



For more information, contact:
 Sara Thomas Dietrich
 Sales & Marketing Manager
 618-677-2282
sthomas@delistarinc.com

Deli Star Corporation Opens St. Louis Innovation Center

Facility provides collaborative environment for Customers, R&D, and Marketing

(FAYETTEVILLE, IL) January 19, 2016—Deli Star Corporation announces the opening of its new Innovation Center in downtown St. Louis. This venture is the Illinois-based company's first investment in Missouri in its 28-year history; it demonstrates the company's commitment to research and development, and looks to fuel aggressive growth plans by nurturing and furthering Deli Star's current and future customer partnerships.

The new Innovation Center is located in downtown St. Louis' Laclede's Landing district at 727 North First Street, and features a state-of-the-art, restaurant-style kitchen for R&D with adjoining conference rooms, employee offices and additional meeting spaces. Customers will work side-by-side with Deli Star's R&D team and chefs, fueling collaboration in creating innovative protein solutions for the foodservice industry. The Innovation Center will celebrate its grand opening on February 26, 2016.

"Our new second home provides a custom location to help our customers grow, while giving us an arena to showcase our products, speed R&D and boost our AMVAC fresh meat division," says Justin Siegel, President of Deli Star Corporation. "The center's close proximity to Lambert-St. Louis International Airport and the St. Louis metro area's business zone makes it an ideal and enticing place for us to welcome our existing partners and potential new partners.

"We are committed to bringing products to our customers and to the market quicker than any of our competitors, and this Innovation Center, centrally located in the U.S., will allow us to best do so," Siegel adds. "The center will provide an even greater commitment to our research and development, one of Deli Star's core values that help us to align our purpose and vision."

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“Quality Cooked Meats”

Fayetteville is within close proximity of the new Innovation Center and is home to Deli Star’s state-of-the-art, SQF-accredited meat processing facility, where it implements a proprietary post-pasteurization process that guarantees its processed meat products are free of preservatives, harmful bacteria and foodborne pathogens. Deli Star’s processing facility also packages case-ready fresh meat with a unique packaging format developed by its AMVAC division. The Innovation Center provides R&D needed for new product introductions and marketing strategies, while its packaging operations continue to grow at the Fayetteville plant.

ABOUT DELI STAR:

Deli Star Corporation produces high quality cooked meats for America’s finest sandwich makers, salad makers and food service operators. With a strong focus on food safety, customer service and research and development, Deli Star is committed to providing the taste, quality and service that their customers expect and deserve. Their main purpose is to lead innovation and maintain respect in the food industry, provide the safest, highest quality, best tasting protein to the world, and a safe, healthy work place where all of their employees have a clearly defined purpose at work and in their life. For more information please visit their website at www.delistarinc.com.

ABOUT AMVAC:

AMVAC, the case-ready fresh meat division of Deli Star, has patented a unique packaging format that increases shelf-life and improves the fresh, consumer-preferred color of vacuum packaged meats. We improve the efficiency, profitability and sustainability of vacuum-packaged burgers, grinds, sausages and steaks by capitalizing on our scientific expertise. AMVAC is focused on reducing waste while protecting nutritional value and freshness for the grocery consumer. Our technology is marketed through private labels to convenience, grocery and discount stores. AMVAC continues to live Deli Star’s purpose to lead innovation and maintain respect in the food industry and provide the safest, highest quality protein to the world.

COMMITTED TO RESEARCH AND DEVELOPMENT

DEDICATED TO CUSTOMER SERVICE