

TODAY'S GROCER

© TGLLP / Volume 53 / No. 7

www.todaysgrocer.com

THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

Price \$8.00



Eric Foss, CEO of newly-formed unit, Pepsi Beverages Company, celebrates with Indra Nooyi, Chairman and CEO of PepsiCo.

PepsiCo Completes Transformative Bottling Acquisitions

PepsiCo has completed the \$7.8 billion strategic acquisitions of its two largest bottlers, the Pepsi Bottling Group, Inc. and PepsiAmericas, Inc.

With the completion of the mergers, PepsiCo becomes the largest food and beverage business in North America and the second-largest in the world, with nearly \$60 billion in annual revenues and approximately 285,000 employees. It also is the global leader in savory snacks.

"Today marks Day One of the new PepsiCo," said Chairman and CEO Indra Nooyi.

Continued on **PAGE 37**

Robert Taylor to Head United Supermarkets



ROBERT TAYLOR

The Board of Advisors of United Supermarkets, LLC, has named Robert Taylor its new executive vice president and CEO, according to an announcement today by Gantt and Matt Bumstead, co-presidents.

Taylor has been serving in the role in an interim capacity since the resignation of Dan Sanders on February 8.

"It is a tremendous blessing for our entire team to have a person of Robert's character and ability in this leadership role," Matt Bumstead said. "Robert is a perfect

Continued on **PAGE 37**

Winn-Dixie's New Look

Chain Goes Green in Covington, Louisiana

PAGE 12



JOEY MEDINA
Regional VP

RICKY CARTER
Store Director

NICK RELAN
District Manager

Associated Grocers of Florida

14 FOOD SHOW HIGHLIGHTS

ALL IN FOR SAVINGS
SOUTHEAST WHOLESALE FOODS

Group Buying Event & Casino Night

SPROUTS FARMERS MARKET DEBUTS SIXTH COLORADO LOCATION

360 GRILLE
FLORENCE, ALABAMA'S MOST UNIQUE DINING ESTABLISHMENT

PRST STD
U.S. POSTAGE
PERMIT NO. 7615
MIAMI, FL 331

FOOD'S GROCER
P.O. BOX 430760
SOUTH MIAMI, FL 33243-0760
Change Service Requested

A Real Company
For Real Merchants



...with real solutions

info@tecnicasystems.com



Melitta Begins Second Phase of Modernization Program

Melitta USA, Inc. kicked off the second and final phase of the major modernization of its Cherry Hill, New Jersey roasting facility with a ground breaking ceremony. The \$10 million renovation will create state-of-the-art manufacturing for its North American operations, increasing efficiency and improving quality at the 90,000 sq. ft. plant, located at 1401 Berlin Road. "Our investment into our facility will benefit every facet of our business and support future growth," said Marty Miller, President & CEO of Melitta USA, Inc.

Along with Miller, Cherry Hill Mayor Bernie Platt was on hand to lead the ceremony. "Today we mark the start of what will be a remarkable transformation for Melitta's Cherry Hill plant; a \$10 million investment in our community that demonstrates what a valuable economic partner Melitta USA has been for more than forty years," said Mayor Platt.

The improvements highlighted during the ceremony are the most significant of the ongoing modernization. The upcoming renovations will impact core processes, from green bean receiving through roasting, grinding and packaging, and are expected to be completed by year end. The changes also will improve energy efficiency, coffee quality, work-



■ Cherry Hill Mayor Bernie Platt, Plant Manager of the Cherry Hill roasting facility Vinny Tagliaferro, Melitta USA, Inc. President and CEO Marty Miller, and Shop Steward Mike Benson.

er safety and streamline manufacturing costs.

Phase one renovations included advances to the plant's high-speed canning line which accelerated manufacturing and enhanced product quality, along with the installation of high tech safety systems. The upgrades resulted in environmental benefits too, reducing energy consumption and

manufacturing wastes.

At the ceremony, Miller gave all of the thanks for Melitta's success to the company's employees. The Cherry Hill plant has been in continuous operation since 1968, when Melitta USA, Inc. first entered the U.S. retail coffee market. Melitta USA, Inc. supplies coffee and coffee filters to major retail chains in the U.S.

■ Chef Ann Cooper Asks USDA- "Brother, Can You Spare More Than A Dime?"

At the National Press Club, February 23, USDA Secretary of Agriculture Tom Vilsack announced a proposed Obama Administration \$1 billion increase in the USDA budget for school food and WIC subsidies. His news yesterday seemed positive; but Chef Ann Cooper did the math.

"When you do the math on 31.5 million school lunches annually, the new budget translates to a miserly dime-a-day increase per student meal," said Cooper, known as the Renegade Lunch Lady.

"A dime is less than the cost of an apple a day. I can't believe that any of us think that's what it is going to cost to feed all of our children healthy school lunch," said Cooper.

The Child Nutrition Act, reauthorized every five years, pays \$12 billion to feed schoolchildren, averaging only \$2.68 per day per child, with only 93 cents spent on food and the balance on operations. While Cooper and many children's health advocates applaud First Lady Michelle Obama's "Let's Move" Campaign, the current budget on deck for school food has them saying, "Oh brother."

The current national dialogue on children's health issues provides a timely opportunity for better funding of school lunches. Cooper, in partnership with Whole Foods Market Inc., Slow Food USA, Roots of Change, Healthy Schools Campaign, and AllergyKids Foundation, is rallying a million citizens to write Congress to demand \$1 more per lunch, 100 percent for food. Advocates for change can find templates of letters at www.lunchboxadvocates.org.

"I believe we need to immediately implement the Institute of Medicine guidelines so that chicken nuggets, tater tots, HFCS, trans-fats, popsicles and pop tarts aren't our children's daily fare in public schools," said Cooper.



■ CHEF ANN COOPER

Western North Carolina Loses Culinary Inspiration



■ CHEF ROBERT WERTH

Acclaimed Chef, Robert Werth, Dead at Age 80

Western North Carolina lost a driving force behind many of the region's chefs and Asheville-Buncombe Technical Community College lost the creator of its nationally-acclaimed Culinary Technology program when Chef Robert George Werth, 80, died February 22.

Werth, a native of France, was hired in 1968 to design and teach the culinary technology program. Although he was disappointed to enroll only four students in the first class and graduate two, he never had that problem

again, with the American Culinary Federation award-winning program drawing students from all over the country. Werth served as department chair when he retired from A-B Tech in 1994, handing the reins to one of his former students, Chef Sheila Tillman.

"You wonder how Asheville became part of the food scene and it comes back to the development of Asheville in terms of the world of hospitality and Chef Werth," Tillman said. "He was dedicated to the students way before it was our mission statement. He loved having students come back and see him."

During his tenure, he obtained numerous professional honors including being named as a Fellow to the American Academy of Chefs. Prior to moving to Asheville, Werth had an extensive career working as a chef in such fine hotels as the Plaza, the Waldorf Astoria and the Greenbrier of White Sulphur Springs, WV.

Chef Michael Fahey, American Culinary Federation Western North Carolina Culinary Association President and Executive Chef at Cedar Creek Racquet Club in Cashiers, NC, was guided in his career by Werth.

"Chef Werth was the foundation for our organization and his spirit will live on. Chef Bob was very instrumental in much of the Asheville culinary scene with his influence at A-B Tech and the community," Fahey said.

"He was a very personable man and dedicated chef, brought his skills from his home in France to the United States. He inspired people to try to attain their best and to share the knowledge of culinary arts," Fahey said.

United Supermarkets to Begin Offering its Own Fuel Brand

Fuel Stations at most United Supermarkets, Market Street, and Amigos United locations in Texas are taking on a new look.

The company has begun introducing its own brand of fuel, United Express Fuels, at 19 of its 22 fuel stations companywide. The three stations in the Dallas-Fort Worth area will remain under the Market Street brand.

The company had offered the ConocoPhillips brands for the past five years.

The reason behind the switch is simple, according to Chris Bridgford, director of fuel operations for United Supermarkets, LLC. "Launching our own branded fuel program is a natural progression of our core philosophy of providing our guests the highest quality, value and service possible," Bridgford explained.

"Our guests expect United Supermarkets to offer the highest quality products – with United Express Fuels we'll continue to honor that commitment with fuel products that are of the highest possible quality – truly unsurpassed and 100 percent guaranteed," he said.

Bridgford noted that United Express Fuel products will continue to meet or exceed all government standards.

Given today's economy, value is already proven to be an important commodity to United guests, Bridgford explained.

The conversion to United Express Fuels will occur by geographic market, beginning with Lubbock area stores and followed closely by those in the Amarillo area. The entire effort should be complete by April 1.



■ CHRIS BRIDGFORD

Wakefern Welcomes Two New Members New Owners to Operate ShopRite Stores in Connecticut

Wakefern Food Corp. announced that two new members have joined its retail cooperative. Upon the successful completion of the acquisition of 11 Shaw's stores, the two new members will operate three of these locations. The remaining location will be owned and operated by existing Wakefern members.

"We are always excited to welcome new members to the cooperative," said Dean Janeway, President, Wakefern Food Corp. "The unique benefits of our cooperative structure and the entrepreneurial spirit of our members help deliver the ShopRite and PriceRite reputation for low prices and high quality to our customers." The two new members, Joseph Family Markets, LLC and Miller Farms Family Markets, LLC, join Wakefern's 44 other members as part of the largest retailer-owned co-

operative in the United States.

Charles Joseph, of Joseph Family Markets, LLC and his family will own the Canton and West Hartford locations. Raymond Miller, of Miller Family Farms, LLC and his family will own the Enfield location.

Joseph joins Wakefern with a legacy of retail experience. Prior to joining Wakefern, Joseph served as General Manager of ShopRite of Hunterdon County, Inc. for twelve years. The ShopRite of Hunterdon County, Inc. operates three ShopRite stores in Central New Jersey. In this role, he was responsible for all aspects of operating a high-volume supermarket, ensuring a consistently high standard for associate and customer satisfac-

Continued on PAGE 37

**TODAY'S
GROCER**

The Readers' Choice in the Food Industry
TODAY'S GROCER LLC. PUBLICATIONS
ISSN 1529-4420
Serving the Food Industry Since 1956

Editorial and business offices located at:
P.O. Box 430760, South Miami, FL 33243-0760
Tel: 305-994-8100 1-800-440-3067 Fax: 305-590-5360

Pedro Penton
Publisher
Dennis Kane
Editor
Leo Morell
Graphic Designer
Luis Alvarez
Marketing Director

TODAY'S GROCER
54
YEARS
1954-2010
EXCELLENCE IN
JOURNALISM

Each month over 19,000 copies of TODAY'S GROCER are distributed to chain and independent retailers (of all sizes) at both head-quarter and store levels, as well as manufacturers, brokers, wholesalers, distributors, and other allied members of the trade.

To subscribe, or for advertising information, call or write our business office or visit our website.

All signed articles published in this paper represent solely the individual opinion of the writer and not necessarily those of TODAY'S GROCER.

SUBSCRIPTION RATES: 1 Year: \$39.00 2 Years: \$69.00 3 Years: \$89.00

Make a **Splash** in your Frozen Seafood Program



The **Panamei**® retail program from Quirch Foods offers extensive support to retailers and their consumers through in-store and online materials designed to make it easy to buy and prepare seafood.

Give us a call today to learn more - (800) 458-5252 - or visit www.panamei.com



The Fresh is Froze-In™

Your Quality Food Source



On the Promotional front

St. Pauli Girl Names-



Model Katarina Van Derham has been named St. Pauli Girl for an unprecedented second time. (PRNewsFoto/Crown Imports)

Katarina Van Derham to Unprecedented Second Term

Katarina Van Derham has been named the 2010 St. Pauli Girl spokesmodel, marking the first time in the history of the beer that the same woman has served as the German barmaid icon for two consecutive years. Coming off a successful 2009 spokesmodel tour, Van Derham impressed so many with her talent and vivacious personality that she will reprise her role in 2010.

Van Derham, a native of Slovakia who lives in Los Angeles, beat out the competition in an online vote in 2009, and toured the country as the spokesmodel. In 2010, she will continue bringing the German barmaid icon to life on the St. Pauli Girl media tour.

"I am so honored to be named the St. Pauli Girl for the second year in a row," said Van Derham. "I really couldn't be happier, I had so much fun on the 2009 tour and look forward to meeting many more fans this year."

As part of her St. Pauli Girl duties, Van Derham underwent extensive beer education, including formal training with the esteemed Siebel Institute of Technology and World Brewing Academy. An active model and actress, she was featured in an episode of "Entourage" last season playing opposite Bob Saget. She has also appeared on the TV shows "Monk" and "CSI," and in the films "Cellular" and "15 Minutes." She can also be seen in advertising campaigns for AT&T, Dodge, Ed Hardy and Christian Audigier.

"Katarina is a great representative of the beer and it was an obvious choice to bring her back for another year," said John Nichols, brand manager for Crown Imports, the official U.S. importer of St. Pauli Girl. "Not only do St. Pauli Girl fans love her, but she also has tremendous energy and enthusiasm, and a very good knowledge of beer."

Chilean Avocados Score Touchdown at 2010 Fiesta Bowl



Following the pre-game festivities, CAIA entertained importers of Chilean Avocados and Arizona-based supermarket retail executives representing Albertson's, Frys, Sprouts Farmers Market and Sunflower Farmers Market in a hospitality suite during the game.



CAIA had a tented booth at CFBP and Stadium Club to interact directly with fans who stopped to take a photo with CAIA's Avocado Man mascot, meet Food Network and Galavisión celebrity chef Ingrid Hoffman, enter a special CFBP/Chilean Avocados Lovers Club drawing for \$250 in free groceries or take some of CAIA's promotional items on display.

The Chilean Avocado Importers Association (CAIA) made the perfect pass to more than 25,000 Boise State University and Texas Christian University fans along with several of CAIA's VIP invited guests. Through a partnering sponsorship with Fiesta Bowl, college football enthusiasts learned more about Hass avocados from Chile and tasted them first-hand at both Fiesta Bowl's College Football's Biggest Party (CFBP) and Stadium Club tailgate pre-game extravaganzas.

Additionally, CAIA reached more than 73,000 fans before and during the game through game-time recognition via stadium public address announcements, full-page game program advertisement and an entry form inside each stadium seat fan bag to enter the Chilean Avocado Lovers Club to win \$250 in free groceries.

"The Fiesta Bowl partnership was a tremendous success for us - our special guests had a great time and we were able to expose a large number of people to our delicious Hass avocados," said Maggie Bezart, CAIA marketing director. "It was the first time that our Chilean avocado mascot, sent from Chile the week before, participated at a consumer event in the U.S. He was a huge draw to fans who posed for photos, asking about Chilean avocados and new ways to use them."

Pucker Up America:

Starkist Launches its Have You Been StarKist?™ Campaign

Pucker Up - it's time to get... 'Kist! In its biggest marketing push in 10 years, Starkist has announced the launch of its Have You Been StarKist?™ campaign. Representing a play on words, and bridging the connection between the "fish-kiss" and seafood, the Have You Been StarKist? campaign aims to revitalize the brand and engage today's consumers with new, innovative ways to enjoy the best that seafood has to offer. As the tagline states, "You can always tell when people have been 'Kist by StarKist ... they can't help but to wear the expressions on their faces." Charlie™ the Tuna, Starkist's beloved icon, drives home the messaging by offering a smooch at the close of each television commercial.



"With the Have You Been StarKist? campaign, we want to put a smile back on consumers' faces with the uplifting messages as well as the fun, positive tone of the creative," said Joe Tuza, Senior Vice President, Marketing and Research & Development at Starkist Co. "The campaign educates consumers about the many healthy, delicious and contemporary ways to incorporate tuna into their everyday active lifestyles - from new packaging innovations to the introduction of new flavors and ingredients - Starkist products can easily be a part of any consumer's weekly menu. The 'fish-kiss' is a clever and fun representation of the StarKist brand. And it's something that we're uniquely positioned to own moving forward."

The Have You Been StarKist? Campaign is being supported by :15 and :30 second television spots featuring a cross-section of real people demonstrating their best "fish-kiss," and will run on national broadcast syndicates, such as "The Martha Stewart Show," "Rachael Ray Show" and ABC's "The View."

How Sweet!



SWEET FLYING AirTran Airways Little Debbie 1 aircraft takes flight in celebration of Little Debbie's 50th Anniversary. (PRNewsFoto/AirTran Airways)

AirTran Airways Unveils a Special Little Debbie Plane

AirTran Airways is celebrating Little Debbie's 50th Anniversary by launching a one-of-a-kind, custom-designed Boeing 717, dubbed Little Debbie 1.

As part of the 50th anniversary, AirTran Airways and Little Debbie are giving away 50 vacation packages in conjunction with The Great American Getaway sweepstakes. Each vacation package includes roundtrip airfare for two to anywhere AirTran flies in the continental United States, two nights at a Holiday Inn hotel, rental car for two days and a \$200 cash card. Sweepstakes ends May 31, 2010.

"Not only are we commemorating Little Debbie's golden anniversary today, but we're also giving away 50 vacation packages as part of The Great American Getaway," said Tad Hutcheson, vice president of marketing and sales for AirTran Airways. "Little Debbie has been a fantastic partner to work with and values a key attribute we here at AirTran Airways do as well - quality."

"Little Debbie is proud to partner with AirTran Airways to celebrate our 50th Anniversary," said Chris McKee, EVP Sales & Marketing for McKee Foods. "This specially designed AirTran Airways Boeing 717 aircraft - Little Debbie 1 - flying all over the country is a fantastic way to launch our next 50 years as America's favorite snack cake."

Think Outside the Box



AVAILABLE • Popular Cello Box 15/3.5 oz. • New See-Thru Bottles 12/6.75 oz. • New Institutional Size 6/24 oz. (1.75 lbs.)

Badia Sazón Tropical® Now in New Consumer Friendly Packaging

Now using easy to prepare Badia® Sazón Tropical is easier than ever before!

We've started thinking outside the box- and you should too! Our popular Badia Sazón Tropical blends are now available in exciting, new consumer-friendly packaging.

Consumers love our Sazón Tropical flavor packets. Sazón Tropical is ideal for meat, poultry, and fish. Sazón Tropical with

annatto and coriander is ideal for yellow rice, stews, and soups.

Your customers will love the convenience of using our new see-through bottles, which help retain freshness and eliminate waste. You're going to love the added sales and business they bring to your store.

Make sure you carry both varieties of Badia Sazón Tropical now in boxes and easy-to-use see-through bottles.

Contact your sales representative for additional information.

Badia Spices • P.O. Box 226497 • Doral, FL, 33222 • Tel: 305-629-8000

1-877-629-8300 www.badiaspices.com

THE SOUL
of COOKING

BADIA

6 Meat



Retailers Discover it's COOL to Sell Canadian Beef

Not only is Canadian beef COOL, it's also profitable as retailers capitalize on new opportunities to build sales with branded programs. Now that country-of-origin labeling (COOL) has become a reality, retailers are leveraging the label requirements to build unique and differentiated store brands using Canadian beef.

For the past five years, Canada's Beef Information Centre's (BIC) dedicated team of market development professionals have worked with U.S. clients to build branded programs designed to meet the unique demands of individual retailers and their customers. COOL has proven to be an opportunity for Canadian beef rather than an issue.

"Retailers and distributors recognize that the development of private label and branded beef programs are critical components to profitability" says Marty Carpenter, Senior Director US Marketing for BIC. "Canadian beef can deliver on the consistency and quality attributes required for a successful branded program, with these brands meeting the requirements for Country of Origin Labeling".

Colorado Boxed Beef Company (CBBC), headquartered in Florida, is a major distributor providing beef products to grocery retailers throughout the Southwestern United States. CBBC was looking for a way to differentiate itself from competitors and create a unique value proposition. They approached BIC for assistance and after months of development and sourcing, a Canadian branded beef program was created using Angus beef with precise physical attributes in-



MARTY CARPENTER is Senior Director of U.S. Marketing for Canada's Beef Information Centre (BIC), the market development division of the Canadian Cattlemen's Association which represents Canada's 90,000 beef producers.

cluding color, grade, white fat level and box size. The program, which launches recently, is called High River Canadian Angus.

Another example of a Canadian beef partnership involved Stauffers of Kissel Hill (SKH), an innovative retailer with eight stores in the Lancaster, Pennsylvania region. SKH wished to develop a brand which would be widely recognized and accepted in its market area, with attributes that could not be easily matched by the competition. The resulting program paired SKH with an Ontario packer to source a certified corn-fed, AAA grade Canadian beef program. This program is labeled "Stauffer's Choice Beef" and the on-pack labels identify the beef as

Product of Canada.

The program has been extremely successful, with SKH reporting a strong double digit increase in meat department sales over the past two years. According to John Gerlach, SKH meat manager, Canadian beef has answered their needs for the beef case.

Canada is the largest supplier of grain fed beef to the U.S. with more than 300,000 tonnes exported each year. That preference demonstrates that Canadian beef has always met the demands of the U.S. consumers, 1 Canadian beef is judged acceptable by significantly more American beef buyers than beef from any other listed country.

The same study shows that country-of-origin labeling is NOT an important purchase motivator for the American consumer. Country-of-origin is 10th on the list, well behind freshness, price, leanness, color, tenderness, flavor and safety - all important attributes that Canadian beef can consistently deliver.

The Canadian Beef Advantage can help retailers build branded programs that increase customer satisfaction and maximize profitability. Canada takes a world class systems based approach to beef production from genetics, on-farm food safety programs, mandatory cattle ID system, and grain finishing in a pristine, uniquely Canadian environment to modern USDA-approved processing facilities with mandatory HACCP programs and quality grading systems.

¹ COOL Quantitative US Consumer Study, Ipsos i-Say USA, 2009

Smithfield Debuts

Something Different Tonight Complete Meals

As the economic crisis has prompted more consumers to prepare their own food rather than eating out, "What's for Dinner?" has become an often dreaded weeknight question. In response to consumers' needs, Smithfield announces a new line of complete meals, *Something Different Tonight*, with three introductory flavors



of international culinary appeal: Seasoned Pork with Soba Noodles & Sweet & Sour Sauce, Seasoned Pork with Black Bean Sauce & Orzo, and Seasoned Pork with Szechuan Sauce & Soba Noodles.

Each meal is a complete kit providing 3 separate vacuum-sealed bags including Smithfield's premium pork, pasta and flavorful sauce. With 3 or 4 easy-step instructions, consumers will have a complete meal for two ready in less than 15 minutes.

"With eight out of 10 consumers now planning dinners and eating at home, our new complete meal line is just what consumers want - something different to prepare at home.

Something Different Tonight takes the guesswork out of meal planning by providing everything you need in one convenient package with a unique flavor experience," said Eric Esch, senior director of marketing at Smithfield.

Smithfield's *Something Different Tonight* complete meal line is merchandised in the refrigerated meat case. Suggested retail is \$7.99 per 20 or 21-ounce unit.

Gallo Debuts Two New Salame's



West Coast-based Gallo Salame has two new products that are helping out the economy-conscious home-cooked meals. Americans are continuing to forgo eating out as often and they're looking for easy ways to make classic recipes but with a new twist. Gallo Salame's newest additions to its product line make it easy for consumers to add great authentic Italian flavor to their favorite dishes. With the introduction of the new Unsliced Italian Dry Salame and Light

Unsliced Italian Dry Salame, Gallo is offering a pre-peeled version of its signature best, keeping intact the select blend of herbs and spices and the old world curing process that creates Gallo Salame's authentic Italian flavor.

Gallo Salame Unsliced Italian Dry Salame and Light Unsliced Italian Dry Salame, are available now in stores throughout Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, New Mexico, Oregon, Utah and Washington - just in time for winter and spring entertaining.

An Easy Way to Spice Up the Meat Case

Farmland Seasoned Pork for Fajitas

Fajitas have never been more popular, and Farmland offers consumers an easy way to get them sizzling from the grill to the dinner table.

Farmland Seasoned Pork for Fajitas comes pre-seasoned for a flavorful, authentic taste, and features a great cut of pork that's tenderer than beef flank steak and moister than chicken varieties.

The seasoned pork is also easy to prepare. Consumers can grill it over an open flame and then cut it into tasty strips, or cut it up and then pan fry it. Either way, customers will love the zesty flavor and dependability of pork from Farmland.



Carne de Res de Canadá

Un Socio Comprometido con usted



La carne de res de Canadá proviene de ganado seleccionado de razas productoras de carne jugosa de excelente textura, criado en su ambiente natural y alimentado a base de granos de alta calidad. El sabor, la suavidad y la frescura de la carne de res de Canadá es el resultado de nuestros estándares de selección y producción y de nuestro estricto control de calidad, que juntos garantizan un producto seguro y consistente.

Este es nuestro compromiso con usted y su negocio.

Visítenos en www.canadianbeef.info para más información o llame a Jorge Méndez al 1-800-CDN BEEF (1-800-236-2333).

8 Grocery



Francesco Rinaldi Debuts Line of Healthier Pasta Sauces

Francesco Rinaldi has introduced its new better-for-you pasta sauces, its ToBe Healthy line, the first major brand of pasta sauces fortified with DHA Omega 3. Consumption of Omega 3 fatty acids may reduce the risk of coronary heart disease, according to the U.S. Food and Drug Administration.

"This new line represents our company's commitment to producing food products that contribute to better eating and healthier living," said Edward Salzano, COO/Executive Vice President, LiDestri Foods. "In addition to 64mg of DHA Omega 3, ToBe Healthy pasta sauces have reduced sodium, contain no saturated fat or added sugar, are low in fat, and cholesterol free. Most importantly, it retains the rich, authentic Italian flavor our customers have loved for more than 30 years."

The DHA Omega 3 blended into Francesco Rinaldi ToBe Healthy pas-



ta sauces comes from a cultivated and sustainable vegetable source provided by life's DHATM. All four varieties of ToBe Healthy pasta sauces – Tomato & Basil, Garden Vegetable, Garlic & Onion, and Spicy Marinara – contain 64mg DHA

Omega 3, just 290-330mg of sodium, and 70 calories or less per serving. Additionally, each serving is a good source of vitamin A.

"Our ToBe Healthy pasta sauces have earned certification from the American Heart Association, as well as the Good Housekeeping Seal of Approval," adds Salzano. "These pasta sauces are proof that delicious food can be heart-healthy."

The launch of Francesco Rinaldi ToBe Healthy pasta sauces will be supported through a national marketing campaign including print, interactive and broadcast advertising and public relations. The new product carries SRP of \$2.49 for a 16oz jar.

Hellmann's Launches New Light Recipe with 'Cage-Free' Eggs



As part of its ongoing commitment to "Real Food" using simple ingredients, Hellmann's® has announced that its Light Mayonnaise recipe in North America will feature 100% certified cage-free eggs in the United States.

"Hellmann's is made from real, simple ingredients - vinegar, oils rich in Omega 3 and Omega 6, and eggs," said Jamey Fish, Hellmann's senior brand manager. "Hellmann's understands that people are increasingly attuned to what's in their food and where it comes from and that's why Hellmann's Light is now moving to 100% cage-free eggs, keeping with the brand's

commitment to 'Real Food' using simple ingredients."

With the same great taste but half the fat and calories of Real mayonnaise, Hellmann's Light is the brand's second most popular selling recipe and will be the first in the Hellmann's line to contain cage-free eggs. The product is rolling out in stores now. Hellmann's intends to change all its mayonnaise products to cage-free eggs over time.

Hellmann's Light Mayonnaise is the first consumer product of its stature and volume in the packaged foods industry to use 100% cage-free eggs - which equates to approximately 3.5 million pounds of eggs. Eggs used in Hellmann's Light Mayonnaise (and other recipes) will be 'American Humane Certified, a certification program administered by the American Humane Association (AHA).



JCS® Reggae Country Style Green Pigeon Peas in Coconut Milk

New JCS® Reggae Country Style Green Pigeon Peas in Coconut Milk (Gandules Verdes con Coco) is now available in 15 oz. cans from Kingston-Miami Trading Co., Miami, FL.

Perfect for use in many recipes or as a side dish. Used in "Rice and Peas", Stewed Peas, Green Pea Soup, Five Bean Salas, etc. Attractive eye-catching label. Sure to be popular with all your customers.

Allen's Launches Heart Healthy, Southern Style Side Dishes

Allens, Inc., the largest privately-held vegetable company in the nation, has introduced a new line of heart healthy, gluten-free Southern Style vegetables and side dishes. The new line hit grocery shelves in select cities nationwide in December. Allens' Southern Style vegetables meet growing consumer demand for traditionally seasoned Southern flavors.

The Southern Style line of vegetables and side dishes introduces a new flavor profile for favorite southern vegetables, including Hoppin' John, Seasoned Black Beans, Seasoned Blackeye Peas, Seasoned Cabbage, Seasoned Collard Greens, Mixed Greens and Turnip Greens — 23 varieties in all. The new products will be sold in 14 oz., 27 oz. and 28 oz. cans.

"At Allens, creating innovative ways for our consumers to enjoy our canned side dishes is a job we take seriously," said David Brown, Director of Retail Sales, Allens, Inc. "The new Southern Style line is one we know our consumers will love at first bite. Allens new Southern Style canned side dishes have the authentic flavor of traditional Allens favorites with just the right amount of spice to give them the kick that Southern taste buds desire."



Utz Makes On-The-Go Snacking Easier

Utz Quality Foods offers a more "convenient" way to snack with the addition of numerous single serve "on-the-go" products.

"Utz is always looking for innovative ways to make our customers' busy lives more convenient," said Dylan Lissette, executive vice president of sales and marketing of Utz. "With these new delicious "on-the-go" items, our customers can experience the benefit of convenience and great taste all at the same time."

The sweetest addition, old-fashioned, chewy Grandma Utz cookies, introduces a new product category within the Utz lineup. The 2-ounce, 2-pack cookies will retail for \$.79 and come in chocolate chip, peanut butter and oatmeal raisin.

True to the brand, the newest members of the Utz

salty snack family are Utz Nutz. This \$.99 nut line features 3-ounce bags of Salted Peanuts and Hot Peanuts, and a 1.75-ounce bag of Cashews.

Utz is also adding a new flavor to their successful "Dips-to-Go" line with a new Salsa dip cup. Utz's \$.99, 3.8-ounce Salsa cup provides a convenient way to enjoy salsa on the go.

Need more spice? In response to consumer requests for more hot and spicy items, Utz is adding some heat to its existing Cheese Curl line with the addition of Hot Cheese Curlys. The \$.99 Hot Cheese Curlys come in 2.375-ounce bags.

And for pretzel lovers, Utz is introducing new snackable \$2.49 10-ounce bags of their most popular pretzel items... Specials, Dark Specials, Sourdough Hards and Extra Thins.



**JUST BECAUSE YOU'RE INDEPENDENT
DOESN'T MEAN YOU'RE ALONE.**

**TEAM BRAVO OFFERS UNPARALLELED SUPPORT FOR
FLORIDA'S INDEPENDENT SUPERMARKET OWNERS.**

Congratulations!

to our
**NEW BRAVO
GRAND OPENING**
at

Bravo
802 E. North Park St.
Okeechobee, FL 34972

WE BUILD STATE OF THE ART PROGRAMS INCLUDING:

- Merchandising Expertise and Buying Power
- Site Location and Store Design Services
- Complete Field & Operational Support
- Creative Advertising
- Knowledge of Florida's Diverse Ethnic Market
- Commitment to Efficient & Low Cost Product Supply



Bravo

SUPERMARKETS FOR SAVINGS

SIGN UP & SAVE!

PREFERRED Customer CARD



**GET extra savings & SAVE on special offers every time you use your...
PREFERRED CUSTOMER CARD...**

Available at participating locations only.

**Find out how the Bravo
Program can enhance
your bottom line.**

Call Dennis Wallin,
Vice President of Store Development,
1-800-248-5727 ext 5301, or
Richie Sanchez,
Manager of Retail Store Development
1-239-595-6812

START CASHING PAYROLL AND TAX CHECKS *TODAY*

▶ WE GUARANTEE EVERY CHECK 100% ◀



SPECIAL PROGRAM FOR SUPERMARKETS & GROCERS

CHECK CASHING **CAMBIO DE CHEQUES**

WE PROVIDE YOU WITH

- TERMINAL-SCANNER
- RECORDS AND REPORTS
- COMPLIANCE AND MANUALS
- YOU WILL BE WORKING UNDER OUR CHECK CASHING LICENSE

Call now 1-800-249.3042 - www.girocheck.com



The Nationwide Turn-Key Check Cashing Solution

GIROCHECK FINANCIAL INC 703 N.W. 62nd Avenue Suite 230 Miami, FL 33126



Celebrate **A JAMAICAN TRADITION!**



One Love, One Cheese



DISTRIBUTED BY: **LA FE FOODS** • MIAMI 305-884-1100 • NEW JERSEY 201-329-6260



the best produce under the sun

At Sun, we work hard to earn our reputation for excellence

Sun International Produce is the leading exporter of fresh premium produce in the international marketplace. Sun City Produce is the leading distributor of fine produce in the southeastern U.S. With over 100 years of experience, we provide the best quality produce to our customers. Located in South Florida, the gateway to the Caribbean and Latin America, the Sun Companies maintain an enhanced leadership position in the domestic and international marketplaces.

Our commitment to your satisfaction is unrivaled in the industry.

Our commitment to providing "the best produce under the sun" is equaled only by the knowledge and energy of our on-site inspectors, the expertise of our administrative staff, and the experience and skill of our customer service personnel. Your satisfaction is important to us. Your order will receive our full attention and will arrive on time and in excellent condition.

Your satisfaction is always our top priority.



Offering the newest, largest, most state-of-the-art produce facility in the southeastern U.S.!



OUR FACILITIES FEATURE

- 144,000 square feet of refrigerated warehouse space
- Temperature controlled loading area to maintain cold chain
- The capacity to handle over 200 loads of produce at a time
- A great location! We're near all international airports, major ports and expressways
- Back-up generators – we're never without power!



OFFERING YOU QUALITY PRODUCE AND FULL RETAIL ASSISTANCE

*We can help build your business.
Please call now to learn more to or place your order.*

exclusive distributors for



2230 SW 2nd Street • Pompano Beach, Florida 33069 • Tel: 954-972-8383 • Fax: 954-545-6495
www.sunexp.com • www.suncityproduce.com

Covington, Louisiana Welcomes Brand New State-Of-The-Art Winn-Dixie

First Store In State to Receive EPA GreenChill Certification

Winn-Dixie Stores, Inc. recently celebrated the completion and opening of its brand-new store in Covington, LA. The 55,000 sq. ft., state-of-the-art supermarket, located at 70431 Highway 21 north of New Orleans, features a 24-foot tall open entranceway highlighted by an outdoor farmer's market featuring fresh produce from local growers.

This is the Jacksonville, FL-based grocer's first newly-constructed location since 2004.

In celebration of the February 3 opening, Winn-Dixie hosted a preview reception at the store the afternoon and evening before the opening which attracted a crowd of 400-500 community and business leaders.

"We are very proud to be able to offer this beautiful store to the neighbors and communities of Covington," Winn-Dixie Chairman, CEO and President Peter Lynch told TODAY'S GROCER. "Not only does it provide a best-in-class shopping experience, but it brings 200 new jobs to the area as well."

The Covington location also is the first grocery store in Louisiana to receive the Environmental Protection Agency's (EPA) GreenChill certification.

GreenChill is an EPA Partnership with food retailers designed to help reduce refrigerant emissions and



decrease the industry's impact on the ozone layer and climate change. Supermarkets that reduce their refrigerant emissions by at least 65% versus the average may receive GreenChill's store certification award. Currently, only 26 supermarkets in the entire nation have been able to qualify.

"Winn-Dixie can be very proud of this accomplishment," said Keilly Witman, manager of EPA's GreenChill Partnership. "People want to do business with stores that share their environmental values. By having the first GreenChill-certified store in Louisiana, Winn-Dixie has demonstrated to its customers and communities that it is serious about helping to save our Earth's ozone layer and fighting climate change."

Store #1433 showcases Winn-Dixie's latest design concepts, in-



Shoppers are greeted by an outdoor market full of fresh produce before entering the new Covington Winn-Dixie.



Rich Rutecky, Sales Manager of Hussmann [second from left] presents GreenChill certification from the U.S. EPA to Winn-Dixie Regional VP Joey Medina [on left], Lee Ayo, Winn-Dixie Regional Construction Manager; Store Director Ricky Carter, and Winn-Dixie Chairman, CEO & President Peter Lynch.



During an invitation only preview party at the new Winn-Dixie in Covington, La., Winn-Dixie Chairman, CEO & President Peter Lynch [left], along with New Orleans Regional Vice President Joey Medina, presented a \$25,000 check on behalf of the Winn-Dixie Foundation to the Children's Museum of St. Tammany. Present to accept the check were [center, left] Lisa Barnett, chair of the Children's Museum of St. Tammany, and Leigh Anne Wall, Junior League of Greater Covington president.

Dixie," said Joey Medina, Winn-Dixie regional vice president, New Orleans. "We are very excited to bring them a premium shopping experience every time they visit us."

Each day during the grand-opening week, customers were welcomed with a slice of king cake and the first 250 customers will receive a free grocery item. Activities throughout the month of grand-opening celebrations included live entertainment from Joe Simon's Jazz, an autograph session with local Mardi Gras expert Arthur Hardy, a crawfish boil, local flavor food sampling, and a Mardi Gras-themed Family Fun Day. Additionally, a drawing was held for a Mardi Gras package that included hotel accommodations in New Orleans and passes to ride on a Mardi Gras parade float, compliments of Coca-Cola.

"We are proud to have Winn-Dixie as a community partner," said St. Tammany Parish President Kevin Davis. "This neighborhood store is not only convenient for Covington residents, but also brings a positive economic impact to the Parish. I also appreciate Winn-Dixie's planning efforts with the Parish's Department of Homeland Security. Winn-Dixie is an essential partner in our emergency recovery plan."



WHAT'S FOR DINNER? Refrigerated case displays tasty examples for a main course through dessert as Winn-Dixie entices shoppers to 'get better meal solutions here'.

Customers will experience the following enhanced features:

- large produce department featuring an outdoor farmer's market and a wide variety of organic and natural products
- large, well-stocked wine department
- Iwine steward
- Icustom sandwich and sub shop
- Iwood-burning rotisserie
- Iwing bar and hot foods station
- Ibarbecue station
- Ipanini grill
- Isalad bar
- Iyogurt bar
- Ipeanut butter machine
- lolive cart
- Ibakery department with freshly-baked muffins and bread and specialty desserts
- I16' iced seafood case, lobster tank and freshly-prepared sushi
- Ilarge meat department with full-service meat case
- INaturewell Natural Beef and Prairie Grove Farms natural pork selections
- Icarving station
- Ilarge frozen food and dairy departments
- Ifull pharmacy, featuring a wellness center
- Ifloral department
- Iseasonal merchandise and gift section
- Iready-to-cook meal solutions

cluding 21,000 sq. ft. of polished wood flooring, 34,000 sq. ft. of stained concrete flooring, and an exposed beam ceiling. At the entrance, a sleek, modern glass-front exterior overarches a covered walkway.

"We invite all of our Covington neighbors to see their new Winn-



Pictured in front of the new state-of-the-art Covington Winn-Dixie are: [from left] Store Director Ricky Carter and Co-Director Gary Crowe.



OPENING DAY CUSTOMERS did some serious shopping as they visit their new Covington Winn-Dixie for the first time, February 3.



Buon Giorno

Taste how **ALBERTO** does Italian.

At Trujillo & Sons quality and value is instilled in our tradition which has been handed down from generation to generation. It is this foundation that is at the core of our expanding assortment of Alberto branded products. We now offer a full line of traditionally inspired Pastas, Tomato Paste, Sauce and Extra Virgin Olive Oils. Packaged with our new bold brand image they are sure to attract attention and move off shelves quickly.

Quality food products from a partner you can rely on.



Quality Food Products

1100 NW 23 rd. Street
Miami, FL 33127 (305) 633-6482
www.trujilloandsons.com



Associated Grocers of Florida Hosts Sunshine State's Largest Food Show

Doubletree Miami Mart Hotel & Convention Center • Miami, Florida • February 16-17, 2010



MAGICAL MOMENTS – featured entertainer at the Grand Banquet was comedian/magician Mark Robinson pictured on stage with his assistant and AG of Florida Chairman of the Board Jim Rines, President/CEO Cal Miller and Food Show Chairman/Master of Ceremonies Roy Deffler.



Martin Pomerantz, Western Beef; Gregg Young, Associated Grocers; and Cathy Avery, Western Beef.



Julio Sanchez, Associated Grocers; Manual Marrin, Presidente Supermarkets; and Lou Moore, Associated Grocers of FL.



Gregg Young, Amaury Portela, and Cal Miller, Associated Grocers; Manuel Marrin, Presidente Supermarkets and Mandy AZOSTA, Tropic Save Supermarket.



AG of Florida Chairman Jim Rines with AG President/CEO Cal Miller.



Jose Aybar, B & D Supermarket [Tampa] pictured with AG of Florida COO Chris Miller [second, left] and AG Team Members Angel Ruiz, Charlie Web, and John Cagney.



Cal Miller and Roy Deffler with AG Board Member Jeff Futral, Futral's FoodWay Frostproof, Florida and his wife Vicki.



Howard Elkin and Cal Miller [right] with Ricardo Carbonell and Jorge Guerra, Sedano's Supermarkets.



Ariel Melchor welcomes AG Board Member Allen Milam, Milam's Supermarkets; Roger Kurr, AG, [second, left] and Norm Orths, Milam's [right].



■ BEST BOOTH AWARD HONORS for their outstanding booth again went to Russel and Harold Louis, Total Sales Inc.



■ Walter Howard with Cal Miller.



■ Jim Rines, Ron Dicks; Board Member Allen [Bubba] Neal; Mitch Terry and Cal Miller.



■ AG's Angel Ruiz with Jose Aybar, B & D Supermarket.



■ Cal Miller, Nancy Helmich- A.G. Executive Assistant to the President; Doubletree Convention Mgr. Orlando Menendez; and Food Show Chairman Roy Deffler.



■ Pedro Mesa with Ariel Melchor.



■ SEDANO'S SUPERMARKETS- Michel Leon, Ricardo Carbonell; AG VP-Market Development Amaury Portela, Isnardo Batista, Juan Gellemes.



■ AG Board Member Jerry Keen and his wife Meta with Stu Marowitz, MD Food Brokers and AG VP-Meat Larry Gherardini.



■ Wally Hamed, Mike Yusuf, and Waheed Hamed, Plaza Xtra [USVI].



■ Cal Miller with Helena Linares, Ken Wells, Big General [Bahamas], Cesar Linares.



■ Ronald Duggins, Duggins Group with AG of Florida COO Chris Miller.



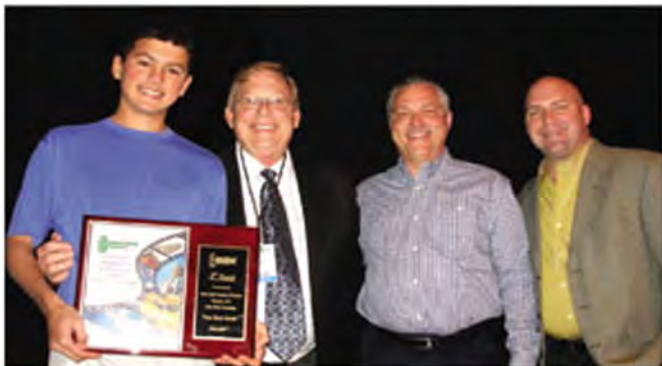
■ Jesus Gamez and Luis Gamez , Plaza Mexico.



■ Kerry Maxwell, Wachovia, with Cal Miller.



■ Lew and Colmetta Handfield, K.J. Foods [Turks & Caicos].



■ **THIRD PLACE - 'Best Booth' Honors** went to the 'More for Me' exhibit. Here food show Chairman Roy Deffler and his grandson Andrew Perez present the award to Rocky Craig and Chris Lavoy.



■ **SECOND PLACE - 'Best Booth' honors** received by Pan American Foods President Manny Garcia and the PAFB team.



■ **Jesse Burke and Rachel Lammers**, Bailey's General Store [Sanibel Island, FL].



■ **GIROCHECK-** Oscar Tobar, Sheen Villar, Jamie Jaramillo, and Diego Higuita.



■ **BRAVO SUPERMARKETS-** Jay Reinstein [Krasdale Foods] Alina Leal, Jose Jorge, Ray Vann, and Mayra Rodriguez.



■ **PAN AMERICAN GRAIN [RICO RICE]** – Javier Ferrer, Jesse Perez, Javier Valentin, Jose Gonzalez, and Oscar Ura, Advantage Sales.



■ **HISPAMER CORP-** Thomas Pirkle, Hickory Foods Inc., Erik Fernandez and Danny Serna.



■ **Raul Morales, Ariel Melchor, Carlos Hernandez, National #2 [Hialeah, FL], Tony Medina and Cornelop Campos, AG.**



■ **ASSOCIATED GROCERS OF FLORIDA** President/ CEO Cal Miller with Loly Pinilla [Operations] and Barbara Lopez [International].



■ **ASSOCIATED GROCERS OF FLORIDA** Chairman Jim Rines [Rines IGA-Indiantown] and his wife Frances.



■ **Cal Miller** welcomes Bravo Supermarket's Jose Jorge to the show.



■ **Wissam Amoudi**, American Fine Foods, Cindy Zabala, Vinita Tandon, and Cal Miller.



■ **Roy Deffler, Charles Mayor; Debbie and Champ Hardee**, Rines IGA Supermarket.



■ **Clifton Fernander and Debbie Swan**, Super Value [Bahamas] with AG's Cal Miller.



■ **Miguel Herrera**, Pan American Grain [Rico Rice]; **Boris Nuñez; Juan Gellemes, Ariel Melchor, AG of Florida Senior Executive VP Georgina Perez, Michel Leon, Armando De Los Rios, Javier Valentin, Pan American Grain [Rico Rice], Mibaldo Menendez and Ricardo Carbonell**, Sedano's Supermarkets.



■ **AG's Jerry Ruiz and AG VP/Procurement Gary Bausch.**



■ **"More for Me" demonstrator Matilde Alvarez** with Loly Pinilla.



■ **Sanjay Kumar, Jamie Largent, and Benny Carmona**, Sun City Produce Company, with Tom and Debbie Guyton.



■ **TÉCNICA** – Heather Chavarriga, Victoria Monteiro, Luis Duran, Sofia Penton, Nathalia Penton, Pedro Penton, Técnica President, Jesus Rodriguez, Hector Martinez [far right] with vendors Arnold Sacher and Bob Ferris.



■ **AG's Wally Perez Jr. [left] and Bobby Fortunado [right]** with Pedro Aleman and Juan Colome, Flowers Baking.



■ **Johnette Gonsalvez [third left] and Mark Kendall [center]** with the group from AG/IGA: David Lubar, Bud Waddell, Philip Fernandez, Claudia Pelaez, and Julio Sanchez.

Scenes from- Wednesday Afternoon "Power Buy" Session



Scenes from- Grand Banquet Reception



Gourmet Ethnic Niche:

We Stand Out Among the Few In America In This All-Important Category



"Proudly Supplying the Preferred Brands of the Caribbean"
KINGSTON-MIAMI TRADING COMPANY

1-305-324-0231 • 1-800-915-5678 • 1-888-700-6163 • 1465 N.W. 21st Ter. • Miami, FL 33142
 Web: www.kingstonmiami.com • Email: kmt@kingstonmiami.com • Fax: (305) 324-6559

CHRISTINE CHA-FONG, CEO • PATRICK A. CHA-FONG, PRESIDENT
Quality Products for the International Market

Gourmet Ethnic Niche:

We Stand Out Among the Few In America In This All-Important Category



"Proudly Supplying the Preferred Brands of the Caribbean"
KINGSTON-MIAMI TRADING COMPANY

1-305-324-0231 • 1-800-915-5678 • 1-888-700-6163 • 1465 N.W. 21st Ter. • Miami, FL 33142
 Web: www.kingstonmiami.com • Email: kmt@kingstonmiami.com • Fax: (305) 324-6559

CHRISTINE CHA-FONG, CEO • PATRICK A. CHA-FONG, PRESIDENT
Quality Products for the International Market

Southeast Wholesale Foods Retailers "All In For Savings" as SWF Hosts 12th Group Buying Event and Casino Night Extravaganza



So happy he hardly couldn't contain himself - winner Pedro Jurpe, La Fama Supermarket, was the lucky winner of a Sony 40" LCD television.



SOUTHEAST WHOLESALE FOODS - Kevin Darcy, Raphael Paderno, Tony Palacios, Ten Martin, Southeast Wholesale Distribution President/CEO Rich Bauer, Gaston Diaz, Mary Lopez, Mike Welch, Robert Fundora, Pepe Roldado, and Bob Feely.



Gaston Diaz (fourth right) and Tony Palacios (second right) with the group from Presidente Supermarkets.



GRAND PRIZE WINNER - Julio Monterrey, Diaz Supermarket #4, was the lucky winner of the Grand Prize Jackpot - an ultimate gaming get-away to New Orleans!



Robert Fundora, Southeast Wholesale Foods (center), with Manny Nolasco, Central Supermarket, and Pedro Jurpe, La Fama Supermarket.



Fern Young, Mike Welch, Edward Fellows, Dave Leja, Nikki Schick, and Donna Aluhani, SEFF/SWF.



Mary Lopez, David Lopez, and Ginahausen, SWF, pictured with Gerrie Paulina and Alex Perez, Guines Supermarket.



Mary Lopez, David Lopez, and Ginahausen, SWF, pictured with Gerrie Paulina and Alex Perez, Guines Supermarket.



Marianela Ambros, Ariel Ambros, and Junior Martinez, CROSSMARK, with Julio Monterrey, Diaz Supermarkets.



SWF Customer Service Mgr. Mary Lopez (second, left) pictured with Soanigo Coca, Karlin Coca, and Karys Coca, Triton Foods.



Julio Napoles, Farm Stores, with his new 60" outdoor barbecue grill.



HAPPY, HAPPY - Yaritza Rodriguez, Diaz Supermarket #3 and her new iPod Touch.



Things were even better the second time around for Yaritza Rodriguez, Diaz Supermarket #3, who was also the lucky winner of an Insignia 22" LED television.



Bob Feely, SWF, with Tim Muehring, Unified Wholesale Grocers.



Bringing the party to life, the R.O.I. Marketing Specialists showgirls: Joanna, Olicia, Samantha, and Lisa.

Southeast Wholesale Foods Retailers "All In For Savings" as SWF Hosts 12th Group Buying Event and Casino Night Extravaganza

Hilton Miami Airport Hotel
Miami, Florida
February 19, 2010



So happy he hardly couldn't contain himself - winner Pedro Jurge, La Fama Supermarket, was the lucky winner of a Sony 40" LCD television.



SOUTHEAST WHOLESALE FOODS - Kevin Darcy, Raphael Paderno, Tony Palacios, Ten Martin, Southeast Wholesale Distribution President/CEO Rich Bauer, Gaston Diaz, Mary Lopez, Mike Welch, Robert Fundora, Pepe Roldado, and Bob Feely.



Robert Fundora, Southeast Wholesale Foods (center), with Manny Nolasco, Central Supermarket, and Pedro Jurge, La Fama Supermarket.



Gaston Diaz (fourth right) and Tony Palacios (second right) with the group from Presidente Supermarkets.



Pam Young, Mike Welch, Edward Fellows, Dave Leja, Nikki Schick, and Donna Aluhai, SEFF/SWF.



GRAND PRIZE WINNER - Julio Monterrey, Diaz Supermarket #4, was the lucky winner of the Grand Prize Jackpot - an ultimate gaming get-away to New Orleans!



Mary Lopez, David Lopez, and Ginahausen, SWF, pictured with Gerrie Paulina and Alex Perez, Guines Supermarket.



Mariamela Ambros, Ariel Ambros, and Junior Martinez, CROSSMARK, with Julio Monterrey, Diaz Supermarkets.



SWF Customer Service Mgr. Mary Lopez (second, left) pictured with Sooming Coca, Karlin Coca, and Karys Coca, Triton Foods.



Bob Feely, SWF, with Tim Muehring, Unified Wholesale Grocers.



Julio Napoles, Farm Stores, with his new 60" outdoor barbecue grill.



Things were even better the second time around for Yaritza Rodriguez, Diaz Supermarket #3, who was also the lucky winner of an Insignia 22" LED television.



Bringing the party to life, the R.O.I. Marketing Specialists showgirls: Joanna, Olicia, Samantha, and Lisa.

Scenes from – Group Buy Session



MASTER OF CEREMONIES
Raphael Padierno keeps the buying action fast and the deals comin'.



Grocers Go 'All Out For Savings' at SWF Casino Night



■ Southeast Wholesale Foods VP of Sales Kevin Darcy, pictured with Dilcia Muñoz and Jenny Staton, R.O.I. Marketing Specialist.



■ Gaston Diaz, Gina Hausen, Rich Bauer, and Tony Palacios.



■ Mike Welch with buyers Patty Gomez, Carla Winnegar, and Dave Leja, Southeast Wholesale Foods.



■ SOUTHEAST WHOLESALE FOODS' General Manager Tony Palacios and VP-Domestic Sales Pepe Rohaidy, pictured with Victor Gonzalez from El Gallego Market.



■ Eleno Morua and Yaritza Rodriguez, Diaz Supermarkets #3, pictured with SWF Group Buying Session Master of Ceremonies Raphael Padierno.



■ CROSSMARK Account Executive Linda Horn went home with a new Samsung Blu-ray Disc Player.



■ Tim Martis, Raphael Padierno, and Marc Goodman, SEFF/SWF, with Analia Bonilla, Rey Chavez Distributors.



■ SWF Sales Bob Feeley [center] pictured with Rudy Albazyin, Georgia Grocery and Juan Merced, Croft Food & Meat Center.



■ SEFF/SWF buyers Dave Leja, Patty Gomez and Carla Winnegar, with Store Development Mgr. Gaston Diaz.



■ Mr. and Mrs. Fausto Borges, Advantage Sales.



■ Gloria Gonzalez and her new Garmon GPS!



■ ADVANTAGE SALES GROUP - Mark Feiler; SWF's Gina Hausen; Bob Hengstler, Howard Hengstler, Ken Reich, and Oscar Ura.



■ Nikki Schick, Carlos Rodriguez, and Gina Hausen, SWF, pictured with Jose Damien, Dixie Foods [second, right].



■ FLOWERS BAKING CO.- Diego Gil, Juan Colome, and Pedro Aleman.



■ Osmil Alonso, SWF [center] pictured with Melvin David Villeda, Arnulfo Villeda, Armando Espaza and Orfino Clieros, Presidente Supermarkets.



■ Donna Alufohai, Gaston Diaz, Gina Hausen, Nikki Schick, and Mary Lopez, SWF.



■ Osmil Alonso, SWF, with Rodolfo Lorenzo, L & J Grocery, and Ruben Olivarez.



■ Marc Goodman CFO Southeast Food Distribution and Bob Feeley, SWF, with Chuck Thyng, Unified Wholesale Grocers.



■ David Bloom, Premier Foods, with Osmil Alonso, SWF Sales Dept.

■ Busch's Fresh Food Market, with fifteen locations in Michigan, has introduced Busch's MyWay, a free online program that saves money, time and effort for Busch's shoppers.



Busch's Launches Personalized Online Shopping and Savings Program

Busch's Fresh Food Market in Michigan has introduced Busch's MyWay, a free online program that saves money, time and effort for Busch's shoppers.

Exclusive to Busch's, MyWay alerts members to sale prices on their favorite items. Each week via email, members receive sale price alerts for the next two weeks, offering shoppers the advantage of shopping around upcoming sales. MyWay members can also place online orders for easy curbside pickup.

"We like to think of MyWay as the biggest convenience since the shopping cart," said Kim Brown, Busch's director of marketing. "MyWay makes it easy to save money and time on grocery shopping. Current members tell us they save 20 to 40% on their weekly groceries when they use the system to shop for sales."

Busch's MyWay members can use their home computer to create personalized shopping lists based on

their needs. Shopping lists can also be generated from a MyWay member's personal shopping history, which grows with every shopping trip.

Members can create as many lists as they like: a quick list for tonight's dinner, another for the weekly grocery trip, one for parties, special recipes and more. Lists can also be developed to accommodate special dietary needs, such as gluten-free or organic items. Lists can be saved in the MyWay member account for repeated use.

"We're proud this program allows shoppers to effortlessly enjoy the fine values we offer," said John Busch, president of Busch's. "MyWay personalizes sale information according to what our guests like, and allows them to quickly and easily plan meals, shop, and save."

MyWay is available in all 15 Busch's stores, located in Lenawee, Livingston, Oakland, Washtenaw and Wayne counties.

Glenny's Launches Fruit & Nut Energy Bar

Glenny's has announced the launch of their fruit and nut energy bars. These high-quality all-natural bars will be available nationally. Glenny's fruit and nut energy bars provide consumers with a delicious, convenient form of pure energy and nutrition.

Glenny's are known for making "Healthy Snacks since 1979." These latest fruit bars are as delicious as energy bar—yet have all-natural energy, providing energy the way nature intended. Offered in four flavors (cranberry and almond, classic fruits & nuts, classic nut mix, and cashew & almond), Glenny's fruit and energy bars use carefully-selected whole fruits and nuts. As a result, all four flavors are rich in naturally occurring proteins, healthy fats, wholesome carbs and protective antioxidants—which are important building blocks for immediate—and sustained—energy release. These bars are completely free of additives like protein powders and added vitamins, and common allergens, including wheat, gluten, dairy, corn and soy. Additionally Glenny's fruit and nut energy bars use only whole fruits—not puree or paste—to sweeten their bars, and they are completely all-natural, non-dairy, gluten free, and low sodium snacks. As a result, they just taste better than artificially-sweetened energy bars.

Glenny's pure fruit and nut energy bars have a strong market differentiation and mass market appeal that will make the bars stand out in this burgeoning market segment. According to Glenny's President, Glen Schacher, "This category is expanding tremendously. We feel that we're bringing the perfect product to market at the perfect time."



Do you really know JACK?

This Jack is KING of the Pack!



Distributed by

IBERIA
FOODS
CORPORATION

12300 N.W. 32nd Ave.
Miami, FL 33167
Tel: 305-863-8840
Fax: 305-884-7939



Better Taste,
Better Value!
Take home a
CAN today!



QUALITY SINCE 1922
Grace
Bringing Good
Taste to Life

Everybody Cleans Up With

mistolín®

CLEANS • DEODORIZES • PERFUMES

You Can Too!

Mistolin has been a favorite of demanding homemakers for over 20 years.

Our products are used to clean and to put that delicate aroma that housewives appreciate in their homes.

Mistolin is available in 12 different fragrances and sizes of 15 oz., 28 oz., 64 oz., and 128 oz.

Mistolin Deodorizing Cleanser is designed to deodorize while effectively cleaning every room of the home.

It leaves a fresh fragrance on floors, the kitchen, walls, windows, and bath.

It also gives a delicate scent to freshly laundered clothes.



Order the Full Line Today!

www.mistolincaribe.com

Customer Service: 1-800-373-6983

Distributed by La Fe Foods

Miami: 1-305-884-1100

New Jersey: 1-201-329-6260

"Mistolín al sucio le pone fin"

Wines & Beers



Santa Barbara Wine Company Launches Line of Artisan Wines

Santa Barbara Wine Company is launching a new line of artisan wines that combine the lifestyle appeal of this stunning coastal spot with the superior grape growing environment of Santa Barbara County. This inaugural release includes the 2008 estate-grown Pinot Noir and Chardonnay, retailing for \$20 and \$17, respectively.

Santa Barbara is often referred to as the "American Riviera" - a place that conjures up images of waves, spas, beachfront dining and, of course, the perfect glass of wine. Wine lovers looking for the fresh, modern style of Santa Barbara County will be delighted with these high-quality, luxurious wines.

The Santa Barbara Wine Company wines come from two vineyards situated on the Central Coast. In the Los Alamos subregion of Santa Barbara County, the Cat Canyon Vineyard



provides the backbone for the Chardonnay. The vineyard's cool climate, combined with sustainable farming practices, produces vibrant, fruit-driven Chardonnay. This wine is crafted in a refreshing style, with limited oak treatment and minimal malolactic fermentation, and retails for \$17.

The Santa Barbara Wine Company Pinot Noir is sourced entirely from the North Canyon Vineyard, which is located adjacent to one of the most famous vineyards on the Central Coast, Bien Nacido. The Cuyama River runs alongside the vineyard, and, with its maritime influence from the Pacific Ocean, the vineyard produces

elegant and expressive Pinot Noir. The wine offers vibrant strawberry and cherry aromas with racy acidity, making this a very food friendly Pinot Noir, which retails for \$20.

Duca Del Frassino



Cantina di Soave, one of the most prestigious wineries in the Veneto region, has launched Duca del Frassino (\$19.99), the first ever wine-in-box from Italy. Two easy to drink, high quality wines—Pinot Grigio/Garganega and Cabernet Sauvignon/Corvina—blend indigenous Italian varietals new to American consumers for fruit forward, and food friendly flavors.

Premium, Value-Priced, Indigenous Varietals of Italy in Eco-Friendly Packaging

Duca del Frassino, the first-ever box wine from Italy, launches in the U.S. Produced by Cantina di Soave, one of the most prestigious wineries in the Veneto region, Duca del Frassino is the first of its kind to emerge from one of the most important wine producing regions in the world. Two premium wines—Garganega/Pinot Grigio and Cabernet Sauvignon/Corvina—offer high quality, fresh and easy-to-drink blends of noble indigenous varietals. The stylish 3-liter packaging in vibrant green and red respectively is contemporary, eco-friendly and convenient. The built-in spout and handle allows for easy pouring and carrying. Consumers will embrace Duca del Frassino with each box containing approximately 20 glasses of delicious wine, lasting up to five weeks upon opening, and priced attractively at \$19.99.

Cantina di Soave, which has been

producing premium wines since 1898, incorporates 110 years of winemaking experience with cutting-edge viticultural techniques. "As the wine market continues to evolve, we recognized that the fastest growing category was missing its crown jewel—the world's first Italian box wine," said Enore Ceola, Managing Director of MW Imports, importer of Duca del Frassino (a Division of Mionetto USA, Inc.). "These wines represent our mission—to showcase premium Italian wine from the Venetian region that over-delivers on quality, taste and appeals to today's discerning wine consumer." Duca del Frassino is poised to become the leader in the box wine category with the support of distributors, aggressive PR and Marketing in the U.S. to garner trade and consumer attention.

Duca del Frassino Garganega/Pinot Grigio, light straw in color, offers hints of white flowers on the nose followed by crisp, well-balanced flavors of stone fruits. This luscious, fruit-forward wine is a perfect aperitif, but also pairs well with seafood and light pastas. The Corvina grape—the principal grape of the renowned Amarone—is highly prized for its unique notes of almond and cherry. Duca del Frassino Cabernet Sauvignon/Corvina is deep purple in color and opens with aromatic red cherry aromas and lush dark fruit on the palate, pairing best with red meat and deep, flavorful tomato based sauces.

Duca del Frassino has been introduced at an economic time when consumers are increasingly entertaining and dining at home. "We were very enthusiastic to hear about the DUCA boxes," said James Allen, Executive VP, Managing Director Fine-Wine, Odom - Southern Wine & Spirits. "We feel that the timing is perfect for premium Italian 3-liter boxed wines. The wine blends: Garganega/Pinot Grigio and Cabernet/Corvina have the right taste profile for American wine consumers—full of flavor and really friendly. The packaging is 'Italian-chic' and eco-friendly. We feel that all of the elements are in place to make DUCA a winner."

Long Island, NY and Rioja, Spain

Two Wine Regions Join Growing Global Coalition to Protect Wine Place Names

The wine regions of Long Island, NY and Rioja, Spain became the latest signatories of the Joint Declaration to Protect Wine Place & Origin, a global movement aimed at ensuring wine place names are protected and not abused or miscommunicated to consumers.

With the addition of Long Island and Rioja, the Joint Declaration to Protect Wine Place & Origins now boasts 15 of the world's most prominent wine regions - all jointly advocating for better protection of place names. Other signatories of the Declaration include: Champagne, Chianti Classico, Jerez, Napa Valley, Oregon, Paso Robles, Porto, Sonoma County, Victoria, Tokaj, Walla Walla Valley, Washington

state, and Western Australia. "On behalf of all the bodegas that make up the DOC Rioja, we are thrilled to join the Declaration partners and express our unequivocal support for the integrity of wine place names," said Victor Pascual Artacho, president of the Denominacion de Origen Calificada Rioja. "No matter where a wine comes from, consumers deserve to know if the wine they drink is what it says it is on the label."

By becoming signatories of the Declaration, members agree that geographic names are fundamental tools for consumers to identify the special wines associated with specific winegrowing regions. And as such, they commit to work together to bring the nec-

essary awareness and advocacy to bear to ensure these names are protected and respected. From great winegrowing regions to consumer rights groups to everyday wine consumers, more and more are making their voices heard in the campaign to protect wine place names.

The Joint Declaration to Protect Wine Place Names & Origin was signed by the original seven members on July 26, 2005. These founding members included Champagne, Jerez, Napa Valley, Oregon, Porto, Walla Walla Valley, and Washington state. On March 21, 2007, six more regions joined in the global effort including Chianti Classico, Paso Robles, Sonoma County, Tokaj, Victoria and Western Australia.



"YOUR FINE WINE STORE"
11753 SOUTH DIXIE HWY. • PINECREST, FL 33156
305-235-4302

Call For Corporate & Private Wine Tasting With Our Wine Connoisseur !!

MON-THURS: 9AM-9PM • FRI-SAT: 9AM-10PM

VISIT US, YOU WILL EXPERIENCE THE DIFFERENCE



COME BY TODAY
Enjoy a glass of wine at our Wine Bar





You're Gonna Love Us!

Vintage Liqueurs

Offers you over 1600 boutique wines & a large variety of spirits and gourmet beers that you won't find at any other liquor store.

We offer superb service, everyday low prices, weekend tastings, cigar humidors, temperature controlled wine cellar with hard-to-find old & rare wines, great gifts & wine accessories beer kegs, and a largest selection of single malts & tequilas.



Your One-Stop Wine Shop

Vintage Liqueurs & Wine Bar
11753 SOUTH DIXIE HWY. • 305-235-4302

VISIT US SOON!

Sprouts Farmers Market Debuts Sixth Colorado Location in Castle Rock

Sprouts Farmers Market opened in Castle Rock, Colorado on February 12. The 28,300 sq. ft. market, located in The Shoppes at Castle Rock (5650 Allen Way) joins other Colorado locations in Aurora, Boulder, Fort Collins, Parker and Westminster. Additional Colorado stores in Centennial, Greeley and Lone Tree are scheduled to open later this year.

Sprouts' distinctive format offers a bright, cheery shopping experience that has been its cornerstone since the founders, the Boney family, opened their first produce stand in 1943. The stores feature natural, organic and favorite indulgence foods at a great value including mountains of fresh produce, an outstanding selection of meats, fresh-off-the-boat seafood, and a scoop-your-own wonderland in the bulk department. "We are very excited to open a Sprouts in the charming community of Castle Rock and provide local residents with an abundance of healthy and natural food choices. We look forward to becoming the friendly neighborhood grocer and invite the community to enjoy our spacious market and take advantage of low prices on great-tasting healthy and natural foods."



■ **OPENING DAY CROWDS** pack the new Sprouts Farmers Market located in The Shoppes at Castle Rock. The 28,300 sq. ft. market is the sixth for the company in the state.

Doug Sanders, President and COO, Sprouts Farmers Market told TODAY'S GROCER.

Nestled near the scenic hills, the new market will energize the local economy and feed the healthy appetite for natural foods in the re-

gion. "With its old-town charm and wonderful sense of community, Castle Rock is the perfect fit for our grass roots-style market. We are honored to join the community and grateful that local residents have shown such an enthusiasm and anticipation for our opening," said Vince Powell, Castle Rock Store Manager, Sprouts Farmers Market.

The Round Rock location is the first in Texas and one of just 13 grocers in the nation to achieve gold certification from the GreenChill Advanced Refrigeration Partnership, a voluntary business-government program managed by the U.S. Environmental Protection Agency. The partnership's chief goal is to reduce emissions of refrigerants that damage the Earth's protective ozone layer and contribute to global warming.

"Sprouts Farmers Market shares the EPA's commitment in decreasing refrigerant emissions through innovative refrigeration design and leak tight practices in our existing and future stores," said Jerry Stutler, Vice President of Construction and Facility Engineering, Sprouts Farmers Market. "We are committed to being an environmentally conscious neighbor and grocer."

Keilly Witman, manager of the GreenChill partnership, hailed Sprouts for achieving "a very high environmental standard with its store in Round Rock - the very first EPA gold-certified store in the state of Texas. As one of GreenChill's newest partners, Sprouts is off and running to reduce the company's impact on the earth's ozone layer and climate change."

Sprouts Farmers Market, with this opening, now has 45 markets in Arizona, California, Colorado and Texas. In addition to the Colorado openings, 2010 expansion includes five new locations in California; Culver City, San Diego, Sunnyvale, Thousand Oaks, and Valencia.



■ Getting to Know-



■ Store Manager Vince Powell with Sprouts COO Doug Sanders.

Vince Powell

Store Manager
Sprouts Farmers Market-Castle Rock

In the grocery business for nearly 30 years, Vince Powell has held multiple positions including courtesy clerk, department manager, assistant manager and ultimately store manager. After quick stops in loss prevention and human resources and a stint in the hardware business, Powell realized his passion for grocery. Now opening his third Colorado market, Castle Rock has reignited his love for a small town community. "Our neighbors and residents have shown us such a warm welcome and we look forward to being part of this wonderful community and offering a fun, friendly place for folks to shop for fresh, healthy foods."



■ **STORE TOUR-** Getting a first look at the new Castle Rock Sprouts are: [left to right] Castle Rock EDC Chairman Wes King, Town Councilman Ryan Reilly, Castle Rock EDC CEO Frank Gray, and Sprouts Farmers Market Dir. of Partnership Marketing & Communications Dana Lambert.



■ Castle Rock residents of all ages have no problem in finding many items that appeal to their tastes.

28 Bakery



Sweet Memories

Childhood Bakeshop Inspires 7-Eleven's New Chocolate-Covered Donuts

Joe Hermes, 7-Eleven Inc. senior fresh foods director for baked goods, has sweet memories of the German bakery just blocks away from his grandparents' home in Louisville, Ky. His favorite bakery treat? Donuts with chocolate icing.

7-Eleven stores are now introducing a richer, fudgier icing for its chocolate-covered donuts — one Hermes knows well from his childhood visits to Wohlleb's Bakery in Louisville. The new chocolate donuts are available in 4,800 U.S. and 400 Canadian stores that carry fresh-made-daily baked goods.

Founded in 1919, Wohlleb's Bakery was a Louisville institution for more than 90 years and influenced Hermes' decision to enter the bakery business. As an adult, Hermes ran his own independent bakery, worked in bakery operations for a national grocery retailer and for Dawn Food Products, a commercial baking supplies company. He joined 7-Eleven, Inc. to head up the company's fresh bakery and pastry program whereby stores order daily and receive overnight sweets and morning treats. The fresh-made products are prepared every day of the year by third-party experts in bakery facilities where 7-Eleven has a concentration of stores.

Instead of making donuts by the dozen in retail shops, Hermes oversees the daily production of millions of cookies and brownies, apple fritters and muffins, croissants and bagels for 7-Eleven stores.

So when it came time to pump up the ever-popular donuts, he remembered the indulgent chocolate icing and worked to find a similar recipe.

Interestingly, the son of the Louisville bakery's founder went to work for Bessear Company, which commercialized the icing from his dad's shop. Bessear was purchased by Dawn Foods in the 1980s. The professionals at Dawn recognized



■ JOE HERMES, 7-Eleven, Inc.'s senior director for bakery, relishes biting into 7-Eleven's donut with new, fudge-like chocolate icing. The recipe harkens back to a family bakery he frequented as a child.

the winning chocolate icing recipe and kept it in their recipe files.

Hermes approached 7-Eleven's bakery partners, including Dawn, across the country, about creating a richer, more decadent chocolate icing for its donuts. The first round of icing entries numbered in the hundreds. Dawn's entries included the Wohlleb Bakery recipe, created so many years ago. Dozens of taste tests resulted in the selection of the winning icing.

Hermes wasn't the only one who thought the Wohlleb's chocolate icing was the clear favorite. Third-party bakery partners who produce 7-Eleven's delivered-fresh-daily products know a winner when they taste it. Although critically important, flavor is just one measure of a successful recipe. Mouth-feel or

texture, melting point and appearance are also taken into account. The Wohlleb recipe consistently rose to the top and, ultimately, was chosen to coat the millions of donuts sold at 7-Eleven stores.

Hermes knows his icings, especially chocolate. "This is a pre-eminent chocolate icing, and is one of Dawn's premium products," Hermes said. "We tweaked the recipe a little to make it smoother, but the taste is just as delicious as I remember it from the local bakery on 36th and Broadway."

Although Wohlleb's Bakery has long been closed, that family's famous chocolate icing can continue to delight customers who purchase chocolate-covered donuts from participating 7-Eleven stores' bakery case.

EarthGrains Invites Consumers to Join the "Plot to Save the Earth"

EarthGrains brand announced that its 100% whole grain, 100% natural line of wide pan breads will now include Eco-Grain™ wheat in its ingredients. Eco-Grain wheat is grown using innovative farming techniques that benefit the environment because they promote more sustainable agricultural practices. EarthGrains brand is the first to work in partnership with Horizon Milling to bring a product to market that includes Eco-Grain wheat. To support the product introduction, the brand is launching the "Plot to Save the Earth, One Field" at a Time marketing campaign and inviting the public to join the movement to benefit the environment.

"EarthGrains bread made with Eco-Grain wheat gives consumers the added knowledge that they are helping the environment with every loaf they purchase, in addition to the great taste and nutrition they expect" said Tim Zimmer, vice president, Sara Lee North American Fresh Bakery.

"As part of our movement to help the environment, we're educating consumers about how to take other small steps to make a positive impact, including supporting the use of innovative agricultural practices."

Eco-Grain wheat makes up 20 percent of the whole grains in EarthGrains' brand wide-pan bread, but the brand will expand its use to EarthGrains Thin Buns later this year.



Ohio Based Italian Bakery Unveils Fresh, Handmade Favorite

Orlando Baking Company has unveiled new packaging and an enriched recipe for their Handmade Knotted Egg Rolls. The rolls, which are baked-fresh and individually knotted-by-hand, hit grocery shelves recently at major retailers in Cleveland, Akron, Canton and Columbus.

The new clear packaging allows consumers to see the fresh hand-knotted rolls, offers serving recommendations and two Orlando family recipes — Colorful Tuna Salad and Rosemary Garlic Beef Tenderloin. The Handmade Knotted Egg Rolls are made with fresh ingredients — such as whole eggs, milk and wheat flour.

"Over the last five generations our family has been baking bread for family tables and fine dining restaurants across the country," said Nick Orlando, Jr., Vice President of Sales and Marketing, Orlando Baking Company. "The new packaging is designed to show off the artisan craftsmanship of our delicious Handmade Knotted Egg Roll. The beautifully knotted rolls were inspired by our Italian roots and we know our consumers will enjoy them."

Sara Lee Introduces Sara Lee® Soft & Smooth® Plus Breads

Provides New Way to Incorporate DHA-Omega 3 into Children's Diets

Sara Lee North American Fresh Bakery has announced the expansion of its successful *Soft & Smooth* bread line with the introduction of new Sara Lee® *Soft & Smooth Plus* breads Made with DHA Omega-3. Based on a growing body of scientific evidence, docosahexaenoic acid (DHA) Omega -3 helps to support healthy brain development.

Sara Lee *Soft & Smooth Plus* breads provide moms with a nutritious and simple means to ensure their children continue to receive the benefits of DHA Omega-3, together with other sources of DHA in their diet, beyond infant formula and jarred baby food.

Available in 100% Whole Wheat and Made with Whole Grain White, Sara Lee *Soft & Smooth Plus* Made with DHA Omega-3 breads are the first nationally distributed breads of its kind in the United States. The new breads provide moms an option for their little ones that contains a portion of their daily recommended whole grain intake along with the mild taste and soft texture in-



herent in the Sara Lee *Soft & Smooth* line, now with DHA Omega-3. *life'sDHA?*, the algae-based ingredient that provides Sara Lee *Soft & Smooth Plus* bread with DHA Omega-3 nutrient, is produced by Martek Biosciences Corporation (Martek).

"We understand the need to ensure proper nutrition through all stages of life especially in younger children," said Tim Zimmer, vice president, Sara Lee North American Fresh Bakery. "Bread with DHA Omega-3 is an excellent and simple way to provide moms with a great-tasting, nutritious option their little ones will love."



■ BRENT BURIFF

Mama Rosa's Announces Staff Addition and Promotions

MaMa Rosa's, LLC, a leading manufacturer of branded, refrigerated pizza, has promoted Brent Buriff to Vice President of Sales for the east region. Buriff, who joined MaMa Rosa's in 2005 as southeastern region manager, will oversee sales in the eastern part of the United States. Brent has more than 35 years of food industry experience, both in grocery store management, and in retail food and foodservice sales.

Terry Fisher has been named Vice President of Sales for the west region. Fisher, who has more than 30 years of food industry experience, has developed and introduced more than 20 new product lines into national and regional markets during his career.

Mike McCrory, formerly Vice President of Food Service, fills the newly created Vice President of Convenience Stores position. McCrory will manage implementation of a new MaMa Rosa's convenience store contract, and also will be responsible for expanding business with other convenience store chains.

Calvin Long has joined MaMa Rosa's as account manager. He will be responsible for all direct contact with a major convenience store account to ensure support of the stores' bake-off pizza program. Long, who has extensive sales experience in the food and beverage industries, most recently was account development manager for Coca-Cola Enterprises. He also has been a territory sales manager for Faygo Beverages and a sales representative for Frito-Lay.



■ TERRY FISHER



■ MIKE MCCRORY

Walmart Working to Eliminate Greenhouse Gas Emissions from Global Supply Chain

Wal-Mart Stores, Inc. has announced a goal to eliminate 20 million metric tons of greenhouse gas (GHG) emissions from its global supply chain by the end of 2015. This represents one and a half times the company's estimated global carbon footprint growth over the next five years and is the equivalent of taking more than 3.8 million cars off the road for a year.

"Energy efficiency and carbon reduction are central issues in the world today," said Mike Duke, Walmart president and CEO. "We've been working to make a difference in these areas, both in our own footprint and our supply chain. We know that we have an opportunity to do more and the capacity to do more."

The footprint of Walmart's global supply chain is many times larger than its operational footprint and represents a more impactful opportunity to reduce emissions.

"Like everything we do at Walmart, this commitment ends up coming down to our customers," Duke added. "Reducing carbon in the life cycle of our products will often mean reducing energy use. That will mean greater efficiency and, with the rising cost of energy, lower costs, making our business stronger and more competitive. And, as we help our suppliers reduce their energy use, costs and carbon footprint, we'll be helping our customers do the same thing."

"Today the world's largest company begins a global race for carbon pollution cuts," said Fred Krupp, president of Environmental Defense Fund. "Walmart's bold move will help companies identify steps to slash pollution and costs. As this story unfolds, it will transform a vast supply chain here at home, and around the world."

The innovative program to reduce GHGs has three main components:

- **SELECTION**— Walmart will focus on the product categories with the highest embedded carbon. This is defined as the amount of life cycle GHG emissions per unit multiplied by the amount the company sells. Reductions can come from any part of a product's life cycle.
- **ACTION**— For a project to be included as part of this goal, it must reduce GHGs from a product in either the sourcing of raw materials, manufacturing, transportation, customer use or end-of-life disposal.
- **ASSESSMENT**— Suppliers and Walmart will jointly account for the reductions.

N.G.A. and National Meat Assn. to Co-Locate Annual Conventions

The National Meat Association (NMA) has agreed to co-locate their MEATXPO (Suppliers' Exposition and Annual Convention) with the National Grocers Association Annual Convention and Supermarket Synergy Showcase in Las Vegas, Nevada next February 13-16, 2011 at the Mirage Resort and Casino.

"N.G.A. continues to collaboratively work with other trade associations and is pleased with the new relationship with NMA. We look forward to a bigger, better and more value added con-

vention in 2011," said Frank DiPasquale, N.G.A. Executive Vice President. "We feel that this move will enhance the networking, educational and professional services provided to our respective membership and trading business partners. In an increasingly competitive marketplace, the ability to adapt and grow to meet our members' needs is crucial and the meat department continues to be an important point of differentiation for many of our members."

NMA CEO Barry Carpenter adds,

"We are excited for the opportunity to co-locate with the National Grocers Association in February 2011. National Meat Association strives to provide its members opportunities to open doors and exercise options to make connections important to the success and continuance of their businesses. In today's upswing of the economy we look forward to effective working relationships with affiliate organizations and we are pleased to begin this venture with the outstanding group at N.G.A."

Celebrate
A JAMAICAN TRADITION!



One Love, One Cheese



DISTRIBUTED BY: LA FE FOODS • MIAMI 305-884-1100 • NEW JERSEY 201-329-6260

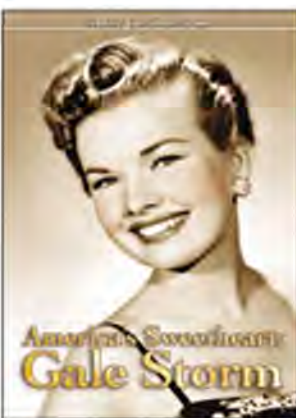
30

Video



■ She Took Hollywood by Storm!

Gale Storm Six-Disc Collector's DVD Set



From small-town girl to national stardom, celebrate the meteoric rise to fame of one of Hollywood's most beloved stars of the '50s in *American Sweetheart: Gale Storm*, now on DVD from Infinity Entertainment Group.

Winner of a national 1940s talent search on CBS radio's Gateway to Hollywood, Texas teen Josephine Cottle (now Gale Storm) literally took Hollywood by storm, becoming a legendary star of radio, film, television,

records and stage.

Her debut television series in 1952, *My Little Margie*, a summer replacement for *I Love Lucy*, was a huge hit on live radio and TV. Following was the equally successful series, *The Gale Storm Show, Oh! Susanna*.

A record-breaking headliner at Las Vegas' famed Thunderbird Hotel, her first record, *I Hear You Knockin'*, sold over a million copies going "gold" (platinum by today's standards). Other hits followed and she starred in many popular musical stage productions. The '50s icon continued to work into her later years, passing away in 2009.

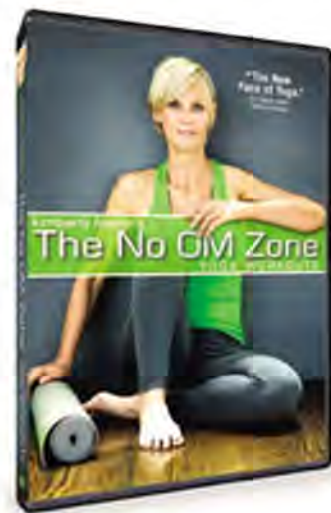
Also featuring Roy Rogers, Zasu Pitts, H.B. Warner, Frankie Darro, Mantan Moreland, Charles Farrell and more!

Six-disc collection (three dual-layered DVDs) includes eight feature films: *Tom Brown's School Days* (her 1940 debut), *Uncle Joe* (1941), *Jesse James at Bay* (1941), *City of Missing Girls* (1941), *Let's Go Collegiate* (1941), *Gambling Daughters* (1941), *Lure of the Islands* (1942) and *Rhythm Parade* (1942). Also three episodes from TV's *My Little Margie* (1952-55) and two episodes from *The Gale Storm Show* (1956-60).

Running Time: Approx. 11 1/2 Hours

Suggested Retail Price: \$19.98

Fitness Guru Kimberley Fowler Releases The No OM Zone DVD



Calling out to couch potatoes and yoga skeptics everywhere, fitness guru Kimberley Fowler is demystifying the yoga practice with the release of her latest DVD, *The No OM Zone* (45 minutes, \$14.95).

For the past eight years, Fowler has successfully recruited thousands to her Yoga for Athletes program® with her promise of "no chanting, no grana, and no Sanskrit." But now, Fowler is setting her sights on ushering in a new crowd of yogis by

calling out to the athletically-intimidated who can't touch their toes and who might not have access to YAS, Fowler's fitness centers.

"What sets this yoga DVD apart from others in the market is that I try to make yoga more accessible to the masses. It's such a great workout, but people don't want to try it," says Fowler.

The DVD offers three simple, 15-minute workouts for the upper and lower body as well as the core. Offering a head-to-toe approach to yoga, the DVD acts as a visual sampler of her first book, *The No OM Zone*, which hits bookshelves last April, and outlines yoga's healing and strengthening qualities one body part at time.

"I developed these workouts for those of you who have heard of yoga or tried a class and thought, 'This just isn't for me. I want to change your mind,'" challenges Fowler. "It's not about who can turn themselves into a pretzel or changing your whole lifestyle, it's about balance!"

Wallace & Gromit: A Matter Of Loaf And Death

Oscar Nominated For Best Animated Short Film

The newest adventure from the hilarious British icons Wallace & Gromit™—*A Matter of Loaf & Death*—available now on DVD from Lionsgate and HIT Entertainment—is the recipient of an Academy Award® nomination for Best Short Film (Animated). The Oscar®-nominated short is also included in *Wallace & Gromit™: The Complete Collection*, now out on Blu-ray and in a 4-disc DVD set with other award-winning Wallace & Gromit shorts: *A Grand Day Out*, *The Wrong Trousers* and *A Close Shave*.



Wallace & Gromit: A Matter of Loaf & Death from creator Nick Park, which also was a winner of the 2008 British Academy Film Award Short Animation, features all of the classic ingredients of a great murder mystery—suspicion, rivalry, love, intrigue and heroism—and is topped off with a large helping of loyalty and friendship, cooking up all you "knead" for fun family viewing!

Wallace and Gromit have opened a new bakery business—Top Bun—but a deadly murderer is targeting all the bakers in town. Wallace couldn't care—he's found true love in the shape of Piella Bakewell, former star of the Bake-O-Lite bread commercials. Can Gromit discover the identity of the Cereal Killer before Wallace becomes the next victim?

Special features on *Wallace & Gromit: A Matter of Loaf & Death* include:

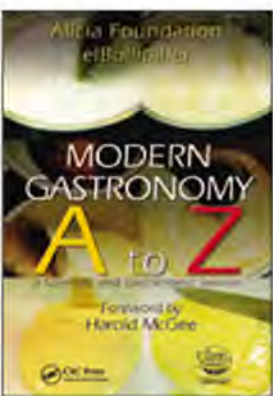
- "How They Donut" – The Making of *A Matter of Loaf and Death* featurette
- Audio commentary with director Nick Park and editor David McCormick

BookReview



■ Modern Gastronomy

New Book Deconstructs the Science of Cooking



Although Adria's combination of science and cooking may seem fashionable and modern, the pairing of these disciplines goes way back. In the early days of chemical science, chemists borrowed procedures and knowledge from cooks. Now cooks often turn to chemists for answers. This book clearly defines terminology, describes the nature of hundreds of ingredients, and examines why they produce certain reactions in the pan and on the palate. As

renowned food writer Harold Magee states in the foreword "... it is the first such book to be initiated and shaped by professional cooks themselves and to be so forward-looking... The book of cooking is now wide open."

Making the dizzying drive down from the Pyrenees to an isolated beach on Spain's Catalan coast to partake of El Bulli's 30-course tasting menu has become a rite of passage to foodies everywhere. Called "the Salvador Dali of the kitchen," Adria has inspired a new generation of chefs. His playful, provocative yet scientific cooking has won him global acclaim as one of the most creative and inventive culinary geniuses in the world.

If you need to tweak a recipe, make a substitution, or understand a chemical reaction, *Modern Gastronomy* (ISBN: 978-1-4398-1245-7, 265pp., \$59.95) gives you the tools to do all that and more. You can quickly and easily look up and find, in plain language, everything you need to know about the science and art of cooking. Like the culinary foams Adria is credited with inventing, the book is not a blend or a mix but the essence of his knowledge presented to those who use conceptual culinary art to awaken palates to the endless possibilities of food and new flavor combinations.

New Book is Best 'How-To' Guide for Bison Production and Marketing

Bison Producers' Handbook
Compiled by More Than 30 Industry Experts

With the demand for bison meat at an all-time high, the National Bison Association has issued a new comprehensive handbook designed to guide newcomers through the ins-and-outs of the bison business.

The all-new *Bison Producers' Handbook*, released this month, represents a multi-year project of compiling the collective expertise of more than 30 long-time bison producers and marketers in the United States and Canada. The 280-page book contains chapters covering all facets of production and marketing.



"The *Bison Producers' Handbook* will serve as the industry standard for easy-to-understand information for newcomers and bison veterans alike," said Dave Carter, executive director of the National Bison Association. "The handbook contains information useful to people engaged in small-scale direct marketing, and larger scale commercial enterprises."

Among the chapters included in the *Bison Producers' Handbook* are: Creating a Successful Bison Business; Marketing and Promotion, and Added Value Products from Bison. The \$40 handbook is available through the National Bison Association website's online store at www.bisoncentral.com.

■ Love What You Do:

Building a Career in the Culinary Industry

By Dorothy Cann Hamilton
with Lisa Cornelio and
Christopher Papagni, PhD

Love what you do for a living. It seems so simple yet many people don't believe it's possible. As adults, many of us find what we choose to do professionally isn't parallel with what we are passionate about. How did we veer so far off course that we settle for an unrewarding job or uninspiring career?

According to Dorothy Cann Hamilton, founder of the world-renowned French Culinary Institute, your career shouldn't feel like punishment—it should reflect your passions in life. With the release of her new book *Love What You Do: Building a Career in the Culinary Industry*, Hamilton provides a go-to guide for those in pursuit of a career in the culinary industry. More importantly though, her advice is universal, applicable for anyone who seeks a job they enjoy or a midlife career change.

For those who desire a career in the culinary world, *Love What You Do* helps readers from the beginning stages of determining if it is right for them and seeking the right education and resources to ultimately landing their dream job. For the general career seekers and switchers, the book offers sound advice for those on the hunt.

With a foreword written by Tom Colicchio, Chef and Owner of Craft Restaurants and endorsements from Master Chef Jacques Pepin and restaurateur, Danny Meyer, *Love What You Do* gives an inside look on breaking into the culinary industry. *Love What You Do* is available in paperback for U.S. \$12.95.



CATALINA



TASTE OF THE CARIBBEAN™ EL SABOR DEL CARIBE™

Tamales with Pork in Corn Husk
Ham, Chicken and Cheese Croquettes
Stuffed Potato Balls with Beef and Pork
Stuffed Potato Balls with Chicken
Stuffed Yuca with Beef and Pork
Mojo Criollo Marinade Sauce
Black Bean Soup

For information please call: 813-876-3910

Catalina Finer Food Corp.

Tampa, Florida 33614

www.catalinafoods.com

Technology

Forces Shaping The Future of Food Retailing



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

Last month, I went shopping for an old-fashioned alarm clock. I was looking for a clock with hour and minute arms, not a digital clock. I wanted it for my grandchild, who was just starting to learn about time. I didn't want anything special, just a plain clock. The search took me to two of the largest mass merchandisers. Both carried exactly the same brands and models of clocks and neither had what I was looking for. I then went to our nation's largest toy retailer. All they had were digital clocks.

I ended up going home to shop at what is quickly becoming my favorite retailer, Amazon.com. Sure enough, they had what I was looking for.

I'm sure the above shopping experience is not unique and not very noteworthy. What I think is noteworthy though, was that I even thought those stores would have what I wanted. I should have known the two mass merchandisers would be selling the same product. I should have

known the toy store wouldn't have anything but toys. I should have known that if I wanted something slightly different than the majority of the other shoppers, national retailers are not the place to go. I should have known that ordering from home would have saved me time and gas.

We hear a lot about the convenience of shopping online, but I think the single biggest advantage of online shopping is the variety. Whether it be clocks, books, music or even cars, it's impossible for a physical store to match the sheer variety of merchandise one could find online. I'm also finding that as my taste becomes more discerning, I have fewer reasons to visit many of the large retailers selling these products.

While doing my online shopping, I continued to receive suggestions on other merchandise that Amazon.com thought I might be interested in. These suggestions were subtle and not at all intrusive. More importantly, they were spot on! All the suggestions were geared toward me and based on my previous shopping history. The suggestions were also effective, as I ended up

doubling my basket size.

Over the course of the year, I'll probably spend less than \$500 at Amazon.com. Yet, this retailer knows more about me and does a more effective job of communicating to me than my primary supermarket, despite the fact that I will spend about 12 times more each year at the supermarket. Don't get me wrong ... I like my grocer. They do a good job at providing my staples, but I think it odd that I get more personal attention from a retailer that I visit only occasionally and never talk with versus a retailer that I'll visit nearly seventy times this year.

The ability of pinpointing marketing messages to shoppers appears to be a distinct advantage Internet retailers have over the traditional "brick and mortar" stores. This doesn't have to be the case. When I'm at a store that I visit on a weekly basis, why can't I get personal promotions, have recipes suggested tailored to my tastes or receive warnings on recalls that affect me? At the checkout, why can't I get a more personalized experience, like recognition by my name? Technology exists

today that enables store-based retailers to provide a more personalized experience for shoppers and build a connection based on the shopper's individual preferences.

Today's shoppers are setting the agenda on how they will transact business with retailers. As other retail formats begin catering to these changing preferences, the grocery segment risks being left behind. Synchronizing customer channels and unifying the customer experience will deliver a more valued shopping experience to your customers and perhaps a more efficient operation to the retailer.

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

Do you really know JACK?

This Jack is KING of the Pack!



JACK

Better Taste,
Better Value!

Take home a
CAN today!

Distributed by

IBERIA
FOODS
CORPORATION

12300 N.W. 32nd Ave.
Miami, FL 33167
Tel: 305-863-8840
Fax: 305-884-7939

QUALITY SINCE 1922
Grace

Bringing Good
Taste to Life



A Real Company For Real Merchants



Técnica

...the real solution.

First In Class Products
And Services With The
Very Best Prices Guarantee...

Info@tecnicasystems.com



34 Hospitality



360 Grille Celebrates Flavors of the World

Florence, Alabama's Most Unique Dining Establishment

American cuisine with delectable culinary influences from around the world is celebrated daily at the 360 Grille, Florence, Alabama's most unique dining establishment where guests can delight in the special flavors that have made this restaurant a favorite of many. Located atop the Renaissance Tower of the Marriott Shoals Hotel and Spa, the restaurant not only offers fine cuisine, but fabulous views of the breathtaking Tennessee River Valley to provide guests with a truly memorable dining experience.



American cuisine with delectable culinary influences from around the world is celebrated daily at the 360 Grille where guests can delight in the special flavors that have made this restaurant a favorite of many.

The Marriott 360 Grille is currently host to the American Heritage Festival, which celebrates the melting pot of flavors that have shaped the tastes of American cuisine. As one of the finest of Florence, Alabama restaurants, the goal of the 360 Grille is to offer a dining experience that is unique in every way. From the magnificent views of the Tennessee Valley to the personalized service and exquisite cuisine of Chef Brandon Noletto, the vision of the Marriott 360 Grille is to reach out to those who seek a truly unforgettable dining experience. With outstanding local support, the 360 Grille has designed the American Heritage Festival to offer local dinners a variety of exceptional menus and a different tasting from areas of the world that have contributed to the flavors of American cuisine. With a menu that

revolves much like the restaurant itself, local diners can return every two weeks to experience new and exciting menu offerings with main course menus including items such as The Reel, Duck Trilogy, Free Range Chicken, Colorado Lamb, Kobeye, Blackened Filet Tournedos and Venison Rack Roast. Special appetizers such as Blackened Sea Scallops and Kobe Carpaccio are among the quality of menu offerings, along with unique soups and salads and delectable desserts. From the first sip of the Lobster Bisque to the final savor of Chocolate Truffle Cake or Marscapone-Fig Creme Brulee, guests will recognize the 360 Grille's menu as a truly sensational dining experience.

Chef Noletto took on his position at the Marriott 360 Grille last June by way of the Grand Hotel in Point Clear, AL. He is a 2005 graduate of Faulkner State University Gulf Coast Culinary Institute and is currently enrolled in a Food Science Program with Kansas State University. A native of Mobile, AL, Chef Noletto and the culinary team at the 360 Grille have crafted a menu that features contemporary and innovative American cuisine. International flavors and styles are woven throughout the menu, while local ingredients remain at the heart, and the American Heritage Festival showcases this idea.

The Marriott 360 Grille is open daily for dinner and offers eclectic dining in a casual atmosphere.



CHEF BRANDON NOLETTO



Restaurant Industry Outlook Brightens

With the economic downturn easing, the restaurant industry is expected to show gradual improvement in 2010, according to the recently released National Restaurant Association's 2010 Restaurant Industry Forecast. Industry sales are projected to reach \$580 billion this year, a 2.5 percent increase in current dollars over 2009 sales. When adjusted for inflation, 2010 sales will be essentially flat, which is an improvement over the 1.2 percent and 2.9 percent negative growth in real sales that the industry experienced in 2008 and 2009, respectively.

Restaurants will continue to be strong contributors to the recovery of the nation's economy, with industry sales representing 4 percent of the U.S. gross domestic product and employees comprising 9 percent of the U.S. workforce.

"The past two years have been a very challenging time for our industry. While there are still substantial challenges ahead, we are encouraged that the outlook is improving," said Dawn Sweeney, President and CEO of the National Restaurant Association. "With a total economic impact of more than \$1.5 trillion, the restaurant industry is a strong player in the economic recovery. Restaurants are the cornerstone of communities across this nation and we are a key player in propelling job retention and creation across the United States."

Continuing the trend from last year, the quickservice restaurant segment is expected to fare slightly better than the fullservice segment as diners focus on value and specials. Quickservice restaurants are projected to post sales of \$164.8 billion in 2010, a gain of 3.0 percent over 2009. Sales at fullservice restaurants are projected to reach \$184.2 billion in 2010, an increase of 1.2 percent in current dollars over 2009.

The eating-and-drinking place segment expected to show the strongest growth in 2010 is social caterers, whose sales are expected to increase by 4.5 percent. Among all commercial industry segments, the strongest growth is expected in retail-host restaurants (including those located in gas/service stations and drug and grocery stores) with a 4.9 percent sales increase.

For only the second time in nearly half a century, the restaurant industry lost jobs in 2009. Despite the losses, the industry still outperformed the national economy, and job growth is expected to resume in 2010. The restaurant-and-foodservice industry remains one of the nation's largest private sector employers with its 12.7 million employees. By 2020, the industry is projected to employ 14 million people - an increase of 1.3 million jobs.

Colorado is expected to post the strongest sales growth in 2010 at 2.9 percent (2010 industry sales of \$8.7 billion), followed by Idaho at 2.8 percent (\$1.6 billion). Forecasted to post growth of 2.7 percent: New Jersey (\$12.8 billion), New York (\$29.0 billion), North Carolina (\$12.8 billion) and Texas (\$34.8 billion).

The top states by restaurant sales volume in 2009 will be California at \$58.0 billion (2.3 percent growth); Texas at \$34.8 billion (2.7 percent growth); New York at \$29.0 billion (2.7 percent growth); Florida at \$27.6 billion (2.4 percent growth); and Illinois at \$18.7 billion (1.9 percent growth).

According to the National forecast, consumers will continue to seek value, convenience and expanded menu options in 2010 - and restaurants will deliver. Consumers forced to cut back on spending say they aren't dining out as often as they would like, and this pent-up demand will turn into restaurant traffic as economic recovery continues.

The report predicts that growth opportunities can be found in delivery and other off-premise options, cooking classes and other interactive guest activities, and using new media to reach new and returning guests.

Restaurant operators continue to step up their efforts to go green, investing in energy-efficient equipment and fixtures, using recyclable materials and reducing their water use. Green initiatives not only help manage costs, they can also drive traffic. Four of 10 fullservice and 31 percent of quickservice operators plan to devote more resources to green initiatives in 2010 than they did in 2009, and 4 in 10 consumers say they choose restaurants based on their conservation practices.

Locally sourced food, sustainability, and health and nutrition will be the top trends on restaurant menus this year. Seventy percent of consumers say they are more likely to visit restaurants that offer locally produced food, and nearly three out of four say they are trying to eat healthier in restaurants now than they did two years ago.

Harry Ramsden's Set for Expansion Under New Owner



■ HARRY RAMSDEN'S location in Trafford Centre, Manchester, one of the UK's largest indoor malls.



■ Harry Ramsden's shop in Eastbourne, a popular seaside town in the county of East Sussex.

As fish and chips celebrate their 150th birthday, the world's most famous fish and chip shop chain, Harry Ramsden's, has recently been acquired by a leading UK food and restaurant entrepreneur in a deal that's set to create jobs, provide a springboard for expansion and revitalize this iconic brand.

The deal comes less than a year after the new owner, Ranjit Boparan of Boparan Ventures Limited, rescued the flagging Fishworks restaurant chain, bucking the recent trend of restaurant failures by turning the business into a thriving success under CEO Marija Simovic and her team. And, this new acquisition comes with ambitious plans to take Britain's longest established restaurant chain to a whole new level of success.

Founded in 1928, there are currently 36 restaurants and takeaways within the Harry Ramsden business including the largest fish and chip shop in the world in Guiseley, Leeds.

At 43, Ranjit Boparan is one of the UK's most successful self-made young entrepreneurs, owning a number of businesses in the food sector, responsible for over 6,000 employees worldwide and combined annual sales approaching GBP1 billion.



■ RANJIT BOPARAN

Master Chef Rudi Sodamin

Rudi Sodamin was named Best Cruise Line Master Chef by Porthole Cruise Magazine in its January issue. The Editor-in-Chief Award recognizes Sodamin's vision and unique contribution to the culinary arts on the high seas.

"Rudi has made an indelible impact on cruise ship cuisine over the years, especially with his recent innovations at Holland America Line," said Bill Panoff, publisher and editor-in-chief of the magazine. "He has elevated the standards for fine dining aboard the line's premium ships and continues to push the industry to follow his lead."

Sodamin is master chef and culinary consultant for Holland America Line. Internationally recognized as a food authority and one of the hospitality industry's most innovative chefs, Sodamin has directed the evolution of fine dining and unique menu options at the line. Award-winning Tamarind, for example, creates a pan-Asian restaurant with traditional and eclectic offerings aboard ms Eurodam and the new ms Nieuw Amsterdam, which will launch in July. His ideas



■ CHEF RUDI SODAMIN

have been instrumental in the development of Holland America Line's interactive culinary program on board the ships, too.

"Rudi is a true culinary visionary and has transformed cruise industry cuisine into a leading discipline today," said Stein Kruse, president and chief executive officer, Holland America Line. "His unique style and professionalism have positively influenced our chefs and our training programs."

Sodamin has revolutionized the

culinary practices and perceptions of the most prestigious cruise lines in the world and is the author of numerous internationally published cookbooks, including *Seduction & Spice* (Rizzoli, 2000) and *Holland America Line's A Taste of Excellence* (Rizzoli, 2007) and *A Taste of Elegance* (Rizzoli, 2009). He is working on the third volume, *A Taste of Celebration*, due in June 2010. Sodamin belongs to Academy Culinaire de France, Master Chef Society and Club de Chefs des Chefs.

Hunt Brothers Pizza Grabs Racing Vet Elliot Sadler

Company Signs Sadler for Sprint Cup Series and Camping World Truck Series



■ Elliot Sadler with Richard Petty

The 2010 NASCAR season is now underway, and Hunt Brothers® Pizza is already celebrating a huge win: the company just inked a deal to sponsor veteran driver Elliott Sadler in both the Sprint Cup Series and Camping World Truck Series!

This is Hunt Brothers Pizza's second year as the primary sponsor of a NASCAR racing team and its first with Sadler behind the wheel. Sadler is a three-time winner about to embark on his 12th season as a NASCAR Sprint Cup driver. He'll be flying around the track in the No. 19 Hunt Brothers Pizza Ford Fusion owned by Richard Petty Motorsports, a legendary name in auto racing.

Sadler has been a long-time fan of Hunt Brothers Pizza long before the company became involved in NASCAR sponsorships. In fact, Sadler's family owns two Slip-In convenience stores in Virginia that offer hot, fresh Hunt Brothers Pizza to hungry customers.

Hunt Brothers Pizza's involvement with NASCAR allows the company to connect with pizza lovers all across the country and to host a wide variety of promotional activities that are specifically designed to drive consumers into convenience stores nationwide. Opportunities include in-store contests and marketing, on-track giveaways and promotions, and special events featuring personal appearances by Elliott Sadler and Richard Petty.

"My family has had close ties to Hunt Brothers Pizza for years, and they've been a great business partner to us, which is why I'm thrilled to expand that relationship in my racing career," said Sadler. "I'm proud to be driving the No. 19 Hunt Brothers Pizza Ford Fusion and the No. 2 truck in the Camping World Series. I'm thankful that Hunt Brothers Pizza came on board to support me."

36 Dairy & Deli

Cabot Creamery Rewards Volunteers with a Special Cruise

Honors the Selfless Work that Nourishes the Spirit of their Communities

Cabot Creamery has started a program to honor outstanding citizen volunteers, as part of the world famous cheese producer's effort to recognize that it's not enough to feed our bodies well, it's also vital to nourish our spirits by helping others.

With deep respect for the importance of volunteerism, the 1,200 farm family owners of Cabot Creamery wanted to celebrate the unsung heroes of local communities for their hard work and efforts by providing them with a relaxing tropical cruise, so they can have a few happy moments in the sun even if they normally shun the public spotlight.

Cabot's farm family owners call their honorees "community celebrities" and want the notion of community celebrity to evolve into widespread recognition of selfless volunteerism. The trip is one of Cabot's ongoing efforts to say "Thank You" to all who serve their communities and enhance the quality of life for those they serve.

Cabot Creamery Cooperative gave more than 50 winners and their guests a six-day, five-night Caribbean cruise to honor them for the volunteer work they do in their communities.

Patti Wilson, of South Florida, was honored for her volunteerism as a Big Sister with the Big Brothers Big Sisters program. She spent several years helping a young girl complete high school and inspired her to go on and earn a college degree and she also helped a young boy by caring for him while his single mother worked evening shifts. As if that wasn't enough, she also brightened the holidays of a needy family by asking friends to take the money they would have spent on her and put it towards gifts for the other family.

Donald Brummett, of Shreveport, Louisiana, is a futures traders and a Red Cross Volunteer who put his



■ HONORED VOLUNTEER Patti Wilson [second right] pictured with Cabot President Richard Stammer [second left]. Also pictured are Bill and Linda Pollock.



■ HONORED VOLUNTEER Eva Schultz with Cabot President Richard Stammer.



■ Donald Brummett and wife Renae.

professional contacts and personal charm to work to help his state dig out in the aftermath of Hurricane Katrina. He also helped get his city ready for future storms. With

unceasing dedication, Don got a massive amount of equipment donated to the hurricane-ravaged state, including more than 50 trucks, several forklifts, a 10,000-pound winch, an industrial capacity battery charger, office equipment and much, much more. Thanks to his efforts, the Shreveport Red Cross has gone from one of the least-equipped facilities to one of the nation's best.

Eva Schultz, of southern New Jersey, owned and operated an engraving business with her husband for nearly 20 years before he passed away three years ago. For the past 41 years, she has been a volunteer EMT and ambulance driver for Palmyra Ambulance Association of Burlington County, New Jersey. In addition to working her volunteer shift, she also organizes fundraising events for the group. She is currently president of the association. Eva also is very active on the bereavement committee of her United Methodist Church.

Winners departed from the Port of Miami on January 23 and returned January 28. They sailed on the Celebrity Century cruise ship with stops in Ocho Rios, Jamaica and George Town, Grand Cayman. Winners joined members of Cabot's Management team and local radio station personalities who helped promote the program to identify local winners.

Add a "Taste of Honey" to Your Deli

Farmland's Family of Deli Lunch Meats has a little something for everyone.

The new Premium Deli Cooked Honey Ham is the latest addition to complete the lineup of fully cooked hams for the in-store deli. This delicious new ham is prepared with 100% real honey and natural seasonings, features low sodium, and is 96% fat-free, offering consumers a healthy option that doesn't skimp on flavor.

Honey Ham adds just the right sweetness to create a sandwich topped with honey Dijon mustard and sweet pickle slices, or you can try topping with a Waldorf salad and lettuce on ciabatta bread for an upscale presentation.

All Farmland Premium Deli Hams are 95% - 97% fat-free, and come in two, thirteen pound hams per case.



Dairy Snack for Toddlers



Dannon Dan-o-nino Packs Protein and Calcium Punch in a Small Package

Moms who are searching for a nutritious and wholesome snack can now add Dan-o-nino™ to their shopping lists. The Dannon Company, Inc. announced that Dan-o-nino, which previously had been sold only in select test markets, will be available in food stores nationwide. Recommended for children ages 2 to 4, this creamy and smooth dairy snack comes in a 1.76 oz serving and delivers ounce per ounce two times the amount of calcium of milk and contains three grams of protein - 19% of the recommended daily value.

Since 90% of bone strength is developed during childhood and adolescence, it is essential to provide young children with a source of calcium during the developmental years. Dan-o-nino supplies a significant amount of calcium and it contains Vitamin D to aid calcium absorption with a taste kids love.

Dan-o-nino's creamy taste and rich texture is a suitable choice for children ages 2 to 4 as they learn to feed themselves and develop motor skills. Plus, parents can feel good choosing Dan-o-nino because it contains no high-fructose corn syrup or artificial colors or flavors.

Dan-o-nino is available in three different types of six-packs with six delicious flavor varieties: strawberry, banana, raspberry, strawberry banana, peach and vanilla. Dan-o-nino is available in packs of six for a suggested retail price of \$2.29.

Stonyfield Farm Debuts New Smoothie 4-Pks

Stonyfield Farm has launched two new Super Smoothie flavors, Strawberry Banana and Peach, in convenient four-packs.

Consumers love the 6 oz. size, and will love the new flavors, says Stonyfield President and CEO Gary Hirshberg. "Our customers are always on the go, and that's why the smoothies are so popular. Our smoothies are the perfect portable, healthy and delicious snack - for moms rushing the kids to soccer practice to college students needing a pick-me-up classes."

Stonyfield Farm Super Smoothies are low fat, certified organic and 100% natural. Each smoothie contains six live action cultures, which aid digestion and increase the body's immunity. They're an excellent source of protein and calcium with vitamin D for increased calcium absorption and other health benefits.

Stonyfield Super Smoothies are also available in single-serve 10 oz. bottles, in Vanilla, Strawberry, Wild Berry, Raspberry, Peach, and Strawberry Banana.



DCI Cheese Company Unveils

Joan of Arc "Taste of Paris" Recipe Contest

DCI Cheese Company is introducing "Taste of Paris", a promotion featuring the company's imported French cheese brand Joan of Arc. From March 1 - April 30, 2010, participating retailers including SuperValu, Tops Market and HyVee will feature displays that encourage consumers to submit their favorite Joan of Arc-based recipes. Winners of the recipe contest will receive a 14-piece Le Creuset cookware set or a boxed set of Julia Child's two-volume cookbook, *Mastering the Art of French Cooking*. Additionally, free Joan of Arc recipes will be available at



the point of sale displays and online at dcicheese.com.

Submissions will be accepted online or by mail through April 30, 2010. All entered recipes will be tested by an independent, qualified judging panel at a formal judging session scheduled to be held in May, 2010. Judging criteria includes appropriate application/use of Joan of Arc® Brie or Camembert cheese (25%), taste (50%) and creativity/originality (25%). Winners will be notified on or about June 15, 2010. One grand prize and six first place prizes will be awarded. The grand prize winner will be awarded a 14-piece Le Creuset cookware set (approximate retail value: \$600). The first place prize winners will receive Julia Child's *Mastering the Art of French Cooking* boxed set (approximate retail value: \$60).

Wakefern Welcomes Two New Members

Continued from PAGE 2

fraction, as well as oversight of the store's financial operations, advertising and marketing initiatives.

Miller spent 34 years at Wakefern Food Corp. in various positions. Most recently, Miller served as Manager of Retail Operations working to transition new members into the Wakefern cooperative before founding Miller Farms Family Markets and becoming a member himself.

Upon completion of the acquisition, the remaining stores will be owned and operated by the following Wakefern Food Corp. members:

Clinton, CT: Five Star Supermarkets of Clinton, LLC;

East Hartford, CT: Waverly Markets, LLC; Fairfield and Southbury, CT: Grade A Markets, Inc.; Hamden and Stratford, CT: ShopRite of Milford; Wallingford: Drust Markets, Inc., which currently owns the ShopRite of Meriden that will be replaced by the opening of the newer, more modern store in Wallingford. Drust Markets also recently announced the opening of an additional new ShopRite store in Southington, CT.

The location in Willimantic will be owned by PRRC, Inc. and will operate as PriceRite.

Currently, there are thirteen ShopRite stores and eight Price Rite stores throughout Connecticut. This acquisition will increase ShopRite's presence in the area to 22 ShopRites and nine PriceRite locations.

PepsiCo Completes Transformative Bottling Acquisitions

Continued from PAGE 1

"Bringing together these three great companies enables us to create the industry's fastest, most flexible and most efficient food and beverage system. It will leverage the capabilities of our entire enterprise — what we call The Power of One — to achieve many years of healthy, profitable growth."

"This investment opens up a broad range of new growth opportunities around the world, particularly in North America, which accounts for the majority of our revenues and offers the prospect of significant growth. We have approximately 115,000 employees in the U.S. alone, and we are committed to continuing to invest in this critically important market."

With the mergers, PepsiCo will have a unique set of strategic advantages which will provide the greatest benefits in North America and Europe, where the bottlers have operations:

- It is the global leader in savory snacks, and those snacks can be paired with its beverages in the marketplace. Those pairings will enable PepsiCo to provide unique offerings to retail and foodservice customers.
- 80 percent of its North American beverage manufacturing, sales and distribution system will be consolidated under one roof, enabling greater operating efficiencies and speed-to-market.
- It consolidates three public companies into one, creating significant cost savings.
- It can leverage across its bottling business the vast scale and operating experience associated with its Frito-Lay, Quaker, Tropicana and Gatorade operations.

- It will be well positioned to leverage its total scale and breadth — through joint promotions, shared display space, product bundling, shopper insights and programs that address consumers' strong desire for greater value.
- In Europe and Mexico it will have much more integrated operating systems, with the ability to more quickly implement and execute marketplace programs. The combined company will be especially well positioned to capture the clear growth opportunity in the non-carbonated beverage segment.

The transactions are expected to create pre-tax synergies of approximately \$125 million to \$150 million in 2010 and approximately \$400 million annually once fully implemented by 2012. The initial synergies are due principally to greater cost efficiencies, but later years are a balance of cost savings and new revenue-generating opportunities.

The company said some of the synergies will be reinvested in high-growth emerging markets, global research and development, and new operating capabilities.

After more than 10 months of planning with The Pepsi Bottling Group and PepsiAmericas for the integration of the three companies, and leveraging the experience gained in its 2001 merger with Quaker, PepsiCo has named a full management team for the new beverage organization.

In light of the merger, the company's PepsiCo Americas Beverages (PAB) segment has been reorganized to ensure operating speed and accountability. PAB, which encompasses PepsiCo's beverage businesses across the Americas, will be comprised of two business units.

Eric J. Foss will lead the newly combined bottling operations, called Pepsi Beverages Company (PBC) and Massimo F. d'Amore will continue to lead Gatorade, Tropicana and Latin America Beverages as CEO of PepsiCo Beverages Americas (PBA). He also remains responsible for PAB marketing and franchise management. The operations of The Pepsi Bottling Group and PepsiAmericas in Europe will be consolidated into PepsiCo Europe, led by CEO Zein Abdalla.

Nestlé Waters North America Announces New Headquarters

Nestlé Waters North America Inc. will relocate its headquarters from Greenwich to Stamford, CT, later this year. Nestlé Waters, the nation's number one bottled water company, has 475 employees at its headquarters, which has been located at 777 West Putnam Avenue in Greenwich since 1979. The company intends to add 25 headquarters jobs over the next three years.

Nestlé Waters' new headquarters will be located at 900 Long Ridge Road, Stamford. The company will lease 164,301 sq. ft. of space, an increase of approximately 24% from Nestlé Waters' current headquarters in Greenwich. The building is owned by Oracle.

The decision to move was made for a variety of reasons, including favorable economics, an open floor plan design permitting increased employee collaboration, cafe amenities, access to public transportation, and a shorter commute for most of the company's headquarters employees, of which 70 percent live in Connecticut. The Stamford facility is less than twelve miles from Nestlé Waters' current location.

"We are excited to remain a Connecticut-based company. Our new home in Stamford will support the collegial atmosphere we encourage among our employees," said Kim Jeffery, who joined the company in 1978 and has been President and CEO of Nestlé Waters North America since 1992.

The company plans to renovate the Stamford location to meet the U.S. Green Building Council's Leadership in Energy and Environmental Design® (LEED) standards for green buildings.

"Our goal to renovate the new headquarters to meet LEED standards is part of an ongoing commitment to find ways to minimize our company's environmental footprint," Jeffery added.

Robert Taylor to Head United Supermarkets

Continued from PAGE 1

choice to lead us in strengthening our company's longstanding commitment of service to our guests. He is a fine example of what United wants to be every day, and he will help make us a better company and community partner."

Taylor has been a member of the company's leadership team since July 2007, when United purchased R.C. Taylor Distributing. Taylor's family had operated R.C. Taylor Distributing in Lubbock since 1949, and Taylor was company president at the time of the purchase.

He served as vice president of logistics — overseeing the company's distribution operations — until being appointed interim CEO last week.

A native of Lubbock and graduate of Monterey High School, Taylor earned a Bachelor of Arts degree in administrative management from

Texas Tech University. He is a member of the Texas Association of Wholesale Distributors, which he served as president for two years.

Taylor has been an active presence in the Lubbock community for many years, having served as president of Southwest Rotary Club, board chairman of The Salvation Army, and various campaign positions for Lubbock Area United Way. He currently serves on the board of directors of PlainsCapital Corp., Texas Tech University Chancellor's Advisory Board, Delta Tau Delta House Corp. board, and as chairman of the City of Lubbock Downtown Redevelopment Board.

Among his numerous awards are the Texas Wholesaler of the Year, Southwestern Community Service Award and the 2009 Texas Distributor of the Year.

He and his wife, Jan, have four children and eight grandchildren.

Produced by Feld Entertainment

Disney ON ICE
PRESENTS
WORLDS OF FANTASY

See Tiana, Disney's newest princess!
Plus a dazzling display of gorgeous gowns.
Free to all ticket holders.
Arrive up to one hour early.

Disney PRINCESS PRE-SHOW

We've Iced the Price. Opening Night Tickets Just \$15!*

*Excludes Fantasy and VIP seats. No double discounts. Service charges and handling fees may apply. Price does not include \$1 facility fee for Sunrise and \$1.75 for Miami.)

Thu.	Fri.	Sat.	Sun.
MAR. 25	MAR. 26	MAR. 27	MAR. 28
7:30 PM*	7:30 PM	11:30 AM 3:30 PM 7:30 PM	1:00 PM 5:00 PM

Wed.	Thu.	Fri.	Sat.	Sun.
MAR. 31	APR. 1	APR. 2	APR. 3	APR. 4
7:30 PM*	7:30 PM+	11:00 AM 7:30 PM	11:30 AM 3:30 PM 7:30 PM	1:00 PM 5:00 PM

Buy tickets at www.disneyonice.com, ticketmaster.com Retail Locations, Arena Box Offices or call 1-800-745-3000

For groups of 15 or more call 1-866-248-8740 or e-mail groupsales@feldinc.com

Ticket Prices: \$16 - \$25 - \$30 - \$40 VIP - \$48 Fantasy

Limited number of Fantasy and VIP seats available. Call or go online for details. Service charges, handling and handling fees may apply. Price does not include \$1 facility fee for Sunrise and \$1.75 for Miami.)



Florida Marlins Step Up to the Plate

Help Collect Goods Destined for Haiti's Earthquake Victims

Spring training has arrived, and some of the Florida Marlins are stepping up to the plate for Haiti's earthquake victims. The baseball team's recent "Caravan of Earth" picked up food, water and medical supplies at a BJ's Wholesale Club and personally delivered them to Food For The Poor's headquarters in Coconut Creek. The largest international charity in the United States will distribute the donations to Haiti's earthquake victims.

A renowned player, and a major part of the team's two World Series championships, Jeff Conine, also known as "Mr. Marlin," on February 9 helped load a moving truck and the team's motor coach at the wholesale club's Pembroke Pines store. Four Marlins players also donated their time and helped load the relief items: Brian Sanches (#44), Sean West (#45), Chris Leroux (#52) and Rick VandenHurk (#56).

"When everybody leaves Haiti, it is organizations like Food For The Poor that will remain working there," said Conine. "Even as the media attention fades, people still need help, and we know they'll need help for a very long time. We're glad to be able to do this."

BJ's shoppers donated 15 pallets of goods (a total of 4,701 pounds) in the past few days. The wholesale club allowed all of their Broward County stores to collect relief items for Food For The Poor since the earthquake devastated the country.



■ **HELPING HAITI**- As part of its 'Caravan of Earth', Florida Marlins baseball players recently picked up food, water, and medical supplies at a BJ's Wholesale Club and delivered them to the headquarters of Food For The Poor in Coconut Creek, FL. The donations are destined to help Haiti's earthquake victims.



■ **FLORIDA MARLINS** baseball players Sean West #45, Chris Leroux #52, Rick VandenHurk #56, and Brian Sanches #44 and the Florida Marlins tour bus take a photo break from the team's recent 'Caravan of Earth'.

All four team players insisted on helping Food For The Poor employees unload the donated items, including dozens of boxes containing emergency relief items, crutches, diapers and canned goods.

"We appreciate the generosity of this team, and the care the players took to deliver donation items," said

Food For The Poor President/CEO Robin Mahfood. "All of these items will provide much-needed relief while we remain focused on reconstruction in Haiti. The people there still need so much, and we are grateful for the profuse outpouring from the community, and the help from the Florida Marlins."



■ **"Mr. Marlin"** Jeff Conine joins Florida Marlins baseball players to load a truck with goods destined for Haiti's earthquake victims. The ball players picked up 15 pallets of goods [totaling 4,701 lbs.] at the BJ's Wholesale Club Pembroke Pines location and delivered them to the headquarters of Food For The Poor.

Former Dannon Exec. Joins Heartland Sweeteners



■ **ED PELLEGRINO**

Heartland Sweeteners has hired Edward Pellegrino as vice president of sales. Pellegrino will oversee top products Ideal[®], made with xylitol, and Nevella[™] with Probiotics, the world's first and only no calorie probiotic sweetener, as well as additional brands in development.

In Pellegrino's 17-year sales and development experience, his leadership, outstanding sales and profit growth delivery as well as sustainable growth plans among other successes, led to promotions nearly every year. In his most recent position, vice president of sales at Dannon, he served on the Sales Leadership Team and managed National Account Teams.

He received his Bachelor of Business Administration in Marketing at the University of Wisconsin—Madison before landing positions with Kraft Foods, The Pillsbury Company, McNeil Consumer Products, The Clorox Company, The Dannon Company and finally Heartland Sweeteners.

Sprouts Farmers Market of Round Rock Takes Environmental Win

First Gold-Level Grocer in the Lone Star State

Sprouts Farmers Market in Round Rock, TX stands alone in the Lone Star State for receiving the EPA's GreenChill Gold-Level Store Award for green refrigeration technology.

The Round Rock location is the first in Texas and one of just 13 grocers in the nation to achieve gold certification from the GreenChill Advanced Refrigeration Partnership, a voluntary business-government program managed by the U.S. Environmental Protection Agency.

"Sprouts Farmers Market shares the EPA's com-

mitment in decreasing refrigerant emissions through innovative refrigeration design and leak tight practices in our existing and future stores," said Jerry Stutler, Vice President of Construction and Facility Engineering, Sprouts Farmers Market. "We are committed to being an environmentally conscious neighbor and grocer."

Keilly Witman, manager of the GreenChill partnership, hailed Sprouts for achieving "a very high environmental standard with its store in Round Rock - the very first EPA gold-certified store in the state of Texas. As one of GreenChill's newest partners, Sprouts is off and running to reduce the company's impact on the earth's ozone layer and climate change."

Sprouts, which has 44 stores in four states, joined the GreenChill partnership last May. The Round Rock store received the gold certification in December. The company contracted with another GreenChill partner, Hussman Corp., a subsidiary of Ingersoll Rand Climate Control Technologies, for work at Round Rock.



■ **HOLDING THE GOLD** - Jerry Stutler, Vice President of Construction & Facility Engineering, David Ricketts, Round Rock Store Manager, Frank Davis, Refrigeration/Energy Manager.

SUPERVALU Names

Julie Dexter Berg Exec. VP



■ **JULIE DEXTER BERG**

SUPERVALU has named Julie Dexter Berg executive vice president, chief marketing officer. Berg has more than twenty years of executive management experience in marketing, product management and operations. She most recently served as managing partner, Brandmaking, LLC, a brand and customer strategy consulting firm that she founded. She will join SUPERVALU effective March 15 and will report to Craig Herkert, CEO and president. "Julie has a terrific blend of strong experience in both marketing and operations leadership," said Herkert. "She has developed and implemented brand and customer management strategies for multiple companies that were effective in building customer loyalty and driving sales."

She will bring a disciplined customer focus to SUPERVALU, and I am thrilled to have her join our leadership team."

Before founding Brandmaking, LLC in 2004, Berg served as executive vice president, chief marketing officer for MediaOne in Englewood, Colorado. Prior to MediaOne, Berg was executive vice president and general manager for Airtouch wireless (now Verizon). She also has nine years of experience in consumer packaged goods marketing and brand management with Carnation Company and Nestle Foods.

In her new role at SUPERVALU, Berg will lead all of the company's marketing activities. Her key areas of responsibility will include customer and brand strategy, advertising and research and analytics.



■ **NATION'S BEST** - The best baggers in the nation competed recently at the N.G.A. Best Bagger National Championship at the Paris Las Vegas hotel.

National Best Bagger Champion Crowned at N.G.A. Annual Convention

Kyle Perry of Martin's Super Markets in Osceola, Indiana is the winner of the 2010 Best Bagger National Championship. The contest sponsored by ConAgra Foods, Inc. was emceed by Phil Lempert the N.G.A. SupermarketGuru and food editor for the NBC's Today Show, held on February 11, 2010 at the Paris Las Vegas Hotel, at the N.G.A. Annual Convention and Supermarket Synergy Show.

The Best Bagger National Championship is a year-long, nationwide program in which the best-of-the-best grocery baggers in the country compete for great prizes and the title of America's Best Bagger. Contestants are judged on speed, bag-building technique, weight distribution between bags, and style, attitude and appearance. As the winner, Perry takes home "bagging rights" as well as the \$10,000 grand



■ **BEST BAGGER** - The finest in the nation: Kyle Perry from Martin's Super Markets.



■ **BIG APPLE'S BEST** - Arcola Pointer from D'Agostino's Supermarkets did New York City proud during the competition as she made a strong showing coming in Fourth Runner Up.

Harvey's Team Member Places Second in National Competition

Danny Goodwin Best Bagger in Georgia



■ **FIRST RUNNER UP** - Danny Goodwin from J.H. Harvey Company.

Harveys Supermarkets bagger Danny Goodwin, the 'Best Bagger in Georgia,' finished second at the recent National Grocers Association (NGA) Best Bagger National Championship in Las Vegas.

Goodwin, a team member at Harveys Store 2349 in Waynesboro, GA, competed against 25 other top baggers from grocers across the country. His second-place finish was the highest ever for Harveys and the state of Georgia.

Competitors had to bag a number of items, including bread, eggs, cereal, chips, canned goods, noodles, boxed cookies and boxed dinners into reusable bags. They were then judged on speed, weight distribution, correct placement of products, appearance and attitude.

Goodwin, 21, said the energy from the crowd and other competitors in the Paris Las Vegas Hotel was intense. Coworkers, family and friends of the competitors cheered wildly for their favorite baggers.

"It was really fun, extremely loud and very serious," said Goodwin, of Augusta, Ga. "Everybody was really fast. It was exciting!"

To prepare for the event, Goodwin practiced his bagging skills for four hours everyday for five months with Harveys' coworkers. His bagging strategy is simple - "block out the walls of the bag and put heavy products on the bottom. However, bagging for customers and training for the competition are totally different. You wouldn't bag people's groceries as fast or as heavy as this," he said.

Goodwin, a Harveys team member for five years, won top honors in the Georgia Food Industry Association (GFIA) State Best-Bagger Championship in July 2009, earning \$2,000 in cash and prizes and the opportunity to compete at the national competition.

"I'm thrilled for Danny!" said Tom Robinson, Harveys vice president and chief operating officer. "He's worked very hard on his training since he won the Georgia State Championship last summer. His coaches had him well prepared for the competition with the best baggers in the country. A good strategy and the spirit to win all came together perfectly for Danny and the Harveys team as he bagged his way to finish second place among the best of the best!"

Goodwin, who is studying accounting at Augusta State University, said although bagging groceries won't be part of his long-term future, he's learned a valuable life lesson.

"Whatever you're doing, try to be the best at it," he said. "Who would've thought a bagger out of Waynesboro, GA, would be competing for the national bagging title?"

Goodwin, whose second-place finish earned him \$5,000 in cash and prizes, said he plans to use his winnings to pay off his car, buy books for school and have a little left over to spend.

prize, the coveted "Golden Grocery Bag" trophy and the Pan-Oston "Best Bagger Golden Lane" for his organization.

This year's winners are:

- Winner - Kyle Perry, Martin's Super Markets, Indiana
- First Runner Up - Danny Goodwin, J.H. Harvey Co., LLC, Georgia
- Second Runner Up - Andrew Hadlock, Maceys, Inc., Utah
- Third Runner Up - David Williams, K-VA-T Food Stores, Inc. (Food City), Kentucky
- Fourth Runner Up - Arcola Pointer, D'Agostino Supermarkets, Inc., New York

The second place winner received a prize of \$5,000 and 3rd - 5th places received a prize of \$1,000 each. This year's competition also made a change in the type of bags used within competition, switching from paper and plastic to reusable bags. This was in response to the increase in consumer popularity of reusable bags around the country.

Twenty three states were represented at this year's Best Bagger National Championship, a group that N.G.A. Executive Vice President, Frank DiPasquale says was representative of the collective spirit and work ethic of the baggers across the country. "With this competition, we aim to celebrate the bagger and the independent retailer. Watching the baggers compete with such enthusiasm, year after year, continues to reaffirm their commitments to this industry," said DiPasquale.

COMING EVENTS

APRIL

20-23 UNITED FRESH FOUNDATION GOLF TOURNAMENT. Arroyo Golf Club, Las Vegas, NV. For additional information call Tel: 202-303-3400, or visit their website at www.unitedfresh.org.

MAY

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

25-27 SWEETS & SNACKS EXPO 2010 (Formerly the All Candy Expo™) Chicago, IL. For additional information, go online to www.sweetsandsnacks.com.

JUNE

6-8 IDDBA'S DAIRY-DELI-BAKE 2010 Houston, Texas. Register at: 608-310-5000.

10-12 NATURAL MARKETPLACE 2010 73RD ANNUAL NATURAL PRODUCTS TRADE SHOW AND CONVENTION. Las Vegas Convention Center, Las Vegas, NV. For information, call: 1-866-458-4935 or 303-390-1776.

11-13 WORLD TEA EXPO, Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, NV 89109. To register for the show, visit www.worldteaexpo.com/register. Admission is free for

qualified attendees.

JULY

27-29 NFPA AMERICA'S FIRE AND SECURITY EXPO. Miami Beach Convention Center, Miami Beach, FL. Co-owned with the National Fire Protection Association, Quincy, Mass., as ROC-NFPA, LLC. Visit www.nfpa.org/afse.

AUGUST

8-10 HISPANIC RETAIL 360 SUMMIT The Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch, AZ. For details visit online www.hispanicretail360.com.

OCTOBER

26-27 13TH AMERICA'S FOOD & BEVERAGE SHOW, Miami Beach Convention Center, Miami Beach, FL. For additional information, contact: Tel. 305-871-7910.

FEBRUARY 2011

13-16 NATIONAL GROCERS ASSOCIATION (NGA) ANNUAL CONVENTION AND SUPERMARKET SYNERGY SHOWCASE. Mirage Resort and Casino, Las Vegas, NV. For more details go to: www.NationalGrocers.org.

13-16 NATIONAL MEAT ASSOCIATION (NMA) MEATEXPO Suppliers' Exposition and Annual Convention. Mirage Resort and Casino, Las Vegas, NV.

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

Arnold Joins Velvet Ice Cream

Nathan Arnold recently joined the Velvet Ice Cream Company as Marketing Coordinator.

Arnold's responsibilities include coordination of Velvet's marketing programs, including external events and appearances. He launched and oversees Velvet's social networking efforts on Facebook and Twitter, and maintains the company's web page.

Prior to joining Velvet, Arnold worked for Ohio Proud, a program for Ohio-based companies operated by the Ohio Department of Agriculture.

Arnold is a graduate of The Ohio State University where he earned a bachelor's degree in agricultural education.

He is a native of Fleming, Ohio, and a 2005 graduate of Warren High School.



■ **NATHAN ARNOLD**

N.G.A. and National Meat Assn. to Co-locate Annual Conventions

The National Meat Association (NMA) has agreed to co-locate their MEATX-PO (Suppliers' Exposition and Annual Convention) with the National Grocers Association Annual Convention and Supermarket Synergy Showcase in Las Vegas, Nevada next February 13 -16, 2011 at the Mirage Resort and Casino.

"N.G.A. continues to collaboratively work with other trade associations and is pleased with the new relationship with NMA. We look forward to a bigger, better and more value added convention in 2011," said Frank DiPasquale, N.G.A. Executive Vice President. "We feel that this move will enhance the networking, educational and professional services provided to our respective membership and trading business partners. In an increasingly competitive marketplace, the ability to adapt and grow to meet our members' needs is crucial and the meat department continues to be an important point differentiation for many of our members."

NMA CEO Barry Carpenter adds, "We are excited for the opportunity to co-locate with the National Grocers Association in February 2011. National Meat Association strives to provide its members opportunities to open doors and exercise options to make connections important to the success and continuance of their businesses. In today's upswing of the economy we look forward to effective working relationships with affiliate organizations and we are pleased to begin this venture with the outstanding group at N.G.A."

Open For Business!



 Resealable Bag!

Nature's Own

Now it's easy for your customers to slim down their sandwiches while still enjoying the great tasting bread they love – with new Nature's Own Sandwich Rounds!

It's just the product you'd expect from the #1 selling soft variety bread brand.*

- Zipper-style bag – consumer tested, consumer approved
- Packed with whole grains and fiber
- Perfect for a wide variety of occasions

We are nature's baker.™



* Total US IRI Market, calendar year 2009
© 2010 Flowers Foods