

PATE DIGEST

ALEXIAN™
PÂTÉ & SPECIALTY MEATS

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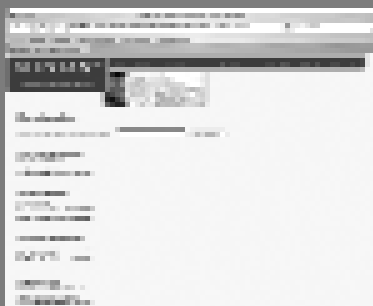
Link your stores to our website!

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



From ALEXIAN'S Mistress.....

Foie Gras May Be Going, But Duck Is Here To Stay

The latest buzz in the specialty food industry concerns the future of foie gras. Fueling the speculation are the recent actions by the California legislature and the City of Chicago who have adopted legislation banning the sale of foie gras in their respective regions. The city of Philadelphia is considering same.

For those not in the know, foie gras is a French term that refers to a "fattened liver" which typically is obtained by the forced feeding of ducks or geese. It is considered a delicacy because of its very silky and buttery "mouthfeel" and the luxury level of its price.

However, as a commercial producer of the ALEXIAN brand of pates and mousses I am amazed that I must continually explain to customers and consumers alike that this DOES NOT mean the end of duck liver and goose liver pate!!!

Very few commercially produced pates are made from foie gras. Our company in fact,

produces tons of pate, of many varieties, in which we use pork liver, chicken liver, turkey liver, as well as duck liver and goose liver. None of the meat or the liver that we use for production is from any animal that has been force fed.

The US Department of Agriculture who regulates the production of meat and poultry products requires that in order to be called foie gras, such as Pate de Foie Gras, a product must contain at least 85% foie gras.

Please educate your customers to READ THAT LABEL CAREFULLY. If the product label does not say foie gras, then it is not foie gras.

We will soon be applying small labels on many of our products announcing that the pate **DOES NOT CONTAIN FOIE GRAS**. If your pate assortment does not contain foie gras you might also consider providing some signage to the same effect to intercept and correct the misinformed customer.

Welcome
to our new
ALEXIAN
Customers!

- *DeMoulas Market Basket* stores in northeastern Massachusetts Served by *Beekmans distribution*.
- *Harris Teeter* stores in southeastern U.S.
- *Crown Liquors* group in southern Florida served by *Atlanta Foods*.
- *Provvista Specialty Foods* in Portland, Oregon serving both retail and food service.

Paté Profile

Duck with Pheasant and Rosemary

Treat yourself to a tasting experience!



This paté is among our most recently developed products. It has been sampled at six trade shows and been enthusiastically welcomed. But as we all know, it is the sales of a product that determine its success. Happily, the Duck with Pheasant has outsold 6 other Alexian pates within its category of "coarse cut" meat pates. The only one it couldn't beat was Pate de Campagne, which is widely perceived to be a "classic".

Why is it so successful ?

It is successful for many reasons, not the least of which is because it is an unusual flavor profile. Duck liver, duck, pheasant meat, and pecans are coarsely ground and mixed with port wine, and some herbs and spices, the principal of which is Rosemary. The result is a wonderful combination of flavors that seem to reveal themselves to your awareness gradually and pleasantly. There is no assault to the senses.

It is also successful we believe because it is very well made. This means that not only is the quality of the ingredients of premium grade but all of the ingredients are carefully apportioned and this results in what we call *balanced flavor*. Nothing is overpowering or dominating.

Duck with Pheasant and Rosemary is available in 5 lb and 3 lb loaves as well as 7 oz vacuum packaged slices.

For more information and samples please don't hesitate to contact us:

Information@alexianpate.com
800-927-9473

Frequently Asked Questions

1. What is a *TERRINE*?

The etymology of the word *TERRINE* is French circa 1706, most certainly evolving from the word *TUREEN*. In its most fundamental form it is an earthenware dish in which foods are cooked and served. In modern day America it has come to mean mixture of chopped meat, fish or vegetables cooked and served in a container.

Gone is the earthenware container however. The US Department of Agriculture (USDA) by whom we are licensed and governed does not permit the cooking of meat products in glass or earthenware containers because of the potential health hazard of contamination from breakage. Instead, we use a specialty type of plastic formulated to withstand very high temperatures for long periods of time.

2. 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 higher. 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.

Paté Critique

There are many criteria against which to judge the quality of pate. We at ALEXIAN invite you to do your own comparisons using the criteria set forth below.

Texture:

Rubbery Dense Grainy Silky
 Chunky Gritty Creamy Oily

Taste/Flavor:

Distinctive Bland Overpowering
 Pleasant Unpleasant Sour Too Sweet
 Bitter Salty Too much liver
 Balance of flavors Vague

Finish

- Is there a distinct "aftertaste"?
- Is it delicate or overpowering?
- Is it the same for all varieties of pate in the brand?
- Is it pleasant or unpleasant?

Wholesomeness

- Does it contain **Fillers** (that add weight and therefore \$) such as modified food starch or corn starch?
- Does it contain **Coloring agents** such as Caramel coloring?
- Does it contain **Preservatives or Stabilizers** (e.g. sodium erythorbate, sodium nitrite, citric acid, ascorbic acid)?
- Does it contain **Flavorings**, such as Hydrolyzed plant and Vegetable proteins?

Packaging

- Is the package aesthetically appealing to attract interest?
- Is the package informative to encourage sales?
- Is the condition of the product visible in its package?

Brand Integrity

- Is the brand made by the same people who own it, or is the production contracted?
- Is the company who owns the brand dedicated to servicing their customers?



DIGEST THIS!



Have you seen the advertisement that we have been running lately in the trade publications? The headline reads:

What's your paté done for you lately?

It is intended to call attention to the category in general. Much too often in our visits to stores we will see some pate wedged into the corner of a cheese case: usually

one or two mousses, one or two coarse cuts and sometimes a vegetable. One gets the idea that pate is there just because it should be. But does the quality and do the varieties of the pate reflect the tastes and demographics of the store's customer and does it reflect the image of the store? Pate is so much more interesting than it was even just ten years ago. ALEXIAN at least, has endeavored to reflect the changing tastes of the American pate consumer. For example, we don't use caul fat, we've added more vegetable and vegan options, we produce an all natural product free of ingredients that we believe are unnecessary. And we even make non-pork pates! Consider packaging. Is it attractive? Does it have colorful appealing graphics and serving suggestions!

So go wake up that pate sleeping in the corner!
Explore the possibilities... Explore ALEXIAN.

Calendar 2007

Come and have a glass of wine with us:

January 21-23

Winter Fancy Food Show
San Francisco

May 6-8

Spring Fancy Food Show
Chicago

June 3-5

IDDBA International Deli Dairy Bakery Show
Anaheim

July 8-10

Summer Fancy Food Show
New York