

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

FEB./MAR. 2010 \$14.95

## The New Simplicity

*Reimagining the  
home-cooked meal*

### ALSO INSIDE

PACKAGING  
ASIAN FOOD  
GREEK FOOD  
PIZZA  
FOOD BARS  
BARBECUE  
ROAST BEEF  
SALAMI  
DUTCH CHEESE  
CHEDDAR CHEESE

# DELI WATCH

## Transitions



**Jim Basta** is the new vice president of retail sales for Emmi – Roth Käse USA, Monroe, WI, taking responsibility for overseeing all retail sales activity as part of the company's extensive product portfolio. Basta has been with Emmi USA since 1992 in various sales roles, most recently as the company's western regional sales manager. Prior to joining Emmi USA, he was a regional manager for Dinsdale Marketing. He has 29 years of experience with consumer packaged goods companies.  
[www.emmiusa.com](http://www.emmiusa.com)



**Mark Kleinman** has been named CEO of Blue Ridge Farms, Brooklyn, NY. A veteran food industry and consumer products leader, Kleinman has served as executive vice president and general manager of ConAgra Foods' Hebrew National business unit, and at Group Danone he established a strongly profitable Canadian subsidiary. Most recently, Kleinman founded and led Global Junction Group. His other big brand experience includes Hallmark Cards and Kraft Foods.  
[www.blueridgefarms.com](http://www.blueridgefarms.com)

## Announcements



**SNOWBOARD GIVEAWAY**  
DCI Cheese Company, Richmond, WI, has unveiled a Winter Olympics-themed giveaway of 300 snowboards promoting Black Diamond Cheddar cheese. The enter-to-win contest will run through Feb. 28, 2010. Consumers can enter for a chance to win one of 300 snowboards by visiting the deli case at participating retailers. Ballot boxes will be located next to the displays of Black Diamond Cheddar products at the deli cases of participating retailers.  
[www.dcicheeseco.com](http://www.dcicheeseco.com)



**LOAF LOVE TOUR**  
The Tillamook County Creamery Association, Tillamook, OR, rolled out the Loaf Love Tour, which will bring its cheese to more than 100 cities in nine western states, Illinois and Texas. The Loaf Love Tour consists of a trio 1966 Standard VW Microbuses retrofitted to resemble Baby Loafs of Tillamook Cheddar. The buses will stop at grocery stores, neighborhoods and special events. Tour attendees will receive Cheddar samples, free recipes, coupons and other Loaf Love giveaways.  
[www.tillamookcheese.com](http://www.tillamookcheese.com)

## New Products



**CAMPBELL'S FOODSERVICE LAUNCH**  
Campbell Soup Company, Camden, NJ, announces its North America Foodservice division has launched Campbell's Select Harvest 100 percent natural soups in Foodservice. Campbell's retail line of Select Harvest soups was the company's fastest growing soup line last year. Campbell's Select Harvest foodservice soups are packaged by the case, each of which includes three 4-pound 100 percent recyclable plastic trays of soup. The soups are available now and cost \$31-\$33 per case.  
[www.campbellsoup.com](http://www.campbellsoup.com)



**EXTRA LARGE WAFFLE BASKETS**  
De Boer Food, Sanford, FL, introduces Chocolate Coated Waffle Baskets. Measuring an average 6" wide and 2" tall, the Jumbo Waffle Basket is much more than just the base for a dessert. They can be filled with a little over 8 ounces of dessert heaven. The ultra-premium Belgian chocolate coating gives these rich waffle baskets, that ultimate touch of class and decadence. Three smaller Belgian chocolate-coated sizes (Large 4.5", Medium 3.5", Mini 2") and a 3.5" un-coated are also available.  
[www.deboerfood.com](http://www.deboerfood.com)



**ENERGYWISE REFRIGERATION SYSTEM**  
Structural Concepts, Muskegon, MI, offers its new EnergyWise refrigeration system, making open-front refrigerated display cases both customer friendly energy-saving. EnergyWise reduces energy consumption by more than 50 percent, saving 28.7 kilowatt hours per day and up to \$1,000 a year in electricity costs. The new technology offers the benefits of reduced operating costs and environmentally friendly operation. Cases with EnergyWise encourage impulse sales without needing doors to conserve energy.  
[www.structuralconcepts.com](http://www.structuralconcepts.com)



**ALL-NATURAL RISOTTO CHIPS**  
New York Style, New York, NY, has launched Risotto Chips. All-natural and gluten-free, they are made with whole-grain brown rice, Arborio rice flour, whole-grain corn flour and sesame seeds and are lightly seasoned with natural herbs and spices. Available in three flavors: Spicy Marinara — tomato, onion, green pepper and a hint of red pepper; Parmesan & Roasted Garlic — creamy Parmesan and roasted garlic; and Sea Salt — simple and classic.  
[www.newyorkstyle.com](http://www.newyorkstyle.com)

DELI WATCH is a regular feature of DELI BUSINESS. Please send information on new products, personnel changes, industry, corporate and personal milestones and available literature, along with a color photo, slide or transparency to: Editor, DELI BUSINESS, P.O. Box 810217 • Boca Raton, FL 33481-0217 • Phone: 561-994-1118 • Fax: 561-994-1610 • E-mail: DeliBusiness@phoenixmedianet.com