

TASTE

S U P E R I O R

Argonne
House

CUSTOMER SPOTLIGHT

The Argonne House with
GM, Wendy Roberts &
Executive Chef, Jordan
Glover... *page 6*

FEATURED PARTNER

Louie's Meats from Traverse
City, MI has been making
quality meats since 1962
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TIPS & TRENDS

Affordable Meats, the
Age of Transparency, and
Smaller Portions are better
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Summer 2023 Edition

A HEAD SCRATCHING

Economy

Since coming out of the forced shutdowns more than two years ago, with very few exceptions, economists from all over the spectrum have told us that a recession looms. It is coming - it is right around the corner - it will hit soon - very soon - anytime now. To be sure, there have been many signs pointing to just that. Many factors that can make a recession take hold are now in full view. Inflation is at its highest level in nearly 50 years (with food prices leading the way!). The Federal Reserve has raised interest rates 10 times since March of 2022 and is now around the 5.25% level. As I write this, the Fed is meeting again later this week, and expectations are that a rate hike will come again in the near future.

And yet, the economy keeps right on humming along. One headline in the Wall Street Journal is, "Stock Market Shrugs Off Recession Signals as Rally Builds." From large corporations in major financial markets all the way to little family businesses in small-town America, we are hearing of not just profitable years but record-breaking ones. While that is unusual, it is not unheard of in down economies. Pockets of sunshine can brighten everyone around them.

It is the labor market that really has us scratching our heads. To be percentage points from a recession and still be under 4% unemployment is unheard of - at least in my lifetime. Why am I focused on this right now? Well, I was hoping by now we would all be seeing significant signs of recovery with ease in filling open positions, but that is not what we are experiencing. No expert or group of experts knows why it is happening either, and if they do not, they also can not tell us when things will change.

So, we push on and do what we must to survive. We hang on and wait for it to change. Why? Because it is the only choice WINNERS have, and I do not know about you, but I choose to win!



JIM OSTERHAVEN

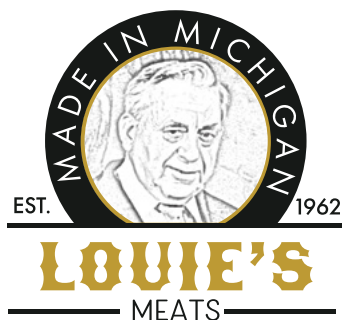
President & CEO

Jim Osterhaven





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ON THE COVER

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Lox Inspired Potato Salad, Smoked Blue Turkey Burgers, and Shrimp & Calamari Scampi.

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New PRODUCTS

#48301

GERBER'S AMISH FARM

Whole Fryer Chickens
WOG, CVP, 3-3.5 lbs.

- No Antibiotics
- 100% Vegetarian Diet
- No Hormones
- No By-Products
- No Gluten
- Family Farms



CLICK HERE

To view more
on Gerber's
Amish Farms



COPPA DOP

Coppa Piacentina P.D.O.

Item #10135
4/2 lb.



CLICK HERE

To view more
Atalanta
products

KABOBS

Chicken Thigh Satay

Item #4167
100/8 oz.



Kabobs
The Hors d'oeuvre Specialists

CLICK HERE

To view more
Kabobs
products

WOLFERMAN'S BAKERY

Deluxe English Muffins, 3.5 oz

Item #10279
12/6 ct.

CLICK HERE

To view more
about this
product



LA ROSE NOIRE

Macaron Mini Assortments

Item #10232
1/126 ct.



CLICK HERE

To view more
Atalanta
products

Specialty Spotlight: Michigan Bread Company



Michigan Made *with high-quality ingredients*

Michigan Bread offers a line of breads that include a wide range of options for your food service needs. From artisanal loaves to buns and bruschetta slices, all of our breads are made with non-GMO ingredients that are high in quality and free of artificial preservatives, colors, and flavors. When working with our breads the craft and quality that go into making them become very obvious. Try them out today, and witness what sets them apart!

[CLICK HERE](#)

To view more
Michigan Bread
products



2774 | 1/4 ct

Marble Rye, 5/8" Sliced

Unique blend of high-quality, non-GMO rye and wheat flours. No artificial preservatives, colors, or flavors



10109 | 12/6 ct

6" Football Torta, Unsliced

Light and chewy interior with a subtly crisp exterior. No artificial preservatives, colors, or flavors

CUSTOMER SPOTLIGHT:

THE ARGONNE *House*

Dating back to 1925, The Argonne House holds a rich tradition and is a cherished gem in northern Michigan. Initially a dance hall that hosted the University of Michigan Orchestra, it has transformed into the renowned shrimp dinner restaurant it is today, creating lasting memories for individuals, friends, and families. Taking charge of these memories are General Manager Wendy Roberts and Executive Chef Jordan Glover.



The Argonne House has become famous for its delectable shrimp dinners. Beyond that, they have established a consistent standard of excellence that their patrons have come to expect. Their meticulous attention to detail is evident throughout the entire dining experience. Wendy Roberts, the General Manager, has been entrusted with the responsibility of maintaining the character and charm that The Argonne House was built upon while infusing a more contemporary approach, such as the addition of a spacious patio equipped with heaters. She has successfully guided The Argonne House by bridging its past with its vision for the present and future, combining adaptability with unwavering consistency.

Over the past two seasons, Executive Chef Jordan Glover has been at the helm of the culinary aspect. With previous experience in renowned establishments like Martha's Vineyards and the Midland Country Club, he has found the perfect balance of meeting customer expectations while offering unexpected yet exceptional and versatile options. The concept he has developed for The Argonne House is a sophisticated supper club-style menu, providing a truly customizable dining experience. To achieve this, he emphasizes high-quality proteins paired with locally sourced produce and creative combinations. Although the menu may appear concise at first glance, Chef Jordan has created the ultimate personalized menu, offering a choice of five different protein "sets" and additional add-ons. This approach allows The Argonne House to remain a destination for their renowned shrimp meals while establishing itself as a distinguished upscale steak and seafood restaurant.

For Chef Jordan's customized approach to thrive consistently, he places great emphasis on the products he selects for his menu. By partnering with reliable and consistent vendors like Bear Creek Organic Farm in Petoskey, MI, The Argonne House sets itself apart from its competitors. Chef Jordan relies on Superior Foods for many menu enhancements, including consistently high-quality steaks, top-of-the-line sea scallops, and fresh walleye, which have now become staples at The Argonne House. Collaborating closely with Scott Keegan, the Superior Sales Representative, Chef Jordan ensures that the menu is perfectly tailored.

With Wendy and Chef Jordan's expertise, The Argonne House continues to be a go-to choice for its loyal customers, and the rest of the dining experience has finally caught up to the fame of their Famous Shrimp Dinner.

 *The Argonne House (Est. 1925) | Charlevoix, MI*

Featured Dish

PAN-SEARED SCALLOPS *with Toasted Pesto Orzo*



Black Pearl Seafoods U-10 scallops, toasted orzo with house made pesto, slivered almonds, heirloom tomatoes, red peppers, zucchini, roasted red pepper aioli, and Bear Creek Organic Farm microgreens

HIGHLIGHTED SUPERIOR PRODUCT:



#8210

Black Pearl Seafoods Sea Scallops
U-10, Fresh, Dry, All Natural
(1 gal.)



The Perfect Shrimp. The Perfect Partner.

[CLICK HERE](#)

To view more
Paul Piazza
products

South & Southwest
Louisiana



Louisiana
White Shrimp



EZ Peel Shrimp

16-20 ct.

Item #9833

10/1 lb.

South Texas



Texas
Brown Shrimp

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

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



**SUSTAINABLY
RAISED**

EXCEPTIONAL

ANIMAL WELFARE

FAMILY OWNED & OPERATED

FARM-FRESH

**MADE in
MICHIGAN**

BEEF

#4341

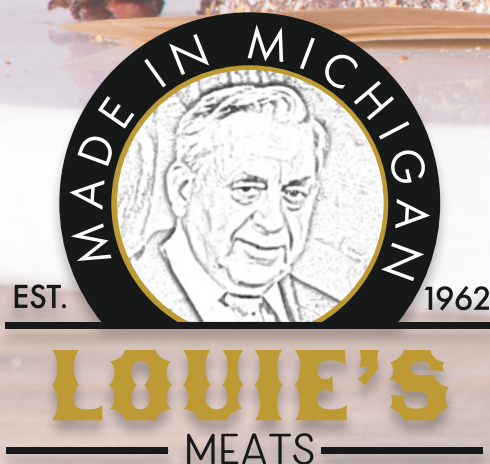
**7 OZ. GROUND BEEF
PATTIES**

24/7 oz.



[CLICK HERE](#)

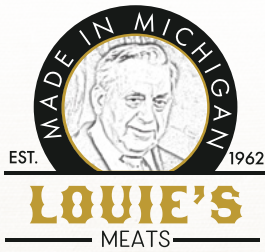
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about Schaendorf
Cattle Co.



THE BEST MEAT IS PERFECTED THROUGH TRADITION

Located in beautiful Traverse City, Michigan, Louie's Meats has been a family-owned and operated business for over 60 years. During that time they have honed their recipes and processes with only the highest of standards.

CLICK HERE
To view more
Louie's Meats
products



FEATURED PARTNER

Louie's Meats

Traverse City, MI



QUALITY THAT MAKES A DIFFERENCE!

At Louie's Meats, they take pride in their reputation for delivering the freshest and most delicious meat products around. They've built the business on a foundation of value, and are committed to producing exceptional meats that are bursting with flavor. How do they do it? Well, they've got five key factors that set them apart from the rest.

1. Hygiene and sanitation
2. Temperature-controlled environment
3. Top quality raw meats and ingredients
4. Skilled meat processors
5. State-of-the-art equipment and technology

At Louie's Meats, they are passionate about what they do, and are dedicated to delivering the very best meats to their customers.

Come taste the difference for yourself!



Featured Louie's Meats Products:



#91309

Top Round Corned Beef

Cooked USDA Choice corned beef brisket that is hand-trimmed making it perfect for slicing.

2/4.5 lb.



#91312

Applewood Bacon Slab

Cured and smoked bacon slab, ideal for thick-cut slices, cubing, or thick chunks

2/10 lb.

50
OVER 50 YEARS OF FOOD SAFETY



FoodHandler®
thinsense™

STYLE & FUNCTION



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

CLICK HERE

To view more
Ducktrap
products

#68438
**Cold Smoked Wild
Sockeye Salmon**
8/4 oz



DUCKTRAP®

SMOKING SEAFOOD IS AN ART™

Specialty Spotlight: Michigan Turkey



Farm to Table *Taste the Difference*

CLICK HERE
To view more
Michigan Turkey
products

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 makes 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.

**MADE IN
MICHIGAN**



90445 | 2/9.5 lb

Oven Roasted Turkey Breast, Black Tier

*Whole muscle breast meat, traditional shape,
gluten free, no starches or binders added*



90555 | 2/8.5 lb

Golden Brown Turkey Breast, Black Tier

*Whole muscle breast meat, traditional shape,
gluten free, no starches or binders added*



LOCAL FIRST

Sunrise Acres

Hudsonville, MI



THE QUALITY EGG PEOPLE

Sunrise Acres is a second and third generation family egg farm located right here in West Michigan.

With core values that are rooted in a commitment to high quality eggs, customer service, faith, and family Sunrise Acres eggs manages their process every step of the way. They grow their own crops for feed, do their own milling, and raise their chicks while working with nutritionists to have full control over the health and quality of these eggs.

CLICK HERE

To view more
information on
this product



#100391

Large Cage Free Grade AA Eggs

15 Dozen

- 100% vegetarian fed
- No antibiotics
- No growth hormones used

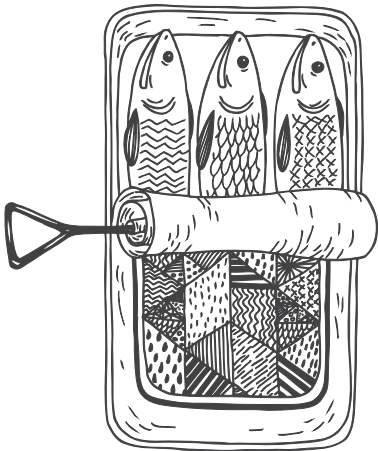


TIPS & TRENDS

TINNED FISH!

Your dad's sardines are cool now

Even if you're grossed out, and will always be grossed out by tinned seafood, isn't the art alone on some of the branding enough to say "I'm gonna buy this, never open it, but keep it on a shelf somewhere in my house for decoration."? Social media has also definitely played a role in boosted sales for tinned fish businesses across the country, with viral videos of people showcasing how to take advantage of these cost-efficient products and make them worthy of the dinner table.



HI! HOW CAN I HELP YOU?

Chatbots on the rise

With consumers browsing restaurants more and more online, via the web or through applications, it is becoming increasingly important for businesses to have a solid online presence that is not only appealing but also accommodating. Most people would probably agree that when exploring where to eat it can be easier to jump on board with a business that provides a lot of information as opposed to somewhere that doesn't even have a website. This combined with the increase in AI technology influences a prediction to see an increased amount of chatbots added to restaurant websites. This can boost customer service for businesses by helping with any questions regarding both dining in and taking out.

A FANCIER WAY TO SNACK

The popularity of the charcuterie board

The root of this concept goes way back to hundreds of years ago in Europe. But only recently has America latched onto the more artful trend of displaying cured meats, cheeses, and other items on boards for grazing and entertaining. Perhaps it's more the eye appeal of elaborate displays that showcase a variety of artisanal items that has made it so popular, but it's also become a practical way to eat. Charcuterie board curating businesses are popping up all over the country and even a handful here in Grand Rapids. We've become fully satisfied to get our nutrition from a seemingly light "choose your own adventure" option. We'll even pay to have someone else do the work of assembling and making it look pretty so that we can relax and not even have to worry about cooking for our next "dinner party."

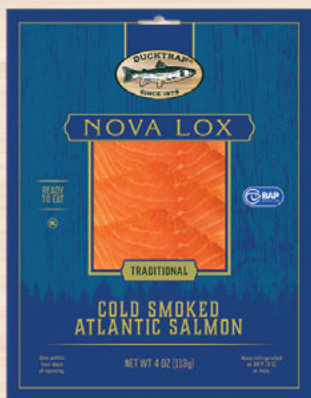


MENU

Inspirations

Everything-Bagel-with-Lox Inspired Potato Salad

with fried capers, crème fraîche, and dill



[VIEW THE
RECIPE
CLICK HERE](#)



Featured Superior Products Used in This Recipe:

Ducktrap
Nova Lox - Traditional
8/4 oz
Item #68448

Restaurant's Pride
Gourmet Garlic Seasoning
1/36 oz
Item #49163



Juicy Smoked Blue Turkey Burgers

with pear & celery slaw

[VIEW THE
RECIPE
CLICK HERE](#)

Featured Superior Products Used in This Recipe:



Roth Cheese
Moody Blue
1/6 lb
Item #99852

Boulart
Sliced Artisan
Burger Bun
80/3.5 oz
Item #98237



Bonewerks
Culinate'
Chicken Demi
Glace, Gluten Free
1/16 lb
Item #91669

Shrimp & Calamari Scampi

with parmesan, parsley, lemon, and crusty bread

[VIEW THE
RECIPE
CLICK HERE](#)

Featured Superior Products Used in This Recipe:

Paul Piazza

EZ Peel Shrimp, 16-20 ct

10/1 lb

Item #9833



Sea Best Calamari Rings, IQF

10/2.5 lb

Item #10031



Cucina Andolina

Shredded Parmesan

4/5 lb

Item #96956



DeVries

MEATS

MADE IN
MICHIGAN



#3542

**Fresh Pork
Tenderloin**

1/10 lb



ALL THINGS PORK

[CLICK HERE](#)

To view more
DeVries Meats
products



#10045

**Cleaned Calamari
Tubes & Tents**

6/2.5 lb Block

- No additives
- Perfectly trimmed
- Premium hand-selected
- MSC Certified

HARVEST of the SEA®

[CLICK HERE](#)

To view more
Harvest of the
Sea products

A Culinary Delicacy