



800-4BUTTER  
email@grassland.com

Dairy is more than our business.  
It's our passion.



402-372-5551  
info@westpointdairy.com

## Is Your Restaurant Green?

Winter 2014

It probably will not surprise you that in a recent survey among consumers regarding food trends, environmental sustainability ranked No. 1.

The words fresh, organic and local led a list that also included children's nutrition, gluten-free and artisan as descriptions related to the food people want when they go out to eat. Going green with your menus will alert your customers that you are a caring part of their community, will enhance and broaden your selection, improve the quality of your food, and even improve your top and bottom line.



What determines green and sustainable foods? In the simplest terms, sustainable agriculture is the production of food that uses farming techniques that protect the environment, public health, human communities and animal welfare. It even includes the management of distribution to reduce the number of miles that food travels. Buying from efficient producers who value sustainability accomplishes this goal.

### **"Artisan" is the new food buzzword – replacing gourmet.**

We have seen this trend in chains as ubiquitous as Subway and Domino's Pizza. Artisan usually refers to handcrafted foods bought in small batches and made with higher quality ingredients to meet consumer demand. Popular artisan items include bacon, ice cream and cheese. Homemade desserts represent a big trend in restaurants seeking an advantage while delivering a message of high quality and low environmental impact. When it comes to dessert, nothing delivers FLAVOR like butter. The nature of butter as a commodity is that commercial butter buyers purchase more on price than local or artisan produced. At Grassland, although we are a large national supplier, we receive locally-sourced milk from a community of family dairy farms.

### **The main reasons restaurants are turning to green foods include:**

**1) It's the Responsible Thing to Do** – Green and sustainable agricultural practices protect the planet by improving soil nutrients, producing less pollution and reducing the need for fossil fuels.

**2) Green Food is in Demand** – Once a novelty, green and sustainable food is now mainstream. Consumers are educated about what they are eating and bring that knowledge and desire into your restaurant. Consumers are very passionate about their food and restaurants need to respond accordingly.

**3) It's Profitable** - Even though "going green" may cost more than conventional items, consumers are willing to pay more for the opportunity to eat environmentally healthy food. For them it is not an indulgence, but a necessity.

**4) Green Food Shows You Care** – Sustainable food ingredients delivers a strong and positive message to your customers. Sustainability also includes energy savings, water conservation, using biodegradable products, sustainable design and eco-minded equipment. This will quickly distinguish you from your non-sustainable competition.

**5) So Many Options** – The days of just a few green foods are gone. Chefs can now find year-round fruits and vegetables, pasta, baked goods, chocolate, honey, cheese and many other green products, wines and spirits. Locally-sourced, sustainable meat, seafood and poultry have found a permanent place on restaurant menus.

Overall, serving green and sustainable foods delivers a message that connects you to your community. It differentiates your foodservice operation from international chains. Most importantly, it is a genuine message of wholesomeness and well-being that shows consumers you care about more than profits.



## Holiday Cookies – Bake Up Some Profits

The holidays are all about celebration, which at Christmas time means gingerbread, eggnog and cookies. Restaurants can do a lot more to take advantage of their patrons celebratory mood than just put up a tree and lights and have your host don a Santa hat.

Cash in on the holiday spirit and serve a sampling of holiday cookies. Selling cookies is a good idea for bakeries, cafes, sandwich or lunch spots, pizza and the fast casual establishments to gain a little more profit.

There are a few ways for foodservice operators to deliver cookies to customers: Bake the cookies in-house, buy them from a local bakery, or sell as dough for take-and-bake.

All three options have potential for nice profit margins. Obviously baking them in the restaurant kitchen involves planning and labor, but there’s usually some kitchen downtime. As far as logistics, dough recipes are easy and abundant and bulk butter is readily available from



distributors, as well as flour, sugar and spices. Cookie cut-outs and decorations are also readily available. In addition, kitchen staffs can have fun with the baking, creating holiday spirit.

If you want to avoid planning, prepping and cleaning, you can outsource the hard part of cookie making by using your existing facilities and equipment to make dough and package it for sale. Busy families can pick-up food or eat at your restaurant, and buy a bag of dough to bake and decorate at home. This simple, add-on sell can easily raise your average ticket \$4-\$6.

If you know of a quality local bakery in your town, offer their cookies for resale. Stack them near the register or in the waiting area to make sure the kids see them, adding more incentive for the impulse buy.

In the end, celebrate the holidays by offering a traditional favorite treat: your customers will eat them up and appreciate not having to make them at home. And don’t forget to use fresh, creamery butter at your foodservice operation to bring some joy and add to your profits.

### Happy Holidays from Grassland and West Point Dairies!

## Product Profile

### Butter Patties or Chips



Butter Patties on parchment squares are a ready-to-serve option for restaurants. The butter patties, which are available as salted and unsalted 90-count squares, are ideal in buffets, breakfast service or for caterers. This product also comes as 72-cut or 27-cut per pound.

The Butter Patties are most commonly served on the table, or placed on top of ice chips. The advantage of butter squares is that they are less expensive per serving, but the waste can be high.

Product Specs: 6-carton/5-pound parchments per case, 2,700 pieces per case; 60 cases per pallet. Wisconsin Grade AA, OU-D Kosher. For more information on Butter Patties at Grassland Dairy Products and West Point Dairy, please visit [www.grassland.com](http://www.grassland.com).

## Customer Profile

# The Quality at Inès Pâtisserie Starts with Great Butter

*The following article was written by Nohra Belaid, owner of Inès Pâtisserie*

Almost twenty years ago I moved from Paris to the United States, was briefly on the east coast, then on to Seattle. A city I have never heard of, nor even knew how to properly pronounce.



The most important thing I was missing, besides my beloved family, was good bread and butter. Most people thought I was being such a snob when I refused to eat the bread and butter that was always graciously put on the table at every restaurant I went to.

I tried to explain with my very poor English at the time, that bread and butter were the pillars of French tradition. And what I had in front of me was not to my standards! Sacrébleu!!!

My life was about to change when I stumbled into Larry's Market, a specialty grocery store that had opened in 1995 a few blocks from my student apartment. I couldn't believe my eyes, here it was: French butter in all its glory! It might have cost a pretty penny for a starving student, but no compromise here.

Fast forward years later after a few years spent in dentistry, I decided to follow my follies. Baking has always been a passion of mine since I was a child. I spent hours with my grandmother baking all kinds of delicious treats.

When I finally decided to open Inès Pâtisserie back in 2010, my number one concern before even finding a space or a name was: "Where can I find butter that is at least 82% fat and in large quantities?"

After making a few phone calls to the local dairies, I met a sales rep that brought a few samples to my shop. I had bought some delicious bread to try it with.

After tasting a few decent European-style butters, he offered me a butter packaged in a beautiful gold wrapping paper. Simply delicious, just like home.

Wüthrich butter has become the backbone of all my viennoiseries. Within the first year of opening Inès Pâtisserie, we were awarded the best croissant in bakeries found around Seattle. Besides our recipe and techniques, I know that Wüthrich butter is what made us the winners.

To me it is simply my first choice butter, no doubt about that and absolutely never any compromise. Thanks to the cows of Wisconsin and America's dairy for producing a butter du Terroir!





## Butter Market Update: 4th Quarter 2014

Happy Holidays! After establishing a new all-time record high earlier in the year, the wholesale (CME) butter price broke lower just in time for the Holidays.

After averaging \$1.55 during 2013, the butter price wasted no time moving higher this year and by May, the CME monthly average was above two bucks a pound. It worked its way up to average \$2.9740 during September. October marked retracement time, but the CME average still held at \$2.3184.



The CME price did a near-collapse at hit \$1.77 at the end of October. Per usual, the market over-reacted and the price is now hovering just under \$2.00, and sales are off to the races.

“Sales of butter here (Upper Midwest) are crazy. It didn’t take any time for retailers to move to 2/\$5 ads,” a major retail distributor told me in mid-November. “If the wholesale price remains below two dollars,” he added, “I won’t be surprised to see some 2/\$4’s for Christmas.”

These price levels took a toll on sales here in the U.S. and around the world. Export shipments tumbled during the third quarter and into the fourth. Commercial disappearance, a measure of both domestic and international sales, was up year-over-year by 15 percent during the second quarter, but fell to minus nine percent during the third quarter.

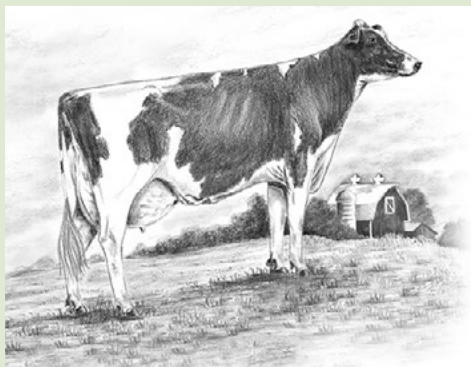
Jerry Dryer, Editor & Publisher, Dairy & Food Market Analyst  
JDryer@DairyMarketAnalyst.com

*Grassland Dairy Products and West Point Dairy Products use sources that we believe to be reliable, but it cannot warrant the accuracy of any of the data or forecasts included in this report.*

### About Us

## A Passion for Dairy 100 Years Strong

Grassland Dairy Products and West Point Dairy Products are leading manufacturers of high-quality butter and dairy products, serving the retail, foodservice and industrial markets. We offer refreshing innovation while maintaining



the traditions that have made us a family favorite for more than one hundred years. Our success is built on a fundamental commitment to delivering unsurpassed quality and value in everything we do.

For more than a century, we have been delighting our customers with the finest butter and dairy products, crafted with care and developed with innovation. We insist upon uncompromising quality and exceptional value in every item we produce, always striving to exceed expectations.

Dairy is our passion at Grassland and West Point, and we recognize that it all begins with the milk cow in the barn. Verna, a Holstein cow bred in Clark County, Wisconsin, the home of Grassland, was a 4-H project of our founder’s great-granddaughter and won Grand Champion honors at the Wisconsin State Fair Junior Show in 1978. Our newly re-designed butter packaging now includes the image of Verna in the hope that our customers around the country will understand the important role the dairy cow plays in our daily nutrition.

**Grassland:**  
N8790 Fairground Avenue  
Greenwood, WI 54437  
800-4BUTTER  
email@grassland.com

**West Point Dairy:**  
1715 E. Road  
West Point, NE 68788  
402-372-5551  
info@westpointdairy.com