

INDEPENDENT PROCESSOR

SERVING SMALL AND MIDSIZE MEAT, POULTRY, AND GAME PROCESSORS

DECEMBER 2021 ISSUE HIGHLIGHTS

AD CLOSE: NOV 11
MATERIALS DUE: NOV 16

COVER STORY: IMBODEN'S GOURMET MEATS & SPECIALTY FOODS



Imboden's Gourmet Meats & Specialty Foods has been an important part of the Dekalb, Ill., community since 1962. This award-winning meat processor is known for its high-end meat market and grocery store, as well as its catering and pig roasting expertise.

CONSUMER TRENDS REPORT:

Industry leaders will discuss consumer purchasing habits and how small processors can capitalize on those trends.

PRODUCT FOCUS:

DELI MEAT

The deli meat is evolving as consumers look for new tastes and ways to diversify their lunches.

INDUSTRY ISSUES:

HUMANE HANDLING:

Small processors in particular have to pay close attention to how they treat their animals, as even a single mis-stun can lead to regulatory headaches.

PRODUCTION FOCUS

(INGREDIENTS):

SPICES & MARINADES:

Small meat markets can turn their customized spice blends into a marketing opportunity as well.

PRODUCTION FOCUS

(OPERATIONS):

SLICING/PORTION CONTROL:

Methods to break down large cuts of meat into something that is convenient for the consumer are vital to processing and food safety.

CONTACT US TO ADVERTISE IN DECEMBER!

CHRIS LUKE

Publisher
lukec@bnpmedia.com
908.917.4171

PAM MAZURK

International
mazurkp@bnpmedia.com
001.847.226.6729

LAUREL METZ

Northeast
metzl@bnpmedia.com
248.833.7300

WAYNE WIGGINS, JR.

Midwest/West
wwiggins@wigginscompany.com
415.377.6130

CHRIS WARD

MidAtlantic/Southeast
cbwmedia.llc@gmail.com
678.361.7815

BECKY MCCLELLAND

Classified/Sales Strategist
mcclellandb@bnpmedia.com
248.833.7385