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# The Swiss Deli

## ADMINISTRATION

Roman Priore leads the Operations teams. Roman is Swiss Italian and comes from a small town in the heart of Switzerland about 70km from Zurich.

## ABOUT

Swiss Delicatessen was established in 1982 by enterprising Swiss butchers, who saw an opportunity to manufacture and market a range of quality continental style delicatessen meats within the city of Auckland. The company soon outgrew its Symonds Street facility and in 1988 Swiss Delicatessen moved to new, purpose-built premises in East Tamaki. Whilst Global Food Manufacturing Ltd purchased the company early in 2002, we proudly continue to trade as Swiss Deli and offer our quality range of delicatessen foods New Zealand-wide.

## COMMITMENT

Swiss Deli is a responsible supplier partner. Proven traditional Swiss recipes and methods of manufacture contribute to the delicious flavours and unique textures of Swiss Deli products. Strict adherence to accredited quality procedures and total commitment from our qualified staff ensures that we will continue to provide the highest quality Swiss Deli products and services to our customers throughout New Zealand.

## OUR PEOPLE

Swiss Deli is structured along traditional lines with each of the 35 staff members contributing to one or more of the cross functional teams (administration, manufacturing, inventory, sales and marketing).

Roman served his apprenticeship in Schanis San Gallen learning all aspects of the European smallgoods trade from an accredited Swiss small goods master. Upon completion of his apprenticeship, Roman spent time in the Swiss Army (catering corps), at sea as chef in both cargo and luxury liners and in key roles with some of Switzerland's leading smallgoods companies.

In 1979 Roman joined Hellaby Peach in New Zealand as production supervisor and later worked with an Italian smallgoods manufacturer in Melbourne.

In 1982 Roman, in partnership with a fellow Swiss, opened Swiss Delicatessen in Symonds Street in Auckland where they specialised in producing quality European style smallgoods.

As the business grew, new premises were sought and in 1985 the company moved to East Tamaki where it remains today.

Whilst Global Food Manufacturing has since purchased the business, Roman retains the leading operations role. Two European qualified smallgoods butchers are among those providing support within the manufacturing team.

## SALES AND MARKETING

Dave Mitchell leads the sales and marketing team. Dave has spent the







majority of his working life in offshore markets with multi-nationals in sales and business development roles. "Swiss Deli is about caring, for our customers - we operate in a niche market and understand the importance of quality both in terms of product and service". The Swiss Deli sales team members have responsibilities based on market sector (for example supermarkets, hotels, catering) and also by geographic region. Sales reach has been extended by the recent appointment of a Waikato based sales person to look after development opportunities in the Bay of Plenty, Waikato and King Country regions. Direct (Auckland metro region)



and indirect distribution channels are used to get the Swiss Deli range of quality, products to a growing number of discerning customers.

## **But what did we do?**

### **Were you born in the 50s, 60s or 70s?**

### **How did you survive?**

1. Cars didn't have safety belts, nor head rests and of course no airbags.
2. On the back seat of the car, it was "fun" not "dangerous".
3. The railings on the beds and toys were multi-coloured or at least varnished with paint containing lead or other toxic products.
4. There were no safety plugs in switches, security latches on car doors, locks on medicine cabinets or other household chemical products cupboards.
5. We could ride a bike without a helmet.
6. We drank water from the garden watering tap, the trough or any other source, without the softdrink/water coming out of a sterile bottle.
7. We constructed carts out of boxes and those that were lucky enough to have a steep tarsealed road outside their house could try and break speed records, only to find out half way that we had forgotten to install brakes!!! After a few accidents, the problem was rectified!!!
8. We were allowed to play outside, providing we came inside before dark. And there were no cellphones, so no-one knew where we were and what we were doing. Unbelievable!!!
9. School went until midday, when we could go home for lunch.
10. We had grazes, fractures and sometimes we broke teeth, but no-one got sued for this. Even when we had fights, we were the only ones to blame!!!
11. We could swallow tonnes of sugar, toast with heaps of butter, and drinks with REAL sugar, but no-one had problems of excess weight, because we were always outside.
12. We could share the same bottle without the risk of catching a dreadful disease.
13. We didn't have PlayStations, Nintendo 64, X-Box, video games, cable television, cellphones, computers, chatrooms on the Internet but we had .... FRIENDS!!!
14. We could go out, by foot or on a bike to a friend's place, even if he lived several kilometres away, knock on the door or just enter his house to get him to play with us.
15. Outside, yes outside in this cruel world!!!! Without supervision!!!! How was this possible? We played footy with one goal in mind and if one of us didn't get selected for the team, it wasn't a psychological trauma, it was not the end of the world!!
16. Sometimes a student was a little less intelligent and had to repeat a year. No-one was sent to the psychiatrist. No-one was dyslexic, HYPERACTIVE or had "concentration problems". The year was repeated, fullstop, and everyone had the same chance as each other.
17. We had freedom, some successes, failures, jobs to do, duties to perform and learned to live with them.

The question of the day is : how did we survive? How could we develop our personality? Are you from this generation? We must show the younger generation how it was ... in our era!!! They would surely think that our era was boring ... but we were happy!!!