MARKET NEWS
November 29, 2017

CHEESE TRENDS
Seasonal Highlights
More Fall/Winter suggestions to try this season!

SPECIALTY INSIGHTS
2018 TREND FORECAST

FROM OUR CUT SHOPS
Beef Market Update
Rising through the holidays

Highlight: The Tri Tip
Perfect Carving Station Roast for Holiday Parties

Fish Market Update
Alaskan Halibut and Fresh NC Crab seasons have closed

Spotlight
Wester Ross Scottish Salmon
MARKET UPDATE

Tenderloin: Increasing  
Ribeye: Increasing  
Strips: Steady to Increasing  
Ground Beef: Steady

HIGHLIGHT: The Tri Tip

The holiday party season is in full swing. Everyone is buying ribeyes and tenderloins for their carving stations. These two cuts at this time of year also come with a hefty price, so if you have a small party and they are looking for a nice but affordable cut of beef to carve, recommend the CAB® Tri Tip. The Tri Tip is cut from the bottom sirloin and offers tender, high quality sirloin flavor coupled with the wonderful marbling of Certified Angus Beef®. Check out the cut sheets below to get some ideas and slicing instructions.
Happy Holidays to all, I hope everyone had a great Thanksgiving and we look forward to taking care of your upcoming Holiday seafood needs! The local catch this week includes: Red & Black Drum, Jumbo Black Sea Bass and Wild Striped Bass, Sheepshead, Fresh Shrimp, and Flounder.

**GROUPER (Mexican)**
Supply is good with plenty of big fish landed from the Gulf of Mexico. Pricing is steady.

**ALASKAN HALIBUT**
Alaskan Halibut has closed for the year and will re-open in March. We are currently sourcing day-boat East Coast fish from Nova Scotia - moderately priced and looking excellent!

**BRONZINI**
We are now offering a new cut for bronzini - a tail-on butterfly fillet:

**SCALLOPS**
Fresh North Atlantic Dry Pack Scallops look great in supply and will be a great buy for the immediate future. Expect U-10’s and 10-20’s to remain steady for the next few months. This is a great item to have on your fall and winter menus.

**TUNA**
Yellowfin – Fresh Tuna is looking good this week, both 2+ and 2G fish are down in price.

**SALMON**
Canadian - We offer premium fillets direct from the farm. They are 3-4lbs each and priced very aggressively.

**#10071696 Canadian Salmon Fillet Skin-On 10# case**

**NC Crabs**
Fresh NC crab has come to an end. We will see fresh crab back in March/April.

**NC CATCH**
Fresh caught Pamlico Sound Shrimp look great. We are sourcing in 16-20 size, all chem-free and caught here in NC.

**#10049205 Head-Off, Shell-On**
**#10064858 Head-Off, Shell-On 5#**

**Spotlight:**
**Wester Ross Salmon**
Scotland’s oldest independent, owner-operated salmon farm released this video so you can meet the people behind the products and learn about their practices. Wester Ross salmon is antibiotic-, hormone- and pesticide-free and fed a 100% organic diet.

*Seafood market news provided by:*

Dave Forcinito
Fishmonger
dforcinito@southernfoods.com
Winter is just a few weeks away, so don’t forget about these seasonal barnburners! We’re always on the lookout for the finest fall and winter cheeses, and here are some highlights:

**GRAYSON**  *Meadow Creek Dairy, unpasteurized cow’s milk*

**What to expect:**
- The texture is supple and fudgy, becoming silky as it warms; the rich, beefy paste is slightly sweet, with grassy, nutty notes and a solid earthy undertone.

**And the big deal is:**
- ‘Tis the season for washed rind cheese. This can be used in a Raclette dish that will make your eyes roll into the back of your head.
- A farmstead cheese, it’s a true expression of the mountains in Southwest Virginia where Meadow Creek Dairy sits at an elevation of 2800 feet in Grayson County. Made with raw grass-fed cow’s milk.

**EMMENTALER, Slow Food “Gotthelf” 18 Month**
*Bern Switzerland, unpasteurized cow’s milk*

**What to expect:**
- Deeply nutty, fruity, and sweet with a little sharp bite balanced by a fresh milky aftertaste which tells you to take another bite back.

**I love it! Tell me more...**
- Nestled in the gentle hills of Emmental sits cheese master Bernhard Meier’s Hüpfenboden mountain dairy. 12 dairy farmers tend the surrounding pastures with their lush herbs. The use of home-made cultures from each previous batch ensures that the original character of the region, with its unique flora and fauna, gives the cheese its most authentic flavor profile. A presidium was established by Slow Food to recognize this as the sole remaining traditional Emmental, to support continued production.
- A tip of the hat goes to Reverend Jeremias Gotthelf, one of the best known authors in Switzerland. One of his most popular books, translated “The dairy in Vehfreude,” tells the story of a village in the Emme valley that decided to build a dairy instead of the school it really needed. This story is depicted in the label artwork.
LOCAL & SPECIALTY INSIGHTS

11.29.17

Southern Foods

Affiliate of Cheney Brothers

Greensboro, NC | 336.545.3800 | www.southernfoods.com
2018 Trend Forecast

A new year filled with things that have never been... Or have they?

Well, that was quick. I recall what seems to be just a few weeks ago forecasting the trends of 2017. Time went by so quickly and in the ever-evolving food scene it makes me wonder, were any of my predictions true?

Among my predicted Top 10 Flavors of 2017, about 50% of them made the grade: maple, Hatch green chili, coconut, sweet potato and horseradish studded many menus throughout the Carolinas and kitchens across the country. On the other hand, coffee, Espellette pepper, egg yolk, baharat and curry were stable but failed to make a significant mainstream advance.

In general, most of the predicted trends from 2017 indicate increasing momentum for 2018. Domestic and imported dry-cured hams, bean-to-bar chocolate and whole plant butchery continue to advance as spotlight ingredients on the menu. Without question, modern takes on Indian, Korean, African, and Middle Eastern food continue to influence chefs of all backgrounds. Some of the lesser-known cuisines such as Filipino, Taiwanese, Laotian, Malaysian, and Indonesian have been slow to the mainstream, but I believe they will continue to inspire.

The most compelling prediction of 2017 to come true is that Carolina chefs continue to craft their modern southern cuisine with the influence of global flavors and ingredients. Many thanks to our farmers and producers in the Carolinas that continually advance the quality and availability of southern staples. More importantly, these folks should be commended for taking the risk to continually diversify the type of products that are being produced locally.

So here we go 2018, what do you have in store for us next year?

Everything Will Be Snack Sized (a carry-over from 2017)
I love this trend and the direction it is going. Smaller portions compliment many of the forecasted trends for 2018. It just feels more interesting doesn’t it? Customers love the social impact that smaller plates in unformatted multiple course bring to their experience and Chefs and restaurateurs are doing a remarkable job at mastering this dining style. Though it was a little bumpy along the way graduating from the non-Spanish tapas to the small plates menu, patrons have grasped what chefs were trying to do and this will pay dividends in 2018.

Breakfast and Lunch
Rent is going up, and up, and up. The economic signs are favorable and small towns are becoming big cities very fast, but many chefs are learning that to cover the end of month expenses, it is becoming increasingly important to open their doors more often. The best and worst times for restaurants are generally 7pm-8:30 pm. You’re on a 30 minute wait, and the printer won’t stop, but that won’t pay the bills. Chefs everywhere are expanding to breakfast and lunch to bring in the required revenue to cover rent. Expect to see more high-end/fast casual menus in booming markets. Also expect the labor crunch to get even tighter.
Food Is More Fun Than Ever
This one puts a smile on my face, but to be honest, also fills me with some regret. Food should have been fun all along. Enjoying the craft of cooking is embedded in every chef I know, but far too many of you went far too long without having fun, myself included. Not all of us are going to be “TK.” This reminds me of my garage band days. The absolute worst times in songwriting is when you become fixated on writing a hit single. The best, however, are those evenings of improvising with your bandmates and just making music that felt good. Chef’s have humbled themselves. Chef, YOU are becoming brave, confident and happy, finally! This is projected as playfulness on the plate and your customers are comfortable and happy. Feels good doesn’t it?

Bowls Are Better
Bowls are just plain comfortable. They are easy to use, they perform perfectly for food, and while they still allow for composition, food just feels better in a bowl. Bowls allow for critical technique no matter how complicated. While providing stability to the presentation, bowls make your guests feel at home. Casual is king these days and bowls just do it better.

Bless Our Grandmothers
Restaurant names, plateware, aesthetics and design, ingredients, techniques and menus are all embracing influence from grandma in 2018. Vintage and antique plateware is becoming an inexpensive way to change the presentation dynamic. Matching plates to flatware to wine glasses is becoming less important, and this will drive creativity in 2018. For design, plaid and paisleys will add pop and nostalgia in dining rooms next year and names like “Maude,” “Norah,” and “The Betty” will become increasingly common. Where grandmother really packs a punch next year is in technique. Chefs are trading up, and though copies of Modernist Cuisine will still be available for reference, chefs will be calling grandma for the handwritten and often secret fried chicken recipe.

Vegetables, Dressed To the Tens
The good news is we are moving forward beyond the side of grilled asparagus as a vegetable add-on. Multi-component vegetable compositions are being embraced in kitchens everywhere. Textures and temperatures are projecting an ever-increasing awareness of the subtleties of vegetables from the ground and the vine. Most important is the diversification of flavor that is revealed when adding elements of spice and garnish. By pairing vegetable compositions with ingredients like za’atar, buttermilk and black garlic, chefs are dressing their vegetable renditions to the tens.

2017, You were good to us and we hate to see you go, but as the holidays approach, know that soon we will be moving on. You have set the foundation for our optimism and confidence, for that we thank you.

2018, We anticipate your arrival with curiosity and enthusiasm. The forecast is bright, inspiring and most importantly, fun. We are focused and ready and can’t wait to get started!