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Piggly Wiggly Carolina Announces Changes

CHRISTOPHER IBSEN

DENISE DRESEL

Piggly Wiggly Carolina Company, Inc. has announced two position changes at the corporate office.

Christopher Ibsen has been named Director of Marketing. Ibsen holds a BS Degree from William and Mary and has an MBA from Duke University. His most recent position was Director of Real Estate where he was responsible for new store openings, remodels and real estate decisions.

Prior to joining Piggly Wiggly, Ibsen was Director of Development at Porter Gaud School and Director of Marketing and Development for the Charleston Sym-

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Sheetz Continues West Virginia Blitz

Opens Store in Huntington

Sheetz is carrying out a plan to rapidly develop a new market of its convenience stores in Southern West Virginia following the August 20 opening of another location at 432 Eighteenth Street West in Huntington. This is the third opening in this area since June for Sheetz, the first two being in nearby Barboursville and Milton.

"We can't be more pleased with how well received our stores have been this summer," said Stan Sheetz, president and CEO, Sheetz, Inc. "Customers are excited and enjoying what we offer and we've been fortunate to have hired some great West Virginians who work hard and re-

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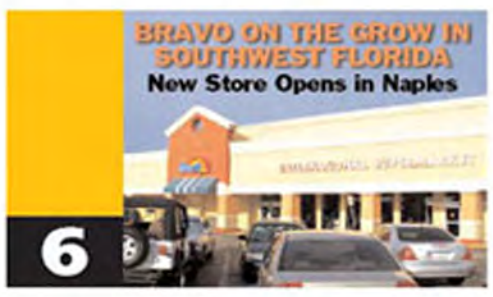

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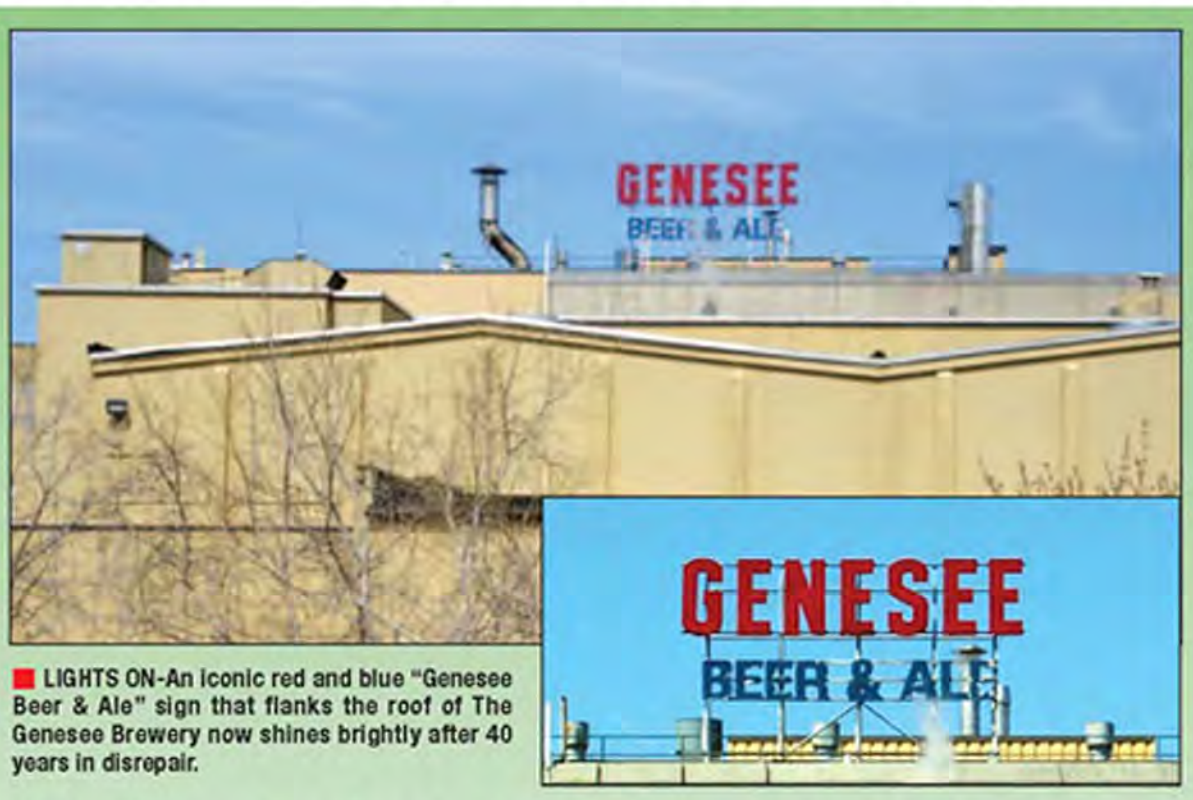

LIGHTS ON-An iconic red and blue "Genesee Beer & Ale" sign that flanks the roof of The Genesee Brewery now shines brightly after 40 years in disrepair.

'Lights On' at the Genesee Brewery

Iconic Brewery Sign Shines Again After 40-Plus Years In Disrepair

AN ICONIC red and blue "Genesee Beer & Ale" sign that flanks the roof of The Genesee Brewery now shines brightly after 40 years in disrepair. It took workers on scaffolding four weeks to fix the 28-foot long sign

"We're proud of our brewery and want to reclaim our place in the beautiful Rochester skyline," Rich Lozyniak, CEO of North American Breweries, said. "This is more than flipping a switch. We're ushering in a new era that will see The Genesee Brewery at capacity producing high quality beer."

Crews from Sign & Lighting Services in Ontario, NY replaced and repaired the individual letters on the sign. Each stands about six feet tall. The sign uses high efficiency bulbs — the equivalent of about a dozen 100 watt light bulbs — to illuminate the night sky. The improvement is part of a $10 million brewery investment. In addition to sign repairs, the company upgraded brewery equipment, and repaired and added boiler controls and steam economizers that reduce energy consumption.

"I've been working here 41 years. I can't remember that sign ever working," said Brewmaster John Fischer. "It's something to see after all these years."

McCormick Takes Reigns of KC's Retail Grocers Association

JON T. MCCORMICK

ONE OF KANSAS CITY'S LEADERS in the supermarket industry is the new President of the Retail Grocers Association of Greater Kansas City (RGA). Jon T. McCormick recently took over the leadership position of the RGA, Kansas' largest retail trade association. A non-profit organization, RGA is operated by and for retail food store operators and their suppliers. McCormick's duties will include overseeing the Food Industry Services, Inc., (an advanced technology service provider) and the Kansas Food Dealers Association, both operated under the RGA management umbrella.

During his 40-year career in the supermarket/retail industry, McCormick has worn a variety of hats, including 15 years as a supermarket owner/operator, Associated Wholesale Grocer Executive Director of Member Services; President of FMS, an accounting and payroll software and services provider; and most recently, Vice President of Supermarket Solutions at Balance Innovations, a company that develops technology-based cash management solutions for retail businesses nationwide.

"As President of the RGA, one of my many goals is to protect and grow the assets of the association and our member retailers while raising the level of their satisfaction with the organization," says McCormick, incoming President of the RGA. "Other priorities include re-establishing a positive political presence in state, local and national affairs, and focusing on the future, creating a place of learning for the next generation of Kansas and Missouri supermarket leaders."

"When it comes to our industry, Jon has truly done it all," says Alan McKeever, owner, McKeever's Price Chopper stores. "From owning and operating supermarkets to managing as many as 500 teammates to developing technologies that increase efficiencies, Jon understands the challenges supermarket retailers face every day."

McCormick belongs to several industry associations and advisory councils. His educational background includes a BS of Communications at Xavier University, Market-Based Management at Kansas University, and long time memberships and involvement in the National Grocers Association and the Food Marketing Institute. McCormick resides in Lenexa with his wife Lisa and their three children.

Teamsters Call on U.S. Foodservice to Get Serious About Food Safety

Union Asks CEO Aiken to Cut Ties to IFDA

THE INTERNATIONAL BROTHERHOOD of Teamsters has called on U.S. Foodservice CEO Bob Aiken to step down from the board of the International Foodservice Distributors Association (IFDA), citing the trade association's questionable positions on food safety. The Centers for Disease Control and Prevention estimates that 76 million Americans are sickened, 325,000 are hospitalized and 5,000 die each year from food borne illnesses.

U.S. Foodservice, based in Rosemont, IL, is owned by private equity firms Kohlberg, Kravis Roberts & Co. (KKR) and Clayton Dubilier & Rice Inc. (CD&R), and is one of the largest food distributors in the United States. U.S. Foodservice supplies food to millions around the country. The company and its employees play an integral role in the food safety chain, purchasing food from hundreds of producers, and ensuring its transport to restaurants, hospitals, universities and military bases. The company recently expressed its support of President Obama's efforts to protect the food supply.

"We applaud U.S. Foodservice's public remarks in support of President Obama," said John Williams, Teamsters Warehouse Division Director said on July 21. "But if U.S. Foodservice is serious about food safety, the company must stop supporting trade associations that lobby against food safety reform."

Robert Aiken, CEO of U.S. Foodservice, is a director of the International Foodservice Distributors Association, which has publicly opposed the Safe Food Act. The trade association has objected to measures like mandatory recall authority and an expansion of U.S. Food and Drug Administration inspections. It has even described expanded regulatory authority as "the greatest danger." Robert Aiken has donated thousands of dollars to the IFDA Political Action Committee.

"As the representative union of thousands of U.S. Foodservice employees, we know our members have a real stake in making sure their company follows through when it comes to supporting food safety legislation," Williams said. "For that reason, we call on Bob Aiken to sever all ties to the IFDA and its harmful approach of weakening America's already inadequate food safety laws. Strong food safety laws help build customer confidence in eating out. This directly affects our members' jobs."

PepsiCo To Transform N.A. Beverage Business

PEPSICO has entered into definitive merger agreements with The Pepsi Bottling Group, Inc. and PepsiAmericas, Inc. under which PepsiCo will acquire all of the outstanding shares of common stock it does not already own in its two largest anchor bottlers.

PepsiCo Chairman and Chief Executive Officer Indra Nooyi said, "PepsiCo has had a constructive partnership with PBG and PAS over the past 10 years. While the existing model has served the system very well, it is clear that the changing dynamics of the North American liquid refreshment beverage business demand that we create a more flexible, efficient and competitive system that can drive growth across the full range of PepsiCo beverage brands. Our shared culture, strong operational leadership and ability to successfully integrate operations - in this case operations we know very well - should allow us to bring the businesses together quickly and seamlessly.

"The fully integrated beverage business will enable us to bring innovative products and packages to market faster, streamline our manufacturing and distribution systems and react more quickly to changes in the marketplace, much like we do with our food business," Nooyi said. "It will also make it easier to leverage 'Power of One' opportunities that involve both our beverage and food offerings, and for PepsiCo to present one face to retail customers. Ultimately it will put us in a much better position to compete and to grow both now and in the years ahead."

PepsiCo expects the transaction to directly complement the transformation efforts already underway in its North American beverage business. Those efforts have included refreshing such brands as Pepsi and Gatorade and introducing an array of new products, ranging from the naturally sweetened zero-calorie SoBe Lifewater to low-calorie Trop50. At the same time PepsiCo has taken steps to fundamentally improve its cost structure.

Global Baby Food Market Worth $37.6 Billion by 2014

ACCORDING to a new market research report, Global Baby Food Market (2009-2014), published by MarketsandMarkets the global baby food market is expected to be worth $37.6 billion by 2014, recording an estimated CAGR of 5.0% from 2009 to 2014. The North American market is expected to account for nearly 37% of the total revenues.

The target consumers of commercially-available baby food range from infants (babies aged 6 to 12 months) to toddlers (children up to three years old). Baby food is available in various flavors and in both solid and liquid form. Modern-day time constraints have reduced the use of homemade baby food in both developed as well as developing nations. While U.S. and Europe hold a major share of the global ba-

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Grocery Outlet Offers Money-Saving School Lunch Lessons

AMERICAN PARENTS will prepare more than 1,200 school lunches over the years during Kindergarten through Fifth Grade alone. Frenzied parents often waste money and time on school lunches, only to find half-eaten sandwiches and hungry bellies when their kids return home from school.

"Back-to-school season brings many extra expenses between school supplies, field trips and uniforms," said Melissa Porter, Grocery Outlet's V.P of Marketing and resident Bargainista. "School lunches are definitely one area in which parents can save money and time with a little planning and creativity."

Grocery Outlet's local Bargainistas provide these tips to help parents earn an A+ in school lunch:

- **Involve the kids.** They're more likely to eat a lunch they helped prepare. Create a weekly lunch menu and let them circle their

MELISSA PORTER

choices. Place healthy menu items (i.e. orange slices, carrot sticks, string cheese, etc.) in the refrigerator produce drawer and let kids choose two or three the night before.

- **Avoid sandwich burn-out.** Swap the bread for a tortilla/wrap to make a fun-to-eat pinwheel. Let kids make cracker sandwiches with pre-cut meat and cheese. A hearty cereal packed in plastic container with milk from thermos will be a welcome change. And leftover pizza doesn't require a microwave.
- **Try "extreme value" food outlets.** These outlets purchase overstocks and closeouts directly from manufacturers resulting in prices up to 50% less than conventional retailers.
- **Plan ahead.** Shop from a list so you're less inclined to impulse spend on packaged junk food. Shop your cupboards and leftovers first to avoid duplicate purchases. And be ready to change menu plans according to sales items.
- **Make it fun.** Use cookie cutters (animal, holiday, etc.) for fun-to-eat sandwiches. Stickers always brighten up a plastic bag. You can even write a love note on the banana peel.
- **Single servings are expensive and waste packaging.** Buy items such as yogurt and soup in large containers and stock-up on reusable storage dishes.

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% less than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 135 locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Most stores are independently operated by locally based families.

Pan American Food Brokers Receives '09 Miami-Dade Award

U.S. Commerce Association's Award Plaque Honors the Achievement

PAN AMERICAN FOOD BROKERS (PAFB) of Miami, FL, has been selected for the 2009 Miami-Dade Award in the Food Brokers category by the U.S. Commerce Association (USCA).

PAFB, established in 1997 by Manny Garcia and his late wife Denise, is a minority -owned food brokerage organization which represents national, international and local food manufacturers to the retail grocery

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Celebrity Chef

CHEF LINDSEY WILLIAMS prepared breakfast smoothies August 15-16 at PS 175 in Harlem, as part of the Harlem Week's Children Festival.

Lindsey Williams Debuts Harlem-Centric Healthy Breakfasts

Queen of Soul Food's Grandson on Mission to Get Harlem Kids to Eat Healthier

HIS MISSION is to get kids in Harlem to eat healthier to fight obesity and its consequences. Chef Lindsey Williams, grandson of Sylvia Woods, owner of Sylvia's famous soul food restaurant in Harlem, and author of "Neo Soul," a collection of traditional soul food dishes made with healthier cooking methods and low fat ingredients, is debuting a series of breakfast smoothies named after iconic Harlem figures this weekend during Harlem Week.

"I have battled weight issues most of my life," admits Williams. "The traditional African-American diet is high in sodium and cholesterol and low in fruits, vegetables and dairy — unfortunately, this is the perfect storm leading to obesity, diabetes and stroke."

Working on behalf of the Harlem Healthy Living Program and the American Dairy Association and Dairy Council, Williams will introduce Harlem-centric breakfast smoothies at Harlem Week's Children's Festival, Saturday, August 15 and Sunday August 16 from 11 am to 6 pm in the schoolyard of PS. 175, located on 135th Street.

Williams' first effort to make a difference came in 2006 with the publishing "Neo Soul. His catering company by the same name follows the same principals — great food made with healthy, nutrient rich ingredients. Since then, he has become a leading spokesperson, both in Harlem and around the U.S., for teaching families the basics of serving healthy foods while celebrating cultural diversity.

"Breakfast is extremely important, especially for kids," says Williams. "If you skip breakfast, you're not only more likely to snack later in the day, but kids who start the day with an empty stomach have a hard time concentrating in the classroom."

Report Says-

Savings Continue For Consumers Buying Store Brands

SUPERMARKET SHOPPERS continue to reap sizeable savings on products throughout the store when choosing the retailer's brand, but it also seems the price difference vs. national brands is not their only motivation.

Despite an increase in couponing and price promotion by national brands, the latest market basket research by the Private Label Manufacturers Association documents that shoppers can still lop 30% off their grocery bill by purchasing store brand products in their weekly trips to the supermarket. The savings were virtually identical by percentage to results from a similar study released by PLMA four months earlier.

Meanwhile, a recent poll of consumers shows that the quality of store brand products is a big factor in convincing shoppers to keep buy-

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Bravo on the Grow in Southwest Florida

■ BRAVO SUPERMARKETS latest entry into the Sunshine State is this new 16,000 sq. ft. store in Naples owned and operated by J.D. and Viviana Diaz.

■ PROUD Owner/operators J.D. and Viviana Diaz.

■ BRAVO Manager-Retail Services, Southeast Div. Julio Sanchez with store manager Alex Flores.

New Store Debuts in Naples

Story and photos by:
DENNIS KANE, Editor

Jose 'J.D.' and Viviana Diaz are celebrating the grand opening of their new Bravo Supermarket in Naples, Florida. The 16,000 sq. ft. independently-owned store opened its doors to the public on Thursday, August 6. The impressive new store, located at 2668 East Tamiami Trail, represents a culmination of almost two years of efforts for J.D.

The store's product mix has been selected to meet the unique needs of the diverse population surrounding the store. It offers a variety of Hispanic, Asian, and Afro American products in addition to traditional products. The beautiful new store features a full service deli, bakery department, meat, produce, and wine departments. The seven checkout lanes and customer service counter are equipped with state-of-the-art POS systems from Tecnica Systems of Miami. The grand opening and advertising program featured a full color four page circular delivered to residents in the area surrounding the store.

Diaz told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to residents of Naples and surrounding areas. We are fortunate that this is a densely-populated area. Based on our demographic studies we expect to attract customers from a broad economic spectrum. Our store team is committed to bringing shoppers' personal service and quality food products. We realize that, by knowing our customers and satisfying their needs, we can successfully compete with the large established chains."

Diaz added, "Based on our research in preparing for our opening, we realized that this area needed a first-class supermarket that knows the community and is proud to be a part of the community. We are committed to expand Bravo's presence in the Southwest Florida area. We want our shoppers to feel at home when they shop with us. We are confident that we can live up to our statement that Bravo is the 'supermarket for savings', and that our customers will be saying 'Bravo to Bravo'."

■ OPENING DAY CONGRATULATIONS – Owner/Operator Jose 'J.D.' Diaz (center) receives congratulations from Bravo team members: Richard Sanchez , Lou Papa, Julio Sanchez, Jose Jorge, Dennis Wallin; Steve Balough (Oakmont Capital Resources , Inc.); Jose Geremia, and Peter Jovanovich.

■ BRAVO Naples owner/operator J.D. Diaz (center) pictured along with Bravo VP Business Div., Southeast Div. Dennis Wallin, Julio Sanchez, and Jose Jorge, Bravo Team with Freddy Palomino, Tecnica Systems.

■ BRAVO meat department manager Albert Diaz (center) with Cesar Martinez and Ralph Perez, Quirch Foods.

■ MEAT DEPT. MGR. Albert Diaz (second, left) pictured with Julio Sanchez, Lou Papa, Joe Geremia, and Dennis Wallin, Team Bravo.

The new Naples Bravo is truly a family business for J.D., a veteran of over 20 years in the food industry and his wife Viviana. For many years he owned and operated stores in the New York metropolitan area before moving to Florida in late 2007. Since that time, he has been hard at work creating his dream store which has now become a reality.

J.D. is joined in the operation of the store along with his wife Viviana. The couple have two children: J.D. Jr., age 5, and Emma, 2. Heading a staff of approximately 60 associates at the new store is store manager, Alex Flores. Meat department manager is Albert Diaz, who counts over 25 years experience as a meat cutter.

■ The store features 7 front end POS systems from Técnica Systems.

opened from 7 a.m.-9 p.m. seven days a week.

The recent southwest Florida opening continues Bravo's growth in the Sunshine State. Future store openings are expected to be in Jacksonville, Lehigh Acres, and the North Miami area.

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Produce

Sunsweet Introduces Philippine Pineapple

TASTE and nutrition have long been topics of discussion when making choices for one's diet. With so much uncertainty over what products are healthy in the marketplace, Sunsweet Growers is proud to lead the way by delivering delicious, convenient and nutritious foods to help people lead healthier lives. The latest addition is the release of Sunsweet's Philippine Pineapple in a 6-ounce package - now making it easier to get the maximum health benefits out of a satisfying snacking choice. And, it's so sweet and juicy it's hard to believe it's actually dried fruit!

What makes Philippine Pineapple different is the extraordinary effort Sunsweet goes through to bring top-quality product to consumers. Philippine Pineapple is grown in ideal conditions in the Philippines, planted at elevations of 2,000 to 3,000 ft, where cooler temperatures add more moisture to the finished product versus pineapple grown in hotter climates or at lower elevations.

"People are searching for healthy snacking alternatives and dried fruit is a treat that's always smart to eat," said Steve Harris, vice president of marketing at Sunsweet Growers. "Not only is Philippine Pineapple great for a quick and convenient snack, it really does satisfy the most serious sweet tooth!"

Philippine Pineapple is now available in Dried Fruit or Produce sections nationwide in a 6-ounce resealable bag for $3.99.

Aromatica Organics Spicing Things Up

AROMATICA ORGANICS has just launched a new line of spices that are enabling home diners to enjoy delicious restaurant-quality meals at stay-at-home prices. Conveniently packaged in single portion packs, the new Spice It Now! herb and spice blends retail for a budget-conscious $0.99.

Aromatica Organics' new line of Spice It Now! packets provide gourmet food lovers with a cost-effective way to add flavor and spice one meal at a time. Infused with a shot of the finest spice blend flavors, the portion packs are perfect for one pound of meat or fish and retail for under $1 apiece.

The line of budget-friendly spices is available in a variety of flavors to suit a wide range of palates. Meat eaters can kick up their main course with Nebraska Prime Steak, Cajun Spice, Prime Rib and Beef, Mesquite BBQ or Caribbean Jerk. Seafood lovers will enjoy the Great King Salmon and Mediterranean Seafood options. For vegetable lovers, the Spice It Now! lineup includes Ultimate Guacamole, Potato Topper, Green Bean, All-Purpose Vegetable and Mushroom seasonings. Budget conscious-home cooks will also want to have plenty of the multi-purpose Salt-Free, Garlic Pepper and Sweet Lemon Pepper varieties on hand.

The Aromatica Organics product line is certified by QAI and the USDA National Organic Program and offers over 100 different organic spices, specialty mushrooms, dried beans and lentils.

Meat

Spain's Fermin Fresh Iberico de Bellota Pork Debuts in U.S.

IBERICO DE BELLOTA pork meat, considered by many to be the best in its class, is now available at Wagshal's Market, DC's premier butcher, and will be featured at Jaleo restaurants in Washington, D.C.; Bethesda, MD; and Crystal City, VA.

Acting as Spain's unofficial culinary ambassador, Jose Andres, chef/owner of ThinkFoodGroup, which includes the celebrated restaurants Jaleo and minibar by jose andres, and host of PBS' "Made in Spain," brought together representatives from Spanish exporter Fermin and Wagshal's while shopping at the DC butcher. As a result, Wagshal's Market is the only U.S. establishment to carry cuts of fresh Iberico de Bellota pork from the legendary pata negra or black hoof Iberico pigs that roam freely on mountain meadows in Spain feeding on fallen acorns (known as bellota). Wagshal's Market also will supply Andres' Jaleo restaurants with made-to-order cuts to be prepared as special additions to the popular tapas menu, making Jaleo the only restaurant in the U.S. to offer this unique pork. Jaleo will feature specials such as Lomo Iberico de Bellota asado con manzanas, a tapa of roasted Iberico de Bellota pork loin with apples ($16) and Arroz con costillas de cerdo Iberico de Bellota, a rich and flavorful paella made with Iberico de Bellota pork ribs ($48.)

The arrival of the famed Iberico ham and pork products is the culmination of a ten year effort by the Fermin Company to obtain USDA approval for export to the USA. Since 1959, when patriarch Fermin Martin founded the company in La Alberca, in Salamanca, Spain, the Martin family has been raising Iberico pigs to produce the highest quality pork products. Fermin is the leader in Iberico de Bellota husbandry and production and is the first firm to obtain USDA approval for export to the USA.

During the last three to four months of their lives, Iberico pigs roam freely in the dehesa, an indigenous forest of southwestern Spain, gorging on rich, oily acorns that fall from oak trees in the area, as well as wild herbs and mushrooms. This extraordinary diet infuses the pork with a delicate nutty flavor. As an added benefit, the meat from this breed also contains a variety of vitamins and other properties that are considered to be heart healthy.

"Iberico de Bellota is best when cooked medium rare with a nice, pink center to allow the delicious acorn-infused flavor to come through." says Jose Andres. "We've created some great recipes to showcase the meat in our restaurants and for Wagshal's customers to try at home. In either case, pair your dish with plenty of Spanish wine and you've got an astonishing meal."

"The food community owes a debt of gratitude to Jose for what he's done to make eating a joy in Washington," says Bill Fuchs, owner of Wagshal's Market. "Thanks to Jose, Wagshal's now has another unique product to join its roster of hand-cut certified prime beef, exotic meats and game and Japanese Wagyu, which is only available for retail sale on the east coast at Wagshal's." For its customers, Wagshal's Market is offering Iberico de Bellota boneless loin roasts or chops ($29.99/lb.), bone-in loin roasts or chops ($27.99/lb.) and baby back ribs ($23.99/lb.).

New Eckrich Packaging to Reduce Waste, Increase Shelf Space

AS PART of a multi-million dollar media campaign, Armour-Eckrich is unveiling innovative new packaging for its popular Eckrich Smoked Sausage product. Featuring a new, crescent-shaped design, the package will help save up to 800,000 lbs of waste per year.

Retailers will gain more shelf space as a result of a more compact package. Product height has been reduced nearly ten percent and consumers will continue to benefit from the easy-to-open feature. The new design will allow for greater shelf presence and pack-out and could help retailer productivity as the new shape is easy to stock and maintain.

The new package coincides with Eckrich's first mass market TV and radio campaign in over seven years. The brand's Naturally Hardwood Smoked seal continues to emphasize its flavor advantage over its main competitors. Millions of FSIs along with an enhanced in-store marketing program have been developed to boost Eckrich's retail partners' sales and store traffic.

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Always Providing Consistent And Reliable Service

To Succeed, Stay Close to Your Customers and Closer to Your Employees

By **JAY FORTE**

Mark is the store manager in a large retail store. Though times are tough, he has not had to lay off any employees and his results continue to grow. How are his results so much better than others? He stays close to his customers; he stays connected. He makes the effort to always know what they think, care and worry about. He knows what they need, want and value. He asks what inspires them, engages them and excites them. It is his job to know this; it keeps him connected and responsive. At a time of doing more with less, Mark knows how to wisely spend his (limited) resources for high value customer impact.

Marie manages a team of 15 professionals. Only one employee left in the last five years – because her husband was transferred to another state. Marie received 45 resumes for the vacated position, three times what others managers receive. Her department consistently outperforms all other departments and contributes more to company efficiency and profitability. How does she inspire great loyalty and performance? She stays connected to her employees. She makes the effort to always know what they think, care and worry about. She knows what they need, want and value. She asks what inspires them, engages them and excites them. It is her job to know this; it keeps her connected and responsive. At a time of doing more with less, Marie knows how to wisely spend her resources to maximize employee performance, engagement and loyalty.

Employees and customers have the information you need to be successful. When most of us have to do more with less, businesses must know how to allocate their resources to inspire greater customer and employee loyalty and performance. Only by knowing what each customer and employee thinks, needs and values, will businesses have the information to determine how to spend wisely and with great impact.

The way to stay close to your customers and even closer to your employees is to learn how to ask great open-ended questions – to get them to talk, share and explain. Then, listen to the answers. Take notes. Develop the right responses. Show you care. Know what matters to them. Earn their trust. Be worthy of their loyalty. Give them reason to stay with you.

Consider these five "stay close to your customers and employees" questions. Ask. Listen. Think. Care. Respond.

For Customers:

1. What is the most important thing you look for in a retail (service, construction, manufacturing, etc.) business? How do we compare with this?
2. Are we your first choice for products (service)? Why or why not?
3. We pride ourselves on our extraordinary service. What is the most extraordinary thing we have done for you? Why did this impress you?
4. If we could improve just one thing, what would be the most meaningful thing for you? What would the benefit be for you?
5. We are committed to creating a family here at _____. Have we made you feel part of our family? How? What else would you like to see to feel like family?

For Employees:

1. What are you good at and what do you love to do? How do you get to do this (these) in your job?
2. What are two things you need in the workplace to help you perform better?
3. What makes you feel important, valued and part of our workplace family?
4. What skills would help you feel more competent and confident in your job?
5. What other responsibilities or jobs in the organization would you like to be involved in?

One-size-fits all responses are ineffective with both customers and employees. Both perform based on how connected they are made to feel – and how customized the responses are. This requires meaningful information – information to learn what inspires, challenges and encourages them. Developing a process to open the communication lines, then gather and use the information to influence decision-making, is as critical to the success of an organization as is cash flow, operations, marketing, and strategic planning.

Employees are the key to extraordinary service; employees who are good at what they do and love doing it, can provide the type of response that activates customer loyalty. A successful customer-focused organization is first an employee-focused organization. Stay close with your customers but stay closer with your employees. Employees are the ones who provide service. They are your eyes and ears to the customer world. They are your idea generators, your efficiency experts and your image-makers. Connect to them, know them, respond to them. An employee who feels listened to, well supported and personally cared for will provide the same responses for the customer. Great employees create great customer service.

At a time of doing more with less, it is critical to know how to use your limited resources to always get it right. Get close to your customers. Get closer to your employees. Both have the information you need to be successful. Ask. Listen. Think. Care. Respond. Connect. This is personal.

ABOUT THE AUTHOR

Performance consultant, speaker and workplace coach, Jay Forte, works to maximize personal and professional performance. As president of Humanetrics, LLC, Forte provides talent-based hiring and management training to create high-productivity workplaces. His new book, "Fire Up! Your Employees and Smoke Your Competition," brings workplace theory into real life, with interactive tools and exercises. His new online resource, "Stand Out and Get Hired," helps job seekers assess their talents, identify jobs that need their talents and apply in a way that gets noticed. Forte is also a member of SHRM and ASTD. To hire him for keynotes or consulting, visit: www.HumanetricsLLC.com or www.FireUpYourEmployees.com or call: 401-338-3505.

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Más Club Opens in Houston

Badia Spices Major Sponsor of Grand Opening Festivites

Más Club, a fresh brand of warehouse club shopping from Walmart opened its doors August 6 at 8711 North Freeway in Houston, TX. It is the first membership warehouse club to specifically offer consumers a wide assortment of Hispanic items. Más Club features exceptional values on approximately 4,000 items including internationally known brands, such as Badia, Minsa, Dela Rosa and La Huerta.

"This is a warehouse club unlike any other, and we are excited to have it debut in Houston," said Más Club General Manager, David Galvan. "Houston has a very diverse population, and we will be able to better serve the metro area by focusing our efforts on specialized merchandise and solutions at this club. Now, we are going to be able to offer an expanded assortment of Hispanic products at a great value."

Más Club will have a positive impact on the overall supply chain of Hispanic items sold in the United States. By streamlining the importation process, it is anticipated local resellers and small businesses that offer grocery and other items will have greater access to an expanded variety of products at great prices. Más Club is a new format operated by Sam's Club, one of the nation's leading membership warehouse clubs.

Grand opening day events began with a ceremony and ribbon-cutting at 8:30 a.m. Más Club members and non-members were invited to activities throughout the day and weekend, including a special appearance by Carlos Lee, star left fielder with the Houston Astros. Plus, numerous food and beverage samplings, like meat and produce items prepared with Badia Spices, were available.

The event kicked-off with a community grant presentation of which $24,000 was distributed to local organizations. Later in the day, a VIP event for Más Club Founding Members and associates was held; this was the first chance for members to purchase merchandise.

Más Club provides imported and internationally known brands at great values and in package sizes that make sense for families and small businesses. Its product assortment includes fresh produce and meats, including a variety of cuts, and a full-service meat and seafood counter. The club carries a unique selection of Hispanic foods and brands including beverages, spices and candy for both family use and small business resale. To enhance the member experience, the café features a menu including traditional beverages and entrees, as well as an outdoor seating area. Additional areas of business provide new services, such as a clinic and a Barri® money center.

Café: Features new variety of menu items, including rotisserie chicken and carnitas sold by the pound, along with an assortment of traditional Hispanic dishes, like Fajitas de Res, Barbacoa Flautas de Res and Picadillo Carne Guisada, available to eat-in or for carry-out.

Barri Money Center: Members will receive unsurpassed personal attention with Barri's 25-years of experience in Houston financial services. Open Monday through Saturday from 9 a.m. to 8 p.m., and Sunday from 10 a.m. to 6 p.m., members can utilize it for wire transfers, currency exchange and check cashing, as well as money orders, bill payment, prepaid debit cards, phone cards, insurance services and tax preparation.

Clinic: Provides fast, affordable access to basic healthcare services, such as check-ups, immunizations, screenings and minor injuries. Más Club has a unique layout, with two adjoining buildings representing approximately 143,000 sq. ft. of shopping and warehouse space.

Shopping Space: Members can shop for fresh produce and meats, exchange currency and pick-up household or business goods in the 87,000 sq. ft. of shopping space at a community-centric and convenient location.

Warehouse business: More than 30,000 sq. ft. of Más Club is dedicated warehouse space with approximately 500 non-perishable items. It will service business owners who will be able to purchase large quantities that can be easily transported. Members work directly with an account manager to place large orders from the warehouse.

Outdoor Market: An outdoor space for special shopping and market-style activities will host weekend events, including pottery and produce.

Quantities that can be easily transported. Members work directly with an account manager to place large orders from the warehouse.

Outdoor Market: An outdoor space for special shopping and market-style activities will host weekend events, including pottery and produce.

Más Club specializes in Hispanic goods for both small businesses and families. Annual membership costs $30, which enables members to shop at the facility and use the fuel station. Purchases can only be made by Más Club members. Sam's Club Business and Advantage Membership does not extend to Más Club. Más Club hours are Monday through Saturday from 9 a.m. to 9 p.m. and Sunday from 10 a.m. to 6 p.m.

■ CHEF PEPIN was on hand, courtesy of Badia Spices. During the event he met with shoppers, handed out autographed photos, and conducted cooking demonstrations.

■ CHEF PEPIN greets opening day shoppers. During the event over 800 lucky shoppers received personally autographed photos from him.

■ GRUPO FAMA was on hand to entertain.

■ Over 200 Lbs of marinated meat with Badia Mojo Marinade, and seasoned with Badia Complete Seasoning were cooked, smoked, and sampled!

■ OPENING DAY SHOPPERS discover the numerous tasty, fresh baked goods in the bakery department.

■ Sure to be a big hit at the new store: Freshly made tortillas from the store's very own tortilla machine.

Más CLUB BADIA®

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On the Opening of Your New Warehouse Club... A Club Unlike Any Other!

CHEF PEPIN with Sam's Club New Business Buyer Ruth Parra Naranjo.

CHEF PEPIN greets Más Club Gen. Mgr. David Galvan.

We are honored to be able to join with you in introducing this exciting new shopping concept and are pleased to have played a role in the debut of your initial store at 8711 North Freeway in Houston, TX.

We extend our best wishes to general manager, David Galvan and his entire Más Club store team and wish you many more openings, growth, and success!

MAS CLUB, a fresh brand of warehouse club shopping from Walmart, opened its doors August 6th in Houston, TX.

Good Friends and Good Food— The Spice of Life!

Contact your sales representative for additional information.

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At Annual Fall Buying Show

Associated Grocers of Florida Retailers Follow the Yellow Brick Road to Savings

August 6-7, 2009 • Double Tree Airport Hotel & Convention Center • Miami, FL

POWER BUY SESSION HOST John Cagney with 'Miss Super Buy' Monica.

THE SINGING WAITERS- A real crowd-pleasing performance by 'The Singing Waiters' highlighted the Thursday evening Grand Banquet.

TOTAL SALES INC.- Following the Yellow Brick Road of Savings will lead you to Fred High, Harold Louis, and Vince Higgs. They're booth took Second Place honors at the show.

THE WIZARD OF DEALS- The group from Pan American Food Brokers at their booth which took 'Best Booth Award' honors.

Chef John Flora, Flora Foods, presenting a cooking demonstration.

ASSOCIATED GROCERS OF FLORIDA President /CEO Cal Miller (center) welcomes Lisia Cruz, Alex Paradas, Miguel Paradas, and Juan Diaz, Grupo Ramos (Dominican Republic).

AG of Florida COO Chris Miller (center) with Tino Valle and Ezequiel Herran, Sedano's Supermarkets.

John Scott, Stephen Smollett, and Mario Simmons, Abaco Markets Ltd./ Solomon's (Bahamas).

PROMOTING USA- Sara Sweetman, Anthony DeFreitas, Juali DeFreitas, and Evelyn Quintero.

John Scott and Vernique Stubs, Abaco's Markets Ltd./ Solomon's (Bahamas).

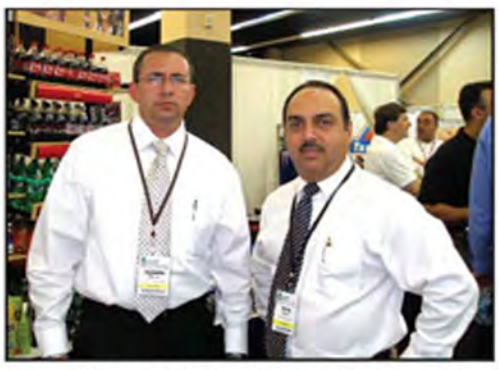
Michelle Butler, Fausto Borges, Advantage Sales; Alina Leal, and Mayra Rodrguez, Bravo Supermarkets.

SEDANO'S SUPERMARKETS- Jorge Sanchez and Rogelio Perez, store #33 with Evelio Cruz, store # 22

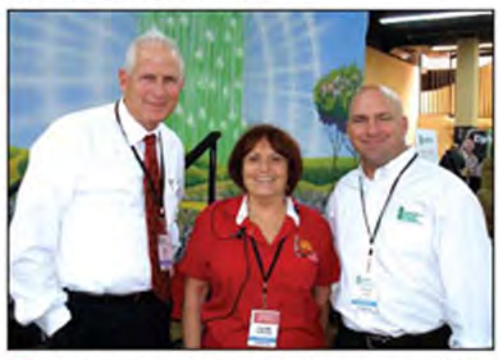
Carlos Hernandez, National #2 (Hialeah) with Luis Diaz, Neighbors IGA.

Carlos Delgado, Sedanos; Robert Caban, Gold Coast Dist.; Alex Morales, Sedanos; William Vazquez, Presidente Beer, and Humberto Delgado, Sedano.

Prudentia Norville and Ursel St. Catherine, Dilly's Supermarket (St. Lucia).



SEDANOS SUPERMARKETS- Roberto Munoz and Boris Munoz.



Gary Bausch, Lynda Echelberger, and Chris Lavoy, Associated Grocers of Florida.

BAILEY'S GENERAL STORE- Richard Johnson, Jessie Burke, and Ginny Provo (Sanibel Island).

HISPAMER CORP. - Thomas Pirkle, Oscar Serna, and Gabriel Fernandez.

SEDANO'S SUPERMARKETS- IsnaldoBatista, Rolando Munoz, and Ricardo Carbonell.

TECNICA – Hector Martinez, Vicky Monteiro, Guillermo Arinez, and Heather Chavarriaga.

Angel Ruiz, AG of Florida, pictured with Laedneo Simon and Mario Theodule, Thriftway of Pahokee.

IDGBL- Michelle Cambises, Barbara Lopez, Pedro Cabanas, and Jay Marrero.

Friday Afternoon Power Buy Session Action!

New in the Neighborhood

THE FRESH GROCER, a supermarket chain committed to developing new stores in communities previously overlooked by growing businesses, has opened the doors to its newest location in NW Philadelphia near La Salle University. The August 21 opening of the new $13.5 million 50,000 sq. ft. Fresh Grocer has created over 250 new jobs in the community and is the Germantown neighborhood's first supermarket in over 40 years.

The Fresh Grocer Fills 40-year Void in NW Philadelphia Supermarket Shopping

A **TODAY'S GROCER**
Exclusive Report

The Fresh Grocer, a supermarket chain committed to developing new stores in communities previously overlooked by growing businesses, has opened the doors to its newest location in NW Philadelphia near La Salle University. The August 21 opening of the new $13.5 million 50,000 sq. ft. Fresh Grocer has created over 250 new jobs in the community and is the neighborhood's first supermarket in over 40 years.

The grand opening of The Fresh Grocer at The Shoppes at La Salle on Chew Ave. began with a ceremonial ribbon-cutting attended by Fresh Grocer executives, La Salle University President Brother Michael McGinniss, Councilwoman Donna Reed Miller, State Rep. John Myers, and Kevin Dow, Deputy Director of the Office of Neighborhood & Business Services for the City of Philadelphia.

"This has truly been a group effort from start to finish," said Patrick J. Burns, President & CEO of The Fresh Grocer. "Our local politicians, community groups, and administration at La Salle University were all instrumental in bringing The Fresh Grocer at The Shoppes at La Salle to life."

The new store anchors the Shoppes at La Salle, a $15 million retail center built by Morland Development on La Salle University's former athletic field.

The store was financed with the help of a multi-million grant received from Gov. Ed Rendell's Redevelopment Community Assistance Program (RCAP) and aid provided by the Pennsylvania Fresh Food Financing Initiative, a community revitalization program championed by state Rep. Dwight Evans that increases the number of supermarkets in underserved communities across the state.

Some features in the new Fresh Grocer include a coffee, smoothie & gelato bar, full service sushi restaurant, catering department, brick oven pizza, made-to-order sandwiches and steaks, full service meat and seafood departments, all-natural and organic items, in-store bakery and a wide variety of international foods, all at affordable prices. In addition, The Fresh Grocer at The Shoppes at La Salle has been designed with an environmentally-friendly consciousness to minimize energy consumption and help reduce the store's carbon footprint.

"We are confident that our supermarket is going to be well-received by the community," Burns told TODAY'S GROCER. "This neighborhood has been underserved for too long. We are here to make a difference by improving the overall quality of living in the area by making fresh and affordable food readily available in a new, modern and state-of-the-art setting."

"This is truly a blessing," said Kelly Avernil Diggs, resident of NW Philadelphia and a recently-hired employeeat the store. "Everyone at The Fresh Grocer has welcomed me with open arms. I have nothing but wonderful things to say about Fresh Grocer. So far this has been an excellent employment experience."

Of the 265 employees hired to work at the new Fresh Grocer, 98% are Philadelphia residents and 47% live in the NW Philadelphia neighborhood, impressive numbers considering the staggering unemployment rate in Philadelphia and the job cuts that continue to take place at many other companies throughout the city and country. Overall, The Fresh Grocer employs over 1500 people from the Metro Philadelphia area and continues to grow with the opening of new stores.

The Fresh Grocer at The Shoppes at La Salle, located at 5301 Chew Ave, Philadelphia, PA 19138, is open seven days a week from 6 AM until midnight.

Founded in 1996, The Fresh Grocer is committed to providing high quality perishables in an urban environment with nine stores, including the newest location at The Shoppes at La Salle, operating in the Greater Philadelphia area. The company expect to open another new location at Progress Plaza in December.

RIBBON CUTTING CEREMONY- (left to right): Latrice Bryant, Office of Councilman W. Wilson Goode Jr.; Brother Michael McGinniss, President of La Salle University; Grant McLoughlin, Vice President of The Fresh Grocer; Mrs. Helen Burns; Kevin Dow, Deputy Director for the Office of Neighborhood and Business Service for the City of Phildelphia; Patrick J. Burns, President of The Fresh Grocer; State Representative John Myers, State Senator LeAnna Washington; Shawn Rinnier, COO of the Fresh Grocer, and Kimberly Rinnier-Rosato, CFO of the Fresh Grocer.

Getting to Know-

PATRICK J. BURNS
President & CEO

PATRICK J. BURNS
President of The Fresh Grocer.

PATRICK BURNS has more than 25 years experience building a series of retail supermarkets and managing food service for upscale restaurants and country clubs in the Greater Philadelphia area. As an accomplished corporate strategist and marketer, his vision and expertise in business performance have created notable enterprise growth of supermarkets in Philadelphia. His achievements have been featured in The Philadelphia Inquirer, USA Today, The New York Times, and many other publications.

Combining a rare blend of operational and creative moxie, Patrick is recognized for his role in growing sales and profits in both the retail food and food service sectors. He has played a significant role in the in the growth and profitability of The Fresh Grocer Supermarkets, where, as CEO, he has grown the business by focusing on niche markets that are virtually untapped.

Patrick's track record of business improvement is based on the philosophy of enterprise accessibility. He is renowned for his ability to quickly identify and adjust for impediments that impact his business plans, and therefore is constantly refining the organizational structure, product lines, advertising and market position.

Patrick serves on the Board of Directors for CADES (Children and Adult Disability and Educational Services), the Pennsylvania Food Trust, and has many varied philanthropic interests. Patrick is active in the Overbrook Country Club, Monsignor Bonner High School, and the Connie Cassidy Foundation, along with his wife and three daughters.

John- Bakery Department Manager

Vanessa- Deli Department manager.

Ed- Meat Department Manager

Patrick J. Burns, President of Fresh Grocer and Don Hinkle-Brown, President of The Reinvestment Fund pose with costumed characters at the grand opening event.

Aness- Brick Oven Pizza Department

Pete- Seafood Department Manager

Getting to Know-

JOHN FAUST *Store Manager*

JOHN FAUST Store Manager

JOHN FAUST has been with The Fresh Grocer for over 12 years. He began his career with the company as a deli clerk. Over the Years, John has held the titles of hot foods clerk, deli department manager, front end manager and finally store manager. Of the nine Fresh Grocer supermarket locations, John has worked in every store at one point or another in various roles. He is excelling as a store manager at the newest Fresh Grocer at The Shoppes at La Salle. "I'm enjoying the challenge of getting a brand new store off the ground," said John. "This store is beautiful and state-of-the-art, which makes it exciting to come to work every day."

Fresh made catering department with an assortment of hot sides and entrees prepared fresh daily.

Southeast Wholesale Foods Hosts

Fourth Annual Sale-A-Bration of Savings

Cirque Dreams Attracts Record Turnout

Miami Airport Hilton Hotel • Miami, Florida • August 20, 2009

CIRQUE DREAMS- The evening banquet entertainment featured a 'Cirque Dreams' interactive experience featuring a bevy of some of the most unusual performers on the planet.

Kevin Darcy, Rich Bauer, Danny Payne, and Edward Fellows, Southeast Wholesale Foods.

MERCHANTS DISTRIBUTORS- John Bewender, Tina Townsend, John Gray, Frank Simmons with Kevin Darcy, SWF.

Patty Gomez, SWF (center), pictured with Fernando Gonzalez and Victor Gonzalez, El Gallego Supermarket (Miami).

Daniel Hassan and Charlie Trejo, Mr. 99 Corte; Daniel Alonso, and Rafael Pedierne, SWF; Fernando Gonzalez, El Gallego Market, and Enrique Navarro, All State Food Mktg.

NESTLE USA- Enrique Dubuy, Ashley Moore, Karla Corritis, and Luis Cortez.

Nikki Schick, SWF, with Maurice Bared, Maria Quesada, Dio Castillo, Farm Stores.

Rafael Pedierne (SWF) pictured with Connie Brewer, Krystal Brewer, Burt Elsenbod, and Bise Elias, E's Country Stores (Naples).

GRAND PRIZE WINNERS of a fall foliage cruise for two were Chemmy and Percy Yee, Kong King, Super Center, (Aruba) pictured receiving their prize from Southeast Wholesale Foods General Mgr., Tony Palacios (left) and Southeast Food Distribution President/CEO Rich Bauer (right).

Guido Rivera, Marcelo Rivero, Daniel Cohello, Marcelo Silles, and Bernardo Rivero from Bolivia.

Francisco Zarraga, and Guillermo Black, Trijat, with Ken Reich, Advantage Sales.

Marc Goodman, SWF, with Jim McCue, and Ryan Clawges, Marsh.

R.O.I. MARKETING SPECIALISTS (Event Planning)- Jenny Staten, Gina Hausen, SWF; Myriam Suarez, and Crystal Ellison Ruiz, R.O.I.

Rafael Pedierne (left) and Carlos Guerra, SWF (right), pictured with Yuri Rodriguez and Roberto Mortes, Diaz Supermarket #3.

Krystal Brewer, Connie Brewer, and Burt Elsenbud, E's Country Stores (Naples) with Robert Fundora, SWF, (second, left).

Alma Duran, Mario Artega, and Alexis Reyes, Supermercado Colonial.

James Devine and Hector Garcia, Allied Caribbean.

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Sale-A-Bration of Savings Scenes

Jeff Stenseth, FG Products; Chuck Wagner, Great Dane; Audrey Bradley, SEFF Director of Traffic; Fernando Edelstein, ThermoKing; Ray Zentko, SEFF VP Transportation and Rob Thornton, Ryder.

C.H. ROBINSON WORLDWIDE, INC. – Tony Palacios, SWF; Al Ferrari, Joe Moulton (Market Place); and Eliseo Barja.

Sandy Contreras and Ivonne Cohen, SWF, pictured with Jacob Pervis, Tropical Shipping

TRANSCOR INT'L. (COFI COFI)- Natalie Zhukova, Anna Zyrwanova, and Natasha Polyakova.

FLOWERS BAKING- John Deleu, Juan Colome, Peter Chao, and Willie Prince.

Mark Feiler- Advantage Sales & Marketing

Jeff Richman, Convenience Valet and Randy Tugg, Acosta Sales.

Chris Malone, Cameron's Products; Gary Polk, CDZ Sales with Sean Norsworthy, Ginsu.

ADVANTAGE SALES- Ken Reich, Kevin Darcy (SWF), Fausto Borges, Bob Hengstler, and Tatiana Perez.

FEDERATED FOODS- Richard Buoni (Epicurion Market); Angel Valerio, Federated, and Mike Welch, SWF.

HADDON HOUSE- Jeff Rolfe and Margie Passalacqua.

Paul Shilling, Ameriplus Inc. (Better Valu cleaning products).

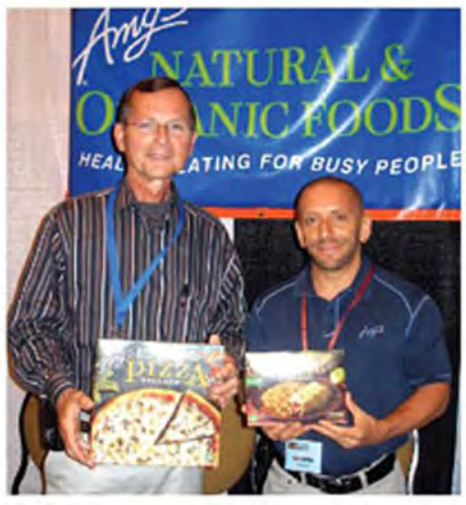
W.H. TRADING INC. – Babu Laungani.

TOTAL SALES INC. celebrates a 'Sale-A-Bration of Savings': Fred High, Harold and Mel Louis, Luis Ramos, and Russel Louis.

KELLOGG'S- Walter Comeaux, Eric Ax, Jennifer Madalena, Heather Cullers, Frances Esteves, and Maria Montes De Oca.

CROSSMARK – Joe Digiacomo, Ariel Ambros, Linda Horn, Gina Hausen (SWF), and Carlos Oropesa.

BLUE BUNNY- Mario Vigoa, Gaston Diaz, SWF, and Chip Hoskins.



AMY'S NATURAL & ORGANIC FOODS- Al Baker and Russ Netter.

HUERTA CHEMICAL CORP.- Renee Alvarez and Orbe Garcia.

Buying Action

Scenes From the Group Buy Session

SOUTHEAST WHOLESALE FOODS

■ Eduard Fellows, Pam Young , Sharon Madden and Tony Antelo, SWF.

■ BUYING ACTION- Tomilson Bynoe and Derek Deane (Emerald City).

■ SOUTHEAST WHOLESALE TEAM MEMBERS: Pam Young, Gaston Diaz, Gina Hausen, Donna Alufohai, Angel Valerio, Federated Group; Pepe Rohaidy, Sandy Contreras, and Mary Lopez.

Publix Opens at Mary Brickell Village

Third Store for Chain in Downtown Miami Area

The long wait is over for Downtown Miami Residents as Publix Super Markets opened its highly-anticipated new store at the new Shops at Mary Brickell Village on June 4.

The 33,000 sq. ft. store anchors the outdoor shopping center located south of the Miami River at 911 SW 1st Ave. Other shops and fine dinning establishments at Mary Brickell Village include Blue Martini, FedEx, Kinko's, Ganache Chocolate, Regions Bank, Starbucks, Subway, and Village Humidore.

This is the third super market operated by Publix in the downtown area. Other Publix locations within a short distance include: 134 SW 13 St. (Brickell Village), and 311 SW 7 St. (Publix at Miami River) and serves an eclectic mix of urban dwellers, office workers, tourists, and others. Great care has been given in the selection of the merchandise mix so as to meet the needs of the customer base which includes shoppers of all ages and socio-ethnic makeup.

The store is open from 7 a.m. to 11 p.m. Monday-Saturday and from 7 a.m.-10 p.m. Sunday. The café operates from 6 a.m. to 8 p.m. seven days a week. There's limited on street parking. But, there is plenty of space to be found in parking garages, including one that is dedicated for Publix with its own entrance into the store.

■ THE SHOPS AT MARY BRICKELL VILLAGE is the location for Publix Super market's third and latest entry in the Downtown Miami area. The new 33,000 sq. ft. store #01009 and its staff of 120 associates is managed by Gary Chin.

■ PUBLIX SUPER MARKETS Vice President/Retail Operations- Bill Fauerbach pictured with Store Mgr. Gary Chin, Regional Director Mike Meredith, District Mgr. Carlos Cendoya, and Media & Community Relations Mgr./Miami Division Kimberly Jaeger.

■ Already a popular favorite with shoppers and residents of the surrounding areas is the Publix Café.

■ STORE MANAGER Gary Chin pictured with assistant deli manager Maquela Brown and deli manager Yoel Goitisolo

■ Getting to Know

GARY CHIN

Manager, Store #01009
Miami,FL

■ Store Manager Gary Chin receives grand opening congratulations from Miami Region VP-Retail Operations, Bill Fauerbach.

GARY M. CHIN manager of Publix' new store #01009 in Miami, FL was born in Queens, New York. Living for six years on the island nation of Jamaica, he and his family moved to South Florida in 1977. Gary, who graduated from Sunset High and attended Miami-Dade College joined Publix in 1986. This is his first appointment as a store director. Prior to being named to head the Publix team at #01009, for the past seven years he served as a Retail Improvement Specialist (R.I.S.) in the grocery department. Gary and his wife Elizabeth reside in Miami along with their two daughters Krystal and Emma. In his spare time he enjoys salt water fishing.

■ Meat Department Mgr. Moises Hernandez and assistant meat mgr. Ceaser Ramirez.

■ Store Mgr. Gary Chin pictured with assistant store mgr. Isreal Ugarte.

■ PRODUCE MGR. Jumson Dorneval has been with the company for 16 years.

■ Customer Service Mgr. Katrina Hatem, Martine Lange, Alta Collechi, Customer Service R.I.S. Christina Yung, Yolla Hayek, and Jesse Lawrence-Hayden.

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Tin Can Magic from Sally's Galley

Innovative, Economical Ideas for Using Canned Foods

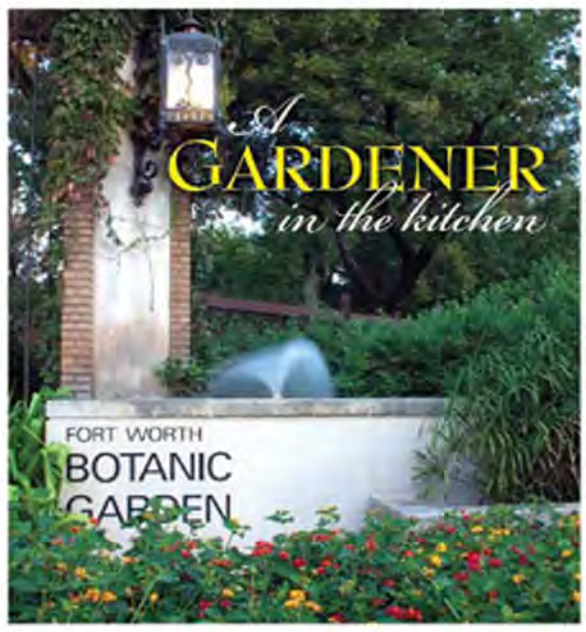
TIN CAN MAGIC from Sally's Galley offers 400 different recipes designed to save time and money and to introduce alternatives for anyone who does not have easy access to or the ability to buy fresh food.

The author of Tin Can Magic is a boater who has provisioned food for 6 months at a time and has created recipes that she believes are as scrumptious as they are economical. In Tin Can Magic, Sally shows how anyone can eat well on a budget just by using items found in any pantry. Canned meats and vegetables are much cheaper than fresh, and because they store much longer, they can be bought in bulk. Tin can cooking can also be more environmentally friendly, Sally suggests. She proposes mixing recipes in plastic bags to save water needed to wash pans and bowls and to slow-cook casseroles to save energy.

Tin Can Magic offers a wide variety of recipes, from hot artichoke dips to pineapple salsa to tuna curry. There are recipes for eggless eggnog, no-knead cheese bread and for entrees like ham with mandarin oranges and beef pot pie. Sally also provides recipes for desserts like chocolate chip bar cookies and Seven-Up cake.

Canned foods can taste as delicious as fresh, Sally insists, reporting that many people were always asking her for her recipes and were astonished that the gourmet meals they were eating came from canned or packaged foods. Whether readers are planning on camping, boating, traveling in a recreational vehicle or they just want to save money, Tin Can Magic could offer the creative solution needed.

A New Cookbook Compiled By Texas Gardeners



SPECIAL CARE was given in testing and tasting over 350 recipes chosen to be included in this beautiful, four color cookbook. The cookbook also features a brief history of the Fort Worth Botanic Garden, newly listed on the National Register of Historic Places, as well as beautiful color photos of the garden.

The hard cover bound cookbook is published by Wimmer Cookbooks, a recognized publisher of national award winning cookbooks.

Cookbook orders are now being taken at the Fort Worth Botanic Garden's web site at http://fwbg.com/ and are priced at $ 30.00 each or 12 cookbooks for the price of 11 - $330. All proceeds from cookbook sales will be dedicated to the Fort Worth Botanic Garden's education and educational outreach programs benefitting the Fort Worth community.

This beautiful cookbook contains mouth watering recipes and information about a Fort Worth landmark, the "Botanic Garden". It will be treasured by its readers/owners for years to come.

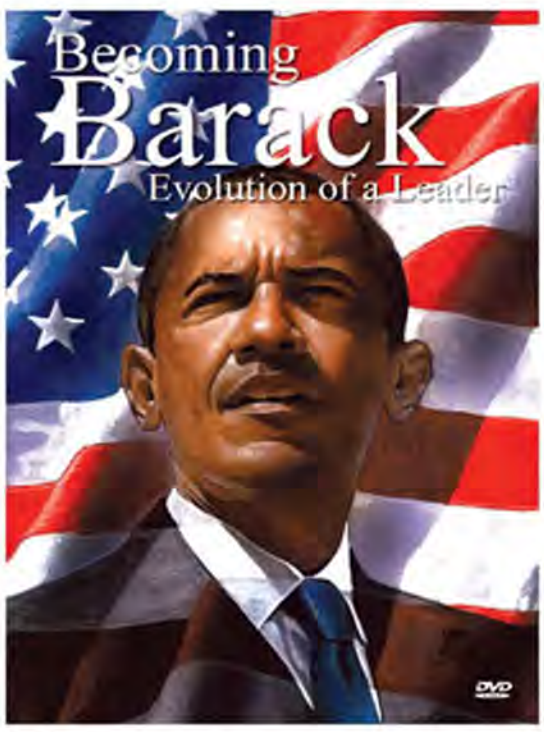
Video

Becoming Barack: Evolution of a Leader

Documentary Traces Early Path of a Man Destined to Make History & Force Global Change

NEW DOCUMENTARY that traces the early path of a man destined to make history and be a catalyst for global change, *Becoming Barack: Evolution of a Leader*, is now available as a special collector's DVD from **Little Dizzy Home Video**.

Few presidents have been so celebrated by the people. How did Barack Obama's early experiences inspire him to develop principles and a philosophy that would take him to the presidency? What was he really like in his formative years? What was his inspiration for hope and change? What solidified his ideals and principles to launch him on such a remarkable and historic journey?



Becoming Barack: Evolution of a Leader features footage from three of the earliest known recorded interviews with the new president, including never-before-seen footage.

The documentary also features rare personal photos; interviews with family and a range of Chicago-area leaders in business and in grassroots community organizing who knew Obama intimately during his formative years and share personal memories and anecdotes; and historic photos and video footage of "Obama's Chicago" in the mid '80s through early '90s.

Available on DVD for a suggested retail price of $14.99, ***Becoming Barack: Evolution of a Leader*** features an original seven-song soundtrack produced by Michael B. Sutton, a former Motown record producer/songwriter and founder of Little Dizzy Records.

Everyone's Favorite Detective is Back

Inspector Gadget: Go, Go Gadget Collection

HE BUMBLES, he fumbles, but he always gets the job done! He's Inspector Gadget, the world's funniest and most famous gadget-equipped, absent-minded detective and this fall he stumbles onto a brand new DVD collection in stores now from Twentieth Century Fox Home Entertainment. Featuring voice talent Don Adams (*Get Smart*) and Frank Welker (*Garfield, Scooby Doo*), future private eyes will thrill at over three hilarious hours of Gadget adventures, gags and gizmos. This DVD collection of 10 half-hour episodes will be available for a suggested retail price of $19.98 and features a free Gadget Decoder Game.

Elton John Joins Bob The Builder And His Can-Do-Crew

Bob The Builder: Christmas to Remember

LEARN THE TRUE spirit of the holidays as everyone's favorite builder and friends prepare for the ultimate Christmas concert, featuring the voice and talent of Elton John, in *Bob the Builder™: A Christmas to Remember - The Movie* on DVD October 13 from Lionsgate and HIT Entertainment. Fans of Bob the Builder are sure to enjoy this Christmas classic just in time for the holiday season!

Bob's Can Do-Crew is busy decorating for the holidays and building a concert stage for rock stars Lennie and the Lazers. And guess who is coming home for Christmas? Bob's twin brother Tom, all the way from the Arctic Circle! Unfortunately, things don't go as planned. Spud is up to his usual pranks, Lennie can't sing, Bob forgot his Santa costume and it seems Tom won't be home after all. Much to Bob's surprise, Elton John and a mysterious appearance by Santa make it a special Christmas to remember!

DVD SPECIAL FEATURES-
Two Bob the Builder Music Videos:
"I Can't Get Down" and "An Apple A Day"
DVD SRP: $14.98

Weight Watchers Smart Ones Introduces

Artisan Creations Grilled Flatbreads

WEIGHT WATCHERS Smart Ones brand is giving lunch time a boost with new flavorful Artisan Creations Grilled Flatbreads. The new Grilled Flatbread line offers a variety of flatbread sandwiches with bakery-baked flavor and grilled, crispy bread, right out of the microwave.

Smart Ones Grilled Flatbreads boast real grill marks, robust flavor and whole strips of steak or chicken, topped with fire-roasted vegetables and tasty sauces. In addition to serving as a better-for-you lunch option, mid-day munchers can enjoy Smart Ones Grilled Flatbreads either crispy or soft, by following the package instructions for a sandwich that suits personal tastes.

Each of the Grilled Flatbread varieties has a Weight Watchers POINTS® value of six, has 310 calories or less, and six to eight grams of fat. The line includes four tasty flatbread options:

- **Chicken Marinara with Mozzarella Cheese** with grilled white meat chicken, fire-roasted bell peppers and onions, and reduced-fat mozzarella cheese, topped with a zesty marinara sauce on a flatbread.
- **Savory Steak and Ranch** flatbread with seasoned beef steak, fire-roasted green bell peppers and onions, reduced-fat mozzarella cheese, with a creamy ranch sauce.
- **Southwestern Style Chicken Fiesta** with grilled white meat chicken, a blend of reduced-fat cheeses and fire-roasted vegetables, complemented by a roasted red bell pepper sauce on a flatbread.
- **Chicken Bruschetta** with grilled white meat chicken, tomatoes, roasted red bell peppers and reduced-fat mozzarella cheese with a creamy roasted garlic sauce.

Smart Ones Grilled Flatbreads will be sold at a suggested retail price of $3.29.

Edy's Slow Churned Warms Up the Holidays

Debuts New Hot Cocoa Light Ice Cream

EDY'S is ringing in the holiday season with the debut of Slow Churned Hot Cocoa light ice cream, a festive new twist on a traditional favorite. With sweet and fluffy marshmallows swirled into a creamy chocolate light ice cream, Hot Cocoa dishes up the same rich flavor of regular ice cream with half the fat and one-third fewer calories, making it the ultimate guilt-free holiday treat!

Hot Cocoa joins Edy's Slow Churned popular limited edition holiday line-up: Eggnog, an indulgent eggnog light ice cream with a lingering essence of nutmeg, Peppermint, creamy light peppermint ice cream mixed with pieces of peppermint candy, and Pumpkin Pie, velvety smooth pumpkin light ice cream blended with spicy nutmeg, cinnamon, and ginger.

"Edy's Slow Churned holiday flavors are perfect for everyone who loves the desserts of the season, but wants to save some calories while indulging," said John Harrison, Official Taster for Edy's Grand Ice Cream.

Edy's Slow Churned light ice cream holiday flavors are available in 1.5 quart cartons and retail for $5.99.

"Every Aisle, Every Day"

Savings Await Shoppers at the New Fairview Food Basics

A TODAY'S GROCER Exclusive Report
MERCI KISS and **MERCEDES CARRILLO**, Correspondents

The Great Atlantic & Pacific Tea Company, Inc. (A&P) unveiled its new Fairview Food Basics store, bringing customers quality products at unbeatable prices, June 19. At the new Fairview Food Basics, the savings never stop with aisle after aisle of products at prices shoppers want. The new Food Basics boasts the lowest prices of the week – guaranteed. They say they won't be beat on all of the items featured on their circular's front page. And that's just the start.

Located at 289 Bergen Blvd.in Fairview, NJ, the new Food Basics store allows shoppers to maximize their shopping budget by getting high quality products at low, affordable prices. Shoppers can also enjoy great values on fresh foods such as meats and baked goods. Customers can also find their national brand favorites as well as an extensive variety of private label brands, including *America's Choice* and *Smart Price* – all at low discounted prices.

The company says shoppers can save up to 27 percent over other supermarkets everyday with the unmatched prices that Food Basics has to offer. Food Basics also offers triple difference price guarantee on these 10 most-needed items: Fresh Bananas (1 lb.), Milk (store brand, one gallon), White Bread (store brand, 1lb. 6oz.), Eggs (store brand, dozen large), Butter (store brand, 1 lb. quarters), Lettuce (iceberg), Sugar (store brand, 5 lbs.), Tomatoes (1 lb.), Potatoes (russet, 5 lbs.), and Huggies Diapers (jumbo pack)

The new Food Basics features a bright, open layout with modern décor, including colorful artwork and signage to further enhance the overall experience for shoppers. In honor of the grand opening, the store held a three-day celebration, complete with product sampling, giveaways and special sales.

Food Basics is part of The Great Atlantic & Pacific Tea Company's family of supermarkets. The company operates 436 stores in 8 states and the District of Columbia under the trade names: A&P, Waldbaum's, Pathmark, Best Cellars, The Food Emporium, Super Foodmart, Super Fresh and Food Basics.

PRODUCT SAMPLING-Shoppers sample Arepas. There was plenty of good food to be tried throughout the grand opening celebration.

FOOD BASICS Shoppers will enjoy the great values and great prices available in the meat department, and throughout the store.

WHERE 'THE SAVINGS NEVER STOP'-The Great Atlantic & Pacific Tea Company, Inc. (A&P) unveiled its new Fairview Food Basics store, bringing customers quality products at unbeatable prices, June 19. The store is located at 289 Bergen Blvd.

Adding to the festive atmosphere of the opening was the music of deejay "Don't Stop The Music!"

Customers traveled from far and wide to grab the great deal to be found in the new Fairview Food Basics.

SAFCOL Gourmet Tuna: As Economical as It Is Delicious

SAFCOL offers people everywhere the ultimate affordable, delicious and healthy solution. All natural with no preservatives, certified Kosher, and certified dolphin safe, SAFCOL tuna is available in seven varieties including Light Tuna with Spicy Onion, Light Tuna with Oven Dried Tomato and Basil, Chunk Light Tuna with Lemon and Pepper, Chunk Light Tuna with Tomato Salsa, Chunk Light Tuna with Spicy Chili, Chunk Light Tuna with Sweet Chili Sauce, and Light Tuna Spread. Providing delicious and healthy options for everyone from gourmet enthusiasts to struggling college students, SAFCOL offers a budget-friendly solution that will make a trip to the deli seem ridiculous.

Fast and easy meals no longer have to be expensive or inconvenient. With the brand's packs and cans that do not need to be refrigerated, SAFCOL adds a new level of convenience to the "fast food" market.

Goat's Milk Appeals to Health-Conscious Consumers

IT IS ESTIMATED that up to 40% of the American population suffers some form of digestive problem. One solution is the remarkable nutritional benefits of two supplements based on goat's milk.

Mt. Capra Products, specialists in ingredients and formulations based on all-natural goat's milk since 1928, says the growing popularity of Caprotein™ and Capra Mineral Whey™ is generating a new base of enthusiastic users, and helping the products move quickly from the shelves of health food and natural food retailers.

Mt. Capra says more and more consumers take a proactive approach to maintaining and improving health, and look for products like Caprotein and Capra Mineral Whey that improve energy levels, ease digestion, replenish electrolyte stores, and boost protein intake.

Caprotein is described as a premium-quality goat's milk product that provides a balanced combination of whey protein and milk protein. Containing all the amino acids essential for optimal health.

The company says Caprotein is far easier to digest than cow's milk protein because goat's milk has considerably less of the allergen alpha S1 casein. The product also provides advantages over vegetarian sources such as soy or rice, which are typically low in one or more essential acids.

Justin's Launches Line of Chocolate Nut Butters

JUSTIN'S, an innovative pioneer in the all-natural and organic nut butter industry today it is launching three new. The new flavors include: Organic Chocolate Peanut, All-Natural Chocolate Almond and All-Natural Chocolate Hazelnut.

These new flavors will be available in all three sizes: the 100-calorie .6oz portion-control squeeze pack, the 1.15oz full-serving squeeze pack and the 16oz jar.

"If you were addicted to our products before, you're in serious trouble now," says Justin Gold, founder and CEO of Justin's. "These are our most exciting and flavorful products to date. Our customers are getting what they've demanded with the first 'healthy yet indulgent' premium chocolate spreads on the market."

Justin's continues to manufacture their products using a secret grinding process unlike any of their competitors. The product's texture and flavor along with their squeeze pack innovation has created unmatched demand for their line of nut butters.

First Snack Chip Made From Rice And Adzuki Beans

BOULDER CANYON™ Natural Foods, a leading manufacturer of all-natural snack foods, has introduced the first mainstream consumer product in the U.S. to feature the adzuki bean, which is celebrated in the Far East for its natural healing and health properties. Boulder Canyon Rice & Adzuki Bean artisan snack chips are all-natural and feature no added colors, preservatives or artificial flavorings and are available in three unique, delicious flavors including Sun Dried Tomato with Basil, Chipotle Cheese and Natural Salt. The chips are available nationwide with a suggested retail price between $2.49 and $2.99 per five-ounce bag.

The Boulder Canyon Rice & Adzuki Bean chips blend the taste of the Southwest with the distinctive flavors of Asia. This unique fusion of ethnic cuisines brings the subtle sweet flavor of the adzuki bean together with a light and crispy chip that creates a one-of-a-kind snack chip that challenges the potato chip paradigm.

The adzuki bean is native to East Asia where it is second in popularity only to the soybean. In addition to its unique flavor profile, the adzuki bean is naturally rich in fiber, magnesium, potassium, iron, zinc copper, manganese and vitamin B3.

Organic Trail Power Snack Mixes Debut

NAVITAS NATURALS, is introducing Trail Power™, a healthy line of certified organic snack mixes made with exotic raw organic berries and nuts that pack a power punch of antioxidants, protein, fiber, vitamins and minerals. Offered in three varieties, Goji-Golden Berry-Mulberry, Goji-Cacao Nibs-Cashew, and Three Berry-Cacao Nibs-Cashew, Trail Power mixes contain 100% organic ingredients, are certified kosher, and are offered in 4, 8 and 16 oz. re-sealable bags for snacking, as well as 10 lb. bulk packages for retail bins, foodservice and adventure outfitters.

"We've sourced the hottest new 'functional foods' from around the world to bring you Trail Power™, a delicious way to support your daily intake of important essential nutrients," says Zach Adelman, President and Founder of Navitas Naturals Trail Power snack mixes include a nutritional blend of the world's finest power foods to boost energy and endurance:

- Goji Berries from China are one of the highest known sources of antioxidants
- Goldenberries from Columbia are a remarkable source of protein and bioflavonoids
- Mulberries from Turkey contain the antioxidant resveratrol, protein, Vitamin C and iron
- Cashews from Brazil provide a high proportion of unsaturated fatty acids - plus copper, magnesium, phosphorus, potassium and protein
- Cacao Nibs from Peru are a raw form of chocolate that does not melt, is a rich source of vitamins, minerals, beta-carotene, zinc, chromium, magnesium and antioxidant flavonoids

Funky Monkey Snacks Offer All-Natural Alternative For Dieters

AS NEARLY every nutritionist and diet expert agrees, the key to losing weight is to consume fewer calories and increase one's daily intake of fruits and vegetables.

All well and good. But how to fit more fruit and vegetables into a busy lifestyle? And what's the answer when those midday snack cravings arrive?

Funky Monkey™ Snacks is at the forefront of the trend toward complete, wholesome, yet go-anywhere snacks. Its unique freeze-drying process turns 100% real fruit into crispy, bite-sized pieces that are nutritionally equivalent to their fresh counterpart.ce package contains three of the four daily recommended servings of fruit.

Funky Monkey Snacks come in four varieties: Bananamon® (freeze-dried banana and cinnamon), Carnaval Mix™ (freeze-dried banana, pineapple, apple, papaya and raisins), Jivealime® (freeze-dried pineapple and lime juice), and Purple Funk® (freeze-dried banana and acai).

At roughly 110 calories per package, with virtually no fat and about the same amount of sugar as a medium-sized apple, Funky Monkey Snacks are also USDA-certified organic and are gluten-free and kosher.

Majans Expands Bhuja Brand

Gluten-Free Healthy Snacks Debut

MAJANS AMERICA LLC, Bhuja brand gluten-free healthy snack mixes are now available nationwide.

Majans mixes start with super-healthy ingredients like chickpeas, green peas, peanuts and gluten-free noodles. They then add bhuja, an ancient recipe made from a combination of exotic Indian spices. Bhuja comes alive in four distinct seven-ounce multigrain snack offerings that are 100% natural, cholesterol-free and gluten-free, with absolutely no trans fat.

Majans high-fiber, high-protein, gluten-free Bhuja snack mixes were developed for active health-conscious adults, parents with children and discerning snack food consumers. Bhuja mixes put some spice in healthy snack food munching. Covered in Indian spices such as cumin, coriander, turmeric and chilies, these healthy treats in fun, distinctive, brightly colored bags make for some exotic and healthy snacking.

Bhuja healthy snacks are priced at retail from $3.99 to $4.59 for a 7-ounce bag. The Original Mix offers a bold unique flavor of an exotic snack food. The Cracker Mix is a less spicy variety that has a savory flavor that is also distinctive and is filled with uniquely shaped rice crackers. The Nut Mix combines the bold spice of the Original Mix with the rich taste of nuts, and this combination is ablaze with crunchy taste. The Fruit Mix brings a unique twist on the current popular trend of sweet-and-salty and the goodness of real fruit.

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R.W. Knudsen Debuts Organic 8-Ounce Juices

WHETHER stocking the mini-bar, buffet line or the grab-and-go case, consumers can now satisfy health- and planet-conscious guests with R.W. Knudsen Family's® new line of 8-ounce single-serving organic juices. The line includes six organic flavors — Orange, Cranberry, Concord Grape, Pomegranate, Apple and Very Veggie.

The new bottle size includes R.W. Knudsen Family's most popular formulas already on the market such as Concord Grape, Pomegranate, Apple and Very Veggie. Organic Orange and Organic Cranberry are brand-new flavors to the R.W. Knudsen Family of products.

The 8-ounce single-serving organic juices will be available to natural and mainstream grocers nationwide.

Green Dew Turns 'Ultraviolet'

FOR THE FIRST time in the brand's history, Mountain Dew has introduced a flavored line extension available exclusively in a diet version. Diet Mountain Dew UltraViolet, on store shelves for a limited time, combines the light citrus flavor of Diet Mountain Dew with a refreshing juicy rush of mixed berries without the calories.

"Over the years, we've had fantastic success with limited time regular Mountain Dew flavored line extensions," said Marisol Tamaro, director of marketing, Mountain Dew. "It felt like the right time to offer the same opportunity to Diet Dew fans. Even though we developed this unique flavor combination with them in mind, we think anyone who enjoys Mountain Dew will think UltraViolet is the perfect summer treat."

In celebration of the launch, a Diet Mountain Dew UltraViolet "First Taste" party was held for select fans and followers of Mountain Dew on Facebook and Twitter in Brooklyn, N.Y. on Monday, August 3. In addition to being the first to experience the new beverage, partygoers were also introduced to the product's marketing and development teams.

Diet Mountain Dew UltraViolet will be supported with a full slate of TV and radio advertising.

Colorful Tropical Teas to Help Beat the Blues

ZHENA'S GYPSY TEA has introduced a sunny getaway with a new line of sun splashed tropical teas to lift the spirit and delight the soul. The transportive teas include USDA Certified Organic and Fair Trade Certified™; Coconut Rum Green Tea, Mojito Mint Green Tea, Berry Bellini Green Tea, Strawberry Kiwi Green Tea, and Papaya Mango Naturally Caffeine-Free Herb Tea.

"These teas are an inexpensive way to banish the blues," according to company founder Zhena Muzyka. "Each sip will conjure the feeling of exotic palm-trimmed sandy beaches and faraway places without leaving your chair."

The artisan crafted blends are offered in eco-friendly tea sachets, beautifully packaged in recyclable, air-tight tea tins. The company is also introducing a bilingual label for the line. The addition of Spanish on the package is indicative of the Zhena's Gypsy Tea commitment to the growing Latino market in the United States.

Wholly Unexpected:

Tantalizing Tropical Medley

New Wholly Grain!™ From Odwalla®

IT'S A WHOLLY new way to get your whole grains: an island-indulgent fruit smoothie packing 32 grams of natural whole grains in every bottle. Wholly Grain! from Odwalla is a tantalizing tropical medley of orange, pineapple and mango juices, with two-thirds of the recommended daily serving of whole grains, and is a good source of fiber, Vitamins B1 and B2, and antioxidant Vitamins A, C and E.

Odwalla Wholly Grain! Tropical Medley will delight taste buds. While your tongue savors the smooth, satisfying tropical flavors, your body will delight in the goodness of whole grains and essential vitamins your body needs.

"With its refreshing tropical taste, Wholly Grain! is a surprisingly delicious way to work more healthful whole grains into your day," said Jason Dolenga, Brand Manager, Odwalla.

Wholly Grain! is a natural beverage with added Vitamins E, B1 & B2 and other ingredients and is available in 450 mL (15.2 fl. oz) grab-n-go recyclable plastic bottles

IZZE Beverage Company Introduces Cool New Flavors

Sparkling Birch, Sparkling Ginger, and Sparkling Lime

IZZE BEVERAGE Company has announced the debut of two all-natural flavors: Sparkling Birch and Sparkling Ginger. In addition, Sparkling Lime, which has been popular in natural grocery stores nationwide, will now be available wherever IZZE is sold.

Sparkling Birch and Sparkling Ginger are made with natural birch and ginger extracts for just the right balance of sparkling refreshment. Sparkling Lime rounds out IZZE's sparkling juice flavors with 70% juice and a splash of sparkling water. As with all IZZE products, these three new flavors contain no refined sugars, caffeine, preservatives or artificial colors or flavors, which means healthy ingredients aren't sacrificed for great taste.

Best served chilled, Sparkling Birch and Sparkling Ginger are now being sold in four-packs of 12-ounce glass bottles.

Isopure Plus Line of Clear Protein Drinks Debuts

THE ISOPURE COMPANY LLC. has announced the nationwide rollout of the Isopure Plus line of clear, protein drinks offering senior, people with nutritional challenges, and those recovering from weight-loss surgery or medical treatment a clear alternative to thick or milky nutrition drinks.

Isopure Plus drinks deliver 15 grams of high-quality, rapidly-absorbed, ion-exchange whey protein in a single refreshing eight-ounce serving –the highest in the category. Isopure Plus drinks come in two flavors, Alpine Punch and Grape Frost, and are available with carbohydrates (Isopure Plus Nutritional Drink) and without carbohydrates (Isopure Plus Zero Carb Protein Drink).

First Premium Liquid Drinking Chocolate in U.S. Debuts

VALOR CHOCOLATES USA Inc., the U.S. arm of Spain's acclaimed Chocolates Valor, today announced the launch of 'Taza To Go,' the first gourmet, ready-to-drink liquid chocolate made with real cocoa selected from the finest harvests. Taza To Go comes in a and has exactly the same consistency and exquisite flavor you would find at Valor's Chocolaterías in Spain, where millions of cups of chocolate a la taza are served each year.

Thick, creamy hot chocolate a la taza has long been a classic breakfast treat and dessert drink in Spain. It is tradition to melt a special bar of dark chocolate into fresh milk to create decadent chocolate a la taza. Valor Chocolates has created a ready-to-serve version, Taza To Go, that can be enjoyed warm, chilled or at room temperature - and has exactly the same consistency and exquisite flavor you would find at Valor's Chocolaterías in Spain, where millions of cups of chocolate a la taza are served each year.

Valor's Taza To Go is made with real cocoa selected from the world's best harvests, milk and sugar, making it a delicious and healthier alternative to typical chocolate syrups and powders that are made with artificial chocolate and high fructose corn syrup.

Jones Soda Debuts New Hispanic Flavors

JONES SODA CO. is introducing a new collection of Spanish labels and soda flavors honoring the culture and spirit of Hispanics living in America. This collection stems from numerous requests from Jones Soda fans, and features Spanish labels and images that celebrate the community and Hispanic artwork.

"Jones Soda is thrilled that fans from the Hispanic community have reached out to us, and we are very excited about our fun new flavors," said Joth Ricci, COO of Jones Soda. "Jones Soda's ability to customize our labels allows us to participate in the celebration of this amazing community in a unique and special way."

Jones Soda is known for their ability to make personal connections with consumers through their patented labeling system that enables them to select submitted photos from fans to showcase on bottles, as well as allows people to create customized bottles at www.myjones.com.

The specialty sodas will be available in the following new flavors: Naranja Mandarina, Limón, Tutti Frutti and Crema de Piña.

Fresh and Easy Opens in Pasadena

FRESH & EASY Neighborhood Market opened a store in Pasadena, July 15, at the intersection of California & Lake. This location carries a long grocery tradition and was originally opened as a Jergensen's in 1935. This opening is Fresh & Easy's 121st store to open and its 65th in Southern California.

Fresh & Easy Vice President and General Counsel Mary Kasper was joined by Mayor Bill Bogaard and dozens of neighbors to officially open the store. Along with local civic leaders and Fresh & Easy customers, representatives from the Pasadena Humane Society came out for the opening celebration and were presented with a $1,000 donation from the company. The Humane Society provides animal care for abandoned and homeless animals and was selected to receive this donation by the neighborhood and store staff.

"We are excited to continue opening and hiring for positions in new neighborhoods throughout Southern California, particularly in these tough economic times," said Kasper. "We look forward to bringing fresh, wholesome food to our new neighbors here in Pasadena and we're excited to be part of the community."

Fresh & Easy also opened a store at the intersection of Cecil & High in Delano, California on August 19th. Three additional stores in California were opened on July 29th: one in Oxnard and two in Santa Barbara County (Lompoc and Orcutt).

Based on customer feedback, Fresh & Easy announced it will be introducing over 1,000 new products to existing stores over the summer. Customers should expect to see more Fresh & Easy brand products, larger pack sizes, more national brands, as well as exclusive new lines of national brand quality products at unbelievably low prices. These four stores have opened with many of the new products and a few extra shelves and fine-tuning of the space in order to accommodate these items.

■ Fresh & Easy Neighborhood Market opened this new store in Pasadena, CA on July 15.

■ FRESH AND EASY store team cuts the ribbon marking the official opening of their new store in Pasadena.

■ Happy opening day shopper

■ The Pasadena Humane Society was presented a check for $1,000 from members of the new Pasadena store crew.

■ Fresh & Easy Vice President and General Counsel Mary Kasper was joined by Mayor Bill Bogaard and dozens of neighbors to officially open the store.

Kleenex Tissue Showcases Hispanic Art on Three Upright Boxes

■ KLEENEX HONORS HISPANIC HERITAGE MONTH-The three winning package entries were designed by: Jaime Maldonado, of Chicago; Paula Lagioia of Miami and Jessica DelCarpio of New York City. All three represent very different regions of Latin America.

Boxes Hit Store Shelves in Honor of Hispanic Heritage Month

THE KLEENEX BRAND is celebrating Hispanic Heritage Month this year in a special and colorful way – by showcasing Hispanic-inspired art on three of its upright boxes. All three designs were rendered by young aspiring Hispanic artists, whose work was chosen from among more than 600 entries submitted in a nationwide art contest - *Con Kleenex Expresa tu Hispanidad* (Express Your Hispanic Pride With Kleenex) - held earlier this year.

The three winning entries were chosen by a group of experts from the Kleenex brand, along with online voting by consumers. All three winners received $5,000 cash, each, and the opportunity to have their designs exhibited on Kleenex brand upright boxes.

The three winning artists were: Jaime Maldonado, of Chicago; Paula Lagioia of Miami and Jessica DelCarpio of New York City. All three represent very different regions of Latin America.

Maldonado, of Puerto Rican descent, created a piece titled, "Celebración" (Celebration), which, in his own words, "expresses the spirit and energetic independence of Latin American countries." Ms.Lagioia, in turn, represented her Venezuelan heritage with a piece titled, "Colores Hispanos" (Hispanic Colors), consisting of a radiant array of shapes and colors that abound within the Latin culture.

Finally, Del Carpio, whose family hails from Peru, submitted a colorful piece – "Simplemente Hispano" (Simply Hispanic) – depicting a hard day of work in the fields. "A day of hard labor is also a day of achievement," she said. "Just as we sow our traditions and cultivate our values, we reap the fruit of our efforts and dedications."

■ Tim Gruenwald, Director of Agriculture, right, and Craig Leathers, Senior Agriculture Representative, left, for Campbell Soup Company, inspect this year's tomato crop with grower Joe Rominger, middle, whose family has provided tomatoes to Campbell for generations, in Winters, CA. This year, farmers across California will grow more than 800,000 tons of tomatoes, a key ingredient in Campbell soups, sauces and beverages. (Photos Clifton Brewer)

Campbell's Tomato Soup Now Has Less Salt

Celebrated Soup Adds Naturally Flavorful Sea Salt

The 25 million Americans who regularly enjoy Campbell's Tomato soup can start eating healthier - and likely not even realize it. Campbell Soup Company (NYSE:CPB) is stocking supermarket shelves across the country with its Tomato soup at 480mg per serving, the healthy sodium level designated by the U.S. government.

Adding a naturally flavorful sea salt to the recipe helped Campbell chefs to use 32 percent less sodium and ensure this healthy soup delivers the great taste people have loved for more than 100 years.

"Introducing one of our top-selling soups with less salt is a major milestone in our sodium reduction journey, especially when you consider Campbell's Tomato soup is one of the top ten grocery items purchased each week and accounts for about 16 percent of our condensed soup volume," said Denise Morrison, President, Campbell North America.

"Because it's loved by millions of people, we took great care to make certain it still delivers the great taste people expect from their Campbell's Tomato soup."

Newton Vineyard Launches Red Label Cabernet Sauvignon

NEWTON VINEYARD, a Napa Valley and Spring Mountain pioneer, has announced a new addition to its portfolio, Red Label Cabernet Sauvignon. Over the last few years Napa Cabernet Sauvignon has experienced a steady increase in popularity and price. However, during these uncertain economic times, consumers are looking for great wines at a great value, from a winery they trust. Newton Red Label Cabernet Sauvignon bridges outstanding value and craftsmanship - offering an artisanal wine as an everyday luxury.

Sourced from Newton's estate vineyards and other premier Napa vineyards, this wine is made in the classic Newton style - showcasing the purity of fruit. While Newton's Unfiltered Cabernet Sauvignon is acclaimed for its sophistication, complexity and ageability, the Red Label Cabernet Sauvignon 2007 has a vibrant, rich and approachable structure.

This elegant and approachable wine is made from 87% Cabernet Sauvignon and 13% Cabernet Franc. Newton Vineyard Red Label Cabernet Sauvignon 2007 will be available at retailers nationwide with a suggested retail price of $24.99.

Sutter Home Advances Sustainability with New Plastic Wine Bottles

SUTTER HOME WINERY, the number one producer of single-serving 187mL wines, is now using PET bottles from Ball Corporation for all 187mL wine bottles sold throughout the U.S. The bottles feature Plasmax , a transparent, internal silicon oxide (SiOx) barrier coating technology that protects the wine inside the bottle and, unlike some competing barriers, provides exceptional clarity and does not contaminate the PET recycling stream because it is easily removed during the recycling process.

"Sutter Home made the decision to switch to plastic wine bottles because of our ongoing efforts to become more environmentally friendly," says Wendy Nyberg, senior director of marketing for Sutter Home. "The plastic bottles weigh only one sixth what the glass bottles weigh and they're much smaller, so consumers get the same amount of wine in a smaller, unbreakable, less wasteful and recyclable bottle."

Sutter Home began using Ball's custom-designed PET wine bottles in select markets in 2005 and has gradually increased distribution since then. The bottles preserve the look of the original glass container and run on the winery's existing filling lines. Sutter Home has been pleased with consumer acceptance of the plastic wine bottles as well as the entree they provide into venues that do not allow glass because of the potential for breakage.

"At Sutter Home, we are committed to environmentally responsible practices in every aspect of our winemaking operations, including packaging," says Nyberg. "Switching to PET has increased convenience for consumers and allowed us to offer a package with some great environmental benefits. We know that the Plasmax barrier coating Ball provides will keep our wine fresh and that the bottles can still be easily and effectively recycled. Producing the PET bottles generates 60% fewer greenhouse gasses than producing the glass bottles, plus the smaller PET bottles allow us to use less fuel and gain supply chain efficiencies because we get more bottles on a pallet and on a truck."

St. James Winery Singled Out for Honor

ST. JAMES WINERY has been named Winery of the Year, Eastern U.S. by the Critics Challenge International Wine Competition. The Critics Challenge, now in its sixth year, is unique among wine competitions in that it brings together many of America's most accomplished wine journalists for a weekend of serious wine evaluation and critical acclaim. In addition to receiving the top winery nod, St. James Winery earned 16 medals at this year's competition including two Platinum and four Gold awards.

"We are extremely honored to be selected as winery of the year from the Eastern U.S.," said Peter Hofherr, St. James Winery C.E.O. "My father, who founded St. James Winery, would have been very proud of our winery family achieving this notable award."

St. James Winery in St. James, MO has been named Winery of the Year, Eastern U.S. by the Critics Challenge International Wine Competition.

St. James Winery's Platinum award winning wines at the Critic's Challenge competition were the 2005 Cynthiana and the 2005 Norton Dessert wine. Gold medals went to Friendship School White, 2005 Late Harvest Chardonel, 2006 Chardonel Dessert wine and Riesling. Silver awards made up the rest of the medal count with Country Red, Strawberry, Peach, 2005 Chambourcin, Velvet Red, 2005 Catawba Dessert wine, 2006 Concord Dessert wine, Pink Catawba, 2006 Reserve Chardonel, and 2006 Chardonel.

St. James Winery is the largest and most awarded winery in Missouri. Celebrating 39 years of business, St. James Winery wines are sold throughout the Midwest.

Sherry Exports to the U.S. on the Rise

MORE AMERICANS than ever are discovering the versatility and affordability of the fortified wines that can only come from Jerez, Spain: Sherry. While exports of many international wines are down in 2009, Sherry has seen a 50.1% increase in exports to the United States between January and March compared to the same period last year.

Sherry shipments from Spain to the U.S. jumped from just under 320,000 liters in Q1 2008 to nearly 480,000 liters in Q1 2009. The Sherry Council of America attributes the increase to greater consumer awareness, the increased presence of Sherry wines and cocktails in on-premise establishments, and the wine's excellent price point in the weak economy.

"Over the past year, we've focused our efforts on opening the eyes — and palettes — of consumers through media outreach and, more notably, with the innovative and exciting Secret Sherry Society campaign," said Marc Destito, director of the Sherry Council of America. "The 'not-so-secret' Society initiates members through online social networking tools, fun tasting events for the culturally curious wine drinker, direct outreach to retailers and restaurateurs, and high visibility promotions at food and wine festivals around the country."

The shipment data show that old favorites, like Cream Sherry, are holding strong in the U.S. market, but other drier styles are beginning to break through. Amontillado, for example, saw a drastic increase in exports at the beginning of this year.

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Hospitality

CUBA LIBRE

RESTAURANT & RUM BAR BRINGS A TASTE OF OLD HAVANA TO ORLANDO

CUBA LIBRE ORLANDO is located at Pointe Orlando at 9101 International Drive.

As one of the newest of more than 5,300 restaurants in Orlando, FL Cuba Libre promises the area's most impressive presentation of Latin cuisine and ambiance. The restaurant's name, which translates to "a free Cuba," signifies a hope for the future of the treasured island nation.

Cuba Libre, located at 9101 International Drive in Pointe Orlando, aims to elevate the status of Cuban cuisine by breaking out of the mold of the traditional Latin restaurant. Guests enjoy a true culinary experience with a menu developed by a two-time James Beard award-winning chef.

Concept Chef Guillermo Pernot presents an enticing menu of traditional and contemporary Cuban fare which combines beef, poultry, pork and seafood with exotic fruits, root vegetable, herbs and seasonings, with Caribbean, Chinese, Spanish, Creole and African influences. A native of Argentina, Pernot has had a long-time commitment to Latin cuisine and brings a personal connection to Cuba, as his wife's great-great-grandfather was once president of Cuba.

According to Pernot, Cuba Libre promises guests a virtual escape through environment, music and especially the flavorful cuisine such as: *Ceviche!, Baja bay scallops, blackened tomatillo-truffle sauce, goat cheese confetti; Tres Amigos*, a trio of crispy empanada appetizers stuffed with various savory meats: beef picadillo, chicken, corn and cheese, and pulled pork with charred tomatoes and roasted peppers; and Vaca Frita, a tender braised and crisped short rib steak served with a grilled onion and pepper salad and red wine sauce.

Foodies who enjoy worldly cuisine will savor specialties like the Pato Roll, a chilled soft spring roll with duck, vegetables and dried candied fruits; Pescado de Oriente, a whole boneless fillet of Australian sea bass and ceviche, along with an exciting array of desserts such as warm bread pudding with saffron-poached peaches, whipped cream and hazelnut crunch and *tres leches de banana*, a delicious vanilla sponge cake soaked in three banana flavored milks, with chocolate banana mousse and caramelized bananas.

CHEF GUILLERMO PERNOT

Even the beverage offerings showcase authenticity with culinary flair. The restaurant's signature mojitos are made from an authentic Cuban recipe, and most distinctively, guarapo – fresh sugar cane juice pressed on site.

The Orlando location is the third venue for Philadelphia-based Libre Management Group. It joins a family of successful ventures in Philadelphia and Atlantic City. This location is the largest of the portfolio and according to President and CEO Barry Gutin, Cuba Libre will attract Orlando's tourist and convention market, as well as capture local diners with its prime location at Pointe Orlando.

Tres Leches de Banana

Tres Amigos

PATO Roll

The Top Organic Must-haves in the Kitchen

The Organic Trade Association reports that sales of organic foods and beverages have grown from $1 billion in 1990 to a projected $23.6 billion in 2008. While most of us realize that being labeled as "organic" means that it must be something better, we aren't sure exactly what it means, if there are benefits and what the most important items may be when we select organic versions.

"At first, it can be a little daunting, trying to figure out what is worth putting out the extra money on to get organic," says Carla Skornik, culinary arts instructor at Stratford University. "But once you think about it, and make a list of the most important items on which to go organic, it's much easier, and soon you won't even have to think about it."

When it comes to labels, not all are created equal. According to the American Dietetic Association, food labeled "100 percent organic" means that the food must contain only organically produced ingredients, except for water and salt. Items labeled "organic" must contain at least 95 percent organically produced ingredients, except for water and salt. The other five percent either are not available organically or are on an approved list. Items stating that foods are "made with organic ingredients" are usually found on processed foods. They can only bear the label if at least 70 percent of the ingredients were derived from organic products.

When it comes to identifying which items are organic must-haves in the kitchen, most environmental groups agree that there is a "dirty dozen" list that comprises the most heavily sprayed crops.

The items on the dirty dozen list usually include: peaches, apples, sweet pepper, celery, nectarines, strawberries, cherries, pears, grapes, spinach, lettuce, and potatoes. Additionally, when purchasing meat, especially beef, organic is recommended.

What makes this produce organic is that it was grown without the use of chemicals, such as pesticides, herbicides and rodenticides. Rather, the farming process used natural methods of minimizing and addressing the issue of pests, such as using beneficial insects and natural fertilizers, as well as rotating crops to manage weeds.

Why be so concerned about the use of these chemicals on foods? The Environmental Protection Agency (EPA) reports that laboratory tests show that pesticides on food can cause health problems such as birth defects, nerve damage, cancer and other side effects when used over a long period of time. Additionally, some pesticides pose unique health risks to children, potentially impacting their development.

"You can round out a healthy organic kitchen by using natural cleaning methods and skipping all the harsh chemicals," added Skornik. "Many people feel that organic tastes better, and there may well be long-term health benefits that we have yet to even discover. At this point, it is at least worth opting for some organic products when you shop."

Chef Tory McPhail of Louisiana is crowned King of American Seafood at the 2009 Great American Seafood Cook-Off in New Orleans. Deadliest Catch star Sig Hansen was co-host of the event.

Louisiana Chef Tory McPhail Crowned 'King of American Seafood'

AMERICA'S FINEST CHEFS showed their skills in seafood preparation at the 2009 Great American Seafood Cook-Off, held recently in New Orleans for the sixth straight year. The event, which has featured both up-and-coming and celebrity chefs over the years, underscored the importance of cooking with domestic seafood and encouraged the use of products from sustainable fisheries.

Tory McPhail, executive chef of Commander's Palace in New Orleans, was crowned "King of American Seafood." New Jersey's Peter Fischbach, executive chef for Gourmet Dining Services at New Jersey Institute of Technology in Newark, captured second prize, while Alaska's Patrick Hoogerhyde, executive chef of WildFin Seagrill in Anchorage took home third.

The cook-off featured 15 teams, each preparing a domestic-seafood dish that reflected the cuisine of their home state. Judges representing the top echelon of the culinary arts crowned the King of American Seafood 2009. Last year, executive chef John Currence of City Grocery in Oxford, MS won with his Mississippi Redfish Courtboullion with Seafood Dirty Rice and was on-hand to pass the crown to this year's winner.

McPhail's winning dish was a "Creole Seafood Mixed Grill," which combined Louisiana sheepshead, shrimp and crabmeat. Earning second place, New Jersey's Fischbach prepared Pan-seared Viking Village day-boat sea scallops with creamy chili-herb grits, warm "pickled" root vegetables, smokey applewood bacon, micro greens and corn veloute. Hoogerhyde of Alaska captured third with Wild Alaska King Salmon with cranberry-infused birch syrup molasses and Susitna Valley hash of potatoes nested in Alaska summer greens.

America's Iconic Landmarks are Going Green

House of Representatives, The Kennedy Center, The Met, and More Commit to Greening Their Dining Services

110 of the country's most well known institutions have pledged to become Certified Green Restaurants . Restaurant Associates, which manages cafes and eateries in America's landmark museums and galleries, has taken the unprecedented move of creating a five-year partnership with the Green Restaurant Association to green the operations of all of its current and future locations.

"Restaurant Associates is truly a leader in this industry," says Michael Oshman, founder and CEO of the Green Restaurant Association. "It's one thing for a company to make a statement that they want to 'go green'. It is another to contractually and publicly commit to having all of its locations implement the necessary environmental steps to become Certified Green Restaurants."

Soon, when patrons visit the likes of the American Museum of Natural History, Lincoln Center, and even the United States House of Representatives, they can Dine Green in every cafe and sandwich shop on the premises. Tourists, Congressmen and museum patrons will be able to visit dinegreen.com and see the exact details of what each dining facility is doing to earn the Certified Green Restaurant seal.

Restaurant Associates has selected the GRA's 2 Star Certification as the goal for each location, which means they will:

1. Have Full-Scale Recycling Program
2. Be free of polystyrene-foam
3. Meet the minimum points in 6 environmental categories
4. Earn at least 100 Points within the Certification guidelines
5. Institute an annual environmental education program for staff
6. Earn 140 total points by the end of the fifth year of Certification

"We work with the leading cultural institutions in America," says Ed Sirhal, President of Restaurant Associates. "In the spirit of helping our clients lead the way toward sustainability, we have chosen to work with the leaders who founded the Green Restaurant movement two decades ago."

Master Chef

MASTER CHEF Jacques Pepin

Jacques Pepin to Open French Bistro Onboard Cruise Ship

World-renowned Master Chef Jacques Pepin will open Jacques - his first ever restaurant at sea - onboard Oceania Cruises' new 1,258-guest Marina, scheduled to launch in late 2010.

Pepin's namesake restaurant will draw inspiration from bistros in his home town of Lyon and the fabled bistros of Paris. "The cornerstone of any great dining experience is freshly prepared, simple dishes that are as visually pleasing on the plate as they are on the palate," according to Pepin.

Guests entering the restaurant will be greeted by the aroma of freshly roasted chicken, duck and lamb wafting from the grand rotisserie. Custom Jacques Pepin signature china, antique flatware and Lalique glassware adorn the tables while chandeliers fashioned from crystal decanters add a whimsical shimmer to the room. An art collection comprised of some of Pepin's favorite personal pieces and original works Pepin created especially for Marina, grace the room and adds a warm, personal touch.

"As we designed the culinary experience aboard Marina, a restaurant by Jacques Pepin was at the top of our guests' wish lists," stated Bob Binder, Oceania Cruises' president. "Jacques will present a traditional French dining experience in a casually elegant fashion."

Dining in Jacques will be reminiscent of dining in a favorite bistro that is run by a long-time friend. The service, while professional and polished, is friendly and endearing and in the tradition of fine French dining, a leisurely pace is de rigueur, thus ensuring a relaxing dining experience.

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Forces Shaping The Future of Food Retailing

JOHN SACCOMANNO

By: **JOHN SACCOMANNO**
Industry Marketing Director
NCR Corporation

A few months ago, I discussed the food service industry and the impact it's had on grocery retailers over the last few decades. The $600 billion food service industry consists of such sub segments as: fast food, casual dining and fancy dining. It represents about 50 percent of all U.S. food spend, money that normally would have been spent in grocery stores.

As mentioned back in July the restaurant industry has been especially hard hit by this economic downturn. Discretionary dollar challenged consumers are moving their limited dollars from the fine dining and casual dining segments to fast food, and more likely, food at home. The move to more food at home has been a blessing to the grocery industry, an especially appreciative trend during these tough times. One has to wonder how quickly consumers will go back to their food away from home habits, as the economy starts improving.

The food service industry isn't sitting idly by, waiting for the economy to improve. Aggressive pricing, product packaging and promotions by fast food operators like Burger King, Arby's and Steak N' Shake, show this segment isn't ready to give up the customer base they've taken so long to build up.

The food service segment is also aggressively cutting their operating costs. Despite loss revenue, it's surprising to see how many of the food service chains are actually showing increased profitability. These retailers are demonstrating the ability to scale operations to match customer traffic and revenue. And, industry data indicates these retailers are driving increased efficiencies by producing greater volumes out of existing sites. Globally, outlet growth is expected to slow down, lagging behind increased transactions and sales. Indeed, if it wasn't for the Asia Pacific and Latin America regions new site growth over the next three years would be almost non existent. Over 80 percent of 2009-2013 food service sales growth and nearly 90% of the food service outlet growth during that time period will come from the Asia Pacific region alone, mostly China. China is expected to add as many as 190,000 fast food outlets by the year 2013.

Some of the growth in Asia and Latin America is being led by U.S. food service operators searching for that elusive growth geography. Currently, YUM Brands has over 2,600 KFC sites in China. Some industry observers expect they'll have nearly 4,000 sites by 2013. McDonalds has 1,000 locations, representing 86 percent of China's fast food burger restaurants. The move to China isn't limited to just U.S. operations, Habib one of Brazil's largest restaurant chains, recently moved into Tianjin and expects to open up to 100 China locations within the next few years.

In addition to global expansion the industry is jumping on the "food at home" trend by expanding their food carryout and food delivery offerings. According to the NPD group, restaurant meals eaten at home are projected to grow by 20 percent, consumer convenience being the key driver. The "food at home" trend favors the growth of both food carryout and food delivery. Generation Y consumers, those born between 1976 and 1989, are expected to show the largest percentage gain in eating restaurant meals at home. Recognizing the importance of this business, some restaurants are introducing interactive mobile-ordering services. Both Pizza Hut and Burger King have iPhone applets that facilitate customers ordering.

Certainly the economy has hurt the food service industry, but it would be a mistake to assume this competitor is out for the count. Smart cost cutting measures, strategic expansion, and refocusing efforts on growing consumer trends like eating at home, are not signs of a dying segment. Rather, they represent smart business moves that help ensure survival in tough times and expanded opportunities when the economy improves. Supermarkets need to keep their eye on the food service segment. After all, this is a segment that is responsible for billions of dollars of lost grocery revenue.

JOHN SACCOMANNO is director of Food, Drug and Petroleum Industry Marketing for NCR Corporation. He has global responsibility for developing and deploying NCR marketing programs for food stores, drug stores and the retail petroleum industry, including convenience stores. As industry marketing director, his role includes identifying significant trends, initiatives and best practices to drive retail automation requirements.

Piggly Wiggly Carolina Announces Changes

Continued from **PAGE 1**

phony Orchestra. Ibsen has been with Piggly Wiggly for five years and a member of the Pig's Management Committee since 2006.

Denise Dresel has been named Director of Benefits and Wellness for Piggly Wiggly. She has worked in the Human Resources field for 20 years and earned her Senior Professional of Human Resources (SPHR) designation in 2005. Her most recent position was as Assistant Director of H/R.

Dresel's new role will focus on controlling health care costs and will also bring awareness of the latest trends in plan design, benefit programs, and wellness initiatives to ensure Piggly Wiggly employees have access to benefit options that will keep our focus on preventive maintenance.

Sheetz Continues West Virginia Blitz

Continued from **PAGE 1**

ally make a difference for us."

The 5,000 sq. ft. facility offers fresh food items like the MTGo! and Shweetz Bakery lines of sandwiches, wraps, donuts and muffins, along with the signature MTO line of Angus beef burgers, premium grilled chicken sandwiches, freshly made salads, French fries, onion rings and more.

Sheetz Bros. Coffeez, a full-service espresso and smoothie bar staffed by a trained barista is going to be available at the new store. Customers can order hand-made specialty coffee drinks including lattes, cappuccinos and mochas - hot, frozen or iced.

Sheetz Bros. Coffeez, a full-service espresso and smoothie bar staffed by a trained barista is available at the new store. Customers can order hand-made specialty coffee drinks including lattes, cappuccinos and mochas - hot, frozen or iced.

Sheetz also offers premium brewed self-serve coffees made from 100 percent Arabica beans in a variety of flavors such as Breakfast Blend, Serious Dark Roast, 100 percent Colombian and Hazelnut.

"Sheetz has a legacy of innovation, customer focus and employee development," Mr. Sheetz said. "The company's mission is on meeting the needs of customers on the go by providing fast and friendly service, quality products in clean and convenient locations."

Pan American Food Brokers Receives 2009 Miami-Dade Award

Continued from **PAGE 4**

trade. Manny Garcia, CEO at PAFB stated in a recent interview, "It is an honor to be selected as the 2009 Miami-Dade Award winner. Our team members deserve all the credit...thanks to their outstanding customer service and community evolvement we were selected above all the other companies that were considered by the USCA. Pan American has been blessed with great people who are passionate about the business and this award is an affirmation of the outstanding team we have."

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Global Baby Food Market Worth $37.6 Billion by 2014

Continued from **PAGE 2**

by food market, emerging economies such as China, India, Brazil, Russia, and Romania represent a high growth rate.

Bottled baby food forms the largest market segment; and is expected to reach $9.9 billion by 2014 at a CAGR of 4.9% from 2009 to 2014. The markets for baby cereals and frozen baby food are estimated to record revenues of $9.9 billion and $ 7.8 billion respectively in 2014 on account of the increasing awareness about baby food products especially in Asia, The markets for baby soups and snacks - estimated to be $3.9 billion and $5.9 billion in 2014 - present good opportunities as these markets currently have only a limited number of products.

North America is the largest baby food market and is expected to be worth $14.17 billion by 2014, accounting for nearly 37% of the total revenues. Europe is the second largest segment and is expected to reach $10.8 billion by 2014 with a CAGR of 4.4%. The Asian baby food market is expected to grow at the highest CAGR of 8.6% from 2009 to 2014.

Savings Continue For Consumers Buying Store Brands

Continued from **PAGE 4**

ing them. In a survey by GfK Custom Research North America, 9 in 10 shoppers agreed that the store brand products they buy are as good as or better than national brand products, and the same percentage said they will keep buying store brand products after the recession ends.

Conducted over a six-week period, the research on consumer savings tracked prices on 42 basic grocery and household items at a typical supermarket. The results indicate that consumers buying the store brand would save $40.91, on average, on the total market basket, representing savings of 30% when compared to weekly purchases of national brands in the same categories.

Products comprising the typical market basket included staple food items like breakfast cereal, peanut butter and orange juice, in addition to non-foods such as bathroom tissue, paper towels, aspirin and mouthwash. A number of seasonal items such as hot dogs and rolls, pickles, iced tea mix, barbecue sauce, bagged salad, charcoal, aluminum foil, and paper plates were also tracked for the study.

In total, 31 of the 42 food and non-food items PLMA examined saved consumers more than 20% off their grocery bills. In 23 categories - more than half of those tracked - the savings exceeded 30%, and nine of the products saved shoppers over 40%.

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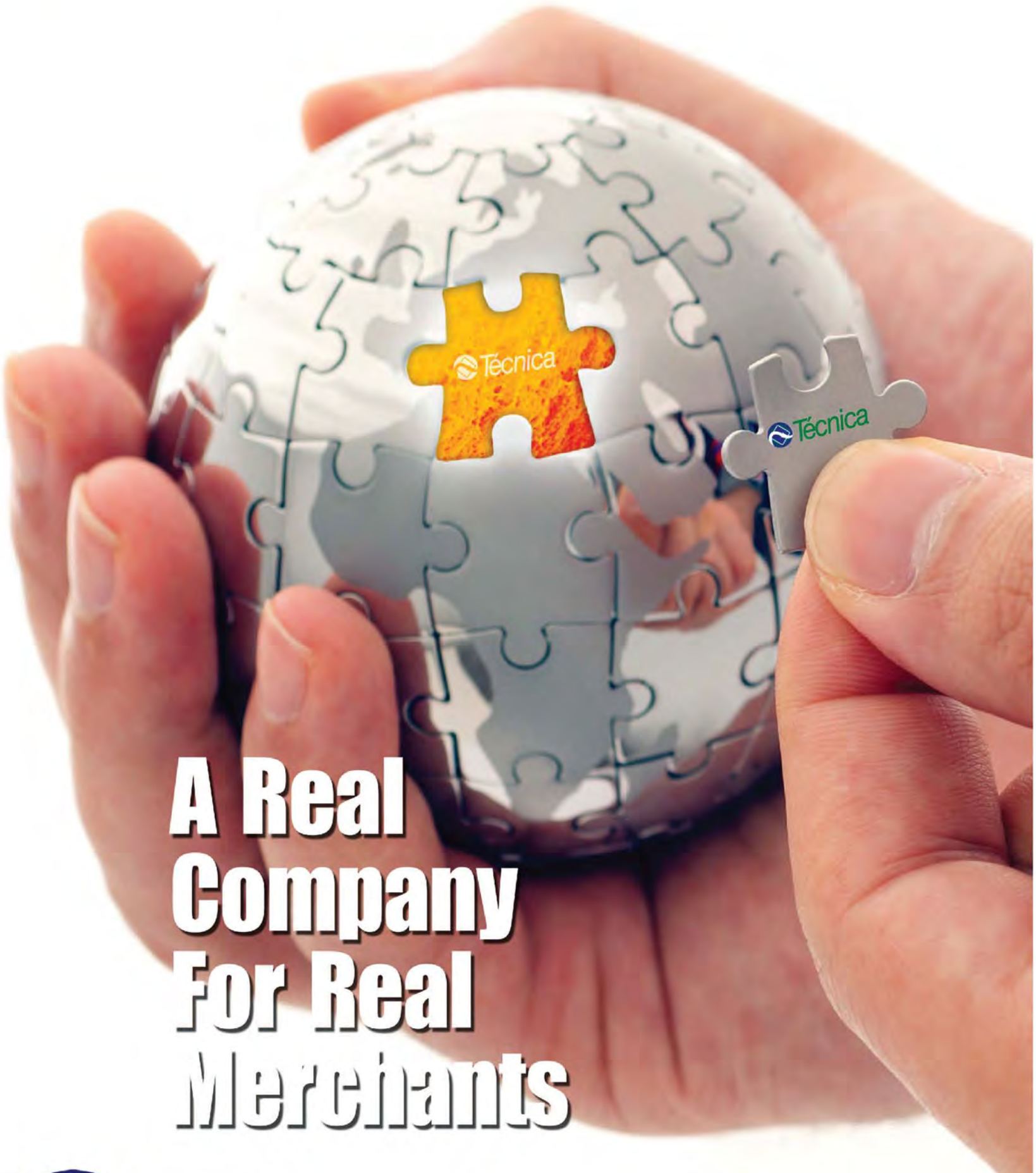

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Weis Markets Receives-

USA Rice Federation Chain 'Retailer of the Year' Award

THE USA RICE Federation Chain Retailer of the Year Award was presented to Sunbury, Pennsylvania Weis Markets recently during the 110th USA Rice Millers' Association Convention. The honor is given to the organization that displays, merchandises and promotes American-grown rice in creative and profitable ways during September National Rice Month.

USA Rice Federation Domestic Promotion Retail Subcommittee Chairman, Mark Denman, presented the award stating, "we're proud to present this Chain Retailer of the Year Award to Weis Markets for their outstanding efforts in promoting and educating their customers about the benefits of U.S.-grown rice." Accepting the award on behalf of Weis Markets was Karen Buch, director of lifestyle initiatives. "We are honored to receive this award," said Buch. "This was the first National Rice Month promotion that we participated in. I believe it was the combination of messaging tools that we utilized within our stores and the support that we received from the USA Rice Federation that made the promotion a success. We more than tripled our brown rice sales!"

RICE AWARD WINNER-Karen Buch RD, LDN, (left) Director of Lifestyle Initiatives, Weis Markets, Inc. accepts Chain Retailer of the Tear Award from Mark Denman, Chairman of the Domestic Promotion Retail Subcommittee.

Harvey's Executive

Tom Robinson Named to MDA Nat'l Board

TOM ROBINSON

TOM ROBINSON, vice president and chief operating office of Harveys Supermarkets, has been named a national vice president of the Muscular Dystrophy Association (MDA). This appointment marks the third year Robinson has served in this position for MDA.

At its July 10 meeting in Los Angeles, the MDA Board of Directors elected a roster of vice presidents that includes names such as former NFL star Tiki Barber, August Busch IV, president of Anheuser Busch, Olympic Gold medalist Nadia Comaneci, Casey Kasem, Larry King and president of Harley Davidson, James McCaslin.

In 2008, Robinson led Harveys Supermarkets' more than 4,000 team members in South Carolina, Georgia and Florida to raise more than $236,000 for MDA. In 12 years, Harveys has raised nearly $2 million for MDA by selling shamrocks at registers and through an annual golf tournament.

As vice president and chief operating office of Harveys Supermarkets, Robinson is responsible for the day-to-day operations of the company's retail stores and distribution network. In his nearly 25 years at Food Lion LLC, Robinson has served as a store manager, grocery buyer, purchasing manager and director of Category Management. Prior to joining the Harveys banner, he was vice president of Retail Operations for Food Lion's Central Division.

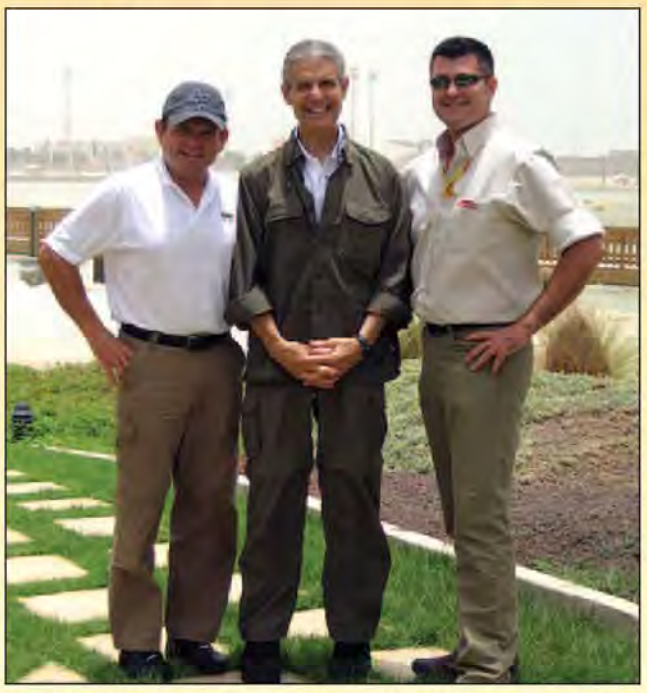
Robinson earned a bachelor's degree in business administration from East Carolina University. He currently serves as a director for the National Sportscasters and Sportswriters Hall of Fame and is the Chairman of the Georgia Food Industry Association.

Operation Pizza Surge Sends 28,000 Pizzas to Troops Overseas

Send-off event at DHL gateway at JFK Airport.

PIZZAS 4 PATRIOTS, a non-profit organization, has teamed up with Boston's own UNO to dish out 28,000 deep-dish pizzas to U.S. troops stationed in Iraq and Afghanistan for the July 4 Independence Day celebration. Dubbed OPERATION PIZZA SURGE, it was documented as the World's Largest Pizza Party (Guinness Book of World Records).

The UNO pizzas, packaged in temperature-controlled containers, loaded onto a refrigerated truck at UNO's facility in Brockton, MA, bound for John F. Kennedy (JFK) Airport in New York. From there, the shipment flew directly to the Middle East, with delivery via DHL Worldwide to forward military bases just in time for July 4.



MSgt Mark Evans (USAF Ret), Founder- PIZZAS 4 PATRIOTS, Frank Guidara, President and CEO Unos Chicago Grill and Ethan Mattern, Director of Business Development Government and Military DHL Express.

WO1 Watson takes time out to enjoy a deep dish slice of pizza from Unos.

CPT Stephens eating Unos Chicago Grill Deep Dish pizza.

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Stater Bros. Names Harris V.P. – Finance

DAVID HARRIS

JACK H. BROWN, Chairman of the Board and Chief Executive Officer of Stater Bros. Markets, recently announced the appointment of Dave Harris to the position of Vice President – Finance.

As Vice President - Finance, Harris is responsible for directing the day-to-day operations of the Company's Financial Department. Dave will report to Phil Smith, Executive Vice President - Finance, Chief Financial Officer and Chief Accounting Officer.

"We are extremely fortunate to have Dave join the Stater Bros. 'Family' of Employees," stated Brown. "His background in accounting will be valuable to the future growth of the Company during these rough economic times. I have known Dave for over fifteen years. He knows our Company, our people, and our customers and will help strengthen our great Financial Department for today and for the future."

Harris has over 25 years of accounting, auditing and business advisory experience. He was a partner with Ernst & Young in Riverside and Irvine, and was the Managing Partner of the Riverside Office of Ernst & Young prior to its consolidation with the Irvine Office. Since 2005, he has been a partner with Soren McAdam Christenson LLP in Redlands.

Graduating in 1984 from California State Polytechnic University, Pomona, Harris has a Bachelor of Science Degree in Accounting and is a licensed CPA in the State of California.

JERRY SCHWARTZ

Schwartz Joins Galaxy Nutritional Foods

FOLLOWING announcements of a new President and acquisition of a natural and organic personal care products brand, Galaxy Nutritional Foods, Inc. is continuing its growth with the addition of Jerry Schwartz as its Executive Vice President of Sales and Marketing. Schwartz has more than 30 years of experience in the natural and organic industry.

"I'm thrilled that Jerry has joined the team at Galaxy," said Rick Antonelli, CEO and President of Galaxy Nutritional Foods. "Jerry and I have worked together in the past and have become great friends. I know he'll bring unique ideas and a fresh perspective for expansion to the Galaxy team."

Schwartz is a veteran of the natural products industry. For 13 years, he served as Vice President of Natural Foods for Natural Specialty Sales, a division of Acosta Sales & Marketing. During his career, Schwartz has worked in all aspects of the business from distribution and manufacturing to brokerage.

In his new role, Schwartz will oversee sales and marketing for all of Galaxy's brands, including Veggie, Rice, Veggy, Vegan, Rice Vegan, Wholesome Valley Organic, and the recently-acquired BeeCeuticals Organics, a personal care products brand that includes hair, body and facial care products, which meet both Fair Trade and Organic certifications.

"Jerry's industry expertise gives him the experience necessary to help lead Galaxy through growth and expansion in the future," Antonelli further explained.

COMING EVENTS

OCTOBER

5-6
AMERICAN PALM OIL COUNCIL Global Oils and Fats Forum. Future of Oils and Fats: Assessing Sustainability, Technology and Bioenergy. JW Marriott Hotel, New Orleans, Louisiana. For more information: www.americanpalmoil.com.

10-11
8TH ANNUAL TASTE OF ATLANTA at Technology Square. Midtown Atlanta (Spring Street and 5th Street), Atlant, GA.

12-14
FOOD MARKETING INSTITUTE (FMI) Future Connect, Hyatt Regency Hotel Dallas, TX. For additional information, call: 202-452-8444.

19
ALABAMA GROCERS EDUCATION FOUNDATION Golf Classic. Pine Tree Country Club Burmingham, AL. For additional information call: 800-844-2391.

20-23
NACS SHOW Las Vegas Convention Center, Las Vegas, NV. To learn more, call: 877-684-3600.

21
TENNESSEE GROCERS EDUCATION FOUNDATION West TN Golf Tournament- Tunica National. More info and registration at www.tngrocer.org.

NOVEMBER

9-10
12TH AMERICANS FOOD & BEVERAGE SHOW Miami Beach Convention Center-Miami Beach, FL. For additional information call, 305-871-7910.

2010 MAY

10-13
FOOD MARKETING INSTITUTE (FMI) MARKETECHNICS, Mandalay Bay Convention Center Las Vegas, NV. For additional information, call: 202-452-8444.

To have your function included in this column, send complete information at least 90 days in advance. Please send to Dennis Kane, Editor, TODAYS GROCER, P.O. Box 430760, S. Miami, FL 33243 or email to: dennismkane@todaysgrocer.com

BI-LO Donates Nearly $370,000 Through Boostersplus Program

HUNDREDS OF SCHOOLS, churches and other non-profit organizations from across BI-LO's four-state operating area of Georgia, North Carolina, South Carolina and Tennessee will receive $369,000 through BI-LO's boostersplus® Program. The boostersplus® Program provides BI-LO customers the opportunity to select organizations in their community to be the recipient of a percentage of the proceeds from their purchases.

"BI-LO's boostersplus® Program is a wonderful way for us to give our customers a simple way to support organizations that are important to them and to their communities. Many of our customers are involved with organizations throughout the area, whether it be their kids' schools, their church or a non-profit they are passionate about, and boostersplus® provides them a chance to donate to these organizations simply by doing their everyday grocery shopping," said BI-LO's Senior Manager of Consumer Marketing John Conroy.

The boostersplus® Program began nearly four years ago and has donated nearly $1.7 million to date. BI-LO contributes one percent of customers' purchases to the organization(s) of their choice when they shop with their BONUSCARD®.

FMI Statement on FDA

The Food Marketing Institute (FMI) has issued the following statement from Leslie Sarasin, president and chief executive officer, regarding the launch by the Food and Drug Administration (FDA) of a Reportable Food Electronic Portal and Registry.

"We commend FDA for launching version 1.0 of the Reportable Food Electronic Portal and Registry to fulfill the congressional directive to track patterns of adulteration in food. We look forward to working with FDA through the implementation process and on additional food safety measures."

"The agency's electronic database should work well with the industry's Rapid Recall Exchange. This online initiative, set to be launched later this month, is designed to expedite supplier notification of food recalls to food retailers and wholesalers with more complete and accurate information."

Foster's Appoints Holden Sr. V.P. of Sales

MIKE HOLDEN

FOSTER'S WINE ESTATES has announced the appointment of Mike Holden to the position of Senior Vice President of Sales. In this role, he will lead a team that is responsible for all US sales activities of Foster's fine wine portfolio.

Holden brings 24 years of senior sales, marketing, business strategy and executive leadership to Foster's. Before joining Foster's, he was President and Chief Operating Officer for Don Sebastiani & Sons. Holden also held positions with Beam Wine Estates, Allied Domecq Wines USA and Diageo in Europe and the Americas.

Foster's Americas Managing Director Stephen Brauer said, "Mike is a proven talent in the wine and spirits industry with a record of developing winning sales strategies, driving performance and delivering growth. His experience and relationships with distributors and retailers has earned him a reputation as one of our industry's most skilled and respected leaders. He will provide an outstanding complement to our new Chief Marketing Officer Francesca Schuler as they team together to drive performance of the Foster's portfolio of leading brands."

Holden resides in Healdsburg in Sonoma County and will be based out of Foster's North American headquarters in the Napa Valley.

FMI Future Connect Set for October

FUTURE CONNECT conference, developed by the Food Marketing Institute (FMI) has set a new date, October 12-14, at the Hyatt Regency in Dallas, TX. (The program was postponed from May 2009.)

Speakers participating for program include:

- **Pat Summitt**, head coach of the University of Tennessee Lady Volunteers basketball team.
- **Knight Kiplinger**, editor-in-chief of Kiplinger's Personal Finance magazine, Kiplinger.com and the Kiplinger Letter.
- **Bob Whitman**, chairman and chief executive officer of FranklinCovey.
- And industry leaders such as **John Compton** from PepsiCo Americas Foods, Kraft Foods' **Brian Driscoll**, Procter & Gamble Company's **Beverly Grant**, **Janel Haugarth** from SUPERVALU, Hy-Vee's **Ric Jurgens**, **Don Knauss** from The Clorox Company, Kroger's **Don McGeorge** and K-VA-T's Steve Smith.
- **Jeff Howe**, editor of Wired Magazine and author of Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business, is the new speaker for the closing session.

Future Connect is designed to help companies address the need for management development with the fast-approaching retirement of the baby boomer generation. Attendees will register for one of three tracks — operations, executive or senior executive — to follow during the course of the conference. An interactive format will mix strategically focused general sessions with university-style case studies and work groups that will explore personal skills, management skills and profit-building skills.

National Dairy Acquires Promised Land Dairy

NATIONAL DAIRY, LLC, has announced the purchase of all-natural milk processor, Promised Land Dairy Distribution, Inc.

"Promised Land Dairy is a highly regarded brand that enhances our product mix and fits extremely well with our distribution footprint," said Rick Beaman, President of National Dairy. "Promised Land's products are sold primarily through supermarkets and other major stores in many of the states where we already have a strong distribution network."

Victory Partners, LLC, a Texas-based financial advisory and private equity firm serving the middle market, represented the owners of Promised Land Dairy in the transaction. Terms were not disclosed.

"Our Victory Partners team worked closely with Promised Land Dairy to find a buyer that would fit with both the company culture and business needs," Todd Lazenby, founder of Victory Partners said. "Now is an ideal time to transition the brand to a major processer with exceptional resources that can build upon the success of the Promised Land brand and grow it into a national brand."

Promised Land Dairy will continue to operate with the same management team. It distributes through major retailers in Texas and in 25 states.

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Freedom of Choice

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America's Favorite Rice Brands!

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