

Vincent Giordano Corporation Celebrates 40 Years Of Success

As the Vincent Giordano Corporation marks its 40th year in business, the Philadelphia based company is also enjoying its fourth generation of family involvement in its operations. In 1969, Vincent and Joy Giordano were naturals to start a food business. Vincent's father, Guy, started a small Italian market in Philadelphia in the 1920s. He, along with his sons Vincent and Guy, ran the business, called Guy Giordano and Sons. By the late 60s, Vincent and Joy started the Vincent Giordano Prosciutti Company, which was located in South Philly.

The next generation came aboard in the persona of Vincent and Joy's son, Guy, who joined the business full time after graduating from LaSalle in 1976. Guy fills the role of president and CEO of the business, which today that offers roast beef, corned beef and pastrami products to retail, foodservice and fast food chains, ranks among the top 200 meat processors in the country.

Today, Guy's son and daughter are actively involved in the company, representing the fourth generation of Giordanos to manage the ever-growing enterprise that is Vincent Giordano Corp. Justine Giordano joined the company three years ago and today serves as regional sales manager. Vincent Giordano has eight months under his belt, working on the operations side of the business as assistant plant manager.

Another factor in the success the company has experienced in the past four decades, in addition to strong family involvement, can be attributed to the company's stated mission: "...to provide its customers with the level of quality and service that position both our company and our customers as leaders in the marketplace. By focusing our attention on cooked beef deli products and by consistently reinvesting in our business with state-of-the-art facilities, equipment and people, we strive to make our company a prime choice for leaders in retail, foodservice, fast food and private label arenas."

The company has put its money where its mouth is in regards to state-of-the-art facilities and has a history of going well beyond what is mandated in the arena of food safety and quality assurance. "We have a long-term commitment to food safety and we are way ahead of the curve in that area," said Guy Giordano.



Representing the third and fourth generation of Giordanos in the food industry are (l-r): Vincent Giordano, assistant plant manager; Guy Giordano, president and CEO; and Justine Giordano, regional sales manager.



The management team at Giordano also includes (l-r): Pete Calvo, Jerry Little, John Pendergast, Bruce Belack, John McVey, Vincent Giordano, Steve Orosz and George Marzano.

The company's most recent initiative was an innovative post-packaging pasteurization system that through a powerful three-step process offers the strongest defense against food pathogens in the marketplace. Additionally it protects both the integrity and appearance of its products, a benefit not offered with other food safety processes.

While safety is paramount, the product's got to taste good, says Giordano, or it's not really worth it. "This really tastes like roast beef," is a comment the company gets a lot during cuttings with retail and foodservice customers.

As a family owned business, Vincent Giordano Corp. is more responsive to its customers' needs and offers the highest possible service levels. Decisions are made quickly and efficiently. As Guy Giordano puts it, "We do what we say, we deliver what we say we'll deliver. We have the best products available. We service the top-tier customers, so people know that means we're very good at what we do."

And, there are some big names in the Giordano portfolio of customers. The company handles all of Wegmans sandwich shop business and is the primary supplier of Subway's roast beef and meatballs. Also serviced by Giordano are such fast food operators as Jersey Mike's and Slack's Hoagie Shack, just to name a couple. In fact, Giordano sees great potential for growth in the sandwich side of the business. "Right now, the fastest growing side of the business is fast casual," said Guy Giordano. "Even retailers are getting

into the sandwich business these days." Giordano also sees growth potential in the natural products category, organic, gluten-free and halal areas.

On the retail side of the business, Giordano supplies all of the Super Valu retailers, Acme, Giant, Wawa, HEB in Texas and Angelo Capputo's in Chicago, among others.

The company is also very successful with private label, with about 75 percent of its retail business in that category.

Another factor that's important to Giordano as a family owned company is giving back to the community. A popular event for 10 years has been, "Beef Up for the Kids," which last year reached the quarter million dollar mark. The special promotional program was created by Giordano in conjunction with Acme Markets to benefit Variety, the Children's Charity,

Philadelphia, PA Chapter. For every pound of Vincent Giordano brand roast beef, corned beef and pastrami sold in Acme Markets for two months of the year Giordano donated 50 cents to Variety, the Children's Charity to help special needs children.

This year, Giordano began a new promotion with Acme called "Video Chef," offering the winner of a creative sandwich video a prize of \$4,000. A percentage of the proceeds from this program were also donated to Variety.

The company is also actively involved with the Golden Slipper Camp. Located in the Pocono Mountains, the Golden Slipper Camp has provided kids, ages 7 to 15, with a setting that lets them discover more about themselves in a supportive, nurturing environment. Justine Giordano was elected to the Young Variety Board in 2008.

Looking down the road, the company is positioned for growth. Their current facility in Philadelphia was enlarged about five years ago with plans for growth and Giordano is currently working on expanding territory further south. With four generations of experience to back it up, the company keeps moving forward.