

# the dish

SUMMER 2025

## THE GREAT EGG SHAKE-UP

Why prices are scrambling and how to  
keep your menu sunny-side up

## 5 HOT TRENDS THIS SUMMER

Fusion flavors to kitchen tech

## DRIVEN TO DELIVER

Meet Our High-Performance  
Fleet Operations Team

## SIPS THAT SELL

How Zero-Proof  
Drinks Are Pouring  
In Profits



LOVE WITH  
EVERY POUR

## BABE BEVERAGES



PRESENTED BY

JORDANO'S





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<b>NEW!</b> 43334	GOLDEN TIGER	APPETIZER POTSTICKER CHICKEN KIMCHI	120	1 OZ
43328	GOLDEN TIGER	APPETIZER SPRING ROLL VEGETABLE VEGAN	144	1 OZ
43329	GOLDEN TIGER	APPETIZER EGG ROLL VEGETABLE	144	1.5 OZ
43333	GOLDEN TIGER	WONTON CHICKEN	200	0.5 OZ
43340	GOLDEN TIGER	APPETIZER POTSTICKER CHICKEN	120	1 OZ
43342	GOLDEN TIGER	APPETIZER POTSTICKER PORK COOKED	120	1 OZ
43346	GOLDEN TIGER	APPETIZER POTSTICKER VEGETABLE GOURMET	120	1 OZ



# Greetings from Patrick Day

Hi Friends,

This issue is especially close to our hearts, as we proudly celebrate 110 years in business!

From our humble beginnings in 1915 to becoming a trusted name in the food industry today, our journey has been powered by three pillars: our dedicated people, our loyal customers, and our invaluable suppliers. Each milestone we've achieved — every product delivered, every relationship built — has been made possible because of the passion and commitment shared by this incredible community.

In this commemorative issue, we bring you a look back at our company's evolution through an engaging timeline of our 110-year history. You'll see how far we've come and how our core values have remained unchanged.

We're also excited to spotlight this year's Food Show, which was nothing short of extraordinary. From on-trend culinary demos to meaningful conversations with vendors and customers, the show was a testament to the energy and excellence that defines our industry. It was a celebration of not just food, but of collaboration and creativity.

A special highlight goes to our featured vendor, Babe Beverages, whose commitment to quality and innovation is setting new standards in the beverage sector. Based in San Diego, Babe is making waves with their clean-label drinks that are as refreshing as they are responsibly made.

This issue also recognizes the unsung heroes behind our seamless operations: our Fleet Department. Rain or shine, their reliability and efficiency ensure that our trucks deliver every product to its destination on time. Their role in our success cannot be overstated.

As we continue navigating the changing tides of the food world, we also dive into the recent egg shortage — what's causing it, what it means for suppliers and customers, and how to adapt. And for those seeking comfort and inspiration in the kitchen, don't miss our curated recipes section, featuring dishes that make the most of seasonal ingredients and creative substitutions.

Thank you for being a part of our journey whether you're a customer, a supplier, a team member, or a curious food lover. Here's to 110 years of excellence and to many more delicious chapters to come.

With gratitude,



Patrick Day

Vice President/General Manager

Follow me @chefdaymed or us @jordanosfoodservice



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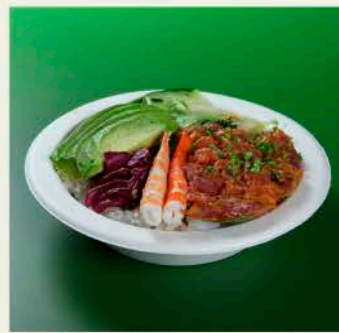
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## DIGITAL PRODUCTION & DESIGN

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MicroNow containers are offered in a variety of shapes with black bases and translucent lids. Their 2-piece, heavy-gauge construction makes these a great option for prepared foods or food to-go. They are reusable, microwavable, and dishwasher safe.



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# A Look at the 2025 US Egg Market

## ANALYZING RECENT SHORTAGES, PRICE VOLATILITY, AND THE ROAD TO RECOVERY

For anyone involved in the food service industry, the past year has presented significant challenges regarding a kitchen staple: eggs. Unprecedented price spikes and supply inconsistencies have impacted menu planning, costs, and operational stability. This report aims to provide an update on the US egg market, examining the causes behind the recent volatility and offering insights into the current situation and outlook.

### What Happened: Record Prices and Tight Supply

Consumers and businesses experienced sticker shock throughout late 2024 and early 2025. Average retail egg prices climbed dramatically, hitting record highs. After more than doubling from early 2022 to January 2023 (\$4.82/dozen peak), prices eased before climbing again, setting a new record in March 2025 at \$6.23 per dozen retail, according to some market reports.<sup>1</sup> Other sources noted daily national average prices for large eggs reaching \$8.15 per dozen around March 4, 2025,<sup>4</sup> and a peak New York wholesale price of \$8.53.<sup>10</sup>

This surge led to widespread reports of empty shelves, purchase limits imposed by retailers like Kroger and Trader Joe's<sup>5</sup>, and even surcharges on egg dishes in some restaurants.<sup>2,5</sup> While wholesale prices have fallen sharply from those peaks in recent weeks<sup>3,10</sup>, retail prices typically lag and remained high through the Easter holiday period<sup>3</sup>. As of late April 2025, national wholesale prices for truckload quantities of large, loose white eggs were around \$3.15 per dozen<sup>3</sup>.

### Why It Happened: The Dominance of Avian Flu

The primary driver behind the extreme market conditions has been the ongoing outbreak of Highly Pathogenic Avian

Influenza (HPAI), specifically the H5N1 strain.<sup>2,5</sup> This highly contagious virus has necessitated the depopulation (culling) of entire flocks when detected on farms to prevent further spread.<sup>4</sup>

The scale of the loss has been staggering. Since the outbreak began in February 2022, approximately 166 million commercial egg-laying hens have been affected<sup>2</sup>, out of a total of over 168 million poultry birds overall (as of April 25, 2025).<sup>9</sup> The crisis intensified significantly in late 2024 and early 2025; January 2025 saw the highest monthly losses of egg layers since the outbreak began, with nearly 19.5 million hens affected.<sup>1</sup>

February 2025 saw another 11.4 million layers impacted.<sup>1</sup>

These losses dramatically reduced the national egg-laying flock. As of March 1, 2025, the USDA estimated the table egg-laying flock at roughly 285 million hens, down significantly from the more typical population of around 320 million.<sup>1</sup> This supply shock, coupled with relatively steady consumer demand<sup>1,7</sup>, was the main reason for the price surge.

### Other Contributing Factors

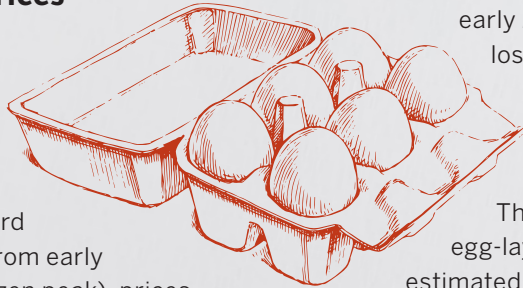
While HPAI was the main culprit, other factors played a role:

**Inflation:** Increased costs for producers, including feed, fuel, transportation, and labor, contributed to higher baseline prices.<sup>4,7</sup>

**Supply Chain Issues:** General disruptions and labor shortages impacted the broader food supply chain.<sup>6,7</sup>

**Cage-Free Transitions:** State laws mandating cage-free eggs (now in effect in seven states) have tightened supply in certain markets and concentrated production, making those supplies more vulnerable when outbreaks hit cage-free facilities.<sup>1,7</sup>

**Demand:** Long-term trends show increased per capita egg consumption, and the popularity of all-day breakfast concepts has also boosted demand.<sup>7,8</sup>





## Current Situation and Government Response

(As of late April 2025)

There are tentative signs of market stabilization, though volatility persists:

**HPAI Cases:** The number of layers affected by HPAI slowed significantly in March 2025 compared to January and February.<sup>1</sup> However, the virus remains a threat in wild bird populations<sup>9</sup>, and experts consider HPAI a persistent, year-round risk<sup>8</sup>, warning that a resurgence is possible.<sup>1</sup>

**Prices:** Wholesale prices have declined considerably from the record highs seen in early March.<sup>3,10</sup> Retail prices are easing but remain elevated compared to historical norms.<sup>3</sup>

**Supply:** Flock repopulation is a slow process, typically taking 6-9 months for new hens to reach laying age.<sup>4,7</sup> Imports, particularly from Türkiye<sup>2</sup>, have been increased to supplement domestic supply.<sup>1,10</sup> Egg inventories have recently increased, and demand eased slightly post-Easter.<sup>3,10</sup>

**Government Action:** The USDA is implementing a \$1 billion, five-point strategy announced in February 2025 to combat HPAI and stabilize prices. This includes funding for enhanced biosecurity on farms, financial relief for affected producers, vaccine research (\$100 million allocated, though no vaccine is currently authorized for use), reducing regulatory burdens, and facilitating safe imports.<sup>2,10,11</sup>

## Outlook for the Food Service Industry

While the worst price peaks appear to be behind us for now, the egg market is expected to remain sensitive for some time.

**Price Forecasts:** The USDA's Economic Research Service predicts that the annual average retail egg price for 2025 will be significantly higher than in 2024, forecasting an increase potentially exceeding 40% or even 50%.<sup>2,3,12</sup> This reflects the severe impact of the losses earlier in the year.

**Recovery Timeline:** Full recovery of the national flock and a return to more stable, lower prices will depend heavily on controlling HPAI. Experts suggest the market may not fully normalize until mid-to-late 2025 or potentially later, especially if significant new outbreaks occur.<sup>5,6</sup>

**Volatility:** Expect continued price fluctuations in the coming months.<sup>1,12</sup>

For restaurant clients and food service operators, this means continued vigilance is necessary. Monitoring market reports, maintaining supplier relationships, exploring potential menu adaptations, and considering pricing strategies will be crucial as the industry navigates the ongoing recovery.

<sup>1</sup> NerdWallet. (April 18, 2025). Imports Helped Ease Egg Prices, But Here Come Tariffs. <https://www.nerdwallet.com/article/finance/why-are-eggs-so-expensive>

<sup>2</sup> Xinhua. (February 28, 2025). U.S. egg crisis deepens as price forecast to soar while gov't unveils response. <https://english.news.cn/20250228/56b24a9b7f4e4d338859f746ac586428/c.html>

<sup>3</sup> USDA Agricultural Marketing Service. (April 25, 2025). Egg Markets Overview. [https://www.ams.usda.gov/mnreports/ams\\_3725.pdf](https://www.ams.usda.gov/mnreports/ams_3725.pdf)

<sup>4</sup> American Farm Bureau Federation. (March 11, 2025). Egg Prices Continue Setting Records. <https://www.fb.org/market-intel/egg-prices-continue-setting-records>

<sup>5</sup> The Famuan. (February 16, 2025). Egg shortage hits consumers hard. <https://www.thefamuanonline.com/2025/02/16/egg-shortage-hits-consumers-hard/>

<sup>6</sup> EssFeed. (April 21, 2025). Egg Shortage 2025: Causes, Impacts & Outlook. <https://essfeed.com/egg-shortage-2025/>

<sup>7</sup> Poultry World. (January 31, 2025). Egg shortages and high egg prices persist in the US. <https://www.poultryworld.net/poultry/layers/egg-shortages-and-high-egg-prices-persist-in-the-us/>

<sup>8</sup> CoBank. (February 6, 2025). How Shifting Consumer Demand Patterns are Contributing to High Egg Prices. <https://www.cobank.com/corporate/news/2025/how-shifting-consumer-demand-patterns-are-contributing-to-high-egg-prices>

<sup>9</sup> Centers for Disease Control and Prevention (CDC). (April 25, 2025). H5 Bird Flu: Current Situation. <https://www.cdc.gov/bird-flu/situation-summary/index.html>

<sup>10</sup> USDA Press Release. (March 20, 2025). USDA Update on Progress of Five-Pronged Strategy to Combat Avian Flu and Lower Egg Prices. <https://www.usda.gov/about-usda/news/press-releases/2025/03/20/usda-update-progress-five-pronged-strategy-combat-avian-flu-and-lower-egg-prices>

<sup>11</sup> USDA APHIS. (March 20, 2025). USDA Announces Next Steps in the Effort to Support the Fight Against Avian Influenza. <https://www.aphis.usda.gov/news/agency-announcements/usda-announces-next-steps-effort-support-fight-against-avian-influenza>

<sup>12</sup> USDA Economic Research Service. (April 2025). Food Price Outlook - Summary Findings. <https://www.ers.usda.gov/data-products/food-price-outlook/summary-findings>



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# What's Cooking in 2025:

## 5 Trends Heating Up the Summer Scene

In today's ever-evolving food service landscape, staying ahead of the curve is more than a goal - it's a necessity. As summer 2025 heats up, restaurants and culinary innovators are leaning into bold ideas, inventive ingredients, and smarter operations to meet the changing tastes and expectations of their guests. **Here's a look at five of the hottest trends on the menu this season.**

1

### Flavor Fusion & Fermentation

The flavor frontier continues to expand, and this year it's all about creative crossovers and time-tested traditions. Expect to see more chefs experimenting with Flavor Fusion combining regional cuisines for unexpected and exciting pairings (think Korean BBQ tacos or Moroccan-spiced ramen). Alongside fusion, fermented and pickled ingredients are taking center stage. From kimchi-topped burgers to pickled jalapeños adding tangy flair to flatbreads, these bold additions bring depth, zing, and a handcrafted feel diners love.



2

### Next-Level Sips

Beverage programs are evolving fast and customers are happily sipping their way through them. From artisanal coffee creations and seasonal smoothies to mocktails with flair and locally brewed craft beers, drinks are no longer an afterthought. They're a statement. Offering a curated menu of standout sips not only elevates the dining experience but often commands a higher price point. If your bar or café lineup needs a refresh, this is the summer to experiment.



### Upcycled Ingredients

Sustainability continues to move from buzzword to best practice. One of the biggest shifts? Upcycling in the kitchen. Chefs are finding smart ways to turn food scraps and imperfect produce into delicious dishes and thoughtful sides. Day-old bread becomes croutons or bread pudding, bruised tomatoes transform into house-made salsa, and kitchen trimmings like onion skins or celery ends are being repurposed into rich, flavorful stocks. It's eco-friendly, cost-effective, and creatively satisfying.

3



### Smarter Kitchens with Automation

The rise of robotics and automation in food service is no longer a futuristic idea - it's happening now. With labor shortages and rising operational costs, more than 70% of restaurants are expected to invest in automation in the next five years. From digital ordering systems to robotic bussers and kitchen assistants, these technologies help streamline operations while maintaining consistency and quality. Whether you start small or take a bigger leap, now is the time to explore what tech can do for you.

4





## Rethinking Recruitment & Retention

Hiring and retaining staff has been a persistent challenge and it's not letting up. This year, operators are digging deeper into what it takes to build strong teams, from creating more supportive work environments to rethinking benefits and onboarding strategies. As we explore innovative hiring models and employee engagement tips throughout the year, one thing remains clear: investing in people is just as important as investing in your product.

**Ready to taste what's next?** Whether you're revamping your menu, rethinking operations, or just looking to stay inspired, these trends offer a roadmap to a successful and flavorful season ahead.

## Quick Bites: 5 Ways to Stay Ahead This Summer

### 1. Spotlight a Signature Fermented Dish

Add a rotating "Pickled & Proud" special to your menu—like kimchi deviled eggs or house-pickled veggie boards.

### 2. Snap & Sip

Feature a weekly drink special with an Instagram-worthy garnish. Encourage customers to tag your restaurant for a chance to be featured.

### 3. Turn Scraps Into Stories

Share how you're using upcycled ingredients in your daily specials on social media—transparency builds trust (and curiosity!).

### 4. Start Small with Tech

Not ready for full automation? Try integrating a QR code menu or a self-serve drink station to dip your toes into smart service.

### 5. Show Your Staff Some Love

Feature a "Team Member of the Week" on your socials and in-house signage. Recognition boosts morale and gives your guests a familiar face to root for.



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# YERBA MATE

*Organic Energy*





# Jordano's Turns 110 With A Record-Breaking Food & Equipment Showcase

By Eileen Jackson

In honor of Jordano's 110th anniversary, we rolled out the red carpet for an unforgettable, star-studded celebration at the 2025 Food & Equipment Show! Since 1915, generations of dedicated individuals have built Jordano's legacy of outstanding service, unmatched savings, and deep-rooted community connections. This year's show, held March 23–24 at the Earl Warren Showgrounds in Santa Barbara, marked a significant milestone as we began a year-long celebration of our remarkable journey.

With more than 1,500 guests and over 225 vendor booths, this year's event shattered previous attendance records. Attendees networked with colleagues and friends while exploring new opportunities to elevate their business—from enhancing profits to boosting guest experiences. Guests discovered the latest innovations, tasted new offerings, and received expert guidance from industry leaders.

This year, we proudly showcased our growing partnership between United Natural Foods, Inc. and Jordano's Marketplace. Through this alliance, our customers have access to more than 30,000 natural, organic, gluten-free, and specialty products—with no minimum order required and seamless delivery alongside regular shipments. This segment of the show received enthusiastic praise and proved to be a major highlight.

Hundreds of new and popular items were sampled, generating strong sales for our vendors and incredible savings for our customers. The excitement extended to our truckload items, where select items were offered at unbeatable prices.

Guests also engaged with Jordano's six key specialty categories: Gourmet & Specialties, Center of the Plate, Produce, Equipment & Supplies, Specialty Coffee, and Chemical. Our niche specialists and dedicated sales team—including four regional managers—worked closely with attendees, introducing them to top industry names and helping them uncover new solutions for culinary and operational success.



At our exclusive booth, the Equipment & Supplies team offered a wealth of expertise in efficient kitchen layout and design. Attendees also discovered exceptional deals on high-quality kitchen equipment and supplies—making it a must-visit destination for culinary professionals and enthusiasts alike.

Our culinary experts and newest team members, were front and center, partnering with our sales team to provide personalized insights into menu development, food cost analysis, staff training, and efficient kitchen management. Their impact was undeniable, delivering real-world strategies to help customers thrive in today's competitive market.

Between networking and product exploration, guests took a break in our relaxed hospitality area, where refreshments and beverages were served. And what's a food show without prizes? Dozens of lucky attendees took home fantastic giveaways, including an Apple Watch, PlayStation 5, Meta Quest, Amazon Fire TV, Beats Studio Pro Headphones, Apple iPad and many more!

This show was truly one for the record books—and it wouldn't have been possible without the hard work of our vendors, brokers, and team members. Most importantly, we thank our loyal customers. Your continued support is the reason Jordano's has thrived for more than a century.

Here's to celebrating 110 years of success—and to the next chapter at our 2027 Food & Equipment Show!



# A Century+ of Progress

Take a stroll down memory lane with an in-depth look at the 110-year history behind Jordano's.

## New Beginnings

Four sons of Italian immigrant James Jordano open their first store in Santa Barbara in 1915, followed by a second (1918) and third (1919). They introduce the concept of "Cash & Carry" grocery shopping.

## The Era of Immigration

saw thousands of Europeans flood to America to start a new life. Following The Great War, people were ready to rebuild and begin anew.

## Our "Can-Do" Era!

The families of the four Jordano's brothers unite to create a California corporation and serve as stockholders. Jordano's adds a Wholesale Meat division to help families put meat on the table.

## America's war effort

creates an era of people bringing together different skills and uniting to produce a common good. From big bands and victory gardens to service clubs, America was in it together.

## Pushing the Limits

Jordano's pushes its retail limits by adding eight more stores, creating a chain of grocery stores spanning three counties. Pacific Beverage Company forms in 1963 as a separate division dedicated to Jordano's thriving beer distribution business.

From mini skirts to the moon landing, free speech protestors to Andy Warhol paintings, **America was pushing every boundary** and opening new frontiers in space, arts, and society.

1915

1925

1935

1945

1955

1965

## "Anything Goes"

In 1923, Jordano's Brothers Inc. takes an unorthodox move and daringly becomes the first major business to relocate off State Street. They open their first modern supermarket on Canon Perdido.

## It's the Jazz Age,

Speak Easies, and Talkies! In Santa Barbara, the 1925 earthquake brings down the business district, but brings about an architectural standard in Spanish Mediterranean style.

## Looking On The Bright Side

Jordano's optimistically opens three new grocery stores plus a wholesale produce division. At Prohibition's end, Jordano's secures the second liquor license in town, and opens the Deluxe Liquor Store.

The decade's **Great Depression** brought America down, but certainly not out. Shirley Temple, happy radio shows, and the glamorous movies of Hollywood keep the country hopeful about the future ahead.

## Post War Growth

In 1955, Jordano's opens the city's first real modern Supermarket and adds three more. In response to the demand of growing communities and schools, Jordano's launches its Institutional Foods Division.

## The All-American family

grew with the baby-boomers into the suburbs. Homes now expand with kids, new kitchen appliances, and even television becomes part of family life.





### ***Pulling Back***

Jordano's sells off Chef's Vendors, eight local stores and closes its wholesale meat business. In 1977, the company regroups and founds Jordano's Foodservice. In 1979, it opens its current location off Patterson Avenue.

***Everything is in retreat and regress: America pulls out of Vietnam,*** the president resigns, gas is rationed. The Great Recession means a new austerity and there is uncertainty about the future.



### ***Decade of New Solutions***

Jordano's expands its HACCP-certified warehouse to an impressive 140,000 square feet in Santa Barbara, CA. In 2025, the company launches a powerful mobile ordering app as part of their eCommerce solution, designed to provide customers with seamless access to our catalog and the ability to place orders from any device, anytime.

***Smart Technology*** The past decade has seen a significant-tech boom and an increase in products featuring smart technology and Artificial Intelligence (AI).

1975

1985

1995

2005

2015-2025

### ***Era of Big Expansion***

Jordano's rapidly expands – inventory grows from 2,500 items to 11,000, its sales force triples, and Jordano's business territory expands from the tri-counties to Los Angeles, Kern, and parts of Orange County.

***From big hair to big ideas,*** the space shuttle to shoulder pads, PCs and MACs to Michael Jackson and real estate – it's all booming and it's all about expansion.

### ***Technology Innovations***

Jordano's implements break-through technologies for fleets to serve customers more expediently. Full GPS and PeopleNet systems allow drivers to go paperless, assess KPK, and receive real time vehicle performances and fuel savings.

### ***The Hubble Telescope reveals advances in a world of new technology.***

The Space Shuttle Atlantis docks with the Russian space station Mir. The internet, cloning, satellites and fuel cells all pave the way toward an expanding technological future.

### ***Age of New Communications***

Jordano's new technology nearly perfects order taking / fulfillments. To lessen any incidences of error, Jordano's implements a voiced hearing order system helping fulfillment teams walk to the exact aisle / bin and not only read what a customer needs, but hear it, too.

***The early 2000s*** bring about substantial communication and technological advancements like the iPod, iPhone, YouTube and Google Glass. The internet expands rapidly allowing for instant worldwide communication.



# Rooted in Love

## THE STORY OF BABE BEVERAGES

Born out of family, friendship, and a passion for wellness, Babe Beverages—a valued partner in the Jordano's family—has quickly become a standout on California's Central Coast. Since its founding in 2017, this small but mighty company has stayed true to its core mission: to deliver delicious, organic, and healthy beverages that nourish both body and soul. With vibrant tropical flavors and a commitment to sustainability, Babe continues to grow—while remaining rooted in the values that started it all.

By Jenna Verbryke

### *A Family Business That Feels Like Home*

Babe Beverages started with two friends—Vinnie and Charles—diving into the world of kombucha. They named the brand “Babe” to honor Charles’ grandmother, a Mission Beach surf enthusiast with a passion for life. When Marco and his wife Carol came to the U.S., the family dream grew even stronger. Marco joined the team, bringing in his own dedication and energy to the mix.

“Working with my wife, brother-in-law, and good friends, business turns into more than just work, it becomes a piece of who we are,” Marco says. “There’s this deeper connection that helps you understand each other on another level.”

For Marco, family truly is at the heart of Babe Beverages, and it's that strong bond that drives the company forward.

### *Tasting Room Roots*

Before Babe Beverages hit the shelves, there was the R&D tasting room. Located at the heart of their early business model, the tasting room served as the company’s first opportunity to connect directly with the community. “Seeing the tasting room packed with people who came from all over... was honestly priceless,” Marco recalls. “What really blew us away was that most of them didn’t even know us personally; they’d just heard about us through word of mouth.”

That early support from the community validated their vision and helped refine the flavors that would soon become fan favorites. It wasn’t just about getting people to try the drinks—it was about building a sense of community and trust, allowing customers to be a part of Babe’s growth. This direct feedback loop played a pivotal role in shaping the company’s mission and continues to influence product development today.





## What Sets Babe Apart

In a saturated market of kombucha and yerba mate, Babe Beverages stands out with its vibrant, fruit-forward flavors, lower sugar content, and fully organic ingredients. With every batch, the company seeks to strike the perfect balance between taste and health—creating drinks that are not only enjoyable but nourishing for the body.

"There are so many options out there, but we genuinely believe our products taste the best," says Marco. "It's that sweet spot between what people are looking for and what we're excited to create." From tropical flavor combinations to thoughtful sourcing, Babe's drinks reflect the company's passion for wellness and dedication to quality.

When it comes to recommending a starting point for first-time drinkers, Marco is clear. Hawaiian POG is the one. "That fruit mix just works so well with kombucha, it's kind of perfect," he says, with enthusiasm. For those looking to try something on the yerba mate side, Marco can't get enough of the Blueberry Acai. "It's super smooth, easy to drink, and you can taste both fruits clearly. It's got that nice balance that keeps you coming back for more."

## A Shared Commitment with Jordano's

Partnering with Jordano's has been a powerful step in Babe's growth. This partnership has allowed the company to expand its reach and connect with more customers, making their products more accessible while maintaining the integrity of their mission. "They really make it easier for us to grow, tackle challenges, and move forward together," Marco explains.

As a fellow family-run business, Jordano's brings shared values to the table—treating others well and building something with heart. "It feels good to partner with people who share the same values, treating others well and building something meaningful and long-lasting," Marco adds. Through this partnership, Babe has been able to scale its operations while staying grounded in the principles that matter most: community, sustainability, and authenticity.

## Jordano's proudly stocks the following:

- #2112 12/16 OZ. Tea Kombucha Hawaiian POG Organic Can
- #2114 12/16 OZ. Tea Kombucha Maui Wowie Organic Can
- #2116 12/16 OZ. Tea Kombucha Sandia Organic Can
- #2130 12/16 OZ. Tea Kombucha Cali Gold Organic Can
- #2132 12/16 OZ. Tea Kombucha Blue Amazon Organic Can
- #2122 12/16 OZ. Yerba Mate POG Organic Can
- #2124 12/16 OZ. Yerba Mate Straw/Coconut Organic Can
- #2126 12/16 OZ. Yerba Mate Pineapple Mint Organic Can
- #2138 12/16 OZ. Yerba Mate Blueberry & Acai Organic Can

## Carrying Grandma Babe's Spirit Forward

Babe Beverages is more than just a name—it's a tribute. The company's story is deeply tied to the memory of Grandma Babe, whose love for nature, warmth, and commitment to wellness continues to inspire everything they do.

"She'd be so happy," Marco says, when asked what Grandma Babe might think of the company today. "Each person who tries our products gets a little piece of who she was." In every can of kombucha or yerba mate, the spirit of Grandma Babe lives on—reminding people of the importance of living a healthy, balanced life while appreciating the small joys of the world around them.



## Looking Ahead

As Babe Beverages continues to grow, Marco remains committed to staying true to the values that started it all. "It's not just about making something that tastes great—it's about doing it with integrity and care, every step of the way." The team is focused on maintaining their standards of quality while exploring new flavors and seasonal offerings. With a focus on wellness, sustainability, and community, Babe's journey is just beginning—and there's a lot more to come.





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# Keeping Jordano's Moving: A LOOK INSIDE THE FLEET DEPARTMENT

By Christy Roan

At Jordano's, our fleet department isn't just about keeping trucks on the road, it's a key part of what keeps the entire company running. From routine maintenance to smart planning and quick repairs, this team plays a big role in making sure our products get to customers safely, on time, and in top condition.

Alvaro Alfaro, Jordano's Fleet Manager, knows this operation inside and out. He started with us back in 2011 as a mechanic for Jordano's Foodservice, bringing along training from Santa Barbara City College and years of experience as a master mechanic at Sears Automotive. Although he didn't have a diesel background at the time, he quickly learned the ropes and was promoted to lead mechanic in 2017 under the mentorship of then-Fleet Manager Dave Henson. Alvaro stepped into the manager role when Dave retired in 2020.

Alvaro's been leading the charge ever since, making sure everything runs like clockwork. He's not just turning wrenches, he's coordinating across departments, managing costs, and keeping both people and equipment moving. "Preventative maintenance has been ingrained in me since day one," says Alvaro. "I've worked to instill that culture in our team."

He takes a lot of pride in the work, and that attitude is contagious. "When I first started, my son was nine. He'd see a Jordano's truck and say, 'Dad, that's your truck!' That sense of ownership is something I try to pass on to the team."



## A Fleet Built for a Big Job

Covering six counties across Central and Southern California, Jordano's territory stretches from Ragged Point in Monterey County to San Clemente in Orange County, and inland to Tehachapi and Lake Isabella. That kind of reach calls for a serious fleet, and we've got one.

### Today, the fleet team manages 614 pieces of equipment:

- ▶ 110 passenger vehicles, including SUVs and delivery vans
- ▶ 119 tractors (Classes 6–8)
- ▶ 143 trailers, both refrigerated and dry
- ▶ 242 pieces of warehouse equipment like forklifts, pallet jacks, and other gear

The fleet department works closely with all departments, including the warehouse and accounting, to make sure everything's in top shape and repairs stay on budget.

Inside the warehouse, well-maintained equipment is essential. "The warehouse division is like our internal customer," Alvaro explains. "If their forklifts or jacks go down, it slows everything else down too. We do everything we can to minimize that."

Operators tend to get used to certain pieces of equipment, so keeping their usual machines running adds comfort, efficiency, and safety. "We've put a replacement cycle in place that not only helps with reliability and cost, but shows our team that we're investing in them," he says. "It's important for safety reasons and to minimize injuries. We do not want to be running old equipment, which helps with employee retention too."



## Embracing Tech to Stay Ahead

In recent years, Jordano's fleet has seen major upgrades thanks to onboard technologies and telematics. "The change has been huge," says Alvaro. "We've gone from basic equipment to high-tech pallet jacks, reach trucks, and tractors with monitoring systems."

All our refrigerated trucks now use telematics to keep tabs on trailer temperatures, helping ensure that food is delivered safely and consistently. "If something goes wrong on the road, we can detect it fast and respond quickly to avoid bigger problems," Alvaro explains.

These onboard monitoring systems are an essential tool for modern trucking, providing real-time data to enhance safety and efficiency. These systems track key metrics like vehicle performance, fuel usage, and driver behavior, helping the fleet to reduce downtime and optimize operations. With features like GPS tracking, automated alerts, and electronic logging, drivers can stay informed and proactive on the road.

## The Road to Electric

As California leads the charge in clean energy initiatives, the food service industry must prepare for the transition to electric trucks to meet evolving state regulations. Compliance with California's stringent emissions standards will drive fleets toward sustainable solutions, reducing environmental impact while ensuring operational efficiency.

It's no surprise that Alvaro and his team are ahead of the curve, putting together a plan to transition Jordano's fleet toward electric. "Santa Barbara and the food division are leading the way - we launched our first electric tractor in March 2025, and it's been performing really well," Alvaro shared. "It runs the valley route through Solvang and Santa Ynez, and the feedback from drivers has been great. They love how efficient, quiet, and eco-friendly it is."



There's more to come. Two electric delivery vans and one electric fleet truck are on order, and by the end of the year, we expect to have four electric vehicles on the road. The long-term goal? Have at least 10% of the fleet electric by 2027.

Transitioning to an electric fleet is no small task - it requires careful planning, time, and a significant investment, especially when it comes to building out charging infrastructure. "Installing charging stations takes a lot of resources," said Alvaro. Rather than diving headfirst into fast-charging systems, Jordano's is taking a more measured approach. "We've opted for trickle chargers," Alvaro explained. "They allow us to charge equipment overnight when electricity rates are lower, which helps reduce both costs and our environmental impact."

Even though enforcement of California's regulations has relaxed under the new administration, Alvaro and his team are staying ahead of the curve. They're following global carbon neutrality trends and even keeping an eye on hydrogen-powered vehicles, which could be the next big thing.

## Investing in People

What really sets Jordano's apart is how we support our people. "We're lucky to work for a company that lets us grow," Alvaro says. "It's not just me - our mechanics are encouraged to get training and certifications too. Many of them are working toward their Class A licenses, which isn't required, but it's an incentive for them and better for the company."

At Jordano's, our people are like family, and the fleet department is a big part of our success. A huge thank you to Alvaro and his team for keeping our vehicles running smoothly and safely, and ensuring our customers get what they need when they need it. 21





# How Nonalcoholic Beverages Are Driving the Next Wave of Profits

Expanded zero-proof menus are attractive to Gen Z, who drink 20% less than millennials, and yield better margins than traditional cocktail offerings.

Nonalcoholic beverage sales soared by 30% in 2024, according to food purchasing company Entegra. Venues that generated about \$2 million annually saw an average revenue boost of \$95,000 by expanding their nonalcoholic drink menus.

This isn't just a trend; it's a shift in how restaurants and bars can unlock new profit potential. According to TouchBistro's 2025 State of Restaurants Report, 40% of restaurants plan to expand their nonalcoholic drink offerings this year — a clear signal that this movement is here to stay.

For operators, this trend is an opportunity to maximize profits by responding to consumer behavior. Beverages already drive around 80% of gross profit dollars due to their lower input costs, reduced perishability and minimal prep requirements. Nonalcoholic drinks stretch this profitability further. A thoughtfully crafted \$9 mocktail not only meets the growing demand for premium options but often surpasses the margins of a traditional \$14 cocktail.



## Understanding the profit potential

Gen Z's purchasing power is reshaping hospitality. This generation, drinking 20% less alcohol than millennials did at their age, seeks curated experiences that align with their values — wellness, inclusivity and creativity. For them, nonalcoholic beverages are primary options, not alternatives, and they're willing to pay premium prices for mocktails, kombuchas and artisanal sodas.

**But this opportunity isn't limited to Gen Z. Expanded nonalcoholic offerings attract diverse audiences:**

- Business lunch crowds looking for sophisticated alternatives to alcohol
- Health-conscious professionals and parents seeking premium, family-friendly options
- Non-drinkers or designated drivers who want more than soda water

**Venues report these options drive higher beverage revenue, extend table times, increase per-party spend and strengthen customer loyalty.**

## Overcoming operational challenges

**Implementing a nonalcoholic beverage program requires careful planning to navigate common hurdles:**

**Storage and space:** Most venues operate at capacity, making new inventory a challenge. Modular storage systems and concentrated ingredients can help maximize limited space.

**Labor and training:** Efficiently delivering premium nonalcoholic drinks during peak service requires streamlined processes. Standardized recipes, batched components, and staff training programs simplify preparation without sacrificing quality.

**Menu design:** Successful programs position nonalcoholic drinks prominently — alongside food pairings or as signature offerings. Highlighting these options throughout the menu boosts visibility and sales.

**For operators willing to embrace automation, tools like intelligent drink dispensers can reduce the labor burden while ensuring consistency, speed, and profitability. These systems allow venues to deliver premium nonalcoholic options efficiently, even during busy service periods.**



# Tapping into the nonalcoholic BOOM

Strategically launching a nonalcoholic beverage program can yield immediate results. Start with a focused approach:

- Dedicate prime menu space to four to six signature nonalcoholic offerings.
- Rotate seasonal options to create excitement and encourage repeat visits.
- Train staff to describe flavor profiles, craftsmanship and health benefits with enthusiasm.
- Price strategically to target 65-75% margins while maintaining accessibility.

INDUSTRY  
FEATURE



**Industry insights suggest that nonalcoholic beverages can offer favorable profit margins. For instance, an article from Grub Street highlights that the cost of making non-alcoholic drinks is comparable to that of alcoholic ones, yet customers are willing to pay similar prices, leading to significant revenue for bars and restaurants.**

## The benefits of a robust nonalcoholic program extend far beyond revenue.

**Venues have reported to Sidework that:**

- A diverse N/A menu attracts health-conscious guests and those abstaining from alcohol, leading to higher traffic during typically slower periods.
- Higher party size averages, as non-drinking guests enjoy thoughtfully crafted options.
- Increased private event bookings, driven by the perception of inclusivity and innovation.
- Enhanced brand loyalty and stronger positioning as an inclusive destination.

Investing in nonalcoholic beverages is more than a short-term response to shifting preferences — it's a long-term strategy for growth. Operators that adapt their menus, space and training to meet this demand are positioning themselves for sustained success in a competitive market.

Courtesy of Restaurant Dive  
by Rishabh Kewalramani





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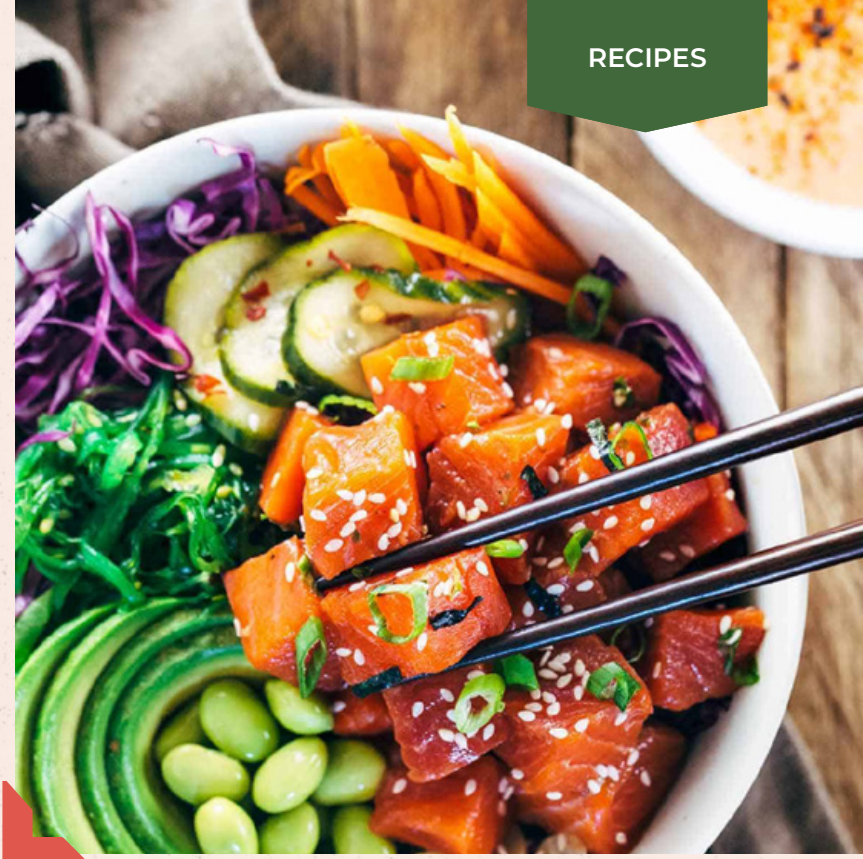




# Salmon Poke Bowl

Serves: 4

This vibrant salmon poke bowl combines fresh, marinated salmon with tangy pickled cucumbers and a spicy sriracha mayo for a bold, refreshing dish. Served over rice or greens, it's a quick and flavorful meal with the perfect balance of heat, acidity, and umami.



## Ingredients

### Salmon Poke

1 pound salmon, cut into  $\frac{3}{4}$ " cubes  
 $\frac{1}{4}$  cup soy sauce  
 2 tablespoons sliced green onions  
 1 teaspoon rice wine vinegar  
 1 teaspoon sriracha  
 1 teaspoon sesame oil  
 $\frac{1}{2}$  teaspoon sesame seeds

### Pickled Cucumbers

$\frac{1}{2}$  cup rice wine vinegar, Kikkoman  
 $\frac{1}{2}$  cup water  
 $\frac{1}{3}$  cup honey  
 1 teaspoon kosher salt  
 $\frac{1}{2}$  teaspoon red chili flakes  
 2 6-inch Persian cucumbers,  $\frac{1}{8}$ " thick slices

### Sriracha Mayonnaise Sauce

2 tablespoons sriracha  
 2 tablespoons mayonnaise

## Instructions

1. Make the Salmon Poke In a medium bowl, combine diced salmon, soy sauce, green onions, rice wine vinegar, sriracha, and sesame oil. Cover and refrigerate while making the pickled cucumbers.
2. Make the Pickled Cucumbers In a medium saucepan, combine rice wine vinegar, water, honey, salt, and chili flakes. Bring to a boil over high heat. Once boiling, turn off the heat, add cucumber slices, and stir. Marinate for 10 minutes, then transfer the cucumber mixture to a container. Cover and refrigerate until ready to use, or freeze for 5 to 10 minutes to cool quickly.
3. Make the Sriracha Mayonnaise In a small bowl, whisk the Sriracha and mayonnaise until combined.
4. Assemble the Bowl To serve, add any additional ingredients to the bowl, such as rice or salad for the base. Top with salmon poke, pickled cucumbers, and Sriracha mayonnaise.





# Mango Milk Cake

This tropical mango milk cake is a soft and moist dessert soaked in a rich mango-infused milk mixture, making it irresistibly juicy and flavorful. Topped with whipped cream and fresh mango chunks, it's a refreshing and indulgent treat perfect for summer and festive occasions.

## Ingredients

### Mango Cake

- ½ cup milk
- 1 tsp vinegar
- ½ cup sugar
- ¼ cup sunflower oil
- ½ cup mango puree
- ½ tsp vanilla extract
- ¾ cup all purpose flour
- ½ tsp baking powder
- ½ tsp baking soda

### For the Soak

- 1 ½ cup milk
- ¼ cup condensed milk
- ½ cup mango chunks

### For the Garnish

- Whipped cream
- Mango chunks

## Instructions

1. Preheat the oven to 180 degrees Celsius. Add milk and vinegar in a bowl and let it sit for 5 mins to curdle.
2. Add sugar, oil, mango puree and vanilla extract to the milk mixture and whisk really well to make it homogeneous. Dump in the flour, baking powder and baking soda and whisk again to combine and make a smooth batter. Transfer this batter into a baking dish and bake for 30 mins or till the skewer inserted in the center comes out clean.
3. Meanwhile, make the soak by blending milk, milkmaid and mango chunks till it is smooth and lump free.
4. Poke the baked cake using a skewer while it is still hot and pour the soak mixture all over it. Once the cake has soaked the liquid, refrigerate for about 15 mins.
5. Garnish it with a generous layer of whipped cream and some mango chunks.

## Tips

1. Before making the sponge, make sure to grease your baking dish with oil or butter. You can also line the dish with parchment paper.
2. Make sure all the ingredients are at room temperature when making the sponge.
3. Don't forget to prick the cake properly before adding the mango milk soak so that the cake absorbs the milk properly.
4. Refrigerate the cake for 30 mins after pouring the milk mixture.



## Ingredients

1 cup balsamic vinegar  
4–5 large boneless, skinless chicken breasts  
2 tablespoons olive oil  
1 teaspoon salt  
1/2 teaspoon pepper  
8 oz fresh mozzarella, cut into 1/2 inch slices  
4–5 medium peaches, pitted and sliced  
1/2 cup fresh basil, chopped

## Instructions

1. Heat the grill to medium-high heat.
2. Make the balsamic glaze: Pour a cup of balsamic vinegar in a saucepan and bring it to a boil on the stovetop. Then, reduce to a simmer for 10-15 minutes. Check the consistency by dipping a spoon in the mixture. If it coats the back of the spoon, the glaze is ready. As the reduction cools, the consistency will become more syrup-like. If you happen to reduce the vinegar too much and it becomes a bit too sticky, simply stir a bit of water into the mixture over low heat. Remove the glaze from heat.
3. Prepare and grill the chicken: Cut each chicken breast in half horizontally. Place the halves, two at a time, between two pieces of parchment paper or plastic wrap. Using a meat mallet or rolling pin, pound the meat until thin. Repeat until all halves are pounded thin. Drizzle the olive oil over the chicken breasts. Rub the oil over the chicken to evenly coat. Sprinkle the chicken breasts with salt and pepper. Place the chicken breasts on the grill. Cook for about 5-8 minutes per side.
4. Plate the dish: Place the grilled chicken on a platter. Top the chicken breasts with an even layer of mozzarella slices. Spread the peach slices over the mozzarella. Drizzle the balsamic reduction over the chicken, mozzarella, and peaches. Sprinkle chopped fresh basil over the entire dish.

# Peach Caprese Grilled Chicken

Grilled chicken breasts are topped with fresh mozzarella, juicy peaches, and a sweet balsamic glaze, then finished with chopped basil for a bright, flavorful summer dish.





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