

# TODAY'S GROCER

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## Bill Simon Named President/CEO of Walmart U.S.



**BILL SIMON**

Wal-Mart Stores, Inc. announced that Vice Chairman Eduardo Castro-Wright has been appointed President and CEO of Global.com and Global Sourcing, and Bill Simon has been

promoted to President and CEO of Walmart U.S. Castro-Wright, who will also continue to serve as vice chairman, and Simon will report directly to Walmart President and CEO Mike Duke. Simon assumes his new responsibilities immediately. Castro-Wright will be transitioning through August 1.

"As we continue to become a truly global company and address the business challenges of a rapidly changing world, it is clear that Global.com and Global Sourcing are critical to our future growth and suc-

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## Metropoulos & Co. Acquires Pabst



**DEAN METROPOULOS**

Metropoulos & Co., a leading investor in and manager of branded consumer products, has acquired Pabst Brewing Company, North America's largest privately

held brewing company. Financial terms of the transaction were not disclosed.

Pabst Brewing Company has been in business since 1844. The company produces several of America's best-known brand labels, including the award-winning Pabst Blue Ribbon, Old Milwaukee, Lone Star, Colt 45, Old Style and Schlitz. Headquartered in Woodridge, Illinois with offices in Milwaukee and San Antonio, Pabst generates annual sales in excess of \$500 million.

Dean Metropoulos said, "My sons, Evan and Daren, and I are proud to be part of this 165 year-old historic American icon. Pabst Brewing Company is one of America's most traditional and well-recognized

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# Made In Margate

## Winn-Dixie's New Entry Brings a Fresh Look to Retailing in South Florida

**RANDY RAMBO**  
Regional Vice President

**DONALD DURHAM**  
Store Director

**PETER LYNCH**  
President and CEO  
Chairman of the Board

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**Walmart**

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## Walmart to Work with the City of Chicago

### Goal to Increase Store Growth Over Five Years

Walmart has announced a goal to work with the City of Chicago to build several dozen stores that create approximately 12,000 jobs in Chicago over the next five years as part of a long-term initiative called the "Chicago Community Investment Partnership." The new plan, which also will help eradicate food deserts and stimulate local econom-

ic development, includes five key components.

Open several dozen stores across the City of varying size and format. This will not only address Chicago's double-digit commercial vacancy rate but, more importantly, provide customers with more convenient access to affordable groceries, especially those 600,000 residents living within Chicago's three, self-identified food deserts.

Create approximately 10,000 associate positions and 2,000 unionized construction jobs, helping to offset the City's 11.4-percent un-

employment rate.

Generate more than \$500 million in sales and property taxes, providing a much-needed revenue boost to a wide range of City and county services.

Pay competitive wages at all levels, for Walmart associates across Chicagoland.

Develop charitable partnerships in Chicago worth \$20 million that work to eradicate hunger, curb youth violence and help all Chicago residents live better.

Continued on PAGE 33

## Congress Passes Wall Street Reform and Consumer Protection Act

Congress completed action on the Dodd-Frank Wall Street Reform and Consumer Protection Act when the United States Senate passed the measure, July 15. The legislation was passed in response to the financial collapse and regulatory failures that occurred in 2008.

"Retail grocers and other merchants won a major victory with the inclusion of Senator Durbin's (D-IL) amendment to reform excessive debit card interchange fees and re-

strictive practices that are imposed by the credit card networks and their largest banks," said Peter Larkin, President and CEO of the National Grocers Association. "I am especially proud of the grassroots efforts by independent retail grocers and their wholesalers in educating members of Congress about these credit and debit card abuses. Passage of this law makes an important first step forward by giving the Federal Reserve Board regulatory authority to

reduce debit interchange fees and reform anticompetitive rules."

Upon signature into law by President Obama, the Federal Reserve Board is required to establish regulations not later than nine months after enactment that determine the amount of debit interchange transaction fees shall be reasonable and proportional to the cost incurred by the issuer with respect to the trans-

Continued on PAGE 33

## Joe Grieshaber Named President of Dillon Food Stores



■ JOE GRIESHABER

The Kroger Co. announced Joe Grieshaber has been named President of Kroger's Dillon Food Stores Division, replacing John Bays, who is retiring after 42 years with Kroger.

"Joe's merchandising and management experience will serve our associates and customers well. We look forward to Joe's leadership at Dillons as we continue to focus on improving our customers' overall shopping experience," said Rodney McMullen, President and Chief Operating Officer of Kroger.

Grieshaber began his career with Kroger in 1983 as a store manager trainee in Nashville.

During his career, he has held a variety of leadership roles including meat merchandiser, zone manager, and vice president of merchandising. Most recently, Grieshaber has served as Group Vice President of Perishables Merchandising and Procurement for Kroger, a position he has held since 2003. In that role, he has been responsible for fresh and natural foods throughout Kroger's family of stores. Grieshaber has actively supported community organizations during his career, including the Special Olympics. He and his wife Vickie have three grown daughters.

Grieshaber joined McMullen and the Kroger team in wishing Bays and his family all the best as he retires. "We are very grateful to John for his tremendous contributions to our company during his career with Kroger. Under John's leadership, Dillons continued to grow and sharpen its focus on serving customers."

Dillon Food Stores, headquartered in Hutchinson, KS, operates 91 stores in Kansas, Missouri, and Nebraska and employs over 11,500 associates.

### 14<sup>th</sup> Annual



■ THE TOP FIVE WINNERS in the 14th annual Hooters International Swimsuit Pageant included, from the left, Susan Murray, Katy, Texas, third place runner up; Rachel Mortenson, Phoenix, first runner up; Le Angela Davis, Columbus, Ohio, winner; Ashleigh Dunn, Newnan, GA, second runner up; and Janet Layug, Lakeland, FL, fourth runner up.

## 100 Compete in Miss Hooters International Swimsuit Pageant

The most beautiful Hooters Girls from Hooters' 455 locations around the World competed at the Hooters International Swimsuit Pageant, July 10th in Fort Lauderdale, Florida. This year, 100 Hooters Girls from Australia to Atlanta came to Fort Lauderdale to compete for \$150,000 in cash and prizes at the 14th Annual Hooters International Swimsuit Pageant.

The Hooters Girl contestants were selected to represent their hometowns by competing in local swimsuit contests or were individually chosen to represent their Hooters location. They were selected from over 17,000 Hooters Girls worldwide who presently work in one of the 455 Hooters restaurants across the world.

The week leading up to the pageant the Hooters Girls participated in Hooters Magazine and Hooters Calendar photo shoots as well as supporting charitable efforts.

The 14th Annual International Swimsuit Pageant was held at the Broward Center for the Performing Arts and was broadcast live on Spike TV. From evening gowns to swimsuits, the contestants were judged by a distinguished panel of celebrity judges and photographers.

The first place contestant, Miss Hooters International 2010, LeAngela Davis, returned home to Columbus, OH, with the crown, title and the \$50,000 first place prize. She will represent Hooters for the year and be featured in the Hooters Magazine, Hooters Calendar and appear in national TV commercials.

Other awards presented included: Miss Hooters World, representing Hooters 28 international countries; Miss Hooters Congeniality; Miss Hooters Magazine Reader's Choice, who is selected based of voting at [www.Facebook.com/Hooters](http://www.Facebook.com/Hooters) and Miss Photogenic.

### DuPont Leader:

## Increasing Productivity for Both Large – and Small – Scale Farmers Critical

Increasing farmer productivity in developed and developing economies is critical to meeting the challenge of feeding the world, and innovation is a powerful catalyst for both, DuPont executive vice president James C. Borel, recently told participants at a Federal Reserve Bank of Kansas City symposium.

"In a world of global trade and agricultural exports, it may come as a surprise to know that 85 percent of all food never crosses an international border," said Borel. "The bulk of the food to feed the hungry needs to come from the place where the hungry live."

"While the gap between production and population is often cited, the mismatch between the location of agriculture production and the location of people makes the challenge all the more daunting," said Borel. "Most of the population growth is coming from the less economically developed areas. Of the 81 million people added to the global population in 2005, 79.5 million were in the developing world."

"Agricultural exports from the United States and other countries must remain strong, but they are not enough," said Borel. "We must produce more, everywhere, in increasingly sustainable ways."

The science of plant genetics is size neutral and can deliver productivity gains whether it's a farmer in central Iowa with 1,000 acres of corn, or a small farmer in the Philippines with a half hectare. And scientific advances are being made across the agriculture industry at an accelerated pace, including better yields, improved nutrition and value; better environmental sustainability; and improved crop protection.

"Yet, we need to look beyond science," said Borel. "The most valuable innovation comes from collaboration - the ability to harness collective ingenuity and resources - from farmers to public researchers and governments to organizations and private companies."

"Through global collaboration and innovation, we can increase the future productivity of agriculture even more than past history would suggest," he said. "We can meet the world's demand for more food - and, we can do it while improving nutritional benefits and raising the standards of environmental stewardship."

"We can empower farmers to be productive in all parts of the world. In short, we can set the stage for the next agricultural revolution."



■ JAMES C. BOREL

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# 6 On the Promotional front

## Chicken of the Sea Searches for its 'SuperCook'

Chicken of the Sea is currently conducting the Chicken of the Sea SuperCook Contest. The contest, which includes a promotional tie-in with "The Balancing Act" television show is airing on Lifetime, now through August 15. The basis of the contest is a search for consumers who know how to turn simple dishes into super meals. Contestants will be asked to submit a recipe, essay and photo, and optional video. Winners will be judged on recipe creativity (20 percent); use of Chicken of the Sea product in the recipe (20 percent); taste and appearance of recipe (20 percent); and embodiment of Chicken of the Sea's brand assets of health, nutrition and convenience (40 percent).

"The SuperCook Contest is more than a recipe contest. It's about getting people to engage with our brand and reinforce that our products are healthy, nutritious and convenient all while having a little fun," said John Sawyer, senior vice president of sales and marketing for Chicken of the Sea. "It's also a nice continuation of our previous campaigns, including our 2009 tie-in with Celebrity Apprentice, which generated a significant amount of consumer excitement. This year, we're taking it to new levels with even more promotional elements and heightened social media efforts."



The grand prize winner of the

SuperCook Contest will be featured on "The Balancing Act," win a \$10,000 cash prize and be featured, along with his or her winning recipe, on a Chicken of the Sea product package. One runner up will receive \$2,500 and also be featured, along with his or her recipe, on a product package. Third and fourth place winners will receive cash prizes of \$2,500 each.

## "Ski On It This Year, Drink It Next Year" Sweepstakes Underway

As an escape from the intense summer heat that has already attacked the Mountain-West region of the United States, redleaf, North America's only ultra-premium bottled water, is joining forces with Albertsons LLC to launch their first-ever "Ski on it This Year, Drink it Next Year" Sweepstakes online at redleafskisweeps.com, the company announced. The contest, now underway, continues through September 21.

The grand prize winner will receive a five-day, four-night trip for two in world-renowned Whistler, British Columbia, including round-trip airfare, deluxe hotel accommodations, three-day ski passes, spa treatments and a redleaf prize pack, valued at \$5,000.

In addition, 100 Albertsons gift cards, each with a value of \$50, will be given away as first prizes. One person per day throughout the contest will be chosen at random from the entries submitted on the website to receive a gift card.

"We are thrilled to be able to offer this once-in-a-lifetime opportunity to redleaf drinkers in the United States," said redleaf CEO Dave Hillis. "Whistler, like redleaf, is truly one of Canada's national treasures and we can't wait to share it with one lucky American and their guest."



## BI-LO Launches Thrive! Health and Wellness Initiative

Because consumers are interested in making healthier food choices for themselves and their families, BI-LO has launched a new health and wellness initiative called BI-LO Thrive!™, which includes a full-time registered dietitian on staff to educate shoppers about healthy living alternatives. Monica Amburn, RD, LD, will provide customers with free health and wellness tips, while showing shoppers that buying healthier foods can be affordable and easy to find in BI-LO stores.

Amburn will spearhead BI-LO's efforts to offer nutrition and wellness solutions and help shoppers and their families achieve a balanced way of life. In addition to interacting with customers in stores and at BI-LO-sponsored events, Amburn will also write a quarterly magazine featuring healthy cooking tips, fun fitness facts and other lifestyle recommendations.

"We are delighted to have Monica on board to help assist our customers and to bring BI-LO Thrive! to all BI-LO shoppers," said Michael Byars, president and CEO



MONICA AMBURN

of BI-LO. "The addition of Thrive! is just one more example of our commitment to the communities we serve and how we strive to provide customers healthy savings without sacrifice."

An important component of BI-LO Thrive! is the two-way interaction between Amburn and BI-LO customers. In addition to the face time customers will have with her at periodic store visits and at company-sponsored events, consumers can

contact Amburn at any time via email at thrive@bi-lo.com for wellness, food and cooking related questions and comments.

"Today's consumers are taking a more active role in managing wellness for themselves and their families," said Amburn. "Being from the South, I understand the heritage of southern cooking. I'm excited to combine my knowledge and experience in nutrition and healthy eating with the fresh, quality products BI-LO offers every day."

"The most important concept I want to communicate to customers is that they have the power of choice when shopping at BI-LO," Amburn continued. "Through the Thrive! magazine and my one-on-one interaction with shoppers, I want to show everyone that healthier options are available at all BI-LO stores. Making better shopping decisions and small lifestyle changes can make a huge impact on overall health and well-being, and I look forward to showing BI-LO customers how to learn more about healthier living."

## Mrs. Cubbison's Debuts New Crouton Bags

### Featuring 'No More Naked Salads' Promotion

One way Mrs. Cubbison's is introducing the new, resealable, stay-fresh bag for its Restaurant Style Croutons, is with a national "No More Naked Salads" consumer contest. They want to see what kinds of ingredients people put on their salads to dress them up. This is great for the markets too, as this contest also encourages consumers to purchase other various ingredients to add to Mrs. Cubbison's croutons to make their own creative salads.

The Grand Prize is a year's supply of free groceries (a \$5200 value) from the winners favorite market. Plus, there are 20 First Prize winners who will each receive



\$100 grocery gift certificates. The "No More Naked Salads" Sweepstakes starts September 1 and runs through December 31, 2010.

Using only the freshest, specially-baked bread, Mrs. Cubbison's toasts each crouton to crisp perfection for better texture and crunch. The larger Restaurant Style crouton delivers more flavor and taste. It is also a more elegant presentation on soups and of course, on salads, and is also a great snack right out of the bag.

The high-impact, resealable, moisture-proof bag, retains fresh-from-the-oven crunchiness. The convenient stand-up bag allows for better store display flexibility and the colorful, appealing graphics pull the consumer to the shelf.



## Del Monte Launches Campaign Promoting Banana's Role in Nutrition

Del Monte Fresh Produce Company, Coral Gables, FL, announced the launch of "Buy A Bunch. Lose A Bunch.", an integrated marketing campaign that aims to engage consumers with Del Monte's motto, "Eat Health. Live Healthy." The initiative focuses on bananas, the most purchased fresh fruit by U.S. consumers, as an affordable diet staple to lose and maintain weight.

"Buy A Bunch, Lose A Bunch." combines traditional in-store signage with social and mobile media to connect with consumers in our fast-paced, changing marketplace," said Dennis Christou, Vice President Marketing of N.A., for Del Monte Fresh Produce Company. "There is no magic bullet to weight loss, but bananas can be an integral part to a nutritious low-calorie diet. Their affordability and popularity put them within reach for any consumer."

The initiative involves a number of online and offline components. Online, Del Monte is offering five trips for two to the Banana Beach Resort in Belize. One trip will be given away along with \$100 gift cards in a sweepstakes run through supermarket retailers and www.fruits.com. The retail promotion will be supported with a series of new banana stickers and in-store signage highlighting the sweepstakes and driving consumers online. Four additional trips will be given through Del Monte's new Facebook page, "Fan of Bananas" (www.facebook.com/fanofbananas), in a Diet Challenge Sweepstakes, where consumers are encouraged to learn more about bananas and healthy eating.

Del Monte is also reaching mobile consumers with the launch of the Del Monte Fresh Lifestyles application for iPhone and blackberry users. The app will feature recipes and product information, diet information and tools, fun games for adults and kids, and downloadable coupons for bananas and other Del Monte fresh fruits and vegetables (available for free at the iPhone App Store and BlackBerry App World).

"Staying fit is not a trend; it's a lifestyle. We want our consumers to feel empowered to eat fresh and to be healthy," said Christou. "The Facebook Banana Diet Challenge and Del Monte Fresh Lifestyles app are tools to help jumpstart a new, healthy lifestyle."

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# Produce

## Bountiful Crop of Excellent Quality Fresh Figs This Season

Summer is here and with it one of the season's finest offerings - fresh California figs. Succulent, aromatic and naturally sweet, fresh figs grown in California will be plentiful until mid-December.

Fig growers report excellent quality amid a harvest estimated to come in at nearly 12 million pounds this year. With fruit now available in stores, California fig farmers offer the following tips when evaluating figs, including: Look for the softest figs; a soft texture indicates the fruit is ready to consume immediately. Don't be concerned about small slits or tears in the skin as long as the fig has a fresh aroma. Fresh figs are delicate. Handle gently. Keep figs in the refrigerator for as long as five to seven days. Too many to eat right away? Just rinse and freeze. Simply arrange in a single layer on a pan and put in the freezer. Transfer frozen figs to a sealed plastic bag, where they can be kept in the freezer for up to six months. Avoid figs with a fermentation odor; it indicates that the fruit is overripe.

"California figs are world

renowned for their versatility and unique flavor, and as such, are sought after by the culinary elite," said Karla Stockli, Chief Executive Officer, California Fresh Fig Growers Association. "With strong affinity among top chefs, along with an increasingly sophisticated consumer palate and a continued quest for great tasting, good-for-you food, we are seeing an increased demand for figs - and California fig farmers are delighted to provide."

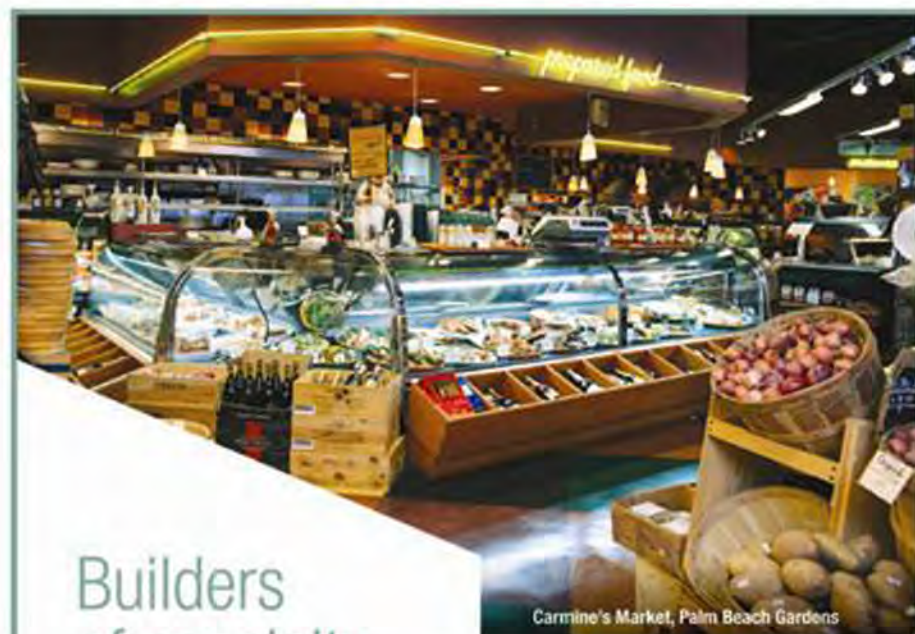
Through the ages, figs have been recognized as a powerhouse of nutrition. In 2900 BC, early Sumerians documented the "medicinal" uses of figs. Today, we know that figs are an excellent source of dietary fiber. They are also rich in antioxidants and are fat-, cholesterol-, and sodium-free. Just three to five figs - fresh or dried - provide five grams of fiber and count as one serving of fruit, adds Stockli.

California produces multiple varieties of figs. This summer, Mission and Brown Turkey Figs, with their rich robust flavor, were first to market and will be available until late fall. Amber-

colored, delicate, and light flavored Kadota Figs will be abundant through October, while fresh Calimyrnas, known for their pale yellow skin and nutty, buttery sweet flavor, will be available from July through September.

"California's fertile soils and temperate climate are ideal for producing consistently high-quality fresh figs," said Stockli. "Summer and fall are peak seasons for the delicacy, so don't let this fig season come and go without enjoying this guiltless indulgence."

Stockli adds that everything except the stem is edible, and figs can be enjoyed by themselves or combined with other favorite summertime foods. Fresh, flavorful California figs require no cooking; however, figs can bring out the chef in almost anyone. Add a few simple recipes to your summer repertoire, such as seared fresh figs paired with a favorite cheese; prosciutto-wrapped figs and arugula salad; caramelized onion, fig and goat cheese tarts; spiced port poached figs with honey cream; or simply elegant chocolate-covered figs.



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- Carmine Giardini



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## Rutter's Customer Wins Free Gas For One Year

Linda Wells of York, PA, is the first of eight lucky Rutter's Farm Stores customers to win free gasoline for one year in the company's annual summer giveaway.

"Fuel Up Free!" runs through August 29. During the contest, Rutter's is offering monthly food and beverage specials. Each purchase of a featured item earns a customer one contest entry. The more featured items purchased, the more opportunities to win.

Customers who swipe their Rutter's Rewards loyalty cards when they purchase the featured items automatically are entered into the drawing. Customers who purchase the featured items without using a Rutter's Rewards card receive an entry form that can be filled out and dropped in a designated box at any Rutter's.

The participating contest sponsors are: Coca-Cola, Davis Beverage, Edy's Grand Ice Cream, Glaceau, Jack and Jill Ice Cream, Kunzler & Co., Monster Beverages, Nestle Waters, Pepsi Cola, Pennsylvania Lottery, Red Bull, Rutter's Dairy and S&D Coffee.



■ Beth Himmelright, Rutter's fleet sales representative; contest winner Linda Wells; and Robert Perkins, Rutter's Dir. of Marketing.

■ Navarro Discount Pharmacies, the largest Hispanic-owned pharmacy chain in the U.S., celebrated the grand re-opening, June 24, and renovation of its original store at 1243 SW 8 Street in Miami which opened in 1961 as El Nacional Drug Store. Hundreds of customers attended along with City of Miami Mayor Tomas Regalado and the entire City of Miami Commission, local business owners and residents. The renovation of the 10,000 sq. ft. store includes a new merchandise layout, new colors, enhanced signage and improved services for customers such as a Pediatric pharmacy for busy parents, free Compounding pharmacy services, a free Diabetes Club for adults and children with diabetes, and free prescription delivery for all customers. Other stores in the Miami chain will undergo the same renovations and enhanced services.







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# 10 Meat



## Raw Ibérico De Bellota



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Bellota Importers, the only retail and wholesale distributor of raw Iberico de Bellota in the U.S. has product available in America for sale to the food service industry and general public. Iberico de Bellota raw pork comes from the legendary purebred heritage Iberico pig which feeds on acorns – known as “bellota” – during the peak fattening season, known as the “Montanera,” from December to March.

As the last free ranging pigs in Europe, Iberico pigs, popularly known as pata negra, or black hoof, roam in the dehesa, an indigenous forest of southwestern Spain eating acorns as well as mushrooms and herbs. This pig's special diet infuses the pork with a buttery, nutty flavor. The breed's ability to store extremely high levels of monounsaturated fats in its dense muscle tissue – a trait unique to the Iberian breed of pig – also makes the meat tender and produces heart healthy benefits.

In 2009, raw Iberico de Bellota chuletero (loin) cuts were introduced in the U.S. for the first time. The limited seasonal supply of this world-renowned pork quickly sold out as work spread Iberico de Bellota was available. For 2010 Bellota Importers has expanded its wholesale/retail product line to include cuts that never have been sold in the U.S. before: Carilleras (cheeks), Costilla (spare ribs), Panceta (belly – rind on), and Tocino de Cuello (fat back). Bellota Importers also will have available the following additional new cuts unique to the Iberico breed: Pluma (a cut from the shoulder section of the loin), Presa de Paleta (shoulder steak), and Secreto o Cruceta (between the shoulder, ribs, and fatback).

“In eating Iberico de Bellota, you get the best of both worlds,” says Bill Fuchs, owner of Bellota Importers. “You get meat that's not only succulent and flavorful but has high levels of HDL or “good” cholesterol. In Spain they call Iberico de Bellota pigs ‘olive trees with legs’ because they provide high levels of HDL cholesterol.”

Bellota Importers is part of the Wagshal's Group of Companies in Washington, D.C.



As the last free ranging pigs in Europe, Iberico pigs, popularly known as pata negra, or black hoof, roam in the dehesa, an indigenous forest of southwestern Spain eating acorns as well as mushrooms and herbs.



## Catelli Brothers Introduces New Burgers

### Lamb, Meatloaf and Veal Burgers Bring New Twist to Summertime Classic

Catelli Brothers has introduced a lineup of five new burger varieties. The burgers feature the highest-quality USDA meats and are great for grilling, making them the perfect addition to summertime menus. VEAL BURGER – all natural fresh American USDA choice veal, LAMB BURGER – all natural fresh American USDA choice lamb, MEAT-LOAF BURGER – a custom blend of fresh ground beef, pork & veal, GOURMET ANGUS BEEF BURGER – 85% lean, 15% fat and GOURMET BEEF BURGER – 80% lean, 20% fat.

“These new burgers have the same great quality and taste our customers expect from Catelli Brothers,” said Tony Catelli, President and CEO, Catelli Brothers, Inc. “The lineup gives consumers the convenience of fresh, pre-formed burgers that go directly from the package to the grill.”

The new burgers sold fresh in the meat case in a MAP burger tray for maximum shelf life.

## Dallas Italian Staple

## Jimmy's Foods Store Adds Chisholm Trail Longhorn Beef to Famous Meat Selection

For more than 40 years, Jimmy's Food Store has provided Dallasites with the best selection of premium Italian meats, cheeses and wines at affordable prices as well as a great place to get an Italian Sub or Muffuletta. Recently, Jimmy's Food Store began offering customers a new, local flavor. Chisholm Trail Longhorn Beef, used in restaurants throughout Texas, has found a new home at Jimmy's Food Store. It marks the first time in Jimmy's tenured history that the store has offered longhorn beef to its customers.

At only 140 calories per 3.6-ounce serving, 3.7 grams of fat and 81.5 grams of cholesterol, a lean, pasture-raised longhorn steak has less fat, cholesterol and calories than almost any other meat or poultry available. It also serves as a great source for nutrients like protein, iron, vitamins B6 and B12, zinc and selenium – and most importantly it's raised right in the heart of Texas.

In addition to Jimmy's Food Store, Chisholm Trail Longhorn Beef recently partnered with Dallas-Fort Worth area health food store HerbMart in an effort to provide a tasty, nutritious red-meat selection to HerbMart's health-conscious customers. Food lovers also can find Chisholm Trail Long-



**LONG-TIME FAVORITE** - For more than 40 years, Jimmy's Food Store has provided Dallasites with the best selection of premium Italian meats, cheeses and wines at affordable prices as well as a great place to get an Italian Sub or Muffuletta.



**JIMMY'S FOOD STORE** owners Mike and Paul DiCarlo.

horn Beef on the menus of Dallas' Opa! Grill, Austin's Chez Zee and The University of Texas' Executive Chef, Houston's new

Zelko Bistro and Café on the Green and the club restaurant at the Four Seasons Resort and Club in Las Colinas.



# What Do These New Items Have In Common?

## A Lot More Than Meets The Eye



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# 12 Strictly Natural



## Kashi Introduces New TLC Cranberry Walnut Fruit & Grain Bars

Kashi Company has announced the addition of Kashi® TLC® Cranberry Walnut Fruit & Grain Bars to its TLC family of snacks. Made with Kashi's signature blend of rolled Seven Whole Grains chewy granola, the new Kashi TLC Cranberry Walnut Fruit & Grain Bars combine real, soft fruit and hearty nuts layered on top of granola to provide a nutritious treat with a delicious sweet and tangy flavor combination.

Kashi TLC Cranberry Walnut Fruit & Grain Bars provide hearty goodness you can see and taste. With 4g of fiber, 4g of protein and 3g of fat per serving, these nourishing bars are convenient to enjoy at home, work or on-the-go. Additionally, free of highly refined sweeteners and artificial ingredients, they naturally satisfy any sweet tooth.

Kashi TLC Cranberry Fruit & Grain Bars are now available for a suggested retail price of \$3.99 per box.



## Boulder Canyon Debuts Healthier Kettle Chips

Boulder Canyon™ Natural Foods continues to build its better-for-you snack portfolio by expanding its Totally Natural line of kettle-cooked potato chips to add four new flavors, including 60% reduced Sodium, No Salt Added, 40% Reduced Fat and Olive Oil varieties.

All Boulder Canyon snacks are 100% all-natural and cooked in sunflower, safflower or olive oils that are low in saturated fat and rich in essential fatty acids. The snacks feature only natural seasonings and contain no artificial flavors, colors or preservatives.

In addition, the new Totally Natural varieties feature 33-100% fewer milligrams (mg) of sodium than the average potato chip without compromising the great taste and texture consumers expect from Boulder Canyon.

The chips will be available in either five or nine-ounce bags with a standard retail price of \$2.49-\$3.99 per package.

## Snikiddy Snacks

### All-Natural Cheese Puffs and Baked Fries Perfect for Families

Snikiddy®, manufacturer of Snikiddy Snacks, showcased its All-Natural Cheese Puffs and Baked Fries at the Sweets & Snacks Expo in Chicago, May 25-27. Snikiddy Snacks are available in individual snack packs for vending or foodservice and "sharing" sizes.

"We aim to provide the highest-quality, all-natural snacks available on the market today and look forward to introducing our product to buyers and attendees at the 2010 Sweets & Snacks Expo" said Mary Schulman, Snikiddy's founder and EVP of marketing. "Because Snikiddy Cheese Puffs and Baked Fries are made with real ingredients, our products offer a healthy snack option that both kids and families can enjoy at home or on the go. We hope to make a positive impression at Sweets & Snacks 2010 and help improve the way families eat, one snack at a time."

All Snikiddy Snacks, including the All-Natural Cheese Puffs and All-Natural Baked Fries, are made with simple and pure ingredients. Unlike most conventional snacks, every single Snikiddy Snack is gluten and wheat free, and made without hydrogenated oils, high-fructose corn syrup, artificial flavors, colors and preservatives. All Snikiddy Snack Packs are SB-12 compliant.

The Snikiddy All-Natural Cheese Puffs and Snikiddy All-Natural Baked Fries are each offered in a variety of flavors and sizes. Snikiddy All-Natural Cheese Puffs, available in Grilled Cheese, Nacho Cheese, Mac N' Cheese and Pizza flavors, are available in 4oz. Sharing Packs, and are also available for vending and foodservice in the following sizes: Grilled Cheese, 1oz., Mac N' Cheese, .75oz. and Nacho Cheese, 1oz. Snikiddy All-Natural Baked Fries are available in Original, Cheddar Cheese, Classic Ketchup, and Parmesan Garlic flavors in 4oz. Sharing Pack sizes, as well as Snack Pack flavors and sizes, including Original and Cheddar Cheese 1oz. sizes.



## Angie's Introduces Newest Kettle Corn Flavor...Caramel

Snack connoisseurs of kettle corn get ready to have your taste buds dance! There's a new flavor of kettle corn coming to town.

Angie's Kettle Corn has unveiled their latest product, caramel-flavored kettle corn.

The latest flavor of offering will still be a quality natural product that delivers the perfect balance of sweetness and salt and has no cholesterol, trans fats or preservatives. What differentiates Angie's product offering from other "caramel corn" is that Angie's kernels are not smothered or drenched – but "kissed" with caramel.

Handcrafted in small batches and in real kettles, Angie's Caramel Kettle Corn is made from simple ingredients: popcorn, corn oil, sugar, invert cane syrup, natural flavor and coloring and sea salt. Compared to other snack foods, Angie's is a healthier snack choice that is Kosher-certified and gluten-free.



## Pacific Natural Debuts New Soup Collections

Poblano peppers, sweet potatoes, roasted garlic, lemongrass and crème fraiche are just a few of the flavorful ingredients Pacific Natural Foods is bringing to the table this fall with two new soup collections: a new line of all natural hearty soups and chowders, and the first and only organic condensed soups on the market. Both are packaged for convenience in easy-to-open, BPA-free cartons.

Taking a page from bistro menus, Pacific's new all natural hearty soups and chowders combine vegetables, savory herbs and zesty spices that add up to sophisticated flavors typically found in restaurants.

The new collection, made with all natural ingredients and nothing artificial, includes six indulgent vegetarian flavors: Vegetable Lentil & Roasted Red Pepper Soup, Poblano, Pepper and Corn Chowder, Rosemary Potato Chowder, Thai Sweet Potato Soup, Chipotle Sweet Potato Soup and Roasted Garlic Mushroom Lentil Soup.

"America's hunger to explore adventurous, new flavors has reached the humble soup bowl," said Tim Ramsey, vice president of sales and marketing for Pacific Natural Foods. "We scoured recipes and restaurant menus for flavor inspiration and created a new collection of hearty classics that reflect regional favorites as well as global cultural trends."

Pacific's all natural hearty soups and chowders (SRP \$2.69-\$3.29 for 17.6 oz.) and organic condensed soups (SRP \$2.49-\$2.99 for 12 oz.) arrive in stores nationwide this fall.



## Navitas Naturals Intro's Organic Raw Nori Sheets

Ideal as a Sushi Wrap or as a Nutritious Addition to Salads, Dips & Rice

Nori is a 'superfood' from the sea that has been celebrated in Japanese culture for its nutrition and culinary versatility since at least the 8th century. Most recently, this flavorful red sea algae has been gaining popularity in North America as a sushi wrap. Navitas Naturals now introduces is pleased to announce nutrient-dense Organic Raw Nori Sheets made from premium Nori seaweed that is grown in the Sea of Japan.

Offered in re-sealable pouches containing either 10 sheets for \$5.69, or 50 sheets for \$19.99, Navitas Naturals Organic Raw Nori Sheets are certified organic, vegan and raw. To make Organic Raw Nori Sheets, premium Nori is pressed and dried in a manner that resembles ancient papermaking. This process is performed at low temperatures to maintain nutritional integrity and status as a raw food.

Nori sheets are commonly used as wraps for sushi and onigiri, and Navitas Naturals also recommends Organic Raw Nori as a garnish or flavoring in noodle and rice recipes, salads, dips and soups.



# Green is Lean: Being Good for the Environment is Also Good for Your Business



By: **JAY ARTHUR**

Global warming, oil spills and other environment disasters seem to be on everyone's mind. Business magazines write about "green" businesses. Movie stars drive hybrid cars to look "green". But most companies overlook the single biggest opportunity they have to go green by simplifying, streamlining and optimizing their internal operations.

Since most businesses, even profitable ones, spend a third or more of their budget on waste, scrap and rework, isn't it reasonable to assume that eliminating that waste would reduce various planetary problems? Reducing and eliminating waste is the goal of Lean production.

Reduction in waste will reduce consumption, which will reduce the energy required to produce the stuff in the first place. Less energy use means less warming. Less waste means a greener planet.

## Leaning the Business

Most of us grew up learning about Henry Ford and mass production. Mass production led to economies of scale that reduced costs...as long as the company was making a single model with no options. Today, customers demand a customized product whether it's a new car or a burger at the local restaurant.

Then along came Lean (a.k.a., the Toyota Production System). Lean focuses on eliminating unnecessary delays and movement. It creates economies of speed that not only reduce costs and boost profits, but also minimize environmental impacts. Where mass production focuses on big batches, Lean focuses on small batches and quick change over. With mass production it's easy to commit the sin of overproduction that creates inventory that has to be warehoused and managed. Lean only creates a small batch when a customer requests it resulting in no unnecessary production or inventory. There's nothing to warehouse. You make it; you ship it.

It no longer makes sense to make a thousand units of a prod-

uct quickly if customers want a product customized to their needs. A business can easily end up with thousands of units that no one wants. All of the energy and materials used to create these products is wasted. And it takes energy and landfills to recycle or dispose of the stuff. And when the economy slides into recession, mass production can keep making more and more inventory that has to be stored and managed.

Imagine for a moment the environmental impacts of the shift from mass production to Lean production. If a company only produces enough products or services to meet customer demand, it doesn't have to inventory, store or manage a lot of raw materials or finished goods. This prevents unnecessary movement of inventory, reduces storage costs, and reduces overtime.

One chemical company had \$200 million in finished goods sitting in rail and shipping yards all over the planet. Managing that inventory cost a fortune. One metal fabricator recycled a million pounds of finished, but flawed product every month. It had to be chopped up and fed back into the furnaces. Saving the energy used to chop and melt the recycled metal could help save the planet.

A magazine printer had high-speed presses that could print a million magazines in a day, but the bindery could only handle 200,000. The other 800,000 had to be stored where they could be gored or toppled by forklifts over the next five days. Simple solution: print 250,000 the first day and 200,000 every day after. This made the production schedule more flexible, which allowed more jobs and less rework and less overtime.

## Applying Lean to Service Businesses

The methods of Lean work equally well in service businesses. Ever been to a hospital emergency room? The average time a patient will spend in the emergency room is four hours! One hospital used the tools of Lean to reduce average time to 38 minutes for a discharged patient and 90 minutes for an admitted one. How? By eliminating the delays between registration, triage, exam, testing and discharge.

Tip: Make the product (or patient) faster, not your people. Employees only work on the product or service for three minutes out of every hour. Eliminate the other 57 minutes of delay.

## The Tools of Lean

To maximize the value of Lean, reduce delays and unnecessary movement of people or materials. The two main tools are Value Stream Mapping (VSM) and Spaghetti Diagramming. To create either one, use sticky notes and a flipchart. Value Stream Maps, much like a flowchart, show the workflow from a time perspective. Spaghetti Diagrams show the movement of people and materials through a workspace.

On a Value Stream Map, the arrows between steps are where the product or service spends most of its time. Eliminate the delays between steps to increase productivity, reduce errors and maximize profits.

On a Spaghetti Diagram, calculate the distance an employee or a work product moves through the space. Often, workspaces are poorly designed leading to lots of unnecessary movement.

## Earth Impacts

Eliminating delays and movement while reducing batch sizes and inventory not only speeds things up, it also reduces the chance for error by 50 percent. Faster production combined with less rework cuts costs, boosts profits and reduces environmental impacts ranging from overuse of raw materials to energy savings.

Use the tools of Lean to reduce delay and movement that will benefit Mother Earth as well. Lean is not just about the bottom line, worker satisfaction, or customer satisfaction; it's also about the future of the planet and its inhabitants. Haven't you waited long enough to start using the simple tools of Lean to go Green?

*JAY ARTHUR the KnowWare Man, is author of "Double Your Profits: Plug the Leaks in Your Cash Flow." He has spent the last 20 years helping companies maximize revenue through the "Lean Six Sigma System," a collection of audio, video, books and software. Jay is also the author of "Lean Six Sigma Demystified" and created the "QI Macros SPC Software" for Excel. To plug the leaks in your cash flow, sign up for free lessons online at: <http://www.qimacros.com/excel-spc-software.html> or call (888)468-1537.*

## ■ "Food For All" Holiday Campaign

# Publix Atlanta Division Customers Raise Over \$447,000 During Fundraiser

Publix Super Markets - Atlanta Division and its customers raised more than \$447,000 for community based charities during their annual Food For All holiday season campaign. The six-week Food For All fundraiser appeared in stores from November 15 through December 26, 2009 and customers made a contribution at the register by simply purchasing \$1, \$3 and \$5 donation coupons. Formal check presentations took place in Alabama, Georgia, South Carolina and Tennessee to distribute checks to more than 35 southeastern non-profit agencies.

"Thanks to the tremendous generosity and support of our customers and associates more than 35 non-profit agencies throughout the southeast have received much needed funding to assist in their good work," said Chuck Roskovich, Publix Atlanta Division's Vice President. "We are pleased to offer our customers the opportunity to make a difference for those in need through our Food For All program."



■ Representatives from Publix Atlanta Div. with representatives of Valley Rescue Mission Inc.



■ Representatives from Publix make presentation to Anderson Interfaith Ministries (AIM) of \$2,686.



■ Representatives from Publix Atlanta Div. make presentation to Jesus Life International Ministry of Love Mobile Outreach, Inc.



■ Publix Super Markets Atlanta Div. presents check to Atlanta Community Foodbank.



■ Representatives from Publix Super Markets Atlanta Div. and Hosea Feed the Hungry and Homeless.

## First of its Kind in the Sunshine State



■ WINN-DIXIE debuted its new store concept – the second in the company and the first in the Miami Region – at a special open house/preview reception Tuesday, June 8. The new 56,000 sq. ft. Winn-Dixie #349 is located at 5600 West Sample Road in Margate.



■ Pouring a glass of Korbel Clean Slate Wine for Don Haugen, Light 3 by H&H is demonstrator Carmen Raskan.



■ Seafood associate Thony Ciceron.

# Winn-Dixie Opens in Margate with a New Fresh Look

## Store Exemplifies Company's "Fresh and Local" Strategy

A TODAY' GROCER  
Exclusive Report

**W**inn-Dixie Stores, Inc. celebrated the grand opening on June 9 of its newest location in Margate, FL. The store exemplifies the company's overall fresh and local strategy to provide customers with a neighborhood grocer that caters to their specific needs, tastes and desires. The store, located at 5600 West Sample Road, replaces a Winn-Dixie store at 2450 North State Road. "Shoppers entering our new or remodeled stores now find themselves surrounded by colorful arrays of fresh produce, flowers and other perishables in a cleaner, modern and more attractive set-

ting. In addition, our stores are now merchandised to fit the lifestyles of the communities we serve," said Peter Lynch, Winn-Dixie chairman, CEO and president told TODAY'S GROCER. "This strategy goes to the heart of what our customers have told us is important to them, and it is what the shoppers of Margate can expect from their neighborhood grocer."

Margate customers will enjoy first-rate service, as the store's 220 associates recently completed training designed to enable them to provide a best-in-class shopping experience during every visit. The Margate store offers upgraded departments and expanded features, as well as products that reflect the neighborhood's cultural diversity. As the grocer moves forward with its aggressive remodel plan it will

continue its focus on neighborhood merchandising.

Other favorites shoppers can find are Winn-Dixie's private label brands, including the Winn & Lovett™ line of gourmet foods, coffees and spices; national-brand quality Winn-Dixie and Winn-Dixie Organic & Natural labels; and the ValuTime® product line, which offers the ultimate in savings. "We are committed to bringing our Margate shoppers the greatest value and quality possible," Lynch said. "Our private label brands are another point of distinction for us."

Features specific to the new Margate Winn-Dixie include: wood-burning rotisserie, expanded deli department featuring olive and bruschetta bar, wing bar, wide assortment of specialty desserts, including imported delicacies from Italy and a cus-

tomizable photo machine for cakes, cupcakes and other baked goods, large selection of Hispanic and Kosher items, traditional frozen foods and dairy departments, whole bean coffee station, Candy Shoppe, floral department, and seasonal merchandise and specialty gifts section.

To celebrate the grand opening of the Margate store, Winn-Dixie scheduled a series of summer celebrations throughout June and July that highlight all the store offerings. Events include live cooking demonstrations, local flavor food tastings, new feature demonstrations, live entertainment, raffles, giveaways and more. On grand opening day, shoppers enjoyed coffee and pastries, giveaways from Sargento Finishers, a paella cooking demonstration, raffles and live entertainment.



■ A view of the expansive ice cream department.



Blaine Anderson, Winn-Dixie Director of Deli/Bakery, Isabella Trujillo, Winn-Dixie Food Service Manager for Margate store, Ora Esquivel, Winn-Dixie South Florida Region Deli/Bakery Merchandiser, Vanette Kennedy, Winn-Dixie Deli/Bakery District Specialist, Peter Lynch, Winn-Dixie President, CEO and Chairman of the Board, Violet Duby, Winn-Dixie Bakery Manager for Margate store, Karen Poole, Winn-Dixie Deli/Bakery District Specialist and Victoria Perez, Winn-Dixie Deli/Bakery District Specialist.



Store Director Donald Durham (left) and Winn-Dixie Regional Vice President Randy Rambo present a washer and dryer and one year's supply of Winn-Dixie brand organic laundry detergent to Women in Distress, a women's shelter in Broward County, FL. Accepting on behalf of the shelter is Brenda Levine.



WINN-DIXIE Store #349 Manager Donald Durham Store Dir. with W-D Dir. of Mktg. Robin Miller and W-D President/CEO Peter Lynch.



Bill Bandy, W-D Dir. of Pharmacy, John Fogan, R.Ph. VP of Pharmacy, Sylvia Pico - Martina's, R.Ph. Staff Pharmacist, Vedrana Murko R.Ph. Pharmacy Mgr., and Pharmacy District Mgr. Emilia Ponce.



WINN-DIXIE President/CEO Peter Lynch (right) receives a special certificate of recognition from Margate Mayor Joseph Varsallone and Miss Broward County Pam Donovan.



Frank Eckstein, W-D Senior VP/Retail Operations with Board Member Charles Garcia.



Store Dir. Donald Durham (center) pictured with W-D Senior VP Dan Portnoy and Senior VP - HR/Legal, Larry Appel.



W-D District Mgr. Robin Castillo with Market Mgr. Joe Parascan.



Miami Region VP Randy Rambo (center) and his executive assistant Donna Wilson and Donna's daughter Lisa (left) a cashier at the new store.



FRONT END ASSOCIATES - Kyle Pollard, Lisa Wilson, Noelle Rauch and Samantha Blaustein.



Tony Low, Sushi Dept.



Winn-Dixie Cheese Specialist Graham Taylor.



Mark Buck and Jim Nelson, Alliance Sales & Marketing.



Jeff Pilarski, Dietz & Watson; Stu Marowitz, MD Brokerage and Nadine McHugh.

# 16 Grocery

## Introducing RoastWrap



## Better Roasts without Trying or Trussing

Professional and home chefs have traditionally used string to tie or truss roasts, an unwieldy task, especially when they're trying to prepare a stuffed rolled roast (Rot). But, many professional chefs, recognizing that rolled roasts are the best way to achieve optimal heat distribution and flavor are increasingly giving up string and using instead, a net to achieve better tasting roasts. But, until now, nets and equipment for inserting roasts into nets were not readily available to consumers or retailers serving them. Now, JetNet has introduced "RoastWrap", an ingenious method of sliding a net over any roast so home chefs can prepare beautiful and great tasting roasts, just like the pros.

The secret is a thin sheet of plastic film that makes it easy to slide the net over a roast, even when it's stuffed. After the net surrounds the roast, the plastic film is easily removed, leaving the roast securely wrapped in the net for roasting.

RoastWrap can be used to roast, grill or sauté any type of meat, fish or fowl and even makes it possible to prepare roasts in ways you couldn't easily do with other methods such as enveloping a roast with bacon to add extra flavor for vegetarians, making a stuffed eggplant roll.

Each package comes with netting, two sheets of special plastic wrap, instructions and a recipe guide. Packages are available for small and large roasts and a combo pack that has nets for both small and large roasts. A handsome full color self merchandiser holds 18 packages and features instructions, serving suggestions and other information.



## Walkers Introduces Orange Viennese Biscuits

Cookies Offer Delicious Balance of Delicacy and Tangy Flavor

Walkers Shortbread has introduced another delight, Orange Viennese Cookies.

For cookie connoisseurs who love the delicacy of a Viennese style cookie and the tangy zesty taste of a just-ripe orange, these new cookies are the perfect treat.

Each batch of the new melt in the mouth cookies is baked to perfection in a traditional Viennese swirl using a time-honored recipe and only the highest quality ingredients.

The Viennese cookies are presented in attractive new packaging adopting the familiar traditional Walkers tartan plaid on the left with a tempting picture of the cookies and an orange segment on the right.

## Frito-Lay Adds New Lower Sodium Varieties

PepsiCo's Frito-Lay North America business unit announced the introduction of two new Lightly Salted varieties of chips. Fritos Lightly Salted corn chips and Ruffles Lightly Salted potato chips join Lay's Lightly Salted potato chips, which were launched in 2000 in select markets but expanded to national distribution beginning in 2010. With at least 50 percent less sodium per one ounce serving than their original counterparts, Lightly Salted varieties provide consumers concerned about sodium with lower sodium options.

"The number one request from consumers is for lower sodium versions of the snacks they love most. However, they are unwilling to compromise on taste," said Ann Mukherjee, chief marketing officer, Frito-Lay North America. "Lightly Salted meets that consumer need. We will continue to build on this effort and look to deliver even more great-tasting options for those consumers focused on sodium."

"Many consumers believe Frito-Lay snack chips are high in sodium, but they are often surprised to learn that is not the case," said Mike Zbuchalski, group vice president, R&D, Frito-Lay North America. "Because the salt is sprinkled on the outside of the snack chip, the salt flavor is prominent compared to foods where the salt is cooked within."

Lay's Lightly Salted and Ruffles Lightly Salted potato chips are priced at \$3.99 per 10-ounce and 10.5-ounce bags respectively. Fritos Lightly Salted corn chips are priced at \$2.99 for 9.25-ounce-bags.



## Natural Vines Brand Licorice

## American Licorice Company Debuts All-Natural Premium Confection

For consumers who are more health-conscious and looking for products that don't contain artificial ingredients, the American Licorice Company, one of the nation's oldest confectionary manufacturers, has debuted the Natural Vines™ brand, its new line of premium gourmet licorice. Made with only natural flavors and colors from natural sources, and sweetened with molasses and pure cane sugar, Natural Vines contain no trans or saturated fats, no high fructose corn syrup or preservatives, zero cholesterol, and are very low in sodium.

"More than ever, consumers are reading package labels and scrutinizing the ingredients in the food they're buying for themselves and their families," said Michael Kelly, Manager of Consumer Communications at American Licorice Company. "We make Natural Vines with pure, simple, and wholesome ingredients to provide a healthier alternative for consumers looking for something sweet."

The two flavors, Black and Strawberry, contain natural licorice extract and are made from a unique cooking process that delivers a soft, chewy texture and a deep, rich flavor. The bite-sized twists have less than 17 calories each, and come in a convenient resealable bag that keeps in freshness and flavor and allows for easy portion control.



## Snyder's of Hanover Goes Gluten-Free

New Certified Gluten-Free Pretzel Sticks Launched

As demand grows among a cross-section of consumers for gluten-free snacks, Snyder's of Hanover is launching Certified Gluten-Free pretzel Sticks with the added benefits of being low fat and made in the United States.

As it sought to develop new snacks that fit the lifestyle needs and tastes of people on gluten-free diets or other allergy-driven restricted eating plans, Snyder's of Hanover worked closely with the Gluten-Free Certification Organization (GFCO), which officially certified the new Gluten-Free Pretzel Sticks. To meet GFCO's strict standards, Snyder's created and adhered to a comprehensive plan for production and quality control management monitored by third-party auditors.

The result of those careful development efforts is the soon-to-launch Snyder's of Hanover Gluten-Free Pretzel Sticks, which are free of egg, dairy and casein. Snyder's of Hanover has differentiated itself from other brands of gluten-free snacks by offering Gluten-Free Pretzel Sticks that are low fat - 1.5 grams of fat and .05 grams of saturated fat per serving, compared to 6 grams and 2.5 grams for the leading brand's variety.

According to Vice President of Marketing Claude O'Connor, Snyder's of Hanover is rolling out Certified Gluten-Free Pretzel Sticks in early Fall. "The timing truly is right for this extension of our product line, which reflects concurrent demands," remarks O'Connor. "From children to adults, an increasing number of people are looking for gluten-free products. Offering the same trusted taste and satisfaction of other Snyder's of Hanover snacks was another important goal as we developed this new product."





# Monel Annual Food Show Takes On Global Appearance

BROWARD COUNTY CONVENTION CENTER  
Fort Lauderdale, Florida  
June 11-12, 2010

## Celebrates 45 Years of International Excellence



■ **MONEL INC.** Specialty Foods & Fine Confections Distributor hosted its 2010 Annual Food Show Friday June 11 – Saturday June 12 at the Broward County Convention Center in Port Everglades. It was a great opportunity for members of the trade to see the latest items, take advantage of 'show only' promotions and learned the latest in gourmet confectionary trends. Monel has been serving the marketplace since 1965.



■ **MONEL** - President Robert [Rob] Walsky and Chairman of the Board Roberto Duenas.



■ **MONEL** - Rob Walsky [center] pictured with Alex Pineres, Dalia Garces, Gina McGaffie, and Roberto Duenas.



■ Rob Walsky [center], Jose N. Carlo, and Connie Saltos, Monel.



■ **VALOR CHOCOLATES** – Valeriano Lopez, Adm. Dir., Danielle Foreman, Customer Service, with Robert [Rob] Walsky, President.



■ **ANASTASIA CONFECTIONS** – Anastasia pictured with James Lascano.



■ **KNIPSCHILDT CHOCOLATIER** Artisan Chocolates - Fritz Knipschildt, Maitre Chocolatier.



■ **WALKER'S SHORTBREAD** – Neil Apple.



■ Rob Walsky and his daughter Ashley Walsky.



■ **KIND BAR** – Russel Louis and Jess Louis, Total Sales with April Deuprault.



■ **TWININGS NORTH AMERICA** – Tim Mairn, Sr. Reg. Sales Mgr.



■ **FINE ITALIAN FOOD** – Agron Kosova.



■ **HALF MOON BAY** – Tom Nuijens.



■ **DANIELE, INC.** – Floyd Bond and Richard Reily.



■ **NEW LEAF BRANDS** - Joe Giacalone, Florida Manager and Carolina Catalino.



■ **FIRST COLONY COFFEE** – Gary Hollingsworth with Ed Hudon.



■ **SOURCE ATLANTIQUE BRANDS** – Steve Biase and Gary Seidman, Seidman – Hudon Food Brokers.



■ **SOUTH BEND CHOCOLATE** - Mark Tarnel.

# New Atherton Market at Atherton Mill

## Bringing Local Flavor to Uptown Charlotte

Charlotte, North Carolina residents now have a new venue for fresh local food, produce and other goods following the opening of Atherton Market on Saturday, May 15. Located in the former Charlotte Trolley Barn adjacent to the corner of South Boulevard and Tremont Avenue in the Historic South End (2104 South Blvd.), Atherton Market has been developed to showcase the best of local products and to become a gathering place for Charlotte's diverse Uptown communities and surrounding neighborhoods.

The market features a wide array of local and regionally sourced items such as fresh meat, produce, artisan baked breads, prepared foods, fresh pasta, flowers, spices, condiments, beverages and handmade goods. In addition, market customers will also be able to enjoy such unique offerings as green living educational sessions, arts and entertainment along with cooking demonstrations from local chefs.

As a natural extension of Charlotte's design district, Atherton Market offers abundant parking and is also accessible by Charlotte's light rail system, the LYNX Blue Line,



■ After only been opened a short time, Atherton Market has developed into a true destination point for Charlotte shoppers who want to buy local farm goods and fresh food.

and the Charlotte Trolley. From the East Boulevard stop, it is one block south to Tremont Avenue or ride the Charlotte Trolley to the stop at Atherton Mill. Market shoppers can take advantage of the increasing number of shops, restaurants and other amenities at Atherton Mill



■ Located in Atherton Mill, one of Charlotte's most historic properties, Edens & Avant worked with the Charlotte Mecklenburg Historic Landmarks Commission to design changes for the market that were in keeping with the historic nature of the building.

and the surrounding South End historic district.

"We've gotten off to a phenomenal start," commented Lynn Caldwell, market manager of the Atherton Market. "In less than a month, our customer turnout has greatly exceeded expectations and we've

received tremendous support from the surrounding communities. In a very short time, Atherton Market has developed into a true destination point for Charlotte shoppers who want to buy local farm goods and fresh food."

The concept for Atherton Market

evolved from an exploratory partnership between Edens & Avant, owner and operator of the Atherton Mill complex, and Lynn S. Caldwell, manager of Charlotte's popular Tailgate Farmers Market. Atherton Market is only one piece of the retail and restaurant mix planned for Atherton Mill, promising to make the unique redevelopment a weekly destination for both local residents and tourists alike.

"Historic South End has experienced remarkable residential growth and is becoming a vibrant urban neighborhood," said Darlene Heater, VP of Neighborhood Development for Charlotte Center City Partners. "We have heard from many of our new South Enders of their desire for a fresh foods produce market within walking distance of their homes. We are excited about this new neighborhood amenity for residents and join the Historic South End in welcoming Atherton Market to the neighborhood."



■ The recent Grand Opening event drew a large crowd of shoppers and featured tempting samples of fresh fruits and vegetables.



■ Atherton Market offers abundant parking and is also accessible by Charlotte's light rail system and the Charlotte Trolley.



■ Located in Charlotte's South End, Atherton Market features a wide array of local and regionally sourced items.



■ In addition to traditional produce, Atherton Market features prepared foods and vegetarian dishes, grass-fed dairy products, eggs and honey as well as a number of other local products such as handmade jewelry, fresh flowers and artisan soaps.

## Elusive Sasquatch Sightings Reported

Jack Link's Beef Jerky Continues its Award-winning Ad Campaign



Jack Link's Beef Jerky has unveiled new television commercials—its first new broadcast advertising offering since 2008. A continuation of its popular Messin' With Sasquatch advertising campaign, the new spots feature more classic pranks played on an unsuspecting Sasquatch.

"Since its launch in 2006, the Messin' With Sasquatch campaign has been a great success—the 30-second television spots and alternate-ending, online-only versions have received millions of views on YouTube and MySpace," said Jeff LeFever, director of marketing, Jack Link's Beef Jerky. "The new ads find Sasquatch in all new environments and the retributions are bigger and better than ever before. Messin' With Sasquatch fans have been asking for new commercials; we think the new wave of spots is well worth the wait and delivers on the Feed Your Wild Side messaging."

Among the new creative offerings is "Camp Fire," which showcases a group of young campers, who after snacking on Jack Link's jerky, choose to Feed Their Wild Side by duping the unsuspecting Sasquatch. Additional ads, scheduled to launch later this year, also feature a series of sophomoric, yet well-known, pranks.

"The campaign boasts a grab-life-by-the-horns mentality, just as the people do in each of the ads," said Brock Davis, creative director at Carmichael Lynch advertising.

The new ads are appearing on major cable networks including Comedy Central, ESPN, Fox Sports Net, National Geographic, OLN, Speed Channel, Spike TV and TBS. Along with new ads, according to LeFever, "Fans should be on the lookout for more new and exciting ways to interact with Sasquatch and Jack Link's in very unexpected places."



## OBITUARIES

## Howard's Market Founder -

## HOWARD ADKIN, Sr.

The South Florida Food Industry is mourning the loss of one of its most popular, visible, and beloved members, Howard F. Adkin, Sr., who passed away July 8, at the age of 67. Adkin established Howard's Market at 6060 SW 18th Street in Boca Raton in 1986 and operated it along with his son Howard, Jr. until the senior Adkin 'retired' about two years ago. The family continues to run the store.

Adkin was born August 12, 1942, in Miami Beach. It was on the Beach where he first gained his nickname as 'Red' and 'Carrot Top' because of his bright red hair and his first entrepreneurial exposure hawking the daily newspaper. He served in the National Guard from 1960-1964. Howard's initial experience in food retailing came while working with

Food Fair Stores Inc. He spent a number of years with the one-time-large supermarket operator before leaving to spend the next twenty years in the Wines and Spirits business, with such well known companies as Miami Crown Dist., Gallo Winery, Southern Wines & Spirits, and National Dist.

When he left the wine and spirits business to reenter food retailing it was Howard's desire to become a

leader in the epicurean grocery market. His philosophy was simple: give the customers the best products and services - for a fair price, and they will frequent you 52 weeks out of the year. Certainly worked, as what began as a 3,500 sq. ft. store, under went a number of expansions to its current 10,000 sq. ft. size.

When Hurricane Frances struck South Florida in 2004, Howard's



HOWARD ADKIN, SR.  
1942-2010

Market stayed open. Customers volunteered to man cash registers when workers couldn't get to the store because of treacherous weather conditions. The store offered free coffee, discounted ice and a place for the community to congregate.

"It's who we are," Adkin, Sr. told the Sun Sentinel in 2004, wearing a gold chain charm that read

"RIGHT ON."

He is survived by his sons: Howard, Jr. and Barry, and two grandchildren.

A memorial service was held in his memory, July 15, at St. Paul Lutheran Church in Boca Raton with burial following at Boca City Cemetery.

In lieu of flowers, the family requests that donations in honor of Howard Adkin, Sr. can be made to the PBSO Broken Star Fund at 3228 Gun Club Road West Palm Beach, Florida 33406.

## JACK SNYDER

## Longtime Florida Food Broker

Jack Barry Snyder, Sr., of Wellington, FL, a longtime member of the Florida Food Industry died June 30 at the age of 69.

Jack was born October 19, 1940, in York, PA, and graduated from the University of Florida Business School in 1962. He moved to Miami to start a long and successful career as a food broker, lasting forty-eight years. Jack was sales coordinator with the firm Spradley, Riley & Slaughter, Inc., working for many years with John Slaughter,

and remaining when the company was sold to Dulin Inc. and continuing with the firm under its present C R O S S - M A R K ownership, today. Jack served as Retail Supervisor, managing full and part-time retail representatives from Sebastian to Fort Lauderdale.

Jack and his wife of forty-six years, Patricia [Pat] Fontaine, moved to Pembroke Pines to start their family in 1967, and spent most of their married life there. Jack was proud of his family and worked hard for them. Jack and Pat had two children: daughter Christine of Greenville, NC, and son Barry of Atlanta, GA. They described their father as funny, strong, and the best example a father could be of love.

An avid "Gator" fan, he loved playing golf, loved his work, taught Sunday School, and always made people laugh and feel special around him. His gentle spirit and humor was experienced and still lives within all he encountered.

In addition to his wife and children, Jack is survived by his brother, Walt; sister-in-law, Marline; sister Carmen; daughter-in-law, Laura; son-in-law Paul; mother and father-in-law, Albert and Ida Fontaine and his five grandchildren: Josh [19], Kaitlyn [15], Cameron [8], Addison [4], and Jackson [5 months].

He will be missed by his many friends and co-workers.

Memorial gifts can be made to the National Christian Foundation, 11625 Rainwater Dr. - Suite 500, Alpharetta, GA 30009, in the name of Jack Barry Snyder Senior Memorial Fund.



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(YOU MUST BE PRESENT TO WIN)
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(YOU MUST BE PRESENT TO WIN)

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■ KINGSTON-MIAMI TRADING CO. President, Patrick Cha-Fong (left), pictured with John Beckford, Executive Director of the Lauderdale Regional Chamber of Commerce, Kamla Persad-Bissessar, Prime Minister of Trinidad and Tobago, Laura-Marie West, Consul General of Trinidad and Tobago. The group is pictured at a business luncheon held in Fort Lauderdale, FL, July 9, held on promoting and increasing Trinidad and Tobago Exports and Trade with the United States. Prime Minister Persad-Bissessar was in town to meet with friends and Trinidad and Tobago nationals living in the South Florida area.



## Utz's Tractor Trailer Fleet Has Brand New Look

Utz's tractor trailer fleet is getting a brand new look. The new designs feature the top-selling Utz snacks, the Little Utz Girl and Utz's "Delivered Fresh" promise. The banners are constructed of EPIC Media Group's state-of-the-art KWIK Zip banner system specifically designed to withstand the rigors of road wear. High-resolution images are printed on the banners and sealed with EPIC's Armor Shield top coating to protect from UV rays, dirt, scrapes, cuts and even graffiti. Fabricated from aircraft grade aluminum, the frames are anodized to be protected in all types of weather.

## Food Bank Opens Facility in Pinellas County

Feeding America Tampa Bay w officially opened its new food bank near the Clearwater-Pinellas Park boundary on June 22. John Morroni, Pinellas County Commissioner - Dist. 6 participated in the ribbon-cutting ceremony. The announcement was made by the Food Bank's executive director, Pat Rogers.

The 13,750 sq. ft. food bank is located at 4711 126th Avenue in the Leslie A. Rubin Business Center. The facility includes storage for both dry grocery products and refrigerated and frozen perishables that will be distributed throughout Pinellas County.

Most supermarket chains now allow Feeding America Tampa Bay to pick up fresh and perishable products directly from individual stores, with managed donation programs that utilize the food bank's refrigerated trucks. These foods from Pinellas County stores will be sorted at the new facility and made available to the food bank's agencies the same day or next day.

Feeding America Tampa Bay distributes its food to the hungry through a network of over 600 approved agencies in 10 counties across West Central Florida, of which over 40 are Pinellas-based. They include emergency food pantries, soup kitchens and other feeding programs for the hungry. Over 101,000 Pinellas residents live in poverty, and 8.4 percent of households are food insecure.

The new facility is one of many recent initiatives at Feeding America Tampa Bay to increase its food distribution. Last year the organization moved to a larger warehouse



■ AMERICA'S SECOND HARVEST OF TAMPA BAY is proud recipient of two new trucks donated by JP Chase. Driver Kevin Bohl (left) is pictured inspecting one of the new trucks as logistics manager Rob Greaves (right) looks on. The two trucks from Chase will enable Feeding America Tampa Bay to transport an additional 1 million pounds of food a year throughout its 10-county service area.

in Tampa that increased storage capacity by 10,000 sq. ft. This hub location will continue to supply food to its Pinellas agencies, but the new site opening next month will offer them better access.

The food bank also added three trucks to its fleet over the past two years, and two more are due this summer through a grant administered by the national Feeding America office. The trucks pick up donations, but have also been used in recent months as "mobile pantries" to deliver food directly into low-income neighborhoods.

In March, even the name changed to more clearly communicate the food bank's mission.

Previously named America's Second Harvest of Tampa Bay, the new name helps to better align the food bank as a member of the national network, Feeding America (also formerly known as America's Second Harvest).

"It's encouraging to watch our non-profit organization develop and grow, but knowing that it's borne out of a growing need for food assistance makes it bittersweet," said Rogers. "On the other hand, it is heartening that so many individuals and businesses reach out to us to lend their support. This is a community that understands and cares, and they make everything we are doing possible."

## 2010 BI-LO Charity Classic Raises Over \$4.5 Million

As the 27th annual BI-LO Charity Classic came to a close June 7, BI-LO Charities announced that this year's tournament raised a total of \$4,515,236 to aid non-profit organizations across Georgia, North Carolina, South Carolina and Tennessee that contribute to children's needs, education and hunger relief.

"This is a great accomplishment for BI-LO and BI-LO Charities. Everyone who had a hand in the success of year's tournament should feel very good," said BI-LO President and CEO Michael Byars. "The support we have received from our supplier partners and members of the community has been overwhelming, and we look forward to seeing these funds make

a lasting, positive impact in the communities BI-LO serves."

Funds were raised through corporate sponsorships of the golf tournament, auction and product sales, and donations by BI-LO customers.

"By generously adding only \$1 to their grocery bill in support of local charities, customers collectively, donated nearly \$640,000 to date," said BI-LO Senior Vice President of Store Operations and Co-chairman of the BI-LO Charity Classic Anthea Jones. "A commitment to meet the needs of our communities is seen in our stores everyday. Both our customers and our Teammates understand that importance."

The 2010 BI-LO Charity Classic golf tournament took place

on a dozen of Upstate South Carolina and Western North Carolina's most prestigious golf courses as well as the BMW Performance Center. Nearly 1,200 golfers and their guests traveled from across the country to participate in this one-of-a-kind event. While the golf tournament itself takes place on a single day, the Charity Classic provides a full weekend of festivities. On Friday, First Tee Chapters from Spartanburg and Greenville, SC, participated in the fourth annual First Tee Invitational, presented by the BI-LO Charity Classic. Charity Classic guests were also treated to an auction and pairings party as well as an awards banquet at the Hartness Estate in Greenville, SC.



■ Nikki Brandenburg of Kraft, Southeast Regional Vice President with Kraft John Fritz, Mike Buckley of Kraft, and BI-LO Regional Vice President Fred Shropshire hit the links for the 27th annual BI-LO Charity Classic at Chanticleer, which is ranked one of the top 100 courses in the United States by Golf Digest.



■ BI-LO Senior Vice President of Store Operations and Co-chairman of the BI-LO Charity Classic Board of Directors Anthea Jones tees off during the President's Practice Round.



■ BI-LO Senior Vice President of Marketing Bill Nasshan, BI-LO Senior Vice President of Store Operations and Co-chairman of the BI-LO Charity Classic Board of Directors Anthea Jones, and BI-LO President and CEO Michael Byars proudly display a check for \$4,515,236—the total raised by this year's Charity Classic.



■ BI-LO President and CEO Michael Byars and former South Carolina Governor and United States Secretary of Education Dick Riley at the BI-LO Charity Classic President's Party, held the Saturday evening before the tournament and attended by the event's top sponsors and dignitaries



■ Senior Vice President of Coca-Cola John Sherman, Vice President of Coca-Cola Mel Landis and BI-LO Regional Vice President Sam Blaiss at the President's Party. Coca-Cola was one of this year's Diamond Sponsors, which is the highest level of sponsorship for the BI-LO Charity Classic.

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# New ShopRite Opens in Canton, CT.

New Store Operated by  
Chuck and Debbie Joseph

ShopRite celebrated the opening of a new store in Canton, CT, with a ribbon-cutting ceremony on Wednesday, May 26. The new 65,000 sq. ft. ShopRite is located at 110 Albany Turnpike within The Shoppes at Farmington Valley. The store has undergone a complete renovation to bring the community a state-of-the-art supermarket with some of the industry's most sustainable technologies, including energy efficient lighting, a storewide recycling and composting program and shopping baskets made from recycled materials.

The ShopRite of Canton is owned and operated by Joseph Family Markets, headed by Chuck Joseph and his wife Debbie. The Josephs have relocated to the Canton area, allowing them to better serve the individual needs of their new customers and neighbors.

The brand new ShopRite of Canton has brought more than 200 jobs to the local community. The new store offers area residents a wide selection of quality products and services at ShopRite's traditional low prices. In addition to a broad array of groceries and fresh produce, the store has several services that ShopRite customers have come to expect, including: a fresh bake shop featuring Old World artisan breads and donuts made the old fashioned way – from scratch every day. There will also be a full-service butcher shop; fresh seafood delivered seven days a week; a full-service floral department; a prepared foods department featuring hot foods, grilled entrees, a Mediterranean olive bar and an in-store sushi chef; as well as an extensive selection of natural and organic products in every department.

"We are excited to bring a new ShopRite to the Canton community, providing our neighbors with ShopRite's unique combination of low prices and excellent customer service," said Chuck Joseph, President of Joseph Family Markets. "My family and I are thrilled to return to our New England roots and we look forward to serving the Canton community, both inside and outside of our store."

The ShopRite of Canton is located at 110 Albany Turnpike, The Shoppes at Farmington Valley. Store hours are: Monday through Saturday, 7 a.m. to 10 p.m.; Sunday 7 a.m. to 9 p.m.



■ CHUCK JOSEPH [right photo, center] is joined by his family, Wakefern management, and civic dignitaries as he cuts the ribbon, May 26, on Joseph Family Markets' new 65,000 sq. ft. ShopRite in Canton, CT.



## Getting to Know- Debbie and Chuck Joseph

Joseph Family Markets owns and operates the ShopRites of Canton and West Hartford both of which are located in Hartford County, Connecticut. As President and CEO of Joseph Family Markets, Charles "Chuck" Joseph fulfills a life-long ambition to leverage his vast retail experience into the successful opening of his own family business.

Prior to joining Wakefern Food Corp. as a member of its cooperative, Chuck Joseph served as General Manager of the ShopRite of Hunterdon County for twelve years. In this role, he was responsible for all aspects of operating a high-volume supermarket environment, ensuring that stores operated at a consistently high standard for both associate and customer satisfaction, as well as oversight of the store's financial operations, advertising and marketing initiatives. During his tenure at the ShopRite of Hunterdon County, Chuck also served on the Wakefern team, helping to drive marketing, operations and quality assurance initiatives to benefit ShopRite stores and their customers.

Chuck Joseph's wife Debbie, son Chuck and daughter Liz are joining him in this venture, bringing almost fifty combined years of food industry experience to their family business. As former New Englanders, the Joseph family will return to their roots by relocating to the Hartford area to better serve the community. The Josephs look forward to working with local charitable organizations in support of community efforts and programs.

The vision of Joseph Family Markets is to be the best – striving to positively impact people with a shopping experience that provides great food for a fair price in a family atmosphere.



■ Chuck and Debbie Joseph pictured on opening day along with their daughter Liz.



■ The impressive Butcher's Choice meat department offers both full and self service.



■ Fresh cut flowers and floral arrangements are available at the Floral Self-Serve.



■ A Fresh Bake Shop featuring Old World artisan breads and donuts made the old fashioned way – from scratch every day.



# ShopRite of Enfield Opens

New Entry Will Be Operated by Two Generations of the Miller Family

ShopRite celebrated the opening of a new store in Enfield, CT, with a ribbon-cutting ceremony on Wednesday, May 26. Attending the opening were State Senator John A. Kissell, State Representative Kathleen Tallarita and Enfield Mayor Scott Kaupin. The store is conveniently located at 40 Hazard Avenue, adjacent to I-91, and serves the communities of northern Hartford County, Conn. and southern Hampden County, Mass.

The ShopRite of Enfield is owned and operated by the Miller family – Miller Farms Family Markets. The Miller family recently relocated to the Enfield community in order to better serve its new customers and neighbors. Two generations of Millers will work in the store on a daily basis, giving their personal attention to all aspects of the store's operations, customer service and community outreach.

Located at 40 Hazard Avenue, the ShopRite of Enfield offers the local community a broad selection of quality products and services at ShopRite's traditional low prices. In addition to an extensive array of groceries and fresh produce, the 67,000 square foot, state-of-the-art supermarket will feature several services that ShopRite customers have come to expect, including: a fresh bake shop, a full-service butcher, fresh seafood, a full-service floral department, a coffee bar and a wide variety of gourmet cheeses, as well as a broad selection of natural and organic products. The store also offers a full-service catering and prepared foods department, including salads, sandwiches, soups, pizza, and other specialties for dining in or taking out, as well as a fresh-made sushi bar.

As part of ShopRite and the Miller Family's commitment to helping its customers live and shop in an environmentally responsible setting, the ShopRite of Enfield has been completely renovated to include energy-efficient lighting and equipment and shopping baskets that are made from recycled materials. In addition to a storewide recycling program, leftover food products will be donated to local food banks and soup kitchens, or composted off-site.

"We are honored to have the opportunity to serve the



■ MARION AND RAYMOND MILLER and their family celebrating the May 26 ribbon-cutting marking the opening of their new 67,000 sq. ft. ShopRite in Enfield, CT.



good people of Enfield, providing our new customers with ShopRite's offerings of value and low prices," said Raymond Miller, owner and operator of Miller Farms Family Markets. "Having recently relocated to this beautiful town, my family and I are proud not only to call En-

field's residents our customers, but also our neighbors and friends. We look forward to having a positive impact on the community, both inside and outside of our store."

Store hours are: Monday through Saturday from 7 a.m. to 11 p.m., and Sunday from 7 a.m. to 10 p.m.



■ Located at 40 Hazard Avenue, the ShopRite of Enfield offers the local community a broad selection of quality products and services.



■ THE MILLER FAMILY TEAM, headed by Raymond and Marion Miller [center] are ready and eager to serve their Enfield customers.



■ Marion and Raymond Miller with their son Charles [left] and daughter, Mary Elizabeth Duffy.

## Getting to Know Marion and Raymond Miller

Established in 2010, Miller Farms Family Markets owns and operates the ShopRite of Enfield, Connecticut. Miller Farms Family Markets owner Raymond Miller and his wife Marion, along with their children Mary Elizabeth Duffy and Charles Miller, are members of Wakefern Food Corp., a retailer-owned cooperative.

President of Miller Farms Family Markets, Raymond Miller spent 34 years at Wakefern Food Corp. in various retail and wholesale positions, including Manager of Pharmacy, Manager of Wholesale and International Sales and, most recently, Manager of Retail Operations. As Manager of Retail Operations, Mr. Miller helped to transition several new members into the Wakefern cooperative before founding Miller Farms Family Markets and becoming a member himself, bringing his two children into the business with him. Mary Elizabeth Duffy joins Wakefern as a former small business owner with over twenty years of experience in customer service in the health and tourism industries. Charles Miller former owner and operator of Happy Miller Homes and Miller Contractors & Design, has also spent several years in the retail food industry, both at ShopRite stores and with a seafood wholesaling company.

Leveraging more than six decades of combined food industry and customer service experience, the Miller Family joins Wakefern with the purchase of the new ShopRite of Enfield, which opened its doors on May 26.

Miller Farms Family Markets is delighted to bring the ShopRite of Enfield to this community, furthering the expansion of ShopRite's presence in Connecticut. The Millers look forward to working with local charitable organizations in support of community efforts and initiatives. It is the company's mission to provide customers with the highest quality food for their families, at an exceptional value and in a friendly atmosphere – while being honest and fair employers and responsible citizens of the Enfield community.

On the Grow

# El Bodegon Opens Fourth South Florida Location

**E**l Bodegon Supermarkets 'Sentir Latina!' is celebrating the grand opening of its fourth supermarket in the Broward/Palm Beach County area. El Bodegon #4, a former Albertsons location, recently opened at 4481 Lake Worth Rd. in Lake Worth, FL.

The new store is owned and operated by Guillermo Rincon, Carlos Mario Rincon, Gloria Rincon, and Carlos Ortiz. Juan David Rincon serves as general manager and Orlando Bermudez is store manager.

The new 69,000 sq. ft. superstore, which features 45,000 sq. ft. of selling area, joins El Bodegon #1 in West Palm Beach, El Bodegon #2 in Lantana and El Bodegon #3 in Margate.

In a bold marketing move, all four stores are joining in the grand opening celebration with all four stores

holding a give-away contest in conjunction with Ed Morris Honda with each store giving away a beautiful new car to a lucky shopper.

The new store features eight checkouts equipped by Miami-based Tecnica Business Systems. This state-of-the-art installation gives El Bodegon #4 technology equal to or superior to that of the largest chain supermarkets.

The new store features a balanced mix of products appealing to both Anglo and Hispanic clientele. In addition to extensive produce and service meat areas, the new store features an 80-seat restaurant/dining area, and will also incorporate a pharmacy, liquor store, jewelry store, lawyer's office, clothing boutique, barber shop, telephone store, and check cashing services.

The new store is opened Monday-Sunday from 8am until 9pm.



■ In celebration of the new store opening, all four El Bodegon supermarkets, in conjunction with Ed Morris Honda, will award one lucky customer of each store a new Honda automobile.



■ EL BODEGON #4 is now opened at 4481 Lake Worth Rd. in Lake Worth, FL.



■ EL BODEGON General Manager Juan David Rincon [center] receives grand opening congratulations from Southeast Wholesale Foods General Mgr. Tony Palacios [left] and Southeast Food Distribution CEO Rich Bauer [right].

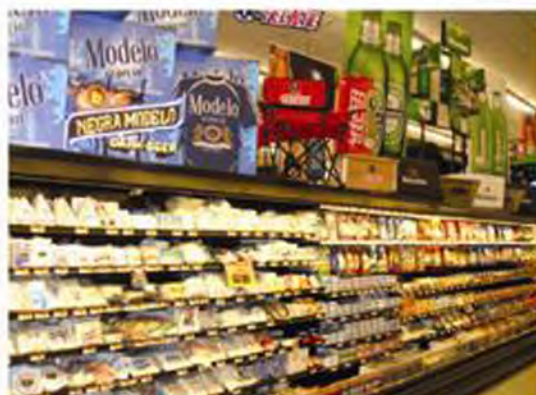


■ BREAK TIME – Southeast Wholesale Foods Sales Management was treated to the hospitality of the El Bodegon bakery/restaurant, here, SWF personnel are pictured with El Bodegon's Carlos Rincon and Juan David Rincon. Carlos Rincon [pictured right, at head of table] said to his SWF business partners, "Thank you. You have been wonderful to us. Your assistance and support have been instrumental in making our beautiful new store a reality. We won't disappoint you!"

■ The new store front-end checkout area features 8 state-of-the-art checkouts equipped, installed and with store personnel trained by Miami-based Tecnica Business Systems.



■ SOUTHEAST WHOLESALE FOODS, the new store's primary supplier, turned out en masse to support the new store opening. Here, El Bodegon Juan David Rincon [center, left] receives congratulations by SWF General Mgr. Tony Palacios [center, right] and David Loper, Marc Goodman, Bob Feeley, Rich Bauer, Rafael Padierna, Robert Fundora, Osmil Alonso, Gaston Diaz, Kevin Darcy, and Pepe Rohaidy.





## Alouette Debuts Extra Creamy Brie

Alouette® has introduced a new all-natural Extra Creamy Brie®, for sale in the specialty cheese case of supermarkets and grocery stores. After a successful regional debut in the last quarter of 2009, the new triple crème Brie is now available nationwide in a convenient 5 oz. package perfect for snacking and personal enjoyment.



Alouette Extra Creamy Brie is a unique triple crème brie with all-natural ingredients, superb creaminess, velvety texture and a thinner rind to ensure an exceptional eating experience. The packaging features unique parchment paper to maintain product freshness, and a protective wooden tray with an artisanal presentation perfect for special occasions or everyday snacking. The new Extra Creamy Brie retails for \$4.99.

"As a premier leader in specialty cheese, Alouette continually strives to offer the most exceptional products that invite consumers to slow down and savour what makes life special," said Cristina Anton Villa, Director of New Products. "Since the new, smaller size lends itself to more intimate dining experiences with one or two people, the Extra Creamy Brie will be a perfect alternative to the larger brie wheels currently found in the cheese case."



■ Bongrain Cheese USA a leading manufacturer of cream cheese and specialty cheese products, recently concluded a significant expansion of its West Coast plant in the City of Industry, CA.

## Bongrain Cheese USA Expands West Coast Plant

Bongrain Cheese USA a leading manufacturer of cream cheese and specialty cheese products for retail, foodservice and industrial applications, recently concluded a significant expansion of their West Coast (Fleur De Lait) plant in the City of Industry, CA. The expansion represents an investment in and commitment to increasing the capacity of production, improving safety and security of product, and boosting efficiency of the plant.

"Manufacturing, processing and delivering the highest quality product to our customers is what drives our business at BC-USA, and we are always searching for the best ways to streamline and enhance this process," says Frank Otis, President of BC-USA. "Demonstrating our commitment to deliver on this promise, we have expanded our California production and storage facility, increased its capacity, and installed the latest, most energy-efficient filtration system and equipment – the first of its kind used in our industry."

"Over the past six months, BC-USA has invested a significant amount of time and commitment to improving the West Coast plant," concluded Otis. "The newest advancements will take our facility to the next level and set the bar high for production of great quality cheese for our customers."

## Mike Eardley Receives IDDBA President's Award

Mike Eardley, Director of Deli, Cheese and Prepared Foods, HEB Grocery Co., received the 2010 International Dairy-Deli-Bakery Association's President Award at the Awards Banquet, the closing event of Dairy-Deli-Bake 2010. John J. Sullivan, President of the International Dairy-Deli-Bakery Association and President & CEO, Norseland, Inc., selected Eardley for the honor which recognizes distinguished service or contribution to the industry and honors those who have led with vision and dedication.

In presenting the award on Tuesday, June 8, Sullivan said, "Mike Eardley's long career in grocery started while he was still in grade school working in the family supermarket. This early exposure to the business taught him to appreciate integrity, good food, and great customer service. His mentor and

teacher was his father."

"In recognition of his passion and enthusiasm for excellence, and on behalf of the International Dairy-Deli-Bakery Association and our grateful industry, we are delighted to present the 2010 IDDBA President's Award to Mike Eardley. His vision, leadership, and service are an inspiration to us all."

Mike Eardley has worked in the grocery industry since grade school, beginning in his father's supermarket where he learned to appreciate integrity, good food, and great customer service.

He spent 29 years working for D&W Food Centers in Grand Rapids, Michigan. D&W was a leader in independent supermarket circles and known for their innovation in food service and deli. Mike was Director of Food Service when D&W opened its first restaurant and its central kitchen. He later became Vice Pres-

ident of Fresh Foods, heading up the meat, produce, deli, bakery, seafood, floral, and chef departments. He brought a food service mentality to all of the fresh areas of the store. He also had leadership for the central kitchen, meat plant, floral design and distribution facility, and food safety departments.

In 2001, HEB Supermarkets hired Mike to join their team in San Antonio, Texas as Business Development Manager for Deli. He was recently named Director of Deli, Cheese and Prepared Foods.

Mike and his wife, Deborah, live in San Antonio, TX. They have three children and two grandchildren. When he has time, he enjoys a good game of golf and cooking. Getting used to the sunny warmth of his new home, Mike has found that there is nothing finer than sitting outdoors on the patio enjoying a fine beverage and a good book.



■ CAKE CHALLENGE – Tina Lofthus, Carol Christison, winner Rebecca Woodard, John J. Sullivan, and Sara Vanderheyden.

## Rebecca Woodard Takes First in Cake Decorating Challenge

The winner of the International Dairy-Deli-Bakery Association's™ (IDDBA) fifteenth annual Cake Decorating Challenge is Rebecca Woodard, Harp's Food Stores Inc., Springdale, AR. The event was held at the Dairy-Deli-Bake 2010 seminar and expo in Houston, TX, June 6-8.

Second place went to: Tina Lofthus, Town & Country Markets Inc., Bainbridge Island, WA. The third place winner was: Sara Vanderheyden, Hy-Vee Inc., Ames, IA.

IDDBA Executive Director Carol Christison had this to say about the Cake Challenge contestants, "Once again three supermarket cake decorators were able to demonstrate grace under extreme pressure. Not even the Texas heat could melt their enthusiasm for cake decorating and showcasing the best that our industry has to offer. Our event really tests their

skills because everything is done with a temporary kitchen, in a convention center, under less than ideal temperatures, and in front of thousands of inquisitive people...for three straight days! The decorators use only real product and must work under the judges' watchful supervision and rules. These extremely talented decorators are passionate about their art and raised the bar for excellence. Their energy and enthusiasm was contagious and created a showcase event for their wonderful skills! Not only are they in a contest that's being judged, but they're answering questions from attendees and having their every step photographed. They are the epitome of grace under pressure."

Judges for the contest were: Luke Bender, Maplehurst Bakeries, LLC and Jim Caliendo, Rich Products Corporation.



## Stew Leonard's Introduces Organic Milk

In 1924, Charles Leo Leonard started Clover Farms Dairy in Norwalk, Connecticut. It was a state of the art dairy by the standards of the time, with a pasteurizing and bottling plant, and fresh milk delivered daily by trucks that had plastic cows on the front that "mooed" for the neighborhood children. When Stew Leonard, Sr. opened his namesake dairy store in 1969 with just seven employees and seven dairy products on the shelves, a new retail revolution was sparked.

Almost a century later, Clover Farms Dairy has turned into one of America's largest food and dairy stores. Stew Leonard's now introduces its own organic milk produced from family-owned farms throughout New England. Stew Leonard's Organic Whole Milk, Organic 1% Lowfat Milk, and Organic Fat Free Milk are Certified USDA Organic. It will be sold in half-gallon cartons at an introductory price of only \$2.99.

"Our customers have raised their

families drinking Stew Leonard's milk for more than 40 years!" says Stew Leonard, Jr., CEO of Stew Leonard's. "Our milk has always been free from synthetic hormones, and we've always sold milk from local farms for the lowest price possible."

Stew Leonard's regular milk at \$1.89 per half-gallon is about one dollar less than the new Stew Leonard's Organic Milk. Both milks are free of hormones. The difference comes down to the type of feed provided to the cows.



## Middle Sister Wines Welcomes Two New Sisters to the Family

Goody Two Shoes Pinot Noir and Surfer Chick Sauvignon Blanc



Canopy Management, a wine creation, sales and marketing company based in Napa Valley, CA, has introduced new additions to the Middle Sister family of wines portfolio—a female-focused charitable campaign and two new varietals.

"Help a Sister Out" pledges one dollar per case of Middle Sister wine to Dress For Success, a national organization empowering underprivileged women to achieve financial independence through professional development. Middle Sister Wines also supports other charitable organizations dedicated to helping women and children including Wine, Women and Shoes, a fundraising event founded by Napa Valley's female vintners.

Goody Two Shoes Pinot Noir and Surfer Chick Sauvignon Blanc join the other "Middle Sisters" which include Rebel Red, Wicked White, Smarty Pants Chardonnay, Forever Young Merlot, Drama Queen Pinot Grigio and Mischief Maker Cabernet Sauvignon.

Middle Sister Wines were created by Canopy Management in June, 2008. The wines were inspired by the quirky middle sister of one of the founding partners. The Canopy team developed unique names, appearances and personalities for each wine. The characters are whimsically illustrated and their personal stories appear on the back label.

The Middle Sister Wines have earned over 50 gold, silver and bronze medals at major wine competitions. The wine is sourced from premium California winegrowing regions and blended in Sonoma County by one of the industry's most respected winemakers.

Suggested retail price is \$12.00.

## Budweiser Goes on Tour With Mexican Singing Legend Vicente Fernandez

Budweiser and Mexican singing legend Vicente Fernandez have announced a three-year partnership, with Budweiser as the presenting sponsor of his much-anticipated tour. The tour kicks off July 16, in San Diego, CA, and will make its way to Los Angeles, New York, Chicago, Houston and other major markets through November.

Vicente Fernandez has sold more than 50 million albums, appeared in numerous films and earned global recognition including a star on the Hollywood Walk of Fame, Latin Recording Academy Person of the Year in 2002, inclusion in the International Latin Music Hall of Fame, and the 2009 Grammy for Best Regional Mexican album for "Necesito de Ti."

"Vicente Fernandez is a true cultural icon whose passion and tradition embody Budweiser's proud heritage," said Eduardo Pereda, senior director of multi-cultural marketing, Anheuser-Busch. "Through this partnership, Budweiser will help



■ VICENTE FERNANDEZ

reach audiences across the country and give some lucky fans a once-in-a-lifetime opportunity to meet the undisputed king of Ranchera music."

Vicente Fernandez will appear in Budweiser's Spanish-language campaign, which will include TV, print, outdoor, interactive and point-of-sale. As part of the partnership, a national sweepstakes will give consumers the chance to win concert tickets, autographed CDs and

the opportunity to meet Vicente Fernandez backstage.

"In addition to celebrating the music of Vicente Fernandez, we are working together to give back to the community through a college scholarship program benefiting the Hispanic Scholarship Fund, which both 'El Rey' and Budweiser strongly support," said Margarita Flores, senior director of community relations at Anheuser-Busch and a member of the board of directors of the Hispanic Scholarship Fund (HSF).

Budweiser and the Anheuser-Busch Foundation will donate a scholarship at each concert venue to local chapters of the Hispanic Scholarship Fund, which will provide an additional \$100,000 for the organization in 2010.

"I am pleased to collaborate with Budweiser on projects that empower the community, especially the Hispanic Scholarship Fund," said Vicente Fernandez. "We are contributing to education by way of music."

## Bella Sera Partners with Celebrity Chef Giada De Laurentis

Bella Sera wines has announced a relationship with Emmy award-winning chef and cookbook author, Giada De Laurentis, to celebrate good wine, good food and the good company of family and friends.

"I believe that delicious food deserves delicious wine, so Bella Sera and I have partnered to create food and wine pairings that bring a taste of Italy to home," said De Laurentis. "Bella Sera means 'beautiful evening' and my hope is that Bella Sera and I can help people create those at home every day."

Bella Sera and De Laurentis form a natural pairing anchored in the culinary premise that delicious food deserves delicious wine. Carefully crafted, Bella Sera wines capture Italy's relaxed, authentic and welcoming essence. De Laurentis is host of the popular Food Network shows, "Everyday Italian" and "Giada at Home" and author of five New York Times best-selling cookbooks. Her latest cookbook, *Giada at Home*, was released. Inspired by her Italian heritage, the chef creates recipes that are perfect for gathering around the table to savor special moments and memories.



■ GIADA DE LAURENTIS

## Kunde Family Estate Releases 2007 Reserve Century Vines Zinfandel



Kunde Family Estate has announced the release of Winemaker Tim Bell's first reserve vintage with its 2007 Reserve Century Vines Zinfandel. Deep in the heart of the Sonoma Valley lies Kunde Family Estate's 1850-acre estate where the 28-acre, 125-year old Shaw Vineyard rises on steeply terraced rows. As a true reserve wine-only produced in years when quality meets the highest standards the wine is a blend of Zinfandel (80%), Petite Sirah (18%) and Barbera (2%). Producing a mere 2.5 tons per acre, Bell and Vineyard Manager Steve Thomas meticulously care for the historic hillside, head-pruned vineyard, promoting terroir as the foremost influence on flavor expression in the wine. Presented in its new refined package, the label's design elements reflect back to the early 20th Century in the Sonoma Valley when Louis Kunde founded the winery in 1904.

"The opportunity to craft wines from a vineyard with a legacy as profound as Kunde Family Estate's Shaw Vineyard is very rewarding," said Bell. "My role is to let the qualities of the grapes from these vines shine through. This wine shows big, full flavored aromatics of ripe raspberry and cherry, enhanced by nuances of dark chocolate that characterize this remarkable vineyard. It sips like liquid velvet and the new label speaks to this elegance."

The 2007 Reserve Century Vines Zinfandel went through a three-day cold soak with early pumpovers to maximize color extraction. Later in the fermentation process, gentle cap management was used to avoid excessive tannins. The wine was then pressed off at dryness and racked to barrels. Extended aging in the family's naturally cooled subterranean caves for 16 months in French, Hungarian and American oak barrels (28% new) has resulted in a complex and delicious wine created for discerning wine consumers.

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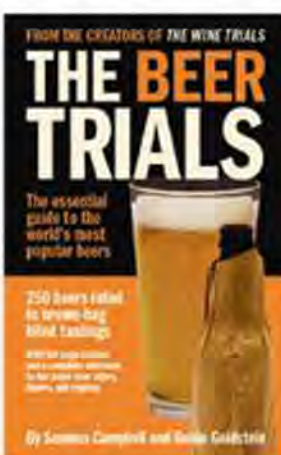
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# 30 BookReview

'The Beer Trials'

## Rating the World's Major Beers in Blind Tastings



We are in the midst of a beer renaissance, and the beer world now has the new guidebook it deserves: *The Beer Trials*, by Seamus Campbell and Robin Goldstein.

The past few years have seen an explosion of craft breweries across America, more imported beers arriving on the US market than ever before, and unprecedented interest in beer around every corner, from back-road neighborhood

pubs to tasting menus from cutting-edge chefs. At the heart of this new book is a ratings guide to 250 of the most important and widely available beers in the world, from craft brews to macro-lagers. Each bottle in *The Beer Trials* gets a full-page review and rating based on a rigorous set of blind tastings by beer experts led by Seamus Campbell, one of the world's 96 Certified Cicerones (beer sommeliers). The *Beer Trials* also includes an ambitious but accessible reference guide, which takes readers on a down-to-earth tour of the world's major beer styles, flavors, and regions.

*The Beer Trials* is the brainchild of consumer advocate and Freakonomics contributor Robin Goldstein, whose previous book, *The Wine Trials*, surprised consumers by showing a lack of connection between price and quality and became the world's bestselling guide to inexpensive wine.

Only eight of the 250 beers reviewed in *The Beer Trials* cost more than \$5 per 12-ounce bottle equivalent, and 11 of the 21 beers receiving the book's highest rating cost less than \$2.50.

## Stew Leonard: My Story

By: **Stew Leonard** with **Scotty Reiss**

Stew Leonard's success in building a unique retail business has made him among the most revered entrepreneurs in the world. *Guinness Book of World Records* cites Stew Leonard's as the food store in the United States with the greatest sales per unit area. *Ripley's Believe It Or Not!* Identified Stew Leonard's as the world's largest dairy store. Those milestones were achieved because of the passion and loyalty of his customers, 100,000 of whom — enough to fill the Rose Bowl — visit his flagship store each week.

In this memoir, Stew Leonard tells the story of his relentless search for unwavering commitment to excellence, explaining how the store's dedication to customer service, its reputation for fresh-from-the-farm products, and its renowned and entertaining retail environment came about.

This book isn't new. It came out at about this time last year in conjunction with the 40<sup>th</sup> anniversary of this family business. But, we want to bring it to your attention as it is an important book for grocer written by a *real* grocer...one of the nation's most successful.

The story of Stew Leonard's is more than Stew's story. It is the tale of one man's business that grew into a family corporation with multiple stores managed by long-time employees and three generations of the Leonard family.

Stew Leonard's portion of the net proceeds from this book are being donated to Stew Leonard III Children's Charities.

*SCOTTY REISS, a journalist, business consultant, and former magazine editor has written for a variety of national publication including the New York Times, Town & Country, Mediaweek, and Entrepreneur. She lives in Connecticut.*

Collo & Co., Publishers • SRP: \$19.95. • [www.stewleonards.com](http://www.stewleonards.com)



## Atkins Nutritionals Celebrates Low-Carb Success with Bestselling Book

Since its release on March 1, Atkins Nutritionals, Inc.'s newest book, *The New Atkins for a New You: The Ultimate Diet for Shedding Weight and Feeling Great (Fireside)* by Dr. Eric C. Westman, Dr. Stephen D. Phinney and Dr. Jeff S. Volek, has held a top spot on leading book bestseller lists.

The *New Atkins for a New You* debuted on The New York Times Bestseller List (Paperback Advice category) on March 21, and is a popular seller on Amazon's Top 100 list in the Health, Mind & Body category.

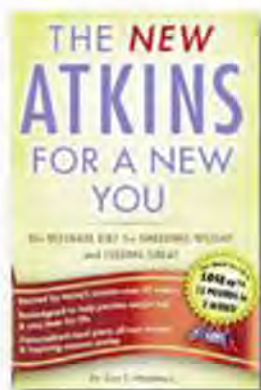
To encourage new readers, Atkins is offering a \$3.00 mail-in rebate on the book, downloadable at [www.atkins.com/book](http://www.atkins.com/book).

"Atkins is eager to show how our low-carb, low-sugar lifestyle has grown from the seminal 1972 work, *Dr. Atkins' Diet Revolution*," said Atkins CEO, Monty Sharma. "We are proud of the science and research confirming Atkins as a healthy, sustainable lifestyle and are thrilled with the response we've received from our readers."

The *New Atkins for a New You* details how science has transformed the Atkins Diet(TM) from what was once considered a fad into an established, medically validated, safe and effective treatment. Instead of a "bacon, egg, and cheese" diet, the new Atkins Diet promotes a wide variety of whole foods.

"This book is more than the typical diet how-to book, as we summarize hundreds of research studies published in top medical journals," said author Dr. Eric C. Westman. "We've added a whole new element of flexibility and rewritten the Atkins Diet program to include the most recent scientific research and updates."

The *New Atkins for a New You* retails for \$16.00 (SRP).



## Video

### The Real McCoys: Complete Season 4

More Mischief & Mayhem in Sunny 'Cal-i-for-ni-ay'



Come and stop in for another visit featuring more hilarious antics with one of television's feistiest families in *The Real McCoys: Complete Season 4*, available now from Infinity Entertainment Group.

One of TV's biggest family-friendly hits of the era, *The Real McCoys* (1957-1963) paved the way for other rural comedy shows including *Gomer Pyle U.S.M.C.*, *The Beverly Hillbillies*, *Petticoat*

*Junction* and *Green Acres*. When a happy-go-lucky West Virginia mountain family moves to a ranch in California's San Fernando Valley, anything is likely to happen.

Grampa Amos McCoy (three-time Academy Award-winner Walter Brennan) — a porch-rockin', gol-darnin', consamin' old codger with a wheezy voice — loves to meddle in other people's affairs, neighbors and kin alike. Joining him are grandson Luke (Richard Crenna); Luke's new bride, Kate (Kathleen Nolan); teenage sister, "Aunt" Hassie (Lydia Reed); 11-year-old brother Little Luke (Michael Winkelman); musically inclined farm hand Pepino (Tony Martinez); and their argumentative neighbor, George MacMichael (Andy Clyde). George's spinster sister Flora (Madge Blake) has eyes for Grampa but, alas, it's not meant to be.

This four-disc collector's set includes all 39 half-hour episodes from season four (1960-61). Have fun with Grampa and Little Luke at the Grange picnic games; see Grampa learn a valuable lesson in modern merchandising and teach Sunday School class; attend Pepino's wedding; celebrate Grandma McCoy's 100th birthday; and more!

Running Time: Approx. 15 Hours (39 Episodes/23 Minutes Each)  
Suggested Retail Price: \$29.98

### Secrets of the Great Barrier Reef

Plunge Into an Unforgettable Underwater Experience

Explore the mystical underwater world of Australia's national treasure in *Secrets of the Great Barrier Reef*, diving onto DVD from Infinity Entertainment Group.

Down Under, just a few nights after the November full moon — when water temperature and tides are just right — one of nature's most extraordinary events explodes into life. Thousands of coral join in an elaborate mating ritual, a synchronized dance of naturally occurring phenomena that help increase the coral's odds of survival.

Journey through more than 1,200 miles of Australia's treasured Great Barrier Reef to discover the secrets of the unique marine life that inhabit this dazzling spectacle, considered to be the world's biggest single structure made by living organisms and declared a World Heritage Site by UNESCO.

*Secrets of the Barrier Reef* is presented in letterbox with an aspect ratio of 4 x 3 and 5.1 Dolby Digital Surround Sound. Special features include subtitles for the deaf and hearing impaired.

Running Time: Approx. 47 Minutes  
Suggested Retail Price: \$9.98



### Angelina Ballerina: Love to Dance

Angelina Ballerina Has An All-New Look In Her First CG Animated DVD!

Angelina Ballerina™, the eight-year old mouseling who dreams of becoming a prima ballerina, enters a whole new stage of dancing delight with the all-new CG animated *Angelina Ballerina: Love to Dance* pirouetting onto DVD August 31.

New music, new friends and new dancing styles await Angelina Ballerina — a little star with big dreams — on her first day at Camembert Academy.

Dancing in the lunch yard, making new friends while remembering her old friends and rehearsing for the big show, Angelina is passionate about dance, particularly ballet, and always tries to make the best out of every situation. When little girls share in Angelina's experiences, they're inspired to pursue their big dreams too.

Put on your dancing shoes and get ready to take center stage with Angelina Ballerina! On Angelina's first day at Camembert Academy she discovers new forms of music and dance, like jazz, tap and hip hop, and meets new friends who have their own unique rhythm. Together with her friends new and old, like best friend Alice and the new Hip-Hop Kid AZ, Angelina realizes that becoming a prima ballerina requires collaboration and compromise, but that doesn't mean it can't be fun! Get ready to step, leap and groove as you discover your own love of dance in five fun-filled episodes!

Running Time: 62 Minutes • DVD SRP: \$14.98



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■ South Florida Trade Members Turn Out For

# Presidente #25 Grand Opening in Miami

Presidente Supermarkets 'Donde Su Dinero Rinde Mas' recently celebrated the opening of a new 35,000 sq. ft. entry located at 621 NW 62nd Street in Miami, Florida. Owner/operator Omar Rodriguez has opened Presidente #25 to meet the needs of a diverse northwest Miami customer base.

Joining in the celebration was a large turnout from members of the South Florida food trade.



■ PRESIDENTE #25 Supermarket is now open at 621 NW 62nd Street in Miami, FL.



■ SOUTHEAST WHOLESALE FOODS' Tony Palacios and Gaston Diaz pictured with Presidente Store Mgr. Ever Arana [center].



■ SOUTHEAST WHOLESALE FOODS – Robert Fundora, Gaston Diaz, Nikki Schick, Rich Bauer, and Kevin Darcy.



■ Jose Dominguez, La Fé; Bob Feeley, Southeast Wholesale Foods; Juan Colome, Flowers Baking; Paul Leal, Tampico; Carlos Garcia, McArthur Dairy; and Rafaer Gonzalez, Tampico.



■ PRESIDENTE'S Eddy Garcia [center] pictured with Julio Hernandez and Ralph Perez, Quirch Foods.



■ A large turnout from Quirch Foods was on hand in support of the opening.



■ SOUTHEAST WHOLESALE FOODS – Gaston Diaz, Gina Hausen; Donna Alufahal, and Bob Feeley.



■ COLORADO BOXED BEEF – Eddy Garcia, Presidente [second, left] pictured with Chad Barnicle, Roger Delgado, Gisela Rodriguez, Veronica Gonzalez, John Saterbo, Eva Don, and Craig Balmer.



■ FLOWERS BAKING CO. representatives George Eberhart and Juan Colome.





## Congress Passes Wall Street Reform and Consumer Protection Act

Continued from PAGE 4

action. The Board is required to consider the similarities between electronic debit transactions and checks that clear at par (or zero) under the Federal Reserve Banking System. The Federal Reserve must also distinguish between the incremental cost incurred by the issuer of the debit card in authorizing, clearing and settlement of debit transactions and other costs that are not specific to a particular debit transaction.

In addition, the Federal Reserve Board

shall within one year from the date of enactment issue regulations that prohibit an issuer from restricting debit card transactions to one network or two or more networks which are owned, controlled or otherwise operated by affiliated persons or networks affiliated with the issuer. This will enable merchants to have a choice between payment networks. In addition, issuers or payment card networks will not be able to inhibit the ability of merchants who accept debit cards to direct the routing of electronic debit transactions for processing.

After enactment merchants will be permitted to provide discounts or in kind incentive for payments by the use of cash, checks, debit or credit cards so long as they do not differentiate on the basis of the issuer or the payment card network. This will enable merchants to steer toward consumers to cheaper forms of payment. The discounts or any kind of incentives must be offered to all prospective buyers and disclosed clearly and conspicuously.

Further, payment card networks may not limit the ability of merchants to set a minimum dollar value for the acceptance of credit cards to the extent that such minimum dollar value does not exceed ten dollars and does not differentiate between the issuers or between payment card networks.

According to Larkin, "N.G.A. is now committed to working with the Federal Reserve Board to establish regulations that will follow the law and the regulatory intent of Congress. The affected credit card companies and banks have already begun to focus on the regulatory process as a means to weaken the law by Congress."

## Walmart to Work with the City of Chicago

Continued from PAGE 4

Walmart will continue to pay competitive wages that attract the best possible associates. According to recent market wage assessments in Chicago, Walmart's starting wage is fully competitive with most union and non-union retailers in several key categories such as cashier and stock associate.

"We want to deliver long-term solutions that benefit Chicago and its residents," said Hank Mullany, executive vice president and president Walmart North, Walmart U.S. "While our goals are dependent on our ability to site and

build stores in a timely fashion, we remain confident that we can make a real difference to Chicagoans in need of a job and those who seek more convenient access to fresh, affordable food, especially those living in the City's underserved communities."

"Our city is facing a number of challenges but most of all, we need good jobs," said Alderman Anthony A. Beale of the 9th Ward, who is hoping to bring a new Walmart store to his community and recently secured a Community Benefits Agreement for his residents. "There is a growing divide between the 'haves' and the 'have-nots' and this initiative has the po-

tential to begin to level the playing field for all Chicagoans."

Walmart and the Walmart Foundation plan to commit \$20 million over the next five years. This will include an annual donation of 1.2 million meals to Chicago residents and 200,000 meals for children this summer.

"Over the past several years, we've challenged ourselves to look for ways to make a long-lasting impact in neighborhoods across Chicago by funding programs that address critical needs, like hunger, education and job training," added Mullany. "We look forward to sustaining those partnerships in the years to come and forging new relationships along the way."

## Metropoulos & Co. Acquires Pabst

Continued from PAGE 1

beer companies and the producer of brands with great heritage and attractive growth trends. Our flagship Pabst Blue Ribbon is America's fastest-growing beer brand and the growth of several of our other brands currently outpaces the market.

"We approach Pabst with a long-term commitment to work closely with our partner distributors and to focus all of our energies on providing consumers with innovative flavors, quality and freshness that satisfy their changing and often regional tastes. It's an exciting, innovative and yet traditional industry and we will be vigilant in maintaining and building upon the authenticity of each of our products and brands, which has earned them their loyal consumer followings. This authenticity has been at the heart of the company's suc-

cess to date and will be the foundation of its future success."

Metropoulos will serve as Chairman and CEO of Pabst. Sons Evan and Daren, who have been associated with the unique innovation and turnaround of many of the group's past acquired brands, will be actively involved in Pabst's operations and strategic direction. The Pabst management team will remain in place under the new ownership.

"The Pabst management team has done an excellent job of developing leading national and regional brands and their expertise and dedication were key factors in our decision to acquire the company. Evan, Daren and I look forward to partnering with the team to continue the exceptional momentum they have built," Metropoulos added.

Metropoulos & Co. is a well respected investment firm known to

Wall Street for its renowned ability to grow, reposition and reinvigorate consumer businesses. Over the past twenty five years, Metropoulos & Co. has successfully invested in and managed several branded consumer businesses assembled through more than 65 acquisitions in the United States, Europe and Latin America involving more than \$10 billion. These businesses include Stella Foods, The Morningstar Group, Ghiradelli Chocolate, International Home Foods (Chef Boyardee, PAM, Bumble Bee Seafood, Gulden's mustard and other brands), Pinnacle Foods (Swanson, Hungry Man, Vlasic pickles and other brands), which merged with Aurora Foods (Dunkin' Hines, Aunt Jemima, Lenders bagels and other well-known brands), Mumm and Perrier Jout Champaigns of France, Hillside Holdings of the U.K., Del Monte Foods of Mexico among others.

## Bill Simon Named President/CEO of Walmart U.S.

Continued from PAGE 1

cess," Duke continued. "We are fortunate to have someone as strategic and knowledgeable as Eduardo leading the teams to drive these initiatives forward at a faster pace. Appointing him to this role demonstrates our commitment and the importance we assign to these areas and to building the next generation Walmart, while also allowing Eduardo to relocate to California to be with his family during his wife's illness."

"Eduardo has made extraordinary contributions to Walmart U.S. over the past five years, and many contributions are still to come," said Duke. "He is a visionary thinker who has strengthened our overall business and built a foundation that positions us well for the future. Eduardo has developed a strong team and led improvements in many of the ways we serve our customers."

"Bill is a strong leader who has made a positive difference from his first day at Walmart," added Duke. "He's been responsible for successfully running more than 3,700 stores and leading 1.3 million associates in the U.S. Bill transformed the customer experience at Walmart through faster service, a friendlier

shopping environment and cleaner stores. He also helped develop and launch our game-changing \$4 prescription drug program and has continued to drive innovation and improvement throughout Walmart U.S. He is a talented strategist and an excellent people manager with strong execution skills."

"Eduardo has been a terrific mentor to me," said Simon, "and I am honored to take on this new role. My goal is to partner closely with our suppliers and build on the successes of our strategy over the last several years. Together we will bring a sense of urgency in the areas that matter most for the continued growth of our business - increasing customer traffic, ensuring our product assortment is even more relevant, and never ever giving an inch on price leadership. We know our customers are counting on us now more than ever in these challenging economic times and we're committed to delivering for them."

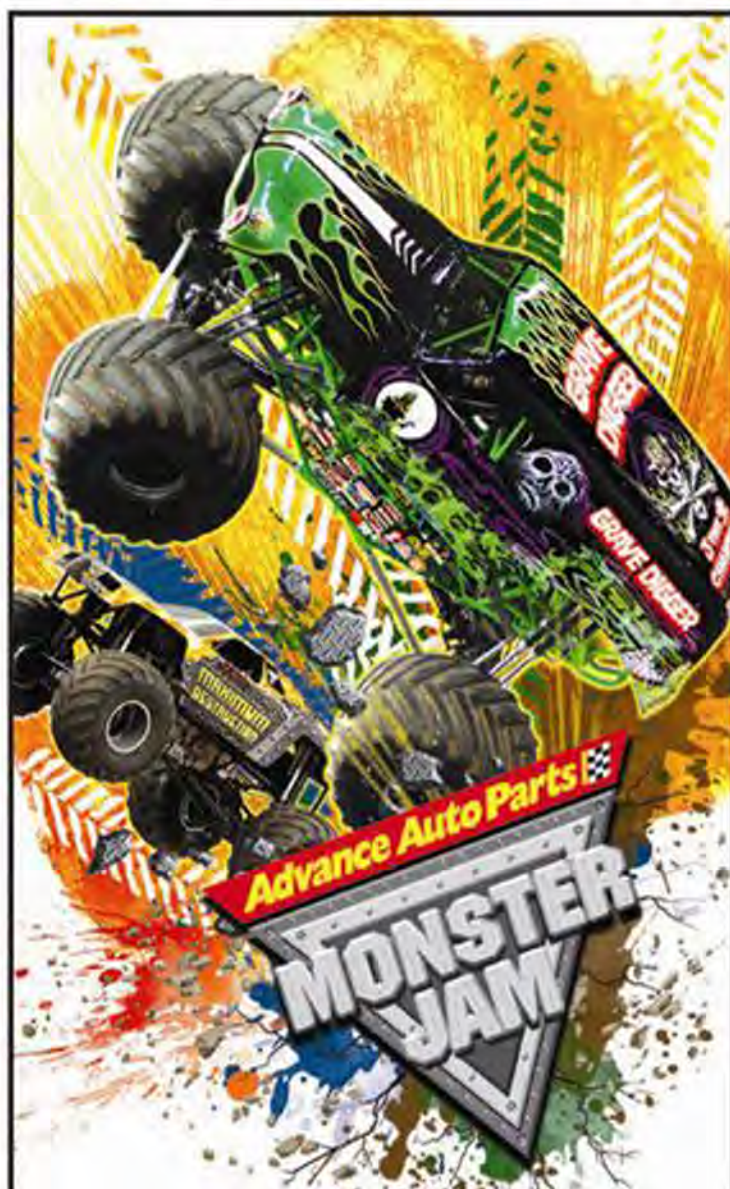
"I am excited to take on this new role to help drive the next generation of value creation for Walmart and to be closer to my family," said Castro-Wright. "I am committed to building the leading global e-commerce and multi-channel business

and to truly leveraging our global sourcing to deliver value for our customer."

"I can't think of anyone more qualified than Bill to take the Walmart U.S. business to new heights," continued Castro-Wright. "He is an exceptionally capable leader who understands our customer and our business and is dedicated to our associates in our stores."

Castro-Wright will be relocating to the West Coast and will work from the company's Global.com office in California.

Simon, most recently chief operating officer, joined Walmart U.S. in March 2006 from Brinker International, where he was senior vice president of global business development and was responsible for the growth of the company's restaurant portfolio outside the United States. Prior to Brinker, he served as Secretary of the Florida Department of Management Services, appointed by then-Governor Jeb Bush. He was responsible for the state's operations and administrative functions, including health care benefits, human resources, the Florida retirement system and facilities management. He is also a retired officer from the U.S. Navy and Navy Reserves after 25 years of service.



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## Forces Shaping The Future of Food Retailing



JOHN SACCOMANNO

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

Last month I went to get a hamburger at a fast food restaurant. It was an interesting experience. I'm not a fan of fast food, but I think every once in a while I should test my boundaries and comfort zone. It's been over three years since my last visit to this particular restaurant brand. Whether you call these food service operations "fast food" or "quick service", experience expectations are embedded in either name ... much like "convenience" stores. And, like "convenience" stores - a format that often requires you to stand in line while waiting for someone to purchase a money order or pick their lotto numbers - quick service restaurants have to deliver on quick fulfillment.

Unfortunately, this wasn't my case, despite my wife and me being the only ones in the restaurant.

There was no problem with the actual meal preparation, which was done quicker than the time it took me to fill my cup with ice and

lemonade. The problem was the ordering process. The first issue was the confusing and glitzy menu board. Designed more for advertising than meal selection, the board did little to aid me in the process. And, imagine my disappointment when I found the meal I really wanted, too late to change my order, wasn't even on the glitzy menu board. I found that option on a tri-fold tent at my table.

In addition to the ineffective menu board, the associate was of little help. I found communicating with her to be extremely difficult, especially when I tried to modify the order. Though order modification was permitted, the restaurant spent little effort on what has to be done to accommodate someone modifying an order.

After a few exasperating minutes trying to clarify my request, we received our meals. Sitting down to eat, I realized they added cheese to my burger, despite my requesting no cheese. I returned my sandwich to the associate, she tossed it in the trash and within a few seconds I had a new sandwich.

At least in this instance I was inside the restaurant, which made it easy for me to correct the error. Situations like this remind me why I avoid a food service drive-thru, where you may be a mile down the road before you realize the restaurant's mistake. One of the larger quick service restaurant operators told me that 15 percent of their food service orders have mistakes.

Unlike most of retail, both the full service and quick service restaurant segments are full service environments. Similar to the old general stores that predate supermarkets, orders are given to a store associate. The associate, not the customer, is responsible for fulfilling the order. With few exceptions, these retail segments are still dependent on this full service mode of operating, even with order mistakes and an increasingly hurried customer.

Order mistakes are not unique to the food service industry. Earlier this year at my local grocer's deli I was served a pound and a half of black forest ham, despite only ordering a half pound. My grocer's deli can be a very busy place. There

is a lot of noise and often a large number of customers interacting with an equally large staff, so I was not that surprised by the mistake. With the recent installation of a self-service deli kiosk, I haven't had to wait in line to order, nor have I had to wait for the order to be filled. And guess what? There have been no order mistakes.

I've become a "do-it-myself" type of guy. I'm not a technology geek or an anti-social person. I just realize the more that I do for myself, the faster and more accurate the interaction and transaction will be with the retailer. To me, self-service often means a more rewarding and accurate shopping experience.

*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*

## New In-Store Ice Bagging Center for More Cold, Hard Profits



Kold-Draft™ has introduced the new in-store ISB Ice Bagging System. The revolutionary system allows convenience stores, grocers, warehouse clubs, theme parks and more to make, bag, and merchandise store-branded ice all in one machine, creating a "custom ice plant" that becomes a new profit center. The ISB Ice Bagging System consists of three stacked components: a Kold-Draft ice maker, an ISB automatic bagger, and a merchandiser case.

Premium quality Kold-Draft ice is better for bagging — purer, harder, perfectly square cubes that are slower melting, with no clumping. Because the ice is made and bagged on site, there are no delivery costs and no hassles. And dedicated service technicians are available nationwide for installation and service of the system.

Stores will realize higher margins on bagged ice versus using a bagged ice delivery system. And based on annual volume, the increased profits can pay for the new equipment in one year.

The ISB automatic bagger has the capacity to fill and seal up to 360 10-lb bags per day, every day. Finished ice drops into the bagger, where it's automatically filled and sealed in the bags. Store branding can take center stage with clear bags that can be printed with the store logo.



## Standby Power Tap Boxes Provide Safe, Straightforward Connections

Schneider Electric, a global specialist in energy management, has announced the addition of the Square D® by Schneider Electric Standby Power Quick Connect (SPQ) Tap Box solutions to its Integrated Power and Control Solutions (IPaCS) portfolio. The IPaCS SPQ Tap Box solutions provide facilities with a simple, safe connection link between transfer equipment, such as key-interlocked breakers and transfer switches, to a portable generator. Designed, tested and manufactured to UL standards, two versions of the IPaCS Tap Boxes, the SPQTB and SPQCL, offer a wide range of solutions for safe generator connections.

The SPQTB Tap Box is a termination box with a lug-in/lug-out design for generators with bare wire leads. Key features of the SPQTB Tap Box include: Generator connection lugs that are suitable for use with type W cables. Availability in both 400A and 800A ratings and can be used in applications up to a 600V maximum. Designed, manufactured and tested to UL 1773 standards. N-3R enclosed for outdoor installations.



Today's  
consumer  
demands  
more from  
a retailer



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HOSPITALITY



■ OPERA TENOR Placido Domingo [center] officially opened his modern Mexican cuisine restaurant Pampano at The Pearl-Qatar on May 11. He is joined in the ribbon cutting by Chef Richard Sandoval [left] and UDC Managing Director and President Khalil P. Sholy [right].

## Placido Domingo Opens Award-winning Restaurant at the Pearl-Qatar

Opera star Placido Domingo officially opened his modern Mexican cuisine restaurant Pampano at The Pearl-Qatar on May 11.

Domingo is a partner with celebrity chef Richard Sandoval in the Pampano restaurant which was first established in New York in 2003.

UDC, the master developers of The Pearl-Qatar, are delighted that the unique island location was selected as the venue for the first

Pampano restaurant in the Middle East. Hospitality Development Company (HDC), a wholly owned subsidiary of UDC, was instrumental in including



■ Placido Domingo with Mr. Hussein Alfardan, head of the Alfardan family.

Pampano in the exciting line up of first-class hospitality brands hand-picked for the island. UDC Managing Director and President Khalil P. Sholy said "Pampano's presence on The Pearl-Qatar is further confirmation of the luxury destination's growing profile internationally. "We are of course honored that Placido Domingo and Richard Sandoval have chosen The

Pampano restaurant received a stellar review by the *New York Times* and was voted by *Esquire Magazine* as one of "The Best New Restaurants in America". The Doha menu is similar to the New York one in that it offers a selection of ceviches and Mexican appetizers, alongside an extensive range of entrees, including snapper with red and green salsa, red chilli marinated salmon and shrimp with pineapple and bell pepper salsa.

"Pampano is unlike any other restaurant to open in Doha. It has been a pleasure working with HDC in bringing it to The Pearl-Qatar and we are thrilled this is the home of our flagship restaurant in the Middle East," said Mr. Sandoval.

Placido Domingo was in Doha to perform an anthology of the Zarzuela at The Pearl-Qatar on May 13. An audience of 3,500 was on hand to see more than 120 performers and musicians involved in the production. The performance was supported by the Qatar Philharmonic Orchestra (QPO), a member organization of Qatar Foundation.

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■ Espada



■ Atun



■ Tamal de Huitlacoche



■ GRAND OPENING GUESTS get a first look at opera star Placido Domingo's modern Mexican cuisine restaurant Pampano at Pearl-Qatar. This is the first Pampano in the Middle East, which exclusively features modern Mexican seafood fare.





■ Designed by architect Antonio Di Oronzo, founder of Blurarch Architecture and Urban Planning, the interior space of Hello Pasta is modern and innovative, and was inspired by the shape of traditional, hand-made pasta drying on a rack.

## Hello Pasta Opens in New York City

### New Pasta Model Spices Up Fast Casual Market

Hello Pasta, a new model in fast-casual dining that serves perfectly cooked pasta with delectable sauces, launched its first of four restaurant locations at 649 Lexington Avenue (between 54th and 55th) in New York City on July 7.

Hello Pasta will offer a choice of imported, organic Italian pasta (with whole wheat and gluten-free options) served with high quality, low sodium sauces made with all-natural, locally sourced and organic ingredients for under \$10. A serving of pasta will come in small and

large sizes and will be made-to-order within minutes. Hello Pasta's 11 delicious sauces, each created in the Hello Pasta test kitchen, include Italo-American classics such as Pomodoro, Pesto, Carbonara and Bolognese and Hello Pasta 'signatures' such as Sausage and Peas, Salmon Tarragon and Tuscan Chicken Vodka.

The focus of Hello Pasta is to be both healthy and delicious. Founders and long-time friends, Laurent Lesort, Gregory Baratte, and Nicolas Barthelemy, wanted to fill a void in the North American fast-casual market by providing a high quality pasta alternative at a great value.

Laurent, Nicolas and Gregory collectively bring several decades of hospitality and marketing experience to their respective roles as Chief Food Officer,



■ HELLO PASTA is open seven days a week from 11:00 AM to 10:00 PM for lunch, dinner and afternoon indulgences.



■ Orders are packaged in the signature white and green Hello Pasta to-go box: perfect for dining anywhere.

Chief Operations Officer and Chief Marketing Officer of Hello Pasta. Laurent and Nicolas developed a professional relationship while working together in New York City at such celebrated restaurants and lounges as Le Bilboquet, Le Charlot and Opla. Laurent and his brother Frederick went on to open three successful lounge/restaurants: Frederick's Lounge, located on West 58th Street, Frederick's Madison, an upscale bistro on Madison Avenue and finally Frederick's Downtown, a West Village bistro with authentic French flair. Nicolas was a member of the opening team of Parisian hot spot, Buddha Bar, then was charged by parent company, George V Entertainment with all F & B operations in North and South America and Eastern Europe. Gregory, as the Senior Director of Marketing for Louis Vuitton, was Laurent and Nicolas' number one customer and supporter. As the son of French restaurateurs, Gregory grew up in the business with a keen instinct for emerging dining trends.

"Pasta is one of the most beloved foods in America," says Laurent Lesort, "We believe that if it is made-to-order within minutes and served with deli-

icious, dimensional sauces for less than \$10, it will attract a great variety of customers. Our goal is to serve a remarkable product in a modern and clean environment at a low price."

Hello Pasta will open one restaurant a month for four consecutive months. The second restaurant will open in August at 708 Third Avenue between 44th and 45th Street, followed by 125 Maiden Lane at Wall Street in the Financial District in August and finally, at 1400 Broadway between 38th and 39th Street in September. Each Hello Pasta restaurant will have 800 to 1,000 sq. ft. of dining space and will seat 15-25 customers. "We wanted to create a brand that perfectly balances tradition and innovation, transcends all language barriers and is as genuine as our absolute love for our pastas!" states co-founder and Chief Marketing Officer Gregory Baratte. Adds Co-founder and Chief Operating Officer Nicolas Barthelemy, "We created Hello Pasta to be an inviting, fun space with a strong, unique design that provides both an efficient flow of service and a memorable experience."

# People Places & Things



## Habitat for Humanity Winn-Dixie Stores and Kellogg's Make Possible



■ Leshawn Harrison, homeowner, Frank Steele, Winn-Dixie District Manager, Katherine Green, Habitat for Humanity President/CEO, and Paul Butler, Kellogg's Key Account Manager.

## S.W. Florida Family's Dream of Home Ownership

There is no place like home for the Harrison family, recent recipients of the newly-renovated Cape Coral, Florida, home from Habitat for Humanity of Lee County. Made possible by funding through Winn-Dixie Stores and Kellogg's, the family received the keys to their home at a dedication ceremony on Tuesday, June 22, after working for more than six weeks with countless volunteers to finish the renovations needed to make the house a home.

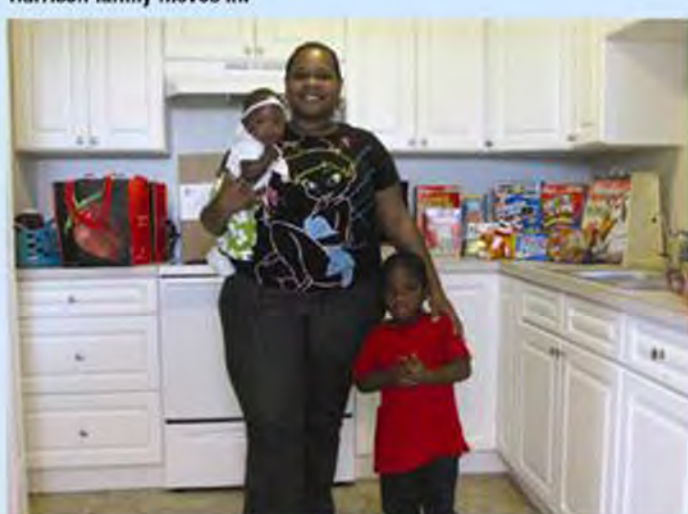
Renovations began on the home with a kick-off ceremony in late April. Now completed, the home, which is located at 425 NW Juanita Court in Cape Coral, not only serves as the new home for the Harrison family, but is significant because it is the first home purchased for renovations by Habitat for Humanity of Lee County. This new program helps families such as the Harrisons' get into a home sooner – almost five months faster than before.

During a six-week promotion, Winn-Dixie Stores and Kellogg's raised \$50,000, the full cost of renovating the Harrison family's home. Each time Winn-Dixie customers purchased two of any Kellogg's, Keebler, Cheez-It, Eggo or Kashi cereal products, Kellogg's donated 25 cents to help fund the renovation of the Habitat home.

As required by the Habitat program, the Harrison family contributed more than 250 hours of 'sweat equity' with Habitat to continue moving toward their dream of home ownership. By helping with the renovation of her future home, Le-



■ Representatives from Habitat for Humanity, Winn-Dixie Stores and Kellogg's place their hands on the house for a final blessing before the Harrison family moves in.



■ Leshawn Harrison, homeowner, poses with her two children, three year old Konkeondre and four months old Amiah, in the kitchen of her new home.

shawn Harrison, who works at the Department of Family Services in Fort Myers, has secured a better, more stable life for her two children, three year old Konkeondre and four month old Amiah.

"Today's dedication ceremony has once again reminded me of why I am feel so proud to be

part of the Winn-Dixie family," said Frank Steele, district manager, Winn-Dixie Stores, Inc. "We are honored to be a part of the Cape Coral community and to be in the position to help others – this is another way we can partner together to continue to give back to families in the neighborhoods we serve."



■ Representatives from Habitat for Humanity, Winn-Dixie Stores and Kellogg's pose with the Harrison family at the Dedication Ceremony on Tuesday, June 22.

## NFRA Announces



■ JAMES L. KRAFT



■ JOHN BOTTOMLY



■ JOHNNY HARRIS

## First Refrigerated Hall of Fame Inductees

The National Frozen & Refrigerated Foods Association (NFRA) recently established the NFRA Refrigerated Food Hall of Fame to honor individuals for the contributions they have made, and the leadership they have provided, to the Refrigerated Food Industry. Three dedicated individuals: the late J.L. Kraft, founder of Kraft Foods; John Bottomly, Senior Director of Retail and Merchandising for Sargento Foods, Inc.; and Johnny L. Harris, Dairy Category Manager for Harris Teeter, Inc. will be the first recipients of this prestigious award.

The induction ceremony for the inaugural awards will be held at the National Frozen & Refrigerated Foods Convention during the Awards Banquet on Tuesday, October 19, at the Hilton San Francisco.



■ Santa Monica Seafood has completed construction on its new Las Vegas distribution hub.

## Santa Monica Seafood Opens New Distribution Hub

Santa Monica Seafood has completed construction on its new Las Vegas distribution hub. Their new building, located at 3475 W. Post Road, Suite 115, in Las Vegas' Diamond Southwest Industrial Complex, features 3,825 sq. ft. – with Sales & Customer Service offices, three loading docks, and refrigerated and frozen storage.

Dave Little, Santa Monica Seafood's Senior Vice President of Sales & Marketing, indicated, "The greater Las Vegas market has taken on such critical importance and focus for us that not only have we brought in resident Sales Reps but we also felt it was essential to demonstrate our commitment to the foodservice industry in Las Vegas by having a permanent home here."

Santa Monica Seafood has serviced the Las Vegas market since 1998 with 6-day-a-week delivery service of fresh and frozen seafood.



■ QUICK CHEK Assistant Store Leader Tony Elefante, Team Members Melissa Morin and Ashley Garcia, Store Leader John Thompson, Ridgeway Volunteer Fire Company Chief Rudi Gaines and Lieutenant Bob Maras.

## Quick Chek Donates to Ridgeway Volunteer Fire Company

Manchester Quick Chek representatives present a donation of \$2,655 to members of the Ridgeway, NJ Volunteer Fire Company. The donation represents \$0.25 for every sub, sandwich and wrap sold during the store's first 30 days in operation following its recent grand opening celebration. Located at 3001 Ridgeway Road, the new store features Quick Chek's signature coffee bar, made-to-order fresh sub shop, soup bar offering a wide variety of choices daily, bakery items made fresh everyday, a no-fee ATM center and 16 fueling stations.

■ Jordan Romero

## Stater Bros. Honors Local Hero

Youngest Person to Reach Summit of Mount Everest

Stater Bros. recently joined a crowd of over 500 local Big Bear residents to welcome Jordan Romero and his family home from their remarkable climb to the summit of Mount Everest. Held on June 9, the "Welcome Jordan and Live Your Dreams" Fair celebrated the achievements of 13-year-old Jordan Romero and his father and stepmother, who all reached the summit of Mount Everest on May 22.

Stater Bros. Big Bear Supermarket Manager, Rick Jaeger, personally presented a \$10,000 check to Jordan for the Bear Valley Unified School District's After School Homework Program, which is Jordan's favorite charity. Big Bear Mayor Liz Harris thanked Jordan for dedicating the funds to such a worthy cause and further stated, "As a com-



■ Big Bear Mayor Liz Harris, Stater Bros. Big Bear Supermarket Manager Rick Jaeger and Jordan Romero present \$10,000 check to Bear Valley Unified School District After School Homework Program.

munity, we truly appreciate Stater Bros. and Stater Bros. Charities and their amazing gift to help ensure that our middle school students receive the additional support they need to be successful."

Stater Bros. Chairman and CEO

Jack H. Brown stated, "This was an incredible accomplishment from such a young man, and we felt that the best way to honor his determination and drive was to make a meaningful donation to the charity of his choice."

## Lil' Drug Store Products Announces New Sales & Marketing Team



■ APRIL ELSINGER



■ GREG MOORE



■ DOUG STEFFEN

Lil' Drug Store Products, Inc., known for revolutionizing health and beauty care in the convenience, grocery, drug, and mass market retailing sectors during the past 35 years is now poised to build on its pioneering success by naming a new leadership team that will spearhead implementation of an enhanced vision for the convenience retailing sector. Lil' Drug Store Products has announced the promotion of three experienced retailing professionals: DOUG STEFFEN, Senior Director of National Accounts, GREG MOORE, Senior Director of Convenience Sales and APRIL ELSINGER, Director of Convenience Marketing.

Steffen, Moore and Elsing each have several years of high-profile sales and marketing expertise with Lil' Drug Store Products. They will work together to expand the company's convenience retailing leadership by broadening its array of products and services in ways that create opportunities for new, incremental sales and profitability growth for supplier and retail partners. Lil' Drug Store Products' Convenience Division offers on-the-go health and beauty, general merchandise and automotive accessories sold in convenience and hospitality retailer locations throughout the United States.

"This new leadership team reflects our dedication to the convenience industry," stated Paul Rossberger, Vice President of Convenience Sales and Marketing.

"Our new leadership team understands the uniqueness of the convenience store class of trade and is committed to further identifying and exceeding the expectations of our industry partners. We have built our strong position in the convenience retailing channel by conveniently meeting consumer's needs where they live and work," Rossberger continued.

As Senior Director of National Accounts, Steffen will work to maintain and expand supply and sales/distribution relationships and develop new business strategies to advance collaboration with some of the largest convenience retailers in the U.S. Moore's emphasis as Senior Director - Convenience Sales will be to lead the regional sales force of Lil' Drug Store Products in working to optimize sales across all business lines while continuing to build long-lasting relationships with the company's customer base. Elsing will focus as Director of Convenience Marketing on helping the convenience industry adapt to the constantly changing retail environment through development of new ways to meet retailer and consumer needs.

## Town & Country Markets Honored

Receives '2010 Ben Schwartz Retail Grocery Visionary Award'

Town & Country Markets, Inc., a chain of six unique supermarkets in the Seattle metropolitan area, was named the recipient of the 2010 "Ben Schwartz Retail Grocery Visionary Award" by Unified Grocers on June 8, at the Hyatt Regency Hotel, Long Beach, CA.

The "Ben Schwartz Retail Grocery Visionary Award," named after long-time director and former chairman of the board at Unified Grocers, is an honor given annually to an independent retail grocer or grocery company that is a

leader and innovator in the retail grocery industry.

Founded as a neighborhood market on Bainbridge Island, Washington in the 1920s, Town & Country Markets today has grown into a company featuring six grocery markets — Ballard Market and Greenwood Market in Seattle, Town & Country Market on Bainbridge Island, and three Central Markets, located in Mill Creek, Poulsbo and Shoreline, Washington. The company is unique in that its past and current leadership consists of members from the two families who founded the company more than 80 years ago — the Loverich family and the Nakata family.

In presenting the award, Al Plammann, president and chief executive of Unified Grocers, said, "Town

& Country Markets has consistently been a pioneer in the development and implementation of new ideas that have since become standard within the world of grocery retailing."

Accepting the 2010 Ben Schwartz Award were Larry Nakata and Wayne Loverich, co-owners of Town & Country Markets. "I accept this award on behalf of both families and all of the Town and Country associates who have worked so hard over many, many decades -- people who have helped us create and maintain a truly great company," said Larry Nakata. "This award is very meaningful to us and we sincerely appreciate the honor."

In addition to the award that was presented to Town & Country Markets, a duplicate of the

## COMING EVENTS

### 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](http://www.hispanicretail360.com).

12-13

**ASSOCIATED GROCERS OF FLORIDA BUYING SHOW.** Deadline for vendor, broker, and/or manufacturer registration is May 28, 2010. For additional information contact: Roy Deffler Tel: 954-876-3000 or via email: [rdeffler@agfla.com](mailto:rdeffler@agfla.com).

25-26

**SOUTHEAST WHOLESALE FOODS 5th ANNUAL SALE-A-BRATION OF SAVINGS.** Doral Golf Resort & Spa, 4400 N.W. 87th Ave., Miami, FL 33178. For additional information, contact Mary Lopez: 305-883-1198, EXT 7114; [MLopez@seff.com](mailto:MLopez@seff.com).

### SEPTEMBER

1-2

**THE SOUTHERN CONVENIENCE STORE & PETROLEUM SHOW.** Centroplex, Macon, GA. For more information, call: 770-736-9723.

12-14

**FLORIDA RESTAURANT & LODGING SHOW,** Orange County Convention Center, Orlando, FL. For additional information, call: 203-840-5911.

21-23

**NATIONAL FISHERIES INSTITUTE ANNUAL MEETING.** Trump International Hotel & Tower, Chicago. To contact call: (703) 752-8880 or visit: [www.aboutseafood.com](http://www.aboutseafood.com).

22-24

**INTERBEV** Orange County Convention Center, Orlando, FL. For more information, visit [www.InterBev.com](http://www.InterBev.com).

24

**QUIRCH FOODS 9TH ANNUAL BUYING SHOW.** Doral Golf Resort & Spa, Miami, FL. For reservations call: 1-800-458-5252.

### OCTOBER

5-8

**NACS SHOW SERVING CONVENIENCE AND PETROLEUM RETAILING PROFESSIONALS.** Georgia World Congress Center, Atlanta, GA. For online registration go to [www.nacsshow.com](http://www.nacsshow.com).

12-13

**U.S. DRINKS CONFERENCE** Helmsley Hotel, New York City. Registration and conference information: [www.USDrinksConference.com](http://www.USDrinksConference.com).

16-19

**NATIONAL FROZEN & REFRIGERATED FOODS CONVENTION,** Hilton San Francisco Union Square, San Francisco, CA. For more information contact NFRA at: 717-657-8601.

26-27

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

### NOVEMBER

8-10

**GROCERY MANUFACTURERS ASSOCIATION, SHOPPER MOMENTUM** (formerly the Merchandising Sales and Marketing Conference) Naples Grande, Naples, FL. Contact GMA at: Tel. 202-639-5900.

### 2011 FEBRUARY

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.National-Grocers.org](http://www.National-Grocers.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](mailto:dennismkane@todaysgrocer.com)



■ Town & Country Markets receive the 2010 "Ben Schwartz Retail Grocery Visionary Award". Pictured (left to right) are: Steve Espy, promotional ad writer, Wayne Loverich, director of foodservice, Larry Nakata, president and chief executive officer, Michelle Elsom, center store coordinator and Amber Walsh, health and body care category manager.

"Ben Schwartz Retail Grocery Visionary Award" is on permanent display in the lobby of Unified's headquarters building in Com-

merce, Calif. A plaque recognizing Town & Country Markets as the 2010 winner has been added to the permanent award.

**SOUTHEAST  
WHOLESALE  
FOODS**

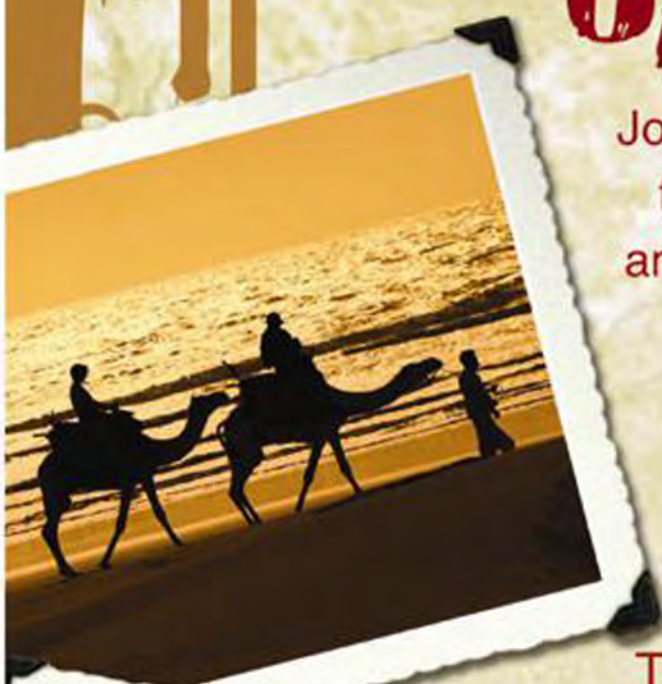
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**THURSDAY  
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Trade Show 8:00am - 4:00pm  
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