

TASTE

S U P E R I O R



CUSTOMER SPOTLIGHT

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fall spirit with this
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Fall 2023 Edition

EMBRACING

Hope



As we approach another holiday season and the new year that follows, it feels almost surreal how fast time seems to pass, almost like it defies physics. The years, particularly since the onset of 2020, have brought profound changes that have reshaped our society, our business practices, our family dynamics, and even our very identity as Americans.

The pandemic, whether perceived as an undeniable reality or a subject of skepticism, has undeniably altered the course of our lives. It has ushered in an era where societal norms have shifted dramatically. These years have seemingly redefined our values and beliefs, casting a shadow of diminished trust and loyalty ... selfishness overshadowing any acts of selflessness. As we conclude the third year in this altered reality, there remains a lingering sense of disquiet, a feeling that something is still amiss.

But hope is still there. If you look for it, it is the same beacon of hope God gave us over 2,000 years ago, and it altered the course of history. As Max Lucado put it ... "God tapped humanity on its collective shoulder, 'Pardon me,' he said, and eternity interrupted time, divinity interrupted carnality, and heaven interrupted the earth in the form of a baby. Christianity was born in one big heavenly interruption." This birth of Jesus Christ, this momentous occasion brought hope to the world, a hope that persists, a hope meant for anyone ... for everyone. It's a reminder that change, however daunting it may seem, can bring about a positive transformation.

As we look forward to 2024, let's remember that hope still resonates today. It's a hope that can guide us through uncertainty, inspire us to rebuild trust, and encourage us to embrace change and embrace each other. It's a hope that can renew our sense of community and rekindle the spirit of unity and collaboration.

The new year presents us with an opportunity to reflect, reset, and renew our commitment to these values. Let's learn from the sometimes difficult lessons of the past while looking forward with optimism to the future ... and allow hope to shape our actions and interactions.

As we bid farewell to 2023 and welcome 2024, let's do so believing that the best is yet to come.



JIM OSTERHAVEN

President & CEO

Jim Osterhaven



ON THE COVER

Interview with Executive
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📷 cover photo by Clare Sinelli



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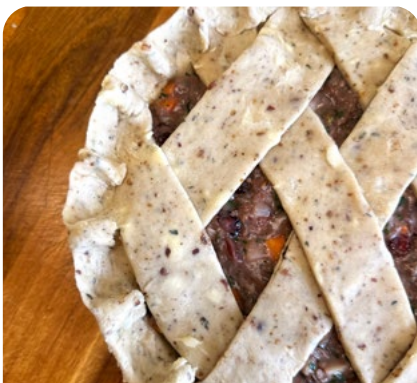
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New PRODUCTS

#10873

MADELINE'S PÂTISSERIE

Chocolate Croissant

24/2.5 oz.

- *Buttery and flaky texture*
- *Valrhona cocoa infused dough*
- *49% dark chocolate interior*
- *Limited clean ingredients*

Madeline's
PÂTISSERIE



BOULART®



BOULART

Everything Bun

Item #7633

80/3.5 oz.



Stavis Seafoods
Take a Fresh Look at Stavis



STAVIS SEAFOODS

Whole Spanish Octopus,

4-6 lb.

Item #6009

1/28 lb.



BIG EASY FOODS

Bacon-Wrapped Jalapeño
with Cream Cheese

Item #10819

2/5 lb.



SUPERIOR SELECT DELI

Southwest Crab Salad (Bulk)

Item #92646

4/2.5 lb.



Specialty Spotlight: Greek Farms International



From Grecian Groves *straight to your kitchen*

Scan QR Code
for more
information



For over 5,000 years, olive oil has been created under the Cretan sun using only the finest olives. This old country process has been passed down from generation to generation with a passion and love of Greek traditions. Greek Farms International has cultivated its olive oil using these same authentic methods while incorporating its high standards of quality and consistency. With each harvest, they are committed to bringing 100% natural Greek taste to your table. And Superior Foods is proud to be your exclusive supplier!



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.



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.

BLACK PEARL ANN ARBOR



In the heart of downtown Ann Arbor sits Black Pearl, a seafood and martini bar that has established itself over the last 15 years as a go-to spot for a wide range of clientele. It's been known to draw in a celebrity or two from time to time while also receiving reviews labeling it a "college bar in disguise." After chatting with recently promoted Executive Chef, Anthony Dechavez, this diverse appeal is exactly what they're going for at Black Pearl. "Something for everyone" is a philosophy that ownership (including GM/Owner Jake Doyle, and husband and wife Owners Harry and Jan Cohen) wish to promote. A place where anyone can pop in and find something to enjoy.

Chef Tony, who has been with "the Pearl" on and off for the past 4 years, has been Executive Chef for the better part of 8 months. He embraces the philosophy set by ownership, understanding that certain menu items like the fish tacos with tortilla-crusted tilapia, chipotle mayo, and spicy cabbage slaw should be left alone for those who know and love them, while other areas can be shaped or improved with a more modern flair. Seafood remains the primary menu focus, with everything from classics like fresh-shucked oysters and lobster rolls to an alternate take on shrimp & grits that includes scallops; and Asian-inspired Atlantic salmon and swordfish entrées. However, Chef Tony doesn't shy away from including a show-stopping American Gold Wagyu Zabuton steak and melt-in-your-mouth Wagyu burgers even though they don't come from the sea. And if you're vegetarian or vegan there are apps, salads, and mains that fit the bill, including tempura-fried mushrooms with a sweet chili glaze and curry creamed butternut squash. It's through former Black Pearl comrade and current Superior Foods sales rep. Jeff Cooper that Chef Tony has been able to bolster a menu filled with such a strong and diverse gamut of seafood and proteins. They have an ideal business relationship built on solid communication and trust in the first-class products that Superior Foods offers.

Before Black Pearl and after culinary school Chef Tony spent time gathering as much experience as possible from different restaurants and chefs, including time in Chicago under both Jimmy Banos Jr. (Purple Pig) and Stephanie Izard (Duck Duck Goat and Girl & The Goat). Not to mention, some time at a couple of 2-star Michelin restaurants (Black Bird – Chicago and Le Taillevent – Paris). His mentality is to stay on his toes, which brings a need for creativity, and in turn, conveys excitement to the guests of Black Pearl and the dishes they offer. Aside from the day-to-day routine, Black Pearl offers customized private dining experiences that can be as simple as a business meeting with buffet-style service or as elaborate as a 14-course chef tasting with wine pairings.

In short, there is a lot to be excited about these days at a veteran Ann Arbor restaurant that's made its way out of a pandemic successfully. On top of that, growth is looking very promising with an expansion that will help extend their raw bar offerings. So next time you find yourself downtown, pop in for an old standby or something new and surprising.

 *Black Pearl | Ann Arbor, MI*



Featured Dishes

DENVER STEAK

7 oz. *Snake River Farms American Wagyu Zabuton*, your choice of au poivre or chimichurri, boursin creamed potatoes and grilled broccolini

#97462
SRF Zabuton
Chuck
American Wagyu
Gold
3/8 lb.



#92319
Wakame Salad
Seaweed
1/4.4 lb.



#170596
Korea
Kimchee
4/1 gal.



#72206
Swordfish Loin
Grade A, Center-Cut
1/10 lb.

SWORDFISH

Blackened grilled *swordfish*, *kimchi* risotto, *wakame salad*, yuzu vinaigrette marinated molten egg, chili crunch, yuzu vingairette



DUCKTRAP®

SMOKING SEAFOOD IS AN ART™

#68438

Cold Smoked Wild Sockeye Salmon

8/4 oz



Features:

Wild Alaskan Sockeye
Unique 40-Year-Old Brine Recipe
Cold-Smoked
Maple, Oak, Cherry, & Apple Wood
Thinly Sliced & Skinless



BOULART®

Everything you need in a bun

Benefits:

Low in Fat
No sugar added
Free of trans fats
No additives or preservatives
Vegan
Pre-sliced



#7633

Everything Bun
80/3.5 oz





LOCAL FIRST

Michigan Turkey

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.



#90555

GOLDEN BROWN TURKEY BREAST, BLACK TIER

2/8.5 lb

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



TIPS & TRENDS

PURPLE PARADISE

Ube adding a new color to food

You've most likely seen this color in food over the past year, whether it was on the menu at a restaurant or in the grocery aisle. Ube is a purple yam from the Philippines with a somewhat nutty flavor and vanilla aroma. Maybe some are off-put by the out-of-the-ordinary color, but for the most part, it's an exciting, natural way to add some flair to your waffle & pancake mix, or a different filling for your pączki. Embrace the possibilities that an ingredient like this can bring, and search for ways to let it shine.



SHOW ME THE BLUEPRINTS

A shift in restaurant layout

The hangover from the pandemic is long, and those within the food service industry have uniquely needed to adapt and evolve in order to survive. Included in that need has been an influx in the demand for take-out food. Because of this, restaurateurs have considered its importance regarding any future brick-and-mortar projects. The need to accommodate take-out orders carries enough weight to reconsider the way a layout might typically have been designed, with less emphasis on the space in the front and more on the kitchen so that full-service and delivery demands can be handled simultaneously with efficiency.

LESS IS MORE

Making N/A a part of your beverage program

Many people are cutting back on or cutting out alcohol completely these days. Sellers have taken note of this push for better health and are shifting to accommodate. Many restaurants have expanded their non-alcoholic offerings with n/a beers, wines, and most notably, the craft cocktail. When people go out for a meal they want to have options and feel significant, whether they drink alcohol or not. Restaurants have been upping their game in this department by including some craft cocktails that bridge that gap between a lively drink and a Shirley Temple. Now, if you've cut off booze, or just don't drink in general, you can still get something with some obvious extra effort, whether it was made by frothing an egg white or is garnished with a torched sprig of rosemary.





GOLDEN
HARVEST
BY EASTERN FISH CO.

Ready-Made, Consistent,
Gourmet-Grade Seafood



#9912
**Coconut Battered
Shrimp**
16-20 ct
4/3 lb



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.


FoodHandler®
thinsense™



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

MENU *Inspirations*

Duck Pot Pie

with fennel, apple, and crispy duck skin



Featured Superior Products Used in This Recipe:

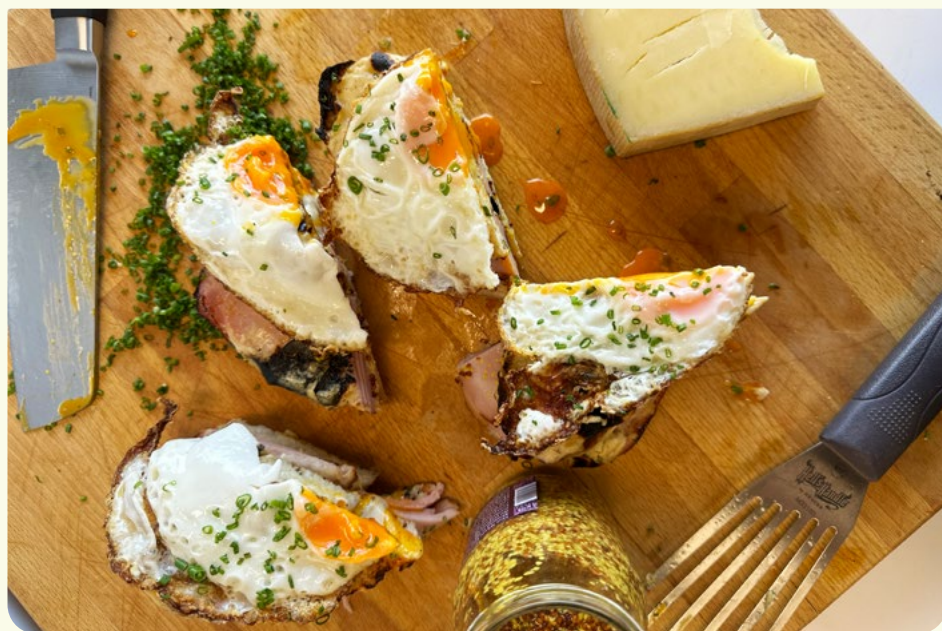


Maple Leaf Farms
Roast Half Duck
12/15 oz
Item #7017



Bonewerks Culinarite'
Classic Veal Demi
Glace, Gluten Free
1/16 lb
Item #91668





Croque Madame

with whole grain dijon, Comté, and chives



Featured Superior Products Used in This Recipe:



Restaurant's Pride

Tarragon
Leaves
1/4 oz

Item #49119



Bari

75/25 Blend
Cooking Oil
6/1 gal

Item #42400

Boulart

Ciabatta
Classic
1/16 ea

Item #8988



Smithfield Culinary

Carvemaster
Applewood
Boneless Ham
2/8 lb

Item #90799





Michigan Turkey's Black Tier items are their best sellers. They are made from whole muscle breast meat with minimal ingredients, and are designed to have a high-quality natural appearance and texture that make them perfect for carved entrees and gourmet sandwiches. We carry a number of products within their Black Tier, including whole Oven Roasted, Oven Browned, Golden Browned, Honey Smoked, and Hickory Smoked.

#90445
**Oven Roasted
Turkey Breast,
Black Tier**
2/9.5 lb



HARVEST
of the **SEA**

Branzino

#99860

**Split Branzino,
Tail-On, 8/10 oz**
1/10 lb

- No additives - Non-GMO feed
- Hand trimmed
- Scaled, pin bones removed, skin-on
- BAP 4 and ASC Certified





#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.



CARE FROM RANCH TO TABLE

Beef this exceptional is no accident.

#90106
BEEF TENDERLOIN
PSMO, CHOICE
ANGUS
12/7 lb



There's nothing like sitting down to a beef dinner with family and friends. Bringing people together is what St. Helens premium grain-fed beef is all about. Working with local farmers and ranchers, their cattle graze on Northwest pastures before being finished on locally sourced and sustainable feeds. The result is great tasting, nutritious beef that is tender every time—and a great value. When St. Helens is on your table, there's always something to celebrate.

