



## California olive oil update...

As you may already know, California's overall olive oil crop was *not good* in 2018. Some producers did better than others depending on location and varietal.

The **bad news** is that **California Olive Ranch** did not have a good harvest this past fall. They have no more bulk "Everyday" or "Arbequina" to ship to any foodservice distributor for the remainder of the season. We expect to be sold out of our existing inventory in a few weeks. You will still see their product in grocery stores however, as they have honored their commitment to the retail market.

The **good news** is we have plenty of **Corto's 100% Truly California**, and their harvest was good. Because of California Olive Ranch's shortfall, that is putting a huge demand on all other producers of local olive oil, including Corto. You should expect local olive oil prices to rise slightly because of this. We currently do not see any inventory issues and are working with Corto to insure that existing customer needs are met along with additional inventory for new growth.

Additionally, we have two other excellent quality extra virgin olive oils—L'Estornell (Arbequina) from Catalonia, Spain and Green Gold (Castelvetrano blend) from Asaro in Sicily. There is a chart on the next page that lists these four brands as well as recommended substitutions. Pricing is very competitive and if you would like me to come and do a cutting, please let me know.

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**NOW IN STOCK!**

## Jalapeno Escabeche from Sonoma Brinery

Their jalapenos are fermented with carrots and onions, and will bring a welcome spice to any dish. Use this condiment on **tacos, burritos or pulled pork**—or any meal that needs a little kick. Probiotic, raw, GMO-free and gluten free. Local too!

#578030

1/2 gallon tub

## FAKE NEWS: MSG is NOT bad for you!

Recently, I was listening to **This American Life on NPR** about the story behind the MSG debate (**Story 668: The Long Fuse**). The story sounds better than it reads, so I hope you will listen to it.

There are two different theories on how this got published in The New England Journal of Medicine over 50 years ago.

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# NEW ITEMS—Now in Stock!

Cheese Goat Cheddar Smoked Aged	Caprae/Sierra Nevada	#94433	2/5 lb avg	California
Cheese Sliced Jack Interleaf	Schreiber	#93405	12/1 lb	USA
Fruit IQF Banana Sliced Organic	Patagonia Foods	#259005	20 lb bulk	San Luis Obispo
Fruit IQF Blueberries Cultivated Organic	Patagonia Foods	#259010	30 lb bulk	San Luis Obispo
Fruit IQF Mango 1" Chunk Organic	Patagonia Foods	#259015	30 lb bulk	San Luis Obispo
Fruit IQF Pineapple Chunk Organic	Patagonia Foods	#259020	20 lb bulk	San Luis Obispo
Fruit IQF Strawberries Medium Organic	Patagonia Foods	#259025	30 lb bulk	San Luis Obispo
Pickled Vegetable Escabeche Jalapeno	Sonoma Brinery	#578030	1/2 gallon	Local
Rice Brown Short Grain Organic	Lundberg	#415503	25 lb	Local
Spice Zatar Seasoning	Mid East	#518800	1 lb	Imported



## NEW Vendor Spotlight



Located in San Luis Obispo, **Patagonia Foods** supplies frozen fruit for the foodservice, industrial and retail industries. Their strategic production base in California and Mexico, along with world-wide sourcing, enables them to deliver the best quality fruit in the most cost effective way for all types of needs. Patagonia Foods was started in 2005 and has enjoyed rapid growth since inception supplying its customers with over 500 trucks of frozen fruit each year.

They take food safety seriously! The inspection and documentation process is the highest standard available in the industry today. Their SQF certified Quality Assurance department provides a complete analysis of production along with micro-biological, physical and chemical inspections for our customers. And, their QA team conducts continuous inspection and delivers a "passport" detailing the production from beginning to end for all customer orders.

Patagonia Foods strives for nothing less than customer's 100% satisfaction. All products are prepared under strict sanitary conditions in accordance with Good Manufacturing Practices at our HACCP, Kosher and 3rd party-audited facilities. In short, great ingredients for your recipes!!!!

## FAKE NEWS: MSG is NOT bad for you! ...continued from page 1

One version is that it was a friendly competition between two doctors to see who could get published first. It was signed by doctor "Robert Ho Man Kwok, MD" (which translated to "human quack".) Dr. Howard Steel said he did it as a prank. His family said he was a real jokester and they aren't even sure he wrote it.

The other story is by a real Chinese doctor by the same name. If he didn't write it, did he just like the fact his name was published and he was quoted in over 100 periodicals?

Even though the FDA listed MSG as perfectly safe since the 90's, for the last 50 years, people are still under the impression that MSG is bad for you.

Both doctors have passed away and The New England Journal of Medicine won't comment on the subject. The story is about 20 minutes and really fun to listen to.

## California olive oil update/chart...continued from page 1

**TRIVIA:** Which cheese went into space with Italian astronauts on February 22, 1996, when they took it aboard the Columbia Space Shuttle on a NASA space mission? Parmigian-Reggiano of course!

Item	Pack	Size	Brand	Description	Olives	Origin	Best Substitute (Taste)
368509	1	5 GAL	CA OLIVE RANCH	OIL OLIVE EV ARBEQUINA BIB CALIF	Arbequina	California	L'Estornell
368505	1	5 GAL	CA OLIVE RANCH	OIL OLIVE EV BIB CALIF	Arbequina & Arbosana	California	Corto or Green Gold
368515	1	20 LTR	CORTO	OIL OLIVE EV BIB CALIF	Arbequina, Arbosana & Koroneiki	California	
368516	1	10 LTR	CORTO	OIL OLIVE EV BIB CALIF	Arbequina, Arbosana & Koroneiki	California	
363012	4	3 LTR	GREEN GOLD	OIL OLIVE EV JUG SICILY ITALY	Castelvetrano, Biancolilla & Cerasuola	Sicily, Italy	
363010	3	5 LTR	L'ESTORNELL/VEA	OIL OLIVE EV JUG CATALONIA, SPAIN	Arbequina	Catalonia, Spain	

## How To Get Meat Eaters To Eat More Plant-Based Foods? Make Their Mouths Water

Maria Godoy, February 10, 2019

By now, you've likely heard the argument to eat less meat for the health of the planet. Heck, even Beyoncé has been pushing this message, dangling the prospect of free concert tickets for life before fans to raise interest in plant-based eating for the environment. But if you're an omnivore starving while staring at a menu, it can be hard for the future of planet Earth to compete with the appeal of a big, juicy burger.



"The language for meat, and beef in particular, just sounds so much more delicious," says Daniel Vennard. And labels like "meat free," "vegan" and "vegetarian" tend to be turnoffs for consumers. "People don't create positive associations with how it's going to taste and don't feel it's very indulgent." And that's a real problem for Vennard. As head of the World Resources Institute's Better Buying Lab, it's his job to work with food companies, behavioral economists and marketing experts to find ways to get people to eat more sustainably. Or, as he puts it, to make "this party sound even better than the other party."

The solution, summarized in a new report from the Better Buying Lab, is this: Focus less on the meat-free or health aspects of plant-based foods — which tend to make consumers feel like they're missing out — and more on their flavor, mouthfeel and provenance, so it's "appealing to the inner food critic within all of us," Vennard says.

Now, the goal isn't to get everyone to go vegetarian or vegan — just to choose plant-based options more often. That's because red meat production requires a huge amount of water, land and other resources, and it's responsible for a significant amount of greenhouse gas emissions.

By WRI's calculations, if the average person on Earth swapped out 30 percent of the beef, lamb and goat meat they eat in favor of plant-based options, it could achieve half the reductions in greenhouse gas emissions from agriculture necessary by 2050. "Which is pretty significant," Vennard says, "because we've learned that agriculture accounts for 25% of the world's global greenhouse gas emissions." (Actually, WRI hopes that Americans cut back even more than that, while people in other parts of the world, where they eat very little red meat, might increase their consumption.)

But the challenge is, how do you get people to make that swap more often?

To find out, the Better Buying Lab teamed up with food companies in the UK and US, including fast-casual chain Panera Bread. The company had a "vegetarian black bean soup" on the menu that was originally labeled as low fat. Customers who tried the soup seemed to like it, but the name didn't seem to encourage a lot of new customers to try it, says Sara Burnett, Panera's vice president for wellness and food policy. "'Vegetarian' — the word in and of itself — to a lot of folks doesn't sound highly craveable," Burnett says.

**So Panera tried out a couple of options to see if it could make that soup sound more scrumptious. When it rebranded the dish as "Cuban black bean soup" in a test at 18 stores in Los Angeles and California's Central Valley, sales went up 13%.**

"'Cuban', in a lot of folks' minds, when they react to that, they think of a flavor profile," says Burnett. "They think of a little bit of heat, a little bit of spice, and that makes people hungry."

A test that Better Buying Lab conducted with Sainsbury's, a major supermarket chain in the UK, had even more dramatic results. **When Sainsbury's rebranded its "meat-free sausage and mash" as "Cumberland-spiced veggie sausage and mash" — a name that evokes a traditional British sausage preparation — sales went up by a whopping 76%.**

Vennard points to previous research suggesting that before ordering, diners tend to create simulations in their mind about what they think a meal will taste like. Even so, "the surprise, for me, was how much of an impact language can have on ordering behavior," he says.

Panera found its results so convincing, Burnett says, that the company is now doing similar name testing for menu items

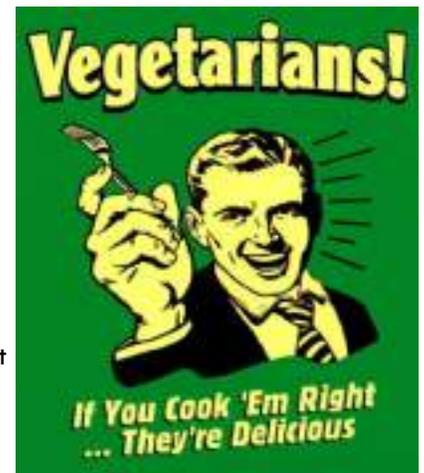
## How To Get Meat Eaters To Eat More Plant-Based Foods? ...continued from page 3

under development. So don't be surprised to see more words like "Tuscan," "grilled" or "toasted" on Panera menus in the future — "they actually give you a flavor cue," Burnett says. "It's going to be warm, and it's going to be a little crunchy on the outside and gooey on the inside."

Now, you'd be forgiven if you think the idea of using language to make food sound tastier seems fairly obvious. "It's Marketing 101," says John Stanton, a professor of food marketing at Saint Joseph's University in Philadelphia. But for a long time, he says, vegetarian- and vegan-food makers have been falling short on this basic concept. "They're targeting it to people who want to avoid meat," Stanton says. But a recent survey shows that only 3% of the US population identifies as vegan and only 5% as vegetarian. "It's a much bigger market for people who want to engage in delicious."

And the demand is there, says Melanie Zanoza Bartelme, a global food analyst with Mintel, a market research and analysis firm. "Consumers are really looking for easy ways to get more 'good-for-them food' — legumes, nuts and seeds and fruits and vegetables — in their diet," Bartelme says. But she says Mintel's research suggests that 50% of US consumers say plant-based foods out there "need a greater variety of flavors. So it might be that some of these products haven't yet convinced them that they are worth the switch."

Vennard hopes that the strategies that the Better Buying Lab has come up with will help win over more of those consumers. But if that fails? Well, there's always Beyoncé.



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## Suggestions & Comments?

**Cecily Costa, Gourmet Brand Specialist at [ccosta@birite.com](mailto:ccosta@birite.com) or (415) 656-0187 x428**

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Thanks to my Editors this month—Jennifer Wilder-Smith, Director of Marketing & Johanna Roth, Marketing Coordinator