

# Kast Distributor's Spotlight

## The KAST Purchasing Team is Your Link to the Foodservice Universe

Kast Distributors is a member of FROSTY ACRES, a purchasing group of nearly 100 distributors whose combined purchasing power and high quality standards assures that you are always getting the best available pricing on every item you buy from us!



You can always count on the highest quality and best value when purchasing our FROSTY ACRES branded products. They are processed for us under the strict supervision of our FAB Quality Assurance Team.



Ed DeWald Tony Roustopoulos Eitan Boldes Patty Polk

Kast Distributors highly skilled team of professional buyers are in constant communications with manufacturers around the country (and around the world) sourcing products that will "wow" your customers and skyrocket your sales!

Kast Distributors services a broad section of the market place including family restaurants, pizzerias, bars, delis, seasonal restaurants, hospitals and schools.

*Our convenient location...*

541 Harding Highway, Carney's Point, NJ 08069 856-299-3553

Inside  
24 of our  
200+ vendors

**General Mills Foodservice**[www.generalmillsfoodservice.com](http://www.generalmillsfoodservice.com)

39-0131 Granola Oat & Honey 27111 Nat. Valley Bulk  
 12-0362 Stuffing Mix Chicken 11600 Betty Crocker  
 30-0641 Brownie Deluxe Baked Full Sheet 63003

**Jet Plastica**[www.jetplastica.com](http://www.jetplastica.com)

08-0054 Fork/Knife/Napkin Wrpd 2ENW-5

08-0052 Plastic Soup Spoon Black Hvy Wt. Wrpd IAPBLK

**Ridgway Industries**[www.ridgwayindustries.com](http://www.ridgwayindustries.com)

11-L009 Cleaner All Purpose Lavender Tremendo  
 11-L003 Oven & Grill Blast Off

**Restaurant's Pride Vegetables**

35-0052 Vegetables  
 Blend Italian Superior 27368

35-0066 Vegetables Blend California/Normandy RP Superior

**Queens Produce**

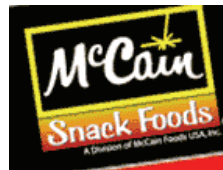
17-0003 Mushrooms Blanched  
 6/62oz

17-0005 Mushrooms Blanched  
 20LB

**Restaurant's Pride Hams**

13-0541 Ham Pit Style  
 Smoked Water Added 628590 Preferred

13-0544 Ham Boneless Round Slicing 17920 Preferred

**McCain Snack Foods**[www.mccainusa.com](http://www.mccainusa.com)

30-0039 Green Bean Crispy Battered  
 50010917

30-0057 Pepper Jack Cheese Shotz 50010883

**Conagra**[www.conagrafoodservice.com](http://www.conagrafoodservice.com)

From morning rush to close™

17-0355 Beans Refried Rosarita  
 10641 Original

12-0344 Chow Mein Noodles La Choy 12620

**Furmanos**[www.furmanos.com](http://www.furmanos.com)

17-0088 Four Bean Salad

17-0146 Beans Black  
 Canned 10057

**National Checking**[www.nationalchecking.com](http://www.nationalchecking.com)

20-0357 Label Day Of The Week  
 7 Day Kit P1KIT

07-0126 Guest Checks 1part G3616-BEV

**Hormel**[www.hormelfoodservice.com](http://www.hormelfoodservice.com)

13-0711 Cooked Italian Sausage  
 Chunks Topping 39148

13-0712 Bacon Cooked  
 300 Slice 03729

**Grecian Delight**[www.greciandelight.com](http://www.greciandelight.com)

39-0722 Falafel Entree 255  
 32-0256 Humus Garlic 4350  
 32-0241 Pita Bread Mini 3" 050811

**Berks Packing**[www.berksfoods.com](http://www.berksfoods.com)

13-0058 Hot Dog 5/1 Meat Foot Long 1145

13-0035 Capicola Beef 6195

**French's**[www.frenchs.com](http://www.frenchs.com)

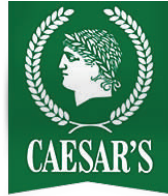
18-0186 Sauce Honey Mustard French's 82345

18-0173 Sauce Red Chili 91673 RTU Knorr

**Caesar's Pasta**[www.caesarspasta.com](http://www.caesarspasta.com)

36-0007 Ravioli Portabello Mush Jumbo Round 70638

36-0033 Entree Lasagna Vegetable 70591

**Restaurant's Pride Appetizers**

30-0652 Broccoli and Cheese Bites Battered 35756 RP Preferred

30-0600 Onion Rings 3/8" Homestyle Preferred 15283

**House of Raeford**[www.houseofraeford.com](http://www.houseofraeford.com)

33-0557 Turkey Burger 5.33oz Mediterranean 13224

33-0830 Turkey Breast Rst Nat Shape 92451 Brown

**Sugar Foods**[www.sugarfoods.com/SFC](http://www.sugarfoods.com/SFC)

18-0327 Tortilla Strips PC Tri-Color 43169

12-0921 Almonds Sliced Honey Roasted 17250

**Mexican Original**[www.tysonfoodservice.com](http://www.tysonfoodservice.com)

32-0289 Tortilla Chip Wht. Corn Tricut 7646

32-0281 Wraps Tortilla Sun-Dried Tomato 12" 7877

**Restaurants Pride Trash Bags**

10-0024 Bag Plastic Clear Food 10x8x24 .85mil

10-0060 Trash Bag 38X58 Clear Heavy Duty 60 gal Preferred 84110

**Bridgford**[www.bridgford.com](http://www.bridgford.com)

39-0050 Biscuit 144 Count 2.25oz 6142

39-1117 Dough Sheets White 6215

**Royal Paper**[www.royalpaper.com](http://www.royalpaper.com)

09-0007 Stirrer Coffee Wooden 7.5"

03-0600 Bag Plastic T-Shirt "Thank you" 11.5x6.5x21

**Restaurant's Pride Portion Control**

92-0127 Sauce Barbeque Cup 06455

92-0129 Sauce Taco 9g 06483

**J&J Snacks**[www.jjsnack.com](http://www.jjsnack.com)

39-0868 Pretzel Super Mini Dogs Beef 7140

39-0875 Pretzel Baked Mr. Twisty 3.5oz. 3047



# Your ONE BIG Thing

Before you do any marketing, post anything on your blog, Facebook or Twitter, you must make a tough decision. You must be known for something that will set you apart as an expert, a professional, a place where people will relate to you and remember you.

Years ago there was a book written about the different types of government. The title of the book was "The Fox Knew Many Things, But the Hedgehog Knew One Big Thing."

I never read the book, but the title has an excellent message for us in the food business.

We all have some fox in us and know a lot of things. But to be successful in today's competitive market and build customer confidence it is more important than ever to be known for ONE BIG THING.

We are in the food business because we love to be creative, try new recipes and new menu items. And we *should* try new items and create new dishes. But to capture a spot in the minds of our customers, we have to be consistent and clear, which goes against our very nature.

It's easy to get side-tracked and become like the fox, who knows all types of things. Here's the problem with knowing too many things; you will not be KNOWN for anything. To have the total confidence of your customers your ONE BIG THING has to be crystal clear in their mind. You have to be looked upon as an expert.

Before we look at marketing your restaurant, let's look at how important this concept from YOUR point of view when dealing with a vendor.

When buying food for your restaurant you want to buy from someone whose ONE BIG THING is selling food and who has a passion for the restaurant business. Someone who can identify

with you and "knows where you are coming from." Someone you have confidence in.

Once you decide what your ONE BIG THING is your business will be as solid as a rock. If you can become a fanatic about your ONE BIG THING people will start to notice.

Following are 5 of the fastest growing restaurant chains over the last few years. Notice how they have a clearly defined ONE BIG THING.

## **Which Wich Inc. (Growth +836%)**

**ONE BIG THING:** "Which Wich is committed to delivering fresh sandwiches that are superior to others in the marketplace."

## **Salad Creations of America (Growth +600%)**

**~ ONE BIG THING:** "Focus on healthy eating through customizable salads and a commitment to sustainable ingredients."

## **Five Guys Enterprises LLC (Growth +559%)**

**~ ONE BIG THING:** "The company's menu consists solely of hamburgers and has no plans to expand its menu offerings into chili, shakes, chicken sandwiches. Its focus on doing two or three things really well is paying off."

## **Freddy's LLC (Growth +471%)**

**~ ONE BIG THING:** "Frozen Custard & Steakburgers with a décor reminiscent of a '50s-style diner."

## **Foster's Grille Inc. (Growth +316%)**

**~ ONE BIG THING:** "Casual neighborhood places where families can gather for made-to-order burgers, fries, and shakes."

There are many different marketing terms for your ONE BIG THING, but the important thing is if someone woke you up in the middle of the night and asked you "What's your ONE BIG THING?" you would be able to easily identify it.

Written by Bob Oros, one of the leading consultants in the industry working with Kast Distributing whose ONE BIG THING is helping you improve your business.

**KAST Distributors 856-299-3553**