

TASTE

S U P E R I O R



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Spring 2024 Edition

Economics

101



Few of you probably thought when you were sitting in your high school Econ class, bored out of your skull, that you would ever again have interest in anything connected to economics. But now that you're in the food industry, I can show you why it's important, especially when it comes to inflation and how it affects us all. Let me take you back to high school and refresh your memory...

Inflation is the rate at which the price of goods and services increases. As a result of inflation, the purchasing power (value) of money decreases over time. Inflation affects the prices of everything around us. Generally speaking, inflation can be caused by several factors. The inflation we are currently seeing is, for a large part, caused by economic stimulus from our government. Our leaders spending money we, as a nation, do not have.

With the likely exception of gas prices, food prices are the most politically important reflection of inflation. This has much to do with frequency. You see your home insurance quote, for instance, once a year. You grumble. You protest. But it's just once a year, so the protests don't linger. And you've got bigger things to think about ... But you are reminded constantly of food inflation. Your invoices to stock your coolers, freezers, and showcases seem to rise too far, too fast, and too often. Not to mention what you experience every time you shop for groceries for your own refrigerator.

The current U.S. inflation rate is 3.5% for the 12 months leading up to March 2024. A 3.5% inflation rate may not seem like a lot, or as much as the price changes you've noticed at the grocery store, but to put inflation in context over the last few years, consumer price index rose 19.6% between January 2020 and January 2024. The cost of food is worse. During that same period, it has jumped 24.6%.

What does that mean? In practical terms at the grocery store ...

- Butter up from \$3.58 to \$4.75
- 12 Eggs up from \$2.36 to \$3.54
- Milk up from \$2.73 to \$3.25
- Peanut butter up from \$3.48 to \$4.52
- Ground beef up from \$3.87 to \$5.13
- Steak up from \$7.64 to \$10.53

These increases exceed the economywide rate of inflation over the past four years by more than 50%.

So far, the government has only been able to slow the rate of increase of inflation - but it is still going up, as noted, above 3.5% in the last year. Given my conservative nature, I would have expected them to have grasped the lesson by now that excessive spending leads to unintended consequences, such as inflation. They created this problem, and they can fix it ... if they can find some self-control. That is not asking too much, is it? Scratch that ... this is the government we are talking about.



JIM OSTERHAVEN

President & CEO

Jim Osterhaven



ON THE COVER

Shkodé Chophouse: upscale casual American steakhouse within Gun Lake Casino

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New PRODUCTS

#11238

MICHIGAN BREAD

Seeded Multigrain, 5/8" Sliced
Half Loaf, Clear Bag

1/8 ct.

- Versatile sweet or savory applications
- High-quality non GMO flours & seeds
- No artificial preservatives, colors, & flavors



CLICK HERE

To view more
products from
Michigan
Bread

MADE IN
MICHIGAN

Newport
International

JACK'S CATCH

Super Lump
Crabmeat, Blue

Item #3227
12/16 oz.



CLICK HERE

To view more
products
from Newport
International

Hope's
COOKIES

HOPE'S COOKIES

Gluten Free Chocolate
Chip Cookie Dough

Item #44326
213/1.5 oz.



CLICK HERE

To view more
products from
Hope's Cookies

HARVEST
of the SEA

HARVEST OF THE SEA

Cleaned Calamari,
Tubes & Tents

Item #10045
6/2.5 lb.



CLICK HERE

To view more
products from
Harvest of the
Sea

EASTERN
FISH COMPANY

SAIL

Wild Mexican Shrimp,
16-20 CT

Item #9407
10/5 lb.



PREMIUM QUALITY SEAFOOD

CLICK HERE

To view more
products from
Eastern Fish



LOCAL FIRST

Zeeland Farm Services

Zeeland, MI



A DEDICATION TO VERSATILITY & QUALITY



Zoye® Premium Vegetable Oils is Zeeland Farm Services' brand for quality oils. Zoye offers a variety of premium oils that are cholesterol-free with a high smoke point and have extended fry life, meaning they save you money.

With 70 years of industry experience as a family-owned West Michigan company, ZFS has set itself apart from its competition through innovation and dedication to creating a lineup of oils that are unmatched in quality.

CLICK HERE

To view more
products from
ZFS/Zoye

**MADE IN
MICHIGAN**

Featured Zoye Products:



#90804

But-R-Like

3/1 Gallon

- 0g trans fat
- Gluten & dairy free
- Natural butter flavor
- Made with pure soybean oil



#90805

Liquid Fry Shortening

Low-Linolenic (Orange)

1/35 lb

- 0g trans fat
- Made with pure soybean oil
- Reduced saturates
- Increased stability
- Ideal for heavy frying
- Extended fry life
(Great Value)

GUN LAKE CASINO



If you're up to date with the food & beverage and entertainment scene of West Michigan, you've at the very least heard rumors of a Gun Lake Casino expansion. In reality, they've been expanding for years, moving through various phases. Currently, the casino which first opened its doors in 2011, is in the midst of its fifth expansion phase, and what that means for its food & beverage operation is significant.

Brant Coulter, the Director of Food & Beverage, joined the team about five months ago to help spearhead the transition to Phase 5. With 16 years of cheffing and directing food & beverage in casinos, he says that one of the joys of the casino world is that "you've got a city's worth of restaurants under one roof." This rings true at Gun Lake Casino, with a variety of options such as a *Grab & Go*, the *Harvest Buffet* (Chef Balal Darwich), *131 Sports Bar & Lounge* (Chef Andy DeKam), *CBK* (Chef Nick Aslanian), and *Shkodé Chophouse* (Chef Christian Madsen). These guest-facing restaurants are already in operation, but the upcoming expansion will introduce *Lucky Dragon Noodle Bar*, offering authentic noodle dishes and Asian specialties, along with baccarat pits and private event space.

The most significant part of the expansion will be the 252-room hotel and glass-domed *Wawyé Oasis* which will host even more culinary outlets - including another *Grab & Go*, a poolside café (yet to be named), the resurgence of the *Sandhill Café*, banquet facilities, and room service! This will be a complete game-changer regarding how the casino usually functions. Coulter emphasized that it will cater to a diverse range of guests, offering "a little bit of everything for everybody all the time." The aim is to attract families, nightlife enthusiasts, and tourists, given the central location of the casino and hotel between Kalamazoo and Grand Rapids airports.

Since Superior began supplying Gun Lake Casino two and a half years ago, the relationship between the two companies has only grown with more continued opportunities in the future. Superior Sales Representative Tommie Gatlin has been integral in fostering this relationship - arranging to set up the *Harvest Buffet* with the all-you-can-eat crab legs needed for Fridays and Sundays, as well as sourcing many of the higher-end proteins and seafood used in the "upscale casual" American steakhouse *Shkodé*. The excitement surrounding this expansion is palpable, and with the goal of opening the hotel and new restaurants by March 2025, the entire food and beverage team at Gun Lake Casino is focused on meticulous preparation and flawless execution.

📍 *Gun Lake Casino | Wayland, MI*

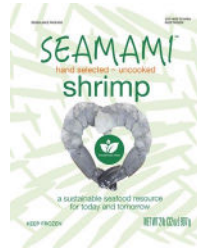


Featured Dishes



MIXED SEAFOOD RISOTTO

jumbo shrimp, scallops, lump crab, lobster



#9334

Seamami Raw Shrimp
P&D, Tail-On, 13-15 ct
5/2 lb.

#3208
Jack's Catch Lump Crabmeat
Select, Steam Cooked
12/16 oz.



NEW YORK STRIP, 14 oz



#90110
St. Helens Beef Striploin
Choice Angus
5/13 lb.

SHKODÉ CHOPHOUSE



LAFINESS
MARINADES

europa Inc.



Features:

- Complimentary flavor profiles
- Pre-portioned pouches
- No MSG, no phosphates, certified non-GMO and Gluten-Free
- Protects meat from oxidation and discoloration

CLICK HERE

To view more
products from
Europa Inc.



KOCH FOODS
America's Chicken Specialist



CLICK HERE

To view more
products from
Koch Foods

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

TIPS & TRENDS

WHY ANCIENT GRAINS?

Pushing nutrition and sustainability

Many ancient grains are popping up more and more on menus throughout the country, and the reason isn't as simple as just trying to be different. While the uniqueness of soba noodles or a millet tabbouleh doesn't hurt, many chefs are dabbling in these ingredients because they are not only highly nutritious - being minimally processed, leaving essential nutrients intact - but they also tend to require less water than ultra-popular grains like rice, corn, and wheat. It's a win-win for our health and the health of the environment.



THE KIDS MEAL

Rethinking the children's menu

Nowadays, there is a growing emphasis on providing more options for children when dining out. Parents are becoming increasingly health-conscious, especially when it comes to their children, and restaurants that can create a kids menu that is consistent, diverse, and healthy are more likely to build a loyal customer base and gain a competitive edge. Generally speaking, when the kids are happy the parents are happy. So, instead of the usual fried chicken tenders, why not try something that still prioritizes flavor but also promotes better health? Make the presentation appealing and fun, and you'll have a winning combination!

VEGETABLE MEDLEY

The importance of learning to use vegetables

Vegetables are always a trending topic when it comes to people trying to eat less meat. However, what truly makes them stand out is when you see vegetable-forward restaurants using different techniques to create meatless dishes that truly shine with exceptional flavors. Roasting, charring, and grilling are just a few common yet great ways to achieve deeper flavors, while also preserving natural flavors. Vegetable purées can be combined with other complementary ingredients to make flavorful sauces and beautifully bright colors. In essence, it's crucial to continually explore fresh approaches to cooking in-season vegetables in unconventional ways.





TASTE THE DIFFERENCE

MICHIGAN TURKEY

Michigan Turkey's family farms have spent decades mastering their craft and redefining the standard of quality. Their experience shows, and their products are the most wholesome and flavorful you can buy with the best overall value. It's time to taste the difference!

CLICK HERE

To learn more
about Michigan
Turkey at Superior
Foods



FEATURED PARTNER

Michigan Turkey Producers

Grand Rapids, MI



Farm to Table

Michigan Turkey has a simple mission: to provide nutritious and good tasting, quality turkey products by growing, processing, and delivering a consistent, reliable, value-added commodity source for foodservice and retail customers.

In 1998, Michigan Turkey Co-Op was founded by 15 growers who were looking for a way to bring their birds to market locally. Today, those growers sit on our board and are actively involved in the company. Being locally owned means it's easier for them to adapt to changing needs.



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



#90555

Golden Browned Turkey Breast, Black Tier

2/8.5 lb.

- Whole muscle breast meat
- No starches or binders added
- Gluten free

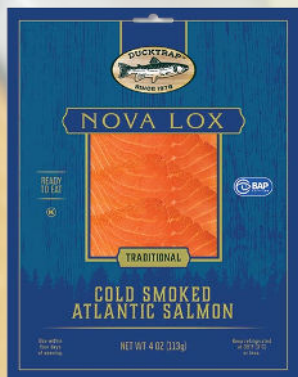


STYLE & FUNCTION

At the thinnest nitrile formulation available in the market, thinsense™ performs with exceptional strength to task as higher weight nitrile gloves to provide superior market differentiation and value.



#6750, 6751, 6752, 6753 (S-XL)
Thinsense™ Black Nitrile Gloves
4/250 ct



#68448
**Traditional
Nova Lox**
8/4 oz

Features:

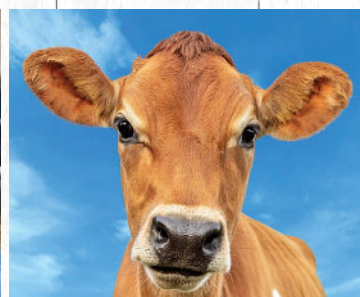
- ✓ Time-Honored Cold Smoking Methods
- ✓ Atlantic Salmon
- ✓ Unique 40-Year-Old Brine Recipe
- ✓ Maple, Oak, Cherry, & Apple Wood
- ✓ Thinly Sliced & Skinless

CLICK HERE
To view more
products from
Ducktrap

LOCAL FIRST

Prairie Farms

Edwardsville, IL



BUILT FROM FAMILIES FOR FAMILIES

Since 1938, Prairie Farms has been providing fresh, safe, and nutritious dairy products to the Midwest. Comprised of over 600 family-run dairy farms, they have become deeply rooted with multi-generation farming families. Being farmer-owned means that Prairie Farms is truly about doing what is right not only for their farmers but their communities and their customers. Prairie Farms takes pride in these relationships and it shows through their dedication to high standards for animal care and food safety policies like no added hormones. The love and loyalty Prairie Farms has built their business on is apparent in their high-quality and consistent products that, most importantly, put smiles on their customers' faces.



#100570

Sour Cream

4 - 5 lb

*All-natural, Gluten Free,
No artificial growth
hormones*



#100380

Buttermilk

9 - 1/2 Gallon

*Naturally good and fresh with
no artificial growth hormones,
antibiotics, colors or flavors.*



CLICK HERE

To view more
products from
Prairie Farms

MENU *Inspirations*

Featured Superior Products
Used in these Recipes:



Madeline's Pâtisserie

French Butter Croissant

24/2.5 oz

Item #10871



Dalmares Produce

Baby Spinach

4 lb

Item #111290



Soul of Creta

100% Extra Virgin

Olive Oil

4/3 liter

Item #42402

CLICK HERE

To view
the recipe



Spanakopita Croissants

with spinach, herbs, & Greek feta



CLICK HERE

To view
the recipe

Tomahawk Pork Chops

with citrus dijon demi

Featured Superior Products
Used in these Recipes:

DeVries Meats

Pork Loin, Frenched, C/C

End Rack

4/10 lb

Item #90189



Bonewerks Culinate'

Chicken Demi Glace,

Gluten Free

1/16 lb

Item #91669



Featured Superior Products Used in this Recipe:



Garden Cut
Gold Pineapple Chunks*
5 lb
Item #140433
*pre-order item



Louie's Meats
Applewood Bacon Slab
4/5 lb
Item #91312
MADE IN MICHIGAN



ZFS
But-R-Like
3/1 gal
Item #90804
MADE IN MICHIGAN

Pineapple Fried Rice

with bacon, cashews, & Thai basil

CLICK HERE

To view
the recipe





#10045
**Cleaned Calamari
Tubes & Tents**

6/2.5 lb Block

- No additives
- Perfectly trimmed
- Premium hand-selected
- MSC Certified

HARVEST
of the **SEA**

CLICK HERE

To view more
products from
Harvest of the
Sea



Michigan Made

**MADE IN
MICHIGAN**

11238 | 1/8 ct

Seeded Multigrain, 5/8" Sliced Half Loaf, Clear Bag

*Versatile for both sweet and savory applications.
Made of high-quality, non-GMO flours and seeds.
No artificial preservatives, colors, or flavors*

CLICK HERE

To view more
products from
Michigan
Bread

