



We hope that you've already registered, and plan on attending Sofo's Signature Showcase! In case you haven't, please give us one last opportunity to convince you to attend. The Showcase was designed to provide value and give attendees a competitive edge in the constantly



changing restaurant industry. Over 200 manufacturers will be exhibiting the latest products, and showing you new and innovative ways to expand your menu and increase sales. Sofo Foods has all the national brands



you know by name. More importantly we carry an extensive line of Bellissimo products that cut against the national brands, and provide a significant savings to your bottom line without

sacrificing quality. The Showcase is the perfect opportunity to taste-test thousands of items for yourself and learn how to create unique menu ideas to attract and keep more customers.



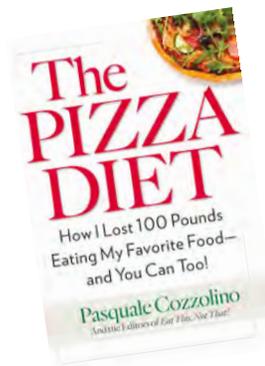
5 STAGIONI FLOUR PRESENTS WORLD RENOWNED PIZZAIOLO & AUTHOR



PASQUALE COZZOLINO



Don't miss Chef Pasquale Cozzolino as he demonstrates his culinary expertise using 5 Stagioni flour! Chef Cozzolino is the author of *The Pizza Diet* and the award winning Executive Chef, at Ribalta Pizzeria in New York.



THE INNOVATION STAGE PRESENTS BRITTANY SAXTON OF SIX HUNDRED DOWNTOWN, 5x WORLD PIZZA CHAMPION

Five-time World Pizza Games champion Brittany Saxton. A 15-year veteran of the pizzeria industry, she owns Six Hundred Downtown in Bellefontaine, Ohio, where she was previously the assistant general manager. Brittany has been a featured speaker at the International Pizza Expo and has been recognized as one of the leading women, owner-operators in the industry.



APRIL 28, 2019
12:00—6:00 P.M.





New Items



Bellissimo Sliced Fresh Mozzarella

Pack Size: 6/1 lb. Sofo Code: 20106

Features & Benefits

- ◆ Pre-sliced for convenience, less mess and consistent slices.
- ◆ **Thermo-sealed for freshness and longer shelf-life**
- ◆ Compares to most popular national brands.
- ◆ No growth hormones

Bellissimo Whole Milk Fresh Mozzarella Loaf

Pack Size: 8/5 lb. Sofo Code: 20401

Features & Benefits

- ◆ **Thermo-sealed for freshness and longer shelf-life**
- ◆ Compares to most popular national brands.
- ◆ No growth hormones



Bellissimo Whole Milk Ricotta Cheese

Pack Size: 6/48 oz. Sofo Code: 90721

Features & Benefits

- ◆ Premium quality without the premium price
- ◆ Authentic Italian style
- ◆ Compares to most popular national brands.



Enjoy food & drinks at the after party:
the Renaissance Hotel
@ 6:00 pm



**DOWNTOWN
TOLEDO**



SEAGATE CONVENTION CENTER
401 JEFFERSON AVENUE
TOLEDO, OHIO 43604

RESTAURANT EQUIPMENT

Burkett
Restaurant Equipment & Supplies

In recent years Showcase attendees have requested being able to see restaurant equipment and a variety of other value added services. We're excited to be able to introduce to some new exhibitors this year. Burkett Restaurant Equipment is the industry leader in new and used restaurant equipment.



MENU PRINTING

Minuteman Press of Toledo offers menu printing, promotional items and design services to help you create affordable marketing materials for your restaurant.



Go to <https://www.sofofoods.com/reg2019>
And register today!

Minuteman Press
WE DESIGN, PRINT & PROMOTE™

SOFO FOODS

Quality Ingredients. Dependable Service.



THE INNOVATION STAGE PRESENTS MICHAEL SHEPHERD, OWNER OF THE WEBSITE PERFECTINGPIZZA.COM, WORLD PIZZA CHAMPION & FEATURED SPEAKER AT INTERNATIONAL PIZZA EXPO



Michael Shepherd is the founder and president of the online pizza consulting website, PerfectingPizza.com, and a four-time World Pizza Champion who has owned and operated multiple pizzerias in Northwest Ohio, most recently – Six Hundred Downtown in Bellefontaine. Over a span of 20 years he grew his small-town locations into a multi-million dollar company by using nontraditional marketing methods, out-of-the-box thinking and a systemic approach to operations, staffing and public relations that consistently earned over 20% in profits.



FRESH PRODUCE DONE RIGHT

WHEN QUALITY MATTERS ALTISSIMA QUALITA

LEARN FROM INDUSTRY
TRAILBLAZERS



SHOWCASE ATTENDEES CAN REGISTER TO WIN THIS VESPA! & OTHER GREAT PRIZES



SOFO'S Signature SHOWCASE

Toledo Seagate Convention Center
SUNDAY, APRIL 28, 2019

COMING SOON!



SEE THESE PRODUCTS & MORE
APRIL 28, 2019





SOFO FOODS

Quality Ingredients. Dependable Service.

COMING SOON!



SOUPS & CHILI

Bellissimo Soups & Chili are hand-crafted to uncompromising standards using the highest quality ingredients. Made-from-scratch, state-of-the-art equipment is used to suspend the cooking process at the moment when all the ingredients are cooked to perfection. This means that the noodles are al dente, the vegetables are crunchy, and the aromatic herbs are as vibrant as the moment they were chopped. Easy preparation ensures that every bowl is as great as the last with virtually no waste. The variety has been selected to offer your customers an assortment that can keep them coming back. Your guests will love the warmth of these Italian classics and American standards.

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Join us at
Toledo's SeaGate
Convention Center!

Go to <https://www.sofofoods.com/reg2019>
And register today!

SOFO FOODS

IS A PROUD SPONSOR OF THE



ABOUT SOFO FOODS

Sofo Foods is one of the largest ethnic food distributors in the United States. Family owned and operated for over 70 years. With roots in the Italian food service industry, Sofo Foods also supplies an extensive variety of quality food products to all types of restaurants. The company is based in Toledo, Ohio and also has distribution facilities in New Albany, Indiana, Suwanee, Georgia and Houston, Texas. With the four facilities, Sofo Foods is able to service restaurants and pizzerias in twenty-two states with a fleet of trucks and over 500 dedicated team members.

Sofo Foods is a proud member of Bellissimo Foods, a nation-wide group of ethnic distributors who have partnered together to serve the growing needs of their customers.



SEE THESE PRODUCTS & MORE
APRIL 28, 2019

