

For Sunrise Customers: BelGioioso Delivers Authentic Italian Culture in Every Bite

Born and raised in Italy, a fourth-generation cheesemaker named Errico Auricchio moved to the US in 1979 with a dream of expanding his family's cheesemaking businesses. With the growing US demand for Italian cheeses, Errico introduced his own brand, BelGioioso, meaning "beautiful and joyful." His goal: create the best hand-crafted Italian cheese in the US.



Forty years later, Errico's dream is reality. BelGioioso, pronounced "Bel-Joy-Oso," is an award-winning cheese processor that specializes in producing rich, delicious Italian cheese. A family-owned and operated company, located in Green Bay, Wisconsin, BelGioioso is committed to its roots.

BelGioioso continues to craft authentic Italian cheese using the best local ingredients. With strong local farming partnerships, BelGioioso invests in premium milk featuring higher butterfat and protein levels. This produces high performance and superior flavored cheese. BelGioioso relies on natural brining and traditional aging to guarantee consistent flavors across their collection of 28 Italian cheeses. These authentic artisanal processes have helped BelGioioso realize Errico's dreams.

Sunrise Food Service carries eight BelGioioso cheeses, including crumbly gorgonzola, parmesan, mozzarella curds, fresh mozzarella and mascarpone. Mascarpone is a beloved favorite among bakers – often included in tiramisu and cream puffs. All of these cheeses are wonderful components to the pastries and desserts commonly made by Sunrise customers. Parmesan is used in savory breads, and mozzarella curd is popular in ethnic pastries.

"We have had a fantastic experience working with the Sunrise team," said Danielle Shaeffer, BelGioioso's rep in California. "With their support, we have broadened our reach, gained traction and are looking to expand our product selection in the near future."



Whether crafting a flaky, savory pastry or a delicious, decadent dessert, BelGioioso provides the rich flavor of Italy that will help your operation form "beautiful and joyful" baked goods, just as the name promises.

Ask your Sunrise sales representative to learn more about how BelGioioso products can improve your baked goods!

Create and Craft "Creamy" Crème Cakes!

Pillsbury Crème Cake Mix from General Mills is essential to bake the quality crème cakes that will keep your customers coming back!



#99950 Crème Cake 1/50#

Convenient and Simple Ch"easy"- cakes

Delectable, mouthwatering cheesecakes have never been easier to make with Cheezkake Blend from Kraft/Heinz!



#90909 Cheezkake Blend 1/30#



Sunrise Stands with Our Customers

The significant challenges of the COVID-19 pandemic have brought tremendous uncertainty to the foodservice industry.

Throughout the crisis, our team at Sunrise Food Service has been proactive in taking extra steps to help our customers succeed. Now more than ever, we see it as our responsibility to take action and be a resource for those who rely on us. We continue to work closely with our vendors to make sure we provide all of the essentials – as operators fight to adapt their offerings, meet regulatory mandates, and ultimately to sustain or even build sales.

Here are a few examples of how we have stood in support of our valued customers to combat the challenges of COVID-19:

- Created a COVID-19 resource landing page on our website.
- Uploaded a Bakery Re-Open Kit that provides relevant information and tips to succeed throughout the reopening process.
- Sourced a volume of protective masks made available for sale.
- Helped customers adapt by providing retail-sized packages for resale.
- Focused weekly web content on practical adjustments for operators to succeed through strict safety measures.

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True "Italia" in a Pinch!

Sprinkle the authentic taste of Italy into your menu with crumbled gorgonzola from Belgioioso.



#99472 Gorgonzola Crumbled 1/5#

Sunrise Stands with Our Customers Continued

- Developed and shared innovative and creative ideas for operators to capitalize on recent holidays and celebrations (Easter, Mother's Day, Class of 2020 Graduation, etc.).

These efforts have been spurred by our steadfast commitment to providing our customers with all of the necessary resources they need to thrive. Whether it is traditional foodservice products, surgical masks, or anything in between, Sunrise will continue to be your partner to adapt and prosper through the duration of the pandemic.

Visit Our News: Sunrise News!

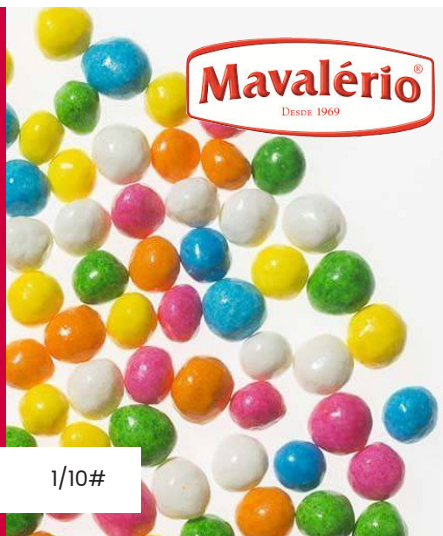
Our revamped website now features weekly updates in the following "News" sections:

- Newsletters – our exclusive quarterly feature
- Company News – updates about new actions our team is taking
- Blogs – relevant foodservice updates, trends, and content
- Baker's Corner – technical baking tips guaranteed to improve your baking

Check it out for yourself at sunrisefoodservice.com!

Somewhere Under the Rainbow?

Delicious rainbow crispies from Mavalério will brighten your best-selling cakes, cookies, and more!



#90319 Rainbow Crispies 1/10#

True Bliss with Fresh Swiss

Try a Swiss Loaf from Finlandia Cheese for tasty savory pastries, warm Monte Cristo sandwiches and everything in between!



#90853 Swiss Loaf 4/8#



MICHAEL FOODS INC.

UnScramble Your Egg Needs

Flexibility and versatility are built in...

#95145cac Liquid Eggs 2/20#

Better Not Spread It Thin!

From cold cut sandwiches to grilled barbecue, Extra Heavy Mayo from Ventura Foods adds tremendous flavor to a variety of different summer-time favorites.



Ventura Foods, LLC

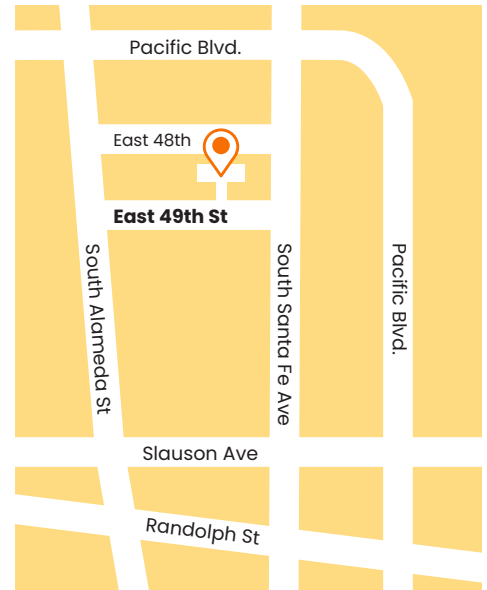
#90472 Extra Heavy Mayo 4/1gal

Sunrise Will Call Now Available

If customers forget something on an order or just need to get some emergency ingredients, Sunrise now offers Will Call at its Vernon facility. You can get what you need in as little as 30 minutes – as easy as 1-2-3!

1. Select items from our 2000 SKU-product catalog on our website
2. Call your sales rep
3. Pick your will call order up at 2307 East 49th Street Vernon

Now it is easier than ever before to always get what you need from Sunrise.



Take Pride in Your Toppings

With Pastry Pride, there is no need for dairy to top off your baked goods with quality flavor and texture that customers will notice!

#90415 Pastry Pride 4/8#



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