

Vincent Giordano deli meats get the High Pressure Pasteurization treatment

Vincent Giordano Corp. is already ahead of almost everyone else in the game.

Guy Giordano, CEO and President of Vincent Giordano Corp., continually looks for that above-and-beyond safety measure. His company was one of the first PQC plants in the country with its innovative post-packaging pasteurization system. At the time it offered the strongest defense against food pathogens in the marketplace.

But that was then.

Effective this summer, Vincent Giordano Corp., a manufacturer and supplier of roast beef, corned beef and pastrami headquartered in Philadelphia, Penn., will again be a vanguard in the ready-to-eat industry. All its deli meat products supplied to the retail, foodservice and QSR arenas throughout the United States will undergo the revolutionary new pasteurization process—High Pressure Pasteurization (HPP.)

HPP is a method by which RTE products, in its final sealed package, are introduced into a vessel and subjected to a high level of isostatic pressure transmitted by recycled water. This pressurization of food products at ambient or

chilled temperatures inactivates spoilage and pathogenic microorganisms, including *Listeria monocytogenes*.

Though the objective is food safety, the HPP food preservation solution also offers:

- Extended shelf life two to three times longer.
- Elimination of the dependence for chemicals or preservatives.
- Retention of freshness, taste, texture, color and nutrients.

“The meat industry today does not look anything like it did 20 years ago, or even five years ago,” said Giordano. “We have to continue to grow and to do so we constantly reinvest in our company. In my experience, there is reward for that.”

Apparently so. The Vincent Giordano Corporation started out in the 1960s as a strictly local company and has experienced such elevated growth that the company now offers national distribution and remains a prime choice for leaders in the food industry.