



OCTOBER 2021 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

OCT 9–13 | ANUGA
COLOGNE, GERMANY

OCT 22–26 | TUTTOFOOD
MILAN, ITALY

NEXT MONTH'S HOLIDAYS & EVENTS

time to start planning!

NOV 7 DAYLIGHT SAVINGS ENDS

NOV 11 VETERANS DAY


NOV 25 THANKSGIVING DAY

all month long...

NATIONAL RAISIN BREAD, PEPPER
& PEANUT BUTTER LOVERS' MONTH

ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

-  **ALL-NATURAL**
-  **ANIMAL WELFARE**
-  **CERTIFIED HUMANE**
-  **DAIRY FREE**
-  **EGG-FREE**
-  **FAIR TRADE CERTIFIED**
-  **GLUTEN FREE**
-  **GRASS FED**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOCAL**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**



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EUROPEAN — IMPORTS — a Sysco company

'TIS THE SEASON MADE FOR SHARING

This year, we hope the holidays return to a time of gathering around the table with cherished family and friends. From beverages and sides to desserts and baking ingredients, European Imports carries a vast assortment of specialty products perfect for entertaining. Stock up now and let your customers celebrate the season deliciously!

1883 Syrups are made in France and they start with water from the French Alps, the birthplace and inspiration of Maison Routin. The syrups feature real flavors and no high fructose corn syrup. We carry a vast assortment, but the following flavors are perfect for the holiday season: **Warm Spices, Pumpkin Spice, Cinnamon, Gingerbread, Peppermint** and **Toasted Marshmallow**.

Every holiday meal needs a bread basket, and no one does it better than **Tribeca Oven**. Whether you prefer **French Rolls, Honey Wheat Rolls**, or an **Assortment**, Tribeca Oven has you covered. The best part? They're easy to warm up and serve!



French-based **Traiteur de Paris** is a family business supporting professionals in the restaurant industry by producing high-quality catering products. The **Potato Gratin** and **Potato Gratin with White Truffle** are two easy-to-prepare, high quality options for a side dish that will go with many mains. Offering

a creamy, melting texture of potatoes and cheese, this classic accompaniment is perfect for carryout family-style holiday meals.

If you're looking for individual desserts to go alongside a family style carryout meal, try one of their unique offerings, all sitting at 3.17 ounces: **Valrhona Chocolate Lava Cake, Mango Coconut Shortbread** or **Lemon Meringue Shortbread**.

And while thaw-and-serve desserts are excellent for their convenience factor, holidays oftentimes go hand-in-hand with baking. For the professional and home baker, **Nielsen Massey** is the king of flavoring. Whether you need Vanilla Extract or Paste, or are looking for something more unique — like Almond or Peppermint Extract, or Orange Blossom or Rose Water — Nielsen Massey reigns supreme.

See the last page for several cheese, meat and dessert options, available to you exclusively through European Imports.

UNDER THE DOME

Jeff Babcock, Cheese Specialist



with grass-fed milk, non-GMO ingredients and no growth hormones, the traditional quality factors all add up to great all-natural cheese.



Why does grass-fed cheese make a difference? Old Croc uses grass-fed milk from cows fed a nearly 100 percent forage-based diet. During the grazing season dairy cows consume nearly all their dry matter from pasture. The cows may consume certain mineral and energy supplements, such as molasses, at low levels. During the non-grazing season, grass-fed milk cows must consume all forage-based feeds. These may include dried or fermented forages (alfalfa, clovers, grass) and that makes a difference — grass-fed milk provides by far the highest level of omega-3s. With clean, smooth flavors, these cheddar cheeses will be a great addition to menus and markets.

Old Croc Extra Sharp White Cheddar is aged 18+ months for a full, rich, robust flavor, not for the faint of heart. It's firm and crumbly with a fine granular texture—the true sign of an authentic, mature cheddar.

3464409 Extra Sharp White Cheddar **12/7oz.**

Stocked in IL and VA; Non-stock in TX and CA



Take a bite and get bit! When you feel like a bite, get bit! Great cheddar comes from Australia and we're launching **Old Croc Cheddars**, born in the Land Down Under. Made

Old Croc Smoked Sharp Cheddar combines the delightful 'bite' of our carefully aged sharp cheddar with the smooth, savory flavor of naturally smoked wood from apple trees for an unforgettable experience.

3464496 Smoked Sharp Cheddar **12/6 oz.**

Stocked in IL; Non-stock in TX, VA and CA



Old Croc Bites Cheddar Cheese Snacks are a delicious snack anytime. Aged 12+ months, these tasty snacks pack a rich, bold and irresistible taste, unlike any other snack cheese. Individually wrapped and ready to go, Croc Bites are only 90 calories each, making them the perfect snack.

3464467 Cheddar Cheese Snacks Bites **12/6 oz.**

(8 x 0.75 oz. pieces per bag)

Stocked in IL and VA; Non-stock in TX and CA



Old Croc Bites are also available in a bulk pack with a display box for convenience.

7165702 Cheddar Cheese Snack Bites Display

4/20/0.75 oz.

Stocked in IL; Non-stock in TX, VA and CA



Old Croc Grand Reserve Cheddar is aged 2+ years for an extra sharp, rich flavor. The texture is creamy, yet crumbly with noticeable crunchy salt crystals. A wonderful cheese for any cheeseboard, but also an uplifting experience to add to recipes, grated are shaved it is fantastic.

7165686 Grand Reserve Cheddar

2/5lb.

Stocked in IL, TX, VA and CA



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

DUCK THE ROUTINE WITH CULVER DUCK



Culver's White Pekin ducks are hatched, grown and processed within a 50-mile radius of Middlebury, Indiana – Northern Indiana's Amish Country. Culver works hard to produce the best possible duck in the market today and is confident you will enjoy the incredible taste that they bring to you through their processes.

Culver takes the necessary steps at every level to make sure each product that is produced under the Culver name meets your customers' expectations. It starts with their pedigree and genetics program, breeder operation, hatchery operation and the grow out farms, and continues to their state-of-the-art processing facility. Their ducks are 100% antibiotic free and they take a proactive and preventive approach to ensure you always experience a safe product with outstanding quality and taste.

Culver Duck is proud to be the only duck farm in North America to have earned American Humane Certified™ status. Their White Pekin ducks are raised in spacious barns where they roam freely, express natural behavior and have access to ample food and water, ensuring healthy, happy ducks. The lean composition of their ducks is ideal for the home cook ready to embrace a new and surprisingly versatile protein option for their family (and quite a nutritious one at that!).

A great option when looking for an alternative to beef, pork, or chicken. A great choice to consider for the holidays!

A great option when looking for an alternative to beef, pork, or chicken. A great choice to consider for the holidays!

7047023 Whole Duck (Frozen) **6/5.5 lb.**

Stocked in IL and VA; Non-stock in TX and CA



Partially deboned, fully cooked and roasted wing and leg.

5285368 Roasted Half Duck **12/15 oz.**

Stocked in IL, TX, VA and CA



7933494 Roasted Half Duck **12/12 oz. RW**

Stocked in IL, TX, VA and CA



A greater meat yield and less fat compared to beef, pork and chicken. Sauté, bake, grill, smoke or broil! Mild, tender and flavorful.

0129751 Boneless Duck Breast (Frozen) **6/4/6-7 oz.**

Stocked in IL and VA; Non-stock in TX



5229160 Boneless Duck Breast **24/7-8 oz.**

Stocked in IL, VA and CA; Non-stock in TX



5229178 Duck Breast **6/4/8-10 oz.**

Stocked in IL, TX, VA and CA



Fully-cooked, smoked duck breast. Cryovac pack of 4 lobes.

7165008 Boneless Smoked Duck Breast **24/6-8 oz.**

Stocked in IL, TX, VA and CA



Duck wings with a mild duck flavor.

7143494 Duck Wings **3/10 lb.**

Stocked in IL, TX, VA and CA



Perfect for slow roasting, baking, braising or grilling.

7080679 Duck Legs **1/60 ct.**

Stocked in IL and VA; Non-stock in TX



Pulled tender duck legs slowly cooked in generous amounts of rendered duck fat.

7152971 Pulled Duck Confit Meat **5/2 lb.**

Stocked in IL, TX, VA and CA



This ground duck is all-natural and all breast meat. A tasty, healthy option for burgers, meatballs or meatloaf.

9906670 Ground Duck **6/2 lb.**

Stocked in IL, TX, VA and CA



9906581 Ground Duck **9/1 lb.**

Stocked in IL, TX, VA and CA



SPECIALTY GROCERY

Salima Ghariani, Grocery Specialist

THE SECRET TO JUICY, FLAVORFUL PROTEINS



SEALS IN THE JUICES®

Family-made since 1957, the original Char Crust® dry rub was created at Al Farber's Chicago steakhouse. Every

steak served there was the best prime meat, dry-aged in their coolers, and seared to juicy perfection with their signature Char Crust. Since then, Char Crust has expanded their line to eleven unique flavors. And although it was originally created in a steakhouse, their rubs can be used on all meat and fish and with many cooking methods.

Now available through foodservice and retail, Char Crust is your secret to juicy, flavorful proteins. Just coat your meat, seafood, vegetable, or plant-protein with Char Crust, cook, and their one-of-a-kind crust will seal in the juices while delivering incredible flavor.

- **Versatile:** Use on many proteins with multiple cooking methods!
- **Clean Label, Non-GMO & Kosher**
- **Low Food Cost:** Only 4-12¢ per serving!
- **Foolproof & Consistent:** Just 2 easy steps for fool-proof, flavorful meat
- **Award-Winning:** National BBQ Association Gold & Bronze Medal Winners

Foodservice
1/7 lb. Jug



Retail
6/4 oz.



Salt
1/10 lb. Jug



Original Hickory Grilled

Rich, hickory-grilled flavor. Enhances the natural flavor of steaks without overwhelming. This is our original. Also delicious on chicken or meaty fish.

5026154	Foodservice Jug	1/7 lb.
	<i>Stocked in IL and VA; Non-stock in TX and CA</i>	
1895998	Retail Pack	4/6 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
7170580	Mini Packet	100/.18 oz.
	<i>Stocked in IL, TX, VA and CA</i>	



Original Hickory Grilled Ribeye

Roasted Garlic Peppercorn

Savory roasted garlic, fresh cracked peppercorns, other spices and a sprinkle of herbal lavender. Great with steak, fish (especially salmon), pork, chicken, and lamb.

5025145	Foodservice Jug	1/7 lb.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
5665531	Retail Pack	4/6 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
7170585	Mini Packet	100/.18 oz.
	<i>Stocked in IL, TX, VA and CA</i>	

All American Barbecue

Everything you love about BBQ is here: rich molasses, brown sugar, tomato, mustard, apple cider vinegar, a pinch of chipotle, and a wisp of hickory smoke.

5885997	Foodservice Jug	1/7 lb.
	<i>Stocked in IL, VA and CA; Non-stock in TX</i>	
1895984	Retail Pack	4/6 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
7170540	Mini Packet	100/.18 oz.
	<i>Stocked in IL, TX, VA and CA</i>	

Amazin' Cajun

A jazzy blend of piquant cayenne pepper, onion, garlic, oregano, and layers of New Orleans flavors. Brings sublime heat to catfish, redfish, chicken, shrimp, beans.

5026129	Foodservice Jug	1/6.5 lb.
	<i>Stocked in IL, VA and CA; Non-stock in TX</i>	
5665661	Retail Pack	4/6 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	

Java Buzz (Coffee Rub)

Molasses, cocoa, chiles, cinnamon, and other spices, with a pinch of coffee — wakes up beef, pork and lamb.

7170551	Mini Packet	100/.18 oz.
	<i>Stocked in IL, TX, VA and CA</i>	

SPECIALTY GROCERY, CONTINUED

Salima Ghariani, Grocery Specialist

THE SECRET TO JUICY, FLAVORFUL PROTEINS, CONT.

Ginger Teriyaki 🌱🌊🍷🍅

Sweet teriyaki, onion, garlic, spices and fragrant ginger bring exotic umami taste to this modern teriyaki interpretation. Great on chicken, pork and seafood.

5026137 Foodservice Jug 1/7 lb.
Stocked in IL, TX and VA

0460915 Retail Pack 4/6 oz.
Stocked in IL, TX and VA; Non-stock in CA

Hickory & Molasses 🌱🌊🍷🍅

Deep, rich molasses. Not too sweet, with a hint of smoke. Pair this award-winning twosome with pork (chops, roasts, or tenderloin), chicken or turkey.

5026145 Foodservice Jug 1/7 lb.
Stocked in IL and VA; Non-stock in TX and CA

5665577 Retail Pack 4/6 oz.
Stocked in IL, TX and VA; Non-stock in CA

Southwest Chipotle 🌱🌊🍷🍅

Smoky, rich, a bit sweet, then BANG, the spicy kick of ancho and smoky chipotle chile. Enjoy with chicken, pork, beef (fajitas!), bison (burgers!).

5025659 Foodservice Jug 1/6.5 lb.
Stocked in IL, VA and CA; Non-stock in TX

1896028 Retail Pack 4/6 oz.
Stocked in IL, TX and VA; Non-stock in CA

Roto (Rotisserie) Roast 🌱🌊🍷🍅

This versatile roasting rub is a complex blend of Spanish paprika, French rosemary, Italian basil, and 12 other herbs and spices. Perfect on roasts or rotisserie poultry, prime rib, and potatoes.

1896012 Retail Pack 4/6 oz.
Stocked in IL and VA;

Jamaican Jerk 🌱🌊🍷🍅

Deep, rich, distinctive jerk flavor with spicy heat... spices, blended with premium garlic, onion, molasses, mesquite smoke, chiles, and hibiscus.

7015683 Foodservice Jug 1/7 lb.
Stocked in IL and VA; Non-stock in TX and CA

7015628 Foodservice Shakers 2/20 oz.
Stocked in

CHAR CRUST SALT COLLECTION

7659747 Pink Curing Salt 1/10 lb.
Stocked in IL and VA; Non-stock in TX and CA

7367404 Plain Sea Salt 1/10 lb.
Stocked in IL, TX and VA; Non-stock in CA



Original Hickory Grilled Chicken



Ginger Teriyaki Ahi Tuna Salad



Roasted Garlic Peppercorn Chicken



Hickory & Molasses Pork Tenderloin

SPECIALTY GROCERY

Salima Ghariani, Grocery Specialist

STICKY FINGERS BEGINS WITH A RECIPE



Perseverance, flexibility, and a winning scone recipe helped this duo pioneer the specialty baking mix category.

Tom Owens and Ted Vogelmann never intended to build a specialty food business. After nearly 15 years in the restaurant industry, the two fraternity brothers set their sights on opening a local bakery in San Diego, California. But by paying close attention to their customers, they landed on a winning recipe—and in doing so, pioneered one of the first specialty baking mixes to be sold commercially.

Setting Out on Their Own

Tom and Ted met at the University of Maryland in 1967. After college, Ted landed a job working as a general manager at a restaurant in San Diego. He asked Tom to join him there, and in 1975 they began managing restaurants together. After one too many late nights working for someone else's business, Tom and Ted decided to head out on their own.

On the hunt for entrepreneurial ideas, a successful local bakery caught their eye. "It was a walk-up bakery that primarily sold cinnamon rolls," Tom, 66, recalls. "They'd pump the smell out and the lines went on forever." The cinnamon rolls were irresistible, and so was the business formula—so much so that the partners decided to model their new enterprise on it.

In January 1987, the duo took a lease on a former shoe store in North Park, San Diego, and set about renovating the space. Sticky Fingers Bakery opened for business that May. "We thought we were going to make our stamp as a two-man operation and then eventually franchise it," Ted remembers.

Tweaking the Recipe

For the first month, the bakery was slammed with customers. Then the pace started to slow—between the two local bakeries, people were getting burned out on cinnamon rolls. "When we did the demographics, we didn't understand that it was the same people," Tom explains. "The customers started coming in and asking, 'Are you going to do muffins or anything else?'"

They quickly responded to the requests and expanded their offerings into a wide range of baked goods, including cookies, muffins, and croissants. But that October a recession hit, and Ted and Tom had to innovate yet again. To increase their revenue, they started selling wholesale to local hotels and Starbucks stores.

One day, a customer walked in and asked if they'd be willing to develop a scone for him. Tom was ready for the challenge. Though he didn't have much experience with scones, he knew exactly how to workshop a recipe with a customer to make sure the bake was right. "I remember going to the library and looking up scones," Tom says. "This customer was very particular. It took a long time and a lot of back and forth, but I finally figured it out." Tom and Ted's open-minded dedication to their customer's request gave the team the scone recipe that would form the basis of their whole specialty food business.

From Bakery to Bag

Despite having developed the perfect scone, Tom and Ted were still struggling to stay afloat. To keep up with wholesale demand, they hired more people, eventually ending up with 14 employees by 1989. "Not only did we have bakers on site, we had employees who went out into the business neighborhoods, selling baskets of pastries. At that point, it was obvious that we weren't going to make it," Ted states.

To simplify the production process, they created pre-made mixes for their bakers, but the team still found themselves working from 4 a.m. until 10 p.m. every day. The moment they got back from making deliveries, orders were coming in for the next day.

So they came up with an idea. By making their recipe easy on their bakers, they had also made it easy for customers at home. They could tweak the mix to a just-add-water recipe, package it up, and sell it wholesale. It was a risky idea: At the time, there weren't that many specialty food stores—and even fewer packaged baking mixes on their shelves.

Undeterred, the team approached the manager of their local Cost Plus World Market, and offered to do demonstrations for customers every Saturday morning. Their gamble paid off, and product started flying off the shelves.

SPECIALTY GROCERY, CONTINUED

Salima Ghariani, Grocery Specialist

STICKY FINGERS BEGINS WITH A RECIPE, CONT.

But they still had a lot to learn. For nearly three years, Tom and Ted continued to operate the retail bakery and the specialty food business at the same time. Nights were spent putting labels on bags in front of the television. “We were making so many mistakes. We were tying the little baggies ourselves,” Tom laughs.

Their hard work paid off in 1992, when Cost Plus ordered Sticky Fingers mixes for their 40-plus stores. It was a vote of confidence that freed Tom and Ted to sell the retail bakery and move their families up to Spokane, Wash. With the right recipe, a little bit of capital, and a new home base, Sticky Fingers Bakeries was finally ready to sell their mixes to retailers across the country.

Scaling the Business

First, Tom and Ted focused on building up a national broker and distributor network. They leaned on the generosity of professionals who were already working in specialty food—starting with an especially kind broker from Cost Plus. “We learned a lot from him. How to handle buyers, how to price things,” Ted remembers. Thanks to the early support from these industry experts, they built a strong, trusted network that continues to help push sales along.

They also settled their struggles with production, forging a relationship with a co-packer who has, luckily enough, experienced business growth at about the same rate as Sticky Fingers. “Their growth coincided with ours and we’ve been with them ever since. It’s rare, and we’re really fortunate,” Tom explains.

Keeping Close to the Customer

Throughout the years, Tom and Ted have focused on the customer. “We’ve always been very conscientious about customer response to the product. That’s paramount,” Tom says. If customers call Sticky Fingers to complain about too much baking soda in the product, they take the feedback very seriously, working hard to determine the root cause of the issue.

That said, trends catch fire much faster than they used to, and customers are often tough to please. “The business has changed so much because of social media. Everything has to be non-GMO, sustainable—and all of these different things come up fast now. You don’t have a lot of time to react to it. Everybody’s on board instantly,” Tom explains.

Despite the challenges, feedback is still the most important part of their business model.

Their customers also help them keep track of long-term trends versus the market’s passing whims. “We thought gluten-free was just a fad. We weren’t alone—a lot of people felt that way,” Ted remembers. “But so many of our customers said, ‘You have to come up with a gluten-free mix,’ that it was pretty obvious that we should. Again, it’s about customer service.”



But aside from the gluten-free mix, Sticky Fingers’ line hasn’t strayed too far from the original line up. Below are the items available from Sticky Fingers.

The below items boast then following attributes:



1661740	Gluten Free Lemon Scone Mix <i>Stocked in IL and VA; Non-stock in TX and CA</i>	6/14 oz.
1661754	Gluten Free Blueberry Scone Mix <i>Stocked in IL and VA; Non-stock in TX and CA</i>	6/14 oz.
3295533	Cherry Chocolate Chip Scone Mix <i>Stocked in IL and VA; Non-stock in TX and CA</i>	6/16 oz.
3421528	Glazed Maple Oat Scone Mix <i>Stocked in IL and VA; Non-stock in TX and CA</i>	6/16 oz.
1438496	Raspberry Scone Mix <i>Stocked in IL, TX and VA; Non-stock in CA</i>	6/15 oz.
1494639	Tart Cherry Scone Mix <i>Stocked in IL, TX and VA; Non-stock in CA</i>	6/16 oz.
1721952	Chocolate Chip Scone Mix <i>Stocked in IL and VA; Non-stock in TX and CA</i>	6/16 oz.
1721986	Lemon Poppyseed Scone Mix <i>Stocked in IL, TX, VA and CA</i>	6/15 oz.
1722006	Original Scone Mix <i>Stocked in IL, TX</i>	6/15 oz.
1700646	Irish Soda Bread <i>Stocked in IL, VA and CA; Non-stock in TX</i>	6/16 oz.

The below item boasts then following attributes:



0502623	Blueberry Scone Mix <i>Stocked in IL, TX and VA; Non-stock in CA</i>	6/18 oz.
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FOR THE PASTRY CHEF

Cat Carp Wall, Pastry Specialist



LECOQ CUISINE









Founded in a small rented kitchen space in Port Chester, New York in 1991, Lecoq Cuisine has

grown to be the preeminent manufacturer of fine French pastries in the United States. It was established by pastry chef/baker Eric Lecoq whose mission was to create a "proof and bake" as well as a "ready to bake" croissant for the commercial marketplace. Using only the finest quality ingredients and the most innovative manufacturing methods, Chef Lecoq's passion brought the hand of the skilled pastry chef and the traditional flavor and flaky crispness of the butter-laced croissant to a cost-effective, frozen pastry. Below are a few highlights of Lecoq Cuisine.
















- **History:** 20 years of superior products and exemplary service
- **Innovation:** It took 3 years to master the synergy between the recipe and the automated production line to create a commercial product that says "hand-made"
- **Ingredients:** Quality without compromise! No trans-fats! Only the finest ingredients are used in the manufacture of all Lecoq Cuisine pastries: 100% pure butter, French chocolate, Madagascar vanilla, signature blended flour with depth of taste. We begin with perfect ingredients to create the perfect product!
- **Shelf life:** Once frozen, the shelf life of all of the pastries manufactured through the signature Lecoq Cuisine process is from 3 to 9 months
- **Final shaping:** All pastries receive a final hand shaping
- **Standards:** Every batch is sampled for quality control prior to release
- **Cleanliness:** Company standards and procedures exceed all United States, state, and local government regulations; state of the art facilities managed with positive-air pressure
- **Customer service:** On-time delivery guaranteed; custom work; warm, friendly service
- **Distribution:** North America and into the Caribbean and Latin America
- **Cost:** Very affordable luxury

ONLY THE FINEST FROM LECOQ

Dough:

7063185	Croissant Dough Sheets <i>Stocked in IL, VA and CA; Non-stock in TX</i>	1/10 ct.	   
1428830	Croissant Dough <i>Stocked in IL and VA; Non-stock in TX</i>	1/42 lb.	
0389678	Danish Dough Slab <i>Stocked in IL, TX and VA; Non-stock in CA</i>	2/19 lb.	
8429391	Puff Pastry Half Sheets <i>Stocked in IL, TX, VA and CA</i>	1/16 ct.	 

Croissants:

1412935	Large Croissant <i>Stocked in IL, TX, VA and CA</i>	64/3 oz.	 
6457814	Medium Croissant <i>Stocked in IL, TX, VA and CA</i>	80/2.2 oz.	 
6457802	Small Croissant <i>Stocked in IL, TX, VA and CA</i>	105/1.6 oz.	 
0465132	Almond Croissant <i>Stocked in IL, TX and VA; Non-stock in CA</i>	90/2.6 oz.	 
1412927	Large Chocolate Croissant <i>Stocked in IL, TX, VA and CA</i>	105/2.88 oz.	
6531267	Medium Chocolate Croissant <i>Stocked in IL, VA and CA</i>	90/2.2 oz.	
6451294	Small Chocolate Croissant <i>Stocked in IL, TX, VA and CA</i>	240/1.1 oz.	
8331763	Bacon and Egg Croissant <i>Stocked in IL, TX, VA and CA</i>	45/3 oz.	
8331641	Ham and Cheese Croissant <i>Stocked in IL, TX, VA and CA</i>	45/3 oz.	
8544746	Spinach and Ricotta Croissant <i>Stocked in IL, TX, VA and CA</i>	45/3 oz.	 

Danishes:

4987527	Small Apple Danish <i>Stocked in IL, TX and VA; Non-stock in CA</i>	280/1.3 oz.	 
1867617	Small Apricot Danish <i>Stocked in IL and VA; Non-stock in TX and CA</i>	126/1.45 oz.	 
6908044	Small Blueberry Danish <i>Stocked in IL, TX and VA; Non-stock in CA</i>	240/1 oz.	 
7714571	Large Cheese Danish <i>Stocked in IL, TX, VA and CA</i>	98/2.7 oz.	 
7665946	Small Cheese Danish <i>Stocked in IL and VA; Non-stock in TX and CA</i>	270/1 oz.	 
1428954	Small Cinnamon Danish <i>Stocked in IL, TX and VA; Non-stock in CA</i>	216/1.4 oz.	 
7979836	Small Mixed Nut Danish <i>Stocked in IL and VA; Non-stock in TX and CA</i>	189/1.5 oz.	 
1428972	Large Raisin Danish <i>Stocked in IL and VA; Non-stock in TX and CA</i>	98/3.5 oz.	 
7980194	Cinnamon Bun Brioche <i>Stocked in IL, TX and VA; Non-stock in CA</i>	90/2.25 oz.	 
1428873	Raspberry Bear Claw <i>Stocked in IL and VA; Non-stock in TX and CA</i>	210/1.25 oz.	 



INDUSTRY TRENDS
Retail & Foodservice

TODAY'S SPECIALTY FOOD CONSUMER: TAKEAWAYS AND INSIGHTS

TODAY'S SPECIALTY FOOD CONSUMER AT A GLANCE

Sales of specialty food and beverages remain strong in 2021. With 73 percent of adults reporting that they buy these products, signs point to a resilient industry. COVID-19 and its repercussions haven't deterred consumers from the likelihood that they'd buy specialty food and beverages. In fact, specialty food consumers spent more than ever (38 percent) of their total food dollars on specialty products.

COVID has seemed to impact consumer sentiments. A prevailing trend exists among all consumers that points to general lassitude. Ultimately, we don't believe that the downturn in enthusiasm is a setback for the specialty food industry. Sales in many specialty categories thrived this past year, which is a good sign of the strength of this industry. Let's dive deeper into Specialty Food Consumers.

WHO THEY ARE

Since 2018, millennials and Gen-Xs have seen the biggest gains in specialty food usage, making them key generations in this industry. Gen-Zs and Boomers haven't seen any growth since 2018, though Gen-Zs were already very likely specialty food consumers, generationally.

WHAT THEY BUY

Consumer participation in all specialty food and beverage companies has gradually increased over the past three years. Sweet and savory snacks including ice cream and frozen desserts (+20pts) and salty snacks (e.g., chips and pretzels) (+22pts), led the biggest percentage point jumps since 2019. Meat, poultry, and seafood (raw) was also up significantly (+21pts).

WHERE THEY SHOP

Supermarkets are still the leading retail channel where specialty food consumers shop, but they are dropping as mass, clubs, and discount outlets gain ground. Discounters have become increasingly popular as well (+4 pts).

TAKEAWAYS AND INSIGHTS

- 1. Diversity and sustainability support.** Younger consumers care deeply about products from diverse suppliers, including women-, BIPOC-, LGBTQ-, veteran and disabled-owned businesses, as well as those that are better

- for the environment (sustainable, upcycled, etc.), and they show it with their food dollars.
- Supermarkets' generation gap.** Traditional supermarkets, long the top channel for specialty food sales, are experiencing a generation gap that could shift the market in no time. While Boomers far and away prefer supermarkets to buy specialty food and beverages, the channel sees a significant drop with Gen-Xs, and gradually diminishes in popularity with younger generations. Convenience, discounters, clubs, and wine and liquor ventures are on the rise, a situation that will grow as more Gen-Zs reach adulthood. Supermarkets that flourish are likely those focused on convenience, local and small formats.
- New online audiences.** The online grocery consumer landscape shifted in 2021 to bring in many more mature adults. Specialty brands must modify their marketing focus online beyond Gen-Zs and Millennials. Gen Xs are a generation to focus on. They upped their online orders significantly during COVID, and likely have the greatest need for online ordering over the next year.
- Generational messaging.** Specialty brands should tailor and emphasize messaging to different generations. Older generations want to hear more about products' quality ingredients, while younger generations resonate with new and interesting innovations. Choosing products with health in mind is universally important to all generations, even more so as a result of the pandemic.
- OK Boomers!** Boomers' buy-in have been strong during the last two years. While it's true that they're less likely than others to be specialty food consumers, when they do engage, they're among the most likely to buy given categories at least occasionally. Targeting Boomers is an under-tapped opportunity for specialty companies, with so much emphasis often placed on young generations.
- Impulsiveness lives.** Specialty food makers and retailers shouldn't underestimate the "x" factor — impulse purchasing. Even in a year that severely impacted food discovery, with consumers reducing shopping trips, limiting browsing, and curtailing time to be curious, some 30 percent of specialty food consumers made impulsive specialty purchases. Numbers have consistently risen over the last four years.

HOLIDAY EXCLUSIVES

AMBER VALLEY

Imported from England

Derby cheese has been made in England since the 16th century. In the 17th century, the custom of adding sage (an herb valued at the time for its health-giving properties) to Derby cheese was started. Sage Derby was traditionally served at harvest time and at Christmas. This is a colorful cheese, perfect for the cheese board.

0600064 Sage Derby Wheel  **1/9 lb.**

Stocked in IL, TX, VA and CA

8872996 Sage Derby Cuts  **1/9 lb. RW**

Stocked in IL and VA; Non-stock in TX and CA

Starting with the same Derby cheese, this time Port wine is added. The cheese and wine are perfectly balanced. The pink marbling lends a touch of color to any cheese board


1878273 Port Derby Half Wheel   **4/2.5 lb.**

Stocked in IL, TX, VA and CA

7663677 Port Derby Cuts  **1/10 lb. RW**

Stocked in IL, TX and VA; Non-stock in CA


This Blue Stilton is made in the heart of Leicestershire, England. Blue Stilton is often referred to as the "King of Blues." It is a crumbly yet buttery, smooth, and creamy cow's milk cheese that melts beautifully. Its full-rounded qualities enliven salads and hors d'oeuvres, soups and sauces, as well as meat, vegetables and fruit dishes.

1753086 Stilton Whole  **1/17 lb.**

Stocked in IL, TX, VA and CA

4189298 Stilton Half Wheel  **1/8 lb.**

Stocked in IL, TX, VA and CA

9641150 Stilton Portions  **12/5.3 oz.**

Stocked in IL, TX and VA; Non-stock in CA

Wensleydale is a lovely white curd, cow milk cheese. Slightly tart cheddar-style cheese made by the only true original Wensleydale producer still manufacturing. Tartly sweet with the addition of cranberries.

9918749 Wensleydale with Cranberries  **2/2.5 lb.**

Stocked in IL, TX, VA and CA

LIFE IN PROVENCE

Imported from France

Life in Provence brings the magic of Provence into your home with a full range of specialty foods, including several French cheeses.

Camembert is at the heart of French culture. Its soft, creamy interior has a hint of mushroom flavor, covered in a bloomy white rind.



7013705 Camembert   **6/8 oz.**

Stocked in IL, TX, VA and CA



Brie is Camembert's half brother. In fact, most French families have both a brie and a camembert enthusiast, so cheese platters will nearly always have both! Life in Provence makes a double crème brie, making it more buttery and indulgent, with a well-rounded mushroom flavor.

1699816 Double Crème Brie Wheel   **2/7 lb.**

Stocked in IL, TX, VA and CA

7106935 Double Crème Brie Wheel   **2/2.25 lb.**

Stocked in IL, TX, VA and CA

1444423 Double Crème Brie Cuts   **1/7 lb. RW**

Stocked in IL and VA; Non-stock in TX and CA

Looking for a dessert to serve at the end of your holiday meal? Try this assortment of Life in Provence Truffles, the perfect two-bite sweet treat for a little indulgence.

7931761 Life in Provence Truffles   **1/192 ct.**

Stocked in IL, TX, VA and CA

RAISIN RIVER

From the United States

Whether you're serving brunch or dinner for the holidays, Raisin River has you covered. With several bacon options, ham for the carving station, or even an elegant entrée like Duck Leg Confit, Raisin River is sure to impress.

1402670 Jambon Francais  **1/15 lb.**

Stocked in IL, TX, VA and CA

1439197 Black Forest Ham  **2/9-10 lb.**


Stocked in IL, TX and VA

1689783 Slab Bacon  **2/4-6 lb.**

Stocked in IL, TX, VA and CA

3137605 Smoked Bacon Slices  **2/5 lb.**

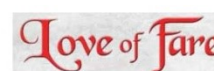
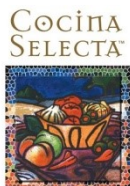
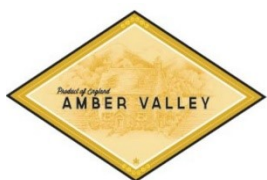
Stocked in IL, TX and VA; Non-stock in CA

1467432 Smoked Bacon Slices  **12/12 oz.**

Stocked in IL, TX and VA; Non-stock in CA

1922347 Duck Leg Confit    **12/2/6-7 oz.**

Stocked in IL and VA; Non-stock in TX and CA



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