

August 2019

FOOD SERVICE
Dicarlo



Cheese of the Month

DiCarlo

Whole Milk Mozzarella

#14015 8/6 lb. avg.

Part Skim Mozzarella

#14031 8/6 lb. avg.



Our traditional low-moisture Mozzarella Cheese is crafted with classic Italian techniques to provide a product with rich dairy flavor, excellent stretch and consistent melt. Suited for all pizza applications, producing a reliable stretch and smooth melting quality.



Pasta of the Month

Gluten-Free Pasta

Spaghetti #179866 18/12 oz.

Penne Rigate #179868 16/12 oz.

Fusilli #179870 16/12 oz.



Our gluten-free pasta is as firm and delicious as traditional pasta. It is prepared only with brown rice, GMO-free raw white and yellow corn. It is extruded through bronze die, to enhance every sauce.

What's new at DiCarlo...

Versa®

One brand,
endless solutions.



COOKING SPRAYS

It's all in the name—Versa delivers outstanding versatility, quality and value for every operator's cooking spray needs. Because taste drives the menu, and the menu drives an operator's reputation, our customers know they can count on the superior quality, variety and purity of the Versa brand.

We offer a full lineup of cooking sprays, available in three quality tiers to meet every operational demand. Each product is formulated for a unique back-of-house purpose, such as high-heat applications, pan-frying, enhancing flavor and non-aerosol food release.

ALL-PURPOSE FOOD RELEASE SPRAY

An economical and versatile water/soybean oil formulation, perfect for light cooking and cold prep. Use throughout the kitchen for easy cleanup without the oil buildup.

USES: panini grills, waffle irons, meat slicers, utensils

MADE WITH: water/soybean oil blend

BENEFITS:

- Reduces food waste and extends equipment life
- Great for storage containers
- Zero cholesterol, fat or calories per serving

Item #325010 6/17 oz.



HIGH HEAT COOKING & BAKING SPRAY

This canola-based formula delivers a heat-resistant nonstick coating for pans and grill surfaces that is low in saturated fat with no soy allergens.

USES: baking, grilling

MADE WITH: premium canola-based, non-lecithin formula

BENEFITS:

- Specially formulated to perform at high temperatures
- Non-soy formulation
- Use for no-flour baking applications

Item #325077 6/17 oz.



Black Cattle Ranch



Black Cattle Ranch is a premium fresh meat program sourced from only the finest quality meats. Our variety of cuts are certified traceback, cut and packaged locally. With over 50 years experience in the Foodservice industry, we truly understand the importance of consistency and quality for both you and your customers.



This month's featured item...

Choice Beef Skirt Peeled Outside

#141600 8/2 pc.

Skirt steak is a cut of beef steak from the plate. Boasts deep, rich, beefy flavor. Best when marinated before grilling; when slicing, cut against the grain. Perfect for fajitas, sandwiches and center of the plate.



Lollipop Chicken Wings IQF Raw #122070 2/4.5 lb.

Frenched chicken wings made from jumbo cut 2nd joint wing segments.

- All natural
- No additives
- Gluten-free
- Air-chilled for optimal flavor
- Great upscale appetizer



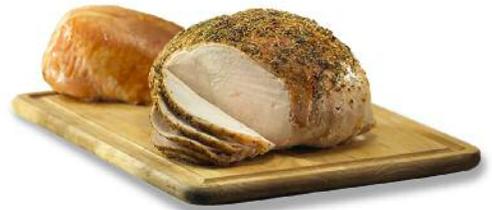


New Zealand Grass Fed Free Range Lamb Racks

14-16 oz. #145113 20 ct.

16-18 oz. #145112 20 ct.

- Chef-Ready with 100% yield and 0% prep
- Hand Selected Finest Quality
- Aged 96-Hours to the Height of Flavor & Tenderness
- Grass-fed
- No Antibiotics or Added Hormones
- Certified Halal



Cook in Bag Turkey Breast Roast Skin-on Raw

#123600 2/10 lb. avg.

All of the flavor, none of the mess! Our Skin-On Whole Muscle Turkey Breast Roast is perfect for carving or slicing. Plus, it cooks right in its bag and bastes itself.



Oven Roasted Turkey Breast Skin-on Petite

#123606 4/4.5 lb. avg.

With a high-quality natural appearance and texture, this product is made from whole muscle breast meat and minimal ingredients. Perfect for carved entrées and gourmet sandwiches



Oven Roasted Turkey Breast Skin-on

#123608 2/10 lb. avg.

With a high-quality natural appearance and texture, this product is made from whole muscle breast meat and minimal ingredients. Perfect for carved entrées and gourmet sandwiches

**New at
DiCarlo!**



Maine Lobster Ravioli

#188012 2/3 lb.

Supreme North American lobster blended with smooth, delicate ricotta and a touch of lemon, wrapped in our thin egg pasta.



Short Rib Ravioli

#188014 2/3 lb.

Slow cooked beef short ribs, roasted onions, carrots, red wine & rosemary wrapped in our signature thin egg pasta.



Mushroom Truffle Ravioli

#188016 2/3 lb.

Portobello mushroom, black truffle, Parmigiano Reggiano, mozzarella & ricotta wrapped in our signature thin egg pasta.



Mushroom Ravioli

#188107 2/3 lb.

Kettle roasted Portobello and porcini mushrooms with white wine and roasted onions, wrapped in our thin egg pasta.



Spinach & Artichoke Ravioli

#188022 2/3 lb.

Artichoke, fresh spinach, Parmigiano Reggiano, mascarpone, ricotta & mozzarella wrapped in our signature thin egg pasta.



Pea & Pancetta Tortelloni

#188018 2/3 lb.

Pancetta, peas, mascarpone, Parmigiano Reggiano & ricotta wrapped in our signature thin egg pasta.



Parmigiano Reggiano Ravioli

#188020 2/3 lb.

Parmigiano Reggiano DOP, ricotta, mascarpone & mozzarella wrapped in our signature thin egg pasta.



Cheese Tortelloni

#188103 2/3 lb.

Ricotta, fontina, mozzarella, mascarpone & romano cheese wrapped in our signature thin egg pasta.



Pappardelle

#188026 4/2.2 lb.

Wide, flat ribbons made with our exclusive process that delivers the taste and texture of hand rolled pasta.



Oysters on Half Shell IQF

#246265 12/1 doz.



Clams in Shell 17-22 ct.

#261832 10/1 lb. Vac-Pac



Clams in Shell

- All natural
- Vacuum packed to retain natural juice and fresh taste
- Sand free – clams are purged before packing
- 100% yield – no broken or unusable clams to discard
- Pre-cooked, just reheat from the frozen state
- Year round availability and stable pricing
- Wild-caught (WC) and farm-raised options
- Product of China, Thailand, or Vietnam

Preparation

Vacuum packed clams are easy to use and delicious!

The live clams are cleaned, graded and vacuum packed. Next, the clams are cooked inside the bag then quick frozen. All the natural juice is retained in the bag with the clams.

Simply reheat the clams directly from the frozen state. Boil or steam inside the bag, or steam or sauté out of the bag. Reheat clams for approximately 8-10 minutes and they will open just as if they had been prepared from the fresh state.



Sustainability

Wild and farm-raised Clams are rated as a 'Best Choice' for sustainable seafood by the Monterey Bay Seafood Watch for their well-managed production process and low impact on surrounding ecosystems.



ARNEO



Blended Oils

90% Canola / 10% Olive Oil

#321120 6/1 gal.

80% Canola / 20% Olive Oil

#321127 6/1 gal.

50% Canola / 50% Olive Oil

#321130 6/1 gal.





Carrot Shredded

Item# 1022 4/5 lb.



Carrot Sticks

Item# 1002 2/5 lb.

Did you know we carry these fresh-cut produce items?
Pre-cut produce saves labor time and offers consistency.



Diced Yellow Onion 3/8"

Item# 1024 2/5 lb.



Peeled Mini Carrots with Top

Item# 211 1/5 lb.



Peeled Mini Rainbow Carrots with Top

Item# 226 1/5 lb.



Yellow Onion Sliced 1/4"

Item# 9782 4/4 lb.



Red Onion Rings 1/4"

Item# 2012 2/10 lb.



Diced Red Onion 1/4"

Item# 9772 4/5 lb.



Red Peppers Sliced

Item# 1014 4/4 lb.



Green Peppers Sliced 1/4"

Item# 9662 4/5 lb.



Celery Chopped 3/8"

Item# 1004 2/5 lb.



Celery Sticks

5" Item# 1025 2/5 lb.



Green Beans

Cleaned & Clipped

Item# 159 2/5 lb.



Broccoli Florets

Item# 9000 4/3 lb.

Item# 1000 6/3 lb.



Mushrooms Sliced

Item# 514 2/5 lb.



Crimini Mushrooms Sliced

Item# 567 1/5 lb.



Diced Plum Tomatoes 1/4"

Item# 866 4/5 lb.



Iceberg Lettuce Shredded

Item# 1008 4/5 lb.



Better Burger Leaf

Item# 414 1 case



Romaine Lettuce Chopped

Item# 1021 6/2 lb.



Washed Escarole

Item# 336 4/2.5 lb.



Romaine Shredded

Item# 1028 6/2 lb.



Iceberg/Romaine Blend 50/50

Item# 1029 4/5 lb.



Spring Mix

Item# 422 1/3 lb.



Heritage Tuscan Blend

Item# 681 4/3 lb.

*40% red components may contain
Lolla Rosa, Red Oak, Red Leaf*

60% green components may contain



Romaine Lettuce Blend

Item# 1031 4/5 lb.

iceberg, romaine, cabbage, carrots



Red Cabbage Shredded

Item# 995 4/5 lb.

Sold by each



Cole Slaw Mix

cabbage, carrots, red cabbage

Item# 998 4/5 lb.



Cole Slaw Thick Cut

cabbage & carrots

Item# 1011 4/5 lb.



Curly Parsley

Washed & Cleaned

Item# 1035 4/1 lb.



Scallions

Washed & Trimmed

Item# 728 4/2 lb.



Cilantro

Washed & Cleaned

Item# 332 4/1 lb.



Apple Slices

Individually Wrapped

Item# 1565 50/2 oz.



**Same QUALITY as brand name...
much better PRICE!**



**Heavy Duty
Deli Soup Containers with Lid**

8 oz. #553535 240 ct.
16 oz. #553545 240 ct.
32 oz. #553540 240 ct.

**Microwavable Containers with Lid
All packed 150 ct.**



7" Round 24 oz. #555310
9" Round 48 oz. #5553711



6" x 4.5" Rectangle 12 oz. #553243



6" x 9" Rectangle 26 oz. #555319



7.5" x 5" Rectangle 24 oz. #553241



2 Comp 8.75" x 6" x 2.5" 38 oz. #553247



8" x 6" Rectangle 38 oz. #555318

How Menu Design Can Increase Sales and Customer Loyalty

Gallup reports that restaurant customers spend less than two minutes looking at the menu.¹ That means you have less than two minutes to communicate an abundance of information to your guests, including concept, price range, type of food served and general ambience.

Think of the menu as a visual representation of your brand. It introduces guests to your offerings and should reflect the overall philosophy and values of your establishment. The psychology of menu design should not be underestimated—in fact, a well-designed menu can consistently increase profits by as much as \$1,000 per month, per million dollars in annual revenue.



Use these tips to increase the efficacy of your menu and watch profits rise.

1. Perfect the Look:

Your menu is a direct reflection of your business. For printed versions, choose high-quality, matte-finish paper and consider lamination to protect against tears, stains, and general wear and tear.² The last thing you want is worn and dirty menus—it makes customers wonder about the cleanliness of the rest of the restaurant.

Digital menu boards—which have a return on investment that is, on average, 28 percent higher than static menu boards²—should also be kept clean and streak-free, and feature colorful artwork of high-profit and/or LTO items. If it fits with your restaurant's concept, you might also consider chalkboard menus or menus made from nontraditional materials like wood or metal. Finally, don't forget to post your menu online via your website and menu/review sites such as MenuPix and Allmenus.

2. Place Menu Items Strategically:

Menu design directly influences guests' purchasing decisions. In fact, you can increase sales without changing a single menu item or price. Choose a menu format—typically one-page, two-page or three-panel—then use sales concentration techniques to guide eyes toward the most profitable items. For example, a single-page menu should list signature items and house specialties on the top half of the page, while a three-panel menu would list those items in the top right corner.³ Use eye magnets like text “frames,” shading and color to draw attention to high-profit items.

3. Emphasize Ingredients, Not Prices:

Consumers are increasingly concerned with health, caloric and allergen information, so make sure this data is clear and accessible to guests right on the menu. If possible, list all ingredients in every dish and align prices unobtrusively with the rest of the text so they are not the first thing guests see when scanning the menu.⁴ Emphasizing ingredients keeps the focus on the food and provides valuable information to diners without them having to ask. Most importantly, don't attempt to write the menu yourself—invest in a knowledgeable copywriter who can add interest and pizzazz to the wording.²

4. Highlight Premium Menu Items and Animal Welfare Practices:

Consumers are interested in the stories behind their food, from where the produce is sourced to the treatment of animals on the farms where they were raised. Since menu items that contain premium ingredients typically demand higher pricing, emphasize protein options like No Antibiotics Ever chicken and turkey whenever possible. Hormone-free, organic and free-range are other powerful buzzwords that give consumers a reference point for food standards. If your restaurant is making a push for sustainability or supporting local farmers, be sure to highlight that on your menu.

The most effective menus not only increase profits, they provide important information to the consumer such as ingredient lists that can alert diners to potential allergens, and opportunities to make more sustainable choices with their dollars. They also serve as a calling card for your business, allowing guests to see what your establishment is about at a glance. A properly designed menu is one of the best investments restaurant owners can make—make sure it receives the thought and attention it deserves.

DiCarlo

Super Heavy Pizza Sauce

#20051 6/#10

Ground Peeled Tomatoes Supreme

#20101 6/#10

Diced Tomatoes in Juice

#20151 6/#10

Tomato Puree 1.06

#20311 6/#10

Tomato Paste

#20651 6/#10

Plum Tomatoes in Juice Italian

#20801 6/#10

Plum Tomatoes in Juice Spanish

#20860 6/#10

Plum Tomatoes in Juice California

#20751 6/#10



PLEASE VISIT OUR
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Hours: Mon. thru Fri. 8:00am-5:30pm

Saturday 8:30am-2:00pm

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DiCarlo FOOD SERVICE

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