

Calendar 2010

Come and have a glass of wine with us:

Jan 17 - 19	Winter Fancy Food Show San Francisco, CA
June 6 - 8	IDDBA International Deli Dairy Bakery Show Houston, TX
June 27 - 29	Summer Fancy Food Show New York City, NY

ALEXIAN is carried by many distributors throughout the United States. Listed below are those who have annual shows in which we sample our products, and introduce new ones :

Tony's	Sacramento, CA	July
Classic Provisions	Minneapolis, MN	September
Bertrands	Dallas, Houston	October
Atlanta Foods Int'l/Gourmet Foods Int'l	Pompano Beach	October

Link your stores to our website!

www.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: info@alexianpate.com
or call: 800-927-9473

Back issues of the Pate Digest are available upon request.

Please contact us at:

800-927-9473

PATE DIGEST

ALEXIAN™
PÂTÉ & SPECIALTY MEATS

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From ALEXIAN'S Mistress.....

What do we do in *tough* economic times to help our retail clients?

This is the question I've heard time and again within the business clubs and trade organizations I belong to. Our newsletter is the perfect venue to explain what Alexian is offering during these difficult economic times, and how we're working with you to help your stores maximize their performance.

First, we've launched a new size package—5 ounce slices—in all the flavors that we make. Available as I write this, these new smaller packages present several strong benefits—among them, a better price point for your customers. At a time when every household is watching its budget, the relatively low cost of buying a delicious appetizer to entertain at home increases purchase motivation.

This year, we've been very aggressive in promoting our products. While I won't bore you with the specifics of the dollars and cents we've offered per case, I'll simply tell you that we have substantially increased incentives to our customers.

Our sampling programs have also been extended—an important factor because sampling and demos have proven to be a considerable help in selling Alexian pates. Our superior taste and quality is your best salesman, so we've increased their presence in your stores: we've

raised the number of cases available for sampling and/or overall offering of demos by more than 200%. Be sure to take advantage of this; it could be a big help.

Finally, our national sales manager, Jim Yaconis, is spending more time in the field, speaking to managers and owners to best explain the benefits and selling points of Alexian pates, as well as re-assessing each store's merchandising (display, cases, packaging, etc.)

We've been extremely receptive to your suggestions and opinions and invite you to continue tell us what more we can do to serve you better. At the same time, we constantly monitor consumer trends and preferences to stay "ahead of the curve". What we can tell you on a positive note during the current economic downturn is that Alexian will remain a consumer favorite, as the trend to entertaining at home versus dining out continues to grow.

We appreciate you allowing us to work with you—not just to survive, but to thrive, in today's challenging economic climate.

A NEW AWARD in 2008



Laurie Cummins was awarded for her *valuable contribution as lecturer* at the Institute of Culinary Education in October 2008.



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 26th anniversary of the corporation.

Pate Profile

Alexian broadens the pate market again through packaging practices

Alexian is broadening the pate market with new smaller slice serving sizes to appeal to today's pate market.

Alexian initially redefined the pate market by marketing individual slice packaging versus the original five pound pate loaves that necessitated hand-cutting—and its inevitable waste.

Today, Alexian is striving to increase pate's popularity through renewed accessibility: its new five-ounce serving sizes are available in Alexian's most popular pate varieties at a lower price point that increases trial and re-purchase by consumers.

As the overall public becomes more open to different taste experiences, it's the food industry's responsibility to encourage experimentation and trial, according to Alexian president Laurie Cummins. "Our smaller sizes and their lower prices encourage trial." As well, she continued, smaller households are looking for serving sizes that reflect their consumption level.

Also instrumental in Alexian's new smaller slice serving sizes is the need by retailers to maximize space

in the deli case and shelf. "Smaller sizes give the retailer added options", said Cummins. "The smaller 'footprint' of our new packaging allows the retailer to offer the consumer new and different products without compromising profitability."

Alexian's new packaging also reflects the same taste appeal inherent in all of its packaging options. In addition, the packaging is printed on environmentally friendly paper and has been declared "Rain Forest Alliance Certified", as well as earning the right to wear the Alliance's seal of approval in addition to that of the Forest Stewardship Council.

"Packaging must be consistent with the product it contains", summarized Cummins. "Our products are of the highest quality so our packaging efforts reflect that quality. That's good for the retailer, good for us, and in the end result, good for the consumer."



Did you know that...

According to BIGresearch's BIG Executive Briefing from January 2009, a survey found that:

- 34% of consumers say they are being affected by the problems in the U.S. housing market and 37.5% of consumers are "unsure".
- Close to half (46%) are dining out less, 42% are driving less, 38% are looking for sales more often, and 36% are making fewer shopping trips.
- In addition, more than 2 out of 5 of these hard-hit consumers are consolidating their shopping trips (42%) and shopping closer to home (41%).

Meanwhile, a Nielsen survey released in December 2008

found that 60% of U.S. consumers say "good value for the money" is the most important consideration when choosing a grocery store.

As per the Food Marketing Institute (FMI) report (U.S. Grocery Shopper Trends 2008), more than 2 out of 3 consumers (69%) are cooking more meals at home.

But economic pressures are not the only reason behind the current increase in eating meals at home: 9 out of 10 respondents, a whopping 92%, say the food they eat at home is healthier than the meals eaten away from home, including 41% who believe food prepared at home is "much healthier."

All these studies have come to the same conclusion: there are major opportunities in food retailing, in any format or channel.

So at Alexian we've thought about harvesting these opportunities, and are coming up with a 5-ideas plan to help promote our products in your store. Talk to us about innovative promotion to benefit from these retail possibilities.

[CASE STUDY]

How new packaging changed a product category?

Ten years ago, Alexian introduced a packaging innovation for pates. Ever since, the category has been forever changed.

At that time, pate was cut into five-pound loaves that were typically sold "cut to order" in the service deli case of the deli or supermarket. In order to sell the pate before its short shelf life expired, the staff would have to be trained with regard to what the product was, how it should be removed from its container to be cut and handled; another consideration was how it should remain on display to maximize its shelf life and eye appeal.

Alexian decided that to increase sales, it was necessary to bypass the expertise, or non- expertise, of the staff selling the pate. Rather, it was determined that packaging itself could accomplish the same mission with greater efficiency.

Alexian's solution was to package its pates in individually wrapped pre-sliced packaging that could both display the product, describe its contents, detail its nutritional information, and finally, outline its usage possibilities and serving suggestions.

This "grab and go" packaging strategy helped Alexian bypass the educational process of store employees; in short, the packaging would do the talking for them. Another consideration was to make the packaging aesthetically pleasing and consistent with the wholesomeness and uniqueness of the Alexian product.

The end product was a seven-ounce package offered in six of Alexian's most popular pates. And the pate category has never been the same again.

News for the Service Deli !

ALEXIAN Smoked Meats are even more delicious now...



- All meats are shipped "faced" (one end sliced off)
- The smoked briskets and Eye Rounds are now vacuum packed in halves
- The pack size has been reduced to only 2 pieces per case totaling 4 – 6 lbs depending on the product
- The prices are tastier!

Over The Counter SAMPLING PROGRAM

See immediate sales results!

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 products directly to sample over the counter.

No charge. No Sweat.

1-800-927-9473