

TASTE

S U P E R I O R



CUSTOMER SPOTLIGHT

Executive Chef Scott Finch of Capital Prime Steaks & Seafood
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MENU INSPIRATIONS

Pastrami Fries, Crispy Calamari, and a Char Siu Pork Chop Sandwich
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SPRING 2025 EDITION

Price Pressure

A Food Industry Story Still Being Written

Inflation isn't just a number you hear on the news — it's the price of butter on the shelf, the extra dollar on your breakfast combo, the thinner slice of bacon on the plate. And while the headlines may come and go, those of us in the food industry have lived through every ripple and wave of the inflation story since 2020.

The numbers tell quite the tale: a grocery bill that's 25% higher than pre-pandemic days. Eggs that once sold for \$2 now flirted with \$5. Restaurant menus rewritten more times than the specials board. Behind those stats are real-world struggles — supply shocks, labor shortages, transportation bottlenecks, even war and weather disasters. When a drought hits one region or a shipping lane backs up, we feel it all the way down to our cash registers.

And yet, the story of inflation is more than rising costs — it's a testament to how the food industry adapts. Food manufacturers found ways to reformulate recipes, shrink packaging, and rework logistics. Restaurants trimmed portions and streamlined menus. Grocers doubled down on private labels and worked overtime to keep shelves full. We've weathered storms before, and this one—though longer and more unpredictable—was no different in our resolve.

As the dust begins to settle in 2025, some price relief may be on the horizon. But make no mistake — inflation has reshaped our industry. It's changed how people shop, how they dine out, and how we do business. If there's a silver lining, it's that this pressure has made us sharper, more agile, and, perhaps most of all, more connected to the people we serve every day.

JIM OSTERHAVEN
President & CEO



SUPERIOR TASTE

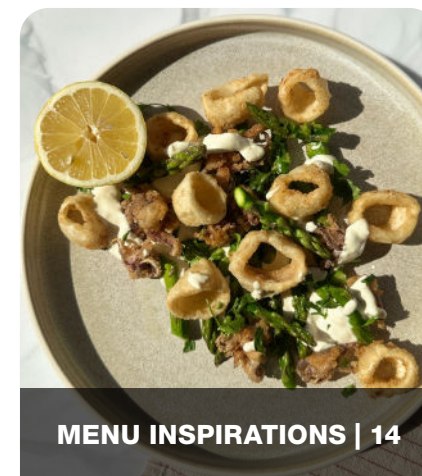
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ON THE COVER

One of Chef Scott Finch's spring specials at Capital Prime Steaks & Seafood - 6 oz Filet Mignon served with House Morel Bourbon Cream Sauce.

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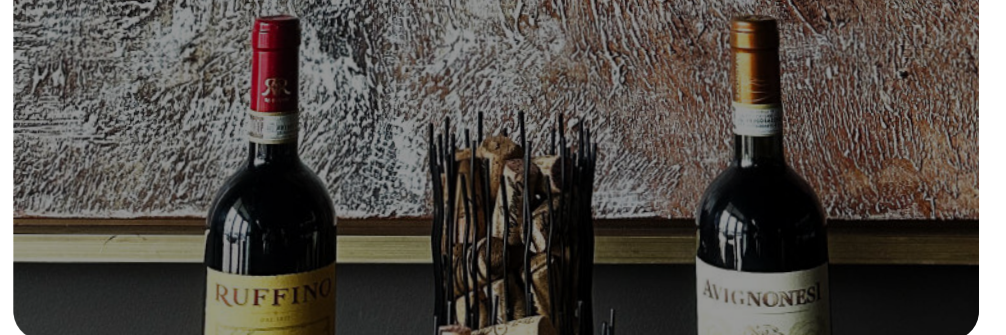
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New PRODUCTS

Black (#4922-4925) Blue (#4907-4910)

X3[®] BY AMMEX

Nitrile Gloves

10/100 ct

X3 gloves provide industrial protection for all of your light-duty tasks. Perfect for frequent glove changes in the kitchen!

X3[®]

by AMMEX[®]

CLICK HERE
To view more on Ammex gloves



LOCAL FIRST

Dei Fratelli

Northwood, OH

HIRZEL CANNING CO. & FARMS

Michigan
Dei Fratelli Facility
Local Family Grower

Lake Erie
DETROIT

Ohio
TOLEDO HEADQUARTERS CLEVELAND
PERRYSVILLE
OTTAWA COLUMBUS

VINE RIPENED
ripe tomatoes, ideal for flavorful recipes

LOCALLY GROWN
harvested by generations of family-run farms

FRESH PACK PROMISE
identified on the label of all Fresh Pack products

Dei Fratelli
Celebrating 100 Years of Quality

Simplot[®]

SIMPLOT

Fire Roasted Corn

#10186

1/20 lb

CLICK HERE

To view more Simplot products



social kitchens

PROFESSIONAL

SOCIAL KITCHENS PROFESSIONAL

Premium Shrimp Burgers

#9944

40/4.4 oz

CLICK HERE

To view more SKP products

KINDRED

CREAMERY

KINDRED CREAMERY

Sharp Cheddar Cheese

#11915

2/5 lb

CLICK HERE

To view more Kindred Creamery products



PACIFIC COVE

Claw Crabmeat,

Retail-Packed

#3283

6/8 oz

CLICK HERE

To view more Pacific Cove products

100 Years of Quality

Hirzel Canning Company and Farms originated in 1923 by Carl R. Hirzel. Starting with sauerkraut out of the basement of his own home, the family business expanded to tomato canning by its third year. Now, after its 100-year anniversary, Hirzel Canning Company collaborates with over 30 family growers in Ohio and Michigan, continuing the family legacy through the production of quality products that are renowned for their Garden-Fresh taste. Hirzel prioritizes local sourcing, packaging their vine-ripened tomatoes within hours of harvesting which preserves a truly fresh flavor. Their product range includes canned tomatoes, sauces, purees, soups, juices, pizza and pasta sauces, salsas, and sauerkraut.

CLICK HERE

To learn more about Dei Fratelli products

Learn more at **DEIFRATELLI.COM**

43229 | 6/#10 can

All Natural Tomato Ketchup



Using sugar in place of high-fructose corn syrup, provides the thickness, character, and flavor desired while keeping true to their high quality ingredient values.

With no artificial flavors or ingredients, the focus is on delicious tomato flavor making it a go-to favorite.

43027 | 6/#10 can

Diced Tomatoes

Precision cut and freshly packed in juice, these pieces bring sweet, fresh flavors to your favorite recipes

Great for chilis, stews, casseroles, and salsa; a restaurant staple



CAPITAL PRIME

STEAKS & SEAFOOD

Capital Prime stands as one of Lansing's top steakhouses, known for its high-quality ingredients, private dining experiences, and commitment to excellence. For over 11 years, it has been a go-to spot for corporate events, financial firms, and MSU recruiters looking to impress five-star athletes. The menu evolves seasonally, offering classic steakhouse fare with a refined touch.

At the heart of the kitchen is Chef Scott Finch, who took over as Executive Chef nearly six months ago. Finch focuses on precision and simplicity, ensuring every dish highlights the quality of its ingredients. A steakhouse should do the basics flawlessly—steaks cooked and rested properly, sauces balanced, and flavors clean. Guests expect consistency, and Finch makes it a priority.

His journey to Capital Prime started early. Growing up in Lansing, he developed a love for cooking in his grandmothers' kitchens, one American, the other Mexican. At 16, he got his first job making pizzas, learning the fundamentals of a professional kitchen. By 18, he was working 45-50 hours a week and realized food could be a career.

After several years at Stillwater Grill in Okemos, where he quickly rose to Head Chef, Finch took a six-month break from the industry. Stepping away made him appreciate the energy of a kitchen, and when the opportunity at Capital Prime came up, he jumped in. Within days, he was cooking A5 Wagyu, working with top-tier ingredients, and rediscovering his passion.

As Executive Chef, Finch enjoys more creative freedom than in his previous roles. Specials and menu changes allow him to test new ideas while training his staff on different techniques. Seasonal updates happen about twice a year, with small refinements—helping elevate the overall experience. Prime Rib Sundays and private dining events keep the restaurant busy, with corporate groups booking months in advance.

Capital Prime's partnership with Superior Foods has been a true success story. Sales representative Tom Clark started around the same time Finch became Executive Chef, and on his first day to the restaurant, Clark walked into the kitchen carrying a case of tenderloin on his shoulder—a small gesture, but one Finch appreciated. It set the tone for a collaborative and trusting relationship.

Beyond the menu, the kitchen culture at Capital Prime stands out. The team works well together, sharing a passion for cooking and an interest in different cuisines. Finch enjoys introducing themed dinners, like a recent five-course tequila pairing Mexican dinner, inspired by his heritage. Looking ahead, he hopes to make these dinners a regular feature while continuing to refine the menu.

For Chef Finch, the goal is simple: keep learning, keep improving, and make Capital Prime the best it can be. With the right ingredients, a strong team, and the support of great suppliers, the restaurant continues to thrive.

📍 Capital Prime | Lansing, MI



Featured Dishes

6 OZ FILET MIGNON
house morel bourbon cream sauce



#8211
Black Pearl Seafoods
U-10 Sea Scallops, (Dry)
1 Gallon



#90106
Beef Tenderloin,
PSMO, Choice
Angus
9/7 lb



#50242
Chilean Sea Bass,
Skin-On, RF
1/10 lb

ROASTED CHILEAN SEA BASS
roasted beets, spinach & morels,
parsnip purée, herb olive oil



GEORGES BANK U10 SCALLOPS
creamed polenta, wilted arugula,
coffee-maple-bacon jam



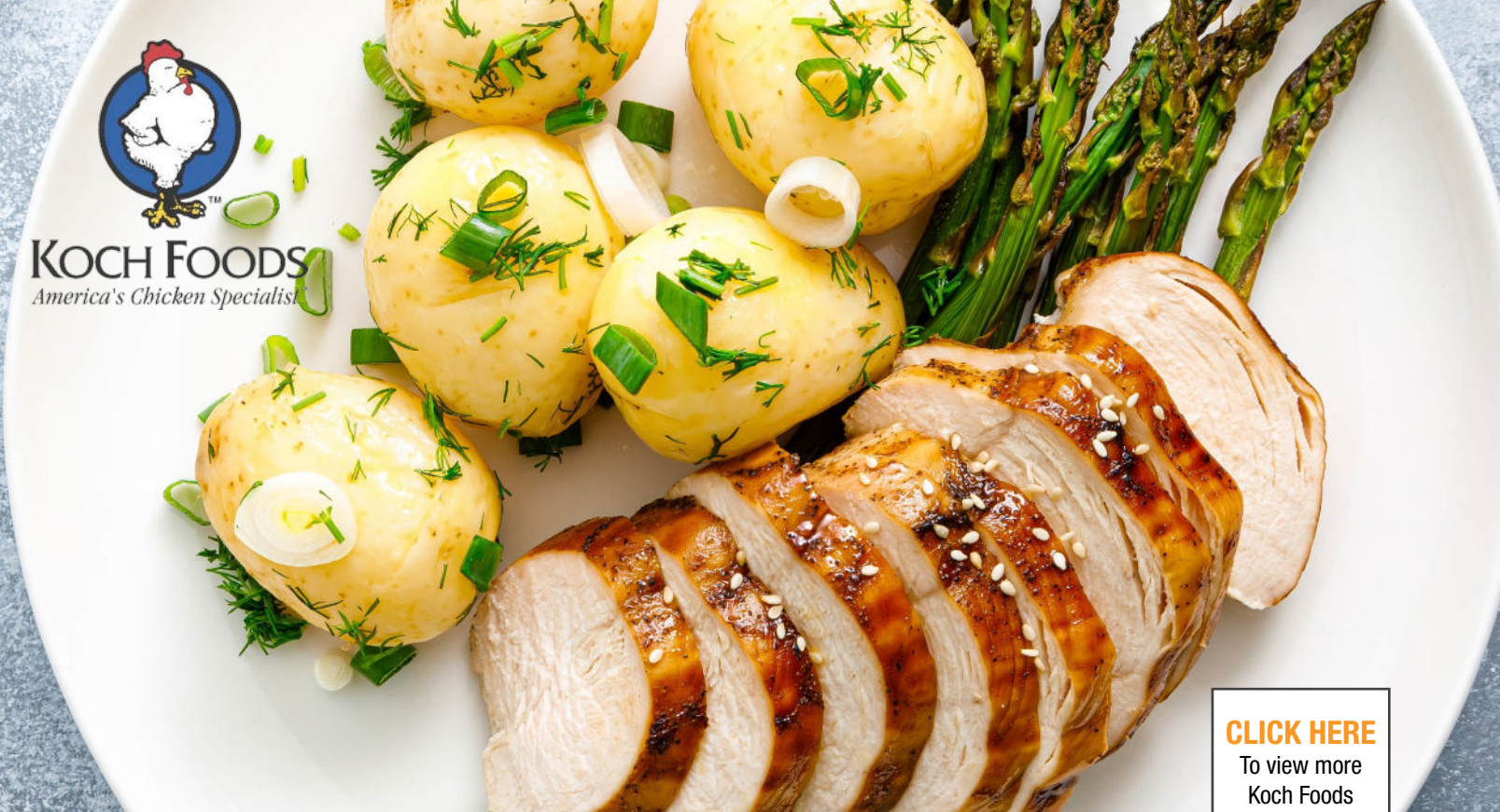
*Restaurant's
Pride.*



**#49103
Korintje Ground
Cinnamon**
1/16 oz

A warm and aromatic spice that enhances both sweet and savory dishes with its rich, earthy flavor. Restaurant's Pride's Korintje Ground Cinnamon boasts a smooth yet bold profile with sweet, woody notes and a hint of spice, making it a versatile ingredient in baking, cooking, and beverages. Perfect for sprinkling over oatmeal, blending into spice rubs, or adding depth to curries and stews, this high-quality cinnamon brings a comforting warmth to every dish. Whether used in classic desserts or innovative savory creations, this cinnamon is a must-have for chefs seeking to infuse their recipes with a touch of natural sweetness and spice.

CLICK HERE
To view more
Restaurant's
Pride
products




KOCH FOODS
America's Chicken Specialist

CLICK HERE
To view more
Koch Foods
products

**A COMMITMENT
TO QUALITY POULTRY** & unmatched service to our customers



**Light & Pillowy
Brioche**



**#11241
2.5" Brioche Slider Bun,
Sliced, Clear Bag**
144 ct

**MADE IN
MICHIGAN**
CLICK HERE
To view more
Michigan Bread
products





FEATURED PARTNER

Greek Farms International

Long Island City, NY

For over 5,000 years, olive oil has been created under the Cretan sun using only the finest olives. For Soul of Creta extra virgin olive oil the first crop is harvested by hand and immediately cold pressed. This old country process has been passed down from generation to generation with a passion and love of Greek traditions. Greek Farms International incorporates its high standards of quality and consistency. With each harvest, they are committed to bringing 100% natural Greek taste to your kitchen. And Superior Foods is proud to be your exclusive supplier!



HARVESTED BY HAND

Greek Farms International is a leading provider of premium Mediterranean food products, specializing in high-quality olives, olive oils, and traditional Greek delicacies. With a commitment to authenticity and sustainability, they source directly from local farms in Greece, delivering fresh, flavorful ingredients that bring the taste of the Mediterranean to tables around the world.

CLICK HERE
To view more Greek Farms International products

SCAN THE QR CODE TO LEARN MORE ABOUT GREEK FARMS INTERNATIONAL PRODUCTS AT SUPERIOR.



#42402
**Soul of Creta
100% Extra
Virgin Olive Oil**

4/3 Liters
From Cretan orchards, hand-harvested and immediately cold pressed. Rich, flavorful, and smooth with a low acidity.



#42400
**Bari
75% Canola
25% EVOO Blended
Cooking Oil**

6/1 Gallon
A unique blend of canola and olive oil carefully selected to create a versatile and balanced oil that's clean and great for cooking.

#9944

Premium Shrimp Burgers

40/4.4 oz

Solid chunks of shrimp seasoned with onion, red bell pepper and spices gives this burger a bite like no other!

social kitchens

PROFESSIONAL

READY
TO COOK

ADDITIVE
FREE
SHRIMP

19 G
PROTEIN



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To view more
SKP
products



SMOKED IN MAINE SINCE 1978



[CLICK HERE](#)

To view more
Ducktrap
products



Drawn from a mix of hardwoods and fruitwoods: cherry, apple, oak and maple. Smoking with this unique blend of four woods creates distinctly mild and delicate smoked products.



Ducktrap's unique brining process has been perfected over 40 years. They meticulously adjust the brine recipe and timing for each product to ensure that quality and taste consistently meets their high standards.

SPECIALTY SPOTLIGHT: Boulart

BOULART®



Turnkey Bread Solutions

[CLICK HERE](#)

To view more
Boulart
products

Boulart was founded on a simple yet powerful idea: that great bread should be made with only the best, natural ingredients—nothing more, nothing less. From the start, they have remained committed to quality, using traditional techniques like slow fermentation to develop rich flavor, a perfect crust, and a soft, airy interior.

What sets Boulart apart is not just their craftsmanship, but their dedication to integrity. Their bread is Non-GMO Project Verified, certified vegan, and parve, ensuring that every bite meets the highest standards for both quality and dietary inclusivity. Whether it's the foundation of a gourmet sandwich, a crisp and golden crostini, or simply enjoyed on its own, Boulart's bread is designed to elevate every meal.



98237 | 80/3.5 oz.

**Sliced Ciabatta
Artisan Burger Bun**

Pre-sliced, and made with unbleached, untreated, enriched wheat flour, water, sea salt, yeast, and malted barley.



11689 | 56/4.2 oz.

6" Ciabatta Sandwich Bun
Made with the same simple ingredients as the burger bun, and built to keep the integrity of your sandwich.



MENU Inspirations

Spring
Edition

Fried Calamari

with butter-poached asparagus & lemon-garlic sour cream



Recipe
CLICK HERE



Featured Superior Products
Used in these Recipes:

#10042
Social Kitchens Professional
Lightly Dusted Calamari
Rings and Tents,
Gluten Free
6/2 lb



#42400
Bari
75% Canola 25% EVOO
Blended Cooking Oil
6/1 gal



#10877
Madeline's Pâtisserie
French Butter
Croissant Bun
24/4.25"

#88518
DeVries Meats
Boneless Pork Loin,
Center Cut, Lip-Off
6/7 lb

Char Siu Pork Chop Sandwich

with Madeline's croissant bun & microgreens



Recipe
CLICK HERE

Pastrami Fries

with all the reuben trimmings



Recipe
CLICK HERE

#91083
Simplot
5/16" Straight-Cut
French Fries, Skin-On
6/5 lb



#140428
Garden Cut
Diced Yellow Onion,
1/4"
2/5 lb



#91310
Louie's Meats
Top Round Pastrami
1/10 lb





MICHIGAN
TURKEY



#90437

**Honey Smoked
Turkey Breast,
Black Label**

2/8-9 lb

- Whole - traditional shape
- Gluten free
- 99% fat free

MADE IN
MICHIGAN

CLICK HERE
To view more
Michigan Turkey
products