

# WHAT'S IN STORE

# FEEL



# FOOD! THE BIGGEST INFLUENCER



# TOC



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**Experience everything WISL 2024 had to offer!**



## WHAT'S IN STORE LIVE!

*I want to start by expressing my sincere appreciation and gratitude to all the partners, sponsors, and What's in Store Live team members who make our "show within a show" a fun and innovative destination for attendees at the IDDBA's annual trade show.*

*What's in Store Live is an area within the IDDBA show that is designed to illustrate the information published in our What's in Store digital publication, as well as the trends and innovations that have emerged throughout the year. It's a place where data meets real-world applications, where you can taste trends instead of just reading about them, and see some of the most innovative products in our industry. It's also a space to celebrate the industry and showcase the year-round programs offered by the IDDBA, including scholarship opportunities, internships, training, and certifications.*

*What's in Store Live is orchestrated by a team of leading industry professionals, including manufacturers, brokers, consultants, and retailers. This volunteer-based program partners with members and sponsoring companies to bring the space to life.*

*The team starts the conceptualization process in January and completes the final execution of the area in just three short days at the show site. The space is provisioned with sponsored products, equipment, and fixtures, creating an engaging and immersive experience for attendees.*

*If you have any questions about how to get involved with WISL at IDDBA 2025, please contact [education@iddba.org](mailto:education@iddba.org).*

*See you in New Orleans!*

*Heather Prach – Vice President of Education and Industry Relations*

*Michele Tietzen – Education and Industry Relations Coordinator*

*Miles Allen – Education Coordinator*

*Jack Ince – Education Coordinator*

*Karen Tinglev-Hansen – Education Assistant*



# GUIDING TRENDS



## GUIDING TREND 1

Food Influences Mind, Body, Spirit



**There is no longer a one-size-fits-all diet prescription for optimal health.** People are tailoring their diets to individual needs based on genetic make-up, lifestyle, and health conditions or concerns. Healthy is expanding beyond just the physical body and more people are using food as medicine. Food choices that focus on health for mind, body, and spirit are growing. This is a reflection on a broader cultural shift towards holistic well-being.

## GUIDING TREND 2

Food Influences Sourcing, Sustainability, Salary



**There is an increased focus on sustainability, ethical sourcing of ingredients, and local year over year.** The focus on sustainability is driven by a combination of environmental concerns, ethical considerations, resource limitations, economic benefits, regulatory pressures, and increased awareness facilitated by information sharing. Consumers are increasingly interested in where their food comes from and how it impacts the environment.

## GUIDING TREND 3

Food Influences Technology of Today and for Tomorrow



**The intersection of food and technology is a dynamic and evolving space.** Current technologies are transforming the way we produce, distribute, and consume food. Ongoing innovations hold the promise of addressing challenges related to efficiency, and consistency. The relationship between food and technology is increasingly significant, influencing both current practices and shaping the future.

## GUIDING TREND 4

Food Influences the Young, the Youngish and the Young at Heart



**Food is a powerful influence that spans generations, impacting physical health, social interactions, cultural connections, and personal well-being across the lifespan.** Each generation tends to have distinct preferences, values, and behaviors that shape their food choices and shopping habits.

## GUIDING TREND 5

Food Influences Community, Convenience and Cash Flow



**Food plays a significant role in shaping various aspects of our lives, including family time, friendships, and financial considerations.** Conscious decisions about food choices, such as opting for budget-friendly recipes, practicing mindful eating, and being aware of food waste, can positively impact both family and individual finances. Overall, food is a central element in our lives. It influences not only our physical well-being but also our social interactions and financial considerations.

## GUIDING TREND 6

Food Influences Culture, Cuisine and Culinary Explosions



**Increased travel, globalization, and cultural awareness have led to a rise in culinary tourism.** to a variety of international cuisines while traveling, leading to a greater interest in bringing those flavors back home. Fusion cuisine, combining elements from different culinary traditions, has gained popularity. Consumers today have more adventurous and diverse palates. There is a growing openness to trying new and exotic flavors, and this has driven the popularity of global cuisines.

**IDDBA MEMBERS HAVE ACCESS TO OUR COMPLETE REPORT ON THE MOST CURRENT TRENDS SHAPING OUR INDUSTRY.**



# MEET THE TEAM



## ALLEN HENDRICKS

In December of 2020, Hendricks moved to Klondike Cheese Company with a thirty year food sales and marketing background. Today he is the National Sales Manager for Foodservice and Culinary. In recent years, Allen worked as the Director of Foodservice, Ellsworth Cooperative Creamery, and the Vice President of Foodservice and Education, for the Wisconsin Milk Marketing Board.



## AMANDA YODER

I have worked for Tops Markets for 28 years. I have worked in a variety of positions. I worked in the district office 10 years working for District Managers, Check collections, Community Relations, and Regional Vice Presidents. I went into the stores after 10 years and went through many leadership roles including Operations Manager, Assistant Store Manager and Store Manager. During this time I was asked and took part in many projects. In my role as a Field Specialist, Bakery/Cheese/COC/Deli, I have worked diligently with operations and merchandising collaborating daily.



## ANGELO MADONNA

Angelo began his career with Giant Eagle in 1991 starting as a bagger and worked in various roles until he entered into the accelerated 6-month Baker Apprentice Program. After completing the apprentice program in 3-months, he was quickly promoted to a Bakery Team Leader. Angelo worked in various roles from Fresh Perishable Lead, Merchandising Planner, Bakery Field Specialist, and Product Development Manager before moving into his current position of Market District Business Development Leader.



## BETHANY KOHL

My name is Bethany Kohl, I've worked for Rich Products for 4 years as a technical counselor on the Giant Eagle account. My husband and I are the proud parents to 3 crazy dogs and live in Pittsburgh, PA. I enjoy participating in Pittsburgh half marathons, hot power yoga, group weight training, hockey, concerts and anything food related!



## BILLY BUCK

Chef William "Billy" Buck has more than 30 years of experience in the foodservice industry and has been cooking professionally since the age of 15. Billy started with RATIONAL USA as a RATIONAL Certified Chef in 1999 and became the Regional Sales Manager in 2005. In 2015, Billy was promoted to National Corporate Chef. Chef Buck was recognized in 2019 by Winsight Grocery Business as an emerging Champion of Change in retail foodservice for his extensive work with the IDDBA and its WISL initiative where he volunteers and serves as a member of the planning committee. Most recently in 2023 Billy has been promoted to Vice President of Culinary for RATIONAL USA where he takes on more a strategic role in the company's future.



## BRIAN SMETANA

Brian Smetana is a marketing and sales professional at LG Electronics, where he partners with large and mid-size corporations in the QSR, C-Store, Grocery and Automotive verticals to help develop strategies around customer engagement with technologies like digital signage and kiosks to help grow sales, customer loyalty and ad revenue. Previously, Brian worked as a global director of McDonald's strategic accounts for a Berkshire Hathaway restaurant equipment company. If you want a good story about the 6-peat Chicago Bulls, ask him about his experiences...



# MEET THE TEAM (CONT)



## CARLEE CORVINO

My name is Carlee Corvino, I am the Associate Brand Manager at FrieslandCampina. I have been on the marketing team for over 4 years. I manage Royal Hollandia, Foodservice & Private Label business in the USA as well as the Canadian market.



## CASSANDRA SCHAEFER

Cassandra Schaefer, Sr. Category Manager at United Natural Foods, Inc. (UNFI)

I have over 15 years' experience in the industry in various roles, and currently manage the deli prepared foods category nationally for the UNFI Fresh Deli team. In my spare time I enjoy spending quality time with my husband and two daughters hiking, boating, and traveling.



## CASEY GORMAN

Casey Gorman is a Bakery Specialist for FGF Brands with 20 years experience in food service, cake decorating, commercial baking and training bakery staff. She currently supports the Walmart and Sam's Club national account sales team for FGF. When Casey is not wrangling her four dogs and energetic 1 year old, she enjoys learning and sharing her passion for bakery with newcomers in the industry.



## CHERYL SOARES

Manager, Trade Shows & Foodservice Promotions, California Milk Advisory Board

As the Manager of Trade Shows and Foodservice Promotions, Cheryl oversees national trade show activations in support of the California Milk Advisory Board's foodservice and retail teams and manages execution of foodservice promotions. She joined the CMAB after working in the dairy and food industry for Super Store Industries a Dairy Brand Manager and for Crystal Dairy as Assistant Marketing Manager.



## CHRIS WILSON C.E.C

Chris has been a Certified Executive Chef with the American Culinary Federation for the past 27 years and currently serves as Director of Culinary Innovation/Corporate Chef for Albertsons companies which includes 13 divisions and multiple banners across the country.

Chris has been in the Food industry for over 35 years. His Supermarket experience as a Corporate Chef span over 25 years. 3 years as National Culinary Director and 22 years as Market Street, United Supermarkets, Amigos, and Albertsons Markets as Director of Innovation/Corporate Chef. Overseeing operations and development of total store innovation, recipes, menus, concepts, and product lines for all retail.



## DANIEL LESSEM

Chef Daniel currently works as Corporate Chef, Director of Education & Strategic Initiatives for RATIONAL Cooking Systems, industry leader in cutting edge Combi-Cooking Technology. His role as Director of Education & Strategic Initiatives for RATIONAL has him partnering with leading foodservice educators and institutions seeking to provide students with advanced cooking technology in the classroom. Daniel keeps his finger on the pulse of trending developments among key industry operators.

# MEET THE TEAM (CONT)



**DANNY LANE**

I have been a part of the Harps Food Stores family for 25 years where i am currently a Category Manager for the cake division. I have a total of just over 40 years in bakery/delis. I train, hire, open new departments, put on quarterly seminars and just about anything that involves the cake world At Harps. When I'm not working i enjoy spending time with my grand kids and traveling the world!



**DARCY MARTIN**

Darcy Martin works for David's Cookies and has 25 years of experience in the food industry. Total foodie at heart, obsessed with everything bakery (including tattoos!), and always excited to broaden my horizons.



**DAVID STEARLE**



**DEANNA FOUNTAIN**

I have an absolute **PASSION** for food and connecting with people. My superpower is establishing **MEANINGFUL** bonds and nurturing long-lasting relationships. With integrity and follow-through as my guiding principles, I truly believe I can make a difference.

Currently, I work to advance the goals of Wyke Farms and Long Clawson Dairy as their U.S. Sales Manager.

Way back in '94 through '99 I was slinging deli meats and cheeses for Albertsons as a manager.

I enjoyed contributing to new store openings through coaching, training, and participating on the Deli cheese buying team. Since then, I have partnered with various deli and bakery brokers and manufacturers.

Overall, I find the most fulfillment in both my personal and professional engagements through collaborative strategizing on how best to support one another.



**DOTTY VANDERMOLEN**

I have been in the Deli Bakery Industry for over 50 years. I worked at Kroger for 10 years and have been a Broker for over 40 years, I have been involved with the IDDBA for over 25 years. I have been on Committees of IDDBA, Board of Directors, Executive Board of Directors and Chair of IDDBA 2022.



**ELISE CLOTE**

Elise joined the Volpi Foods Sales team February 2024 in the role of Regional Account Manager. Her previous experience includes working as a Business Development Manager for Emerald Bison and as an Account Manager for United Natural Foods (UNFI), a natural and organic food company. She received her bachelors degree in agriculture business management and marketing from the University of Arkansas. Elise is passionate about local food production, regenerative agriculture practices, and the preservation of plant and animal genetic diversity.





# MEET THE TEAM (CONT)



## ESSIE BOOTSMA

I was a dairy farmer for 53 years and have been on the California Milk Advisory Board for 28 years. I have been working with the IDDBA for the last 19 years.



## EVAN INADA

Known to many as The Salami Samurai, Evan Inada earned that title from each day to share his love of Columbus® Craft Meats with the world. Early in his career, Evan joined the sales team in charge of starting new business and launching accounts across the country as the company grew. Evan is Charcuterie/Partnerships Director 13 years later, creating marketing solutions to support sales in the marketplace, and lead food design and creative for major projects, events and presentations. He is dedicated to making charcuterie fun for the masses through his media, innovation, and creative work around building the perfect charcuterie bite to highlight every salami experience.



## FRANK LEWIS

Director of Business Development - ENJAY Converters  
Food has always inspired me to learn. Whenever I've had a meal that stands out, I have an instant need to learn how it's made, and then work to add it to my skill set. Now, while I am by no means a chef, baker, or highly skilled decorator, I am a "foodie" in constant pursuit of over the top food related experiences that I can share with others.



## FREDA ROUSSELL

Freda is a proven leader in the Bakery where she is newly to her role as Sales Manager for NorCal Bakery that operate over 289 stores. Making an impact on merchandising and product lines. Truly working on bringing bakery to life. Adding innovation within all categories. Pushing the teams to their true potential with their craft. Working with our vendor partner and Operation Specialist to reinvent Safeway Bakeries. She is an innovative individual, who is constantly looking for the next trend to implement in store. Freda has an Associate Degree from Le Cordon Bleu in Occupational Studies focused on Patisserie and Baking. She serves on her Corporate Racial Justice Board and NorCal WII.



## GAYLE DE CARO

I have been with Gelson's for 44 years; I started in 1980 in our Food Service department. Since then, I have had the opportunity to hold many positions from store level cheese monger, deli department manager, Supervisor of Deli/ Specialty cheese overseeing deli operations in all stores, then to my current position of Category Manager Specialty Cheese and Deli Merchandising, responsible for purchasing, merchandising, and training our Deli employees in our 28 stores.



## HALEY MITCHEL

I have been an employee of the Lipari Foods sales team since 2013, most recently in the role of Category Sales Manager for Illinois and Missouri. My past life includes experience in the fields of Human Resources and Multimedia Journalism. However, my passion for food lead me here and I couldn't be happier. I am also a wife, a proud auntie, lover of all the fine arts and fine dining.

# MEET THE TEAM (CONT)



**JAMES EMMETT**

*Owner of Magnolia River Manufacturing Corp*

Grateful to be doing what I love every day! Thank you so much to all of our employees, customers, friends and family and the great folks at the IDDBA.



**JEANETTE LABEAU**

Hi, My name is Jeanette LaBeau. I have worked for Lipari Foods for almost 16 years. I started my career with Lipari in Sales Support in 2007. While I have been in various roles within the company including Marketing and category support. I enjoy my current role as Product Category Manager in the Deli division. As the mother of 3, We enjoy family time together, playing card games or having family weekend get a ways.



**JOHN GARDNER**

I'm the VP of Global Marketing at DecoPac, Inc. I've had the honor of working at DecoPac for the last 20 years, leading efforts in licensing, product, marketing and sales over my history with the company. I was privileged to be awarded the IDDBA Champion of Change (Legendary Category) in 2021. This will be my 21st IDDBA show coming up this year!!



**JULIA TOSCANO**

Over the past 16 years Julia has worked in the specialty food industry, starting her career at Volpi Foods in 2007.

Currently, she works as the National Account Manager at Norseland. She enjoys working closely with her colleagues to launch new and innovative items like Folios Cheese Wraps, Garcia Baquero Tapas Party Platter, Jarlsberg Cheese Snacks, Old Amsterdam Holiday Trees and Couturier Gingerbread Goat Cheese in the US market. During her free time, she enjoys hiking, baking and playing soccer with her husband Daniel and three daughters Elaine, Lucia and Angelina.



**KARRI ZWIRLEIN**

*Director of Bakery, Deli, & Prepared Foods, Tops Markets, LLC.*

Karri has been with Tops Markets for 30 years, working in operations for 18 years before moving into the corporate office for the past 12 years. Karri has been active in IDDBA for eleven years and has been a merchandiser in What's In Store Live! (formerly Show & Sell) for the past 10 years. Karri joined the IDDBA Board of Directors in 2020.

Karri is also a busy wife & mother to two teenagers who are very active in sports. She enjoys the outdoors, crafting, baking, and playing with her dogs when she has free time!



**KATARINA CARLSON**

I've been in the dairy industry for 15 years. Starting on my family dairy farm where they produce, make, & sale milk, yogurt, & cheese. Along with my family farm I've worked for a large grocery store chain in Texas, studied for & passed the Certified Cheese Exam, and I am now working with Atalanta. I do all this with the goal to grow my knowledge in the dairy industry (primarily cheese) and to help others gain or grow in their love of dairy products.



# MEET THE TEAM (CONT)



## KATHERINE HERRERA

I love to travel with my husband. We have taken many exciting trips with in the states as well as Mexico. We look forward to a trip in 2024 to Italy and Spain. I consider myself a traveling foodie. I have a culinary degree and I am a certified salumiere with IDDBA. Food is my passion! I love learning about new techniques, food history, & creating fabulous food experiences for friends and family. I have worked for Columbus Craft Meats & Hormel Foods for 7 years. I am looking forward to meetong and working with WISL team for the upcoming IDDBA food show in Houston.



## KATRINA ROBBINS

I started my sweet cake career cakes at 16 when I learned how to write happy birthday on a cake and was hooked. I have been developing and decorating cakes ever since. I have degree in baking and pastry and am currently working as the R&D manager for Davids cookies. I live in sunny Orlando with my husband, our sweet cookie loving daughter, and two dogs.



## LARS BJORKLUND

Born and raised in Wisconsin, it's no surprise Lars has found his passion in the world of Cheese. Passionate about learning and helping those around him succeed, Lars collaborates with a diverse group of customers and colleagues, conducting product trainings, in-store customer education and working and learning with some of the world's best cheese makers. As a solution provider to retailers across the country, Lars utilizes his experience in the deli industry and in research to identify product gaps and create solutions that impact sales growth.



## LAUREN WINGER

Lauren Winger is a Marketing Manager at Norseland Inc., a wholly-owned subsidiary of TINE, SA, Norway's largest co-operative of dairy farmers.

She is an active member of IDDBA, International Dairy Deli and Bakery Association - What's In Store Live - showcasing innovative merchandising and product ideas for the upcoming trade show. She is also a board member of the CIAA – Cheese Importers Association of America.

Lauren earned her Bachelor's degree in Communications from John Carroll University in Ohio.

In her free time, Lauren enjoys a good Netflix binge, but can also be found hiking with friends and spending time with family.



## LINDA AVILA

Linda has worked 25+ years in the Deli industry in a variety of roles and is currently the Vice President of Business Retail Development for Presenture. She was recognized as an Emerging Champion in the 2022 class of Champions of Change—an industry awards program that recognizes emerging and established leaders employed in the retail bakery, deli, foodservice, and dairy sectors. With her extensive knowledge, experience, and impressive drive to excel, Linda thrives in retail sales and brings repeated success to manufacturer clients and retailers.



## LINDSEY ABILA

Lindsey Abila is a Retail Sales Specialist for Mid South Sales, a perishable broker based in Louisiana. Residing on the Mississippi coast, Lindsey is able to easily access retailers and keeps busy growing and maintaining business in bakery, deli, and meat departments. She enjoys working hands on, using creativity and sales background, with her position at MSS. Studying culinary science at LSU and graduating with a business degree at UNO, Lindsey learned fundamentals about the world of food and business. Working for Mid South Sales is an ideal opportunity for Lindsey to share her passion for food and sales with clients and customers while strengthening and evolving professionally and personally.

# MEET THE TEAM (CONT)



**LISA ALI**

Specialty cheese merchandiser currently for Gelson's market and celebrated 30 years of service this pass June. Achieved my ACS CCP certification, ACS CCSE certification, and IDDBA Salumeria. My passion steers me to continue learning and sharing my knowledge with my customers and co-workers.



**LUCIA CONEJO-MIR**

Born and raised in Seville, she grew up surrounded by the most amazing ingredients and food. A translator by training, she fell in love with discovering new cultures, new foods, which drove her to live in countries like Austria or Germany, and that in turn steered her to the international trade sector. As an international trade expert, she's worked for institutions like ProMexico. Her passion for food led her to one of the top Specialty food manufacturers in Spain, Ines Rosales. Since 2015 she's taken on different roles in the company, until in 2018 she took over the role of VP of Sales for the North America region. Since then, she's helped the brand consolidate its presence in the region, and has fallen in love with the Specialty industry in the US and the people in that industry.



**LUIS MARTINEZ**

I have been in the bakery industry for over 30 years. I started working at the age of 16 in my family's made-from-scratch European bakeries in Orange County, Southern California. Started with Rich's in July 2002, my responsibilities are training our customers associates on decorating cakes and baking as well as sales. I travel through the west coast and have had the opportunity to train throughout the country and overseas.



**MARGIE PROCTOR**

I'm a Marketing and Design Specialist for HillPhoenix with over 25 years of experience in the refrigeration industry. I started my career with a bachelor's degree in Fine Arts and a Master's degree in Interior Design with a focus on understanding how graphics, color, light, materials, and architecture work together to create a dynamic environment. My passion includes all aspects of the grocery industry including marketing, designing display case equipment, growing sales through creative and strategic merchandising as well as store layout and education with a focus on merchandising.



**MELINDA DUNN**

I have 22 years of experience in the grocery industry, specializing in bakery and deli. I began my career with Stater Bros. Markets in Southern California, managing bakery and deli departments during my tenure, before moving to Rich Products in 2014. I have spent the last 9 years at Rich's as a Technical Counselor within the In-Store Bakery and Deli-Direct Chains division supporting Wal-Mart; and most recently, Kroger and Target.



**MELISSA SHORE**

Melissa has worked as a Marketing professional in the food industry for over twenty years. She has extensive experience in new product development and is skilled in building and rejuvenating declining brands to deliver superior revenue growth. Her out-of-the-box thinking and entrepreneurial mindset have developed high performing branded, private label and food service product portfolios spanning multiple trade channels. Melissa's creative thinking has produced award winning package designs, successful digital marketing campaigns and effective branding initiatives. Her strong analytical skills have generated actionable insights leading to higher margin, innovative new products. Melissa spent fifteen plus years in the dairy industry, as a member of senior leadership teams, driving sales of domestic and international brands.



# MEET THE TEAM (CONT)



## MELYNDA WOOD

Melynda Wood is the Technical Training Coordinator at JLA Bakery Solutions. Specializing in the training needs of ISBs products that lead to increased time management, more effective productivity, and category sales increases for retailers. She is a member of WISL Bakery Team, holds an IDDBA Advanced Management Certificate. She has a passion for gardening, spending time with family and creating heirloom jams, jellies, salsas and spreads.



## MICHELLE IHNOT

Michelle has been with UNFI for over 30 years and has the respect of her peers and leadership. She also leads the Bakery | Deli | Specialty team for UNFI's Central Region. Michelle has supported the What's in Store Live Cheese merchandising team for 5 years and is very active in the industry and supporting IDDBA.



## MICHELLE LOVE

Michelle Love has been with H-E-B for 36-years; her current role is a Merchandising Manager for the Made to Order Team. Her previous roles have been a Deli Manager, Deli Trainer, Associate Regional Merchant for Deli/Food Service. Michelle is a graduate of A&M Corpus Christi in 1999, in Business Administration as well as American Cheese Society Cheese Professional since 2017. She has supported What's in Store Live Cheese merchandising for last 8 years.



## NICK SILWANOWICZ

I started my career with Lipari Foods in 2019 as an import cheese product manager. In 2022 I moved to the foodservice department to manager their product lines. Prior to Lipari Foods I worked as a Culinary Arts teacher and Career Tech Administrator at the secondary level.



## NICOLE BRICKSON

Nicole Brickson is an Account Executive with Mid-South Sales located in South Louisiana. With over 15 years of experience, she specializes in Deli and enjoys utilizing her skills through creating progressive applications, innovations, and educating others. What she loves most about the prepared foods side is that they have the ability to relay exciting advancing trends from around the world and make them easily accessible to the general public. When Nicole is not on the clock, she is still obsessed with all things food related, loves to learn, and lives for adventures with her 4-legged children. If you see her around, be sure to ask about her most recent King Cake record.



## NICOLE GOODE

My name is Nicole Goode. I have been with Clyde's for 6 years as a Sales Tech Assistant. I work closely with the Clyde's sales team. Support key customer accounts and offer technical support in stores and at customer food shows.

# MEET THE TEAM (CONT)



## NICOLE NAJARRO

I have worked in the industry for 25+ years. Highly trained in Sales, Decorating, Baking, Merchandising, and Customer Service. Skilled in building strong client and customer relationships. I specialize in developing and implementing innovative techniques to exceed targets and enhance customer satisfaction.



## PATTY MCCORMACK

I entered my professional food-industry career working as a Marketing Manager at a foodservice broker in Hollywood, CA. From there, I went to work for Reser's Fine Foods as a Regional Sales Manager. I was promoted to National Sales Manager selling Reser's deli salads, sides, dips, and tortillas primarily to Walmart over a 20-year span. The last 8 years I have been employed as a National Sales Manager at Champion Foods with a focus on selling the Motor City Pizza Co. brand at Costco, Walmart, HEB, Raley's, Smart & Final, ... I have worked on the IDDBA What's In Store Live Team for over 15-years, too.



## REGINALD PEARSON

Reginald Pearson is currently the Perishable Category Manager for Spec's Wine Spirits & Finer Foods. He has been an industry leader for over the past 25+ years in the procurement of specialty food products with a focus on cheese. He was selected as an Emerging Champion in the inaugural class of 2019 Champions of Change. While making great strides in the deli industry he also has held a public office position serving on City Council.



## ROBIN LUKE

Robin is currently a Category Specialty for UNFI Fresh/Tony's Fine Foods supporting key accounts in northern California and the Pacific Northwest. Prior to joining UNFI Fresh/Tony's Fine Foods, Robin worked for Rustic Bakery as a Western Regional Sales Manager. She also has previous experience as a cheese specialist for Nugget Markets and also Market Hall Foods, home to one of the finest cheese counters in the Bay Area. Robin currently lives in Folsom, enjoys traveling especially when it provides continual education in the cheese and specialty industry.



## ROBIN MOONEY

With over 25 years in the foodservice industry focusing on the beverage side of the business, I have recently joined the food side with RATIONAL, as their Director of Key Accounts - Retail. My previous experience and positions have given me knowledge to understand strategy, management, staff relations, sales and service needs, operations, innovation, and to embrace constant change/growth.



## ROCHELLE CHARLTON

Rochelle Charlton is a Sales Manager at UNFI with 25 years of grocery, restaurant, and food service industry experience assisting key accounts. Specializing in deli departments and prepared foods to maximize growth with attention to detail. Rochelle's passion for food is what drives her to continue to gain knowledge on industry trends while offering support to her retailers. She values integrity in products and people, as she feels this attribute is the key to success for any business. Her goal is to continue to build on her relationships with her customers and internal teams. Cooking continues to be her number one passion at home, while her family is subjected to new recipes all the time. Not all are family favorites but every once in a while she gets a win with her kids and husband. Learning from mistakes and creating a path forward will continue to be her biggest strength in this industry.



# MEET THE TEAM (CONT)



## SAM A-FATTAH

Born in Amman Jordan, Sam arrived in the USA starting with high school. After college Sam took a job with Skaggs Alpha Beta in Austin, TX. After completing his Deli Mgr training, he spent 3 years as a Deli Mgr before he was tapped for a Merchandiser role in Texas then New Mexico. After Skaggs divested these stores, he then moved to Furr's supermarkets as a Category manager/Buyer. 7 years later he was recruited to a family owned supermarket known as Lowes Foods. In his 20 years with Lowes Foods, Sam has been a merchandiser and Category Manager. Sam has developed Lowes Food's cheese training program in partnership with GFI through their Institute DuFromage.



## SARA VANDERHEYDEN

"Decorating Cakes" was supposed to be my getting-through-college job--Twenty-three years later, and I'm still going strong. Even though I got my Communications degree from Iowa State University, I fell deeply in love with All Things Cake and I was "in the right place at the right time" with an enthusiastically supportive employer (Hy-Vee). I've been married to Jamey for 23 years, and Ava is our brilliantly independent 16-year-old daughter. When we aren't in the Bakery, you can find us cheering for Ava at her activities, or traveling as often as we can.



## SARAH LONG

Sarah has been with Albertsons Companies for over nine years working in category management (Deli, Bakery, & GM), private label (Deli & Center of Store), and eCommerce. Sarah is in her inaugural year of being active with IDDBA (other than attending) and is excited to be part of the What's in Store Live! team! Sarah is a mom to a vibrant and feisty 10-year-old and they enjoy spending their weekends on road trips and just being outside. Sarah enjoys running and cooking in her free time.



## SHAWN GUFFY

29 years with Albertsons, starting in the Bakery frying donuts and baking, Bakery Manager, Bakery/Deli Operations Specialist, Assistant Bakery Sales Manager, Assistant Store Director, Store Director, and Bakery Sales Manager. Favorite part of my job is innovating new Bakery items and bringing them to market.

Spend most of my time away from work with my family, playing with my toys, and on the river fishing.



## SHERI ALLEN

Sheri Allen began her love affair with Artisan Specialty Cheese in 2008 as a rep for a cheese importer. In 2015 Sheri created Artisanal Touch Events LLC with her team of specially trained ambassadors conducted educational events for their clientele of Specialty Artisan Cheesemakers. Founder of Artisan Pairings by Sheri, she teaches cheese pairing/education classes at retailer cooking schools, trade shows, private groups, wineries, festivals, for the National Chaine des Rotisseurs, Virtually and Live across the nation. Sheri is a Certified Cheese Professional ACS CCP™, Certified Cheese Sensory Evaluator ACS CCSE™ with the American Cheese Society. Over 4000 hours hands on cheese experience are required to qualify to be accepted to sit for the CCP and CCSE exam; Sheri passed her CCP exam in 2015, CCSE in 2018 (Inaugural Class).



## STEPHANIE DILLON

Stephanie has been a Helpful Smile at Hy-Vee, Inc. for 25 years. Her artistic talent led her to the bakery as a Cake Designer. In addition to building a successful cake program in Kansas City, she takes on many other creative roles. She's a National Award Winning Cake Artist, leads training classes for Hy-Vee decorators, is a member of the Hy-Vee Culinary Team for FMI, and a Cake Team Member for IDDBA. You can find her regularly showcasing cake trends on the Kansas City Morning News, featured in Seasons Magazine, and starring in three HSTV shows; Cake This!, Ready. Set. Celebrate!, and Home Sweet Home. When she is not caking, she enjoys painting and gardening; anything to keep her hands colorful and creating.



### SUMMER ADAY

Summer Aday is the Director of Prepared Foods for Woods Supermarket. Specializing in Bakery and Deli training, programs, and operations to keep the categories on trend and profitable. She is a member of the WISL Bakery Team and holds an IDDBA 2020 Champions of Change Award and IDDBA Advanced Management Certificate. She has a passion for Baking, creating and spending time with her Family and new baby girl.



### TINA STEICHEN

Tina Steichen is a self-taught cake artist, originally from the small mining town of Virginia, Minnesota. Tina's love for cake decorating started at a young age, in her mother's kitchen. Her father, a rugged Minnesota miner, could pipe the perfect rose, and Tina's quest for a better one was set. A combination of natural talent, and dedication to the art began to shape Tina's professional drive. After years of cake decorating for friends and family, Tina decided to merge her passion into her profession. She began working in the bakery at a Target store, where she mentored other budding cake artists as team leader in the bakery. Currently, with 26 years of experience, Tina enjoys designing cakes and filming instructional videos as the DecoDesign Manager for DecoPac in Anoka, Minnesota.



### STEPHANIE ROVNAK

Stephanie currently serves as the Sr. Category Manager, Bakery. She joined Giant Eagle, Inc. in 2002, serving numerous roles within the stores, including Bakery Leader and Master Trainer. In 2015, she was promoted to the Bakery Assistant Merchandising Manager and quickly progressed to Category Manager. She was awarded Progressive Grocer's 2021 Top Women in Grocery; and was a 2020 recipient of IDDBA & Winsight Grocery Business Champions of Change - Emerging Champions award.



### TONY MAMMARELLA

My name is Tony Mammarella, I am an east coast Chef who has been in foodservice, restaurant, hospitality for over 32years. I am a Graduate from the Culinary Institute of America in Hyde Park New York. I have worked in everything from Mom n Pops, Casual Dining, and Semi Formal Dining. I am currently the corporate Executive Chef for an independent Family-owned Grocery Chain in South West Virginia, KVAT Food Stores, Food City.



### TREVOR THOMAS

Trevor has spent his entire working life in the cheese industry. He started in a local cheese shop while attending college to become an architect. Needless to say, designing cheese displays became more interesting than designing buildings. This first job led him to a better position at Nob Hill Foods, a 29 store supermarket chain based in Gilroy, CA. By the time Raley's Supermarkets of West Sacramento purchased Nob Hill Foods in 1997, Trevor had worked his way up to Director of Delis. Trevor worked for Raley's for another seven years before leaving the retail side of the business to become a specialty cheese broker, where has love for the cheese industry grew. In 2013, he accepted a job with Lactalis American Group to cover their Southwest Territory. Trevor's passion only grew from there, as he became an American Cheese Society, Certified Cheese Professional; Authored a book on Lactalis' 25 PDO Cheeses; was inducted into the Guilde des Fromagers and volunteers on the IDDBA Cheese Merchandising Team. In 2019, he started a cheese blog [www.cheesetraveler.com](http://www.cheesetraveler.com)





# WISL PARTNERS



## WISL PARTNERS



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# WORKSHOP SCHEDULE (CONT.)



## Sunday



### Don't Fear the Reaper: Intro to Spice

Tony Mammarella

Date: Sunday, June 9, 2024

Time: 11:15 AM - 12:00 PM

A walk through mild to wild in the land of spice.



### Salumi'd: Parm Wheel Cracking

Consorzio del Formaggio Parmigiano Reggiano

Date: Sunday, June 9, 2024

Time: 12:00 PM - 12:30 PM



### Salumi'd: Board Building

IDDBA certified Salumieres

Date: Sunday, June 9, 2024

Time: 12:00 PM - 4:00 PM

# WORKSHOP SCHEDULE (CONT.)

## Sunday



### CPG's Shifting Landscape: A Generational View

Steve Zurek

Date: Sunday, June 9, 2024

Time: 12:15 PM - 12:45 PM

Join NIQ for an insightful journey into the ever-evolving world of Consumer-Packaged Goods and explore the profound effects of generational trends on both manufacturers' and consumers' shopping behaviors. As different generations wield their unique preferences, values, and technology skills, the CPG industry stands at a pivotal intersection of change.



### Prepare Your Business for These Sustainable Packaging Trends

Paul Antoniadis

Date: Sunday, June 9, 2024

Time: 1:00 PM - 1:30 PM

Learn how the top trends and innovations in packaging will impact your business this year, including demystifying packaging regulations, eco-friendly packaging tips, consumer preferences, and more.



### CPG's Shifting Landscape: A Generational View

Patty McCormack & Chris Wilson & Gary DeLeon

Date: Sunday, June 9, 2024

Time: 1:45 PM - 2:15 PM

Learn how to drive Salumi sales beyond cheeseboards by stretching traditional boundaries. Delis can capitalize on Salumi trends by utilizing a wide range of cured meats and elevate culinary experiences with imaginative recipes and culinary creations. Driving Salumi sales as an ingredient is the key to sales growth and repeated sales.



### Snacking & Special Occasions

Jonna Parker & Bridget Kraft

Date: Sunday, June 9, 2024

Time: 2:30 PM - 3:00 PM

There are billions of eating occasions annually with especially Gen Z and Millennials moving towards a more frequent, small meals and snacks than prior generations. There is also a record number of gatherings centered around food & beverage as Americans love to post-pandemic destress, connect and unwind together. How can the dairy, deli and bakery capitalize on these new ways of eating and provide the retail and food service solutions that help us win these occasions and consumers for many years to come?



# WORKSHOP SCHEDULE (CONT.)



## Sunday



### The Amish Flavor Connection

Linda Avila & Reginald Pearson

Date: Sunday, June 9, 2024

Time: 3:15 PM - 3:45 PM

By adhering to centuries-old traditions, the old world meets the new with the Amish community's focus on sustainable agriculture and ingredient innovation to meet consumer demand for bold and exciting cheeses while caring for our planet.



### How Generational Trends Shape the U.S. Food Landscape

Megan Lynberg

Date: Sunday, June 9, 2024

Time: 4:00 PM - 4:30 PM

Understanding the different generational preferences of foods, flavors, and ingredients is crucial for businesses navigating the ever-changing culinary landscape. Get data-backed insights on generational nuances and how you can target not just consumers at large, but the consumers that are most likely to be your most avid and loyal customer.



### The Texas Two-Step

Michelle Love & Robin Luke

Date: Sunday, June 9, 2024

Time: 4:45 PM - 5:15 PM

Ya'll join us for a tasting of specialty cheeses complemented with some of the finest wine, beer, whiskey, and bourbon from the Lonestar state. Pairings that are sure to knock your boots off!



### Champions of Change Awards / What's in Store Live Recognition Event

Date: Sunday, June 9, 2024

Time: 5:30 PM - 7:00 PM

# WORKSHOP SCHEDULE (CONT.)

## Monday



### Breaking Bread with Cheese

Reginald Pearson & Summer Aday

Date: Monday, June 10, 2024

Time: 11:15 AM - 12:00 PM

Similar to pairing cheese with wine, this workshop encourages you to think outside the breadbox by marrying cheeses with on-trend breads to bring out the best qualities in both.



### Cake'd Round I

Date: Monday, June 10, 2024

Time: 12:00 PM - 4:00 PM

Come and be part of the fun as we cheer on the four finalists in the IDDBA's second annual Cake'd competition. Watch them face off in the first round of our mystery challenge and don't forget to vote for your favorite contender using the IDDBA app!



### All Retail is Local: How Suppliers and Retailers can Partner Using Data to Convert Demand at Store Level

Category Partners

Date: Monday, June 10, 2024

Time: 12:15 PM - 12:45 PM

Move beyond historical sales data and learn to unlock your stores' true sales potential. Category Partners will reveal strategies to maximize results and allocate resources effectively.



### Creating a Culture of Continuous Improvement by Applying Knowledge and Skills Through Immersive Learning Solutions

Neil Coole

Date: Monday, June 10, 2024

Time: 1:00 PM - 1:30 PM

People are the key factor in every food safety and quality failure, risk, and incident. While businesses invest in training, the challenge lies in ensuring retention and application of knowledge. How can we embed a deep understanding of food safety? Immersive learning, incorporating gamification and live trials, transforms training into a cultural experience, enhancing learning outcomes.





# WORKSHOP SCHEDULE (CONT.)



## Monday



### A Day In the Life

Circana

Date: Monday, June 10, 2024

Time: 1:45 PM - 2:15 PM

How Dairy, Deli and Bakery products are consumed by the average American household, how it is changing, and where there are opportunities. Find out more about how shopping, eating and cooking has changed and how it can translate into sales for these departments. Circana will leverage our retail sales/shopper perspective as well as insights from food service foot traffic and operator spend and at-home consumption and cooking behavior to paint a vivid picture of how we shop, cook and eat today.



### A Tasting History of Cheddar

Trevor Thomas & Sheri Allen

Date: Monday, June 10, 2024

Time: 2:30 PM - 3:15 PM

A Tasting History of Cheddar – Cheddar for centuries has been the cheese of Kings (In 1170, King Henry II of England purchased 10,240 pounds of cheddar, having declared it was the best cheese in England) as well as commoners. Since then, its popularity has grown around the world. We will be learning (and tasting) some of the origins of this iconic cheese, as well as versions from around the globe.



### Building Lasting Shopper Engagement in Dairy, Deli, and Bakery

John DuBois & Kathy Risch

Date: Monday, June 10, 2024

Time: 3:30 PM - 4:00 PM

Acosta Group will unveil the latest findings from their research on fresh shoppers. Retailers are turning up the heat to attract diners amidst ongoing marketplace changes. Acosta Group will share timely insights and comprehensive recommendations for you to engage consumers and drive growth in dairy, deli, and bakery.



### Cake'd Judging Round I

Date: Monday, June 10, 2024

Time: 4:00 PM - 4:30 PM

The Cake'd Judge Panel will score the first round of Cake'd during this time.



### Plug, Play, Profit: Retail's Digital Revolution

Brian Smetana

Date: Monday, June 10, 2024

Time: 4:15 PM - 4:45 PM

Join Brian Smetana and a panel of industry experts for a concise roundtable discussion on digital retail. Discover how to leverage cutting-edge technologies like digital signage to enhance customer experience, generate additional revenue, and increase brand interaction. This session is perfect for retailers of all sizes embracing digital transformation, marketing and sales professionals seeking improved customer engagement, and technology providers offering retail solutions.

# WORKSHOP SCHEDULE (CONT.)

## Tuesday



### Cake'd Round 2

Date: Tuesday, June 11, 2024

Time: 8:00 AM - 10:30 AM

Join us in supporting the amazing four finalists of the IDDBA's second annual Cake'd competition as they battle it out in the second round of our mystery challenge. Be sure to cast your vote for your preferred contender through the IDDBA app and be a part of the excitement!



### NextGen Networked

Date: Tuesday, June 11, 2024

Time: 9:30 AM - 11:00 AM

Connect with IDDBA's Cooperative Internship interns, culinary students, and Fresh Careers students during a session of networking and enjoyment. All levels of experience, from seasoned veterans to industry newcomers, are encouraged to attend.



### IDDBA/RATIONAL Cooperative Internship Program Recognition

Date: Tuesday, June 11, 2024

Time: 11:00 AM - 11:30 AM

Join us in celebrating our interns and recognize their hard work, successes, and contributions that have helped grow What's in Store Live.



### IDDBA/RATIONAL Cooperative Internship Breakfast Pairing

Date: Tuesday, June 11, 2024

Time: 9:00 AM - 9:30 AM

Bringing the interns unique perspectives to the table, the pairings reflect individual creativity and ingenuity. Engage directly with our talented interns, learn about their culinary inspirations, techniques, and the stories behind the choices.



### Cake'd Judging Round 2

Date: Tuesday, June 11, 2024

Time: 10:30 AM - 11:00 AM

The Cake'd Judge Panel will score the second round of Cake'd during this time.



### Cake'd Awards

Date: Tuesday, June 11, 2024

Time: 11:30 AM - 12:00 PM

Celebrate the conclusion of two intense rounds as the champion of the second annual Cake'd competition is announced.



# CHAMPIONS OF CHANGE



## Champions of Change

Through the Champions of Change awards program, sponsored by Supermarket News and IDDBA, we recognize rising leaders who are building their own legacy and elevating the next generation. There are 4 nomination categories for the Champions of Change.

**Emerging Champions** are up-and-coming inspirational food industry professionals, with titles director level and below. These professionals make a difference in their stores, companies, and communities through demonstrated leadership, results-oriented achievements, peer mentoring and related exceptional contributions to their companies overall success.

**Legendary Champions** are established senior-level business leaders. These legends consistently demonstrate outstanding leadership, dynamic vision, inventive strategic direction, and innovative solution building while providing exemplary inspiration for a new generation of up-and-coming leaders.

**Store Department Director/Manager Champions** are high-performing, results-oriented retail store department managers and assistant department managers in the following store categories: bakery, deli, foodservice prepared foods, and dairy.

### Legacy of Excellence

The International Dairy Deli Bakery Association (IDDBA) recognizes the importance of those whose dedication, drive, and decisions pave the way for the future of the industry and talented leaders of today and years ahead.

Being IDDBA's 60th anniversary, leaders of the association's Industry Relations Committee and our partner, Supermarket News worked together to create a special recognition category for this year's Champions of Change class. The award, The Legacy of Excellence, is designed to recognize a Legendary Champion of Change who exemplifies the following traits, impacts and accomplishments:

- Longevity and Impact
- Innovation and Pioneering
- Leadership and Influence
- Community and Social Impact
- Lifetime Achievements
- Influence on Future Generations
- Resilience and Adaptability
- Impact on Industry Standards

*The nominations for the Class of 2025 Champions of Change will open in November.*



# CHAMPIONS OF CHANGE (CONT.)



**CHAMPIONS  
of CHANGE**  
PRESENTED BY SN AND IDDBA

**EMERGING CHAMPIONS**



**ALEX LIBELL**



**AMANDA RUTHERFORD**



**CALLAN BUSTOS**



**CEDRIC CHRISTIEN**



**CRUZ VENZOR**



**ELAINE MAGEE**



**JACKIE JACKSON**



**JACKIE JOHNSON**



**JESSICA FONTENOT**



# CHAMPIONS OF CHANGE (CONT.)

## EMERGING CHAMPIONS (CONT.)



**KURT BURMEISTER**



**MARK JENKINS**



**MATT SMITH**



**PATTY MCCORMACK**



**SANDI SMITH**



**BARB BUCK**



**JOSHUA TALBOT**



**MICHELE LOVE**

# CHAMPIONS OF CHANGE (CONT.)

## STORE DEPT. DIRECTOR/MANAGER



**BRANDON CAMPBELL**



**VANESSA GARCIA ALANIZ**

## LEGACY OF EXCELLENCE



**MICHAEL EARDLEY**



# CHAMPIONS OF CHANGE (CONT.)



## LEGENDARY CHAMPIONS



**ABBY BYERS**



**ED GASPARINI**



**FRANCESCO MARRA**



**LINDA AVILA**



**LUIS FLORENCIA**



**SHEREE CARDOOS**



**TRACY AQUILA**



**TYLER WILLIAMS**



**WILL HANSMANN**

# COOPERATIVE EDUCATION INTERNSHIP

## IDDBA/RATIONAL Cooperative Education Internship

In 2023, IDDBA and RATIONAL USA teamed up to create a combination culinary and networking internship program to show students the world of foodservice outside of the standard restaurant path, where they can experience “Kitchen Quality of Life” - a unique work-life balance enjoyed by retail foodservice professionals.

This year, culinary arts and bakery/pastry students from Culinary Institute Lenotre worked side-by-side with both industry mentors and chefs to creatively set up and run the What’s in Store Live! Students were asked to be present at the show for four days, three of which were working days with a day off to walk the show, network and engage with mentors and other attendees.



Photos from IDDBA 2024's IDDBA/RATIONAL Cooperative Education Internship recognition.







# SALUMI'D



## Salumi'd

Taking place on the first day of the show at the WISL Education Live Stage, IDDBA Certified Charcuterie Professionals come together to compose visually stunning and palate-pleasing charcuterie boards.

The Charcuterie Professionals utilize an array of sponsored products to showcase and celebrate the difference a Certified Salumier makes in any charcuterie presentation. Charcuterie is an ever-expanding landscape, leading to countless possible board combinations. Certified Salumiers, as masters of product knowledge and pairings, are uniquely equipped to help overwhelmed consumers find and build the charcuterie board of their dreams.

Each year, the IDDBA invites cheesemongers, deli specialists, industry professionals, and enthusiasts to become Certified Charcuterie Professionals, both in-person at the IDDBA show and virtually year-round. The IDDBA is proud to offer this certification exam, which has set the industry standard and is the only one of its kind.

Thank you to our Salumi'd Sponsors: Consorzio del Formaggio Parmigiano Reggiano, Hormel Foods, and Aussie Select!



## 2024 Salumi'd Participants



**CHRIS EASTWOOD**  
CASALE SPA  
CASALE SPA, HEAD OF SALES  
(CERTIFICATION YEAR: 2022)



**CHRIS WILSON**  
ALBERTSONS COMPANIES, DIRECTOR OF  
CULINARY INNOVATION, 2022



**CLAIRE DONOHUE**  
VOLPI FOODS, PRODUCT MARKETING  
SPECIALIST, 2023



**JEWEL HUNT**  
ALBERTSONS COMPANIES, BAKERY, DELI  
FOOD SERVICE, BRANDED CONCEPTS &  
READYMEALS, 2022



**KAIN MARZALADO**  
LA DAIRY COMPETITION, 2022



**KATHY WILKEY-HERRERA**  
HORMEL FOODS, SALES MERCHANDISER,  
2021



**KATIE YAN**  
HORMEL FOODS CORPORATION,  
ASSOCIATE BRAND MANAGER, 2022



**KIMBERLY MARTIN**  
METROPOLITAN MARKET, CHEESE &  
CHARCUTERIE MERCHANDISER, 2023



**MICHAEL SLAVIN**  
WORLD SELECT CUTS' BRAND AUSSIE  
SELECT  
CORPORATE CONSULTING CHEF



**NATHAN ALDRIDGE**  
GOURMET FOODS INTERNATIONAL  
ENRICHMENT MANAGER

# CAKE'D

## Cake'd

Cake'd opened applications last fall to all of our retail cake decorators. We received 22 portfolios, from which Carrie Hansen from Rosauers Supermarkets, Cindy Harrington from Meijer, Katie Jewell from Safeway, and Katie Storr from Hy-Vee were selected to compete live at IDDBA 2024 in Houston, Texas.

They faced off in two rounds. During the first round, they made anniversary or birthday cakes celebrating IDDBA's 60th anniversary. In the second round, they were challenged to make three 5" seasonal cakes from randomly assigned seasons. In both rounds, they were asked to incorporate mystery items from our WISL sponsors. A panel of experts from our WISL sponsor companies judged both rounds. Attendees were also able to vote for the "Fan Favorite" through the IDDBA app.

Katie Jewell from Safeway won the Fan Favorite award, while Katie Storr from Hy-Vee claimed the overall Grand Champion title. A special thank you to the following WISL sponsors that donated product for the competition: DecoPac, Rich Product Corporation, Cake Muse, Cyril's Cake Pop's, Enjoy, IRCA, and Lawrence Foods.

Start working on your portfolio, Cake'd will return for IDDBA 2025!



Photos from IDDBA 2024's Cake'd Competition.



## 2024 Cake'd Participants



**CARRIE HANSEN**  
ROSAUERS SUPERMARKETS



**CINDY HARRINGTON**  
MEIJER



**KATIE JEWELL**  
SAFEWAY



**KATIE STORR**  
HY-VEE



# CASE CONCEPTS

## Dairy

### Case 10 Sweet and Savory Cheese

**Team Members:** Trevor Thomas, Sheri Allen, Lucia Conejo-Mir

**Guiding Trends:**

5 Food Influences Community, Convenience, & Cash Flow

6 Food Influences Culture, Cuisine, and Culinary Explosions

In Case 10, convenience and elevated flavors are center stage, offering an array of sweet and savory cheese-themed concepts that are effortlessly assembled at home or grabbed on the go for instant gratification. From chocolate-enrobed cheeses to exciting flavors and whipped cheese dips and spreads, the options are both enticing and accessible.



### Case 14 Breaking Bread With Cheese

**Team Members:** Michelle Love, Katarina Carlson, Carlee Corvino

**Guiding Trends:**

5 Food Influences Community, Convenience, & Cash Flow

6 Food Influences Culture, Cuisine, and Culinary Explosions

Boards continue to be a solution for entertaining and incorporating bread into your board will keep your customers' interest. From breakfast indulgences to Mediterranean delights and English tea essentials, this case presents entertainment ideas, showcasing elevated snacking options, convenience, flavors, and an array of ready-to-bake and ready-to-go treats, including cheesy pull-apart breads, infused butters, pretzels, and whipped dips and spreads.

### Case 15 Entertainment | Gifts | Convenience

**Team Members:** Michelle Ihnot, Gayle DeCaro, Lauren Winger, Lisa Ali

**Guiding Trends:**

5 Food Influences Community, Convenience, & Cash Flow

6 Food Influences Culture, Cuisine, and Culinary Explosions

Introducing a fresh approach to smaller gatherings and casual occasions with Ready-to-Go, Easy-at-Home assembly, and gifting options offering convenience, elevation, and size options tailored to trending preferences. Discover elevated offerings for smaller gatherings and snacking occasions. From heat-and-eat baked brie to cheeseballs, infused flavors and coated cheese, concepts are perfectly sized for smaller, casual gatherings. Discover how simple additions can increase basket size and elevate any occasion.



# CASE CONCEPTS (CONT)



## Case 16 Travel the World of Cheese

**Team Members:** Alan Hendricks Sam A-Fattah Essie Bootsma

### Guiding Trends:

- 5 Food Influences Community, Convenience, & Cash Flow
- 6 Food Influences Culture, Cuisine, and Culinary Explosions

Case 16 aims to enhance the cheese experience with a range of innovative offerings. Case includes convenient cut and wrapped cheese from around the world with elevated cheese presentation. Includes a focus on convenient indulgence such as cubed cheeses accented with fresh sprigs of rosemary or basil and marinated mozzarella infused with chili oil or basil oil. Other convenience entertaining concepts include dill and horchata coins, goat cheese lollipops, Brie murals, cheese terrine, honey shooters, Roquefort Layered Camembert, and beautiful flower ricotta cups. Additionally, this case serves as a sampling spot.

## Case 17 Social Media

**Team Members:** Trevor Thomas, Sheri Allen, Lucia Conejo-Mir

### Guiding Trends:

- Guiding Trend 3: Food Influences Technology of Today and For Tomorrow
- Guiding Trend 5: Food Influences Community, Convenience, & Cash Flow

Seize consumer interest and boost basket size by offering trend-driven meal and snack solutions tailored to modern lifestyles. Case offerings include convenient grab-and-go options and ready-to-assemble kits, ideal for 2 or 3 individuals. The recent phenomenon of Baked Feta Pasta underscores the influence of social media on shopper behavior, prompting retailers to capitalize on these trends. Other concepts include French Onion Soup Pizza, Cheesy Skillet Dip, and Indian Style Cheese Bombs.



## Case 18 Dairy | Wellness

**Team Members:** Lars Bjorklund, Julia Toscano, David Stearle

### Guiding Trends:

- Guiding Trend 1: Food Influences Mind, Body, Spirit
- Guiding Trend 5: Food Influences Community, Convenience, & Cash Flow

Highlighting Trends in Healthy Snacking and Convenient Grab-and-Go Options. This case emphasizes the benefits of dairy products, showing a range of elevated options tailored to modern lifestyles. From snacking sizes to convenient grab-and-go solutions, the offerings cater to health-conscious individuals seeking nutritious choices on the move. Explore an assortment of parfaits, fruit and veggie cups paired with dips, spreads, and yogurts and embrace the goodness of probiotics with a selection of labneh and probiotic-rich options, providing both flavor and wellness benefits.





# CASE CONCEPTS (CONT)

## Case 19 My SnackleBox – Snacking For I

**Team Members:** Reginal Pearson, Linda Avila, Robin Luke

### Guiding Trends:

*Guiding Trend 5: Food Influences Community, Convenience, & Cash Flow*

In response to the evolving trend for solo snacking and individual dining experiences this case focuses on the concept of the modern snacking culture by offering a diverse range of elevated, trending flavors in conveniently small portions. By offering easy-to-enjoy, single-serve delights, the case successfully tapped into the demand for gourmet experiences in an affordable indulgence. This case introduces innovative concepts featuring a selection of single-serve edible pretzel boards and petite tapas boxes.



## Case 22 Cheese Celebrates Dill Pickle Month

**Team Members:** Reginal Pearson, Linda Avila, Robin Luke

### Guiding Trends:

- 5 Food Influences Community, Convenience, & Cash Flow
- 6 Food Influences Culture, Cuisine, and Culinary Explosions

This case introduces the concept of Limited Time Offerings (LTO) with the theme of “Cheese Celebrates Dill Pickle Month. To promote July is Dill Pickle Month in the case are ready-to-go, easy-to-assemble kits including dill pickle bombers, dill pickle cheese balls, compound butters, and a pizza with cheese, charcuterie, and pickles. This concept aims to keep customers coming back to see what’s new.

## Hallway Cases (staffed by WISL team)

### Cool Display Solutions

Positioned at the entrance to the show floor, these mobile cases exemplify the adaptability to change concepts and Limited Time Offerings (LTO).



# CASE CONCEPTS (CONT)

## Deli

### Case 1: NEWSTALGIA – The New Nostalgia

#### Guiding Trends:

4 – Food Influences the Young, the Youngish, and the Young at Heart

Enter a realm where tradition intertwines seamlessly with modernity at NEWSTALGIA – The New Nostalgia. This exceptional showcase celebrates beloved classics, expertly reinterpreted with contemporary flair and innovative touches. With its forward-thinking approach to flavor, presentation, and evocative dining experiences, NEWSTALGIA transcends mere gastronomy – it's an immersive experience where each bite bridges the gap between past, present, and future culinary delights.



### Case 2: Build Your Own Adventure

#### Guiding Trends:

5 – Food Influences Community, Convenience, and Cash Flow

Embark on a culinary journey like no other with Build Your Own Adventure, where the power of personalization meets the excitement of exploration. Every shopper deserves the opportunity to create a truly bespoke culinary experience tailored to their individual tastes and preferences.

Elevate your shopping experience to new heights as you indulge in the thrill of discovery and the satisfaction of creating something truly yours. Whether you're a home cook seeking new combinations or a busy professional looking for convenient yet customizable options, Build Your Own Adventure puts the power of choice squarely in your hands.

### Case 3: Asian International Deli

#### Guiding Trends:

6 – Food Influences Culture, Cuisine, and Culinary Explosions

As the influence of Asian culture continues to captivate audiences worldwide through movies, music, and the ever-evolving street food scene, the Asian International Deli is proud to serve as a gateway to this captivating culinary experience. This case provides the platform for the respectful and authentic celebration of Asian cuisine, offering a diverse range of dishes and flavors that reflect the rich tapestry of traditions from across the continent. The Asian International Deli is your passport to a world of culinary exploration and discovery, where every dish tells a story of tradition, innovation, and the timeless allure of Asian cuisine.





# CASE CONCEPTS (CONT)

## Case 4: BBQ 3.0

### Guiding Trends:

6 – Food Influences Culture, Cuisine, and Culinary Explosions

Experience the next evolution of grilling at BBQ 3.0, where world flavors and modern trends meld with the time-honored techniques of classic barbecue. BBQ 3.0 takes this beloved tradition to bold new heights and strengthens it with global influence and styles. Indulge in the smoky, mouthwatering splendor of these signature dishes, savor the camaraderie of good food and good company, and discover why BBQ 3.0 is redefining the future of barbecue, one delicious bite at a time.



## Case 5: Eating Loudly

### Guiding Trends:

6 – Food Influences Culture, Cuisine, and Culinary Explosions

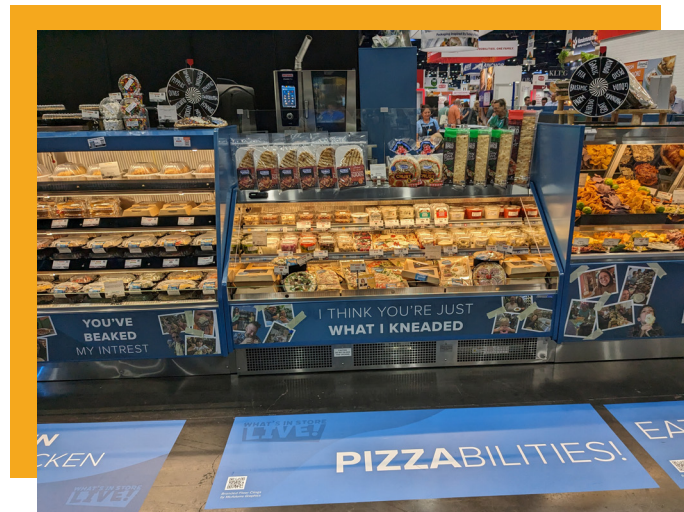
"Eating Loudly" is a flavorful journey celebrating bold tastes from around the world. Our culinary artisans have masterfully crafted a menu that expresses the vibrant diversity of world cuisine, seamlessly blending familiar ingredients with exotic spices and international flair to create a tantalizing array of delicacies bursting with powerful flavors and a spicy kick. Explore this expertly handpicked selection, where every bite promises excitement and delight.

## Case 6: Pizzabilities!

### Guiding Trends:

5 – Food Influences Community, Convenience, and Cash Flow

The pizzabilities are endless in the pizza case. From finished pizzas, ready for the oven, to perfect grab & go options to make your own, this pizza destination is sure to provide quick convenience or fulfill all your needs for on trend pizza customization! With a wide selection of fresh toppings and specialty crusts available, you can unleash your creativity and craft the perfect pizza masterpiece, tailored to your unique preferences. Whether you're craving a classic cheese and pepperoni or an adventurous Figgy Piggy, Pizzabilities offers something for every pizza enthusiast to enjoy.



# CASE CONCEPTS (CONT)

## Case 7: Cluckin Hot Chicken!

### Guiding Trends:

- 2 – Food Influences Sourcing, Sustainability, Salary
- 5 – Food Influences Community, Convenience, and Cash Flow

Step into the Cluckin Hot Chicken hot bar display prepare to tantalize your taste buds with a feast of upcycled rotisserie chicken and comforting meal solutions. This vibrant display is a haven for those seeking convenient and delicious options for lunch, dinner, or any meal in between. As you approach the display, the savory aroma of perfectly seasoned rotisserie chicken fills the air, inviting you to indulge in its succulent flavor. The centerpiece of Cluckin Hot Chicken, the rotisserie chicken, is expertly prepared and served hot, ready to be enjoyed on its own or incorporated into a variety of mouthwatering dishes. Accompanying the star of the show are hearty sides that complement the chicken perfectly. But the indulgence doesn't stop there. Cluckin Hot Chicken also offers an array of comforting desserts to round out your dining experience.

More than just a place to grab a quick bite, Cluckin Hot Chicken embodies the essence of convenience and culinary innovation. Whether you're looking for a satisfying meal on the go or planning a family dinner, this hot bar display promises a delicious solution that's as convenient as it is delectable.



## Case 8: Food on the Fly

### Guiding Trends:

- 5 – Food Influences Community, Convenience, and Cash Flow

"Food on the Fly" is a dedicated collection tailored to meet the demands of on-the-go consumers. Designed for quick grabs and instant consumption, this case offers a seamless blend of ready-to-eat convenience and heat-and-eat options, all with prepped simplicity for your busy lifestyle. Whether you're rushing to catch a flight or grabbing a quick bite between meetings, "Food on the Fly" ensures that delicious and satisfying meals are always within reach.



## Case 9: All Things Entertaining

### Guiding Trends:

- 6 – Food Influences Culture, Cuisine, and Culinary Explosions

Designed around the idea of "all things entertaining". We offer everything from host gift boxes for parties to unique charcuterie tray offerings. This concept allows the consumer to choose a completed grab n' go offering or a build your own using your creativity for something more unique. We also wanted to include the use of technology with influencer recipes and how to's for inspiration.





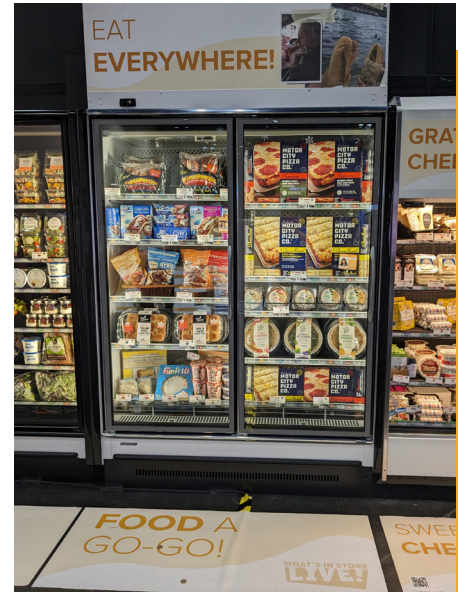
# CASE CONCEPTS (CONT)

## Case 11: Food a Go-Go!

### Guiding Trends:

5 – Food Influences Community, Convenience, and Cash Flow

"Food a Go-Go" celebrates the convenience of frozen foods for busy individuals. Participants will explore a selection of frozen delights, go-to meals, appetizers, snacks, and more, discovering innovative ways to incorporate them into daily routines and unlock the potential of frozen ingredients to revolutionize meal prep. Next time you're looking for a quick bite or meal, pick up a ready-to heat and eat solution at FOOD A GO-GO.



## Case 12: Food for Body and Soul

### Guiding Trends:

1 – Food Influences Mind, Body, Spirit

"Food for Mind, Body, and Soul" offers a curated selection of functional and fermented foods to nourish holistic well-being. Participants will explore nutrient-dense functional foods that support cognitive function and immunity, alongside probiotic-rich fermented delicacies promoting gut health. Through engaging discussions and tastings, individuals will discover the transformative power of mindful eating and embrace dietary choices that foster vitality in mind, body, and spirit.

# CASE CONCEPTS (CONT)



## Case 20: Charkidderie

### Guiding Trends:

4 – Food Influences the Young, the Youngish, and the Young at Heart

For the kid and kid at heart! Charkidderie presents delicious grab n' go options for morning, noon, or night featuring healthy choices using ingredients stocked throughout the store. Explore our delightful selection of kid-friendly charcuterie, with colorful presentations and playful combinations. A great spontaneous buy option for any generation, Charkidderie adds a touch of fun to any mealtime occasion.

## Case 21: Microstalgia

### Guiding Trends:

4 – Food Influences the Young, the Youngish, and the Young at Heart

5 – Food Influences Community, Convenience, and Cash Flow

Step into the world of Microstalgia, where classic cuisine meets modern convenience in bite-sized form. This case showcases a curated selection of Newstalgia favorites transformed into micro versions for your enjoyment. Each item offers all the flavor and charm of its full-sized counterpart in a compact package. If Newstalgia is a theme park, Microstalgia is the gift shop! Perfect for sampling, snacking, or simply indulging in a nostalgic treat, Microstalgia brings the joy of childhood favorites to your fingertips. Explore the miniature wonders of yesteryear and rediscover the magic of comfort food, one bite at a time.





# CASE CONCEPTS (CONT)

## Bakery

### Case 23: Easy Pleasy

#### Guiding Trends:

5 – Food influences community, convenience, and cash flow

Easy Pleasy embodies the modern demand for convenience, offering a self-service case that caters to both customers and staff. This versatile display features a mix of retail-ready products alongside easily assembled assortments, providing options for a quick snack or an elaborate dessert presentation.

One standout item are the cake truffles. These bite-sized treats are made by repurposing cake trimmings and frosting. By mixing the leftover cake and frosting, rolling the mixture into balls, and coating them in sprinkles, you can create a decadent dessert that is not only good for the environment, but also great for your margins.



### Case 24: Innovation — Playful, Global, and Unique

#### Guiding Trends:

2 – Food influences sourcing, sustainability, and salary

6 – Food influences culture, cuisine, and culinary explosions

If you have worked in the retail or food service industry, you know that space is a precious commodity. This case demonstrates how to leverage the supplies you have on hand by repurposing them in unique and creative ways.

The case also explores the recent trend of "half cakes" - cakes that are cut in half to create to offer a smaller option and builds on it through repurposing cupcakes and creating new cake shapes. By leveraging this innovative approach, retailers can delight customers and stand out in a competitive market.

Another eye-catching aspect of this case are the lovingly named "critter cakes." Packed with personality these designs are influenced by social media trends, often depicting loveable characters.



### Case 25: Elegant and Sophisticated Celebratory Cakes

#### Guiding Trends:

5 Food Influences Community, Convenience, & Cash Flow

6 Food Influences Culture, Cuisine, and Culinary Explosions

Birthdays, graduations, weddings - cake is central to life's big milestones. "Elegant and Sophisticated Celebratory Cakes" aims to elevate this tradition with refined cake designs.

The maximalist approach to cake decorating is here to stay, but a more sophisticated style has gained popularity. These elegant cakes can still create a sense of occasion, but with a more refined sensibility.

By offering beautifully crafted, sophisticated cake designs, retailers can cater to evolving consumer tastes and stand out in a crowded market. The result is a truly special, memorable cake that elevates the celebratory experience through thoughtful, artful design.



# CASE CONCEPTS (CONT)



## Case 26: BIY – Bake It Yourself

### Guiding Trends:

- 5 – Food influences community, convenience, and cash flow
- 6 – Food influences culture, cuisine, and culinary explosions

Beyond the extra love and care that goes into home baking, what truly sets it apart is the experience of enjoying treats fresh out of the oven.

These cases showcase how retailers can simplify the joy of home cooking to their consumers. By offering "take and bake" products, customers can enjoy the convenience of store-bought items while also experiencing the satisfaction of baking them at home for peak freshness. This take and bake approach will also appeal to frugal and environmentally conscious consumers. By allowing customers to cook only the amount they need, it gives them greater control over the finished product they have on hand.

## Case 27 & 28: Celebrate your day!

### Guiding Trends:

- 1 – Food Influences Community, Convenience, & Cash Flow
- 3 – Food Influences Culture, Cuisine, and Culinary Explosions

Your favorite grocery store likely has an aisle you always make a point to visit. "Celebrate Your Day!" is about creating that special destination for shoppers.

With limited time offers growing in popularity, there is an opportunity to build a weekly ritual around new "everyday occasions" to celebrate. This could include national food holidays, self-care moments, or other fun themes.

This approach also taps into the broader trend of "Food influences Mind, body, spirit." A small treat can be a reward or a pick-me-up which many see as playing a positive role in mental health.



## Case 29 & 30: Back to Basic Entertaining

### Guiding Trends:

- 5 – Food influences community, convenience, and cash flow

When going out to eat, many restaurants start the meal with a simple offering of bread and butter. While not revolutionary, this basic luxury can feel truly indulgent and impactful. These cases bring that sense of luxury to home entertaining, enabling them to wow their guests with the simple joy of carbs and fat.

From the new classic of the butter board to the whimsical butter candle, to more hands-on pull-apart breads - these offerings provide a range of appetizer options to suit any palate.

Bread is also being incorporated into charcuterie boards, further elevating this humble staple. No matter your personal preferences, there is a perfect bread-based appetizer to bring to your next gathering or enjoy at home.



# CASE CONCEPTS (CONT)

## Case 31: Coming in Hot

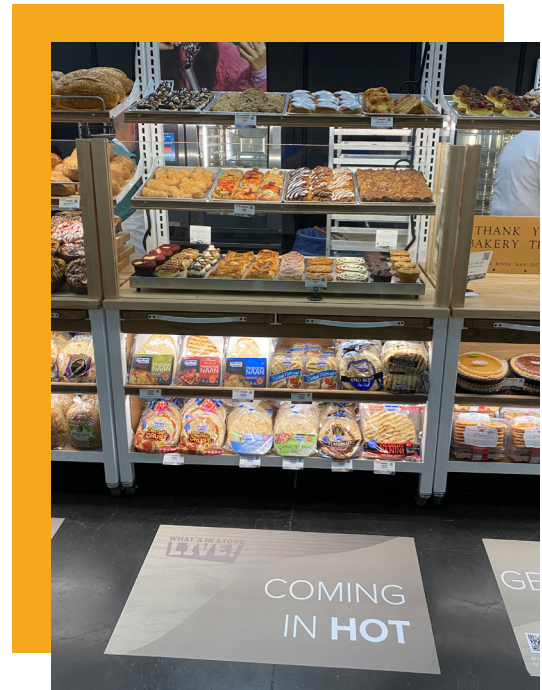
### Guiding Trends:

3 – Food Influences Culture, Cuisine, and Culinary Explosions

One of life's simple pleasures is enjoying a baked good fresh out of the oven. This case aims to bring that experience directly to the consumer.

Delivery apps have sparked a growing consumer passion for the gooey, irresistible appeal of warm baked goods.

Regardless of whether it is offered in the deli or the bakery, a warm, freshly baked sweet or savory treat provides a convenient, delicious way to indulge. This allows retailers to not only tap into the nostalgia of a fresh baked good but also differentiate their offerings.



## Case 32: Get Laminated

### Guiding Trends:

3 – Food Influences Culture, Cuisine, and Culinary Explosions

6 – Food influences culture, cuisine, and culinary explosions

There is nothing quite like the texture of a laminated baked good. This case is a tribute to the incredible versatility of laminated dough. From éclairs and cream puffs to turnovers and more, the possibilities are endless when it comes to this rich, flaky pastry.

The case also highlights the recent viral upside-down puff pastry hack. This simple execution yields absolutely beautiful results.

By celebrating the craft and versatility of laminated baked goods, this case taps into consumers' growing appreciation for high-quality, indulgent pastries. It showcases how this classic technique can be used to create a wide range of innovative, visually stunning treats.

## Case 33: Newstalgia - a Modern Classic

### Guiding Trends:

4 – Food influences the young, the youngish, and the young at heart

While bold, innovative flavors may captivate the epicurious, not everyone is that adventurous. Newstalgia is about taking a classic product or flavor and adding a modern flair.

Consumers can enjoy the comfort and nostalgia of a classic product, while also experiencing a fresh, elevated take. This allows them to explore new tastes and textures, while still maintaining a sense of the familiar.

By modernizing beloved classics, newstalgia taps into the growing consumer demand for innovative, yet approachable products.



# CASE CONCEPTS (CONT)



## Case 34: Bite Me!

### Guiding Trends:

- 1 – Food influences Mind, body, spirit
- 5 – Food influences community, convenience, and cash flow

This case focuses on packing big flavor into small bites. Due to consumer concerns with inflation and an increased focus on wellness, smaller serving sizes have been gaining popularity. Smaller serving sizes also provide a great way to appeal to consumer demand for variety and personalization. Can't make up your mind between getting a brownie or tart?

That will not be an issue here – just get both! An assortment of small baked goods is also a great way to make sure everyone at the party has their favorite.

## Case 35: Do It For The 'Gram

### Guiding Trends:

- 3 – Food Influences Culture, Cuisine, and Culinary Explosions
- 6 – Food influences culture, cuisine, and culinary explosions

In today's digital landscape, there is huge potential for user-generated content. The new name of the game is having consumers evangelize your products through their own authentic experiences and recommendations.

Limited time offers with rotating flavors are an excellent way to encourage shoppers to stay engaged and excited about your offerings. These limited-edition products, with their photogenic designs, exclusivity, and incredible taste, are primed to go viral in no time.





# FEATURED PARTNERS



## 25/7 Digital Labs



### 25/7 Digital Labs

25/7 Digital Labs positions itself as a pioneering partner in the digital signage and kiosks sector, emphasizing innovation and cost-efficiency in its offerings. The company is renowned for its comprehensive service suite, which includes not only the procurement of hardware but also the installation, hosting, and management of Content Management Software (CMS). A key aspect of their approach is to challenge conventional industry norms by providing flexible options—ranging from individual components to complete solutions—tailored to client needs.

Their business model deviates from standard package deals typically seen in the market, focusing instead on modular solutions that can be customized. This adaptability allows them to cater to specific client requirements with precision, including full-scale installation, meticulous after-sales support, and premium white-glove services. By leveraging relationships with a selection of trusted vendors and software partners, 25/7 Digital Labs strategically selects resources that best match each project's unique demands, ensuring optimal results.

The company's strategy centers on sustaining a deliberately limited customer base, which facilitates not only competitive pricing but also the provision of highly personalized service. This selective approach guarantees that each client benefits from dedicated attention and customized solutions that resonate with their specific operational contexts.

Moreover, 25/7 Digital Labs collaborates with leading creative talents to develop compelling content and visuals that effectively engage target audiences. These creative outputs are designed to draw in viewers and translate their interest into tangible business outcomes for clients. From the initial stages of project conceptualization through to the ongoing management and support post-installation, the company assures a cohesive and hassle-free client experience.

Overall, 25/7 Digital Labs distinguishes itself through a commitment to quality, customized service, and innovative solutions in digital signage. Their methodical selection of clients, coupled with their ability to deliver bespoke solutions, firmly establishes them as a preferred provider, enhancing customer engagements with state-of-the-art digital displays.

*David Smetana*

*Co-Founder*

*Email: [david@257digitalabs.com](mailto:david@257digitalabs.com)*

## Aldridge Marketing Group



**ALDRIDGE MARKETING GROUP, INC.**

Aldridge Marketing Group is known for our extensive industry experience, deep sales and marketing expertise, and unparalleled dedication to crafting sustainable initiatives. We are deeply committed to fostering success through our talented team and innovative approaches on the west coast, particularly in elevating in-store bakery experiences.

*Jeff Aldridge*

*President*

*Email: [jaldridge@amgsales.net](mailto:jaldridge@amgsales.net)*

# FEATURED PARTNERS

## Chef Robotics

Chef Robotics is the industry leader in high-mix food assembly for prepared foods (e.g., frozen meals, fresh meals, burritos, wraps, party trays, parfaits, etc.). Its core product—the Chef System—integrates AI, computer vision, and proprietary utensils to mimic human flexibility on production lines while ensuring the consistency and reliability of mechanical dispensers. Chef Robotics' clients include contract manufacturers, frozen and fresh meal producers, direct-to-consumer prepared meal brands, food service, and more. Chef Robotics has AI-enabled robots across the U.S. and Canada, and helps its clients to reduce food giveaway (improve yield), labor management issues, improve product consistency, and increase production output.



*Joe Weber*

*Senior Business Development Manager*

*Email: [Joe@chefrobotics.ai](mailto:Joe@chefrobotics.ai)*

## Circana

Circana is the leading advisor on the complexity of consumer behavior, helping our clients measure and accelerate consumer demand for their products. Through our complete view of the consumer, unparalleled technology, and deep industry expertise, we provide clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth. Circana is the US retail insights partner for IDDBA since 2020 and provides quarterly market data, flavor updates, monthly newsletter reports/webinar and quarterly deep dives for IDDBA members.



Liquid Data Go™ - Right-sized insights for outsized growth. Dairy, Deli and Bakery suppliers need to secure distribution, drive trial and interest, and launch innovative products in their portfolios. Dairy, Deli and Bakery suppliers have the same needs as more center-store brands, but often don't have the same resources. To compete effectively and bring new thinking to retailers, midmarket companies need a data solution to help answer evolving business questions quickly, easily, and affordably. We offer a data-rich application that provides on[1]demand access and utilizes best-in-class, opportunity[1]based stories to better engage with retailers and drive brand growth. Liquid Data Go offers access to actionable performance metrics for brands across channels, retailers, and e-commerce, while also gaining insights for consumer, promotional events, and new product performance. Ultimately, Liquid Data Go gives brands more confidence to make data-driven decisions- including for dairy, deli and bakery.

**Look for fun facts filled with data points from Circana throughout the WISL area!**

Email: [FreshFoods@circana.com](mailto:FreshFoods@circana.com)





# FEATURED PARTNERS



## Cool Display Solutions



The Cool Display Solutions

Avanto 65 promotional refrigerated display features powerful graphics that bring any brand to life in store. Take advantage of a small footprint that generates tremendous sales lift for any product. The Avanto 65 is portable, easy to install, and plugs into a standard 110v wall plug. Easy to change graphics allow for seasonal themes and ongoing promotional activities. Give your refrigerated brands a fighting chance at store level. The Avanto 65 is a great way to engage consumers with your brands.

*Steve Danford*

*Vice President Business Development*

*Phone: 416-523-1108*

*Email: [Steve@cooldisplaysolutions.com](mailto:Steve@cooldisplaysolutions.com)*

## Hillphoenix



Hillphoenix's mission is to provide fresh, innovative customer-centric solutions that help our customers stay relevant and competitively differentiated to sell more food, more profitably. Our vision inspires us to become the recognized global leader in creative, flexible and responsible innovations in retail refrigeration. Our values drive our restless spirit to deliver fresh thinking and responsible solutions.

*Marjorie Proctor*

*Marketing & Design Manager*

*Phone: 641-680-6104*

*Email: [mproctor@doverfoodretail.com](mailto:mproctor@doverfoodretail.com)*

# FEATURED PARTNERS

## Jolt



Our Founder, Josh Bird, turned the challenges he faced as a franchisee owner of a Baskin Robins into a solution used by thousands of global restaurants, food and beverage business and retail stores.

On New Years Day 2010, Josh faced his biggest challenge yet: a broken freezer unit with over \$10,000 of food stock ruined in just a few hours.

This was the last straw in a series of hurdles he experienced while trying to run his small business. Josh knew other franchisees—especially restaurant groups and multi-location owners—were experiencing the same problems he faced. It seemed that no one had digital solutions to these problems.

Josh got to work creating software that could improve employee accountability, digital food safety compliance, and boost employee performance in his store. The result is Jolt Software, a technology specifically designed to execute operations for restaurants, retail stores, entertainment venues, and deskless businesses of all kinds.

There are two main focuses to Jolt Software. The first is digital food safety, making sure that food is stored, prepared and served at the correct temperature. Ensuring employees take corrective actions and documenting them if there is a food safety issue. This results in eliminating food safety errors and saving products.

The second, is around digital operations. Digital, custom built, cloud based checklists that are on a phone or tablet for employees to do. Whatever the checklist is, you will know which employee completed the task. This holds every employee accountable for their actions. The manager then knows which employee to praise for great work or to spend more time coaching and training.

“Jolt has been a lifesaver when it comes to organization and time savings. Too often we were losing temperature logs and not completing basic tasks. Within two weeks of implementing Jolt we were hitting 100% completion on all temperature logs with their bluetooth thermometer integration.”  
Scotland Higdon - Zaxby's

*David Doty*

*Partnerships*

*Phone: 877-396-4112*

*Email: [David.doty@jolt.com](mailto:David.doty@jolt.com)*

## Lowes Rental

Founded in 1977, Lowe Corp. specializes in global refrigeration and food service equipment rentals, operating under 5 brands to supply refrigeration and catering equipment for exhibitors to display their product range.

*Victoria Abney*

*Exhibition Sales Manager, USA*

*Phone (Cell): 470.812.2424*

*Email: [Victoria.Abney@lowerental.com](mailto:Victoria.Abney@lowerental.com)*





# FEATURED PARTNERS



## Visual Art

## VISUALART

Visual Art is a leading digital signage company that delivers end-to-end solutions to clients all over the world. We always start with why, collecting insights and designing concepts that create real business value for customers. We take care of the whole value chain from tech solutions, hardware, digital signage software, content, and installation to service and support.

By measuring the effect of the solution, we can act as a strategic partner, making sure that the defined KPIs are reached. Whether it is to increase sales, drive customer experience, or sell advertising space to third parties (retail media).

We are doing this by combining our creative expertise, tech innovation, and simple and intuitive digital signage software Signage Player. Visual Art was founded in 1997 and has 130 employees in 8 markets within consulting, tech, concept and design, content production, installation, service, and support to make sure our clients can trust us to deliver a smooth experience.

We are trusted by brands such as McDonald's, Unibail-Rodamco-Westfield, Lego, Joe & the Juice, NIO, Subway, Audi, Circle K, 7-Eleven, and others

Do you want to increase sales, raise brand awareness, or build customer loyalty?

Whatever your goals are, we can help you. Let's talk about how you can capture attention, and compellingly deliver messages!

*Glenn Schackmuth*

*North America Market Director*

*Phone: 312.208.9777*

*Email: [Glenn.Schackmuth@visualart.com](mailto:Glenn.Schackmuth@visualart.com)*

## Yerecic Label



Yerecic Label is a third generation family-owned and operated manufacturer of custom pressure sensitive labels for the fresh food industry. Founded in 1969 and headquartered in Pittsburgh, Pennsylvania with an additional manufacturing facility in Phoenix, Arizona; Yerecic Label serves customers across North America with high quality labels and superior service at the Speed of Fresh®. With over 55 years of experience, Yerecic Label's expertise within fresh food has been chosen by retailers, manufacturers and distributors to inform and inspire consumer's product decisions at the point of purchase.

Yerecic Label's dual focus on consumer research and lean manufacturing contributes towards growing customers' top and bottom line in a competitive marketplace. Over its history, Yerecic Label has become a well-respected source of insight into labeling trends across various products and markets within Fresh. Participation in trade organizations like IDDBA, the Annual Meat Conference, the Southeast Produce Council and more drive insights across the fresh perimeter of retail. Yerecic Label is also a leader in Sustainability with a certification from the Sustainable Green Printing Partnership (SGP). Last year, Yerecic Label invested in an in-house lab to further innovation of recycling friendly pressure sensitive label constructions.

At Yerecic Label, each customer is paired with a dedicated team comprised of a Key Account Manager, Sales Coordinator and Graphic Designer to execute requests with care and precision. Online proofing, ordering, and real-time inventory tracking are just a few of the tools provided to customers for a seamless buying experience. Both manufacturing facilities are equipped with in-house platemaking to promote efficiency and cost-savings. Flexographic and Digital printing are offered across a variety of product types including prime labels, nutritional labels, coupons and more. Visit [YLfresh.com](http://YLfresh.com) or booth #1818 at IDDBA 2024 to connect with a Yerecic Label team member, and be sure to stop by What's In Store Live! to view Yerecic Label product line solutions in action!

*Elizabeth Yerecic*

*Executive Vice President Sales & Sustainability*

*Phone: 412-389-8213*

*Email: [yerecice@yereciclabel.com](mailto:yerecice@yereciclabel.com)*



# FEATURED PRODUCTS



## California Milk Advisory Board

Booth Number: 3729



**LOOK FOR THE SEAL.**

California Milk Advisory Board  
RealCaliforniaMilk.com

## Di Stefano Fresh Mozzarella Sliced Logs

SKU: 1117/8-5006600213-1

Fresh Mozzarella Sliced Logs

Contact: Rob Perrone

Phone:

Email: [rperrone@distefanocheese.com](mailto:rperrone@distefanocheese.com)

## Di Stefano Ricotta

SKU: 1134/8-5006600218-6

Ricotta

Contact: Rob Perrone

Phone:

Email: [rperrone@distefanocheese.com](mailto:rperrone@distefanocheese.com)

## Di Stefano Buratta in Water

SKU: 1007/8-50066-00209-4

Buratta in Water

Contact: Rob Perrone

Phone:

Email: [rperrone@distefanocheese.com](mailto:rperrone@distefanocheese.com)

## Crystal Creamery Boisenberry Cheesecake

SKU: 87196/0-70910-87196-0

Boisenberry Cheesecake

Contact: Brian Carden

Phone:

Email: [bcarden@crystalcreamery.com](mailto:bcarden@crystalcreamery.com)

# FEATURED PRODUCTS

## Sierra Nevada Graziers Salted Butter

SKU: 6900/6-876521-6900-4

Graziers Salted butter

Contact: Meghan Rodgers

Phone:

Email: [meghan@sierranevadacheese.com](mailto:meghan@sierranevadacheese.com)

## Sierra Nevada Graziers Sharp Cheddar

SKU: 6507/6-87652-16507-5

Graziers Sharp Cheddar

Contact: Meghan Rodgers

Phone:

Email: [meghan@sierranevadacheese.com](mailto:meghan@sierranevadacheese.com)

## Los Altos Queso Fresco

SKU: 2356/0-91155-12356-0

Queso Fresco

Contact: Patty Valera

Phone:

Email: [patty.valera@losaltosfoods.com](mailto:patty.valera@losaltosfoods.com)

## Arbo's Spicy Cheese Dip

SKU: 8-6000678367-9

Spicy Cheese Dip

Contact: Andrew Arbo

Phone:

Email: [gastandrewarbo@arbogastfoods.com](mailto:gastandrewarbo@arbogastfoods.com)

## In Good Hands White Cheddar Protein Puffs

SKU: 8-3583000007-0

White Cheddar Protein Puffs

Contact: Hannah Robbins

Phone:

Email: [hannahrobbins@californiadairies.com](mailto:hannahrobbins@californiadairies.com)



# FEATURED PRODUCTS



## Lifeway Organic Whole Milk Mixed Berry Kefir

SKU: 0-1707707432-2

Organic Whole Milk Mixed Berry Kefir

Contact: Kelly Oakes

Phone:

Email: [kellyo@lifeway.net](mailto:kellyo@lifeway.net)

## Cheese Bits Wasabi Mozzamini Pearls

SKU: 8-50003-94803-4

Wasabi Mozzamini Pearls

Contact: Karen Mohr

Phone:

Email: [KMohr@cheese-bits.com](mailto:KMohr@cheese-bits.com)

## Fiscalini Old World Aged Cheddar

SKU: 8-2828000204-6

Old World Aged Cheddar

Contact: Laura Genasci

Phone:

Email: [LauraGenasci@fiscalinicheese.com](mailto:LauraGenasci@fiscalinicheese.com)

## Marin French Cheese Petite Garlic & Pepper Triple Crème Brie

SKU: 0-74310 15829-4

Petite Garlic & Pepper Triple Crème Brie

Contact: BJ Frank

Phone:

Email: [bj@laurachenel.com](mailto:bj@laurachenel.com)

## Point Reyes Quinta

SKU: 8-2761500096-2

Quinta

Contact: Connie Con

Phone:

Email: [conconnie@pointreyescheese.com](mailto:conconnie@pointreyescheese.com)

# FEATURED PRODUCTS



## Sweet Craft Tiramisu

SKU: 8-5578000643-4

Tiramisu

Contact: Delia Michael

Phone:

Email: [delia@sweetcraft.com](mailto:delia@sweetcraft.com)

## Super Store Industries Sunnyside Farms Sour Cream

SKU: 7-1754420250-9

Sunnyside Farms Sour Cream

Contact: Jim O'Shea

Phone:

Email: [joshea@ssica.com](mailto:joshea@ssica.com)

## Winsoon/Epoca Cool Plus Plain Yogurt

SKU: 7-4872922503-7

Cool Plus Plain Yogurt

Contact: Andrea Lee

Phone:

Email: [Leeandrea@winsoonepoca.com](mailto:Leeandrea@winsoonepoca.com)

## Gopi (Karoun) Masala Paneer

SKU: 7-9625270108-5

Masala Paneer

Contact: Annie Keropian

Phone:

Email: [Annie.KEROPIAN@us.lactalis.com](mailto:Annie.KEROPIAN@us.lactalis.com)

## dosa by DOSA Cardamom Mango Lassi

SKU: 8-5279600708-0

Cardamom Mango Lassi

Contact: Emily Gilels

Phone:

Email: [emily@dosasf.com](mailto:emily@dosasf.com)



# FEATURED PRODUCTS



## Angelo & Franco Mozzarella

SKU: 71001/0-09492218497-2

Mozzarella

Contact: Angelo Tartalia

Phone:

Email: [angelo@angeloandfranco.com](mailto:angelo@angeloandfranco.com)

## Belfiore Burrata

SKU: 0-73780200102-6

Burrata

Contact: Farr Hariri

Phone:

Email: [farr@belfiorecheese.com](mailto:farr@belfiorecheese.com)

## Scott Brothers Cre-Mex Mexican

SKU: 0-8201/0-52273-08108-8

Cre-Mex Mexican

Contact: Anthony Chavez

Phone:

Email: [anthony@scottbrothers.com](mailto:anthony@scottbrothers.com)

## Parmalet (Karoun) Honey Yogurt

SKU: 7-96252-80300-0

Honey Yogurt

Contact: Annie Keropian

Phone:

Email: [Annie.KEROPIAN@us.lactalis.com](mailto:Annie.KEROPIAN@us.lactalis.com)

## Point Reyes Toma

SKU: 0-82761-500067-2

Toma

Contact: Connie Con

Phone:

Email: [conconnie@pointreyescheese.com](mailto:conconnie@pointreyescheese.com)



# FEATURED PRODUCTS

## Sierra Nevada/Gina Marie Cream Cheese

SKU: 6-87652-15700-1

Cream Cheese

Contact: Meghan Rodgers

Phone:

Email: [meghan@sierranevadacheese.com](mailto:meghan@sierranevadacheese.com)

## Rumiano European Style Organic Butter - Salted

SKU: 8-1135500335-2

European Style Organic Butter - Salted

Contact: Andy Fitzgerald

Phone:

Email: [afitzgerrell@rumianocheese.com](mailto:afitzgerrell@rumianocheese.com)

## SSI Cottage Cheese

SKU: 7-1754430144-8

Cottage Cheese

Contact: Jim O'Shea

Phone:

Email: [joshea@ssica.com](mailto:joshea@ssica.com)

## Fiscalini San Joaquin Gold

SKU: 8-2828000205-3

San Joaquin Gold

Contact: Laura Genasci

Phone:

Email: [LauraGenasci@fiscalinicheese.com](mailto:LauraGenasci@fiscalinicheese.com)

## Gelato Festival Stupify Cookie Butter Gelato

SKU:

Gelato Festivals Stupify Cookie Butter Gelato

Contact: Gabriele Poli

Phone:

Email: [gabriele.poli@gelatofestival.com](mailto:gabriele.poli@gelatofestival.com)



# FEATURED PRODUCTS



## FrieslandCampina

Booth Number: 3445



FrieslandCampina [in](http://www.frieslandcampina.com)

## Royal Hollandia Mild Gouda Wheel

SKU: 9 87 10912 07537 3

Our traditional Gouda cheese is the epitome of quality. Our Red Wax Gouda offers a mild taste and creamy texture for perfect pairing with green grapes, almonds, salami, Rosé and Amber Ale.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Mild Gouda - 8oz Wedge

SKU: 6 72583 33126 2

Our traditional Gouda cheese is the epitome of quality. Our Red Wax Gouda offers a mild taste and creamy texture for perfect pairing with green grapes, almonds, salami, Rosé and Amber Ale.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Mild Goat Wheel

SKU: 9 87 10912 00989 7

Made from 100% pure, pasteurized goat's milk, Royal Hollandia's Award Winning Goat cheese has a mild and creamy taste, and pairs well on any platter with dried apricots, blackberries, Riesling and Amber Ale.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Mild Maasdam Wheel

SKU: 9 87 10912 00992 7

With a slightly sweet and nutty flavor, our versatile Maasdam cheese is the perfect addition to any cheeseboard, pairing well with green apple slices, dried cherries, almonds, dried apricots, Sherry and Belgian Ale.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

# FEATURED PRODUCTS

## Royal Hollandia Mild Maasdam - 8oz Wedge

SKU: 6 72583 33128 6

With a slightly sweet and nutty flavor, our versatile Maasdam cheese is the perfect addition to any cheeseboard, pairing well with green apple slices, dried cherries, almonds, dried apricots, Sherry and Belgian Ale.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Mediterranean Herb - 6oz Wedge

SKU: 6 72583 33212 2

Our Mediterranean Herb cheese masterfully merges flavorful notes of black olives, tomatoes, basil and garlic. This distinct flavor profile pairs well with mixed olives, roasted red peppers, Pinot Grigio and IPAs.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Mediterranean Herb - Wheel

SKU: 9871091 2010008

Our Mediterranean Herb cheese masterfully merges flavorful notes of black olives, tomatoes, basil and garlic. This distinct flavor profile pairs well with mixed olives, roasted red peppers, Pinot Grigio and IPAs.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Mild Gouda Snacks

SKU: 879663 000838

Our traditional Gouda cheese is the epitome of quality. This recipe delivers a mild taste and creamy texture, making it a perfect cheese as a take along snack when paired with green grapes, almonds.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Black Garlic - 6oz Wedge

SKU: 6-72583-42923-5

Our creamy Dutch cheese introduces the unique flavorful notes of earthy, sweet black garlic. This aromatic flavor profile pairs well with prociutto, crusty bread, Merlot and Porter.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)



# FEATURED PRODUCTS



## Royal Hollandia Very Berry Goat - 6oz Wedge

SKU: -----

Our creamy Dutch Goat cheese introduces flavorful notes of forest berries to add some sweetness and tart. This cheese pairs well with pistachios, Stout and Riesling.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Royal Hollandia Walnut - 6oz Wedge

SKU: 6-72583-33112-5

Our creamy Dutch cheese introduces mild flavorful notes of walnuts to add a rich and earthy flavor, which pairs well with apples, Dark Lager, and Pinot Noir.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Melkbus Truffle - 6oz Wedge

SKU: 645376 990199

Melkbus® 149 Truffles starts as traditional "Boerenkaas" or "Raw Milk Farmer Cheese". However, just prior to pressing and shaping of the cheese, shavings of Italian black truffles are generously sprinkled throughout the curd, making it truly special. After 10 weeks of aging, earthy flavors from the truffles are infused throughout the cheese along with notes of walnuts.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## A Dutch Masterpiece Rembrandt Wheel - Extra Aged Gouda

SKU: 9 87 10912 25198 2

Traditionally ripened for one year, this award-winning Dutch cheese has a bold flavor with caramel notes and crystallization. An exceptional taste. This cheese is a true crowd pleaser on any cheese board.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## A Dutch Masterpiece Rembrandt - Extra Aged Gouda - 6.35oz Wedge

SKU: 6 72583 33169 9

Traditionally ripened for one year, this award-winning Dutch cheese has a bold flavor with caramel notes and crystallization. An exceptional taste. This cheese is a true crowd pleaser on any cheese board.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

# FEATURED PRODUCTS

## A Dutch Masterpiece Vermeer Wheel - Extra Aged Gouda

SKU: 9871091 201166

Traditionally ripened for six months, this Dutch cheese is firm and smooth with rich flavor and some crystallization.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## A Dutch Masterpiece Vermeer - Extra Aged Gouda- 5.64oz Wedge

SKU: 672583 332641

Traditionally ripened for six months, this Dutch cheese is firm and smooth with rich flavor and some crystallization.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## A Dutch Masterpiece Frans Hals Wheel - Aged Goat Cheese

SKU: 9 87 10912 60498 6

Premium Dutch goat's cheese naturally matured up to six months. Frans Hals is made from 100% goat's milk to create a unique, full-bodied taste and delicate aroma.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## A Dutch Masterpiece Frans Hals - Aged Goat Cheese - 6.35oz Wedge

SKU: 6 72583 33214 6

Premium Dutch goat's cheese naturally matured up to six months. Frans Hals is made from 100% goat's milk to create a unique, full-bodied taste and delicate aroma.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Parrano Originale Wheel

SKU: 9 87 10912 01011 4

Parrano incorporates the alluring, nutty, fine aged taste of Parmesan with the smooth, creamy texture of a Gouda, making it easier to slice, shred or melt.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)



# FEATURED PRODUCTS



## Parrano - 6oz Wedge

SKU: -----

Parrano incorporates the alluring, nutty, fine aged taste of Parmesan with the smooth, creamy texture of a Gouda, making it easier to slice, shred or melt.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Gayo Azul Red Wax Gouda - 8oz Wedge

SKU: 8 79663 00052 4

Enjoy our beloved Gayo Azul Gouda in a convenient, 8 oz wedge. Made with whole, fresh milk, this Gouda has a rich, buttery and slightly sweet flavor. It can be sliced for cold or cold sandwiches and

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Gayo Azul Edam Ball

SKU: 9 87 10912 25198 2

This versatile cheese originated in Holland over 800 years ago. Driven by the strong Dutch influence throughout the Islands, generations of Caribbean Hispanics have grown up enjoying premium quality Gayo Azul Edam. Made with part skim milk, it is firmer than Gouda with a rich, buttery flavor and a smooth, creamy texture. Slice for sandwiches, shred in baking dishes, cube in salads and vegetable dishes.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Gayo Azul Queso Blanco Cheese - 10oz Chunk

SKU: 6 72583 33436 2

Mild and fresh, semi-soft white cheese. Great for grilling.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Gayo Azul Cotija Cheese - 8oz Wedge

SKU: 6 72583 44148 0

Cotija is a Mexican-style aged, fresh cow's milk cheese named after the town of Cotija, Mexico. Our Cotija has a sharp, slightly salty flavor and a firm, crumbly texture.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

# FEATURED PRODUCTS

## Gayo Azul Edam - 8oz Wedge

SKU: 672583 332641

This versatile cheese originated in Holland over 800 years ago. Driven by the strong Dutch influence throughout the Islands, generations of Caribbean Hispanics have grown up enjoying premium quality Gayo Azul Edam. Made with part skim milk, it is firmer than Gouda with a rich, buttery flavor and a smooth, creamy texture. Slice for sandwiches, shred in baking dishes, cube in salads and vegetable dishes.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Gayo Azul Gouda Slices

SKU: 672583 334140

Mild and creamy flavor. In shelf ready package. Peggable.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Gayo Azul Swiss Slices

SKU: 672583 334300

Sweet and nutty flavor. In shelf ready package. Peggable.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Wyke Mature Cheddar Cheese - 7oz Chunk

SKU: 6 72583 43008 8

6 MONTH AGED CHEDDAR. EXCEPTIONALLY SMOOTH, STRONG, FULL-FLAVORED.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Ivy's Somerset Red - 7oz Chunk

SKU: 197644 917198

12 MONTH AGED CHEESE. CARBON NEUTRAL. TANGY, NUTTY AND MELLOW FLAVOR

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)

## Ivy's Reserve Vintage Carbon Neutral Cheddar Cheese - 7oz Chunk

SKU: 1 95893 41177 1

18 MONTH AGED CHEDDAR. EXCEPTIONALLY SMOOTH, STRONG, FULL-FLAVORED.

Contact:

Phone:

Email: [salesnorthamerica@frieslandcampina.com](mailto:salesnorthamerica@frieslandcampina.com)



# FEATURED PRODUCTS



## Atalanta

Booth Number: 3229

# atalanta

TO BE A PART OF EVERY *food experience*

## VINEGAR, BALSAMIC TOSCHI 6/8.5 OZ

SKU: 0 27484 32001 1

Delicate fragrance of vinegar and a balanced sweet-and-sour taste.

Contact: Sarah Mylod

Phone:

Email: [smylod@@atalanta1.com](mailto:smylod@@atalanta1.com)

## VINEGAR, GLAZE BALSAMIC TOSCHI (RED) 8/7.3 OZ

SKU: 0 27484 32000 4

Bottled in a squeezable bottle with a convenient drop-saving cap.

Contact: Sarah Mylod

Phone:

Email: [smylod@@atalanta1.com](mailto:smylod@@atalanta1.com)

## CHERRIES, AMARENA IN H/S TOSCHI 6/8.8 OZ JAR

SKU: 0 27484 11326 2

Made using only the finest black Amarena cherries.

Contact: Sarah Mylod

Phone:

Email: [smylod@@atalanta1.com](mailto:smylod@@atalanta1.com)

## CHERRIES, AMARENA IN H/S TOSCHI 6/18 OZ JAR

SKU: 0 27484 16216 1

Perfect accompaniment with cakes and ice cream.

Contact: Sarah Mylod

Phone:

Email: [smylod@@atalanta1.com](mailto:smylod@@atalanta1.com)



# FEATURED PRODUCTS

## WAFERS, NATURAL RUTHERFORD & MEYER 12/2.1 OZ

SKU: 9 421000 601157

Gourmet Wafers combine natural flavors made from the highest quality ingredients with a crisp, lightly baked texture.

Contact: Jeanine Costa

Phone:

Email: [jcosta@atalanta1.com](mailto:jcosta@atalanta1.com)

## FRUIT PASTE, QUINCE RUTHERFORD & MEYER 12X4.2 OZ

SKU: 8 72016 00100 1

Made in New Zealand using the finest real fruit.

Contact: Jeanine Costa

Phone:

Email: [jcosta@atalanta1.com](mailto:jcosta@atalanta1.com)

## FRUIT PASTE, FIG RUTHERFORD & MEYER 12X4.2 OZ

SKU: 8 72016 00120 9

Made in New Zealand using the finest real fruit.

Contact: Jeanine Costa

Phone:

Email: [jcosta@atalanta1.com](mailto:jcosta@atalanta1.com)

## Mt Vikos Barrel Aged Feta

SKU: 6 65291 00115 2

Greek PDO Feta finished in beechwood barrels for a more intense, nuanced flavor.

Contact: Emil Rufolo

Phone:

Email: [erufolo@atalanta1.com](mailto:erufolo@atalanta1.com)

## Mt Vikos Red Pepper & Feta Spread

SKU: 6 65291 00780 2

Inspired by traditional Greek recipes, this spread combines roasted red pepper, Greek PDO feta, and herbs for a delicious addition to sandwiches or mezze platters.

Contact: Emil Rufolo

Phone:

Email: [erufolo@atalanta1.com](mailto:erufolo@atalanta1.com)



# FEATURED PRODUCTS



## Casa Flores Tapas Tray

SKU: 0 71270 60003 0

Explore our palette of Spanish Cheese; 4 Month DOP Manchego, Iberico Semi Curado, and Goat Wine cheeses are combined for inspired snacking.

Contact: Emil Rufolo

Phone:

Email: [erufolo@atalanta1.com](mailto:erufolo@atalanta1.com)

## Casa Flores Serrano Ham

SKU: 0 71270 60023 8

Meat from the Spanish white pig is simply cured with just one ingredient, sea salt. Serrano ham is sure to bring a flourish of rich, savory flavor to your tapas spread.

Contact: Regan Murray [rmurray@atalanta1.com](mailto:rmurray@atalanta1.com)

Phone:

Email: [rmurray@atalanta1.com](mailto:rmurray@atalanta1.com)

## Il Villagio Cacio e Pepe Sauce

SKU: 0 71270 60031 3

The creamy, classic sauce packed with zesty black pepper is a perfect addition to pasta, pizza, and roasted veggies. Made with Pecorino Romano P.D.O.

Contact: Regan Murray [rmurray@atalanta1.com](mailto:rmurray@atalanta1.com)

Phone:

Email: [rmurray@atalanta1.com](mailto:rmurray@atalanta1.com)

## Il Villagio Twist & Grate Grana Padano P.D.O. 14 Months

SKU: 0 71270 60026 9

An iconic cheese in a new form. Add freshly grated Grana Padano to pasta, pizza, and salads with a simple twist!

Contact: Andrea Berti

Phone:

Email: [aberti@atalanta1.com](mailto:aberti@atalanta1.com)

## Il Villagio Baked Lemon Ricotta

SKU: 0 71270 60051 1

Bright lemon and silky ricotta create the perfect not-too-sweet treat.

Contact: Regan Murray

Phone:

Email: [rmurray@atalanta1.com](mailto:rmurray@atalanta1.com)

# FEATURED PRODUCTS

## Grecian Delight | Kronos

Booth Number: 2445



## Gyro Slices (for assemblers)

SKU: ME000020/1-00-75365-00110-5

Off the Cone Gyro Slices.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Chicken AI Pastor Slices

SKU: ME000018/1-00-75365-00108-2

Off the Cone AI Pastor Slices.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Chicken Souvlaki Kebab Cubes

SKU: ME000254

Chicken Souvlaki Kebab Cubes.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Pre-Cooked Falafel Fritters

SKU: RSL0260/0-00-75365-00260-0

Ready to Eat Falafel Fritters.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:



# FEATURED PRODUCTS



## White Pita 6" Deli Style

SKU: BAK002087/1 007758 940087 0

AUTHENTIC 6" DELI PITA.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Greek Yogurt Tzatziki

SKU: SAL06645/0-75365-06045-7

Refrigerated Greek Yogurt Tzatziki.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Opaa!® Brand Mediterranean Chicken Sandwich Kit

SKU: KT00015/0-75365-81771-6

Made with premium chicken slices, 4 pita flatbreads and 4 tzatziki sauce packets make with Greek yogurt.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Opaa!® Gyros Kit

SKU: KT000013/0-07536-55732-2

Made with premium beef & lamb gyro slices, 4 pita flatbreads and 4 tzatziki sauce packets make with Greek yogurt.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Gyro Sandwich

SKU: KTL06062

Individually Wrapped Gyro Sandwich w Tzakziki.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

# FEATURED PRODUCTS

## Chicken Sandwich

SKU: KT000021

Individually Wrapped Chicken Sandwich w Tzaziki.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Gyro Slices (for retail store)

SKU: ME000248

Off the Cone Gyro Slices.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Old World Chicken Gyro Slices

SKU: ME000249

Off the Cone Old World Chicken Gyro Slices.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Old World Halal Chicken Shawarma

SKU: ME000250

Off the Cone Old World Chicken Halal Shawarma.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:

## Old World Pork Al Pastor

SKU: ME000251

Off the Cone Pork Al Pastor.

Contact: Mike Paribello, Sr. Vice President of Marketing & Retail Sales

Phone: 847-364-2213

Email:



# FEATURED PRODUCTS



## Kontos Foods Inc.

Booth Number: 1329



### Rustics Collection Traditional Tandoori Naan Bread

SKU: 0-32394-19450-8

The ancient Indian-style “Naan” breads are traditionally baked on the side walls of tandoor ovens, giving them their unique shape. Kontos Naan bread has full flavor, a fluffy texture, and can be served as part of most traditional meals.

Contact: Robert Blake, Director of National Retail Sales

Phone: 973-978-5193

Email: RobertB@Kontos.com

### Rustics Collection Garlic Tandoori Naan Bread

SKU: 0-32394-19455-3

The ancient Indian-style “Naan” breads are traditionally baked on the side walls of tandoor ovens, giving them their unique shape. Kontos Naan bread has full garlic flavor, a fluffy texture, and can be served as part of most traditional meals.

Contact: Robert Blake, Director of National Retail Sales

Phone: 973-978-5193

Email: RobertB@Kontos.com

### Artisan Fire-Grilled Traditional Naan Pizza Crust

SKU: 0-32394-19470-6

Tastes yummy with Extra Virgin Olive Oil baked right into the crust. Just add your sauce, cheese and your favorite toppings for an individual pizza within 5 minutes. Contains No Trans Fat, is ‘Hand-Stretched for Fluffiness™’, and is Vegan.

Contact: Eliot Kaufman, VP of Retail Sales

Phone: 224-300-8241

Email:

### Assorted Baklava Pastries

SKU: 0-32394-50011-8

An assortment of Kontos Fillo Pastries including Baklava, Mediterranean Nut Rolls and Kataifi Pastries.

Contact: Eliot Kaufman, VP of Retail Sales

Phone: 224-300-8241

Email:

# FEATURED PRODUCTS

## Classic Baklava Pastries

SKU: 0-32394-50017-0

Chopped walnuts and almonds layered between flaky Kontos fillo dough sheets, buttered, baked, and then soaked in our sweet homemade syrup.

Contact: Eliot Kaufman, VP of Retail Sales

Phone: 224-300-8241

Email:

## Greek Lifestyle Flatbread

SKU: 0-32394-10031-8

The dietary traditions of Greece and the Mediterranean have long been proven to promote better health and longevity. Kontos Greek Lifestyle Flatbread is formulated in this better-for-you tradition. Similar to the benefits of Greek Yogurt, Kontos Greek Lifestyle Flatbread has more protein, and less carbohydrates, sugar and calories than most traditional PocketLess Pita® and other Flatbreads. Ideal for wraps, roll-ups or for our breadbasket. 'Hand-Stretched for fluffiness™', contains No Trans Fat, and 100% Vegetarian.

Contact: Eliot Kaufman, VP of Retail Sales

Phone: 224-300-8241

Email:

## Greek Lifestyle Flatbread - Garlic Flavored

SKU: 0-32394-10032-9

The dietary traditions of Greece and the Mediterranean have long been proven to promote better health and longevity. Similar to the benefits of Greek Yogurt, Kontos Greek Lifestyle Flatbread has more protein, and less carbohydrates, sugar and calories than most traditional Pocket Less Pita® and other Flatbreads. Ideal for wraps, roll-ups or for our breadbasket. 'Hand- stretched for fluffiness™', contains No Trans Fat, and 100% Vegetarian.

Contact: Eliot Kaufman, VP of Retail Sales

Phone: 224-300-8241

Email:

## Personal Pizza Crust

SKU: 10065/0-32394-05200-6

The name says it all. Tastes like pizzeria crust at its best and has Olive Oil baked in the crust. Just add your sauce, cheese and your favorite toppings for an individual pizza within 5 minutes. Attractive seven-color retail packaging. Contains No Trans Fat, is 'Hand stretched for fluffiness™', and is Vegan.

Contact: Eliot Kaufman, VP of Retail Sales

Phone: 224-300-8241

Email:

## 2" Cocktail Flatbreads

SKU: 0-32394-96007-3

These 2-inch, pre-grilled pita disks are soft, flexible, and extremely versatile. Use in the preparation of sliders, ideal for bruschetta, great with dips, and perfect for making hors d'oeuvre and appetizers. Contains No Trans Fat and is 100% Vegetarian.

Contact: Eliot Kaufman, VP of Retail Sales

Phone: 224-300-8241

Email:



# FEATURED PRODUCTS



## Classic GYRO Bread

**SKU: 0-32394-05014-9**

The Kontos Gyro Bread is 'hand stretched for fluffiness™' and 'pre-oiled' for easier handling. It is most popularly used as a vehicle for making the famous gyro sandwich containing thinly sliced strips of gyro (yeero) or kebab meat, chopped onions and tomato, and creamy Tzatziki sauce. Our bread contains no trans fat and is suitable for Vegan diets.

Contact: *Eliot Kaufman, VP of Retail Sales*

Phone: 224-300-8241

Email:

## Pocket-Less Multi-Grain Flatbread

**SKU: 0-32394-10058-5**

A very flavorful Pocket-Less Pita® made with seven grains and seeds including flax, millet, and sesame. Great for the breadbasket. 'Hand stretched for fluffiness™', contains No Trans Fat, and is Vegan.

Contact: *Eliot Kaufman, VP of Retail Sales*

Phone: 224-300-8241

Email:

## Baklava Bites

**SKU: 0-32394-50501-4**

"Individually-Wrapped, finely chopped walnuts and almonds rolled inside flaky Fillo dough, baked to golden brown perfection, soaked in our famous syrup, and sprinkled with sliced almond garnish. Specifically formulated to be free from GMO's and complies with Kosher and Halal dietary requirements.

Contact: *Eliot Kaufman, VP of Retail Sales*

Phone: 224-300-8241

Email:

## 9" Pre-Grilled Panini Bread

**SKU: 0-32394-01309-0**

A versatile pre-grilled flatbread perfect for making upscale Flatbread Style Pizzas, Panini-Grilled Sandwiches, and more. Fully baked, so when preparing in Exhibition Gas/Woodfired, Turbo-Combi, Conveyor, or Brick Pizza ovens, the result will be a crispy bottom. Grill marks enhance the visual appeal. Contains no trans-fat, is "hand stretched for fluffiness™", and is 100% vegetarian.

Contact: *Eliot Kaufman, VP of Retail Sales*

Phone: 224-300-8241

Email:

## Pre-Grilled Mini-Oval Flatbread

**SKU: 0-32394-35313-4**

"A mini oval flatbread (6" x 4") that is pre-grilled for your convenience. Ideal for the bread basket, cut into strips and consumed with assorted dips and spreads, or for crafting mini portions of your favorite panini. The Kontos Pre-Grilled Mini Oval Flatbread is "Hand stretched for fluffiness™" and suitable for Kosher, Halal, and Vegan dietary guidelines.

Contact: *Eliot Kaufman, VP of Retail Sales*

Phone: 224-300-8241

Email:



# FEATURED PRODUCTS

## Lactalis Deli

Booth Number: 3001



## Président Brie Rounds 8 oz. Brie Rounds

SKU: 0-77901-00401-7

8 oz. Brie Rounds.

Contact:

Phone:

Email:

## Président Brie Rounds 8 oz. Brie Triple Crème Rounds

SKU: 0-77901-26320-9

8 oz. Brie Triple Crème Rounds.

Contact:

Phone:

Email:

## Président Camembert Rounds 8 oz. Camembert Rounds

SKU: 0-77901-00402-4

8 oz. Camembert Rounds.

Contact:

Phone:

Email:

## Président Feta 8 oz. Feta Plain Chunk

SKU: 0-77901-00651-6

8 oz. Feta Plain Chunk.

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## Greco Halloumi 7.9 oz. Greco Halloumi Chunk

SKU: 0-77901-08701-0

7.9 oz. Greco Halloumi Chunk.

Contact:

Phone:

Email:

## Greco Halloumi 7 oz. Greco Halloumi Cutlet

SKU: 0-77901-08702-7

7 oz. Greco Halloumi Cutlet.

Contact:

Phone:

Email:

## Rondele by Président Deli Cups 6.5 oz. Garliky Herb

SKU: 0-70153-29365-9

6.5 oz. Garliky Herb.

Contact:

Phone:

Email:

## Président 8 oz. Sharp Cheddar & Jalapeno Pub Cheese

SKU: 0-70153-29047-4

8 oz. Sharp Cheddar & Jalapeno Pub Cheese.

Contact:

Phone:

Email:

## Societe Roquefort 3.5 oz Roquefort Wedge

SKU: 0-21438-00001-1

3.5 oz President Societe Roquefort Wedge.

Contact:

Phone:

Email:

# FEATURED PRODUCTS



## Président Comté 7.7 oz. President Comté

SKU: 0-77901-00990-6

7.7 oz. President Comté.

Contact:

Phone:

Email:

## Galbani Marinated Mozzarella Cup 12 oz. Marinated Garlic Onion & Chive

SKU: 7-38824-02630-1

12 oz. Marinated Garlic Onion & Chive.

Contact:

Phone:

Email:

## Galbani Marinated Mozzarella Cup 12 oz. Marinated Spicy Pepper

SKU: 7-38824-02650-9

12 oz. Marinated Spicy Pepper.

Contact:

Phone:

Email:

## McLelland Vintage White Cheddar

SKU: 0-77901-20630-5

7 oz. McLelland 20 months Vintage Scottish Cheddar.

Contact:

Phone:

Email:

## 200 gram Leerdammer

SKU:

200 gram Leerdammer.

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## Norseland, Inc.

Booth Number: 3355



## Jarlsberg Wedge

SKU: 96027/075501960276

6oz Wedge - Semi Soft Cheese with Mild + Mellow Flavor.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

## Jarlsberg Cheese Snacks

SKU: 96128/075501961280

Bite size, grab and go cheese snacks. Semi Soft Cheese, Mild + Mellow Flavor.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

## Jarlsberg Shingle Pack

SKU: -----

Cheese Slices - Semi Soft Cheese, Mild + Mellow Flavor.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

## Jarlsberg Shredded Cheese- 5 LB

SKU: 96400/10075501964004

Bulk Item - Shredded Cheese - Mild + Mellow Flavor.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

# FEATURED PRODUCTS

## Garcia Baquero Viva Espana

SKU: 717

Crafted from a blend of cow, sheep and goat's milk, Viva España is a semi-hard cheese featuring a smooth, creamy texture with delicate buttery undertones.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

## Garcia Baquero Spanish Cheese Plate Tapas

SKU: 374

Handcrafted and rich in flavor, Garcia Baquero Spanish Cheese Tapas are pre-sliced and ready to serve, making it the perfect addition to any tapas party.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

## Snofrisk Original

SKU: 23231

Snofrisk Original is a fresh cream cheese with a soft consistency. Made from goat's milk and cow's cream, this cheese has a clean and mild taste. Enjoy it on its own, as a filling in a sandwich, or use as an ingredient when cooking or baking.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

## Snofrisk Dill

SKU: -

Snofrisk Dill has a clean, herbal taste. Pairs well with fish and seafood, potatoes and cucumbers. Spread on bread, crackers or enjoy on its own. Enhances salad dressings, sauces and can be used as an ingredient when cooking.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)

## Snofrisk Red Onion & Thyme

SKU: 900456/013499901161

Snofrisk Red Onion & Thyme has a bold, tangy taste. Combine with sour cream and enjoy as a dip, spread on bread and crackers, or use as an ingredient when cooking.

Contact:

Phone: 203-324-5620

Email: [Sales@norseland.com](mailto:Sales@norseland.com)



# FEATURED PRODUCTS



## Couturier Goat Cheese Log - Hot Honey

**SKU: 900456/013499901161**

Goat Cheese Log - Hot Honey - Velvety and creamy texture with sweet notes of honey and a kick of spice of chili peppers.

*Contact:*

*Phone: 203-324-5620*

*Email: Sales@norseland.com*

## Couturier Goat Cheese Log - Horchata

**SKU: 900450/01349901123**

Goat Cheese Log - Horchata - Sweet and creamy with notes of cinnamon.

*Contact:*

*Phone: 203-324-5620*

*Email: Sales@norseland.com*

## Couturier Goat Cheese Log - Dill

**SKU: 900453/013499901154**

Goat Cheese Log - Dill - Velvety and creamy texture with mild, sweet and earthy.

*Contact:*

*Phone: 203-324-5620*

*Email: Sales@norseland.com*

## Ski Queen Classic

**SKU: 28871/075501675200**

A well-known and beloved Brunost with long-standing traditions and the most popular in the collection. Made from the finest Norwegian caw and goats' milk as well as c'INS' cream, it has a rich caramel taste with a slight hint of sharpness.

*Contact:*

*Phone: 203-324-5620*

*Email: Sales@norseland.com*

# FEATURED PRODUCTS

## Presenture, LLC

Booth Number: 1807



**PRESENTURE**<sup>®</sup>  
Strategy ▶ Marketing ▶ Sales Management

## Kingston Smoked Blue Cheese Wedge

SKU: 8-50012-92632-0

Amish Sustainability Farming, 1st Place Gold Medal Winner – 2024 World Cheese Championship Smoked Soft / Semi Soft Category.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## Kingston Breezy Blue Wedge

SKU: 8-50012-92667-2

Amish Sustainability Farming Mix Milk Blue with Cow & Goat Milk.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## Kingston 4 Cheese Salad Blue Blend Crumbles

SKU: 8-50012-92692-4

Amish Sustainability Farming Blue, Gorgonzola, Goat, Smoked Blue.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## Sunrise Dill Pickle Jack

SKU: 8-10665-01115-6

Amish & Sustainability Farming.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com



# FEATURED PRODUCTS



## Sunrise Hatch & Honey Jack

SKU: 8-10665-01114-9

Amish & Sustainability Farming.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## Sunrise Sweet Heat Jack

SKU: 8-10665-01124-8

Amish & Sustainability Sweet Bell Pepper & Habanero.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## Sunrise Smoked American Cheese Chunk

SKU: 8-10665-01126-2

Amish & Sustainability Farming.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## Flatbread Fontina Olive & Pepperoncini

SKU: 8-50060-70902-9

Amish & Sustainability Farming / Flavored Fontina Cheese.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## Flatbread Fontina Grilled Onion & Garlic

SKU: 8-50060-70901-2

Amish & Sustainability Farming / Flavored Fontina Cheese.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com



# FEATURED PRODUCTS

## Flatbread Fontina Sundried Tomato & Basil

SKU: 8-50060-70900-5

Amish & Sustainability Farming / Flavored Fontina Cheese.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## White Tie Bloomy Rind Raw Milk Cheddar

SKU: 8-50060-70910-4

Amish & Sustainability Raw Milk (Gut Health) White Cheddar.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## White Tie Espresso Raw Milk Cheddar

SKU: 8-50060-70906-7

Amish & Sustainability Raw Milk (Gut Health) White Cheddar Each piece is cut and individually rubbed.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## White Tie Smoked Raw Milk Cheddar

SKU: 8-50060-70909-8

Amish & Sustainability Raw Milk (Gut Health).

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com

## White Tie Peppercorn Raw Milk Cheddar

SKU: 8-50060-70908-1

Amish Sustainability Raw Milk (Gut Health) White Cheddar.

Contact: Linda Avila

Phone: 210-241-2816

Email: Lavila@Preesnture.com



# FEATURED PRODUCTS



## Reser's Fine Foods Inc.

Booth Number: 3319



### Don Pancho CHIP TRIANGLE DELI HINT OF LIME (6) DP 10/14z

SKU: 79341 00664

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Contact: ----

Phone: ----

Email: -----

### Don Pancho CHIP TRIANGLE DELI BLUE (6) DP 10/14z

SKU: 79341 00665

-----

Contact:-----

Phone: -----

Email: -----

### Don Pancho CHIP TRIANGLE DELI NACHO (6) DP 10/14z

SKU: 79341 00666

-----

Contact: ----

Phone: ----

Email: -----

### SMK Artichoke Jalapeno Parmesan Dip

SKU: 71117 18552

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Contact:-----

Phone: -----

Email: -----

# FEATURED PRODUCTS



## SMK Spinach Artichoke Parmesan Dip

SKU: 71117 18553

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Contact: -----

Phone: -----

Email: -----

## SMK Roasted Street Corn Dip

SKU: 71117 18551

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Contact:-----

Phone: -----

Email: -----

## SMK Spicy Pepper Three Cheese Dip

SKU: 71117 18554

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Contact: -----

Phone: -----

Email: -----

## AMCL AMCL Spicy Pickle Potato Salad

SKU: 71117 19084

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Contact:-----

Phone: -----

Email: -----

## AMCL American Classics Deviled Egg Potato Salad 16oz

SKU: 71117 19038

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Contact: -----

Phone: -----

Email: -----



# FEATURED PRODUCTS



## AMCL Creamed Corn

SKU: 71117 02015

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Contact: -----

Phone: -----

Email: -----

## AMCL Glazed Carrots

SKU: -----

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Contact: -----

Phone: -----

Email: -----

## FCF Chicken Birria Taco Kit

SKU: 13454 38388

-----

Contact:-----

Phone: -----

Email: -----

## Reser's Party Pack Pretzel Bites

SKU: -----

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Contact: -----

Phone: -----

Email: -----

## Reser's Caesar Chicken Wrap Kit

SKU: 13454 38472

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Contact:-----

Phone: -----

Email: -----

# FEATURED PRODUCTS

## Rich Products Corporation

Booth Number: 3015



### FUNFETTI® BETTERCREME®

SKU: 22749

Pre-Whipped Funfetti® Bettercreme with smooth texture and light and creamy taste. Packaged in 9lb pail. Available to sell in retail stores (grocery, drug, dollar, club/mass merch, convenience).

Contact:

Phone:

Email: [kbleo@rich.com](mailto:kbleo@rich.com)

### Funfetti Uniced 1/2 Sheet cake 5/58 oz

SKU: 23586

1/2 sheet white cake with confetti sprinkles.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

### FUNFETTI® 6" CHEESECAKE

SKU: 22595

Funfetti® Cheesecake with candy bits. Made with rich graham cracker crust. Available to sell in retail stores (grocery, drug, dollar, club/mass merch, convenience).

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

### LIMONCELLO RICOTTA CHEESECAKE

SKU: 23249

10" classic cream-style cheesecake made with refreshing limoncello flavor and sweet ricotta cheese on an Italianstyle cookie crust. 16 slices/cake. Naturally Flavored.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

### Chocolate Chip Cannoli Cheesecake

SKU: 23186

10" classic cream-style cheesecake made with decadent ricotta cheese, chocolate chips and cannoli flavor, topped with Italian cookie pieces and drizzled with chocolate on an Italian cookie crust. 16 slices/cake.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)



# FEATURED PRODUCTS



## OUR SPECIALTY TREAT SHOP™ PUMPKIN SPICE SWEET MIDDLES BAKED COOKIES 12-PACK 15.50Z

SKU: 16525

Sweet Middles Pumpkin Spice Naturally flavored cinnamon cream cheese filled mini desserts No Artificial Colors No Artificial Flavors No High Fructose Corn Syrup Peanut & Tree Nut Free symbol.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

## 4.5X9IN CHEESY PULL APART FLATBREAD 24/9.6750Z

SKU: 21216

Soft pull apart flatbread sticks topped with mozzarella, cheddar, provolone, parmesan, romano & asiago cheeses, a creamy cheesy sauce, and Italian herbs.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

## CHRISTIE COOKIE CHOCOLATE CHIP COOKIE DOUGH 2.50Z

SKU: 39136

The classic you always want in the cookie jar. This decadent cookie dough is brimming with the finest premium chocolates and toffee candy pieces.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

## Funfetti® Cake Parfait

SKU: 23635

Funfetti® Cake Parfait with layers of white cake loaded with colorful candy bits, icing and sprinkles. Available to sell in retail stores (grocery, drug, dollar, club/mass merch, convenience).

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

# FEATURED PRODUCTS

## CHRISTIE COOKIE TRIPLE CHOCOLATE BLONDE INDIVIDUALLY WRAPPED BAKED COOKIE 2.4OZ

SKU: 78245

Triple Chocolate Blonde individually wrapped 2.4oz cookie. All the gourmet semi-sweet chocolate chips, white chocolate chips and dark chocolate chips we could fit in a cookie, made perfect with brown sugar and natural vanilla flavor.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

## OUR SPECIALTY TREAT SHOP™ CARROT CAKE SWEET MIDDLES BAKED COOKIES 6-PACK 7.75OZ

SKU: 15551

Naturally flavored lemon crème filling sandwiched between two soft sugar cookies. Packaged and labeled for the perfect grab 'n go snack or mini dessert!

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

## CHOCOLATE NATURALLY & ARTIFICIALLY FLAVORED BETTERCREME® MADE W/ HERSHEY'S COCOA

SKU: 13608

Pre-whipped icing with a smooth texture and creamy taste. Natural chocolate flavoring with Hershey's® Cocoa. Doesn't crack, tear or crumble. Packaged in 9 lb, space-saving pail.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

## FUNFETTI® ICE CREAM CAKE (CARVEL'S 90th birthday)

SKU: 23063

Our Funfetti® Ice Cream Cake features a layer of delicious cake flavored ice cream bursting with Funfetti® sprinkles atop a Funfetti® cake layer. It's topped with creamy whipped topping and decorated with Funfetti® sprinkles! Available to sell in retail stores (grocery, drug, dollar, club/mass merch, convenience).

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)

## PERFECT FINISH VANILLA ARTIFICIALLY FLAVORED BETTERCREME®

SKU: 03454

Pre-whipped premium vanilla icing with smooth texture and light and creamy taste. Packaged in 15-lb pail.

Contact:

Phone:

Email: [bleo@rich.com](mailto:bleo@rich.com)



# FEATURED PRODUCTS



## Sara Lee Bakery

Booth Number: 5819



**FROZEN  
BAKERY**

### Superior on Main Salted Caramel Pretzel Iced Cookies

SKU: 810006 151107

Vanilla cake cookies topped with vanilla and salted caramel icings and pretzel pieces.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)

### Superior on Main Decadent Chocolate Iced Cookies

SKU: 810006 151091

Chocolate cake cookies topped with rich chocolate icing and drizzle.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)

### Superior on Main Cookies & Crème Iced Cookies

SKU: 810006 151084

Chocolate cake cookies topped with crème flavored icing, chocolate drizzle and crunchy chocolate crumbles.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)

### Superior on Main Seriously Chocolate Mini Eclairs

SKU: 810006 151060

Chocolate French pastries with chocolate filling, chocolate icing and mini chocolate chips.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)



# FEATURED PRODUCTS

## Superior on Main Cinnamon Bun Mini Eclairs

SKU: 810006 151077

French pastries with creamy cinnamon caramel filling, vanilla icing and cinnamon streusel.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: ccoolidge@saraleefb.com

## Cyrus O'Leary's® Banana Mini Cream Pie

SKU: 047125 110573

Banana-flavored cream filling atop a delicious graham crust, finished with creamy whipped topping and Dutch crumble.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: ccoolidge@saraleefb.com

## Cyrus O'Leary's® Chocolate Mini Cream Pie

SKU: 047125 110597

Chocolate cream filling atop a delicious graham crust, finished with creamy whipped topping and shaved chocolate.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: ccoolidge@saraleefb.com

## Cyrus O'Leary's® Coconut Mini Cream Pie

SKU: 047125 110603

Coconut cream filling atop a delicious graham crust, finished with creamy whipped topping and toasted coconut.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: ccoolidge@saraleefb.com

## Cyrus O'Leary's® Tiramisu Mini Cream Pie

SKU: 047125 201042

Chocolate flavored crumb bottom with tiramisu flavored cream filling, finished with a ring of creamy whipped topping and shaved chocolate.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: ccoolidge@saraleefb.com



# FEATURED PRODUCTS



## Cyrus O'Leary's® Strawberry Shortcake Mini Cream Pie

SKU: 047125 203275

Strawberry cream filling atop a delicious graham crust, finished with creamy whipped topping.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)

## Cyrus O'Leary's® Pumpkin Mini Cream Pie

SKU: 047125 110399

Pumpkin cream filling atop a delicious graham crust, finished with creamy spiced whipped topping.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)

## Cyrus O'Leary's® Lemon Mini Cream Pie

SKU: 047125 110528

Sour cream lemon filling atop a delicious graham crust, finished with creamy whipped topping.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)

## Chef Pierre® 10" Pre-Baked Pecan Pie

SKU: 047125 110603

A tender golden flaky crust is filled with naturally sweet filling, topped wall-to-wall with delicious pecans..

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)

## Chef Pierre® 10" Pre-Baked Pumpkin Pie

SKU: 032100 058247

Tender golden flaky crust, filled with a lightly spiced pumpkin filling that's full of flavor.

Contact: Curt Coolidge, General Manager, In Store Bakery

Phone:

Email: [ccoolidge@saraleefb.com](mailto:ccoolidge@saraleefb.com)



# FEATURED PRODUCTS



## Columbus Vegetable Oils

Booth Number: 1932



## Butcher Boy Lard

SKU: 80330

Perfect for a variety of baking needs. Available in deodorized. Available in a variety of sizes.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

## Butcher Boy Clear Liquid Shortening

SKU: 10235

A smooth liquid shortening for all your baking needs. It is zero grams of trans fat and a healthy alternative to other fats & oils. Available in a variety of sizes, starting at 35 lbs..

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

## Sunrise Shortening

SKU: 12235

Sunrise Shortening.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

## Nature's Secret Palm Oil

SKU: 71050

Nature's Secret Palm Oil.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

# FEATURED PRODUCTS



## Nature's Secret Canola Oil

**SKU: 5006152420**

Nature's Secret Canola Oil.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

## Butcher Boy Homestyle Mayo

**SKU: 60301BB**

Butcher Boy Homestyle Mayo.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

## Butcher Boy Creamy Caesar

**SKU: 603501BB**

Butcher Boy Creamy Caesar.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

## Butcher Boy Honey Mustard

**SKU: 604301BB**

Butcher Boy Honey Mustard.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)

## Butcher Boy Blue Cheese

**SKU: 603041BB**

Butcher Boy Blue Cheese.

Contact:

Phone:

Email: [sales@cvoils.com](mailto:sales@cvoils.com)



# FEATURED PRODUCTS



## Emmi Roth

Booth Number: 2701



## Athenos Crumbled Traditional Feta Cheese

SKU: 0 70277 00006 5

Athenos Crumbled Traditional Feta Cheese.

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

## Athenos Chunk Traditional Feta Cheese - Resealable

SKU: 0 70277 10518 0

Athenos Chunk Traditional Feta Cheese - Resealable.

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

## Athenos Whipped Feta Dip & Spread

SKU: 0 70277 29975 9

Athenos Whipped Feta Dip & Spread.

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

## Athenos Crumbled Tajin Feta Cheese

SKU: -----

Athenos Crumbled Tajin Feta Cheese.

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

# FEATURED PRODUCTS

## Emmi Le Gruyere

SKU: 0 73015 00172 0

Emmi Le Gruyere.

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

## Emmi Le Gruyere Shredded Cup

SKU: 7 36547 33777 3

Emmi Le Gruyere Shredded Cup.

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

## Roth Cheese Dip & Spread - Chunky Blue Cheese

SKU: 7 36547 54626 7

Roth Cheese Dip & Spread - Blue Cheese

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

## Roth Cheese Dip & Spread - Buttery Garlic & Herb

SKU: 7 36547 54627 4

Roth Cheese Dip & Spread - Buttery Garlic & Herb).

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com

## Roth Cheese Dip & Spread - Caramelized Onion

SKU: 7 36547 54624 3

Roth Cheese Dip & Spread - Caramelized Onion.

Contact: Lars Bjorklund

Phone: 608-712-4343

Email: lars.bjorklund@emmiroth.com



# FEATURED PRODUCTS



## Ficacci Olive Co.

Booth Number: 4900



## Mediterranean Olive Platter

SKU: MODODEKA750/817543022426

Mediterranean Olive Platter (Paper Board).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

## Blue Cheese Stuffed Olives

SKU: PTFARFO170/817543022211

Halkidiki pitted green olives stuffed with blue cheese from Greece (Paper Tray).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

## Pitted Green Castelvetro

SKU: PTDOLDE170/817543022211

Nocellara del Belice olives from Sicily, Italy (Paper Tray).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

## Black Natural Gaeta Olives

SKU: PTGASA180/817543022358

Itrana olives from Latium, Italy (Paper Tray).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

# FEATURED PRODUCTS

## Green Giant Cerignola Unpitted Olives

SKU: DPVERCE140/817543022297

Bella di Cerignola olives from Apulia, Italy (Doypack).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

## Black Pitted Kalamata Olives

SKU: 64KALDE64/817543022235

Kalamata olives from Greece (64).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

## Italian Mix Pitted Olives

SKU: PTDENDOLE170/817543022266

Nocellara del Belice olives from Sicily, Italy + Leccino olives from Abruzzo Italy (Paper Tray).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

## Green Sicilian Castelvetroano Unpitted Olives

SKU: PTDOLSI170/8177543022402

Nocellara del Belice olives from Sicily, Italy (Paper Tray).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)

## Green Giant Cerignola Unpitted Olives

SKU: PTVERCE180/817543022273

Bella di Cerignola olives from Apulia, Italy (Paper Tray).

Contact: Matt Curl

Phone:

Email: [mcurl@gfifoods.com](mailto:mcurl@gfifoods.com)





# FEATURED PRODUCTS



## Fine Choice Foods Ltd.

Booth Number: 5117



### Crispy Vegetable Spring Roll

SKU: 0 57356 31006 2

The crown jewel of the SUMM! selection – our vegetable spring rolls are where it all began! A crispy golden wrapper filled with fresh, crisp vegetables, perfectly seasoned and paired with our house-made plum sauce.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

### Sesame Ginger Chicken Gyoza Dumplings

SKU: 0 57356 03409 8

Everybody loves dumplings! Our classic gyoza stuffed with chicken and fresh vegetables get an added depth of flavour from toasted sesame and ginger. Paired with our house-made gyoza sauce, these make a great snack or light meal.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

### Thai Basil Chicken Spring Rolls

SKU: 0 57356 35038 9

A popular item with any crowd, these spring rolls have a crispy golden wrapper filled with chicken and fresh vegetables with a light and aromatic hint of Thai basil. This roll is perfectly paired with our house made sweet chili sauce. Bring home a taste of Thailand.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

### Pork & Shiitake Gyoza Dumplings

SKU: 0 57356 03209 4

Everybody loves dumplings! These gyoza are stuffed with pork and delicious vegetables, with just the perfect flavouring of Shiitake mushroom. They're paired with our house-made gyoza sauce.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

# FEATURED PRODUCTS

## Vegetable Gyoza Dumplings

SKU: 0 57356 03039 7

The Vegetable Gyoza is a flavorful and fresh fusion packed with vegetables for the perfect meatless option. These dumplings are not only delicious but also incredibly versatile. Try it with our delicious Gyoza Sauce for the ultimate balanced experience.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

## Pork Lumpia Filipino Spring Rolls

SKU: 0 57356 35054 9

Get ready to embark on a flavour-packed adventure with SUMM! Filipino-Style Spring Rolls, featuring the mouthwatering Sweet Chili Sauce. Each roll is filled with savory ground pork, mixed with a medley of vegetables, and seasoned to perfection. Easy to prepare and serve, it's the perfect snack to share for any occasion.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

## Chicken Lumpia Filipino Spring Rolls

SKU: 0 57356 35053 2

Lumpia is a Filipino style spring roll loved throughout the world. Our Lumpia are filled with ingredients like juicy chicken, cabbage, carrot, and garlic. Enjoy as a snack or pair as a side dish to any meal and enjoy it with our delicious Sweet Chili sauce.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

## Apple Pie Rolls with Caramel Sauce

SKU: 0 57356 45018 8

Spring rolls aren't just a popular savoury snack – they can be sweet, too! These delectable pie rolls are stuffed with apple and hints of cinnamon. They feel like a warm hug and will keep everyone coming back for more. Served with our delicious caramel sauce.

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)

## Bulgogi Beef Mandu Dumplings

SKU: 0 57356 04005 1

Our traditional Mandu start with house-made dough, thinly rolled and filled with fresh savory ingredients. From there, we steam each batch to seal in the juicy perfection. Great as an appetizer or served as an accompaniment to your favorite noodles. SUMM! Mandu are sure to satisfy!

Contact: Jeannie Magis

Phone: 604-779-4071

Email: [jmagis@finechoicefoods.com](mailto:jmagis@finechoicefoods.com)



# FEATURED PRODUCTS



## Land O'Lakes Inc.

Booth Number: 1917

*Farmer-Owned*



### LAND O LAKES<sup>®</sup> Salted Butter Balls

SKU: 3450019409

Take the guesswork out of your next creation when you cook with the all-new Land O Lakes<sup>®</sup> Butter Balls. Creamy, pre-measured balls of butter goodness, just waiting to be popped, dropped or topped on your latest creations. The goodness goes full-circle, because each purchase directly benefits our 1000+ farmer-owners.

Contact: Marwa Ali

Phone: 612-242-0972

Email: MMAli@landolakes.com

### LAND O LAKES<sup>®</sup> Yellow American Grab & Go Slices

SKU: 3450044694

Land O Lakes Sliced Yellow Deli American is delicious deli cheese without the deli line. These slices of Yellow Deli American are the perfect addition to sandwiches and burgers, or by themselves as a snack.

Contact: Tara Kriebel

Phone: 651-470-8582

Email: TJKriebel@landolakes.com

### LAND O LAKES<sup>®</sup> White American Slice Stack Pack

SKU: 3450044026

DELI - LAND O' LAKES Pasteurized Process American Cheese.

Contact: Tara Kriebel

Phone: 651-470-8582

Email: TJKriebel@landolakes.com

### Kozy Shack<sup>®</sup> Vanilla Pudding

SKU: 7349151102

Enjoy the delicious addition of rich vanilla flavor to our pudding. At Kozy Shack, we believe that simple ingredients make for better tasting pudding and desserts. That's why our tried and true recipes use the same quality ingredients that you would use in your own kitchen.

Contact: Tara Kriebel

Phone: 651-470-8582

Email: TJKriebel@landolakes.com

# FEATURED PRODUCTS

## GOYA® Mexican Chocolate Pudding

SKU: 7349130305

This rich, creamy chocolate pudding is combined with cinnamon to create a nostalgic Mexican Style dessert that will take you back to your childhood sipping Mexican hot chocolate. Enjoy this flavorful cinnamon and chocolate pudding treat with your entire family.

Contact: Marwa Ali

Phone: 612-242-0972

Email: [MMAli@landolakes.com](mailto:MMAli@landolakes.com)

## LAND O LAKES® Queso Bravo™ Cheese Dip with Jalapeños and Red Peppers, White

SKU: 3450048238

Your customers will love this mildly spicy, extra cheesy queso. And your staff will love its time-saving convenience. Diversify or expand your menu offerings with a quality queso you'll be proud to serve.

Contact: Tara Kriebel

Phone: 651-470-8582

Email: [TJKriebel@landolakes.com](mailto:TJKriebel@landolakes.com)

## LAND O LAKES® Shredded Extra Melt® Process American Cheese, Yellow

SKU: 3450042049

LAND O LAKES® Extra Melt® Shredded American Cheese in standard shreds sets the gold standard for taste and performance. It delivers a rich, buttery cheese flavor that boosts the flavor quotient and eye-appeal of countless dishes while cutting kitchen prep time. It's easy to work with, melting smoothly with a superior hot-hold performance. Extra Melt® Shredded American is the industry's premier choice for crafting macaroni and cheese, queso dips and other Mexican dishes, and is superb in salad bars, appetizers, omelets, hot soups, and casseroles. Operators can rely on consistent quality and cuts from bag to bag (1/8" v-cut, with lengths between 1/2" and 2"). Convenient 5-lb. packages can be opened as needed, maximizing product shelf life.

Contact: Tara Kriebel

Phone: 651-470-8582

Email: [TJKriebel@landolakes.com](mailto:TJKriebel@landolakes.com)

## LAND O LAKES® Extra Sharp Cheddar & Habanero-Jack Cubes

SKU: 3450044833

Blending the heat with the sharp, we've created Extra Sharp Cheddar & Habanero Jack Cheese Cubes. Both indulgent and versatile, this is a party platter fave and on-the-go snack in one.

Contact: Tara Kriebel

Phone: 651-470-8582

Email: [TJKriebel@landolakes.com](mailto:TJKriebel@landolakes.com)

## LAND O LAKES® Creamy Italian Blend Cracker Cut

SKU: 3450042074

Pouch of Italian Blend Cheese Cracker Cuts.

Contact: Tara Kriebel

Phone: 651-470-8582

Email: [TJKriebel@landolakes.com](mailto:TJKriebel@landolakes.com)



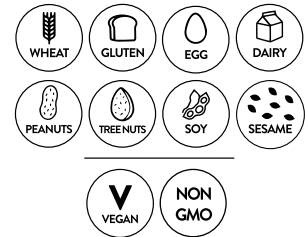
# FEATURED PRODUCTS

## Red Plate Foods

Booth Number: 1838



### FREE FROM



## Red Plate Foods Mini Chocolate Cupcakes 12 ct

SKU: 851083 005884

Rich, chocolately bite sized cupcakes with light vanilla frosting, safe for most diets.

Contact:

Phone:

Email:

## Red Plate Foods Mini Birthday Cupcakes 6 ct

SKU: 851083 005938

Fun, delicious & bite sized birthday sprinkle cupcakes, school safe..

Contact:

Phone:

Email:

## Red Plate Foods Coffee Cake Muffin 1W

SKU: 851083 00599

Easy grab & go snack, sweet & dense coffee cake muffin with cardamom cinnamon streusel.

Contact:

Phone:

Email:

## Red Plate Foods Chocolate Chip Whoopie Cookie 5 ct

SKU: 851083 005839

Soft baked chocolate chip cookies, crisp around the edges and filled with dark chocolate morsels.

Contact:

Phone:

Email:

# FEATURED PRODUCTS



## Red Plate Foods Mini Lemon Blueberry Muffins 12 ct

SKU: 851083 005914

Soft, delicious bite sized blueberry muffins with a sweet, tart lemon crumble topping.

Contact:

Phone:

Email:

## Red Plate Foods Snickerdoodle Cookies 8 ct

SKU: 851083 005563

Soft & chewy snickerdoodles with the traditional tart bite topped with cinnamon & sugar.

Contact:

Phone:

Email:

## Red Plate Foods Granola Cinnamon IW

SKU: 851083 005662

Granola packed with cinnamon spice flavor, perfect grab & go snack or yogurt topping.

Contact:

Phone:

Email:

## Red Plate Foods Ginger Cookies 8 ct

SKU: 851083 005112

Full of rich molasses with a kick of spice, soft baked ginger cookies.

Contact:

Phone:

Email:

## Red Plate Foods Bulk Granola - Vanilla

SKU: 851083 005341

Low sugar, whole grain gluten free granola. Eat as a snack or in a parfait.

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## SOLUT!

Booth Number: 1642



### 8oz Bowl w/lid

SKU: 13810/00117

8oz. Round Rolled Rim Tray w/ clear lid.

Contact: Mandy Talbot

Phone:

Email: [mtalbot@gosolut.com](mailto:mtalbot@gosolut.com)

### Entrée / 1/8 sheet Cake w/ lid

SKU: 91136/00083

8.31 x 6.03 x 1.13 Rectangle Tray w/ clear lid.

Contact: Mandy Talbot

Phone:

Email: [mtalbot@gosolut.com](mailto:mtalbot@gosolut.com)

### Loaf pan w/lid

SKU: 31906/00072

7.06 x 2.94 x 2.00 Loaf Tray w/ clear lid.

Contact: Mandy Talbot

Phone:

Email: [mtalbot@gosolut.com](mailto:mtalbot@gosolut.com)

### 8x8 Baking tray w/lid

SKU: 13856/00129

8.00 x 8.00 x 1.25 Square Rolled Rim Tray w/ clear lid.

Contact: Mandy Talbot

Phone:

Email: [mtalbot@gosolut.com](mailto:mtalbot@gosolut.com)

# FEATURED PRODUCTS



## 15" take and bake pizza w/lid

SKU: 74445/00074

15.75 x 1.06 Round Eco Tray w/ clear lid.

Contact: Mandy Talbot

Phone:

Email: [mtalbot@gosolut.com](mailto:mtalbot@gosolut.com)

## 11.5" baking tray w/lid

SKU: 68055/04706

11.50 x 11.50 x .75 Square, Black Elegance Combo Pack, 30/30/cs.

Contact: Erik O'Neil

Phone:

Email: [eoneil@gosolut.com](mailto:eoneil@gosolut.com)

## 10" baking tray w/lid

SKU: 68055/04706

10.19 x 1.19 Round Rolled Rim Tray w/ clear lid.

Contact: Erik O'Neil

Phone:

Email: [eoneil@gosolut.com](mailto:eoneil@gosolut.com)

## Bar Cake w/Lid

SKU: 68055/04706

15.50 x 7.19 x .44 Rectangle Tray, Gold MPET/Black Combo Pack, 60/60cs.

Contact: Erik O'Neil

Phone:

Email: [eoneil@gosolut.com](mailto:eoneil@gosolut.com)

## 1/4 sheet Cake w/lid

SKU: 1211PD/00174

14.59 x 10.66 x .50 Rectangle Tray w/ Clear Lid.

Contact: Erik O'Neil

Phone:

Email: [eoneil@gosolut.com](mailto:eoneil@gosolut.com)





# FEATURED PRODUCTS



## Toufayan Baking

Booth Number: 3955



## Toufayan Keto Wraps

SKU: 0-73124-09403-3

Keto Wraps 0 net carbs

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

## Toufayan Keto Pita

SKU: 0-73124-01316-4

Keto Pita 5 net carbs

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

## Toufayan Keto Flatbread

SKU: 0-73124-09403-3

Keto Flatbread 5 net carbs

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

## Authentic Lavash

SKU: 0-73124-09459-7

Authentic Lavash

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

# FEATURED PRODUCTS



## Toufayan Tandoori

SKU: 0-73124-00323-3

Tandoori Flatbread Garlic

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

## Toufayan Gluten free Wrap

SKU: 0-73124-01413-0

Toufayan Gluten Free wrap White

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

## Toufayan Gluten free Wrap

SKU: 0-731240-1414-7

Toufayan Gluten Free wrap Spinach

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

## Toufayan Smart Pocket

SKU: 0-73124-00795-8

Toufayan Smart pocket Smart Carb

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

## Toufayan Croissants

SKU: 0-73124-00814-6

Toufayan Mini Croissants mini

Contact:

Phone:

Email: [tony@toufayan.com](mailto:tony@toufayan.com)

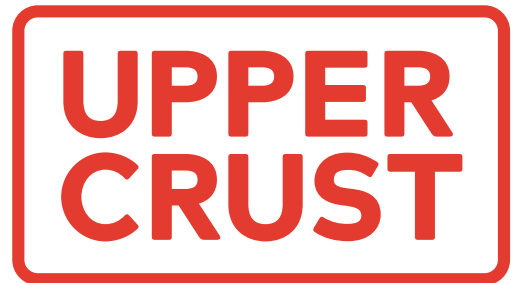


# FEATURED PRODUCTS



## Upper Crust

Booth Number: 5429



## Cocoa Poppers (Filled Beignets)

SKU: 31334

Layers of decadent pastry wrapped around a rich craveable chocolatey filling made with the unmistakable flavor of Hershey's cocoa. Goes from freezer to fryer to ready to serve in just a few minutes.

Contact:

Phone:

Email:

## Cinnamon Pastry Popper (Filled Beignets)

SKU: 40340

Layers of decadent pastry wrapped around craveable sweet cinnamon filling – designed for today's on-the-go consumer! Goes from freezer to fryer to ready to serve in just a few minutes.

Contact:

Phone:

Email:

## Mini Butter Croissants

SKU: 224 0092

Rich, flaky, buttery European inspired croissants can be yours in a matter of minutes. Our expert bakers have crafted a high quality croissant that can be baked in just a few simple steps for an exceptional croissant no matter what the baker's skill level.

Contact:

Phone:

Email:

## All Butter Pinched Croissant

SKU: 224 0090

Rich, flaky, buttery European inspired croissants can be yours in a matter of minutes. Our expert bakers have crafted a high quality croissant that can be baked in just a few simple steps for an exceptional croissant no matter what the baker's skill level.

Contact:

Phone:

Email:

# FEATURED PRODUCTS

## Freezer to Oven Herb & Garlic Focaccia

SKU: 41096

Expertly crafted focaccia bread enhanced with a blend of garlic and herbs. Just thaw, top and bake for fresh from the oven aromatic bread. A perfect canvas for your own custom culinary creations!

Contact:

Phone:

Email:

## Bakery2 French Baguette

SKU: 41674

Crafted in small batches, allowing the dough to develop fully for maximum flavor, then gently formed and baked to golden baguette perfection! No artificial flavors, colors or preservatives.

Contact:

Phone:

Email:

## Bakery2 Everything Bagel 4pk

SKU: 38485

An authentic water boiled kosher bagel in one of the most popular flavors, ready to thaw and sell in a convenient, value 4pk. Available in a variety of other best selling flavors including plain, cinnamon raisin, blueberry, and cheese. If it's not water boiled and direct fire baked, it's just a roll with a hole!

Contact:

Phone:

Email:

## Cherry Kouign Amann

SKU: 223 0125

Sweet, crisp, flaky pastry envelops a premium real fruit filling for an premium patisserie style treat, without all of the work! With our easy to execute freezer to oven format, you can delight your customers with upscale indulgence without extra operational complexity.

Contact:

Phone:

Email:

## Mini Strudel Lemon Cheese

SKU: 29288

Big flavor in a mini size! These mini strudels are bursting with refreshing lemon and real cream cheese fillings, wrapped in our exquisitely flaky puff pastry and finished with a sprinkling of sugar.

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## Volpi Foods

Booth Number: 4509



# Volpi

### Uncured Pepperoni and Cheddar Snack Cups in DRC

SKU:

Contact:

Phone:

Email:

### Fontina Cheese and Genoa Salami Snack Cups in DRC

SKU:

Contact:

Phone:

Email:

### Spicy Salami Stix in DRC

SKU:

Contact:

Phone:

Email:

### Original Salami Stix in DRC

SKU:

Contact:

Phone:

Email:

# FEATURED PRODUCTS



## Volpi Roltini Singles with Prosciutto 7.5 oz Bag

SKU:

Contact:

Phone:

Email:

## Volpi Roltini Singles with Pepperjack and Genoa Salame 6/12-1.5 oz in DRC

SKU:

Contact:

Phone:

Email:

## Volpi Sliced Bresaola 3 oz.

SKU:

Contact:

Phone:

Email:

## Volpi Heritage Prosciutto 3 oz

SKU:

Contact:

Phone:

Email:

## Volpi Chopped Pancetta

SKU:

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## American Beverage Marketers

Booth Number: 3753

**American  
Beverage  
Marketers**



### Strawberry Reál Infused Exotics

SKU: 103B/O 70491-10309 2

Strawberry Puree Infused Syrup. Strawberry Reál features handpicked Splendor and Festival Strawberries from California infused into premium cane sugar syrup that is perfect for craft cocktails, strawberry lemonades or a host of exquisite desserts.

Contact: Frank Armanees

Phone: (816) 674-6776

Email: [farmanees@abmcocktails.com](mailto:farmanees@abmcocktails.com)

### Raspberry Reál Infused Exotics

SKU: 104B/O 70491-10409 9

Raspberry Puree Infused Syrup. Raspberry Reál is a sumptuous blend of Willamette and Glen Clova Raspberries from the Pacific Northwest infused with cane sugar and designed for a wide range of hand-crafted cocktails, including bellinis, beer cocktails, frozen or shaken daiquiris, and a multitude of alcohol-free drinks..

Contact: Frank Armanees

Phone: (816) 674-6776

Email: [farmanees@abmcocktails.com](mailto:farmanees@abmcocktails.com)

### Piña Reál Infused Exotics

SKU: 112B/O 70491-11209 4

Pineapple Puree Infused Syrup. Piña Reál, the first puree infused syrup with tropical pineapples, is the perfect ingredient for delivering intense pineapple flavor to craft cocktails. Straight from Costa Rica, this tempting fruit brings a refreshing sweetness you can't resist.

Contact: Frank Armanees

Phone: (816) 674-6776

Email: [farmanees@abmcocktails.com](mailto:farmanees@abmcocktails.com)

### Blackberry Reál Infused Exotics

SKU: 116B/O 70491-11609 2

Blackberry Puree Infused Syrup. Blackberry Reál is a flavor experience you won't want to miss! Made with Marion blackberries from Oregon, this rich berry flavor is bold and juicy and promises to bring the perfect flavor and color to your blackberry recipes!

Contact: Frank Armanees

Phone: (816) 674-6776

Email: [farmanees@abmcocktails.com](mailto:farmanees@abmcocktails.com)

### Gourmet Pepper Reál Infused Exotics

SKU: 124B/O-70491-12409-7

Pureed Pepper Infused Syrup. Gourmet Pepper Reál creates a bold and exciting flavor that is perfect for those that like a little spice in their life with the use of gourmet peppers. These peppers range from roasted red peppers to mild jalapeños for the perfect level of heat.

Contact: Frank Armanees

Phone: (816) 674-6776

Email: [farmanees@abmcocktails.com](mailto:farmanees@abmcocktails.com)

# FEATURED PRODUCTS

## Anchor Packaging

Booth Number: 2915



### Culinary Tamper Safe™ Hinged Tamper Evident Container

SKU: 1-compartment (SKU 4529911) or 3-compartment base (SKU 4529931)

Drives increased sales with added protection for hot or cold foods. Clear, hinged anti-fog containers with wide ribbing provide food visibility and preserve the “just-made” presentation. The leak-resistant, tamper-evident closure avoids messy spills and signals possible tampering with a broken hinge. Consumers appreciate the “hold and lift” to open design without loose tear strips. This 9” x 9” is perfect for hot displays to 230°F and microwave-safe for refrigerated grab-and-go prepared foods. Durable, cut-resistant, dishwasher-safe, consumer reusable, and recyclable. Made in the USA.

Contact: Kurt Richars, Director of Marketing and Custom

Phone:

Email: [krichars@anchorpac.com](mailto:krichars@anchorpac.com)

### Culinary Tamper Safe™ Hinged Tamper Evident Container

SKU: 1-compartment (SKU 4529911) or 3-compartment base (SKU 4529931)

Drives increased sales with added protection for hot or cold foods. Clear, hinged anti-fog containers with wide ribbing provide food visibility and preserve the “just-made” presentation. The leak-resistant, tamper-evident closure avoids messy spills and signals possible tampering with a broken hinge. Consumers appreciate the “hold and lift” to open design without loose tear strips. This 9” x 9” is perfect for hot displays to 230°F and microwave-safe for refrigerated grab-and-go prepared foods. Durable, cut-resistant, dishwasher-safe, consumer reusable, and recyclable. Made in the USA.

Contact: Kurt Richars, Director of Marketing and Custom

Phone:

Email: [krichars@anchorpac.com](mailto:krichars@anchorpac.com)





# FEATURED PRODUCTS



## Safe Pinch<sup>®</sup> Hinged Tamper Evident Bowl with 3-Compartment Insert

*SKU: 24oz dome lid (SKU 4517023) or 24oz flat lid (SKU 4517025) or 32oz dome lid (SKU 4517031) or 32oz flat lid (SKU 4517033) 3-compartment insert (SKU 4407024) fits the four bowls; pack 600 per case*

Keeps three toppings fresh with the insert in a versatile, 7" round bowl. Perfect for trendy acai bowls or traditional salads, these clear tamper-evident hinged bowls with three-compartment inserts will increase sales from a refrigerated case. The leak-resistant, tamper-evident closure avoids messy spills and signals possible tampering with a broken hinge. Consumers prefer the intuitive "pinch to open" patented design without loose tear strips to dispose of. Extends shelf life and fresh appearance by separating ingredients in various uses for cold or ambient foods. Made with post-consumer recycled content, consumer reusable and recyclable. Made in the USA.

*Contact: Kurt Richars, Director of Marketing and Custom*

*Phone:*

*Email: [krichars@anchorpac.com](mailto:krichars@anchorpac.com)*

## Panoramic Bakery Hinged Clamshell

*SKU: 200-230013*

Clear rectangle one-piece hinged containers offer complete visibility of ambient or refrigerated foods. This 9" x 7" x 2" is the perfect size for a wide variety of bakery applications. Its sturdy, fluted design incorporates a quick button snap closure with a 30-fluid-ounce capacity. This package is consumer reusable and recyclable. Made in the USA.

*Contact: Kurt Richars, Director of Marketing and Custom*

*Phone:*

*Email: [krichars@anchorpac.com](mailto:krichars@anchorpac.com)*

# FEATURED PRODUCTS



## Asturi Fine Foods, LLC

Booth Number: 1928



### Asturi Bruschettini Classico

SKU: 8-53240-00300-9

Italian bruschetta mini toast baked using only olive oil and sprinkle of sea salt with a unique blend of wheat flour and durum wheat semolina for a firm yet crispy texture.

Contact:

Phone:

Email:

### Asturi Bruschettini Rosemary & Olive Oil

SKU: 8-53240-00301-6

Italian bruschetta mini toast baked using only olive oil and rosemary with a unique blend of wheat flour and durum wheat semolina for a firm yet crispy texture.

Contact:

Phone:

Email:

### Parchment Crispbread Truffle Sea Salt

SKU: 8 53240 00356 6

Ultra thin crispbread, Carta di Musica, handmade in Sardinia, Italy with truffle sea salt and durum wheat semolina.

Contact:

Phone:

Email:

### Parchment Crispbread Classico Virgin Olive Oil

SKU: 8 53240 00350 4

Ultra thin crispbread, Carta di Musica, handmade in Sardinia, Italy with durum wheat semolina and virgin olive oil.

Contact:

Phone:

Email:

### Asturi Palmiers Premium Italian Puff Pastry

SKU: 8 53240 00355 9

Light and crispy puff pastry, artisanally crafted and baked in Tuscany, Italy.

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## Bel Brands

Booth Number: 2621



### BOURSIN CHEESE CRUMBLES - GARLIC & HERB

SKU: 79813064004

Packaged Gourmet Cheese Crumbles.

Contact: Jeff Molden

Phone:

Email: [Jeffrey.molden@groupe-bel.com](mailto:Jeffrey.molden@groupe-bel.com)

### THE LAUGHING COW JALAPENO

SKU: 41757027971

Portioned snack cheese wedges.

Contact: Jeff Molden

Phone:

Email: [Jeffrey.molden@groupe-bel.com](mailto:Jeffrey.molden@groupe-bel.com)

### KAUKAUNA TRUFFLE WHITE CHEDDAR CHEESE BALL

SKU: 17003139484

Cold Packaged Gourmet Cheese Ball.

Contact: Jeff Molden

Phone:

Email: [Jeffrey.molden@groupe-bel.com](mailto:Jeffrey.molden@groupe-bel.com)

### MINI BABYBEL - VARIETY PACK

SKU: 41757028084

Semi-Soft Cheese Snack.

Contact: Jeff Molden

Phone:

Email: [Jeffrey.molden@groupe-bel.com](mailto:Jeffrey.molden@groupe-bel.com)

### BOURSIN ROSEMARY BLACK GARLIC

SKU: 79813085610

Gourmet Spreadable Cheese.

Contact: Jeff Molden

Phone:

Email: [Jeffrey.molden@groupe-bel.com](mailto:Jeffrey.molden@groupe-bel.com)

# FEATURED PRODUCTS



## BelGioioso Cheese

Booth Number: 2419

## BelGioioso Baking Fresh Mozzarella

SKU: 00914

New Fresh Mozzarella made especially for Cooking with lower moisture and better melt. Sliced logs.

Contact: Sean Moran, VP Sales

Phone:

Email: [sean.moran@belgioioso.com](mailto:sean.moran@belgioioso.com)

## BelGioioso Crescenza-Stracchino Snacking Cheese

SKU: 78512

.75 oz. Snacks for Sampling.

Contact: Sean Moran, VP Sales

Phone:

Email: [sean.moran@belgioioso.com](mailto:sean.moran@belgioioso.com)

## BelGioioso Fresh Mozzarella Marinated with Fresh Basil & Garlic

SKU: 10177

Fresh Mozzarella Ciliegine is marinated in a savory blend of basil, garlic and oils.

Contact: Sean Moran, VP Sales

Phone:

Email: [sean.moran@belgioioso.com](mailto:sean.moran@belgioioso.com)

## BelGioioso Artigiano Blood Orange

SKU: 60185

Hand-Crafted small batch Wisconsin Cheese soaked in a citrus marinade. Slightly Sweet and savory flavors

Contact: Sean Moran, VP Sales

Phone:

Email: [sean.moran@belgioioso.com](mailto:sean.moran@belgioioso.com)

## Polly-O Fresh Mozzarella String Cheese

SKU: 75044

The flavor of Fresh Mozzarella with the convenience of String Cheese.

Contact: Sean Moran, VP Sales

Phone:

Email: [sean.moran@belgioioso.com](mailto:sean.moran@belgioioso.com)



# FEATURED PRODUCTS



## Cheese Merchants

Booth Number: 2401



### Exact Weight Parmesan Wedge

SKU: -

Cheese Merchants Parmesan Wedge.

Contact:

Phone:

Email:

### Exact Weight Asiago Wedge

SKU: -

Cheese Merchants Asiago Wedge.

Contact:

Phone:

Email:

### Exact Weight Creamy Italian Wedge

SKU: -

Creamy Formaggio Wedge.

Contact:

Phone:

Email:

### Shredded Parmesan Fresh Deli Cup

SKU: -

Shredded Parmesan Fresh Deli Cup.

Contact:

Phone:

Email:

### Grated Parmesan Fresh Deli Cup

SKU: -

Grated Parmesan Fresh Deli Cup.

Contact:

Phone:

Email:

# FEATURED PRODUCTS

## Clyde's Donuts

Booth Number: 4601

### Unfinished Apple Fritter Bulk 3oz

SKU: SKU 14567 UPC 0-20337-14567-0

This unfinished apple fritter made with fresh apples will melt in your mouth. It is ready for you to glaze and provide your customers a delectable treat.

Contact: Stephanie Ortmann | Marketing Director

Phone: m: 402.657.3318 | p: 630.333.4498

Email: stephanieo@clydesdonuts.com

Made with a yeast-raised dough that creates a light and fluffy texture, these mouthwatering treats are sure to satisfy your sweet tooth cravings. Each donut is generously coated with a delectable glaze, adding the perfect amount of sweetness to every bite.

### 12 Jumbo Glazed Donuts 2oz

SKU: SKU 15816 UPC 0-20337-15816-8

Contact: Stephanie Ortmann | Marketing Director

Phone: m: 402.657.3318 | p: 630.333.4498

Email: stephanieo@clydesdonuts.com

### Glazed Old Fashioned Cake Donuts 2.3oz

SKU: SKU 14216 UPC 0-20337-14216-7

Made with love and expertise, these delectable treats are a nostalgic throwback to the classic American bakery. Each donut is carefully crafted with a moist and flavorful cake base, perfectly complemented by a sweet and irresistible glaze.

Contact: Stephanie Ortmann | Marketing Director

Phone: m: 402.657.3318 | p: 630.333.4498

Email: stephanieo@clydesdonuts.com

### Clean Label Yeast Ring Bulk 2.5oz

SKU: SKU 14201 UPC 0-20337-14201-3

Made with a yeast-raised dough that creates a light and fluffy texture, these treats are ready for retailers to glaze. Give your customers the perfect amount of sweetness to every bite.

Contact: Stephanie Ortmann | Marketing Director

Phone: m: 402.657.3318 | p: 630.333.4498

Email: stephanieo@clydesdonuts.com

### Pink Lemonade Cake Donut Naturally Flavored 3.6oz

SKU: SKU 18010 UPC 0-20337-18010-7

This delightful cake donut is infused with the refreshing taste of pink lemonade, perfectly complemented by a tangy lemon icing. Each bite is a sweet and zesty sensation that will transport your taste buds to a sunny paradise.

Contact: Stephanie Ortmann | Marketing Director

Phone: m: 402.657.3318 | p: 630.333.4498

Email: stephanieo@clydesdonuts.com



**CLYDE'S**  
DONUTS



# FEATURED PRODUCTS

## Conroy Foods

Booth Number: 1440



## Beano's Original Submarine Dressing

SKU: 097342 000041

This is the original family recipe. 100% pure soybean oil and real red wine vinegar are combined with the freshest Italian spices available. We have incorporated a traditional style submarine dressing with your favorite sandwich shop taste. Beano's Original Submarine Dressing was designed to stay on top of your sub, not soak your bun.

Contact: Tom Orlando

Phone:

Email: [to@conroyfoods.com](mailto:to@conroyfoods.com)

## Beano's Horseradish Sauce

SKU: 097342 000096

Fresh ground horseradish and the perfect blend of spices are added to a creamy dressing base to create this zesty sandwich spread that is full of flavor. It is an excellent addition to marinades, salad dressings and dips.

Contact: Tom Orlando

Phone:

Email: [to@conroyfoods.com](mailto:to@conroyfoods.com)

## Beano's Peach Habanero Sauce

SKU: 097342 001437

Who would have thought that peaches and habanero peppers would make the perfect match made in sandwich heaven. The slight sweetness of peaches combined with the smoky sneaky heat of habanero peppers will add a distinctive flavor to your favorite cold or grilled sandwiches. Blend into cream cheese to create an incredible bagel or cracker spread.

Contact: Tom Orlando

Phone:

Email: [to@conroyfoods.com](mailto:to@conroyfoods.com)

# FEATURED PRODUCTS

## Beano's Pineapple Honey Mustard

SKU: 097342 001444

Now you can enjoy the flavor of the holidays year round. This perfect combination of pineapples & honey mustard will add a special touch to your ham, turkey or chicken sandwiches. It also can be used as a glaze or a pretzel dip.

Contact: Tom Orlando

Phone:

Email: [to@conroyfoods.com](mailto:to@conroyfoods.com)

## Beano's Nashville Hot Sandwich Sauce

SKU: 097342 00187 1

Our addictive Beano's Nashville Hot sandwich sauce is made with traditional Nashville, Tennessee ingredients; Ripe Cayenne Peppers, Clover Honey, Brown Sugar, Smoked paprika and Black pepper.

Contact: Tom Orlando

Phone:

Email: [to@conroyfoods.com](mailto:to@conroyfoods.com)





# FEATURED PRODUCTS



## Damascus Bakery

Booth Number: 1935



DAMASCUSBAKERY.COM



BROOKLYNBRED.COM

## Brooklyn Bred Thick Pizza Crust

SKU: 71628 82637

Formulated, naturally fermented and hearth-baked to perfection, Brooklyn Bred Sicilian Thick Pizza Crust comes conveniently ready to top in an oven ready bakeable tray. In Sicily Pizzaiolos give their pizza dough extra time to rise, resulting in a “sfincione”, which means “thick sponge”. Baked in a pan, the Sicilian crust prides itself on its thicker, softer and crunchier bite. Donned with sauce, cheese and a bit of imagination, the thick and crusty Sicilian is a pan-full meal that will settle any family business.

Contact: George Gavirati

Phone: (480) 415-7590

Email: [george@damascusbakery.com](mailto:george@damascusbakery.com)

## Brooklyn Bred Neapolitan Sprouted Grain Thin Pizza Crust

SKU: 71628 87214

Shaped with racy curves and fermented with flavor, Brooklyn Bred Neapolitan Sprouted Grain Thin Pizza Crust is thin, lite and sprouted with wellness. Breads made with Sprouted Grains are lower in glycemic index, more digestible and a better source of nutrients and antioxidants. The process of sprouting whole grains creates enzymatic activities that breaks down starches into simple sugars, proteins into amino acids and fats into soluble fatty acids.

Contact: George Gavirati

Phone: (480) 415-7590

Email: [george@damascusbakery.com](mailto:george@damascusbakery.com)

## Brooklyn Bred Neapolitan Thin Pizza Crust

SKU: 71628 820141

Made with ‘00’ pizza flour, the most refined, powder-soft specialty flour available, Brooklyn Bred Neapolitan Thin Pizza Crust is naturally fermented to create an even thinner, lighter, hearth-baked bite – crispy on the outside, soft on the inside. Ideal for appetizers, single serve pizzas and calorie counting options. Makes a delicious panini sandwich too!

Contact: George Gavirati

Phone: (480) 415-7590

Email: [george@damascusbakery.com](mailto:george@damascusbakery.com)

# FEATURED PRODUCTS



## Brooklyn Bred Traditional Pizza Crust

*SKU: 71628 82321*

Formulated, naturally fermented and hearth-baked to perfection, Brooklyn Bred Traditional Pizza Crust is made with '00' pizza flour, the most refined, powder-soft specialty flour available, creating a light crust that is crisp on the outside and still tender to the bite with a bubbly personality. Ready-to-top, ready-to-crisp, ready-to-entertain indoors or outdoors. Makes an amazing sandwich too!

*Contact: George Gavirati*

*Phone: (480) 415-7590*

*Email: george@damascusbakery.com*

## Brooklyn Bred Pizza Crust Crisps

*SKU: ----*

Made with '00' pizza flour, the most refined, powder-soft specialty flour available, Brooklyn Bred Pizza Crust

Crisps are brick oven baked giving them the perfect light crisp bite. The process of natural fermentation, proofing and fire baking is what creates their signature golden bubbles. Brooklyn Bred Pizza Crust Crisps are perfect for dipping, snacking and charcuterie boards!

*Contact: George Gavirati*

*Phone: (480) 415-7590*

*Email: george@damascusbakery.com*



# FEATURED PRODUCTS



## David's Cookies

Booth Number: 2237



## Decadent Peanut Butter Chocolate Chunk Cookie Dough m/w Butterfinger® Pieces

SKU: 49578 44045

A rich, buttery brown sugar and peanut butter based cookie dough is packed with an abundance of crispy-crunchy Butterfinger® pieces and milk chocolate chunks. A peanut lover's dream! BUTTERFINGER® is a trademark of Ferrero USA. Used with permission.

Contact: Darcy Martin

Phone: (248) 631-6047

Email: [darcy@davidscookies.com](mailto:darcy@davidscookies.com)

## Decadent Cookies and Cream Cookie Dough m/w HERSHEY'S Premier White Crème Chips®

SKU: 49578 44097 9

A new version of an old classic! A rich, dark brown sugar cookie dough base is loaded with chocolate sandwich cookie pieces and HERSHEY'S Premier White Chips®. The delicious flavor and texture combination of crunchy chocolate cookie pieces paired with smooth and creamy vanilla chips is oh so delectable!

Contact: Darcy Martin

Phone: (248) 631-6047

Email: [darcy@davidscookies.com](mailto:darcy@davidscookies.com)

## Individually Wrapped Gluten Free Brookie

SKU: 49578 76032 9

The best of both worlds in one great bite! Our delicious gluten free brownie batter is topped with our scrumptious gluten free chocolate chip cookie dough and baked until golden. Individually wrapped for safety and freshness.

Contact: Darcy Martin

Phone: (248) 631-6047

Email: [darcy@davidscookies.com](mailto:darcy@davidscookies.com)

# FEATURED PRODUCTS



## Cookies and Cream Blondie m/w HERSHEY'S Premier White Crème Chips®

SKU: 49578 13249

Sitting on a bed of crushed chocolate sandwich cookies, our rich, dense brown sugar blondie is loaded with HERSHEY'S Premier White Crème Chips® and topped with more crushed chocolate sandwich cookies. A very delicious – and time tested - flavor combination!

Contact: Darcy Martin

Phone: (248) 631-6047

Email: [darcy@davidscookies.com](mailto:darcy@davidscookies.com)

## Birthday Cake Stuffed Cookie Dough

SKU: 49578 12012 3

Rainbow sprinkled sugar cookie dough is STUFFED with rainbow sprinkled vanilla frosting. Delicious and fun for all ages!

Contact: Darcy Martin

Phone: (248) 631-6047

Email: [darcy@davidscookies.com](mailto:darcy@davidscookies.com)



# FEATURED PRODUCTS



## Ditsch USA

Booth Number: 5729



PRETZELS SINCE 1919®

### Retail Ready 5 oz Pretzel Twist

SKU: 1120

Delicious Ditsch Pretzel Twists have the perfect crust and unmistakably soft, chewy inside. All of our pretzels are fully baked, stored and shipped frozen. Just thaw and sell. A salt packet is included in every package. Consumers can choose to serve at room temperature or warm. The Pretzel category is trending up in all snack channels. Ditsch has mastered the artisan pretzel. Items per case: 33. Certifications: SQF Level 3 Certification - NSF Int'l, Certified Kosher - OU Kosher.

Contact: [sales.usa@ditsch.com](mailto:sales.usa@ditsch.com)

Phone: 1-513-782-8888

Email:

### Retail Ready 3-Pack 4-oz Bun

SKU: 1104

Our Ditsch 4 oz Pretzel Buns build the "Very Best Sandwich". They elevate & compliment any grilled burger, bbq, chicken or plant-based patty. Our delicious, soft pretzel buns are fully baked, stored and shipped frozen. Just thaw and sell. Consumers can choose to serve at room temperature or toast with butter & serve warm. Perfect for seasonal cookouts or everyday meals. Items per case: 20. Certifications: SQF Level 3 Certification - NSF Int'l, Certified Kosher - OU Kosher

Contact: [sales.usa@ditsch.com](mailto:sales.usa@ditsch.com)

Phone: 1-513-782-8888

Email:

### Bulk 10 oz (Giant) Pretzel Twist

SKU: 1130

Delicious Ditsch Pretzel Twists have the perfect crust and unmistakably soft, chewy inside. All of our pretzels are fully baked, stored and shipped frozen. Items per case: 20 pieces (bulk). Certifications: SQF Level 3 Certification - NSF Int'l, Certified Kosher - OU Kosher

Contact: [sales.usa@ditsch.com](mailto:sales.usa@ditsch.com)

Phone: 1-513-782-8888

Email:

# FEATURED PRODUCTS

## Retail Ready Package 6 oz Pretzel Bites

**SKU: 6414**

Ditsch Pretzel Bites are the perfect "on-the-go" snack for busy lifestyles. Our soft pretzels bites are fully baked, stored and shipped frozen. Just thaw and sell. A salt packet is included with every package. Consumers can choose to serve at room temperature or warm. With our heritage in traditional German pretzel-making, Ditsch has mastered the artisan pretzel experience. Items per case: 24. Certifications: SQF Level 3 Certification - NSF Int'l, Certified Kosher - OU Kosher

Contact: [sales.usa@ditsch.com](mailto:sales.usa@ditsch.com)

Phone: 1-513-782-8888

Email:

## Bulk Pretzel Bites

**SKU: 1104**

Ditsch Pretzel Bites are the perfect "on-the-go" snack for busy lifestyles. Our soft pretzels bites are fully baked, stored and shipped frozen. Just thaw and sell. A salt packet is included with every package. Consumers can choose to serve at room temperature or warm. With our heritage in traditional German pretzel-making, Ditsch has mastered the artisan pretzel experience. Items per case: Approximately 500 Bites per case. Certifications: SQF Level 3 Certification - NSF Int'l, Certified Kosher - OU Kosher

Contact: [sales.usa@ditsch.com](mailto:sales.usa@ditsch.com)

Phone: 1-513-782-8888

Email:



# FEATURED PRODUCTS



## Fratelli Beretta USA

Booth Number: 4313



### Italian style MiniSampler

SKU: 133060 / 073541 330608

Contact:

Phone:

Email:

### Italian Style Sampler

SKU: 133061 / 073541 330615

Contact:

Phone:

Email:

### Pre-sliced Prosciutto

SKU: 120226 / 073541 202264

Contact:

Phone:

Email:

### Roll & Go Platter

SKU: 179429 / 073541 794295

Contact:

Phone:

Email:

### Low Sodium Prosciutto and Mozzarella

SKU: 183360 / 073541 833604

Contact:

Phone:

Email:

# FEATURED PRODUCTS



## Give and Go Prepared Foods

Booth Number: 2651, 2652



### Oreo Classic Cupcakes 6 ct

SKU: 7-70981-30613-1

Soft 6ct classic size cakes with sweet vanilla-flavoured icing.

Contact:

Phone:

Email: [jstumph@giveandgo.com](mailto:jstumph@giveandgo.com)

### Oreo Classic Cupcakes 12 ct

SKU: 7-70981-30618-6

Soft 12ct classic size cakes with sweet vanilla-flavored icing.

Contact:

Phone:

Email: [jstumph@giveandgo.com](mailto:jstumph@giveandgo.com)

### Oreo Frosted Cookies

SKU: 7-70981-30199-0

Soft OREO flavored cookies topped with OREO creme frosting and sprinkled with real OREO crumbs.

Contact:

Phone:

Email: [jstumph@giveandgo.com](mailto:jstumph@giveandgo.com)

### Oreo Brownies

SKU: 7-70981-09277-5

Rich cocoa OREO flavored brownies topped with real OREO crumbs and creamy vanilla flavored pieces.

Contact:

Phone:

Email: [jstumph@giveandgo.com](mailto:jstumph@giveandgo.com)

### Oreo Muffins

SKU: 7-70981-02405-9

Dark rich chocolate OREO flavored muffin baked with creamy vanilla flavored pieces and OREO cookie crumbs sprinkled on top.

Contact:

Phone:

Email: [jstumph@giveandgo.com](mailto:jstumph@giveandgo.com)





# FEATURED PRODUCTS



## Hormel Foods

Booth Number: 3329



### COLUMBUS® Salame Secchi Fiore

SKU:

Contact:

Phone:

Email:

### COLUMBUS® Tasting Board Tour of Italy

SKU: 137003

Contact:

Phone:

Email:

### COLUMBUS® Roasted Cured Pork Loin

SKU: 83581

Contact:

Phone:

Email:

### FONTANINI® MAMMA RANNE'S® Meatball

SKU: 82576

Contact:

Phone:

Email:

### HORMEL® BACON I™

SKU: 46730

Contact:

Phone:

Email:

# FEATURED PRODUCTS

## J&J Snack Foods Corp.

Booth Number: 4501



### SUPERPRETZEL Bavarian Buns

SKU: 7595

What Your Meal is Missing! Bring the restaurant home with the great taste of SUPERPRETZEL Bavarian Soft Pretzel Buns!

Contact: Michael Leonard, Sr. Regional Bakery Sales Manager East

Phone: 404-548-0447

Email: mleonard@jjsnack.com

### SUPERPRETZEL Bavarian Sticks

SKU: 7595

What Your Meal is Missing! Bring the restaurant home with the great taste of SUPERPRETZEL Bavarian Soft Pretzel Buns!

Contact: Michael Leonard, Sr. Regional Bakery Sales Manager East

Phone: 404-548-0447

Email: mleonard@jjsnack.com

### Pan Message Cookie

SKU: 7595

What Your Meal is Missing! Bring the restaurant home with the great taste of SUPERPRETZEL Bavarian Soft Pretzel Buns!

Contact: Michael Leonard, Sr. Regional Bakery Sales Manager East

Phone: 404-548-0447

Email: mleonard@jjsnack.com

### Supreme Stuffers Steak & Cheese Empanadas

SKU: 7595

What Your Meal is Missing! Bring the restaurant home with the great taste of SUPERPRETZEL Bavarian Soft Pretzel Buns!

Contact: Michael Leonard, Sr. Regional Bakery Sales Manager East

Phone: 404-548-0447

### Bavarian Bakery Gourmet Pretzel roll (4oz/80 ct).

SKU: 7595

What Your Meal is Missing! Bring the restaurant home with the great taste of SUPERPRETZEL Bavarian Soft Pretzel Buns!

Contact: Michael Leonard, Sr. Regional Bakery Sales Manager East

Phone: 404-548-0447

Email: mleonard@jjsnack.com



# FEATURED PRODUCTS



## Killer Brownie<sup>®</sup> Company

Booth Number: 3050

# killer brownie<sup>®</sup>

### Triple Chocolate

SKU: 10855985008483

Layered Chocolate Brownie with Caramel.

Contact:

Phone:

Email:

### Cookie Dough

SKU: 1085598500849

Fudgy Chocolate Brownie • Cookie Dough Top Creamy Caramel • Chocolate Chips.

Contact:

Phone:

Email:

### Kitchen Sink

SKU: 30855985008159

Layered Blonde Brownie and Fudge Brownie with Sprinkles, Chocolate Chips & M&Ms<sup>®</sup>.

Contact:

Phone:

Email:

### Chocolatier

SKU: 0 57356 03209 4

Chocolate brownie made with premium milk chocolate chips, that's soft and moist with a thin crackle top.

Contact:

Phone:

Email:

### Brookie

SKU: 10858061005574

Golden chocolate chip cookie baked atop rich fudge brownie. Soft on the inside with a slightly chewy edge.

Contact:

Phone:

Email:

# Klondike Cheese Co.

Booth Number: 2521



## Odyssey Mediterranean Feta Dip

SKU: 40812911ODY

Creamy and savory Greek yogurt base with chunks of feta & olives; seasoned with a mediterranean spice blend.

Contact:

Phone:

Email:

## Odyssey Labne

SKU: 81216815ODY

Thick, creamy, tangy. Spreads like cream cheese with half the calories!

Contact:

Phone:

Email:

## Buholzer Brothers Smoked Gouda

SKU: 762286BRO

Cracker cut chunk, nutty & mellow, subtle hickory flavor.

Contact:

Phone:

Email:

## Odyssey Plain 3.5% Yogurt

SKU: 44804300ODY

Clean, Pleasing, Mildly Tart. Smooth and Delicious. Simply Wholesome. Contains Probiotics..

Contact:

Phone:

Email:

## Odyssey Smoked Feta

SKU: 52189ODY

Award winning, Wisconsin made by master cheese makers.

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## KLT Global

Booth Number: 2729, 3029, 2929-2937,  
3028-3036



## BBQ Pork Macaroni & Cheese Bowl

SKU: 275505/094476213351

Creamy macaroni and cheese topped with bbq pork.

Contact: AJ Rosenberg

Phone:

Email: AJ\_Rosenberg@KLTGlobal.com

## 3 Cheese Macaroni & Cheese Bowl

SKU: 275550/094776213399

Creamy macaroni and cheese top with a 3 cheese blend.

Contact: AJ Rosenberg

Phone:

Email: AJ\_Rosenberg@KLTGlobal.com

## Bacon Mac And Cheese Bowl

SKU: 30855985008159

Creamy macaroni and cheese topped with smoked bacon.

Contact: AJ Rosenberg

Phone:

Email: AJ\_Rosenberg@KLTGlobal.com

## SLIDER T&B HAM AND SWISS 12CT

SKU: 61251009488

Kings Hawaiiin Sliders Filled with Ham and Cheese.

Contact: AJ Rosenberg

Phone:

Email: AJ\_Rosenberg@KLTGlobal.com

## SLIDER T&B TRAY ITALIAN 12CT

SKU: 61251009489

Kings Hawaiiin Sliders Filled with Italian Meats and Cheese.

Contact: AJ Rosenberg

Phone:

Email: AJ\_Rosenberg@KLTGlobal.com

# FEATURED PRODUCTS

## Lantmannen Unibake USA, Inc.



Lantmännen  
Unibake

Booth Number: 5108

### Euro-Bake Sourdough Demi Loaf

SKU:

A small par-baked sourdough loaf made with higher fiber flour to be a "Good Source of Fiber", while maintaining a light, white crumb

Contact:

Phone:

Email:

### Euro-Bake Farmhouse Country Demi Loaf

SKU:

A par-baked multigrain loaf with flavorful and beneficial ingredients like flax seeds, whole wheat flour, sunflower seeds, oats, carrot flakes, pumpkin seeds, honey, banana, and apple.

Contact:

Phone:

Email:

### Euro-Bake Three Cheese Asiago Demi Loaf

SKU:

A par-baked artisan loaf made with a blend of durum and semolina flours with three different cheeses inside: Asiago, Parmesan and Romano. Then topped with more Asiago cheese!

Contact:

Phone:

Email:

### Schulstad Cream Cheese Danish Crown

SKU: 007 00998 00032 6

An FTO danish crown with a luscious, sweet cream cheese filling centered within layers of delicate pastry dough. Perfect for customization and flavor innovation.

Contact:

Phone:

Email:

### Schulstad Sicilian Lemon Meringue Square

SKU: 108 34127 00644 0

Inspired by the classic American pie with an Italian twist, this FTO pastry is topped with Sicilian lemon curd and finished with sweet meringue pieces.

Contact:

Phone:

Email:



# FEATURED PRODUCTS



## Placon

Booth Number: 1950

## PLACON®

Simply Better Packaging®

### CRYSTAL SEAL® CRAVINGS® PET ROUND DELI

SKU: 44474 017133

CR16T.

Contact:

Phone: 1-800-541-1535

Email: [info@placon.com](mailto:info@placon.com)

### CRYSTAL SEAL® CRAVINGS® TAMPER EVIDENT LID

SKU: 44474 017102

CRTE LID.

Contact:

Phone: 1-800-541-1535

Email: [info@placon.com](mailto:info@placon.com)

### Delectables square tamper-evident packaging

SKU: 44474 138821

DS-32TE.

Contact:

Phone: 1-800-541-1535

Email: [info@placon.com](mailto:info@placon.com)

### FRESH 'N CLEAR® TE Medium 32 oz. Flat Lid Salad Bowl

SKU: 44474 137923

SBM-32FLT.

Contact:

Phone: 1-800-541-1535

Email: [info@placon.com](mailto:info@placon.com)

### FRESH 'N CLEAR® TE Medium Insert

SKU: 44474 137947

SBM-T4.

Contact:

Phone: 1-800-541-1535

Email: [info@placon.com](mailto:info@placon.com)

# FEATURED PRODUCTS

## 7 Mile Brands

Booth Number: 1942



### Pretzelized Pretzel Pita Chips Sea Salt

SKU: 840392 300056

Pretzel Pita Chip Sea Salt.

Contact: Sammy Kestenbaum, CEO

Phone: (516) 232-5924

Email: [sam@pretzelized.com](mailto:sam@pretzelized.com)

### Pretzelized Pretzel Pita Chips Everything

SKU: 840392 300063

Pretzel Pita Chip Everything.

Contact: Sammy Kestenbaum, CEO

Phone: (516) 232-5924

Email: [sam@pretzelized.com](mailto:sam@pretzelized.com)

### Pretzelized Pretzel Pita Chips

SKU: 840392 300070

Pretzel Pita Chip Buffalo.

Contact: Sammy Kestenbaum, CEO

Phone: (516) 232-5924

Email: [sam@pretzelized.com](mailto:sam@pretzelized.com)





# FEATURED PRODUCTS



## Red Apple LLC

Booth Number: 2610



## Red Apple Spicy Smoked Gouda Shreds

SKU: 604262 610054

7 oz gusseted bag of Spicy Smoked Gouda fancy Shredded Cheese.

Contact:

Phone:

Email: [sales@heartisan-foods.com](mailto:sales@heartisan-foods.com)

## Red Apple Green Onion Cheddar

SKU: 604262 710044

8 oz bar of Green Onion White Cheddar.

Contact:

Phone:

Email: [sales@heartisan-foods.com](mailto:sales@heartisan-foods.com)

## Cheese Brothers Beer Cheddar Cheese Spread

SKU: 850053 462047

8 oz container of Creamy Beer Cheddar Cheese spread or dip.

Contact:

Phone:

Email: [sales@heartisan-foods.com](mailto:sales@heartisan-foods.com)

## Cheese Brothers Garlic Dill Cheese Curds

SKU: 857564 007842

8 oz bag of Garlic Dill flavored Cheese Curds.

Contact:

Phone:

Email: [sales@heartisan-foods.com](mailto:sales@heartisan-foods.com)

## Cheese Brothers Bloody Mary Cheese Curds

SKU: 857564 007248

8 oz bag of Bloody Mary flavored Cheese Curds.

Contact:

Phone:

Email: [sales@heartisan-foods.com](mailto:sales@heartisan-foods.com)

# FEATURED PRODUCTS



## Tippin's Gourmet Pies

Booth Number: 2251

**Tippin's**  
Original Pies

### Tippin's 9" French Silk Pie

SKU: 6-80816-00870-6

Our most famous pie features luscious chocolate mousse, made from scratch with real butter, eggs and rich fudge. Our French Silk Pie filling is whipped into a dream and poured into our delicate, flaky crust. We top it with whipped cream and chocolate curls.

Contact: Michele Mauden, VP Sales & Marketing

Phone: 208-860-8592

Email: [michele.mauden@tippins.net](mailto:michele.mauden@tippins.net)

### Tippin's 9" Deep Dish Pumpkin Pie

SKU: 6-80816-00813-3

Ready for a slice of Pumpkin pie perfection? After aging pureed pumpkin two years to get that intense flavor, we mix it with our blend of cinnamon, nutmeg, and spices and take special care while baking. We put extra time into this pie, and you can taste it in every bite.

Contact: Michele Mauden, VP Sales & Marketing

Phone: 208-860-8592

Email: [michele.mauden@tippins.net](mailto:michele.mauden@tippins.net)

### Tippin's 9" Pecan Pie

SKU: 6-80816-00825-6

To create this signature pie, we pair pecan halves with our rich, buttery filling. We pour this gooey pecan goodness in our tender crust and bake a sweet and crunchy pie that's so good you'll be sneaking a second slice.

Contact: Michele Mauden, VP Sales & Marketing

Phone: 208-860-8592

Email: [michele.mauden@tippins.net](mailto:michele.mauden@tippins.net)

### Tippin's 9" Orange Dream Pie

SKU: 6-80816-01005-1

This dreamy, creamy orange-vanilla pie will be your new favorite. Our flaky crust is filled with made-from-scratch vanilla filling and topped with orange-infused whipped cream. A slice of this pie is like sitting on the porch with a Creamsicle Bar, only better!

Contact: Michele Mauden, VP Sales & Marketing

Phone: 208-860-8592

Email: [michele.mauden@tippins.net](mailto:michele.mauden@tippins.net)

### Tippin's 9" Cherry Pie

SKU: 6-80816-04024-9

A classic pie filled with bright red cherries and elevated by our flaky double crust. Tart cherries and sweet glaze create an irresistible flavor combination.

Contact: Michele Mauden, VP Sales & Marketing

Phone: 208-860-8592

Email: [michele.mauden@tippins.net](mailto:michele.mauden@tippins.net)



# FEATURED PRODUCTS



## Top Seedz

Booth Number: 3922



### 6-Seed Crackers

SKU: SIXS / 850046663086

Top Seedz 6-Seed Crackers are the perfect blend of taste and nutrition. Made with a carefully curated blend of six nutrient-rich seeds, our crackers offer a crunchy texture and a burst of flavor with every bite. Whether you're snacking solo or entertaining guests, these thin and crispy delights are a guaranteed crowd-pleaser.

Contact: Rebecca Brady

Phone: (716) 380-2612

Email: [rebecca@topseedz.com](mailto:rebecca@topseedz.com)

### Sea Salt Crackers

SKU: SS / 850046663079

Top Seedz Sea Salt Crackers are our flagship product. They are made with our blend of seeds and a little sea salt to give a satisfying crunch whether you dip them, top them or eat them on their own.

Contact: Rebecca Brady

Phone: (716) 380-2612

Email: [rebecca@topseedz.com](mailto:rebecca@topseedz.com)

### Rosemary Crackers

SKU: R / 850046663093

Top Seedz Rosemary Crackers have the unmistakable fragrance of delicious rosemary and crispy crunch you love! See each seed in their full form and roasted to perfection - Use them in your charcuterie next to the brie or sharp cheddar, dip them in your bisque, or snack on them by the box full! If you love rosemary, you're sure to find these crackers absolutely undeniable.

Contact: Rebecca Brady

Phone: (716) 380-2612

Email: [rebecca@topseedz.com](mailto:rebecca@topseedz.com)

### Maple Magic Roasted Seeds

SKU: MM / 850046663116

Top Seedz Maple Magic Roasted Seeds are a perfect snack to put in a lunchbox, keep at your desk or bring on a road trip. A hint of sweetness and that perfect crunch can make any yogurt, ice cream or even soup a bit more... magical.

Contact: Rebecca Brady

Phone: (716) 380-2612

Email: [rebecca@topseedz.com](mailto:rebecca@topseedz.com)

### 6-Seed Snack Pack

SKU: 30SP\_SIXS / 850046663253

Top Seedz 6-Seed Crackers are the perfect blend of taste and nutrition. Made with a carefully curated blend of six nutrient-rich seeds, our crackers offer a crunchy texture and a burst of flavor with every bite. Whether you're on-the-go or need a pick me up, these thin, crispy crackers are sure to captivate your taste buds and leave you feeling satisfied.

Contact: Rebecca Brady

Phone: (716) 380-2612

Email: [rebecca@topseedz.com](mailto:rebecca@topseedz.com)

# FEATURED PRODUCTS

## Vermont Creamery

Booth Number: 1917

### Classic Goat Cheese

SKU:

The Vermont Creamery Story begins with this mild fresh goats' milk cheese. Our award-winning fresh goat cheese is distinguished by its fresh milk taste, mild flavor and smooth texture.

Contact: Cam Ingberg (Head of Sales)

Phone:

Email: [cbingberg@vermontcreamery.com](mailto:cbingberg@vermontcreamery.com)

ESTD 1984

VERMONT  
CREAMERY®

### Strawberry Spritz Goat Cheese

SKU: 11826100294

Mild and creamy sweetened goat cheese blended with strawberry pieces. Inspired by the timeless pairing of Champagne and strawberries, this flavor will shine on small tasting plates and sparkly entertaining platters at special events. Complement with a glass of bubbly and chocolate bark to round out the upscale tasting experience.

Contact: Cam Ingberg (Head of Sales)

Phone:

Email: [cbingberg@vermontcreamery.com](mailto:cbingberg@vermontcreamery.com)

### Honey Truffle Goat Cheese

SKU: 11826100348

Sweet, savory, delicious. Flecks of premium black Italian truffle are blended into the honey-sweetened mild goat cheese base.

Contact: Cam Ingberg (Head of Sales)

Phone:

Email: [cbingberg@vermontcreamery.com](mailto:cbingberg@vermontcreamery.com)

### Sea Salt Cultured Butter

SKU: 11826750116

Deliciously Cultured, Ridiculously Creamy. Our expert buttermakers carefully add live bacterial cultures to fresh Vermont cream. The cream ferments overnight; by morning, it's thickened and wonderful notes of buttermilk and hazelnuts have developed.

Contact: Cam Ingberg (Head of Sales)

Phone:

Email: [cbingberg@vermontcreamery.com](mailto:cbingberg@vermontcreamery.com)

### Cremont

SKU: 11826181019

Named for the "Cream of Vermont," Cremont is a double-cream aged cow and goats' milk cheese with a unique cream color rind and luxurious, smooth interior.

Contact: Cam Ingberg (Head of Sales)

Phone:

Email: [cbingberg@vermontcreamery.com](mailto:cbingberg@vermontcreamery.com)



# FEATURED PRODUCTS



## Yaza Foods

Booth Number: 3552



### Plain Labneh

SKU: 850048 739000

Yaza Plain labneh is the first authentic labneh, and cleanest one on the market. Our ingredient list boasts just two ingredients: cultured milk and salt. Yaza is half of the calories, a quarter of the fat, and triple the protein of any other labneh on the market. Not to mention, it's packed with active probiotics! Our Plain labneh is about as simple as it gets, yet it's packed with tangy goodness. Its versatile flavor makes it the perfect healthy substitute to cream cheese, sour cream, and Greek yogurt. Spread it on a plate with a drizzle of olive oil, add it to a rice bowl, or spread it on a sandwich. The possibilities are endless!

Contact: Stephen Corradini, Head of Sales

Phone: +1 (678) 739-9825

Email: [Stephen@yazafoods.com](mailto:Stephen@yazafoods.com)

### Za'atar & Olive Oil Labneh

SKU: 850048 739017

The most traditional and beloved way to enjoy labneh in the Mediterranean is to top it with olive oil and za'atar spice, then dip a piece of warm pita bread. Yaza has taken away the hassle with the first ever flavored labneh on the market. Za'atar is a traditional blend of spices consisting of thyme, sumac and sesame seeds. Sumac is a dried berry that contributes to the Za'atar & Olive Oil labneh's signature bright and tangy flavor. This dip is sure to bring any party's dip selection to the next level. Enjoy with fresh vegetables, bread or pita chips. Yaza's Za'atar & Olive Oil labneh is a bestseller and a winner of the 2024 NEXTY's People's Choice Award.

Contact: Stephen Corradini, Head of Sales

Phone: +1 (678) 739-9825

Email: [Stephen@yazafoods.com](mailto:Stephen@yazafoods.com)

### Roasted Garlic & Mint Labneh

SKU: 850048 739086

After Za'atar & Olive Oil, Roasted Garlic & Mint emerges as the second most traditional flavor in the Mediterranean. Its inclusion in our labneh lineup, introduced in early 2024, was a natural addition. This labneh boasts a unique flavor profile characterized by the savory richness of roasted garlic complemented by the refreshing essence of mint. The garlic offers a deep, caramelized undertone, while the mint provides a cool, herbaceous freshness, creating a harmonious balance of flavors that is both comforting and invigorating. A scoop or two of this is guaranteed to enhance any meal.

Contact: Stephen Corradini, Head of Sales

Phone: +1 (678) 739-9825

Email: [Stephen@yazafoods.com](mailto:Stephen@yazafoods.com)

# FEATURED PRODUCTS



## Roasted Garlic & Mint Labneh On-The-Go

*SKU: 850048 739116*

Dive into the perfect savory snack with our Roasted Garlic & Mint labneh paired with a pack of crispy pita chips. Immerse yourself in the rich, caramelized notes of roasted garlic harmoniously blended with the refreshing hint of mint in our creamy labneh. Each bite offers a delightful contrast of flavors and textures, making it a satisfying and flavorful treat. Enjoy the convenience of this snack pack for a delicious on-the-go indulgence or a quick, satisfying bite at any time of the day.

*Contact: Stephen Corradini, Head of Sales*

*Phone: +1 (678) 739-9825*

*Email: Stephen@yazafoods.com*

## Spicy Chili Labneh On-The-Go

*SKU: 850048 739109*

Aleppo chilis combined with just the right amount of chipotle chilis and Spanish paprika, this labneh delivers a rich spicy flavor with a light smoky finish. Enjoy this dip with our light and crunchy pita chips for a healthy snack. Ideal for those craving bold flavors and a satisfying crunch, Spicy Chili On-The-Go offers a zesty and irresistible snacking experience. If you can't get enough in our On-The-Go cup, check out our Yaza Spicy Chili labneh 12 oz. cup.

*Contact: Stephen Corradini, Head of Sales*

*Phone: +1 (678) 739-9825*

*Email: Stephen@yazafoods.com*



# FEATURED PRODUCTS



## Anthony & Sons Bakery

Booth Number: 5021



### Avocado Seeds & Grains Bread

SKU: 1901600948

Avocado Seeds & Grains Bread.

Contact: Ben Rizzitello, Vice President Sales/Marketing

Phone: 516 779-5217

Email: Ben@anthonyandsonsbakery.com

### Avocado Ciabatta Bun

SKU: 1901600931

Avocado Ciabatta Bun.

Contact: Ben Rizzitello, Vice President Sales/Marketing

Phone: 516 779-5217

Email: Ben@anthonyandsonsbakery.com

## Berry Global

Booth Number: 6056



### UniPak Round Tamper Evident Container

SKU: T40408UPTRCP, T40418UPTRCP, T40432UPTRCP

The UniPak container line is a great option for a variety of markets and features a built-in tamper evident break to give your consumer peace of mind. The liquid tight seal eliminates the need for a film seal to help speed up the filling process and simplify your supply chain.

Contact:

Phone: +1 (877) 662-3779

Email: InsideSales@berryglobal.com

### 5X8 UniPak Rectangular Tamper Evident Container

SKU: T15X826UPTRCP

The UniPak container line is a great option for a variety of markets and features a built-in tamper evident break tab to give your consumer peace of mind. A snap-on lid eliminates the need for a film seal to help speed up the filling process and simplify your supply chain. This 26 oz round container can be in-mold labelled and is made with widely recyclable PP.

Contact:

Phone: +1 (877) 662-3779

Email: InsideSales@berryglobal.com

# FEATURED PRODUCTS

## Better Butter

Booth Number: 1507



## Cinnamon Butter with Brown Sugar

SKU: 64154812168 2

A simple sweet butter that'll bring back all the nostalgic feels of a delightfully baked cinnamon roll. Truly a versatile sweet butter that will take your ordinary snack or baked good to a sweet and savory delight. 100% Real Butter, no oils.

Contact: Robert Dinsmore, Chief Demand Officer

Phone: (210) 347-8217"

Email: RDinsmore@betterbutter.com

## Garlic Butter with Parmesan & Basil

SKU: 64154812167 5

The best selling garlic parmesan craft butter on the market. This versatile garlic butter from Better Butter makes it easy to complement and enhance your favorite meals. 100% Real Butter, no oils.

Contact: Robert Dinsmore, Chief Demand Officer

Phone: (210) 347-8217"

Email: RDinsmore@betterbutter.com

## C.H. Guenther & Son

Booth Number: 5451



## Tribeca Oven® Harvest Grain Baguette

SKU: MFG# 237646

Our Harvest Grain Baguette is crafted with a hint of sweetness and topped with a special blend of cracked wheat, flax, oats, rye and sunflower seeds –which are also incorporated into the dough. Visit us at booth #5451 to sample this product and get more information.

Contact:

Phone:

Email:

## Michael's Cookies® Vegan Chocolate Chip Walnut Cookie Dough

SKU: MFG# 236085

Our Vegan Chocolate Chip Walnut Cookie features all the goodness of a traditional chocolate chip cookie with added crunch from walnuts. This cookie features plant-based ingredients without compromising on flavor. Visit us at booth #5451 to sample this product and get more information.

Contact:

Phone:

Email:





# FEATURED PRODUCTS



## Champion Foods, LLC

Booth Number: 2957



## Motor City Pizza Co. Detroit-style Deep Dish Pepperoni Pizza

SKU: 8-70375-00500-5

Detroit-style Deep Dish Pepperoni Pizza.

Contact:

Phone:

Email:

## Motor City Pizza Co. Detroit-style Deep Dish Cheese Bread

SKU: 8-70375-00511-1

Detroit-style Deep Dish Cheese Bread.

Contact:

Phone:

Email:

## Cindy's Kitchen

Booth Number: 3913



## Artichoke & Parmesan Dip

SKU: 8-14453-02600-1

Artichoke & Parmesan Dip.

Contact:

Phone:

Email:

## Roasted Onion Dip

SKU: 8-14453-02615-5

Roasted Onion Dip.

Contact:

Phone:

Email:

# FEATURED PRODUCTS

## Consorzio del Formaggio Parmigiano Reggiano

Booth Number: 1507



### Parmigiano Reggiano<sup>®</sup> Cheese | 40 months age

SKU: -

Parmigiano Reggiano is produced exclusively in the provinces of Parma, Reggio Emilia, Modena, Bologna to the left of the Reno river, and Mantua to the right of the Po river: this is the area hosting the farms where the cattle are fed on locally grown forage. The feeding of cattle complies with the norms of a strict specification that bans the use of silage, fermented feeds and animal flour. In 40-month aged Parmigiano Reggiano, the phenomena related to maturation shape the sensory experience in a very interesting way. VISUAL EXAMINATION - The cheese has an intense straw-yellow color and a structure characterized by either absent or very small eyes. The granularity is well evident. Also, the tyrosine crystals are very noticeable. SMELLS / AROMAS - Complexity has increased, and in the lactic notes, the aroma of Parmigiano Reggiano rind (a result of long aging) may appear. Notes of dried fruit and meat broth are evident, sometimes predominant. There might be a presence of toasted hazelnut aroma. Spicy notes start to emerge, especially nutmeg, sometimes very evident. TEXTURE - It's even more crumbly, granular, and soluble compared to younger aging stages. The cheese is drier; therefore, hardness has increased to the touch, but at the same time, crumbliness produces the detachment of small fragments with finger pressure. TASTE - It's more assertive; the sweet becomes less perceptible, and the sensation of saltiness prevails. Sometimes it presents a slight spiciness. PAIRING - Due to its bold characteristics, aged Parmigiano Reggiano pairs well with fullbodied red wines (such as Barolo, Barbaresco, Brunello di Montalcino). It's recommended to try it with sweet jams and preserves, as well as the perfect combination with Traditional Balsamic Vinegar of Modena or Reggio Emilia, perhaps also of venerable age."

Contact: Alessandro Cagnola- Trade Marketing Specialist

Phone: M:+39 320 2997461 T: +39 0522 700236

Email: [alessandro.cagnola@parmigianoreggiano.it](mailto:alessandro.cagnola@parmigianoreggiano.it)

## Cyrils Foods

Booth Number: 1121



### 59036 - Cake Pop - Sea Salt Caramel - 3Pk Retail Tray

SKU: 604235 590369

A moist vanilla cake, luscious caramel bits, and decadent dark chocolate with a hint of sea salt and a sprinkle of cocoa nibs.

Contact: Jennifer Marino

Phone: 800-929-7457

Email: [jennifer@cyrils.com](mailto:jennifer@cyrils.com)

### 59042 - Cake Pop - Cookie Dough - 2Pk Retail Clamshell

SKU: 604235 590420

A sweet buttery naturally flavored vanilla cake with chocolate chips dipped in milk and dark chocolates and mimics the flavor of raw cookie dough.

Contact: Jennifer Marino

Phone: 800-929-7457

Email: [jennifer@cyrils.com](mailto:jennifer@cyrils.com)



# FEATURED PRODUCTS



## Dawn Foods

Booth Number: 5201



### Dawn Majestic<sup>®</sup> Ready-to-Finish Cake Donuts, Apple Crisp

SKU: 3074855

Dawn's ready-to-finish donuts are made with Dawn quality ingredients. More than 100 years of experience goes into every one of our donuts to deliver consistent quality sure to set you apart from the competition. Try our newest RTF cake donuts in Apple Crisp!

Contact: Al Adams, Senior Director

Phone:

Email: alan.adams@dawnfoods.com

### Dawn Majestic<sup>®</sup> Ready-to-Finish Cake Donuts, Birthday Cake

SKU: 3074848

Dawn's ready-to-finish donuts are made with Dawn quality ingredients. More than 100 years of experience goes into every one of our donuts to deliver consistent quality sure to set you apart from the competition. Try our newest RTF cake donuts in Blueberry!

Contact: Al Adams, Senior Director

Phone:

Email: alan.adams@dawnfoods.com

## DecoPac

Booth Number: 4201



### Bright Gold Dust Edible Glitter

SKU: -

Brush on, sprinkle, spray or dip to apply sparkle and shine. Made in the USA, Kosher and 100% edible. Perfect finishing touch for a variety of treats for birthdays, holidays, and can match any occasion. Offered in 4g jars or 25g pumps, check our variety of colors on DecoPac.com.

Contact: Kurt Kozacek (Vice President Sales)

Phone:

Email: kurt.kozacek@decopac.com

### Disney's Stitch SugarStyle<sup>®</sup> Edible Decorations

SKU: -

SugarStyle<sup>®</sup> Edible Decorations are created from sugar paste and has a smooth and pliable consistency. The embossed/debossed details add texture and visual interest with a delicious sweet vanilla flavor! SugarStyle<sup>®</sup> offers a tremendous amount of versatility for cakes and treats with various sizes and formats. It offers an easy peel and place application of elevated, trend-forward designs in efficient pack sizes. This new and exciting product contains no Red 3! Check our variety of seasons, characters, and formats on DecoPac.com.

Contact: Kurt Kozacek (Vice President Sales)

Phone:

Email: kurt.kozacek@decopac.com

# FEATURED PRODUCTS

## Eli's Cheesecake Company

Booth Number: 4441



### Pumpkin Caramel Cheesecake

SKU: 876216

Lightly spiced pumpkin cheesecake topped with golden brown cinnamon streusel and a drizzle of gooey caramel, baked on an all-butter shortbread crust.

Contact: Jamie Fissinger

Phone:

Email: [jfissinger@elicheesecake.com](mailto:jfissinger@elicheesecake.com)

### Cranberry Orange Cheesecake

SKU: 876217

Creamy orange cheesecake topped with sweet-tart cranberries and buttery streusel, baked on an all-butter shortbread crust.

Contact: Jamie Fissinger

Phone:

Email: [jfissinger@elicheesecake.com](mailto:jfissinger@elicheesecake.com)

## Enjay Converters Ltd.

Booth Number: 5037



### Printed Tulip Cups, themed tulip liners

SKU: 876216

Popular printed tulip cups for muffins and cupcakes in a vast range of colors and designs all on premium paperweight.

## Meats & Treats board and boxes, incl single serving size

SKU: 876216

"M&T Boxes are eye-catching specialty boxes that feature clear plastic lids and two-sided wood or marble bases with fold up sides that double as serving platters. Wood & Marble Printed Boards are .080 laminated chipboard featuring two-sided, wood and marble print. Single Serve Mono Boards"

Contact: Frank Lewis

Phone: 845-741-5107

Email: [frank.lewis@enjay.com](mailto:frank.lewis@enjay.com)

Contact: Gary Coulson

Phone: 1-800-427-5517

Email: [coulson@enjay.com](mailto:coulson@enjay.com)



# FEATURED PRODUCTS



## Gonnella

Booth Number: 1219



## BOLILLO ROLL DOUGH

SKU: 078296 211691

Contact:

Phone: 312-296-6622

Email:

## MARBLE RYE BREAD DOUGH

SKU: 078296 204594

Contact:

Phone: 312-296-6622

Email:

## Hero Labs Inc

Booth Number: 1254



## Hawaiian Rolls

SKU: 850047 659286

Our newest everyday favorite brings tropical flavor, a hint of sweetness, and all of the richness of real butter and eggs. Say aloha to the Hero Hawaiian Rolls. Hero Hawaiian Rolls boast 0g net carbs, 0g sugar, and 11g fiber in each fluffy, melt-in-your-mouth serving. Get the dietary fiber and protein you want, without the net carbs and sugar you don't. Resistant wheat starch acts as a prebiotic fiber, promoting gut health.

Contact: Ben Sussna, General Manager, Retail

Phone:

Email: [bsussna@hero.co](mailto:bsussna@hero.co)

## 8" Tortilla

SKU: 850047 659118

Hero Flour Tortilla wraps deliver on the delicious taste and soft texture you love. A perfect swap for all of your favorite wrap, enchilada and quesadilla recipes. Get the dietary fiber and protein you want, without the net carbs and sugar you don't. Resistant wheat starch acts as a prebiotic fiber, promoting gut health.

Contact: Ben Sussna, General Manager, Retail

Phone:

Email: [bsussna@hero.co](mailto:bsussna@hero.co)

# FEATURED PRODUCTS

## Idahoan Foodservice

Booth Number: 1500



## Idahoan CREAMY Classic Mashed Potatoes

SKU: 1 00 29700 00313 2

They're hearty, velvety, and ready in just minutes. Fresh-Dried™ and always made from Certified 100% Idaho® Potatoes, Idahoan® CREAMY Classic Mashed Potatoes pack the classic flavor your guests can't resist. Able to take on any cuisine with endless combinations of mix-ins and toppings, they're the perfect canvas for your culinary creativity. With limited prep and zero mess, Idahoan CREAMY Classic Mashed Potatoes deliver unbeatable labor savings, high yields, and happy customers!

Contact: Moz Sayeed

Phone: 208-360-3432

Email: msayeed@idahoan.com

## Idahoan SHREDS Fresh Cut Hash Browns with Seasoning

SKU: 1 00 29700 00808 3

Fresh Cut Hash Browns with Seasoning - Always made from Certified 100% Idaho® Potatoes, Idahoan® SHREDS Fresh Cut Hash Browns with Seasoning are cut, peeled, trimmed, and prepared using our proprietary cooking method. These Fresh-Dried™ potatoes offer fast and consistent prep, and provide precious time and labor savings while delivering the delicious scratch-like flavor that keeps guests coming back for more. Serve as a traditional side or get creative with trendy bowls, mix-ins, and patties! A classic hash brown, made easy—you can be confident in serving craveably crispy, perfectly seasoned potatoes every time.

Contact: Moz Sayeed

Phone: 208-360-3432

Email: msayeed@idahoan.com



# FEATURED PRODUCTS



## Ines Rosales USA, LLC

Booth Number: 3854



### Ines Rosales Lemon Olive Oil Tortas

SKU: 654883

Our zesty Lemon Torta makes for the freshest of bites. It pairs perfectly with mascarpone, ricotta or tangy soft goat cheese. Take it on the go as a snack, pair it with cheese, coffee or ice cream. The possibilities are endless. Each of our tortas are made by hand using only top quality ingredients. They are all natural, made with clean ingredients, are Kosher, Non-GMO certified, and plant based.

Contact: Lucia Conejo-Mir

Phone:

Email: [markets@inesrosales.com](mailto:markets@inesrosales.com)

### Ines Rosales Cocoa & Cayenne Pepper Olive Oil Crackers

SKU: 654883009867

Infused with top quality cocoa, this cracker is a little bit sweet with a pop of mild heat at the end. This innovative cracker is the perfect bite on its own as well as paired with your favorite blue cheese or aged gouda. It's all natural, Non-GMO verified, made with clean ingredients, and is plant based. Not only is it easy to merchandise, but the packaging adds a pop of color. This is the affordable luxury you were looking for!

Contact: Lucia Conejo-Mir

Phone:

Email: [markets@inesrosales.com](mailto:markets@inesrosales.com)

## IRCA Group Americas

Booth Number: 4817



### Dark Mirror Glaze

SKU: 1030222

Hot process chocolate mirror glaze with 40% chocolate, extra-shining surface, freeze stable, perfect for covering mousse cake.

Contact: Joni Peterson

Phone:

Email: [j.peterson@dobla.com](mailto:j.peterson@dobla.com)

### Happy Gnome Chocolate Décor

SKU: 23623

Seasonal and everyday designs available of chocolate décor in the shape of Gnomes. Five themed designs available now: Graduation, Christmas, Winter, Valentine's and Birthday.

Contact: Joni Peterson

Phone:

Email: [j.peterson@dobla.com](mailto:j.peterson@dobla.com)

# FEATURED PRODUCTS

## Joseph's Bakery

Booth Number: 3452

The logo for Joseph's Bakery, featuring the word "Joseph's" in a red, cursive-style font with a registered trademark symbol.

### Joseph's Heart Friendly Pita Bread

SKU: 74117000758

Our Heart Friendly Pita is one of the healthiest bread options around and is heart-check certified to meet the nutritional requirements of the American Heart Association\*. Joseph's Bakery, a family-owned business led by the third generation, has been making fresh, authentic, and healthy breads for over 50 years. \*Diets low in Saturated Fat and Cholesterol, and as low as possible in Trans Fat, may reduce the risk of heart disease.

Contact: Tom Conomacos VP of Sales & Marketing

Phone: 508-509-1138

Email: [t.conomacos@josephsbakery.com](mailto:t.conomacos@josephsbakery.com)

### Joseph's Greek Style Pita Bread

SKU: 74117000178

Joseph's Greek Style Pita Bread combines ancient recipes with family tradition. An authentic bread baked the way pita bread was meant to be, with the classic taste of Joseph's! Great for gyros, flatbread pizzas, sandwiches, appetizer spreads and more! The options are limitless with Joseph's soft, pocketless pita bread.

Contact: Tom Conomacos VP of Sales & Marketing

Phone: 508-509-1138

Email: [t.conomacos@josephsbakery.co](mailto:t.conomacos@josephsbakery.co)

## La Terra Fina

Booth Number: 5208

The logo for La Terra Fina, featuring the words "la terra fina" in a black, cursive-style font with a registered trademark symbol.

### Caramelized Onion Dip & Spread

SKU: 6-40410-51480-5

Savor the rich creaminess of our Caramelized Onion with Roasted Garlic Dip. Quality cheeses meld with sweet caramelized onions and a touch of roasted garlic to create this deliciously savory dip. Spread on a chicken or turkey sandwich, mix into a pasta salad or simply dip in your favorite veggies!

Contact: Kristin Schwabe, Head of Retail Sales

Phone: 513-633-8299

Email: [kschwabe@laterrafina.com](mailto:kschwabe@laterrafina.com)

### Classic Quiche Lorraine

SKU: 6-40410-51377-8

Savory chunks of bacon and Swiss cheese come together in our egg white custard filled to create this classic quiche. Serve hot or cold for breakfast, lunch, dinner, or a special occasion to brunch. Pair with fresh cut fruit, salad, seasonal soup or vegetables.

Contact: Kristin Schwabe, Head of Retail Sales

Phone: 513-633-8299

Email: [kschwabe@laterrafina.com](mailto:kschwabe@laterrafina.com)





# FEATURED PRODUCTS



## Lacerta Group LLC

Booth Number: 1129

## LACERTA®

CREATING THE FUTURE OF PACKAGING TOGETHER

### Hot n' Sealed

SKU: T26939-BLK/T26939-1, T25353-BLK/T25353-1, T25354-BLK/T25354-1

Tamper evident microwaveable PP tray and PET lid.

Contact:

Phone:

Email:

## Lawrence Foods

Booth Number: 2119



### Homestyle Vanilla Buttercrème Icing

SKU: 148634

A delicious vanilla buttercrème icing perfect for adding a touch of homestyle elegance to any cake or pastry.

Contact:

Phone:

Email:

### Butter Pecan Decocrèmes® Icing

SKU: 146522

A luxuriously icing infused with the rich flavors of toasted pecans and butter, perfect for elevating any cake or pastry.

Contact:

Phone:

Email:

# FEATURED PRODUCTS

## Lesley Stowe

Booth Number: 1328

lesley stowe  
raincoast crisps®



### Cranberry Hazelnut Raincoast Crisps

SKU: 71075

Premium crisps are packed full of dried fruits, nuts and seeds to give them a visually distinctive look and unparalleled taste. A contemporary alternative to the traditional cracker, ideal balance of sweet and savoury.

Contact: Antonio Galati

Phone:

Email: antonio@lapananella.com

### Almond Flour Rosemary Raisin Raincoast Crisps

SKU: 71075

Premium crisps are packed full of dried fruits, nuts and seeds to give them a visually distinctive look and unparalleled taste. A contemporary alternative to the traditional cracker, ideal balance of sweet and savoury.

Contact: Antonio Galati

Phone:

Email: antonio@lapananella.com

## LK Packaging

Booth Number: 2001



### #ReadyFresh® Kraft Sandwich Bag with Window

SKU: RF-35211KW

3.5" x 2.5" x 10.75" 80 GSM kraft paper w/ oriented polypropylene (OPP) window.

Contact: Matthew Banghart

Phone: (630) 473-6818, (810) 772-9488

Email: m.banghart@lkpkg.com

### #ReadyFresh® To Go Container with Window

SKU: RF-TGWM

7.38" X 6.38" X 2.88" recyclable, three-layer kraft paperboard snack container with moisture/grease barrier and oriented polypropylene (OPP).

Contact: Matthew Banghart

Phone: (630) 473-6818, (810) 772-9488

Email: m.banghart@lkpkg.com



# FEATURED PRODUCTS



## Mary Ann's Baking Co.

Booth Number: 3456



## Gen Bake Lemon Raspberry Coffee Cake

SKU: 120146 960006

Coffee cake with vanilla streussel.

Contact: Carl Kuhn

Phone:

Email: Carl@maryannsbaking.com

## Gen Bake Churro Donut Bite

SKU: 1.20146.32263.7

Cinnamon Sugar Dusted Donut Churro Donut Bites.

Contact: Carl Kuhn

Phone:

Email: Carl@maryannsbaking.com

## Novacart

Booth Number: 2537



## Paper baking Molds

SKU:

Printed singleface corrugated containers are designed to fill, bake, and sell all in the same package, eliminating the need for metal baking pans. They are oven safe up to 390° F, and microwaveable and freezer safe as well. Available in a variety of shapes and sizes.

Contact: Steve Driebe, In-Store Supermarket/ Processor Specialist

Phone: 512-800-1148

Email: sdriebe@novacartusa.com

## Ecos Series Ovenable Trays

SKU:

Micro flute corrugated with a PET coating for easy release. Use one package from the oven to the shelf and out the door. Available in a variety of round and square sizes. They are oven safe up to 390° F, microwaveable, and made for freezer applications. Optional lids available.

Contact: Steve Driebe, In-Store Supermarket/ Processor Specialist

Phone: 512-800-1148

Email: sdriebe@novacartusa.com

# FEATURED PRODUCTS

## Partners, a tasteful choice company

Booth Number: 6034



FAMILY OWNED  
SIMPLY DELICIOUS™

### Sea Salt Sourdough Deli Cracker

SKU: 855777 003293

Partners Sea Salt Sourdough Flatbread Crackers are carefully crafted to have a light sourdough taste with a touch of sea salt and are made with only wholesome, non-GMO ingredients, like healthy avocado oil for a naturally longer shelf life. They pair well with everything from cheeses and dips to smoked salmon or hummus and are dangerously delicious as a standalone snack. Our sea salt sourdough crackers feature Partners' signature crispy texture, which is sturdy enough to dip, but also has a light crispy bite to compliment the most delicate of toppings.

Contact: Eric Reid

Phone:

Email: [ericr@partnerscrackers.com](mailto:ericr@partnerscrackers.com)

### Rosemary Sourdough Deli Cracker

SKU: 855777 003316

Partners Rosemary Sourdough Flatbread Crackers are carefully crafted to have a light sourdough taste with a touch of rosemary and are made with only wholesome, non-GMO ingredients, like healthy avocado oil for a naturally longer shelf life. Our sourdough crackers feature Partners' signature crispy texture, which is sturdy enough to dip, but also has a light crispy bite to compliment the most delicate of toppings. While these rosemary crackers are dangerously delicious on their own, their lightly salty, subtle rosemary flavor are the perfect complement to cheeses, meats, and spreads to elevate all of your charcuterie presentations..

Contact: Eric Reid

Phone:

Email: [ericr@partnerscrackers.com](mailto:ericr@partnerscrackers.com)



# FEATURED PRODUCTS



## Piller's Fine Foods

Booth Number: 4557



### Black Kassel Charcuterie Trio Alcohol Infused

SKU: 69401 01114 5

These three salamis are all infused with real alcohol for flavors suited for happy hour.

- Vodka Olive
- Honey Bourbon
- Beer & Orange

Our premium cracker-size sliced salamis are perfect for an easy lunch or snack and convenient to use on a delectable charcuterie plate/board.

All Varieties are Naturally Cold Wood Smoked / Dry Aged / No Artificial Colors or Flavors".

Contact: *Dave Brandow*

Phone:

Email: [davebrandow@pillers.com](mailto:davebrandow@pillers.com)

### Black Kassel Charcuterie Trio Cheese Lovers

SKU: 69401 01116 9

"Cheese lovers rejoice! These three salamis are all infused with real cheese for a delicious flavour.

- Roasted Garlic & Asiago
- Smoked Gouda
- Cranberry Brie

Our premium cracker-size sliced salamis are perfect for an easy lunch or snack and convenient to use on a delectable charcuterie plate/board.

All Varieties are Naturally Cold Wood Smoked / Dry Aged / No Artificial Colors or Flavors".

Contact: *Dave Brandow*

Phone:

Email: [davebrandow@pillers.com](mailto:davebrandow@pillers.com)

# FEATURED PRODUCTS

## Sabert Corporation

Booth Number: 3215



### Twist & Crisp Container

SKU: "6"x6" Container: 72060110N272, 6"x6" Lid: 5222061N272, 6"x9" Container: 73090180N328, 6"x9" Lid: 5232091N328, 8"x8" Container: 72080220N324, 8"x8" Lid: 5222080N324"

6"x6"; 6"x9"; 8"x8".

Contact: Michael Van Loh, VP Supermarket & Processor Sales

Phone:

Email: [mvanloh@sabert.com](mailto:mvanloh@sabert.com)

### EcoEdge Paper Cutlery

SKU: Fork: PKPCF1000, Knife: PKPCK1000, Spoon: PKPCS1000, Cutlery Kit: PCFKSNKIT

Set; individual pieces (fork, knife, spoon).

Contact: Michael Van Loh, VP Supermarket & Processor Sales

Phone:

Email: [mvanloh@sabert.com](mailto:mvanloh@sabert.com)

## Slow Dough Bread Co.

Booth Number: 3921



### Giant Pretzel

SKU: 850037393336

Large Bavarian Pretzel.

Contact: Carolina Hernandez

Phone: 713-568-5674

Email: [carolina@slowdoughbreadco.com](mailto:carolina@slowdoughbreadco.com)

### Challah Bun

SKU: 850037393329

Hamburger Bun.

Contact: Carolina Hernandez

Phone: 713-568-5674

Email: [carolina@slowdoughbreadco.com](mailto:carolina@slowdoughbreadco.com)



# FEATURED PRODUCTS



## Suzy's Cream Cheesecakes

Booth Number: 5901



### Quarter Cake Variety

SKU: 1730256 257872

Cheesecake Variety Pack.

Contact:

Phone:

Email:

### Quarter Cake Peanut Butter Cup

SKU: 730256 251627

Peanut Butter Cup Cheesecake.

Contact:

Phone:

Email:

## Unilever Food Solutions

Booth Number: 1632



### Hellmann's Simple Mayonnaise

SKU: 1004800 1016771

Rich, perfectly textured mayonnaise made from real, simple ingredients like eggs, oil, and vinegar, without the artificial preservative EDTA.

Contact: Sammi Cotner

Phone: 214.208.7726

Email: sammi.cotner@unilever.com

### Hellmann's Ancho Chipotle Sauce

SKU: 1004800 1256504

Ancho chipotle sauce features a creamy blend of medium heat, smoky chipotle, and mild, sweet ancho chili peppers.

Contact: Sammi Cotner

Phone: 214.208.7726

Email: sammi.cotner@unilever.com

# FEATURED PRODUCTS

## Venus Wafers, Inc.

Booth Number: 2852



## CaPeachio's Specialty Cracker Assortment

SKU: 90011 / 0 41651 90011 0

Three - 4.4oz. Crackers Sleeves - Original Water, Butter, and Multigrain Wheat crackers (Non-GMO, Vegan, and Kosher).

Contact: James Anderko

Phone: 704-363-5556

Email: [janderko@venuswafers.com](mailto:janderko@venuswafers.com)

## Mariner Stoned Wheat Bite Size

SKU: 730256 251627

Stoned Wheat Bite Size Crackers: Non-GMO, Vegan, and Kosher.

Contact: James Anderko

Phone: 704-363-5556

Email: [janderko@venuswafers.com](mailto:janderko@venuswafers.com)

## World Select Cuts, LLC

Booth Number:



## Aussie Select Lamb Pastrami

SKU: 850027 501109

Lamb pastrami: seasoned with traditional deli flavors like coarse ground black pepper, coriander and brown sugar, then smoked with hickory and mesquite, yielding a pleasant peppercorn bite with a tender texture. Halal-Certified and Award-Winning, perfect for charcuterie boards, sandwiches, and culinary delights. 4oz presliced pack.

Contact:

Phone:

Email:

## Aussie Select Agave Rosemary Lamb "Ham"

SKU: 850027 501116

Lamb "ham": seasoned with 100% pure agave syrup and fragrant fresh rosemary with subtle notes of nutmeg, fennel and garlic. Halal-Certified and Award-Winning, perfect for charcuterie boards, sandwiches, and culinary delights. 4oz presliced pack.

Contact:

Phone:

Email:





## Want to get involved for 2025?

- Host a workshop or a pairing – <https://www.iddba.org/iddba-show/about/whats-in-store-live/wisl-workshop-speakers-pairing-presenters-app>
- Sponsor– <https://www.iddba.org/iddba-show/about/whats-in-store-live/application>
  - Be a Part of the Internship – <https://www.iddba.org/professional-resources/scholarships/internship>
  - Be a part of Fresh careers – <https://www.iddba.org/professional-resources/scholarships/fresh-careers>
- Take the Charcuterie Exam – <https://www.iddba.org/professional-resources/personal-development/charcuterie-salumi-certificate/charcuterie-salumi-certificate-exam-form>
  - Be a part of Salumi'd – <https://www.iddba.org/professional-resources/personal-development/charcuterie-salumi-certificate/salumi-d-application>
    - Nominate a Champion of Change – [education@iddba.org](mailto:education@iddba.org)
    - Submit your portfolio to be a part of Cake'd – [education@iddba.org](mailto:education@iddba.org)
      - Join the WISL team – email – [education@iddba.org](mailto:education@iddba.org)



**International Dairy Deli Bakery Association**  
8317 Elderberry Rd. | Madison, Wisconsin 53717  
**608.310.5000 | [www.iddba.org](http://www.iddba.org)**

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