

# THE PRODUCE NEWS

Vol. 110, No. 50

COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

Week of December 10, 2007

## Supreme Cuts launches year-round, off-the-cob fresh kernel corn

Mahwah, NJ-based Supreme Cuts, a premier processor and distributor of high-quality pre-cut vegetables, has become the first company to manufacture fresh off-the-cob corn.

The new product, "Off the Cob" fresh kernel corn, is the brand name for the new product, which boasts a 14-day shelf life. This new product will be an important and innovative option for supermarket chains and the foodservice industry, which will now be able to offer customers the benefits of fresh kernel corn year-round in convenient "off the cob" presentation.

Prior to this unique new product from Supreme Cuts, the only way to preserve the fresh taste of kernel corn was to freeze it.

As the first fresh kernel corn product on the market, Supreme Cuts "Off the Cob" corn will fill a previously unmet need for supermarket and foodservice professionals who will welcome the fact that they will now be able to offer customers fresh kernel corn throughout the year. In addition, its off-the-cob presentation and packaging will be a significant value-added convenience for the foodservice industry as well as supermarket customers by eliminating the need to have to "husk and shuck" fresh corn to obtain fresh corn kernels. The

corn is preparation-ready; it comes triple washed and is microwavable within the package.

"Through the decades, we've built solid relationships with the top vegetable growers, working to set the quality standards and innovative solutions that our supermarket chains and foodservice clients have come to expect, such as our snapped green beans, rainbow bean medley, sno peas, sugar snaps and French beans, as well as baby vegetables," Merle Axelrod, president of Supreme Cuts, said in a press release. "It was with this solid foundation in mind that 'Off the Cob' corn was born, and we know that it will be an important new solution for supermarket chains and the foodservice industry."

The "Off the Cob" product is available in all states east of Denver and is sold in convenient package sizes to suit supermarket chains with a retail price of \$2.99 to \$3.20



per 12-ounce bag. For distributors, there will two-and-a-half-pound bags available at \$1.85 to \$1.95 per pound. The product will additionally be available in larger packaging for clubstores.