

TASTE

S U P E R I O R



Mt. Pleasant, MI

Owner & Executive Chef

JIM WOOD

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Smoked Salmon Crostini,
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Braised Corned Beef

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BRING ON THE *New Year!*

I need to admit something. Last year saying goodbye to 2021 was something I really enjoyed doing! Simply put, it was a hard year ... the second one in a row, in fact, and I was glad to see its tail lights in the rearview mirror. But the 'change' to 2022 really did not see much of it, 'change' that is. The hopes for rebounding soon faded and tarnished. The additional inflation burden found many in our industry limping across the finish line.

Now, as we embark on 2023, it offers little to have us think that we will have left the worst behind us. The pundits promise more change and challenges for the economy and for our industry. But despite the challenges, we have reason to be optimistic, even upbeat, if for no other reason than this ... with everything that has been thrown our way the last few years, those of us still standing in this rough and tumble food business should have confidence that if we can make it through the last few years without buckling, we can make it through just about anything!

So, bring on 2023 – give us your best shot! We can take it...and then some!

"The future ain't what it used to be."
- Lawrence 'Yogi' Berra



JIM OSTERHAVEN

President & CEO

Jim Osterhaven



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New PRODUCTS

RIVER CITY MEATS

Bulk Bacon Wrapped Jalapeños
Stuffed with Cream Cheese

Item #43301

4/48 oz.

[CLICK HERE
FOR MORE
DETAILS](#)



[CLICK HERE
FOR MORE
DETAILS](#)

CUISINE INNOVATIONS

Spanakopita Spinach Pie

Item #6909

4/25 ct.



SUPERIOR SELECT DELI

Bulk Smokey Bacon Jalapeño Cheddar Dip & Spread
NEW Extended Shelf Life!

Item #92616

4/2.5 lb.

[CLICK HERE
FOR MORE
DETAILS](#)



SUPERIOR SELECT DELI

Bulk Smoked Whitefish Spread

NEW Extended Shelf Life!

Item #92630

4/2.5 lb.

[CLICK HERE
FOR MORE
DETAILS](#)



CUISINE INNOVATIONS

Assorted Mini Cheesecakes
(Chocolate Curls, Cherry, Pineapple, Blueberry,
Lemon Coconut, & Peanut Butter Nut)

Item #44689

2/30 ct.

[CLICK HERE
FOR MORE
DETAILS](#)



INDIVIDUALLY VACUUM-PACKED

*to preserve freshness
& lock in flavor.*



Chilean Atlantic Salmon Portions

Boneless, Skinless, IVP (1/10 lb)

68060 | 6 oz. Portions

68080 | 8 oz. Portions


HIGH LINER FOODS

FOR MORE HIGH LINER FOODS PRODUCT
INFORMATION [CLICK HERE](#)

WOOD SHOP SOCIAL

Kitchen & Bar

with Owner & Chef Jim Wood

The dream to open his own restaurant without partners has been a long-time dream for Jim Wood, Executive Chef and Owner of Woodshop Social in Mt. Pleasant, MI. The opportunity to have total creative control and make all the decisions is something that he has not taken for granted. Having grown up in Mt Pleasant himself, he was excited for the opportunity to bring something special to the area. "This town was dying for a restaurant that actually cooked everything in-house, and where they could come and have a good time and it wasn't a chain. I guess what they probably wanted was someone who actually cared about the entire restaurant." It is evident that's exactly what Chef Jim does; he cares. He cares about his employees, their happiness, and their training because he feels strongly that those things impact their ability to help provide the best experience possible for his guests. He cares about the products he purchases, where they are from, and sources as much locally as he can. Wood Shop Social's partnership with Superior Foods is something Chef Jim really values. Being a distributor who works with high integrity and great quality supplier, both locally and across the U.S., sets Superior Foods up uniquely to supply restaurants like Wood Shop Social. For Chef Jim, these types of things, along with a few others help bring to light his top priority and the question that will always remain: What overall experience is he looking to provide for those who choose to dine at Woodshop Social?

"In order to be successful, especially in this day and age, aside from having to have your hands in everything, you need to be extremely passionate about it because that shows," Wood said. He made a point in also saying that when it comes to his restaurant, being successful means far more to him than simply making a dollar. "This is my first restaurant where it's just me, so, as much as someday I would like to do that, right now the total focus is the guest experience; making sure everybody is happy and everybody leaves satisfied."

When it comes to cooking, Chef Jim loves to be creative and expand on the classical French training he learned in while in culinary school. His creativity in the kitchen and combined with his experiences of cooking a variety of worldly methods makes for something really special and unique; something that you wouldn't have normally thought to pair together, but in the end, it just works! The menu at Woodshop Social proves to be not only creative but distinctive and delicious. And with so many bourbon selections, a memorable "horseshoe" bar, and an overall tastefully aesthetic atmosphere, planning a visit the next time you find yourself in Mt Pleasant, should be at the top of your list!



Wood Shop Social (Est. 2021) | Mt. Pleasant, MI



Featured Dish

GRILLED SALMON



Chef Jim outdid himself with this dish combining both east coast inspired cuisine with the soulful flavors of the south. It features a fresh blackened and grilled Black Pearl Scottish salmon fillet, Canadian Cove Mussels from Prince Edward Island to give you some of those iconic east coast flavors. It's topped with Paul Piazza jumbo gulf shrimp and all served on spicy jambalaya rice with andouille sausage to tie everything together southern-style.

SUPERIOR FOODS PRODUCTS USED:

#9009 - Paul Piazza Gulf of Mexico Shrimp (4/5 lb.) Raw, Wild Caught, 10-15ct, EZ Peel

#68265 - Black Pearl Seafoods Atlantic Scottish Salmon Fillets (4/5 lb.) Sustainably Harvested, C+ Trim

#1233 - Canadian Cove PEI Mussels (10 lb.) Wild Caught



DOUBLE R RANCH® SIGNATURE

★ TOP 1/3 USDA CHOICE BEEF ★

CERTIFIED USDA PROGRAM

- ✓ Raised in the mild climate of the Pacific Northwest
- ✓ Includes the highest 1/3 tier of the marbling scale
- ✓ Attributes of Prime + Great Value

LEARN MORE
ABOUT DOUBLE R RANCH
& THEIR PRODUCTS

CLICK HERE



TASTE THE LOCAL DIFFERENCE.

FROM BIRTH TO BEEF

The proper care and well-being of cattle are at the forefront of the principles that Schaendorf Cattle Co. has been built on and it is what separates them from their competition. Providing proper housing, nutrition, and quality care is at the heart of creating healthy and happy cows. This care can not only be seen through their traceability practices but it can also be tasted in the quality and flavor of their beef products.

[CLICK HERE TO
LEARN MORE](#)





LOCAL FIRST

Schaendorf Cattle Co.

Allegan, MI

For nearly three decades, the Schaendorf family led by John Schaendorf has been farming in West Michigan. In 2016, John and his son, Ben, created what is now Schaendorf Cattle Co. in order to better serve customers and distributors. They introduced a transparent business model focused on exceptional animal welfare and sustainable practices. Since then they have built a reputation from these principles and their quality beef.



Schaendorf Cattle Co.
GROUND BEEF PATTIES
24/7 oz., Fresh, 85/15 Blend
Item #4341

[CLICK HERE
FOR MORE
DETAILS](#)



DeVries
MEATS INC.

CLICK HERE
FOR MORE
DETAILS

MICHIGAN **FARM** *to Table*

#88542

SKIN-OFF PORK BELLY

All Natural, Fresh
2/10 lb.



**We believe knowing where your food
comes from makes it delicious.**

- Family Owned & Operated
- Located in Allegan, MI
- Sustainably Raised Cattle
- Exceptional Animal Welfare Practices
- Fine Quality Beef



CLICK HERE

To learn more about Schaendorf burgers



Specialty Spotlight: Maple Leaf Farms



Delicious **DUCK PRODUCTS**

CLICK HERE

to explore more Maple Leaf Farms products!

Four generations and over 60 years later, Maple Leaf Farms continues its commitment to providing the most exceptional duck and duck products around. From the beginning, treating ducks right has been a top priority. From feeding to processing, Maple Leaf Farms is dedicated to the well-being and sustainability of its duck harvesting. Caring for their ducks starts with a balanced diet of grains and vegetables and allows their ducks to roam freely in cage-free barns. Processing plants are focused on reducing material waste and lowering their carbon footprint to continue to improve their farm-to-fork process.

Much like Superior Foods, Maple Leaf Farms is a family-run business that has an emphasis on doing the right thing. This means being leaders in their industry, developing and investing in their employees, and building trusted relationships with its customers.



7017 | 12/15 oz

Roast Half Duck

Fully cooked, gourmet partially boned roast half duck. Hormone and antibiotics free. Sold frozen, vacuum packaged.



90015 | 24 ct

Boneless Duck Breast

6.5 - 9.5 oz, skin-on duck breasts. All-natural, minimally processed, gluten free, hormones and antibiotics free.

MENU

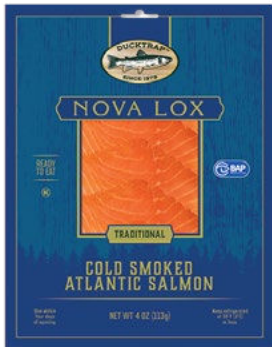
Inspirations



Smoked Salmon Crostini with Garlic Cream & Peppadew Caper Relish

The intensely rich and smoked salmon flavor is highlighted by the smooth garlic cream and the capers in this flavorful yet simple appetizer.

Featured Superior Products Used in This Recipe:



Ducktrap

Sliced Nova Lox
Cold smoked salmon,
Thinly sliced, Pin-bones
removed, Frozen
8/4 oz

Item #68448



Superior Select Deli

Bulk Garlic Cream Spread
4/2.5 lb

Item #92613



Boulart

French Baguette Bread
22/11.5 oz

Item #98161

Seared Duck Breast and Cous Cous with Cherry Habanero Vinaigrette

This hearty and healthy meal meshes the sweet heat of Food For Thought Cherry Habanero Jelly with the delectable flavor of the Maple Leaf Farms Duck Breast.

Featured Superior Products Used in This Recipe:



Maple Leaf Farms

Boneless Duck Breast
Skin-on, 4.5-6.5 oz, Frozen
32 ct

Item #90010



Food For Thought

Cherry Habanero Jelly
1 gallon

Item #6187



Soul of Creta

100% Extra Virgin Olive Oil
4/3 liter

Item #42402



Braised Corned Beef Brisket with Beer Demi & Asiago Mashers

Slow cooked Louie's Meats Corned Beef Brisket accompanied by roasted asparagus, Asiago mashed potatoes, and tied all together with a beer demi.

Featured Superior Products Used in This Recipe:



Louie's Meats
Corned Beef Brisket
Whole, Fresh, Raw
2/9 lb.
Item #91316

Bonewerks Culinate'

Chicken Demi Glace
Gluten Free
1/16 lb.
Item #91669



Simply Potatoes
Deluxe Mashed Potatoes
Fresh
4/6 lb.
Item #6669



Superior Select Deli
Original Asiago Spread
Bulk
4/2.5 lb.
Item #92610

TIPS & TRENDS



NOSTALGIA & COMFORT FOODS

Take us back to the good ole days

Whether you call it a traditional style dish or grandma's recipe, dishes that bring us back to those days of our past and days of security in our lives are in high demand. With inflation, residual impact from the pandemic, work stress, and many other parts of our lives, we are feeling a lot of anxiety. What's the best remedy for this? You guessed it...comfort food. So dig out that recipe that your mom had on the index card or start making those from scratch biscuits. Your customers will appreciate it!



QR CODES: NOT GOING AWAY

Menus, specials, and loyalty programs

Remember the days when QR codes were a thing of the past? It seemed like yesterday. As we all know they found a home during the days of six feet separation and sanitizing of everything. Unlike the daily masking that we all had to do, though, QR codes have continued past the days of Covid. The convenience and adaptability allow restaurants to make changes on the fly and can even help make the front-of-the-house run more efficiently. Some restaurants are finding alternative ways to use them other than just menus such as surveys, email signups, and daily specials. The key is to engage customers while not making a tedious task for them. QR codes can be a part of your restaurant experience, just don't let them be the entire experience.

RESURGENCE OF THE HAPPY HOUR

Back by popular demand

The pandemic put a damper on those cocktails with coworkers after work for a couple of years. Slowly but surely happy hours are coming back. With more people working from home, there has been even more of a need for that 'outside of work' type of bonding. Happy hours increased by 27% last year and look for this trend to continue throughout 2023!



COMING SOON...OUR NEW SUPERIOR FOODS WEBSITE & BLOG WITH MORE TIP & TRENDS



WHAT'S HAPPENING *at Superior Foods*

PAST, PRESENT, AND FUTURE

2022 Highlights:

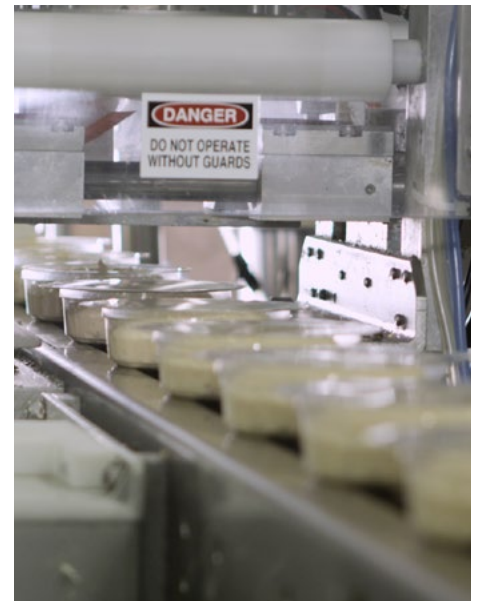
- Production growth - moved into our new 26,000 square foot RTE (ready-to-eat facility; doubling our deli production capabilities.
- Expanding our footprint - newly created Food Service sales position on the east side of the state resulted in 44 new customers last year in that region.
- Took over the Black Pearl Seafoods brand and started to import Scottish Salmon ourselves.

Continued Progress:

- Increasing our sales footprint has resulted in +82 new accounts being set up in 2022.
- Supply chain alignment has meant working with more like-minded vendors and focusing on building strong relationships with Michigan-based companies for both production and distribution.
- Automation enhancements - purchasing state-of-the-art production and packaging equipment has helped us become more efficient.

Future Opportunities:

- Growing our RTE business with more product solutions for both our retail and food service customers.
- Increasing our meat production capabilities - higher yields and more value-added items.
- Packaging and equipment that meets needs - bulk/family-sized packaging, automated production lines, and customized labeling.





Refreshed Sockeye Salmon Fillets

#68337 • 1/10 lb

Black Pearl Wild Alaskan Sockeye Salmon are known for their rich flavor and distinctive brilliant red flesh. This Sockeye salmon is a heart healthy food that is great for grilling, broiling, sautéing, baking, poaching, steaming and smoking.



CLICK HERE

for more information on
Black Pearl Seafoods Sockeye Salmon

