



**Schreiber Foods  
International, Inc.**

**Bits & Bites**

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## Spring 2009

Despite the weak economy and soft sales, life goes on, and we all must accurately sell products that bring value to the end user. This newsletter's objective is to do just that, and give you selling points of our broad range of imported products

**Maraschino Cherries** – We have built up our inventory to meet the demand of the season. Maraschino Cherries are processed from several cherry varieties, bleached to a pale yellow color, and then dyed red with FDA approved color, and infused with sugar and almond extract for flavor. Many Maraschino Cherries are short dr. wt., stems falling off, and poorly colored. Our gallon cherries have a minimum dr. wt. of 62 oz. which we have seen to be as much as 20% greater than some others! Most use stem cherries, and our spec is for less than 10% to not have a stem on, others can have as much as 20-30% without stem! The color in our cherries is a dark, brilliant red, which does not bleed onto whipped cream, or whatever else they are decorating.

We also pack our cherries in a PET jar to avoid breakage, and it has an aluminum induction seal to prevent leakage during distribution! Our gallons of Large Stem Cherries contain 425 Cherries per jar, and cost an end user only about \$.028 each!

**Mushrooms** - Pieces and Stems are one item that has fallen a lot in price for the current pack year (November – March). Processors in both China and India have been competing fiercely which has driven the cost down. Typically, mushrooms packed in #10 cans have a declared dr. wt. of either 68 oz. or 62 oz. We carry 68 oz. as it is a better value. Our mushrooms are “fresh packed”, not from brined mushrooms, which result in better flavor and a lighter color. Our Pieces and Stems are cut small enough so that the end user will get good coverage on a pizza, the primary usage.

We also carry 16 oz. dr. wt. cans of Pieces and Stem Mushrooms.

**Green Olives** – Many are not familiar with the sizing of Green Olives. The large green olives are called Queens and typically run in size from 180/kg. – 60/kg. 60/kg. being very large! Manzanillas, the smaller olive, typically run in size from 180-400/kg. So, how many olives are in a gallon jar? A stuffed Queen Olive, 120/130 count, has 284 olives per gallon. Since a gallon holds 2.27 kg. of olives, you multiply the weight of 2.27 by the average count per kilogram for that size olive, in this case, 125, or total of 284 olives per gallon!

**Rice** – **Arborio Rice** – **Basmati Rice** – **Jasmine Rice**. Specialty Rice's are very diverse and very cost efficient to use.

**Arborio Rice** is used to make Risotto, the Italian dish. Arborio Rice costs an end user about \$1.25/lb or about \$.47 for a 6 oz. serving. Add chicken stock, seasoning, vegetables, or seafood for a great entrée for lunch or dinner!

**Basmati Rice** is considered the Queen of fragrant rice. Basmati is grown in the foothills of the Himalayan Mountains of India and Pakistan. This light, fluffy rice, will cost an end user about \$1.15 lb or \$.29 / 4 oz. serving.

**Jasmine Rice** is an economical grade of fragrant rice grown primarily in Thailand and Viet Nam. Jasmine, because of its low cost, is the most popular specialty rice and costs an end user about \$.80 lb or \$.20 / 4 oz. serving.

**For samples, please call or e-mail Joann Longinetti**

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