

Code	1.1 Job Title	1.2 Biz Type	1.3 Volume of bus.	1.4 How many workers	1.5 How bus. works	2.1 Product list	2.2 Your markets?	Most profitable mkt?	2.3 Satis. detail
Proc.01	President.	Corporation.	3-4,000 meals/day. 10 airlines. Less than 5% of airline meals. 2 refrig. trucks.	25 employees	Complete Kosher meals food service to airlines. Cooked, chilled, portioned, packaged (double sealed). Get order AM for that PM's flight. Food is prepared within 24 hrs. of arrival @ plant. Bus. 5 yrs. old. Goal: change consumer views on airline food.	Wkly: 5-10 cases (ca) melon, 10 ca grape, 20 ca apple, 30 ca cuke, 65 ca cherry tom, 2 cases zucc., 23 ca carr. No fresh crucifers or leafy vegs; only froz. Kosher meat: poultry, roastbeef. Some dairy	Jewish & Muslim (know it will be good & pork-free)	Also looking at Kosher TV dins in future	Myron Produce Co, Bronx: mixed satis, depen on season. Sometimes not fresh & I reject. #1 freshness & price, #2 on time.
Proc.02	Manager & Buyer.	Corporation.	4 trucks	17 employees	Est. 1918 as part of Flaum Retail. Prepare fresh appet. salad, pickles for Orthodox mkt. in NYC region & NYState (Catskill resorts), NJ (Shoprite Supermkt). Buy fresh raw vegs & proc & package them.	Sour pickles, peppers, herring, smoked fish, potato salad, coleslaw. Pickles a specialty. Kosher is seen as sign of quality.	Food stores, institutions, schools, restaurants.	Food stores (small to large).	Not married to one wholesaler, but stick to one for critical things, so when shortage, he gives to you.
Proc.03	Satmar	Synagogue-owned corporation.	50 veal every 2 weeks (Kosher red veal)	15: 5 full- & 10 part-time.	Accept meat only w/ stamp of our Rabbi. Meat&poultry come in as carcasses. Cut, wrap, retail meat @ store. Poultry from NJ (Island Poultry), beef from big place outside Chicago, sent to Alie Proc'g. We send our Rabbi there every week.	Chicken, turkey, red veal (NJ), beef (Chicago). Chicken bottoms sell more than breasts. (Dark not white meat). No white veal.	99% are W'burg customers, Hasidic & low-med income	Blank.	Sometimes more sat'd than others, but I know natural means there will be differences in product: qual means nat.& diff.s OK.

Code	3.1 Supplier for ingreds	3.2 Supplier contact info	3.3 Services expected	3.4 Pref'd payment terms	3.4B Pref'd deliv. sched
Proc.01	Myron Produce, Brx. Qual. Froz., Brklyn. Alle Meats. Ahava Dairy, W'burg.	Blank.	Refrigerated truck, no ice, no pre-processing.	Blank.	Blank.
Proc.02	Wonderful Produce (cukes). Bronx or wholesaler: potatoes.	Note: Trailers from SE US, rarely NY grown. Stopped buying b/c need fresh, not stored cabbage.	Fresh, not stored cabbage.	Blank.	Blank.
Proc.03	Blank. See orig. survey for long discussion on Kosher meat & farms.	Blank.	Blank.	Blank.	Blank.

Code	3.5 Pay more for qual?	3.6 Comments re prod.?	3.7 Feelings re profitab.	4.1 May call again?	4.2 May take photos?
Proc.01	Comes down to if airline will pay more-not likely.	Shortages happen & we have to substit. sometimes. e.g. radish rose for tom.	Fixed contract w/ airline protects us from fluctuating food prices, but it hurts when our costs go up	Blank.	Blank.
Proc.02	Blank.	When there's a shortage, you deal w/it: cut pickles into pieces, etc.!	Price is usually the same among wholesalers.	Blank.	Blank.
Proc.03	Like to stay where I am price-wise to keep cust.	Take white vs. red veal. White looks better but isn't natural.	We opened this mkt not for profitability but to get highest qual meat. But we want to make money.	Blank.	Blank.

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