

# TESTA PRODUCE Market Report

Outlook for the Week of  
**December 5,  
2011**



## Market Report

Lists, Lists and more lists. We are almost at the end of the year and it seems like every time you pick up a newspaper (yes, a few of us still do that), or open a magazine (mine usually have the word Golf in the title) or look on the internet (that would be the majority of my staff based on the bandwidth bills I see) there is a list. Best movies, Worst movies. Best television shows, worst television shows. Best golf courses, worst golf courses (short list since any day on a golf course is good). You get the idea.

We have been in our new facility about nine months already. Every week we are averaging about ten to fifteen tours. If you haven't been through the place, you should contact your sales rep or our marketing guru Angie Bader to schedule one. You will be fascinated. At the end of every tour, I usually ask the group what they found interesting about our facility. Lots of the answers are very predictable – the nearly 300 foot wind turbine out front, the Green Roof, how cold it is in our warehouse, normal things like that. But routinely people are shocked by the sheer number of different product lines we carry – far above our normal produce and dairy. So today, in honor of the end of the year, you are going to get a market report with a list in it. This list is a partial list of some items that we carry that you may not be aware of. So here it goes. And these are in no particular order except the list that I was looking at.

- Appetizers – We have an extensive line of frozen appetizer products from Holiday foods.
- Desserts – We have several excellent dessert partners including an outstanding local company, Dessert Werks.

They have great stock items and will make custom stuff too.

- Wood – We sell trailer loads of wood each month. The regular stuff and flavored wood. Our customers use it in both ovens and fireplaces. It even comes in bags – are you still getting a truck dumping the stuff in your dock and having maintenance stack it?
- Bacon and Hams – We have an outstanding partner, Jones Dairy Farms, and carry an assortment of their products.
- Gluten Free Breads and Cakes – We have teamed up with a local Bakery in Evanston, Rose's, to carry Gluten Free products. I am floored how fast they are flying out of our place. The pent up demand is astronomical.
- Breads and Rolls – We have several different vendors who have an assortment of breads and rolls that are in stock and available.
- Candy – Actually this is one of our biggest non produce movers. Since candy is often packed in mega master cases and the regular distributors have mega minimums, we sell tons of candy. All kinds of chocolate and sugary stuff is available in individual split boxes.
- Cheeses – Hard, soft, whole wheels, grated, sliced, local, cheap, and expensive. There are about 100 different choices.
- Yogurts – Again we have a full line of yogurt products in both the bulk (5# sizes) and individual containers. Our hottest yogurt product is the Greek Yogurt – we carry the Chobani brand in about a dozen different flavors
- Energy Bars seem to be the rage these days – we have several different varieties with the most popular being the Clif, Power Bars, and Kind Bars
- Pickles and Horseradish- We just recently added another pickle line and have tons of different flavors and sizes. Also prepared horseradish is always a big seller.

## Market Report, Cont'd...

- Pop – We have quite a few different brands and sizes. Of course we have the traditional stuff, but sometimes the oddball flavors are in stock and can save you a trip to the store.
- Salad Dressings – We carry a variety of flavors. I promise it won't be the one you normally stock, but if you need one gallon for a party tomorrow, it will be fine.
- Cookies – We have a great line of cookies from Christie's Cookies. I know how great they taste since there seem to be "damaged" boxes being cooked off in the office all the time.
- Gelato – We have the Ciao Bella line in our freezer. There are lots of fun flavors.
- Fluid Dairy – We should have it, that's all I will say – the list is pages long.
- Cultured Dairy – Same although as always, 99% is Sour Cream and Cottage Cheese sales.
- Oils – Shortening, Blends, Olive Oils, Cooking Oils, massaging oils.
- Dry Pasta – We have the Barilla line and several other varieties available.
- Fresh/Frozen Pasta – We carry the Joseph's Pasta line. This is truly a top shelf line that is used in dozens of hotels and restaurants.
- Roland Brand Specialties – We now stock more than 200 Roland Foods specialty products and have access to their full line if you see something else you want.
- Fresh Juices – Orange and Grapefruit are the biggest and most known but don't forget about all the lemon, lime, lemonade and the Bolthouse line that we can get for you too.
- Eli's – Another Chicago hometown classic. We stock many of their products!
- Chips and Pretzels – We have a few different lines and many varieties that are available.
- Purees' – I also like to see what kind of frozen delicacies our customers make with these!
- Butter – We have both California brands and local products available.
- Spices – Yes, we have over 100 different dry spices in small and large size containers.
- Tomato Products – Seemed like a natural next item after Pasta. We are now carrying the full San Benito line of canned Tomato Products.
- Water – Yes, we have the traditional Ice Mountain, etc. But we also have Green Planet in all three sizes that have fully biodegradable bottles. Now that's cool. And it tastes like water.
- French Fries – Doesn't everyone stock these?
- Frozen Vegetables – We have two different lines.

First is the traditional line of every frozen veggie and blend imaginable. But, we also have a line of Frozen LOCAL vegetables. They are harvested each year and then frozen and stored for consumption throughout the year.

- Soups – Its' winter, I had to throw it in. We carry a great line of Campbell's frozen institutional soups. I have seen our Chef take the frozen product and add some extra veggies or pasta and the stuff is great.
- Bases – Or you can make your own Soups with the full line of Minor's bases that we have.
- Tortilla's and Chips – Our main line is Mission brand but we also have lots of shapes, sizes, colors, and textures from a variety of local houses.

And once again, I promise you this is a partial list. These are only the ones that I thought would have some broad appeal. If you have questions, please contact your sales rep or customer service and they can help you out. I know everyone is busy with their holiday preparations, parties, etc, so I will keep the market report brief this week.

## Produce Quiz

Originally from Malaysia, I grow in clusters on a small evergreen tree. While several of my relatives have smooth or moderately bumpy skin I am wild, out of control. Maybe that way you'll leave me alone. But no such luck for me. Though I try to portray a hedgehog to discourage you I am plucked from my family. My yellowish-brown shell is split open to reveal a white translucent pulp. I even grow a seed in my center in hopes of being passed by but to no avail. You just cannot seem to get enough of my super sweet flesh. Some of my relatives have developed the ability to be sour or acidic but you still just pluck, pluck, pluck. Only two inches in diameter you had think they would leave us alone. Some folks get fancy. They cut off only my top half and serve me like an egg in a cup. Usually eaten out of hand, I am also a great component of a fruit salad. Other uses include canned in syrup, used in stuffings, or cooked along side of vegetables or meat. I am rich in vitamin C and am a good source of iron and potassium. In my feeling, we are best left alone to multiply, but you don't seem to agree so there are not many of us around. I am a popular treat for the coming New Year.

**Last Quiz Answer: Cara Cara Orange**



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