

PATE DIGEST

ALEXIAN™
PÂTÉ & SPECIALTY MEATS

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WOMAN BUSINESS ENTERPRISE

Groezinger Provisions, Inc., the corporation and USDA facility that produces ALEXIAN and other deli products, is a Woman Owned Business Enterprise, certified by the state of New Jersey.

This is the 25th anniversary of the corporation.

Please contact Laurie for documentation and more information.

From ALEXIAN'S Mistress.....

Imported Food

The recent problems concerning tainted pet food imported from China should be a concern for everyone in the food industry and especially for the specialty food industry, since so much of it, historically speaking, has been classified as imported food.

With respect to vegetable protein products and those contaminated with melamine and melamine related compounds, I would like to reassure our Alexian customers of the following:

All ALEXIAN pates, mousses, and terrines are all natural. We use no substitute ingredients, preservatives, additives, artificial coloring, or flavoring.

There are no rice, wheat, corn or soy glutens of any kind, soy protein isolates or corn by products.

In addition, as part of our daily procedures in the production of every product, we record and identify lot and origin information to validate a "trace back" trail of every ingredient that is used.



**Welcome
to our new
ALEXIAN
Customers!**

- **Publix Supermarkets "A"** stores in Florida serviced by Anco Schratte in Miami.
- **Big Y "A"** stores in Massachusetts serviced by Crystal Food Distributing in Boston, Mass.
- **UKrops Super Markets** located in Central Virginia and serviced by DPI MidAtlantic Distributing.
- **PEAPOD.COM, subsidiary of Royal Ahold**, serving 14 major metropolitan markets, serviced by DPI MidAtlantic Distributing.

Pate Profile

Spiced Apple Mousse

Treat yourself to a tasting experience!

Spiced Apple Mousse was introduced to the trade in 1996. As is characteristic of all of our mousses, this one is also very smooth, creamy and rich. In a word, Sinful.

It has a very interesting flavor profile because it introduces sweet and tart flavors to duck and pork meats in a very unusual way. We accomplished this, by blending the meats with the perfect proportion of apple brandy and mulling spices, including nutmeg, and cinnamon and even a touch of clove.

Your pate customers will enjoy having a very pleasant tasting experience as well as a refreshing alternative to the same old assortment.

We recommend spreading it on unsalted crackers, toast points, mini toasts, or crusty bread. For display, garnish with a cinnamon stick or two and a slice of apple. It pairs with light reds and medium dry white wines.

Consider adding Spiced Apple Mousse to your assortment as early as September when our interests once again return to the activities of the autumn and winter seasons.

Spiced Apple Mousse is available in 5 lb and 3 lb loaves as well as 7 oz vacuum packaged slices and 6.5 oz Mini Terrines.

To sample, please contact us:
information@alexianpate.com
800-927-9473

Frequently Asked Questions

1. Can I freeze Pate?

We do not recommend it.

Much of the outcome of freezing depends on the rate at which the food is frozen and the duration of storage time at freezing temperature. The faster the food is frozen and the shorter the duration, the lesser the effect on taste and texture.

In the process of freezing, ice crystals are formed which expands the fiber of meat and other ingredients which most definitely affects texture.

It should also be noted that, even if the food is vacuum packaged in film, the packaging will also expand which usually results in the appearance of a product that has exceeded its shelf life and is "bloated" by bacterial growth.

2. Why is the ALEXIAN slice package so large?

The package measures 6 x 8".

We wanted to make a package big enough to be able to include all of the elements, that we believe are important to broaden the exposure and the appeal of pate, as well as to solve problems associated with selling and merchandizing what is sometimes considered a "niche" product. The package size permits a full display of the product within it giving it maximum visibility. It also permits the display of essential information as well as serving and handling suggestions and value added statements.

The product explains itself to the customer, without the help of sales staff. The colors and graphics are fresh, contemporary, and eye appealing. For additional merchandizing appeal there are three different color packages to distinguish

MEAT, POULTRY and **GAME** pates from **VEGETABLE** and **SEAFOOD**, as well as **VEGAN** classes of pates and terrines.

The vacuum packaged slice eliminates "shrinkage" and the labor that is required in cutting/wrapping and serving operations. It also eliminates the risk of bacterial and physical contamination in handling and contributes to a longer shelf life.

Over 30 different varieties of pate are available in this package. We recommend merchandizing upright in baskets, laid flat and shingled, or hung on pegs.

3. Are there any nutritional benefits in pates or mousses?

Certainly there are!

Of 7 products in the Alexian vegetable, vegan, and seafood category the average calorie value is 51 calories per 2 oz. serving. Earthy Mushroom Vegan leads the pack in lowest caloric value of 25 gms per serving and Alexian Smoked Salmon pate leads in highest protein values of 8 gms per serving!

The other average values are as follows:

FAT 2 gms CARBS 5 gms
SUGAR 2 gms PROTEIN 4 gms

Alexian Three Layer Vegetable, White Asparagus, Tomato Basil and Earthy Mushroom pates all qualify as **LOW FAT** and **LOW CHOLESTEROL** containing **less than 3 gms** and **20 mgs respectively**.

In the Meat category of pates the values are somewhat different with the caloric, fat, and cholesterol values being generally much high-

er. That is to say an average of 222 calories, 20 gms of fat, and 88 gms of cholesterol per serving. And this is why, you might guess, that pate tastes so good! As they say in the Europe "The fat carries the flavor" and, it is now believed that it is the fat that promotes appetite satiation.

As a general rule of thumb the spreadable mousses are higher in caloric value than the coarse cuts. And the Chicken pates are lower in caloric value than the other meat pates. For example, Alexian Chicken Ballotine has 12 gms of protein per serving and, only 5 gms of fat.

The other average values:

CARBS 2 gms SUGAR 1 gm
PROTEIN 6 gms

NONE OF OUR MEAT OR VEGETABLE PATES CONTAIN TRANS FATS

With regard to sodium content, all the pates in both the meat and vegetable category have an average sodium content of 240 mgs per serving. (Low Sodium is 140 mgs per serving) The nutritional values of every Alexian pate are printed on the pre-packaged slice and mini terrine packages. We also have this info available for reference in tabular format, which is available on request.

In conclusion, when you must address the nutritional values of a serving of Alexian pate with your customers, I would like to suggest that the benefit to the tastebuds and to the soul probably will outweigh any perceived risks to health; especially since it is not a food that is eaten on a daily basis.

Pate Possibilities

Pate is a wonderful and even functional food. It is interesting, entertaining, delicious, fun to work with, and offers many creative opportunities! Some of the suggestions below will help you inspire your customers!



Lunch

1 Add a thin slice of coarse cut pate or spread some mousse on crusty bread. Add lettuce, and fresh tomato. You don't need anything else.

For something different, use pita bread or tortilla wrap!

1 Two or three slices of ALEXIAN Chicken Ballotine make a colorful and healthy luncheon plate, with the addition of crispy string beans and a bit of fruit.

Hors D'Oeuvres

1 Dice any "Coarse Cut" variety and serve with toothpicks as you would a hard cheese. Garnish the cutting board or serving tray with colorful grapes and sliced strawberry!

1 Serve a small block or a couple of slices of any mousse with a spreading knife and a basket of 1" square mini toasts or unsalted crackers.

For a festive presentation place washed collard green leaves or large palm leaves on the serving tray, and decorate the surrounding area with bunches of grapes or colorful fruits, such as strawberries.

Breakfast

1 Spread any mousse over a warm bagel, english muffin or toast. I recommend Duck with Cognac or Truffle Mousse. This is very popular in Europe, where meat is central to the breakfast plate.

1 Sick of Eggs? Dice up your favorite "coarse cut" pate and fold it into an omelet. Works with High Protein and Low Carb diet plans.

Appetizers

1 For an interesting departure from salad serve a slice of Vegetable Pate on individual plates with a fork. Very colorful and unusual suggestions: Eggplant with Roasted Pepper and Goat Cheese pate. Mushroom and Artichoke pate. Spinach, Carrot, Broccoli and Cauliflower pate. Garnish with cherry tomatoes and field greens.

1 Place a small slice of Duck Mousse with Cognac and serve with a spreader, toast points or crackers and fruit garnish.

1 Spread mixed Vegetable or Eggplant pate on Tortilla chips.

1 Spread Truffle Mousse or Chicken Liver Mousse into the hollow side of celery sticks.

Miscellaneous, and still undiscovered :

1 For a very special Turkey Stuffing add some diced Forest Mushroom pate.

But remember it's very rich: Less is More!

Perhaps you have your own favorite way to enjoy pate. If you would like to share it with us, please email to: laurie@alexianpate.com

Over the counter SAMPLING PROGRAM

Many people just want to know what this thing called Pate is. They've seen it, they've heard about it but they need to TASTE it.

The Best Way to Sell Pate is by Sampling.

ALEXIAN has a very generous and simple sampling program.

Just call our office and tell us what you would like to sample and we will send you product directly to sample over the counter.

No charge. No Sweat.
800-927-9473

DIGEST THIS!

Coming soon ! THE ALEXIAN DISPLAY TRAY.

NEAT, ECONOMICAL, EFFICIENT and ELEGANT

Made from heavy gage plastic and faced with attractive graphics, the retail tray is custom designed to hold 8 slices and will measure approximately 6" wide by 8.5" deep. Prototype units are just being completed at this writing. We anticipate that our first production will be complete by mid July.

They will be completely *free* for the asking so just let us know how many of them you will need !

Calendar 2008

Come and have a glass of wine with us:

- Jan 13-15 **Winter Fancy Food Show
San Diego**
- Apr 27-29 **Spring Fancy Food Show
Chicago**
- June 1-3 **IDDBA International Deli Dairy Bakery Show
New Orleans**
- June 29-July 1 **Summer Fancy Food Show
New York**

Link your stores to our website!

alexianpate.com

All website visitors are able to identify stores that sell ALEXIAN pates simply by entering a zip code.

If you have not done so already, let us know that you need to be linked !!!

E-mail: paul@alexianpate.com
or call: 800-927-9473



Back issues of the Pate Digest are available upon request. Please contact us at: 800-927-9473