

# DELI BUSINESS

MARKETING MERCHANDISING MANAGEMENT PROCUREMENT

OCT./NOV. 2009 \$14.95

## SAFE TO EAT?



### ALSO INSIDE

PIZZA  
PACKAGING  
MOZZARELLA  
HEALTHFUL DELI  
CALIFORNIA CHEESE  
CHICKEN PROGRAMS  
MEDITERRANEAN FOODS  
AMERICAN CHEESE SOCIETY

## New Products



### INSECTICIDE PAINT ADDITIVE

Walla Walla Environmental, Inc., Walla Walla, WA, introduces Bug Juice Insecticide Paint Additive, the first and only product of its kind to receive EPA registration for both interior and exterior applications. It kills cockroaches, ants, mosquitoes, silverfish and more; minimizes airborne pollutants related to pesticide sprays; is odorless (only smell is fresh paint); is residual — works 24/7 and lasts a minimum 2 years; and reduces costly pesticide control applications.

[www.wvenvironmental.com](http://www.wvenvironmental.com)



### WHOLE-GRAIN WHEATSTICKS

John Wm. Macy's CheeseSticks, Elmwood Park, NJ, introduces WheatSticks, an all-natural whole-grain version of its popular CheeseSticks line. Available in Jalapeño Pepper and Garlic Romano flavors, WheatSticks are made from thin layers of whole-wheat sourdough, aged cheeses and select seasonings. Retail prices for the 4-ounce boxes will range between \$2.99 and \$3.99.

[www.cheesesticks.com](http://www.cheesesticks.com)



### MINI EPOISSES 2-PACK

Fromagerie Berthaut, Epoisses, France, has introduced a new package for its Trou de Cru, an Epoisses mini cheese. Created by Robert Berthaut in the early 1980's Trou du Cru employs the same making and ripening technology as larger PDO Epoisses cheeses. In spite of its small size, each cheese is hand washed with Marc de Bourgogne to complete its maturing. Each package contains two 2-ounce cheeses.

[www.frenchcheeseclub.com](http://www.frenchcheeseclub.com)



### FLAVOR EXTENSIONS

Woolwich Dairy Inc., Orangeville, ON, Canada, has added two new flavors to its Elite gourmet topped fresh chèvre line — Lemon Poppyseed and Blueberry Pomegranate. Tangy lemon accented with poppyseeds and luscious blueberry paired with tart-sweet pomegranate provide plenty of menu versatility, offering consumers trendy, tasty options that work equally well for breakfast, snacking, dessert and cheese plates. Available in 6-ounce packages.

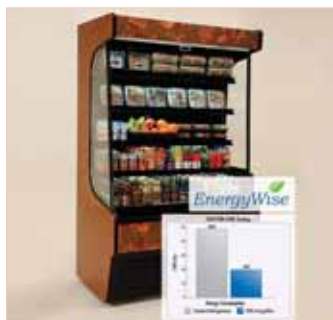
[www.woolwichdairy.com](http://www.woolwichdairy.com)



### TOWELS WITH LOTION

Georgia-Pacific Professional, Atlanta, GA, has added enMotion with Lotion towels, the only moisture-activated lotion towel in the away-from-home market. enMotion with Lotion towels help protect hands from the signs of dryness, cracking and scaling — a common issue among employees required to engage in frequent hand washing. Release of the lotion applied to the towels is enhanced when in contact with water, typically after hand washing.

[www.gppro.com](http://www.gppro.com)



### ENERGY-EFFICIENT OPEN-FRONT DISPLAY CASES

Structural Concepts, Muskegon, MI, new EnergyWise refrigeration system 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. Cases with EnergyWise encourage impulse sales without needing doors to conserve energy.

[www.structuralconcepts.com](http://www.structuralconcepts.com)



### FRESH BAKED SANDWICH BREAD

Rich Products Corp., Buffalo, NY, offers freezer-to-oven Fresh 'n Ready Classic Sandwich Breads to foodservice operations. The 4x4" sandwich carrier roll is available in five varieties: multi-grain, Italian herb, Italian peppercorn, wheat, and white. They can be taken directly from the freezer and baked in the oven.

[www.rich.com](http://www.rich.com)



### PUFF PASTRY HORS D'OEUVRES

DeBoer Food, Sanford, FL, is introducing a new line of premium European hors d'oeuvres in time for the holiday season. Seafood Mix includes fish-shaped Salmon & Dill Bites, Tuna Bites, Prawn Rolls and Scallop Crowns. French Mix includes Tomato Vegetable and Chili Bite, Emmental Cheese & Onion Bite, Goat Cheese and Tomato Crown and Spinach & Ricotta Crown.

[www.deboerfood.com](http://www.deboerfood.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](mailto:DeliBusiness@phoenixmedianet.com)