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An interview with Guy Giordano, CEO and President of Vincent Giordano



FSDN: Tell our readers a little about your company. What's your main line of business?

GG: The Vincent Giordano Corporation is a family owned and operated meat-processing company located in Philadelphia, PA. In operation now for over 40

years, we are a premier supplier of roast beef, corned beef, and pastrami products to retailers, foodservice, and QSR's.

FSDN: What would you say makes your company unique?

GG: We have a strong lineage of four generations in the food industry. We trace the Giordano history in South Philly back to the 1920's when my grandfather sold live chickens on the streets of Philly. We have always responded to the times and trends and ultimately became the Vincent Giordano Corporation in 1969 with our line of deli meats. Still family owned with my son and daughter now active in the business of over 80 employees, we maintain lasting relationships while making new ones in a rapidly changing marketplace.

FSDN: Compare the position of your products and their technology against the current market.

GG: This summer will mark another milestone in our company's long dedication to food safety. Our implementation of High Pressure Pasteurization (HPP) of all our products will again set us ahead of the pack when it comes to food safety. This revolutionary technology almost triples our products' shelf life, eliminates the need for chemicals and preservatives and does so without compromising the taste or texture of our products. The HPP

process completely eradicates all bacteria and ensures not only our brand protection and reputation, but also that of our customers.

FSDN: What distinguishes your product(s) from the competition?

GG: Our longstanding commitment to quality and food safety has always and will continue to put us a step ahead of the competition.

FSDN: What is the nature of your distribution?

GG: Our products are currently distributed in all segments of the food industry, retail, food service, and QSR's. We started out in the 1960's as a strictly local company and have experienced such elevated growth that we can now offer national distribution. We are proud to serve the leaders in the food industry.

FSDN: Please assess the marketplace as it relates to your product line

GG: Food safety has become increasingly important to consumers. Food borne illness is something that can be avoided and our response to our customers and consumers at large is our HPP system. By inactivating the cells of food borne pathogens without using chemicals, we're setting a standard and sending a message. We won't tolerate food borne pathogens in our products and neither should our customers.

FSDN: To what do you attribute your company's success?

GG: Our commitment to quality, and food safety as well as the privilege to serve some of the country's most dynamic, aggressive and successful leaders in the food industry. We have a long standing commitment to producing safe, quality products for our customers.