. This old-world food continues as a 21st century favorite. In fact, according to the November 2017-released *New Spins on Standards 2017: Culinary Trend Tracking*

Series by Rockville, MD-based Packaged Facts, olives are an ingredient to watch in restaurants and retail due to their flavor and versatility. Indeed, some of the hottest usages driving olive sales today are as a condiment on charcuterie platters and as an ingredient in salads.

"Not only are olives delicious, but people now recognize their healthful benefits, as well," says Joe Macaluso, purchasing, marketing and sales coordinator for the Musco Food Corp., a Maspeth, NY-based importer of foods from Italy and Europe. Because of this, "I believe variety is the

trend. For example, often consumers are less interested in some of the smaller-sized olives (Calabrese, Gaeta, Ligurian, Niçoise and Picholine), since they are usually attracted by size first. Each of these olives offer a fabulous flavor profile. The more variety a store can offer, the more olives they will sell."

Best & New Sellers

The variety theme plays well into what is currently the best seller in U.S. delis for the Rome, Italy-headquartered Ficacci Olive Co. That is, says David Dottorini,



The ubiquitous olive serves as both a cultural staple and a gourmet specialty.

export manager, “Our ¼ Gastronomia Gourmet trays are loaded with delicious olives, either plain or garnished, with recipes taken directly from the Italian cooking tradition. This range brings taste and assortment to food counters, saving time, reducing waste and, most importantly, creating a catchy deli display with a well-balanced and complete assortment both in flavors and colors.”

The company offers nearly two dozen varieties and mixes in these black colored, easy-to-peel, recyclable trays, including Sicilian sweet green olives, Leccino black olives and a combination of Greek olives, including stuffed halkidiki, pitted halkidiki and sliced kalamata.

Since the ubiquitous olive serves as both a cultural staple and a gourmet specialty, “pitted kalamata olives, pitted green olives, stuffed olives and olive salads are the staples for the supermarket deli olive bar,” says Patty Amato, senior vice president for Farm Ridge Foods, headquartered in Islandia, NY.

Pitted olive salads are best-selling products for the olive bar for the George DeLallo Co., headquartered in Mt. Pleasant, PA. “More specifically, we have seen a growing interest in the pitted olive medleys that are from one country of origin like Spain and Italy,” according to Giuliana Pozzuto, director of marketing. “In addition, we are creating medleys from our well-known, high-quality olives with new, fresh flavors, such as lemon, orange, pesto and Middle Eastern spices.”

Similarly, some of the newest products from The Olive Branch, a division of Farm Ridge Foods, offer world flavors, such as the Moroccan Spices Medley, Hot Latin Medley and Tropical Olive Blend.

One olive that is gaining wider market demand and quickly becoming a must-have for menus and olive bars nationwide is the Davina Frescatrano. This was created and launched a few years ago by New

York City-based Mediterranean specialty foods importer, FoodMatch.

“The Frescatrano is cured without fermentation in a similar style to the Italian Castelvetro,” explains Brandon Gross, the company’s vice president of marketing. “The difference is that we use a Greek Halkidiki (Mt. Athos), which offers a unique flavor profile and consistently large caliber. Frescatrano olives are bright, almost gem-like olives that have a wonderful mild, buttery, sweet flavor profile. They’re easily paired with cheese, can be marinated with citrus or herbs, and are just as good warm or roasted as they are straight from the fridge.”

This fall, the Musco Food Corp. will introduce two new pitted items. The first of these are pitted Atlas olives, also known as Goliath or Hondroelia, from Greece. These olives are huge and have a unique natural appearance that is neither green nor purple, but rather they have a variety of colors that can be described as brown, green and somewhat pinkish in hue. The flesh is very meaty, with a very olivey flavor and a slight bit of bitterness; a true olive-lovers delight, according to Macaluso.

The second are pitted Cerignola olives from Italy.

“We all know the popularity of whole/unpitted Cerignola olives. However, it took some time for us to introduce the unpitted variety, since the pitting process is difficult due to this species’ curved pit. Unfortunately, more of the meat needs to be removed to better provide a pitted result. Like all pitted olives, there is no guarantee that all the pit fragments can be removed,” says Macaluso.

Merchandising & Promotion

The two ways olives are most often sold in the supermarket deli is bulk by the pound on an olive bar and as pre-packed fixed cost products.

In general, “consumers seem to enjoy and appreciate olives that are sold on an olive bar based on display, the ability to pick their own and perception that jarred/pre-packed are not as fresh. However, we must remember that olives are a result of curing a fresh product and that olives, whether on an olive bar or in a jar, are both harvested and then cured at the same time,” explains the Musco Food Corp.’s Macaluso.

On the other hand, “consumers are seeking convenience, so our pre-packaged deli program provides that ease of grab and go,” says DeLallo’s Pozzuto.

Which is best?

Ultimately, the most effective and impactful way to offer olives and antipasti to your consumer is by creating a hybrid bar/prepack program, recommends FoodMatch’s Gross. “The key is offering a diverse selection of items in both programs that take advantage of the reasons people enjoy purchasing from one destination over the other.”

Beyond this, cross merchandising is an effective tool to sell more olives.

“Olives are in the spotlight more than ever now with the popularity of charcuterie boards. Our prepackaged program offers the best vehicle to cross merchandise olives directly with complementary items and to give consumers ideas for pairings. Olives and cheeses are a perfect pair, and we have seen accounts show increases in their specialty cheese sales by adding in the colorful assortment of our prepacked olive and antipasto salads into that section,” says DeLallo’s Pozzuto.

Supermarket delis can take this theme one step further with even greater ease and innovation.

“If retailers merchandised curated pairings, I believe many people would be more apt to add them to their basket. For example, working with olives as the foundation, delis can consider prepacked or packed out containers of kalamata olives with three separate pairing experiences, all merchandised and signed together. A classic is with Feta and Calabrese salami. Something more modern is with ash-ripened goat cheese and sweet and spicy peppers, and something completely different is with dark chocolate and dried cherries,” says FoodMatch’s Gross.

The growing popularity of olive salads offers new dimensions in register ringing opportunities.

“We are super excited about the launch of the St. Louis Olive Salad exclusive to Schnucks. This salad is made using their favorite local Provel cheese. We work directly with supermarket deli retailers to create a wow factor olive salad to set them apart from their competition,” explains Farm Ridge Foods Amato.

Finally, the successful selling theme of offering a plentiful variety of olives carries through when it comes to promotions, too.

This year, Farm Ridge Foods’ The Olive

Branch division will run its Tasty Trios campaign. Each quarter, the company will feature a trio of theme related olive products from around the world and provide merchandising materials. The promotion is a carefully-managed marketing campaign that affords retailers the opportunity to elevate customers’ deli experience when it comes to olives, while at the same time maximizing profits, according to Amato. Proper positioning and promotions are key to spotlighting olives. **DB**



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The 411 on Feta

Sometimes misunderstood but definitely a deli staple, learn why Feta has become a key component in today's delis

BY HANNAH HOWARD

What do you think of when you think of Feta? Maybe the salty, rich component to a fresh, crunchy Greek salad. Or the gooey spinach and cheese filling that emerges from a flaky bite of warm spanakopita. Or Feta whipped into a creamy dip for pita or veggies.

At its core, Feta is a simple cheese. It's bright white, soft and compact, and traditionally brined in salt water. The word "Feta" means slice in modern day Greek. That term originated in the 17th century (before then, Feta was just called "cheese" in Greece), and refers to the tradition of slicing up cheese and placing it in barrels, a practice that continues to this day.



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While Feta can be firmer or softer, it crumbles into pieces ideal for mixing into salads, stirring into scrambled eggs or sprinkling atop pizzas. Good Feta should have a decadent creaminess, a tangy saltiness and a hint of sweetness. There may even be notes of pepper or ginger on the finish. Feta's bright complexity is an excellent component in a wide variety of dishes.

An Ancient History & A Sense of Place

The history of Feta is long—almost as long as the history of humanity itself. Around 8,000 years ago, people began domesticating animals. Soon after, the original Feta was born, perhaps due to a happy accident when milk began to ferment while being carried in the stomach of a goat or sheep.

The first written reference to the cheese can be found in Homer's *Odyssey*, where the Cyclops prepares cheese in his cave from the milk of the "plump sheep that grazed in the meadow" outside. "The woven baskets were full of cheese, the folds were full of sheep and goats and all his pots, tubs and churns where he drew the milk, were full of whey," Homer explained.

The Cyclops may have been the world's first cheesemaker, albeit fictional.

Traditionally, Feta is crafted with mostly sheep's milk, and often with a bit of goat's milk, too. The rocky Greek islands, where pasture was scarce, are more hospitable to sheep than cows. Goats were brought in to help tend to Greece's plentiful olive trees—they love to eat the bottom

Feta's bright complexity is an excellent component in a wide variety of dishes.





branches, which helps prevent forest fires by eliminating potential kindling.

After 16 years of court battles with Germany and Denmark, who make their own Feta, the EU granted name-protected PDO (Protected Designation of Origin) status to Greek Feta in 2002. If you're looking for Greek Feta from Greece, seek the Real Greek Feta brand. Sourcing pure sheep's milk (although regulations stipulate the recipe can include up to 30 percent goat's milk) directly from the ancient regions of Thessaly and Macedonia, Greek artisans follow the original, Millennia-old recipe—compressing fresh cheese curds and brining them for preservation and saltiness, then carefully aging the cheese in wooden barrels for 60 days, resulting in a decadent texture and citrus notes.

International Feta

Feta may have its roots in Greece, but serious Feta is made around the world. In fact, these days, only about 2 percent of Feta consumed in the U.S. hails from Greece. The rest is made in Bulgaria, Denmark and France and domestically in the U.S.

In the 20th Century, large numbers of Greeks immigrated to Australia, the U.S., Canada and Germany, bringing their culinary traditions with them. New markets were created for Feta cheese in different parts of the world, resulting in the growth

of Feta's international appeal and trade.

Odyssey Cheese, a family-owned company in Green County, WI, has been

producing cheese since 1925 and Feta since 1988. "We have been making cheese for four generations," says Odyssey's marketing director Teena Buholzer. "As market conditions changed, we changed with them. We got into Feta because a distributor in Chicago was looking for a new Feta supplier and wanted to know if we would be interested. It was fortunate timing." The company found the product suited a growing demand for high-quality domestic Feta.

"In the U.S., the majority of the market is cow milk Feta, whereas the market in the rest of the world is goat, sheep or a mix of milks," says Helena Aleman, marketing manager at the French cheese company Président. "Président Feta cheesemaking comes from its European tradition in making Feta (Valbreso by Président) in Roquefort, France with 100 percent sheep milk as well as goat Feta, which are the more traditional types consumed in Europe. When we expanded production to the U.S., we continued to use the same traditional methods, except that we use cow's milk to accommodate the U.S. consumer preference."

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Nikos, another American producer, and part of Lincolnshire, IL-based Saputo Cheese USA, makes Feta in Wisconsin. “Our award-winning American version of the classic Mediterranean cheese is made from cows’ milk and has a milder, less salty taste than its Greek cousin,” explains marketing specialist, Bailey Donovan. Nikos cheeses are rBST-free, certified Halal and shipped via sustainably-configured pallets.

Marketing & Merchandising

Traditionally, Feta is stored in a salt water brine, which doubles as a natural preservative. It’s also sold dry, pre-crumbled or with a variety of added herbs and flavors. Feta has a relatively short shelf life—longer than fresh cheeses like Ricotta, but shorter than aged cheeses like Gouda. The brine acts to increase the shelf life of this cheese.

When it comes to serving Feta, a Greek salad is classic, but it is just the beginning of Feta’s many culinary possibilities. It can be tossed in pasta with chicken and artichokes or into an herb-laced omelet or crumbled with chunks of juicy watermelon and fresh mint for a salty-sweet dish. Feta is often served as an appetizer marinated in

olive oil and fragrant herbs.

This cheese also is commonly sprinkled onto just-sautéed or roasted veggies, like zucchini or summer squash. The cheese softens without melting, adding a bright pop of flavor and a creamy texture. Samples and demos provide opportunities for customers to experience Feta in new ways.

Innovation

What’s new in the world of Feta? This year, Président has expanded its brand lineup to include a goat Feta in an artisanal basket shape as well as marinated Feta cubes made with sheep’s milk and marinated in oil combined with spices. The Feta Marinated Cubes come in three flavors—Herbes de Provence, Olive Oil


and Pepper Medley. They are great on salads and are also convenient for snacking and entertaining.

Nikos offers flavors like Tomato Basil, Peppercorn and Mediterranean as well as a fat-free Feta.

Note that all Feta is lower in fat and calories than aged cheeses like Cheddar or Parmesan. Odyssey Feta items come in square packaging. This allows the cheese to be easily merchandised either on a shelf or bunker and creates possibilities for eye-catching displays.

“In today’s on-the-go world, consumers prefer products that are full of flavor and made with the highest quality ingredients,” says Donovan. Feta is a great choice for delis looking to add an authentic cheese to their lineup. **DB**

Note that all Feta is lower in fat and calories than aged cheeses.



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A MATTER OF OFFERING SOLUTIONS

When properly executed, cross merchandising provides added exposure and selling opportunities

BY BOB JOHNSON

Sometimes the power of suggestion can be enough for the deli to significantly increase dollar sales with effective cross merchandising campaigns that do not even need promotional prices.

Imaginative placement of premium items that combine to give consumers an answer to a culinary question may be enough to capture attention and all but close the deal.

"Everybody looks to save money, but the supermarket deli customer is more interested in quality," says Cara Figgins, president of Partners Crackers, Des Moines, WA. "Consumers want quality in the deli and an easy solution; after that comes saving money."

Partners was established in 1992, when company founder Marian Harris took sam-

ples of the artisan crackers she made in her downtown Seattle bakery and deli to eight area restaurants and received orders from seven of them. Harris had originally begun the deli with a bakery twist because, working as a bookkeeper, she could not find anyone offering high quality but affordable lunch in the business district.

"Put all the ingredients for a full solution in front of the consumer," advises Figgins. "But don't display a great cheese, a great spread and put it on a mediocre cracker. I look at the cracker as the foundation. If you were at home and made a dip with great ingredients, you wouldn't put it on a crappy cracker. That would ruin it."

Combinations presented with taste and imagination can fetch, in the case of premium deli cheese, charcuterie and carriers, impressive rewards at the cash register.

"The ability to capture the add-on sale could double if not triple the increased ring, depending on the value of the displayed items," says Marco Terenghi, chief communications officer at Olli Salumeria Americana, Oceanside, CA.

The Oliviero family began making salami in Italy commercially in the early 19th century, created a larger operation in Rome at the beginning of the 20th century, and eight years ago started an American company, Olli Salumeria.

Some Items Really Go Together

The items displayed together in a cross merchandising program must go together well in a way that is visually satisfying.

"You do not need promotional prices; you just need to capture the imagination and hunger of the consumer first, then let

the combined value speak for itself,” says Terenghi. “Our salami chubs and pre-sliced salami, along with sliced chub snacks and Salamini, can all be cross merchandised with any assortment of crackers, hard-aged cheeses, olives, along with various forms of imbibe.”

Discounts are not necessary for successful cross merchandising, but the items must be compatible in their prices.

“Items can be cross merchandised if they have complementary price points, are cuisine appropriate and have the ability to be merchandised at room temperature or chilled,” says Terenghi. “End cap displays do not always need to be on promotion. A bit of a savings helps, but is not required.”

A new generation of consumers may be attracted, in particular, to combinations of deli products that are unique and nutritious.

“Emerging new trends that are unique and healthy are important for Millennials,” says Patty Amato, senior vice president at Farm Ridge Foods, Islandia, NY. “Cross merchandising all natural pickles with other clean products makes buying healthy easy and convenient.”

Farm Ridge produces lines of prepared foods, salads, specialty kalamata and stuffed olives and fresh pickles in half sour, garlic sour, kosher dills, sour tomatoes, sauerkraut, kosher dill chips, minis, hot chips, bread and butter spears, and chips, among

other products.

“It is important that healthy, convenient items are merchandised together for quick meals, such as pickles, salads and deli meats,” says Amato.

While a disproportionate number of deli customers are looking for special solutions, and are willing to pay extra for them, compatibility can be effectively extended to the economy end of the scale.

“Pre-sliced meats and cheeses could be cross merchandised in the produce section near lettuce and tomatoes, along with Beano’s original sub dressing,” says Tom Orlando, national sales director at Conroy Foods, Pittsburgh, PA. “You just need to provide a solution for the deli consumer; you don’t need to wow them with expensive fixtures.”

Conroy Foods makes the Beano’s line of submarine dressings, sandwich sauces, mustards and white pizza sauces.

“We have a cardboard shipper with themed header cards,” says Orlando. “For example, our ‘Football theme Beano’s Deli Condiments Have All The Right Moves For Your Tailgate Party’ allows the consumer to pick up a bottle of each of the four choices for their tailgate purchase in the deli.”

Whatever demographic is targeted, a constant in cross merchandising is that the products must be compatible in both a culi-

nary and price point or quality sense.

“Some people really get it, but most don’t think the combination all the way through,” says Figgins. “Cross merchandising is not done well very often. There is usually a lot to be desired. The deli customer is looking for a quality solution. Offer a combination all in one place that saves people time.”

Seal the Deal

Because many items found in the deli are also amenable to cross merchandising in many other areas of the store, you can let your imagination run a little wild when it comes to where to set up displays.

Many deli items are naturally merchandised well in combinations displayed at the meat department.

“Items from the meat department and pickles from the deli department are great for cross merchandising,” advises Amato from Farm Ridge.

Upscale alcoholic beverages also make good partners with a number of finer core deli products.

“The beer and wine department, specialty food displays with cheese, and grocery with crackers and olives are places to cross merchandise outside the deli department,” says Terenghi.

There are also opportunities to display some deli products in combination in the produce department.



Departments merge when combining bakery, dairy and deli items for displays.



Pairing cheeses and wine creates an entertaining destination.

"Produce with lettuce and tomatoes and grocery with jarred pickles, peppers rings and olives cross merchandise well with deli products," says Orlando. "The center-plate or products that have a temperature prerequisite must become the 'base', and the shelf-stable cross merchandised items can be placed next to them. For example, the prepared foods chicken area, with strips, nuggets and tenders, are behind glass and hot; but in front of or on top of the counter is where our honey mustard, Sriracha or Southwest sauce could be found."

Because opportunities to increase sales are so varied, it is worth considering the possibilities when deciding where to set up a display.

"You have to stretch your preferences when thinking about creative cross merchandising opportunities," advises Orlando. "Pre-made deli salads can be effectively cross merchandised in the produce section. For example, delis can have our honey mustard on a display vehicle by the frozen chicken nuggets and a bottle of horseradish sauce by the fresh meat case when beef is on sale or a shipper of wing sauce merchandised next to the frozen chicken wings. Our balsamic dressing merchandised by the bagged salads gives the deli consumer the option of saving a trip to the salad dressings area and provides an easy placement opportunity. With shelf-stable condiments,

our products are able to be placed anywhere in the store."

Whether it is practical to demo or not, the items being cross merchandised and their uses must be visible and obvious.

"Convenience for the customer and creating impulse sales decide whether items cross merchandise well," says Orlando. "The entire premise of cross merchandising is one of simplicity. When you think about the practice, it is such common sense to place tertiary use products close to primary driver purchase items. Everyone is time starved when shopping (read delivery and curbside pick-up); if we make the trip as convenient and satisfying, we all win. The busy consumer who needs to make school lunches for their children selects the different lunch meats and cheeses, and right there while they are waiting for their deli order is where we position our condiments;

and if there are bread, rolls or flatbreads, delis can make a complete occasion fulfillment of their need."

The reward at the cash register from cross merchandising can vary quite a bit, but is almost always worth the effort.

"A retailer could possibly increase rings 10 to 20 percent with effective cross merchandising," says Orlando. "This creates convenience for grocery shoppers, and at the same time increases impulse sales. Promotional prices for buying both items would be helpful, but not necessary."

An eye-catching display of items that combine to offer a special solution will carry most of the weight of a cross merchandising program, but it may still be necessary to seal the deal, and that begins with deli staff.

"You need to have a good demo person, someone who knows their stuff," advises Figgins. **DB**

The items being cross merchandised and their uses must be visible and obvious.



Bundling compatible food items is effective when cross merchandising.

An Authentic Approach

Promoting true Italian can pay off big when done the right way

BY CAROL BAREUTHER

The samples were deliciously simple. Tissue paper-thin slices of Prosciutto de Parma were tooth-picked atop cubes of sweet juicy cantaloupe. Meatier slices of mortadella, its flavor bombs of white fat checkered throughout the pleasingly pink meat, bountifully folded in half over oblong slices of Italian bread. Each sample was served with something extra. That is, a knowledgeable employee told shoppers the story about how the product was produced and what made it unique, offered several usage suggestions, told where in the store to find the product and reminded shoppers about a special promotional price.

Shoppers taste-tested many other imported Italian products, such as cheeses, olives and tomato sauces and other tomato products as part of a Taste of Italy promotion held last summer at Gelson's Markets, a 27-store specialty grocer based in Encino, CA. Add to this the Ciao Italia! promotion at H-E-B in Texas, Authentic Italian celebration at Mariano's in Illinois and the Extraordinary Italian Taste function at Eataly in New York over the past two years, and there is no question that Americans nationwide have a huge appetite for authentic Italian foods that presents an opportunity for today's delis.

Mangia Italia

"There are a number of reasons Italian food products have been growing in the U.S. market," says Umberto Marconi, vice



president of Matawan, NJ-based Italian tomato products producer, Pomí USA, Inc. "More products and companies have access, and more consumers are interested in, authentic and artisan products that can be traced back to the source and have a story behind them."

Today's consumer is all about authenticity when it comes to Italian foods.

"They want to be sure that what they are buying is the 'Real Deal' .," says Simone Bocchini, president, Fratelli Beretta USA Inc. based in Mt. Olive, NJ. "They are looking for upscale product coming from the Italian tradition."

Wine represents 40 percent of U.S. imports of food and beverages from Italy, according to the New York City-based Italian Trade Commission's (ITC) latest statistics released in July 2018. Of items likely sold in the deli, cheese represents 6 percent, tomato and other sauces 5 percent, and meats 1 percent.

"Parmigiano Reggiano continues its popularity," says Carrie Blakeman, managing director of the Rogers Collection in Portland, ME. The fine foods importer carries a cow's milk Grana d'Oro from Emilia Romagna that is aged an additional 12 months to develop an even more complex

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flavor. “Young sheep’s milk cheeses is a big trend. We have a soft Pecorino inspired by French Camembert but made with sheep’s milk. This Monnalisa Fiorita from Tuscany is named for its edible flourishing rind.”

Less familiar items that have been gaining in consumer demand are flavored cheeses, such as truffle, herbed and beet-crusted cheese, according to Petro Pillati, the ITC’s junior marketing officer for food and wine. “These break from the well-known Italian cheeses and show innovation and imagination, always in the spirit of what’s pure and natural.”

American consumers’ desire for ‘clean label’ products, or those without additives and preservatives, fits the profile for Italian tomato and tomato sauces, such as those sold under the Pomí brand.

“Grown by a cooperative of farmers from seeds developed by members, the Consorzio Casalasco del Pomodoro oversees the entire production, ensuring quality and consistent flavor. To grow its visibility in the U.S., Pomí has been aggressive in its digital marketing and couponing to get on consumers’ radars and shopping lists. In the store, Pomí is ideally displayed with pastas, cheeses, olive oil and other Italian prod-

ucts,” suggests Marconi.

Authentic Italian Salame in general is a big focus now, according to Marissa DeMaio, director of marketing for Atalanta Corp., located in Elizabeth, NJ. “This includes Prosciutto di Parma in all forms. Prosciutto Crudo is also a very important offering of ours.”

Although prosciutto has had the most attention in the last few years, cooked ham and porchetta from Italy have been on the upswing the past two years.

“The consumption of these items is definitely increasing, but at a very small rate,” says Bocchini.

Antonio Corsano, CEO of Veroni USA, Inc., in Swedesboro, NJ, agrees porchetta and pancetta are up and coming.

“Consumers see these items used by TV chefs, on restaurant menus and on the growing number of social media recipe sites,” he says.

Larger than usual and continued sales growth of mortadella and Speck Alto Adige are something Joe Macaluso, purchasing, marketing and sales coordinator for the Musco Food Corp., in Maspeth, NY, forecasts. “Mortadella had always been a favorite staple of Italian and

Italian-Americans, and now it has gone mainstream. Sales of Speck Alto Adige PGI are now surpassing the ability to produce it. There are only a handful of Speck producers (ours is Senfter) who are permitted to sell their product into the U.S. Speck is a seasoned and smoked variation of prosciutto. Its strong flavors make it an easy sale to Americans whose palates normally appreciate this bolder taste.”

The company recently launched a Prosciutto Cotto from Italy seasoned with nduja, a cured spicy spreadable salami from Calabria made from pork, pork fat and robust hot Calabrian red peppers. Unfortunately, nduja from Italy (in the cured form) is not allowed into the U.S. yet, but this cotto or cooked ham is seasoned with it and then baked, making it permissible by U.S. Department of Agriculture standards.

Last year, Lettieri & Co., Ltd, in Brisbane, CA, began importing the cream of the crop of Italian cured meats—Culatello di Zibello.

“Culatello is produced from the most valuable rear muscle of the pork thigh from hogs raised in the Lombardi and Emilia Romagna region,” says Tony Lettieri, COO. “It’s a premium product that sells in 4.4-pound pieces. The wholesale price is upwards of \$25 to \$30 per pound.”

DOP (Protected Designation of Origin) and IGP (Protected Geographic Information) are two designations that identify authentic Italian food products, produced in specific regions and with exacting processing techniques. DOP is the stricter of these two. DOP and IGP are used on food product labels.

‘New Italian DOP products approved by the USDA are something customers are excited about, according to the Atalanta Corp.’s DeMaio. “These items include coppa, cured pancetta and salame. Recently, there have also been a flurry of IGP products hitting the market, which (although not DOP) are separating themselves from the current Italian imported products on the market.”

There continues to be a large focus on pre-sliced products.

“Many times, these items are sliced in the U.S., however, we are seeing a demand for Sliced in Italy product to keep the DOP logo intact on the labeling,” says DeMaio.

Product knowledge at the retail level first, rather than at the consumer level, is key to selling these products.

“The limited space in the retail shelf scenario [is an issue], since every linear



foot needs to produce a certain amount of income per week to justify the space,” says Bocchini. “Imported items take longer to be recognized by consumers.”

Five Ways To Sell More

There are five key ways retailers like Gelson’s successfully promote authentic Italian products.

Sampling: Taste-testing is the best way for shoppers to understand the difference between imported Italian and domestically-produced product,” says Athos Maestri, president and CEO of Lakewood, NJ-based importer, Maestri d’Italia Inc.

A good example of this is big box retailer Costco, according to David Biltchik, chairman of The Consultants International Group Inc. in Washington, D.C., and a long-time consultant to the Consorzio del Prosciutto di Parma. “Costco is known for its in-store samplings. It’s also the number one retailer for pre-sliced Prosciutto de Parma. Costco sells the prosciutto in two 6-ounce packages wrapped together and specific to the retailer. The pack is labeled with the black triangle that denotes the product is authentic Prosciutto de Parma.”

Education: The biggest challenge is educating the U.S. consumer on the difference between imported Italian products versus U.S.-produced domestic products and why it is worth it to pay more for these authentic items, says Atalanta’s DeMaio. “Telling the traditional story is a key way to engage the customer in the deli. Being able to customize that story for each one of our retailers is also key. We can provide point-of-sale for the countertop that explains the origin of that product.”

Display: In Italian delis, most sliced meats are merchandised in large cases and positioned as grab-and-go products, according to Veroni USA’s Corsano. “We highly recommend this merchandising format with our European trays, but realize the space for charcuterie is more limited in the U.S. Thus, we also offer a smaller, peggable package for the standard deli peg sections. Optimally, imported meats and cheeses are merchandised together, creating a clear destination for international offerings.”

Suggested Usages: The consumer today wants to connect with the source of their food, but they also seek creative recipes or applications. “Anytime you can show applications and tie in items that pair well with that item, it is a win for everyone,”

suggests Atalanta’s DeMaio.

Italian cheese and meats should be cross merchandised, since they come from the same land and people, says the ITC’s Pillati. “Of course, adding a bottle of fine extra virgin olive oil, a can of tomatoes, a pack of pasta, a bottle of balsamic vinegar, all 100 percent Made in Italy, can only enhance the value and the appeal of the Italian imports.”

Fresh-baked breads, fine cheeses, olives and grilled or marinated vegetables are other options, according to Musco Food Corp.’s Macaluso.

Promote: Print ads and print and digital coupons on existing and new products are ways Gelson’s, as well as H-E-B, Mariano’s and Eataly, have promoted authentic Italian foods offered in-store, many times in coor-

dination with campaigns spearheaded by the ITC. Suppliers also assist in promotions. For example, to grow its visibility in the U.S., Pomí has been aggressive in its digital marketing and couponing to get on consumers’ radars and shopping lists and encourage trial.

Beyond this, and in addition to country-wide events, Macaluso suggests regional Italian promotions. “I’ve been in this business for many years on both retail and wholesale levels in addition to being an avid consumer of these products. I’ve found that bringing the consumer the most authentic pairing of products from the same region always adds to the value, fun and sales of the products.”

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The Meat of the Matter

Flavor and variety are hallmarks of today's deli meats

BY KEITH LORIA

Consumers want unique dining experiences, and on-trend deli meat can elevate sandwiches, appetizers and even entrées.

Today's consumers are looking for more flavor and more specific ethnic options in their meat choices, according to data collected by the Madison, WI-based International Dairy Deli Bakery Association (IDDBA). And it's not just spicy; it's which pepper was used to make it spicy as well as a focus on regional cuisine more than national cuisine.

"Italian and Spanish specialty meats are becoming more popular and more ubiquitous," says Jonathan Whalley, education coordinator for the IDDBA. "These items can become great sellers, but will require some customer education and inspiration."

Pre-packed sliced-in-store deli meats are seeing huge success among consumers not

wanting to wait at the counter, but wanting something they perceive to be fresh.

"Delis can capitalize on this trend by putting unique, higher margin and new items in this space, rather than doubling or tripling up on the traditional flavors," says Whalley. "The service deli case is where more of these on-trend flavors are available, so retailers can use the grab-and-go display as an extension of the service case."

Holly LaVallie, director of marketing for Hormel Deli Solutions, part of Austin, MN-based Hormel Foods Corp., notes that recent deli department meat trends have been shifting towards the needs and desires of Millennial consumers.

"They want premium, transparency and an experience every time they enter the deli," she says. "They expect to have restaurant-quality food at their fingertips, whether it is a protein or ingredient they

use to explore cooking on their own or creating a full culinary solution they can enjoy at home."

In keeping with trends, Hormel Deli Solutions has brands that are geared toward Millennials.

"The Columbus brand and its wide variety of snacking and charcuterie items aligns perfectly with Millennials' desire to have a premium experience in their home," says LaVallie. "Our prepared foods portfolio, which includes items like Hormel Fire Braised Chicken and Café H Pork Carnitas, take labor out of the deli and provides the inspiration for next-level culinary experiences for consumers."

The Art of Transparency

Consumers are also looking for clean labels, so Whalley says the fewer the ingredients and the more identifiable the

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ingredients are, the better.

Bridget Clark, director of marketing transformation for Columbus Craft Meats, based in Hayward, CA, believes transparency in the deli is key.

"We continue to see consumers pushing for cleaner meat—products free from added hormones, antibiotics, nitrites/nitrates, more organic products, etc.," she says. "There's an increased skepticism that has come from our consumers being label readers and wanting to know what they're eating and where it came from."

The Importance of Flavor

Behind-the-glass, Clark notes Columbus has a line of single muscle deli meat that has been made with no antibiotics or added hormones, and actually still tastes like traditional meat.

"There is no compromise on taste and flavor by taking out the ingredients our consumers don't want to see in their meat," she says. "We have a line of pre-sliced deli meat made with the same diligence to taste—all without added hormones and no antibiotics, gluten or MSG—and a line of salami made from meat that has never been treated with antibiotics, and containing no artificial nitrites/nitrates."

Deanna Depke, marketing associate for Volpi Foods, based in St. Louis, MO, agrees that consumers are demanding transparency into how charcuterie is produced, how the hogs are raised and even what kind of packaging is used.

"It all comes down to trust," she says. "Today's consumers are looking to identify authentic products and brands they can trust, while at the same time yearning for more convenient ways to incorporate additional deli meat and charcuterie into their everyday meals."

Volpi Foods offers an extensive line of artisan charcuterie crafted in small batches under the direct care of the company's master craftswoman.

"We are best known for our award-winning prosciutto, quality salami and our innovative take on making charcuterie portable for everyday snackers," says Depke. "In order to meet the needs of our consumers, we provide delis with four main product forms—behind the glass bulk products, pre-sliced, specialty salame chubs as well as on-the-go snacks."

Calling Attention to Trending Meats

As flavor trends continue to move away

from the traditional, so are the ways consumers use the product.

Whalley notes deli departments should develop interesting recipes and offer samples and demos to engage shoppers.

"It's important to teach consumers how to use products in order to get them interested in moving to higher margin items and expanding their interests," he says. "Supermarket delis can incorporate new items in prepared foods concepts like pizza, salad bars, prepared salads, etc. Retailers also can cross merchandise other fresh items around featured deli meats, perhaps even build a meal around the flavor profile of a particular meat."

As a proud partner of U.S. Soccer, Volpi has been able to gain direct exposure to Millennials hungry for high-protein, high-quality foods.

"Introducing our traditional products and innovative snacks to ever-skeptical Millennials and Gen Z through our partnership with U.S. Soccer has allowed us to create an organic connection with these consumers," says Depke.

LaVallie notes shoppers want solutions, and it's vital that stores showcase these as much as possible.

"We have found the best way to highlight our unique protein offerings in the deli is to highlight the end usage for consumers, whether it be as part of a beautiful charcuterie board or a delicious recipe," says LaVallie.

A Changing Environment

As the spending power of consumers shifts younger, behind the glass deli is declining and grab-and-go options are on the rise. Not only are consumers pushing for cleaner meat, more consumers require options that provide added convenience and personalization, and all with a focus on the shopping experience.

"Delis need to make sure they are open to providing solutions for how Millennials shop and double down on brands that can partner with them to provide not only the best-tasting, clean-meat offerings, customization and convenience, but also experience and brand trust," Clark says.

Another change LaVallie has seen in the deli over the past several years is the emergence of grocer and culinary stations within the deli.

"Delis are literally transforming their merchandising to appeal to Millennials who expect a culinary experience in the department," she says. "The restaurants and

culinary stations include everything from charcuterie and mainstream restaurant offerings like Mexican cuisine, to barbecue and global cuisines ready to go."

The combined trends of better-for-you snacking and full product transparency are causing a shift in retailers' approaches to the grab-and-go sections of their stores. Many delis have already initiated store-made snack packs that include a variety of meats, cheeses and fresh produce.

"The ability for stores to offer these freshly-made options while still delivering on deli consumers' need for transparency and food safety will be the key to success," says Depke.

Whalley adds that incremental sales increases among a small number of super-consumer shoppers can have profound effects on categories like specialty meats and cheeses, so educating and inspiring the consumer will be key. **DB**

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A Classic American Tale

A classic American tale of entrepreneurial spirit and family values is the foundation of Sally Sherman Foods. The determination to strive for the best quality and to pass this onto valued customers is the basis of what is now a family-owned business that stretches across multiple successful entities within the foodservice and retail industries.

Mike Endico, founder and past president learned first hand what it takes to be successful. Launched in 1959, it was his background transforming a small fruit stand and buying farmland that stretches over 26 miles along the Canadian border that has given Sally Sherman the ability to control product quality from field to consumer. Even today, most of the fresh produce used in its products continues to be grown on the family's farms and inspected by rabbinic field personnel for its strict kosher quality assurance.

Today, the fruit stand image is long gone, but the guiding light of Endico remains. His famous words continue to guide the company, "Always make the buyer look good and keep customers satisfied". Endico passed away in 2010, but his vision continues.

The company's classic 30-pound tubs of potato salad, macaroni salad and cole slaw have continued to be sought out by its customers. While they have also added an 8-pound container for small volume



users, its 30-pounders are still the most popular size.

A pioneer in kosher processing and marketing, Sally Sherman is OK kosher certified. The company produces a wide range of products, including its premium salads, deli sandwich salads, pasta salads and prepared foods. Still evolving, new products are always being developed to address the needs of today's new customers looking for healthier and fresher foods.

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

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