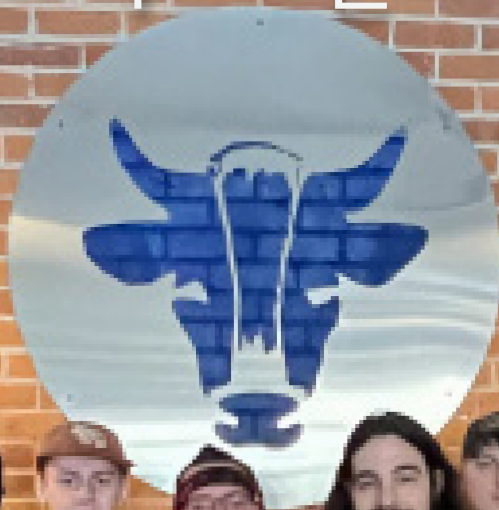


TASTE

S U P E R I O R



CUSTOMER SPOTLIGHT

SCHAENDORF *Brewing Company*

with Owner Nicole Schaendorf,
Brewer Kyle Heslip, and
Chef Brian Brown

NEW PRODUCTS

Blue Cheese Crumbles,
Pomodorina Sauce, 10"
Hoagie Buns, and more...

page 4

MENU INSPIRATIONS

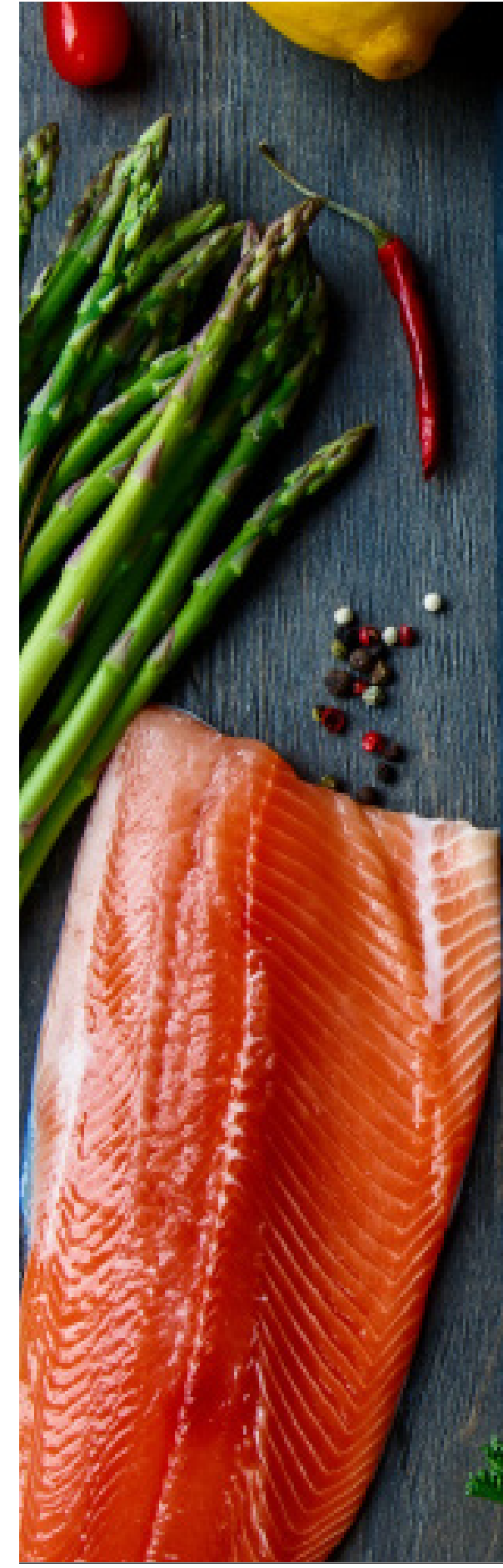
Roasted Pork Belly Salad,
Oyster Po' Boy, and Grilled
Hanger Steak

page 12-13

TIPS & TRENDS

Affordable Meats, the
Age of Transparency, and
Smaller Portions are better

pages 14



SEASON OF *Change...*



I do not believe there is a state that is more interested in or affected more by the weather and seasons than Michigan is, especially in the food business.

On the calendar, we are not even halfway through spring, yet everyone seems to be gearing up for summer, especially after the hot days we have experienced this past week and weekend! Spring started not quite a month ago on Monday, March 20, and the summer season is still over two months away with the official 'Summer Solstice' kick-off on Wednesday, June 21. Summer ends on Saturday, September 23 with the Autumn Equinox, which makes our much-loved summer season 95 days long this year. Spring will be 93 days long, and fall will last 89 days, which means summer is the longest season this year!

The 2023 Farmer's Almanac describes Michigan's extended summer forecast as "warm-to-hot soggy". Personally, as long as the "soggy" is not too wet, I am pretty good with that forecast. Warm summers in Michigan mean the golf courses and country clubs are seeing a lot of 'FOUR!-somes', the lakeshores and their cottages are filled-up with family and friends, and hotels and Airbnb's are rented and showing no-vacancies, which will be a far cry from two years ago.

All those people who are not at home still need to eat! It's a good thing that Michigan is one of the most agriculturally diverse states in the nation. The summer months are the best time to highlight the many 'Made in Michigan' products that our state has to offer, too. Finding fresh and local products has become a large part of Michigan tourism, especially during the summer. Restaurants of all types and levels, along with specialty shops and local grocery stores, stand at the ready to serve, and, as an industry, they showcase the incredible variety of produce, proteins, craft beers/wines/spirits, and many other products that our state is proud to call our own.

To be sure, challenges persist as we head towards the busy summer season, with labor shortages and inflation headlining the list. But as I pointed out in the last issue, those of us in the food business are a persistent bunch and enthusiastically take up the challenge to succeed and bring our best every time, no matter the circumstances. Now take that drive and that attitude, throw in a warm 'mitten' summer, sprinkle in some sunshine and you get what makes us the Great Lake State!



JIM OSTERHAVEN

President & CEO

Jim Osterhaven

ON THE COVER

Interview with Nicole Schaendorf, Kyle Heslip, and Chef Brian Brown of Schaendorf Brewing Company

page 6



New Products | page 4



Specialty Spotlight | page 8



Tip & Trends | page 14

TABLE OF *Contents*

NEW PRODUCTS

Explore some of our new offerings this spring.

page 4

CUSOMTER SPOTLIGHT

Interview with the owners and chef of Schaendorf Brewing.

page 6

SPECIALTY SPOTLIGHT

Hope's Cookies: A Commitment to Quality.

page 8

LOCAL FIRST

Prairie Farms - from their family to yours.

page 9

LOCAL FIRST

Zeeland Farm Services - Zoye Premium Oils.

page 11

MENU INSPIRATIONS

Napa Cabbage Salad with Roasted Pork Belly, Oyster Po' Boy, and Grilled Hanger Steaks are featured.

page 12

TIPS & TRENDS

Check out these helpful ideas for your summer menu.

page 14

LOCAL FIRST

Michigan Turkey - Game changing with a mission.

page 15

New PRODUCTS



CUCINA ANDOLINA Blue Cheese Crumble - Bulk

Item #8992
4/5 lb.



CLICK HERE
To view more
Cucina Andolina
products



MENU Pomodorina Sauce

Item #46573
6/89 oz.

CLICK HERE
To view more
Atalanta
products

RESTAURANT'S PRIDE Coarse Ground Black Pepper

Item #49169
1/16 oz.



CLICK HERE
To view more
Restaurant's
Pride products

LOUIE'S MEATS

Cooked Top Round Pastrami

Item #91310
1/10 lb.

CLICK HERE
To view more
Superior Select
Deli Breads

MADE IN
MICHIGAN



SUPERIOR SELECT DELI 10" Sliced Hoagie Bun

Item #9072
8/6 ct.



CLICK HERE
To view more
Superior Select
Deli Breads

MADE IN
MICHIGAN

Fennel-Crusted **YELLOWFIN TUNA**

[VIEW THE RECIPE](#)

#78011

**Yellowfin Tuna
Steaks (6 oz.)**

1:10 lb.



RESTAURANT'S PRIDE

Whole Fennel Seed

Item #49105

1/14 oz.



CLICK HERE

To view more Restaurant's Pride products

CUSTOMER SPOTLIGHT:

SCHAENDORF BREWING *Company*

If you have been to Allegan, Michigan before, then you know that it's a small, quiet town with a tightly-knit community. It may sound cliché, but it seems that every small town has its "spot" – a spot where families can gather for a delicious meal or old friends can catch up over a beer or two. A place that just feels like "home" the minute you walk through the doors. For Allegan, Schaendorf Brewing Company is undoubtedly that spot.

Schaendorf Brewing got its start when the second generation of a local family dairy farm decided they wanted to offer more than just dairy products to their community. Plans were made, a building was selected, renovated, and in no time, dreams became reality for owners Ben and Nicole Schaendorf and Kyle, Head Brewer, and Nicole Heslip. When asked how Schaendorf got its start, Nicole S. stated simply that "her and Ben's love for food, and Kyle's love for beer brought them together." Growing up in the dairy industry meant learning everything there was to know about what it took to make that business flourish. Ben did just that. Not only did that experience allow Ben to become a partner in what would eventually become Schanedorf Cattle Company, but it served as a springboard to something much larger. In 2018, the Schaendorfs stumbled upon the perfect opportunity and decided to take the risk, knowing the reward would be much greater. Allegan was home for both Ben and Nicole growing up, so they couldn't have chosen a better place to combine their family's passion for food and craft beer.

Schaendorf, like Superior, is a family-owned and operated business and they treat their employees and customers just like family. Both Nicole Schaendorf and Kyle stated that having that family-owned title was one of their favorite parts of their business. "From a quality perspective, when your name is on it, you're much more invested," Kyle said. Nicole added that "We can keep it small. Everything is here; everything happens in-house. If we want it, it's right here. You're looking at it."

Chef Brian Brown spoke very highly of his Superior Foods Sales Rep, Tom Gatlin. "Tom will bend over backward for you. You know him. Anything you need, he will call. He's just an awesome rep. He's very down to earth and treats you like you're his family. He comes in weekly to see us and talk to us. When it comes to Superior Foods products, Chef Brian said they look most forward to receiving the fresh fish that we are able to provide them. "It's phenomenal. Everything comes in fresh and clean and we love that you guys actually, break the fish down yourselves in your production facility and source your products from really clean water." Alongside loving the fresh fish we have to offer, Chef stated that he loves that Superior also manufactures and produces our own product lines as well at our "ready-to-eat" facility just a half of a mile up the road from our main plant. Most importantly, they value and appreciate Superior's desire to source local products.



Featured Dish

GRILLED SWORDFISH



Grilled Swordfish Steak paired with Tuscan risotto, served in a saffron tomato broth, topped with oven-dried balsamic tomatoes and paired with broccoli.

HIGHLIGHTED SUPERIOR PRODUCT:

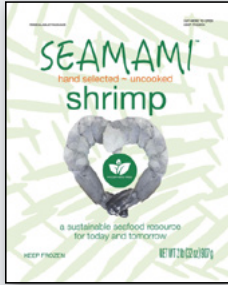


#72206 - Swordfish Loin (1/10 lb.)
Grade A, Center-Cut

📍 *Schaendorf Brewing Company (Est. 2018) | Allegan, MI*

DISCOVER THE SEAMAMI DIFFERENCE

Seamami shrimp are harvested, peeled and cleaned, and then individually quick-frozen to lock in their natural freshness to create an unmatched rich flavor and texture.



Highlights:

- No use of Phosphates
- Consistent Weight & Size
- Fully Traceable
- Sustainably Sourced
- Reduced Moisture



FEATURED PRODUCT:

Raw P&D Shrimp

16-20 ct., Tail-on

Item #9324

5/2 lb.

[CLICK HERE](#)

To view more Harvest of the Sea products

HARVEST
of the SEA

Smithfield
CULINARY

BACON THAT KNOCKS OUT THE COMPETITION.



Cider House Bacon

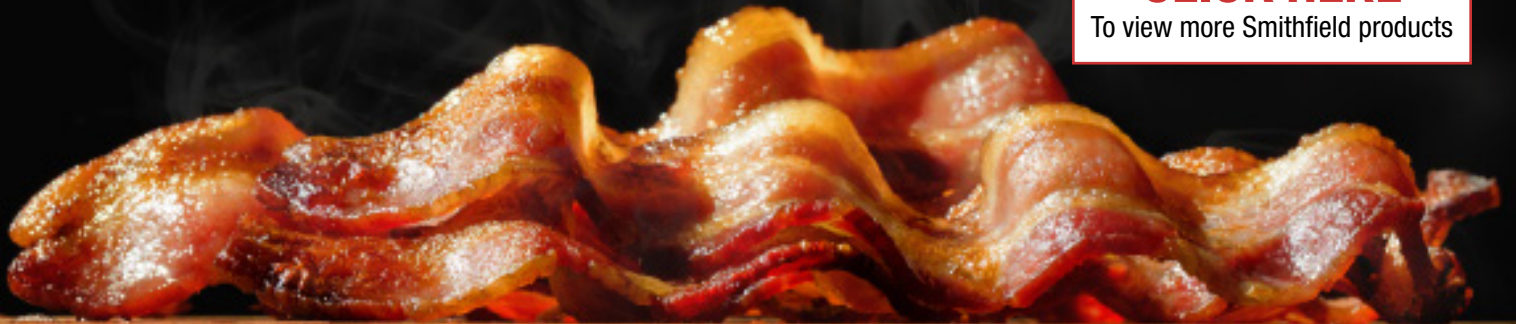
10-14 slices per lb.

Item #90449

1/15 lb.

[CLICK HERE](#)

To view more Smithfield products



Specialty Spotlight: Hope's Cookies



A COMMITMENT TO QUALITY

Only the finest ingredients

Hope's Cookies produces award-winning cookies, renowned for exceptional taste that comes from natural simplicity. The label is clean of all artificial flavors, colors or preservatives. This results in delicious and health-conscious cookies that have no trans fats or additives. The cookies come as portioned 1.5 oz. pucks for easy preparation and no clean-up. Perfect for catering or your next dessert creation for your menu!



CLICK HERE

To view the entire line of Hope's Cookies at Superior Foods



44326 | 213/1.5 oz

GF Chocolate Chip Cookie Dough

*Gluten Free, all-natural ingredients,
and semisweet gourmet chocolate chips*



41215 | 213/1.5 oz

Lemon Cooler Cookie Dough

*Made with 100% real butter, white chocolate,
coconut, and natural lemon flavor*

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.*

LEARN MORE about Prairie Farms products
at Superior Foods



#98190

6" Ciabatta Sandwich Bun

48/4.2 oz



BOULART.

ELEVATE YOUR SANDWICH GAME THIS SUMMER!

The signature 6" Ciabatta Sandwich Bun from Boulart is just one of many great bread products that can help enhance your upcoming summer menu options.

Benefits:

Low in Fat

No sugar added

Free of trans fats

No additives or preservatives

Vegan

CLICK HERE

To view the line of Boulart products at Superior Foods



**SUSTAINABLY
RAISED**

EXCEPTIONAL
ANIMAL WELFARE

FAMILY OWNED & OPERATED

FARM-FRESH

**MADE in
MICHIGAN**

BEEF



#4341

**7 OZ. GROUND BEEF
PATTIES**

24/7 oz.

CLICK HERE

To learn more about
Schaendorf Burgers



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 (\$ savings in the long run).

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

View the entire line of Zoye
Oils at Superior Foods
CLICK HERE

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

MENU

Inspirations

Napa Wedge Salad with Roasted Pork Belly

Served with a tangy buttermilk dressing, grape tomatoes, and topped with Cucina Andolina Blue Cheese Crumbles

[VIEW THE
RECIPE
CLICK HERE](#)



Featured Superior Products Used in This Recipe:



DeVries Meats
Skinless Pork Belly
2/10 lb
Item #88542



Cucina Andolina
Blue Cheese Crumbles
4/5 lb
Item #8992



[VIEW THE
RECIPE
CLICK HERE](#)

Oyster Po' Boy

Served on our New 10" Hoagie buns with lettuce, tomato, and a pickle remoulade using Harrison Packing pickle spears.

Featured Superior Products Used in This Recipe:



Superior Select Deli
10" Sliced Hoagie Buns
Skin-on, 4.5-6.5 oz, Frozen
8/6 ct
Item #9072



Harrison Packing
Pickle Spears
1/5 gal
Item #111152



Zoye
But-R-Like
3/1 gallon
Item #90804



Grilled Hanger Steak with Balsamic-Roasted Grape Demi & Crispy Artichokes

Topped with shaved Parmigiano Reggiano, toasted walnuts, and chopped parsley.

[VIEW THE RECIPE](#)
[CLICK HERE](#)



Featured Superior Products Used in This Recipe:



River City Meats
Hanger Steaks,
Choice Angus
1/10 lb
Item #88024



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



Del Destino
Artichoke Quarters
6/88 oz
Item #3322

TIPS & TRENDS

AFFORDABLE MEATS FOR THE WIN

Balancing a menu with less expensive cuts of meat

Creative and innovative ways to use cheaper cuts of meat can help offset the variety of increased costs of running a restaurant. Many of these cuts are in less demand and more readily available which can help create more stability with your menu. In addition, these items may give you more flexibility to offer specials and increase your per-plate profit margin by using these cuts of meats in unique ways.



EMPHASIZING TRANSPARENCY

Highlighting sustainability and traceability in menu items

As we all know, social consciousness has become intertwined with what we eat. Customers are more aware now of what they are eating and where it comes from. This has made the where and how of food sourcing more important than ever before for restaurants. Explaining the farm-to-table journey for menu items shows your customers a level of dedication to what you're serving. Providing traceability also builds trust with your customers. Ensuring you and your staff tell the story of these items can go a long way. Ultimately, educating staff and highlighting specific products can help build customer loyalty and your brand in this age of transparency.

PORTION SIZING WITH A PURPOSE

Why smaller portions are in demand

Plate portions are getting smaller, and there are two main reasons. To no one's surprise, higher costs of menu items are now factoring into whether a person dines out and at what restaurant. A smaller portion means a more manageable price tag. The other factor is that people monitor their health and daily food consumption more than ever. This means overflowing plates are no longer a selling point. Instead, there is more appreciation for the plate composition and flavor.



LOCAL FIRST

Michigan Turkey

Grand Rapids, MI



GAME CHANGING WITH A MISSION

A farmer owned Co-Op since it's beginning in 1998, Michigan Turkey was built on a simple mission of providing nutritious, flavorful, and high-quality turkey products to it's customers. Michigan Turkey operates a true farm-to-table process that encompasses the growing, processing, and delivery of turkey products. For them, this means they are able to ensure each step is defined by their mission. With this comes a dedication to humanely raised birds, high food safety standards, and sustainability for environmental conservation and efficient plant processes. Michigan Turkey's commitment to it's mission has given it's products a tangible and intangible competitive edge.



#90458

Hickory Smoked Turkey Breast

Shaving Quality, Gluten Free,
No MSG Added, 0g Trans Fat
2/9.5 lb



#90496

Oven Brownd Turkey Breast

Carving Quality, 99% Fat Free,
Gluten Free, No Starches or Binders
2/8 lb

View the entire line of
Michigan Turkey products
at Superior Foods
CLICK HERE

A LEGACY OF EXCELLENCE

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.

Soul of Creta

100% Extra Virgin Olive Oil

4/3 Liters

#42402



Immediately upon harvest, the earliest crop of olives is cold-pressed to preserve the earthy, natural flavors resulting in a rich yet smooth extra virgin olive oil. It's subtleness and low acidity make it a versatile, gourmet olive oil that will enhance any dish.



**LEARN
MORE**