



## Synergy School News Committed to Excellence

**Back to School  
Issue 6, September 2015**

### Greetings Everyone,

We hope the new school year finds all of you happy and well. Since our last newsletter in September of 2014, there have had many new and exciting things occur here at Synergy Food Sales. On the personnel side, Diana Blanck came aboard as our Bid Director last October (see more on Diana throughout newsletter). Also, we are pleased and excited to announce the hiring of Kristine Bridgeman to be our business administrator. Kristine begins employment with us on September 8th.

On the manufacturing side, several new companies have joined our line up. We added Highland Beef Company (December '14), Cutting Edge Beverages (February '15), Amazing Fruit Products (March, '15), Pro Health Pasta (July, '15), Snak King (August '15) & Darlington Cookie Company (Sept. '15). Also, we are pleased and excited to announce as of October 1, we have been named the broker for both commodity & COMMERCIAL K12 sales for Gold Kist Chicken! Detailed information for each of these companies is located in the New Manufacturer section below.

This issue of **Synergy School News** features new products, recipe's, coupons and information from many of the 19 school foodservice manufacturers we represent in Missouri, Kansas, Illinois and Iowa. This edition also contains new sections, such as Welcomes and Farewells, which highlights recent changes in the school foodservice profession in our area. Also, check out Diana Blanck's Bid Tips which will give you recommendations on how to save money on your bids.

We enjoyed seeing many of you in Salt Lake City, Utah at ANC and hope that you find this edition of our newsletter informative and interesting. As always, please contact us for samples or if you need nutritional specifications on any of our products. Also, please take a shot at our trivia contest and a chance to be the winner of a \$50 Target gift card from our featured manufacturer, Bongards' Creameries!

Thank you!

The Synergy Team

### In This Issue

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### EVENTS AND IMPORTANT MENU DATES

**Monday, September 7  
LABOR DAY**

**Friday, September 11  
PATRIOT'S DAY**

**Tuesday, September 13  
GRANDPARENTS DAY**

**Friday, September 11  
HEART OF AMERICA 1st MEETING**

**Wednesday, September 23  
FIRST DAY OF FALL**

**Saturday, October 3  
SNA-KS FOOD SHOW**

**Friday, October 9  
HEART OF AMERICA 2nd MEETING**

**Monday, October 12  
COLUMBUS DAY**

**October 12-16  
NATIONAL SCHOOL LUNCH WEEK**

**Wednesday, October 28  
KOHL FOOD SHOW**

**Thursday, October 22  
1st SFNDA GENERAL MEETING**

**Saturday, October 31  
HALLOWEEN**

**Saturday, November 14  
MSNA FOOD SHOW  
SYNERGY HOSTED PARTY!**

**Friday, November 20  
HEART OF AMERICA 3rd MEETING**

**Thursday, November 26  
THANKSGIVING DAY**

**Thursday, December 12  
2nd SFNDA GENERAL MEETING**

**Thursday, December 24  
CHRISTMAS EVE**

**Friday, December 25  
CHRISTMAS DAY**

**Thursday, December 31  
NEW YEAR'S EVE**

**Friday, January 1  
NEW YEAR'S DAY**

## Bid Tips from Diana Blanck

### Bid Tip #1

Please tell us what you want !!! So many bids are vague – Hamburger -- that is hard to figure out what you really want or need for your program. Even if you aren't sure what your distributor stocks, tell them what you need. "Fully Cooked Hamburger Patty --- Must meet 2 oz. Meat/Meat Alternative". This way we can quote items that meet your requirements. If you have a particular brand you want or will only use, please follow it with Brand X Only.

### Bid Tip # 2

Please try to come up with a quantity – even if it's a guess. Many manufacturers give discounts for the volume you plan on using. If you don't guess, you'll never have the opportunity to receive these discounts. Also many distributors mark up line item bids by the quantity's listed, without them you might pay a higher price. If you think of this in generic terms – I'm serving Beef Patties twice a month every month and approximately 1000 kids eat daily, you need 180,000 burgers. If you list a pack size that you are currently using Brand X – packed 200 count you'll know or could tell them that you need 900 cases a year.

**If you use both of these tips,  
you'll start saving money on  
your bids!!**

## MEET THE SYNERGY TEAM

*(We aren't old but...)*

### Combined We Bring Over 100 Years of Experience Serving the School Food Service Industry.



John Pickert is Sales Director for the Western Division at Synergy Food Sales. He is a graduate of Kansas State University where he received dual bachelor degrees in Business Marketing and Hotel, Restaurant, and Institutional Management. Prior to joining the school foodservice brokerage business over 20 years ago, John worked in the hotel and restaurant industry with Double Tree, Marriott and Ritz Carlton.

Tom Hoenig is Sales Director for the Eastern Division at Synergy Food Sales. He is a graduate of the University of Missouri-Columbia with a B.S. in Political Science. Tom has worked in the school foodservice brokerage business for over 20 years with 3 different companies, including owner of Hoenig Brokerage Group. Prior to the brokerage business, he was in restaurant management with Casa Gallardo Mexican Restaurants in St. Louis.



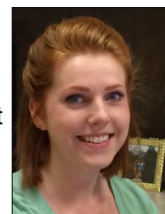
Diana Blanck is Bid Coordinator & Sales Director for the Western Division at Synergy Food Sales. Diana began her school foodservice career straight out of high school when she accepted a job at KC Cold Storage in distribution and school sales where she worked for 13 years. She would then go on to stints at Lady Baltimore Foods, serving as their Bid/School Specialist (10 years) and US Foods Kansas City as their Bid Manager (3 years) before coming on board at Synergy. Diana carries a total of 35 years of overall foodservice experience on her impressive resume.

Kristine Bridgeman is the new Business Administrator at Synergy Food Sales. Kristine started her school foodservice distribution industry career working with Diana Blanck at KC Cold Storage and most recently as Bid Coordinator at US Foods KC and brings 27 years experience with her to Synergy.



Michelle Layman serves the dual role of Customer Service Representative at Synergy Food Sales & School Lunch Solutions. Michelle has been with the company since 2013.

Miranda Roseland is the Marketing and Sales Coordinator for Fair Market Inc., the parent company of Synergy Food Sales. Miranda is a recent graduate of Kansas State University where she received her bachelors degree in Hospitality Management.



**Please take a look at our "new" redesigned website! Links to all of our Synergy manufacturers are listed there as well as our latest news and events!**

<http://synergyfoodsales.com/>

# SYNERGY MANUFACTURER CORNER

## UPDATES



### NEW SYNERGY MANUFACTURER

## HIGHLAND BEEF FARMS

Highland Beef Farms, who has been owned by the Hersch family for almost forty years, has its roots in all-natural working cattle farm in the Shenandoah Mountains of Virginia with their corporate offices in the bustling high tech corridor of Northern Virginia. The company reflects this blend of traditional country values with cutting edge product development always maintaining a commitment to using the highest quality American ingredients in USA manufacturing plants. HBF's longstanding customer relationships have dynamically shaped the direction of the company. At Highland Beef Farms they are always evolving to keep pace with the changing tastes and nutritional needs of the snacking public. Their people continue to work day in and day out to create and deliver the best, most distinctive, quality choices for all people, young and old, looking for something delicious and satisfying for their snacks. Since coming aboard with Synergy last December, their products continue to be a hit with kids via ala-carte sales. Let us prove to you why they will be successful for your school as well!

Highland's specialty for schools is our PowerSnacks that meet the 2016 Smart Snack Guidelines Gold Standard (click on each product for further nutritional):

[Honey Peppered Beef Stick Twin Pack and Single Stick](#)

[Honey Peppered Turkey Stick Twin Pack and Single Stick](#)

[Mesquite BBQ Beef Stick Twin Pack and Single Stick](#)

[BBQ Pork Spicy Stick Twin Pack and Single Stick](#)

High Protein – 4 grams per meat stick  
Low Fat & Calorie – Calories 30; Calories from Fat 10  
Low Sodium – 100mg per meat stick  
No MSG and Gluten Free



### NEW SYNERGY MANUFACTURER

## CUTTING EDGE

Cutting Edge Beverages, is a division of Whitlock Packaging Company, the the largest contract manufacturer of non-carbonated beverages in North America. Whitlock's customer base represents the largest food and beverage brand holders in the world. The Whitlock companies are proud to be American owned, producing American products and creating American jobs. Cutting Edge Beverages is a company that prides itself in producing high quality, great tasting, natural products that quench your thirst and add zest to your life. At CEB they believe in bringing out the best in people.

Better You. Better World.

Cutting Edge's product lines include Juice Bowl, JB Tea's and Wild Thing. We are proud to add CEB to the Synergy line up! Click on the following products for more information and nutritional:

[Juice Bowl 100% Sparkling Juice](#)  
[Juice Bowl 11.5 oz 100% Juice](#)  
[Juice Bowl 4.23 oz 100% Juice Box](#)  
[Juice Bowl 6.75 oz Juice Box](#)  
[Juice Bowl Mango Swirl Veggie Juice](#)





NEW SYNERGY MANUFACTURER

## AMAZING FRUIT

Amazing Fruit Products-US is an innovative company dedicated to the development of "All Natural FRUIT based snacks and ingredients". They have a US patented process for infusing dried fruit with all natural fruit flavoring. This unique process takes place in Safe Quality Food (SQF) certified plant under the highest standards of hygiene and manufacturing practice. An approved HACCP plan and state of the art metal detection equipment is applied throughout the entire manufacturing line to ensure only the highest quality products are made available to their business partners. All of their products are Kosher certified via the Orthodox Union.

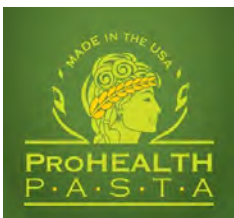
At AFP, they proud that these raisins are **SMART SNACK** qualified and that the *Alliance For A Healthier Generation*, who developed the Smart Snack Calculator, also list their products in the *Smart Snacks Navigator*, which list products that they have approved beyond just working in the calculator.

Currently Amazing Fruit Company offers **Strawberry, Orange, Peach, Sour Lemon and Sour Pineapple** flavor infused raisins. 5 flavors in all! Click [here](#) for packaging, nutritional and detailed information.

With the demands placed on school nutrition leaders to provide nutritious meals and snacks, Amazing Fruit Products line of tasty and healthy flavor infused dried fruit products offer not only a nutritious alternative that meets the daily serving requirements (1/4 cup dried fruit equals 1/2 cup fruit) for school systems but also one that **children will enjoy the taste of without added sugar**. By utilizing AFP's patented flavor infusion process Amazing Fruit Products-US transforms dried fruit into an exciting multiple flavored mouthwatering experience. At Synergy, we are pleased to have Amazing Fruit Products aboard! Call us for your samples today and see why kids love em!!!!

- \* ALL NATURAL
- \* NO SUGAR ADDED
- \* GLUTEN FREE
- \* FAT FREE
- \* KOSHER CERTIFIED

- \* NO GMO'S
- \* PEANUT & TREE NUT FREE FACILITY
- \* VEGAN
- \* **MADE IN THE USA**



NEW SYNERGY MANUFACTURER

## PRO HEALTH PASTA

At ProHealth Pasta, for years the company has been growing like crazy making gluten free protein pasta for different companies that were selling their products in retail. ProHealth's history was in the "better-for-you" food segment, and they knew that their pasta was MUCH "Better-For-You" than all the other pasta's on the market. ProHealth Pasta was born to solve the issues related to school pasta by offering a healthy legume based single ingredient pasta that is gluten free. Their pasta is produced in an allergy friendly facility free from the top 8 allergens. ProHealth manufactures all natural pasta in the following varieties:

At Pro-Health Pasta they are very proud of the similarities that red lentil pasta enjoys with "regular" pasta and they certainly feel that they are far superior to whole grain pasta in flavor and texture. They like to remind all their interested customers, they are an expensive pasta, but a very competitive protein! **For detailed nutritional information please click [here](#)!**

- ◆ Red Lentil Rotini
- ◆ Red Lentil Elbow Macaroni
  - ◆ Red Elbow Penne
  - ◆ Black Bean Rotini
- ◆ Black Bean Elbow Macaroni
  - ◆ Black Bean Penne

**With the addition of a small USDA "recognizable" portion our unique CN label can qualify as:**

- ◆ 2 M/MA or
- ◆ 1/2 cup legume or
- ◆ 1 Serving of Vegetable

Sample kits of all 3 pasta's are available, please contact us for your free sample kit today!





NEW SYNERGY MANUFACTURER

## WHOLE EARTH

by **Snak King**

The Whole Earth line by Snak King is one of our newest additions here at Synergy. Snak King is one of the largest snack food manufacturers in the United States. Their family of branded snacks can be found in various outlets including convenience stores, grocery stores, club stores, mass merchandisers, drug stores, vending machines, institutional food service operations, and airlines. With an unwavering commitment to high quality and customer service, Snak King produces and packages snacks for many of the world's major food companies and retailers. Their state-of-the-art manufacturing facility and their innovative R&D team keep Snak King on the cutting edge of new product development.

The Whole Earth line has the following features:

### Smart Snack Compliant 6 Great Qualities

- No MSG
- Kosher
- 16g Whole Grain Per Snack
- No Trans Fat
- No Preservatives
- Taste Great
- No Soy

### 7 Varieties

- [Ranch](#)
- [Barbeque](#)
- [Cinnamon](#)
- [Sea Salt](#)
- [Cheese](#)
- [Jalapeno Cheddar](#)
- [Sweet And Salty Popcorn](#)

### 4 Items With 2 Grams of Fiber

- Ranch
- Cinnamon
- Sea Salt
- Sweet & Salty Popcorn

### Great to use for dipped products

- Humus
- Yogurt
- Soup
- Chili

Menu Capable  
Ala-la-Carte Capable  
Great Afterschool Snacks  
Great Breakfast Item (Cinnamon)

Complete nutritionals for each product can be found by clicking on the individual item above.  
For a free sample kit containing all 7 products, please contact us here at Synergy!



NEW SYNERGY MANUFACTURER

## DARLINGTON

Snacks that taste as good as they look!

At Darlington, they create snacks for a wide array of tastes and dietary needs – individually wrapped, tray or full batch. Darlington knows food allergies are a concern for many of us in school foodservice, so all of their products are produced in a nut-free bakery. A continuing lineup of new flavors will keep your kids interested – and your inventory flowing.

Darlington Snack Company is home to the brands of Darlington, Appleways and Crave-N-Rave, each with its own delicious lineup across cookies, snacks, breakfast and for special occasions. Appleways snacks are a better-for-you alternative to conventional snacks. Packed with whole grains and all natural flavors, every-one can feel good enjoying them as a tasty anytime snack. Serve them for grab-and-go breakfast, in your vending machines or a la carte lines or use them for after school activities. These are snacks your students will ask for over and over again! Try our Simply Wholesome Soft Oatmeal Bars, Simply Wholesome Soft Baked Cookies, or crispy Waffle Snaps, just to name a few! Our fun and flavorful Spikerz Cracker Bites add excitement to salad bars and soups.

- ◆ Meets 30/10/30 standards
  - ◆ 0% trans fat
- ◆ Produced in a nut-free bakery
  - ◆ Certified kosher dairy
- ◆ Pre-baked and individually wrapped for freshness and convenience



Our school snacks are at least a one-ounce grain equivalent and meet the Alliance for a Healthier Generation, HealthierUS School Challenge, Partnership for a Healthier America, FitPick and Smart Snack standards.

Click on this [link](#) to see all of Darlington's school products complete with varieties and nutritionals.

We are pleased to announce Darlington Snack Company as our newest addition at Synergy Food Sales!



## J.T.M. FOOD GROUP

### Featured Products



FOOD GROUP

### *Fundles™ Stuffed Sandwiches*

Individually Wrapped Bundles of Fun and Flavor!

try our new **FUNDLES™**



Fiesta Taco & Cheese Fundle

Fiesta Bean & Cheese Fundle

Breakfast Skillet Fundle

Savory Sausage Gravy Fundle

- Perfect for satellite operations: fits easily into satellite trays and traditional serving trays
- Great for breakfast in the classroom or unconventional serving sites.
- Designed to meet the needs of the National School Breakfast and Lunch programs.

***Fundles Stuffed Sandwiches:***

**Egg & Cheese** • Item #5825 • Pack Size 30#/160-3.0 oz. • B'fast: (1)~2.0 WGR equiv.

**Turkey Sausage, Egg & Cheese** • Item #5830 • Pack Size 27#/160-2.7 oz. • B'fast: (1)~2.0 WGR equiv.

**Pork Sausage Gravy** • Item #5827CE • Pack Size 30#/160-3.0 oz. • B'fast: (1)~2.0 WGR equiv.

**Turkey Sausage Gravy** • Item #5831CE • Pack Size 31#/160-3.1 oz. • B'fast: (1)~2.0 WGR equiv.

**Bean & Cheese** • Item #5826 • Pack Size 31#/160-3.1 oz. • B'fast: (1)~2.0 WGR equiv.

**Veggie Taco & Cheese (Pocket)** • Item #5828 • Pack Size 30#/120-4.0 oz. • B'fast: (1)~3.0 WGR equiv.

**Veggie Taco & Cheese (Round)** • Item #5829 • Pack Size 29#/160-2.9 oz. • B'fast: (1)~2.0 WGR equiv.

**Fiesta Chicken Taco & Cheese** • Item #5832CE • Pack Size 20.1#/83-5.8 oz. • Lunch: (1)~2.0 M/MA + 2.75 WGR equiv.

**Beef Bar-B-Q & Cheese** • Item #5833CE • Pack Size 15.1#/72 twin packs • Lunch: (1) pack~2.0 M/MA + 3.25 WGR equiv.

*Get One FREE Case! See next page for details!*

*Let's Create Great Dishes Together!™*

JTM Food Group introduces new Fundles complete with free case [coupon](#) to try!



## GOLD KIST FARMS

### Featured Products

At Synergy Food Sales, we are excited and pleased to announce that effective October 1st, 2015 we have been named the commodity and commercial broker for all K-12 chicken products for Gold Kist Farms. Previously we had only been the commodity broker and this led to confusion with many of our loyal customers. You can now contacts us for any of your Gold Kist K-12 needs!!!!

With Burger King featuring chicken fries in their recent advertising campaign, please check out adding our chicken sticks to your menu.

Five of these sticks will yield 2 oz. Meat/Meat Alternate and 1 oz whole grain rich grain equivalent. The longer shape make them easier to dunk than nuggets so the kids love them! Available as a commodity processed item and also commercially with the same item code number [49913](#). A 30 pound case will give you 130 servings. Contact us for further information!



**49913 CHICKEN FRIES**



## GIORGIO FOODS

### Featured Products

Giorgio Foods introduces 3 new products in Salt Lake City at ANC!

The following items are available now commercially and will be available for processing in the 2016-17 School Year. Please click on each item for picture and complete nutritional information.

New Items Available 2016-2017 Commodity School Year	Item Code
Turkey Ham and Cheese Stromboli	<a href="#">10561</a>
Philly Steak and Cheese Crescent	<a href="#">10574</a>
Philly Steak and Cheese Mini Crescent	<a href="#">10573</a>

**PUT SOME PEP IN  
YOUR STEP WITH  
SCHOOL LUNCH!**







## BONGARDS

### Featured Products



40297-1

For more details on  
Pepper Stick click [here!](#)

**Bongards Creameries introduces new 1 oz Pepper Jack Stick Cheese Stick to their cheese stick line up!**  
Bongards Creameries has added the below 1 oz Pepper Jack Cheese stick to their wildly successful line of individually wrapped cheese sticks joining natural mozzarella string (40295), colby jack marbled (40293) and Cheddar (40291). Try this new addition or all 4 and see why Bongards' is known for the creamiest cheese around!



## JENNIE-O

### Featured Products

#### New Kid-Friendly Favorites

Add a little "POW" to your menu with JENNIE-O® Chorizo Turkey Sausage Code 6397-40. The zesty profile from paprika, a blend of peppers and a hint of cilantro allows you to add a little kick of flavor to a variety of items – both at lunch and breakfast.

JENNIE-O® Reduced Sodium Uncured Turkey Franks -612620 are a perfect fit for any menu. Cured without chemicals, and with only 260mg of sodium and no nitrates or nitrites added\*, you can feel good about serving this classic kid-favorite.

#### New All Natural Additions

JENNIE-O® All Natural products fit the growing demand for simpler, minimally processed foods, while fully meeting the demand for great taste. JENNIE-O® All Natural products are minimally processed and do not contain any artificial ingredients.

JENNIE-O® All Natural Oven Roasted Sliced Turkey Breast -231812 is made with premium whole muscle breast. Conveniently pre-sliced and ready for sandwiches, four slices meet 2 M/MA and contain only







## MCI/LOS CABOS MEXICAN FOOD

### Featured Products

Los Cabos Mexican Foods brings south of the border flavor to your K-12 menu with two new recipe's and updated 2015-16 SY promotions!!!!

### Fiesta Pepper Jack Enchiladas

CALORIES	SODIUM	SUGAR	% CAL/SAT FAT	% CAL/FAT
422.33	874.66 mg	0	28.5	51.9
INGREDIENTS			INSTRUCTIONS	
La Victoria Mild Green Enchilada Sauce			Ready to use	
Fine Shredded Monterey Jack Cheese			Ready to use	
Green onions/scallions and red/yellow/orange bell peppers			Dice all about 1/8" and mix for topping.	
Los Cabos Pepper Jack Enchiladas #64150 (2 sticks/serving)			<ul style="list-style-type: none"> <li>◆ In 13" x 21" shallow hotel pan, apply pan spray and place 24 enchiladas seam side down in pan (3 rows of 8).</li> <li>◆ Bake at 300 degrees for 10-12 min to take chill off product. Do not overcook this stage and hollow out the enchilada.</li> <li>◆ Remove from oven and thoroughly cover with 28oz of green chili enchilada sauce so as to not dry out tortilla.</li> <li>◆ Sprinkle 2 cups of cheese over the sauce. Then top with peppers/onions (optional) and return to oven to completely melt cheese.</li> <li>◆ Remove, cover, and place in warmer.</li> </ul>	

### Tex Mex Beef & Cheddar Enchiladas

CALORIES	SODIUM	SUGAR	% CAL/SAT FAT	% CAL/FAT
353	1236 mg	≥ .5 g	22.77	43.91
INGREDIENTS			INSTRUCTIONS	
Pioneer Brand Brown Gravy Mix (2 bags) Garlic Powder (4 TBSP) Chili Powder (1 Cup)			◆ Prepare gravy mix according to package instructions. Stir in garlic powder and chili powder.	
Los Cabos Beef & Cheddar Enchiladas #61854 (2/serving)			<ul style="list-style-type: none"> <li>◆ Coat bottom of 13" x 21" shallow (2.5" deep) steam table pan with 1 1/3 cup of enchilada sauce.</li> <li>◆ Place 24 enchiladas (3 rows of 8) on top of sauce.</li> <li>◆ Top enchiladas with additional 4 cups of sauce making sure to coat completely. Uncovered tortilla may toughen up during baking process.</li> </ul>	
Shredded Cheddar Cheese (1/2 cup per pan)			◆ Sprinkle a 1/2 cup of cheese evenly over entire pan being careful to put cheese on each set of 2 enchiladas.	
Baking Instructions			<ul style="list-style-type: none"> <li>◆ Convection bake at 325 degrees for 15 minutes or until internal temp of 160 degrees. Covering pan may help keep product from drying out.</li> <li>◆ If using a combi oven, 10% steam will help keep product moist.</li> </ul>	

Check out our National School Lunch Gift Card Promotion!  
Click [here](#) for our Cabo Primo Promotion and [here](#) for our Breakfast Promotion!

### Featured Products

# notables®

**Offer your students healthy and delicious meals...**  
 with notables® pre-packed and ready to serve Breakfast, Snack and Lunch kit solutions. Each meal is conveniently packaged in a colorful, easy-to-handle, grab and go pouch, with a large variety of kits to choose from.

Pre-Packed & Ready to Serve






All  
**Whole Grain**  
components

**Shelf Stable**

**Gluten Free**  
option available



notables.com For more product information call 800-967-1702 or email info@notables.com



## TASTY BRANDS

### Featured Products



## ASIAN FOOD SOLUTIONS

### Featured Products



<a href="#">79201</a>	Whole Grain Crispy Chow Mein Noodles
<a href="#">79202</a>	Cinnamon Sugar Wonton Squares– WG
<a href="#">79203</a>	Whole Grain Fortune Cookies
<a href="#">72013</a>	Sriracha Honey Chicken

Check out Asian Food Solutions new Honey Sriracha Chicken and the following Asian food accessories to make serving Asian cuisine affordable and easy!!!!





## RED GOLD

### Featured Products

Look who's coming to Red Gold and their new Hoy Fong "Rooster" Original Red Gold Hot Chili Sauce Sriracha Ketchup!!!

Red Gold Inc. of Elwood, IN is proud to announce the new hiring of Matthew Essner as the their new Central Region Manager! Matthew brings a wealth of knowledge in the school commodity arena and familiarity with the customer base to this new position. He will serve an 11 state area including all of you that read this newsletter. Mr. Essner had served as the Director of Food Distribution Services for the State of Missouri since 2008 and has been a past president of the American Commodity Distribution Association (ACDA). Matthew's first day on the job was August 31st.

Please join Synergy Food Sales in congratulating Matthew and Red Gold for teaming up in this new endeavor!



### Nutrition Facts

Serving Size 1 Tbsp (17g)	
Servings Per Container about 33	
Amount Per Serving	
<b>Calories</b> 20	Calories from Fat 0
<b>% Daily Value*</b>	
<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 4g	<b>1%</b>
Sugars 3g	
<b>Protein</b> 0g	
Vitamin A 0%	Vitamin C 2%
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, calcium, or iron	
*Percent Daily Values are based on a 2,000 calorie diet.	

**Ingredients:** Red Gold® Ketchup (Tomato Concentrate From Red Ripe Tomatoes, Sugar, Distilled Vinegar, Salt, Less Than 2% Of: Onion Powder, Spices, Natural Flavors), Huy Fong Foods Sriracha Hot Chili Sauce (Chili, Sugar, Salt, Garlic, Distilled Vinegar, Potassium Sorbate, Sodium Bisulfite as Preservatives, and Xanthan Gum) Red Gold® Ketchup (Tomato Concentrate From Red Ripe Tomatoes, Sugar, Distilled Vinegar, Salt, Less Than 2% Of: Onion Powder, Spices, Natural Flavors), Huy Fong Foods Sriracha Hot Chili Sauce (Chili, Sugar, Salt, Garlic, Distilled Vinegar, Potassium Sorbate, Sodium Bisulfite as Preservatives, and Xanthan Gum) Red Gold® Ketchup (Tomato Concentrate From Red Ripe Tomatoes, Sugar, Distilled Vinegar, Salt, Less Than 2% Of: Onion Powder, Spices, Natural Flavors), Huy Fong Foods Sriracha Hot Chili Sauce (Chili, Sugar, Salt, Garlic, Distilled Vinegar, Potassium Sorbate, Sodium Bisulfite as Preservatives, and Xanthan Gum)

### Recommendations for SY 15/16 – NEW ITEM

Hoy Fong "Rooster" Original Red Gold Hot Chili Sauce Sriracha Ketchup

Made with Sugar / 20 oz. Bottles / Packets coming in Fall



# HIGH LINER FOODS



## HIGH LINER FOODS

### Featured Products

**JOIN THE T.G.I.F.F. MOVEMENT**  
Pledge to make every Friday "seafood day" at your school



The Thank Goodness It's Fish Friday (#TGIF) movement is lead by High Liner Foods. TGIF brings awareness to the health benefits of seafood and encourages every American to eat seafood at least 1-2 times per week to meet the USDA's recommendations. Start a TGIF campaign at your school.

**VISIT [TGIF.ORG](http://TGIF.ORG) TO TAKE THE PLEDGE AND DOWNLOAD FREE SUPPORT TOOLS.**

### SUSTAINABLE

High Liner Foods purchases all of its seafood from certified sustainable or responsible fisheries and aquaculture farms, so you and your students, parents and administration can feel good about making the responsible choice in seafood.



Pollock Bite



Salmon Bite



Shrimp Popper\*



Pollock and Salmon Bites  
Serving Size



Shrimp Poppers  
Serving Size



Pollock & Salmon Bite\*



#### SIMPLY SAUCE SEAFOOD BITES - WITH SAUCE (Each case includes 2/2 lb bags of Sweet Asian Sauce in the case)

Whole Grain Breaded Pollock Bites with Sweet Asian Sauce	26257	5.6 oz. (8 bites w/ 1.6 oz. sauce)	320	11g	1.5g	0g	50mg	480mg	40g	3g	16g	2M/1.5G	14 lb.	40
Whole Grain Breaded Salmon Bites with Sweet Asian Sauce	26261	5.6 oz. (8 bites w/ 1.6 oz. sauce)	350	13g	1.5g	0g	50mg	450mg	40g	3g	19g	2M/1.5G	14 lb.	40
Whole Grain Shrimp Poppers with Sweet Asian Sauce	26266	3 oz. (21 poppers w/ 1.2 oz. sauce)	250	8g	1g	0g	45mg	630mg	34g	3g	10g	1M/1G	14 lb.	52

#### SIMPLY SAUCE SEAFOOD BITES - WITHOUT SAUCE

Whole Grain Breaded Pollock Bites 0.5 oz.	26264	4 oz (8 bites)	240	9g	1.5g	0g	50mg	360mg	23g	2g	15g	2M/1.5G	2/5 lb.	40
Whole Grain Breaded Salmon Bites 0.5 oz.	26265	4 oz (8 bites)	260	11g	1.5g	0g	50mg	370mg	23g	2g	18g	2M/1.5G	2/5 lb.	40
Whole Grain Breaded Shrimp Poppers 110 ct.	26242	3 oz (21 pcs.)	180	7g	1g	0g	45mg	530mg	21g	3g	9g	1M/1G	2/5 lb.	53

\* Actual Size

To learn more about Highliner Foods click [here!](#)

## MATTHEW'S MOTIVATIONAL MESSAGE



Matthew E Essner

This section contains a motivational message taken from Matthew Essner's FREE weekly motivational email called the Monday Morning Ignition. Matthew is an outstanding motivational speaker and is available for events. His company, Ignite-the-Passion, custom creates presentations to fit the requests of individual groups. For more information visit [www.Ignite-the-Passion.com](http://www.Ignite-the-Passion.com) or "Like" the Facebook page. Below is an excerpt from one of his most recent email's.

"In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us." - Flora Edwards

Are you willing to reach out a helping hand? Have you taken time to notice the needs of the others around you, or are you too focused on what's going on in your life to notice anyone else?

You have the opportunity each day to influence the lives of those around you. It might be a **simple** wave to your neighbor, a talk with a coworker going through a rough patch, encouraging a family member, or even a hug for someone who has lost a dear friend. You don't have to change the world to impact others....typically it's a **small act of kindness** that can make the **BIG** difference in someone's day.

As you embark on this new week, try to slow down a bit and make a concerted effort to lift someone else up this week. Could be as **easy** as smiling when you pass a stranger on the street, a quick conversation with a coworker when you really feel like you don't have the time, or maybe it's a phone call to a loved one you've been too busy to keep in touch with lately. The point will be you **giving of yourself** to improve another's day. When you routinely start **giving yourself** to others, you can't help but notice "*completing the circle and it comes back*" to you. Give to others = giving to yourself. Give to yourself = selfish. Stop being so selfish and share yourself (time, talents, treasure) with others!

Happy Monday! Make this a great week and stay excited about making a difference!!

Igniting your passion -

Matthew E Essner

Creator, Speaker, Writer

[ignite-the-Passion.com](http://ignite-the-Passion.com)

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## WELCOME AND FAREWELL

### Highlighting Changes in the K-12 School Foodservice Profession in Our Area

**Carl Ventimiglia**-New director at Francis Howell School District in St. Charles, Missouri, replaced **Octavio Pino**. (December, 2014)  
**Sarah Chellberg**- New director at Raymore-Peculiar School District in Raymore, Missouri, replaced **Colleen Johnston** (January, 2015).  
**Claus Alexander**-Retired at Cameron R-1 School District in Cameron, Missouri (June 2015).  
**Ruth Rose**-Retired at North St. Francois County-Bonne Terre. Missouri (June, 2015).  
**Regina Chappell**-Retired at Roxana School District, Roxana, Illinois (July, 2015).  
**Steve Dexheimer**-New director at Chartwell's-North St. Francois County in Bonne Terre, Missouri, replaced **Ruth Rose** (July, 2015).  
**Maj Luckert**-New director at Roxana School District in Roxana, Illinois, replaced retired **Regina Chappell**. (July, 2015).  
**Angel O'Dell**-New director at Cameron R-1 School District in Cameron, Missouri, replaced **Claus Alexander**. (July 2015).  
**Leah Schmidt**- New director at St Joseph Public Schools in St. Joseph, Missouri, replaced OPAA! Food Management. (July 2015)  
**Gwen Childs** – New Assistant Food Service Director, Kansas City Missouri Public Schools (August, 2015)  
**Gail Jones**-New director at Fox C-6 School District in Arnold, Missouri, replaced **Kelly Nash**, who left in January. (August, 2015)  
**Andy Hughes**-New director at Grain Valley R-V Schools, Grain Valley, Missouri. (August, 2015), replaced **Brad Kramer**.  
**Brad Kramer**- New Assistant Food Service Director, Liberty Public Schools- Liberty Missouri (August, 2015).  
**Misty Newland**- New Assistant Food Service Director, Liberty Public Schools (August, 2015)  
**Nicole Sevier**-New director at Dunklin School District in Herculaneum, Missouri, replaced **Gail Jones**, who was named new director at Fox C-6. (August, 2015)  
**Grennan Sims**- New director of Nutrition Services, Hickman Mills School District, Kansas City, Missouri replaced **Leah Schmidt**. (August, 2015)  
**Matthew E. Essner**-New Central Region Manager at Red Gold Incorporated, replaced **Dana Savarino**, he formerly served as State of Missouri Director of Food Distribution. (September, 2015).

If you or anyone you know has made a position change in the school food service industry and would like it published in future issues of **Synergy School News**, please send to [tom@synergyfoodsals.com](mailto:tom@synergyfoodsals.com)

### MEET THE DIRECTOR



**Name:** Josh Mathiasmeier  
**School District:** Kansas City, KS Public Schools  
**Food Service Director Since:** July, 2013  
**Family:** Married to Jamie for 3 years, had twin boys in April  
**High School:** Saint Thomas Aquinas  
**Favorite Famous Person:** Vince Lombardi  
**If you were in an eating competition what could you eat the most of?** Buffalo Wings  
**Hobby or Activity you are most passionate about?:** Fishing  
**When/How did you get started in the food service business?** RD degree from KS State and did internships in Schools and decided he wanted to be in School Foodservice  
**If you were not a foodservice director, what do you wish you would have been?** Surgeon

### MEET THE SYNERGY MANUFACTURER



**Name:** Joe DeAntoni  
**Company:** Bongards' Creameries  
**Manufacturer Representative Since:** 4 years  
**Family:** Wife and adult son (available for adoption)  
**High School/College:** University of Minnesota  
**Favorite Famous Person:** Johnny Carson  
**If you were in an eating competition what could you eat the most of:** Bananas  
**Hobby or Activity you are most passionate about:** Remodeling  
**When/How did you get started in the food business:** Pizza Hut school delivery in 1993  
**If you were not a manufacturer representative, what do you wish you would have been:** Singing with the BeeGees



## WINNER FROM LAST EDITION

Jill Morey  
Branson School District  
Branson, MO

### **1st Runner Up:**

Paul Becker  
Fort Zumwalt School  
District, O'Fallon, MO

### **2nd Runner Up:**

Lori Danella  
Lee's Summit School  
District, Lee's Summit,  
MO

## SYNERGY TRIVIA CONTEST

### CORRECT ANSWERS FOR THE "SCHOOL NUTRITION ASSOCIATION" TRIVIA TOPIC WERE AS FOLLOWS:

1) What year was SNA formed?

**ANSWER: 1988**

2) What city and state will be host to the 2015 Annual National Conference (ANC) ?

**ANSWER: Salt Lake City, Utah July 12 - 15**

3) Who is the current president of SNA ? ( Bonus Question: Whom did they replace?)

**ANSWER: Julia Bauscher, SNS replaced Leah Schmidt**

4) In what state is the national office of SNA located?

**ANSWER: 120 Waterfront Street, Suite 300 National Harbor, MD 20745**

5) Name 2 of the 3 official newsletter publications of SNA?

**ANSWER: CN Direct, Tuesday Mornings**



### FAMOUS RED HEADS IN HISTORY TRIVIA CONTEST

The first person from School Food Service to respond with the correct answers to all of the questions below gets a \$50 gift card to Target, courtesy of our featured manufacturer, Bongards Creameries! You can use it as a giveaway for your school contests, give it as a gift, or keep it for yourself! Winner & correct answers will be announced in our next newsletter.

1) What actor, pictured to the right, played Ron Weasley in the Harry Potter movies?



Wingardium Leviosa

2) What child actor, turned director played both Opie Taylor on the Andy Griffith Show in the 1960's as well as high schooler, Richie Cunningham in the 1970's sitcom, Happy Days? (Bonus Question: Name one of the movies he has directed)

3) What is the FULL name of the red headed school teacher in the multi-media , The Magic School Bus, series?

4) What French military and political figure, who had a significant hand in the French Revolution, then turned around and declared himself Emperor of France in 1804?

5) This famous red-head was our 3rd president of the United States and is credited with writing The Declaration of Independence, who is he?



# MISSOURI COMMODITY NEWS

## DESE-FNS-USDA FOODS UPDATE:

We hope you all have had a wonderful summer, and are excited to dive back into another year of serving nutritious meals to our MO kids! Here in Jefferson City, it's been a busy summer fill with a ton of hurdles to jump. The "Avian Influenza" (AI) situation caught the entire nation off guard, but luckily, with joint efforts, we were able to get everything back on track. If you did not see the link on our [DESE-FNS-USDA Foods](#) webpage with all of the information in regards to this unfortunate situation, you can find the "[Avian Influenza Cancellation-Re-Allocation Letter SY 15-16](#)" [HERE](#). This letter will explain in depth exactly what happened, and how we resolved this issue. If you have any questions about this issue, please don't hesitate to contact our office.

## MONTHLY USDA FOODS DELIVERIES:

Along with the new school year, also comes our monthly delivery of USDA Foods! DESE – FNS utilizes a contracted vendor, currently Lanter Distributing, to provide the warehousing and the delivery of the USDA Foods for Missouri LEAs. Below is a checklist of important details to remember when planning, receiving, and documenting a monthly delivery:

- ◇ There will be 9 monthly deliveries (August – April). Deliveries are contracted to be **tailgate deliveries**. Inside delivery can be set-up for an additional fee billed by Lanter.
- ◇ The contract allows for **delivery times anytime between 7:00 a.m. – 3:00 p.m.** Please have appropriate staff available to receive the USDA Foods when Lanter arrives.
- ◇ Lanter will be Emailing or Faxing (based on your preference) a list of items to be received by your LEA during the upcoming month. This list will be sent before or during the first week of the month to all LEAs. The list will not include a delivery date and time.

There will be a date printed on your list...this printed date is not **an indication of your delivery date!** The date is generated by importing the orders, but has no significance on when the order will actually be delivered.

- ◇ A dispatch representative from Lanter will contact your LEA **at least 4 days prior to a future delivery** to verify the delivery date and a 2-hour window for your upcoming delivery.
- ◇ If a delivery is unable to be made due to sick driver, bad weather, equipment malfunctions, etc. Lanter will contact the LEA immediately and attempt to setup a redelivery within 24 hours.

Lanter will have a printed copy of the Delivery Receipt for your LEA and a separate Bill of Lading for the driver to return to Lanter. When checking-in monthly deliveries, an LEA representative must verify quantity, item code & description, and total cases delivered. Should there be any discrepancies from the Delivery Receipt, make sure to document such discrepancies on the driver's Bill of Lading. **Include the quantity shorted by item and update the total number of cases verified/received by your LEA before executing a signature.** DESE –FNS will receive a copy of the drivers signed Bill of Lading as Proof of Delivery. If there are not discrepancies marked, DESE – FNS will not have the documentation needed to assist your LEA in recouping the shorted items. quantity and item code/description as listed on your Delivery Receipt.

- ◇ When signing the driver's Bill of Lading, please sign, date, write the TOTAL # of pieces received, and print your name.

If your LEA has multiple preparation sites and the USDA Foods will be separated, please have one assigned person to check the items in with the driver before the items are broken down by individual site.

**Delivery Notices:** If you have not been receiving an Email or fax of the advance notice of delivery or if you are not getting a phone call of the delivery date/time, please notify Kim Ackerman with Lanter at **816-459-4823** or [KAckerman@Lanterdist.com](mailto:KAckerman@Lanterdist.com) to update the contact information for your LEA.

The current delivery price per case is \$1.903. Non-public LEAs will receive an invoice from Lanter for the delivery of each case of USDA Food to be paid/submitted back to Lanter. Delivery of USDA Foods to public LEAs is paid for by DESE – FNS; therefore public LEAs will not receive a bill for the delivery of USDA Foods. However; all processed USDA Foods have a "fee" associated with the production of each case which is invoiced by each individual processor and is to be paid/submitted back to the respective processor.

If there are additional items or incorrect items on the delivery, do not keep these items. Do not accept any substitutions. Only sign and keep items which match Lanter Distributing is making conscious efforts to run a cyclical delivery schedule to assist LEAs in preparing for their monthly delivery of USDA Foods. Please be aware that Lanter Distributing started making phone calls, and began delivering to our MO Local Education Agencies (LEA's) on Tuesday, August 4th. If Lanter Distributing called your LEA, and left a message, you need to be sure to be there in the time frame that they gave you on the message. MO-DESE-FNS understands that this time of the year is difficult for all parties involved, but we have to get these deliveries started to ensure that all MO LEA's receive their August delivery in August.

## MONTHLY UPDATES:

Each month DESE – FNS updates many documents on the [DESE – FNS USDA Foods](#) website. The monthly [Open Order Form](#) which lists the USDA Foods available to all Missouri LEAs for delivery the following month will be updated/posted by the 1<sup>st</sup> of each month and is to be returned to DESE – FNS via Email by the 15<sup>th</sup> of each month. Upon receipt of all Open Orders, DESE – FNS evaluates requests vs. physical inventory and adjusts any requests should they exceed physical inventory. The [adjustments](#) are then posted by the end of the month for LEAs to review prior to receiving their delivery notification from Lanter Distributing.

The delivery schedule for any [Non-Processed USDA Foods](#) requested via the annual USDA Foods Packet which were not diverted to a processor is updated regularly with pricing. There is also a document with the [Open Order Items-Anticipated for SY 15-16](#) which is updated regularly. All documents will be dated either in the document title or in the footer for your reference to determine if it has been updated.

MO-DESE-FNS is ready for another successful school year. We appreciate all of your efforts to keep this program running smooth, and to keep our MO children eating nutritious meals. Thank you for ALL that you do! If you EVER have any questions/concerns, do not hesitate to contact our office. We are happy to assist you!

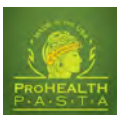
Make it a great day!

### DESE – FNS, USDA Foods Program Contacts

Andy Dudenhoeffer	Food Distribution Specialist	573-751-7253
DeeDee Kilson	Administrative Assistant	573-751-1706
Amy Halderman	Administrative Assistant	573-751-2646
Kim Ackerman	Lanter Distributing	816-459-4853
Monthly Orders: dontatedfoods@dese.mo.gov		573-751-2646

## Be Cool To Your School!

If you do not wish to receive future copies of Synergy School News, please let us know and we will remove you from our distribution list.



## CONTACT US

### Synergy Food Sales - West

**John Pickert**

222 NE Tudor Road 122

Lee's Summit, MO 64086

[john@synergyfoodsals.com](mailto:john@synergyfoodsals.com)

(816) 525-7800 Office

(816) 525-2209 Fax

### Synergy Food Sales - East

**Tom Hoenig**

Wimbledon Court

O'Fallon, MO 63368

[tom@synergyfoodsals.com](mailto:tom@synergyfoodsals.com)

(636) 329-0700 Office

(636) 329-0701 Fax

### Synergy Food Sales

**Bid Specialist**

**Diana Blanck**

222 NE Tudor Road 122

Lee's Summit, MO 64086

[diana@synergyfoodsals.com](mailto:diana@synergyfoodsals.com)

(816) 525-7800 x 4

### Customer Service

**Michelle Layman**

222 NE Tudor Road 122

Lee's Summit, MO 64086

[michellel@synergyfoodsals.com](mailto:michellel@synergyfoodsals.com)

(816) 525-7800 x 2

### Business Administrator

**Kristine Bridgeman**

222 NE Tudor Road 122

Lee's Summit, MO 64086

[kristine@synergyfoodsals.com](mailto:kristine@synergyfoodsals.com)

(816) 525-7800 x 5

Visit us on the web at  
[www.synergyfoodsals.com](http://www.synergyfoodsals.com)