

NEWSLETTER

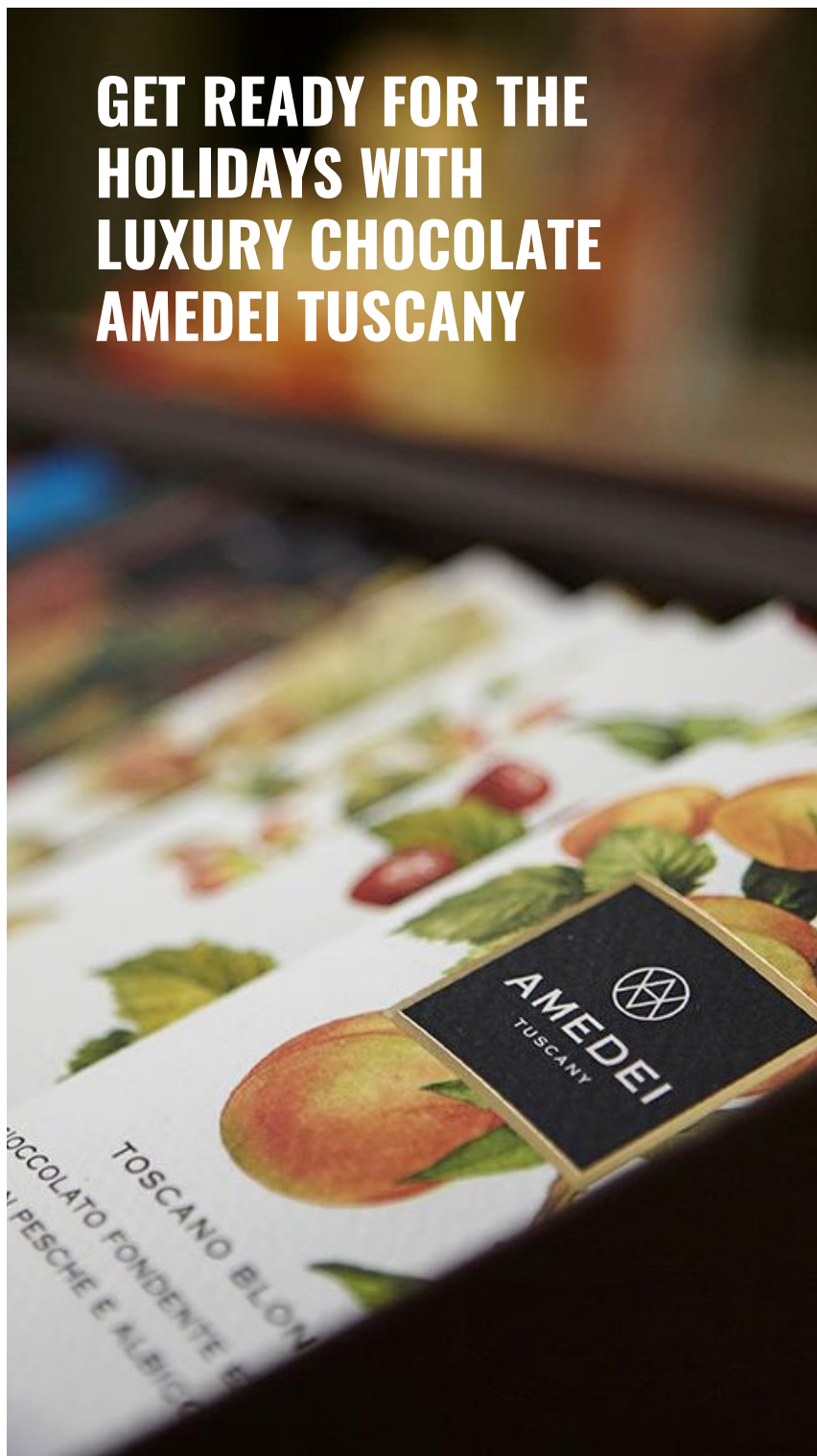
THE HOLIDAY EDITION

2019

DEMEDICI CELEBRATES 40 YEARS



**GET READY FOR THE
HOLIDAYS WITH
LUXURY CHOCOLATE
AMEDEI TUSCANY**



FABI
FOOD & BEVERAGE
2019 AWARD
NATIONAL RESTAURANT ASSOCIATION
RESTAURANT, HOTEL-MOTEL SHOW

**A L'OLIVIER
BASQUE
PEPPER FRUIT
VINEGAR**

**NEW!
EDMOND
FALLOT
MINI DIJON
MUSTARDS**



WE ENTER OUR 40TH Q4

From Steven Kaufman, EVP of DeMedici



As

we enter our busiest quarter of DeMedici's 40th anniversary year, we have taken a deep breath and are now (hopefully) prepared for the challenges of the next three months. I say hopefully because this has been an unbelievable year for the DeMedici brands!

What is most satisfying about our success this year is that it has come from almost every channel we service together with Atalanta. Foodservice business is up. Retail business is up. Consumer online sales are up. We have seen a number of new customers embrace our products in all categories. We would like to think that after 40 years we know what we are doing, and the results are showing. Even with our expertise and efforts, there are so many suppliers and individuals we have to thank for helping us accomplish our goals.

In particular as the "responsible" grown-up here, I have been very fortunate to have an incredible team who all get along, work their butts off day in and out and have a little fun along the way. We have branched out this year to having someone whose name doesn't start with an "M!" First there was Marie, then Meg, then Maria, then Myste...and now we have a Jaime! Also, our new Warehouse Administrative Supervisor--Jon-Paul, but by no means does this mean we are moving toward more "J's." And just to keep the "S's" going, our Marketing Manager is named Sue (her work is exemplified by our new catalog. The link is attached in this newsletter).

So hopefully we are prepared for your business these last three months. I suggest calling us to put us to the test. And thanks for your business. Happy Holidays!

A handwritten signature in black ink that reads "Steven Kaufman".

skaufman@demedici.com

1 833 496 7281

OUR NEW CATALOG

Introducing the new DeMedici 2019 Catalog

We recently introduced our new catalog. A detailed effort spearheaded by Maria Roemer of DeMedici and Susan Lopez of Atalanta Corp which resulted in a 75-page book that was the first in-depth update in a number of years.

According to Roemer, “Our previous product books did not do justice to the wonderful lines available from DeMedici and a few other Atalanta divisions. Sue Lopez immediately bought into the project and added an expertise to this labor of love project.”

[CLICK HERE TO VIEW CATALOG](#)



FABI
FOOD & BEVERAGE
2019 AWARD
NATIONAL RESTAURANT ASSOCIATION
RESTAURANT, HOTEL-MOTEL SHOW

**A L'OLIVIER
BASQUE PEPPER
FRUIT
VINEGAR WINS
FOOD AND
BEVERAGE (FABI)
AWARD**

NEW YORK

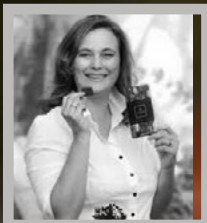
Crafted with **bell peppers** and the famous **Piment d'Espelette pepper of the Basque region**, it's a mix of 40% fruit pulp and premium white wine vinegar. The fresh fruit pulp's vibrant flavor delivers until the bottle's last drop, whether it's used to glaze a rack of lamb, add a pop of flavor to roasted chicken or brighten up grilled calamari. The fruit vinegar also makes a great salad dressing when paired with extra-virgin olive oil and sea salt, and a fun

COMING SOON

DeMedici Cookbook Release 2020



AMEDEI: YOUR LINE FOR THE HOLIDAYS



CECILIA TESSIERI BEGAN AMEDEI TUSCANY IN 1998 WITH A DESIRE TO FIND THE WORLD'S BEST COCOA BEANS SO THAT SHE COULD PRODUCE THE MOST EXQUISITE CHOCOLATE POSSIBLE. To produce exceptional chocolate, it is necessary to closely follow the many stages involved in its manufacture. Amedei is known for being one of the originators of environmentally consciousness, direct trade, small batch, bean-to-bar chocolate. Amedei directly sources the best "Cru" of Trinitario and Criollo cocoa beans from plantations in Ecuador, Peru, Madagascar, and the Caribbean and imports it to Pisa. Amedei's chocolates are Kosher certified, indicative of the quality and purity of the product. Amedei produces gluten free chocolates using only pure cocoa solids and cocoa butter without soy lecithin, coloring agents or artificial flavors. They have even stopped adding vanilla to the chocolate for a true expression of the beans.

For more information contact mroemer@demedici.com.



NEW “CROSSOVER” ITEMS FROM EDMOND FALLOT EXCLUSIVELY AVAILABLE FROM DEMEDICI



NEW!
MINI JARS
WITH DISPLAY!



Authentic Dijon
Mustard from Burgundy!



Display box is recyclable!

Retail under \$1.50/unit

Limited quantities!
Hurry!!!!

DIJON MUSTARD

Black and brown mustard seeds are steeped in verjuice, brine and wine vinegar then stone ground and sieved for a smooth, golden paste with a ton of bite! This is the classic ingredient in true mayonnaise, vinaigrettes and pan sauces, a necessity for any pantry.

OLD FASHIONED SEED STYLE MUSTARD

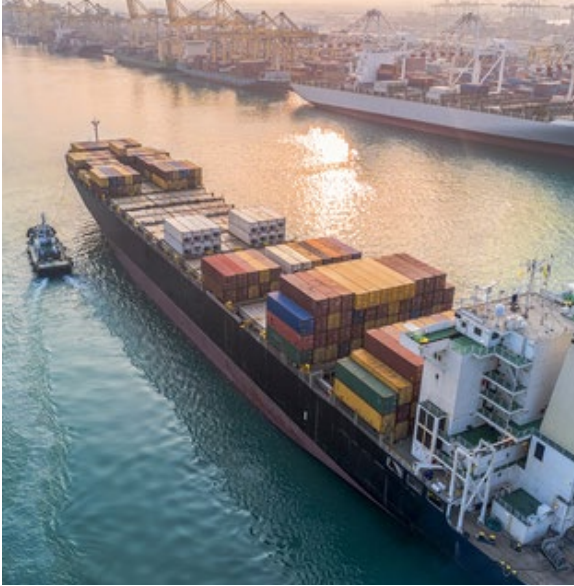
A combination of black and brown mustard seeds macerated in verjuice, brine and wine vinegar, then roughly milled leaving some seeds whole. This version is not sieved. A hearty, more rustic, less spicy version of Dijon that adds crunch and texture to your dish. Excellent for coating a leg of lamb for roasting or cuts for the grill.

Two New “Crossover” Items Exclusively From DeMedici From Center Store to Cheese/Deli Counters

- Crossover well-known Center Store item to your Cheese/Deli Counter
- Convenient .88 oz. glass jars packed 24 in self display case
- Available in Dijon or Seed Style
- For deli & cheese counter—perfect with cheese or charcuterie boards
- Individual bar-coded jars
- Exclusive package only available through Atalanta/DeMedici
- Comes in recyclable display box of 24 mini glass jars
- 100% Grown & Made in France

A WORD ABOUT NEW IMPORT TARIFFS

From Tom Gellert, President of Atalanta Corporation



As you may have heard, the US imposed tariffs against the EU in response to the WTO ruling that the EU is subsidizing Airbus. The WTO ruled that this amount was \$7.5 Billion.

The tariffs imposed include many food products, including wine, spirits, cheese and olives and olive oil. On October 18th, this new duty of 25% will go into effect.


From the DeMedici portfolio, this impacts Spanish olive oil. We will work closely with our suppliers to mitigate the impact this has on brands. We pride ourselves on the long history of our brands on US shelves, and we want our customers to continue to put these products on their shelves.

We do not know how long these tariffs will be in effect, nor is it a guarantee that the rate does not change, or the list of the products impacted does not change.

UPCOMING EVENTS



VISIT US
BOOTH #1228
JACOB JAVITS CENTER, NY
NOVEMBER 16-17, 2019



CELEBRATE FÊTE des FROMAGES
NEW ORLEANS, NOVEMBER 13, 15 & 16, 2019

- COCKTAILS & CHEESE 11/13
- WHOLESALE FOOD SHOW 11/14
- FROMAGE a TROIS 11/15
- FÊTE de FROMAGES 11/16