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Annual Food Trends for 2016

The National Restaurant Association and Technomic recently released their annual food trends.

The yearly studies look at foodservice and chef trends and predict, "What's Hot" for the coming year. This year's top six list includes:

1. **Natural, minimally processed foods**
2. **Bold, spicy flavors**
3. **Sustainability**
4. **Kombucha and matcha tea**
5. **Ancient grains**
6. **Food waste reduction**

"The smart manufacturers certainly monitor what's going on in foodservice," said Bob Goldin, Executive Vice President of Technomic Inc., which released its 2016 Food Trends report based on an analysis of quantitative menu data earlier this year.

The Axis Purchasing program is in-step with today's trends. Our 325 manufacturer programs include items that keep your foodservice operation on trend and relevant to today's consumers. [Here are the six hot trends, what it means and how Axis Purchasing can help you capitalize on them.](#)

Naturally, minimally processed foods

Forward-looking foodservice operators have taken the lead regarding how to make their products more natural and with cleaner labels. High-end operators like Panera Bread and Chipotle, have been very vocal on this score. In mid-December, Papa John's announced it would use antibiotic-free chicken on its grilled chicken pizza and chicken poppers starting next summer.

Axis program participants include:

- *Tyson Foods*
- *Nature Raised*
- *Adele's*

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Bold, spicy flavors

Technomic calls it, "The Sriracha Effect" and includes ghost pepper, sambal, harissa, sumac, and other spicy additions to menus in 2016. The well-known sriracha effect has hit restaurants and food manufacturing with these bold flavors in everything from Heinz Ketchup to Blue Diamond Almonds. Operators must adapt to consumers' rampant love of the hot red sauce, which has also started appearing on many restaurant ingredients in the past few years.



Axis program participants include:

- *McCormick*
- *Lamb Wesson*
- *Tyson Foods*
- *Highliner*
- *Campbell's*
- *Heinz*

Sustainability

The NRA, in their "What's Hot" report includes sustainable seafood and environmental sustainability as two of the top 20 restaurant menu trends for 2016. Many restaurants are using and promoting sustainable ingredients in their menus. Sustainability takes many forms that include the reduction of carbon

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emissions and conserving water to sustainably sourcing ingredients, such as cocoa, palm oil, and animals.

Axis program participants include:

- Mitsui Foods
- Highliner
- Neptune
- Hampton Creek
- Georgia Pacific

Kombucha and matcha tea

Kombucha and matcha tea continue to gain popularity, as consumers perceive these botanical beverages as a healthier alternative to soda and sugary beverages. Both are variations of tea that hails from Asia, with histories of incredible healing properties. Kombucha and matcha tea companies have seen explosive growth over the past few years, and part of that has been the use of these two tea drinks in specialty alcoholic and non-alcoholic beverages served at bars and restaurants.

Axis program participants include:

- Mighty Leaf
- Starbucks Tazo

Ancient grains

The NRA named ancient grains as one restaurant menu trend for 2016. Quinoa is arguably the best-known ancient grain, but many others have found their way into a wide range of grain-based products, from breads to cereal, including General Mills' Cheerios + Ancient Grains.

The success of quinoa's use on foodservice menus signals to wise operators to seek out other grains including, chia, amaranth, millet, farro, spelt, freekeh, einkorn, teff, sorghum, kamut, and kaniwa (quinoa's

cousin). Grains are inexpensive and when paired with kale and other "super-foods" provide the basis for a healthy and very profitable, on-trend menu item.

Axis program participants include:

- Indian Harvest
- General Mills

Food waste reduction

Food waste happens at all levels of production and consumption, and that includes both food manufacturing and foodservice. More restaurants and manufacturers recognize the need to find ways to reduce food waste either in-house or throughout their supply chain.

While the NRA points to this as a top food trend for restaurants in 2016, manufacturers and industry groups have taken their own strides to make an impact on the 31% of food at the retail and consumer levels wasted in 2010. (USDA numbers)

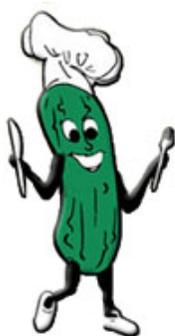
The Food Waste Reduction Alliance, a joint venture of the Grocery Manufacturers Association, Food Marketing Institute, and National Restaurant Association, released a food waste guide for the industry, highlighting the efforts of Campbell and ConAgra. [Click here to visit the Food Waste Reduction Alliance site.](#)

Axis program participants include:

- Con-Agra
- Heinz
- Tyson Foods
- Unilever

The hardest part of succeeding in foodservice is to change with the times and the trends. Axis Purchasing is your partner in success. [Contact us for innovative menu ideas and food cost savings.](#)





Member Profile

MR. PICKLE'S

SANDWICH SHOP

Spreads 'Pickle Love' On Every Sandwich

One might think a place called "Mr. Pickle's" would be handing out pickles left and right and that the place would have that strong, briny aroma. However, despite the name, the rapidly growing quick service restaurant is best known for its hearty sandwiches, and for handing out fresh-baked cookies, not pickles, with every order. As a result, there's a wonderfully addictive smell of both cookies and fresh-baked French bread that permeates each restaurant.

"We have a catchy name and we have great pickle's," says Tony Bendana, Chief Operation Officer of the 42-store franchise company based in Auburn, CA. "But we make it a point of giving a fresh-baked chocolate chip cookie to everyone who orders one of our signature sandwiches."

They truly serve up a large portion of "pickle love" in the shape of oversized, high quality sandwiches.

"Once you try one of our sandwiches, you just fall in love with us," beamed a proud Tony. "We serve big portions made with only the highest quality ingredients ... the best mayo, best mustard, and most importantly, the best deli meats. Our deli meat sandwiches have one-third of a pound of meat and we offer San Francisco style bread that is baked fresh and sliced daily. Nothing is a day or two old and that freshness is what people love."

Then there are the signature sandwiches including the highly popular Mr. Pickle made with chicken breast, bacon, cheese and garlic sauce and then topped with lettuce, red onion and melted Monterey Jack cheese, the Triple Decker Club Sandwich, the BLAT (Bacon, Lettuce, Avocado and Tomato) and the Hang Loose made with pastrami, bacon, cream cheese and avocado. **Is your mouth-watering yet?**



The Mr. Pickle



The Italian



The Rye

The story of how Mr. Pickle's came to be is as classic as its sandwiches. Frank Fagundes found his calling at the very young age of eight when he got a job cleaning tables at a local Italian deli. He never looked back, moving up the ranks and dreaming of opening his own place some day.

That day came in 1994 when he opened his first Mr. Pickle's in San Mateo, CA. After engaging the local high school in sandwich naming contests, he became the most popular eating spot around. All of the hard work and many years in and around restaurants taught Frank what he believed to be the most important lesson on which to base his business.

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“He learned never to scrimp on quality. If it costs a bit more, then do it if you believe in it,” says Tony. “Don’t ever lower your standards. Customers will pay for the quality. Our customer is not a Subway customer. If we raise prices, they understand that is what it takes to serve them the best quality sandwich.”

One of the main reasons Mr. Pickle’s can continue to offer high quality ingredients is due to their relationship with Axis Purchasing.

“Working with Sysco and being able to utilize Axis has been essential to our growth. Axis negotiates lower pricing, identifies items we need and sends us specs and samples so that we change to get a better price if we want. Axis has been very helpful to our bottom line,” explains Tony.

This year, Mr. Pickle’s will add four new locations. They will also broaden their menu to include more soups, salads and combo meals. The idea is to reach beyond their core customer base. Despite changes, in order to compete in the highly competitive franchise arena, Tony knows Mr. Pickle’s has to stick to their commitment of high quality.

“Every decision we make has to provide ROI (return on investment) to our franchisees,” he notes, “In addition, we have to continue to insist on consistency and compliance. If you get those two things, you are success.”

As it says on their website: MR. PICKLE’S IS MORE THAN A SANDWICH SHOP. IT’S A CLUB HOUSE, A BREAK ROOM, A KITCHEN. IT’S A PLACE WHERE FRIENDS, NEIGHBORS, TEAMMATES AND CO-WORKERS ENJOY THE FINEST SANDWICHES IN TOWN. IT’S NOT JUST A SANDWICH SHOP. AND IT’S NOT JUST A SANDWICH. IT’S MR. PICKLE’S.

Manufacturer Spotlight



Food has never been more central in our lives; it’s what fuels and nourishes us. At Ventura Foods, our people are driven to delight, and that means we’re continually crafting flavors and custom food solutions that customers value. We’re proud to be an agile partner that helps every one of our customers earn a special place on their customers’ table.

Ventura Foods is a leading national manufacturer and marketer of branded and custom made shortenings, oils, dressings, sauces, margarines, culinary bases and pan coatings for the foodservice, ingredient and retail industries. Ventura Foods foodservice brands include Mel-Fry® and Extend® High Performance Frying Oils, Marie’s® dressings, Classic Gourmet® Dressings and

Culinary Bases, SunGlow® Butter Blends, Phase® Liquid Butter Alternatives, White Cap® and Gold-n-Sweet® Pan Coatings. Licensed foodservice brands include Smart Balance® Buttery Spreads and Hidden Valley® prepared dressings. Retail brands include Marie’s® Refrigerated Dressings, Deans® Dairy Dips, LouAna® Oils, Gold-n-Soft® Margarines and Smokehouse 220™ Barbecue Sauces.

Our manufacturing integrity, customer focus, and teamwork allow us to be the most agile, flexible and efficient company serving the food industry. We adhere to good manufacturing practices and have the processing equipment, filling, storing and staging systems needed to get the job done. In addition to corporate headquarters in Southern California, Ventura Foods has a national footprint that includes 11 manufacturing plants, 3 culinary centers, 3 refineries and 3 sales offices.

Manufacturer Spotlight continued from Page 4



At Ventura Foods, we take food safety seriously. At each of our facilities, Hazard Analysis Critical Control Point (HACCP) programs and Good Manufacturing Processes are standard operating practices that are aligned with the Food Safety Modernization Act (FSMA), from vendor verification to a continuous food guarantee.

The breadth and depth of our product line is designed to meet the ever-changing needs of your business and the tastes of today's consumers. We are *Fueling Your Passion* for great food by delivering the product solutions that help you delight your customers.

New Contract

AriZona Beverages

Axis is pleased to announce an enhanced program for AriZona Beverages, a full-line supplier of iced teas. The new program offers an improved price and volume allowance for both cans and bottles as well as increased price coverage. Product is available through broadline distribution and direct delivery if full truck-load requirements are met.



Consider adding AriZona Iced Teas to your beverage portfolio today. They are available in a variety of popular flavors and come wrapped in uniquely designed packaging. Delivering quality, value and fun, Arizona Iced Tea is a winning addition to any Member's beverage offerings.

New Program

Hampton Creek

Just Dressing

Axis is pleased to announce a new portfolio of salad dressings from Hampton Creek. The new Just Dressing product line is an alternative to traditional salad dressings because it is egg, dairy and lactose-free. The full line of condiments are competitively priced.

The Just Dressing* varieties include:

- Balsamic Vinaigrette
- French
- Italian & Italian Light
- Ranch & Ranch Light
- Raspberry Vinaigrette
- Sesame Ginger
- Sweet Mustard
- Thousand Island

**These are gallon containers only; all other pack sizes will be transitioned as manufacturing finalizes packaging standards.*

Just Mayo

Just Mayo is available in assorted flavors for packing a punch to your favorite menu item. Available flavors

Hampton Creek continued on Page 6

Hampton Creek continued from Page 5

are Original, Garlic, Chipotle and Sriracha which may be ordered in gallons and individual packets.



Who is Hampton Creek?

Hampton Creek is revolutionizing the use of plants by making delicious products for consumers and offering healthy options for indulgent foods. They have passionate sustainability goals to reduce waste and energy which align with many of our Members’ goals.

Our partnership with Hampton Creek is built around the belief that good food, both for the body and the environment, should be widely accessible and delicious.

Program Highlights

Sysco Performance Cheese

Axis is pleased to announce a program enhancement on the Sysco contract for pasteurized processed cheese spread under the Casa Solana label. Packed 6-5lb. units to a case, both yellow and white performance cheese loaves are covered under this contract. The improved program includes a contracted price and volume allowance to offer increased cost effectiveness to our Members for this product line.



Casa Solana performance cheese offers delicious, full cheese flavor accompanied by a smooth, creamy melt. Easy to cube and slice, the cheese is formulated to melt to a velvety smooth consistency without burning or oiling off. With a longer shelf life and a lower cost than natural cheese, Casa Solana performance cheese is as cost competitive as it is versatile. Coupled with a consistent flavor and texture, it is the perfect addition to dips, appetizers and a variety of entrees such as macaroni and cheese, cheesy potatoes, hash browns and casseroles.

Sara Lee Transitions to ChefPierre

Sara Lee branded muffins, donuts, croissants, pastries, cornbread and cakes will be switching to the ChefPierre brand in the near future.



What is important to know is:

- Product identification numbers will remain the same
- Product prices will not adjust due to the change
- Product formulations will remain the same.



To ease the transition, operators may submit any questions by logging onto simplychefpierre.com. Brand change summaries and timelines will be made available via this site as well.

Members may have seen notices on Sara Lee cases starting on December 15. Beginning February 1, 2016, the newly branded products will be entering distribution with a target date of March 1, 2016 to complete the transition.

Product Highlights continued from page 6

Handgards Polypropylene Bags

Display your items in these polished sleek bags positioned on the way out for that last minute impulse buy. A terrific way to showcase your candy, baked goods or sandwiches is to use a high clarity biaxially oriented polypropylene (BOPP) food storage bag.

These bags offer an easy, fun way to display nuts, candy or sandwiches and come in various sizes for all your needs.

They are also available with or without an adhesive strip for closure. To customize, you can also add a sticker to label the contents of the bag and add your logo.



For more information, [click here to visit Handgards online.](#)

Tyson Ground Chicken Crumbles

Axis is pleased to announce an addition to the Tyson product line – fully cooked chicken crumbles. Tyson's chicken crumbles are a perfect substitute for any recipe calling for ground beef such as taco meat, chili and meat sauce.



These fully-cooked chicken crumbles are made from ground whole leg chicken, which allows 100% yield. They are low in sodium and contain no preservatives or artificial ingredients and do not contain added binders or fillers. This easy-to-use product is a cost effective replacement for ground beef or ground turkey and comes packed in four 5-pound bags per case. Look for fully cooked Tyson ground chicken crumbles under product code 26233-928 today.

Unilever Margarine Production Disruption

Due to unexpected volume spikes for Unilever's Promise, Country Crock, and I Can't Believe It's Not Butter (ICBINB) products, Unilever is having to make immediate plans to increase production.



Unilever has planned to add additional equipment to their current production line in January 2016. This will require production of these products to stop while the new equipment is being installed. Once installed, it will take up to an additional 60 days to reach full production capacity again. As a result, during the months of January, February and March, these products will be available in limited quantities and customers will most likely experience shortages to their orders.

Unilever is expecting their January fill rate for Promise to be less than 30%. Unilever has little to no inventory available on Country Crock and ICBINB, and unfortunately, there are no other Unilever branded 5 gram products to fill this gap. *We will continue to monitor the situation and keep our customers informed.*

High Liner Foods

Throughout 2015 High Liner Foods has been undergoing initiatives to simplify, standardize and consolidate their product portfolio through SKU rationalization and master case optimization. In 2016, High Liner Foods will continue to simplify the way they do business by consolidating their diverse portfolio under three flagship brands. Stay tuned for more details about the upcoming High Liner brand consolidation and SKU rationalization which you will begin to see take effect in the new year.



Program Highlights continued on Page 8

Product Highlights continued from page 7

Gluten-Free Cheerios

Our cereal partner, General Mills, has consistently responded to consumer demands to optimize the nutritional content of their cereals. Over the years, they have lowered sugar and sodium, and they recently announced that five Cheerios varieties are gluten free.

With 1/3 of Americans trying to cut back or avoid gluten in their diets* these cereals meet our Members' need for gluten-free options at breakfast.

The change applies to all formats including bulk, cup and bowlpak packaging. No changes to manufacturer identification numbers or pack sizes will occur.

Look to menu these gluten-free varieties today:

- Apple Cinnamon Cheerios
- Frosted Cheerios
- Honey Nut Cheerios
- Original Cheerios
- Multi-Grain Cheerios

*Source: Mintel, *Gluten-free-foods, US, Sept. 2013*

Yoplait Original

General Mills recently lowered Original Yoplait yogurt's sugar by 25% in all 4oz and 6oz varieties. The sugar reduction is the latest in product improvement from Yoplait. In 2009, Yoplait began sourcing milk from cows not treated with artificial growth hormones. In 2012 high fructose corn syrup was eliminated from the recipes. In 2014, aspartame was removed from Yoplait Light.



This latest accomplishment aligns with Axis's recognition of the important role wellness plays in the lives of today's consumers.

About Us

Axis Purchasing was founded in 2006 on a simple premise. Busy food-service operators don't have the time and resources to efficiently procure food and supplies, manage supplier relationships, costs and rebates, and stay abreast of continuous changes in markets and products. Axis found a way to handle those details for them while saving them money.

A lot of money.

In fact, today our group purchasing power exceeds \$18 billion. That leverage combined with distribution and operational expertise has enabled us to provide unmatched support—maximizing manufacturer rebates, reducing invoice costs, and providing up-to-date market and product insight. Put simply, we guarantee maximum value: the most efficient delivery of all the right products at the lowest cost, year after year.

Find us at www.AxisPurchasing.com or call TODAY to learn what you have been missing.



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"There's only one thing more rewarding than serving the best food..."

Serving it at a lower cost!"