



GOURMET NEWS®

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY

News You Can Sink Your Teeth Into!

www.gourmetnews.com

SUBSCRIBE TODAY!

PRIVATE 2015

A SPECIAL ADVERTISING SECTION FROM GOURMET NEWS

Family-owned Klondike Cheese Excels in Traditional Greek-Style Feta

Take Buholzer, Vice President of Sales at Klondike Cheese Company, spoke with us about his company's approach to cheeses and Greek yogurt.



Private 2015: Tell our readers a little about your company. What's your main line of business?

T.B: Klondike Cheese Company is a family-owned business that is operated by the third and fourth generations of the Buholzer family. Ron, Dave and Steve Buholzer are the owners, and all three are certified Wisconsin Master Cheese Makers in Feta Cheese. Traditional Greek-style feta is Klondike's main line of cheese. Klondike produces feta in pails, vacuum packed loaves, and pre-crumbled forms in various retail and food-service sizes. Klondike produces feta under the Odyssey® brand and also packs private label. In addition to Odyssey Feta Cheese,

Continued on Page 20

A New Retail Launch and Upcoming Organic Products from Carla's Pasta

An interview with Carla Squatrito, Founder and President, Carla's Pasta Inc.



Private 2015: Tell us about your company.

CS: Carla's Pasta is a 37 1/2 year old family business, and is headquartered in South Windsor, Connecticut. We specialize in making frozen pasta and pesto. In May, we received the Business of the Year Award from the South Windsor Chamber of Commerce.

Private 2015: What are you doing differently this year that's different than last year?

CS: We have a new retail launch and are working on developing organic products. Each of the new products does not skimp on quality to reach the lowest price. We offer bold new shapes, flavors, and colors

Continued on Page 20

From Farm to Flavor with Tres Hermanas

In the sunburned heart of southern New Mexico, the Tres Hermanas Mountains rise from the horizon. Nearby, in the town of Deming, family homes, local business, and acres and acres of pepper farms sprawl out in their protective shadow. It is from these mountains that Tres Hermanas takes its name. It is from this community where Tres Hermanas is inspired.



Tres Hermanas believes that great flavor comes from great farms. This is why the company works diligently alongside farmers that have grown peppers for generations. Together, Tres Hermanas and its farmers cultivate the very best seeds and ideal growing conditions to raise delicious, uniquely New Mexican peppers. All jalapenos, green chiles and tomatillos are grown within a 30-mile radius of the company's headquarters to ensure maximum farm-to-flavor freshness.

Each fall, these peppers are harvested by

Continued on Page 24

Digital Color Inc. Elevates Food Brands' Attraction

Every specialty food producer has a true passion for the taste and quality of the food they offer. The appearance, texture, ingredients, and flavor details are all of utmost importance.



Yet, often these same producers do not place an equal emphasis on the product branding and packaging. For that reason, many consumers will never experience the product quality, because the marketing is not as appetizing as the food itself.

The creative team at Digital Color, Inc. works closely with specialty food companies to design attractive branding, packaging and labels, point of sale materials, ads and other marketing pieces.

"Our primary objective is to make the consumer feel very excited to pick up the package for the first time and try the food," said Digital Color President Jim Kohlhardt. "Consistent branding is also essential, from the packaging to the website and

Continued on Page 20

Patent-Pending Packaging Protects Coffee Flavor

For the first time in the history of coffee, there's a packaging that will preserve the cold-brewed beverage without refrigeration. Coffee concentrate packaged in a bag-on-valve system is shelf-stable for three years or more and comes out of the can with the same taste and aroma it had when it was freshly brewed, according to BOV Solutions Founder and CEO Paul Hertensen.



"The packaging is specifically designed for today's cold coffee drinks," he said. "It looks like an aerosol can, but it's not aerosol. This is a pure, natural coffee product with nothing added. There are no preservatives. No refrigeration is required." Private Label Trade Show attendees will be able to taste for themselves in booth #F1136, where BOV Solutions will be serving Decaf, Regular, and Robust coffees throughout the show. "That's the only thing we're going to be doing in the booth this year; we're going to be serving coffee."

Continued on Page 20

Private Label Chocolate Confections from Foley's Candies

Diane Argent, Vice President of Sales for Foley's Candies is discussing how her company's expertise and SQF Level 3 certification are opening doors.



Private 2015: I see that your booth is divided into two sections; one for candy and one for ingredients for baking. Would you tell us more about what you have here in your candy display.

DA: At our Foley's Candies booth, we have everything that you can cover with chocolate, including fruits and nuts from all over the world. We also have a brand-new item that no one else has, which is a Milk Chocolate Cocoa-Dusted Butter Toffee Peanuts. They are amazing!

We're also focusing on one of the latest food trends, which is chocolate- and yogurt-covered fruits, with raspberry goji, mango mangosteen, blueberry pomegranate. We sell them in both bulk and

Continued on Page 24

Baxters North America: Clean Label. Clear Purpose.

Retailers developing private label products have a partner with nearly 150 years of experience to help them satisfy consumer demand for clean-label, fresh-tasting foods.



Baxters North America, created from Baxter Food Group's (Scotland) acquisition of Wornick Foods (Cincinnati, Ohio) early this year, combines great-tasting food and leading convenience-packaging technology, such as microwaveable pouches, trays and bowls, into one comprehensive development resource. For four generations, the Baxter family has been producing some of the U.K.'s finest soups, preserves, condiments, beetroot, chutneys and a wide range of other fine quality food products. With Wornick Foods' convenience packaging leadership now on board, the potential for store brands to up their game in the center-store food aisles has never been greater.

Fundamental to the Baxters North

Continued on Page 20

Kings Food Markets Unveils Gourmet Private Label Line

Kings Food Markets has unveiled its own line of gourmet foods and everyday favorites at an outstanding value. Kings Own brand is unique in its range to include both everyday essentials and specialty items that focus on quality and innovation. Kings has procured a selection of domestic, local and international items with uncompromised quality, which shoppers have come to expect.



"At Kings, our passion for food drives us to bring shoppers the highest quality, the freshest and the very best ingredients, and now, through our own assortment of products, we're able to bring our customers the perfect balance of quality and value, tailored for each product, making great food approachable," said Judy Spires, President and CEO of Kings Food Markets. "That's why our shelves are filled with amazing choices that turn everyday experiences into memorable events—and now we're making it even better."

Continued on Page 24