

DELI WATCH

Transitions



Anil Shah has joined Fort Calhoun, NE-based Wilkinson Industries Inc. as vice president of operations. He brings a wealth of operational experience to the company, and as part of the executive management team, will work on overall quality performance goals to improve efficiencies, productivity and other continuous improvements.



Linda L. Avila has been named southwest retail regional marketing manager for Madison, WI-based Wisconsin Milk Marketing Board (WMMB). She has extensive experience in the retail industry, especially in the specialty foods area, and will work with food retailers primarily in the southwest to promote and market Wisconsin cheese.

Announcements



25 Years of Cheesemaking

Cypress Grove Chevre, based in Arcata, CA, is celebrating 25 years of producing award-winning, American goat cheese products. Founded by Mary Keehn, the company produces signature best-sellers such as

Humboldt Fog, a soft-ripened goat's milk cheese, and new American classics such as Truffle Tremor, introduced last summer.

www.cypressgrovechevre.com

Reader Service No. 401



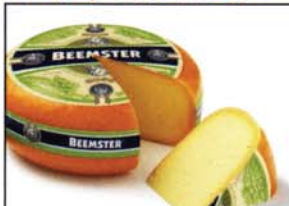
Vermont Cheesemaker Honored

The Vermont Dairy Industry Association awarded its prestigious John C. Finley Memorial Award to Allison Hooper, co-founder of 23-year-old Vermont Butter & Cheese Company, Websterville, VT. Recipients of the award are recognized for their outstanding contribution to Vermont agriculture as exemplified by the award's namesake.

www.vtbutterandcheese.com

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New Products



Beemster Royal Garden Selection

Beemster Cheese, Jersey, City, NJ, makers of premium gourmet Dutch cheese from North Holland, presents the Beemster Royal Garden Selection. For this collection, the famous

Beemster cheese combines with the delicious elements of mustard seed, garlic, nettles and wasabi to create four new exciting flavors.

www.beemstercheese.com

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Seasonal Cheddars

Otter Creek Organic Farm, Spring Green, WI, is now producing Seasonal Cheddars made with fresh, unpasteurized organic milk. These cheddars reflect the flavor profile of the seasonal forage available to the herd. Labeling also conveys this information; for example, the fall label reads,

"The cows that produced this cheese grazed on Wisconsin pastures of mature rye, alfalfa, clover and late seasonal annuals."

www.localchoicefarmmarket.com

Reader Service No. 404



New and Improved Mac and Cheese

JTM FoodGroup, Harrison, OH, offers its new and improved Cabin Creek Macaroni & Cheese, which is specifically designed to hold up for several hours on steam tables. Fully cooked and then frozen in convenient

boilable bags, the product is easy to prepare yet delivers a restaurant-quality experience.

www.jtmfoodgroup.com

Reader Service No. 405



BBQ Pork Loin Back Ribs

The Broaster Company LLC, Beloit, WI, has added a new product to its selection of quality frozen foods—the Broaster Recipe Pork Loin Back Ribs with BBQ Sauce. The ribs are individually quick frozen and conveniently packed in five-pound pouches per

case, making it easy for operators to simply heat and serve in a microwave, convection or conventional oven.

www.broaster.com

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Organic Lunch Packs

Potter Family Farms Smokehouse n' Creamery, Wilton, CA, has created pre-packaged meals featuring a fun western theme. Perfect for school lunches and kids-on-the-go, each Organic Snack Pack contains a well-balanced mix of foods, such as Wisconsin cheese, beef sticks, crackers, carrots and raisins, from four recommended food groups.

www.potterfamilyfarms.com

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Panini Grill Series

Electrolux Professional North America, Fort Lauderdale, FL, has made enhancements to its Electrolux DITO Panini Grill Series. The grills now feature a stainless steel chassis and front panel as well as scratch- and rust-proof cast-iron plates coated with vitreous enamel. Available in three sizes, these compact grills allow for high productivity and flexibility to plug in, cook and serve customers.

www.electroluxusa.com/professional

Reader Service No. 408



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