

Made in America

Southeastern Mills: Making Food Taste Great is Our Specialty



Fish Tacos using Shore Lunch® Original Recipe breading/batter mix (see recipe at www.shorelunch.com)



Hearty Tortilla Soup using Better Than Bouillon® Chicken Base Seasoned Whole Chicken using Southeastern Mills® seasonings, marinades and rubs

and glazes that they in turn use to create their signature products. Whether it's a seasoning for deli-style rotisserie chicken or a crispy breading for a frozen

breaded chicken tender, Southeastern Mills makes it flavorful and memorable.

What is Unique about Southeastern Mills?

If you are a native of Rome, you will likely already know Southeastern Mills. If not, here is a little more background. Southeastern Mills is a fourth generation, professionally managed food business which operates four manufacturing facilities in Georgia and California. The most exciting and unique attribute of the company is its people-centered, consensus-driven High Performance Work Place (HPWP) culture. Since the 1990s, HPWP has provided the foundation of how the company conducts business. Culture is so important to Southeastern Mills that, upon hire, every employee in the company receives a full week of cultural training on the theory and application of the "8 Elements" of HPWP. The eight elements fully describe how the employees interact with one another and how Southeastern Mills serves its customers and consumers: Trust, Positive Assumptions, Eliminating Negatives, Training & Development, Open Two-Way Communication, Employee Involvement, Competitive Wages & Benefits, and Performance Improvement

Application of HPWP facilitates continuous improvement

Biscuits and gravy that taste like Grandma made them, mouth-watering cornbread and buttermilk pancakes, delicious chef-inspired soups, crispy and flavorful fried chicken and Southern style fried fish, ahh... comfort food at its best. Where can you find all of these mouth-watering foods? In homes, stores and restaurants across the nation, but it all starts at Southeastern Mills, in Rome, Georgia.

You may recognize this company from its many retail brands: Southeastern Mills® Gravy, Baking, and Seasoning Mixes; Better Than Bouillon® Food Bases, Shore Lunch® Premium Soup Mixes, Batters & Breadings, and Frying Oils; Better Than Gravy® Gravy Mixes, and Crockery Gourmet® Seasoning Mixes for Slow Cookers. All of these brands provide consumers with great tasting products that are easy to make and a great value. The company's brands can be found at local grocers.

But did you know that Southeastern Mills is also one of the largest manufacturers of batters and breadings in the U.S.? Their coatings are the "secret ingredients" in many popular restaurant chain menu items. And many global and regional food manufacturers turn to Southeastern Mills for the development of batters and breadings, seasonings, rubs, marinades

and a strong “can do” attitude. The company’s philosophy is that a focus on an exciting, growth-oriented, team-based work environment provides the groundwork for everything needed to attract and retain happy customers.

On the Cutting Edge

While having a long, rich history, Southeastern Mills is a thoroughly modern, cutting edge company in every way. It is continuously improving its processes, updating its buildings, equipment and certifications and creating innovative new foods for its customers. The state of the art 15,000 ft² Center of Innovation includes an area for product and culinary development, sensory evaluation, ideation and brainstorming. This is where the creative team (20+ Food Scientists, Culinary Professionals (4 Chefs) and Regulatory Experts) is housed. Whether it’s global flavors, American classics, comfort foods or ethnic fusion, Southeastern Mills provides the right ingredients for its customers to dish up the most flavorful foods that you can imagine!

Ensuring Product Quality and Food Safety

Southeastern Mills’ investments in product quality and food safety systems and processes are significant. It is Level 3 certified from the Safe Quality Food (SQF) Institute at its First Avenue and Custom Food Coatings manufacturing facilities. SQF is globally recognized as a rigorous program that ensures that high quality products are manufactured safely and sanitarly. The company is pursuing SQF Level 3 certification at its USDA-certified Custom Seasoning Solutions and Superior Quality Foods facilities in Rome and Ontario, California. Other noteworthy food quality recognitions include AIB Superior ratings, and industry certifications for organic, vegan and Kosher.

Something for Everyone



For the global food manufacturer or restaurant chain, national food distributor, and retail consumers from coast-to-coast and in Canada, Southeastern Mills offers something for everyone. Visit us online at www.semills.com for more information, recipes, or to find our brands. And, make sure to follow Better Than Bouillon on Facebook and Twitter @RealFoodBases.

www.nwgeorgialiving.com

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