



From Our Family to Your Kitchen.

August Newsletter

Sierra Meat & Seafood August 2023

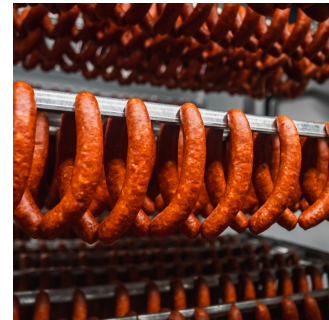
Our Featured Vendor of the Month:

FLOCCHINI FAMILY PROVISIONS



Handcrafted sausage can be made from many recipes, but Flocchini Family Provisions, our sausages are simple. Made with the fewest ingredients possible, we focus on using whole muscle meats and only the finest herbs. A fourth generation family company, we have fine tuned our skill at crafting authentic, flavorful meats through traditional means. Small batches and classic processes produce a high quality, fairly priced sausage rooted deep in rich heritage.

Taste that is Pure, Traditional and Satisfying.



MEAT OF THE MONTH

Ribeye Miscuts FZ
SMS Code - 969055
2X5LB



OCTOBERFEST PREPERATIONS



As we prepare for Octoberfest festivities, we are now taking preorders for all your sausage needs at Flocchini Family Provisions! Contact your local sales rep or give us a call at (775)-322-4073.

Ways to Prepare:
Slice or Dice!



LET'S TALK OPS!

Warehouse

The Warehouse is preparing for the first deliveries of ribs for the Best of the West Rib Cook Off and staying nice and cool in our freezer during the heat wave!

Production

Our Production teams are working long hours to keep up with increasing retail demand in the grind room. Thank you to our amazing production team!

Maintenance

Maintenance is aiding in preparation for our SQF audit and maintaining our refrigeration in the heat of summer! Wish us luck in our biggest food safety audit of the year!

Delivery

Delivery Drivers have been dispatching earlier and are excited to be completing their day sooner while providing excellent service to our customers, beating the heat and getting your product to you quicker!



SUSTAINABILITY
MSC Certified!

Sierra Meat & Seafood Company has met the Marine Stewardship Council's strict standard for *sustainable and traceable seafood*, becoming the only MSC certified manufacturer and

distributor in our region. The MSC is a global nonprofit organization that works with fisheries, seafood companies, scientists, and conservation groups to change the way the oceans are fished, address food fraud, and make it possible for consumers to purchase sustainable, traceable, wild seafood. Fish and seafood with the infamous blue MSC label comes from a fishery that has been independently assessed on its impacts to wild fish populations and the ecosystems they're part of.

When you see our seafood products with the MSC blue fish, you can be certain your seafood is sustainable – ensuring that fish are caught at levels that allow the population and the ecosystems on which they depend to remain healthy and productive.

For more information, please contact **Kate Castro** at kcastro@sierrameat.com.

MEAT THE FAMILY

Carol Jerwick Vice President of Sales

I am a student of all things protein. I have a degree in Child Life Therapy but early on realized that I was destined to be in sales, particularly protein sales. I have a quest for knowledge, I try to learn something new, make a difference and have fun doing it every day. My passion for what I do and how I do it, is both my biggest strength and my biggest weakness. In my spare time I am a Nana to 5 , 4 girls and 1 boy. I love to cook, and have a huge cookbook collection.

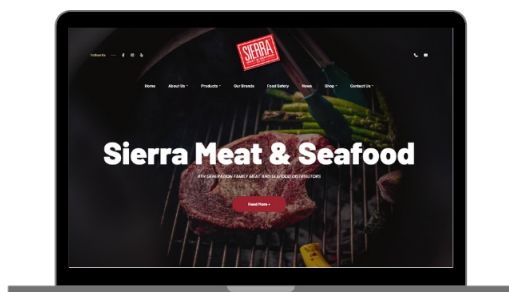


For inquiries on National Sales contact Carol at nationalsales@sierrameat.com!

EMPLOYEE UPDATES

Recognition

Sierra Meat and Seafood would like to recognize Nick Martin for going above and beyond in his new role as Assistant Night Shipping and Receiving Manager. Nick has led his team to streamline processes and exceed their expected numbers. Additionally, Nick has worked additional hours to lend a hand to dayshift to ensure our customers receive their product on-time and as promised. Thank you, Nick, for being such a positive leader and part of the Sierra Meat and Seafood family!



OUR NEW WEBSITE IS LIVE!

Want to be featured on our new 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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