

# 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

# HOLIDAY ENTERTAINING

*with* FRIENDS, FAMILY *and* FROMAGE!



Gratin au Comté



Fondue au Fromage  
(Comté, Cantal & Emmental)



Ham and Cantal Casserole



Holiday Fromage Plate



Grilled Camembert

Introducing **Comfort Cuisine** – an exciting promotional program developed by *The Culinary Institute of America* as a service to The Cheeses of France. **The Comfort Cuisine Recipe Collection** showcases a variety of distinctive, flavorful French Cheeses in 11 easy recipes that transform ordinary comfort food into elegant comfort cuisine. For this year's holiday homecomings, *c'est fromage!*

*Just in time for the holidays...* Thanks to our Comfort Cuisine Marketing Campaign, your customers will have 11 great reasons to add *Fromage* to their shopping list. From in-store promotions to sweepstakes to national print and online advertising, 'tis the season to stock up on The Cheeses of France.



Chef Scott Samuel of the Culinary Institute of America [prochef.com](http://www.prochef.com)



Exciting consumer promotions like our **Napa Valley Escape Sweepstakes** raise visibility and drive website visits.



# DELICIOUS WATCH

## 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. Tangey 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)