

TASTE

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SUMMER 2024 EDITION

Embracing Change, Celebrating Resilience

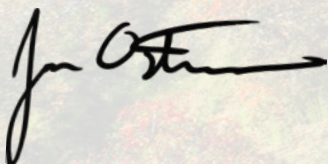
As we enter the summer of 2024, I'm struck by the remarkable journey we've undertaken together in the food industry. The past few years have tested our resolve, challenged our ingenuity, and showcased resilience.

The landscape of our industry continues to evolve at a pace that can sometimes feel dizzying. From supply chain innovations to shifting consumer preferences, and from technological advancements to new environmental imperatives – change remains our constant companion. Yet, it's in this dynamic environment that we've found our greatest strengths. I believe it was an ancient Greek philosopher who said: "The only constant in life is change." In our industry, we've not only adapted to change; we've learned to thrive in it. We've seen businesses pivot with agility, teams collaborate with renewed vigor, and individuals step up with inspiring creativity.

As Michigan bursts into its distinctive enthusiasm for summer, let's take a moment to celebrate our achievements. Our state's rich agricultural history continues to be a cornerstone of our success. From the sun-kissed cherry orchards of Traverse City to the dynamic food scenes of our specialty markets all around the state, we're witnessing once again the annual resurgence of local flavors and innovative culinary experiences that return every year in these 'lazy, hazy, crazy days of summer'!

But our celebration should also be a call to action. As we enjoy the fruits of our labor, let's take care to 'do things right', to promote and ensure the success of our local partners at every level – suppliers, customers, and customers' customers, all the while nurturing the next generation of food industry professionals to take a chance and join us! The challenges that others see us face – be it ongoing labor shortages, inflationary pressures, or supply chain concerns – are not roadblocks. They are opportunities for us to demonstrate our industry's exciting and innovative spirit!

Looking ahead, I'm filled with optimism. The resilience we've built, the lessons we've learned, and the community we've strengthened are all ingredients for a future filled with promise. As we navigate the rest of 2024 and beyond, let's carry the adaptability and work ethic that has come to define who we are. Here's to a summer of growth, shared successes, and continued resilience. Together, we're not just weathering change – we're leading it.



JIM OSTERHAVEN

President & CEO





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ON THE COVER

Executive Chef Auston Minnich high atop the *Grand Traverse Resort and Spa* in *Aerie Restaurant & Lounge*.

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Classic bruschetta, a different take on the Bánh Mì, and Black Pearl Seafoods Scallops.

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LOCAL FIRST

Louie's Meats: Family Owned and Operated Since 1962!

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New PRODUCTS

#9944

SOCIAL KITCHENS PROFESSIONAL

Premium Shrimp Burgers

40/4.4 oz.



CLICK HERE

To view more
shrimp products



SUPERIOR FOODS

Atlantic Salmon Kabobs with
Peppers and Onions, Bulk

#68887

10/8 oz.



CLICK HERE

To learn more
about our salmon
kabobs

Kabobs
The Hors d'oeuvre Specialists

KABOBS

Chicken Thigh Satay,
Plain

#4167

100/0.8 oz.



CLICK HERE

To view more
products from
Kabobs

#9944

Premium Shrimp Burgers

40/4.4 oz

Solid chunks of shrimp seasoned with
onion, red bell pepper and spices gives
this burger a bite like no other!

CLICK HERE

To view more
shrimp products

READY
TO COOK

ADDITIVE
FREE
SHRIMP

19 G
PROTEIN

**social
kitchens**

P R O F E S S I O N A L

Bánh Mi
Shrimp Burger
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LOCAL FIRST

Michigan Turkey Producers

Grand Rapids, MI

CLICK HERE

To view more products from Michigan Turkey



COMMITTED TO CRAFT AND QUALITY

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



#90445

Oven Roasted Turkey Breast, Black Tier

2/8.5 lb.

- Whole traditional shape
- Reduced sodium
- Gluten free

Michigan Turkey Co-Op was established in 1998 by 15 growers seeking to sell their birds locally. Today, these growers are part of the company's board and play an active role in its operations. Their local ownership allows them to easily adjust to evolving demands.

Michigan Turkey's family farms have dedicated years to perfecting their skills and setting a new standard for quality. Their expertise is evident, and their products offer the most nutritious and delicious options with exceptional value.



GRAND TRAVERSE RESORT AND SPA



Traverse City is not only among northern Michigan's natural beauty but also renowned for its vibrant and diverse food scene. Grand Traverse Resort and Spa is within that scene and is constantly striving to have food and service that goes above and beyond. With food being the cornerstone of the guest experience there is a focus on quality, freshness, and local flavors.

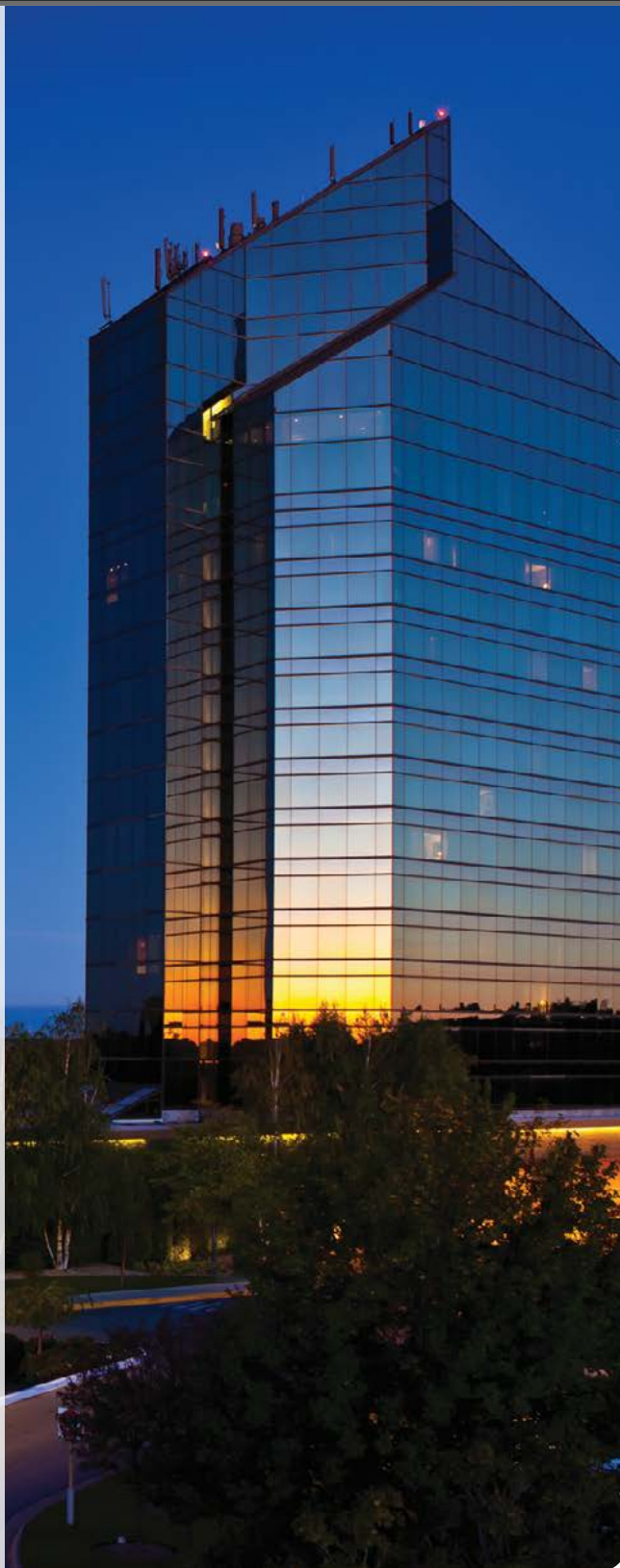
When asked what the best part of the job is, Executive Chef Auston Minnich's answer was essentially the people. New faces to cater to and build relationships with, keeping long-term guests satisfied and coming back, and a close-knit staff that's on the same page and collaborative. Service is a priority that has been ingrained in Chef Minnich over his 18 years in the industry. The Saginaw native studied culinary at *Robert Morris University Illinois* in Chicago, and from there stayed in the area, working at an Italian mom-and-pop and directing food service at a local community college. He then went on to fulfill a dream of working on the Las Vegas Strip – putting in 8 years at *Gordon Ramsay Steak*, where he heavily honed and developed his skills. He even met his wife Taylor there, but Michigan was calling him back, as it does to so many of us. 2021 is when the pieces fell in the right place to land him at Grand Traverse Resort and Spa, where he now oversees the entire culinary operation.

Within the resort, there are seven separate restaurants of different scales and concepts, as well as in-room dining, and banquets – its largest culinary outlet. However, the highest level of dining experiences offered, both figuratively and literally, is *Aerie Restaurant & Lounge*. The 16th floor of the main tower is where you're able to dine while taking in stunning panoramic views of the East Grand Traverse Bay and surrounding areas. Thanks to the partnership with Sales Representative Travis Murdock, this is where you'll find the main destination for Superior-supplied products, from USDA Prime *River City Meats* steaks and chops to top-of-the-line seafood. The menu rotates seasonally, and Chef Minnich & co. are always looking at which local businesses they can help in order to bring in the freshest and most sustainable products, both environmentally and economically.

Things are constantly moving at Grand Traverse Resort and Spa. Guests come and go, while menus change and restaurants are added, though what stays unmoving and consistent is a focus on the people. On the surface, the guests are prioritized with exceptional service, which is only made possible by the teamwork, communication, and finesse happening from within.



Grand Traverse Resort and Spa | Traverse City, MI





SEAFOOD TOWER

chilled shrimp, lobster, king crab, oysters, mussels, clams
served with champagne mignonette & cocktail sauce



#1208
Cherrystone
Aquafarm
Little Neck Clams,
Fresh
100/ct

#9084

Raw Shrimp
P&D, Tail-On, 8-12 ct
5/2 lb.



#5243

1.25 lb Live Lobster
6/pcs



#3005

King Crab Leg, Split,
9-12 ct
1/20 lb.



#1211

Frozen Mussels,
Canadian, VP
5/2 lb.

Featured Dishes

aerie
restaurant · lounge



8 OZ FILET

charred carrot purée, herbed confit potato, mushroom
madeira demi glace, watercress

#88047

River City Meats

Beef Tenderloin, Prime
6/4 lb.





Delightfully Refreshing

#41215

Lemon Cooler Cookie Dough

213/1.5 oz

This cookie is the perfect summer treat - made with the richness of 100% real butter, white chocolate morsels, coconut, and zesty natural lemon flavor for a taste that's bursting with the brightness of a summer day! And Hope's Cookies come conveniently as portioned 1.5 oz. pucks for easy preparation and no clean-up.

CLICK HERE

To view more
products from
Hope's Cookies



SPECIALTY SPOTLIGHT: Greek Farms International



HARVESTED *by hand*

GREEK[®]
FARMS

INTERNATIONAL

CLICK HERE

To view more
products from
Greek Farms
International

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
75/25 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

#90189

**Pork Loin, Frenched,
C/C End Rack**

4/10 lb



CLICK HERE

To view more
products from
DeVries Meats

 **MADE IN
MICHIGAN**



LAFINNESS

MARINADES

Features:

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

europenna



Inc.

CLICK HERE

To view more
products from
Europenna



Pure & Fresh Spices



#49112
**Ground
Black Pepper**
1/5 lb

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

MENU Inspirations

Featured Superior Products Used in these Recipes:

MADE IN
MICHIGAN



#2812
Michigan Bread
Bruschetta Slices, 1/2"
8/40 ct



#140427
Garden Cut
Diced Tomato, 3/8"
2/2.5 lb
**pre-order item*



#96956
Cucina Andolina
Shredded Parmesan
4/5 lb



[CLICK HERE](#)
To view
the recipe

Classic Bruschetta

with garlic parm toasts & balsamic glaze

Bánh Mì Shrimp Burger

with lime mayo, cucumber & ciabatta

[CLICK HERE](#)
To view
the recipe



#9944
Social Kitchens Professional
Premium Shrimp Burger
40/4.4 oz



#98237
Boulart
Sliced Artisan Burger Bun
80/3.5 oz



Featured Superior Products Used in this Recipe:

#99852
Roth Cheese
Moody Blue
Smoked Blue Cheese
1/6 lb



#8209
Black Pearl Seafoods
Sea Scallops, 10-20 ct
1 Gallon

Black Pearl Scallops

with plums, blue cheese & crispy prosciutto

[CLICK HERE](#)

To view
the recipe

[CLICK HERE](#)

To check out the
Market Update on
Sea Scallops





KOCH FOODS
America's Chicken Specialist



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To view more
products from
Koch Foods

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

PAUL PIAZZA

The Perfect Shrimp. The Perfect Partner.

#9833
EZ Peel Shrimp
16-20 ct.
10/1 lb.



CLICK HERE

To view more
products from
Paul Piazza

The leader in processing sustainably-sourced shrimp from the coasts of

**Louisiana, Texas and Florida
for over 125 years.**

LOCAL FIRST

Louie's Meats

Traverse City, MI



CLICK HERE

To view more
products from
Louie's Meats

FAMILY OWNED & OPERATED SINCE 1962!

Louie Alpers established Louie's Meats in 1962 to provide custom meat processing services for local farmers and businesses. Over time, the company expanded to cater to restaurants, delis, and distributors across the state. In 1980, Louie's started producing and selling corned beef under the O'Brien brand.

They continue to operate as a family-owned business, committed to delivering reliable service and top-notch products at their freshest. Their offerings are crafted using the finest USDA-inspected choice beef, and they adhere to full HACCP compliance.



#91309

Top Round Corned Beef

Tender and flavorful corned beef made from USDA Choice top round that is cooked and hand-trimmed, making it perfect for slicing and sandwich-making.

2/4.5 lb.



#91310

Top Round Pastrami

Perfectly seasoned pastrami made from USDA Choice top round that is cooked and full of robust smoky flavor.

1/10 lb.



FLAVOR REVOLUTION

Dalmores Produce, Inc.



CLICK HERE

To view more
products from
Dalmores
Produce, Inc.

Features:

- Vibrant flavor
- Packed with probiotics
- Long shelf life
- Low in calories
- Versatility
- Adds depth to dishes



#170596

**Korea Kimchee
Kimchi**

4/1 gal

**MADE IN
MICHIGAN**



TASTE THE DIFFERENCE



46140 | 4/5 lb

Ground Turkey, 85/15

*Coarsely ground, minimally processed,
and made with no artificial ingredients.
Versatile and delicious in any recipe!*

CLICK HERE

To view more
products from
Michigan Turkey