

NEWS



June 2021

See what we are cooking up for summer!
We've got your summer menu covered with burgers from Belmont Meats, chicken from Erie Meats, buns from Canada Bread and KraftHeinz condiments.

PLUS

- Our latest Pepsi promotion
- Foodbuy Produce Program
- The Bottom Line Magazine highlights

LIMITED TIME OFFER • JUNE 1 - JULY 31



BUY 4

Buy four cases of 24x591ml CSD

GET 1

Get one free 24x591ml Pepsi

Contact your R.I.B.A. or Pepsi representative for details.

**** This promotion is for Direct Pepsi Customers only**

New customers and existing members are eligible.

Broadline distribution (FSD) purchases do not qualify for this offer.



PEPSICO





SUPERIOR BURGER THAT WILL LEAVE YOUR CUSTOMERS RAVING

Belmont Meats proudly introduces a high quality, mouthwatering burgers and ground beef that's sure to become your patrons' favorite.

Belmont's Burgers are a result of an unyielding commitment to quality ingredients, the honed skills of our masterful in-house chefs, uncompromising standards and the trust that comes from 55 years as a Burger market industry icon.

From 'best in its class' **Belmont Beef Burgers** to our premium **Butcher's Reserve™** Canadian burger, our Burgers are the benchmark for flavour, texture and ease.

Below are the most popular Belmont's SKUs perfect to serve to your customers:

Product	Brand	SCC Code	Pack Size
GROUND BEEF, FROZEN			
Belmont Lean Ground Beef, 85%	Belmont Meats	100 60597 35350 4	2/2.5 Kg
Belmont Medium Ground Beef, 80%	Belmont Meats	100 60597 35352 8	2/2.5 Kg
Belmont Ground Beef Nutrigrind 80-20	Belmont Meats	100 60597 35354 2	2/2.5 Kg
Butcher's Reserve™ Medium Ground Halal Beef, 80%	Butcher's Reserve™	100 60597 35374 0	2/2.5 Kg
BEEF BURGERS, FROZEN			
BELMONT BEEF BURGER, 4 OZ	Belmont Meats	100 60597 35360 3	40 x 4oz
BELMONT BEEF BURGER, 6 OZ	Belmont Meats	100 60597 35362 7	27 x 6 oz
BELMONT BEEF SLIDER, 1.75 OZ	Belmont Meats	100 60597 35364 1	46 x 1.75 oz
BUTCHER'S RESERVE HALAL BEEF BURGER, 4OZ	Butcher's Reserve™	100 60597 35378 8	40 x 4 oz
BUTCHER'S RESERVE CANADIAN BEEF BURGER, 5OZ	Butcher's Reserve™	100 60597 38542 0	32 x 5 oz

For more information about Belmont Meats products, please call our representative at 1.888.267.6328 ext. 320

It's a burger boom time. While beef burgers have long been a family favorite and a key comfort food, the ongoing pandemic is elevating interest and sales of burgers and grinds.





INTRODUCING THE TRUE CROWD PLEASER - BELMONT BEEF BURGERS!



- ✓ For **perfect** bun coverage, burgers come in 1.75oz slider and 4oz, 5oz and 6oz sizes.
- ✓ Homestyle burger with a **consistency** and **taste** that rivals hand-made patties.
- ✓ Uncommonly **juicy** burger, with less flares and shrinking.
- ✓ All our Burgers are made with **ONLY** pure beef, salt and complimentary spice blend.

INTRODUCING BELMONT GROUND BEEF - OUR SIGNATURE GRIND THAT IS CONSISTENTLY A CUT ABOVE!

- ✓ Conveniently sized in 2 x 2.5 kg portions per case.
- ✓ Custom ground to cater to 75%, 80% and 85% lean tastes.
- ✓ For the consumer that demands the best, our premium **Butcher's Reserve™** grinds are made from 100% Canadian Beef.
- ✓ To address the growing demand from the ethnic community, Belmont is proud to offer a Ground Halal Beef option.



Erie Meats

EST 1977

Silver Maple - IQF Chicken Breast

Available to Foodbuy & Compass Members

Individually Quick Frozen and Random Chicken Breast is easy to handle whether the occasion calls for an entire box or just a few pieces.

Marinate in your favourite sauce, grill to a minimum internal temperature of 165°F and serve; on a BBQ chicken sandwich or to top off a fresh summer salad.

Cheers to BBQ season.



ERIE SKU	BRAND	SYSCO SUPC	PRODUCT DESCRIPTION	PACK - OFF
82834	Silver Maple	5453376	4 oz. boneless Skinless Chicken Breast (Frozen)	2 x 2 kg
82835	Silver Maple	5453362	5 oz. boneless Skinless Chicken Breast (Frozen)	2 x 2 kg
82836	Silver Maple	5453359	6 oz. boneless Skinless Chicken Breast (Frozen)	2 x 2 kg
82837	Silver Maple	5453347	Random Boneless Skinless Chicken Breast (Frozen)	2 x 2 kg

For additional products & details please contact your Erie Meats Sales Representative



Condiments

FLAVOURS FOR ANY TIME OF DAY



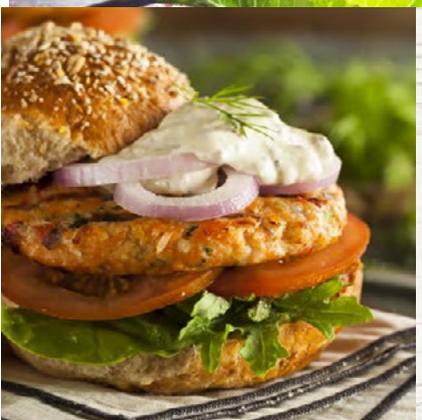
KETCHUP



SKU	GTIN	Format	Description	Unit Size	Case Count
570005148000	10057000514805	Single Serve	HEINZ Ketchup - Mini Traditional Bottles	57mL	60 count
570003002600	10057000300262	Single Serve	HEINZ Ketchup - MegaPak™ Packets	26mL	396 count
570006002400	10057000600249	Single Serve	HEINZ Ketchup - Dip & Squeeze™ Packets	24mL	300 count
570000033100	10057000003316	Single Serve	HEINZ Ketchup - Packets	8mL	1,000 count
570000032800	10057000003286	Single Serve	HEINZ Ketchup - Packets	8mL	500 count
570002057500	10057000205758	Table Top	HEINZ Ketchup - Squeeze Bottles	575mL	20 count
570002437500	10057000243750	Table Top	HEINZ Ketchup - Squeeze Bottles	375mL	24 count
570000031700	10057000003170	Table Top	HEINZ Ketchup - Traditional Glass Bottles	375mL	24 count
570000385200	10057000038523	Dispenser	HEINZ Ketchup - Cryovac	6L	2 count
130005146900	10013000514696	Dispenser	HEINZ Ketchup - Cryovac	2.84L	6 count
570000033200	10057000003323	Bulk	HEINZ Ketchup - Vol-pak	11.35L	1 count
570000332400	10057000033245	Bulk	HEINZ Ketchup - Pour, Store, & Pump Plastic Jugs	2.84L	6 count
570000032400	10057000003248	Bulk	HEINZ Ketchup - Cans	2.84L	6 count
570000232400	10057000023246	Bulk	HEINZ Ketchup - Pour, Store, & Pump Plastic Jugs	2.84L	2 count



HEINZ has been crafting *classic recipes* that consumers fall in love with over and over again



MUSTARD



SKU	GTIN	Format	Description	Unit Size	Case Count
570005148100	10057000514812	Single Serve	HEINZ Dijon Mustard - Mini Traditional Bottles	57mL	60 count
570000099400	10057000009943	Single Serve	HEINZ Mustard - Packets	6mL	500 count
570000159900	10057000015999	Table Top	HEINZ Mustard - Squeeze Bottles	375mL	24 count
570000389200	10057000038929	Dispenser	HEINZ Mustard - Cryovac	6L	2 count
130005156400	10013000515648	Dispenser	HEINZ Mustard - Cryovac	2.84L	6 count
570000099100	10057000009912	Bulk	HEINZ Mustard - Vol-pak	11.35L	1 count
570000199600	10057000019966	Bulk	HEINZ Mustard - Pour, Store, & Pump Plastic Jugs	2.84L	4 count

HEINZ is the
#1 ranked
 condiment
 brand when it comes to
 consumer preference

Ipsos Condiments Equity, 2019



RELISH



SKU	GTIN	Format	Description	Unit Size	Case Count
570000086000	10057000008601	Single Serve	HEINZ Relish - Packets	8mL	500 count
570000178500	10057000017856	Table Top	HEINZ Relish - Squeeze Bottles	375mL	12 count
570000389400	10057000038943	Bulk	HEINZ Relish - Cryovac	6L	2 count
570000344900	10057000034495	Bulk	HEINZ Relish - Cryovac	2.84L	2 count

VINEGAR



SKU	GTIN	Format	Description	Unit Size	Case Count
570000090700	10057000009073	Single Serve	HEINZ White Vinegar - Packets	7mL	500 count
570000059500	10057000005952	Bulk	HEINZ Vinegar - Pure White	5L	4 count
570000060600	00057000006068	Bulk	HEINZ Vinegar - Pure White	5L	2 count

Consumers can trust
 what's inside our branded
 offerings, and taste the
flavor & quality
 they expect





MAYONNAISE



SKU	GTIN	Format	Description	Unit Size	Case Count
570000199200	10057000019928	Single Serve	HEINZ Mayonnaise - Packets	12.5mL	200 count
570005148200	10057000514829	Table Top	HEINZ Mayonnaise - Mini Bottle	54mL	60 count
607301020000	00060730102009	Bulk	HEINZ Supreme Whipped Mayonnaise - Pail	16L	1 count
607301019100	00060730101910	Bulk	HEINZ Mayonnaise - Pail	16L	1 count
607301056100	00060730105611	Bulk	HEINZ Mayonnaise - Fin Palais	16L	1 count
570000389300	10057000038936	Bulk	HEINZ Mayonnaise - Cryovac	6L	2 count
607303022700	10060730302277	Bulk	HEINZ Mayonnaise - Pail	4L	2 count
607306032200	10060730603220	Bulk	HEINZ Supreme Whipped Mayonnaise - Pail	3.78L	2 count
607301174700	00060730117478	Bulk	HEINZ Mayonnaise Light-Type Dressing	2L	8 count
607301179700	00060730117973	Bulk	HEINZ Mayonnaise	2L	4 count
607306032100	10060730603213	Bulk	HEINZ Mayonnaise	2L	2 count
681008975600	00068100897562	Single Serve	KRAFT Mayonnaise - Spread	18mL	200 count
681008975800	00068100897586	Single Serve	KRAFT Mayonnaise - Spread	12mL	210 count
681008975900	00068100897593	Bulk	KRAFT Mayonnaise - Pail	16L	1 count
681008982200	00068100898224	Bulk	KRAFT RSVP Mayonnaise - Pail	16L	1 count
681004402800	10068100440284	Bulk	KRAFT Calorie-Wise Mayonnaise	3.78L	2 count
681004403800	10068100440383	Bulk	KRAFT Mayonnaise	3.78L	2 count
681000404825	10068100040484	Bulk	KRAFT Mayonnaise	2L	8 count
681008997300	00068100899733	Bulk	KRAFT Bacon Aioli	1L	8 count



MIRACLE WHIP



SKU	GTIN	Format	Description	Unit Size	Case Count
681000663800	10068100066385	Single Serve	KRAFT Calorie-Wise Miracle Whip Spread	18mL	200 count
681008975700	00068100897579	Single Serve	KRAFT Miracle Whip - Spread	18mL	200 count
681008983100	00068100898316	Bulk	KRAFT Calorie-Wise Miracle Whip - Pail	16L	1 count
681008976000	00068100897609	Bulk	KRAFT Miracle Whip - Pail	16L	1 count
681004457800	10068100445784	Bulk	KRAFT Calorie-Wise Miracle Whip - Pail	3.78L	2 count
681004457700	10068100445777	Bulk	KRAFT Miracle Whip - Pail	3.78L	2 count

MIRACLE WHIP has a unique, tangy zip that accentuates any entrée

With less calories and fat than regular mayonnaise, **MIRACLE WHIP** can satisfy even the most health-conscious consumers





Kraft *Heinz*
FOODSERVICE

For more products and recipe development, check out our *KRAFT HEINZ* Canada Foodservice website:

www.kraftheinzfoodservice.ca

1-800-705-7238



FOODSERVICE

Summer grilling never tasted so good.

Whether you're cooking up some burgers, sausages, hot dogs, or sandwiches, always top it off with a fresh and tasty bun. Our mission is to serve delicious and nutritious baked goods and snacks to all Canadians. Every meal. Every day.



Code	Variety	Size
122509	Sunshine 100% WW Sliced Sandwich Bread	675g
121974	Dempster's Enriched White Bread	675g
122481	Sunshine Hamburger Buns	12's
122574	Villaggio Crustini Buns	8's
122578	Villaggio Sausage Buns	6's
498229	Sunshine 4" Plain Hamburger Buns	12's
122061	Generic 7" Hot Dog Buns	12's4
121789	Central Bakery 4" Kaisers	12's
121605	Dempster's Deluxe 4.5" Hamburger Bun	12's
129594	Dempster's Deluxe Bun Golden	8 pk

R.I.B.A. member pricing on Canada Bread products

Regional Produce Program



We've Got Your Fresh Needs Covered

Foodbuy offers everyday solutions for the most challenging purchase in your kitchen—produce. Our expansive portfolio includes a fresh, seasonal mix of fruits and vegetables all backed by our commitment to provide quality, traceable products with local options. With the regional produce program, our suppliers can deliver ingredients right to your doorstep.



The Foodbuy Difference

- ✓ Direct delivery
- ✓ Food traceability from field to fork
- ✓ Locally grown options as season permits
- ✓ Freshcut value add options, where available
- ✓ All suppliers meet Global Food Safety Initiative (GFSI) certification requirements



Regional DSD Produce Suppliers

Foodbuy Canada has partnered with several regional produce suppliers to offer a direct delivery program for all your fresh fruit and vegetable needs in these provinces:



To find out more about our fresh produce program, please contact your Account Manager.

THE HEINZ KEYSTONE DISPENSER RE-IMAGINED WITH AN AUTOMATIC DISPENSING LID

Designed to eliminate shared customer touch-points



Product Description	Pack Size	Case Count	SKU/ Product Code	GTIN	Equip Code	Color
KETCHUP						
HEINZ Tomato Ketchup	6 L	2	570000385200	10057000038523	8059	Red
HEINZ Tomato Ketchup	2.84 L	4	130005146900	10013000514696	8059	Red
MAYONNAISE						
HEINZ Mayonnaise	6 L	2	570000389300	10057000038936	8062	Cream
HEINZ Mayonnaise	2.84 L	4	130005167000	10013000516706	8062	Cream
MUSTARD						
HEINZ Yellow Mustard	6 L	2	570000389200	10057000038929	8060	Yellow
HEINZ Yellow Mustard	2.84 L	4	570000199600	10057000019966	8060	Yellow
RELISH						
HEINZ Sweet Relish	6 L	2	570000389400	10057000038943	8061	Green
HEINZ Sweet Relish	2.84 L	4	570000344900	10057000034495	8061	Green
AUTOMATIC LID						
HEINZ Automatic Lid					8670	Grey

KraftHeinz has developed a new line-up of dispensers and equipment to make your dining room and back-of-house operation ready.

Click [here](#) to view the Equipment Guide for details.



KraftHeinz
FOODSERVICE

THE BOTTOM LINE

This article was published in R.I.B.A.'s The Bottom Line magazine. A must-read for restaurateurs that's packed full of information including marketing strategies, news, recipes, trends and supplier information. [Read the June edition of our magazine here.](#)



BURGER TRENDS to know

When it comes burgers, it's time to ramp up your game and start putting some passion into those patties. Consumers are asking for more variations and here's some ways you can hand it to them.

1. plant based burgers

Over the past four years, "plant based" has been the fastest-growing term on burger menus as the plant based eating trend has ramped up. More than 3 million Canadians say they are vegetarian or vegan. Add to that the growing number of people that are moving to flexitarian diets, it's no wonder plant based burgers are jumping onto menus country-wide. Polls indicate that a third of consumers are interested in plant based burgers, with millennials, in particular, having the highest affinity for them.

2. premium patties

Just because plant-based patties are trending, it doesn't mean meaty burgers have to take a back seat on menus. Over 40% of meat-loving consumers expressed they want to see upscaled meat options when it comes to their burgers. But operator adoption of premium, upscale meat has been low. So now would be a optimum time for operators to put a premium spin on burger patties and stand out. It's worth noting that more than any other attribute, consumers say they're willing to pay more for burgers featuring grass-fed beef.

3. next-level burger ingredients

When it comes to the components that make up a burger, consumers are interested in atypical, next-level ingredients. Think carriers like

waffles in place of traditional buns, or dessert flavors (Fork and Plough in Greenville, SC, for instance, has offered a dessert burger consisting of peanut butter cookie buns, a cheesecake patty, funnel cake "onions," chocolate pudding, and raspberry compote). On the savory side, bowls featuring typical burger ingredients also hold high appeal, and it's worth noting that that appeal outweighs current operator adoption.

4. breakfast burgers

Yes, it's real thing now. The concept of breakfast for dinner has been trending in recent years, and that overarching trend has given rise to breakfast burgers (think burgers topped with an egg and/or hash browns), which over 40% of consumers are interested in trying (when it comes to Millennials, though, 54% are interested in breakfast burgers). However, only 20% of operators are currently offering them, showing that there's an opportunity to capitalize on breakfast burgers as the demand isn't being fully met.

5. creative condiments

While ketchup still holds the top spot for most-loved condiment, other next level condiments are on the rise. Look for opportunities to leverage creative condiments such as maple syrup for a sweet breakfast-forward take or spicy hot honey.