



# Quality Foodservice Distributors



**Proudly  
Serving  
All Of  
Southern  
California...  
Since 1958**

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## Our History & Mission

LOOKING BACK ON THE LAST 50 YEARS, we reflect on how Viele & Sons has evolved from an inspired simple notion into a well-established thriving Company within the food-service industry. Called a “Corporation” by legalities, we are far from what one would think and much closer to a typical “Ma and Pa” family oriented business. Since 1958, we have never waived from the basic principles instilled by our founder and father, Anthony Viele, Sr. His most emphatic concerns throughout the years were to treat all people - including family members, friends, business associates, employees – and of course customers, with *RESPECT, HONESTY, AND FAIRNESS*. Our priority is to continue this same tradition of value through the next 50 years.

**PERSONAL SERVICE** has always been and still remains a top priority at Viele & Sons. Our family takes great pride when saying, “we are available to any customer at any time – just a phone call away.” Viele & Sons regards our customers and employees as part of our family. We are especially committed to “customer satisfaction” and take it personally whenever we hear of an unhappy customer as a result of our negligence. We will do whatever it takes to correct the problem and redeem the situation. It really goes without saying...naturally...it’s a given...*the customer always comes first!*

**QUALITY PRODUCTS AND COMPETITIVE PRICING** are the main objectives which we are constantly working towards each and every day. Both buying and selling are diligently supervised and maintained by management. In other words, we are hands on in these departments. Our buyers include our family members and two employees who have been with us well over twenty years each. We feel that our reputation in the industry speaks for itself and although we are not the largest food-service company in town, we certainly do our buying as well as any of them (*sometimes even better*). Consequently, we are very competitive when it comes to pricing. Our father left us with so many words of wisdom. One idea in particular was, “sell more for less”. Sounds simple. No, it implies anything but simple. It is this concept that has made us so successful. Dad stressed hard work. There is no easy way. So we have worked hard for most of our lives and it has proven to be the right path. Keep in mind that because we have worked our way to being financially independent of any banking institution we have no one to answer to but ourselves. This is a tremendous advantage for us as well as our customers because we can set our customer pricing much lower than our competitors who have to exceed certain profit margin percentages in order to maintain financial stability and meet corporate quotas.

FROM OUR FAMILY TO YOURS,  
*May we all enjoy peace, happiness and health in our lives.... God bless!*



The Family at Viele & Sons

# SOLO®

Serving you, serving your customers.™



**For More Information, Visit [www.solocup.com](http://www.solocup.com),  
Or Contact Your Local Viele Sales Rep.**

# Beverages



## SODAS AND COLD BEVERAGES

### Coca Cola Products

- Classic
- Diet
- Sprite

### Root Beer

- IBC
- Diet

### 7UP

- Regular
- Diet

### Dr. Pepper

- Original
- Diet
- MM Orange
- HC Pink Lemonade
- Cream Soda
- Iced Tea
- Raspberry Tea
- San Pellegrino Sparkling Water
- Bottled Water

## COFFEE AND HOT BEVERAGES

### Cappuccine

- Hillsboro
- Yuban

### Maxwell House

- Regular
- Decaf

### Creamer

- Individual liquid
- Individual powder
- Bulk Powder

- Hot Chocolate

### Lipton

- Hot Tea
- Iced Tea

### Golden Peak Teas



## BAR & DRINK MIXES

- Bloody Mary
- Grenadine
- Lime Juice

# Kitchen & Cleaning Products

## KITCHEN PRODUCTS

### Placemats

- White
- Italian

### Napkins

- 1-Ply
  - 10x12 Low Fold
  - 9x13 Hi Nap
  - 15x17 Dinner
  - 13x17 Dispenser
  - 13x13 Mini Fold
- 2-Ply
  - 15x17 Dinner 1/8 Fold
- 3-Ply
  - 17 x17 Dinner 1/8 Fold
  - 17x17 Dinner 1/4 Fold

### Towels

- Singlefold
- Multifold
- Roll Towel

- Register Tape
- Java Jackets
- Toilet Tissue
- Toilet Seat Covers
- Coffee Filters



## SOAP AND JANITORIAL

### Dishwashing Detergents

- Liquids
- Powder

- Handsoap
- Fry Cleaner
- Oven Cleaner
- Drain Opener
- Ajax
- Degreaser
- Bleach
- Ammonia
- TSP
- Brooms
- Deck Brushes
- Gong Brushes
- Grillstone
- Stainless Steel Scrubbers
- Green Scrubbers
- Mops
- Mop Buckets
- Trashliners
- Air Freshners
- Griddle Pads



# Canned Items

## CANNED FISH AND BEEF

Anchovies

### Clams

*Chopped*

*Baby*

*Juice*

### Tuna

*Solid White*

*Chunk Lite*

*Tongol*

*Yellow Fin*

*Starkist Solid White*

Cubed Beef



## CANNED AND DRIED FRUIT

Apple Sauce

Cherries

### Cranberry Sauce

*Whole*

*Jellied*

Fruit Cocktail

Mandarin Oranges

Peaches

Assorted Pie Filling

### Pineapple

*Sliced*

*Tidbits*

*Crushed*

*Chunk*

## CANNED AND BOTTLED JUICES

Apple

Cranberry

Grapefruit

Pineapple

Orange

Tomato

Lemon

Lime



## CANNED SOUP

### Heinz

*Tomato*

*Chicken Noodle*

*Minestrone*

*NE Clam Chowder*

### Le Gout

*Cream of Broccoli*

*Vegetable*

*Cream of Mushroom*

### Campbells

*Tomato*

*Chicken Rice*

*Chicken Noodle*

## CANNED TOMATO PRODUCTS

### Catsup

*Heinz*

*Hunts*

Crushed

Diced

Ground Pear

Marinara

Paste

Pizza Sauce

Puree

Sauce

Cocktail

Stewed

Whole Peeled

Whole Pear

Tomatillo

Whole

Crushed

### Stanislaus (Full Red)

*Tomato Magic*

*74/40*

*711*

*Alta Cucina*

*Valarosa*

*Al Dente*

*Fully Prepared Pizza*

*Natural Pizza*

*Saporito*

*Paste*



## CANNED VEGETABLES AND BEANS

Artichokes

Beets

Carrots

Corn

White Hominy

Green Beans

Peas

### Potatoes

*Mashed*

*Whole*

Mixed Vegetables

Sauerkraut

Corned Beef Hash

Green Peppers

Mushrooms

Olives

Jalapenos

Red Peppers

Chili Con Carne

Garbanzo beans

Kidney Beans

Chili beans

Baked Beans

3 Bean Salad



## Purchase Your Favorite Dart Container Products At Viele



### FOAM CUPS, CONTAINERS, & BOWLS

- Superior Insulation, Pedestal Cup, Functional Strength



### LIDS

- Specialty Lids, Secure Pinch Fit, No Leaks, Reclosable Optima®, Sip-Thru®, & Lift n' Lock™, styles available



### PRINT

- Stock Printed, and Custom Printed Cups & Containers Cafe' G™, Coca-Cola®, and Horizon®



### PLASTIC CUPS, CONTAINERS, & LIDS

- Crystal Clear, Pedestal Cup, Crush Resistant, Rolled Rim Conex Classic®, Conex Complements®, & Conex® Translucent



### DINNERWARE & COVERS

- Upscale Laminated, Non-laminated, Insulated Quiet Classic®, Concorde®, & FamouService®



### FOAM HINGED LID CONTAINERS & CUTLERY

- Removable Lid, Double Lock Closure, Insulated PERFormer® style available



### CLEAR HINGED LID CONTAINERS

- Exceptional Clarity, Wide Side Ribbing, Easy Open Tabs Showtime®, & Staylock® styles available



### CLEAR CONTAINERS & BOWLS

- Leak Resistant Perimeter Seal, Stackable, Easy Opening ClearPac® Clear & Black Containers, & PresentaBowls®

Colman's  
Mustard  
English

LAWRYS  
LEMON  
PEPPER

NANCY  
Dist. by  
Viele & Sons

# Baking & Cooking Essentials

## CHEESE

Parmesan  
Grated Cheese  
Romano Cheese  
Special Blend  
Sliced American  
Swiss Cheese  
Cheddar  
Dairygold Cheddar  
Monterey Jack

## DRIED GROCERIES

Potato Chips  
Tortilla Chips  
Pasta  
Taco Shells  
Beans  
Peas  
Rice  
Long Grain  
Brown  
Cornmeal  
Barley  
Oatmeal  
Cream of Wheat

### Cold Cereals

Rice Krispies  
Raisin Bran  
Bran Flakes  
Frosted Flakes  
Cornflakes

Cracker Meal

### Crackers

Rye Krisp  
Saltines  
Ritz  
Oyster  
Bread Crumbs



## FLOUR AND MIXES

### Flour

All Purpose  
Pastry  
Pizza  
Whole Wheat

Yeast  
Pancake Mix  
Biscuit Mix  
Waffle Mix  
Cake Mix  
Fish Batter  
Klever Cook  
Sugar  
Brown Sugar  
Powdered Sugar



## FOUNTAIN GOODS AND DESSERT PRODUCTS

Chocolate Syrup  
Hot Fudge  
Cone Dip  
Crushed Fruit Toppings  
Peanuts  
Almonds  
Walnuts  
Pecans  
Slush Base  
Sno Cone Syrups  
Gelatins  
Orchata Mix  
Soft Serve Mix  
Ice Cream Cones  
Ground Chocolate  
Baking Chocolate  
Chocolate & Rainbow Sprinkles  
Condensed Milk  
Chocolate Chips  
Caramel Topping  
Whipped Topping  
Raisins  
Marshmallows

### Cookies

Chocolate Chip  
Oatmeal  
Sugar

Honey



## OIL AND SHORTENING

### Fry King

Red and Blue

All Veg Shortening  
Liquid Shortening  
Cottonseed  
Soybean  
Peanut

### Olive Oil

Blend  
X-Virgin  
Pomace

Corn Oil  
Lard  
Pan Coating

### Margarine

Solid  
Liquid  
Tray Pats

### Butter

Regular  
Unsalted  
Reddies

Coconut Oil  
Pan & Griddle  
Canola Liquid Shortening

Ventura Foods, LLC

# Dressings, Sauces, & Condiments

## SAUCES

### Enchilada

La Victoria  
Rosarita  
Las Palmas  
El Pato

### Hot Sauce

Tabasco  
Tapatio  
Cholula  
Pico Pica  
Franks  
Louisiana

Taco Sauce

### Steak Sauce

Heinz  
A-1  
Worcestershire  
L&P

### Soy Sauce

Kikkoman  
Ponlai  
Rich-In-All

### Teriyaki Sauce

Kikkoman  
Rich-In-All

Horseradish

### Vinegar

Red Wine  
White Wine  
Sauterne

### Bar-B-Que Sauce

Open Pit  
Chris N Pit  
Bullseye  
Cattleman

Hollandaise

Nacho Cheese Sauce



## INDIVIDUAL CONDIMENTS

Catsup  
Mustard  
Mayonnaise  
Tartar Sauce  
Seafood Sauce  
Jellies  
Syrup  
Honey  
Lemon Juice  
Non Dairy Creamer  
Sugar  
Sweet N Low  
Equal  
Sugar in the Raw



## SPICES AND FLAVORINGS

Salt  
Pepper  
MSG  
Tenderizer  
**Soup Bases**  
Beef  
Chicken  
Liquid Smoke  
**Garlic**  
Powdered  
Granulated

Garlic Salt  
Onion  
Allspice  
BBQ Spice  
Celery Salt  
Chili Powder  
Crushed Chiles  
Cinnamon  
Italian Seasoning  
Oregano  
Season Salt  
Paprika  
Black Pepper  
White Pepper  
Cayenne Pepper  
Sweet Basil  
Bay Leaves  
Rosemary  
Parsley



## SALAD DRESSINGS

### Rods

Hidden Valley  
Unilever  
Girards  
Creamy Italian  
Oil & Vinegar  
1000 Island  
French  
Blue Cheese  
Buttermilk  
Caesars  
Ranch  
Oriental Supreme  
Lite  
Fat Free

## MIXES

**Lawrys**  
Le Gout  
Trio Gravy  
Beef  
Country  
Au Jus



# Packaging

## PAPER PRODUCTS

Cold Cups  
Hot Cups  
Butcher Wrap  
Plates  
Bags  
Hot Dog Bags  
Sub Bags  
Cake Boxes  
Food Trays  
Donut Boxes  
Snap Up Trays  
Pizza Boxes



## ALUMINUM

Containers  
Cater Trays  
Cushion Fold  
Foil  
Flat Lids



## BIODEGRADABLE ITEMS

Various items available. Call for information.

## PLASTIC

Lids  
Plates  
Sundae Dishes  
Cups  
Deli Containers  
Poly Bags  
T-Shirt Bags  
Catering Trays  
Showcase Containers  
Film Wrap  
Conex Cups  
Food Containers



## FOAM PACKAGING

Bowls  
Cups  
Trays  
Meat Trays  
Food Containers  
Hot Dog Trays  
Hinged Containers  
Plates



# Smallwares

## FRY PANS

Silverstone  
Supra  
Wearever  
Natural  
Ceramiguard  
Eagleware

## PIZZA

Bags  
Cutters  
Make-up Board  
Oven Brush  
Pans  
Racks  
Peels  
Aluminum and Wood Screens  
Popcorn Poppers  
Roast Pans  
Rolling Pins  
Salt & Pepper Shakers



## MISCELLANEOUS (IN ALPHABETICAL ORDER)

Aprons  
Bakers Supplies  
Blenders  
Bar Supplies  
Bowls  
Can Openers  
Chef's Coats, Hats, & Pants  
Cutting Boards  
Dish Racks  
Flatware  
Food Storage Containers



### Knives

*Forschner (never needs sharpening)*

Measuring Cups & Spoons  
Mopping Equipment  
Napkin Holders  
Oven Mitts  
Pancake Dispensers  
Pastry Display Cases and Trays

### Saucepans

*Silverstone  
Wearever*

Trays  
Tumblers



# Coverage Area

**Viele & Sons is able to service customers in the following counties\*:**

- Los Angeles
- Orange
- Riverside
- San Diego
- San Bernardino
- Ventura



Call 1-800-454-5728 or 1-714-447-FOOD to request a salesperson. We have bilingual salespeople who are available to serve you in the following languages: English, Spanish, & Korean.

\*Bakersfield and a few other remote areas may be outside of the driver's routes. Check with a sales representative.

## Thank You To Our Partnering Suppliers:







## VIELE & SONS, INC

*Quality Food Distribution Since 1958*

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