

Baldor



25th
Anniversary
2016

in loving memory of our founder

Kevin
Murphy

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H o l a !

There are many reasons to love Avocados From Mexico (AFM) and we are here to tell you why. Here at AFM, we understand that having access to year-round fruit, like the Mexican avocado, is vital in catering to the high-demand of restaurants, school/hospital facilities, catering operations, and other culinary establishments. We wanted to supply you with some serious knowledge about our unique fruit that is available 365 days a year.

You should know that Mexico is distinctive due to its rich geography and offers many natural wonders. The right climate and soil have all contributed to Mexico's ability to make each state one-of-a kind. Specifically, the beautiful state of Michoacán is able to produce our delicious avocado fruit, which is exported around the world during all seasons because of its year round availability.

AVOCADOS from Mexico

101



What sets us apart
GEOGRAPHICALLY?

ALWAYS in Season

Mexico's rich volcanic soil, abundant sunshine, and timely rainfall provide the perfect microclimate for producing great-tasting, creamy avocados that are always in season.

The Right Soil

Mexican avocados grow among more than 100 volcanoes, in the center of the feared Trans-Mexican Volcanic Belt, which explains why the avocado industry has bloomed in the region and why Michoacán is a dream land in which to grow avocados.

The Most Rigorous Quality

Thanks to the rigorous quality control program, consumers are assured of getting consistent supplies of high quality Hass Avocados.

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Happy

25th

Anniversary

Baldor

Family



TJ Murphy | Andy Balducci | Nina Murphy | Nina Balducci | Christine Murphy

I couldn't be prouder of what we've built in the last 25 years. We stand today as one of the most powerful forces in the regional food system, full of the hardest working, forward thinking and most passionate people I know.

Thank you to my father for beginning this journey, to Michael for walking with me today, and to all of our customers and employees who got us to this stage.

If we did this in 25 years,
it sure will make for another exciting 25.

TJ Murphy
Owner + CEO

product of the 90s

It seems we're not the only ones celebrating our 25th birthday this year. Check out this list of other organizations, products and people who have been around a quarter century. We're in very good company!



The Internet

That's right. The internet was officially launched to the public on August 6th, 1991.

A Tribe Called Quest

Their seminal album *People's Instinctive Travels and The Paths of Rhythm* turns 25 this year too. But, the similarities don't end there. Like Baldor, they were also born in Queens. We bought the reissue in solidarity.

Seinfeld

This one also feels appropriate given our NYC roots. Around the same time we were getting started, Seinfeld debuted on NBC and made everyone feel a little better about being a narcissistic monster.

Jean Georges

In 1991, an acclaimed young chef left his post at Lafayette to open an ambitious Upper East Side restaurant called Jo Jo. Twenty five years later, Jo Jo is still in business and Jean Georges has grown a formidable empire that includes 30 restaurants internationally. Not too shabby.

other notable things that happened in 1991 . . .

Game-Changing Album

Nirvana released their grunge masterpiece, *Nevermind*.

Prominent Scandal

Kentucky Fried Chicken suspiciously changed its name to KFC, inciting theories from conspiracists everywhere.

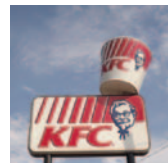
Oscar Winner

Dances with Wolves won seven Academy Awards including Best Picture.

Billboard Chart Toppers

In case you forgot, the pop music of the '90s was epic.

1. (Everything I Do) I Do It For You, Bryan Adams
2. I Wanna Sex You Up, Color me Badd
3. Gonna Make You Sweat (Everybody Dance Now), C+C Music Factory
4. Rush Rush, Paula Abdul
5. One More Try, Timmy T



meet the beet

Back in 1991, our best communication strategy probably involved a Xerox machine and a call on the landline. Well, we've come a long way, baby. We'd like you to meet the Baldor Beet! If you enjoy the type of stories you find in our magazine and want to get to know us better, our **BLOG** is your chance. Every week, we post content about our customers, our farmers, new items and general life around the office here at Baldor. The Beet is a way for us to tell the stories behind the amazing people we work with and celebrate our industry.



BLOG features:



the walk in



kitchen playlists



food hacks



community updates



baldor cares



special picks



101 co. information



food culture



ask a buyer



food sustainability

baldorfood.com/beet

Tl Cocktail Therapy



Let's get one thing straight, we love a classic cocktail. You know the type—one 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 newfangled mixology every so often. We're huge fans of Dave Arnold's boozy experiments at Booker and Dax 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 Orchid Island juices are the closest you'll get to fresh-squeezed without dusting 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 women-owned company and you've got yourself some serious juice.

We recently spent a Sunday mixing up some cocktails with their juices and found that they held up perfectly whether the recipe was up-and-coming or a stone cold classic.

Bloody Mary

Makes: 1 cocktail

- 4 oz Natalie's squeezed fresh tomato juice
- 2 oz vodka
- 1 oz lemon juice
- 1/2 tsp Maille dijon mustard
- Tabasco and horseradish to taste
- 5 dashes worcestershire

add all ingredients into cocktail shaker. shake. pour into a pint glass over ice. garnish with celery stick, pickles and olives.

Mimosa

Makes: 1 cocktail

- 2 oz Natalie's squeezed fresh orange juice
- 4 oz Brut Champagne

fill champagne flute with orange juice. top with champagne.



classic

updated

You might argue that the Snapper is even more classic than the Bloody Mary. Legend has it that the drink was invented in a Parisian bar in the 1920s and that it is almost certainly the Bloody Mary's predecessor.

Red Snapper

Makes: 1 cocktail

- 2 oz Natalie's freshly blended orange beet juice
- 2 oz Natalie's squeezed fresh tomato juice
- 2 oz gin
- 1 oz lemon juice
- 1 oz simple syrup
- salt + pepper to taste
- Tabasco to taste

add all ingredients into cocktail shaker. shake. rim cocktail glass with spiced salt. pour into a pint glass over ice.

Beet/Orange Negroni

Makes: 1 cocktail

- 3/4 oz Natalie's freshly blended orange beet juice
- 3/4 oz vermouth
- 3/4 oz Campari
- 1 1/2 oz gin

Shake well with cracked ice, then into a chilled cocktail glass.



THEN

During an anniversary or birthday, we instinctively look towards the future. But, for this celebration, we wanted to pay equal attention to our past. Without the constellation of relationships that we've built on, Baldor could not have attained the success that we've enjoyed for a quarter century. The partners in the following pages have contributed in fundamental ways to who we are as a company.

“A tree without roots is just a piece of wood.”

- Marco Pierre White



Gotham Bar and Grill

New York, NY

Chef Alfred Portale really needs no introduction. As an early pioneer of New American Cuisine, he basically invented a style of cooking at his groundbreaking restaurant, **Gotham Bar and Grill**. Among his many accomplishments, he is attributed with creating the popular plating style that became known as “tall food” in the 1990’s.

He also happens to be one of our longest standing customers and was a loyal Balducci’s shopper long before Baldor opened for business in 1991.

q + a **Chef Alfred Portale**

What was the biggest trend in fine dining when you first opened Gotham Bar and Grill?

American Regional Cuisine was the hot trend when we opened, with Chefs like Larry Forgione, Jonathan Waxman, Jasper White in Boston, Jeremiah Tower with Alice Waters at Chez Panise and Chef Mark Miller who was doing Southwestern in San Francisco – to name a few.

Restaurants and shops in New York are always opening and closing. Name one dearly departed restaurant or food business that you wish was still in business today.

The original Balducci’s on 6th Avenue, where I would do a lot of shopping, find inspiration for the menu and where I met Kevin Murphy. The store had the highest quality produce in the city and Kevin took that to the street with Baldor.

Which do you prefer: New York in 2016 or in 1985? Why?

2016, of course. New York has come a long, long way and it is now one of the most important food cities in the world. We have such a tremendous amount of quality – ingredients, chefs, restaurants now and we have the clientele that appreciates it. It’s a great place to be cooking.

Name one technological innovation that you wish had existed when you started your business.

Sous Vide cooking. When I was working in France, I saw chefs working with this type of cooking, but there wasn’t the availability of equipment and training available in the States.

What is the most significant way that the food scene in NYC has changed over the past 25 years?

So much has changed, but I think one of the major changes is the attention that chefs and restaurants are able to command today and the consumer is much more appreciative today.

What piece of advice would you give a young restaurateur opening a place in 2016?

Get a long lease and have good partners.

Executive Chef, Alfred Portale
Chef de Cuisine, Livio Velardo

ARTICHOKES | BABY MIXED COLORED CARROTS
BRUSSEL SPROUTS | BUTTERNUT | CHERVIL
CIRCUS FRISEE | FRESH WATERCRESS
MICRO AMARANTH + CELERY
ROSEMARY | THYME
WUTHRICH BUTTER 83% UNSALTED

Balducci's

GREENWICH VILLAGE, NEW YORK

Where the Stars Shopped

Even before Balducci's of Greenwich Village became a famous food store, it attracted celebrities from all walks of life looking for exceptional foods. Family members were always there servicing customers themselves, especially in the early days.

Here is a collection of star-studded memories by a few of the Balducci's.

James Beard

James Beard was a devoted customer in the 40's, 50's, 60's and beyond. He was one of Balducci's first famous foodie customers and good friends with all the Balduccis and Dorias. He LOVED raspberries above all else and they used to go in the back to get him the biggest and the best whenever he came in.

Nina tells us that when Andy brought a fresh white truffle home for the first time in the early 1980's, she had no idea what to do with it. She called "Mr. B" on the phone for advice. This is the recipe he gave her that night and the one she still uses to this day:

Cook noodles in salted water – drain and save some of the cooking water. Melt unsalted butter in a separate pan, adding grated Parmigiano cheese and cracked black pepper. Add the cooked noodles to the butter, swirl around and plate in warmed dishes. Generously shave truffle on top.

Nina tells us she didn't know how to "shave" a fresh truffle then, and certainly didn't own a truffle shaver. She pushed it through her mouli cheese grater, pretty much massacring it.

Meryl Streep

Meryl Streep lived nearby and had a growing family in the 80's. She came in frequently, usually with no make-up on, looking very nondescript. She had just broken onto the scene with *The French Lieutenant's Woman* and *Deer Hunter*. Emily remembers her coming in with her first born child in a Bjorn-like carrier, nuzzling the baby as she waited to be served at the pastry counter, looking - to the unobservant - like any other new Greenwich Village mom.

Perry Como

In 1983, the producers of the annual Perry Como Christmas Show were scouting in Manhattan for a location to shoot a show featuring an Italian family in the food business. Manganaros on 9th Ave was under consideration but Greenwich Village Congressman, Bill Passanante (a good friend of Andy and Perry Como), suggested the Balducci family. It was a perfect fit. The Christmas special started out with Michelle Lee and Perry Como shopping in Balducci's for the ingredients to make the traditional Seven Fishes Christmas Eve dinner

(actual filming had to be done overnight when the store was closed). The featured scene had them arriving at Andy and Nina's house on Long Island in a horse drawn sleigh to join the entire family for Christmas Eve dinner. Mamma Balducci said grace first and 22 people were seated around the table. Carolers in 19th century dress arrived singing traditional Italian Christmas songs in the middle of dinner. It was a classic Sunday night Christmas special-- very traditional with fireplaces crackling and all the classic songs sung by the stars.

Nina Balducci, however, remembers the scene a little differently. The film crew turned her house upside down. Andy says it was great exposure for Balducci's, but their house stayed trashed for weeks.

Andy Warhol + Jean Michel Basquiat

Louie Balducci (Andy's nephew and Pop's grandson) was closing up the store at the end of the day, right around the holidays. He had completed a wild Russian caviar buy that afternoon (thirty 4.4 lb tins!) and had just packed them away in the special caviar fridge. Cashiers were closing out their registers when Louie heard a knock-knock on the glass front doors. He peeked through and saw a familiar face – some guy with bleached white hair and round black glasses. He was accompanied by another guy wearing a hat that looked, in Louis' words, like a babalouch (Italian dialect for a snail basket). A group of about four or five garishly dressed characters huddled behind them. He unlocked the door and in they all filed. Andy Warhol and Jean Michele Basquiat wanted to buy caviar and, though the store was closed, who was Louie to turn the famous artists away? He led them over to the cheese counter where he'd arranged four tins of the newly purchased Caspian Beluga. As was the procedure for any formal tasting, he brought out plastic spoons and let the buyers taste from each of the four tins. All were numbered, indicating which sturgeon that particular roe came from.

Warhol's posse, in the meantime, was busy playing catch with oranges in the produce department. After Warhol and Basquiat made their decision, they asked "how much?" After a quick calculator consult, Louie came up with a price tag of \$4,800.

Warhol, without blinking, reached into his pocket, pulled out a thick wad of crisp \$100 bills and started peeling off forty-eight of them, just like that. Louie put the tin in a signature Balducci's caviar bag with an ice pack and the whole entourage pranced out into the Greenwich Village night.

Cher

Cher owned a brownstone in Greenwich Village during the 80's and came in to shop a couple times a week. In her inimitable way, Cher made friends with everyone. She would come in bold and blazing, kidding with the Italian produce guys – always chatting, in particular, with Charlie Balducci. They actually became friendly. Around the time of "Moonstruck", a promotional video was being made featuring a typical day in the life of Cher. It included a scene of her shopping in Balducci's. Mario Spina, a curly haired produce guy in his 20's, was a part of the scene. When Charlie kissed his cheek on camera, there was no calming young Romeo for weeks; he's been moonstruck ever since.

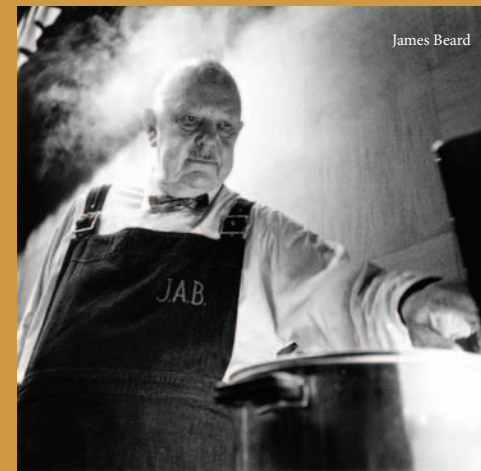
Charlie remembers one Cher incident in particular. Balducci's always kept Idaho potatoes piled in wicker baskets underneath the produce stands. Cher was bending way down rummaging through to pick out her potatoes one by one. Noticing that "everything was sticking out", as Charlie puts it, he offered to reach down and get them for her.

"Why?" she asked.



Cher

"I thought you wanted to see my tattoos."



James Beard



Meryl Streep



Perry Como

Liberace

Liberace surprised everyone the day he pulled up in a white limo and came bursting into the store like royalty, dressed in a white lamé pantsuit trailed by a long white cape. He chatted loudly to everyone, showing off his diamond ring shaped like a baby grand piano, then headed straight for the pastry department. After buying a boatload of sweets, he asked Andy Balducci and Joe Doria to give him a personal tour of the entire store.

Lauren Bacall

Lauren Bacall used to love to kid with Charlie Balducci, who was an irrepressible flirt in those days (and still is). Whenever she came in to shop, Charlie would meet her at the check-out to tell the cashiers not to charge for home delivery. One day, Andy was standing near the registers and heard Ms. Bacall say, "Charlie, are you a married man? I'm alone now you know." Andy was quick to quip, "After Humphrey Bogart, what could you possibly want with Charlie?" Ms. Bacall snapped back, "Whatever Humphrey had, he took with him when he left ..."

Barbara Sinatra

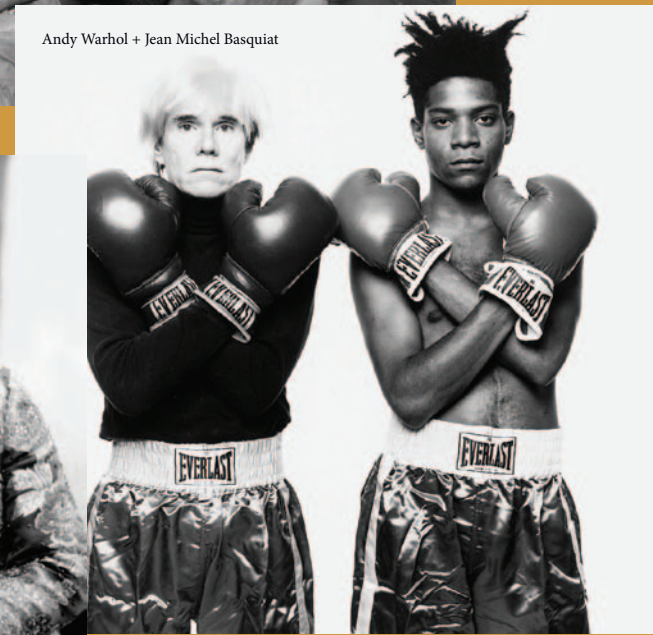
During the mid-80's, Frank Sinatra kept an apartment in the Waldorf Towers and would send his wife Barbara, his bodyguard Jillie, and his cook Andrea to shop for dinner. Frank absolutely loved food but would never come in himself for fear of people crowding him. Barbara once asked Nina if Mamma would share her recipes for Eggplant Parmigiana and Meatballs – Frank's two favorite foods from Balducci's. Nina was only too happy to oblige.

Paul Bocuse

Paul Bocuse was invited to New York from Lyon, France to prepare a special meal for the Johnson & Johnson family who were hosting a member of some royalty. He came into Balducci's to buy everything for the meal and Andy had to find an interpreter – tout suite – to answer all Chef Bocuse's questions.



Liberace



Andy Warhol + Jean Michel Basquiat



Barbara + Frank Sinatra



Lauren Bacall



Paul Bocuse

Market City



MC

If you thought that purchasing for a restaurant is challenging today, think again. Take a tour through our map of NYC's lost markets to see how much things have changed.

Washington Market

Founded in 1812, this Tribeca-based public market was the Hunts Point of its day. At its height in the late 1880's, there were more than 500 hundred vendor stands.

Washington Market was a hub for fresh produce, dairy, eggs and grocery items like spices. The district even boasted a long list of confectioners and candy makers.

Some popular items included:

WILD DUCKS | SWORDFISH | FROG'S LEGS | POMPANOS | IMPORTED CHEESES | CODFISH TONGUES + CHEEKS | VENISON + BEAR STEAKS | QUAIL | SQUAB

By the 1960's, the city government had transferred produce operations to Hunts Point and the market was mostly demolished by the end of the decade. Today, the area is home to some of the city's priciest luxury condos, many of which are housed in buildings originally constructed as warehouses.

Fulton Fish Market

Founded in 1822 as a destination for fishing boats from across the Atlantic, The Fulton Market was one of NYC's earliest open air fish markets. It operated continuously from the early 1800's until it moved to Hunts Point in 2005.

Today, it continues to thrive with sales exceeding a billion dollars a year. In fact, The Fulton Fish Market is the second largest fish market in the world after the Tsukiji Market in Tokyo.

Meat Packing District

The meatpacking district flourished from the 1800's until the 1960's. By 1900, the area had become home to as many as 250 slaughterhouses and packing facilities. At this point, refrigeration was still a new technology and an underground brine-cooling system kept meat storage safe.

After a steep decline in the 1960's, the area experienced a resurgence in the early 2000's. Today, you won't find many meatpacking plants, but it's a great place to buy a pair of Louboutins.

Wallabout Market

By the early 1880's, The Wallabout Market was Brooklyn's major wholesale produce market. Based in the Navy Yard, the market was strategically located at a major transportation hub on the waterfront.

By the 1940's the market found itself in the way of war efforts. It was shut down to expand the Navy Yard. Today, the Brooklyn Navy Yard is in the midst of a renaissance with artist studios, a rooftop farm and even a Wegman's slated to open soon.

Hunts Point Market

The Bronx Terminal Market was formed in 1929 in order to facilitate produce deliveries to and from The Washington Market. By the 1950's, the city markets commissioner devised a plan to transfer all fresh produce operations to the Bronx based market. Hunts Point gained major traction after the remnants of The Washington Market were bulldozed to make way for the Twin Towers. Today, Hunts Point is the biggest terminal market in the world with annual sales exceeding 2 billion dollars.

BUILDING BALDOR

We've had a serious history in the NYC food distribution scene, if we do say so ourselves. Follow the white dots on the map to trace Baldor's evolution.

1 GREENPOINT, BROOKLYN | 1916

Louis Balducci's Produce Pushcart

When Louis Balducci emigrated from Italy in 1916, he opened a pushcart in Greenpoint to sell produce in the neighborhood.

2 GREENWICH VILLAGE, NEW YORK | 1972

Balducci's

In the early 1970's, Balducci's became a game-changing gourmet shop run by Nina and Andy Balducci.

3 LONG ISLAND CITY, QUEENS | 1991

Baldor's First Warehouse

When Kevin Murphy started Baldor in a small Long Island City warehouse, we had one truck, one full time employee and 5,000 square feet to our name.

4 MASPETH, QUEENS | 1996

Moving on Up

By 1996, we were picking up speed. Our new warehouse in Maspeth, Queens had 35 trucks and 75 employees.

5 HUNTS POINT, THE BRONX | 2000

The Move to Hunts Point

Before long, we outgrew Maspeth and Hunts Point was calling our name. We moved to our first Bronx facility in 2000.

6 HUNTS POINT, THE BRONX | 2006

Our Current Home

We moved to 155 Food Center Drive in 2006 and one of the largest employers in the borough with warehouses in Boston and Washington DC.



ORIGINAL GANGSTER

We want to introduce you to some Baldor vendors that are true NYC legends. While each of their business models is unique, these food businesses have one thing in common: grit. Whether they came from immigrant families struggling to get a leg up on the American Dream or were trying to start a new business as a woman in a male-dominant industry, all of them know a thing or two about perseverance.

Dufour Pastry Kitchens



Founders, Carla Krasner and Judi Arnold

Operating in the Bronx, just ten blocks from Baldor, Dufour Pastry Kitchens was founded by Judi Arnold and Carla Krasner. They started the company as young women working in classical concert management at Carnegie Hall. Wanting a change from promoting other peoples' careers, they teamed up to build a business. By combining Judi's sales skills and love of cooking with Carla's flair for pastry, they developed a gourmet savory pastry line. A mutual friend was opening a comedy club and offered to serve their Provençale pastry pizzas, which were an immediate hit. Discovering the demand in a growing niche market, they went on to develop a line of hors d'oeuvres, all-butter puff pastry, and ready-to-bake tart shells.

From two women in their kitchens to a facility employing up to 70 in their busy season, Dufour is now a prize-winning company with nationwide distribution and an industry leader for quality and creativity. Many long-term employees contribute to the close-knit, family feel, which comes through in all they do, like cooking in small batches with only "real pantry" ingredients and hand-crafting each product.

Q + A

What was the hardest thing about starting Dufour?

Acquiring a decent space to produce. We started out in my apartment on the Upper West side, making everything by hand. Trays were stacked on my bookshelves, and Carla's work station was my kitchen table. When we moved to a shared caterer's space in the garment district, we were allowed to use only the corner of a table to roll out all the dough. When we moved to an off-hours pizza parlor, the cocktail bar doubled as my desk. Later in the 80's, we moved to the meat market when it was still a pretty rough place. As the only women-owned business in the area at that time, I learned to be tough there, fielding off trucker's comments, maneuvering and parking the van in cramped spaces.

Who was your first customer?

Bloomingdales – We created stuffed savory logs that could be sliced and baked. Bloomies displayed them in the front window on 59th Street to entice customers.

When did you start selling to Balducci's?

How did you get in?

I started cold calling on everyone in the food business in NYC. Balducci's was very hot then and Nina was pulling together items for her new mail order catalog. Because our hors d'oeuvres were compatible with the wonderful quality of Balducci's own prepared foods and could be shipped frozen, they were a perfect fit. Balducci's carried them in their store's freezer case as well.

Name one technological innovation you wish had existed when you started –

The computer! When I think of all the letters I typed and stamped... I thought our first fax machine was a spectacular innovation at the time.

What piece of advice would you give a young entrepreneur starting out in 2016?

Ask a million questions, and then ask more – that's how you learn. And you must have a real passion for your product.

Bazzini



Owner, Micah D'Amato

The original Bazzini business, founded in 1886 by Italian immigrant Anthony L. Bazzini, sold nuts by the pound to bakers, street vendors and individual customers during the great depression. They built their reputation roasting nuts and packaging the best dried fruits in the country. They moved to a warehouse in New York City's Tribeca neighborhood when that area was still affordable and housed many food manufacturing companies. The legendary nut processing building still stands amid the cobblestone streets of Tribeca today.

In the early 1980's, Rocco Damato was a history teacher raising his family in Bay Shore on Long Island. He supplemented his educator's income by selling bagged nuts and dried fruits during the summer at flea markets and such. He had been purchasing them in bulk from Bazzini and noticed that the younger Bazzini generation had no interest in taking over the family business. He offered to buy the company from Teddy Bazzini, the grandson of original founder, in the mid 1980's.

Balducci's was one of Bazzini's steadiest customers and continued buying when the Damatos took over. They invited Andy & Nina Balducci to tour their Tribeca warehouse as they knew the famous retailers would want to check out the new operation firsthand. Satisfied with all they saw, Andy invited the Damatos to the Greenwich Village store. Their mutual respect presaged a long lasting relationship.

Around 1997, real estate was booming in Tribeca and tractor trailers and strollers did not mix. Bazzini was one of the last food businesses to relocate, moving to a facility in the Hunts Point area of the Bronx. They remained there for 16 years until they consolidated with two chocolate manufactures and moved to Allentown, PA. They continue to source the freshest grade nuts and roast them on premise, attributing their success to relationships with growers that stretch back nearly 100 years.

Micah D'Amato, Q + A

What was the hardest thing about starting the new Bazzini?

There was never really a new Bazzini. When my father Rocco Damato joined the company, his title was Executive VP even though he was the owner. Teddy Bazzini remained President. The plan was to change only the things that needed change. The quality of the product and strategic relationship with our domestic and foreign partners did not require change and neither did the procedures for roasting or manufacturing any Bazzini products. The changes were to move Bazzini from a predominantly bulk based company to a branded company and to integrate the branded packaging and distribution strength into the company's culture.

Who was your first customer?

We picked up all Bazzini customers, so it's hard to find records dating back to the late 1800's

Name one technological innovation that you wish had existed when you started your business?

iPhone: Phone, email, Internet.

What piece of advice would you give a young food entrepreneur starting out in 2016?

Many things have changed in the past 40 years since my father bought Bazzini. One thing never changes: The demand for quality. Cheap is easy. Consistent quality is the goal.



Salumeria Biellese

Paul Valetutti, Marc Buzzio, Fouad Alsharif

This family of salumi experts has been in business for almost a century with a retail store on 29th Street and 8th Avenue in Manhattan and a production plant in New Jersey. They are descendants from the province of Biella in the Piedmont region of Italy – a place revered for its artisanal, old-world methods of curing meat.

Ugo Buzzio started the business in 1925 and his son Marc started to work with him at the age of 7 or 8 on Saturdays, “just to see what my father looked like”. Marc continued working sporadically throughout high school and then went on to college, swearing he would never make a career for himself in the family business. After earning a degree in languages, and with no real job prospects ahead, he heeded his father’s advice to “give it a try for 6 months”. He says he never looked back. Buzzio senior retired in 1977 and his son Marc now runs the company with two partners and his own son Drew.

Salumeria Biellese uses only 100% Berkshire hogs for their pork products. They age their meats the old fashioned way, using the holy trio - “salt, dry and time”. They initiate the bacterial induction phase in state-of-the-art aging rooms in their Hackensack warehouse. These guys can tell when the temperature and humidity is optimal by “smelling, looking and touching”. Temperature, humidity and air circulation must be ideal for proper curing to take place. Although their plant is equipped with the latest technology, they rely on their senses to discern peak bacterial concentration.

Marc Buzzio, Q + A

What was the hardest thing about starting your company?

Actually, since the company was up and running when Dad handed over the reins, the hardest part was making the right changes that would continue to move the business forward.

Who were your most famous customers?

Since Salumeria Biellese has been around longer than I have been, I would say our most interesting customers have been both James Beard and Julia Child and, of course, Craig Claiborne.

When did you start selling to Balducci’s?

How did you get in?

I think it started on a regular basis in the mid 80’s when Steve Jenkins was working there, although Andy would occasionally buy specialty items from us for years prior to that.

Name one technological innovation that you wish had existed when you started your business?

When I started with my dad, we didn’t even have a calculator. When pushed, he would show me his #2 pencil and say “learn how to use it”. I did, but we are fully computerized now.

What piece of advice would you give a young food entrepreneur starting out in 2016?

Listen to your father, be persistent in your beliefs and never compromise.



Plume De Veau

Phillip Peerless, Martin Weiner, Shawn Peerless

When Andy Balducci first thought of adding a meat department to the new gourmet store on 9th Street in Greenwich Village, he envisioned a one-stop-shop where the finest ingredients for any meal could be assembled under one roof. He had already upgraded Balducci’s reputable fruit and vegetable stand, which had been located across 6th Ave since 1946, by adding cheese, deli, coffee, pastry and fresh bread departments. By 1976, he was ready to add fresh meat and sought out the best butchers, buyers and the best meats. Plume de Veau, was the feather in his cap, so to speak. He was so proud of the rosy-pink, tender meat that he bragged about the brand as if he created it himself. Raised in European-style pens, Plume de Veau cattle tasted like Italian veal, with a light velvety flavor and buttery texture.

Anyone eating veal today wants to know how the animals are raised, what their diet and living arrangements are, and how humanely they are cared for. Plume de Veau calves are milk-fed and raised in an ethical manner. The domestic calves are all company-owned and the farms raising them are all family-owned and operated. Every farm working under the Plume de Veau umbrella is 3rd party audited to ensure today’s strict animal welfare standards.

Baldor is a premier distributor of Plume de Veau today and the chefs we service are as demanding as Andy ever was – maybe even more so.





EVOLUTION OF FOOD

RESTAURANT TRENDS
OVER THE PAST

25
YEARS



EVOLUTION OF FOOD

When we opened for business in 1991, it was a simpler time—no one had ever plated a dish with “soil” and meat glue was not yet a thing. The past twenty-five years have unleashed a level of creativity that would have been unthinkable only a few decades ago. While some of the innovation has been brilliant (dinner at WD-50, RIP) and some regrettable (\$10,000 diamond-garnished martini, anyone?), all of it has been exciting.



1990 TALL FOOD 1995

We'd like you to think back to a time long ago— a time when C+C Music Factory topped the Billboard Chart and grown men wore parachute pants. On the restaurant scene, the ring-mold was king and the food towered as high as the chef could stack it. Credit for the movement goes to Alfred Portale of Gotham Bar and Grill. As Molly O'Neill noted in a 1993 Times review about Portale's game-changing restaurant, "The dishes soar in height as well as flavor. Gotham Bar and Grill is the home of tall food. The salads look like mountain ranges."

RELEVANCE LEVEL

While Portale's exacting sourcing methods and standards are still highly influential, you don't see much tall food these days. Like most trends, this one ultimately reached an absurd extreme. By the mid-nineties, certain chefs were starting to sound a little too much like architects and Portale himself was over it.

WILL IT COME BACK?

While we aren't that eager to revisit the era of beet pyramids, plating has been pretty flat for almost a decade. Plus, the nineties are back. We wouldn't be surprised if food started to tower again...

TASTEMAKER



Alfred Portale

photo credit : **NICK SOLARES**

1995 FRENCH BRASSERIE 2000



PLATED by Kevin Lindgren

Bill Clinton was in office. Kate Moss and Johnny Depp were still a couple. They all ate at Balthazar. In the mid-nineties, the brasserie reached its apotheosis in restaurants like Les Halles and Pastis.

ANTHONY BOURDAIN

No discussion of the French bistro would be complete without a nod to this guy. His love letter to chef culture *Kitchen Confidential* showed us the brasserie's seamier side and made us never want to eat brunch again. He also gave Baldor a little shout out.

I call Baldor and start screaming right away: 'What kind of glue-sniffing, crackhead mesomorphs you got working for you? You don't have an order for me? What?! I called the shit in myself . . . I spoke to a human! I didn't even leave it on the tape! And you're telling me you don't have my order? I got three fucking produce companies! THREE! AND IT'S ALWAYS YOU THAT F**** ME IN THE A**!' I hang up, pull a few pans off the flame, load up some more mussels, sauce a duck, arrange a few pheasants, and check my clipboard. I'm in the middle of telling Cachundo to run across the street to Park Bistro and ask the chef there if we can borrow some tomatoes when I see, from my neat columns of checked-off items on my clipboard, that in fact I ordered the tomatoes from another company, that I didn't order anything from Baldor. - Anthony Bourdain, *Kitchen Confidential*

Don't worry, Tony.

Our president, Michael Muzyk, didn't take that phone call too harshly.

RELEVANCE LEVEL

Young chefs aren't clamoring to open this style of restaurant, but the trend never really left. In 2014, after nearly 30 years in the business, Keith McNally opened his latest brasserie, *Cherche Midi*, and generated a familiar level of hullabaloo. Balthazar is still slammed most nights of the week.

FUN FACT

Baldor's founder Kevin Murphy introduced a French bistro staple to the United States. After receiving multiple requests for **blanched frisee** from a notable French restaurant, Murphy went to California grower, Scarborough, to see if they would grow the item. At this point, it was only available in Europe. Scarborough agreed and called the item "**Circus Frisee**" after the restaurant who originally requested it, **Le Cirque**.

TASTEMAKER

Keith McNally

HONORABLE MENTION

Anthony Bourdain



Anthony Bourdain

photo credit : JEREMY FREEMAN



2000 MOLECULAR GASTRONOMY 2005

Wait, is that an olive? No! It's a sphere-ified orb filled with olive flavored liquid. Whoa.

RELEVANCE LEVEL

Foams have been on the decline for a while, but a well deployed molecular flourish is still a lot of fun. We hope that this one sticks around indefinitely.

SO, does **BALDOR** carry Transglutaminase?

We're listing some of our favorite ingredients for the modernist pantry. But, for a full rundown, visit us at Baldorfood.com

AGAR AGAR

Agar-agar is a natural vegetable gelatin counterpart. White and semi-translucent, it is sold in packages as washed and dried strips or in powdered form. It can be used to make jellies, puddings, and custards.

XANTHAN GUM

Xanthan gum is a powdered substance made from corn sugar produced with a bacterium called *Xanthomonas campestris*, which adds thickening properties. It makes custards creamier, gelatin better at setting, and adds fluffiness to mousses and cakes. Can also be used to sphere-ify ingredients.

TRANSGLUTAMINASE

Also known as "meat glue", this compound is used in commercial food processing to bond proteins together.

TASTEMAKER

Ferran Adria

HONORABLE MENTION

Heston Blumenthal

HOMEGROWN TALENT

Wylie Dufresne



Ferran Adria

photo credit : **JOHN KEATLEY**



2005

BOH REBELLION

2010

Around 2005, chefs pulled the white tablecloth out from under us. The music got louder, service got surlier and menu adjustment requests were denied. As chefs started cooking on their own terms, some of the best meals in the country emerged in unexpected locations. A ramen shop in the East Village? A pizza place in Bushwick? The barbarians were definitely at the gate.

To locate the original source of this phenomenon, we should probably go back to Marco Pierre White. Nearly 20 years earlier, this English wunderkind was making his own rules and throwing patrons out of his restaurant. On our side of the pond, Mario Batali (who, incidentally, worked for White) and David Chang popularized a chef-centric style of dining that completely altered the American restaurant scene.

RELEVANCE LEVEL

While there was more than a little grumbling in the early days of this era, the kitchen's increased influence has created a livelier, more innovative dining scene.

FRANK BRUNI

on

Momofuku
Ssam Bar

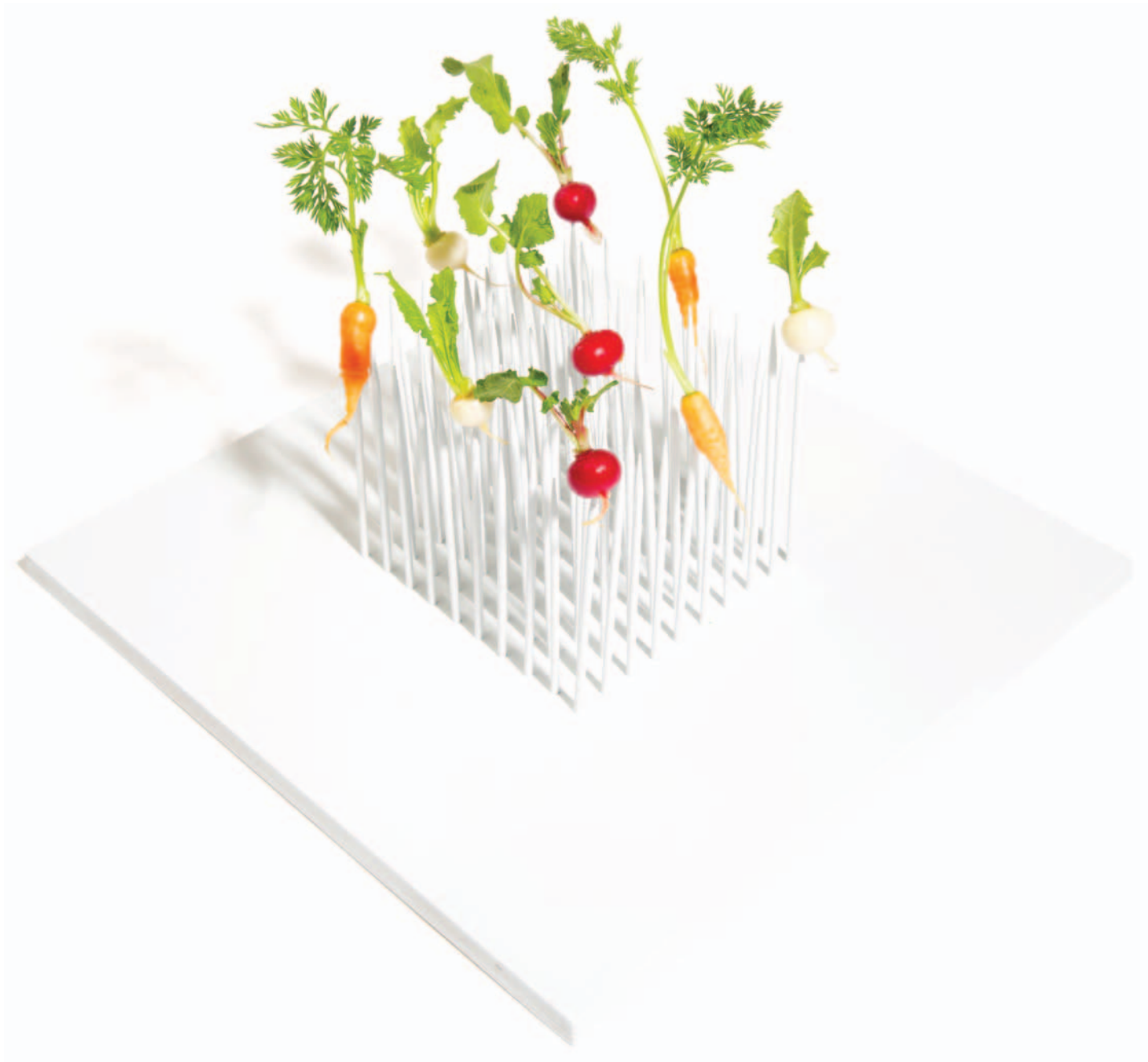
It opened in the summer of 2006 and before its first birthday established itself as the go-to, drop-in mess hall for enlightened food lovers on all budgets at all hours, its menu a relatively unstructured collection of small and large dishes, its kitchen open well past midnight on weekend nights, it's backless stools doled out on a first-come-first-served basis.

TASTEMAKER



David Chang

photo credit : **GABRIELE STABILE**



2005 FARM TO TABLE 2010

The year is 2007. Michael Pollan just wrote *The Omnivore's Dilemma*. Your friend left his job to work on an onion farm. You have no idea what a CSA is, but everyone is extremely proud to belong to one. The country is gripped by farm to table fever and the restaurant scene has not avoided infection. Suddenly, you can't print a menu without including the name of every farmer, cheese-maker and butcher you've ever done business with.

RELEVANCE LEVEL

The emphasis on sourcing locally has not diminished with time. Today, the movement has expanded so significantly that it is all but obligatory for chefs to support local farms. Farm to table is here to stay.

TASTEMAKER

Alice Waters

HOMEGROWN TALENT

Dan Barber



Dan Barber

2010 SCANDINAVIAN INVASION 2015



PLATED by Sebastian Arguello de Ovies

It seems fitting that, after the decadence of the early aughts, we'd end up eating dirt, twigs and bugs. Luckily, Rene Redzepi showed us that austerity could be delicious. After working his way through some of the best kitchens on the planet (El Bulli, to name one), Redzepi returned to his Danish roots and permanently altered the fine dining world with a little restaurant called Noma. His idea was simple—he wanted to develop a cuisine that reflected the culture, terroir and landscape of his home in Denmark. The result was a style of cooking that relied heavily on Scandinavian traditions like wild foraged mushrooms, game meat and fermentation.

RELEVANCE LEVEL

At Baldor, our sales team hears significantly fewer requests for caribou moss and wild lingonberries. That said, Rene Redzepi's culinary philosophy continues to influence chefs all over the world.

HALLMARK INGREDIENTS of "NEW NORDIC" cuisine
(that Baldor actually carries, in season)

NETTLES

This wild plant is famous for the hollow, stinging hairs on its leaves. Once blanched, it can be used in soups or pastas and has a mineral, spinach-like flavor.

UNRIPE, GREEN STRAWBERRIES

Rene Redzepi famously has pointed out the subtle flavor difference between a perfectly unripe strawberry and one that is simply unripe. These make a great jam or chutney. They can also be pickled and used as a garnish.

SPRUCE SHOOTS

Available for a short window in the spring, the green shoots of spruce trees are amazing pickled and are great to infuse vinegars and syrups.

WILD JUNIPER BERRIES

Available in the late summer, these wild berries can be pickled like capers when they're immature and green.

TASTEMAKER

Rene Redzepi

HONORABLE MENTION

Magnus Nilsson

HOMEGROWN TALENT

Daniel Burns



Rene Redzepi

photo credit : PETER BRINCH

NOW

We're proud of our history, but we never underestimate the importance of innovation. When our president Michael Muzyk is asked about Baldor's success, he often distills his explanation to a single attribute of our company culture: "the ability to look around the corner".

This year, we're challenging ourselves to stay ahead of the curve in a number of ways. We're doubling down on our commitment to baldorfood.com and leveraging the website to create an increasingly seamless local program. We'll also update the platform throughout the year to include exciting new services like a local pre-order program.

Offline, we're working on new projects like our SparCs initiative to reduce organic waste destined for the landfill by 100%. And, as always, our purchasing team will be sourcing the most exciting new ingredients on the market from around the world.

"Look out honey, 'cause I'm using technology"

- Iggy Pop





MISFIT JUICERY

Washington, DC

Misfit Juicery thinks you might have a little produce prejudice. The company's founders, Phil Wong and Ann Yang, are at the forefront of the ugly fruit and vegetable movement—they use produce that is commercially unattractive and would otherwise end up in the landfill. The result is a product as revolutionary as it is delicious. Baldor recently teamed up with Misfit on a project to incorporate our SparCs (usable food scraps from our Fresh Cut facility) into their juice recipes. We can't wait to start carrying their full line this spring!

q + a Phil Wong / Ann Yang

Favorite dish you ate in a DC restaurant recently?

Phil: At Little Serow I had tow hu thook, which is a Thai dish with tofu, peanuts, and ginger—it's hard to pick a standout dish from that restaurant though, because everything's so good!

Ann: Anything from Sally's Middle Name. Roasted sunchoke, spicy butternut squash soup, goat's milk ginger ice cream... the team and atmosphere is amazing as well and the menu changes on a daily basis.

Drink of choice?

Phil: Hex Ferments is a company from Baltimore that makes the dankest ginger kombucha I've ever had. Our own offbeet juice is up there though.

Ann: Phil stole my answer. That kombucha, as well as the sour cherry shrub from Chaia are my favorites.

Least favorite food?

Phil: When I was a kid my dad, ever the culinary prankster, made some meatloaf and then served it on Christmas with the red and green ketchup that I pestered him to buy. I don't think I've had meatloaf or green ketchup since.

Ann: Any drink that has almond extract or amaretto in it. I don't know why I don't like it.

What are you listening to?

Phil: Jamie XX. **Ann:** Louis & Ella! And Alabama Shakes.

Who is the person you most admire (living or dead)?

Phil: There are many famous people who have qualities that I really admire, but the people whom I know best to be thoroughly solid people are my parents.

Ann: My parents too, as Chinese immigrants I have learned so much from them about what it means to make a home. But I also have to say I love Maria Popova, her work at Brain Pickings is so thoughtful.

What is your idea of perfect happiness?

Phil: I'll let you know when I get to perfect happiness! But in general, the three most important things to me are being with people whom I love, doing things that I love and working to my fullest potential. If those three pieces are in place then I'm in good shape.

Ann: I think that happiness isn't necessarily a feeling or an emotion but when you feel like you're growing. Happiness is when you're growing & when you're with people you love. Personal growth can be painful, but I am terribly afraid of boredom.



PLEDGE LOCAL

A TURNKEY LOCAL SOLUTION FOR CHEFS

Navigating the local season is a challenge and it requires extra work to transition purchasing habits. Baldor's Local Pledge removes the burden by allowing our team to guide your purchases toward local alternatives.

Take the pledge and help us build a stronger regional food system.

- TJ Murphy, Owner + CEO

baldorfood.com/pledge

Satur Farms_Cutchogue, NY



Chefs

Like the sound of a local program that you can run in your sleep? Here's how it works:

Take the pledge

You'll authorize our team of expert buyers to substitute regular commodity items with comparably priced local alternatives.

Get certified

Once you're in, we'll list you in our directory of local supporters so that potential customers can easily locate and patronize your business!



Diners

Did you know that there is currently no reliable certification process to verify local farm support? Baldor's Local Pledge is different-- we rely on sales data to demonstrate that our customers support local. Visit our website for a directory of restaurants that buy local and can prove it!

CERTIFIED ✓
PLEDGE LOCAL



baldorfood.com/pledge

THIS JUST IN

These **3** TRENDS might just be the

FUTURE of FOOD

As proud as we are of our history, we're equally proud of our future. We believe that a company is only as good as its next big idea. Innovation is in our DNA; while most of America was eating iceberg lettuce, Andy and Nina Balducci were selling radicchio and broccoli rabe. Lately, we've been thinking about what's next for our industry. We expect to see a lot more of these three trends over the next few years.



T h e L e a s t D e a d l y C a t c h

GreenWave is betting that their 3D ocean farming model can restore our seas and create new jobs. Get ready to eat your seaweed.

We've been seeing kelp on your menus recently, so we decided to ask around. Our investigation led us to GreenWave. This organization founded by Bren Smith, has developed a new system of aquatic agriculture that aims to restore ecosystems, mitigate climate change and create new jobs. Their 3D ocean farms rebuild natural reef systems, using native and restorative species like kelp and bivalves. These farms are easy to implement and are meant to be replicated by fisherman throughout the country [and possibly the world].

As climate change becomes more pressing and the wild seafood population goes into further decline, we predict that everyone will be eating more seaweed, oysters, clams and other bivalves in the near future.

Q + A Bren Smith of GreenWave

What are the top three environmental benefits of farming seaweeds?

Reef restoration, carbon and nitrogen sequestration, and the fact that seaweeds are the most sustainable form of food on the planet, requiring no fresh water, no fertilizer, no arid land.

What are the top three health benefits of eating seaweed?

With over 10,000 edible plants in the sea, we can get all of our dietary needs through seaweeds if we want. They have more protein than red meat, more vitamin C than citrus fruits, and more vitamin D than cow's milk. They're also packed with omega 3s.

What is your favorite variety of seaweed?

Kelp. It has a very sweet, neutral flavor and an "al dente" mouth feel. It's mild, so it holds sauce well.

What varieties are you currently growing?

Sugar kelp, which is high volume, and gracilaria and sea lettuce, which we produce on a smaller scale.

Tell us a little bit about seaweed farming practices.

Is it a seasonal product? Is availability limited?

For our farms in Southern New England, kelp is a winter crop. We seed in November and harvest is from March to June. Availability is limited year to year, dependent on seasonal weather patterns. This year we have eight new farms contributing to production, which allows us to significantly increase quantity and ensure a consistent supply.

Is there a major flavor difference between wild and farmed seaweed? If so, what are the differences?

No, there's no difference in flavor. As demand increases, wild harvesting will essentially end up stripping our oceans. Instead, we farm seaweed to preserve the supply in the ocean. The taste of wild and farmed seaweed is the same - both soak up the same water and nutrients. What's interesting is as we grow in new regions, we get different merroirs.

What is your favorite seaweed based dish?

Barbecue kelp noodles with parsnips and breadcrumbs. It's been selling out every night at Superiority Burger in NYC.



SparCs Flying

YOU CAN SAY PEELINGS, TOPS OR TRIM,
JUST DON'T CALL IT GARBAGE

It's no secret that our industry struggles to control the vast amount of waste it generates. In the United States, 30-40% of the national food supply goes to waste on an annual basis. This number is clearly unacceptable from a social perspective, but it also creates an enormous and unnecessary strain on our environment. In response to this global crisis, Baldor has made a commitment to eliminate all organic waste destined for a landfill by 2017.

Our pledge is anchored by a program called SparCs which offers trim, tops and peelings from our Fresh Cuts facility for sale. Through this program, we're challenging our customers to discover creative applications for these items that so frequently end up in the trash. To fully divert organic matter from the waste stream, we will take a three tiered approach, focusing first on human consumption, then on animal feed and finally anaerobic digestion. We're currently collaborating with Flying Pigs Farm to develop optimally nutritious pig-feed using food waste. We're also participating in a program at Newton Creek's Wastewater Treatment Plant that will introduce food waste to the digester stream for the first time.

So how, exactly, do we plan to repurpose this stuff for human consumption? By launching a new product line! We plan to launch a proprietary SparCs vegetable "flour" made from tops, trim and peelings from our Fresh Cuts facility. This ingredient will provide a nutrient-dense boost to soups, smoothies, baked goods and more. Businesses like Blue Hill and Misfit Juicery have already discovered creative ways to incorporate SparCs into their recipes. But, this is only the beginning. We can't wait for the day when carrot-top pesto is the norm and no leaf, trim or peel ever hits the landfill again.



RO in BO the kitchen TS

*Should we be
worried about our jobs?*

When Foodini launches later this year, this 3D printer will enable home cooks to fabricate time consuming dishes like ravioli with little more than the flick of a button. To some this might sound like a dystopian nightmare. When we first caught wind of the technology, we couldn't stop thinking about the final scene of *Soylent Green*. But the more we learned, the more intrigued we became. Unlike a pill or powder meant to replace a meal, The Foodini is fundamentally a kitchen tool that creates meals out of fresh ingredients. As such, it has the potential to make healthy eating an attainable goal for even the most time strapped among us; it prints many dishes in a matter of minutes. Using the machine sounds simple enough. Once you select a recipe on a touchscreen, it will instruct which ingredients to include in a set of stainless steel capsules. After the capsules are loaded, printing can begin.

Interestingly, the company plans to launch the machines to commercial kitchens before they approach the retail market. You might want to get on their mailing list before their first run sells out.

item code:
CAU7
**TRI-COLOR
CAULIFLOWER**

item code:
KA
**SALAD SAVOY/
DECORATIVE
KALE**

item code:
SW5A
**BRIGHT
LIGHTS
RAINBOW
SWISS
CHARD**

item code:
SPR10C
**LOLLIPOP
KALE
SPROUTS**



item code:

A1

**BABY ROCKET
ARUGULA**

item code:

W&W10

BUNCHED

WATERCRESS

RED

WATERCRESS

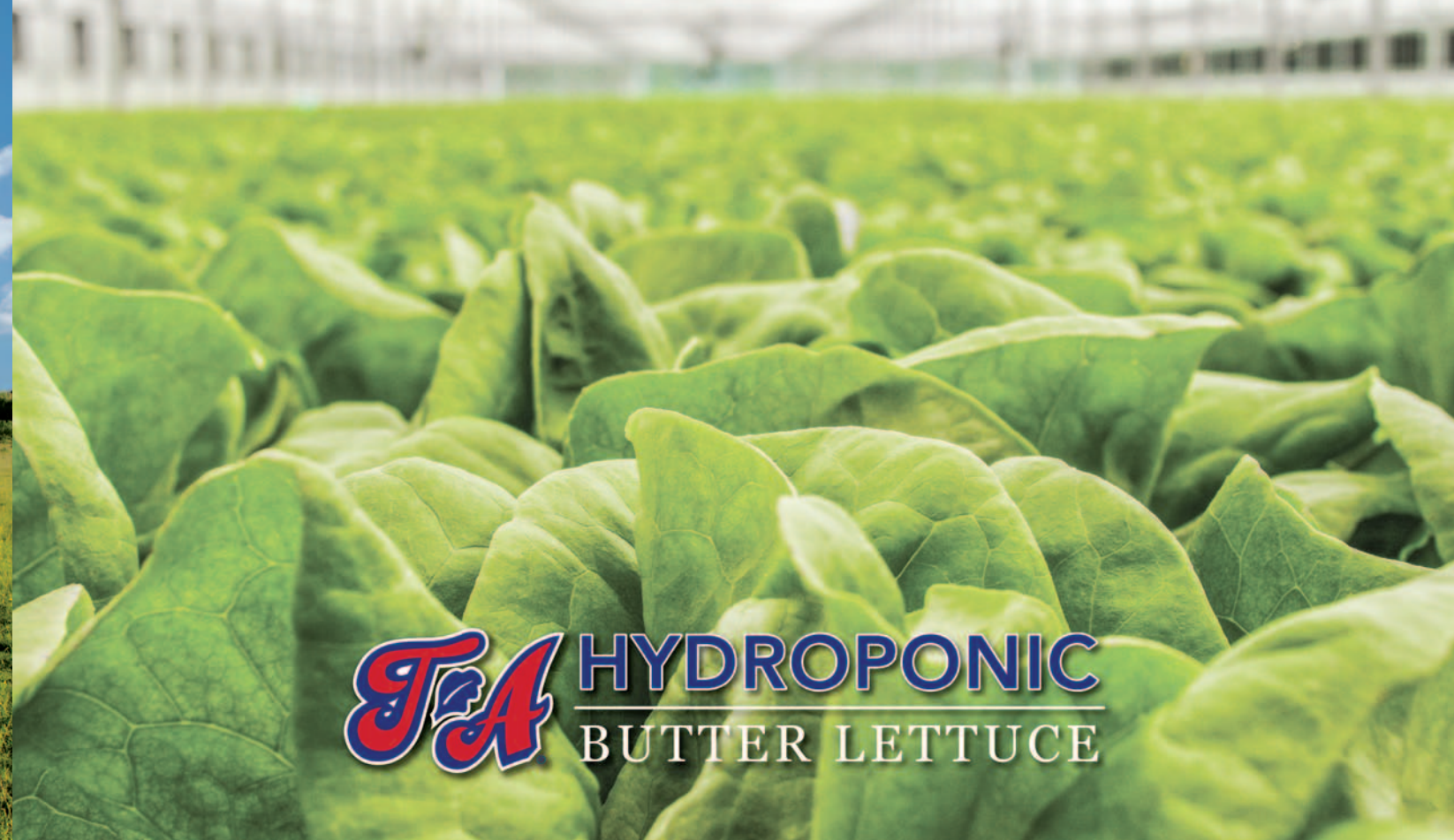
item code:

W1

BABY



WATERCRESS



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 co-op 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 milk is SQF and (kosher) certified and delivered to Baldor daily. In the words of our Guida sales rep, Peter Atchison,

"We're all about quality, freshness and all about the farmer."

GUIDA'S DAIRY

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 2.5 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 convenient location in Livingston, TN also allows customers across the East coast to receive Hydroponically grown products within 24 hours of harvest.

TANIMURA + ANTLE



Montchevré is the largest goat cheese manufacturer in the United States, and continues to operate with the same core goals and values as it did when it was founded 25 years ago. In 1989, co-founders Arnaud Solandt and Jean Rossard 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, Montchevré’s commitment to customer service has led to ongoing development of new products, flavors, and packaging throughout 25 years of market.

MONTCHEVRÉ

more info.

Become a Customer

General Inquiries

Peak Season +
Weekly Newsletter

News from the Farm

Web Ordering

Social Media

Press Inquiries



WELCOME ABOARD!

Give us a call or send us an email via the contact information listed below and we'll get you set up with an account.

NEWYORK (718) 860-9100
DC (301) 317-7744
BOSTON (617) 889-0047
info@baldorfood.com

Want to get your hands on hyper-seasonal produce?

Opt in to our daily *Peak Season* emails to receive a curated list of the best items of the moment and never miss a new product launch again by signing up for our weekly newsletter.

Don't forget to check out our YouTube channel for “*News from the Farm*” reports every Wednesday. Our buyer Patrick Ahern will guide you through weather updates, shortages and the best buys of the week. It's the next best thing to having your own, personal produce expert.

Get set up for online ordering by contacting your sales rep or reaching out to the office at;
info@baldorfood.com or (718) 860-9100

Instragam + Twitter;
[@baldorfood](https://www.instagram.com/baldorfood)

Facebook;
Baldor Specialty Foods

You Tube;
Baldor Food

Marketing@baldorfood.com



QUALITY YOU CAN TRUST | SERVICE THAT DELIVERS

At Baldor, we take pride in delivering exactly what you need, exactly when you need it. We stop at nothing to provide great food and logistics that give our customers an edge.
