



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - July 2015

COLD SANDWICHES
ITALIAN DELI MEATS
ANDOLINI'S PIZZA
PROTEIN MARKET UPDATE
PIZZA NEWS BRIEFS

COLD SANDWICHES ARE REALLY COOL!



We've come a long way from the Dagwood, that purely American sandwich creation that comically stacked every type of meat, cheese and condiments between multiple pieces of bread.

Or maybe we haven't...maybe we have just updated the sandwich made famous by that wacky cartoon character, Dagwood Bumstead.

Today's cold sandwiches, like just about everything else on our menus, looks to wow us with a variety of flavors, fine meats and cheese and sometimes-exotic condiments and fresh vegetables.

Does anyone just have a plain salami sandwich with some yellow mustard on white bread anymore? Instead, they will have a combo sandwich with Capicola and Genoa, Mozzarella and Swiss cheese, arugula, red pepper, red onion and Dijon Mustard and, of course, pepperoncini, for some additional spice on fresh sourdough or French bread.

The cold sandwich has come of age due to the popularity of dry and hard salamis, peppery meats, smoked meats and a growing list of cheeses and condiments.

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ANDOLINI'S
EST. PIZZERIA 2005

CUSTOMER PROFILE

ANDOLINI'S - DRIVEN BY VIRTUE. CRAFTED BY TASTE.

Everyone who owns or runs a restaurant has big visions and grand goals. They have a passion for what they do and expect that everyone who comes into their place will have the greatest eating experience of their lives.

Or at least they should.

Those grandiose ideas are the driving force behind Andolini's in Tulsa, OK., a family owned pizza chain with a history reaching from Italy to Manhattan to San Francisco and finally settling in the Midwest.

Pizza and libations "Tulsa Style" - Raw, honest, unapologetic and, most importantly, real" - that's the credo that owners Mike and Jim Bausch and John Davey live by.

Driving their passion is the consummate desire to hone the craft of being a pizzaiolo or Italian pizza maker. That means making everything from scratch, including sauces, salad dressings, baguettes, cheese and sausage. It is all about having control over quality and consistency.

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ANDOLINI'S - continued

Everything, that is, but pepperoni.

"The one thing we cannot make in-house is pepperoni because you cannot really cure it correctly in a restaurant setting," says Mik Bausch. "So we went out and tried every pepperoni we could find and I mean every one. Then, when we tasted Liguria's we immediately knew it was perfect for us, exactly what needed. It has a smoky flavored available in link – as if for sandwiches – and when we put it on pizza there was an immediate 'Wow' factor that was undeniable."



Andolini's doesn't shy away from using pepperoni. "We cover the pizza until you cannot see the cheese," says Mark, whose pizza makers also slice the Liguria pepperoni in-house in very thin pieces. "We do it that way so that there is nowhere for the flavor to hide."

Making food from scratch was never a gimmick; it was just a conscious decision that if Andolini's was ever going to prosper, it would be by putting the customer first. That is why Andolini's has had a policy since day one, if a customer isn't happy with their food for any reason whatsoever, if they are anything short of impressed, they should not pay for it. It's with that mindset that Andolini's has stuck around and flourished in such a competitive environment.

In addition to the three Andolini's locations, the partners have created a new concept called STG Pizzeria and Gelateria - Specialty and Tradition Guaranteed. At STG, they have a new pizza called the Americana – cooked at 900 degrees – unique flavor that literally bounces off the pizza. Once again, they are propounding a lofty but not unattainable goal for success.

Mike and Jim's family originally came from Italy to Manhattan. Says Mike about their idea, "From a food perspective and work ethic, my family came with nothing, and so we adhered that ideal. We built Andolini's from scratch, no seed money, no angel investor; we just said to ourselves, 'Let's do this, let's make a restaurant and live by the highest standards.'"

The result is always the same as the Andolini's Standard rings true as soon as you step in the door: Driven by Virtue. Crafted By Taste.

COLD SANDWICHES - continued

There are the many ethnic variations. Take the Torta from Mexico, which blends chorizo, ham, carne asada or chicken with avocado, cheese, salsa or even an egg. Or the Smorrebrod from Denmark which may be made with seafood, herring, liver pate and/or cold cuts on rye with cucumber, butter, cheese, egg and remoulade. Or the Banh Mi, a Vietnamese sandwich made with ham, pork or chicken and topped with fried egg, carrots, pickles, radish and mayo on a baguette.

America is the home of the sandwich as you can see by the hundreds of storefronts, from national chains to local favorites, who serve up their signature hero sandwiches.

One of our personal favorites is the "Frank Sinatra" at a local spot called Sepi's Subs. The Sinatra features four types of salami, two cheeses, lettuce, tomato, onion, pepperoncini and an oil and vinegar dressing served on a 6 or 12-inch sourdough. We also like the nouveau hard salami, tomatoes and goat cheese sandwich served on a variety of breads or for the more adventurous and the Genoa salami sandwich with brie, avocado, baby spinach and garlic mayo served open face on your favorite bread.

As you can see, the choices and combinations are endless which makes our love of cold sandwiches a never-ending passion. While summer time sizzles, cool off your customers with really cool authentic sandwiches.

PROTEIN MARKET OUTLOOK

PORK MARKET UPDATE



With corn prices up and pork imports down, the pork price has spiked since April.

United States inventory of all hogs and pigs on June 1, 2015 was 66.9 million head. This was up 9 percent from June 1, 2014, and up slightly from March 1, 2015. Breeding inventory, at 5.93 million head, was up 1 percent from last year, but down 1 percent from the previous quarter. Market hog inventory, at 61.0 million head, was up 9 percent from last year, and up 1 percent from last quarter.

The March-May 2015 pig crop, at 29.6 million head, was up 8 percent from 2014. The sows farrowed during this quarter represented 48 percent of the breeding herd. The average pigs saved per litter was a record high 10.37 for the March-May period. Pigs saved per litter by size of operation ranged from 8.00 to 10.40. This date indicates that pig farmers are holding more animals back from slaughter because they anticipate higher prices in the future.

<http://www.indexmundi.com/commodities/?commodity=pork>

UNITED STATES CATTLE ON FEED UP 1 PERCENT



Cattle and calves on feed for slaughter market in the United States for feedlots with capacity of 1,000 or more head totaled 10.6 million head on June 1, 2015. The inventory was 1 percent above June 1, 2014.

Marketing of fed cattle during May totaled 1.71 million, 8 percent below 2014. May marketing is the lowest since the series began in 1996.

The cattle complex, cash and futures, is searching for the summer low typically made in July. Boxed beef values are in a free fall and a definitive low looks to be established if not next week then the following. There is credible talk the blended cutout will reach \$233 another \$5 lower before product is cleared.

<http://www.indexmundi.com/commodities/?commodity=beef>

Liguria Foods uses sources that it believes to be reliable, but it cannot warrant the accuracy of any of the data or forecasts included in this report



PRODUCT SHOWCASE

ITALIAN DELI MEATS-RICH

Using old world traditions and consistent superior cuts of meat, Liguria Foods' deli line up has superior taste and an excellent mouth feel. Many deli meats today are gummy and lack the true flavor and bite of Italian heritage. You will be proud each day to serve Liguria to your discriminating customers. To try our line of Italian Deli Meats please email us at sample@liguriafoods.com

Our authentic line of deli meats includes:

GENOA SALAMI - PEPPERY SPICE

We create our version of this popular choice of Salami with the finest pork and spice blend then carefully age under the perfect temperature and humidity in our redwood drying rooms.

HARD SALAMI - SMOKY & SPICY

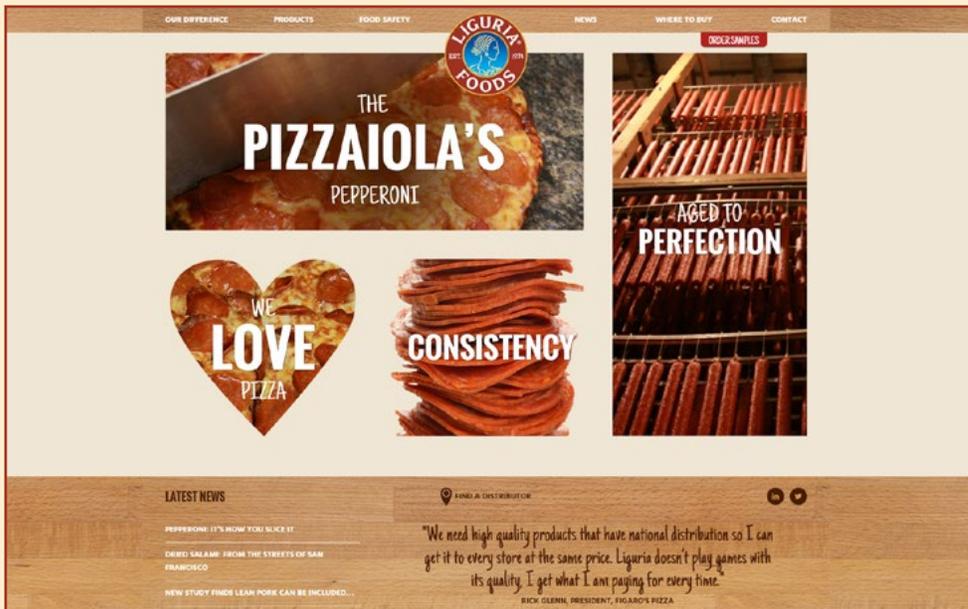
Liguria selects a larger diameter to provide a fuller taste profile. Ideal on sandwiches, Liguria's Hard Salami undergoes longer drying time to concentrate the savory flavor.

DELI PEPPERONI - BIGGER & BETTER

Liguria offers a Deli Pepperoni with a large diameter, which is ideal for delivering a big, smoky flavor for sandwiches, strombolis and calzones. Some customers use our larger deli pepperoni on pizza to gain quicker coverage and reduce labor.

CAPICOLA - OLD-WORLD FAVORITE

Made from whole muscle pork, this traditional Italian cold cut has a taste profile with the texture and mouthfeel of prosciutto.



ABOUT US

Since our beginning in 1974, Liguria Foods has been dedicated to the foundation of recipe formulation. We painstakingly follow our old-world recipes, providing our customers (and your customers) with the same performance and flavor every day.

We blend our traditional recipes and production processes (such as our redwood drying room) with state-of-the-art quality control and product distribution to ensure you're never disappointed, or have to worry about whether your customers have a consistent, enjoyable dining experience that keeps them coming back.

For almost 40 years, we've been your partner, sharing your passion for the best tasting pepperoni and Italian meat products. If you already use our products, we thank you. If you aren't a customer yet, why aren't you? Take a minute to contact us to learn more about the Liguria difference, and what so many successful pizza store-owners already know.

CONTACT INFORMATION:

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RECENT POSTINGS

LIGURIA FOODS LAUNCHED A NEW WEBSITE – CHECK IT OUT!

<http://liguriafoods.com/>

RECENT BLOGS

DRIED SALAMI: FROM THE STREETS OF SAN FRANCISCO

BECOME A HERO AND OFFER A GREAT SUB SANDWICH

PLEASE SIGN UP FOR OUR BLOGS AND NEWSLETTERS.

<http://liguriafoods.com/about-contact/>

RECENT TWEETS

Liguria Foods @LiguriaFoods

Foodservice locations register fourth consecutive year with job growth of at least 3.5%, strongest annual employment gain since 1999

Liguria Foods @LiguriaFoods

WHAT WILL WE THINK OF NEXT?

<http://www.foxnews.com/leisure/slideshow/2015/07/09/fox-news-leisure-wacky-food-pic-day/> @PMQpizzamag @PizzaByTheChef @PizzaMarktplace @thebeerchicks

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GOTTA GO HERE THIS SUMMER!

<http://uspizzamuseum.com/> @dennisse_villa7 @PizzaMarktplace @GGpizza #pizzamuseum #pizza

FOLLOW US ON TWITTER

<https://twitter.com/LiguriaFoods>

Mouse over the **RED** type to visit the website, blogs or Twitter.

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