TODAY'S GROCER

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Anheuser-Busch plans to invest more than $1 billion in its breweries and other facilities nationwide that will support the growth of its brands and reinforce its commitment to local U.S. communities where it operates. These capital expenditures include resources spent or committed in 2011 toward projects to further modernize brewing processes, upgrade systems to reduce greenhouse gas emissions, and install equipment for new products and innovations, among other items, with additional allocations being made for projects through 2014.

"Our beer brands are the favorites of millions of U.S. adults, and supporting their growth requires an ongoing commitment to quality, innovation and technologically advanced operations," said Luiz Edmond, president of Anheuser-Busch InBev North America. "Our employees, local leaders and communities where we operate are a part of our success, and we are pleased to make busi-

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Anthony Hucker Named Div. President, Giant Landover

ANTHONY HUCKER

Ahold USA announced that Anthony T. Hucker has joined the Giant Landover Division as Division President. Hucker replaces Don Sussman who served as Interim President of the Division since the end of 2010 and who will resume his role as Executive Vice President Supply Chain for Ahold USA.

Hucker will have responsibility for Giant Landover's sales, operating profits, organization and people. The Giant Landover division, headquartered in Landover, MD, operates 173 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia, and employs approximately 22,000 associates. Included within the 173 stores are 159 full-service pharmacies.

Hucker has more than 25 years of experience in leadership, strategy and opera-

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Network of Executive Women Honors 10 Industry Legends

Noddle, Spires and Greco Receive William J. Grize Diversity Award

Former Supervalu CEO Jeff Noddle, Kings Super Markets CEO Judy Spires and Frito-Lay North America President Tom Greco were among 10 "diversity heroes" honored at the Network of Executive Women's CPG Retail Diversity Hall of Fame Awards, September 19 at the Buena Vista Palace Hotel in Orlando, FL. The ceremony featured an appearance by Lynne Grize, widow of the late Ahold USA CEO Bill Grize, for whom the award is named.

More than 700 industry executives gave a standing ovation to Grize and the other honorees present: Linda Dillman, senior vice president of Hewlett-Packard, recognized for her work at Walmart; Jeri Dunn, honored for her work at Tyson Foods; Kay Palmer, CIO of J.B. Hunt; and James White, CEO of Jamba Inc., honored for his work at Safeway. Erby Foster Jr., director of diversity and inclusion for The Clorox Company, accepted the William J. Grize Diversity Award on behalf of Clorox CEO Don Knauss, also honored for his work at The Coca-Cola Company. Two companies were also inducted: Delhaize America, represented on stage by Kristen Hanson, vice president for center store category management, and Procter & Gamble, represented by Beverly Grant, vice president and chief channel officer.

Ten retail "diversity heroes" were honored at the Network of Executive Women's 10th anniversary NEW Leadership Summit, September 19 in Orlando, FL. Pictured on the red carpet are (top row from left): Erby Foster Jr., representing Clorox CEO Don Knauss; Jeri Dunn, former Tyson Foods CIO; James White, CEO of Jamba Juice; retired Supervalu CEO Jeff Noddle; Beverly Grant, representing Procter & Gamble; Linda Dillman, senior vice president of Hewlett-Packard; and Tom Greco, president of PepsiCo unit Frito-Lay North America. Pictured in the front row: Lynne Grize, accepting the award for the family of Bill Grize; Kristen Hanson, vice president, center aisle, accepting the award for Delhaize America; Kay Palmer, CIO of J.B. Hunt; and Judy Spires, CEO of Kings Super Markets.

Lynne Grize accepted the first William J. Grize CPG Retail Diversity Award in honor of her late husband. "Bill believed in diversity and he always thought people were a company's greatest asset," she said. "Our family is so proud that he is being recognized with this award." A seven-minute tribute video featuring Bill Grize and the other honorees was shown to the audience.

New Chair Michelle Gloeckler, senior vice president, home, for

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New NACS Chairman Tom Robinson:

Joined NACS for Advocacy, Stayed for Knowledge and Connections

TOM ROBINSON

"I came [to NACS] for the advocacy and stayed for the knowledge and connections," said new NACS Chairman Tom Robinson during the October 4 Closing General Session at the NACS Show.

Robinson, president of San Jose, California-based Robinson Oil Co., shared with a packed house the three factors that have most affected his business and career: being from a family business, being from California and being engaged in associations.

"I believe that family businesses are the backbone of our national economy and certainly our industry," said Robinson. "Family businesses create challenges to both the family and business, but they also provide much opportunity."

Robinson, a third-generation retailer whose children are actively engaged

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SUE KLUG

Sue Klug Named "Best of the Best"

President of Supervalu's Southern California Div.

Sue Klug, President of the Southern California division of Supervalu, has been awarded the Bobbie O'Hare Award for outstanding service to the Network of Executive Women.

"Sue played an instrumental part in the founding, management and engagement of the Network's Southern California region," noted former NEW Regional Chair Bobbie O'Hare, vice president of sales development for JOH, who helped establish the Network's regional groups. "She is a servant leader, an individual that leads a large retail business but also gets in the trenches to get work done." O'Hare presented the award at the NEW Leadership Summit last month in Orlando.

"She is a role model to all of us - and to virtually all who know her," her fellow NEW Southern California committee members wrote in nominating her.

Klug was "absolutely critical ensuring NEW Southern California's growth," added NEW Regional Chair Maria Edelson, founder and president, Sales and Capability Development LLC. "Sue's tenacity and deep belief in NEW's mission are key reasons NEW Southern California is the vibrant and successful region is it today."

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Fresh & Easy Opens In Bayview-Hunters Point

S.F. Neighborhood has Sought More Shopping Options for Generations

Fresh & Easy Neighborhood Market opened its second store in San Francisco, August 24, in the underserved Bayview-Hunters Point neighborhood. San Francisco Mayor Ed Lee and Board of Supervisors President David Chiu joined Fresh & Easy's executive board, and dozens of neighborhood leaders in opening the store.

"I made a commitment to the community to improve Bayview-Hunters Point and make it a place that is safe and healthy for families," said Mayor Lee. "This project is a cornerstone in our broader efforts to revitalize the neighborhood by bringing healthy food, vibrant businesses, and new shoppers to Third Street."

CHECK PRESENTATION - Fresh & Easy CEO Tim Mason, Store Manager Dave Green, San Francisco Mayor Ed Lee, Supervisor David Chiu and former Supervisor Sophie Maxwell present a check to the Bayview YMCA.

"It is wonderful to see a new grocery store open in the Bayview, bringing jobs and fresh food to the community. The Board of Supervisors is very committed to ensuring that all San Franciscans have access to healthy food," said Board President Chiu.

Crowds of welcoming neighbors in the Bayview neighborhood came out to celebrate the first new grocery store to open in their commu-

Continued on PAGE 23

7-Eleven to Acquire 28 Locations in Western U.S.

7-Eleven, Inc. has agreed to acquire the retail interests of 28 locations from Pacific Convenience & Fuels LLC (PC&F). Located in the western half of the U.S., the acquisition includes sites in California, Oregon, Washington and Colorado.

The transaction is expected to close in the fourth quarter of 2011, subject to closing conditions and regulatory approvals. Terms of the deal were not disclosed.

The 28 sites include two unused parcels of land. All of the locations will eventually be rebranded as 7-ElevenR store operations, and all will retain the Conoco-Phillips/76 gasoline brands, allowing customers to continue to purchase branded fuel and use their existing credit cards issued under that brand.

"This is a strategic acquisition for us, increasing our store footprint in several of our most successful markets," said Sean Duffy, 7-Eleven vice president of mergers and acquisitions. "Year to date, 7-Eleven has added more than 400

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2010-11 NACS Executive Committee Officers Announced

NACS announced the election of its 2011-12 Executive Committee during its Board of Directors meeting at the recent NACS Show in Chicago.

Tom Robinson, president of Santa Clara, California-based Robinson Oil Corp., was named the association's 2011-12 chairman of the board. Robinson also chairs the NACS Executive Committee, which provides strategic direction and financial oversight to the association.

Also named to the NACS Executive Committee were the following NACS retail members: NACS Vice Chairman-Treasurer: Dave Carpenter, president and CEO of West Des Moines-based J.D. Carpenter Companies Inc.; NACS Vice Chairman of Technology: Patrick Lewis, partner of Twin Falls, Idaho-based Oasis Stop 'N Go Convenience Stores;

NACS Vice Chairman of Government Relations: Brad Call, general counsel and executive vice president of adventure culture of North Salt Lake, Utah-based Maverik Inc.; NACS Vice Chairman of Member Services: Jack Kofdarali, president of Corona, California-based J&T Management Inc.; NACS Vice Chairman of Research: Fran Duskiewicz, senior executive vice president for Canastota, New York-based Nice N Easy Grocery Shoppes Inc.; NACS Vice Chairman of Convention: Steve Loehr, vice president of operations support for LaCrosse, Wisconsin-based Kwik Trip Inc.; and NACS Vice Chairman of NACSPAC, Peter Tedeschi, president & CEO of Rockland, Massachusetts-based Tedeschi Food Shops.

Also on the NACS Executive Committee are 2010-11 NACS Chairman Jeff Miller, president of Miller Oil Co. Inc., (Norfolk, VA), and 2009-10 NACS Chairman Jay Ricker, chairman of Ricker Oil Co. (Anderson, Indiana).

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■ Pictured (left to right) during the 25th Annual Hispanic Heritage Awards at the John F. Kennedy Center for the Performing Arts are: Esther Aguilera, president and CEO of the Congressional Hispanic Caucus, Hugo Sanchez, sports award honoree, presented by Bud Light and Margarita Flores, Vice President of Community Affairs for Anheuser-Busch.

Bud Light Salutes Former Mexican Soccer Legend Hugo Sanchez

The NFL, Hispanic Heritage Foundation (HHF) and Bud Light have partnered to launch the NFL Hispanic Heritage Leadership Awards Presented by Bud Light during the 2011 celebration of Hispanic Heritage Month. The awards recognize the contributions of Hispanic leaders in each NFL market where each recipient will be recognized in-stadium at a Hispanic Heritage game in their local market.

With support from Bud Light, each award recipient will select an organization of their choice that serves the local Hispanic community to receive a $2,000 donation. Bud Light has been a longtime supporter of the Hispanic community and has contributed more than $64 million to Hispanic organizations since 1982.

Improve Demo Results with a Wave of Smooth Paperboard Spoons

In the uber-competitive grocery marketplace, demos give you just one taste to wow your customer. These tastings lead to on the spot purchases, which can lead to long-term customers. Most food marketers know—get them to try it, and they'll buy it.

Until now, utensils used in sampling have not posed an opportunity to improve the customer product experience. EcoTensil, makers of the new ultra-smooth, paperboard tasting-spoon, EcoTaster, provides an enhanced tasting experience with a sturdy design that is simple, smart and convenient. The smooth paperboard EcoTaster allows for a bigger bite than those tiny plastic tasting spoons, and can sometime replace the need for a cup. EcoTaster's sanitary dispenser frees up servers from having to dispense spoons themselves.

Unlike the plastic and biodegradable utensils most commonly seen at in-store demos and delis, the award winning EcoTaster breaks down quickly in compost and is recyclable.

EcoTensil Inc., Larkspur, CA, offers two disposable spoons, the EcoTaster and the larger EcoSpoon. EcoTaster is a tasting spoon perfect for a couple of bites at demos, delis, and events. EcoSpoon is larger and longer lasting, optimal for a full serving, such as a bowl of frozen yogurt or hot chili.

Pompeian Extra Virgin Olive Oil Costars with Tyler Florence

Pompeian Extra Virgin Olive Oil played a key role as Tyler Florence, star chef, Food Network host, best-selling author, and *House Beautiful* contributing editor, recently brought his unique Northern California esthetic to Rockefeller Plaza in New York City. Chef Florence lent his personal vision to a fully-functioning, 1,000 sq. ft., state-of-the-art kitchen at the *House Beautiful* Kitchen of the Year event and then proceeded to make a number of his fabulous recipes using Pompeian Extra Virgin Olive Oil.

■ New York ShopRite Supermarkets and The Bonura Hospitality Group provided more than $30,000 worth of food and financial assistance as well as cooked and served food to 5,000 men and women of the New York Air National Guard, United States Marines and their families living on the 105th ANG Air National Guard Base in Newburgh, NY at the 3rd Stewart Military Appreciation Day Picnic. Held every three years, the Hudson Valley business community hosts the picnic to thank these brave individuals for their hard work and dedication.

ShopRite Military Appreciation Day Picnic

ShopRite Supermarkets recently cooked and served food to 5,000 men and women of the New York Air National Guard, United States Marines and their families at the 3rd Stewart Military Appreciation Day Picnic on Sunday, September 18.

As diamond sponsors, ShopRite Supermarkets, alongside The Bonura Hospitality Group and its vendors' support channels, provided more than $30,000 worth of food and financial assistance to the brave men and women living on the 105th ANG Air National Guard Base in Newburgh, NY.

Held every three years, the Hudson Valley business community hosts the Stewart Military Appreciation Day Picnic to thank these individuals for their hard work and dedication. ShopRite associates cooked over 4,000 steaks to the enlisted men, women and their families, while they enjoyed a much deserved fun filled and relaxing day.

■ Tom Urtz, vice president of human resources and community affairs for ShopRite Supermarkets, Bernie McGoldrick, store manager for the Shoprite of Warwick, Al Carpenter, district manager for ShopRite Supermarkets, and Wendy Molina, Shopper Advocate for the ShopRite of Middletown cooked and served food to 5,000 men and women of the New York Air National Guard, United States Marines and their families living on the 105th ANG Air National Guard Base in Newburgh, NY at the 3rd Stewart Military Appreciation Day Picnic.

Opinion

Taxes and Regulations Deliver A One-Two Punch to the Economy

By **JOHN HALLMAN**

It is time for a sea change in thinking on Capitol Hill and in the White House. We all need to consider these facts. American employers face one of the highest corporate tax rates of any industrialized country in the world and since 2005 there has been a 60 percent increase in the number of federal regulations that cost our economy more than $100 million. Of the 4,226 new federal regulations now in process, 845 will directly impact small businesses, the companies that create two out of every three new jobs in the United States.

It is time for the federal government to come to grips with reality. If America is to make a full economic recovery and avoid another recession, the heavy foot of taxes and regulatory red tape must be lifted off the backs of employers and workers. High taxes and government regulations kill the investment and jobs that are essential to the success of middle-class families.

The decades of prosperity that the United States has enjoyed have made some politicians complacent. They seem to believe there is no limit to how much tax businesses can pay; that bigger and bigger government, spending more and more money, is the answer to almost every problem. They talk endlessly about creating new jobs and stimulating economic growth, then turn right around and propose tax and regulatory policies that work in direct opposition to those goals.

Rather than make tough spending cut decisions to balance the budget, the administration and some members of Congress have proposed massive tax increases on key sectors of our economy. Mischaracterizing pro-growth, pro-competitiveness deductions as "loopholes," tax code revisions have been put forth that would seriously impede the work of U.S. energy producers and jeopardize the millions of jobs they support.

Eliminating the dual capacity rule, which prevents American businesses from being the only companies in the world taxed twice on foreign earnings, could contribute to the loss of $341 billion in GDP. The Florida economy would lose $294 million in the first year alone. This counterproductive tax hike would shrink economic output so much that tax revenues could actually decrease by billions of dollars.

Radical regulatory policies concocted by overzealous federal agencies are equally hard on American businesses. Strict mandates handed down by the Environmental Protection Agency (whose new water quality standards were so intrusive – and expensive – that the state of Florida challenged them in court) are predicted to cost the United States as many as 1.4 million jobs in just the next three years. Businesses now pay an average of $10,585 per employee to comply with federal regulations, a $1.75 trillion drain on the U.S. economy.

Money wasted on compliance with nitpicking regulations, or surrendered to Congress to fund government overspending, cannot be invested in business expansions and new ventures. It cannot pay salaries or support research into the next great idea. Until our leaders fully comprehend that and change their behavior accordingly, we are in for continued hard times.

JOHN HALLMAN is Founder of the Florida Taxpayers Union, a non-profit, non-partisan grassroots organization representing Florida taxpayers in Tallahassee.

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Hormel Debuts Healthier Breakfast Canadian Bacon

Hormel Foods adds to its breakfast meats portfolio with the introduction of the USDA approved healthier and lower sodium Hormel Breakfast Canadian Bacon.

The new Hormel Breakfast Canadian Bacon is 97% fat-free and features thinner slices made with only natural juices. The new Hormel Breakfast Canadian Bacon will join the existing product line that includes 6-ounce thick, 12-ounce unsliced and 6-ounce Hormel Natural Choice products.

Hormel Foods aims to increase Canadian bacon consumer usage occasions with its new package improvements and the thinner slices which can be easily used for breakfast sandwiches and pizzas.

The new Hormel Breakfast Canadian Bacon is available in 6-ounce and 12-ounce packages (SRP $3.99 and $7.99/unit). Support for these products includes couponing, package recipe ideas marketing and public relations.

■ SADLER'S SMOKEHOUSE has announced its Texas Barbeque line featuring authentic, ready-to-eat beef, chicken and pork dishes with delicious gluten free barbecue sauces, available nationwide. Each 12-14 oz. package has an SRP of $4.99-5.99.

Sadler's Smokehouse Introduces New "Texas Barbeque" Product Line

Premium, R2E Meats Feature Original, Gluten-Free BBQ Sauces

Sadler's Smokehouse, has debuted its new Texas Barbeque line featuring five authentic, ready-to-eat beef, chicken and pork dishes with delicious gluten-free barbecue sauces, available in select grocery stores nationwide.

Created deep in the heart of Texas, the new line features Chopped Beef Brisket and Sliced Beef Brisket, both pit-smoked over hickory and other natural hardwoods and served with Sadler's own Smoky Sweet Barbeque Sauce. Tender Pulled Chicken is slow cooked and complemented with a Spicy Chipotle Barbeque Sauce. Sadler's Original Bold Barbeque Sauce provides classic Texas taste to Boneless Country Style Pork Ribs and pit-smoked Pulled Pork. Each 12-14 oz. package has an SRP of $4.99 – 5.99.

"We put more than 60 years of barbecuing experience to work developing the Texas Barbeque line with premium meats and big, bold Texas flavors," said Greg Klein, Sadler's Smokehouse Executive VP of Marketing. "Sadler's Texas Barbeque offers authentic barbecue that people crave with the convenience and value of ready-to-eat meals."

■ Golden Platter Debuts

Gluten-Free Chicken Nuggets, Tenders, and Patties

Golden Platter Foods is finding success in the marketplace with its line of Fully Cooked Gluten-Free Chicken Nuggets, Tenders, and Patties. Made from all natural ingredients, the products are allergen free and made without the use of additives, hormones, and preservatives.

When heated, the crunchy coating provides the perfect balance to the tender farm fresh chicken.

The product line is sold in the frozen foods section. The 24-ounce packages have an MSRP of $6.99.

■ Small Bites Deliver Big Taste

King's Command Introduces Certified Angus Beef Sliders, Meatball Platter

Consumers continue to seek more choices for take-home meals and easy entertaining. Kings Command Foods, Kent, WA, aims to help retailers deliver with new meatball party platters and meatloaf sliders on pretzel buns. Made with the known quality of the Certified Angus Beef brand, the premium products offer hearty, home-style flavor and appearance.

"Certified Angus Beef brand quality and sauce choices of the meatball platter are unparalleled and appealing to consumers," says Ron Baer, King's Command president. "Our products are fully cooked and ready to serve which allows consumers to quickly create a meal without any hassle."

The party platter offers made-from-scratch flavor for family gatherings, game day and more. The precooked meatballs are available in a distinctive 2.75 lb. (44 oz.) microwavable tray. Each tray includes two, 16 oz. packages of half-ounce Certified Angus Beef meatballs and both Sweet Chili (6 oz.) and BBQ (6 oz.) sauce packets. Product arrives frozen with eight trays per case and can be offered in refrigerated meat or deli cases.

The Certified Angus Beef meatloaf slider on a pretzel bun is a trendy addition to the hot deli case or take-home meal selections in licensed retail stores. The 1.2 oz. patties and 1.0 pretzel buns are frozen for optimum stocking ease and come with 80 sandwiches per case.

The meatloaf and meatballs are made with Certified Angus Beef chucks and blended with onions, green peppers and breadcrumbs for homemade flavor and texture. Ten strict standards ensure the brand is a cut above USDA Prime, Choice and Select. No MSG, binders or fillers are used.

Sausage Reigns Supreme in New Poll

Majority Say They Most Often Eat Sausage at Breakfast

Americans and sausage remain inherently "linked" according to a new poll commissioned by the National Hot Dog & Sausage Council and conducted online by Harris Interactive.

More than four in five U.S. adults (82 percent) eat sausage, according to the poll. This includes 87 percent of men and 77 percent of women.

"Sausages have been around for more than 20 centuries, which is a testament to both their popularity and their staying power," said National Hot Dog and Sausage Council President Janet Riley. "New flavors and products and many great tasting old standards have both enjoyed steady category growth. To put it another way, sausages are 'smoking' hot and they are going to stay that way."

MEAL PREFERENCE

When asked at which meal they most often eat sausage, the majority of adults (54 percent) said they most often eat sausage at breakfast, compared to 26 percent at dinner and 4 percent at lunch. More women than men, 30 percent to 21 percent, respectively, said they most often eat sausage at dinner. Those in the Northeast (35 percent) are significantly more likely to eat sausage at dinner compared to those in the South (22 percent) or West (20 percent).

FAVORITE SAUSAGE

While there is no debating the overall popularity of sausage across America, there is some dispute regarding which sausage offers the most bang for the bite, with individual and regional preferences differing wildly.

Of those who eat sausage, 27 percent said breakfast sausage is their favorite. One quarter (25 percent) prefer Italian sausage; 18 percent bratwurst; 14 percent kielbasa; 7 percent chorizo; 3 percent andouille; and 5 percent said other.

About two out of five (41 percent) Northeasterners, more than any other region in the country, chose Italian sausage as their favorite type of sausage to eat, while 32 percent of Southerners chose breakfast sausage.

Bratwurst was most popular in the Midwest, with 29 percent choosing it as their favorite to eat. Chorizo was most popular in the West, with 13 percent selecting it as their favorite.

Breakfast sausage was the only type of sausage that more U.S. women preferred than men (30 percent to 24 percent, respectively). Men are more likely to prefer bratwurst when compared to women (21 percent to 15 percent, respectively).

LINKS VERSUS PATTIES

Like chocolate or vanilla, ketchup or mustard, links or patties is all about personal preference. But which do most Americans prefer?

The NHDSC poll found that more than half of Americans who eat sausage (54 percent) prefer sausage links compared to sausage patties (25 percent), while 21 percent have no preference. Almost 2 out of 3 Northeasterners (64 percent) prefer sausage links over patties, more than any other region in the country. Of those who chose patties as their favorite, one in three (33 percent) are in the Midwest.

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New 15K Bravo Opens in Lakeland

An Exclusive **TODAY'S GROCER** Feature Report

Owners/operators Antonio Collado and his son Joel, are celebrating the recent Grand Opening of their new Bravo Supermarket in Lakeland, Florida. The independently-owned store officially opened its doors to the public on September 1. The 15,000 sq. ft. store is located at 2435 U.S. Hwy. 98 N, Lakeland, Florida.

Antonio Collado is a long time Krasdale operator in the Queens, New York area with stores under the Aim, Cost Plus, and Foodtown banners. For the family's new store in Florida, son Joel has been named Store Manager.

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 Caribbean, Hispanic, Asia, and Afro-American products in addition to traditional products. The impressive, new store features a full-service deli featuring prepared, hot foods, expansive meat department, expanded produce, and wine departments.

Joel Collado, Store Manager told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to residents of Central Florida 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 shopper's 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."

Collado continued, "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 expanding Bravo's presence in the Lakeland 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'."

Shoppers will like checking out at their new Bravo. Customer convenience is enhanced thanks to state-of-art checkouts and a customer service counter featuring state-of-the-art POS terminals installed by Doral-based Tecnica.

BRAVO SUPERMARKETS newest location in the Sunshine State is this 15,000 sq. ft. store owned and operated by Antonio Collado in Lakeland, Florida. Collado is a long-time Krasdale Foods operator in the metro New York area.

STORE MANAGER Joel Collado pictured in his office.

BRAVO SUPERMARKETS' Business Development Manager, Richard Sanchez (left) pictured with Bravo Lakeland Produce Manager, Bienvenido Calcano.

An opening day shopper checks out the stores extensive meat department.

Bravo Supermarkets Business Development Manager, Richard Sanchez (left) gives opening day congratulations to Meat Manager, Luis Zabala.

A well-stocked dairy department.

The hot prepared foods department features everything from snacks to full meals.

Central Florida shoppers can save even more at their new Lakeland Bravo by enrolling in the store's Bravo Shoppers Card program.

Large opening day crowds capitalize on the big savings to be found at their new Lakeland Bravo, the 36th Bravo location in the Sunshine State. The store features state-of-the-art front-end technology supplied and serviced Doral, FL-based Tecnica.

GROCERY MANAGER Jose Correa.

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10 On the Promotional front

■ MISS CHIQUITA pictured with the World's Largest Banana Display at Firelake Discount Foods in Shawnee, OK.

Miss Chiquita Helps Celebrate World's Largest Banana Display

More than 70,000 lbs of Chiquita Bananas Believed to Set New World Record for Largest Banana Display

■ BIG BANANA DISPLAY - Pictured (left to right) are: Affiliated CEO Randy Arceneaux, Miss Chiquita Banana, Store Director Richard Driskell and Chiquita Regional Customer Manager Jim Warken.

Chiquita Brands recently helped celebrate what is believed to be the world's largest banana display. More than 70,000 lbs of Chiquita® Bananas from 1,776 boxes and 37 pallets comprised the display at Firelake Discount Foods in Shawnee, OK. The display eclipses what is believed to be a record set in 2009 of 66,000 lbs of bananas within a single store display.

"We were pleased to join with our retail partner Firelake and the Affiliated Foods Company to create this fun and unique event," said Chris Dugan, vice president of sales for North America at Chiquita. "Not only did consumers in the Shawnee area participate in making history today, but they also got a great deal on premium, fresh Chiquita bananas."

To formally celebrate, Miss Chiquita, the first lady of fruit, was also on hand to commemorate the event and provide fun giveaway items to customers. Customers also received a special deal during the promotion of 5 lbs of Chiquita Bananas for only $1.

"Chiquita has been a great partner in creating this event," said Randy Arceneaux, president and chief executive officer of Affiliated Foods. "It was great to have Miss Chiquita participate in our record setting event today, and I have no doubt that our customers will be enjoying lots of nutritious Chiquita bananas this week. We at Affiliated Foods are excited and proud of our member Firelake supermarket for thinking outside the box to drive sales and continue to help differentiate the independent operator in the marketplace."

The display remains available for viewing during normal business hours until September 11, 2011. Firelake Discount Foods is located at 1570 S. Gordon Cooper Dr., Shawnee, Okla.

Piggly Wiggly Debuts New Specialty Foods

Newton Farms Label Features Premium Items, Competitive Pricing

■ PIGGLY WIGGLY CAROLINA COMPANY launched its Newton Farms product family in early July, offering a number of distinctive and indulgent foods.

Customers at select Piggly Wiggly stores across South Carolina and coastal Georgia will savor bold and unique flavors from a new line of premium foods. Piggly Wiggly Carolina Company launched its Newton Farms product family in early July, offering distinctive and indulgent foods for customers storewide.

Products featuring the Newton Farms label are created with foodies in mind—crafted to deliver fun twists on customer favorites that stand out from the crowd. The foods offered include: a handcrafted "Lowcountry Sauce" from Awendaw, SC that has many uses and easily transforms shrimp and rice into a delicious Creole-style dinner; all-natural honeys produced by a local beekeeper in Orangeburg, SC; and soon-to-be-added, fresh frozen pastas from Rio Bertolini's—all handmade in Charleston, SC by the chef who supplies many of Charleston's legendary restaurants.

"Every Newton Farms food is a labor of love," says Gregg Byrd, Supermarket Brands General Manager at Piggly Wiggly Carolina Company. "We partner with folks who love great food and produce only small batches that are made when ordered. This results in the highest-caliber foods that will be proudly served on our customer's tables. Our team goes to great lengths to develop recipes, taste test, and ensure terrific quality from start to finish."

More than 100 Newton Farms products are in stores now, ranging from competitively-priced sweet treats, a California extra virgin olive oil, salad dressings, and one-of-a-kind condiments, to a variety of fruit preserves and pasta sauces. Dozens more are in the works, and the label will begin releasing its all-natural meats and cheeses soon.

"All Newton Farms foods tell a unique story," says Byrd. "For example, our fair-trade Nicaraguan coffee is grown and cultivated by farmers who own their land. It was roasted in Spartanburg, SC last week and will be in stores next week. You can't get fresher or higher-quality coffee than that."

The new label honors Joseph T. "Joe" Newton, Jr., founder of Piggly Wiggly Carolina Company. The name is also shared by the company's upscale market, Newton Farms, located at the crossroads of Kiawah and Seabrook Islands in Freshfields Village.

Fresh & Easy Launches 'Thank You' Card for Loyal Customers

Fresh & Easy Neighborhood Market is rolling out its new Friends of Fresh & Easy "thank you" card to all its stores following a successful trial of the program at seven stores in Bakersfield, CA. The card was incredibly well-received by customers during the trial and membership in "Friends of Fresh & Easy" more than doubled shortly after the card was introduced. Fresh & Easy had originally planned to trial the card this Fall and roll out the program to all stores by the end of the year.

The "Friends" card builds on the international success of Tesco's Clubcard and the "Friends of Fresh & Easy" email program. "Friends" is a digital points-based program where customers can earn one point for every dollar they spend at Fresh & Easy. "Friends" can exchange their points for cash-back rewards and will receive personalized bi-weekly emails with real-time updates on points earned and targeted bonus point coupons.

"We wanted to create a 21st century program to thank our most loyal customers and friends," said Fresh & Easy CEO Tim Mason. "We're excited to bring the new Friends program to all our stores next week."

"Friends of Fresh & Easy" was introduced in December 2008 to give Fresh & Easy's most loyal customers exclusive news and information about the company and its products as well as special coupons and offers. Unlike many supermarket and retail loyalty programs, "Friends" will not penalize customers who do not use their card with higher prices – it is not designed to be a 'key' to 'unlock' special prices. Fresh & Easy's everyday low prices will remain the same for everyone.

Customers can sign up to be a Friend at www.freshandeasy.com/friends.

VitaClay Multicooker Unique Slow Cooking – Clay Pot Electronic Slow Cooker

The VitaClay Multicooker is a fusion of the time-honored clay pot method of cooking and a modern electronic dual slow cooker and rice cooker, offering a new and better way to accomplish both tasks.

The VitaClay utilizes a mineral-rich liner made from all-natural, hand-selected Zisha clay that retains and enhances the fresh, natural flavor of food and preserves its natural juices and nutrients. Unlike non-stick aluminum or ceramic cookware, the clay liner is pure and free of metals and chemicals like lead or Teflon.

The liner is removable and completely dishwasher and microwave safe. In addition to excellent flavor and healthiness, the VitaClay is a fantastic time-saver, through its slow cook/rice cook feature and its set-and-cook capacity, perfect for families that want a home-cooked meal after a busy day. Its unique microcomputer and precision built-in thermostat enable it to self-adjust the heat up or down based on the ingredients in the pot, the volume, and the set time. Can be set to cook over a longer or shorter period of time than other cookers, ranging from 30 minute boil to 20 hour slow-cook.

Retails for $139.99, it can be purchased online at www.vitaclaychef.com, via phone at (877) 877 - 9121 and is being sold by retailers throughout North America.

Price Chopper Launches New Football Fan Pack

For a third year, Price Chopper has partnered with Kansas City's three regional Big 12 universities (Kansas State University, University of Kansas and the University of Missouri – Columbia) for its Game On campaign. This unique partnership provides Price Chopper the rights to utilize all three universities' logos and mascots in advertising, in-store signage, and, new this year…on a new deli SKU that lets fans combine their favorite team with their favorite party/tailgating food.

Price Chopper launched its new Game On Fan Packs early in September. These K-State, KU and MU-themed buckets retail for $15. All 49 Price Chopper stores will sell them in the deli department and will fill them with the customer's choice from the following selections: 10 pieces of fried chicken; 3 pounds of Chicken Tenders; 3 dozen kettle fried chicken wings; 3 pounds boneless wings; 100 chicken nuggets and 12 party sandwiches.

"In Kansas City, we believe our three regional Big 12 teams have more fans and generate more excitement than our city's professional football team does," says Casie Broker, Price Chopper's Director of Marketing. "These new Game On Fan Packs are the latest offering in our 32 years of being THE official supermarket for tailgating in Kansas City."

Price Chopper is supporting its Big 12 football tie-in with: In-store spirit rallies showcasing Big 12 mascots and cheerleaders; Weekly specials on tailgating and watch party foods and beverages and TV, radio, print and digital media utilizing the Big 12 mascots.

An employee challenge that incentivizes stores based on the number of Game On Fan Packs they sell

Lucas Bols USA Releases Bols Barrel Aged Genever

■ BOLS BARREL AGED GENEVER debuted recently with a launch event in New York City at the Vault at Pfaff's, followed by an industry party at Vandaag. Press, trade and local bar stars gathered to meet Master Distiller Piet van Leijenhorst as he shared the first taste of Bols Barrel Aged Genever in the US.

Lucas Bols, has announced the release of Bols Barrel Aged Genever, a new expression of Genever developed exclusively for the U.S. market. The new Bols Barrel Aged Genever is made using a 19th century recipe and aged for 18 months in oak casks. Designed with bourbon connoisseurs in mind, Bols Barrel Aged Genever embraces the wood characters of aged American whiskies while maintaining the herbaceous, juniper flavors of the original Bols Genever.

Master Distiller Piet Van Leijenhorst, secret-recipe keeper and steward of Bols Genevers for over 25 years, is always looking for new ways to bring the authentic Dutch spirit of Genever to all corners of the globe. He deemed this original 19th century Bols Genever recipe perfect for aging, a nod to the great aged-whisky traditions of the United States while staying true to the traditional practices of making Genever.

Bols Barrel Aged Genever is made according to an authentic recipe used by the company in the 19th century that is different from the recipe used to make Bols Genever 1820. The heart of the Barrel Aged Genever is malt wine: a rye, wheat and corn distillate triple-distilled made in copper pot stills. This is then blended with a unique bouquet of traditional Genever botanicals such as hops, cloves, anise, licorice, ginger, juniper and many others. Aged for at least 18 months in barrels from the French Limousin region, an area well known for its exceptional cooperage quality wood, Bols Barrel Aged Genever is pale golden in color and boasts powerful wood-infused flavors. This unique spirit represents true craftsmanship, authentic Dutch heritage and superb quality. It should be enjoyed like fine bourbon: at room temperature, with a splash of ice or water, as an aperitif, a digestive or in an old-fashioned whisky cocktail.

Lucas Bols, distillers since 1575, has a long tradition of aging Genevers. For centuries Genever has been bottled and shipped around the world in the brown clay Genever jugs that can still be found in old shipwrecks or during archaeological digs. Bols Barrel Aged Genever is bottled in grey earthenware jugs from the German Westerwald region, a spectacular homage to the 17th century tradition.

Carl Buddig & Company Kicks Off Be A Reader Back-to-School Tour

Carl Buddig & Company is hitting the road with Reading Is Fundamental (RIF), the nation's largest children's literacy nonprofit, to sponsor read-aloud events and book giveaways as part of the national Be A Reader campaign. Through the Be A Reader partnership, the lunchmeat brand is donating $100,000 to RIF to support children's literacy programs nationwide.

"We're thrilled to be sponsoring the Be A Reader Back-to-School tour to help provide books and literacy resources to young children from coast-to-coast," said Tom Buddig, executive vice president marketing, Carl Buddig & Company.

"As a family owned company, we are committed to supporting causes that celebrate family values. Our partnership with RIF gives underserved children access to good books and lays the foundation for future learning while promoting an everyday interest in reading."

"RIF's partnership with Carl Buddig & Company will provide many children at risk of educational failure with critical access to books so they can read and achieve this school year and beyond. We are thankful for their commitment to RIF and the millions of underserved children across the country," said Carol H. Rasco, president and CEO of RIF.

The Be A Reader campaign extends through May of 2012 and encourages families to enjoy reading time together through activities, special promotions, and community outreach. Now through Oct. 30 families can also participate in the Sandwich And A Story Sweepstakes (Buddig.com/SandwichAndAStory) for a chance to win a Scholastic book library and a Buddig backpack filled with school supplies.

■ "Always a Winner"

King's Choice Specialty Cheeses Unveils Enter-To-Win Contest

DCI Cheese Company has announced "Always a Winner", an enter-to-win contest sponsored by King's Choice®, the company's line of imported Danish, Dutch and German cheeses. One Grand Prize winner will receive a $2,000 Vegas.com gift card that can be used to pay for lodging, dining, tickets to shows and more in Las Vegas, Nevada.

In-store shelf talkers featuring contest information and a coupon can be found in participating retailers throughout the October 1 - November 30 contest. Additionally, consumers with smart phones can connect directly to the promotion's website (www.KingsChoiceCheese.com) for recipes and wine pairings via the promotional display's QR code. This website will also feature an online entry form and rules detailing the specifics of the contest, as well as a slot machine-styled game that further emphasizes the promotion's Las Vegas theme.

Details about the King's Choice® "Always a Winner" promotion, including full contest rules will be available on the contest website (www.KingsChoiceCheese.com) throughout the promotion.

Sun-Maid Promoting the Theatrical Launch of Puss In Boots

Sun-Maid, is joining forces with DreamWorks Animation SKG, Inc.'s upcoming film Puss in Boots, which premiered November 4 in theaters nationwide. Sun-Maid raisin six-packs and mini-snacks will feature on-pack QR (Quick Response) codes that direct consumers to a specially designed mobile website where they can play an interactive "Duel Personality Sword Play" activity, watch movie trailers and download exclusive Puss in Boots mobile applications including a "Pose with Puss" photo booth app that allows people to take pictures of themselves with different movie characters, create unique photo finishes and share the final image with friends through Facebook and email. Site visitors can also read the Puss in Boots story as well as enter the Purrrrfect Action Pack Giveaway for a chance to win an Xbox 360® with Kinect™ Bundle Pack and daily Puss in Boots prizes.

"We are thrilled to work together with DreamWorks Animation to offer consumers another exciting QR code sweepstakes—this time in celebration of the Puss in Boots movie release," said Rick Bruno, Vice President – Brand Management at Sun-Maid. "In addition to offering daily prizes as well as a truly exciting grand prize, we hope that consumers continue to enjoy the interaction, engagement, ease-of-entry and accessibility that our mobile QR code promotions offer."

Consumers who have a camera-equipped smart phone with internet access can simply scan the image of the QR code on pack to open the promotional web page. There, they can submit contact information and register daily for an opportunity to win an Xbox 360 Console equipped with a Kinect motion-sensing input device and the Puss in Boots Xbox Kinect game, published by THQ Inc., a leading worldwide developer and publisher of interactive entertainment software. In addition to the grand prize bundle, THQ, Sun-Maid and DreamWorks Animation will award one lucky winner a Puss in Boots video game every day of the campaign through December 9, 2011, totaling 100 games.

"After a successful promotion with Sun-Maid on Kung Fu Panda 2, we look forward to joining forces once again to offer consumers a healthy snack option in celebration of the launch of Puss In Boots," added Susan Spencer, DreamWorks Animation's Head of Promotions and Marketing Services.

The sweepstakes, which is open to individuals 18 years or older, ends December 9, 2011.

Jewel-Osco Honors Latino Business and Community Leaders

■ SUPERVALU & NFP GROUP -As part of Hispanic Heritage Month, Jewel-Osco honored three nonprofit organizations for their work in the Latino Community. Pictured (left to right): Francisco Silva (Kimberly-Clark); representatives from ASPIRA, Immaculate Conception Food Pantry, Alivio Medical Center; Jim Seidler (Jewel-Osco), Aldo Rodriguez (SUPERVALU) and Miguel Alba (Jewel-Osco).

■ SUPERVALU & ST. AUGUSTINE - Head Chef and students from the St. Augustine College Culinary Program with Jewel-Osco/Supevalu representatives at Sabor de la Herencia Hispana event celebrate at the National Museum of Mexican Art. Pictured (left to right): David Cordova (St. Augustine), culinary students, Miguel Alba (Jewel-Osco) and Chef Rafael Perez (St. Augustine).

■ PAST VENDOR OF THE YEAR - GOYA Foods celebrates its 75th Anniversary at the Jewel-Osco Hispanic Heritage Month event. Representatives from GOYA who were handing out sample to guest at the VIP reception.

■ The MC, Jorge Barboza, local Univision anchor, announced the evening's big winners and prizes courtesy of participating vendors, Wrigley and Chicago Fire Soccer. Pictured (left to right): Jorge Barboza (Univision/WGBO) with Representatives from Univision and Wrigley.

At Annual Hispanic Heritage Month Celebration

Jewel-Osco, celebrated Hispanic Heritage Month with its fourth annual VIP reception to honor the culture and significant achievements of the Hispanic community. The signature event, "Sabor de la Herencia Hispana," was held Wednesday, September 14, at the National Museum of Mexican Art, in Chicago.

Jewel-Osco's "Sabor de la Herencia Hispana" (Taste of Hispanic Heritage) is dedicated to recognizing the continuous efforts and outstanding contributions made by leaders from the business and non-profit sectors of the Latino community. The event highlighted the unique flavors and richness of Latin cuisine, by showcasing exclusive dishes developed by culinary students from Chicago's St. Augustine College along with major local Hispanic brands.

"The importance of the growing Hispanic community can be found everywhere in our society," said Jewel-Osco President Brian Huff. "This community event is a way for Jewel-Osco to honor Hispanic business and community leaders for the work they have done. In this way, we are all connected and our future success is linked to one another."

During the VIP reception, Jewel-Osco honored three social service agencies for their efforts and their commitment to enriching the Hispanic communities they serve. This year, Jewel-Osco awarded a total of $15,000 in grants to Alivio Medical Center, Immaculate Conception Food Pantry, and Aspira of Illinois. The work of these organizations reflects Jewel-Osco's pledge to support initiatives that mirror the company's charitable giving strategy, which focuses on three areas – Hunger Relief, Nutrition Education and Environmental Stewardship.

The reception also served as an opportunity for Jewel-Osco to underscore its long-term business relationship with Latino vendors, by recognizing V&V Supremo the 2011 Vendor of the Year. Local to Chicago, V&V Supremo was honored for their long history of commitment to providing high-quality, fresh tasting Latino products to consumers and for their outstanding partnership with Jewel-Osco.

Jewel-Osco celebrated Hispanic Heritage Month with a series of in-store culinary events that featured authentic Latin- American recipes, valuable prizes and fun for the entire family.

■ As part of Hispanic Heritage Month, Jewel-Osco honored V&V Supremo as the Latino Vendor of the Year. Pictured (left to right) are: Aldo Rodriguez (SUPERVALU), Jim Seidler (Jewel-Osco), Doug Cygan (Jewel-Osco) and Gilberto Villaseñor (V&V Supremo).

■ V&V Supremo participated in the 2011 Taste of Hispanic Heritage VIP Reception with a variety of product offerings. Pictured (left to right): Representatives from V& V Supremo, Guest at the Reception enjoying the food selection.

■ Past Vendor of the year, GOYA Foods celebrates its 75th Anniversary at the Jewel-Osco Hispanic Heritage Month event . Pictured are: Doug Cygan(Jewel-Osco), Aldo Rodriguez(SUPERVALU), Gilberto Villaseñor (V&V Supremo).

■ V&V Supremo was honored as the 2011 Vendor of the Year by SUPERVALU banner, Jewel-Osco at the 4th Annual Taste of Hispanic Heritage Reception in Chicago, IL. Pictured are: Gilberto Villaseñor and Phillip Villaseñor (both from V&V Supremo).

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■ QUIRCH MARKETING – Lori Marcelino, Jorge Rosa, Susana Illera, Sumey Hageman, Emmanuel Berrido and Dina Figarola get Rockin with the 'Kikirin' chicken.

■ Frank Grande, Bill Quirch and Mauricio Quirch.

■ Bill Quirch welcomes Richard Price, Buy Park.

■ Sandr Garcia and Ruben Lodono, Co. DeCarnes la Sevillana.

■ Efrain Taboada, Alonzo Farms (Dominican Republic); Carolina Polanco, Neil Rodriguez, Miguelina Martinez, SuCarnes Corp and Elvio Camacho, Alonso Farms (Dominican Republic).

■ ROCKIN GOOD TIME – Susette Lewis, Ruth Evans and Simond Gabriel.

■ TECNICA – Guillermo Arinez, Maria-Jose Rojas, Rosabel Gonzalez, Heather Chavarriaga, Onniel Garcia and Hector Martinez.

■ BRAVO SUPERMARKETS – Marino Abreau, Jose Jorge and Cesar Ramirez (Bravo Stores-Orlando).

■ QUIRCH FOODS – Edward Sepulveda, Yunet Torres, Manuel Pereira, Maggie Castilello, Manolo Camino and Rolando Garcia.

■ Jessica Padovani, Elisa Torres and Eddy Quirch.

■ Anthia Alexander and Wadi Zakhour, Malabar Food Service, St. Lucia.

■ PRACTICAL FOOD PREPARATION DEMONSTRATIONS were held throughout the day.

■ Lou Papa, Dennis Wallin an Jose Jorge, Krasdale Foods/Bravo Supermarkets.

■ KIKIRI QUIRCH – Jenny Perez, Lyann Leyva, Joseph Zapater and Albert Roque.

■ TALKING BUSINESS.

■ Hyacinth and Tom Swann, R&R Mini Mart (Grand Turks).

■ Guillermo Arinez, Jr., Tecnica (center) pictured with Wilson Arinez and Guillermo Arinez, Sr.

■ The Gorton's Fisherman pictured with Wally Hamed and Juaquin Ortiz, Plaza Extra (St. Croix).

■ Dario and Inga Mayorquin, King Import.

■ PLANTATION QUAIL – Mario Baro, Santana Sales (center) pictured with Ivan Bilbao and Arnold Cardarelli, Jr.

■ PINNACLE FOOD SALES – Dick Garber with Michael A. Warne, Best Cheese Corporation.

■ Sabeana Williams and Rupert Vanterpool, A&W Vanterpool.

■ Julian Diaz and Gerard Fioro, Foodland are welcomed to the food show by Ignacio Quirch.

■ Alejandro Quesada, Oscar Gonzalez and Teresita Herrera, Carnes Zamora S.A.

■ SUPER CHOICE – Amen Abedelhade with Romulo Rincon.

■ Michelle Hazel and Fannie Cheng, Island Trading/Fresh Market.

■ Louis Lancry and James Vargas, U.S. Import.

■ Marcos Rosado and Ismael Alvarez, Bravo S.A.

■ EMBUTIDOS HERMANOS TAVERAS – Eduardo Paulino, Efrain Tavada and Neil Rodriguez.

■ Santiago Diaz, South Pacific International and Ricardo Villasana, Prasdi Foods SAC.

■ WHITEHALL SPECIALTIES – Mindy Mancuso and Michelle Sonsalla.

Sabor Tropical Opens in Miami

New Food Shopping Experience Debuts at Biscayne Plaza Shopping Center

Residents of northeast Miami are celebrating an all new shopping experience following the October 12 Grand Opening of Sabor Tropical Supermarket "*Donde Ud Siempre Ahorra Mucho Mas!*" at 8000 N.E. 5th Avenue is Biscayne Plaza Shopping Center.

Biscayne Plaza has been a long standing shopping destination since the early fifties. Now, the venerable and expansive center is undergoing a rebirth and re-development, bringing an all new shopping destination to those in the area of Biscayne Boulevard and 79th Street.

Sabor Tropical Supermarket becomes one of the center's anchor tenants and joins already open Family Dollar, Mashiko's Sportswear, Rent-A-Center, Payless Shoe Source, Liquor Mart, and dd Discounts, among others coming soon.

The new Sabor Tropical becomes the fifth store for A.G. member-operator Rafael Castro. Castro's other stores include four others in Miami-Dade County and one store in Palm Beach County.

"We are very proud to introduce the Sabor Tropical shopping experience to residents of northeast Miami," Castro told TODAY'S GROCER. "My team and I are very eager for everyone to give a look to our, beautiful new store."

Sabor Tropical occupies a site occupied previously by other food retailers. However, this is where similarities end – as Castro and his team have totally remodeled and reinvented the shopping experience for their customers at the all new store. Highlights include and updated/repainted ceiling, new equipment, new flooring and many added departments and services. Coming soon will be a cafeteria with sit-down seating. Sabor Tropical is a member and supplied Associated Grocers of Florida, Inc. and is IGA partner.

The new store will be able to compete effectively with its competitors – including the chains – thanks to state-of-the-art installed and maintained by Miami-based Tecnica at its 7 front-end checkouts and customer-service counter.

Sabor Tropical is open Monday through Saturday from 7 a.m. – 9:45 p.m. and on Sunday between 7 a.m. – 8:45 p.m.

■ SABOR TROPICAL SUPERMARKET brings a new shopping experience to residents of north east Miami with the October 12 grand opening of the 18,000 sq. ft. store located at Biscayne Plaza Shopping Center at 8000 N.E. 5th Avenue.

■ CONGRATULATIONS on Sabor Tropical's Grand Opening are extended to owner/operator Rafael Castro and Jose Torres, Sabor Tropical V.P., from AG of Florida COO Chris Miller (left).

■ OPENING DAY KICK-OFF: Celebrating the new store's opening (left to right) are: AG of Florida Retail Counselor Raul Morales; Sabor Tropical V.P. Oscar De Cruz; Rocky Craig Damon Store Brands; Amaury Portella AG V.P.-Business Development; Chris Lavoy AG V.P.-Store Brands, AG COO Chris Miller; Sabor Tropical V.P. Jose Torres, Sabor Tropical Owner/Operator Rafael Castro; AG V.P.-Finance Lou Moore, AG Sr. V.P. Sales Gregg Young; Sabor Tropical V.P. Arturo De La Cruz and Fabio Espinao, Sabor Tropical Manager.

■ THE NEW STORE is able to process customer orders promptly, and compete effectively, thanks to state-of-the-art checkout equipment provided by Miami-based Tecnica. Sabor Tropical owner/operator Rafael Castro (second, left) pictured with Tecnica representatives Guillermo Arinez, Maria-Jose Rojas and Hector Martinez.

■ The Seafood Department at Sabor Tropical as seen from the Produce Department.

■ The store features an extensive meat department to serve the needs of its diverse clientele.

■ Domestic and imported wines. Many are available chilled from the stores wine cooler.

■ SERVICE WITH A SMILE at the customer-service counter.

■ Instrumental in helping the store get ready for its grand opening, was set-up assistance from Associated Grocers of Florida. Pictured is AG Retail Marketing Specialist David Judovits.

■ Bulked and bagged fruits and vegetables on display at the produce department.

■ Upright cases in the frozen food department.

FrozenFoods 17

Bella Italia's Famous Mushroom Ravioli Debuts

A Ready-to-Heat Frozen Entrée

Bella Italia, a welcoming Italian restaurant in the picturesque town of Port Angeles, WA, is making its most famous meal - Bella's Mushroom Ravioli available as a high quality frozen entrée. The friendly restaurant, along with its signature dish, shot to fame in 2005 when it was featured as the first date setting for author Stephenie Meyers' notorious love struck vampires, Bella and Edward. Since then, guests have flocked to the restaurant from around the globe to dine on the ravioli, and now anyone will be able to enjoy an authentic bite at home.

"When Stephanie Meyers was working on her first book, she called our restaurant to ask about menu items, and we were running mushroom ravioli as our special," said Neil Conklin, owner of Bella Italia, located on Washington State's Olympic Peninsula where the vampire book series is set."That dish is what made it into the book, as Bella orders it on their first date. Ever since then, we've had travelers from all over the world. We've served more than 10,000 of these iconic pasta plates in the restaurant, and I wanted to make it available to everyone."

Vampires aside, Bella's Mushroom Ravioli™ is made with the love and tradition of all Bella Italia's food. The new frozen entree is made from fresh, all natural ingredients and heat-and-eat ready. The 20-ounce entrée features mushroom ravioli in a creamy besciamella sauce with rich mushrooms. It is perfect as a hearty serving for one or to be shared. The sleek packaging design embraces the look and feel of the restaurant guests have come to love – comforting hues of red and evergreen, with a bit of Italian flair. Each entrée will be available in convenient plastic microwaveable containers, which can be heated in the microwave or oven.

Bella's Mushroom Ravioli (SRP: $10.99) is available now just in time for the much anticipated release of the fourth vampire movie installment.

Notably, a portion of all Bella's Mushroom Ravioli proceeds will benefit the Quileute Tribal School and Forks High School. "Every ravioli dish sold will help two local schools I am proud to say I support. The teachers have done so much for our community, building a positive place for children to learn and grow," says Conklin.

Muse Gelato:

Fresh Ingredients, Inspired Flavors, Seasonal Surprises

Move over ice cream trucks, watch out big name dessert shops, there's a tasty new treat available town – Muse Gelato – and it's taking Florida by storm. Through a recent partnership with Whole Foods Market, Muse Gelato is bringing its inspired flavors to customers all across the Sunshine State.

Owner, Founder and Co-President Brandon Moss, and his wife, Vice-President Andi Moss, began their Gelato business more than six years ago. Crafting and serving delicious, wholesome frozen treats in a small shop in Orlando on International Drive, they found their calling. Their tiny store took off, being frequented by not only locals and tourists, but also by numerous chefs, restaurateurs, and hospitality professionals in the area. It was the latter that created the need for a wholesale division.

Muse Gelato easily found its place in the event world, quickly creating a strong presence and winding its way into every feasible program. But that was still not enough. The Mosses had other ideas in mind.

Most recently, Muse made its way into Whole Foods Market in Winter Park and Palm Beach Gardens – freshly scooped for customers' enjoyment while they shop. A whole new clientele is now experiencing the brand. Additionally, at the Naples store, product is available in soft serve, a concept well embraced in Italy, yet fairly new here in America. While the soft serve is just weeks old, locals seem to be embracing the idea.

Muse offers numerous core flavors including Vanilla Citrus, Banana Split Gelato, Triple Dark Chocolate, and Strawberry Honey Sorbet. The company's main focus is sustainability and seasonality, introducing special flavors when products and fresh produce become available. Working closely with local providers (farmers of fruits and vegetables, baked goods, etc.) the company creates magical, whimsical, and most of all, inspired flavors. Some seasonal flavors to watch for are Southern Pecan Pie, Oktoberfest Sorbet, and Apple Walnut Caramel Strudel.

"Muse Gelato has been inspiring people from a grassroots perspective for many years," says Brandon Moss. "We are happy to make our way into the mainstream market through our partnership with Whole Foods."

The expansion into additional Florida Whole Foods stores now includes: Boca Raton, Orlando, Wellington, Naples, South Beach, Tampa, and Jacksonville. Offering a variety of delicious and one-of-a-kind flavors for every season, Muse Gelato is the perfect treat for everyday or special occasions.

Perry's Ice Cream Introduces "New Look" For Buffalo Bills Commemorative Flavor

The Buffalo Bills football team and Perry's Ice Cream are predicting a fan blitz on area food retailers this season with the newly re-launched Buffalo Bills Brownie Blitz ice cream!

Perry's Ice Cream is the "Official Ice Cream" of the Buffalo Bills and the commemorative ice cream flavor originally introduced in 2008 is getting a makeover to reflect the Bills new helmet design. Buffalo Bills Brownie Blitz features premium French vanilla ice cream with laces of fudge and brownie pieces.

"When the new Bills look was released this summer, we quickly noticed the fans affection towards the new helmet. We decided the helmet had to be central to our package re-design. The vintage design mixed with the charging Buffalo makes for a bold look on our package that screams, 'Go Bills!'" said Nichole Buryta, assistant product manager, Perry's Ice Cream.

"We are always looking for unique ways to incorporate our partners into the Bills brand," said Bruce Popko, Bills senior vice president of business development. "The new Bills Brownie Blitz packaging and Bills Photo Blitz promotion with Perry's Ice Cream provides a fun opportunity to engage and interact with our fans."

Sunflower Farmers Market to Open Third Store in Denver Area

Sunflower Farmers Market has announced it will open its thirteenth store in Colorado in late 2012, making it a baker's dozen for the store's home state. The new 26,000 sq. ft .Denver location will be located on East Colfax Avenue between Garfield and Monroe Streets. The full-service grocer is expected to bring 100 jobs to the area along with the value-priced natural and organic groceries Sunflower is known for.

Sunflower Farmers Market is headquartered in Boulder, Colorado, where the grocery store was first established in 2002. The grocer currently has nine other stores in the Denver metro area.

"Our commitment to supplying natural and organic groceries at the lowest possible prices has consistently made us a great fit for Denver's health-conscious, budget-smart consumers," said Sunflower Farmers Market CEO Chris Sherrell. "We're excited to add another convenient location to our biggest market, allowing us to meet even more of the demand for friendly service and healthy groceries at reasonable prices."

With 12 stores currently operating in the state, many Colorado shoppers have already experienced the Sunflower Farmers Market motto, "Serious Food…Silly Prices." For Sunflower, their motto means offering a large produce selection, stocked with local options whenever possible, plus natural meats and fresh seafood, fresh baked goods, an array of bulk offerings including coffee, and a large selection of natural living products, all at the lowest possible prices.

Sunflower is also known for its commitment to eco-friendly practices and initiatives within its stores. Like many of its other markets, the new Denver store will utilize recycled and refurbished equipment, cases and

Sunflower Farmers Market currently operates 35 stores in eight states: Colorado, Arizona, Nevada, New Mexico, Utah, Texas, California and Oklahoma. The grocer will also be opening a new store in Modesto, California soon, and has plans to open at least five new stores in California in 2012.

2011 Independent Grocers Financial Survey Results Released

The 2011 edition of the Independent Grocers Survey, a joint venture between FMS Solutions and the National Grocers Association (N.G.A.) has been released and shows a mixed bag for independent grocers. Overall economic pressures have shifted gross margins downward to 25.68% from 26.28% last year. These reduced margins resulted in average net profit before taxes of 1.08% for all respondents, down 60 points. As the overall economic pressures on many consumers continue, shopping for price and value are a priority for lower and middle-income shoppers. While 2010 showed some shift to 'food away from home' from 'food at home' dollars, the continuation of the weak economy may cause a reversal of the trend.

When looking deeper at the results, the divide between the top 25% and the median of the operators is growing. The profit leaders showed an average 4.07% net profit before taxes versus an average of 1.08% for all respondents. As pressures mount on the consumer, the retailers will need to respond to the needs of their customers. The price pressure as a result of the economy and fierce competition in the market will continue to push margins down.

According to Robert Graybill, President, FMS "The marketplace is becoming for many a darwinistic environment. We are seeing many operators either growing or disappearing. One in five respondents reported negative profits, while the top 25% reported strong results with an average of 4.07%. Consumers are forcing operators to function at peak efficiency so that pricing will remain reasonable in their eyes. A sloppy operator who relies on price to offset high shrink won't survive nor will companies that are overloaded with administrative costs that don't contribute to servicing the customer, as the customer can no longer afford to pay for those costs with higher prices"

"Understanding relevant industry benchmarks and characteristics of best-in-class retailers greatly improves a grocers' ability to reduce costs and compete more effectively in today's environment" said Peter Larkin, President and CEO of the National Grocers Association. "Fiscal year 2010 was a tough year for independent grocery retailers; however the resilience of the independent operator is clear. Our industry has managed to push through one of the worst economic downturns in recent history and will continue to do so."

New Shoprite Opens In Fairfield, Connecticut

Cingari Family Continues Growth In The Constitution State

A **TODAY'S GROCER**
Feature Report

ShopRite celebrated the grand opening of its newest store in Fairfield, CT, September 14. A ribbon-cutting ceremony marked the opening of the brand-new store. Attending were First Selectman Michael Tetreau, Police Chief Gary McNamara, Fire Chief Richard Felner, Chamber of Commerce Chairman George Szondy and several other community leaders.

The ShopRite of Fairfield is owned by the Cingari Family, who have been in the supermarket business since 1943. Today, three generations of Cingaris own and operate ten ShopRite Grade A Markets in Fairfield and New Haven counties in Connecticut.

Located at 1975 Black Rock Turnpike, the store will provide customers with a broad array of groceries and fresh produce, as well as: fresh meats; fresh seafood; full-service floral department; and a wide selection of natural and organic fresh and packaged products. The new ShopRite of Fairfield also features a made-to-order sushi bar.

The store was renovated and refurbished before opening and features a "greener" shopping experience. The ShopRite of Fairfield includes the latest energy-saving lighting, and a store-wide energy reduction system.

As part of ShopRite's commitment to helping its customers live healthier lives, a unique feature at the ShopRite of Fairfield is a registered dietitian, who will be available for customer consultation. This free service will offer customers the opportunity to discuss their health and dietary needs with a nutrition professional to create customized meal plans. The dietitian will also educate customers on a number of issues, including learning how to shop for healthy meals, proper nutrition for specific medical conditions or how to get more fruits and vegetables into your diet.

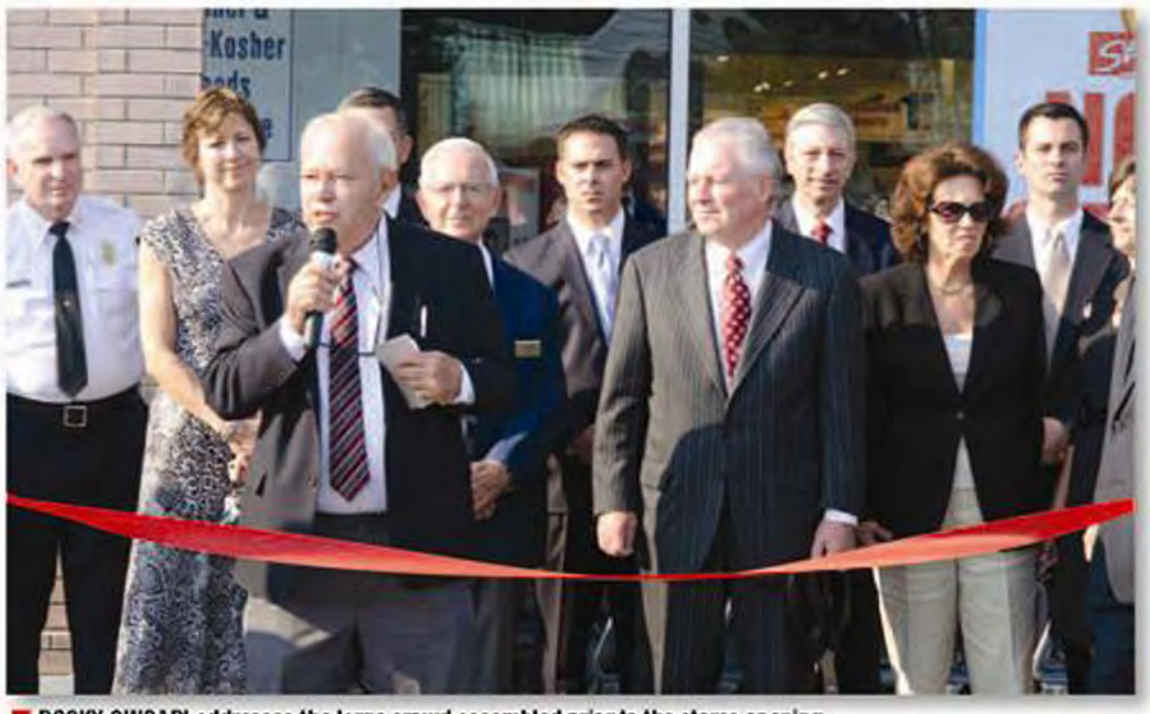
"We are pleased to extend our service and commitment to Fairfield County with the addition of the ShopRite of Fairfield," said Sam Cingari, Vice President of Grade A Markets. "Our family-owned ShopRites have long-served the people of Connecticut, delivering the value, variety and excellent service that our customers need and have come to expect from the Grade A ShopRite name." Store hours are: 7 AM to 11 PM daily.

The Cingari's stores became members of the Wakefern/ ShopRite cooperative in 1991.

■ **THE CINGARI FAMILY is the celebrating the September 14 of their new store located at 1975 Black Rock Turnpike in Fairfield, CT. Rocky Cingari (center, left) receives assistance cutting the Grand Opening ribbon from the First Selectman of Fairfield, Mike Tetreau (center, right).**

■ **CINGARI FAMILY MEMBERS -Tom Cingari, Sr., Tom Cingari, Jr., Joe Cingari, Sam Cingari, Rocky Cingari, Dominick Cingari, and Chip Cingari. The Cingari family has been in the supermarket business since 1943.**

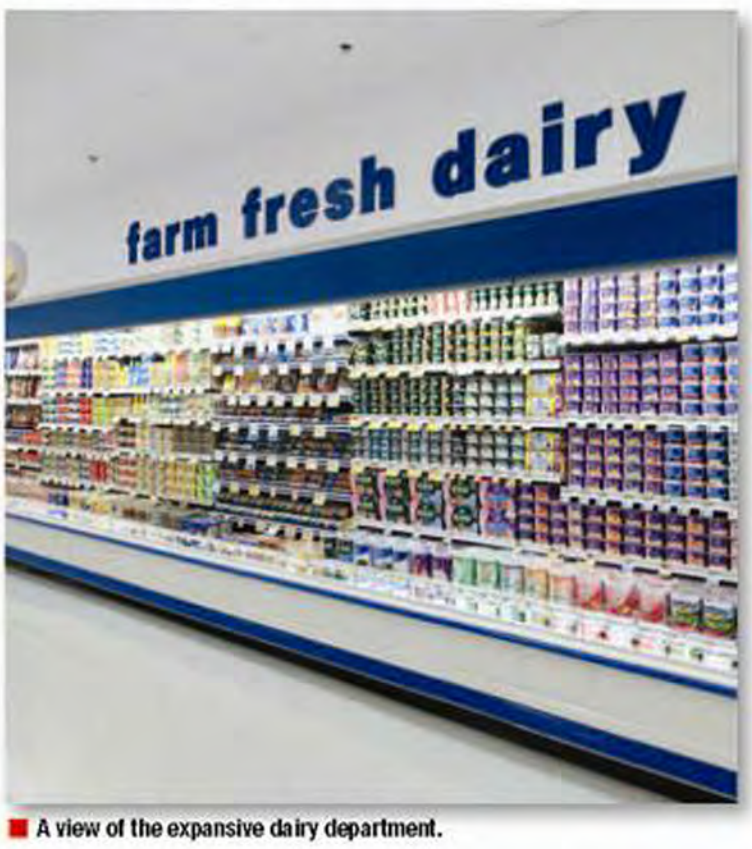
■ **When customers are ready to checkout they will appreciate the fast service provided by the stores 11 checkout counters, including 2 express lanes.**



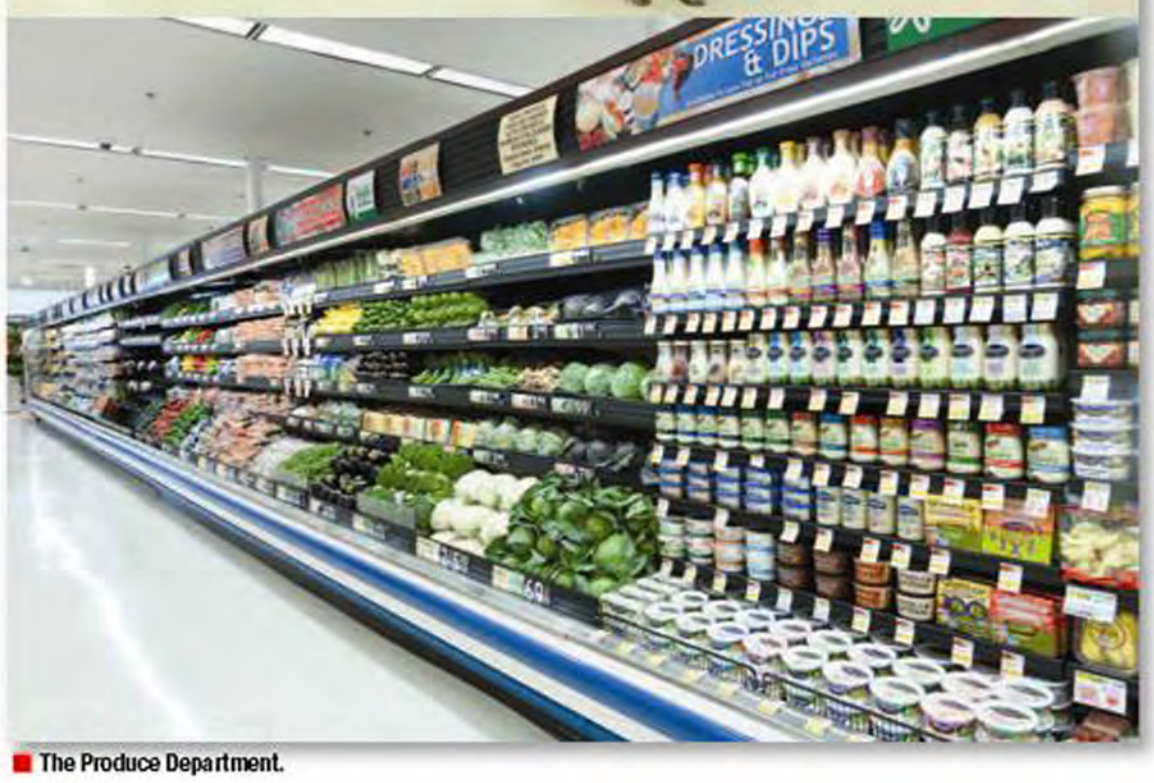
■ ROCKY CINGARI addresses the large crowd assembled prior to the stores opening.

■ The Grocery Department features extensive selection of jams and spreads.

■ The store features a large full-service floral department where shoppers can make their selection from both potted plants and cut flowers and floral arrangements. The store features a Design Your Own Bouquet deal of 3/$12.



■ A view of the expansive dairy department.



■ Grocery aisles, with greeting cards to the right.

■ The Produce Department.

Randazzo's Honest to Goodness Sauces Expand

When time is tight, but you don't want to compromise on the quality of your family's dinner having go to easy meals can be a lifesaver. Rochelle Randazzo of Glen Rock, New Jersey knows this first hand. As a wife, mother, and full-time entrepreneur Randazzo has combined her love of cooking with her expertise as a woman on the go, creating Randazzo's Honest to Goodness Sauces, using family recipes and all natural ingredients. The $1.3 billion domestic pasta sauce industry is not an easy market to break into, but with winning recipes, quality ingredients, a little tenacity, and the ability to showcase her product at trade shows and supermarket tastings, Randazzo knows that her sauces stand out above the crowd. "I use the same ingredients in these sauces that I serve to my own children," says Randazzo. Even though she is no longer making the batches in her home kitchen, the sauces are still slowly simmered in small batches to preserve the integrity of the original recipes. Randazzo's Honest to Goodness Sauces include: Vodka, Plum Tomato Basil, Puttanesca, Alfredo, Fra Diavolo and Marinara-Pizza.

Randazzo's Sauces have obviously hit home. What began as a club with local distribution, has moved into larger distribution and larger quantities. "I began selling my sauces as part of a sauce club. People would buy a membership and once a week I'd deliver a container of sauce to their house. I thought this is something that will help my friends and allow other home cooks the simplicity of just heating up the sauces that I love from my childhood," says Randazzo founder of Randazzo's Honest to Goodness Sauces. The sauces were so well received that the distribution list began to grow. They are now available not only to local cooks, but throughout the Northeast.

With a private label at a major natural food store chain and distribution under the Randazzo's Honest to Goodness Sauce name in Shop Rite, Costco, D'Agastinos, and her home town mom and pop market, Kilroys, Randazzo is happy to share her family tradition with families all over – just don't ask her for the recipes. "Those are top secret," laughs Randazzo. "I always knew that these sauces were special – I'm just glad that other people can enjoy them as well."

Mini Babybel Introduces Two New Flavors

The Laughing Cow has announced the launch of two new flavors of Mini Babybel: White Cheddar and Sharp Original. The new varieties join Mini Babybel's expansive portfolio of natural, wax-wrapped, portion-controlled snacking cheeses that include Mini Babybel Original, Light, Gouda, Cheddar and Bonbel. Good sources of calcium and protein with 80 calories or less, Mini Babybel has been a growing snacking sensation among consumers with a passion for great tasting, portable cheese.

"We are thrilled to introduce Mini Babybel White Cheddar and Sharp Original. We know our consumers work to lead balanced, active lifestyles and we strive to provide them with the great tasting snacks that deliver the nutrition and flavor they need along with the convenience they demand," said Jon Swadley, Marketing Director at Bel Brands USA, parent company to The Laughing Cow's Mini Babybel brand. "The launch of the new Mini Babybel varieties demonstrates our dedication to product innovation and a passion for satisfying our consumers snacking needs."

Mini Babybel is individually packaged in a one-of-a-kind wax wrapper for easy transport. Mini Babybel Light is an excellent source of calcium with only fifty calories. All other flavors of Mini Babybel are good sources of calcium and protein with less than eighty calories. Like the other varieties, Mini Babybel White Cheddar and Sharp Original transform ordinary snacking into a taste sensation, each with a creamy texture and complex flavor. While delicious alone, with seven different varieties, the pairing opportunities to create any number of delightful, satisfying snacks with Mini Babybel Cheeses are endless.

Rumiano Cheese Designated As First Non-GMO Organic Cheese Company

Rumiano Cheese Company is the first cheese company in the world to receive Non-GMO Project Verification for its entire line of organic products, including cheese, butter and WPC-80%. Rumiano has been producing all-natural, grass-fed, rBST free, kosher cheese for over 90 years and is California's oldest family-owned cheese company.

The Non-GMO Project is a non-profit organization created by leaders in all sectors of the natural and organic products industry from the U.S. and Canada to offer consumers a consistent non-GMO choice for organic and natural products that are produced without genetic engineering or recombinant DNA technologies. It began as a collaborative effort among independent natural food retailers who wanted to ensure that their customers had an abundant selection of clearly labeled, independently verified non-GMO choices. The Project verifies all types of products, including those that are not yet produced commercially in GMO form. This allows shoppers to easily identify non-GMO items, and also helps reduce the likelihood of new GMO crops being commercialized.

"As a company that has built its reputation and success on making the highest quality and purest cheese products, being the first Non-GMO Project Verified organic cheese company is a real feather in our cap," says Joby Rumiano, fourth generation owner of Rumiano Cheese Company. "We are committed to providing our customers with not only the best tasting cheese, but also products that are produced in the most sustainable, humane and environmentally conscious manner."

According to Non-GMO Project Executive Director Megan Westgate, "GMOs have never been proven safe for humans or the environment, and consumers deserve to make an informed choice about eating them. Rumiano's commitment to Non-GMO Project Verification helps protect the basic right to know what's in our food, and to opt out of the GMO experiment."

In addition, all Rumiano's organic dairies are American Humane Certified Free Farmed® through the American Humane Association, which makes Rumiano Organic Cheese the first Humane Certified cheese in the world.

Rumiano Cheese Company's organic cheese varieties include Sharp, Medium and Mild Cheddar; Monterey Jack, Pepper Jack, Mozzarella and Colby/White in sliced and block versions. Products are available for retail sale at natural foods stores and select grocery chains nationally. The company also sells its cheeses in numerous foodservice channels.

Santa Barbara Bay's

New Buffalo Blue Cheese Dip Tackles Snack Time

Santa Barbara Bay's all-new Buffalo Blue Cheese Dip get's football games going with a kick that snackers won't be scrambling to return! Whether tailgating for a favorite team's big game, or coaching from the couch, this party pleaser promises to sack fan's snack cravings with its unique blend of sour cream, blue cheese, hot sauce and cayenne pepper. And taste buds will score a touchdown when used as a dipper for a football fan favorite – wings.

"Our unique combination of the heat of the hot sauce and cayenne pepper, the tangy blue cheese and the coolness of the sour cream brings a taste consumers love, plus added convenience, with its pre-packaged and ready-to-serve container," said Emily Alfano, director of marketing and new product development of Future Food Brands. "This launch coincides perfectly with football season and tailgating, as this product pairs perfectly as a dipper for wings."

Land O'Frost New Wrap Kit Hits Shelves Nationwide

New Product Provides a Convenient Solution for a Quick, Great Tasting Meal

Land O'Frost, has expanded its newest product, Land O'Frost Wrap Kit, to store shelves across the U.S.

The new Wrap Kit signals an introduction into a new segment for Land O'Frost and provides consumers with a convenient solution for quick, great tasting meals. Initially rolled out to test markets in January of this year, the Wrap Kit has received such positive consumer feedback and successful sales that Land O'Frost decided to expand the product's distribution nationwide.

"At Land O'Frost, we are constantly innovating and developing new products that will not only appeal to our consumers' taste buds, but also provide them with easy, 'on the run' meal options since we know time is valuable for everyone," said Karen Malsom, Director of Innovation, Land O'Frost. "Our new Land O'Frost Wrap Kits will deliver the same great wholesome, fresh and superior quality ingredients that our consumers know and expect from all of our products."

The Wrap Kits come in four varieties: Oven Roasted Turkey & Pepper Jack, Black Forest Ham & Swiss, Chipotle Turkey & Cheddar; and Roast Beef & Cheddar. Each kit contains 25 slices of Land O'Frost lunchmeat (20 slices on Roast Beef & Cheddar variety), five slices of cheese and five tortillas.

Fit to Go Single Servings

Friendship Dairies Launches New Line of Cottage Cheese

Friendship Dairies, has announced the launch of Fit to Go, a brand new line of single serving cottage cheese offerings in their most popular varieties. Dairy rich and utterly creamy, the new 5-ounce servings are perfect for active, on-the-go lifestyles.

Fit to Go makes treating yourself to Friendship's smooth, delicious cottage cheese easier than ever. At the gym, the office or on the go, now everyone can enjoy a simple and wholesome light snack anywhere, anytime. Available in 4% California style, 1% Low Fat and 1% Low Fat with Pineapple, the single-serving Fit to Go cottage cheese is simply satisfying on its own or when paired with the season's freshest fruit and vegetables or perfectly topped a salad.

The new, single serving Fit toGo containers are easy to spot. In keeping with Friendship's new look, each flavor features its own bright color and Friendship's iconic dove prominently displayed giving Fit to Go an unmistakable presence on the shelf. Friendship's sassy personality comes through on the 5-ounce tubs and lids with fun facts about Friendship's simple, all natural ingredients and smart flavor profile.

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Mistolin has been a favorite of demanding homemakers for over 20 years.
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Aloha Petroleum Debuts New C-Store Prototype on Oahu

Aloha Petroleum, Ltd., the Hawaii-based gas retailer and convenience store operator, has unveiled the first 'ground-up' version of a new prototype design for its convenience store-fuel sites that highlights the chain's local roots.

Designed by CBX, the strategic branding and retail design consultancy, the 3,000 sq. ft. store and adjoining gas islands with five pumps opened in mid-June on Waialae Avenue in the Kahala suburb of Honolulu. Aloha's former c-store and fuel islands on the site were demolished to make way for the new structures. The new facility represents the full scope of CBX's design assignment for Aloha, which included the store's interior design, exterior architectural design, logo, fuel islands and canopy.

Customers to the new location will find references to Hawaiian-style architecture – CBX's nod to Aloha Petroleum's roots as the only local fuel marketer and c-store operator on Oahu, Hawaii Island and Maui. From the building's exterior, which has been treated to horizontal wood siding and a modified double-pitched roof evocative of the plantation architecture style found throughout the Hawaiian islands, the overall design underscores Aloha's efforts to develop a "kama'aina" (or 'local') brand of convenience stores to compete against those from traditional mainland companies.

"The company wants to position its convenience operation as the c-store brand of choice in its markets on the three islands," explained Joseph Bona, president of the retail division of the New York-based CBX. "Our role was to help create a brand that stands for more than convenience while establishing a stronger emotional connection with those who work and live in the islands."

Among the most commanding of the new design elements is the restyled Aloha logo found repeated on the façade signage, gas canopy and pumps. The updated logo features a stylized "A" floating in a field of watery blue accented with green. Various shades of blue emerge from the refreshed logo to reflect the calm and serenity of the ocean; the green suggests the lushness of the tropics. The natural wood tones of the exterior and interior fixtures reinforce the local flavor and heritage of island life. "The overall color palette is cool, refreshing and reflective of the relaxed lifestyle found in the Hawaiian Islands," said Bona.

Inside the store, customers will find the stylized Aloha "A" repeated on green wallpaper that calls attention to foodservice areas. They'll also find an abundance of natural light coming from the glass wall entrance, supplemented by a series of bowl-shaped galvanized metal pendant lights which contribute to the historic design aesthetic.

Built with an eye toward easy navigation, the cleanly styled store offers generous aisles, while providing optimal food and beverage display. A refrigerated island case, positioned immediately off the entrance, displays a wide variety of fresh-delivered sandwiches, beverages, and other chilled offerings. A well-positioned pay point with room for multiple cashiers sits opposite the entry along the back wall for increased visibility and to help create an expanded impulse zone. Dark brown gondola fixtures are used to merchandise pantry basics and assorted snacks. The store's offer is rounded out by a large walk-in-cooler and 'beer cave' found along the back wall.

In addition to the Kahala store, Aloha has just opened a new fueling station and 2,000-square-foot convenience store in Kahului, Maui, its first Aloha branded store on that island, and a new-to-industry 3,000-square-foot c-store and fuel station in Kona on Hawaii Island. .

Commenting on the new store and scheduled roll out of the design, Richard Parry, Aloha president and CEO, stated: "We are very pleased with the Kahala prototype. CBX has done an outstanding job in capturing the look and feel of the islands and developing a functional and attractive store, brand image and fuel facility. We believe that this sets a great foundation for Aloha Petroleum's plans to expand and further develop our c-store business in Hawaii."

Aloha Petroleum, Ltd. is an independently owned and locally operated fuel marketer/distributor and convenience store operator, with a history that dates back to the early 1900s. Aloha is the largest retail gasoline marketer in the state of Hawaii. Currently, Aloha Petroleum serves Hawaii with more than 100 Aloha, Shell, and Mahalo branded retail fuel locations and 35 Aloha Island Mart convenience stores on the islands of Oahu, Maui, Hawaii (the Big Island), and Kauai.

■ ALOHA PETROLEUM - the Hawaii-based gas retailer and convenience store operator, has unveiled the first 'ground-up' version of a new prototype design for its convenience store-fuel sites that highlights the chain's local roots.

■ The store's offering is rounded out by a large walk-in-cooler and 'beer cave' found along the back wall.

■ The cleanly-styled store offers generous aisles, while providing optimal food and beverage display. A refrigerated island case, positioned immediately off the entrance, displays a wide variety of fresh-delivered sandwiches, beverages, and other chilled offerings.

■ The c-store makes available to shoppers a nice selection of wines.

■ A well-positioned pay point with room for multiple cashiers sits opposite the entry along the back wall for increased visibility and to help create an expanded impulse zone.

■ FEEL OF THE ISLANDS - The overall design underscores Aloha's efforts to develop a "kama'aina" (or 'local') brand of convenience stores to compete against those from traditional mainland companies.

Kroger Honored By Million-Dollar Club Selection

Company Recognized for Supporting Hispanic Suppliers

The Kroger Co. has been admitted to membership in the United States Hispanic Chamber of Commerce Million Dollar Club.

Introduced by the United States Hispanic Chamber of Commerce (USHCC) in 2010, the USHCC Million Dollar Club recognizes corporations that are leaders in supplier diversity and integrating Hispanic Business Enterprises (HBEs) into their strategic sourcing and procurement process. Corporations qualify by spending between $25 million to over $500 million with Hispanic suppliers, in the previous year.

This is Kroger's second consecutive year of qualifying for membership. The company was inducted in the $250 to $500 million annual expenditure category.

"The success of our business is linked to our efforts to encourage diversity throughout Kroger," said Reuben Shaffer, Kroger's chief diversity officer.

"We are honored to receive this recognition and value our membership in the U.S. Hispanic Chamber's Million Dollar Club, which reflects our ongoing commitment to supplier diversity. We look forward to continuing our strong partnerships with Hispanic-owned businesses and their help carrying out our Customer 1st strategy."

Fresh & Easy Opens In Bayview-Hunters Point

Continued from PAGE 2

nity in the past 20 years. The Bayview is traditionally an underserved neighborhood, where about 36,000 people are without access to fresh fruits and vegetables because of lack of supermarkets in the area.

"Fresh and Easy is making more than just a business investment in the community, they are making an investment in health by providing access to fresh, high-quality food to a neighborhood that has historically lacked access better options for generations," said District 10 Supervisor Malia Cohen.

For each store opening, Fresh & Easy asked neighbors to nominate a local, non-profit organization to receive a $1,000 donation. Based off nominations from neighbors, store employees selected the Bayview-Hunters Point YMCA, which provides countless services for local residents of all ages.

"We've worked hard to create a thoughtful business built on a simple belief: everyone deserves fresh, wholesome food at affordable prices regardless of where they live, said Fresh & Easy CEO Tim Mason. "The City of San Francisco was a fantastic partner in getting this store built, staffed and opened."

Network of Executive Women Honors 10 Industry Legends

Continued from PAGE 2

Walmart US, presented the awards, which recognize "outstanding achievement promoting diversity and inclusion in the consumer products and retail industry, and for passionate support of the Network of Executive Women and its mission." Each honoree received a trophy depicting Athena, goddess of wisdom, holding the world aloft.

Attendees posed for pictures on the red carpet, toasted the honorees and the Network's 10th anniversary, and danced to the "world's greatest divas" at the Night of A Thousand Stars after party. A silent auction raised an estimated $15,000 for the NEW scholarship program; five of the Network's seven 2010 scholarship recipients attended.

The Hall of Fame Awards were part of the Network's 10th anniversary NEW Leadership Summit, September 19-20, which included pre-event NEW Leadership Academy workshops, keynotes by age wave expert Maddy Dychtwald and mountaineer Alison Levine and a candid conversation with Walmart International CFO Cathy Smith on what it means to be a female leader in the industry today.

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- Mahatma Jasmine Rice is a high-quality, long grain exotic jasmine, naturally-scented rice imported from Thailand.
- Mahatma Jasmine Rice carries the authentic seal of Thai Hom Mali Rice which guarantees the authenticity of the rice.
- Authentic Basmati Rice is a gourmet experience in aroma and taste. Basmati is non-glutinous rice that has been grown in the foothills of the Himalayas for centuries.
- Mahatma flavored rice mixes offer the perfect mealtime side-dish for many occasions. From the Louisiana traditional Monday, red beans and rice meal, or a Caribbean favorite Paella with Saffron Yellow rice mix, to the holiday favorite long-grain and wild rice, or any of our other six flavors, consumers find that Mahatma rice mixes are the perfect compliment to any meal.

- Tanto el Arroz Blanco de Grano Entero como el Arroz Integral son alimentos no alergénicos y son ideales para la dieta sin gluten.
- El Arroz Integral Mahatma es 100% de grano entero.
- El Arroz Jazmín Mahatma es un arroz importado de Tailandia, de alta calidad, de grano largo, con un aroma exótico a jazmín.
- El Arroz Jazmín Mahatma lleva el sello auténtico de arroz Tailandés Hom Malí, que garantiza la autenticidad del arroz.
- El Arroz Basmati auténtico de la India es una experiencia gourmet en el aroma y el sabor. Basmati es un arroz no glutinoso que se ha cultivado por siglos en las estribaciones del Himalaya.
- Las mezclas de arroz Mahatma hacen los acompañantes perfectos para cualquier ocasión. Desde el tradicional sabor de Luisiana con su arroz y frijoles rojos, o el favorito caribeño de Paella con la mezcla de arroz y Zafrán, hasta los favoritos de las fiestas el arroz de grano largo y arroz Silvestre, o cualquiera de nuestras otras seis variedades, los dientes hayan que el arroz Mahatma es el complemento perfecto para cualquier comida.

RIVIANA FOODS INC., Houston, Texas

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Meijer Opens Marketplace Concept in Chicago Community of Melrose Park

A **TODAY'S GROCER**
Feature Report

Less than two years after launching its first new format store in the Chicago market, Meijer delivered another new concept to its Chicago-area customers as it officially cuts the ribbon on Meijer Marketplace, August 25, a more localized grocery store in Melrose Park.

"Meijer is thrilled to bring our newest store concept to this great community," said Hank Meijer, Co-Chairman and CEO of the Grand Rapids, MI -based retailer. "Our team has worked very hard to bring the great Meijer experience to our new customers in the Melrose Park area, and we're very proud to join this vibrant neighborhood."

Meijer kicked off its grand opening celebration with a ribbon-cutting event at 7:00 a.m., followed by remarks by Meijer officials and local dignitaries, along with the presentation of a check for $25,000 to Our Lady of Mount Carmel Catholic Church, which will be used to support local youth programs and the Parish's food bank.

"We are proud to welcome Meijer to our community, as a great place to both shop and work," said Mayor Ronald Serpico. "Meijer along with other new businesses in Melrose Park are helping to lead the charge in the economic re-development of the near-west suburbs. We look forward to a long and successful partnership with them."

At 90,000 sq. ft., Meijer Marketplace is about half the size of Meijer's largest supercenters. The smaller-format store will offer the Melrose Park community the "Higher Standards and Lower Prices" that Meijer customers have come to expect, featuring national and Meijer own brand grocery items, along with a full-service pharmacy offering a variety of national and Meijer brand health and beauty products.

■ **MEIJER MARKETPLACE - Less than two years after launching its first new format store in the Chicago market, Meijer delivered another new concept to its Chicago-area customers as it officially cut the ribbon on Meijer Marketplace, August 25, a more localized grocery store in Melrose Park, IL.**

Meijer team members have worked to ensure the new store has the benefits of larger Meijer stores, in essence offering a "mini" supercenter concept. Much of the focus on the store in Melrose Park is on providing local customers with a tailored grocery shopping experience with fresh quality meats and produce, as well as a wide variety of deli, bakery and pantry items. The new Meijer store includes a targeted assortment of Hispanic produce, Italian deli meats, European cookies, a fresh sushi bar, and more than 40 varieties of Hispanic beer, providing a new shopping option for the ethnically-diverse community nearby.

In the general merchandise area, the Meijer Marketplace features key categories such as electronics, seasonal items, toys, home, kitchen and bath items and a pet department, with numerous national brand products throughout the aisles. Meijer will maintain an open dialogue with its Melrose Park customers and make adjustments to product offerings based on the specific needs of the local community.

Meijer opened its first Chicago-area store in Bolingbrook in 1999. With the addition of Melrose Park, Meijer now has 14 stores in the Chicago area ranging in size from full supercenters to smaller, grocery-focused stores in Niles and Orland Park. Meijer employs nearly 3,000 team members in the Chicago area, with more than 150 new jobs created by the opening of the new Melrose Park store.

■ **CHECK PRESENTATION – Hank Meijer presents a check for $25,000 to Our Lady on Mount Carmel Catholic Church, which will be used to fund local youth programs and the Parish's food bank.**

HANK MEIJER
Meijer Co-Chairman/CEO

MARK MURRAY
Meijer President

MEIJER Co-Chairman and CEO Hank Meijer addresses the large grand opening crowd.

HANK MEIJER pictured with store front-end personnel just prior to the opening.

Reality Cooking Star

Sharone Hakman Launches Line of Scene-Stealing BBQ Sauces

It brought "secret weapon" heat to the competition, earned praise from some of the toughest food critics around and satisfied a room of hungry truckers — and now anyone can take home reality cooking star Sharone Hakman's smoky, smooth and sophisticated BBQ sauce. This marks the official debut of Hak's BBQ Sauce, a premium all-natural sauce line developed by the self-taught Hakman, who was a finalist on the first season of FOX's hit culinary competition series MasterChef! and whose refined sauces were praised throughout the competition.

Hak's BBQ Sauce is smartly packaged in a 15.5-oz sleek glass flask with a modern black label and uses all-natural quality ingredients with no added preservatives. Chipotle Bourbon is the debut flavor for the line, which will be joined by Thai Chile Tamarind and Habanero Pineapple releases later this year. Future plans include BBQ rubs and marinades.

The launch Chipotle Bourbon offering sets the bar high for the gourmet BBQ sauces, embodying complex layers of sweet and tangy akin to a perfectly aged scotch. Punctuated by caramelized onions, a deep smack of bourbon and smoky roasted chilies, the flavor starts off smooth then develops a slow, satisfying heat on the palette.

"This sauce isn't for your average cowboy!" says Hakman, who since his TV debut is also having fun cooking up a storm for Hollywood A-listers and celebrity chefs. "The sauce is masculine, yet refined and sophisticated too. It pairs with cigars and ribs just as well as your everyday burgers and grilled veggies."

Hak's BBQ Sauce retails for $8 per bottle or $18 for a three-pack. It is also available for restaurant bulk purchase.

Boulder Canyon Debut's Garden Select Vegetable Crisps

Boulder Canyon Natural Foods, has introduced a new line of vegetable snacks. Boulder Canyon's Garden Select™ Vegetable Crisps offer a blend of 12 vegetables and provide a good source of fiber in each serving. Available in Hearty Cheddar, Red Ripe Tomato and Sour Cream & Chive flavors, the crisps will be sold nationwide in five-ounce packages that retail for $2.99 - $3.49 per bag.

Like all Boulder Canyon snacks, Garden Select Vegetable Crisps are made with only natural ingredients and are cooked in sunflower and/or safflower oils, which are low in saturated fat and rich in essential fatty acids. The Crisps contain 30% less fat than traditional salty snacks and feature zero trans fats, no cholesterol and no MSG. In addition, they are gluten-free and Kosher certified.

Each serving of Garden Select Vegetable Crisps contains a ¾ serving of real vegetables, a mix that includes carrots, celery, cabbage, tomatoes, green bell peppers, red bell peppers, broccoli and kale, among others.

"The growing snack trend is all about healthier snack options," said Steve Sklar, Senior Vice President of Marketing for Boulder Canyon Natural Foods. "We took the concept of vegetable snacks and really embraced the 'veggie' aspect of these crisps without sacrificing taste. They are every bit as delicious and addictively good as a salty snack should be, but are also better for you."

Doubly Delicious -

Barbara's New Peanut Butter & Chocolate Cereal and Snacks

Barbara's has introduced the classic combination of peanut butter and chocolate to three new, all-natural products: Peanut Butter & Chocolate Puffins cereal, Double Chocolate Snackimals and Peanut Butter Snackimals cookies.

"Peanut butter and chocolate are classic flavors that make a great combination," said Kent Spalding, Barbara's Vice President of Marketing.

"Today's consumers, especially moms, are looking for all-natural products without the 'bad stuff' like high fructose corn syrup, artificial flavors, preservatives and hydrogenated oils. With the new additions to our popular Puffins and Snackimals lines, we're excited to offer families more delicious options that are free of unhealthy ingredients."

Each bowl of Peanut Butter & Chocolate Puffins cereal provides three grams of fiber and 20 percent of the daily recommend calcium intake, with only one gram of fat and six grams of sugar per serving. Barbara's signature cereal line, Puffins, includes five other natural, wheat-free varieties: Original, Cinnamon, Peanut Butter, Gluten Free Multigrain and Gluten Free Honey Rice.

Additionally, the new Double Chocolate Snackimals and Peanut Butter Snackimals cookies are a guilt-free treat for snacking at home, school or work. The Double Chocolate flavor is packed with natural cocoa and real chocolate chips, while the Peanut Butter variety is brimming with natural peanut butter goodness and pure peanut butter chips.

Kidfresh:

Healthy, All-Natural Frozen Kids Meals Now Available at Publix

Kidfresh® — yummy, convenient and all-natural frozen kids meals — has announced the debut of its line of meals into Publix Super Markets.

Unlike other kids' meals, which often contain artificial ingredients, Kidfresh's line of frozen entrees were created by parents for parents, with the help of pediatric nutritionists and top chefs. The meals, packaged in recyclable and BPA-free trays, are moderate in sodium, contain up to 33% of a child's daily vegetable needs and absolutely no artificial ingredients, flavors, colors or preservatives. The six kid-approved varieties include Totally Twisted Pasta & Meatballs, Rainbow Rice & Chicken, Cheesy Ravioli, Spaghetti Loops Bolognese, Muy Cheesy Quesadillas and Wagon Wheels Mac & Cheese, each of which contain blended veggies including, tomatoes, sweet potatoes, carrots, butternut squash and more.

"We're so excited to have our Kidfresh frozen kids' meals at Publix" said Matt Cohen, CEO of Kidfresh. "Our shared vision, coupled with our mutual commitment to offering quality and premier food choices to the public, make Kidfresh the right product for Publix shoppers. We believe that by carrying Kidfresh as growing childhood obesity concerns become a greater issue in today's society, Publix is taking the lead in introducing healthy and nutritious choices to children at a young age."

Kidfresh is also sold by other major retailers including Whole Foods Market, Shoprite, Big Y, Shaws, Weis, Kings, King Kullen and more.

SunRidge Farms Introduces All Natural Milk Chocolate Treats

SunRidge Farms has introduced its new, All Natural Milk Chocolate Rainbow Drops. Packed in SunRidge Farms' solar-powered facility, the delicious and better-for-you Rainbow Drops feature natural premium quality chocolate and real vanilla in a pure cane sugar shell. Rainbow Drops come in seven beautiful colors, each of which is naturally derived from vegetable juice, rather than food dye and titanium dioxide. These treats are ideal for all candy lovers, including children and adults with food dye allergies.

"We're delighted to offer a new product that is completely free of artificial ingredients and preservatives, that people can feel good about eating," said Mark Devencenzi, national sales director at SunRidge Farms. "We are committed to offering great-tasting quality confections, snacks and trail mixes, and keeping consumer health and the health of the environment foremost in mind."

Sweetened the way nature intended with pure cane sugar and vanilla, Rainbow Drops are non-GMO, free of preservatives, hydrogenated oils, artificial ingredients and artificial colorings.

"Commitment to quality means we include only the finest, all natural ingredients in our new Rainbow Drops," said Devencenzi. "Over the past 30 years, our personal relationships with sustainably-minded farms helped us provide only the best organic and natural snacks, while supporting our farmers."

Rainbow Drops are available now at select grocery stores throughout the United States. They are offered in bulk for an MSRP of $6.99 a pound and in prepackaged bags for MSRPs of $3.99 (seven-ounce) and .99¢ (one-ounce).

That's it.

New Fruit Bar With Only Two Ingredients- Fruit and Fruit Debuts

Superfruit Nutrition has launched three flavors of all-natural That's it fruit bars, made from only two fruit ingredients and no preservatives, concentrates, purees, added sugar, GMOs or nuts. That's it. fruit bars are kosher, vegan, gluten-free, diabetic-friendly, high-fiber, fat-free and low-calorie. The USDA recommends 2-4 servings of fruit per day. One That's it. fruit bar helps satisfy this requirement.

"That's it. fruit bars stemmed from the notion that nature knows best," said Superfruit Nutrition co-founder Dr. Lior Lewensztain. "As a medical doctor and a parent, I sought to create an all-natural grab-and-go product that could help busy families hit the mark on nutrition and convenience without sacrificing great taste. This prompted us to develop a fruit bar that has only two ingredients in every bar." That's it. fruit bars have only 100 calories and contain Vitamin A, Vitamin C, Beta Carotene and 3 grams of fiber, which aids in satiety. The bars are the perfect healthy solution for breakfast on the go or a guilt-free snack at the office, and can provide an excellent energy boost at the gym or on a hike. That's it. fruit bars eliminate the need to shop, wash, store, slice and peel fresh fruit.

That's it. fruit bars are available in 12-packs of Apples & Cherries, Apples & Pears, Apples & Apricots or variety packs.

New Ronzoni Pasta Portions Pasta Offers Convenient Meal in Minutes

The world's favorite food is now more convenient to enjoy any time of the day thanks to new Ronzoni Pasta Portions(TM) single-serving boil-in-bag pouches that cook in just three minutes. Easy to prepare and a time-saving solution, Ronzoni Pasta Portions is a revolutionary new way to enjoy pasta, giving consumers the freedom to enjoy the right amount of pasta how they want it and when they want it.

"Consumers are continuously looking for convenient, yet wholesome, options that meet the demands of their busy schedules and Ronzoni Pasta Portions offers just that," said Dave Heimbecker, Senior Director of Marketing, New World Pasta Company. "Just boil water, add a self-straining, pre-portioned pouch, cook for three minutes and serve as a perfect-for-one snack or meal - it's that simple."

Ronzoni Pasta Portions is available in three varieties: Curly Elbow, Penne and Rotini. Each box comes with three 3-ounce pouches of dry pasta, making 1.25-cups of perfectly cooked pasta per bag. Each box retails for approximately $1.32 to $1.65.

Ronzoni Pasta Portions Curly Elbow: Perfect as a meal or quick snack, the twisty shape of this pasta makes this variety ideal to toss with a dash of olive oil, cherry tomatoes and grated cheese.

Ronzoni Pasta Portions Penne: A fresh, yet fast alternative to frozen food or leftovers, the ridged surface of this pasta makes this variety a perfect dinner companion for hearty sauces.

Ronzoni Pasta Portions Rotini: The kid-friendly shape makes this variety a perfect solution for a fresh pre-practice snack.

Ronzoni Pasta Portions pasta is a product of New World Pasta Company.

Healthy Dinners with New Flavored Quinoa

Some nights it's all one can do to boil a pot of water for macaroni and cheese from a box: it's quick and it's easy. What if, on those Easy Mac nights, it would be possible to whip something up with even less effort that was also healthy and delicious? It sounds nearly impossible. Most meals fall into one of three categories: quick, delicious, or healthy. It's rare to find a meal that satisfies all three.

Luckily, for those of us who reach for the Easy Mac more nights than we care to admit, American Roland Food Corp. has introduced a new line of flavored quinoa. Made from nutritious Andean quinoa and flavored with all natural ingredients, Roland® flavored quinoa requires nothing more than a pot of boiling water. Quinoa is a wholegrain from the Andes, rich in fiber and amino acids, and prized for its high protein content. While Easy Mac can sometimes seems like the best option for something quick, new flavored quinoa from American Roland Food Corp. fills a much needed gap in the market.

Flavors like Roasted Garlic, Garden Vegetable, Black Bean, Toasted Sesame Ginger, and Mediterranean guarantee that dinner will be snappy and delicious. Flavors come from all natural ingredients like carrots, onion, tomato, garlic, celery, and sea salt.

The quinoa is perfect on its own, and also works well as a base for other dishes.

■ Matador Beef Jerky Unleashes

Bold New Package Design and Bold New Flavor

Matador Beef Jerky has launched an exciting new look, feel and taste for the brand, further differentiating itself from traditional brands in the meat snack category. Matador's attention-grabbing new logo and package design is as unique and bold as its products. In fact, recent testing with target consumers shows the new Matador package design was preferred 3-to-1 over the previous package, and scored an impressive 89 percent purchase intent with millennial target consumers1.

Building on the brand's momentum, Matador recently added a bold new Peppered Beef Jerky flavor to their popular line of meat snacks. The peppered flavor profile is a favorite among consumers and is currently the No. 3 flavor in the meat snacks category; however, consumers have never tasted a Peppered jerky like this before. Matador kicked up the flavor to deliver on their bold and tender brand promise.

The new Matador package design better communicates Matador 's unique product attributes and is designed to encourage trial among new consumers. In addition to the new package look and feel, Matador is offering exclusive content through an on-pack QR code, popular among the smart phone-connected millennial target.

Since the beginning, consumers have been drawn to Matador's bold flavors and extra tender texture, which is why the Matador brand has quickly become the No. 2 brand of beef jerky and the No. 3 brand in meat snacks.

"In less than two short years, Matador has earned its place as one of the top national meat snack brands," said Mark Catlin, director of marketing, Matador Beef Jerky. "With products consumers love, bolder flavors they crave and an exciting new look for the brand, we believe Matador is poised to continue driving strong category growth now and into the future."

In concert with the package and product improvements, Matador is launching a variety of new retail merchandising solutions, including floor and counter display, caddy and clip strip options, including a new combination display, featuring both jerky and stick products in the same free-standing unit.

■ Mediterranean Roasted Garlic & Herb

Hellmann's and Best Foods Introduces Limited Edition Flavor

This new limited edition flavored mayonnaise blends the smooth taste of Hellmann's with the Mediterranean flavors of roasted garlic, basil and oregano.

Evenly spread Hellmann's or Best Foods Limited Edition Roasted Garlic & Herbs on roll, then top with remaining ingredients.

As America's best-selling condiment, Hellmann's is looking to expand its portfolio and bring its consumers new and delicious flavors. The brand has plans to launch other flavors throughout the year.

Hellmann's Mediterranean Roasted Garlic & Herb in the 19 oz. squeeze bottle is currently available at Walmart, Target, HEB and rolling out to other leading retailers.

Sukhi's Brings Authentic Indian Meals to the Everyday Cook

Sukhi's Gourmet Indian Foods is demonstrating just how easy it is for consumers to create authentic, restaurant quality Indian meals at home with the company's Home Chef Collection. This all-natural line features an assortment of shelf-stable curry sauces, chutneys and spice mixes.

Indian is one of the fastest growing sectors of ethnic food in America and Sukhi's Home Chef Collection makes it easy for the average home cook to create mouth-watering Indian meals in a matter of minutes. It also serves as a great base to spice up stand-by recipes.

"Preparing Indian food from scratch can be a difficult and time consuming process since the cooking techniques are very different from Western-style cooking," said Sukhi Singh, chef-owner of Sukhi's Gourmet Indian Foods. "Our collection of sauces, spices and chutneys allow people of all cooking levels to easily explore the many flavors India has to offer."

CURRY SAUCES

Sukhi's curry sauces are the ultimate quick meal solution. Unlike restaurant fare, these curries can be adjusted to individual preferences – home chefs can decide which meat and vegetables to include and spice levels can be toned down by adding coconut milk.

The curries represent all regions of India and are perfectly blended and slow-cooked to bring out the best flavors of the country. Sauces within the collection include: Tikka Masala curry, a 1998 NASFT sofi™ gold winner; Korma curry, a 2011 NASFT sofi™ silver finalist; Vindaloo curry; Madras curry; Kashmir curry; Classic Indian curry; and a Tandoori marinade.

CHUTNEYS

The warm and exotic flavors complement a variety of meals and offer a quick global makeover to an everyday meal. They can be used as a simple glaze for meats or grilled fish, blended with cream cheese or yogurt for a dip, combined with vinegar for a quick salad dressing or simply added to a sandwich, rice dish or cheese plate for an extra pop of flavor. Sukhi's chutneys include: Mango, Hot Mango, Tomato, Tamarind, Green Chili, Ginger and Jalapeno.

SPICE MIXES

Sukhi's Spice Mixes make it easy to quickly prepare unique sides without fumbling through the spice cabinet or buying a variety of spices in quantities you'll never use before they go stale. The mixes include traditional spices found in India, such as black mustard seed, turmeric and garam masala. Spice Mix blends include: Dal (Lentil Soup) spice mix; Gobi Aloo spice mix; Madras Vegetable spice mix; Pulao Rice spice mix; and Tava Fry Vegetable spice mix.

In keeping with the company's tradition of authenticity, Sukhi's sources ingredients directly from India and combines them with fresh ingredients availably locally in California.

Sheetz Expansion Continues with Beaver, WV Opening

Sheetz opened a new store in Beaver, West Virginia, September 22. This newest location is located at 810 Ritter Drive. This is the second Sheetz location in this area to open this year. The first in Beckley on Robert C. Byrd Drive opened in February.

Excitement for this store was heightened with a contest for the first 50 people in line when the doors opened. These lucky customers won a $100 Sheetz Z-card - good for anything in the store.

"People were lined up and waiting when we got to the store to cut the ribbon," said Stan Sheetz, President and CEO, Sheetz, Inc. "We are eager to serve these new customers and work to give them the best ever experience in our stores. We love to see them being as excited as we are to open."

Sheetz is also proud of its tradition of giving back to the communities in which it operates. Especially important to the organization is finding ways to be involved with today's young people. As part of the grand opening, the company made a donation to Special Olympics West Virginia. Sheetz has been a proud supporter of Special Olympics since 1992, making monetary and product contributions as well as providing event volunteers.

The 6,500 sq. ft. store offers fresh food items like the MTGo! And Shweetz Bakery lines of sandwiches, wraps, donuts and muffins, along with the signature MTOR line of Angus beef burgers, premium grilled chicken sandwiches, freshly made salads, French fries, onion rings and more.

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

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

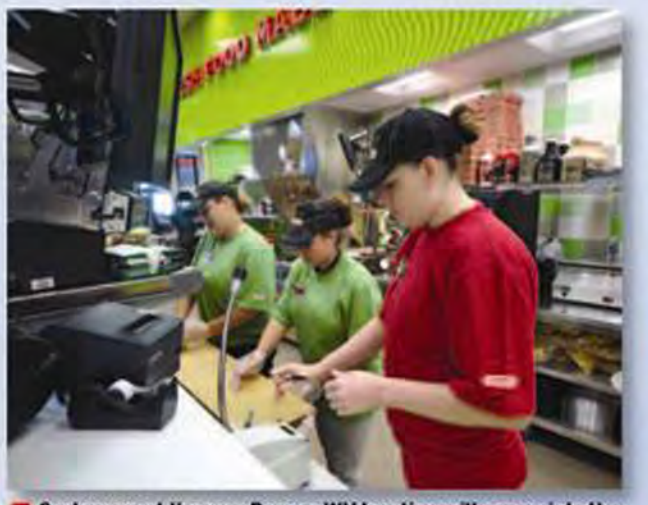
■ SHEETZ Store Manager Patricia Stanley (with scissors) cuts the ribbon marking the official grand opening of the new Beaver, WV location.

■ STORE MANAGER Patricia Stanley (third, right) is joined by Beaver team members and Sheetz corporate staff on opening day.

■ DIR. OF REGIONAL OPERATIONS Deb Kociban addresses the crowd gathered for the grand opening.

■ SPECIAL OLYMPIC DONATION - As part of the grand opening, the company made a donation to Special Olympics West Virginia. Sheetz has been a supporter of Special Olympics since 1992, making monetary and product contributions as well as providing event volunteers.

■ IT'S OFFICIAL – Store Manager Patricia Stanley acknowledges the crowd now that Sheetz is flying high in Beaver, West Virginia.



■ Customers at the new Beaver, WV location will appreciate the large number of freshly prepared products made in-house, daily.

■ SHEETZ opened a new facility in Beaver, West Virginia, September 22. This newest location is located at 810 Ritter Drive. This is the second Sheetz location in this area to open this year. The first in Beckley opened in February.

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Forces Shaping The Future of Food Retailing

JOHN SACCOMANNO

By: **JOHN SACCOMANNO**
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At 7:30am on September 21, 1981, my wife used her ATM card to purchase a pack of gum at a Dahl's supermarket in Des Moines. The machine that read the card was integrated into the POS terminal, and the subsequent transfer of funds was part of the transaction. To complete that sale, Dahl's POS system sent a message to the Iowa Transfer Switch authorizing my bank to debit our family checking account and credit the Dahl's store account. That sale of gum was the world's first integrated debit transaction.

Soon, other ATM networks started adding POS debit and when consumers became comfortable with the technology usage started to rise quickly. According to a 2000 FMI study, nineteen years after my wife made her purchase, 12.2 percent of grocery transactions were by debit card. Just nine years later, a 2009 BIGresearch study showed debit accounting for 41 percent of all grocery transactions. Debit cards are the plastic of choice, especially at grocery stores.

To promote higher usage, attract greater retail participation and encourage customers to replace expensive paper checks with debit, financial institutions initially charged retailers cost recovery fees only. Today, financial institutions leave no stones unturned when it comes to making profit, and debit transactions are no exception.

In the early days of debit, banks would deny debit purchases when shoppers didn't have enough money in their accounts. Now almost all banks approve these transactions but assess fees if there aren't enough funds in the account. Overdraft fees have become a significant revenue and profit center for the financial industry, which is primarily driven by debit card usage. Interchange fees are another profit source. These fees went from cost recovery-based to profit-based, once consumers and retailers got hooked on debit. An interchange fee is the charge assessed on a merchant every time you swipe your debit or credit card. According to some industry analysts U.S. debit swipe fees exceed $17 billion a year.

Over the last few years these profit streams have been under attack by retailers and consumers. This year Congress passed legislation to address various concerns. The law now requires bank customers to opt in before being charged overdraft fees on POS debit transactions. On October, the Durbin Amendment to the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 went into effect. In short, this amendment reduces the amount retailers will pay for debit interchange fees by about 50 percent.

As can be expected, financial institutions are already implementing ways to recoup lost profits. Many banks are testing, or going forward, with monthly debit card fees. Bank of America announced they'll be charging a $5 per month debit card usage fee. At the same time, banks have aggressively started to charge personal checking account fees. According to Bankrate.com, only 45 percent of non-interest checking accounts are free, down from 76 percent just a few years ago. Other efforts include reductions in debit card reward programs, monthly statement costs, and increased merchant fees for small transactions.

I think POS debit is a tremendous shopping and banking convenience. As such, I don't have an issue with banks implementing debit usage fees to cover their cost or to make a profit. The process has become transparent. Consumers are now in a position to assess value against costs. If consumers think the costs outweigh the benefits, they can vote by taking their accounts elsewhere or changing their shopping habits. That's what it means to live in an open market, and that's how it should be.

JOHN SACCOMANNO is a retail technology marketing professional with 34 years of analyzing retail industry trends and issues, and developing strategies that enable businesses to respond positively to the ever changing marketplace. Most recently, John was Industry Marketing Director for the NCR Corporation. At NCR, he had a global responsibility for developing and deploying NCR marketing programs for food, drug and convenience stores, as well as foodservice operations.

Joined NACS for Advocacy, Stayed for Knowledge and Connections

Continued from PAGE 2

in the business, said that much of the foundation of his understanding of business and the industry came just by being around it, whether as a kid spending the day on the job with his father and grandparents or as a teen operating a station that sold a paltry 200 gallons per day.

"I love family businesses; they can be the best and the worst. They're all dysfunctional," he joked, "some just more so."

There is no industry with deeper roots to family businesses, noted Robinson. Today, there are more than 90,000 single-store operators in the convenience and fuels retailing industry.

"Many of these businesses will become second-, third- and fourth-generation businesses, much like ours," said Robinson. "It's pretty impressive."

Robinson is only the second NACS chairman to hail from California. The first was Henry Boney, who served as NACS' first chairman. "Back in 1961 when Henry was chairman, California was known as the place for marketing innovation," said Robinson. "People came to California to see what was new," whether self-serve fueling or stamp programs that were precursors to today's loyalty programs.

But California slowly changed. In the 1970s, California evolved from an innovative marketing state to a legislative and regulatory haven.

"California became sort of a religious experience for marketers from other parts of the country. When they heard about some of our new requirements, they would fall to their knees and pray, 'Please Lord, don't send that to us!'"

California's evolution to a place for regulatory innovation led to Robinson's involvement in advocacy. His early experiences were vapor recovery and underground storage tanks, which are two of the state's most expensive innovations.

"But we haven't exactly been slouches on boutique fuels or vehicle emission regulations.

The common theme with these issues is that California is known for being on the leading edge, or should I say the bleeding edge, and it has been very, very expensive. It's very important to learn from the regulatory climate in California."

Robinson said that retailers can learn from his experience in California and be prepared to communicate the industry's voice as regulations are being considered, whether on the local, state or national level.

Robinson's first association involvement was lobbying and testifying on tank regulations at the local, then state level. That led to his involvement with the California Independent Oil Marketers Association, and later to the national association SIGMA, where he ultimately served as president.

And while Robinson has always been passionate about advocacy, especially related to fuels, he has found that as his business has evolved to a more robust in-store offer, the ability to learn best practices and share ideas as a NACS member have become more important.

"Participating in associations has been great for me and for my business. It's fun being part of a group, and organization, that is so focused and so disciplined in its pursuit of providing value. I challenge all of you to take advantage of all that NACS has to offer.

Put us to the test. After all, we have 50 years of experience in doing just that," he concluded.

Sue Klug Named "Best of the Best"

Continued from PAGE 2

The Northern California leadership team was also honored as the Network's "Best of the Best" regional committee for 2011. NEW Northern California is led by Co-Chairs Lori Procter of Procter & Gamble and Erica Swanson of Slalom Consulting. They were supported by outgoing Treasurer Audrey Goins Brichi of Chevron and Secretary Michelle Tonner of Daymon Worldwide.

"Northern California has truly demonstrated outstanding performance over time across every metric," Edelson said. "They are a role model for other regions. These volunteers have always been willing to share their time for reapplication in other regions. We look for even more great things from them in the future."

More than 700 consumer products and retail executives attended the Network's 10th anniversary NEW Leadership Summit in Orlando, which included the Network's first-ever CPG Retail Diversity Hall of Fame Awards, honoring 10 of the industry's "diversity champions."

Anthony Hucker Named Div. President, Giant Landover

Continued from PAGE 1

tions in international retailing. He joins the Giant Landover division from Walmart, where he most recently served as Corporate Vice President, Head of Walmart Express Division. He joined Walmart in 2004 and served in various executive leadership positions there, with increasing responsibilities. Hucker began his career in the European retail industry as a food industry analyst. He then worked for 10 years with Aldi in leadership assignments in Germany, Austria and the USA, and as part of the original start up team for Aldi UK.

Hucker is on the Board of Directors for CASA, serving the needs of neglected and abused children, and is a Member of the Marketing Committee for the Consumer Goods Forum. He holds a B.A. (Honors) degree in Retail Marketing from the University of Manchester, UK and a Diploma in International Marketing from the Chartered Institute of Marketing, UK.

Commenting on his appointment, Carl Schlicker, CEO of Ahold USA Retail, said, "We're excited to welcome Anthony, who brings a wealth of retail and food industry experience to Giant. Anthony takes over the helm of a business that is celebrating 75 years of providing the highest quality, value and service to customers in Washington, DC, Maryland, Delaware and Virginia, where 173 stores are woven into the fabric of each and every community they serve."

7-Eleven to Acquire 28 Locations in Western U.S.

Continued from PAGE 2

new locations, and 2011 promises to be 7-Eleven's biggest year for store growth since 1986."

PC&F general manager Chris Wilson said, "The sale of these assets from Pacific Convenience & Fuels represents the company's strategy of divesting selected non-core assets, which strengthens the company and positions PC&F for future opportunities."

After the transaction closes late this year, 7-Eleven will start remodeling and rebranding the locations, with the bulk of the work anticipated to be completed by the end of 2012. Approximately 15 stores will require only interior and imaging changes, which should be completed by the end of the year, while the balance will undergo more extensive remodeling. All stores will be available for franchise.

A-B Investing Over $1B in U.S. Operations

Continued from PAGE 1

ness investments that are good for all of our stakeholders."

Future investments will continue Anheuser-Busch's long-standing commitment to continuous process improvements in its operations. Projects launched since 2010 include:

- $60 million invested in the company's historic St. Louis brewery for various improvements, including a utilities overhaul to conserve fuel, electricity and water.
- $34 million for upgrades at the Houston brewery, including a project that allows expanded production by an additional 500,000 barrels per year.
- $34 million to introduce packaging and brand innovation in Cartersville, GA. Other brewery upgrades improve efficiencies and environmental impact, reducing greenhouse gas emissions.
- $30 million in capital investments at the Los Angeles brewery for various projects, including environmental modifications to reduce the amount of fiberboard required for packaging and updated energy efficient lighting.
- $27 million for upgrades in the Baldwinsville, NY, facility to increase brewing capacity, add new packaging lines and upgrade wastewater treatment process.

In addition to its breweries, Anheuser-Busch is investing in its agricultural operations and other facilities. For example, earlier this year the company announced a $40 million investment in its Longhorn Glass facility in Houston. The project involved a re-bricking of the very heart of the plant - its furnace - and expanded production capacity with the introduction of one of the fastest glass-forming machines in the world.

Kellogg Recognized for Strength of Company, Brands and Corporate Responsibility Efforts

Kellogg Company has been recognized by several leading organizations and publications for both the strength of the company and its brands, and its corporate responsibility efforts.

"At Kellogg, we're committed to building a strong company and beloved brands — while doing what's right for our environment and society," said John Bryant, President and CEO, Kellogg Company. "The recognitions are a testament to our employees' passion and dedication in achieving both."

Recent Kellogg Company recognitions include:

INTERBRAND ANNUAL TOP 100 GLOBAL BRANDS - Kellogg ranked #34 in the respected Interbrand's annual ranking of the Top 100 Global Brands. The report is based on Interbrand's proprietary methodology that analyzes three aspects of brand value including the financial performance of the branded products or services; the role of the brand in the purchase decision process; and the strength of the brand to continue to secure earnings for a company.

FORBES' TOP BRANDS - Kellogg was rated the #7 top brand in an online survey of 2,500 U.S. adults conducted by Forbes magazine. The survey asked consumers to rank 100 brands identified by the publication based on financial metrics such as revenue, earnings growth, advertising spend and shareowner return. Consumers were then asked to rate these 100 brands against 12 attributes including transparent communications, honesty, ethical behavior, high standards and innovation.

BOSTON COLLEGE CENTER FOR CORPORATE CITIZENSHIP 2011 CSR Top 50 Index Kellogg ranked #4 on the 2011 CSR Top 50 Index. The Index uses three dimensions of data from Reputation Institute's 2011 Global Pulse Study of how consumers view companies. These include citizenship, governance, and workplace. Reputation Institute previously ranked Kellogg the 20th most reputable company in the world.

Roberts Environmental Center (REC) Pacific Sustainability Index Kellogg Company's Global Corporate Responsibility Report received an "A" rating from the REC, a respected corporate sustainability reporting organization. Corporate Responsibility reports from a variety of industries are awarded a letter grade each year in the REC's annual index that examines companies on their intent, reporting and performance in two categories: social and environmental initiatives. Along with an "A" rating, Kellogg ranked third in the Food, Food Production and Beverages sector.

Safeway Appoints Chief Medical Officer

Safeway Inc. announced that Dr. Kent Bradley has joined the company as Chief Medical Officer, a newly created position focused on further enhancing and building Safeway's reputation as a health care innovator. He will have overall responsibility for developing and guiding the company's extensive portfolio of health care programs including its employee and consumer wellness and prevention activities. Dr. Bradley will also be assisting the company's Safeway Health Inc. subsidiary on a range of business initiatives.

DR. KENT BRADLEY

"We are pleased and honored to have someone of Dr. Bradley's caliber and reputation joining the Safeway team," said Safeway Chairman, President and Chief Executive Officer, Steve Burd. "His well-recognized expertise in health and wellness and his proven track record leading large groups of professionals in a range of challenging settings will bring immediate and important benefits to our company." Dr. Bradley will report directly to Larree Renda, Executive Vice President and President of Safeway Health.

Dr. Bradley comes to Safeway after a distinguished career in the U.S. Army, where he earned the rank of Colonel and served in a wide of range assignments including Chief Medical Officer (CMO) from the Infantry Division level to CMO-Executive Director for TRICARE-Europe, which supported more than 250,000 Department of Defense beneficiaries in over 95 countries throughout Europe, Africa and the Middle East. Prior to that, Dr. Bradley served in Iraq as Deputy Commander of the 30th Medical Brigade. Dr. Bradley is a West Point graduate and holds a Masters of Public Health from the University of Minnesota, School of Public Health and a medical degree from the Uniformed Services University of Health Sciences. He earned his MBA from the Daniels College of Business at the University of Denver.

Lucas Bols USA Releases Bols Barrel Aged Genever

Lucas Bols, the world's oldest distilled spirits company, has announced the release of Bols Barrel Aged Genever, a new expression of Genever developed exclusively for the U.S. market. The new Bols Barrel Aged Genever is made using a 19th century recipe and aged for 18 months in oak casks. Designed with bourbon connoisseurs in mind, Bols Barrel Aged Genever embraces the wood characters of aged American whiskies while maintaining the herbaceous, juniper flavors of the original Bols Genever.

Master Distiller Piet Van Leijenhorst, secret-recipe keeper and steward of Bols Genevers for over 25 years, is always looking for new ways to bring the authentic Dutch spirit of Genever to all corners of the globe. Hedeemedthis original 19th century Bols Genever recipe perfect for aging, a nod to the great aged-whisky traditions of the United Stateswhile staying true to the traditional practices of making Genever.

Bols Barrel Aged Genever is made according to an authentic recipe used by the company in the 19th century that is different from the recipe used to make Bols Genever 1820. The heart of the Barrel Aged Genever ismalt wine: a rye, wheat and corn distillate triple-distilled made in copper pot stills. This is then blended with a unique bouquet of traditional Genever botanicals suchas hops, cloves, anise, licorice, ginger, juniper and many others. Aged for at least 18 monthsin barrels from the French Limousin region, an area well known for its exceptional cooperage quality wood, Bols Barrel Aged Geneveris pale golden in color and boasts powerful wood-infused flavors. This unique spirit represents true craftsmanship, authentic Dutch heritage and superb quality. It should be enjoyed like fine bourbon: at room temperature, with a splash of ice or water, as an aperitif, a digestiveor in an old-fashioned whisky cocktail.

Lucas Bols, distillers since 1575, has a long tradition of aging Genevers. For centuries Genever has been bottled and shipped around the world in the brown clay Genever jugs that can still be found in old shipwrecks or during archaeological digs. Bols Barrel Aged Geneveris bottled in grey earthenware jugs from the German Westerwald region, a spectacular homage to the 17th century tradition.

SRP: $49.99

Market Leadership Is Aided by Lightweight PET Bottles

Sutter Home Family Vineyards' leadership position in the single-serve, 187-ml wine category has been built on innovation, name brand recognition, high-quality, and affordably-priced varietal wines. The family-run U.S. winery made a major packaging switch from glass to lightweight PET bottles from Amcor Rigid Plastics, the world's leading producer of rigid plastic packaging, according to Wendy Nyberg, senior director of marketing at Sutter Home.

"We have been innovators and taken an ownership stake in the 187-ml category," explained Nyberg. "We've stayed focused on the category and effectively used our brand image while also offering new varietals and moving to alternative PET packaging that delivers consumer convenience and sustainability benefits," said Nyberg.

Sutter Home, based in St. Helena, CA, is the wine industry's leading producer of single-serve, 187-ml wines with a 38% market share. While the 187-ml wine segment has grown 8.4%/yr, Sutter Home has enjoyed explosive sales with a 7.3% annual growth rate. Total sales of 2.2 million cases is projected in 2011, according to Nyberg.

Sutter Home began using Amcor's barrier PET bottles as a glass replacement in 2005 and has switched its entire 187-ml production to the plastic containers. The bottles preserve the look of the original glass container and run on the winery's existing glass filling line.

"Consumers have embraced PET because of its great look and feel and convenience," said Nyberg. The aluminum screw-cap bottle's portability provides an entrée into venues that do not allow glass because of the potential for breakage. In addition, consumers are impressed with the glass-like appearance and the high quality of the packaging. A unique barrier coating technology developed by Germany's KHS Plasmax GmbH affords the 187-ml PET container the same shelf life as glass.

United Supermarkets

New Private-Label Wines Offer Unconventional Blends, with Uncompromising Quality

A cursory glance at the label on either of United Supermarkets' new private-label wines will alert shoppers that these might not be your typical house wines.

With names like "Heartbreaker" and "Wanted!" at the bottom of their "Outlaw Anthem" label, these wines dare to be tasted.

"I think we hit a homerun with these two wines," said Steve duToit, north and west Texas market manager for Lubbock's Llano Estacado Winery. "We believe we have a premium product at a value price on our hands."

Llano Estacado is the largest premium production winery in Texas and United Supermarkets' newest private-label partner, having developed two unique blends and eye-catching packaging under the leadership of Mark Hyman, president, and Greg Bruni, vice president of winemaking.

This is the first private-label venture for Llano Estacado Winery.

"Both Outlaw Anthem products are great entertainment wines," duToit said. "They're unconventional 'maverick' blends, crafted with an uncompromising in quality."

Outlaw Anthem Heartbreaker is a silky-fruit-forward red blend of primarily zinfandel and carignane grapes, while Outlaw Anthem Wanted! is a flavorful white blend of chenin blanc, viognier and sauvignon blanc.

"Heartbreaker is really unique – a few critically acclaimed wines from the Sonoma valley of California combine the strengths of these two rarely blended grapes, but at more than twice the price," duToit said. "And with the white blend including chenin blanc grapes, people will expect a sweeter wine. But with only 1.5 percent residual sugar, it is surprisingly bright and lively, with just a whisper of sweetness."

Both products are made primarily from grapes grown in west Texas, primarily near Plains (southwest of Lubbock) and Dell City (near El Paso).

They sell for $9.99 per bottle and are available exclusively at all 10 Market Street stores and select United Supermarkets locations.

They sell for $9.99 per bottle and are available exclusively at all 10 Market Street stores and select United Supermarkets locations.

"We are thrilled to be able to expand our relationship with Llano Estacado Winery and to be their first private-label partner," said Roger Scott, category manager for United Supermarkets, LLC. "Both these wines exhibit the very high standards and skill of the Llano winemaking team, and it is our privilege to be chosen as the first retailer for this type of venture."

Drinks Americas Expanding Sales of Rheingold Beer

Miss Rheingold 1957

Drinks Americas Holdings, Ltd. announced that Rheingold Beer, New York's Beer since 1883, will be sold in 35 Spec's stores throughout Texas. Rheingold Beer was launched by Drinks Americas in September of last year and is now available in 12 states and is continuing to expand nationally.

Joe Belli, National Sales Manager for Rheingold Beer stated, "It is great to be able to reach consumers in Texas through the Spec's retail chain. We are supporting the brand with tastings and memorabilia posters, and the consumer response has been very positive. Everyone agrees that the historic Rheingold Beer tastes great."

Spec's, which sells in excess of $500 million in business annually, recently announced that they will be expanding to Dallas, announcing that the Dallas entry will be Spec's farthest move north in the Texas market, and it's only part of an ambitious expansion across the state.

Spec's recently opened a 30,000 sq. ft. store in El Paso, marking its first entry into the West Texas market. The retailer also operates 10 stores in the Austin area.

DFV Wines Unveils Delicato's New Look

Traditional Package Evolves to Fresh and Retro-Contemporary

DFV Wines is re-launching the traditionally packaged Delicato brand into a new, modern package called Domino. The change marks a larger shift toward innovation at DFV Wines, and reflects the company's steady growth over three generations. Founded in 1924, DFV Wines has consistently grown quality wine grapes and produced premium wines at affordable prices, but as consumers gravitate toward more contemporary brands, the Indelicato family felt that the time was right to refresh Delicato's packaging and positioning. Domino offers the same consistent value in a fresh, updated package, which speaks to the spirit of this forward-thinking company.

"We knew we had to re-package and re-position the Delicato brand in order to remain competitive," explained Chris Indelicato, CEO of DFV Wines. "Once we determined that the growth of this segment is coming from contemporary brands, the decision was made to move away from our current traditional package to a more modern style."

When deciding which contemporary style to explore for the new package, the DFV Wines' marketing team found a retro, yet contemporary style had become widespread in today's popular culture. Chris Indelicato explained, "We could see that this retro-contemporary style has been playing a prominent role in television, interior design etc. This style has a timeless quality and we believe it aligns well with our new brand positioning."

The suggested retail price for the 750ml format is $6.99 and the 1.5L format is $11.99.

Santa Margherita Launches Chianti Classico Riserva

Santa Margherita, the Italian wine that revolutionized the American market with its Pinot Grigio, is releasing a Chianti Classico Riserva, beginning with the 2007 vintage now reaching store shelves and fine restaurant wine lists.

Imported by Terlato Wines, the Santa Margherita Chianti Classico Riserva is a modern representation of a classic Italian varietal. Its Riserva status makes this carefully crafted wine deserving company to its iconic Pinot Grigio partner. By law, Italian Riservas receive at least two years of barrel aging and are subjected to additional quality controls. Santa Margherita is offering its Chianti Classico Riserva at a suggested retail price of $25 per bottle.

"This is a versatile and complex wine that is going to redefine Chianti Classico for consumers interested in superior quality," said Bill Terlato, chief executive officer of Terlato Wines.

Produced from 20- to 30-year-old vines in high-elevation vineyards in the town of Greve in Chianti, in the heart of Tuscany's Chianti Classico region, the Riserva boasts a deep, dense ruby red color, with aromas and flavors of plums and black cherries accented by spice, floral and herbaceous notes.

The Chianti Classico Riserva features a cream label similar to the one adorning bottles of Santa Margherita's Pinot Grigio, which introduced American consumers to exceptional Pinot Grigio in 1979 and has been the leading brand ever since, ranking as the No. 1 imported wine in top restaurants for each of the last 16 years.

Celebra con sabor latino

Tu familia quedará encantada con nuestra versión de la clásica receta de pavo, porque el Sazón GOYA® con Culantro y Achiote le da a este plato ese toque de sabor y color que tanto les gusta.

Tradicional Pavo a la GOYA®

Rinde: 10 porciones

Tiempo de preparación: 35 min. más el tiempo de enfriamiento

Tiempo total: aprox. 4 horas

Ingredientes

1 pavo (10 - 12 lbs.), Adobo GOYA® con Pimienta al gusto, 1/4 de taza de Jugo de Limón GOYA,® 3 sobres de Sazón GOYA® con Culantro y Achiote, 2 paquetes de Caldo de Pollo GOYA® dividido, 1/4 de taza de harina, 1/4 de taza de Vino Blanco de Cocinar GOYA.®

Instrucciones

1. Lave el pavo y seque dando toques suaves con toallas de papel, luego colóquelo en una bandeja y sazone con el Adobo, por dentro y por fuera. Añada el jugo de limón sobre el pavo, envuelva en plástico y déjelo en el refrigerador toda la noche.

2. Caliente el horno a 375°F. Seque el pavo dando toques suaves con toallas de papel y sazónelo por fuera con dos paquetes de Sazón y por dentro con el tercer paquete. Deje afuera hasta que alcance temperatura ambiente, por unos 30 minutos.

3. Coloque el pavo sobre la rejilla dentro de la bandeja de asar. Con una cuchara grande, coloque el relleno en el interior del pavo, sin cocinar si lo desea. Ate las patas y coloque las alas detrás de la espalda. Mezcle el caldo de pollo con dos tazas de agua, y viértalo en la bandeja. Cocine el pavo rociándolo con su salsa cada 30 minutos, hasta que el termómetro indique una temperatura de 165°F (el termómetro se debe colocar en el muslo, sin tocar el hueso), de 2 horas y media a 3 horas. Saque el pavo y colóquelo en una tabla de cortar, cubra con papel de aluminio y deje reposar de 15 a 30 minutos, antes de cortar.

4. Mientras tanto, coloque la bandeja de asar en la estufa a fuego medio-alto, hasta que el caldo que ha quedado en la bandeja hierva. Agregue la harina y con un batidor, revuelva constantemente por 1 minuto o hasta que esté suave, espesa y de color dorado oscuro. Añada el vino a la sartén y revuelva para retirar los pedazos pegados de la bandeja; deje que el vino hierva y revuelva hasta que la mezcla esté suave. Mezcle el resto del caldo de pollo con 3 1/2 tazas de agua. Vierta la mezcla de caldo en la bandeja, lleve a punto de ebullición, revolviendo constantemente. Si lo desea sazone la salsa con el Adobo y colóquela en una salsera. Para servir, corte el pavo y sirva con la salsa.

Complemente el Pavo a la Goya con las instrucciones del relleno, visitando goya.com

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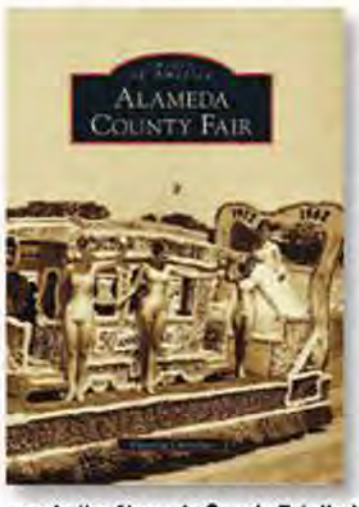
Celebrate the Traditions of the Alameda County Fair



New from Arcadia Publishing and author Victoria Christian is **Alameda County Fair**. This pictorial history is volume in the popular *Images of America* series and affords readers a unique opportunity to reconnect to the history that shaped their community.

What began as a ranching family's Sunday pastime of horse racing with cheering crowds and thundering hooves on dusty roads would give way to the Alameda County Fair that we know today. The Bernal family built the original racetrack in 1859 on their 52,000-acre ranch which was part of the Northern California land grant, Rancho Valle de San Jose.

Looking to turn his newly acquired racetrack into profit, businessman Rodney G. MacKenzie approached a group of county businessmen and ranchers with a proposal to hold a county fair on his property. The first Alameda County Fair ran from October 23 to October 27, 1912.

Local leaders sought to form a modern fair and in 1939 the Alameda County Fair Association was established. Once considered a racing fair, the Alameda County Fair now boasts livestock and agriculture. For young and old alike, the thrilling carnival rides, beautiful quilt exhibits, baking contests, fast-paced horse racing or just a corn dog and cotton candy provide something for everyone as the Alameda County Fair now prepares to celebrate its 100th year.

Alameda County Fair | By Victoria Christian | Price: $21.99
128 pages/ softcover

Latin Flavors in America

Manny Gaunaurd, President of IMUSA, a leading cookware brand with deep roots in Latin America and the United States, has announced the debut of a new cookbook, **Latin Flavors in America**. Both mark great opportunities to experience the Latin influences weaving their way through home kitchens, restaurants and supermarkets.

"The number of Latin-Americans in the U.S. now tops 50 million, with buying power estimated at $1 trillion. The proverbial melting pot is bubbling over with arroz con pollo," says Gaunaurd. "The IMUSA chefs who created these recipes specialize in cross-cultural cooking, a hybrid of familiar ingredients melded with the bold flavors of Latin cuisine."

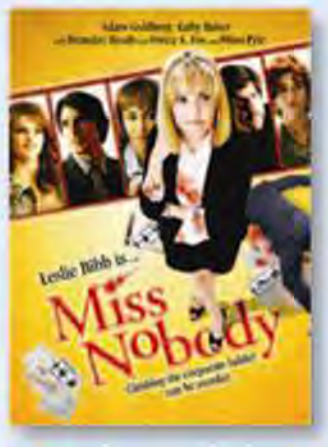
Latin mainstays such as avocados, mangos, varieties of chilies and peppers, and cilantro are now widely available at the supermarket. Salsa and hot sauce sales already surpass ketchup, tacos are as popular as hot dogs and hamburgers, and chips and salsa are more popular than potato chips for snacking, according to IMUSA.

Available this fall, with 64 easy-to-follow recipes created by some of the best Latin chefs in America, "Latin Flavors in America" will take home cooks on a journey beyond typical tortilla-based specialties like enchiladas, tacos, and tamales.

Featured chefs are food TV star and cookbook author George Duran, a native of Venezuela and author of "Take This Dish and Twist It." Elsie Ramos, a finalist on Gordon Ramsey's "Hell's Kitchen," and author of "Elsie's Turkey Tacos and Arroz con Pollo"; and Ana Quincoces, who is of Cuban descent and has authored two successful cookbooks: "Cuban Chicks Can Cook," and "Sabor! A Passion for Cuban Cuisine."

Miss Nobody

Climbing the Corporate Ladder Can be Murder



Nine to five will get you 20 to life … so a young woman learns in the romantic comedy **Miss Nobody**, now available on DVD from Inception Media Group.

Unlucky in love, living at home with her eccentric mom (Kathy Baker, Cold Mountain, Cider House Rules, CBS' Picket Fences) and stuck in a dead-end secretarial job, Sarah Jane McKinney (Leslie Bibb, the upcoming Zookeeper, ABC's new fall series Good Christian Belles, Iron Man 1 & 2, Talladega Nights) longs for more out of life.

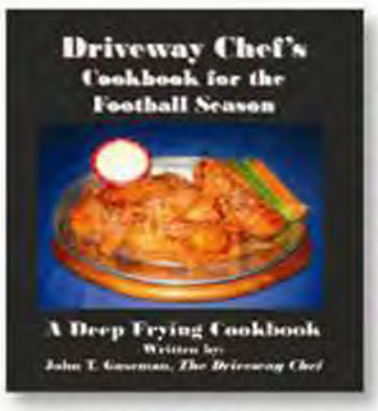
An unexpected promotion to junior executive appears to be just the ticket. But with her new responsibilities comes an entirely alien world of corporate intrigue and scheming executives—most notably dashing newcomer Milo Beeber (Brandon Routh, Scott Pilgrim vs. the World, NBC's Chuck, Superman Returns).

However, opportunities abound for a girl with a killer instinct … until she unexpectedly finds the man of her dreams not in Beeber, but in Detective Bill Malloy (Adam Goldberg, Déjà Vu, A Beautiful Mind, Saving Private Ryan). Unfortunately, he's intent on solving the mystery of the recent deaths at the company.

A murderous fable of modern success and love, Miss Nobody is a darkly comic look at one woman's rise up the corporate ladder and the delightful – but complicated – romance that ensues.

Driveway Chef's Cookbook

Author cooks up football-inspired recipes to add even more fun to game days



In his book, **Driveway Chef's Cookbook for the Football Season: A Deep Frying Cookbook** (ISBN 1448623146), John T. Guseman expertly blends his two loves: cooking and football. He creates a fun book filled with recipes linked to each of the 32 professional football teams.

Friends and family have been congregating in Guseman's garage to watch football on Sundays for years. He would bring out his deep fryer and attempt to cook up anything available, including chicken wings, avocados and leftover pizza. His persona as "The Driveway Chef" grew as did his variety of foods to fry.

Guseman wanted to expand his fried food repertoire, and attempted to use a food item associated with every football team. This cookbook has 68 deep-frying recipes inspired by each team or city that make up the 32 professional football teams. Examples include deep-fried cheese curds from Green Bay, deep-fried pickles for Pittsburgh's team and deep-fried cheesecake and deep-fried jersey street dogs straight from New York.

Guseman enjoys the family and friendship that surround his cooking escapades, and hopes his readers do the same. He believes his book can provide the humor and creativity that is the real inspiration for this collection of gridiron grub.

"I want readers to perceive this book as a lighthearted and helpful resource to inspire the menu at all of their football parties and celebrations. It would be a great gift no matter what team the football-lover in your life is rooting for. It's a unique and thoughtful option for the football fan or fried-food fan," Guseman says.

"Driveway Chef's Cookbook for the Football Season: A Deep Frying Cookbook" is available for sale online at Amazon.com and other channels.

SRP: $19.95

Everyday to Entertaining

By **MEREDITH DEEDS & CARLA SNYDER**

There are times when we just want to cook up a simple and delicious meal quickly and easily. Other times, we want to create a spectacular culinary feast for entertaining or a special occasion. Finding recipes to meet our needs can be daunting –so many cookbooks to look through and so many different ingredients. Now there is one cookbook that provides recipes for both tasty weekday meals and elegant sit-down dinners. **EVERYDAY TO ENTERTAINING:** 200 Sensational Recipes that Transform from Casual to Elegant by Meredith Deeds & Carla Snyder (Robert Rose Inc.; Softcover/$24.95; ISBN: 978-0-7788-0271-6) is full of recipes that any home cook can whip up with ease for a simple, satisfying meal, or serve with confidence at a dinner party.

All the recipes in this book come in pairs. Each dish starts with the "basic" version that is sure to please. The second recipe offers a more sophisticated take on the basic, perfect for when you need something with a bit of pizzaz. For example, White Wine-Braised Chicken involves only a few simple steps and ingredients, while its counterpart, Coq au Vin, takes the recipe to the next level with a more elaborate preparation and ingredients.

Many recipes include a section titled "The Dish" which showcases important ingredients, techniques and entertaining ideas. Meredith and Carla provide confidence-building tips, drawn from their many years of teaching, which help home cooks execute the recipes with ease and style. In addition, for the time-pressed, they include hands-on and start to finish times as well as make-ahead notes.

Chapters include everything from appetizers to meat and poultry, fish and seafood, sides, and— the finishing touch — desserts.

With over 200 outstanding recipes, **EVERYDAY TO ENTERTAINING** provides home cooks with answers to the perfect meal, whether it's for breakfast, lunch or dinner – an everyday meal or a special occasion.

No Passport Needed for All-New Shalom Sesame's

Adventures in Israel

Join lovable, furry Grover and celebrity host Anneliese van der Pol (*That's So Raven*, Broadway's *Beauty and the Beast*) as they travel to Israel in this 12-part DVD series co-produced by Sesame Workshop, the non-profit organization behind Sesame Street, and Israel's Channel HOP! Designed to help bring the vitality of Jewish culture and tradition, as well as the diversity of Israeli life, to American children and their families, each 30-minute, live-action and animated DVD focuses on storylines drawn from Jewish cultural traditions, highlighting lessons on Hebrew letters and words, unique sites in Israel, and Jewish values.

Adventures in Israel - Anneliese's adventure in Israel is almost over, but there are still so many sights to see before she goes. Meanwhile, Grover explores Israel his own way…by balloon!

Bonus extras of 25 minutes include Trailer, Sneak Peeks of all the titles in the Series, Grover's Sing-A-Long & Karaoke of "Rubber Duckie" in Hebrew and Grover's Video Play segment of the song "There Must be Another Way" by Achinoam Nini, Mira Awad and the Shalom Sesame puppets – the song that represented Israel in the 2009 Eurovision Song Contest, sung in Hebrew, Arabic and English.

SRP: $14.95

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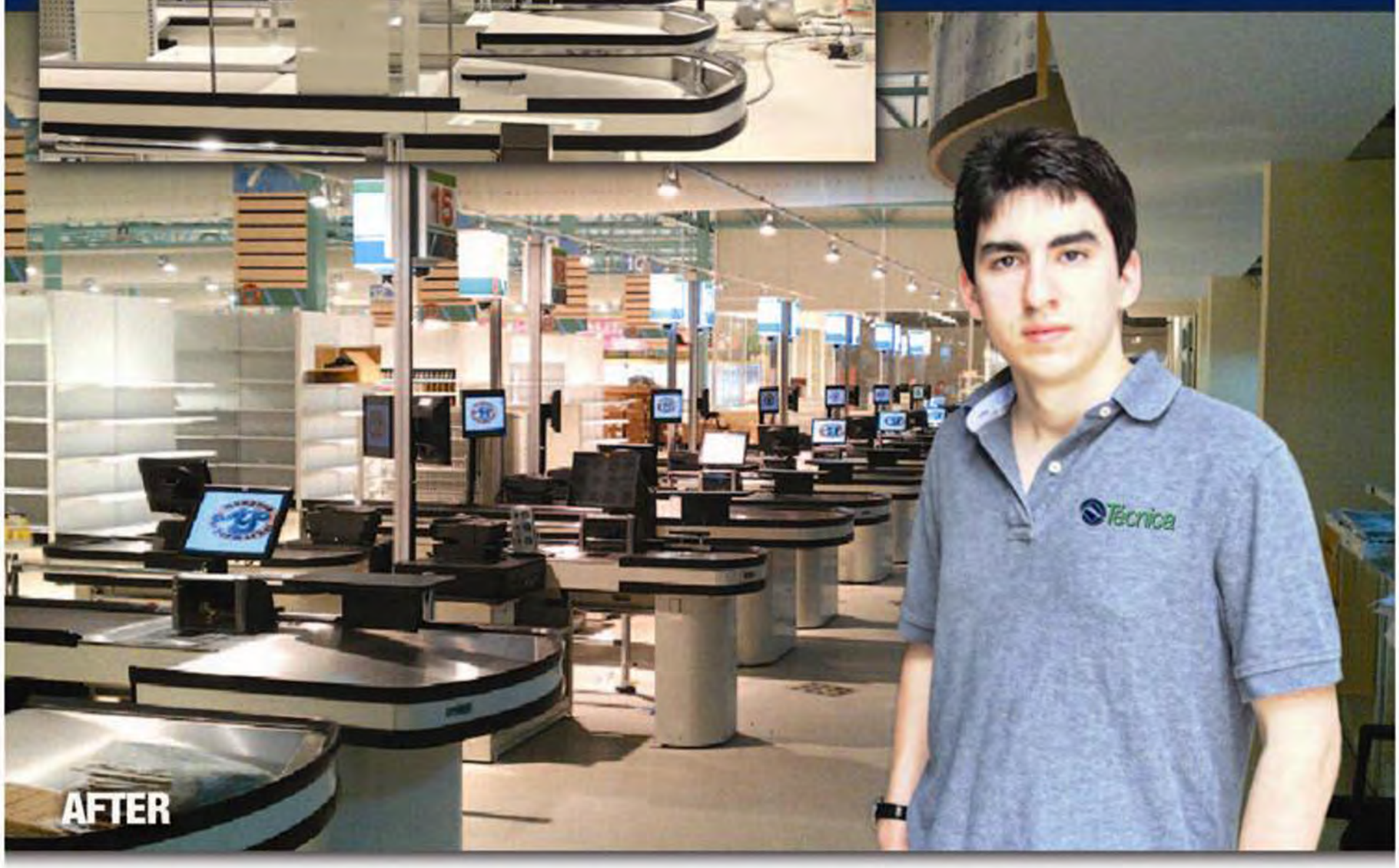

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Customer service is essential. At Tecnica, we are here for you 24/7. Quality customer service can not be compromised. What happens to you is important to us. Whether your needs are equipment, service & maintenance, training, and more. We are your one-stop source for the latest in technology.

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In the new dining room, visitors enjoy an upscale, relaxing dining experience with a choice of seating at high stools or traditional tables, set in a backdrop of ocean-themed colors.

Harbor Market Kitchen Opens at National Aquarium

A **TODAY'S GROCER**
Feature Report

Visitors to the National Aquarium can make even more of their experience thanks to the opening of the Harbor Market Kitchen, a newly renovated dining experience offering fresh, local and delicious fare that is in perfect harmony with the Aquarium's green business practices and conservation education mission. Using sustainable and local products including seasonal produce, artisanal cheeses, grass-fed beef, humanely raised chicken, sustainably-harvested seafood and shade-grown coffee, the Harbor Market Kitchen is an extension of a visit to the National Aquarium operated by Sodexo Leisure, premier food provider to cultural destinations around the world, for dining, catering, and special events.

As part of HMK's commitment to wellness, a selection of fresh whole fruit and gluten-free products are available daily.

Chefs prepare a selection freshly made salads and side dishes daily utilizing seasonal fruits and vegetables.

The Chesapeake Food Shed Salad is prepared daily using available local produce and proteins.

The Aquarium's main cafe had seen the wear and tear of more than 1.4 million visitors per year since it opened in 2005. The newly renovated space offers an inviting atmosphere where guests can take a break from their Aquarium tour to enjoy delicious food while learning about earth-friendly food practices. The Harbor Market Kitchen and extension eateries throughout the Aquarium buildings are available to all Aquarium visitors during normal business hours as well as for catering for groups and special events in the evenings.

"When it came time to bring a new dining experience to Aquarium visitors, we took the opportunity not only to renovate the space, but also use our cafe as another avenue to help our visitors make thoughtful choices about the planet in their daily lives," said the National Aquarium's Senior Director of Visitor Experiences Bill Minarik. "The concept complements the sustainable business choices we make throughout Aquarium operations, and helps visitors do the same in their daily lives."

The menu at the Harbor Market Kitchen was modeled from local farmers markets and offers far more than seasonal fruits and vegetables; it offers wholesome, farm-to-table preparations showcasing that the food is farmed, not manufactured.

"By supporting local farming, Harbor Market Kitchen's menus are designed to feature the seasonal ingredients and celebrate the farmer - profiling the bounty that Baltimore has to offer in one of its most notable landmarks," says Sodexo Leisure's National Director of Culinary Development Chazz Alberti. "Harbor Market Kitchen pays tribute to the authentic and diversified culture of the neighborhoods of Baltimore, creating a comfortable ambiance, relaxed enough for families during the day, yet transforming itself in the evening into the perfect backdrop for celebrations and events."

Local purveyors include the family-owned Arnold Farms in Chestertown, MD, delivering cauliflower, corn, cantaloupes and tomatoes for the fresh market salad station and Toigo Orchards in Shippensburg, PA providing beefsteak and Heirloom tomatoes, apricots, plums, raspberries and peas produced in pesticide-free greenhouses. Hormone- and nitrite-free hotdogs, cage-free, hormone-free free chicken and grass-fed beef are also available at the Harbor Market Kitchen. Healthy alternatives such as sweet potato fries and all-natural hotdogs are available for those who prefer traditional favorites.

In addition to changes in what is served, Harbor Kitchen Market renovations also include composting stations that return valuable nutrients back to the soil and reduce our impact on the earth. The Harbor Market Kitchen also utilizes recycled, compostable materials, and offers alternatives to non biodegradable waste whenever possible such as sustainably harvested bamboo plates and bowls along with compostable potato based fork, knives and spoons.

Visitors will enjoy an upscale, relaxing dining experience with a choice of seating at high stools or traditional tables, set in a backdrop of ocean-themed colors.

Pizza is ever-popular with aquarium guests, especially the new HMK pizzas which are hand-tossed, topped with fresh ingredients daily.

HMK incorporates the mission and values of the aquarium related to conservation in many ways including this recycling station in the dining room.

Consumers Serve Up Advice to Restaurants

Looking to Increase the Frequency of Their Visits

As the coupon and discount battles continue in the foodservice industry, a new survey conducted by Radius Global Market Research shows that consumers are increasingly influenced by factors in addition to price.

"While value is still the main driver of frequency of dining out and spend per visit, there are ways to offset that and preserve the bottom line," says Chip Lister, Managing Director of Radius. "The consumers we spoke to had clear ideas about what would make them increase the number of times they ate outside their home."

Radius surveyed U.S. consumers via its proprietary Know More(TM) Internet Panel about their dining behavior in the first three months of 2011.
Respondents had advice for foodservice marketers across all categories—from QSR to Fine Dining.

Nearly two-thirds of respondents said they'd be willing to dine out more often if restaurants acted on their suggestions. Highlights include:

1. Diners in all categories said that increased access to calorie counts and other nutritional information at restaurants would influence how often they visit. In the QSR and Fast Casual categories this health-oriented communication led all other consumer recommendations.
2. Between-meal and late-night snacks are popular with QSR diners—more than one in five would visit more if offerings were increased.
3. Fast Casual eaters want a wider variety of both chicken and breakfast menu items.
4. Almost one in four Fast Casual diners said they'd likely act on promotions delivered via social media networks like Facebook and Twitter.
5. In the Casual Dining category diners say they'd come more often for unique premium burgers.
6. Customers visiting Fine Dining establishments prove the toughest to motivate. Nearly half of respondents indicated that their current habits could not be changed by anything other than price.

DON'T COUNT OUT DISCOUNTS

While the influence of other factors is on the rise, the foodservice industry shouldn't abandon discounts and coupons any time soon. Survey results indicate that coupons continue to be the primary way that consumers control spending when dining out. Respondents expect deals and coupons across all foodservice categories, including Fine Dining. And a vast majority of diners (86%) say they find ways to trim the bill each and every visit. That figure is up 10% since 2009.

"Our survey shows that consumers are becoming even more firmly entrenched in their value-based behavior," adds Lister. "But it's important for foodservice marketers to realize that there are additional ways beyond coupons to attract consumers such as menu innovation and social media promotions."

SUBWAY BREAD is now fortified with Calcium and Vitamin D. SUBWAY Corporate Dietician, Lanette Kovachi, RD and Global Baking Specialist, Mark Christiano show that each 6 inch sandwich portion now has the calcium equivalent as one glass of milk, making it the perfect way to complete a healthful and delicious sandwich.[Photo: Jeff Glagowski].

Subway Adds Calcium and Vitamin D Fortified Bread to National Menu

In addition to its many healthier offerings, the Subway restaurant chain has now added calcium and vitamin D fortified bread to its menu, announced Mark Christiano, the Subway brand's Global Baking Specialist.

Now, each 6-inch serving of bread in the 24,000-plus U.S. restaurants provides 30 percent of the daily recommended value of calcium and 20 percent of the daily recommended value of vitamin D.

"Now, the calcium included in each 6-inch serving of bread has the nutritional equivalent of one glass of milk," Mark said. "For years, our high-quality, fresh baked bread has been a signature item for the Subway brand. It is the perfect vehicle to complete the great tasting sandwiches that people have grown accustomed to when they visit a Subway restaurant.

Now, we have raised the bar in providing healthier options to consumers by fortifying our bread to include calcium and vitamin D."

According to the Centers for Disease Control, on average, men and women in the U.S. consume less than the recommended daily amount of calcium they need. In addition, the Institute of Medicine states that less than 1/3 of older people meet the recommended adequate intake for vitamin D based on total intake, including supplements.

Adequate calcium is essential for children as they grow to insure strong bones. It is also important that women get enough calcium to maintain proper bone density and prevent osteoporosis.

"This is certainly exciting for us to now have our bread fortified with bone-building power houses calcium and vitamin D," said Subway Corporate Dietician Lanette Kovachi, MS, RD.

"Already, each sandwich made to standard formula provides two full servings of fresh vegetables, essential nutrients vitamin A and iron and are free of artificial trans-fat and are rich in complex carbohydrates. When made on 9-Grain Wheat or Honey Oat bread, each sandwich contains at least 20% daily value of fiber."

"Kids LiveWell"

N.R.A. Initiative Showcases Restaurants' Healthful Menu Options for Children

The National Restaurant Association has unveiled a new nationwide initiative that provides parents and children with a growing selection of healthful menu options when dining out. "Kids LiveWell," a program the Association launched today in collaboration with Healthy Dining, highlights how restaurants are creating innovative solutions to provide better-for-you menu options.

"'Kids LiveWell' underscores that restaurants can be part of the solution to ensuring a healthier generation and providing consumer choice in dining options," said Dawn Sweeney, President and CEO of the National Restaurant Association. "More than 15,000 restaurant locations are participating in this initial launch and offering their young guests a selection of 'Kids LiveWell' choices, and we look forward to announcing additional restaurants and menu options in the coming months."

"Kids LiveWell" is a first-of-its-kind voluntary initiative that shows the restaurant industry's commitment to offering healthful menu items for children, with a focus on increasing consumption of fruit and vegetables, lean protein, whole grains and low-fat dairy, and limiting unhealthy fats, sugars and sodium.

"'Kids LiveWell' empowers parents to confidently make informed decisions about their children's meals as part of maintaining a healthy lifestyle," said Anita Jones-Mueller, MPH, and founder of Healthy Dining.

Inaugural "Kids LiveWell" participants include the following 19 brands: Au Bon Pain, Bonefish Grill, Burger King, Burgerville, Carrabba's Italian Grill, Chevys Fresh Mex, Chili's Grill & Bar, Corner Bakery Cafe, Cracker Barrel, Denny's, El Pollo Loco, Friendly's, IHOP, Joe's Crab Shack, Outback Steakhouse, Silver Diner, Sizzler, T-Bones Great American Eatery and zpizza.

Reports Says -

Consumers Don't Expect to Pay More for Healthier Menu Options

The expanding waistlines of U.S. consumers have created a flurry of governmental and restaurant industry actions aimed at getting Americans to eat more healthfully. Consumers are slowly getting the hint but they don't want to pay more for healthier restaurant food, according to a recently-released report by The NPD Group, a leading market research company.

The foodservice market research report finds that the majority (70 percent) of consumers, especially those 50+ years old — who typically express more interest in healthful foods than their younger counterparts — expect to pay no more for healthier items than they do for other menu items. According to the report entitled *Consumers Define Healthy Eating When They Go Out To Eat*, when asked if they would be willing to pay more for healthful items at restaurants they visited often, 70 percent of adults over 50 said no, 25 percent said they would pay somewhat more, and only 5 percent said they would pay a lot more.

In contrast, younger adults appear more open to paying more for healthful items, with 44 percent of those aged 18 to 24 saying they would expect prices for healthful items to be the same as other items, and 41 percent saying they would expect to pay somewhat more. Fifteen percent said they would expect to pay a lot more.

The restaurant segment also played a role in consumers' price perceptions, according to the report. More consumers at full-service restaurants expected to pay the same price for healthful items as they did for other menu options, while fewer consumers at quick-service restaurants did.

Survey respondents also noted that they would feel more satisfied after restaurant visits if they had more healthful options available at the same prices as less healthful options, including on the value menu.

"One of the key takeaways from the study results is that pricing of the healthy options needs to be consistent with pricing of other choices on the menu," says Bonnie Riggs, NPD restaurant industry analyst and author of the report. "The market for health today is growing and there is a good opportunity for operators who find a way to offer healthier options at lower price points."

Restaurant Supper Traffic Improves After Several Years of Declines

After several years of traffic declines, visits to restaurants at supper increased over the last three quarters, according to foodservice market research from The NPD Group, a leading market research company.

Supper visits increased 2 percent and 1 percent in the third and fourth quarters of 2010, respectively, and increased 2 percent in the first quarter of 2011, according to NPD's CREST service, which continually tracks consumer use of foodservice outlets. Quick service restaurants, which represent 78 percent of total industry traffic, drove the growth at supper, while visits at midscale and casual dining remained weak.

"The improvement may reflect some easing in unemployment, a modest improvement in consumer confidence as well as a release of pent up demand during the periods reported," says Bonnie Riggs, NPD restaurant industry analyst. "I also believe that rising food costs in-home have narrowed the gap between the price of food at-home and a restaurant meal."

In addition to the traffic growth at supper, after eight consecutive quarters of traffic decline, customer counts at commercial restaurants started to improve in the third and fourth quarters of 2010 over the same quarters a year ago, and ended the first quarter of 2011 flat. Weekend visits recovered across all dayparts and families with kids have been returning to restaurant over the last six months. Visits to quick service restaurants were up 1 percent compared to a year ago.

"There continues to be areas of weakness in the industry, but the industry did pick up in the last few prior quarters. It remains to be seen, however, if we'll be able to sustain the improvements given the current economic volatility," says Riggs. "All the reasons consumers go to restaurants — convenience, varied selections, someone else doing the cooking — are still valid and could continue to drive the industry's improvement."

Cincinnati Bengals Honor Chiquita CEO

With NFL Hispanic Heritage Leadership Award

■ TOP BANANA - September 25, as they faced the San Francisco 49ers, the Cincinnati Bengals presented Fernando Aguirre the NFL Hispanic Heritage Leadership Award for 2011, a recognition made possible through the support of Bud Light.

September 25, as they faced the San Francisco 49ers, the Cincinnati Bengals presented Fernando Aguirre the NFL Hispanic Heritage Leadership Award for 2011, a recognition made possible through the support of Bud Light. The NFL and the Hispanic Heritage Foundation (HHF) have partnered to launch the NFL Hispanic Heritage Leadership Awards during the celebration of Hispanic Heritage Month. The awards honor notable Hispanics in each NFL market who have distinguished themselves in various fields and made an impact on America and globally. In 2011, the Hispanic Heritage Awards mark their 25th Anniversary.

Aguirre, chairman and chief executive officer of Chiquita Brands, was honored for his leadership in both business and civic organizations. Aguirre has led the transformation of Chiquita to a more diversified company since his appointment as CEO in 2004. Prior to Chiquita, Aguirre worked for more than 23 years as an executive in brand management, general management and turnarounds at Procter and Gamble (P&G). Besides serving on Chiquita's board of directors, he also serves on the boards of Aetna Inc. and the Levi Strauss & Company. Additionally, Aguirre serves on the board of Duke University Fuqua's School of Business Center On Leadership and Ethics (COLE). He is a member of YPO's Intercontinental Chapter, a member of WPO's Cincinnati chapter and a member of the G-100. Aguirre also has attended the prestigious YPO Harvard President's seminar for ten years earning HBS graduate status in 2009.

In the Cincinnati community and throughout the nation, Aguirre has provided invaluable service to a number of charitable and leadership development organizations. He is a member of the International Board of the Juvenile Diabetes Research Foundation and has helped raise millions of dollars for its local chapter during the past several years. Diabetes is one of the leading causes of death for Hispanics in the United States.

"I'm honored to receive this award from the Cincinnati Bengals and the NFL," said Fernando Aguirre. "As a Hispanic American, and a recent U.S. Citizen, I am proud to have the opportunity to give back to my community in a way that helps improve the health and wellness of individuals. I'd like to thank the Bengals franchise for selecting me for this great honor."

With support from Bud Light, each award recipient selects an organization of their choice that serves the local Hispanic community to receive a $2,000 donation. Aguirre has chosen the Anthony Muñoz Foundation to receive this donation. The Foundation was created by Bengals legend and Hall of Famer Anthony Muñoz in 2002 in an effort to engage the Tri-State region to impact area youth mentally, physically and spiritually.

Navarro Expands Management Team

■ MANUEL LEON

■ LUIS MIER

Navarro Discount Pharmacy has expanded their management team by naming executives Luis Mier as Chief Financial Officer and promoting Manuel Leon to Vice President of Wholesale and Over-the-Counter (OTC) Programs.

"With the addition of these executives to our management team, we continue to focus on implementation of our three-year expansion strategy and the overall growth of the company," said Juan Ortiz, CEO, Navarro Discount Pharmacy. "Mier and Leon's expertise in retail, OTC, management and operations will assist us greatly in taking Navarro to the next level."

Mier is a seasoned accounting and finance executive with more than 21 years experience in the retail and food & beverage industries. Prior to this, he was the Corporate Controller at Donald J. Pliner, the renowned luxury footwear company where he supervised the company's accounting, HR, payroll, benefits administration, and accounts payable departments and led the implementation of numerous accounting software and retail management systems. He has held similar positions with retailers Floors Today, Farm Stores Grocery and Pan Am International. Mier holds a Bachelor of Accounting from Florida International University.

In his new role as Vice President of Wholesale and OTC Programs, Leon is responsible for Navarro's Wholesale Division, which sells product to customers in the US, Latin America and the Caribbean, and is one of the company's fastest growing businesses. Leon was promoted from the position of Director of OTC Plans, where he was responsible for managing Navarro's OTC Programs in partnership with their health care clients. He has been with Navarro for over 3 years and holds a Masters in Business Administration degree from Florida International University.

Canada's Largest Bakery Officially Opens

Maple Leaf Foods Celebrates Launch of Bakery in Hamilton, Ontario

Maple Leaf Foods celebrated on September 28, the official opening of Canada's largest commercial bakery in Hamilton, Ontario producing a variety of delicious fresh bakery products for Canadians to enjoy. This 385,000 sq. ft. "Trillium" bakery benefits from efficient design flow and best-in-class technologies.

Hamilton Mayor Bob Bratina and David Adames, President of the Hamilton Chamber of Commerce, joined Michael McCain, President and CEO of Maple Leaf Foods to offer remarks during the opening ceremony.

"As Canada's largest bakery, our new facility is among the most efficient in North America," said Michael McCain. "We are particularly proud of the environmental features that we engineered into the facility to meet rigorous environmental standards. The new bakery also provides us with dedicated space to support new product innovation, supported by our leadership in providing Canadians nutritious, fresh and wholesome bakery products."

"A bakery of this size and scale in Hamilton means significant benefits to our local economy, providing sustainable jobs and an important anchor development in the Red Hill Valley Industrial Park," said Mayor Bob Bratina.

The bakery represents an approximate $100 million investment by Maple Leaf Foods to support the Company's long-term growth as Canada's leading bakery, and increase manufacturing efficiencies through scale and technology. It will support up to 300 full-time jobs with an additional 30 seasonal hourly positions and produce white and whole wheat breads, buns, English muffins and tortillas using 100% Canadian wheat.

The bakery operates to the highest standards of productivity, quality assurance and environmental management. It is designed to obtain certification under the LEED New Construction program, a green building rating system that covers an explicit set of environmental performance criteria, organized within five key performance categories: sustainable sites; water efficiency; energy and atmosphere; materials and resources; and indoor environmental quality.

Sandra Rabon Promoted to Greenbax C.F.O.

Sandra Sineath Rabon has been named Senior Vice President and Chief Financial Officer of Greenbax Enterprises, Inc. (parent company of Piggly Wiggly Holdings, LLC and Piggly Wiggly Carolina Co., Inc.). She is a Charleston, South Carolina native, earned a BS in Financial Management from Clemson University in 1985 and is a Certified Public Accountant.

Rabon worked for the Internal Revenue Service, then in public accounting at Riser, McLaurin & Gibbons, LLP, before pursuing a career in corporate finance. She served in management positions with DuPont and Westinghouse Corporation at the Savannah River Site in Aiken, South Carolina. For Westinghouse, she also served as Total Quality Manager, directing the design and implementation of various corporate-wide initiatives and training, including the strategic plan for quality improvement. Rabon returned to Charleston to serve as Director of Accounting/ Controller for Roper Hospital.

She began her career with Piggly Wiggly in 1996. Most recently, Rabon served as Vice President of Finance, with responsibility for Finance, Accounting, Human Resources and Benefits, in addition to serving on the Board of Directors for Greenbax Enterprises, Inc.

SANDRA RABON

Rabon has held various Board and leadership positions in Charleston, and currently serves on the Women's Leadership Council for Trident United Way along with the TUW Project Assessment Team for Day of Caring. She is a member of the Trident Technical College Business Advisory Committee and Charleston Southern Board of Visitors, as well as the Clemson University Accounting, Finance and Legal Studies Board. Rabon supports the PTA of Rollings Middle School of the Arts, serving as Vice President for several years, and is now on the Financial Review Committee.

"Piggly Wiggly Carolina Company and Greenbax Enterprises benefit tremendously from the expertise and teamwork demonstrated for years by our Finance Team," said David Schools, President and CEO, Piggly Wiggly Carolina Company. "The continuity of leadership represented by this transition of responsibility among Sandra, Connie, and Bill, coupled with the energy and vision that each brings to their new roles, paints a bright future for Piggly Wiggly."

Rabon assumes the CFO function from William (Bill) A. Edenfield, Jr. beginning October 3, 2011. Edenfield recently celebrated his 45-year anniversary with Piggly Wiggly Carolina Company, where he currently serves as Executive Vice President and CFO. He will continue to serve as Executive Vice President and remain a member of the Board of Directors for Greenbax Enterprises, Inc.

In conjunction with this transition, current Vice President of Accounting, Connie Couch, has been promoted to Senior Vice President of Finance and Accounting. She is a Charleston, South Carolina native, earned a B.S. in Business from the College of Charleston in 1985 and is a Certified Public Accountant.

Couch worked in public accounting for DeBrux & Associates PA prior to beginning her career with Piggly Wiggly in 1993. The promotion for Couch also takes effect on October 3, 2011.

COMING EVENTS

JANUARY

31-Feb 2
NATIONAL ASSN. OF WHOLESALE DISTRIBUTORS (NAW) Executive Summit, Washington, D.C. For additional information, call: (202) 872-0885 or visit: www.naw@naw.org

FEBRUARY

9-10
ASSOCIATED GROCERS OF FLORIDA "Safari of Savings" Food Show. Doubletree Miami Mart Airport, Hotel & Expo Center, 711 N.W. 72 Avenue, Miami, FL. For additional information contact: Roy Deffler at: (954) 876-2802 or: Rdeffler@aglfa.com

15-17
AMERICAN WHOLESALE MARKETERS ASSN. (AWMA) Annual Convention and Tradeshow. The Paris Hotel, Las Vegas, NV. For additional details, call: (703) 208-3358.

18-22
AFFI 2012 FROZEN FOOD CONVENTION. Manchester Grand Hyatt, San Diego, CA. For more information, visit www.affi.org

APRIL

12
ALABAMA GROCERS ASSN. Alabama Grocers Education Foundation Spring Golf Tournament, Inverness Country Club, Birmingham, AL. For additional information, call: (205) 823-5498.

MAY

6-7
NATIONAL RESTAURANT ASSN. Restaurant, Hotel-Motel Show, McCormick Place, Chicago, IL. For additional information, call: (312) 853-2525 or visit: www.restaurant.org/show

JUNE

10-12
INTERNATIONAL DAIRY-DELI BAKERY ASSN. (IDDBA) IDDBA's Dairy•Deli•Bakery 2012, New Orleans, LA. For additional information call: (608) 310-5000; or email: www.iddba@iddba.org

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

20th Anniversary

Jacky Pierce Charity Classic Raises Record $210,000 for United Way

United Supermarkets' 20th Anniversary Jacky Pierce Charity Classic golf tournament raised an all-time record $210,000 for the 14 United Way organizations which serve the United Supermarkets trade area.

The tournament was held August 28-29 at Lubbock Country Club, and proceeds to those organizations were presented during a special 20th anniversary dinner Sunday evening at Lubbock's Cap Rock Winery.

Donations were made to United Way organizations in the United Supermarkets trade area as follows: United Way of Abilene - $12,474.89; United Way of Amarillo and Canyon - $35,192.80; Dallam-Hartley Counties United Way, Dalhart - $3,410.62; United Way of Metropolitan Dallas - $26,555.31; Graham Area United Way - $3,180.98; Hutchinson County United Way, Borger - $ 4,104.53; Lubbock Area United Way - $72,766.90; United Way of Moore County, Dumas - $1,753.01; North Texas Area United Way, Wichita Falls - $21,645.13; Ochiltree United Way, Perryton - $3,744.38; Pampa United Way - $ 3,321.68; Plainview Area United Way - $10,516.56; Scurry County United Way, Snyder - $ 4,383.93 and United Way of Metropolitan Tarrant County, Fort Worth - $6,949.28.

More than 350 team members, partners and guests participated in the tournament, which has now raised more than $2.6 million for charities since its inception in 1991.

It is named in honor of United Supermarkets' longtime produce director, Jacky Pierce, who guided the event from its infancy until losing a lengthy battle with cancer in August 2002. The tournament was renamed to honor his

Luconda Dager Named to Board of ICCA

Luconda Dager, president of Velvet Ice Cream, has been named to the board of directors of the International Ice Cream Association.

"It's an honor to be selected," Dager said. "The International Ice Cream Association does great work for our industry and I look forward to contributing to that effort."

Dager, is the fourth generation of her family to lead the Utica, Ohio, ice cream manufacturer. She oversees all aspects of Velvet, which has 125 employees and produces more than five million gallons of ice cream each year. Dager directs the company's day-to-day operations, including marketing, manufacturing, sales and distribution. She also heads up the planning committee for Velvet's 100th anniversary in 2014.

She is a board member for The Works, an historical museum and technical learning center in Newark, Ohio, the Ohio Grocers Association, the Midwest Dairy Foods Association, the Licking County Chamber of Commerce, and the Knox County Convention and Visitors Bureau.

LUCONDA DAGER

Vidalia Onion Farmers Establish Memorial Scholarship

MEMORIAL SCHOLARSHIP ESTABLISHED - The Courtney Wilkes Memorial Agriculture and Veterinary Scholarship will be granted annually by the Vidalia Onion industry to a qualifying senior graduating high school within Vidalia onion growing region.

The Vidalia onion industry is responding to the brutal murder of a 15-year-old Toombs County girl who was vacationing with her family in Florida earlier this summer. The Courtney Wilkes Memorial Agriculture and Veterinary Scholarship will be granted annually to a qualifying senior graduating high school within Vidalia onion growing region. Donations are currently being accepted with the hopes that a thousand dollar scholarship can be awarded for a minimum of ten years.

Wilkes was a rising junior at Toombs County High School and number one in her class academically. She was an officer of FFA, star soccer player, and devout Christian. The young outdoor enthusiast is described by all who knew her as infectiously cheerful, offering everyone around her a bright smile and silly jokes. She loved animals and aspired to be a veterinarian. Starting spring 2012, the scholarship will be granted once a year to a student possessing characteristics and interests similar to those of the bright, likeable young girl. Among other prerequisites, applicants must be enrolled in a four year college in an agriculture or veterinary track.

The Vidalia, Georgia, community remains devastated by the June killing that happened at Seagrove Beach outside picturesque, quiet Seaside, Florida. A 21-year-old area man alleging he was younger befriended the teen and her family. When the young woman failed to return from a walk at the agreed time, her parents reported Courtney missing. Shortly thereafter, she was found strangled and severely beaten in a wooded area off a nature trail. The Walton County Sheriff after apprehending the suspect commended the parents for responsibly supervising the youngsters. They had only permitted the oldest child, two weeks shy of her 16th birthday, to walk along the beach with the man the last afternoon of the family's stay. Prosecutors are seeking the death penalty for first-degree, premeditated murder and other serious charges.

The Wilkes family, a close member of whom has long worked in and been a vital contributor to the Vidalia industry, is highly respected by the Vidalia area for being meek, hardworking, Christian people. Following a shocking situation that will be an ongoing source of sadness for Courtney's family and friends, the farmers would like the scholarship to be a positive tribute to the friendly, joyful young woman filled with a zest for life. It is their hope that applicants be imbued with Courtney's strong morals, quirky or fun humor, intelligence, commitment to learning, and respectful appreciation of nature and animals.

Those wishing to contribute at any time to the Courtney Wilkes Memorial Agriculture and Veterinary Scholarship should make out their tax-deductible contributions specifically to GVF Foundation, Courtney Wilkes Scholarship. Checks should be mailed to Courtney Wilkes Scholarship, C/O Vidalia Onion Business Council, P.O. Box 2611, Vidalia, GA, 30475. Questions can be directed to Bob Stafford*, Vidalia Onion Business Council.

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