TASTE SUPERIOR



CUSTOMER SPOTLIGHT

The Legendary Don Hall's Restaurant Group of Fort Wayne, IN

page 6

CHEF IDEAS

Fall Flavors with River City Meats Fresh Chicken

page 9

MENU INSPIRATIONS

Seared Duck with Fig Demi, Candied Bacon Shrimp, and Pumpkin Alfredo

page 12

SUPERIOR **FALL 2026 EDITION**

Making America Healthy Again
One Label at a Time

There has been a lot of talk lately about the Make America Healthy Again movement. While much of the conversation has centered around government, regulations, and what needs to change in our food supply, I believe the real responsibility starts with those of us who actually produce the food.

At Superior Foods, this isn't something new. We've been working for several years to 'clean up' the labels on the products we manufacture. We've been taking a hard look at ingredients, questioning why certain things are there in the first place, and working to eliminate unnecessary additives, preservatives, and artificial colors. Wherever possible, we're using natural alternatives that accomplish the same thing. And we're not finished.

We are working with our industry partners to eliminate the remaining synthetic food dyes and colorings from all our recipes by the end of next year, replacing them with natural colors. Potassium sorbate and sodium benzoate are also on our hit list, and we're working to replace them with naturally derived antimicrobials. At the same time, we're looking for opportunities to add more protein and fiber to as many recipes as we can.

Through all of this, one thing remains absolutely essential … we cannot sacrifice the quality, safety, flavor, or goodness of the foods our customers have come to know and enjoy. Cleaner labels should mean better food, not compromises in what made those products great in the first place.

And it is beyond just what we do. We're challenging our suppliers to clean up their labels as well. After all, if we're using mayonnaise, Worcestershire sauce, or other ingredients in the foods we produce, shouldn't we be just as concerned about what's in those products? The answer is a resounding 'yes'! Clean food starts with clean ingredients, all the way through the supply chain. For too long, our industry has focused on making food cheaper, extending shelf life, and making products more convenient. We're happy to see that changing and are proud to be a leader in making it happen.

Things change. We all know that. It's especially true in the fresh food business. I believe we're at the beginning of another big change, and this one is here to stay. People are paying closer attention to what they eat, reading labels, and asking questions that should have been asked a long time ago. That's a good thing.

I'm proud that Superior Foods has been at the front of this movement, proving once again that we are a leader. We intend to keep challenging ourselves and our suppliers to do better and, hopefully, help move our industry in the right direction. Because good food shouldn't just taste good. It should be food you can feel good about serving to your family and guests.

As we approach the holiday season, I want to thank our customers, suppliers, and everyone who has helped make this another successful year. We are truly blessed, and we don't take those relationships for granted.

Most importantly, may we remember the greatest gift of all … the birth of our Lord and Savior, Jesus Christ.

From our Superior Foods family to yours, may God bless you with a wonderful Christmas season that brings to you true hope … and a New Year of good health, achievement, and prosperity!

JIM OSTERHAVEN
President & CEO



SUPERIOR TASTE
FALL 2026 EDITION



NEW PRODUCTS | 4



CHEF IDEAS | 9



MENU INSPIRATIONS | 12

ON THE COVER
From left: Executive Chef Mike Newsome with Dominick Meier and Ivan Mora, two of his all-star hibachi chefs, at Hall's Japanese Steakhouse concept, Takaoka.
Photo courtesy of Hall's

TABLE OF Contents

NEW PRODUCTS
Check out some of the newest products offered at Superior Foods Company!
4

SPECIALTY SPOTLIGHT
Greek Farms International: Tradition Pressed Into Every Bottle
5

CUSTOMER SPOTLIGHT
Don Hall's Restaurants, Fort Wayne, IN
6

CHEF IDEAS
Fall Flavors with River City Meats Fresh Chicken
9

MENU INSPIRATIONS
Explore Recipes for Seared Duck with Fig Demi, Candied Bacon Shrimp, and Pumpkin Alfredo!
12

ABOVE (CHARCUTERIE) BOARD
Take a look at some outstanding Michigan-based options for your next board.
14

DOWNLOAD THE SUPERIOR FOODS APP
to view and purchase the items within this TASTE!
If you are not already on the App, contact your Superior Foods Rep.

Download on the App Store
CLICK HERE
To download the App

GET IT ON Google Play
CLICK HERE
To download the App

New PRODUCTS

#10063

HARVEST OF THE SEA

Seafood Medley

23/14 oz

The ideal blend of the world's finest seafood using Asian shrimp, Indian wild-caught calamari, Argentine scallops, and Canadian Prince Edward Island Blue mussels.



CLICK HERE
To view more Harvest of the Sea products



HOPE'S COOKIES

Hope's Royal Cookie (Macadamia nuts, Coconut, and Chocolate)

#40264
213/1.5 oz

CLICK HERE
To view more Hope's Cookies products



CLICK HERE
To view more on this product



SUSHI-GRADE SASHIMI TUNA

Tuna Pieces (Frozen)

#13615 | #78003
10/1 lb | 4/2.5 lb



VOLLWERTH'S

Smoked Sausage Rope

#40039
10/13 oz

CLICK HERE
To view more Vollwerth's products



CLICK HERE
To view more Echo Falls products

ECHO FALLS SEAFOODS

Hot Smoked Coho Salmon Fillet, Cracked Pepper

#68475
12/4 oz

$5 OFF PER CASE

SPECIALTY SPOTLIGHT: Greek Farms International



Tradition

Pressed into Every Bottle

CLICK HERE
To view more on Greek Farms International

For over 5,000 years, olive oil has been created under the Cretan sun using only the finest olives. For Soul of Creta extra virgin olive oil the first crop is harvested by hand and immediately cold pressed. This old country process has been passed down from generation to generation with a passion and love of Greek traditions. Greek Farms International incorporates its high standards of quality and consistency. With each harvest, they are committed to bringing 100% natural Greek taste to your kitchen. And Superior Foods is proud to be your exclusive supplier!



42400 | 6/1 Gallon
Bari
75/25 Canola EVOO 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.



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.

CUSTOMER SPOTLIGHT:

Don Hall's RESTAURANTS

All images courtesy of Hall's







For nearly 80 years, Hall's Restaurants has built its reputation in Fort Wayne, Indiana, on a simple idea: serve a better plate of food at a price guests appreciate. Today, the family-run company continues that tradition across a collection of restaurants, each with its own personality and place in the community.

The story began in 1946, when Don Hall opened a drive-in restaurant serving classic American favorites like cheeseburgers, fries, and milkshakes. With a background in the meat business, he saw an opportunity to move into restaurants as supermarkets began changing the industry. As the business grew, so did its ambitions. *The Gas House* opened in 1958, introducing a more dinner-focused experience, followed by *The Factory* in 1972. *Takaoka*, Hall's Japanese hibachi restaurant, joined the lineup in 1978. Don's grandson Ben is now at the helm, and through generations of growth and change, the line of restaurants has continued to evolve while holding on to its commitment to quality and value. From casual burger spots to distinctive dinner destinations, each concept brings something different to the table. The company also has a knack for bringing new life to older buildings, creating restaurants with character and a sense of place.

That same hands-on approach extends behind the scenes. Hall's has relied on centralized purchasing, production, and distribution for decades, helping its restaurants maintain consistency while controlling costs. *Hall's Commissary* produces signature crowd-pleasing items like blue cheese dressing, tartar sauce, soups, and other house-made specialties, while supporting the day-to-day needs of the restaurants. For Ben, the goal is straightforward: offer a better meal than the competition without pricing guests out of the experience.

Corporate Chef Mike Newsome plays an important role in making that possible. After working in the kitchens at *The Tavern*, *The Factory*, and *The Gas House*, Newsome moved into *Hall's Commissary*, where his responsibilities expanded beyond cooking. Today, he helps oversee food purchasing, menu development, and production, bringing a chef's perspective to decisions that affect kitchens across the company. From preparing sauces and soups to sourcing ingredients, his work connects culinary creativity with the practical demands of running multiple restaurants.

Takaoka, in particular, offers a distinctive expression of Hall's approach, with its Japanese-inspired menu and hibachi experience setting it apart from the company's more traditional steak-and-potatoes concepts. It also provides a natural stage for premium ingredients sourced through Superior, including Wagyu beef, shrimp, tuna, and *Black Pearl* scallops. Strong supplier relationships are about more than price alone. They help the team balance quality, consistency, and value while finding products that work for its kitchens and guests.

After decades in business, Ben Hall remains committed to staying involved, listening to his employees, and learning from the people closest to the work. That practical, people-first philosophy continues to guide the company as it builds on its family legacy, one plate at a time.

Hall's Restaurants | Fort Wayne, IN

Featured Products

高岡 TAKAOKA

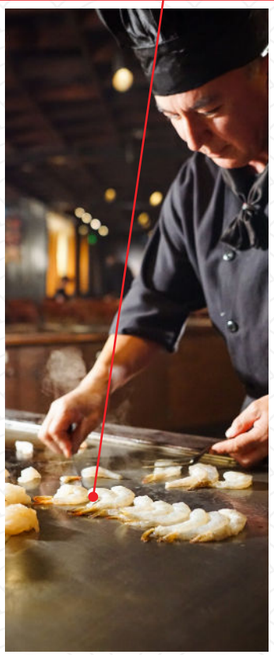
SRF

#50010
Chilean Sea Bass
Boneless/Skinless, 8 oz
1/10 lb

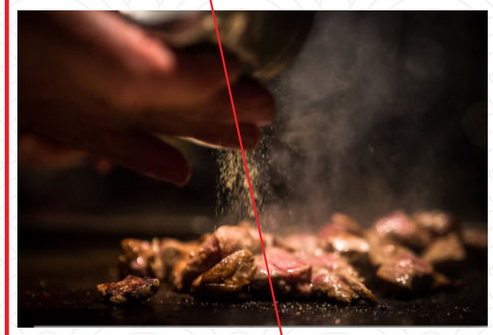
#9034
Harvest of the Sea
Raw Shrimp, Tail-On, 26-30 ct
10/1 lb

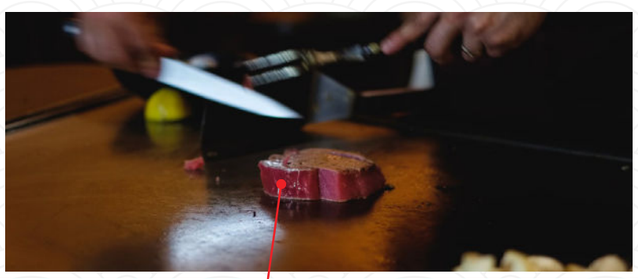
#97431
Snake River Farms
Wagyu Gold Ribeye Roll, Boneless
2/14 lb











BLACK PEARL SEAFOODS

#8253
Black Pearl Seafoods
U-15 Dry Sea Scallops
1 Gallon

#78024
Yellowfin Tuna Steak
8 oz
1/10 lb

Restaurant's Pride

CLICK HERE
To view more Restaurant's Pride products

#49120
Thyme Leaves
1/6 oz

Pure & Fresh

HANDY
TRUSTED SINCE 1894

#3119
Ultimate Crab Cake
24/3 oz

It doesn't get better than this! Handy's Ultimate Crab Cakes feature generous lumps of sweet fresh crab meat, spices and seasoning for a traditional Maryland-style treat. All Handy crab cakes are gently hand-formed for a true homemade experience.

CLICK HERE
To view more Handy products





Fall Flavors
with River City Meats Chicken

Chef *Ideas*

When cooler weather arrives, menus naturally move toward warm, comforting flavors—and chicken provides the perfect canvas for bringing those seasonal ingredients to life. Familiar, versatile, and easy to build around, **River City Meats** Fresh Chicken gives chefs the flexibility to create dishes that feel approachable while still offering something new.

For these fall-inspired plates, Corporate Chef Jeff Brandon pairs chicken with ingredients like local honey, apples, cabbage, sage, rosemary, potatoes, and leeks. The result is comfort food with a little more personality—combining familiar fall flavors with sweet heat, bold sauces, and seasonal produce.

Plate Ideas

Local Honey Mustard Fried Chicken with Sage Apples & Cabbage
Fried River City Meats chicken leg and thigh are tossed with Old Beck's Local Honey Mustard and paired with braised red cabbage and apples. Finished with crispy fried sage, the dish brings together sweet, tangy, savory, and earthy flavors in a hearty fall presentation.

Brick Chicken with Chili Crisp & Rosemary Hot Honey
River City Meats chicken thighs are cooked brick-style for a crisp, flavorful exterior, then finished with chili crisp and spicy Michigan honey infused with rosemary. Roasted potatoes and leeks round out the plate for a comforting entrée with just the right balance of sweet heat.honey, served with roasted potatoes & leeks.



#38011
River City Meats
Chicken Drumsticks, Small, 3-6 oz
2/10 lb



#38004
River City Meats
Chicken Thighs, Skin-On/Bone-In, 6-9 oz
2/10 lb



#38002
River City Meats
Chicken Thighs, Skin-On/Boneless, 7-12 oz
2/10 lb

CLICK HERE
To view more on these products and plate ideas



JEFF BRANDON
Corporate Chef

DON'T RUN OUT OF THE BASICS

DISPOSABLE ESSENTIALS

Stock Up. Serve More. Stress Less.

Food isn't the only thing we deliver. From gloves and food storage to takeout containers, can liners, and cleaning supplies, we're helping keep your kitchen stocked with the everyday essentials you rely on. Scan the QR code to explore our new Disposable Essentials sell sheet and see what we can add to your next order.

CLICK HERE
To view our line of disposable products

Schreiber

The Perfect Foundation

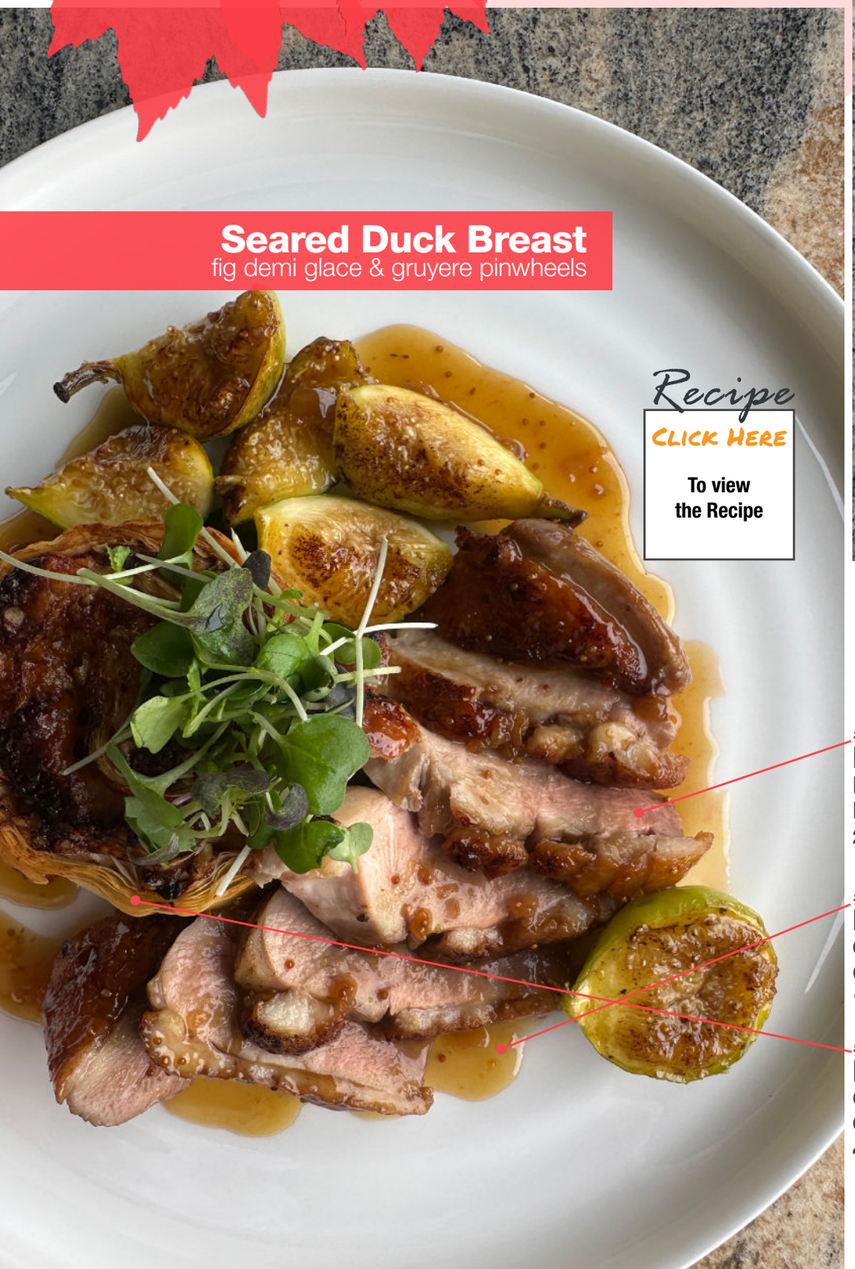
#8657
Cream Cheese Block
1/30 lb



Cream cheese has evolved from a simple bagel spread to the perfect foundation for culinary creativity across all meal parts. Its smooth, creamy texture enhances the richness of cheesecakes, brings indulgent flavor to burgers, and even adds a unique twist to sushi. As a versatile ingredient, cream cheese has become a cornerstone for chefs and food lovers alike, ready to revolutionize any menu with its endless possibilities.



MENU Inspirations
Fall Edition



Seared Duck Breast
fig demi glace & gruyere pinwheels

Recipe
CLICK HERE
To view the Recipe



Pumpkin Alfredo
panko shrimp & crispy brussels leaves

Recipe
CLICK HERE
To view the Recipe

Featured Superior Products Used in these Recipes:



#90015
Maple Leaf Farms
Duck Breast, Skin-On, Boneless, 7-9 oz,
24 ct (12/2 pks)



#91669
Bonewerks Culinarte
Chicken Demi Glace, Gluten Free
1/16 lb



#7064
Roth Cheese
Grand Cru Gruyere Cheese, Sliced
4/2.5 lb



#99785
Cheese Merchants
Grated Pecorino Romano, Imported, Frozen
4/5 lb



#9931
Eastern Fish Co.
Panko Breaded Shrimp, Tail-Off, 31-40 ct
4/3 lb



#9205
Harvest of the Sea
Raw White Shrimp, P&D, Tail-On, 16-20 ct
5/2 lb



Recipe
CLICK HERE
To view the Recipe

Candied Bacon Shrimp
apple-horseradish cream & chives

Above (Charcuterie) BOARD

Bring local flavor to your menu or market with a versatile assortment of Michigan-made and regionally sourced products. From Great Lakes smoked fish to specialty sausages, dips and snacks, these options make it easy to build a standout charcuterie board that showcases the flavors of our region.

Fish Board

#68435 Salt & Pepper Salmon Jerky **1/5 lb**
#68628 Sweet Teriyaki Salmon Jerky **1/5 lb**
#35415 Smoked Whitefish Sausage **1/5 lb**
#94041 Superior Select Deli Smoked Whitefish Spread **1/0.66 gal**
#92354 Superior Select Deli Cajun Crab Spread **1/0.66 gal**
#92467 Old Beck's Whole Grain Dijon **2/61.6 oz**
#13570 Ferris Pistachio Power Mix **12/16 oz**

Meat Board

#40079 Vollwerth's Chorizo Rope **10/13 oz**
#40037 Vollwerth's Kielbasa Rope **10/13 oz**
#40037 Vollwerth's Gouda Sausage Rope **10/13 oz**
#40143 Vollwerth's Beef Salami **18/10 oz**
#40013 Vollwerth's Cheddar & Bacon Snack Sticks **20/7 oz**
#94046 Superior Select Deli Street Corn Dip **1/0.66 gal**
#94048 Superior Select Deli Sundried Tomato Feta Spread **1/0.66 gal**
#92467 Old Beck's Whole Grain Dijon **2/61.6 oz**
#13677 Ferris Mixed Nuts **12/10 oz**





GREEK® FARMS
INTERNATIONAL

SOUL OF CRETA

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.

CLICK HERE
To view more on Greek Farms International



MICHIGAN BREAD.COM
BORN IN DETROIT

#5503
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

MADE IN MICHIGAN

Premium Demi Glace

Bonewerks® CULINARTE'

CLICK HERE
To view more Bonewerks products

Pomegranate Bordelaise

CLICK HERE
To view the Recipe

Recipe



#91668
Classic Veal Demi Glace, Gluten Free

Prepared with roasted special fed veal bones, fresh mirepoix and herbs. Simmered, reduced, thickened and seasoned.

1/16 lb