

Local Roots,

Global Flavor

There's a new kind of creativity showing up in kitchens across Michigan. More and more chefs are taking familiar, locally sourced ingredients and giving them a global spin.

Take a farm-raised pork chop from right here in the Midwest. It's not unusual now to see it rubbed in garam masala and paired with a vibrant Indian-style chutney. The dish still honors the region it came from—but it tells a broader story.

This blending of local and global isn't just trendy—it's smart. It reflects what today's diners are hungry for: authenticity, creativity, and something they haven't tasted before. And it gives restaurants a chance to celebrate what's grown and raised nearby while reaching across cultures for unique flavor inspiration.

At Superior Foods, we've always believed in local first. We were local before local was "cool" ... and that's not a slogan—it's how we've operated for decades. Our partnerships with Midwest and Michigan-based freshwater fishing companies go back more than 70 years. We have an extensive list of supply partners like: DeVries Meats, Michigan Turkey, Harrietta Hills Trout, Ludington Meat Company, Cross Fisheries, Prairie Farms Dairy, Michigan Pastry Company, Vollwerth's, Maple Leaf Duck Farms ... to name a few. We're proud to be the bridge between these local businesses and the chefs in our customers' kitchens bringing their products to life.

But we're also watching the pendulum swing. For a while, especially during the Covid pandemic, local sourcing took a back seat. Supply chains got more complex, and in some cases, convenience outweighed connection because it had to. Now, we're seeing that start to change back. Chefs want their ingredients to have meaning again. Specialty market proprietors and diners alike want to know where their food comes from; they want to know "the story" behind things. And all three are looking for new ways to elevate familiar items.

That's where we come in—not just as a supplier, but as a consultative partner. Our team is built to help chefs dream bigger. We can help source those hyper-local proteins, produce, and pastries—and we can bring in the global ingredients that help a dish stand out. Local and global don't have to be separate stories. In the best kitchens, they live on the same plate.

Speaking of plates ... if it's on yours, shouldn't it be Superior?

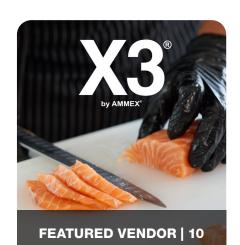


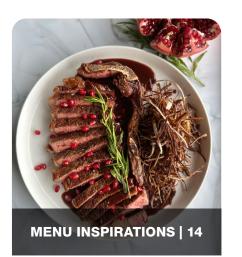




SUPERIOR
TASTE
FALL 2025 EDITION











Fall 2025



SPECIALTY SPOTLIGHT: 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 Bari 75/25 Canola EVOO Blended Cooking Oil

A unique blend of canola and olive oil carefully selected to create a vertatile 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, handharvested and immediately cold pressed. Rich, flavorful, and smooth with a low acidity.

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CUSTOMER SPOTLIGHT:

FORT **Pontchartrain**





HOTEL PONTCHARTRAIN



EST. 1907



n the heart of downtown Detroit, the historic Fort Pontchartrain Hotel is redefining its place in the city's food and beverage landscape under the leadership of Executive Chef Steve Serda and Food & Beverage Director Andrea Hornyak. Together, they're blending experience, teamwork, and a passion for quality to bring new life to one of Detroit's landmark hotels.

For Serda, this role is both professional and deeply personal. Born and raised in Detroit, he takes pride in cooking close to home.

His connection to food began early—his grandparents and father both owned food operations, and by his mid-teens he was already working in kitchens. Starting as a baker's assistant and dishwasher, he learned the rhythms of the industry from the ground up and fell in love with the fast-paced, creative environment of restaurant life.

His path has included time in major hotels like Fort Shelby and a stretch in Washington, D.C., working under renowned chef José Andrés. When Serda returned to Detroit in 2013, he joined the opening teams of Gold Cash Gold, Parc, and Lumen Detroit, watching firsthand as the city's culinary identity evolved and grew.

Since stepping into his role at the hotel in July, Serda has emphasized a minimalist approach to cooking—focusing on letting high-quality ingredients speak for themselves. He believes that with the right products, there's no need to overcomplicate a dish. That philosophy is reflected in his long-standing partnership with Superior Foods Company, which began more than two years ago when he was the chef at *The Raven's Club* in Ann Arbor.

That relationship started through Superior sales representative Jeff Cooper, who first introduced Serda to the company's offerings. Serda was quickly impressed by the quality and consistency of Superior's products and carried that partnership through each new chapter of his career. When the hotel was in need of a new chef, Cooper mentioned Serda's name to Andrea Hornyak-a move that helped ensure a seamless continuation of Superior's service to the hotel. Hornyak notes that Cooper's dedication and reliability have made Superior a valuable partner for both the kitchen and front-ofhouse operations.

Hornyak's own history with the property runs deep. She entered the hotel world in 2006, moving up from banquet server to Food & Beverage Director. She first worked at the Pontchartrain nearly a decade ago when it operated as the Crowne Plaza and returned in 2023 to oversee the entire F&B program. With experience in nearly every department, she brings a deep understanding of hotel operations and a steady hand in managing large teams and events.

The hotel was built in 1965 and features 376 rooms, 32,000 square feet of banquet space, and two restaurants—*Urban Cellars*, serving approachable Detroit-inspired American fare, and *Top of the Ponch*, a newly revived small plates and cocktail concept reopening in early 2025 with sweeping city views.

Together, Serda and Hornyak are steering the Fort Pontchartrain Hotel to the top of the region's Wyndham properties—supported by a shared drive for excellence and partnerships, like Superior Foods, that help them deliver it.

Fort Pontchartrain Hotel | Detroit, MI

Featured Products

Charcuterie & Cheese Board

#2684 Beemster Cheddar, Aged 26 Months, 1/4 Cut 1/6 lb

#2962 Volpi Bresaola 2/2.5 lb*

#6290 Volpi Sopressata Salami 3/2.5 lb

#11317 Roth Prairie Sunset Aged Cheddar (From Cheese Kit on Pg. 15) 1/2.5 lb

#3210 Pecorino Cheese with Truffle 2/2.2 lb

#99852 Roth Smoked Moody Blue 1/6 lb

#10086 Black Kassel Picante Salami 2/2.25 lb

#95515 Frutto D'Italia Pitted Country Olive Mix 2/2 kg

#6369 Dalmatia Fig Spread 4/3.5 lb

#170374 Hasselman's Michigan Honeycomb 1/10 oz



Wagyu Filet Au Poivre

#90101 Snake River Farms PSMO Beef Tenderloin, Waqyu Gold 2/6 lb*

#99327 Kabobs Potato Au Gratin Dauphinoise 60 ct (4.15 oz)

#99323 Kabobs Crispy Asparagus Phyllo Rolls 200 ct (0.45 oz)*

Crab Cakes with Sriracha Aioli

#3208 Jack's Catch Lump Crabmeat. Red Haanii 12/16 oz

Tiramisu

#12581 Michigan Pastry Co Tiramisu Cake, Pre-Cut 15 Slices/Tray, 2 Trays





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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 Social Kitchens Professional products









Drawn from a mix of hardwoods and fruitwoods: cherry, apple, oak and maple. Smoking with this unique blend of four woods creates distinctly mild and delicate smoked products.



Ducktrap's unique brining process has been perfected over 40 years. They meticulously adjust the brine recipe and timing for each product to ensure that quality and taste consistently meets their high standards

Verlasso Salmon

Street Tacos







These tacos from Chef Brandon are a fun and simple way to liven up a Taco Tuesday. With just a few components, they create a dish that is fresh, bold, and zesty.

What makes this recipe shine is the balance of flavor and ease. At the center is Verlasso Salmon — a responsibly raised, premium Atlantic salmon with a clean, buttery richness that stands up beautifully to bold accents. It's a versatile protein that cooks quickly and elevates the plate. The twist comes with Superior Select Deli's Fire Roasted Street Corn Dip. It adds creamy, smoky depth with a subtle kick that replaces the need for multiple garnishes or sauces. Paired with a punchy salsa verde and the crunch of crushed habanero-lime chips, the finished taco feels layered but never fussy.

This is a great example of how a couple of well-chosen components — especially quality prepared items — can streamline service or home cooking without compromising flavor. It's craveable, customizable, and built for speed.



#68275 **Verlasso** Atlantic Salmon, D-Trim, 3-4 oz 1/10 lb

Verlasso Salmon Highlights:

- Minimal environmental impact, antibiotic- and hormone-free
- Clean profile ideal for delicate and raw preparations
- Reliable fillet size for consistent plating
- Farm-to-table transparency supports quality assurance
- Great across cuisines and cooking methods

Recipe **CLICK HERE** To view Recipe

#92643 **Superior Select Deli Fire Roasted Street** Corn Dip 4/2.5 lb



Street Corn Dip Highlights:

- Smoky, creamy, zesty flavor profile
- Minimal ingredients
- High Pressure Processing (HPP) for extended shelf life
 Processed in our new SQF-certified ready-to-eat facility
- 2.5 lb portioned bags

Fall 2025 **Superior Taste | 9**



FEATURED PARTNER

Ammex

Kent, WA



The Ammex X3 Nitrile Gloves are an excellent choice for kitchen use, offering lightweight yet durable protection for food prep and handling. Made from industrial-grade nitrile, they provide superior puncture resistance, chemical protection, and dexterity compared to vinyl or latex. Their powder-free, latex-free design ensures food safety and reduces the risk of allergies or contamination. Perfect for chopping, mixing, and cleaning, X3 Nitrile Gloves help maintain hygiene while keeping hands comfortable and protected in any kitchen environment.



STRENGTH & DEXTERITY

For more than 30 years, Ammex has been a leader in disposable glove solutions, trusted across industries for consistent quality and innovation. Their extensive lineup includes nitrile, vinyl, and latex options designed to meet the unique demands of foodservice environments. From food prep to cleaning and sanitation, Ammex gloves provide dependable protection, comfort, and performance that help kitchens run safely and efficiently.

CLICK HERE
To view more on
Ammex and X3
Gloves

Fall 2025

X3[®] Nitrile Gloves Black or Blue

10/100 ct

- Lightweight, powder-free nitrile
- Durable 3-mil thickness for dependable protection
- Latex-free to reduce allergy concerns
- Textured for improved grip
- Perfect for food service

Superior Taste | 11



To view more Pilot Brands Products



#90465

Australian Lamb, Rack 26-30 oz, 12 pc

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

Farmed fresh from field to



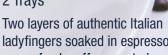


To view more Michigan Pastry Co Products



Tiramisu Cake, Pre-Cut

15 Slices/Tray 2 Trays



ladyfingers soaked in espresso syrup, fresh coffee scented mascarpone cream and dusted lightly with cocoa powder



Presteve

CLICK HERE To view more on Presteve and La Nassa

Quality. Availability. Traceability. Sustainability. Passion.

Presteve Foods has been a trusted name in wild-caught freshwater fish since 1979, supplying premium walleye, yellow perch, whitefish, and rainbow trout to customers across North America and beyond.

With their La Nassa Foods brand, they bring the taste of the Great Lakes to retail stores, restaurants, and food distributors. Every catch is carefully selected, processed, and delivered with a commitment to freshness, sustainability, and quality.

When you choose Presteve Foods and La Nassa, you're not just getting fish—you're getting the pure, delicious flavors of the Great Lakes, backed by decades of expertise. Quality, Availability, Traceability, Sustainability. Passion. It's what sets Presteve apart.







#68407 **Ducktrap** Kendall Brook Traditional Lox

1/2.5 lb

1/10 lb

#140415 Garden Cut

Julienned Radish, 1/4" 1/5 lb

#89115
River City Meats
NY Strip Steak, Bone-In,
Choice Angus

#91668
Bonewerks
Culinarte'

Classic Veal Demi Glace, Gluten Free 1/16 lb



Featured Superior Products Used in these Recipes:

CANTIA

#11317 Roth Cheese

Roth Cellars Collection Cheese Kit 1/9.75 lb

Prairie Sunset, 2.5 lbs Pairing: Granny Smiths & Almonds

Aged Gouda, 2.25 lbs Pairing: Peaches & Pecans

Grand Cru Surchoix, 2 lbs *Pairing: Bosc Pears & Cashews*

Canela, 3 lbs Pairing: Figs & Walnuts



#42402 Soul of Creta 100% Extra Virgin Olive Oil 4/3 Liters



