

A Message from Sam Panos, President and CEO

How quickly this year is flying by! As we begin Q4 of 2022, I'd like to take the opportunity to thank you for choosing Panos as a distributor for your business. Whether you are a new customer, or you've been with us for some time, we appreciate your support and partnership. This year has continued to present unique challenges to our industry, and I hope that our team at Panos has helped you navigate some of those challenges.

Our buyers continue to strive to bring our customers high quality products at competitive prices. Our family of exclusive, private brands through UniPro do just that. We recently added Crestview Poultry, and our portfolio of these exclusive brands is ever-growing. Our current exclusive brands include Brighton Farms, Companions, Copper Creek, Cortona, Crestview, Gourmet Table, Highland Market, Ocean Horizons, Rangeline, SunSource, SweetSource, Versa, World Horizons and Creekside Ranch Provisions, our Panos private label brand of quality spices.

To learn more about each of our exclusive brands, we encourage you to visit our website at panosfoods.com/products/categories-brands.html or reach out to your Panos sales representative.

One of our top priorities for this year was to increase our communication and engagement with all our customers. We are actively working to increase our presence on social media channels, to share exclusive content and inspiration from Chef Dan. Here are a few ways you can engage with us:

- Contact your sales representative
- Contact our customer service team at 630-735-3200
- Engage with our social media channels: Facebook, Instagram, Twitter & LinkedIn
- Utilize Chef Dan, our culinary expert, by scheduling a trip to the Panos kitchen (you'll get some great menu inspiration... we promise!)
- Connect with our buyers about product offerings and product sourcing
- Connect with our imports buyer to learn more about our goods imported exclusively from around the world

Thank you again for your support. We look forward to finishing the year strong together.

20 IDEAS TO GET NEW CUSTOMERS IN YOUR RESTAURANT

1. TAKE AMAZING PHOTOS

Your food is what brings people into your restaurant right? After all, they're there to eat. So shouldn't you have really, really good looking photos of your restaurant's food? Invest in a decent camera and start practicing your photography skills. Use these images all over your website, social media and in other advertisements to get people craving what you offer.

2. USE EMAIL MARKETING

You need to start email marketing if you're serious about getting customers in the door. You can easily start collecting emails on your website with an opt-in form. Offer something like a \$5 or \$10 off coupon in exchange for their email address. Use these emails for a newsletter promoting your new menu items, upcoming events, and specials. Don't spam people as you'll begin to annoy them. An email once a week to once a month will benefit your restaurant and your customers.

3. SCHEDULE LIVE MUSIC

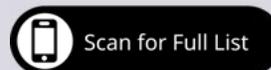
Everyone loves a little dinner entertainment. Scheduling live music consistently at your restaurant brings people in the door as it gives you events to promote and makes your restaurant look like the place to be.

4. OFFER FREE WIFI

Wifi is very important, and in some cases a necessity for a lot of restaurant customers. Many people decide on where they are going to eat based on whether or not you have Wifi. Your customers want to socialize online or even to get caught up on work while at your establishment so it's important to give them that incentive to come in.

5. BE ACTIVE ON SOCIAL MEDIA

Social media is one of the most powerful marketing tools for restaurant owners as it's where your customers are hanging out. Social media allows you to engage with your customers to keep you on their mind and bring them into your restaurant.



IMPORTS

Our imports buyer, Alexios, works to find our customers quality products from around the world. Reach out to your Panos sales representative to learn more about our imported goods or to connect with Alexios.



Since the first pasta was produced in the workshop of the Michaelides and the Konstantinis family in Piraeus, until today, MISKO has been producing delicious pasta with high nutritional value and unquestionable quality to meet the modern needs of its consumers; pasta which we trust and has always stood out at the top of the Greek market.

250391	MACARONI/PASTITSIO #2	24/17.5 OZ
250393	MACARONI #5	24/17.5 OZ
250394	SPAGHETTI #6	24/17.5 OZ
250401	MEDIUM ORZO	20/17.5 OZ
250392	LARGE ORZO	20/17.5 OZ
250399	CHILOPITAKI	15/17.5 OZ



ZAGORI Natural Mineral Water is created only by nature, in the pure and protected Natural area of the northern Pindos mountain range. Its journey in the greater Zagori area starts as snow flake or rain drop. It then slowly flows through the underground rocks, where it is naturally enriched, and acquires its unique composition. "ZAGORI" Natural Mineral Water is nature's pure product, without any processing or human intervention.



310403	NATURAL MINERAL WATER, PLASTIC	24/5L
310404	NATURAL MINERAL WATER, GLASS	12/5L
310405	NATURAL MINERAL WATER, GLASS	12/1L
310406	NATURAL SPARKLING MINERAL WATER, GLASS	24/33L
310407	NATURAL SPARKLING MINERAL WATER, GLASS	12/75L
310408	NATURAL MINERAL WATER, PLASTIC	6/1.5L

SPOTLIGHT BRANDS AND PRODUCTS



RANGELINE

You could say we know a thing or two about meats. Beef, pork, and even some poultry – we are experts at raising and distributing quality products around the country. We know how to help you get the job done, and get it done right. Our line of meats and provisions delivers carefully raised animal protein for a variety of everyday menu applications.

Reach out to your Panos sales representative to learn more about our growing line of fresh and frozen Rangeline burger options.

**NOW
CARRYING
FRESH
BURGERS!
80/20 LEAN**



170147
AVGOLEMONO
GREEK SOUP
4/4 LB



091503 BAKLAVA CHEESECAKE 2/14 SLICE

NEW IN DISPOSABLES!



GENPAK POLYPROPYLENE MICROWAVABLE CONTAINERS

560124 9X9 1 COMPARTMENT 1/150 CT
560129 9X9 3 COMPARTMENT 1/150 CT



DARNEL SELLOPLUS® SQUARE HINGED DELI CONTAINERS

560925 12 OZ 1/200 CT
560213 16 OZ 1/200 CT
560214 24 OZ 1/200 CT
560503 32 OZ 1/200 CT



DARNEL BLACK FOAM CONTAINERS - BACK IN STOCK!

560423 9x9 1 COMPARTMENT 1/200 CT
560425 6" HAMBURGER CONTAINERS 1/500 CT
560420 ALL PURPOSE CONTAINERS 1/200 CT

Chef's Corner

Are you interested in meeting with Chef Dan in the Panos kitchen? He is here for you! Reach out to your sales representative to get connected.



Featuring a full complement of breaded and non-breaded items, Crestview Poultry™ is the perfect blend of convenience, quality, and flavor. Whether it's ready-to-cook or ready-to-eat, our tried-and-true recipes are crafted to satisfy and delight an array of taste buds and cravings. With its assortment of products ranging from classic favorites like wings and tenders to more nouveau items such as sous vide breasts, Crestview Poultry™ has a growing portfolio of products to fit your needs.

CHEF'S SALES TIP:

How are you currently selling your chicken wings? By piece or by pound? We've been taking a closer look at all things wings since the introduction of our exclusive brand, Crestview Poultry. Chef's tip: sell your wings by the pound, not by the piece! "Wings are purchased by the pound, so restaurants should sell them by the pound," he says. If you're concerned about customers asking for a piece count, weigh the wings out ahead of time to get a good estimate. Pre-portioning your wings (and other appetizers!) ensures that you are making the correct profit margin on each item.

OTHER WING TIPS FROM CHEF DAN:

Cook your raw wings in the oven, first!

Putting raw wings into your deep fryer is going to increase your oil usage, as water breaks the oil down, essentially killing your oil. Season your wings and roast them in the oven. You'll save time on the back end as they take less time in the fryer (just need to heat them up and crisp them!).



Try steamed wings!

Steamed wings are a great alternative to fresh and frozen wings. They are fully cooked but don't have a breading and flavor profile, allowing you to jazz them up as you please! Use your special rubs and sauces versus having to cover an already seasoned wing.

Should I use a sauce, or a dry rub?

Short Answer: Either, or both!

Long Answer: A lot of people prefer dry rubs as they leave their hands less messy. Dry rubs can be great for to-go orders, caterings, or buffets since sauced wings can get soggy over time from absorbing too much sauce.



This may look like a fresh wing, but it's actually a Crestview steamed wing!

Try it for yourself! Panos #071499

Chef tossed the wings in a mix of Cholula, butter, lemon juice and parsley. Yum!

LET'S GET SOCIAL!

Does your restaurant have a Facebook page? Instagram? Twitter? LinkedIn?

We'd love to connect and hear from you! Our social media pages provide another avenue for you to stay up to date on all things Panos Foods! We share recipe inspiration from #ChefDanKunesh, new product information, exclusive sale information, and so much more! To find us, simply search @panosfoods or scan the image to the right using your cell phone. Tag us in your posts and we'll reshare! We look forward to connecting!



To become a customer or place your order, visit panosfoods.com or call 630-735-3200