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Say "mini cheese!"

HOLLAND'S FAMOUS BEEMSTER PREMIUM GOURMET DUTCH CHEESE, which maintains U.S. headquarters in Jersey City, N.J., has made its first foray into exact-weight cheeses with Beemster

Minis. Packed eight .53-ounce bars to a 4.24-ounce bag, the Minis are designed to be merchandised around whole wheels of Beemster in the specialty cheese case. The bags have a suggested retail of \$5.99 to \$6.99.

"These are great for children's lunches and are cut from big wheels of Beemster," says Michael Evan Blum, sales and marketing manager. "We offer the Minis in our famous Beemster Classic, which is our most popular. It is five months old and still very creamy and rich tasting and appeals to children."

Beemster cheese is hand-crafted by a co-op in North Holland, where the softest milk fat comes from and where the cows graze in a unique environment. "We are different from Gouda because there is so much creaminess in the milk that it's really not your average cheese," Blum says.

For more information, visit www.beemstercheese.us, or call 908-372-6024.

Better than Goo-od sausage

F. B. PURNELL SAUSAGE CO., INC. HAS ADDED FOUR MORE ITEMS TO ITS LINE OF MORE THAN 60 SAUSAGE FOODS.

The Simpsonville, Ky.-based company has launched Purnell's It's Goo-od Old Folks Fully-Cooked Country Sausage Patties and Links, as well as Purnell's It's Goo-od Old Folks Fully-Cooked Turkey Sausage Patties and links. All are available in convenient 24-count resealable bags with an average retail of \$6.99.

"Purnell Sausage Company is responding to the growing demand for high quality 'quick serve' products," says Todd Purnell, president of the family-owned and operated company. Fred B. "Old Folks" Purnell began making his own country sausage in 1932 using only the best cuts of meat and a special blend of seasoning, which is still used today.

For more information, visit www.itsgoo-od.com, or call Craig Rathe at 502-722-5626, ext. 261.



Super sushi

RETAILERS LOOKING TO OFFER THEIR CUSTOMERS "FRESHER THAN FRESH" SUSHI should look into stocking Superfrozen tuna and other seafoods marketed by Uoriki Fresh, Inc., a Japanese firm with U.S. offices in Secaucus, N.J.

Superfrozen product is frozen very rapidly to its Eutectic Point (EP), the temperature at which all cellular activity absolutely stops and the point which halts the natural decay that begins upon death. It's similar to the process used in the medical field to preserve blood. In tuna that is -76-degrees F and at that temperature it is possible to transport and store foodstuffs indefinitely without a loss of quality. When a Superfrozen item is defrosted it revives to exactly the moment it was frozen, increasing its just-caught quality and shelf life.

Superfrozen items offered by Uoriki Fresh include wild-caught Japanese or Korean Bigeye tuna, Mediterranean ranch-raised Bluefin tuna, ranch-farmed Southern Bluefin tuna from Australia and Japanese farm-raised Hamachi (Yellow Tail).

"The only way to get a deep-red tuna is either Superfrozen or fresh," Michael McNicholas, sales marketing executive and quality control manager at Uoriki Fresh tells *Grocery Headquarters*.

Superfrozen will last in a conventional freezer from seven to 10 days and stays an additional two to three days once defrosted.

Uoriki Fresh offers retailers special freezer chests that will keep the Superfrozen product at its ideal temperature indefinitely. The freezers are about the size of a dishwasher, don't use more electricity than traditional freezers and run on standard current. "We can offer supermarkets a lease arrangement," McNicholas says. "With Superfrozen you can offer your customers a sashimi section. Customers are very impressed when they see a sashimi section. We do a complete retail point-of-sale materials for stores that want to do it and then as customers become used to doing it, it becomes an incremental sale for the supermarket that doesn't take away from other fish sales." For more information, visit www.uorikifresh.com.

One stop shop

SALINAS, CALIF.-BASED MANN PACKING CO. HAS LAUNCHED THE "ONE STOP PLATTER SHOP," a turnkey program designed to grow sales and create incremental peak holiday sales with vegetable and "vegetable centric" party trays in the produce department.

Platters are divided into several categories, starting with The Traditionals—large and small platters with ranch dip; The Tailgaters—vegetables with ranch dip, beef or turkey bites and cheddar or mozzarella cubes; and The Veggiecassens—vegetable platters with savory classic hummus, spinach or artichoke dips, along with multi-grain items such as pita chips, sourdough breadsticks and pretzel crisps.

Other offerings from Mann include season-specific/holiday marketing programs for holidays throughout the year and In 'n Out trays designed for a specific holiday or event. "We anticipate these trays being in stores for a two- to three-week period to sell against a very specific occasion, like the Olympics or World Series," says Greg Kurkjian, vice president of retail sales.

For more information, visit www.veggiesmadeeasy.com, or call 800-884-6266.



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