TASTE SUPERIOR



CUSTOMER SPOTLIGHT

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SUPERIOR **SUMMER 2026 EDITION**

Beyond the Price Tag

One of the biggest shifts I've noticed over the past year isn't necessarily what people are buying—it's why they're buying it.

For several years, price dominated nearly every conversation. Operators were focused on surviving rising food costs, labor shortages, and inflation. While those challenges certainly haven't disappeared, the conversation is beginning to change. Today, the question isn't simply, "What's the cheapest option?" It's becoming, "What's the best value?"

Value isn't always the lowest price. It's a product that performs consistently. It's reducing waste. It's saving labor. It's delivering a dining experience that brings guests back again and again. In today's environment, those things often matter more than saving a few pennies on an ingredient.

That shift creates opportunities. Operators are trimming menus, focusing on execution, and investing in products that help them stand out rather than simply compete on price. Consumers, too, are becoming more selective. They may dine out a little less often, but when they do, they expect quality and an experience worth paying for.

At Superior Foods, that's where we believe we bring the greatest value. Whether it's premium seafood, quality meats, or our expanding line of ready-to-eat products, our goal has never been to be the cheapest. Our goal is to help our customers not only serve food they're proud of, but to teach, advise, and show them. We strive to do more than simply sell products—we believe in consultative selling, helping customers improve consistency, reduce waste, protect margins, and identify opportunities they may not have otherwise considered. And none of this is new to us. For nearly eight decades, we've lived by a simple philosophy: Our success is our customers' success. If we can help make our customers successful, then we've done our job.

As always, thank you for allowing us to be part of your business. We appreciate your trust and look forward to helping you make every plate—and every dollar—work a little harder.

JIM OSTERHAVEN
President & CEO



SUPERIOR
TASTE
SUMMER 2026 EDITION



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ON THE COVER
The smoker that helped put Bellaire Smokehouse on the map—originally a humble two-car garage. Today, it stands as a symbol of the craftsmanship and tradition behind every batch of slow-smoked meat and fish.

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for exclusive deals on items within this TASTE!
If you are not already on the App, contact your Superior Foods Rep.

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CLICK HERE
To download the App

New PRODUCTS

social kitchens PROFESSIONAL

#9189

SOCIAL KITCHENS PROFESSIONAL

Crispy Wrapped Shrimp, Chem-Free, Approx 180 pcs per case

4/2.5 lb

Stretched shrimp that is hand rolled in a light and crispy rice wrap. Unique and versatile for endless menu offerings. deeply savory chips.



CLICK HERE
To view more Social Kitchens Professional products



FRY FOODS

Battered Yellow Cheddar Cheese Curds,

#13241
1/7 lb

CLICK HERE
To view more Fry Foods products



VÅRLAKS

Norwegian Atlantic Salmon, Skin-On, 4-5 lb, C+ Trim

#68199
1/35 lb

CLICK HERE
To view more Vårlaks products



VOLLWERTH'S

KBC Beer Bratwurst, Cooked, Vacuum Packed

#40128
8/22 oz

CLICK HERE
To view more Vollwerth's products



SNAKE RIVER FARMS

American Wagyu Beef Tallow Kettle Chips

#13703
48/6 oz

CLICK HERE
To view more about these chips



CLICK HERE
To view more Michigan Bread products

Perch Rolls Recipe

CLICK HERE
To view the Recipe

LOCAL FIRST

Michigan Bread

Taylor, MI

BORN IN DETROIT

Few companies embody Michigan's foodservice spirit quite like Michigan Bread. Born in Detroit and family-owned for more than five decades, the company has built its reputation on exceptional breads, rolls, and buns while maintaining the personal service and relationships that have defined the business since day one. Today, they remain a trusted supplier for restaurants, retailers, and foodservice operators across the state.

Crafted with premium, non-GMO ingredients and traditional baking techniques, Michigan Bread's products deliver both outstanding flavor and reliable performance. From brioche buns and ciabatta grinders to rye, sourdough, and specialty rolls, their lineup helps operators elevate every meal.

For years, Michigan Bread and Superior Foods have worked together to support foodservice businesses throughout Michigan. It's a partnership built on shared values—local roots, dependable service, and a commitment to helping customers succeed.

Featured Michigan Bread Products:

#12549

6" Brioche Sub Bun

*SPECIAL ORDER



Sliced, Retail-Ready

12/6 ct

Rich, buttery brioche sub rolls with a soft, pillowy texture. Crafted with premium non-GMO ingredients and free from artificial preservatives, colors, or flavors.

#11240

4" Brioche Bun



Sliced, Retail-Ready

12/8 ct

Premium, buttery brioche buns with a light, pillowy texture. No artificial preservatives, colors, or flavors.

MADE IN MICHIGAN

CUSTOMER SPOTLIGHT:

BELLAIRE SMOKEHOUSE

Hidden behind the bustle of downtown Bellaire, Bellaire Smokehouse has built a reputation that extends far beyond Northern Michigan. What began as a hobby and a small family business has become a destination for handcrafted smoked specialties, premium meats, and loyal customers who know quality is worth seeking out.

After operating a bed and breakfast for several years, Tim and Karen Watters found themselves wondering what would come next. Rather than opening another inn, they decided to build something entirely different. In 1998, Tim turned a longtime passion for smoking fish into a business, constructing a wood-fired cement smoker and converting part of the family's two-car garage into a small retail shop.

The operation started with smoked fish, jerky, and a handful of specialty products. Over time, demand transformed what locals now affectionately call one of Bellaire's "hidden gems." Though the store has expanded several times since those early days, it has never lost its small-town, family-run character. "We'd rather sell a little more and make a little less," Karen says. "We don't sacrifice quality for value."

That philosophy continues to guide every decision the family makes. Today, Bellaire Smokehouse offers premium fresh meats, seafood, cheeses, wines, and specialty grocery items alongside its smoked products, but every addition has been intentional. Their famous smoked whitefish pâté remains one of the store's signature offerings, while the fresh meat case has developed an equally loyal following.

The smoking process itself has remained largely unchanged since the beginning. Applewood is used for pork, while sugar maple gives turkey, fish, and other smoked specialties their signature flavor. It's a traditional approach that reflects the family's belief that great products don't need shortcuts.



All images courtesy of Bellaire Smokehouse

Following Tim's passing in 2016, Karen, her son Jeff, and grandsons Kyle and Justin carried the business forward together, preserving the craftsmanship Tim established while allowing the next generation to introduce new ideas. The store has gradually shifted its focus over the years—expanding its fresh meat and seafood program, reducing its once-famous craft beer selection in favor of wine, and continuing to develop new products without losing sight of the traditions customers have come to expect.

That same emphasis on quality is what brought Bellaire Smokehouse back to Superior Foods Company. After reconnecting with sales representative Scottie Keegan, the relationship quickly grew into a trusted partnership built on consistency and service. Today, Superior supplies many of the premium products found throughout the store, including Snake River Farms steaks, Black Pearl Seafoods products, fresh pork, burgers, and other specialty items that complement Bellaire Smokehouse's own handcrafted offerings.

For Karen, the greatest reward isn't opening more locations or becoming a larger operation. It's welcoming generations of familiar faces—locals, cottagers, and vacationers alike—who return year after year knowing exactly what they'll find. More than 25 years after opening its doors, Bellaire Smokehouse continues to prove that lasting success isn't measured by size, but by earning the trust of every customer who walks through the door.

Bellaire Smokehouse | Bellaire, MI



Featured Products



#97411
Beef Ribeye, Prime
4/16 lb

#35263
Black Pearl Seafoods
Fresh Whitefish Fillets, Boneless, Hand-Cut
1/10 lb



#8043
U-15 Sea Scallops
USA
2/5 lb





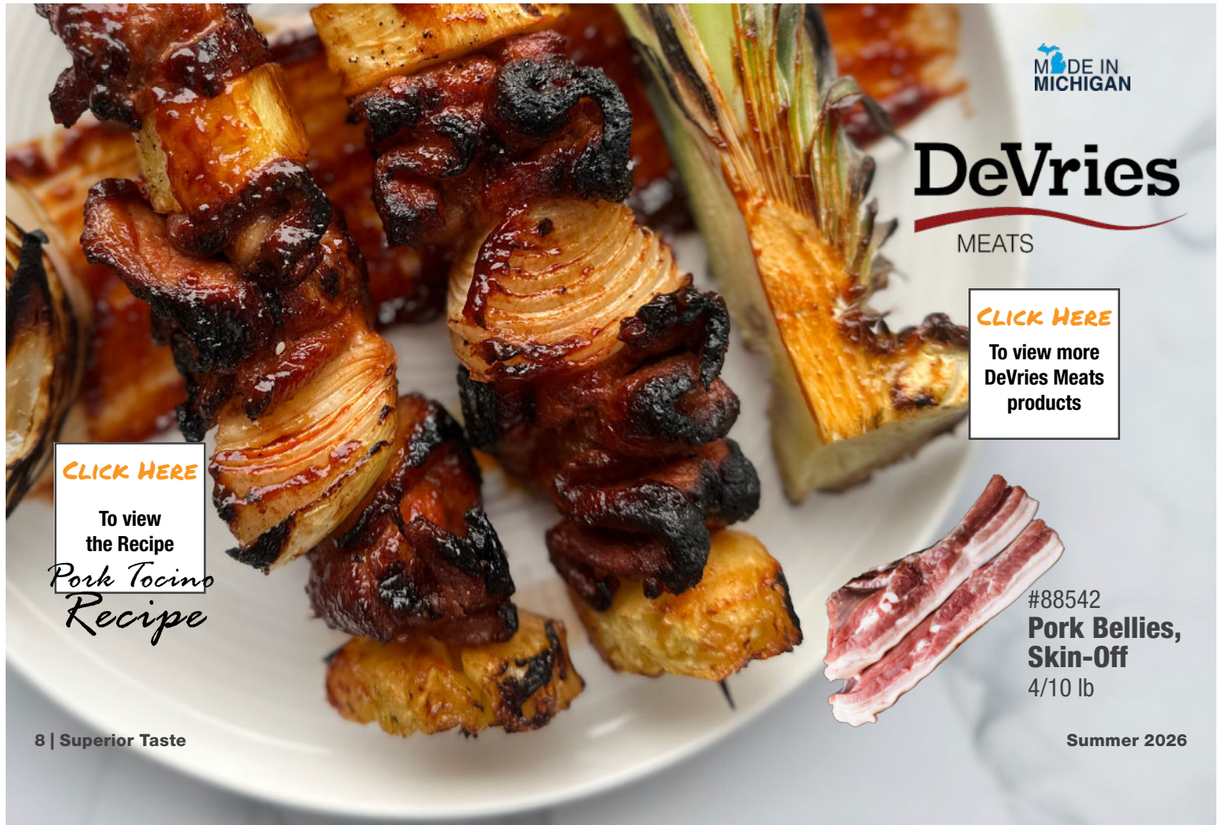












Chef *Ideas*

Collaboration
with SK Food Brands



JEFF BRANDON
Corporate Chef

This edition of Chef Ideas brings together Corporate Chef Jeff Brandon and Chef Liz Gentry of **SK Food Brands** for a collaborative kitchen session focused on bold global flavors, menu versatility, and operator-friendly execution.

Working with **SK Food Brands'** seafood and **Savor Imports'** specialty ingredients, the chefs developed a series of approachable, high-impact dishes designed for today's evolving menus—where speed, consistency, and flavor all matter equally.



Plate Ideas

Frutti di Mare – Simmered with roasted tomato bruschetta, white wine, and stock, this one-pan seafood dish delivers coastal-inspired flavor with minimal prep and maximum menu appeal.

Notes: *One pan, minimal prep, and rich coastal flavor in every bite.*

Korean BBQ Glazed Branzino – Brushed with a savory-sweet Korean BBQ glaze, this branzino entrée showcases bold flavor while letting the fish's delicate character shine.

Notes: *Delicate branzino and bold Korean BBQ create a perfectly balanced entrée.*

Pistachio Branzino with Bamboo Rice & Grapefruit Butter – Nutty pistachios, fragrant bamboo rice, and bright grapefruit butter create an elegant seafood entrée layered with texture and flavor.

Notes: *Bright citrus, nutty rice, and pistachios elevate this elegant seafood dish.*

Fried Calamari – Lightly fried until golden and crisp, this seafood favorite delivers the familiar crunch and shareable appeal guests expect.

Notes: *A crispy, crowd-pleasing appetizer that's easy to prepare and consistently delicious.*

Wrapped Shrimp with Seaweed Salad – Paired with refreshing seaweed salad, this globally inspired appetizer offers clean flavors, appealing texture, and eye-catching presentation.

Notes: *A light, globally inspired appetizer with fresh flavor and eye-catching presentation.*

Chimichurri Shrimp Burger with Pineapple Pico – Bright chimichurri and fresh pineapple pico bring vibrant flavor to a no-prep shrimp burger that tastes crafted from scratch.

Notes: *Fresh, vibrant flavors with virtually no prep or waste.*

Korean BBQ Glazed Shrimp Burger – Finished with Korean BBQ sauce and grilled pineapple, this handheld balances sweet, smoky, and umami flavors in a format guests continue to crave.

Notes: *A trending handheld that balances sweet, smoky, and umami flavors with ease.*






PAUL PIAZZA

The Perfect Shrimp. The Perfect Partner.

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



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To view more Paul Piazza products

The leader in processing sustainably-sourced shrimp from the coasts of
Louisiana, Texas and Florida for over 125 years.

Maple Leaf Farms

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To view more Maple Leaf Farms products



#90015
Skin-On Boneless Duck Breast
24/7-9 oz.

Farm to Fork

✓ Free to Roam ✓ Humanely Raised ✓ Antibiotic Free ✓ Hormone Free

#96956
Cucina Andolina Shredded Parmesan
4/5 lb.



CHEESE MERCHANTS
EST. 1998

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CLICK HERE
To view the Recipe
Scampi Recipe

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SEPTEMBER 20 - OCTOBER 17

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MENU Inspirations
Summer Sauce Edition



Recipe
CLICK HERE
To view the Recipe

Taro-Crusted Prawns
spicy peanut sauce & cilantro crema



Recipe
CLICK HERE
To view the Recipe

Roast Beef Sandwich
horsey sauce, cherry vinaigrette, & blue cheese

Featured Superior Products Used in these Recipes:

#91311
Louie's Meats
Cooked Roast Beef, Choice Top Round
2/5 lb



#42402
Soul of Creta
100% Extra Virgin Olive Oil
4/3 liter



#68275
Verlasso
Chilean Atlantic Salmon, 3-4#, D-Trim
1/10 lb



#9361
Harvest of the Sea
Raw White Shrimp, P&D, Tail-On, 8-12 ct
5/2 lb





Recipe
CLICK HERE
To view the Recipe

Poached Salmon
maltaise sauce, grilled fennel, & tarragon

GREEK® FARMS
INTERNATIONAL



#42400

Bari 75/25 Canola EVOO Blended Cooking Oil

6/1 Gallon

A unique blend of canola and olive oil carefully selected to create a vertatile and balanced oil that's clean and great for cooking.

Rooted in Mediterranean tradition and crafted for everyday performance, Bari blended olive oil by Greek Farms International combines canola and olive oils to create a clean, balanced, and highly versatile product. Carefully selected for consistency and quality, this blend delivers a smooth, neutral flavor that's ideal for sautéing, frying, and all-purpose cooking. Designed to perform across a wide range of applications, Bari brings dependable results and subtle richness to any kitchen. And Superior Foods Company is proud to be your exclusive supplier!

CLICK HERE
To view more Greek Farms International products

SPECIALTY SPOTLIGHT: Eastern Fish Company

EASTERN FISH COMPANY





'FROM-SCRATCH' QUALITY *your guests expect*

For more than 50 years, Eastern Fish Company has been a trusted leader in the seafood industry, delivering quality, innovation, and consistency to operators across the globe. Founded in 1974, the company has earned a reputation for sourcing premium seafood products that meet the demands of today's foodservice professionals.

One standout offering is Golden Harvest Coconut Breaded Butterfly Shrimp. Featuring tender butterfly shrimp coated in a crispy blend of sweet coconut flakes and golden breading, this crowd-pleasing favorite delivers the perfect balance of crunch and tropical flavor. Easy to prepare and visually appealing on the plate, it's an ideal addition to appetizer menus, seafood baskets, and signature entrée offerings. Backed by Eastern Fish's commitment to quality and reliable sourcing, Golden Harvest Coconut Breaded Butterfly Shrimp offers operators a simple way to bring craveable flavor and consistent performance to every service.

GOLDEN HARVEST
BY EASTERN FISH CO.



9912 | 4/3 lb

Coconut Breaded Butterfly Shrimp 16-20 ct

- *Sweet coconut crunch*
- *Premium butterflied shrimp*
- *Consistent cook performance*
- *Versatile menu favorite*

CLICK HERE
To view more Eastern Fish products

MICHIGAN
TURKEY

#90437

Honey Smoked Turkey Breast, Black Label

2/8-9 lb

- *Whole - traditional shape*
- *Gluten free*
- *99% fat free*



MADE IN MICHIGAN

CLICK HERE
To view more Michigan Turkey products