

# MEAT & DAIRY MONTHLY

JANUARY 2016 EDITION



DRIVING  
HEALTHY  
DISTRIBUTION



## DIET SEASON IS COMING!

We all want to drop the pounds we put on during the holiday season! Customers know that sticking to a protein rich diet – with healthy servings of fresh fruits and vegetables is just the way to do it.

### GUIDE YOUR CUSTOMERS THROUGH DIET SEASON BY EMPHASIZING HEALTHY LIFESTYLE PRODUCTS:

- Grab and go items like Organic Valleys' line of Balance and Protein shakes should be conveniently placed in the cold beverage area near the checkout line.

- Make sure you have a good display of both single serve and multi pack string cheeses for customers looking for high protein snacks.

- Now is the time to expand the yogurts you are carrying. Be sure to have a selection of Greek, traditional and drinkable yogurts. Don't carry too many low fat yogurts - consumers are trending back to whole milk yogurts!



- Do you have a good selection of Organic milks? Customers are looking for grass-based dairy milk, lactose free milk, and locally produced milk.

- Look over your deli meat case with fresh eyes. Do you have paleo diet friendly SKUs? A selection of both pork and turkey bacons? Do you have a variety of sliced sandwich meats in different pack sizes and brands?

- Try a display of salad friendly cheeses next to your salad greens. Feta, parmesan, and blue cheese crumbles are all popular, protein-rich, additions to fresh greens.



The turning of the New Year gets your customers prepared to get back into shape and focus on their health. Be sure to have products in stock to support these goals!



## KING'S KREAMERY

Eli King moved into his new Lancaster County facility in 2014 with a dream of bringing his line of Organic and Natural dairy products to a wider audience. It was a long road.



Eli started producing cheese on his Amish, family farm several years ago. The family also produces numerous farm products crafted by his wife Sylvia, so space was at a premium. Additionally, most of the cheese produced was commissioned, and Eli wanted to have his own brand of products to sell. The new building he moved into, a former ice cream production facility, afforded him the space to begin his line of Organic Yogurts and Natural cheeses.

Currently, King's Creamery is producing four flavors of certified Organic Yogurts in plain, banana, maple and vanilla – with a strawberry flavor coming soon. These are available in both the single serve, 6oz, cups and the 32oz quart size.



King's produces natural cheeses from both ewe's, cow's, and goat's milks. Chevre and goat cheddar are available as well as a variety of cow's milk cheeses including a

cheddar, Havarti, Swiss and blue. King's signature cheese is Savenschaff, which means 'washed sheep' – the name refers to the natural, washed, rind of this ewe's milk cheese. Four Seasons is excited to offer products from this local food artisan and his line of King's Creamery products.

## WANT MORE INFORMATION ON OUR MEAT & DAIRY PROGRAM?

Contact your sales rep or merchandiser,  
or Haesel Charlesworth (Dairy & Proteins Buyer)  
[haeselc@fsproduce.com](mailto:haeselc@fsproduce.com) | 717-721-2872

# WHAT DOES FOUR SEASONS HAVE TO OFFER IN BULK DELI SIZES?

Quite a number of items! Four Seasons offers an assortment of bulk deli meats and cheeses for your food-service operation.

## GARRETT VALLEY

- 69131 Whole Roast Beef 2/5lb *stock*
- 64141 VA Uncured Deli Ham 6/5lb *stock*
- 64146 Black Forest Ham 6/5lb *stock*
- 69023 Corned Beef Round, Cooked 2/5lb *7 day preorder*
- 69024 Pastrami Beef, Cooked 2/5lb *7 day preorder*



## GARRET VALLEY BULK BACONS

- 61138 Black Forest Bacon 4/3lb *7 day preorder*
- 61156 Thick Sliced Dry Rub Bacon 4/3lb *stock*
- 61172 Turkey Bacon 4/3lb *7 day preorder*

## KOCH TURKEY

- 61236 Oven Roasted Turkey Breast 3/6lb *7 day preorder*
- 61237 Honey Maple Turkey Breast 3/6lb *7 day preorder*
- 61238 Smoked Turkey Breast 3/6lb *7 day preorder*



## KING KREAMERY

- 60122 Chevre 1/5lb *7 day preorder*

## ANDREW AND EVERETT DELI BULK CHEESES

- 62433 Deli Bulk Colby Jack 2/5lb *stock*
- 62346 Deli Bulk Havarti 1/7lb *stock*
- 62306 Deli Bulk Yellow Mild Cheddar 2/5lb *stock*
- 62467 Deli Bulk Mozzarella 2/6lb *stock*
- 62186 Deli Bulk Muenster 2/6lb *stock*
- 62146 Deli Bulk Pepperjack 2/5lb *stock*
- 62106 Deli Bulk Provolone 2/6lb *stock*
- 62226 Deli Bulk Swiss 2/8lb *stock*
- 62506 Deli Bulk Sharp Cheddar 2/5lb *stock*



# NEW AT FOUR SEASONS!

## KING'S KREAMERY ORGANIC YOGURT

- 45866 Organic Plain Yogurt (12/6 oz)
- 45870 Organic Plain Yogurt (6/32 oz)
- 45867 Organic Maple Yogurt (12/6 oz)
- 45871 Organic Maple Yogurt (6/32 oz)
- 45868 Organic Banana Yogurt (12/6 oz)
- 45872 Organic Banana Yogurt (6/32 oz)
- 45869 Organic Vanilla Yogurt (12/6 oz)
- 45873 Organic Vanilla Yogurt (6/32 oz)



\*LANCASTER COUNTY, PA

## KING'S KREAMERY NATURAL CHEESES

- 60125 Cheddar Cheese (6/8 oz)
- 60120 Goat's Milk Cheddar Cheese (6/8oz)
- 60121 Goat's Milk Yogurt Cheese (6/8 oz)
- 60128 Havarti Cheese (6/8 oz)
- 60129 Monterey Jack Cheese (6/8 oz)
- 60127 Royal Bleu Cheese (6/8 oz)
- 60123 Savenschaff Signature Cheese (6/8 oz)
- 60124 Smoked Cheddar Cheese (6/8 oz)
- 60122 Chevre (1/5 lb)



## YORK VALLEY ALL-NATURAL EXTRA SHARP CHEDDAR CHEESE

- 60040 Extra-Sharp Cheddar Cheese (6/8 oz)
- 60041 Extra-Sharp Cheddar Cheese (5 lb)



\* MADE IN WISCONSIN. CURED IN YORK VALLEY, PA.

## COLAMECO'S PRIMO NATURALE MEATS

- 60714 Pre-Cut Salami Chub (12/6 oz)
- 60715 Pre-Cut Genoa Salami Chub (12/6 oz)
- 60716 Pre-Cut Dried Chorizo Chub (12/6 oz)
- 60717 Pre-Cut Sopressata Chub (12/6 oz)

