

DELCO FOODS



SERVICE CONSISTENTLY FOR SUCCESS

By Peter Thor,
President Bellissimo Foods

Much has been written about the importance of consistent food quality, but what about service? With respect to both your customers and your distributor, the #1 priority of restaurateurs besides price must be consistent service. Consistent service really goes beyond just timing, however, and includes the importance of friendly and knowledgeable service. This is absolutely true in all service businesses and is a critical ingredient for your success.

According to Technomic Inc. which surveyed pizza restaurant customers across the country, 49% of customers typically order the same type of pizza every time. Interestingly, 31% also said they are willing to pay more for gourmet pizzas and specialty ingredients and toppings. Also good for independent operators, 43% of respondents said that the chain restaurants all had very similar offerings. All this creates an opportunity for independent pizzeria operators and small chains to differentiate themselves from the national chains via your food and service.

ing welcoming and attentive service. Service, as well as food must be a differentiating factor for a successful independent pizzeria. Perhaps your service point of difference is "greeting people with a smile and hello right when they come in the door", then make it consistent and an expectation in your staff training. Others differentiate consistently by emphasizing their local community via sponsorship of teams or participation and promotion with local schools. It is very important to encourage direct communication between the owners and service staff and customers. What are your service points of difference? Can you write them down and make them part of your consistent service?

National chains deliver cheap prices, heavy promotional discounts/coupons, and consistent food quality. It may not be very good, but the food is consistently not very good. We must be better in both service and food quality.

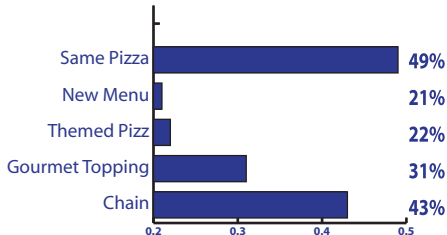
Your relationship with your distributor should really be the same as between your customers and your restaurant. Whether you receive deliveries once, twice, or three times per week, getting consistent service is paramount to your success. So too is the relationship with your distributor. Trusting them for service, sourcing quality products and fair pricing is all about consistency. Service means accommodating your occasional problems and taking your priorities into consideration. While size may be a consideration for some operators, there are a number of distinctions which should set a distributor apart from their competition.

tion; e.g. Sysco, U.S. Foodservice, PFG, etc. Belonging to the Bellissimo buying group enables your local distributor to specialize in authentic pizza, Italian, and internationally sourced products; competitively priced. Bellissimo distributor sales reps receive extensive product training and have lots of product information at their fingertips. Ask them for their knowledgeable advice.

Service is more important than ever. Savvy operators will develop a strong relationship with one distributor over others, taking advantage of their experience and extra services. Many distributors can source or print custom boxes, make special cheese special blends, and even assist with menu planning and new product introductions. Because your locally owned distributor doesn't have to deal with a corporate bureaucracy and stifling rules, they can often be more flexible with respect to product sourcing, multiple deliveries, and consistently meeting your priorities because you are an important customer. Independent distributors mostly service independent restaurants whereas broadliners place their priorities on servicing chains; the very restaurants you must compete against.

In these difficult economic times, even the best operators are challenged to review both products and services. Making adjustments to improve what we do has never been more important than now. Your distributor also faces the same challenges, and you'll find a ready partner if you reach out to your Bellissimo distributor, and work together to offer the best and most consistent dining experience for your customers. Conditions are improving, albeit slowly, but they are improving. Let's use this time to do the same.

1. Typically purchase the same type pizza every time
2. New Menu items influence where I buy pizza
3. Usually try new themed pizzas at least once
4. Willing to pay more for gourmet Pizza toppings
5. Chain restaurants all have similar offerings



Since we visit a lot of pizzerias, a very common comment we hear from patrons is the importance of a friendly, family type atmosphere. Making customers feel comfortable is all about consistently deliver-

Independent, locally owned distributors, just like independent restaurant operators, must offer better, more authentic products and better service than the "broad line" competi-





Distributor News

By Daniel Thor,
Marketing Manager

As a restaurant operator, you are constant being bombarded with new products, different distributors, and price changes that can be overwhelming. This article is a collection of recent information to give you a look into the distributor's world, thus giving you an insight into why the prices of products are changing, what new regulation and trends are on the horizon, and hopefully equipping you with some useful knowledge on how to plan for the future.

Operator Trend:

At a restaurant conference in Chicago last week, several restaurants announced that their Facebook and Twitter followings had jumped from a couple hundred to tens of thousands. This increase in social media popularity has a real impact on profits, and can be a meaningful way to build your brand. An online presence can give you a dialogue with your customers, both loyal and new. It's a good way to get people talking about your restaurant and give yourself a reputation. We suggest letting people know about daily specials, advertising a new menu item or even offering a coupon using Facebook and Twitter, but let people know you have a presence in social media by stating it on your menu or any print advertising you do.

Distributor Trend:

Prices of wholesale food items rose again in the month of September, mainly due to the increase in meat and poultry. Wholesale food prices were up 5.1% from last year. There are several reasons for the increase, one being the increase in corn which is used primarily to feed livestock, but energy has also increased .5% over last year, adding to the rising trend. These prices were slightly higher than expected after the rise in commodity prices in recent months, and are probably the reason you are seeing higher prices in your area.

Although you might be seeing higher wholesale prices, there could be some good news headed your way. Reports show that consumer restaurant spending has stabilized in September, leading to a higher average check per customer. Although the report states that consumers are still looking for discounts, the foodservice industry has reported a 12.7 percent gain in transactions for September, the highest increase in 18 months. We suggest to stay vigilant in your advertising, and try to make competitive offerings in the form of coupons, or promotions.



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Chef's Corner

We're using seasoned pans and after washing them they've started to peel their finish. What did we do wrong?

Pans that have been seasoned by applying oil to the pan and baking it in the oven until the oil polymerizes and forms a varnish like finish that at first starts out with a golden brown color and with continued use turns to a rich, dark (almost black) color, should never be allowed to soak in any kind of water as part of the washing process. Soaking of the pans can allow water to penetrate under the seasoned finish, causing it to come off the pan in sheets like a bad sunburn. This gives the pans a bicolor appearance, part silvery (the raw metal) and part where the seasoning is still adhering to the pan. This will result in heat being reflected from the silvery portion of the pan, and more absorbed by the



portion with the seasoning still intact. The result is an inconsistent bottom bake on the pizzas. Even worse than this though is the fact that those sheets of varnish like material are going someplace, and that someplace might be on the bottom a pizza that you've just baked for a customer. If you can get away with just wiping out the pans at the end of the day with a clean cloth, that's great. Just wipe them out, and put them away for later use. If you can't do this, and find that you must wash your seasoned pans, here is my procedure for washing seasoned pans. This procedure has served me well for many a year, and since I've been using it, I've not had a single case of peeling finish on any of my seasoned pans.

To wash your seasoned pans, grasp a pan in one hand and dunk it into hot soapy water, with a nylon bristle, short handle pot brush in the other hand, gently scrub out the inside of the pan, immediately dip the pan into rinse water, followed by a sanitizing rinse, then invert the pan and run it through your oven with the temperature set at about 400F, leaving it

in the oven just long enough to thoroughly dry the pan. Repeat this with each pan to be washed. Resist the temptation to toss a couple of pans into the soapy water, or you'll end up with peeling pans.



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The Season of Giving

The holidays are a time of giving gifts and sharing great food. Why not combine the two and order delicious, high end foods from Delco Foods to give as presents this holiday season? We have a variety of specialty items you can combine to create elegant gift baskets or order a single item and wrap in a beautiful paper. Be sure to give Delco Foods enough notice to have your items in time. Below are some of our stand-outs for the season; for a complete listing of gift ideas, please visit us at www.delcofoods.com or contact Theresa Wells at twells@delcofoods.com. We wish you a happy holiday season!

#1002402 Smoked Whole Pheasant 3/2 lb avg
Succulent – never tough – with a mild, delicious flavor.

#1002401 Smoked Bnls Duck Breast 6/13 lb avg
Sweet, smoky and utterly delicious.

#1002400 Smoked Whole Chicken 3/3 lb avg
Hours of smoking give an ultra-tender texture and unbelievable taste.

#1002400 Smoked Whole Duck 3/3 lb avg
The perfect entree for your special dinner or buffet.

SPECIAL* Honey Glzd Spiral SI 1/2 Ham 1/6-9 lb
Accented by a hand-applied honey glaze.

#1002361* Honey Glzd SI Turkey Breast 2/6-9 lb
Smoked over embers of Wisconsin Applewood for 24 hrs.

#1002358 Bacon Smoked Sliced 16-20 16/12 oz
This bacon was named the “caviar of bacon” – so good!

#1002343 Cracked Marinated Olives 6/290 gr
Marinated with fresh Sicilian vegetables, wild oregano, olive oil and garlic

#1002340 E.V. Sicilian Olive Oil 6/1 liter
The most genuine oil possible with a cloudy, green color.

#1002341 Sicilian Organic E.V.O.O. 6/500 ml
Made only from olives harvested from certified fields.

Want something out-of-the-ordinary? Purchase a case of this Sicilian olive oil packed in tins (#1002342). Great in gift baskets!

**Special Order Item - Please allow extra time for delivery.*

MARKETING CORNER

January is typically a slow time in the restaurant world. Why not set a promotion in motion today to drum up business during this dreary winter month? This tactic is called “The Secret Envelope” or “The Secret Santa”.

Here’s how it works:

You give your guests a sealed envelope with a prize inside. They can’t open the envelopes themselves (and if they do, they forfeit the prize). They have to bring it back to your restaurant in January and have your staff open it.

The prizes that you create for this contest can be as small as a free coffee /dessert /appetizer to something quite large like a \$500 gift certificate. Obviously there will be one large grand prize and many smaller ones.

If done right, you’ll see a stampede of customers in January!

Remember to follow [delcofoods](https://twitter.com/delcofoods) on Twitter!

Comments, Questions & Suggestions

Please contact us toll free at **800.536.1234**, locally at **317.876.1951**, or visit us online at www.delcofoods.com. We truly value your opinion.

As always, our number one goal is to keep you happy. Our newsletter is just one way we share new information about the products and services we offer, as well as industry news we think may be interesting and useful. For personal service and support, please contact your Delco Foods sales representative.

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Gourmet Pizza: Go Gourmet, Grow Gourmet

You probably already know that the battle for market share in the pizza segment has become increasingly important in the slow economy. This has become very apparent, at least in the Rocky Mountains. The foodservice pizza industry can easily be broken down into three primary categories: Budget Pizza, Fast Casual Pizza and Gourmet Pizza. Gourmet Pizza can be found almost



anywhere as its popularity increases; however, most often you will find it coming from the kitchens of well-versed chefs who use fine ingredients. Pizza has earned a place on the menu of many high-end restaurants. Consumers demand it, it sells, and it has a higher check average.

Three Distinct Market Segments

Budget Pizza: Targeted to be fast, hot and inexpensive. Coupons and deals drive the sales and frequently kids make the decision to order. Menu expansion (wings, for example) is an attempt to grow the unit sales because pizza sales have peaked to their consumers.

Fast Casual Pizza: While cost is always important, quality comes first and this pizzeria segment serves the standard 15 to 20 toppings. Many operations are considered the local favorite and their customers are loyal. There are pizza operators in this segment producing gourmet pizzas, but in many cases the menu has been the same for years. Since there is a lot of success, there is no reason to change. Sales remain pretty stable and the operator sees the same customers week after week. Life is good! Don't forget, however: "If you stand still long enough, you will fall over in time."

Gourmet Pizza: Gourmet pizza offers an exciting alternative that an operator can phase into. By dedicating a small section of the menu to gourmet selections and

experimenting, you may find your sales growing and your customer base expanding. The refined palates of aging baby boomers creates a demand for gourmet pizza, as do the kids who grew up on budget pizza and are ready to leap into something better. There is a coffee company from Seattle that proves my point. Loosely defined, gourmet can include both authentic ingredients and traditional recipes, like Pizza Margherita, or new creations using high-end ingredients.

Chefs and knowledgeable restaurateurs have recognized the need to serve up America's favorite food in a classic and authentic way, as well as by adding some unique twists. A growing number of independent restaurants are using the pizza crust like an artist uses a canvas and colors, and the resulting creations have never tasted so great. Get creative and experiment! The best way to market gourmet pizzas is to offer an individual-sized crust. The customer can create his or her own pizza, giving them a sense of creativity and satisfaction.

Gourmet ingredients have proven themselves in the test of time and are here to stay. Try some of these fine ingredients in your own masterpieces.

Sauces: E.V. Olive Oil, Infused Oils, Pomodoro Sauce, Bechamel Sauce, Thai Style

Proteins: Smoked Duck, Parma Prosciutto Ham, Capocollo Ham, Saliccia, Parm Cotto Ham, Bresaola, Speck, Sliced Meatballs, Marinated Chicken, Marinated White Anchovies, Tuna in Olive Oil, Clams, Assorted Wild Game Sausages, Assorted Gourmet Sausages (such as, Chicken Parmesan Apple)

Cheese: Bufala Mozzarella, Fresh Mozzarella, Italian Cheese Blends, Provela, Smoked Provolone, Ricotta Salata, Mascarpone, Asiago, Caciocavallo, Fontina, Aged Romano, Piave, Gorgonzola, Parmigiano-Reggiano



Artichoke Hearts, Cipolline Onions, Calamata Olives, Caponata, Mufalata, Basil & Sundried Tomato Pestos, Grilled Zucchini & Eggplant, Grilled Red & Yellow Peppers, Dried Figs, Almonds, Cashews, Arugula, Broccoli, Asparagus, Fresh Basil