

DELCO FOODS



PURCHASING DECISIONS

Like many activities, buying can be done well or poorly. The quality of purchasing decisions are a function of how much time is spent to reach those decisions and what you base your decisions on. Unfortunately, time is limited for everyone and it seems to be getting worse. We are so busy now that we usually repeat how we do things, and seldom stop to think whether our routine is the best course of action in order to maximize profits and deliver the best long term results. A wise trainer once described it as getting lost in "the urgent" and therefore never focusing on "the important".

Choosing Menu Items

For a pizzeria operator, choosing menu items and ingredients are two of the most critical behind the scenes decisions. The same can be said for the choice of the distributor and the relationship between the distributor and the restaurateur because that does have an impact on your food cost. Managing food costs is one of the more important functions in running a restaurant, but not the only one. Labor is the single largest expense and often the most frustrating, and the two of them together must be considered when offered labor saving ingredient alternatives. Food safety and hygiene are also important and will become more so in future. It is unfortunate to see, for example, how many operators will spend valuable time buying ingredients at Restaurant Depot or Wal Mart to save a few cents here and there, without counting the opportunity cost of not spending that time creating revenue and profit through marketing, tweaking the menu or adding new items, training, or other revenue enhancing projects. This does not suggest food costs are not important, but it is just one component of running a successful restaurant.

Choosing a Distributor

Many pizzeria owners think that the best way to buy their ingredients is to shop every item from multiple distributors every week. Unfortunately, that system doesn't work today like it might have 10 years ago; but it gives a false sense of assurance to buyers who believe their distributor will try and cheat them if they can. Many of our readers will be nodding their heads at this point. So what often happens is that the time challenged operator focuses on a few key items they benchmark, like cheese, pepperoni, and boxes. When a DSR is consistently asked "what is your price on cheese today?" he/she quickly learns what it takes to get your order. But of course they have a job to do also, and what they give up in one place they usually have to make up somewhere else. A favorite tactic of some distributors around the country now is to offer low-ball prices on key decision items and markup the low volume and less comparable items.

What is of real value to the pizzeria operator in addition to price are less measurable things like...

- Flexible delivery times,
- Product knowledge
- Breadth of products in the pizza segment (= more choices),
- Offer new items to help best fit your individual need and increase selling revenue,
- Available after hours when you have a problem.

The Smart Buyer

Is your distributor reachable and do they take care of you? Each of these items counts in the value decision in choosing a distributor and should count when making your choice of which items to buy from which distributor. Average distributor costs have risen even faster than the restaurant's costs due to the energy and capital intensive nature of the business. Average distributor margins in our industry are 14-17%, and distributor operating costs average 13-15%. So there simply isn't room to be giving 10% off without making it up somewhere else.

The savvy purchaser today understands that most of the distributor's costs are involved in the fuel and the labor to make the delivery, so dividing your sales between multiple distributors may not get you better pricing, and in fact may net you higher prices because your business will be less profitable to both.

Distributors in our industry are professionals. They observe more pizza operations in a week than you see all year, yet most operators don't consult them on ingredient or buying decisions. The pressures to manage your menu, your staff, ingredient and other costs and insure customer satisfaction are intense. Whom can you rely upon to assist? Discuss adding items with your DSR if you really want to see them smile and work harder for your business. That will translate to 365 day fair pricing, better communication and service levels, and a faster response when needed. Would you rather buy from the distributor who services both the hospital cafeteria and the chain down the street or the pizza specialist distributor who can help you differentiate your product and help you grow your business? Bellissimo distributors are all pizza specialists and live and work in your area which is a good thing if service is important to you!

Peter Khan, President, Bellissimo Foods





Problemated Employees?

Unfortunately, not everyone that you hire will perform up to your expectations. Some employees develop negative attitudes towards work and others simply do not work very much at all. A proactive disciplinary process can often turn problems around before they go too far. But what happens when you wish to fire an employee but are worried about being sued? While you will never be able to control a fired employee's behavior, there are some practical measures that you can take to minimize the likelihood that they will be able to sue you successfully.

To begin with, make sure your company has clear written policies about what kinds of employee conduct are subject to discipline or termination. These policies must be clearly communicated in writing to all employees and should be included in an employee manual. Openly discuss policies to ensure that everyone understands them.

If an employee hasn't broken any of the before mentioned policies but is clearly under performing, be clear about expectations. Make sure that your employees know and understand all performance standards and what is expected of them. Regular, written reviews are a great way to accomplish this.

Finally, create a clear warnings policy and apply it consistently. All warnings, both written and verbal should be documented and maintained in the employee's personnel file. Having at least one documented verbal warning followed by a separate written warning is critical to an employee disciplinary process. If employee behavior or performance does not improve after warnings, the firing will not come as a shock and the poor work history is well documented.

Let employees know what is expected of them and make sure they understand the consequences of not meeting expectations. Repetition is key and documentation is critical. Make sure all policies and expectations are clearly communicated and documented so if you do have to fire someone they will be less likely to sue, and if they do you'll be more likely to win! But developing clear standards and communicating expectations will turn around problem employees and make a happier and more profitable work place.

Let us private label your pepperoni or salami. Contact us for details. privatelabel@liguriafood.com

Don't your customers deserve

The Best

We stack up better than the rest.

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The Way *Pepperoni* was MEANT TO TASTE

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Quality, Authenticity, Value
In every bite.

Bellissimo

Whether it's to broaden your menu variety or upgrade your current pasta choices, keep your customers coming back more frequently with Bellissimo pasta. Made to our exacting standards in the hills of San Vito, Italy, it's processed slowly using only the finest durum wheat mixed with cool, clear mountain water. Bellissimo pasta delivers authentic Italian taste and consistent results time after time, even when partially-cooked, refrigerated or reheated.

Bellissimo has a variety of cuts to suit your every menu need.

Short cuts

Long cuts

Please visit Bellissimofoods.com or call 800-833-2974 to locate a distributor in your area.



Market Update



Dairy – The CME butter market has weakened some during the past week although we can anticipate dairy supplies to improve as New Zealand, the largest dairy exporter in the world, seasonally ramps up their dairy output in the coming months. The CME cheese markets are currently weak with prices expected to depreciate with the start of the school year.



Oil, Grains, Misc. – Wheat futures prices are generally higher compared to last year, although the basis of high protein Spring Wheat fell hard over the last several weeks. USDA reported forecasts corn production to increase in the near future but a reduction in wheat production. The drought in the Southwest U.S. will continue to be a factor as the planting season starts in 20-30 days, while weather forecasts for the area are more of the same for the next 60 days. The downgrading of US credit rating has also played a part on commodities this week keeping a volatile trend.



Beef – Beef production has declined over the last week but was .1% larger than the same week a year ago. Beef output is anticipated to trend modestly above 2010 levels during the next several weeks. Strong export demand for US beef continues to support many beef markets especially end cut products. With the US dollar value remaining historically low, “end-cut” product prices are anticipated to remain well above 2010 levels this fall. Beef supplies in 2012 are still a concern due to the more than 4% decline in beef output forecasted by the USDA.



Pork – Pork production should seasonally climb over the next several weeks which usually influences most pork markets downward. Export demand, especially from China, could mitigate any pending market declines for pork. Sow prices in the US have risen to their highest levels in the last 7 years which suggests that hog farmers are attempting to build the hog herd and thus pork output. Inflated feed costs could mitigate any pork output gains in 2012.

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YOUR PIZZA**

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Delco Foods is proud to offer **Bellissimo**, **Rosina** & **Italian Village** brands of authentic Italian pasta. **Bellissimo**, **Rosina** & **Italian Village** frozen filled pasta is made from the highest quality cheese, eggs and flour. We think your customers will agree... ingredients do make the difference!



For more information please contact:
Delco Foods at (317) 876-1951



Pizza Crusts & Dough Balls

Proudly made by MaMa Rosa's / Virga

Item	Description
13159	22 oz. Dough Ball (18)
13160	20 oz. Dough Ball (24)
13170	16 oz. Dough Ball (24)
213000	24 oz. Delco Dough Ball (15)
213308	6 oz. Delco Dough Ball (60)
13010	14" Bellissimo Reg. - 13.5 oz. (24)
13020	12" Bellissimo Reg. - 8.75 oz. (24)
13080	12" Special Proof - 13.75 oz. (12)
13084	14" Delco Italian - 15.5 oz. (18)
13085	12" Italian - 10.0 oz. (24)
13030	10" Bellissimo Reg. - 6.0 oz. (36)
13086	10" Bellissimo Italian - 8.0 oz. (24)
13040	9" Bellissimo Reg. - 4.75 oz. (36)
13060	7" Bellissimo Reg. - 2.75 oz. (60)
13000	16" Delco Baltimore Reg. - 17.75 oz. (24)
211915	12" x 16" Bellissimo Reg. - 19.25 oz. (12)



Distributed by: DELCO FOODS, Indianapolis, Indiana 46268 Product of U.S.A.



Mozzarella Sticks

Bellissimo Battered Mozzarella Sticks
#1002596

Ovenable or can be fried - perfect for everyone
\$32.11 per case

Italian Breaded Mozzarella Sticks
#1002561

Italian seasoned breading - for your deep fryer
\$32.11 per case

Hot Deals...Get Them While They Last!!

Bellissimo A/P Ground Tomatoes in Puree
#400911

A Bellissimo label California product
pay only \$13.99 per case*
September 1 - December 31, 2011

Tesoro Sliced Pepperoni
#250050

Old World flavor that cooks fantastic in high heat
\$50.95 per case*
September 11 - October 1, 2011

Spendida California Sliced Black Olives
#330012

Great buy on 1st quality California black olives
\$26.95 per case*
September 11 - October 1, 2011

Clear Liquid Pure Vegetable Shortening
#281100

*The same great product at
a more competitive price*

**while supplies last*

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.

For personal service and support, please contact your Delco Foods sales representative.

4850 West 78th Street . Indianapolis, IN 46268 . toll free 800.536.1234 . tel 317.876.1951 . fax 317.870.7803

DART



www.dart.biz



Chef's Corner

Chippers Designer Cones

Ingredients (yields 2 portions)

- | | |
|---------|-------------------|
| 4 oz. | Cotton Seed Oil |
| 4.5 oz. | Granulated Sugar |
| 3 each | Extra Large Eggs |
| 3 tbsp. | Lemon Oil |
| 1 tbsp. | Vanilla Extract |
| 1 cup | All Purpose Flour |



Method of Preparation

1. Combine the eggs, sugar and oil in bowl, mix well.
2. Mix in the extract and lemon oil.
3. When well combined add the flour in two stages mixing each well.
4. Pre-heat waffle iron.
5. Scoop out desired amount of filling on to waffle iron, close lid and cook approximately 30 seconds or until done.
6. While waffle is warm form into cone shape.

To make it even more fun

1. Color the batter by adding your favorite food coloring.
2. Additional decorations like; sprinkles and chocolate can also be added after the cones are cooked and formed.
3. Once the cones are complete fill with fun stuff like; mini cookies, candies, and of course ice cream or pudding.



Cheese Trouble-Shooting Guide

PROBLEM

CAUSE

SOLUTION

Burning

Too much top heat
Cheese too high in moisture
Cheese too fresh

Turn down top heat
Cut up, leave room temperature 12 hours
Cut up, leave room temperature 12 hours

Will Not Shred
(Soft)

Moisture too high
Product is warm
Cheese too aged

Cut up and refrigerate, use next day
Freeze to grind, refrigerate

Not Melting

Cheese is too fresh

Change to older code
Cut up and leave at room temp for 24 hours

Oiling Off

Cream content too high

Change to part skim cheese

Drying Off
(Looks plastic)

Not enough cream content

Change to full cream cheese