

ADVERTISE WITH US.

Our biannual publication tracks the heartbeat of our industry and goes out to over 7,000 of our customers, partners and other key players in the food business.

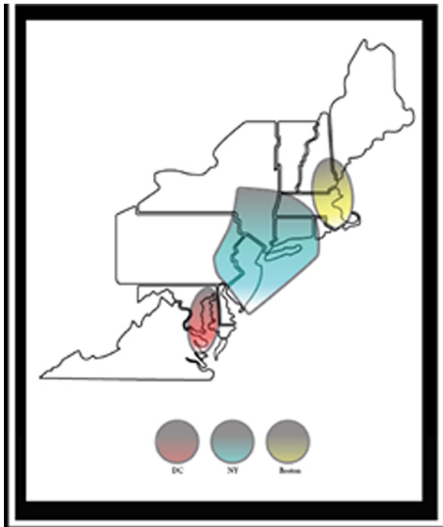
TARGETED DEMOGRAPHIC

Our reader is a chef, purchaser or restaurateur in a position to buy your products. The Baldor magazine is a rare opportunity to speak to the food service community through a publication with a reputation for thoughtful stories, lush photography and cutting edge design.

WHO?

7,000 CUSTOMERS & COUNTING

**40% RESTAURANTS 20% RETAIL
40% HOTELS, CORPORATE FEEDERS,
HOSPITALS, SCHOOLS + EVERYTHING IN BETWEEN!**



WHERE?

With warehouses in Boston, NYC and DC, our customer base extends from Portland, Maine all the way to Norfolk, Virginia making us the perfect platform to reach food service and retail professionals throughout the Northeast and Mid-Atlantic regions.

Content submission deadline: July 30th, 2016

If you're interested in advertising with Baldor, please email us at marketing@baldorfood.com. All inquiries must be received before July 1, 2016

OPPORTUNITIES

SPONSORED CONTENT

RED JACKET
EST. 1958 • NEW YORK

Red Jacket Orchard is a 3rd generation, family-owned orchard located in Geneva, NY and run by the Red Jacket family since 1958. Today, we combine their expertise in horticulture with their passion for their job, and their role as a member of the Apple Association in Hopkinton, D.C. and their role as a member of responsible agriculture and their best practices sustainability since they started 55 years ago.

While not organic, Red Jacket Orchard uses integrated pest management techniques to reduce the need for pesticides as much as possible. After washing, produce is grown in greenhouses and then packed for shipping into the business of craft-made, fresh-pressed juice as a natural progression.

The new juice process that uses heat and pressure to cold-press into juice using the traditional "milk and don't" method in their U.S.D. certified juice processing facility located in the orchard. Red Jacket does not use any enzymes or carry over preservatives other than heat at all and the strictest steps of heat pasteurization to ensure safety. It's then bottled cold and ready for you to enjoy fresh and cold!

All the juices blend Red Apple juice with various full-juice like raspberry, strawberry, citrus, blackberry and raspberry. Red Jacket Orchard "Organic" brand full-juice comes in greater amounts of either Raspberry or Tart Cherry juice. All of these cloudy, fresh juices have 50% more antioxidant power than clear juices.

SALAD SAVOY/DECORATIVE KALE

LOLLIPOP SPROUTS

item code: SPR10C

TI Cocktail Therapy
Natalie's

Bloody Mary
Mix & S 1 cocktail
1 oz. fresh squeezed fresh tomato juice
1/2 oz. vodka
1/2 oz. fresh egg white
Seasoned salt & horseradish to taste
3 dashes Worcestershire
Add 8-10 dashes into cocktail shaker, shake & mix, pour into a pre-glass over ice and olive.

Mimosa
Mix & S 1 cocktail
2 oz. fresh squeezed fresh orange juice
1 oz. Brandy Cognac
10 champagne bubbles with orange juice, top with champagne.

Let's get one thing straight, we love a classic cocktail. You know the type—more that is shaken by a bartender and contains three ingredients. Give us a drink that Ernest Hemingway could respect and we'll be satisfied (and probably drunk). We also love a little reimagined mixology every so often. We're huge fans of Dave Arnold's boozy experiments at Boker and Doe and we've never met a homemade vermouth that we didn't like.

We are sticklers for quality, though. Whether we're drinking a mimosa or a barrel-aged Negroni, we expect the ingredient quality to be top notch. Luckily, when it comes to cocktail mixers, we have a serious ace up our sleeve: Natalie's Orchard Island juices are the closest you'll get to fresh-squeezed without leaving off your juicer. They use only hand-picked Florida citrus and they squeeze their juices to order every day to ensure freshness. They're also gourmet pasteurized for the minimum amount of time, at the minimum temperature, to retain maximum flavor. Add these features to the fact that all of their products are made in America in an environmentally conscious facility by a woman-owned company and you've got yourself some serious juice.

We recently spent breakfast mixing up some cocktails with their juices and found that they held up perfectly because the evaporation and cooling of a stone cold drink.

classic

Allow us to design a full-page feature that highlights your brand! We offer two distinct experiences with our sponsored content based on your company's priorities. **Editorial:** For businesses that value editorial content, we offer sponsored articles that blend seamlessly with the look and the tone of the publication. **Art Driven:** If you prefer your products to speak for themselves, our photography team will also create a beautiful, art-driven composition of your products that can be repurposed in posters, in print or on your website. **COST: \$4,000**

FULL-PAGE ADVERTISEMENT

Guida's
SINCE 1946

Guida's was originally founded by brothers Frank and Alexander Guida in 1947. The company was owned and operated by the Guida family until three years ago when they sold the operation to Dairy Farmers of America in order to make capital improvements and keep up with the growing demand for local milk.

The Dairy Farmers of America is a cooperative of 15,000 farmers who, together, own the Guida processing plant. Major upgrades were made to storage tanks, trucking and to the facility itself when they moved in. Guida's now processes over 1 million fluid gallons of New England milk every week, 80% of which comes from Connecticut farms. In just three years it has grown into the 2nd largest dairy in New England and even processes some of the milk for the Organic Valley co-op, one of the most respected names in the certified organic milk category.

Because Guida's is a co-op of dairy farmers, all profits go right back to the farmers. They each maintain impeccable facilities and operate at the highest level of GMP (Good Manufacturing Practices). Guida's milks have an extended shelf because of their uncompromising quality standards and the integrity of their product line, both of which are validated by frequent third party testing and government inspections. Guida's milks is SQF and ISO9001 certified and delivered to Baldo daily. In the words of our Guida sales rep, Peter Archibone, "We're all about quality, freshness and all about the farmer."

GUIDA'S DAIRY

HYDROPONIC BUTTER LETTUCE

Tanimura and Antle is a family owned and operated conventional farming business that has become a leader in the Hydroponically grown lettuce category with a newly expanded 16.5 acre facility in Livingston, Tennessee. This facility produces roughly 84,000 plants per acre, with a total of 2 million heads of lettuce growing at any given time, reaching full growth in just 55 days. By growing lettuce hydroponically, there are roughly 11 crops per year compared to just 2-3 with traditional farming methods. Additionally, Hydroponic lettuce is grown indoors which allows for a more controlled growing temperature and superior product harvested 365 days a year. The consistent location in Livingston, TN also allows customers across the East coast to receive Hydroponically grown products within 24 hours of harvest.

TANIMURA + ANTLE

SOFT RIENED GOAT CHEESE
MADE IN BELGIUM
LACTIC FERMENTED
MONTCHEVRE
Mini Cabrie
NET WT. 4.5 LB
100% GOAT MILK BREA
MADE IN FRANCE

Montchevre is the largest goat cheese manufacturer in the United States, and continues to operate with the same one goal and value as it did when it was founded 25 years ago. In 1989, co-founders Armand Salandri and Jean Rosand brought four generations of unique goat cheese "savoir-faire" from the southwest region of France to the US and built the company to where it is today, supporting a network of 360 independent family farms and offering over 75 varieties of goat cheese products. At its plant in Belmont, Wisconsin, the company combines traditional French cheese-making techniques with daily shipments of locally sourced, premium fresh goat milk to produce its highly popular cheeses. By overseeing the entire production process, the company is able to ensure a standard of quality that has won it numerous awards over the years. In addition, Montchevre's commitment to customer service has led to ongoing development of new products, flavors, and packaging throughout 25 years of market.

MONTCHEVRE

You decide your message and imagery. Black or white background will be determined by our art director based on collateral provided. Specs on next page. **COST: \$2,500**

MECHANICAL REQUIREMENTS



Advertisement collateral supplied must be prepared as follows:

Ad material may only be provided in a digital format.

SPECS (Full Page Advertisement) :

LOGO - Format - High Quality .eps or .ai

IMAGE - Color - CMYK
Dimensions - 2550 x 1490 pixels / 8.5 x 5 inches
Format - JPG

COPY - Word Count - 150

TEMPLATE:

** black/white background will be determined by our art director based on collateral provided.*



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SUMO CITRUS



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DÉLIFRANCE

If you have any questions or concerns please contact marketing@baldorfood.com