



**Schreiber Foods
International, Inc.**

Bits & Bites

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One thing is for sure, food prices will be anything but stable in the coming year. Renewed interest in corn for ethanol for fuel may again displace some traditional crops, creating shortages of those items. Extreme weather patterns around the world have wreaked havoc, and continue to create uncertainty in upcoming crops. Increases in oil will raise ocean freight rates, and inland freight charges. Of course for distributors fuel prices are a big concern as well.

We can help distributors decrease their prices with lower freight rates. Our product assortment is larger than most importers, which makes it easier to make larger orders, which reduces freight charges. Sound familiar?!

Here is a brief run down on some products you may be selling now. If you have any questions, please feel free to call and speak to one of our account executives. We have a live receptionist who will be able to connect you promptly!

Artichokes: We all have been relying heavily on South American production, primarily Peru, but the weather and crop yields are very unpredictable. When they have product it is good quality, and the price is usually more competitive than Spain's. Last year's crop from Peru, July/August /September, was far below expectations and many shipments were not fulfilled. Typically Spain has a small crop in December/January, but due to very cold weather there was very little packed to help fill the pipeline. From October onwards, the value of the US dollar got weaker, thereby raising high prices even further, if you could get product. Artichoke supply will not ease up until April, or thereabouts, when the large Spanish spring crop starts to come in. Prices will remain historically high for the first half of 2011.

Consider selling Quartered Artichokes to your customers, as many chefs cut them up anyway. Quarters are actually 1/6's! Quartered Artichokes are more economical than whole Artichoke Hearts!

Balsamic Glaze: Our Balsamic Glaze comes in 13.5 oz. Squeeze bottles with decorating tip. Our Balsamic Glaze contains 90% Balsamic Vinegar whereas many competitors contain much less! Our heavy concentration of true Balsamic gives our product a rich, flavorful taste, and the thick consistency allows the chef to create designs without having the condiment run on the food. This is a great new item that is fast becoming popular!

Tongol Tuna is the lightest color meat of the other light meat tunas, Skipjack or Yellowfin. Our Ambrosia Tongol is heavy weight for better yield, and value. Ambrosia Tongol is whole fillets from smaller fish that have better color than larger fish, and these fillets are packed horizontally in the can. They have a great appearance, great value, and great taste!

Onion Soup? We have the perfect compliment for French Onion Soup. It is a 3-1/2" round biscuit that is baked in Holland! This biscuit is put below the cheese topping to keep the cheese from drooping after melting! The biscuit fits perfectly into most every soup bowl/crock for great efficiency! These Holland Biscuits come in sleeves of 13 pieces and will cost an end user only \$.09 each.

If you require samples on any item please call Joann, 800-631-7070 x 201; or e-mail her with your request; jlonginetti@ambrosia-foods.com

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