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***Delancey Street Deli®***  
***All-Natural Gourmet Banana Peppers &***  
***All-Natural Jalapeno Slices***  
***from***  
***Performance Foodservice***  
***and***  
***Gielow Pickles, Inc.***



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## Quick History about Delancey Street and America’s First Delicatessen

Being a religious man, Reb Sussman knew the kosher way to butcher meat. He opened a tiny shop at 86½ Delancey Street in New York City. The first week, a Rumanian stopped by and asked if he could store a trunk in the cellar. “I’m just going back for a few years,” he said. “If I let you store your trunk in my cellar,” Reb Sussman bargained, “what will you give me?” “If you let me store my trunk in your cellar, I will give you the recipe for pastrami.” Reb Sussman took the trunk and the recipe and began selling chunks of pastrami over the counter. Soon he was selling it by the slice. Then between two pieces of bread. Reb Sussman’s pastrami sandwiches took off. He moved from 86 ½ Delancey Street to 88 Delancey Street. Here he had room to put in tables and chairs. Overnight, Sussman Volk’s was no longer just a butcher. You could sit there and eat. It was 1888. The first New York deli was born - America’s first delicatessen.

## Introducing the Delancey Street Deli® Brand

When it comes to delis, Performance Foodservice’s roots go way back to 1885, just a few years before America gave birth to its first deli on Delancey Street in lower Manhattan. Hence our brand name Delancey Street Deli® is a tribute to where the first pastrami sandwich was made, giving birth to America’s first deli.

Our company was founded as Pocahontas Foods, which delivered food to restaurants, grocery stores, and other eateries since its beginning and along the way included delis as they emerged along the American landscape. Performance Foodservice also carries with it a special affection for delis and deli foods as part of our heritage over the years for it was in 1955 that the young Italian immigrant Mr. Louis Piancone founded his Italian deli in New Jersey, which gave birth to Roma Food and forever changed the pizza and Italian marketplace.

Delancey Street Deli® delivers gourmet products that are cleaner in ingredients and have taste profiles to satisfy the most discerning palates.





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## All-Natural Gourmet Peppers

We welcome Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings and All-Natural Gourmet Sliced Jalapeño Peppers to our portfolio, produced by partner supplier Gielow Pickles, Inc. of Lexington, MI. Made using a five-generation old homemade recipe, fresh peppers are pickled and then immediately packed and chilled to keep them crisp and fresh to the customer. Kept refrigerated, these tangy, crispy pickled products are free of preservatives and full of flavor. Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings are a 3/16" smooth-cut sliced pepper with mild flavor and hearty crunch and the Delancey Street Deli® All-Natural Gourmet Sliced Jalapeño Peppers are a 1/4" smooth-cut sliced pepper with a hearty crunch and the perfect amount of heat.

Ideal for salads, sandwiches, as a pizza topping, nachos, burgers, wraps and as a garnish, Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings and Delancey Street Deli® All-Natural Gourmet Sliced Jalapeño Peppers work well with almost any type of plate presentation. The controlled refrigeration process used when processing and producing Delancey Street Deli® All-Natural Gourmet Peppers gives them a distinctive crunch unmatched by a shelf stable product. Operators looking for an all-natural healthier ingredient and added, bold flavor for their customers.

Packed in 4/1-gallon plastic containers and kept refrigerated with a shelf life of 180 days, Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings and Delancey Street Deli® All-Natural Gourmet Sliced Jalapeño Peppers are available for shipment from the Gielow shipping location in Lexington, MI.





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## Features and Benefits of Delancey Street Deli® All-Natural Gourmet Peppers

Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings and All-Natural Gourmet Sliced Jalapeño Peppers are crafted from a five-generation old homemade recipe. Fresh peppers are sliced, packed and refrigerated using a controlled refrigeration process to keep the product crisp and colorful. Free from preservatives, Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings and All-Natural Gourmet Sliced Jalapeño Peppers are kept refrigerated and have a distinctive crunch that will not be found in processed, shelf-stable products. Both products are uniformly sliced and bursting with color for a completely useable product.

**Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings** are a 3/16" smooth-cut sliced pepper with mild flavor and hearty crunch.

**Delancey Street Deli® All-Natural Gourmet Sliced Jalapeño Peppers** are a 1/4" smooth-cut sliced pepper with a heart crunch and the perfect amount of heat.

Packed in 4/1-gallon plastic containers and stored refrigerated, Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings and All-Natural Gourmet Sliced Jalapeño Peppers have a shelf life of 180 days. Keep refrigerated.

### Features:

- Flavorful, crisp and clean
- Crisp crunch and bite
- Colorful
- Uniform slicing
- Refrigerated





## Suggested Uses and Applications for Delancey Street Deli® All-Natural Gourmet Peppers

- Serving size is approximately 1 oz. (28 g) or about 18 slices per serving.
- Delancey Street Deli® All-Natural Gourmet Mild Banana Pepper Rings and Sliced Jalapeño Peppers can be served on salads, subs, burgers, deli sandwiches, etc.
- Can be deep fried for a profitable appetizer option.

### Top Segment Usage:

Pizza/ Flatbread  
Deli/ Sandwiches  
Latin/Hispanic Entrees  
Burgers

## SUGGESTED TARGET MARKETS

- Pizza
- Deli/Soup and Sandwich
- Latin/Hispanic
- Ethnic
- Buffet
- Camps/Recreational
- Catering
- College/University
- B&I; C-Store
- Diner/Breakfast
- Family Dining
- Healthcare
- Family Dining
- Steak and Seafood Houses
- Bar and Grill
- White Tablecloth





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PFG ITEM NBR	RFS NUMBER	BRAND	DESCRIPTION 1	PACK	SIZE	GTIN	UPC-12	PACKER ITEM NBR	GROSS WGT	NET WGT	TI-HI	LENGTH	WIDTH	HEIGHT	TEMP ZONE	SHELF LIFE IN DAYS	ROMA PACKER NBR	PFG PACKER NBR	PACKER NAME	KOSHER Y/N	KOSHER SYMBOL	CATCH WEIGHT Y/N	TRANS FAT FREE Y/N
663477	FK674	DELANCEY STREET DELI	PEPPERS BANANA RINGS ALL NAT	4	1 GA	10806795577164	806795577167	101714	39	36.5	12&4	12	12	10.5	Refrigerated	180		86911375	GIELOW PICKLES INC	YES	OU	N	Y
663479	FK676	DELANCEY STREET DELI	PEPPERS JALAPENO SLCD ALL NAT	4	1 GA	10806795577171	806795577174	101715	39	36.5	12&4	12	12	10.5	Refrigerated	180		86911375	GIELOW PICKLES INC	YES	OU	N	Y



## Marketing Information

### Training

Know the product you are cutting against. These may cost more than shelf stable peppers, but outperform them in crunch, bite and flavor and freshness. The additional pennies per serving with the Delancey Street Deli® products will provide a quality, consistency and customer experience that far outweighs the cost savings.

#### Key Attributes:

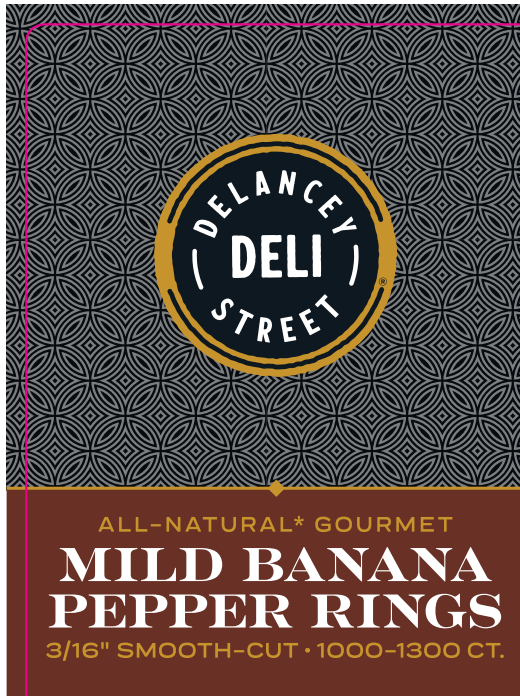
- All-Natural
- Made from fresh peppers
- No preservatives
- Kept refrigerated
- Homemade recipe

## MARKETING MATERIALS

A quicksheet is available for download from [Sharepoint](#).



## Nutrition Information



NET 128 FL OZ (1 GAL) 3.78 L 

Nutrition Facts	
about 60 servings per container	
Serving size 15 slices (28g)	
Amount per serving	
<b>Calories</b>	<b>5</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 280mg	12%
Total Carbohydrate 1g	0%
Dietary Fiber 1g	2%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 0g</b>	
Vitamin D 0mcg 0%	Calcium 20mg 2%
Iron 0mg 0%	Potassium 45mg 0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: FRESH PEPPERS, WATER, VINEGAR, SALT, TURMERIC.

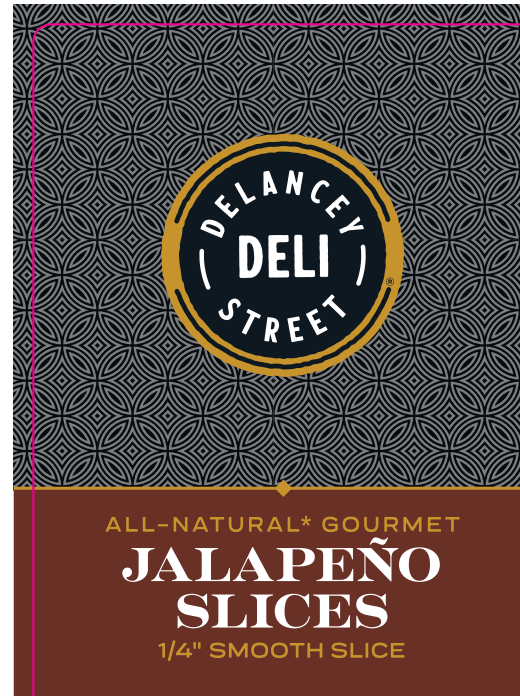
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PERFORMANCE FOOD GROUP  
RICHMOND, VA 23238  
PACKED IN USA  
Delancey Street Deli® is a registered trademark of Performance Food Group


KEEP REFRIGERATED  
REORDER # 663477

\*No artificial ingredients, minimally processed



101714



NET 128 FL OZ (1 GAL) 3.78 L 

Nutrition Facts	
About 134 servings per container	
Serving size 18 Slices (28g)	
Amount per serving	
<b>Calories</b>	<b>5</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 280mg	12%
Total Carbohydrate 1g	0%
Dietary Fiber 1g	2%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 0g</b>	
Vitamin D 0mcg 0%	Calcium 20mg 2%
Iron 0mg 0%	Potassium 45mg 0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: FRESH PEPPERS, WATER, VINEGAR, SALT, TURMERIC.

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KEEP REFRIGERATED  
REORDER # 663479

\*No artificial ingredients, minimally processed



101715







# About Gielow Pickles

## Company Overview

- Gielow Pickles, Inc. is a 5th generation family company that strives to give customers high-quality products with their homemade recipes. Gielow is a leader in the industry for quality and safety, SQF level 2 certified, and has a national presence across the United States with 3 manufacturer plants. Its products are made from fresh vegetables, never cooked, and made using the highest quality ingredients.



## Company Advantages

- National distribution
- National broker team
- Gielow Sales Team to work with your national account team

## Opportunities

- Brokerage, sales team will work with local operating units on street business, and Gielow sales team will work with national account team as needed.



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OpCo	OpCo
PFS - Arizona	PFS - Metro NY
PFS - Atlanta	PFS - Miami
PFS - Batesville	PFS - Middendorf
PFS - Boston	PFS - Milwaukee
PFS - Bowling Green	PFS - Minnesota
PFS - Burlington	PFS - Missouri
PFS - Caro	PFS - Nashville
PFS - Cedar Rapids	PFS - New Orleans
PFS - Chicago	PFS - NorthCenter
PFS - Cincinnati	PFS - Northern California
PFS - Dallas	PFS - Omaha
PFS - Denver	PFS - Orlando
PFS - Detroit	PFS - Pacific Northwest
PFS - Eastern PA	PFS - Pittsburgh
PFS - Ellenbee	PFS - Powell
PFS - Florence	PFS - Presto
PFS - Florida	PFS - Shawano
PFS - Hale	PFS - Shreveport
PFS - Hickory	PFS - Somerset
PFS - Houston	PFS - Southern California
PFS - Johnson City	PFS - Springfield
PFS - Kansas City	PFS - Springfield
PFS - Knoxville	PFS - Temple, TX
PFS - La Crosse	PFS - Thoms Proestler
PFS - Ledyard	PFS - Tidewater
PFS - Little Rock	PFS - Twin Cities
PFS - Louisville	PFS - Valdosta
PFS - Manassas	PFS - Victoria
PFS - Marquette	PFS - Virginia
PFS - Marshall	PFS/ROMA - New Jersey
PFS - Maryland	

## Supplier & Broker Representatives & Freight

For current freight information please contact:  
Barb Haffner at 810-359-7680 ext. 1110 or  
orderdesk@gielowpickles.com

For all other questions please contact:  
Ken Karaba  
National Sales Manager  
Gielow Pickles, Inc.  
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kkaraba@gielowpickles.com

## Contacts

### Performance Foodservice Contacts

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#### Marketing

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#### Brands

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#### Quality Assurance

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Director – Corporate Food Safety & Quality  
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