



THE SUPERIOR  
**DIFFERENCE**

*Expect nothing less than Superior!*



# Sourcing WITH A PURPOSE TO SERVE



Our team of procurement experts works tirelessly and intentionally to find products that meet our customers' needs. We have stringent purchasing protocols to ensure that the items we source are up to our standards but, more importantly, meet our customers' expectations. Animal welfare, sustainable practices, social responsibility, and food safety are all factors that create the foundation for us to serve you.

Ultimately, we built our business on trust - trust that our vendors are like-minded in their approach to serving and a trusting relationship with our customers that we have their best interest in mind through the products we source.

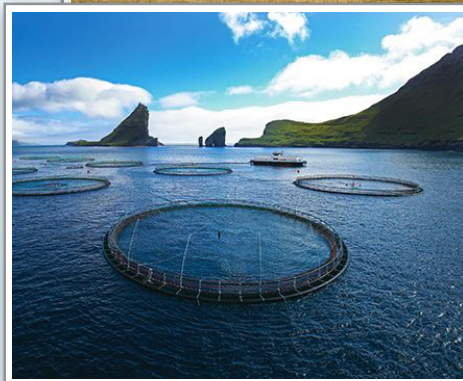
## Sourcing RESPONSIBLY

At Superior, we align ourselves with suppliers who help us source the highest-quality products for our customers. This commitment starts and ends with building a reputation based on core values that represent our responsibility to our customers, community, and employees. The fundamental principles of these core values are:

**ANIMAL WELFARE:** The care and well-being of animals is not only the right thing to do, but it truly defines the quality of our products. We partner with protein providers that share the goal of animal health and lifestyle. Many of our suppliers have formal programs in place to ensure that standards are met throughout the lifespan of their animals. This includes standards that help monitor living conditions, feed, and the overall traceability of the farm-to-fork journey.

**SUSTAINABLE PRACTICES:** Cultivating environments (both land and water) through our sourcing partners is of the natural resources we use and as a supplier of food, we feel an even larger obligation to ensure that the companies we work with are working to conserve land, water, and energy in their business practices. We have aligned ourselves with suppliers that preserve resources, reduce waste, and create long-lasting opportunities for their employees. Ultimately, this is done through caring about where our food comes from and how it is processed and harvested.

**SOCIAL RESPONSIBILITY:** There is no bigger objective of ours than the safety and health of our employees and those who consume our products. We rely on our vendors to provide the same attention to detail when providing their products to us. We only partner with companies that we can trust to do so. With this, we look for vendors who have certifications such as SQF, MDARD, MSC, and ASC.



# LOCAL FIRST *Sourcing*

As a family-owned and operated business that has grown from humble beginnings as a fresh seafood market, Superior takes special pride in being able to deliver Michigan-made and locally-made products to our customers. Not only is it an essential aspect of our business to support local suppliers, but we understand the significance that this means to our customers. There is great value in providing quality, local, small business products. It's our responsibility to partner with local businesses that uphold the same principles and standards that we have built Superior on over the years. This responsibility is what helps set us apart from many of our competitors, and it is what sets many of our customers apart from their competition, as well.



**SCAN THE  
QR CODE**

TO VIEW A LIST OF OUR  
MICHIGAN VENDORS

## *From Sourcing* **TO OUR FACILITIES**



Whether we are upholding the chain of custody for products or ensuring our high standards of food safety requirements, our customers can depend on Superior through our certifications and regulatory requirements that we have in place. Our proactive measures have not only set the bar for our products, but they have also set the bar for our partners. Our customers can trust that the high-quality standards we hold ourselves to are the same standards our suppliers have, too. This strategy and risk management have made it easier for us to identify qualified Superior suppliers and ultimately produce the best quality products possible.





## **Superior Foods Company**

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