

Jerry's Shopping Dream

I. I (November 25, 2015)



The Italian philosophy of selling the best products at the lowest possible prices

It would be impossible to tell the story of Jerry's without going back a few years. Around 1972 [Jerry Turci](#) [2] started a business wholesaling cosmetics and fragrances in a small store on 17th Street in New York City.

Based on Jerry's commitment to offering only the very best products at the lowest possible price he became well known and quite successful.

His skills as a shrewd buyer sharpened as did his talent for knowing exactly what the customer was looking for. As time passed the need for larger and less expensive warehouse space facilitated the

move to New Jersey.

Along with the cosmetics and perfumes he started to sell candy from Perugia. Other packaged food vendors started to approach Jerry with their products and slowly a food store was evolving.

The combination of goods plus the low prices became the talk of the town and the store was always busy. A few walls came down and the retail space expanded. The philosophy has stayed the same, always the best products at the lowest possible prices. Jerry found his true niche.

Good food, well prepared had always been important to him.

His brother in law Vito Fadda had been a chef in Italy. Jerry invited him to come and teach the kitchen staff instilling authenticity and passion in his team.

At the deli counter every day over 60 different prepared dishes based on many of Vito's recipes are available. The store has continually evolved, a cheese counter was added and at this point there are over 600 different cheeses to entice customers.

Every day fresh mozzarella is made in the kitchen under Jerry's watchful eye and at holiday time it becomes an all day process with mozzarella selling as fast as it can be made. A Pastry counter offers cakes, cookies, pastries and specialty chocolates. Many of these are baked on the premises.

Homemade Tiramisu and Bread Pudding made from Panettone are among the best sellers. Several years ago Jerry began packaging Pasta Sauces based on his family's recipes. He now wholesales the Sauces to Zabars in Manhattan and selected

Whole Foods Markets in the New York metro area. Baked goods, pastas, vinegars, oils and tomatoes are also under the Jerry's label. He spends much time in Italy searching for quality producers of the most important elements of Italian cuisine and packages under his name [San Marzano Tomatoes](#) [3] and [Balsamic Vinegar](#) [4] from Modena. Jerry's has become a destination of choice for lovers of gourmet, customers spend hours slowly taking it all in.

1) Jerry's Homemade Pasta Sauce

Several years ago Jerry began packaging Pasta Sauces based on his family's recipes. They never use chemicals or preservatives at Jerry's, just natural ingredients. You can find many different choices of sauces including [Marinara](#) [5], Filetto di Pomodoro, Vodka, Bolognese (both in Beef and Turkey), Fra Diavolo and Puttanesca Sauces.

They are all made in the kitchen of the store and jarred the old fashioned way. Jerry now wholesales the Marinara and Filetto di Pomodoro Sauces to [Zabars](#) [6] in Manhattan and selected Whole Foods Markets in the New York metro area.

2) Torrone Del Molise

Torrone Tenero Limoncello = \$3.49

Torrone Tenero Mandorla = \$3.49

Torrone Gianduia = \$ 4.49

Torrone alla Nocciola = \$ 4.49

Dolciaria arena torrone

18 Assorted Pieces, Vanilla Orange and Lemon Flavors (216g) = \$5.99 each

Nougats that satisfy even the most demanding of palates. They comprise both soft and hard types, with a wide range of fillings and coatings, from almonds to hazelnuts to sponge cake filling.

3) Panettone and Pandoro Loison

Panettone Classico (500g) = \$7.99

Panettone Classico (1Kg) = \$12.99

Pandoro Classico and Panettone Gran Cacao (1kg) = \$13.99

Panettone Senza Canditi (1kg) = \$19.99

Panettone Marron Glace (600g) = \$19.99
Panettone Amarena (1kg) = \$24.99
Panettone Zabaione (1kg) = \$24.99
Panettone Noel (1kg) = \$26.99
Panettone Marron Glace (1kg) = \$26.99
Mini Panettoncino Cioccolato, Amarena (100g) and Pandoro (80g) = \$2.99 each
Panettoncino Marron Glace (100g) = \$3.49

To make confections that yield the same fragrance that artisan bakeries can produce, takes special ingredients, a slow and natural rising process, gradual cooling and patience, because good things cannot be rushed. But above all, it takes three generations of passionate people. Grandfather Tranquillo, the first to fall in love with the art of bread making, passed it on to his son Alessandro. Together they turned the bakery into an actual family-run business. Dario is now the head of a company with over 75 years of experience.

4) Prosciutto and salami Fratelli beretta

[Prosciutto di Parma](#) [7] = \$16.99 lb
Hot Soppressata and Salame Casalingo = \$10.99 lb

Salame Finocchiona with fennel seed and Salame Piccante with red pepper = \$4.49 each
Pancetta, rolled and flavored with pepper and garlic = \$8.99
Mortadella with Pistachio Nuts = \$4.99 lb

[The Beretta Group](#) [8] has been committed to producing quality Italian products for more than 200 years. The commitment of eight generations to the unique taste of fine Italian cured meats is the secret of a company that continually innovates in response to the diverse needs of an evolving market and its consumers. This passion is backed up by the family's senso of mission, the expertise and professionalism of its collaborators, and their continual, systematic attention to refined quality.

5) Balsamic Vinegar

Jerry's gran maestro, 250ml = \$9.99

Jerry's imported Gran Maestro Balsamic Vinegar is true balsamic from Modena, obtained with the best Italian grapes matured to perfection in oak casks. It will enhance the taste of every dish, from the simple salad to the strongest main course. It is ideal on Parmigiano cheese and ice cream!

6) Freshly made mozzarella and burrata

Fresh Mozzarella = \$6.49 lb. Burrata = \$8.99 lb.
Burrata with Truffles = \$10.99 lb.

Every day fresh mozzarella is made at Jerry's and at holiday time it becomes an all day process with mozzarella selling as fast as it can be made. In our video Jerry is with "mozzarella master" Peppino (Giuseppe Cuomo) whose family manages the mozzarella factory Caseificio La Sorrentina in Vico Equense, a small town located between Naples and Sorrento.

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[3] https://en.wikipedia.org/wiki/San_Marzano_tomato



[4] https://en.wikipedia.org/wiki/Balsamic_vinegar

[5] https://en.wikipedia.org/wiki/Marinara_sauce

[6] <http://www.zabars.com/>

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