



Industry LEADERS

Deli Brands of America: Deli With a Difference

by Michael Birchenall

Harry Saval founded the 76-year-old deli company in 1932 on famed “corned beef row” in Baltimore City. Today, third-generation Jeff Saval maintains the Saval heritage in leading Deli Brands of America. Created in 2003, as the successor to Saval Processing, Deli Brands of America maintains its unsurpassed tradition of quality and value as a stand-alone processing company.

Today Deli Brands of America is aggressively expanding its business by concentrating on markets east of the Mississippi with a focus in key segments: foodservice distributors, chain restaurants, retail grocery and industrial supplies (the ingredient market). True to its tagline, “Deli with a Difference,” Deli Brands of America has grown from its expertise in corned beef, roast beef and pastrami to becoming a custom purveyor of center-of-the-plate meats and entrees as well.

With its emphasis on quality, the lines are distributed to the finest food establishments. Its size and commitment to service give it the flexibility and capability to create specialty meat items, private labels and custom recipes. In 2005, Deli Brands continued another long tradition in purchasing Auth Brothers’ steak cutting operation. The Auth Brand custom steak fabricating operation uses only the finest quality meats and most experienced meat cutters, in bringing excellent fresh cut meats to the local marketplace.

The Baltimore USDA processing facility is state-of-the-art and provides a facility unsurpassed in food safety by using modern technology and good business practices to maintain over 75 years of trust from its customers.

During an interview with **Foodservice Monthly** at his Baltimore office, president Jeff Saval revealed plans for growth that are in the formative stage. The planned business expansion will come from



Jeff Saval

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Deli Brands Mission

To provide superior food products and services that contribute to the success of our customers.

To maintain a safe and rewarding work place for our employees.

the current geographic focus; east of the Mississippi. He discussed opportunities in the organic and natural categories that he is watching closely as their growth moves forward. He said, “Deli Brands of America is committed to our customers and we will make sure we are in the leadership position. ‘Deli with a difference’ is more than clever marketing ... it is the way we see the company and it guides our future.”

How does Deli Brands of America cover the key market segments?

Foodservice

Deli Brands of America creates meat solutions, providing value and quality to a broad base of foodservice operators nationwide. The company offers products to restaurants, retail establishments, delicatessens, convenience stores, healthcare, hotels, and other foodservice operators. Deli Brands of America produces products under well-known national brand names as well as private and co-pack brands.

Deli Brands of America products are sold nationwide through foodservice distributors. Foodservice distributors looking to add a quality roast beef, corned beef and pastrami to their portfolio should consider adding premium deli meats or entrees from Deli Brands of America to their existing product line.