

FRESH IDEAS FOR INDUSTRY LEADERS

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a clear view

CUSTOM FOOD PRODUCTS SAYS IT IS DR
TO UNDERSTAND ITS CUSTOMERS' NEED

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Mission Produce champions the humble avocado.
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Fortuna's Sausage has won acclaim for its all-natural product.
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PLUS A CELEBRATION OF DARK, HEAL



FAMILY HISTORY

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Cased in Quality

Fortuna's Sausage has received national acclaim for its all-natural, dry-cured sausage. 'We are one-of-a-kind,' its owner says. By Kathryn Jones



company profile

Fortuna's Sausage Co.
www.fortunasausage.com
Headquarters: Sandgate, VT
Employees: 4
Product: Sausage and salami
Patti Fortuna-Stannard, owner:
"We started making our Italian sausages locally over the counter to our customers. And the demand grew and grew."

explains. Her grandparents migrated from Calabria, Italy, and operated a meat market in Connecticut, which was where her parents met before they opened a chain of delis across the state. When she and her husband, Paul Stannard, opened their own deli in 1982, "We started making our Italian sausages and selling them locally over the counter to our customers," she recalls. "And, the demand grew and grew."

One day, unbeknownst to Fortuna-Stannard, a food editor at the *Los Angeles Times* had stopped through the deli while on vacation. "The next thing we knew, the phone was ringing off the wall from L.A., and we weren't sure why," she says. "We asked a customer how they heard about us and they said, 'You didn't know? There was a wonderful article in the *LA Times* calling your sausages 'America's Best.' At that point we realized why we were getting the calls."

"The next person who called happened to be from the mayor's office and offered to fax a copy of the article," she continues. "Later in the day, Jay Leno's wife called and placed an order. All of these little things for a small town in Rhode Island were just huge. We thought things were going well and saw a new

When the *Los Angeles Times* declared a small Italian deli in Rhode Island has "America's Best" sausage, some said it was good fortune. But for Fortuna's Sausage Co. owner Patti Fortuna-Stannard, it's the quality of the product that earned the company its title. "We do not use any nitrates, no preservatives, no fillers, no additives," she says. "It's made exactly the same way my grandparents made it more than a hundred years ago in Italy." The Fortuna sausage brand stems from a family history of making delicious sausage, Fortuna

>> Fortuna's Sausage Co. does not use nitrates, preservatives, fillers or additives in any of its products.