

Great lakes Regional Conference: Club Managers Educational Session

*October 8th 8am to 11am The Buffalo Club: 388 Delaware Ave.

Slide 1) Thank you for the opportunity to present in front of an exceptional group of club managers and food & beverage professionals. We consider ourselves to be your true partners in success for a variety of reasons, beginning with our fresh meat and seafood programs. We are not simply a broad line food distributor we are a premier meat and seafood company. Integrity, Quality, Consistency and Innovation... By dedicating ourselves to these 4 basic principals it allows our partners to actively attract new members, retain current membership and secure club loyalty of future generations.

Slide 2) A quick history about our company... The C.A Curtze company has been in the business of providing food products and service to customers and the community for over 140 years. Paying attention to the needs of our customers has been the guiding principal from the beginning and that very philosophy and culture has carried on to the six generations that followed.

Slide 3) The company has come a long way from delivering gun powder and barrels of flour by horse drawn wagon. The company has grown into a full line food distributor that supplies over 12,000 items from 4 distribution centers, reaching an 8 state area.

Slide 4) Specialty Steak Service is our cutting edge meat facility in Erie Pennsylvania. Integrity in the products and service we provide translates directly to your businesses.

*Dependably consistent center of the plate items assist in shining a spotlight on the talents of your club chefs and managers. Food service is an ever evolving industry, we must continue to innovate and excite in order to attract new members by keeping up with modern food & beverage trends but at the same time holding true to our roots.

*Specialty steak service only offers Midwestern Grain fed beef because frankly it is the best in the world. The same formula is used when offering lamb, veal, pork and chicken. Our Angus Reserve program deals with 1 mid-west meat packer.

*Taking into consideration ideal weather conditions, best available food and water sources and minimal transportation of the animals, the marbling and muscle conformation is nothing short of memorable.

*Our high quality people, handling high quality products, purchased from high quality sources in a high quality facility creates proud, dedicated employees and customer alike.

Slide 5) The aging of beef is a simple yet valuable science in ensuring the best palatability and eating experience our customers have grown to expect. All of our beef is wet aged a minimum of 28 days then primal cuts travel through our hydro-ionization machine or "blue beam" being exposed to ultra violet light killing 99% of all surface bacteria. This essential step is not required of us by the department of health or the USDA, however it ties into our dedication to be in control of almost every step in the production and distribution of our premium meats.

*Be sure every member and customer knows you are providing them with the best service and products available. Information about what sets you apart from your competition will attract positive attention and create a buzz that will help earn market share.

* Utilize your sales force: servers, bar tenders, club managers, weekly email blasts or social media posts to capture the attention of your target audience... everyone loves a story and an invitation especially when it's about a Tuesday night Tequila & Taco pairing!

Slide 6) “Natural Since Day One” is our answer to the questions that revolve around food now more than ever... where does our food come from and how was it raised? Natural since day one means a dedication to offering products that are free of hormones, antibiotics and humanly raised while roaming free on Amish family farms.

* The demand for regionally local meat and produce along with domestic seafood has seriously sparked some interest in the younger generation of potential club members.

*Offering bits of information about the origin of the food you serve and accommodating vegan and gluten free diets could attract young families not interested in dining at national chain restaurants that have already begun offering these types of meal options.

Slide 7) Our North Shore Seafood program is an active participant in the MSC Supply Chain. The Marine Stewardship Counsel is an International third party non-profit organization that holds fisheries, wild and/or farmed, accountable for sustainability & traceability practices. “Tracking where our seafood came from and how it gets to its final destination”. The culture of environmental awareness is very strong in today's younger generation, resources are available to accommodate the demands of sustainability.

Slide 8) North Shore is constantly seeking out chemical and phosphate free seafood options at every opportunity with hopes of upgrading your customers to higher quality products and educating our customers with information that is generally not shared by our competitors.

Slide 9) North Shore Seafood Fabricates whole fish and portion cuts imported and domestic fin-fish to ensure that high quality loins & fillets are delivered in pristine condition.

Slide 10) International inspired cuisine such as Asian noodle bowls, Spanish paella and Indian street food are gaining popularity in our every-day lives, whether on the go at fast casual style restaurants or out to dinner with friends and family.

*Shared plates or “global grazing menus” are fun and allow diners to experience inventive and flavorful meals while giving chefs the freedom to use whatever ingredients are in season or at peak quality.

Slide 11) If you ask many independent restaurant operators, regional chains and club managers what have been some of their biggest challenges as of late they will immediately say “labor”. Finding competent kitchen employees, training them and retaining them has been a troublesome hurdle not only in foodservice but in many different industries. We are attempting to assist in this challenge our partners are faced with by introducing Midwestern Kitchens. A state of the art sous vide cooking facility that focuses on producing profitable and versatile center of the plate meat items for every genre of food service. Roasts, ribs and pork cooked to precise doneness allowing kitchen staff to prepare tasty,

consistent dishes while eliminating labor intensive steps and focusing on portion control and profitability.

Slide 12) We encourage our operating partners to take advantage of our marketing material and product source information in order to let your current members and potential members know why your all are the club of choice. The Curtze company will continue to innovate and provide excellent products resources and service for you to continue to be industry leaders.