

# PRESS KIT

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# OUR HISTORY

When Louis Balducci rented a pushcart for \$5.00 a week in 1918, little did he know that he was laying the foundations for Baldor Specialty Foods. In 1946, Louis opened a fruit stand called Balducci's Produce in Greenwich Village that flourished into a beloved specialty food shop. Food writer James Beard was a regular customer and noted that Balducci's always sold "the best of the best, at the right price."

A family business from the start, the company employed numerous family members including son-in-law, Kevin Murphy. Murphy ran Balducci's wholesale division, Baldor, so passionately that the Balducci family encouraged him to establish the business as an independent entity in 1991. Over the next decade, Baldor sustained continuous growth while maintaining the standard of excellence that made Balducci's a success. The company cemented its reputation for sourcing expertise after introducing blanched frisee to the American market. Murphy named it "Circus Frisee" after famed restaurant Le Cirque.

Today, Baldor is the leading importer and distributor of fresh produce and specialty foods in the Northeast and Mid-Atlantic regions. The company is headed by Kevin's son, T.J. Murphy, C.E.O. and Michael Muzyk, President. Under their leadership, Baldor remains committed to customer service, quality and innovation.





# BALDOR TODAY

**24 months**  
for a  
pineapple  
tree to bear  
fruit

**\$2,100**

price per pound for our  
most expensive item,  
fresh white truffles



**1,600**

zipcodes in  
Baldor's delivery range



**6-10 days**

to ripen  
Monstera  
Deliciosa,  
our strangest fruit



**47**

different  
pluot  
varieties

**4,659**

Baldor accounts in the  
5 boroughs



**LE BERNARDIN**

our first  
customer

**70**

Baldor  
customers  
with  
Michelin stars



**6,000+**

unique items in  
Baldor's warehouse



**1,557,562lbs**

of mesclun  
mix sold in  
2016



# OUR MISSION

## QUALITY YOU CAN TRUST, SERVICE THAT DELIVERS.

Since the beginning, we have maintained our original promise – curate and deliver the best ingredients from around the world using cutting edge logistics to create a seamless customer experience. Our company is designed to cater to the unique needs of food businesses ranging from white tablecloth restaurants to grocery chains and everything in between. While quality and service are our first priorities, creating a more environmentally sound and healthy food system has become the company’s double bottom line.

“Baldor is a great option for us because they have a good mix of local, specialty and imported items. It’s great that they also carry meat and pantry items and the Fresh Cuts really helps for large events. They deliver to Brooklyn reliably as well which is key for us. I’ve been a Baldor customer since 2000.”

*-Alex Raij, Owner Txikito, La Vara and El Quinto Pino*

“I’ve been using Baldor for the past 20 years. It’s been great to see them grow into a full service company. But, I like that they have a small company approach. It’s all in the details!”

*-Bill Telepan, Owner Telepan*

“I’ve been a customer for the past 20 years and have never thought about switching companies. It’s not just about the products, but the relationships and customer service that make Baldor a great company.”

*-Francois Payard, Owner Payard Bakery*



# OUR LEADERSHIP



**TJ MURPHY | OWNER + CEO**

The specialty food business is in TJ Murphy's blood. As the grandson of Nina and Andy Balducci, owners of the iconic Greenwich Village retail store Balducci's, he was introduced to the culinary world at an early age. He began his career at Baldor during high school under his father, former CEO and founder Kevin Murphy. Since then, he has worked his way through every department at the company beginning as a picker and receiver in the warehouse.

TJ was appointed CEO in 2013 after Kevin Murphy's death. In this role, he has led Baldor with both a reverence for the company's past and a keen eye towards the future. He shares his father's passion for sourcing and maintains Baldor's legacy for buying the best from the best. He is also a believer in the power of data and has implemented sophisticated analytics in order to guide the company.

In 2014, he spearheaded a revamp of the website that will put the company on the vanguard of technological advances in the industry. He is also committed to expanding regional sourcing efforts and leveraging Baldor's logistical power to build a local program that is synonymous with the company's reputation for service and quality. Under TJ's direction, Baldor's Boston location has expanded into a 13,000 square foot warehouse in order to accommodate growth in New England. Recently, he returned to his family's roots by assuming management of the produce division at international retail chain Eataly. TJ lives with his wife Christine and daughter Nina Marie. They enjoy cooking together and keeping Balducci traditions alive through their culinary explorations.

Michael Muzyk brings decades of experience in the culinary arts to his role as President of Baldor Specialty Foods. His dedication to outstanding service and top-notch product quality has informed Baldor's mission and direction over his decade with the company. A graduate of the Culinary Institute of America, he has nearly twenty years of experience as a chef for businesses ranging from cruise ships to white tablecloth restaurants.

Muzyk joined the company in 1995 as a sales representative and served as the Director of Sales. Since assuming the title of President, he has made it his primary goal to secure Baldor's reputation as the leading specialty foods distributor on the East Coast. He built Baldor's food safety program into one of the most highly respected in the country and has led the company's expansion into both Boston and Washington D.C. He also remains actively involved at the ground level, dealing with priority accounts and advising on sales strategy. Muzyk was previously on the Wholesale Distributor Board of the United Fresh Produce Association and has served as a member of the Small Business and Agriculture Advisory Council of the Federal Reserve Bank of New York.

A native New Yorker, he is committed to giving back to Baldor's community and his hometown. He partners with various non-profits and local outreach organizations whose missions align with Baldor's values and dedication to creating a healthier, more just food system. He also plays a crucial role in Baldor's educational events for New York farmers, chefs and students. When he isn't working towards doubling the size of the company, he enjoys exploring new flavors in his kitchen.

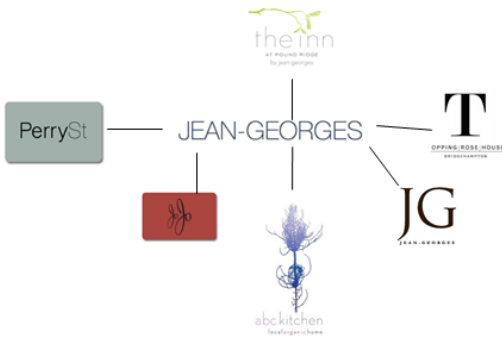
**MICHAEL MUZYK | PRESIDENT**



# OUR CUSTOMERS

## 60% RESTAURANTS

Our unique products and emphasis on local sourcing makes a favorite with white tablecloth restaurants and influential fast-casual chains alike.



## 15% RETAIL

Retail, our fastest growing category.



## 25% HOTELS TO HOSPITALS AND EVERYTHING IN BETWEEN

We are an approved vendor with all major national food service providers and our industry-renowned food safety standards make us popular with hospitals, schools and corporate accounts.





# OUR COMMUNITY



Team Baldor at the Edible Schoolyard field day in spring 2016. Team Baldor built a shed, garden beds, benches, and re-mulched the school garden.

At Baldor, we are committed to our community. We believe that our success is the direct result of our connection to the chefs, retailers, farmers and producers that make up our network. Evidence of this commitment exists throughout our endeavors as a company, from our emphasis on sourcing locally to our participation in industry events. Sometimes, it's as simple as stopping in for a bite at a customer's restaurant.

We also believe that a business is only as strong as the most vulnerable members of its community. In order to actively engage with those who are less fortunate, we instituted our Baldor Cares program. Baldor's home is the Hunts Point area of the South Bronx and this is where we concentrate our energy.

Our charitable partners include:

Underserved Schools in the South Bronx  
Part of the Solution (POTS)  
Edible Schoolyard NYC  
Lustgarten Foundation  
The Food Bank for New York City



# SUSTAINABILITY

Baldor is excited to introduce SparCs, our new initiative to combat America's food waste crisis. Sounds like a tall order, right? It definitely is. Each year, the U.S. wastes up to 40% of its food supply through a combination of production losses, retail waste and, finally, consumer waste. We believe that positive change can only come from within our industry. So, we've made a commitment to reduce organic waste in our facility to zero by the end of 2016.

So, how exactly do we plan to make this happen? Good question! SparCs takes a three tiered approach to eliminate waste at every juncture of our business cycle. First and foremost, we want to ensure that 100% of the edible product in our warehouse gets eaten by a person. Sounds reasonable, right? In order to accomplish this goal, we partner with food reclamation organizations like City Harvest and Food Bank of New York who tend to be less picky about cosmetically blemished produce. We're also preparing to launch a proprietary vegetable "flour" that transforms scraps and trim from our processing facility into a nutrient-dense powder for soups, smoothies, baked goods and more.

Unfortunately, not all of our organic waste is fit for human consumption. Every day, our processing facility generates peelings, tops and trims that are not easily repurposed for culinary use. To keep this nutrient dense material out of the waste stream, we've partnered with local pig farmers on developing an optimally nutritious animal feed. Finally, we're exploring anaerobic digestion to convert any remaining waste into energy to power our facility.

While we're already seeing major results from SparCs, we also know that this is just the beginning. We're amazed by the creativity and innovation happening in this space right now. Stay tuned for more news on SparCs in the months to come!





# PLEDGE LOCAL

Navigating the local season is a challenge and it requires extra work to transition purchasing habits. Baldor's Local Pledge removes the burden by allowing our team to guide our customer's purchases toward local alternatives. By taking the pledge, our customers authorize Baldor's team of expert buyers to substitute commodity items with comparably priced local alternatives whenever they are available.

## Some of our Local Pledge customers include:

Fresh & Co  
 Café Boulud  
 Gramercy Tavern  
 Contra  
 Great Performances  
 Bien Cuit

## REASONS TO PLEDGE LOCAL



### CONVENIENCE

- Consolidate your local orders under a single distributor
- Protect your bottom line with our cost competitive local guarantee



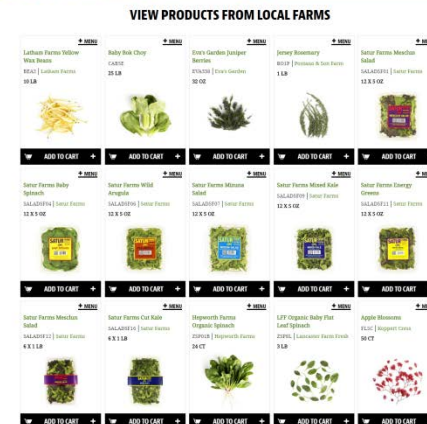
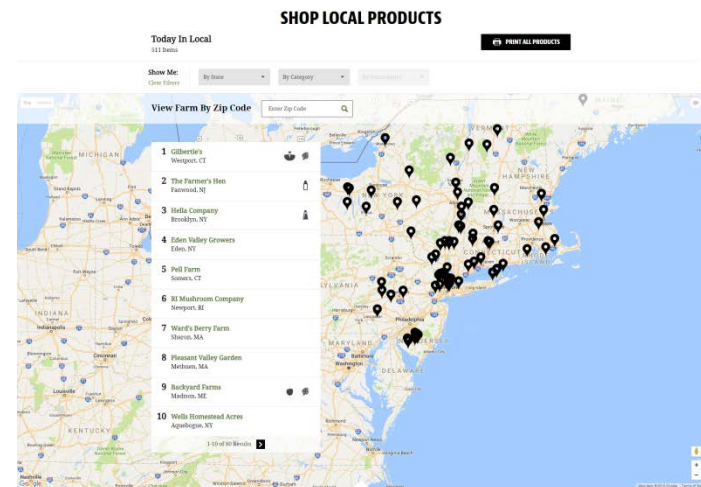
### EDUCATION

- Discover new local farms and products
- Gain access to exclusive Baldor farm tours and events



### RECOGNITION

- Be listed on Baldor's website, mentioned in our press releases and promoted through other communication channels.

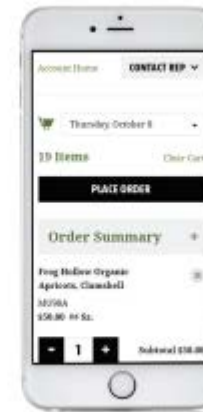


# DIGITALLY DRIVEN

Baldorfood.com is the digital farmer's market. Our fully transactional website allows our customers to easily find what they need and arrange delivery in a few clicks!

## Features:

- News From the Farm: Your go-to resource for market updates and produce news.
- Peak Season: Our expertly curated list of our top seasonal items.
- Seasonal Menu Guides: Our best seasonal items.
- Shop By Farm: Shop by your favorite farm or vendor.
- Shop Local: See the farms we work with in your backyard.





# GET SOCIAL

Our social media presence is quickly growing. We have an audience of 10,000+ social followers. Follow us to stay up to date with Baldor news, new products, events + industry trends.  
Instagram: @BaldorFood | Twitter: @BaldorFood | Facebook: Baldor Specialty Foods



# MEET THE BEET



## BALDOR BEET

Our blog is becoming a go-to source for industry related news. It is also a fun platform where anything goes--share a recipe, an important story, an employee profile or any content that speaks to your brand. We've had amazing features written by influential members of the industry.

Some past bloggers include:

Tamar Adler, Food Writer

Jeremiah Stone, Chef/Owner, Contra + Wildair

Kerri Glassman, Celebrity Nutritionist



BLOG  
features:



[baldorfood.com/beet](https://baldorfood.com/beet)



# NEWS FROM THE FARM

Meet Produce Pat, our resident produce expert. Every week, Pat helps us compile category updates based on weather and market patterns. We put out a weekly News from the Farm report along with a video update from Produce Pat on new and popular items. Tune in on Wednesdays on Baldor's YouTube channel.



Shop brand new items, bargain buys, and those last call items that are on their way out.



**STATS :**  
 Buyer / Originally From The UK / Favorite Fruit : Honeycrisp Apples  
 25 Years In The Produce Biz



Every week, our resident produce expert, Pat Ahern, gives us market updates in our News from the Farm episode. He'll give you the good, the bad, and the ugly on what's going on in the market. He'll also highlight some of our best products in house!

Enjoy these features and more by setting up an online-ordering account! Just send us an email at [info@baldorfood.com](mailto:info@baldorfood.com)!

# WE'RE IN THE NEWS

To see all of our press hits, visit: [baldorfood.com/press](http://baldorfood.com/press)

## modern farmer

FARM. FOOD. LIFE.

“ It's like you're interacting with the produce manager, who happens to be a computer.  
Aug 3, 2016

## THE WALL STREET JOURNAL

“ An electronic kiosk, run by produce supplier Baldor, allows customers to scroll through a list of exotic, seasonal produce not sold in the store...  
Aug 12, 2016

## the SNACK

“ Local is a growing trend, and Baldor is responding to a need at the restaurant, dining, and corporate level for more products that meet the chef's desire to tie their menu creations to a more community-driven ideology.  
Aug 12, 2016

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## After 80 Years Away, the Bronx Grape is Back in New York

by Sarah Jampel • August 17, 2016 • 0 Comments

1 + SAVE

SHARE

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PIN

EMAIL

New York City's native (grape) son has finally returned! A Bronx-born fruit that moved permanently to California is finally back on the East Coast: For the first time in almost 80 years, the Bronx Seedless grape—a cross between the Thompson Seedless and the Concord—will be available for sale in New York City.

This particular grape dates back to a 1925 cross between Thompson Seedless grapes—a leading table grape praised for its sweet mildness—and Concord, with their “Egads!” grapiness” that was developed by Dr. A. B. Stout of the New York Botanical Garden in conjunction with the New York State Agricultural Experiment Station of Cornell University. Of the 68 seedlings raised, the Bronx Seedless was selected in 1931 and officially named in 1937.

## THE WALL STREET JOURNAL

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Manhunt Suspect  
New York City Bomb  
Suspect



New York  
Bombing Suspect  
Known as Reserved



Harvard Is in an  
Unusual Spot. Back  
of the (Investment)  
Class



Justice  
Department Prod  
Tulsa Police Shoot  
of Unarmed ...

U.S. | NEW YORK | NY REGION

## The Bronx Grape Returns to Its Roots

Delicate fruit with intense, floral sweetness is again showing up in the place where it was created



A bunch of Bronx grapes. PHOTO: KEVIN HAGEN FOR THE WALL STREET JOURNAL

By SOPHIA HOLLANDER

Aug. 25, 2016 7:46 p.m. ET

3 COMMENTS

It is a borough known for its concrete and baseball, a part of New York City that infamously burned. But the Bronx can claim another little-known legacy, even as it teeters on the edge of extinction: a namesake grape.

It has been nearly 80 years since Bronx grapes were grown in the Bronx. In the intervening years, the fragile crop moved to farms out west, appearing on the Ark of Taste, a list created by the nonprofit Slow Food USA that tracks “delicious and culturally significant foods” at risk of disappearing.

Through early September, the Bronx grapes have returned to their native city for their short season, showing up on at least one restaurant menu as well as specialty grocers, where they sell for about \$6.99 a pound.



**SAY HELLO!**

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