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*Delancey Street Deli[®]
Gourmet Shredded Fresh Sauerkraut
from
Performance Foodservice
and
GLK Foods*



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Quick History about Delancey Street and America's First Delicatessen

Being a religious man, Reb Sussman knew the kosher way to butcher meat. He opened a tiny shop at 86½ Delancey Street in New York City. The first week, a Rumanian stopped by and asked if he could store a trunk in the cellar. "I'm just going back for a few years," he said. "If I let you store your trunk in my cellar," Reb Sussman bargained, "what will you give me?" "If you let me store my trunk in your cellar, I will give you the recipe for pastrami." Reb Sussman took the trunk and the recipe and began selling chunks of pastrami over the counter. Soon he was selling it by the slice. Then between two pieces of bread. Reb Sussman's pastrami sandwiches took off. He moved from 86 ½ Delancey Street to 88 Delancey Street. Here he had room to put in tables and chairs. Overnight, Sussman Volk's was no longer just a butcher. You could sit there and eat. It was 1888. The first New York deli was born - America's first delicatessen.

Introducing the Delancey Street Deli® Brand

When it comes to delis, Performance Foodservice's roots go way back to 1885, just a few years before America gave birth to its first deli on Delancey Street in lower Manhattan. Hence our brand name Delancey Street Deli® is a tribute to where the first pastrami sandwich was made, giving birth to America's first deli.

Our company was founded as Pocahontas Foods, which delivered food to restaurants, grocery stores, and other eateries since its beginning and along the way included delis as they emerged along the American landscape. Performance Foodservice also carries with it a special affection for delis and deli foods as part of our heritage over the years for it was in 1955 that the young Italian immigrant Mr. Louis Piancone founded his Italian deli in New Jersey, which gave birth to Roma Food and forever changed the pizza and Italian marketplace.

Delancey Street Deli® delivers gourmet products that are cleaner in ingredients and have taste profiles to satisfy the most discerning palates.





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Gourmet Shredded Fresh Sauerkraut

Performance Foodservice is converting our Rye Street® Fresh Sauerkraut to our new Delancey Street Deli® brand. This rollout represents the completion of our conversion of our Rye Street brand to our new Delancey Street Deli brand for our fresh shredded sauerkraut. We are continuing our supplier partnership with GLK Foods of Appleton, Wisconsin. GLK is the world's largest producer of sauerkraut.

Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut has the same distinctive rich, tart flavor as the Rye Street® Sauerkraut. These refrigerated items have a fresher, cleaner taste and crisper bite than canned sauerkraut. Sauerkraut, a fermented cabbage, is a natural source of immune-boosting probiotics and nutrients to help the body improve digestion and contribute to a healthy immune system.

Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut allows operators to cater to their customers who are seeking fresh ingredients and simply prepared, healthier meal options. Add these fine products to our other exclusive branded items currently available through GLK Foods.





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Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut Features and Benefits

DELANCEY STREET DELI® GOURMET SHREDDED FRESH SAUERKRAUT

Sauerkraut is considered a super food and provides several health benefits.

Features	Benefits
Sauerkraut is an immune booster.	Good source of key antioxidants such as vitamin C.
Sauerkraut is a cruciferous vegetable known to fight cancer.	Isothiocyanates found in sauerkraut helps to prevent cancer growth in the breast, colon, lung, and liver.
Sauerkraut reduces risk of heart disease.	Sauerkraut is packed with flavonoids.
Sauerkraut can naturally improve digestion.	Probiotic bacteria supports digestive health by creating lactic acid which helps to provide digestive system balance.
Sauerkraut can naturally relieve IBS.	A clean digestive tract helps reduce Irritable Bowel Syndrome. Sauerkraut is an affordable way to lower cholesterol and can have its sodium reduced by rinsing.
Sauerkraut is loaded with helpful vitamins.	In addition to being fat-free, cholesterol free and a good source of fiber, sauerkraut also contains Vitamin C, Vitamin K, Vitamin B6, Magnesium, Folate and Potassium.





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Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut Serving Suggestions

The Versatility of Sauerkraut

Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut will bring another dimension to operator menus. The unexpected bite and flavor add a kick to a variety of dishes, both hot and cold. Pair with pork or a tender brisket, top a hot dog or polish sausage, make a fresh cold salad or use as a soup ingredient, operators can use Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut as a traditional ingredient or explore and create wonderful and flavorful dishes.

Topper: Hot dogs, sausages and bratwurst, reubens, subs and pizza.

Recipe ingredient in savory, as well as, dessert applications... have you ever had a sauerkraut brownie? They taste great!

Side Dish: Eaten straight from the pack or “customized.” Typical additions from simple ingredients such as brown sugar or bacon to gourmet add-ins such as wine or goose fat.

More recipes may be found at <http://foodservice.krautlook.com/chef-inspired-recipes/>

Suggested Target Markets

Delancey Street Deli® and West Creek Sauerkrauts are ideal for:

- Bar & Grill
- Buffet
- Camps/Recreational
- Catering
- College/University
- Diner/Breakfast
- Family Dining
- Healthcare
- Steak and Seafood Houses

Opportunities

Sauerkraut continues to be an on-trend product

According to the Whole Foods Trends Council, comprised of 50 Whole Foods Market team members, including local foragers, regional and global buyers, and culinary experts, sauerkraut will again be a top flavor for 2021.

According to the National Restaurant Association 2015 “What’s Hot Culinary Forecast,” pickling and fermenting are on the rise.

QSR Magazine listed “sour and tart among the top eight fast food trends for 2014.”

The Technomics 10 Trends for 2014 - #5. Pucker up: growing interest in pickled, fermented and sour foods.

Chefs and business are looking for healthy alternatives and sauerkraut which is considered a true “super food” can deliver a unique flavor to your dish economically.

There are several conversion opportunities from several regional and national brands. Please see comparison chart on next page.

Pair Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut with Green Origin™ Plant-based Protein Products, Allegiance® Pork, West Creek®, Roma® and Ultimo!® Sausages and West Creek® Deli Meats.





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Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut Comparison Chart

Refrigerated Fresh Sauerkraut - Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut Competitive Matrix											
Item #	Style	PFG	National Brand	National Brand	US Foods	SYSCO	National Brand	National Brand	National Brand	Regional	Regional
409301	2-gallon pail	Delancey Street Deli	Flanagan	Silver Floss	Monarch	Block & Barrel		Schwartz	Gielow	Kaiser	Patriot
463351	5-gallon pail	Delancey Street Deli	Flanagan	Silver Floss		Block & Barrel	B&G	Schwartz	Gielow	Kaiser	Patriot
We also offer shelf stable West Creek® Sauerkraut - West Creek Sauerkraut Competitive Matrix											
Item #	Style	PFG	National Brand	National Brand	Regional Brand	National Brand	National Brand	Regional Brand	National Brand	Regional Brand	National Brand
463353	2 # Polybag	West Creek	Krrrrisp	Flanagan	Hatfield	Sabrett	B&G	Willies	Cortland	Kissling	Boars Head
863484	6 # 10 Can	West Creek	Silver Floss	Libby	Sabrett	Monarch	Imperial	Nugget	ComSource	Pocohantas	Nifda





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DOT FOODS ITEM #	PCG/ROMA ITEM NBR	BRAND	DESCRIPTION 1	DESCRIPTION 2	PACK	SIZE	GTIN	UPC	PACKER ITEM NBR	GROSS WGT	NET WGT	TI-HI	LENGTH	WIDTH	HEIGHT	CUBE	TEMP ZONE	SHELF LIFE IN DAYS	ROMA PACKER NBR	PCG PACKER NBR	PACKER NAME	KOSHER Y/N	KOSHER SYMBOL	CATCH WEIGHT Y/N	TRANS FAT FREE Y/N	
CONVERSION ITEMS FROM RYE STREET																										
623893	409301	DELANCEY STREET DELI	SAUERKRAUT FRESH	Shredded	1	2 GAL	00806795468205		280128	18.00	16.00	2005	8.33	9.25	9.88	0.44	2	365	473340	3571	GLK Foods, LLC	Y	OU	N	Y	
623892	463351	DELANCEY STREET DELI	SAUERKRAUT FRESH	Shredded	1	5 GAL	00806795482775		280129	45.00	40.00	312	10.33	14.5	11.91	1.03	2	365	473340	3571	GLK Foods, LLC	Y	OU	N	Y	
WEST CREEK SAUERKRAUT OFFERED BY GLK																										
623888	863484	WEST CREEK	SAUERKRAUT SHELF STABLE	Shredded	6	#10	10806795028789	806795028782	280131	46.00	37.13	807	18.58	12.53	6.98	0.94	1	730	473340	3571	GLK Foods, LLC	Y	OU	N	Y	
623889	463353	WEST CREEK	SAUERKRAUT SHELF STABLE	Shredded	12	2 LB	10806795482789	806795482782	280130	27.00	24.00	1306	15.13	9.13	8.75	0.70	1	182	473340	3571	GLK Foods, LLC	Y	OU	N	Y	



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STRATEGIES FOR SELLING DELANCEY STREET DELI® GOURMET SHREDDED FRESH AND WEST CREEK® SAUERKRAUT:

Sauerkraut is produced by shredding cabbage and metering salt over the cabbage and letting it ferment for 4-6 weeks in a sealed tank. This produces a product that should be off white color. Good characteristic sauerkraut flavor should be free from off flavors and odors.

SAMPLING:

Samples can be requested through the broker for our OpCo or by contacting Garry Vernon.

YIELD COMPARISON:

6#10 cans should yield 78 to 82 oz. of drained product. Pail sauerkraut juice to cabbage ratio should be 30/70 and polybag sauerkraut should have a pack ratio of 30/70 juice to cabbage.

OVERCOMING A PRICE OBJECTION:

Sauerkraut is an economical topper and if broken down to a cost per ounce is a bargain. Typically with a 20% distributor markup sauerkraut sells for less than \$0.06 per ounce which is well below what chef's will budget (\$0.15) for a garnish.

DELANCEY STREET DELI® GOURMET SHREDDED FRESH AND WEST CREEK® SAUERKRAUT VERSUS THE COMPETITORS:

Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut and West Creek® Sauerkraut products are produced at the source plant using only cabbage and salt. The salted cabbage creates a natural sauerkraut juice that ferments the cabbage, creating sauerkraut. The West Creek® canned sauerkraut's fermentation stops when the product is heated to 180-200 degrees and packed it into the can. This gives the sauerkraut a soft texture and a cooked taste.

The Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut 2-lb. and 5-lb. pails of fresh sauerkraut and the West Creek® 2-pound polybag shelf stable sauerkraut gives the operator the benefit of a fresh sauerkraut that has never been cooked and does not need to be stored under refrigeration till opened. Selling Delancey Street Deli® brand against any competitor product gives you superior flavor and freshness. Selling West Creek® 2 pound shelf stable against any competitor's canned product gives your customer a superior product at only \$.005 per ounce more than canned product.

Marketing Materials

A quicksheet is available for download from [Sharepoint](#)



DELANCEY STREET DELI

GOURMET SHREDDED FRESH SAUERKRAUT

The sour and tart flavor of sauerkraut is versatile and on-trend with today's menus. Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut is refrigerated and has a fresher, cleaner taste and crisper bite than canned sauerkraut. While the health benefits of incorporating probiotics into our diets are well documented, Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut allows menus to cater to their customers seeking fresh ingredients as healthier meal options.

The sour and tart flavor of sauerkraut is versatile and on-trend with today's menus. Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut is ideal for topping hot dogs, sausages and bratwurst, Reubens, subs, and pizza. Delancey Street Deli® Gourmet Shredded Fresh Sauerkraut is not only delicious straight from the pack, it can be customized into a signature side dish or used as a recipe ingredient. Have you ever had a sauerkraut brownie? They taste great!

PERFORMANCE
FOODSERVICE



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Some of the Products in our Delancey Street Deli® Portfolio

GOURMET FRESHLY PREPARED DELI SALADS

Delancey Street Deli® Gourmet Prepared Deli Salads come in six delicious flavors and are freshly prepared cold in 215-oz containers. Flavors include: All White, Meat, Chicken, Seafood, Salad with Whipped Cream, Gourmet Tuna Salad, Gourmet Egg Salad, Delancey Street Line, Fiesta Salad and Gourmet Quinoa Tabouli Salad. Delancey Street Deli® Gourmet Prepared Deli Salads have a made-from-scratch appearance with chunks of meat, seafood and vegetables. These delicious deli salads are sure to be a hit with anyone looking for an upscale, gourmet salad item that exceeds commodity mass produced salads in terms of appearance, freshness, taste and flavor profile. All salads are cold and ready to serve.

GOURMET EXTRA HEAVY DUTY MAYONNAISES

Delancey Street Deli® Extra Heavy Duty Gourmet Mayonnaise Real Gourmet Mayonnaise are thick, creamy mayonnaises made with egg yolk and are free of high fructose corn syrup, and made with natural flavors. Use in prepared salads, on sandwiches, as a base for a recipe ingredient for hot or cold food.

Choose from the thick and creamy Delancey Street Deli® Extra Heavy Duty Real Gourmet Mayonnaise. Both are designed for holding times, better binding and less separation.

GOURMET HEAT & SERVE SOUPS

Delancey Street Deli® Gourmet Heat & Serve Soups are a perfect formula for a sweet and tangy flavor profile that is perfect for any occasion. They are naturally fat-free and contain no preservatives. They are also gluten-free and contain no artificial colors or flavors. They are also a great choice for those who are looking for a healthy, low-calorie soup option.

GOURMET PICKLED RED ONIONS

A first to be offered as an exclusive brand in foodservice, Delancey Street Deli® Gourmet Pickled Red Onions are fresh, never frozen, non-GMO red onions, sliced and pickled in a sweet and tangy flavor profile that is perfect for any occasion. Naturally fat-free and containing no preservatives, they are also gluten-free and contain no artificial colors or flavors. They are also a great choice for those who are looking for a healthy, low-calorie condiment option.

Ready-to-serve from 12.1 to poly bags, Delancey Street Deli® Gourmet Pickled Red Onions are ideal for burgers, salads or pasta salads. Add dogs or sausage, or stop grilled fish or as an added component to a Mediterranean dish. This item continues to grow in popularity on color and flavor with Delancey Street Deli® Gourmet Pickled Red Onions.

PERFORMANCE FOODSERVICE

Stay tuned for more to come including Pretzles, Pickles, Peppers and Meats.



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**GOURMET SHREDDED
FRESH
SAUERKRAUT**

Nutrition Facts
about 241 servings per container
Serving size 2 Tbsp. (30g)

Amount per serving	Calories	% Daily Value*
5		
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 180mg		8%
Total Carbohydrate 1g		1%
Dietary Fiber 1g		3%
Total Sugars 0g		
Includes 0g Added Sugars		0%
Protein 0g		
Vitamin D 0mcg 0%	Calcium 10mg 1%	
Iron 0mg 0%	Potassium 50mg 1%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CABBAGE, WATER, SALT, SODIUM BENZOATE AND SODIUM BISULFITE (PRESERVATIVES).

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KEEP REFRIGERATED
REORDER # 409301

**NET 2 GAL
(7.57 L)** ©



F.P.O.

0 08 06795 46820 5

INGREDIENTS: Cabbage, water, salt, sodium benzoate and sodium bisulfate (preservatives).



**GOURMET SHREDDED
FRESH
SAUERKRAUT**

Nutrition Facts
about 522 servings per container
Serving size 2 Tbsp. (30g)

Amount per serving	Calories	% Daily Value*
5		
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 180mg		8%
Total Carbohydrate 1g		1%
Dietary Fiber 1g		3%
Total Sugars 0g		
Includes 0g Added Sugars		0%
Protein 0g		
Vitamin D 0mcg 0%	Calcium 10mg 1%	
Iron 0mg 0%	Potassium 50mg 1%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CABBAGE, WATER, SALT, SODIUM BENZOATE AND SODIUM BISULFITE (PRESERVATIVES).

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KEEP REFRIGERATED
REORDER # 463351

**NET 5 GAL
(18.9 L)** ©



F.P.O.

0 08 06795 48277 5

INGREDIENTS: Cabbage, water, salt, sodium benzoate and sodium bisulfate (preservatives).



About GLK Foods Company

GLK Foods Company Overview

GLK Foods, formerly known as Great Lakes Kraut, is the world's largest producer of sauerkraut. A fourth generation company founded in 1900, GLK Foods has been producing the worlds finest sauerkraut for more than a century.

GLK Foods Advantages

- GLK Foods has two state-of-the-art production facilities in Bear Creek, Wisconsin and Shortsville, New York. Its facilities are capable of producing any pack size possible including cans, glass, poly-bags, pails, barrels, re-sealable trays, gusseted pouches and portion pak.
- GLK Foods has invested in the latest technology and has the only stainless steel curing vats that have proprietary pumping systems.
- GLK is focused on consistent high quality and food safety and its facilities are SQF certified.





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Supplier & Broker Representatives & Freight

*Select green button at left to reveal information
specific to your opco*

On	OPCO Name
	PERFORMANCE Foodservice - Arizona
	PERFORMANCE Foodservice - Batesville
	PERFORMANCE Foodservice - Caro
	PERFORMANCE Foodservice - Dallas
	PERFORMANCE Foodservice - Denver
	PERFORMANCE Foodservice - Florida
	PERFORMANCE Foodservice - Chicago
	PERFORMANCE Foodservice - Hale
	PERFORMANCE Foodservice - Houston
	PERFORMANCE Foodservice - Florence
	PERFORMANCE Foodservice - Hickory
	PERFORMANCE Foodservice - Ledyard
	PERFORMANCE Foodservice - Nashville
	PERFORMANCE Foodservice - Little Rock
	PERFORMANCE Foodservice - Maryland
	PERFORMANCE Foodservice - Miami
	PERFORMANCE Foodservice - Middendorf
	PERFORMANCE Foodservice - Atlanta
	PERFORMANCE Foodservice - Minnesota
	PERFORMANCE Foodservice - Missouri
	PERFORMANCE Foodservice - Metro NY
	PERFORMANCE Foodservice - NorthCenter
	PERFORMANCE Foodservice - Northern California
	PERFORMANCE Foodservice - Orlando
	PERFORMANCE Foodservice - Pacific Northwest
	PERFORMANCE Foodservice - Powell
	PERFORMANCE Foodservice - Somerset
	PERFORMANCE Foodservice - Southern California
	PERFORMANCE Foodservice - Springfield, MA
	PERFORMANCE Foodservice - Temple, TX
	PERFORMANCE Foodservice - Thoms Proestler
	PERFORMANCE Foodservice - Victoria
	PERFORMANCE Foodservice - Virginia
	PERFORMANCE Foodservice/ROMA - New Jersey

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gvernon@glkfoods.com

Other Supplier Products:
Single Serve Pickles – Oh Snap Brand
Single Serve Sauerkraut – Saverne
Raw Natural Sauerkraut – Saverne
Flavored Sauerkraut – Krrrrisp