

TASTE

S U P E R I O R



CUSTOMER SPOTLIGHT

"Farm-to-Fork" Butcher,
Lakeside Meats
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LOCAL FIRST VENDOR

Dei Fratelli Local Tomatoes
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CHEF TALK

Some Featured Products
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Winter 2024 Edition

LIFE

This Side Of...



As we navigate through life, certain profound questions often surface: What is life all about? Why are we here? What's our purpose in life? These questions, typically associated with the youthful uncertainty of high school or college graduates, are, in truth, universal and timeless.

At the core of these musings lies our occupation, a significant part of life for many. Most people spend more waking hours working than doing anything else, even sleeping. This brings us to two critical questions: How do we know what success is? And if we're on the right path to find it? The answers are not straightforward. However, there are indicators beyond just money and how much of it you make. Things like finding joy in your work, feeling valued and appreciated by colleagues, and genuinely looking forward to your job. These signs can guide us, though they don't guarantee imminent success.

Beyond professional fulfillment, it's vital to consider our happiness and overall well-being. Are we content with our lives? Do we feel healthy physically, mentally, and spiritually? It's crucial to not only focus on our careers but also to cherish time with family, friends, and ourselves.

Let's look at what we do in the food industry, for example. Many of us have carved out our livelihoods in this sector. It's a rewarding but challenging field, often characterized by long hours and endless tasks. In such a demanding environment, balancing professional and personal life becomes paramount. Without a conscious effort to maintain this balance, life can feel like a perpetual chase, akin to the proverbial dog chasing cars but never catching them. As Solomon wisely observes in the Book of Proverbs, it's like "chasing after the wind."

With the dawn of a new year comes fresh opportunities. For those pondering their life's purpose, stop for a minute and think about you ... a moment of introspection. Consider if you are paying attention to your physical health, dedicating time to loved ones, listening for that inner voice telling you it is time for a "soul-check." These profound questions warrant your attention and just may end up being the inspiration for a few adjustments in your priorities.

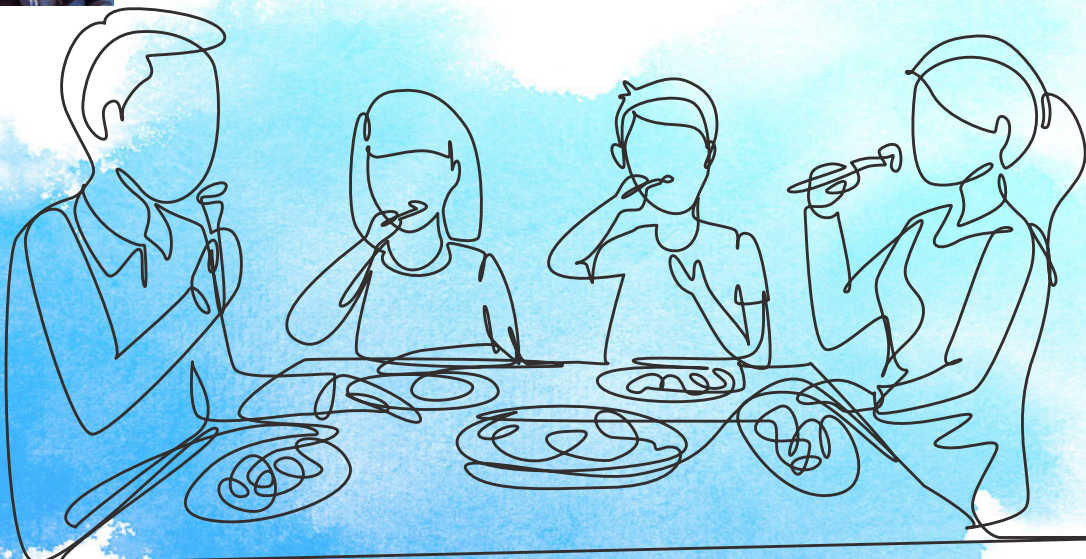
Sometimes, it's the small changes that illuminate the essence of life and help you find out what it is all about.



JIM OSTERHAVEN

President & CEO

Jim Osterhaven



SUPERIOR TASTE

Winter 2024 Edition

ON THE COVER

Angola's Lakeside Meats offers so much more than just a respite from the cold.

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New PRODUCTS

#10877

MADELINE'S PÂTISSERIE

Croissant Bun

24/4.25"

- *Buttery and flaky texture*
- *Hand-rolled with imported French butter*
- *Ultra-tender crumb and buttery soft interior*
- *Limited clean ingredients*

Madeline's
PÂTISSERIE

CLICK HERE

To view more
products from
Madeline's
Pâtisserie



 **KIKKOMAN**



KIKKOMAN

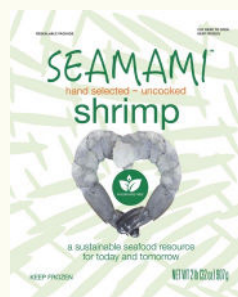
Toasted Panko
Bread Crumbs

Item #44195
1/25 lb.

CLICK HERE

To view more on
this Kikkoman
product

SEAMAMI



SEAMAMI

Raw Shrimp, P&D,
Tail-On, 16-20 ct.

Item #9324
5/2 lb.

CLICK HERE

To view more
products from
Seamami



CUCINA ANDOLINA

Goat Cheese,
Plain Log

Item #11126
6/11 oz.

CLICK HERE

To view more
products from
Cheese Merchants



BIG EASY FOODS

Pork Sausage & Cheese
Stuffed Mini Peppers

Item #10820
2/5 lb.

CLICK HERE

To view more
products from
Cheese Merchants



Specialty Spotlight: Boulart



CLICK HERE

To view more
products from
Boulart

Better Bread *by design*

Whatever your business needs, Boulart has a wide range of breads that are as delicious as they are versatile. Made with simple ingredients and without the use of preservatives or additives, Boulart has nothing to hide. Their breads are also certified Non-GMO Project Verified, vegan and, parve.



98237 | 80/3.5 oz.

Sliced Ciabatta Artisan Burger Bun

Pre-sliced, and made with unbleached, untreated, enriched wheat flour, water, sea salt, yeast, and malted barley.



98253 | 80/3.5 oz.

Sliced Ciabatta Thin Sandwich Bun

Pre-sliced, and made with the same simple ingredients as the burger bun but built to hold the same amount with less.

LAKESIDE MEATS



Just south of the Michigan-Indiana border, Charrissa Rager and her family run a “Farm-to-Fork” butcher shop in Angola. They’re going into their eighth year of owning Lakeside Meats, which is a go-to for many locals in the area when it comes to meats, seafood, deli items, and other specialty grocery products.

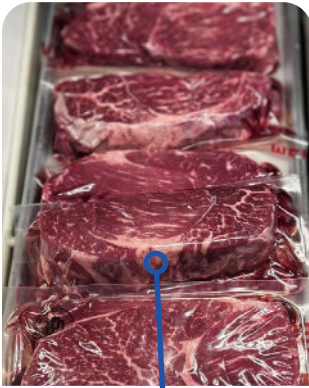
Charrissa and her husband Trent have been in agriculture for a while, with Lakeside Farms dedicated to growing non-GMO crops such as corn, beans, hay, and straw. They grind their own feed from this which is used to raise their livestock of cows. This is where the idea of the market came to life. Naturally, their non-GMO-fed meat started with sustaining the family, which then transitioned to family and friends; offering quarters, halves, and wholes of beef and pork. But the demand grew enough that they realized there was business to be had there. When a longstanding family meat market offered to sell the store space in 2017, they jumped at the opportunity. Back then they were known as Lakeside Farm Market, but since have doubled in size, expanded offerings, and changed their name to Lakeside Meats.

Not only are they a custom-processing butcher shop with their own rail system, but you can come in and get lunch from the grill or meals to-go from the hot case. They have a deli fresh case stocked with cold cuts, cheeses, house-made salads, and a plethora of Superior products from our sought-after smoked salmon jerky to our Superior Select Deli dips and spreads. Everything is curated by Charrissa and the fam with the goal being to offer products that you can’t find at your ordinary supermarket. The store is used as an outlet of support for local businesses: all local wine and craft beer, local honey, Amish cream-top milk, and non-GMO eggs. They even have seasonal fresh chemical-free produce including hydroponic lettuce used for their sandwiches. On top of all of this, they also provide catering for weddings, corporate meetings, and other special events where they utilize prime rib, rotisserie chickens, smoked meats, jerkies, and sausages.

But back to how it all started: the meat counter. This is where you can find their home-grown GMO-free beef, Miller Poultry chicken, and a ton of our meat products from Superior Foods. Aside from this, in 2019, our sales representative Eric Prall really helped them kickstart the expansion of their seafood selection by bringing in fresh salmon, cod, walleye, and whitefish to name a few. For many in the area, it’s their only way of getting such fresh seafood.

As far as what the future holds for Lakeside Meats, the sky seems to be the limit. Charrissa and her family will continue providing the Angola community all they have to offer, through the support of local businesses, while leading by example in sustainable farming and meat production. With a pandemic in the rearview mirror and a brand new full eCommerce website on the horizon, things are looking very prosperous for Lakeside Meats.

 *Lakeside Meats | Angola, IN*



Featured Products

#88118



River City Meats
Ball Tip Sizzler
American Wagyu
Black
16/10 oz.

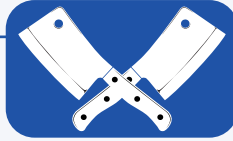
#68265



Black Pearl Seafoods
Scottish Salmon
3-5#, C+Trim
1/10 lb.

#90102

Choice Angus
Beef Ribeye
Lip-On
4/17 lb.



#68628



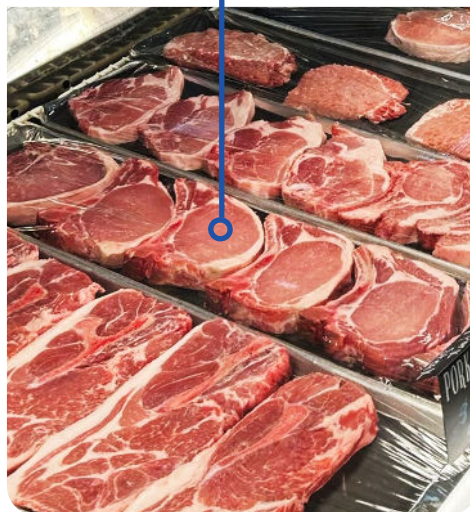
Black Pearl Seafoods
Smoked Salmon
Jerky
Sweet Teriyaki
1/5 lb.

#88537
Bone-In
Pork Loin
C/C
4/13 lb.

#8209



Black Pearl Seafoods
Sea Scallops
10-20, Dry
1 gal.



Madeline's

PÂTISSERIE

Features:

Hand-rolled
Imported French butter
Minimal ingredients
Ultra tender crumb
Buttery soft interior



#10871
**French Butter
Croissant**
24/2.5 oz



CLICK HERE

To view more
products from
Madeline's
Pâtisserie



CLICK HERE

To view more
products from
DeVries

DeVries
MEATS INC.

#88514
**Boneless
Pork Butt**
3/16 lb



USDA Certified
Cutting
Wrapping
Freezing



PORK

LOCAL FIRST

Dei Fratelli

Northwood, OH

 **HIRZEL** CANNING CO. & FARMS



Michigan

Ohio

Lake Erie

Dei Fratelli Facility

Local Family Grower

DETROIT

TOLEDO

HEADQUARTERS

CLEVELAND

PEMBERVILLE

OTTAWA

COLUMBUS

VINE RIPENED
ripe tomatoes, ideal for flavorful recipes

LOCALLY GROWN
harvested by generations of family-run farms

FRESH PACK PROMISE
identified on the label of all Fresh Pack products

Dei Fratelli
Celebrating 100 Years of Quality

100 Years of Quality

Hirzel Canning Company and Farms originated in 1923 by Carl R. Hirzel. Starting with sauerkraut out of the basement of his own home, the family business expanded to tomato canning by its third year. Now, after its 100-year anniversary, Hirzel Canning Company collaborates with over 30 family growers in Ohio and Michigan, continuing the family legacy through the production of quality products that are renowned for their Garden-Fresh taste. Hirzel prioritizes local sourcing, packaging their vine-ripened tomatoes within hours of harvesting which preserves a truly fresh flavor. Their product range includes canned tomatoes, sauces, purees, soups, juices, pizza and pasta sauces, salsas, and sauerkraut.

CLICK HERE

To view more products from Dei Fratelli

Learn more at
DEIFRATELLI.COM

43024 | 6/#10 can
Marinara Sauce



Prepared fresh during tomato season, made with Italian spices, onion, garlic and olive oil, creating truly fresh flavors

Fully prepared, ready to use in pizza, pasta, and other Italian-style dishes.

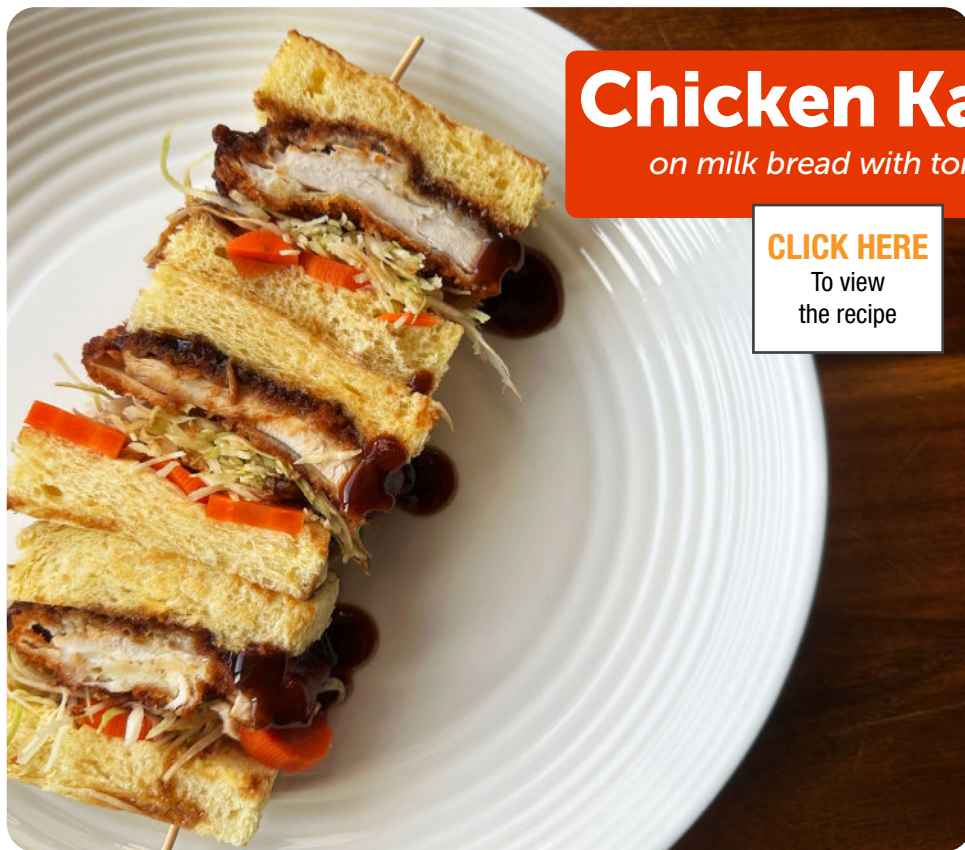
43027 | 6/#10 can
Diced Tomatoes

Precision cut and freshly packed in juice, these pieces bring sweet, fresh flavors to your favorite recipes

Great for chilis, stews, casseroles, and salsa; a restaurant staple



MENU *Inspirations*



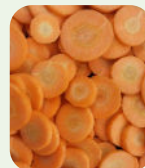
Chicken Katsu Sandwich

on milk bread with tonkatsu sauce & pickled carrots

CLICK HERE

To view
the recipe

**Featured Superior Products
Used in these Recipes:**



Garden Cut
Carrot Coin, 1/4"
2/5 lb
Item #140437



Koch Foods
5 oz Chicken
Breast, B/S
2/10 lb
Item #90264



Del Destino
Roasted Red
Pepper Strips
6/3 kg
Item #2710

Patatas Bravas

with romesco & chives

CLICK HERE

To view
the recipe





[CLICK HERE](#)

To view
the recipe

Spanish Risotto

with chorizo ibérico, meseta, and boquerones

Featured Superior Products Used in this Recipe:

Don Juan
Chorizo Ibérico
4/2.5 lb
Item #95505



Riso Toro
Arborio
Rice
2/5 kg
Item #2689



Santa Marta
Meseta Cheese,
4-month aged
2/7 lb
Item #8003



TIPS & TRENDS

SOUP SMARTS

Using soup to your advantage

It's warm. It's soothing. It's nourishing. Soup has long been a comforting dish for people all over the world. And for cooks, it's not a new idea to use soup as a vessel to use up ingredients that might otherwise go to waste. But on top of that, it's a great way to experiment with new flavor combinations without risking too much. If it flops; it was only a special for a day or two. And if it lands; maybe there's something more there that can be expanded upon or crossed over to other menu items. So if you haven't already, start looking to soup as a go-to recipe developer.



FOOD DELIVERY WITH ROOTS

Supporting restaurants directly

Food delivery services are a go-to for many diners out there today, but from the restaurant's point of view, it hasn't always been such an easy decision to use these services. While it remains good a way to reach customers in their homes, it also comes with its disadvantages including high commission fees and the potential to miss on the customer experience you're trying to deliver. Because of this restaurants might start looking into developing their own apps and investing in their delivery infrastructure in order to have complete control over the customer relationship and revenue that comes from delivering their food.

THIS IS A TEST

Pop-up restaurant culture

Restaurant pop-ups continue to climb in popularity, and it's not a mystery why. Diners find excitement in knowing that it's not a day-to-day operation, which can feel mundane. The pop-up offers a sense of exclusivity to customers. On the other side of things, the businesses get a chance to flex their creativity. This doesn't only mean creativity within the food but also in the setting. Depending on connections the pop-up can be a display that benefits someone's food business while also benefiting a separate storefront willing to host. On top of that, they can be used as a "soft opening" where chefs and restaurateurs can test out a concept without committing to a brick-and-mortar.





HIGH LINER FOODS

**INDIVIDUALLY
VACUUM-PACKED**

*to preserve freshness
& lock in flavor*



#68060

**Chilean Atlantic
Salmon Portion**

6 oz, B/S, IVP

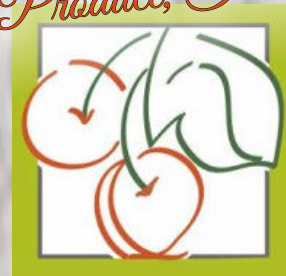
1/10 lb



CLICK HERE

To view more from
High Liner Foods

Dalmare's Produce, Inc.



#110808

Portobello Mushroom

Caps, 3.5", 15-21/cs

1/3 lb

EXCELLENCE

IN FRESH PRODUCE

CLICK HERE

To view more
products from
Dalmare's



Pure & Fresh Spices



#49169
**Coarse-Ground
Black Pepper**
1/16 oz

Elevate your culinary experience with *Restaurant's Pride* spices, herbs, and seasonings. All are purchased directly from spice farmers and growers enabling them to provide the freshest and purest products at highly competitive prices. In addition, all of their products are milled, cleaned, and treated right here in the United States.

CLICK HERE
To view more
products from
Restaurant's Pride

— Chef Talk —



Featured Superior Products:



SPECIAL ORDER
Custom Culinary
Hollandaise Sauce
4/38 oz
Item #2856



Superior Select Deli
Pimento Cheese Dip &
Spread
6/10 oz
Item #93018



Madeline's Pâtisserie
Croissant Bun
24/4.25"
Item #10877



Black Kassel
Picante Salami
2/2.5 lb
Item #10086

Talking Points:

- The croissant bun is a great vehicle for high-end sandwiches and has both sweet and savory applications.
- Frying the picante salami is a fun way to incorporate a crispy element to a dish.
- Re-purposing charcuterie ingredients is trending hot on menus.
- The picante salami has a nice hint of heat with the powdered habanero they use.
- This dish could easily incorporate a burger patty.
- Sandwich vehicles and portable-friendly foods are still trending high.
- The Custom Culinary Hollandaise holds like a champ and is a blank slate for a chef's creativity to add flavorings and other inclusions.



JEFF BRANDON
Corporate Chef

Croissant Bun Breakfast Sandwich

with Picante Salami Bacon & Pimento Hollandaise





CLICK HERE

To view more
products from
Pilot Brands



#90465

**Australian Lamb,
Rack 26-30 oz, 12 pc**
1/20 lb

- Grass fed, free-range lamb
- Aged for guaranteed tenderness
- Delicate, mild flavor
- Naturally healthy with omega-3 fatty acids, Vitamin E, and more

**Quality grass-fed meat
that you can see, taste,
and trust.**