

TASTE

SUPERIOR



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WINTER 2026 EDITION

Protein's Return to the Center-of-the-Plate

There's a clear shift happening in kitchens and grocery aisles across the country. Protein is reclaiming its place at the center of the plate — and this time, it's not a fad.

For years, food conversations were dominated by grains, substitutes, and heavily processed "solutions." Now the pendulum is swinging back. Consumers are paying closer attention to what actually fuels them, how food is made, and what's been added along the way. More often than not, they're landing on protein — real protein. You see it everywhere. Protein-focused diets are growing. Major processors are stripping out artificial fillers and unnecessary carbohydrates. Nutrition guidance is evolving too, putting more emphasis on whole foods and less on processed shortcuts. Call it wellness, balance, or just common sense — the direction is unmistakable. This shift isn't about trends. It's a reaction. People are tired of food that promises convenience and delivers little nourishment. They want food that satisfies, sustains, and feels honest.

For chefs, this is good news. Center-of-the-plate proteins are once again the anchor, not the afterthought. Menus get cleaner and more intentional. Instead of building dishes around fillers, great kitchens are letting high-quality proteins lead — supported by smart preparation, global flavors, and restraint.

For retailers and specialty markets, the message is just as clear. Shoppers are reading labels. They're asking better questions. They want fewer ingredients, more transparency, and products that align with how they actually eat at home.

At Superior Foods, none of this feels new. Protein has always been our foundation — seafood, beef, pork, poultry, and specialty proteins that help our customers stand out. Long before "protein-forward" became a marketing phrase, we were focused on sourcing responsibly, cutting carefully, and delivering products that earn their place on the plate.

What is new is the clarity. Buzzwords matter less. Substance matters more. Where did it come from? How was it raised or harvested? And just as important — what *isn't* in it? That's a healthy shift for the entire industry. Because when food gets simpler and more honest, everyone wins — chefs, retailers, suppliers, and diners alike. Protein isn't just trending. It's returning to its rightful role.

And if it's on the plate — or in the case — shouldn't it be Superior?



JIM OSTERHAVEN

President & CEO



SUPERIOR TASTE

WINTER 2026 EDITION



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ON THE COVER

Culinary Director Zack Thorman holds up one of Railtown Brewing Company's signature smash burgers made with River City Meats' sirloin blend.

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New PRODUCTS

#12584

MICHIGAN PASTRY CO.

Chocolate Brownie Cake,
Pre-Cut, 15 Slices/Tray

2 Trays

Two layers of moist chocolate cake, a rich chocolate brownie mascarpone cream, topped with a whipped chocolate cream and drizzled with chocolate fudge, sprinkled with chocolate chips and then topped with a fudgy brownie crumble



OLD BECK'S

Local Honey Mustard
#92472
2/73.6 oz

[CLICK HERE](#)
To view more
Old Beck's
products



VOLLWERTH'S
Chorizo Sausage Rope
#40079
10/13.75 oz



ARTHUR BAY

Dill & Garlic Cheese Curds
#40021
6/12 oz



[CLICK HERE](#)
To view more
Arthur Bay
products



Raw Corned Beef Brisket Flats,
Random Wt.

#91314
14/3 lb

**PRE-ORDER BY FEBRUARY 10TH
FOR DELIVERY ON OR
AFTER FEBRUARY 25!**

[CLICK HERE](#)
To View Louie's
Meats Corned
Beef Sell Sheet



LOUIE'S MEATS

Raw Corned Beef Brisket Flats,
Random Wt.

#91314
14/3 lb



LOCAL FIRST
Michigan Turkey Producers
Grand Rapids, MI

*Turkey Burger
Recipe*

[CLICK HERE](#)
To view
the
Recipe



TASTE THE DIFFERENCE

Founded in 1998 by a group of 15 Michigan turkey growers with a shared goal of keeping their birds local, Michigan Turkey Co-Op remains proudly farmer-owned today. Those same growers continue to shape the business, serving on the board and staying closely involved in day-to-day decisions—allowing the co-op to respond quickly to changing needs while staying true to its roots.

Across generations, Michigan Turkey's family farms have honed their craft, setting a high bar for quality, care, and consistency. That commitment shines through in every product, including their flavorful, lean ground turkey—a versatile staple that delivers outstanding nutrition, great taste, and exceptional value, all from farms right here in Michigan.



**#46140
Ground Turkey, 85/15**

4/5 lb.

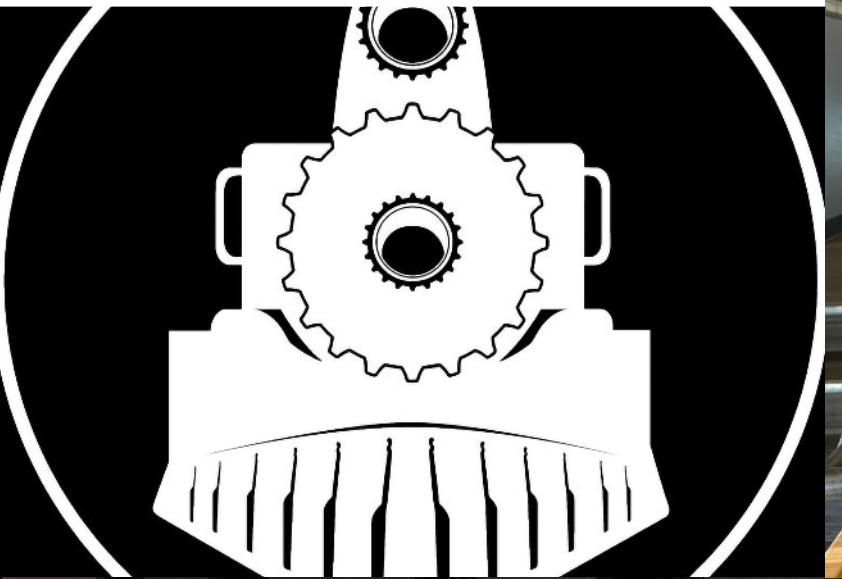
- Coarsely ground for hearty texture
- Minimally processed with no artificial ingredients
- Versatile for a wide range of recipes
- Delicious and high-quality ground turkey option



[CLICK HERE](#)
To view more
Michigan Turkey
products

[LEARN MORE](#)

CUSTOMER SPOTLIGHT:



What began in 2014 as a small, food-free brewery has grown into one of West Michigan's hidden gems. Railtown Brewing Company started next door in what is now their *Good Mood Café*, built on a simple focus: great beer. When demand quickly followed, the team expanded into Railtown's current location, evolving into a full-service brewery and restaurant that now employs more than 50 people.

For Culinary Director Zack Thorman, Railtown's success is rooted in its ownership and culture. "There's a genuine commitment to caring for employees and staying true to the mission," he says—an approach he finds both refreshing and motivating. That foundation has allowed Railtown to grow without losing sight of what made it special in the first place.

Thorman brings more than 17 years of hospitality experience to the role. He got his start washing dishes for tips at a small diner in Ellsworth, Michigan, before moving through fast food kitchens and eventually working under a chef at *Murray's Bar & Grill* in East Jordan. Encouraged to learn on the job rather than attend culinary school, Thorman worked his way from dishwasher and fry cook to assistant kitchen manager, then into leadership roles across Italian, pizza, and American fare concepts. Along the way, he made it a point to keep learning—always building toward the long-term goal of one day owning his own place. Since joining Railtown two years ago, Thorman has helped sharpen the direction of the food program. The menu leans into familiar favorites—burgers and sandwiches that guests know and love—while elevating them with house-made sauces, thoughtful execution, and intentional beer pairings. Everything on the menu is crafted in-house, and the focus remains on delivering high-quality food at a reasonable value.

Beer and food are deeply connected at Railtown. Thorman works closely with the brewing team to ensure the menu complements what's on tap, whether that means incorporating beer into sauces, building rotating monthly specials, or using Railtown's *Bike Ride Blonde* in their house beer cheese. The menu is refreshed every four to six months, keeping offerings dynamic while preserving the heart of the brand. That collaboration extends to events as well. Railtown's annual *Derailed Beer Brunch* has become a signature experience, pairing new beer releases with creative, one-day-only dishes. Looking ahead, Thorman and the team are exploring opportunities for beer dinners and expanded pairing-focused events.

A longtime partner of Superior Foods Company, Thorman has worked with Superior at multiple restaurants throughout his career, often on the seafood side. At Railtown, Superior plays a key role in the kitchen's "bread and butter"—its burgers. The Superior burger blend has elevated both consistency and quality, reinforcing Railtown's commitment to dependable, well-executed classics.

As Railtown Brewing Company continues to grow, its focus remains clear: honor its roots, invest in its people, and find new ways to bring beer and food together. Under Thorman's leadership, the kitchen is not just supporting the brewery—it's helping define the experience that keeps guests coming back.

Railtown Brewing Co. | Dutton, MI



FEATURED PRODUCTS

SMASH BURGERS
MADE WITH...



RIVER CITY MEATS

#89073
River City Meats
Ground Beef Puck, 3/1
36/5.3 oz

GET A (MUSH)ROOM

MILTON FARMS CARAMELIZED ONION CHEDDAR,
GARLIC ROASTED MUSHROOMS, TRUFFLE OIL,
CRISPY FRIED ONIONS, BACON, AND GARLIC AIOLI.



RAILTOWN

COOPER PREMIUM SHARP
AMERICAN CHEESE, ONIONS,
LOCAL LETTUCE, TOMATO,
AND GARLIC AIOLI.



DEATH BY CHEESEBURGER

CHEDDAR, MICHIGAN BACON, FRIED GARLIC
CHEESE CURDS, CRISPY FRIED ONIONS,
AND MAC SAUCE. SMOOTHERED WITH A
LADLE OF MELTY RBC BEER CHEESE.

ALL BACON
FROM...



#33040
Ludington Meat Company
Hardwood Smoked
Bacon, Layer Packed
1/15 lb



#3258

Jumbo Lump Crabmeat, Red

12/16 OZ

100% whole, unbroken Jumbo Lump Red Swimming Crab Meat—pasteurized and premium. Made to be the star of the plate, this crab delivers a true wow factor in recipes like Steak Oscar or elegant crab cocktails. Handle gently to showcase the beautiful, intact pieces. Explore more crab options from Newport International at Superior Foods at the QR Code.

Newport
International



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To view more
Greek Farms
International
products

42402 | 4/3 Liters

Soul of Creta

100% Extra Virgin Olive Oil

From Cretan orchards, hand-harvested and immediately cold pressed. Rich, flavorful, and smooth with a low acidity.

**GREEK®
F FARMS**
INTERNATIONAL

The Underrated Pork Tenderloin

Chef Ideas

When it comes to versatile, flavorful proteins, pork tenderloin deserves far more attention than it gets. This economical cut is tender, easy to work with, and has the rare ability to adapt beautifully to a wide range of flavor profiles and cooking methods. For chefs and foodservice operators, it's a hidden gem that delivers both value and creativity on the plate.

At DeVries Meats, locally raised pork tenderloins are a standout option. They bring freshness, quality, and the advantage of supporting a Michigan producer—making them an ingredient that's as meaningful as it is delicious.

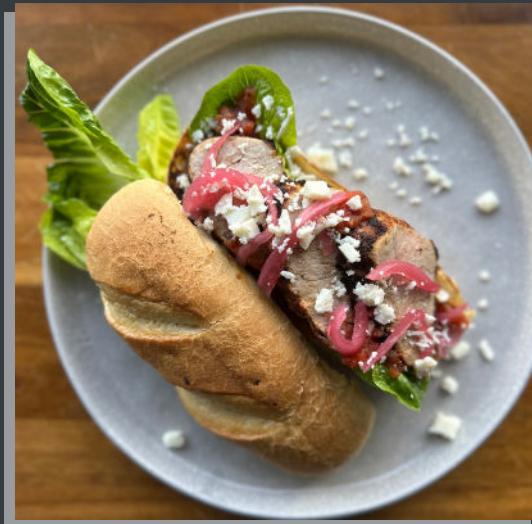


Plate Ideas

Seared Pork Tenderloin Medallions – Tossed with chili crisp and Marcona almonds on a bed of greens or slaw, these tender bites balance heat, crunch, and savory richness for a dish that's elegant yet approachable.

Chili-Rubbed Pork Tenderloin Sandwich – Layered with salsa, queso fresco, and pickled onions, this build proves just how well pork tenderloin plays with bold, Latin-inspired flavors.

And let's not forget the bread. For the chili-rubbed pork tenderloin sandwich, the Football Torta from Michigan Bread is the perfect carrier. Its unique football shape, soft interior, and lightly crusty exterior provide just the right texture for hearty fillings. Made with high-quality, non-GMO ingredients and free from artificial preservatives, colors, or flavors, it's a clean-label bread that supports local, just like the pork.

Together, local pork from DeVries and artisan bread from Michigan Bread highlight the best of what's grown and crafted nearby—while giving chefs approachable, flavorful tools to bring something new to the table.



#10109
Michigan Bread
6" Football Torta,
Unsliced, Clear Bag
12/6 ct

Torta Highlights:

- Unique football shape
- Soft interior and lightly crusty exterior
- High-quality, non-GMO ingredients
- No artificial preservatives, colors, or flavors
- Local bread

Pork Highlights:

- Economical
- Underutilized
- Tender cut of meat
- Easy to work with
- Lends well to many flavor profiles and cooking methods
- Local pork

MADE IN
MICHIGAN

CLICK HERE
To view this
Chef Ideas
Post

#3542
DeVries Meats
Pork Tenderloin,
Fresh, 2-Pack
6/2.5 lb



JEFF BRANDON
Corporate Chef



R



ST. PATRICK'S DAY CORNED BEEF

PRE
ORDER
NOW



**PRE-ORDER BY FEBRUARY 10TH
FOR DELIVERY ON OR AFTER FEBRUARY 25!**



#91316

**Whole Raw Corned
Beef Brisket**

1/4" Trim, Random Wt.
2/9 lb.



#91314

**Raw Corned Beef
Brisket Flats**

Random Wt.
14/3 lb.

ORDER
NOW

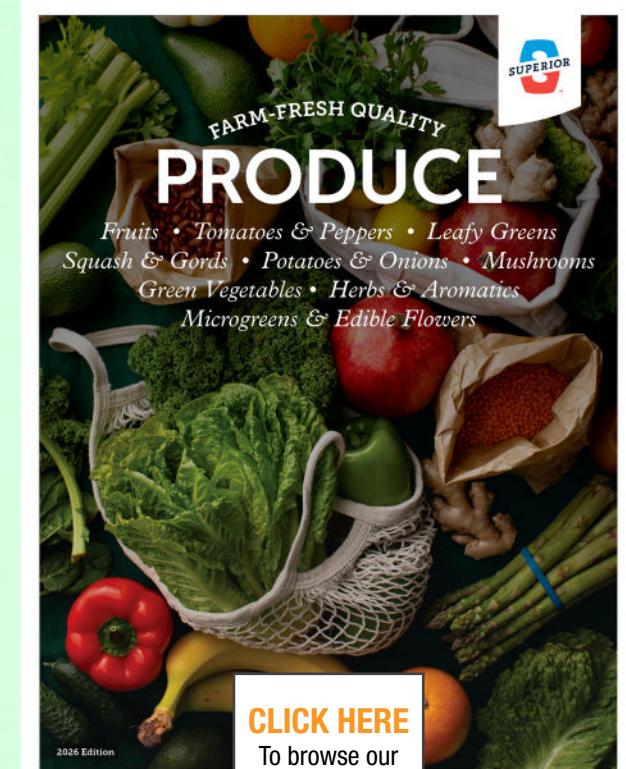
ON OUR
PEPPER APP!

CLICK
HERE

**To ensure proper delivery, specify the delivery date (after 2/24) on all pre-orders placed.
Availability is not guaranteed on orders placed after Feb. 10.**

Take a look
inside our latest
**Produce
Catalog**

Fresh, seasonal, and ready to work for your kitchen—Superior Foods Company's new Produce Catalog has arrived. Featuring trusted partners Vine Line Produce, Dalmares Produce, Garden Cut, and Fresh Origins, this collection brings together everyday staples and specialty items selected for quality, consistency, and versatility. From prep-ready solutions to standout produce, it's everything you need to keep menus fresh and moving.



CLICK HERE
To browse our
Produce
Catalog



MENU Inspirations

Winter Edition



Recipe

CLICK HERE
To view
the
Recipe

Featured Superior Products
Used in these Recipes:

#40079
Vollwerth's
Chorizo Rope
10/13.75 oz



#6004
Foods From The Sea
Whole Octopus, 2-4 lb
3/10 lb



#90264
Koch Foods
Chefs Trim Chicken Breast,
Boneless/Skinless, 5 oz
2/10 lb



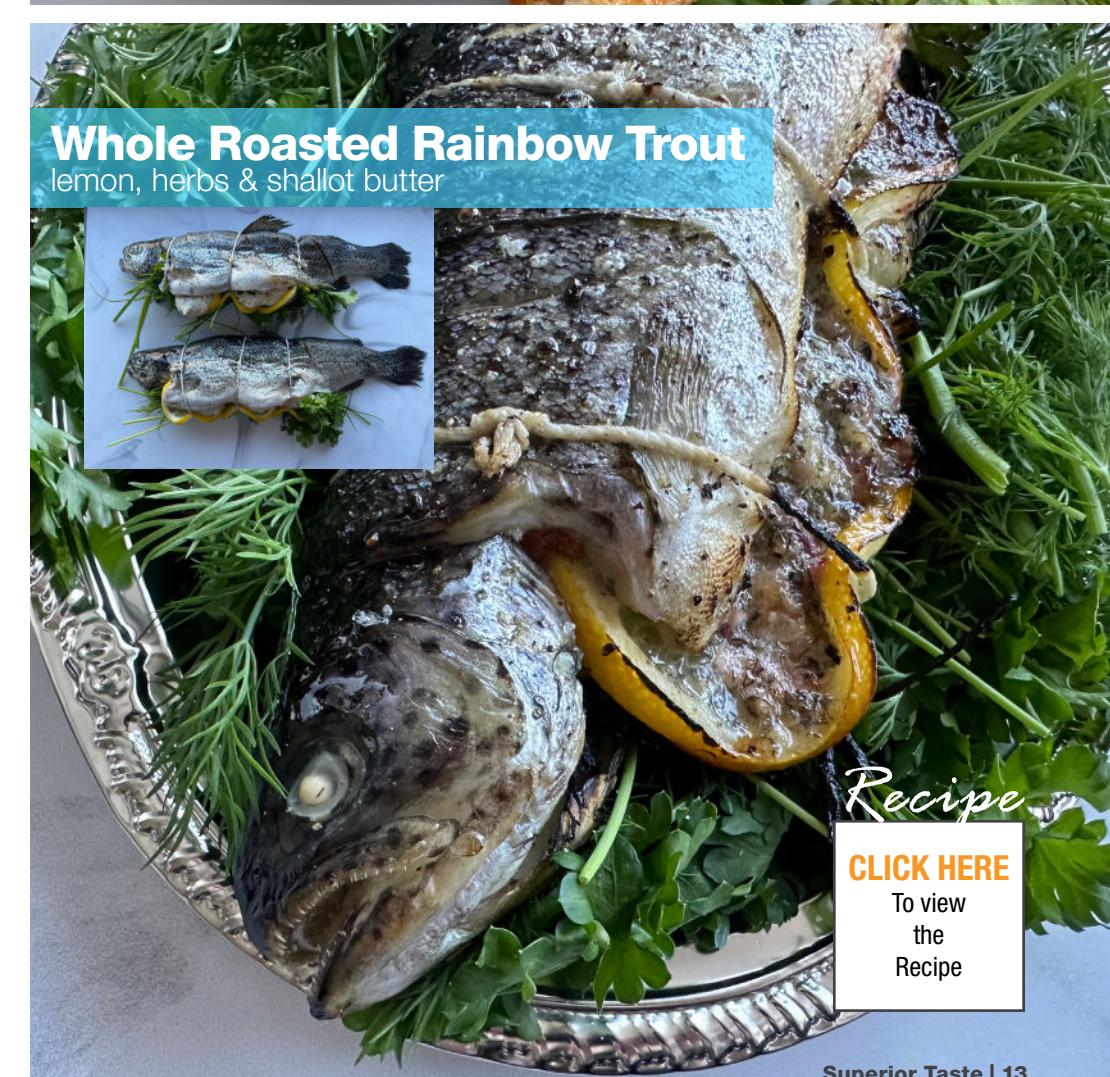
#43027
Dei Fratelli
Diced Tomatoes
6/#10



#32248
Black Pearl Seafoods
Whole Dressed Rainbow Trout,
USA Farm-Raised
1/5 lb



#47218
Butterball Farms
Herbed Shallot Butter Dollop,
.50 oz
800 ct





HIGH LINER FOODS



CHANGING THE WAY WE SEE FOOD

High Liner Individually Vacuum-Packed Atlantic Salmon Fillets are sourced from the pristine South Pacific coastal waters of Chile. Renowned for its exceptional quality, Chilean salmon stands out with its vibrant color and rich flavor. These premium, perfectly portioned fillets are ideal for enhancing any recipe featuring this top-consumed seafood. High Liner's goal is simple: to earn your trust with every product.



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To view more
High Liner
products

SPECIALTY SPOTLIGHT: Greek Farms International



**GREEK[®]
F FARMS**

INTERNATIONAL

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To view more
Greek Farms
International
products

Tradition *Pressed into Every Bottle*

For over 5,000 years, olive oil has been created under the Cretan sun using only the finest olives. For Soul of Creta extra virgin olive oil the first crop is harvested by hand and immediately cold pressed. This old country process has been passed down from generation to generation with a passion and love of Greek traditions. Greek Farms International incorporates its high standards of quality and consistency. With each harvest, they are committed to bringing 100% natural Greek taste to your kitchen. And Superior Foods is proud to be your exclusive supplier!



42400 | 6/1 Gallon
Bari
75/25 Canola EVOO
Blended Cooking Oil
A unique blend of canola and olive oil carefully selected to create a versatile and balanced oil that's clean and great for cooking.



42402 | 4/3 Liters
Soul of Creta
100% Extra Virgin Olive Oil
From Cretan orchards, hand-harvested and immediately cold pressed. Rich, flavorful, and smooth with a low acidity.

DeVries

MEATS

MADE IN
MICHIGAN



#3542

Pork Tenderloin,
Fresh, 2-Pack
6/2.5 lb

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To view more
DeVries Meats
products

Check out this Pork
Tenderloin featured
in *Chef Ideas*
page 9



#9160
Breaded Butterfly
Shrimp
21-25 ct
4/3 lb

GOLDEN

HARVEST

BY EASTERN FISH CO.

Simplify Your Operations
Ready-Made, Consistent, Gourmet-Grade Seafood

 EASTERN
FISH COMPANY

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Eastern Fish
products

