

TASTE

S U P E R I O R



CUSTOMER SPOTLIGHT

Chef and Owner Tom
Rose of Four Roses Cafe
in Plainwell, MI
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FEATURED PARTNER

Transparency, Care, &
Consistency of Michigan
Turkey Producers
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MENU INSPIRATIONS

Radish Croissant Toasts,
Strawberry Rhubarb
Ceviche, and Pork Tocino
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SPRING 2026 EDITION

Smaller Plates, Smarter Profit

There is a reality settling in across foodservice and retail right now: the old playbook is getting harder to make work. Costs have moved up—sharply in some cases—and proteins, especially beef, have led the way. That pressure is real – all of us in the food business feel it. Restaurants feel it. Smaller grocers feel it. Specialty markets feel it. And when center-of-the-plate proteins keep climbing, the answer cannot always be to simply charge more and hope the customer keeps up. So, the smarter move may be this: rethink the role of the plate.

There is a lot of room right now in flavorful appetizers, creative handhelds, right-sized protein plates, and indulgent desserts. Not as a step down—but as a step forward. Dishes that are intentional. Built with purpose. Priced in a way that still works for both the operator and the customer.

That is where menu engineering matters. A steak sandwich built with a smaller cut, sliced thin and layered with bold flavor. A shareable appetizer that uses less protein but still eats like a treat. A composed plate built around a 4-6 oz. portion instead of the oversized cuts we got used to when everything had to be bigger to look impressive.

Truthfully, a lot of American menus have been oversized for a long time. More protein, bigger portions, heavier plates. But bigger is not always better—for the operator or the customer. Four to six ounces, presented well and supported by the right starches, vegetables, sauces, and textures, can feel more thoughtful, more modern, and more profitable. And it can feel better to eat that way too.

At Superior Foods, we think this is where smart operators can separate themselves. Not by backing away from protein, but by using it more strategically. Cut-size matters. Format matters. Preparation matters. Plate-build matters. The operators who win in this environment will be the ones who learn how to stretch flavor, protect margin, and still give the customer an experience that feels complete.

That may mean fewer giant entrees and more dishes with balance ... more shareables - more handhelds - more smaller-format plates with bigger personality.

In an expensive market, that is not settling. That is adapting.

But if you're going to adapt what is on your plate ... shouldn't it still be Superior?



JIM OSTERHAVEN
President & CEO



Chêf Ideas

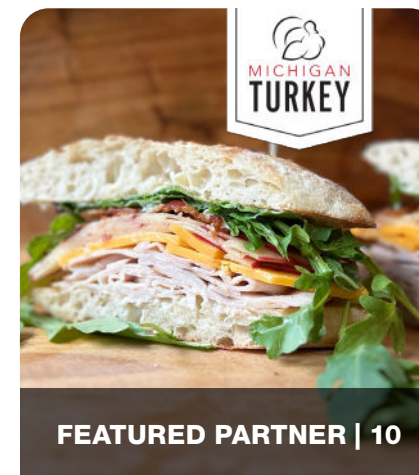
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Cooking Smarter
with Hanger
Steaks

SUPERIOR TASTE

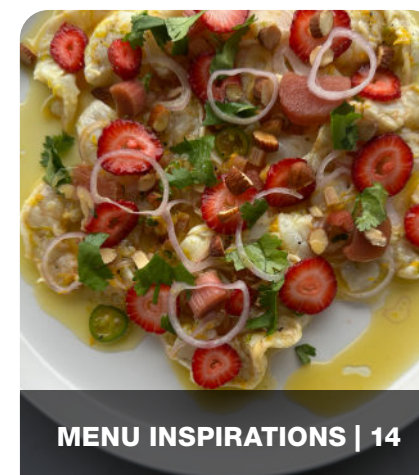
SPRING 2026 EDITION



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ON THE COVER

The quaint embroidery on every chef's coat at Four Roses Cafe in Plainview, MI. Each rose represents the four Roses of the family-run business.

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DOWNLOAD THE SUPERIOR FOODS APP
for easy ordering on items within this **TASTE!**
If you are not already on the App, contact your Superior Foods Rep.



New PRODUCTS

#5503 MICHIGAN BREAD Cornmeal Tavern Bun, 4", Clear Bag

8/12 ct
Golden and gently rustic, this cornmeal bun delivers a hearty bite with pure, honest flavor—sturdy enough for generous fillings, crafted simply for moments worth gathering around.



CLICK HERE
To view more Michigan Bread products

Presteve

PRESTEVE FOODS

Battered Walleye Fillets,
IQF, 5-6 Pieces/lb.
#12790
2/5 lb.

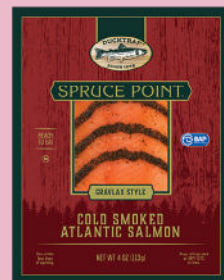
CLICK HERE
To view more Presteve products



*Currently not stocked, but available soon!



DUCKTRAP
Gravlax Style Cold Smoked Atlantic Salmon
#68436
8/4 oz



CLICK HERE
To view more Ducktrap products



OLD BECK'S
Sweet Jalapeño Mustard
#92462
2/67.2 oz

CLICK HERE
To view more Old Beck's products



social kitchens

PROFESSIONAL

SOCIAL KITCHENS PROFESSIONAL

Lightly Dusted Calamari Rings and Tents,
Gluten Free
#10042
6/2 lb

CLICK HERE
To view more Social Kitchen Professional products



CLICK HERE
To view more ZFS products

#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)



LOCAL FIRST

Zeeland Farm Services

Zeeland, MI

SOYBEANS WITH MICHIGAN ROOTS

Zoyo® Premium Vegetable Oils, proudly crafted by Zeeland Farm Services, showcase the quality and versatility of Michigan-grown soybeans. As a family-owned West Michigan company with 70 years of industry expertise, ZFS has built a reputation for excellence by sourcing soybeans locally to produce premium oils. Zoyo oils are cholesterol-free, boast a high smoke point, and deliver an extended fry life, making them a cost-effective and reliable choice for any kitchen. ZFS's commitment to innovation and quality has established Zoyo as a standout brand in the vegetable oil industry.



Scotch Eggs Recipe

CLICK HERE
To view the Recipe



Fried In Zoyo Low-Linolenic Oil



CUSTOMER SPOTLIGHT:

FOUR ROSES CAFE



In an industry often driven by expansion and constant change, Chef/Owner Tom Rose has taken a more grounded approach. At Four Roses Cafe, the focus isn't on growth for the sake of it—it's on consistency, community, and doing things the right way.

Tom's path into the industry started in Plainwell, where he worked his way up from dishwasher. A formative stretch at *Arie's Café*, a scratch-made restaurant, helped shape his foundation—learning French techniques adapted for Midwestern tastes. It was also where he met his wife, Jan. After years in restaurants, Tom transitioned into foodservice management roles with companies like Kellogg's and Eden Corp while raising a young family. The move offered something rare in the industry: time at home. But the pull of the kitchen remained. About 15 years ago, the opportunity to purchase the building came along, so Tom and Jan decided to go for it and start Four Roses Cafe.



Today, the restaurant reflects that same intentional mindset. Named after Tom, Jan, and their two daughters, Four Roses is built around family. The café operates five days a week, closing Sundays and Mondays to allow staff time to rest and recharge. In the kitchen, the philosophy is straightforward: "Simple, real food." The menu evolves daily, shaped by seasonality, availability, and creativity.

"If you do the same thing over and over, you seem to find shortcuts, and don't necessarily keep the quality as high as it should be."

Local sourcing plays a major role. Produce and meat come from nearby farms, allowing the kitchen to rotate offerings while minimizing waste. The result is a menu that stays flexible and grounded in its surroundings. That same emphasis on relationships extends to trusted local partners like Superior Foods Company. As a fellow family-owned business, the alignment is natural—built on reliability and a shared understanding of what it takes to keep a kitchen running day in and day out.

That adaptability extends to the team. Four Roses has built a remarkably stable kitchen, with some employees there since the beginning. A few years ago, the structure shifted to a more collaborative approach, with the team meeting weekly to plan menus and share ideas. Even after scaling back to limited takeout hours during the pandemic, Tom and Jan chose to keep their staff intact and keep their pay the same as a full workweek.

"They work really, really well together. It's amazing to me how they can read each other's thoughts almost. I didn't wanna lose that crew. If they scattered to the wind it'd take years to bring that back."

Four Roses has developed a strong local following while drawing guests from surrounding cities. For Tom, success isn't measured by expansion or scale, but by consistency—showing up each day with the same commitment to quality, his team, and the community that supports them. It's a steady, intentional approach that has allowed Four Roses Café to grow into exactly what it was meant to be: a place people can rely on, again and again.

Four Roses Cafe | Plainwell, MI

Featured Products

SHRIMP BURGER
lemon-dill aioli

#9944
Social Kitchens Professional
Premium Shrimp Burgers
40/4 oz



FRESH MORELS
locally foraged

WHITEFISH GRENOBLE
browned butter, capers, tomato, and lemon

#35261
Black Pearl Seafoods
Fresh Whitefish Fillets,
Boneless, 8-10 oz, Hand-Cut
1/10 lb



**GREEK[®]
FARMS**

INTERNATIONAL



#42400

**Bari
75/25 Canola
EVOO Blended
Cooking Oil**

6/1 Gallon

A unique blend of canola and olive oil carefully selected to create a versatile and balanced oil that's clean and great for cooking.

Rooted in Mediterranean tradition and crafted for everyday performance, Bari blended olive oil by Greek Farms International combines canola and olive oils to create a clean, balanced, and highly versatile product. Carefully selected for consistency and quality, this blend delivers a smooth, neutral flavor that's ideal for sautéing, frying, and all-purpose cooking. Designed to perform across a wide range of applications, Bari brings dependable results and subtle richness to any kitchen. And Superior Foods Company is proud to be your exclusive supplier!

CLICK HERE
To view more
Greek Farms
International
products



*Restaurant's
Pride.*

CLICK HERE
To view more
Restaurant's
Pride
products



#49135

**Freeze Dried
Chives**

1/1 oz

Pure & Fresh



Madeline's
PÂTISSERIE



CLICK HERE
To view more
Madeline's
Pâtisserie
products

#10877

**French Butter
Croissant Bun**

24/3.5 oz (4.25")

Hand rolled with imported French butter for an ultra tender crumb and buttery soft interior, and shaped into a very unique bun shape.



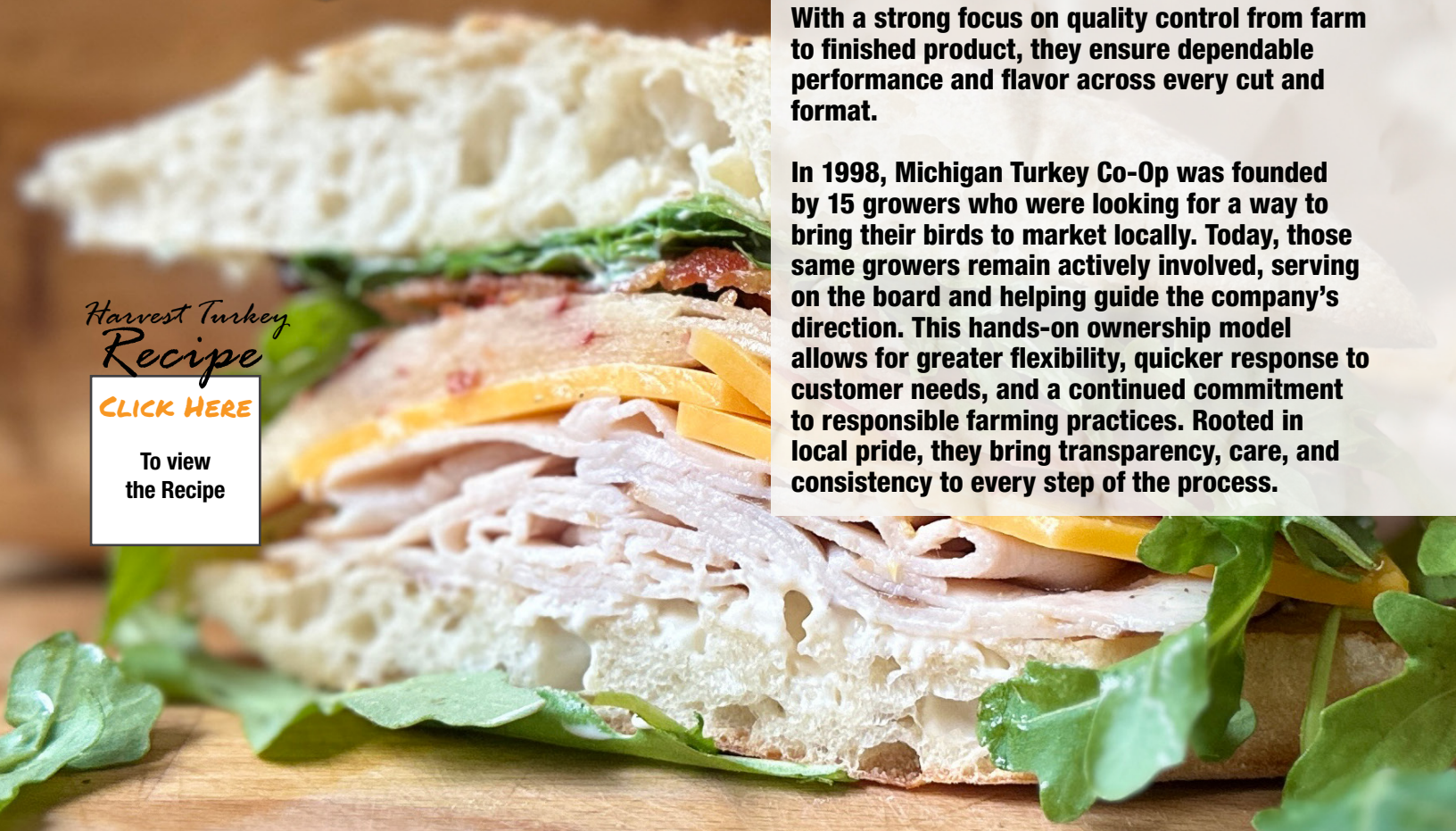
Michigan Turkey Co-Op has a simple mission: to provide nutritious, great-tasting, high-quality turkey products by growing, processing, and delivering a consistent, reliable, value-added source for foodservice and retail customers. With a strong focus on quality control from farm to finished product, they ensure dependable performance and flavor across every cut and format.

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 same growers remain actively involved, serving on the board and helping guide the company's direction. This hands-on ownership model allows for greater flexibility, quicker response to customer needs, and a continued commitment to responsible farming practices. Rooted in local pride, they bring transparency, care, and consistency to every step of the process.

Harvest Turkey
Recipe

[CLICK HERE](#)

To view
the Recipe



TRANSPARENCY, CARE, & CONSISTENCY

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 view more
Michigan
Turkey
products

FEATURED PARTNER

Michigan Turkey Producers

Grand Rapids, MI



#90458
**Hickory Smoked
Turkey Breast,
Green Tier**

2/9.5 lb

- Perfect for stacked turkey sandwiches.
- Made from multi-piece turkey breast.
- Shaving quality, 100% usable and delicious.



#90498
**Hickory Smoked
Turkey Breast,
Black Tier**

2/9 lb

- Michigan Turkey's best sellers!
- High-quality natural appearance and texture
- Made from whole muscle breast meat
- Perfect for carved entrées and gourmet sandwiches

Premium Zoye Vegetable Oils

Bring consistent performance to your kitchen with Zoye's high-quality frying oils. Designed for versatility and value, these oils deliver clean, light flavor and dependable results across a wide range of applications—with Non-GMO options available.

[CLICK HERE](#)

To learn more about Zoye products

- Versatile Performance
- Extended Fry Life
- Excellent Flavor

LOCAL FIRST

Louie's Meats
Traverse City, MI



[CLICK HERE](#)

To view more Louie's Meats products

TRADITION YOU CAN TASTE!

Founded in 1962 by Louie Alpers, Louie's Meats began as a small, custom processor serving local farmers and businesses. What started in a modest facility quickly grew into a trusted name across the state, expanding into restaurants, delis, and foodservice distributors with the same hands-on care and attention to quality. In 1980, Louie's introduced its signature corned beef under the O'Brien brand—an instant classic that remains a customer favorite to this day. Still family-owned and proudly rooted in tradition, Louie's Meats continues to deliver consistent quality, outstanding service, and premium products made with USDA-inspected choice beef. Every item is produced with full HACCP compliance, ensuring both safety and flavor in every bite.



#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.



#91312 Applewood Smoked Bacon Slab

Cured and smoked bacon, left whole to allow portioning for any application.
4/5 lb.

Simplot

#91083
5/16" Straight-Cut French Fries, Skin-On
6/5 lb

Pastrami Fries Recipe

[CLICK HERE](#)

To view the Recipe



[CLICK HERE](#)

To view more Simplot products

MENU Inspirations

Spring Edition

Recipe

[CLICK HERE](#)

To view
the Recipe

Strawberry Rhubarb Shrimp Ceviche
pickled rhubarb, strawberry, toasted almond, & cilantro

Croissant Toasts

charred scallion butter & French breakfast radish

Recipe

[CLICK HERE](#)

To view
the Recipe

Featured Superior Products Used in these Recipes:

#9516

Harvest of the Sea

Raw White Shrimp, P&D, Tail-Off, 16-20 ct 10/1 lb



#10877

Madeline's Pâtisserie

French Butter Croissant Bun 24/3.5 oz (4.25")



#88542 DeVries Meats

Pork Bellies, Skin-Off 4/10 lb



#43229

Dei Fratelli

All Natural Tomato Ketchup 6/#10 cans



Pork Tocino Skewers

Filipino pork belly, pineapple, & onion

Recipe

[CLICK HERE](#)

To view
the Recipe

Simplify Your Operations

Ready-Made, Consistent, Gourmet-Grade Seafood



#9160
**Breaded Butterfly
Shrimp**
21-25 ct
4/3 lb

GOLDEN
HARVEST
BY EASTERN FISH CO.



CLICK HERE

To view more
Louie's Meats
products