

NEWSLETTER

DELI STAR

April, 2017



OUR SIMPLE PROMISE

working with our customers to meet the demands of our health-conscious consumer.

SUPPORTING OUR COMMUNITY

The success of our company is linked to the success of our community. To strengthen that link, we are proud to support numerous organizations whose mission is to help those in need.



Simple Promise

Sixty-five percent of Americans state that it's important to feel good about what they eat (Acosta, 2016). We work with our customers to meet the demands of our health-conscious consumer. With our Simple Promise, we are setting out to be the standard among our industry peers and provide the safest, healthiest food.

Our Simple Promise encompasses three overarching themes: following comprehensive supplier rules and regulations, offering all-natural products, and putting food safety first.

- Each of our meat suppliers undergo thorough animal welfare auditing and follow humane handling standards as outlined by The National Chicken Council (NCC), the National Turkey Federation (NTF) and the North American Meat Institute (NAMI). All meats must be harvested and processed within these organizations' guidelines, and suppliers must produce USDA-certified approved cuts of meat. Third-party supplier audits, such as those performed by the Global Food Safety Initiative, are also required by Deli Star to ensure our fresh, never frozen meats are superior in quality and safe to eat.
- The staples of our new Simple Promise line are the seared and sous-vide proteins. We promise minimal-processed proteins that contain no artificial ingredi-

ents or preservatives. Only whole-muscle cuts and all-natural ingredients are utilized, resulting in a higher quality product with superior natural flavors. You can read more about in the "Chef's Corner" section of this newsletter.

- We are committed to food safety, and have earned Level 2 Safe Quality Food (SQF) Certification, ensuring that the quality and safety of our food meets the highest standards. Our post-pasteurization process kills harmful pathogens, creating longer refrigerated shelf life without compromising food safety and without using preservatives.

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Seared & Sous Vide Chicken Breast

CHEF'S CORNER

Free of added water, sauce and preservatives, Deli Star's Simple Promise line of slow-cooked meats continues to revolutionize the industry with its newest product addition: seared and sous vide chicken breast.

Seasoned with all-natural ingredients, such as lemon and rosemary, and then cooked overnight under

vacuum – these chicken breasts are then seared and sous vide to enrich the meat's natural flavor and tenderness, allowing for quick, easy and versatile use.

QUARTER 1 STAR GUEST WINNER

It's that time of year again! Each quarter, Deli Star employees are encouraged to nominate a co-worker to be recognized as a Star Guest – someone who embodies the 5 P's of Deli Star Standards: positive attitude, professionalism, pride in facility maintenance and appearance, product and industry knowledge, and proper and effective communication.

We're proud to announce that, Travis Johnson, one of our talented production assistants, has been selected as Deli Star's Quarter 1 Star Guest.

Travis joined the Deli Star family just last fall, and already he is receiving this impressive recognition from his colleagues – a testament to his work ethic and dependability at Deli Star.

And as a testament to the hard work of all of our employees, this quarter's Star Guest received the largest number of employee nominations ever. To that end, we would like to also recognize Tom Luechtefeld, Maintenance Technician, as runner up for this quarter.

Keep an eye out for our next Star Guest winner, who will be selected next quarter.



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Last year, we participated in #GivingTuesday for the first time, in which we matched our employees' contributions to the charities of their choice. Together, we donated to four different charities: Heartlands Conservancy, The Bob Emig Foundation, Esophageal Cancer Awareness Association and 22 Too Many.

We also supported our community by donating quality cooked meat to those who needed it most. In 2016, we partnered with Operation Food Search, Mary Mother of the Church in St. Louis, Wounded Veterans, Stockton Emergency Food Bank, Eden's Army, Mike Mehan Golf Tournament, Kids for Christ and the Fayetteville Fall Festival and donated nearly 50,000 pounds of deli meat to these organizations. These donations equates to approximately 300,000 sandwiches featuring our smoked honey ham, oven-cured chicken breast, turkey breast, slow-cooked pastrami, bologna, roast beef, and Angus beef meatloaf.

DELI STAR FEATURED IN THE ST. LOUIS POST-DISPATCH

In February, we welcomed St. Louis Post-Dispatch food writer, Dan Neman, to the St. Louis Innovation Center for a behind-the-scenes look at how Deli Star's fresh, never-frozen products are changing the meat industry.

Joined by Chef Jared and Justin Siegel, Dan experienced the art of making and flavoring meat logs, and discovered a few things along the way.

"The meat at Deli Star is never frozen, and much of it is made without artificial preservatives," wrote Dan in his story. "And yet — and here is the coolest, most sciencey

part of all — some of its products can stay fresh for up to six months. The meat made without preservatives can stay fresh for three or four months.

"The secret is in the packaging and the method of cooking the meat. The meat is vacuum-packed, sometimes even while it cooks, so that it is essentially unexposed to oxygen."

For more best-kept secrets, and other ways we are making deli meats a star, read Dan's full story, which you can find by visiting our LinkedIn page.

TRUST AND TRANSPARENCY



According to a recent article from Headwaters MB, consumer priorities have switched from taste and price, to health and wellness, safety, and transparency.

“Today’s food industry is in the midst of an extraordinary revolution that is as disruptive as it is dynamic. Consumers have become increasingly aware of the importance of transparency and the food choices they and their families are making,” says Bill Harrison, Head of Consumer Investment Banking at Headwaters MB.

As a partner to food services companies nationwide, Deli Star is committed to meeting the demands of the

ultimate consumer – the health-conscious, hungry American who demands all-natural and safe products.

As we embrace our responsibility to provide the safest, healthiest food, we are also setting a new standard for our industry peers with our Simple Promise (page 1). From our Gaucho and Chef’s Edge all-natural protein options to cleaner product labels, we are continuously revolutionizing the food industry to meet the demands of our customers and their consumers.

CONFERENCE CHAMPS

Industry conferences are a fantastic way for us to meet our peers, and learn how we can continue to adapt and grow with the meat and food industries to make Deli Star a premier, trusted partner for our customers.

This past February, we escaped the cold St. Louis winter and headed to sunny Florida for the Refrigerated Foods Association’s annual conference, where we hosted a booth and spoke with attendees about how we’re developing innovative solutions for the meat industry. We learned about current market trends and food safety regulations at various seminars.

We also got to work in a much different way: We volunteered with Gracie’s Kitchen, a Florida organization that serves more than 3,000 dinners a month to those in need. Our team helped Gracie’s Kitchen make more than 350 sandwiches and fruit packs, and bagged nearly 200 desserts.

In mid-May, we will be attending the National Restaurant Association’s NRA Show in Chicago, where we will join other professionals in the restaurant, foodservice and hospitality industries (nearly 2,000 companies in all!) to meet and collaborate on how we can work together in making the food industry the best for our customers.

