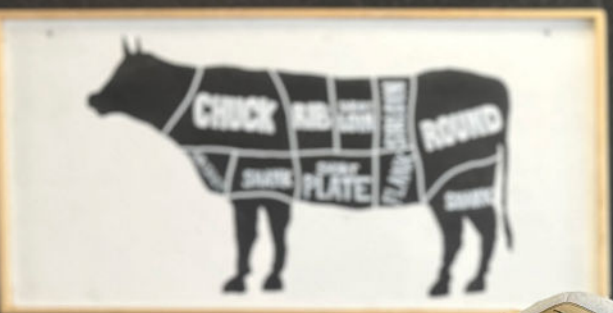


# TASTE

S U P E R I O R



## CUSTOMER SPOTLIGHT

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Meats, Holland, MI  
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The Crispy, Crunchy  
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Fried Goat Cheese Salad,  
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Black Pearl Salmon  
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SUMMER 2025 EDITION



# Trust on Ice

## Why Sustainability in Seafood Matters More Than Ever

There was a time when “fresh fish” was all a menu needed to make a sale. But not anymore. Today’s diners and shoppers want more than freshness—they want a story. And increasingly, that story needs to be rooted in responsibility, transparency, and sustainability.

At Superior Foods, we’re seeing a shift not just in what customers are buying, but in why they’re buying it. Labels like MSC (Marine Stewardship Council) and ASC (Aquaculture Stewardship Council) aren’t fringe anymore—they’re table stakes. Chefs want to know the journey of their seafood. Grocers want to show consumers they’re making the right choices. And consumers? They’re asking questions that only a clear supply chain can answer.

This growing emphasis on sustainability is more than a marketing trend—it’s a mandate for trust. In the wake of inflation, war-related supply shocks, and climate-driven unpredictability, people want to know their food choices are doing more good than harm. Traceability isn’t just about logistics; it’s about values.

For suppliers like us, it means leaning into partnerships that prioritize responsible harvesting, ethical labor, and transparent sourcing. It means investing in certifications, telling our sourcing stories clearly, and helping our restaurant and retail partners do the same. Because at the end of the day, it’s not just about offering great seafood. It’s about offering confidence. And in a market where trust is the new currency, that makes all the difference.



**JIM OSTERHAVEN**  
President & CEO



**CLICK HERE**  
For more about  
our sourcing at  
Superior Foods  
Company



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### ON THE COVER

Owners of Bearded Dutchman Meats, Bryant and Ashley Hengst, tackle another Monday following a busy Father’s Day Weekend.

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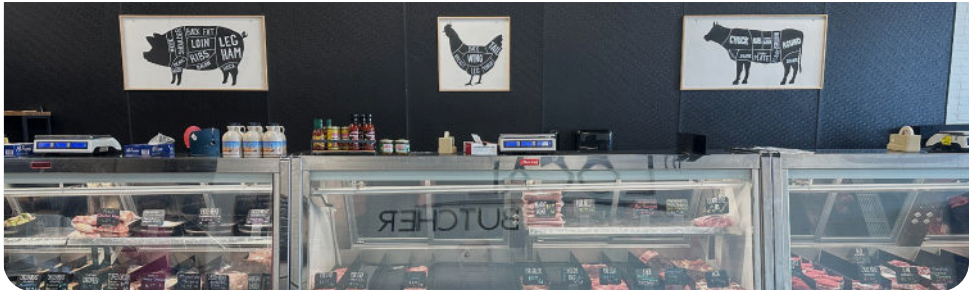
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# New PRODUCTS

#12158  
**MADELINE'S PÂTISSERIE**  
Almond Croissant

24/3.5 oz  
Hand rolled, rich, and buttery with a luscious almond filling.

Madeline's  
PÂTISSERIE

**CLICK HERE**  
To view more  
Madeline's  
products



**MICHIGAN BREAD**  
Brioche Sub Bun,  
6", Sliced, Retail-Ready  
#12549  
12/6 ct

**CLICK HERE**  
To view more  
Michigan Bread  
products



**Vollwerth's**  
Bun Length Natural  
Casing Wiener  
#40000  
12/15 oz

**CLICK HERE**  
To view more  
Vollwerth's  
products



**LANDES FRESH MEATS**  
Original Uncured Bacon, Platter Style  
#37002  
4/5.25 lb

**CLICK HERE**  
To view more  
Landes  
products



**ACE BAKERY**  
Cranberry Focaccia,  
#91684  
9/18 oz

**CLICK HERE**  
To view  
more about  
Ace Bakery



**LOCAL FIRST**  
Michigan Turkey Producers  
Grand Rapids, MI



**CLICK HERE**  
To view  
more about  
Michigan Turkey

## GROWER OWNED AND PROUD OF IT.

### Featured Michigan Turkey Products:



#90458  
**Hickory Smoked  
Turkey Breast,  
Green Tier**

2/9.5 lb.  
• Whole muscle - deli shape  
• No MSG added  
• 0g of trans fat per serving

Michigan Turkey Co-Op was established in 1998 by 15 growers seeking to sell their birds locally. Today, these growers are part of the company's board and play an active role in its operations. Their local ownership allows them to easily adjust to evolving demands.



#90445  
**Oven Roasted  
Turkey Breast,  
Black Tier**

2/9.5 lb.  
• Whole traditional shape  
• Reduced sodium  
• Gluten free

Michigan Turkey's family farms have dedicated years to perfecting their skills and setting a new standard for quality. Their expertise is evident, and their products offer the most nutritious and delicious options with exceptional value.





📷 = image courtesy of Bearded Dutchman Meats

CUSTOMER SPOTLIGHT:





# BEARDED DUTCHMAN MEATS



My

# LOCAL BUTCHER



			
<b>#90277</b> <b>Double R Ranch</b> USDA Choice Signature Striploin, 0X1 6/12 lb	<b>#90085</b> <b>AB Foods</b> USDA Choice Beef Brisket 4/15 lb	<b>#90072</b> <b>AB Foods</b> USDA Choice Beef Chuck Roll, Neck Off 2/27 lb	<b>#97129</b> <b>St. Helens Beef</b> USDA Choice Teres Major 6/9 lb

Tucked into a bustling corner of Holland, Michigan, Bearded Dutchman Meats has quickly earned a place as a distinctive presence in West Michigan's butcher landscape. Owned by Bryant and Ashley Hengst, the shop blends classic butchery with a modern, customer-driven approach—and in just a few short years, it's earned a loyal following for its quality products and genuine service.

Bryant's roots in butchery go back to his college days, when he first learned the trade working in a small shop. That early experience—paired with time spent processing deer with his brothers—sparked a love for the craft that would eventually become something much bigger. Originally from Zeeland, Michigan, Bryant and Ashley spent five years living in Wisconsin, drawn there by family and work in the water well industry. While there, they were inspired by exceptional meat markets throughout the region. Before returning to West Michigan in 2022 with their three children, the Hengsts decided they wanted to start something on their own. Their goal: bring the best of what they'd seen in Wisconsin back to the Holland/Zeeland area—more variety, premium cuts, and a shop aesthetic that stood out.

After months of searching, they found their space. Though not ideal at first glance, the location's traffic and visibility turned out to be perfect, especially with the added bonus of vacation and beachgoer traffic. They spent eight months remodeling the space themselves before opening in 2022.

Customer feedback quickly became central to the business. Originally stocking USDA Choice across the board, they were surprised by how fast demand shifted toward higher-end options. Today, Bearded Dutchman Meats offers a full lineup of premium products—top-tier cuts of beef, local pork, and carefully sourced chicken, including pasture-raised birds raised by Bryant and a friend. Nearly everything in the store is made or processed in-house, from brats to bone-in cuts, with only a few exceptions.

Bryant handles the meat program and operations while Ashley, who joined full-time just five months in, oversees the retail experience, product mix, and day-to-day management. The team has grown to 11–15 employees, and the focus now is on refining efficiency to keep pace with growing demand. The Hengsts aim to deliver two things: top-tier customer service and a high-quality product. They know their prices are higher than grocery chains, so the customer experience has to deliver every time. Relationships matter, whether it's remembering what a customer bought last week or explaining where the meat came from.

Their connection with Superior Foods began by chance, through a local recommendation. A visit by Superior sales representative Tommie Gatlin and a few samples later, the partnership began—and helped accelerate the business beyond what they had initially envisioned. Bearded Dutchman Meats is now a fixture in Holland, with its eye on growth that's thoughtful, not rushed. For the Hengsts, quality and community remain at the center of everything they do.

📍 Bearded Dutchman Meats | Holland, MI



#88518  
Boneless Pork Loin,  
Center Cut, Lip-Off  
6/7 lb

**JUICY.  
TENDER.**  
ALWAYS DELICIOUS.



DeVries

MEATS

**CLICK HERE**

To view  
more about  
DeVries Meats

**social  
kitchens**  
PROFESSIONAL

READY  
TO COOK

8 OZ  
PORTION  
PACK

10 G  
PROTEIN

#10042  
**Lightly Dusted Calamari  
Rings and Tents, Gluten Free**  
6/2 lb

Premium wild caught calamari that is hand cut and  
lightly dredged with a crispy and mildly seasoned  
gluten free coating.



**CLICK HERE**

To view  
more about  
SK Professional

# The Deep Beef Flavor of Wagyu Zabuton

— **Chêf Ideas** —



**JEFF BRANDON**

Corporate Chef

**SRF**  
SNAKE RIVER FARMS

**RIVER  
CITY  
MEATS**



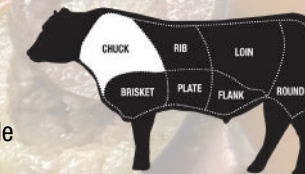
#97462  
**Snake River Farms  
Zabuton Chuck,  
Wagyu Gold**  
4/6.5 lb



#88105  
**River City Meats  
Zabuton Steak,  
Wagyu Gold**  
1/10 lb

## Highlights:

- American Wagyu
- 100% US Raised
- Richly Marbled
- Unique Flavor Profile
- Supple Texture



The Snake River Farms Zabuton Chuck is a true hidden gem in the world of premium beef—luxuriously marbled, deeply flavorful, and impossibly tender. Cut from the chuck flap and named after the plush Japanese cushion it resembles, the Zabuton offers an indulgent eating experience that's typically reserved for elite culinary circles. Its rich intramuscular fat ensures a buttery texture and mouthwatering finish, whether it's seared, grilled, or braised. Chef Brandon loves working with it for its versatility and stunning plate appeal, making it a standout centerpiece that elevates any menu with bold, unforgettable flavor. It could easily sit on the plate alone and shine, but he decided to accompany it with some blistered veggies and a roasted pepper and olive demi. Follow the QR code for a different look!

**CLICK HERE**

To view  
this post and  
more Chef Ideas





# FEATURED PARTNER

Kikkoman  
San Francisco, CA

Kikkoman is a globally recognized leader in authentic Asian ingredients, celebrated for its commitment to quality, tradition, and innovation. With roots tracing back over 300 years to Japan, Kikkoman has become a trusted name in kitchens and professional culinary settings around the world. Best known for its naturally brewed soy sauce, the brand also offers a diverse range of products—including marinades, sauces, seasonings, and Japanese Style Panko Bread Crumbs—that bring rich, umami flavor and consistent performance to every dish. As a featured partner, Kikkoman represents a blend of time-honored craftsmanship and modern culinary excellence.



#44195

## Toasted Panko Bread Crumbs

1/25 lb

- Authentic Japanese Style
- Versatile Culinary Use
- Golden, Crispy Finish
- Trusted Quality
- No Artificial Colors or Preservatives
- Globally Recognized Brand

# CRISPY, CRUNCHY DIFFERENCE

Kikkoman Panko Bread Crumbs are made fresh from specially baked, crustless bread. With an oblong shape, Panko crumbs are larger, crispier and lighter, so they coat without “packing” like regular bread crumbs, allowing foods to stay crispier longer. Their delicate, crisp texture makes them the ideal choice for baked or fried foods.

**CLICK HERE**

To view  
more about  
Kikkoman

SCAN THE QR CODE TO LEARN  
MORE ABOUT KIKKOMAN AT  
SUPERIOR FOODS COMPANY.



# MENU Inspirations

## Summer Edition

Featured Superior Products  
Used in these Recipes:

  
**#12549 Michigan Bread**  
Brioche Sub Bun, 6",  
Sliced, Retail-Ready  
12/6 ct



  
**#26233 Black Pearl Seafoods**  
Yellow Lake Perch, Butterflied,  
Large "Ohio Size"  
1/5 lb



**Perch Rolls**  
with beer-naise & crispy-fried shallots

*Recipe*  
**CLICK HERE**  
To view  
this and  
other recipes

## Za'atar Black Pearl Salmon

with feta dressing, cucumber salad & mint



*Recipe*  
**CLICK HERE**  
To view  
this and  
other recipes

  
**#68265 Black Pearl Seafoods**  
Scottish Salmon,  
4-5# C-Trim  
1/10 lb



**#7589 Garden Cut**  
Diced Red Beets, 3/4"  
1/5 lb  
*\*Special Order*



**Fried Goat Cheese Salad**  
with roasted beets, arugula & blackberry balsamic reduction

*Recipe*  
**CLICK HERE**  
To view  
this and  
other recipes

**#44195 Kikkoman**  
Toasted Panko  
Bread Crumbs  
1/25 lb







**A COMMITMENT TO QUALITY POULTRY** & unmatched service to our customers

**CLICK HERE**  
To view more about Koch Foods



#9023  
**Raw EZ Peel White Shrimp**  
16-20 ct.  
4/5 lb.



**CLICK HERE**  
To view more about Paul Piazza

The leader in processing sustainably-sourced shrimp from the coasts of

**Louisiana, Texas and Florida for over 125 years.**



**LOCAL FIRST**  
**Louie's Meats**  
Traverse City, MI



**CLICK HERE**  
To view more about Louie's Meats

## TRADITION YOU CAN TASTE!

Founded in 1962 by Louie Alpers, Louie's Meats began as a small, custom processor serving local farmers and businesses. What started in a modest facility quickly grew into a trusted name across the state, expanding into restaurants, delis, and foodservice distributors with the same hands-on care and attention to quality. In 1980, Louie's introduced its signature corned beef under the O'Brien brand—an instant classic that remains a customer favorite to this day. Still family-owned and proudly rooted in tradition, Louie's Meats continues to deliver consistent quality, outstanding service, and premium products made with USDA-inspected choice beef. Every item is produced with full HACCP compliance, ensuring both safety and flavor in every bite.



#91309  
**Top Round Corned Beef**  
Tender and flavorful corned beef made from USDA Choice top round that is cooked and hand-trimmed, making it perfect for slicing and sandwich-making.  
**2/4.5 lb.**



#91310  
**Top Round Pastrami**  
Perfectly seasoned pastrami made from USDA Choice top round that is cooked and full of robust smoky flavor.  
**1/10 lb.**



# STRENGTH & DEXTERITY

# X3<sup>®</sup>

by AMMEX<sup>®</sup>

The Ammex X3 Nitrile Gloves are an excellent choice for kitchen use, offering lightweight yet durable protection for food prep and handling. Made from industrial-grade nitrile, they provide superior puncture resistance, chemical protection, and dexterity compared to vinyl or latex. Their powder-free, latex-free design ensures food safety and reduces the risk of allergies or contamination. Perfect for chopping, mixing, and cleaning, X3 Nitrile Gloves help maintain hygiene while keeping hands comfortable and protected in any kitchen environment.



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To view  
more about  
X3 Gloves

#4922, 4923, 4924, 4925 (S-XL)  
**X3<sup>®</sup> Black Nitrile Gloves**  
10/100 ct