

SAVAL'S 85TH *cont. from pg 6*

Listening to customers

One of the key components of any good business is to listen to customers and stay up with trends in the marketplace. "We are going to sell what restaurants want," Paul Saval emphasizes. "One of the interesting trends is local, natural, and organic. If there is a demand, we will carry it and sell it! We sell local produce, organic chicken, and halal chicken because these are important to our customers."

Deli Brands of America is currently introducing a new line of natural, antibiotic-free, grass-fed deli meats due to customer demand. "It's Honest-to-Goodness Natural Deli!" Another large initiative is in process to meet the growing trend toward sliced meats. "We are building a new

19,000-square-foot logistics center and slicing operation in Baltimore County. It's amazing what this new slicing machine will do!" he exclaims.

Time to party!

To celebrate its 85th, Saval Foodservice will host the Saval 85th Anniversary Expo on October 9 and 10 at the Landsdowne Resort and Spa (11:00 a.m. to 6:00 p.m.). "We spend so much time trying to be better in house, we often beat ourselves up trying to be better and better. But there are times to celebrate our success, and this is an opportunity to celebrate with our customers. We are proud of what we have accomplished. It's an accomplishment to be in the fourth generation. We are excited to see our customers and celebrate. We

will have on display all the items, from soup to nuts, of what we offer."

Final thoughts on turning 85... it's personal

"I think we like to think of ourselves as the champion of the independent operator and local establishment," says Paul Saval. "We don't sell the national chains. We sell to people like us. To me, it's a real personal business, for good or bad. I would hope our customer base thinks we are easy to do business with and that we



Harry Saval at doorway of an original storefront

contribute to their success."

Harry and Flora Saval would, no doubt, be very happy to know that their dream — now 85 years old — continues to live on and thrive! For more information, see Savalfoods.com.



Top: Second generation Saval sons, (l-r) Howard, Murray, Albert, and Leonard, break ground for Elkridge location

Bottom: Saval's executive team poses with Maryland government/economic leaders



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