

Metro Business

D

MONDAY
June 20, 2011
TimesLedger.com

Special report
inside S1

Made
In
Richmond

CONTAINS ALCOHOL (35%)

THE C.F. SAUER COMPANY
RICHMOND, VA 23220

SAUER'S™
• SINCE 1887 •

PURE
VANILLA

EXTRACT

NET 2 FL OZ (59 mL) U

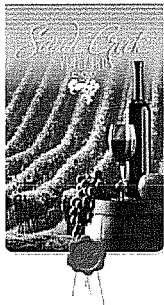
UNION

Now, Equity Lines at 3.74%!
See Ads, Pages D10 and D11

| ADVERTISING CONTENT |

EDIBLES AND DRINKABLES

SAUDE CREEK VINEYARD WINERY



Celebrate the grand opening of the Saude Creek Vineyard Winery on Saturday, July 16 from 11 a.m. to 6 p.m. Sample our fine wines and rare vintages in a gracious setting on the Pamunkey River in historic New Kent County.

Location: 16230 Cooks Mill Road Lanexa, Va 23089
Phone: 804-966-5896
Web: www.saudecreek.com

SAUER'S SPICES, HERBS & EXTRACTS

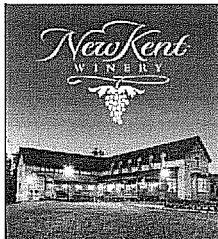


With a focus always on quality — "the purest is the best" — The C.F. Sauer Company has been blending and bottling herbs & spices and making extracts & flavors in Richmond, Virginia for over 120 years. Currently available

in 14 states and nearly 2,500 grocery stores.

Available: Local retail stores including Martin's, some Kroger stores, Farmer's Market, Libbie Market, Shields Market and shortly Food Lion with our Grillers and Rubs. By phone or online. **Location:** 2000 West Broad Street, Richmond, Virginia 23220 **Phone:** (804) 359-5786 **Web:** cfsauer.com THE C.F. SAUER COMPANY

NEW KENT WINERY



The New Kent Winery features antique, reclaimed building materials including pre-Civil War bricks and century-old railroad trusses. The winery offers seven exceptional wines, and guests are invited to relax on one of our lounging porches or in the picnic area.

Location: On I-64, exit 211, 8400 Old Church Rd., New Kent, VA 23124

Phone: (804) 932-8240 **Web:** NewKentWinery.com

Hours: Open Tuesday — Sunday, 10:00am — 6:00pm for tours and tastings

SPECIAL REPORT: Made in Richmond



LINDY KEAST RODMAN/TIMES-DISPATCH

Brenda Crewe pulls an order in the C.F. Sauer warehouse. The company is adding products and pushing past its traditional boundaries into stores in Pennsylvania, Tennessee and Alabama.

Sauer savors a spicy past

Family firm brings Southern classics to other regions

BY CAROL HAZARD
Richmond Times-Dispatch

The C.F. Sauer Co. is as Richmond as they come, and some of its products — namely, Duke's mayonnaise — are Southern classics.

Founded here in 1887, the family-owned company still sells its original signature product — pure vanilla extract.

But it's not a sleepy spice, seasonings and condiments company, said Frank D. Pyszkowski,

senior vice president of sales and marketing for C.F. Sauer.

For the past four years, C.F. Sauer has been reinventing itself, repackaging products, adding products and expanding into new stores and markets, Pyszkowski said.

Its best-selling product, Duke's, is made in Greenville, S.C., along with other condiments in the Duke's line.

But most of its seasonings, spices, steamers and packages are made and packaged at the company headquarters at 2000 W. Broad St. A private-label margarine is made at a plant in eastern Henrico

County.

The company is pushing past its traditional boundaries into stores in Pennsylvania, Tennessee and Alabama.

It's embarked on an advertising campaign to introduce Duke's mayonnaise to the Midwest. And the company recently gained distribution in San Antonio and St. Louis.

"We're innovating continuously," Pyszkowski said.

The company has added all-natural seasoning blends; an organic salt; rubs and seasonings for grilling meats; whole peppercorn grinders with coarse and fine settings;

bagged seasoning mixes for buffalo wings and other dishes; microwave vegetable steamer mixes; and packaged sauce mixes for slow cookers — many in the past couple of years.

Products are sold at Martin's Food Markets and Kroger stores, as well as some Walmart, Farm Fresh and Farmer's Foods stores. They recently were accepted in Food Lion stores.



While one of the oldest food makers in the Richmond area, surviving two World Wars, the Great Depression and the Great

Made in Richmond

Food makers

Here are some other food companies in the Richmond area:

Fiorucci Foods Inc.: Makes and cures salami, prosciutto, mortadella and other Italian-style specialty meats and food from a plant in Chesterfield. Opened in 1986, Fiorucci is owned by Campofrio Food Group SA, a European packaged meats company whose largest shareholder (37 percent stake) is Smithfield Foods Inc.



Kraft Foods: The plant in eastern Henrico has been supplying the Eastern Seaboard with Oreos, Ritz crackers, Chips Ahoy, Premium saltines, Nilla Wafers and Wheat Thins since the 1970s.

Legend Brewing Co.: One of the largest microbreweries in central Virginia. The company has been in business in South Richmond since 1994. Sells its beers at restaurants and pubs in Virginia and some beers in retail stores.



Maruchan Virginia Inc.: Supplies the country east of the Mississippi River with Ramen noodle soup and Instant Lunch Cup, and the entire U.S. and parts of Canada with Yakisoba, a noodle and vegetable dish, from a plant in Chester-

field. The Japanese-owned company opened the plant in 1989.

San-J International Inc.: Maker of soy sauce, Asian cooking sauces, salad dressing and soups from a plant in eastern Henrico.

Ukrop's Homestyle Foods: Maker of prepared foods and baked goods, including Ukrop's Rainbow Cookies and White House rolls. Products are sold under the Ukrop's name at Martin's Food Markets stores and under the Good Meadow name at Kroger and other grocery stores outside the Richmond area.

Daystar Desserts: Makes and sells desserts to grocery stores, hotels and restaurants and for church and school fundraisers under the World's Best Cheesecake name. Company moved its operations to Hanover County in 2004.

Recession, C.F. Sauer represents a small sampling of the foods made here.

The area is home to makers of Ramen noodles, hummus, salami, prosciutto ham, soy sauce, cheesecake, Nilla Wafers, Chips Ahoy, margarine and beer.

What else does one need?

Not to be forgotten, Ukrop's White House rolls

and other famous-in-Richmond baked goods are made and distributed through Ukrop's Homestyle Foods — a company formed after the sale of Ukrop's Super Markets Inc. in 2010 to Royal Ahold NV, a Dutch supermarket conglomerate.

A gourmet cheese maker got its start in Midlothi-

an nearly five years ago on the second floor above a garage at the home of Bonnie and Ron Adleman.

"I'm a Southern girl, so I am supposed to like pimento cheese, but I didn't — so I just made my own recipe," Adleman said. She uses all natural products with no fillers and no carbohydrates — a chunky cheese, not the goopy, runny stuff.

Introduced in the Kroger store at The Shoppes at Bellgrade in Chesterfield County the day before Thanksgiving in 2006, Miss Bonnie's Gourmet Pimento Cheese Spread sold out. She and her husband delayed Thanksgiving one day that year so they could churn out more cheese. The business grew from there.

"It got so busy," the inventor said. "People worked almost around the clock. It was overwhelming."

Her cheese spreads are now available in 250 Kroger, Giant Food, Martin's stores and military commissaries in 10 states and Washington.

The Adlemans moved production from their home to Winchester in 2009, but the couple still live here and remain involved in marketing and new product development.

Whether a cottage industry or a huge production, American in origin or international in scope, food makers here are a diverse group.

"We have great story in food . . . and a long history in that area," said Gregory H. Wingfield, president and chief executive officer of the Greater Richmond Partnership, a regional economic development

group.

The history lends itself to a workforce that understands the industry, the rules and regulations, and the need sometimes to run second and third shifts, Wingfield said.

"We have a culture attuned to the food industry," he said.



The Sabra Dipping Co.: a joint venture between Israel's second-largest food company and New York-based PepsiCo, opened a 110,000-square-foot factory last year in the Ruffin Mill Industrial Park in Chesterfield.

It's one of the nation's largest hummus makers, as the chickpea paste — which originated in the Middle East — becomes a staple in many U.S. households.

It's also one of the newest and fastest-growing food makers in the county, said Will Davis, economic development director for Chesterfield.

The plant, which employs 400 people, runs around the clock, producing 180 tons of hummus every day, and distributes hummus throughout the U.S. and Canada.

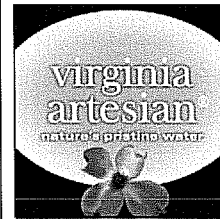
The food industry is one of the county's prime targets for economic development, Davis said. Food manufacturers tend to be major employers and make capital-intensive investments, he said.

"When you target the food industry and attend trade shows, you become known as a good place for business."

chazard@timesdispatch.com
(804) 775-8023

EDIBLES AND DRINKABLES

VIRGINIA ARTESIAN WATER



Pure, delicious tasting water, bottled at source in Hanover County by Virginia Artesian Bottling Company. Always bottled within hours of leaving the underground aquifer, the goodness and purity of Virginia Artesian Water is consistently

confirmed by the FDA and the State of Virginia.

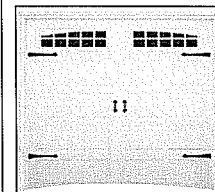
Available: Whole Foods Market, by phone or online.

Phone: (804) 779-7500

Web: VirginiaArtesian.com

HOME REPAIR

SEALEZE, A UNIT OF JASON INCORPORATED



Typical vinyl weather stripping fails over time, cracking and tearing with use. Brush weatherseal performs consistently over time and in extreme temperatures without degenerative effects. It's

energy efficient, covering the cracks and crevices around entry doors of all types as well as overhead garage doors.

Location: 8000 Whitepine Road, Richmond, VA. 23237

Contact: info@brushweatherseal.com Web: brushweatherseal.com