



From the Rethink Certified Campus (photo: Clay Williams)

for onsite meal preparation for distribution to communities facing food insecurity, and/or supporting local communities alongside the Rethink team with opportunities to raise funds and advocate for Rethink Food.

In just one month, the impact has already included 6,000 pounds of excess food diverted into meals; 3,000 meals distributed to food-insecure families; 15,000 pounds of CO2 emissions diverted; and 142,000 gallons of fresh water diverted. The Manhattan West Rethink Certified Campus is expected to collect over 5 tons of excess food and provide 50,000 meals prepared by the Rethink Food commissary kitchen.

### ITALIAN FLOUR COMPANIES LAUNCH THREE-YEAR CAMPAIGN TO PROMOTE PREMIUM ORGANIC FLOURS

SCOOP learned that ITALMOFA, a consortium of more than 80 flour companies across Italy, has launched an ambitious three-year initiative to promote exports of organic flour to the U.S. and Canada. The effort, called "Pure Flour from Europe: Your Organic and Sustainable Choice!" is co-funded by the European Commission and is also aimed at educating consumers about the high quality of the products.

The campaign will focus on five large urban markets: New York, Los Angeles, Seattle, Chicago and Dallas. In Canada, the target will be on the provinces Quebec, Ontario and British Colum-

bia. All have high organic food consumption and demographics to support the often-higher prices of organic flours compared with conventional flours, according to ITALMOFA.

Events will include consumer and trade events with product demonstrations led by chefs featuring such well-loved Italian foods as pizza, pasta, pastries and breads. There will also be social media and advertising campaigns and participation in important trade shows targeting the grocery, foodservice and food manufacturing sectors. The initiative will include an educational tour of millers of organic flours and semolina in Italy.



PURE



FLOUR



FROM EUROPE

ORGANIC & SUSTAINABLE FLOUR EXPERIENCE

"We see great opportunity in North America to grow exports of organic soft wheat flour and durum semolina from Italy. More than ever before, home cooks and chefs are looking for premium ingredients that are healthy, nutritious and grown without synthetic fertilizers. They also want to respect the environment," said ITALMOFA President Emilio Ferrari. "Organic flour from our member companies delivers on all these needs and elevates the quality of most any culinary creation."

### FERMENTATION-BASED STARTUPS ATTRACT \$1.69 BILLION

SCOOP discovered that fermentation, that ancient food and beverage production process

that is currently an overnight sensation is going well beyond the time-honored probiotic-rich staples of sauerkraut, kefir, pickles, miso, yogurt, and kombucha. The process of fermentation is being utilized in the creation of alternative, sustainable proteins to take the place of meat, eggs, seafood, and dairy. And it's projected to get even more significant in its scope and revenue.

Data in The Good Food Institute's 2021 State of Fermentation Industry Report points to the growth of fermentation as a traditional means to create probiotic-rich foods and plant-based products. According to the report, a total of \$1.69 billion was invested in 54 fermentation-based startups in 2021.

### BOUNTEOUS WINS ALONGSIDE SHAKE SHACK AT 2022 WEBBY AWARDS

SCOOP heard that Bounteous, the digital innovation partner of the world's most ambitious brands, alongside Shake Shack has been named the Best Food & Drink App in the 26th Annual Webby Awards Internet Celebration. Hailed as the "Internet's highest honor" by The New York Times, The Webby Awards is the leading international awards organization honoring excellence on the Internet.

Bounteous received multiple honors from the Webbies in 2022 and in previous years. In 2022, Bounteous was recognized with Shake Shack and several additional clients, including 60 percent of the Food & Drink category nominees.

"Bounteous and Shake Shack have set the standard for innovation and creativity on the Internet," said Claire Graves, Executive Director of The Webby Awards. "This award is a testament to the skill, ingenuity, and vision of its creators."



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## Tasty, juicy, and 100% plant based? unBELIEVABLE!

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unMEAT can be enjoyed in many ways as it comes in four delightful variants – burger patties, sausages, giling and even nuggets!



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