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for buyers and sellers



Taste the Difference



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How to Make Food Without Killing It: The Philosophy, Quality, and Future of Prepared Meals

Most prepared food businesses prioritize logistics, shelf life, and mass production over taste and quality. Zina's Fine Foods approaches things differently. We make meals that are not only convenient but also excellent, featuring actual texture, fresh ingredients, and original flavors.

Valentin Chelnokov, CEO of Zina's Fine Foods, will present a webinar on how we manufacture food without compromise. He'll explain why we don't use industrial pumps that turn salads into mush, why using the correct ingredients—such as Greek feta, Italian pasta, and Spanish chickpeas—makes all the difference, and how handcrafted preparation elevates the dining experience.

We'll go over our product offerings, which range from fresh, whole-grain salads to ready-to-eat meals that rival restaurant excellence. If you care about food that tastes like food, want to know where the prepared food industry is going, and why customers are demanding better ingredients, this webinar is for you.



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Zina's Fine Foods

A Family Owned Custom Fresh Food Manufacturer

Zina's Fine Foods, a third-generation family-run company founded in 1983, is dedicated to producing handcrafted, premium meals. Now supplying more than 6,000 locations across the country, what started as a tiny kitchen in New Jersey has developed into a reputable brand.

Because we at Zina's think authentic cuisine should taste like something, we avoid using industrial shortcuts and instead use traditional cooking techniques. Hand-cut, hand-mixed, and hand-packaged, each dish guarantees a restaurant-caliber experience. We get high-quality ingredients from reputable farmers and craftspeople both domestically and internationally.

We provide ready-to-eat meals, sandwiches, soups, dips, and fresh salads with real flavors. We are committed to workmanship and maintain the human element at the center of all we do, even as we expand.



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Valentin Chelnokov

PRESIDENT, CEO (Valentin@zsalads.com)

Valentin has a broad professional background that includes work in the legal, computer, and art sectors. He holds an MBA. As Zina's Fine Foods' third-generation CEO, he fosters innovation and expansion while carrying on the family's tradition of excellence and workmanship. Valentin, who was a lifelong supporter of the business before he joined, is committed to upholding its legacy while broadening its appeal.

Since joining the company in 2012, he has been instrumental in developing strategic alliances with significant retailers, expanding the brand to more than 6,000 retail locations, and making sure Zina's is dedicated to serving handcrafted, premium food. He places a high value on finding the greatest ingredients, avoiding commercial shortcuts, and preserving the human touch in food preparation since he has a profound passion for culinary workmanship.

Valentin, who is imaginative, committed, and a born motivator, is constantly looking for ways to improve Zina's Fine Foods while adhering to its family-oriented principles and artisanal heritage.



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