

# DELCO FOODS



## What Customers Want... and how to make money giving it to them!

The passing of Steve Jobs isn't just a tech industry loss, for he epitomized the passion for excellence that we all wish we could generate in everyone we work with and every product we make. In an unlikely coincidence, a restaurant consumer survey read on the day of his memorial was titled "Customers Want Product Excellence".

### The Italian Experience

And only days before, it was widely reported that "Italian manufacturers are embracing making small amounts of top quality and high price products as a better way to win consumers rather than succumbing to mass market competition". Coincidences can happen, but this is too much!

We, at Bellissimo, are dedicated to helping the independent restaurant operator be successful by enabling them to buy better; by sourcing better ingredients for less. It also reminds us of our job in sourcing for our distributors to deliver the best quality product at the best possible price. You demand it and so too your customers who are the ultimate judges.

### "Needs and Wants"

There are some new twists though; trends if you like, that are worth considering even in the most successful restaurant. One might divide the survey results into the categories of "needs" and "wants". Cleanliness, convenience, and a safe environment can all be considered "needs". Failure to achieve a reasonable standard in any of the above is a reason not to go. Taste and quality of food are ranked #1 in the survey of "wants", followed closely by overall value and friendliness of service. Healthy choices and various other attributes typically fit specific consumer types.

It is interesting to note that there are some big differences between the younger generation (Millennials) and older adults (Baby Boomers). The Millennials tend more to prefer fast food and fast casual, while Boomers prefer more eat-in and formal restaurants. Both groups eat out frequently, with nearly 75% of both groups visiting a restaurant in the past 30 days. Nearly 30% of Millennials ordered pizza at least once per week, and nearly a quarter of Boomers did.

### "Millennials versus Boomers"

But there are differences also, and it is apparent that restaurateurs need to consciously make an effort to market to both Millennials and Boomers.

Boomers are more likely to want to make reservations or order by phone, and friendly service, personal interaction, and cleanliness are as important as food quality. Being kid friendly is not important.

Millennials tend to experiment and be more willing to try new things. So having specials, unusual food pairings, and new recipes or "hero ingredients", may be big draws. The rise of food/cooking shows and travel shows have also played a role because people are exposed to new things that they want to try. For example, consumption of Grana Padana and Parmigiano Reggiano increased by 26% last year according to ISTAT/Reuters; all during a time of recession. Also more appealing to Millennials are online ordering, fast service, healthy choices, and use of internet reviews to choose a restaurant.

Consistency also makes a note of importance for both groups. Consistent, excellent food is a winner every time. But inconsistency and a poor experience will lose a customer in a flash. And independent operators depend on repeat business and word of mouth advertising more than coupons, so consistent excellent product and service are requirements for the successful restaurateur.

### Product Excellence

To find or create new products and services which appeal and will draw increased traffic, conduct a survey either of your customers or your target group. Find out what is important to them and what is needed in your local area. Think about making it a fun project, maybe a contest and prizes. Why do they choose a restaurant, and what are their "likes" and "dislikes" in the area?

### Steps to building your business...

- ✓ Identify trends
- ✓ Look for opportunities with potential for sustainable competitive advantage
- ✓ Embrace technology
- ✓ Be willing to risk failure....ask "what's the worst that could happen?"
- ✓ Objectives: set 2-3 year objectives, and re-evaluate every year.

Critiquing your restaurant may be harder to listen to but can be equally rewarding. You may also turn this into a positive by encouraging positive comments about employees and food. This can be done anonymously on-line or through reply cards. Spillover to internet sites is likely, so be sure of the process before you start. This can also be used as a positive motivator to really achieve Product Excellence.

With so many choices for restaurants and so many time demands, consumers are becoming more and more discerning about where they dine and spend their leisure moments. Consistently deliver excellence in product and service and you'll truly have created something of value!

By Peter Thor, President, Bellissimo Foods





# Dough Math

The amount of dough to use when making different size pizzas has always been something of a mystery. However, this mystery is easily solved using a little basic math.



Begin experimenting with any size pizza, whatever size you're comfortable with. Test different dough weights to determine what weight gives you the crust that you want to have. Lets say you have been working with a 12-inch diameter pizza and you found that 10-ounces of dough gave you the crust thickness that you wanted. If we calculate the surface area of that 12-inch pizza ( $\pi \times R^2$  or  $3.14 \times R^2$ ) we come up with  $3.14 \times 36 = 113$  square inches. When we divide the weight of the dough by the surface area of the pan we come up with 0.08849-ounces of dough per square inch of surface area in this application.

Now, to find the dough weights needed for different size pizzas all you need to do is to calculate the surface area of the pizza you want to make and multiply that number by your dough loading per square inch figure (0.08849) to come up with the correct dough weight for that size pizza. As an example, if we are wanting to make a 10-inch pizza in addition to the 12-inch pizza, the correct dough weight for the 10-inch size would be calculated as  $3.14 \times 25 = 78.5$  (square inches)  $\times 0.08849$  (ounces per square inch) = 6.946 (7-ounces). This will give you the same crust thickness for both sizes, and in addition, if you are baking your pizza in any of the conveyor ovens you will have a better chance of having both sizes bake equally as well at the same time and temperature.



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**Market Update**

*Cheese  
Beef  
Poultry  
& Pork*

**Dairy / Cheese::**

Block cheese has been trading strongly for the last several weeks, and we are seeing that buyers and sellers are establishing a new price area where supply and demand is in balance. This comes after near record high cheese prices experienced this summer. Still, global cheese markets are weakening which could be bearish for US cheese prices. History suggests that the butter market could be supported in the coming weeks by a rise in pre-holiday demand. However, the upside market risk in butter from here may only be modest.

**Beef:**

Beef supply has decreased over the last several weeks as negative margins continue to be a problem for beef packers. Beef production may slow in the short term and could support beef markets if margins don't improve. Conditions will continue to deteriorate because of the poor pasture conditions leading to poor cattle supply next year.

**Poultry:**

Chicken feed costs were the lowest they have been in a year but were still 29% higher than the 5 year average for that week. Feed supplies are still expected to be tight next year and may still challenge producer margins. Chicken production should trend below prior year levels into 2012. The chicken breast markets have steadied in recent days suggesting any pending downside price risk may be nominal. Chicken wing markets remain firm but may temporarily soften soon following a seasonal trend. Yet, higher chicken wing prices are anticipated later this fall as demand picks up for the holidays.

**Poultry:**

Pork output increased marginally over the last several weeks, which are typical due to seasonal fluctuations. Pork prices are, on average, slightly lower in recent weeks, but might increase in the near future due to strong export demand unless the US dollar's strength tempers pending sales.

Quality, Authenticity, Value  
**In every bite.**



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 meal need.





# Rose Fully Cooked Canadian Bacon

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BelGioioso Asiago is a firm table cheese that is aged for 5 months to produce a wonderfully, pronounced flavor that is slightly sweet and hard to resist.



## MASCARPONE

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## The Ultimate Gift



This holiday season, John Groves may find it hard to top the gift he recently gave. That's because on August 10, 2011 John, a Delco Foods Sales Rep, donated a kidney to his father, Paul Groves.

When Paul Groves (61) learned his kidneys were failing earlier this year, he planned to undergo dialysis and keep his illness to himself. The doctors mentioned a kidney transplant, but he was hesitant to accept a kidney from anyone, let alone a member of his family. John (31) and his two sisters knew of their father's hesitation so in May they went behind his back for testing to see if any of them were a donor match. John and his sister, Julie, both qualified. Since John is a male with bigger kidneys he was the best fit and jumped at the opportunity without a second thought. "I didn't see it as a big sacrifice," John explains. His father needed a little more convincing. Paul says, "I felt that if something happened to John later I would have wasted one of his kidneys." After a father/son trip to the Carolinas, John had his dad persuaded and the surgery was scheduled. Paul explains that John's generosity didn't come as a shock. "John would have given his kidney to anyone – not just me. I know he loves me, but he's the kind of guy that's the first one there for you whether you like it or not. That's just his character," he explains.

On Wednesday, August 10, John was prepped and underwent the operation to become a live donor for his dad. The surgery went smoothly and John was back up and about the following Monday. His father, a diabetic, will take a while longer to heal, but has already been on the treadmill and exercise bike and getting stronger every day. Paul says, "I feel like an old pickup with a Porsche engine." He has an incentive too. In December, John and his dad plan to travel to Atlanta for the college football's SEC Championship Game.

Since John is healthy, exercises and eats correctly, his recovery was an easy one. The hardest part was being away from work. While the doctors predicted a 4-6 week recovery, John was excited to get the release after three and return to his customers who had been patient during his time off. "I have a great customer base. Everyone was understanding of my time off. I even received calls and texts from customers checking on me," John says. He was also grateful to his Delco family. "Everyone at Delco was supportive and made sure to check up on me. They didn't push me to come back to work; they wanted me to take time to heal," he says. Through it all, John thinks his mother deserves the most credit. "She was the strongest person through all of this," he says.

Both John and his father, Paul, are grateful to their extended close-knit family who showed up at the hospital and helped out through it all. Paul is especially grateful to his determined, generous son. "I don't know how I can repay him," he says. "He gave me my life back."

### 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. We also have wonderful items to enjoy during holiday meals with your family and friends. Be sure to give Delco Foods enough notice to have your items in time. For a listing of great gift ideas, please visit us at [www.delcofoods.com](http://www.delcofoods.com) or contact Theresa Wells at [twells@delcofoods.com](mailto:twells@delcofoods.com). We wish you a happy holiday season!

### 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](http://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.

## Food Allergies: Preparation and Precaution

Food allergies, it seems, are on the rise. A highly complex phenomenon, allergies and their increased incidence are a puzzling problem. It is widely accepted that in the U.S. about 1.5 percent of adults and 6 percent of children under age three have food allergies. Although this sounds like a small number, in real numbers, these statistics add up to about 4 million people.

What's to explain this increase in allergies over the last few years? A leading theory is that repetitive, high dose consumption of similar foods on a continuous basis — in addition to the preservatives, food coloring agents, flavor enhancers and antibiotics — all create an environment in which the immune system begins to react against these conditions. For people with food allergies, some of the most common ingredients in your kitchen pose big health risks. Adults are most commonly allergic to shellfish, peanuts, tree nuts, fish, eggs and milk. In pediatrics the most common allergenic foods, called the “Big 8,” are eggs, milk, peanuts, soy, wheat, tree nuts, shellfish and fish. While these foods are often perfectly benign, ingesting just a small amount can be dangerous, even deadly, for some. Providing your customers with thorough and accurate ingredient information helps them make safe choices.

**Food Preparation:** Train staff about potential allergens. Food for allergy sufferers should be prepared and served without any contact with allergens. Never make casual product substitutions (i.e. peanut oil for canola oil). Read labels carefully; don't “guess” what ingredients are in a product. Train chefs to prepare allergen-free versions of items upon request.

**Serving customers with allergies:** Advise staff to pay close attention when a guest says he or she has a food

allergy. Most sufferers are very knowledgeable about the foods they cannot eat. Servers should be able to describe a menu item and its ingredients upon request. If a server does not know whether a menu item is free of a potential allergen, he should say so and refer the guest to a manager who has been designated to answer such questions. If no one knows for certain whether an allergen is in an item, admit that and recommend ordering other item.

Complex foods such as sauces, dressings and garnishes may also cause an allergic reaction. Serve these items on the side to sufferers. If special requests to accommodate food allergies are common in your restaurant, consider adding a block menu items — an appetizer, entrée and dessert—that are free from all major allergens.

### Emergency

**Procedures:** Train your staff to call for emergency aid if they see a customer in distress.

Symptoms can include itching in and around the mouth, a tightening of the throat (airway blockage), wheezing and

hoarseness, shortness of breath, appearance of hives, swelling of eyelids, lips, hands or feet, nausea, cramping or vomiting, a drop in blood pressure, and loss of consciousness. Symptoms may appear as soon as 1 to 15 minutes after consuming food, but can also develop over a period of hours. Have emergency numbers posted at all telephones. Also post the name, street address, and telephone number of your restaurant beside each telephone to ensure rapid response by the emergency squad.

Your customers are your most precious assets. Keep your customers safe by taking these extra precautions. It may save your business ...and someone's life.

