



## Exhibitor SPOTLIGHT

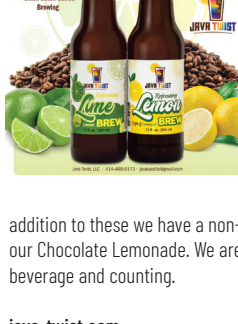


### Brakebush® NEW Gold'N'Spice® Breaded Breast Tenders & Wing Favorites

Whether you add your culinary touch or simply heat and serve, you'll have a team of experts with over 95 years of experience working to bring you chicken that performs exactly how you need it to. Start creating your menu with Brakebush today using our NEW Breast Tenders!

[brakebush.com/recipes](http://brakebush.com/recipes)

**Booth #1348**



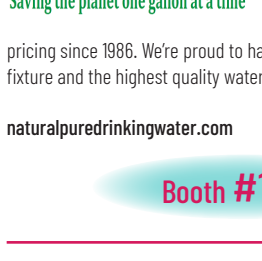
### JavaTwist: A refreshingly cool twist on coffee and fruit

JavaTwist pairs cold brewed coffee and fruit juice together for a one of a kind beverage experience. Flavors available: LemonBrew, LimeBrew, PineappleBrew, CranberryBrew, AppleBrew, and JavaTwist Naturals Zero Sugar Added LemonBrew. In

addition to these we have a non-coffee option as well and that is our Chocolate Lemonade. We are now an 11 time award-winning beverage and counting.

[java-twist.com](http://java-twist.com)

**Booth #1551**

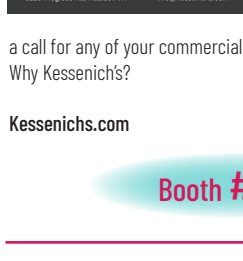


### Natural Pure - Saving the planet one gallon at a time

"Natural Pure" Drinking Water: Processing and dispensing Reverse Osmosis drinking water with custom-built fixtures at affordable

[naturalpuredrinkingwater.com](http://naturalpuredrinkingwater.com)

**Booth #1336**



### Kessenichs Foodservice Design, Equipment & Supplies

For over 90 years, we have provided Wisconsin with quality products and outstanding customer service. Stop by our showroom, meet our staff, or give us

a call for any of your commercial kitchen needs, and find out Why Kessenichs?

[Kessenichs.com](http://Kessenichs.com)

**Booth #1329**



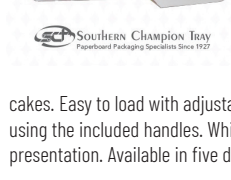
### Celebrating 60 Years of Cheese Spread Excellence

Pine River Cheese Spread is celebrating its 60th Anniversary! Founded on more than five generations of experience in the dairy industry, Pine River produces

three styles of award-winning Wisconsin Cheese Spread — Cold Pack Cheese Spread, Clean Label Cold Pack Cheese Spread, and Shelf-Stable Gourmet Snack Spread. We also offer Private Label, Food Service, and Fundraising services. Our cheese spreads are crafted one batch at a time in our state-of-the-art facility in Newton, WI.

[pineriver.com](http://pineriver.com)

**Booth #1547**

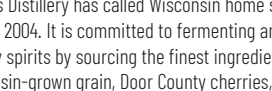


### Southern Champion Tray's NEW Tall Cake Boxes with Windowed Lids

Finding yourself making homemade boxes to protect your tiered cakes? Our "Tall Cake Boxes" are sturdy to support the weight of larger cakes. Easy to load with adjustable base and easy to transport using the included handles. White on both sides offering a great presentation. Available in five different sizes.

[sctray.com/catalog/bakery/window-bakery-boxes/Tall](http://sctray.com/catalog/bakery/window-bakery-boxes/Tall)

**Booth #1455**



### The First Distillery In Wisconsin Since Prohibition!

Great Lakes Distillery has called Wisconsin home since our founding in 2004. It is committed to fermenting and distilling high quality spirits by sourcing the finest ingredients. Whether it is Wisconsin-grown grain, Door County cherries, or Marathon County ginseng, you will find the spirit of Wisconsin in every bottle we make.

[greatlakesdistillery.com](http://greatlakesdistillery.com)

**Booth #1118**



### Badger Ham is the Original Ham for Hot Ham and Rolls.

We were there at the beginning of the hot ham and rolls tradition and even invented a new product, the Baked Ham, for the tradition.

We have the flavor profile customers expect with their hot ham and deliver the quality Wisconsinites expect. Most importantly, we're local and independent. This is a Wisconsin business helping sustain a prized Wisconsin tradition. Customers will appreciate this and taste the difference.

[badgerhams.com](http://badgerhams.com)

**Booth #1417**

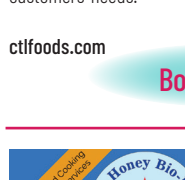


### Olympia Granola - Gluten-free granola bars sweetened with honey, nothing artificial.

We're Olympia Granola, and we make the best darn granola bars you've ever tasted. No artificial sweeteners, just 100% USA honey. We're dairy-free, soy-free, and peanut-free too, so everyone can enjoy our bars.

[olympiagranola.com/pages/wholesale-registration-form](http://olympiagranola.com/pages/wholesale-registration-form)

**Booth #1549**



### Soda Fountain® Malted Milk Powder

CTL Foods is a veteran owned manufacturing company establish in 1972 in Colfax, Wisconsin. Our primary product is Soda Fountain® Malted Milk Powder. We also do

custom blending and packaging of dry food products. CTL Foods' top priority is to provide high quality products to satisfy our customers' needs.

[ctlfoods.com](http://ctlfoods.com)

**Booth #1555**



### Sassy Cow Creamery: Premium Farmstead Dairy Products

Sassy Cow Creamery is a farmstead creamery started by the Baerwolf family in 2008. Our family has been farming the same land for three generations. We take great pride in making award-winning milk and premium ice cream. Everything we make is single sourced from our organic or traditional farm.

[sassycowcreamery.com](http://sassycowcreamery.com)

**Booth #1553**



### Leader in Used Cooking Oil Collection Services

Blue Honey Biofuels is a locally owned, Used Cooking Oil Collection

services provider. We PAY for used cooking oil, provide collection containers, and provide personalized scheduled pickups free of charge. We value customer service, honesty, reliability and above all else....Partnership. Proud members of the Wisconsin Restaurant Association and Wisconsin Tavern League. Blue Honey Bio-Fuels | Used Cooking Oil Collections Company

[bluehoneybiofuels.com](http://bluehoneybiofuels.com)

**Booth #1214**



### Taylor Enterprises of Wisconsin, Inc.

We are a foodservice equipment distributor that offers brands such as Henny Penny, Taylor, Middleby, Bluezone, Perfect Fry, and more! We also offer service, parts, breeding and seasonings, and

[taylorwi.net](http://taylorwi.net)

**Booth #1231**



### Life is Crazy. Find your balance

Crazy Fresh offers high-quality, locally sourced produce and packed deli options that ensure maximum freshness. With various fruits and vegetables, customers can enjoy the best seasonal produce at competitive prices. Visit their website to find a Crazy Fresh retailer near you!

[eatcrazyfresh.com](http://eatcrazyfresh.com)

**Booth #1505**

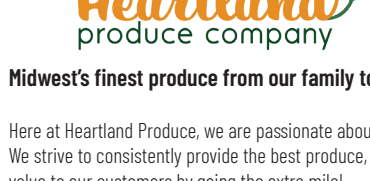


### Keene Garlic Seasonings-Heirloom/Organic

Taste the difference of Keene Garlic products. Our robust heirloom garlic is grown organically on small Midwest family farms. We take pride in producing high quality garlic that is the magic in all of our seasonings. We are the go to for all garlic lovers!

[keeneorganics.com](http://keeneorganics.com)

**Booth #1543**



Here at Heartland Produce, we are passionate about produce! We strive to consistently provide the best produce, service, and value to our customers by going the extra mile!

[heartlandproduce.com](http://heartlandproduce.com)

**Booth #1522**



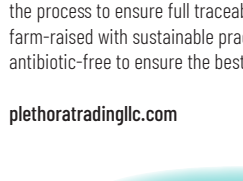
### Snack Sticks and Sausage - Regular & Garlic

Since 1977, Larry & Clara Hedrich's passion for agriculture created a leading company in the dairy goat milk industry which in turn has led them to provide the highest quality goat kid meat for consumers and restaurants.

Calanna Specialty Meats provide a line up of high quality goat meat products.

[calannaspecialtyfoods.com](http://calannaspecialtyfoods.com)

**Booth #1552**



### Plethora Trading LLC. Shrimp Importer and Distributor

Plethora Trading is committed to high-quality practices to deliver only the best shrimp to you. As a family-owned business, we responsibly take care of every step of the process to ensure full traceability. Pacific Lush Shrimp is farm-raised with sustainable practices, phosphate, and antibiotic-free to ensure the best flavor.

[plethoratradingllc.com](http://plethoratradingllc.com)

**Booth #1319**



### DATCP Weights and Measures: Scales, Package Checking, Labeling, Net Weights

The Wisconsin Department of Agriculture, Trade and Consumer Protection's Weights and Measures team is responsible for regularly monitoring the accuracy

of gas pumps, price scanners, scales and package weights statewide to ensure that consumers are receiving their money's worth in Wisconsin stores.

[datcp.wi.gov/Pages/Programs\\_Services/WeightsAndMeasures.aspx](http://datcp.wi.gov/Pages/Programs_Services/WeightsAndMeasures.aspx)

**Booth #1536**



### Risk-free business expense reduction consulting

Optimizing your costs with waste disposal, telecom and ten other essential business service categories with an average savings of 28%. You incur no expense and make no investment. Contact us to receive a risk-free, no obligation analysis of your expenses.

[schooleymitchell.com/sbconsulting](http://schooleymitchell.com/sbconsulting)

**Booth #1431**

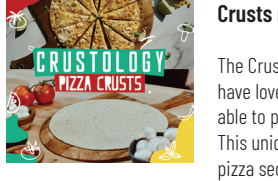


### Paycor Empowers Leaders to Build Winning Teams

Paycor's technology helps solve the complex challenges HR leaders face. From recruiting hourly labor and efficiently scheduling staff, to maintaining compliance and managing labor costs, Paycor has the expertise to help.

[paycor.com](http://paycor.com)

**Booth #1324**



### Vegan, Gluten-Free Nut and Dairy-Free Nut Brittle

We promise to deliver a snack that satisfies your cravings and fuels your body with wholesome nutrition. Our Ghana-style brittle is made with clean, responsibly sourced, all-natural ingredients that provide the perfect balance of sweet and salty flavors. Indulge guilt-free, knowing that our melt-in-your-mouth texture won't stick to your teeth

[sharaysgb.com](http://sharaysgb.com)

**Booth #1546**

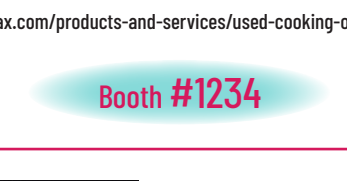


### Crustology Handcrafted Pizza Crusts now in Retail!

The Crustology Pizza Crusts you have loved for years are now available to purchase through retail. This unique addition to the frozen pizza section increases consumer purchasing by over 30%. Contact us today to learn more about adding them to your grocery freezer section.

[crustology.com](http://crustology.com)

**Booth #1433**

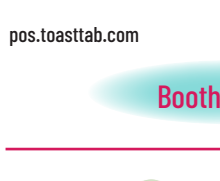


### Sanimax: Peace-of-Mind Used Cooking Oil Pickup

With Sanimax's used cooking oil collection service, you can set it and forget it. Our drivers can easily pull up to your facility and empty your exterior oil tanks without disrupting your operations. We'll be so quick and efficient, you won't even know we're there.

[sanimax.com/products-and-services/used-cooking-oil](http://sanimax.com/products-and-services/used-cooking-oil)

**Booth #1234**



### Toast | Restaurant Point of Sale & Management System

Streamline your restaurant operations with Toast POS. Our all-in-one platform simplifies everything from ordering to payments, so you can focus on what really matters - creating an unforgettable dining experience for your customers.

[pos.toasttab.com](http://pos.toasttab.com)

**Booth #1330**



### The Sky's the Limit With SkyTab

SkyTab is more than just a POS system. It's an all-in-one restaurant platform that will help you manage every aspect of your business. SkyTab will transform

your restaurant's operations — from front-of-house to back-of-house and everything in between. Our supercharged tech is ready to serve.

[skytab.com](http://skytab.com)

**Booth #1413**



### We put our heart into covering what matters to you.

We have a retail consultant and dedicated team that focuses on all things retail and grocery. We go beyond insurance to understand the challenges you face every day and are committed to creating products that allow us to be the best partner for you.

[acuity.com](http://acuity.com)

**Booth #1218**



### Why Should Grocery Stores Choose Vizance?

Vizance is a privately-held company providing risk management, business insurance, employee benefits, personal insurance and financial service solutions to companies, families and individuals. We offer grocery store specific coverages and limits while providing competitive industry rates. Over 100 grocery stores choose Vizance because we have access to specialized benefits tailored to the industry.

[vizance.com](http://vizance.com)

**Booth #1512**



### Odyssey® & Buholzer Brothers® brands crafted expertly at Klondike Cheese CO.

Odyssey® and Buholzer Brothers® crafts all-natural products. The Odyssey® family includes our award-winning Feta, yogurt, Greek yogurt, and our newest flavor of dip Tzatziki, which boasts the use of fresh cucumbers. Buholzer Brothers® brand two most popular award-winning cheeses, Brick and Muenster are perfect for melting or snacking.

[www.odysseybrands.com](http://www.odysseybrands.com)

**Booth #1322**



### AFS is the foodservice connection

Anderson Foodservice Solutions has represented foodservice manufacturers since 1972. We are knowledgeable in smallwares, heavy equipment, refrigeration, healthcare, national accounts, and distribution. We pride ourselves in our ability to communicate with our customers; providing them with the right solutions quickly.

[afsreps.com](http://afsreps.com)

**Booth #1411**