



# *A Taste Of Italy*

## *Authentic Italian Cheese*

### FACT SHEET

<b>ESTABLISHED</b>	1983
<b>PRESIDENT</b>	Joseph Falcone, Jr.
<b>CEO</b>	Marybeth Falcone-Tomasino
<b>DIR. OF NAT'L SALES</b>	Anthony Caliendo
<b>MFG. PLANT</b>	3401A Tremley Point Rd, Linden, NJ 07036
<b>NAT'L SALES OFFICE</b>	100 E. Linton Blvd, Suite 200A, Delray Beach, FL 33483
<b>SITE</b>	<a href="http://www.jvmsales.com">http://www.jvmsales.com</a>
<b>EMAIL</b>	<a href="mailto:anthony@jvmsalescorp.com">anthony@jvmsalescorp.com</a>
<b>CUSTOMERS</b>	Retail, Foodservice, Institutional, Food Manufacturers
<b>MARKETS</b>	Nationwide, Global
<b>PRODUCTS &amp; SERVICES</b>	JVM Sales Corp manufactures grated, shredded, shaved & blended domestic & imported Italian Parmesan, Romano and Asiago hard cheeses. Our capabilities include custom blending to meet our customer's price points, flexible packaging options, private label programs, advanced laboratory testing, and nationwide distribution.
<b>MOTTO</b>	"Better Price, Better Cheese!"



## J.V.M. Sales | *the story*

### **"The Concept"**

Over 40 years ago in the basement of a small deli owned by Joseph Falcone, authentic ricotta, fresh mozzarella, and parmesan & romano wheels were created using flavorful recipes passed down from their family of artisan cheese makers. Joseph knew that if he and his family could satisfy the American pallet with their signature Parmesan, Roman and Asiago cheeses, then they could become one of the top, most distinguished Italian cheese manufacturers in the country.

### **"The Steak"**

The Falcone Family founded J.V.M. Sales Corp in 1983 and built an impressive Italian cheese manufacturing plant in Linden, NJ. Within a short period of time, J.V.M. Sales became a major supplier of their grated and shredded parmesan, romano & asiago cheeses to a profusion of large foodservice and food manufacturing companies underneath their proprietary Milano, Pisa and Falcone labels.

Over the years, The Falcone Family reveled in the success of their company and as they grew older, they passed their legacy on to their children. The siblings committed to preserving their family's rich traditions, but also realized their unique opportunity to expand. Recognizing that the growth of the company largely depended on its ability to service many sectors of the food industry, J.V.M. Sales expanded their customer base to include the retail market. Under new direction, J.V.M. Sales Corp rapidly grew into a 75,000 square foot, fully audited, high performance manufacturing plant boosting their annual revenues to record figures.

### **"The Sizzle"**

J.V.M. Sales Corp began to re-examine its rank and reputation as a major Italian cheese manufacturer and supplier within the industry. The company determined that, in order to catapult their brands, they needed to embark upon a major expansion campaign. In 2007, they recruited entrepreneur and South Florida icon Anthony Caliendo, to spearhead their expansion initiatives. Caliendo's father, who was close personal friends to the three brothers, was also J.V.M. Sales Corp's top salesman over the years. Today, as the Director of National Sales, Caliendo has achieved extraordinary fiscal success for the company, increased its visual presence in the marketplace, and has invigorated the industry with his electrifying brand of sales and marketing.



# MILANO'S<sup>TM</sup>

J.V.M. Sales | Retail Products



MILANO'S ITALIAN CHEESE  
RETAIL DISPLAY UNIT



## Our Italian Cheeses:

Grated Parmesan (*Domestic or Imported*), Grated Romano (*Domestic or Imported*),  
Grated Asiago, Grated Parmesan & Romano Blend,  
Grated 3 Cheese Blend, Custom Blends

Available in: Jars – 3oz, 4oz, 8oz & 1 lb • Canisters – 8oz & 1 lb • Cups – 5oz, 6oz, & 8oz  
Bags – 1 lb • Retail Display Unit – 36-1 lb. bags

## Our Capabilities:

Custom Blending • Private Label Programs  
Flexible Packaging Available • Product Diversity  
Quality Assurance & Consistency • Nationwide Distribution



## J.V.M. Sales | *Why I.D.D.B.A.?*

### **Expanding Our Retail Market Presence**

JVM Sales Corp has had undeniable presence within the retail market for several years with our Milano and Pisa brands. However, in 2009, we're rapidly positioning ourselves to become one of the elite in the Italian cheese retail market!

We have expended considerable sums of investment dollars into making sure we have the proper infrastructure allowing us to compete within the retail market. Our strategy to make us "retail-market ready" includes:

- Major upgrade to our production equipment to include high-performance, high-speed canister and jar lines, enhancing our retail packaging capabilities.
- Introduction of our Milano's Italian Cheese Retail Display Unit, innovatively designed for supermarkets, grocery stores, convenient stores and other retailers.
- Revamping our corporate website with a more visually appealing presence and a more in-depth depiction of our retail capabilities.
- Redesigning our Milano's logo for stronger brand recognition.
- Exploring and advertising in publications that cater to retail clientele such as Supermarket News and InStore Buyer.
- Creation of the totally unique marketing tool "The Big Cheese" Bobble Head, which will be sent to every major retail buyer in the USA.

In addition to the above key components in our strategy, we have also planned a very aggressive exhibitor itinerary in 2009 that will allow us to make a commanding impression and make strong connections with the retail market's top companies. The *I.D.D.B.A.'s Dairy-Deli-Bake 2009* marks our first retail expo and seminar where we will be participating in the New Product Showcase as well as taking full advantage of our opportunity to make contact with top buyers and merchandisers.



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**MILANO'S**™

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