



The Art of Food by ChefEx

An artisan is a skilled manual worker who crafts items that may be functional or strictly decorative, including furniture, clothing, jewelry, household items, and tools. The term is also used as an adjective to refer to the craft of hand making food products, such as bread, beverages and cheese.¹

"Artisan foods is a very broad category," says Arlin Wasserman, of Changing Tastes, a food-business consulting firm. "The key elements are that what you are buying or eating is unique because the people who conceived it are trying to express where they live; because they're making a small amount of it; or because it tastes different." When made well, they have a more intense flavor. For example, an artisan aged cheddar will have a deeper sharpness and earthiness. The producer thinks, 'I'm going to make a unique statement.'²

Delivering the culinary world's finest artisan products to discerning chefs, ChefEx is the premiere program from Sysco to offer the highest quality food products and ingredients from artisan, organic, and gourmet producers. From fine, handmade chocolates, and natural beef, to Hawaiian ahi tuna, ChefEx offers discriminating chefs and their staffs the best; featuring unique, artisan suppliers from around the world. ChefEx helps to directly connect customers and producers. As new suppliers are added, it is our desire to help customers differentiate themselves and their menus with these one of a kind offerings.

When you purchase through the ChefEx program, you decide what to order, and it comes shipped directly to you! With 120 suppliers, and six years in providing chefs with access to hard to find ingredients, ChefEx makes creating a distinctive menu easy to do. Headed by a Chef with 25 years in the culinary industry, ChefEx producers are award winning and can create custom orders for your operation.

You can order ChefEx products in 3 simple ways:

By contacting your local marketing associate or customer service department

By accessing eSysco

By using SAM CARES

Read about three ChefEx suppliers in this issue of Menu-Place and browse the ChefEx catalog at www.sysco.com



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¹ Source: Wikipedia

² Featured in *usaweekend.com* by Natalie Ermann Russell