



From Our Family to Your Kitchen.

May Newsletter

Sierra Meat & Seafood May 2023

It is our pleasure to present to you our first company newsletter! This is an exciting time for Sierra Meat & Seafood Company. In the past year, we've established a team filled with passionate people who are eager to serve you, this newsletter is our first step to sharing that passion with you.

As many of you know, we are a family-owned company, now in its fourth generation of leadership, but the family at Sierra Meat & Seafood goes far beyond the last name Flocchini and the four walls of this building - you are our family, too.

It is our commitment to you that we will share our wins, learnings and upcoming projects with you, the same way our family sits around the dinner table and tells us about their day.

We're four generations into the meat industry and still writing our family's story; and we look forward to bringing you along for the ride.

From our Family to Your Kitchen.

Sincerely,

Bernadette Flocchini

Bernadette Flocchini

Senior Vice President, Director of Specialty Proteins



DELIZIE FOODS

Benvenuto Delizie Foods!

Our team is so excited to share with you all that we are officially carrying products from Delizie Foods! Delizie Foods is made up of three families, united by strong values and has been an importer and distributor of fine Italian food since 2017. Their mission is to consistently be the leading Italian and Mediterranean food distributor in the marketplace; delivering quality food products, valuable, and reliable service to the Italian restaurant and pizzeria segment, as well as numerous other concepts. As a family-owned business, their goal is to make their customers and suppliers feel like part of the family. Pasta, Olives and Cannoli Shells, Oh My!

To view the Product Guide for Delizie Foods, please click the link here:

DELIZIE PRODUCTS

MEAT OF THE MONTH



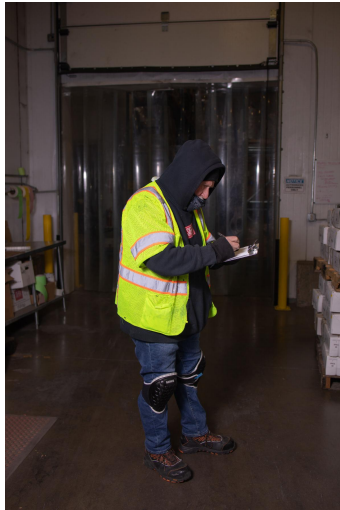
It's that time of year again! The Reno Aces have kicked off their 2023 Season

Dry Aged Bison Burger

SMS Code - 710350



and we are honored to be partners for another year! At every Sunday home game, you can watch the Flocchini Sausage Races where Isabella Italian, Billy Beer Brat and Louis Andouille will race for the throne. The Reno Aces also added a second Flocchini Sausage cart to Greater Nevada Field, so now you can get your sausage and peppers or bacon wrapped hot dog at multiple places! The Flocchini Sausage carts are located behind section 112 and behind the berm. Want to serve the same sausage as Greater Nevada Field at your restaurant? Contact your local sales representative today!



LET'S TALK OPS!

The departments that make up our Operations Team at Sierra Meat & Seafood Company are focused on improving this year more than ever! Our warehouse staff are focused on being accurate, timely and flexible to meet customer needs, and delivery drivers are working to satisfy all customer delivery requests through great customer service, timely deliveries, and safe driving.

One of the new and exciting projects comes from the logistics department! Our logistics team is currently sourcing additional opportunities for LTL carriers to ensure that we are always competitively priced, reliable, and communicating effectively.

In the maintenance department, maintenance manager, Darren Bell and his team are diligently working to keep our production equipment operational to ensure that we are completing and exceeding our daily production schedule.

In the production room, Johnny Mann, Steve Possemato, and their teams are relentless in their pursuit to keep our production room safe, efficient, and maximizing our performance daily.

We are grateful to have many dedicated and result driven people on our team and look forward to sharing our progress with everyone!

SUSTAINABILITY

Welcoming the Sierra Meat & Seafood Green Team!

Within the last year at Sierra Meat & Seafood Company, we have established a new culture and awareness surrounding sustainability. We are proud to announce that we now have a Green Team made up of passionate, result-driven people, who meet regularly to discuss how we can contribute to leaving our industry greener than we found it. One of our first steps is to make the transition to unbleached boxes for Durham Ranch Bison Products. All boxes start out as brown because they come from the woody compound called lignin, derived from wood pulp. To change their natural color to white, they are treated with a Chlorine-based bleach.



When chlorine binds with carbon-based (organic) compounds such as lignins in wood pulp, it produces highly toxic dioxins. The World Health Organization describes Dioxins as "environmental pollutants. They belong to the so-called "dirty dozen" – a group of dangerous chemicals known as persistent organic pollutants (POPs)." These types of toxic pollutants (POPs) take a very long time to break down once they are in the environment, allowing potential harm to come to living organisms.

Our Green Team changes won't stop at the switch to unbleached boxes and we have big goals to achieve, but we are thrilled to share our efforts with you! If you'd like more information on our sustainability plan, please contact Kate Castro at kcastro@sierrameat.com!

MEAT THE FAMILY



**Megan
Hamilton -
Senior Director
of National Retail
Brand
Development**

I have been working in food and beverage sales for 23 years both in the food service and the retail markets across the country.

I started as a foodservice broker in the Carolinas, went out to California to work with foodservice software then came back to the SE working for Kraft as a regional sale rep, was promoted to Key Account Manager and went to Cincinnati and then to a Customer Team Leader which took me to Alabama. I continued to work for Kraft managing their largest coffee customer in North America until an opportunity came along from PepsiCo that took me into the retail side of the business. I started managing 7 family-owned franchise bottlers across Alabama, Georgia and Florida and then took a role managing National Account business nationally.

After 7 years with Pepsi, Keurig Dr Pepper offered me a position to manage all franchise locations as well as their Pepsi partnership for the West and South divisions of the country. During this time was when I had also established a relationship with Bernadette and Patrick and learning about Sierra Meat and Seafood. I knew from minute one that it was a place all of very special people and that it was rooted in the highest of integrity and value for its people, its relationships with business partners and its commitment to the highest quality of product being serviced. I also had the pleasure to speak with several team members, one of which was Carol, and I felt at home before I was even on the payroll. I felt that God was leading me here and eventually, the timing was right.

I do what I do because I sincerely love this industry. My dad was in the industry for over 50 years, and it started with my grandfather owning a meat packing plant. I value the people that make up how we win every day from start to finish and those are all core values that I believe in and live every day. Interested in growing your retail with Sierra Meat & Seafood? Please email me at mhamilton@sierrameat.com!

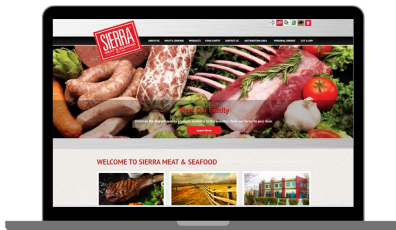
EMPLOYEE UPDATES

Movin' on Up!

At Sierra Meat & Seafood Company, we encourage employees to grow in their role and want to help them build lifelong careers in the industry! We are so excited to announce those who have been promoted within the company to further their careers with our family:



James Grisamer promoted to Production Expeditor at Flocchini Family Provisions
Frankie Garcia promoted to Replenishment Buyer
Nick Martin promoted to Night Shipping and Receiving Supervisor
Robbie Short promoted to Production Quality Assurance Supervisor
Nickie Ruiz promoted to Production Supervisor of the Fish Room
Gonzo Quinones promoted to Warehouse Lead
Tyler Portue promoted to Receiving Lead
Lizeth Rangel-Valle and Michele Merrell promoted to Sales Representative Apprentice
Milton Mejia-Hernandez promoted to Fresh Fish Category Manager
Carol Jerwick promoted to VP for Sales
Jakob Day promoted to Operations and Continuous Improvement Manager



Sierra Meat & Seafood's website is getting a new look! Stay tuned for when our new site goes live. Want to be featured on our website?

Contact marketing@sierrameat.com for more information on our marketing program.

Download our new app to order, pay, and earn cash rewards:<http://www.cutanddry.com/sierra>



Sierra Meat & Seafood | www.sierrameat.com, 1330 Capital Blvd #A, Reno, NV 89502

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