



# Tartistes Helps Ferraro Foods Bake a Bigger Profit

Ferraro Foods in BC's West Kootenay region has been a family affair since they first opened in 1943. With a legacy spanning three generations, the Ferraro siblings currently own the independent grocer's two family-run locations in Rosland and Trail. Their Italian heritage is evident in their stores' delis, stocked with traditional meats and specialty cheeses imported from Europe, as well as their bakery, where they continue to bake their own bread from scratch. David Ferraro, the owner in charge of grocery buying and the bakery, has a passion for supporting other local businesses, which gives his stores an edge over corporate competitors.

"I love working with small companies because that's what I am," he says. "You usually get a better quality product from a small company than you do from a big conglomerate because all they care about is the bottom line."

Offering premium, high-demand products to their customers is an important tenet of the family business, but balancing labor, ingredient, and overhead costs to ensure sufficient profit margins can still be a challenge for many independent grocers.

## INVESTING IN QUALITY



David's brother and Ferraro's Co-Owner Danny Ferraro displays a selection of the delicious Tartistes products their family business serves to their community.



Putting quality first is what continues to set Ferraro Foods apart from bigger grocery chains, as they personally invest time and effort into researching the products they sell. When Ferraro spotted Tartistes' pastry products during a visit to Vancouver, he knew their wide selection of artisanal delicacies would make a stellar addition to his stores' bakery section. He's now been carrying their pies, tarts, and quiches for over five years.

"Tartistes makes a really nice product," Ferraro explains. "The quality is clear by looking at it, by the presentation. That's where they fit with us; they take pride in the product they're making and you can tell they're not from a factory — they're homemade."

Tartistes' commitment to using fresh, clean label ingredients resonates with Ferraro as a shared value. Their products are free of chemical preservatives and additives, guaranteeing only the best ingredients make it into their pastry.

### TARTISTES

Telephone: 1-866-573-4050

Email: [info@tartistes.com](mailto:info@tartistes.com)

[tartistes.com](http://tartistes.com)

## CASE STUDY: Independent Grocer



“Tartistes supports BC farmers by putting locally-grown blueberries, peaches, and cherries in their pies,” adds Ferraro.

He also appreciates Tartistes’ down-to-earth approach to business, and how receptive they are to suggestions and new ideas.

“I’ve talked to them around Christmas time and asked if they’re making anything special for the holidays. They bounce ideas off me once in a while and I bounce ideas off them. It’s good when you can talk to the people you’re in business with directly.”

## BOOSTING BAKERY PROFITS

While the independent grocer has in-house bakers, none of them are trained in the art of pastry. Welcoming Tartistes has widened the bakery section’s offerings and increased their profits — all while providing a high-quality product for their loyal customers to enjoy.

“My bakers are bread people,” says Ferraro. “I don’t have the in-house expertise to produce what Tartistes offers, so working with them has made my bakery more profitable because I don’t have to spend the staff hours on specialty production. I wouldn’t be able to sell enough pastry to make it viable to hire a pastry chef. It’s easier for me to say ‘okay, here’s an excellent quality product by Tartistes,’ and then resell it. Their pastries are high-level at a good price; we’re getting a value-added product.”

## A DELICIOUS PARTNERSHIP

Ferraro Foods hopes to continue their business partnership with Tartistes well into the future, which means plenty more lemon and key lime tarts, two of the most popular items their customers sink their teeth into.

“I think Tartistes is a great, well-run company and they’ve never let me down,” says Ferraro. “It’s always nice when you can buy something reasonably priced while supporting local — that’s how I like to do business.”

That’s a professional relationship worth celebrating, and what better way to do so than with a slice of Tartistes’ butter-blend crust peach pie, Ferraro’s personal favourite, with a generous scoop of vanilla ice cream to top it off. As the Italian family says, “Salute!”



### TARTISTES

Telephone: 1-866-573-4050

Email: [info@tartistes.com](mailto:info@tartistes.com)

[tartistes.com](http://tartistes.com)