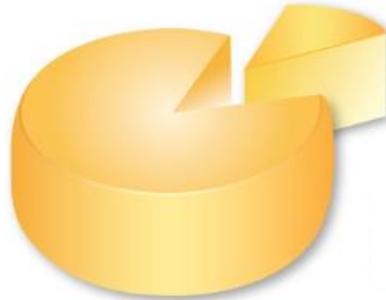




# RUMPELSTILTON

## Weaving Waste Into Wealth



# Rumpelstilton: Weaving Waste Into Wealth

- Amy Thompson
  - Lucy's Whey
- Emilio Mignucci
  - DiBruno Brothers
- Sheana Davis
  - The Epicurean Connection





# Amy Thompson: Lucy's Whey

Amy Thompson is the General Manager of Lucy's Whey, a cheese retailer specializing in American artisan cheese and artisanal foodstuffs. Amy oversees three Lucy's Whey locations -- the original Lucy's Whey in East Hampton on the South Fork of Long Island, Lucy's Whey in Manhattan's historic Chelsea Market (which she opened with owner Lucy Kazickas in 2009) and Lucy's Whey on Manhattan's Upper East Side, which includes a cafe and wine bar, opening in Summer 2013.

Amy has worked in the sustainable and artisan food industry for Slow Food USA, Greenmarket Farmers Markets (GrowNYC), Murray's Cheese, Saxelby Cheese, and Consider Bardwell Farm, among others. Her work with farms, restaurants, retailers, distributors, and marketers has helped her foster deep relationships with farmers, cheese makers, and food artisans. In 2012, Amy became part of the inaugural group of Certified Cheese Professionals through the American Cheese Society.

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# Amy Thompson: Lucy's Whey



# Amy Thompson: Lucy's Whey







# Emilio Mignucci: Di Bruno Bros.

Emilio Mignucci is one of the three, third-generation family business owners who currently lead the Di Bruno Bros. Enterprise, a leading specialty food retailer that originated in Philadelphia's Italian Market. Together with his brother, Bill Mignucci and their cousin, William Mignucci Jr., Emilio has helped to grow the family business from one small store to what it is today; a Company with four retail stores, a successful E-Commerce business, a busy importing and distribution business, a growing Catering operation and the newest addition, an independent commissary kitchen that serves the retail stores and Catering division.

Growing up, Emilio spent the vast majority of his time in the original Di Bruno Bros.' store, working, tasting and learning all the delicious imported products that founders Dan and Joe Di Bruno offered in their small shop. The love of food that he developed over the years led Emilio to pursue an Associate's Degree in Culinary Arts. After graduating from the Restaurant School in 1986, he returned to Di Bruno Bros. to take a leadership position as Vice President of Culinary Pioneering.

One of Emilio's main responsibilities in his current role is discovering new products and deciding which of them will get a coveted spot on the Di Bruno Bros.' shelves. He has been recognized by several organizations for his success in doing so; most notably by the Italian Trade Commission for his representation of Italian Food and Culture and the James Beard Associates for making Philadelphia a "better food city." He also loves to talk about cheese and spends a good portion of his time educating members of the restaurant community on the merits of a great cheese plate and how to speak about cheese with confidence to their guests.

Emilio's expertise and passion for food has helped him to grow the cheese offerings at Di Bruno Bros. from the 50 varieties it offered in its earlier days to well over 600 cheeses from all over the world. He still works every Saturday at the Italian Market store where it all began and divides the rest of his time between looking for the next great specialty food product, working at the various Di Bruno Bros. locations and contributing to the various boards and committees that he participates in. Regardless of what he may be doing at any given moment, Emilio is always demonstrating Di Bruno Bros.' core value of "Celebrating Great Food, Great People and Great Business."



# Emilio Mignucci: Di Bruno Bros.

## Awards and Recognition:

- 2003 Award from Chaine des Rotisseurs
- 2007 James Beard Foundation for cheese knowledge
- Italian Trade Commission: recognized for importing, representing and educating on Italian Food and Culture
- James Beard Association: recognized for making Philadelphia a better food city

## Committees:

- NASFT – Retailers Network Council
- ACS – Cheese Certification Committee
- ACS – CCP Budget Committee
- 9<sup>th</sup> St. – Board of Directors/Past President
- 9<sup>th</sup> St. – Stands Committee
- Fair Food Project Philly – Board member and Consultant
- Slow Food – Philadelphia Chapter, Member and Educator



# Emilio Mignucci: Di Bruno Bros.



# Emilio Mignucci: Di Bruno Bros.



# Emilio Mignucci: Di Bruno Bros.



# Di Bruno Bros.: How We Use the Shrink

- Sandwiches
- Baked lasagnas
- Mozzarella & tomato towers; eggplant, mozzarella towers
- Mac & cheese
- Cheese spreads, which used to be made to utilize cheese end and eventually became its own business
- Fresh ricotta gets baked after two days
- In the winter, fromage fort is made with the shrink
- Day old bread crostini with shredded cheese, sold by the lb.
- Cheese boards to go
- Bags of shredded shrink for fondue

# Di Bruno Bros.: How We Use the Shrink



# Di Bruno Bros.: How We Use the Shrink



# Di Bruno Bros.: How We Use the Shrink



# Sheana Davis: The Epicurean Connection



Sheana Davis, cheesemaker, culinary educator, and owner of the The Epicurean Connection in Sonoma, California, has enthusiastically supported the artisan and farmstead cheese movement for more than 20 years. In 2009, she proudly released her own cheese, Delice de la Vallee, which in 2010 won an ACS 1st Place. In addition, she produces Crème de Fromage, Le Trois de Fromage & Crème de Mouton. Each year, Sheana sponsors the Sonoma Valley Cheese Conference, drawing cheesemakers, dairy farmers, authors and vendors the United States, with the 11<sup>th</sup> annual conference scheduled for Feb 23-27 2014 in Sonoma, California. Her Epicurean Connection is a popular neighborhood specialty cheese shop featuring fresh soups & sandwiches, take-out, and local artisan food fare. She also hosts classes and special events, often welcoming guest cheese makers, brewers, wine makers and artisan producers. The shop supports local community organizations with a monthly non-profit night. When not behind the cheese counter, Sheana teaches cooking classes, conducts workshops and participates as a guest chef at local and national culinary events. She offers a creative and versatile range of food experiences and services while traveling between her beloved town of Sonoma and equally beloved city of New Orleans. Sheana resides in Sonoma with her 20-year-old daughter.



# Sheana Davis: The Epicurean Connection

The Epicurean Connection



# Epicurean Connection: Wedge Cheese Waste

Sometimes a small wedge of cheese becomes unsellable for one reason or another. We're able to trim the wedges and use them in recipes instead of eating the loss (literally).

Waste examples:

1. First, we had a wedge of Valley Ford Highway 1 Reserve that was moldy because it had gotten lost or not rotated in our cheese case. Highway 1 Reserve has a wholesale cost of \$8.90/lb. and we had a wedge that weighed 0.22 lbs. That means that we would have lost \$1.97 in hard cost, and we would have lost the opportunity to make \$6.16 in profit selling the wedge.

2. Next we had a wedge of Two Rock Goat by DeBenardi that had some mold in the cracks, which is impossible to cleanly remove. Two Rock Goat has a wholesale cost of \$14.70/lb. and the wedge weighed 0.20 lbs. So we would have lost \$2.94 in hard cost, and we would have lost the opportunity to make \$4.05 in profit selling the wedge retail.

3. Finally we had a corner piece of Nicasio Square, which no one wants because there is double the amount of the (quite stinky) rind. Nicasio Square costs us \$12.80 wholesale and the wedge was 0.21 lbs. meaning we would have lost \$2.69 and we would have lost the opportunity to make \$5.07 in profit selling the wedge retail.

**How we use the cheese trim to increase profitability. . .**

# Epicurean Connection: Cheese Plate Profit

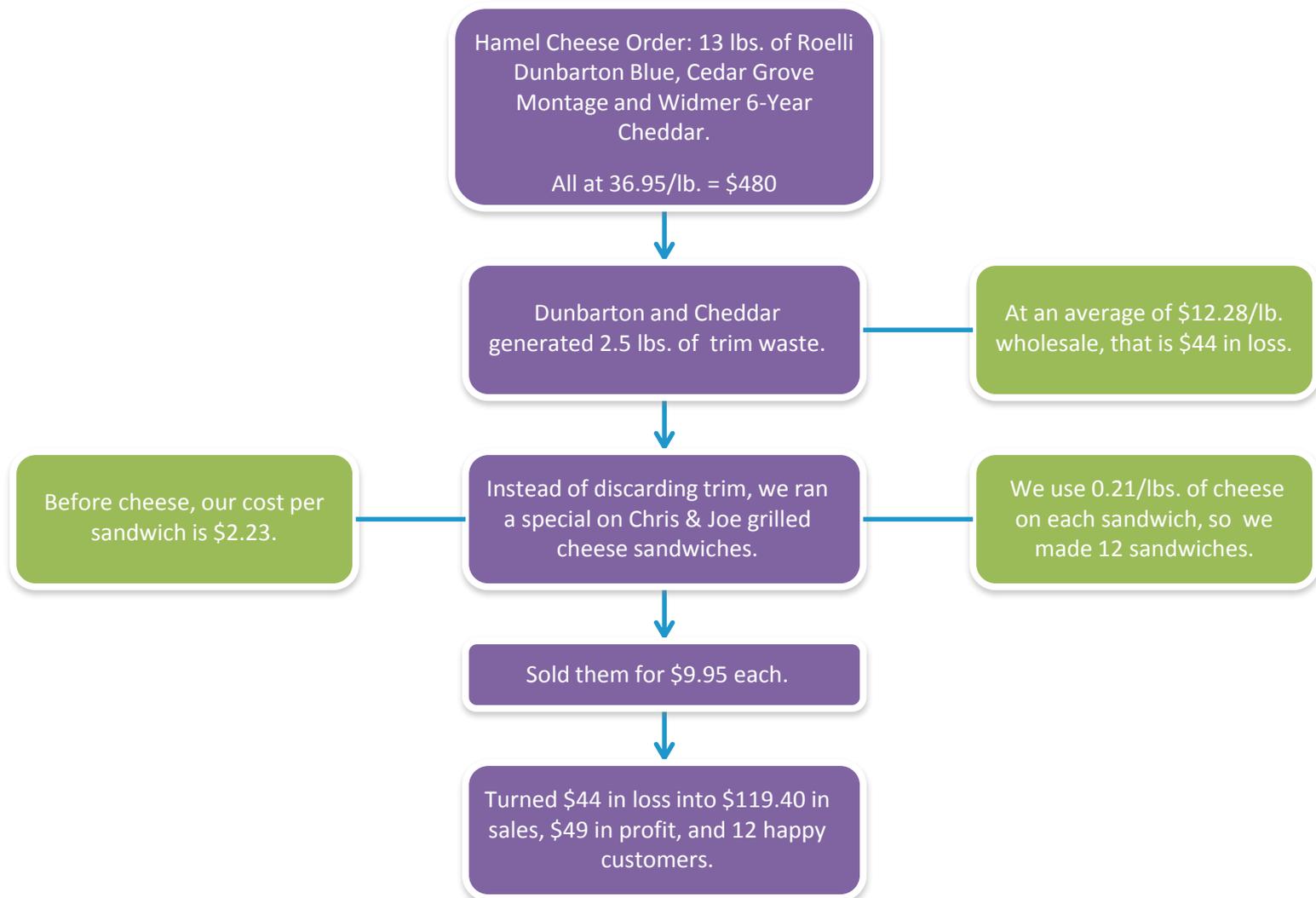
Instead of throwing out the unsellable cheeses, we clean them up, slice them up, and serve them on cheese plates. We lose some cheese to trim, but we end up turning a loss into profit.

## Basic Numbers:

Cheese Wedge	Wholesale Price Per Pound	Hard Cost of Cheese Plate	Original Wedge Weight	Trimmed Wedge Weight	Hard Cost Loss	Retail Value of Loss	Useable for # Cheese Plates
Valley Ford Hwy 1 Reserve	\$8.95	\$0.36	.22/lb.	.20/lb.	\$1.97	\$8.13	4
DeBernardi Two Rock Goat	\$14.70	\$0.59	.20/lb.	.14/lb.	\$2.94	\$6.99	3
Nicasio Square	\$12.80	\$0.51	.21/lb.	.14/lb.	\$2.69	\$7.76	3

There are also \$2.23 in other costs associated with cheese plates (jam, bread, and labor). That means the Total Hard Cost for this cheese plate is \$3.69 and retails for \$9.95. **So we took a potential \$7.60 loss and turned it into \$17.88 in profit** on three and one third cheese plates factoring in hard costs.

# Epicurean Connection: Grilled Cheese Gold



# Epicurean Connection: Maximized Mac & Cheese

## The Epicurean Connection Mac & Cheese

### Basic Recipe

Amount	Item	Wholesale Cost by Volume	Cost in Recipe
10 lbs.	Cooked Pasta	\$40/20lbs	\$ 20.00
8 cups	Cream and/or milk	\$3.29/gallon	\$ 1.65
4 cups	Shredded cheese	\$6.60/lb.	\$ 13.20
2 cups	Fresh Cream Cheese	\$5.46/lb. average	\$ 5.46
1 cup	Sweet Butter	\$4/lb.	\$ 2.00
1 cup	All-purpose flour	\$3/5lbs	\$ 0.90
1 tsp.	salt and pepper		
1 hour	Labor	\$12/hr	\$ 12.00
	<b>TOTAL</b>		<b>\$ 55.21</b>
	<b>Cost per Container (29 Containers in a batch)</b>		<b>\$ 1.90</b>
	<b>Retail Price</b>		<b>\$ 6.95</b>
	<b>Profit per Container</b>		<b>\$ 5.05</b>
	<b>Markup</b>		<b>265%</b>
	<b>TOTAL Profit</b>		<b>\$ 146.34</b>

All profit assumes that the cost of serving the Mac&Cheese to the customer is zero.

The original recipe is great, but how can we improve it?

1. Work with cheese-makers to feature a cheese at a lower price, allowing us to use cheeses that we would not normally use.

This provides us with a better product and encourages sales of that cheese.

Even if the batch is more expensive than our original recipe, we make up for it in cheese sales that we would not have had. This helps cash flow and it helps “cheese flow” for slow selling cheeses.

# Epicurean Connection: Maximized Mac & Cheese

Using Waste					
10 lbs	Cooked Pasta	\$40/20lbs	\$	20.00	
8 cups	Open Containers Milk/Cream	\$3.29/gallon	\$	1.65	Eliminates possible waste from milk.
4 cups	Shredded Cheese with Cheese Trim	\$6.60/lb	\$	6.60	Variable depending on cheese sales
2 cups	Open Containers of Fresh Cream Cheese	\$5.46/lb average	\$	5.46	Eliminates possible waste from cheese and ensures customers get the freshest of the fresh cheese on their sandwiches.
1 cup	Sweet Butter	\$4/lb	\$	2.00	
1 cup	All purpose flour	\$3/5lbs	\$	0.90	
1 tsp	salt and pepper				
1 hour	Labor	\$12/hr	\$	12.00	
		TOTAL	\$	48.61	
<b>Cost per Container (29 Containers in a batch)</b>			<b>\$</b>	<b>1.68</b>	
<b>Retail Price</b>			<b>\$</b>	<b>6.95</b>	
<b>Profit</b>			<b>\$</b>	<b>5.27</b>	
<b>Markup</b>				<b>315%</b>	
<b>TOTAL Profit</b>			<b>\$</b>	<b>152.94</b>	

2. We save trim from our cheese sales and use “waste” to supplement the shredded cheese.

This turns waste into cash and cuts down on the amount of shredded cheese needed for the recipe.

We can think of the monetary benefit as either eliminating the hard cost of the trim loss or as reducing the hard costs of the mac & cheese.

We also use open containers of milk and fresh cream cheese to circulate stock quicker and ensure customers receive the freshest cheese and milk.

# Epicurean Connection: Maximized Mac & Cheese

## Key Benefits:

If we sell 40 batches of Mac & Cheese and save an average of 1 lb. of cheese per batch, we make an extra \$264 by using trim.

We also reap the benefits of having customers taste more expensive cheeses, which they are then more likely to purchase.

And we take the loss of about \$12 for every pound of trim that was already accounted for in our pricing of the cheese and turn it into profit and opportunity.







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THANK YOU!