

# TODAY'S GROCER

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## Winn-Dixie Closing 30 Stores; Streamlining Operations

Winn-Dixie Stores, Inc. announced that it will close 30 non-remodeled, underperforming stores. The company will also consolidate its four operating regions into three and reduce its workforce at the field and corporate support levels.

Winn-Dixie also reaffirmed its guidance for fiscal 2010, which the company believes it achieved through effective management of its promotional activity and cost control, despite a deteriorating sales environment in the fourth quarter. Management plans to hold an investor conference call on Tuesday, August 31, to discuss its financial results for fiscal 2010 and provide guidance for fiscal 2011, including any additional information on the announcement made.

Winn-Dixie Chairman, CEO, and President, Peter Lynch, said, "We continue to operate in a particularly difficult economic and retail environment in the Southeast."

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## Bottom Dollar to Enter Greater Philadelphia Market



MEG HAM

Bottom Dollar Food, a soft-discount grocer, plans to open approximately 15-20 stores by the end of 2010 in the greater Philadelphia market. The announcement will create more than 600 jobs in the region and

bring another grocery option to customers in the greater Philadelphia region.

"Bottom Dollar Food has great potential in the market as we believe it is underserved in the soft-discount grocer arena," said Meg Ham, President of Bottom Dollar Food. "We are very excited to expand Bottom Dollar Food and deliver the best price and value in grocery products to customers."

Bottom Dollar Food is a full-shop discount grocer. Bottom Dollar Food opened its first

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# Ridin' High

BI-LO Unveils a Bold New Look as Part of its Plan to Ride the Comeback Trail

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■ **TWICE AS SHARP** – Associated Grocers of Florida, Inc., is celebrating its second United States Department of Labor Occupational Safety and Health Administration SHARP Award. In the state of Florida, from 1,000 annual applicants, only about thirty such awards are presented. So, this is a rare and distinct honor for the company. Pictured at AG's Pompano Beach headquarters for the recent award presentation (left to right) are: Jay Fuentes – AG Director, Transportation, Ray Windon – AG Director, Perishable Operations, Brian Sinclair – AG Manager, Loss Prevention, Afzal Sheer – Supervisor Returns Processing, Lou Moore – AG CFO, Bill Hettrick – Sr. Safety and Risk Control Consultant, Radomil Morejon – AG Director – Maintenance, Iris Cerullo – AG VP Human Resources, David Hancock – Grocery Day Operations Manager, Georgina Perez – AG, Sr. Executive Vice President, Guillermo Richards – Forklift Operator, Safety Team Member, Christopher Miller – Associated Grocers of Florida COO, and Gabriel Garcia – USF SHARP Program Consultant.

## AG of Florida Again Recognized with Prestigious SHARP Award

Associated Grocers of Florida has been presented with its second United States Department of Labor SHARP Award. The Safety and Health Achievement Recognition Program (SHARP) recognizes small employers who operate an exemplary safety and health management system. Acceptance into SHARP by OSHA is an achievement of status that will single a firm out among its business peers as a model for worksite safety and health. Upon receiving SHARP recognition a worksite becomes exempt from programmed inspections during the period that your SHARP certification is valid.

At a recent ceremony held August 18 at Associated Grocers of Florida's Pompano Beach headquarters the company received its OSHA@SHARP Award renewal certificate stating that the company meets all requirements of the Consultation Safety and Health Achievement Recognition Program and Participation is extended until July 7, 2013.

OSHA Regional Administrator Cindy A. Coe recently told AG, "It is my pleasure to inform you that your workplace has qualified for continuation of your exemption from programmed OSHA inspections by virtue of your participation in the Safety and Health Achievement Recognition."

## Bumble Bee to Sell Prospect Harbor Facility

Bumble Bee Foods has entered into an agreement with Massachusetts based Live Lobster Co. Inc., for the sale of the North America seafood company's former sardine manufacturing plant at Prospect Harbor, Maine. The sale is expected to close in approximately 70 days at which time Live Lobster will assume control of the plant and will expand its lobster supply, sales, and distribution business into Prospect Harbor.

Live Lobster's involvement in the sale of the plant will mean the creation of up to 40 jobs for the local community in the first year. Lobster and bait purchase, and sales operations will begin August 2010. Live Lobster anticipates full lobster processing operations will commence in 2011 with the potential for up to 120 total employment opportunities projected by 2012.

Bumble Bee Foods operated the Prospect Harbor sardine processing plant from 2004 through April 2010. Earlier this year, the company announced that ongoing significant reductions in catch limits made it economically prohibitive to continue operations. Regulated catch levels for herring saw a reduction of 50 percent in Total Allowable Catch since 2004. The plant was the last domestic cannery for sardines in the United States.

"This development is good news, particularly for Prospect Harbor and the Schoodic Peninsula. I know that the community has been anxiously awaiting information on the future of the plant," Governor Baldacci said. "After lengthy discussions with Bumble Bee and with Live Lobster, we believe the new ownership has a good business plan that will lead to the immediate creation of jobs and the long-term expansion of that workforce over time. Live Lobster has assured me that the company is committed to Maine, to Prospect Harbor and to building a state-of-the-art seafood processing facility."

## A&P Names Sam Martin President/CEO

The Board of Directors of the Great Atlantic & Pacific Tea Company, Inc. has appointed Sam Martin as the company's new President and Chief Executive Officer to succeed Ron Marshall, who has left the company.

Christian Haub, Executive Chairman, said, "The Board and the company's major shareholders, Tengelmann and Yucaipa, have been instrumental in developing what I believe is the right turnaround strategy for A&P. As we moved to the implementation and execution stage of this comprehensive operational and revenue-driven turnaround, the Board determined that the company needed a leader at the helm with the skill set Sam Martin possesses. Sam is a proven, hands on operational expert in the food retail industry. He has an ideal mix of food industry management experience encompassing operations, merchandising and supply chain. We are confident that he will successfully drive the rapid implementation of our multi-faceted effort to make A&P a stronger and more efficient company. We thank Ron Marshall for his service and wish him well in his future endeavors."



■ **SAM MARTIN**

Martin has more than three decades of management experience in the food retail industry with increasing operational responsibility. He joins A&P from OfficeMax, where he was Chief Operating Officer since 2007. In this role, he was responsible for all domestic and international Contract and Retail merchandising operations of the company, supply chain and communications. Prior to joining OfficeMax, Mr. Martin was Chief Operating Officer for Wild Oats Markets, Inc. through the company's

acquisition by Whole Foods. His experience also includes senior management roles at ShopKo Stores Inc. and Fred Meyer.

Martin said, "I am thrilled to be joining A&P and to have the opportunity to lead the company's turnaround effort at this important time in its history. I look forward to working with the Board, Christian and A&P's talented associates to quickly execute on the opportunities for improving our performance in the near term and to put the company on a solid foundation for the future."

## U.S. Foodservice-Port Orange Breaks Ground on Expansion

### New Facility to Service Central Florida

U.S. Foodservice broke ground, August 6, to expand its Port Orange division's food distribution center to 409,000-square-feet and support the continuing growth of the company's Central Florida distribution business.

Construction on the \$33-million expansion at 5425 S. Williamson Blvd. is expected to be completed by July 2011.

Once the expansion is complete, the company will close its nearby Ormond Beach location. Its more than 330 employees will move to the new facility which will have a combined workforce of more than 500. This consolidation will make Port Orange the hub of its central Florida business which serves nearly 5,000 restaurants, healthcare facilities, hotels, schools and government agencies throughout the state, southeast Georgia and southern Alabama.

"Our business is growing and we need more space to serve customers," said Pat Kelly, president of U.S. Foodservice-Port Orange. "The expanded facility will enable us to respond more efficiently to our customers' needs while serving a growing market from a modern and strategically located distribution center."

Despite two prior expansions, the company had exhausted capacity at the Ormond Beach facility, Kelly said. The 60-acre site at Port Orange, however, offers ample space for growth. The expanded facility will offer: Capacity for 14,000 fresh, frozen, non-perishable and non-food products, 127,000 sq. ft. of freezer space, 48,000 sq. ft. of refrigerat-



■ **GROUND BREAKING** – U.S. Foodservice-Port Orange/Ormond Beach Division President Pat Kelly; U.S. Rep. Suzanne Kosmas; Port Orange Mayor Allen Green; Florida State Rep. Dorothy Hukill; and Senior Vice President and General Manager of U.S. Foodservice-Port Orange Andy Hemmerling.

ed space, 155,000 sq. ft. of dry storage space, and 51 loading docks.

Kelly said the consolidated facility will feature the latest in food storage technology, including one of the largest private refrigerated transport fleets in Florida. The facility will also feature motion-ac-

tivated and energy-efficient lighting to reduce energy consumption. As important, serving the region from one location will enable U.S. Foodservice to reduce the impact to the environment while increasing efficiency and improving customer service.

## Publix To Up Roskovich

Publix will promote Charles B. Roskovich Jr. (Chuck) to Senior Vice President of Product Business Development effective January 1, 2011.

Chuck began his Publix career in 1975 as a front-service clerk and spent much of his early career in the meat department. He became a store manager in 1993, district manager in 1995 and regional director in 2000. He has been the Atlanta Division Vice President since January 2008.

In his new role, Chuck will be responsible for overseeing the customer service, manufacturing and product business development operations.

"This new role will make us even more effective as an organization," said Publix CEO Ed Crenshaw. "We are pleased to have leaders like Chuck who are ready to take the next steps in their careers."



■ **CHUCK ROSKOVICH**

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# On the Promotional front

## Fresh & Easy Announces Design-A-Bag Contest Winner

Winning Design to Become Company's Next Reusable Bag

Fresh & Easy Neighborhood Market announced that Los Angeles resident Josephine Close has won the company's first-ever Design-A-Bag Contest. Her design, chosen by customers through the 'friends of fresh&easy' email program, will be featured on a reusable bag available in stores by the end of the year. For designing the winning bag, Close will receive a year's worth of free groceries, valued at \$5,000.

Fresh & Easy's Design-A-Bag contest generated more than 1,300 submissions. The top eight designs became finalists and were chosen based on originality and creativity. Nearly 24,000 votes were cast by "friends of fresh&easy," customers who signed up to receive the latest news about the company along with exclusive discounts at [www.freshandeasy.com/friends](http://www.freshandeasy.com/friends).

"I was absolutely thrilled when I found out that I won the bag design contest and want to thank Fresh & Easy's customers for voting for my design," said Josephine Close. "I wanted to create a piece of art versus another bag with a lot of branding. Instead of drawing fruits and vegetables, I used



**DESIGN-A-BAG CONTEST WINNER** Josephine Close was the lucky winner from more than 1,300 submissions received in the recent Fresh & Easy design contest.

their naturally-occurring colors to represent them in what I thought was a very abstract and unique way."

"We want to offer reusable bags that people really want to use, so it made sense to enlist the creativity of our customers to help design them," said Roberto Munoz, Fresh & Easy Director of Neighborhood Affairs. "We're happy so

many customers voted for their favorite design and look forward to introducing Josephine's reusable bag into our range later this year."

Fresh & Easy launched the Design-A-Bag Contest as part of a continued effort to encourage its customers to use reusable bags.



■ NAVARRO'S 28 Miami locations offer one-stop Back-to-School shopping for parents including school supplies.

## Navarro Launches Back-to-School Shopping Promotion

Donates 5% of Back-to-School Sales to Miami-Dade County Public Schools

Navarro Discount Pharmacies has launched a Back-to-School shopping promotion that includes local partners and donates 5% of the sales it generates from Back-to-School products to Miami-Dade County Public Schools.

"The goal of this year's Back-to-School promotion is to save busy parents time and money, prepare them early for the start of the school year and help out their schools at the same time," said Cristy Leon-Rivero, Vice President of Marketing, Navarro Discount Pharmacies. "We are committed to supporting education and creating a convenient shopping experience for parents." School and grade level supply lists are available at all Navarro store locations as well as the top 10 general classroom related items that parents are usually asked to provide.

Navarro's Back-to-School promotion includes other partners such as SpendforED, a local non-profit dedicated to supporting public education that links schools with businesses and the local community providing them with financial resources. SpendforEd's EDBUCK coupons can be redeemed at a Navarro store location.

## ■ Get Ingrained™ Grants

### Arnold, Brownberry, and Oroweat Breads Announce



"Health is wealth," as the old saying goes, and Arnold, Brownberry and Oroweat breads are bringing that statement to fruition with the introduction of the inaugural Get Ingrained Grants Program. This program will award two \$15,000 grants to people or organizations committed to bettering the health of their communities, furthering these brands' ongoing commitment to wellness and empowering a worldwide community of bread-lovers to live the best lives possible.

"The Arnold, Brownberry and Oroweat brands have long stood for health and nutrition," said Aaron Strickler, Assistant Brand Manager, "and we've taken strides over the years to improve the nutritional content of our products. The Get Ingrained™ Grants program provides us the distinctive opportunity to show that our dedication to the health of our consumers extends well outside the breadbox."

From now through October 4th, individuals or groups interested in submitting an entry can visit the official program website, <http://www.getingrained.com/>, for a list of key dates, rules and regulations, and submission requirements.

On October 25th, the company will post five finalists on <http://www.getingrained.com/>, and the public will have an opportunity to vote to select the two winners who will ultimately receive the \$15,000 Get Ingrained™ Grant.

## Biggy Coffee Picks Photo Contest Winner

Everyone loves a cute Labrador retriever puppy, particularly when he's gnawing innocently on the top end of a Biggy Coffee cup. That's precisely the image submitted by Suzette and Dave Carrier of Mount Pleasant, SC, that netted the Grand Prize in the first annual Biggy Coffee Photo Contest. The Carriers have won a \$1,000 gift card redeemable at any of Biggy's Coffee 109 locations or online at [www.biggy.com](http://www.biggy.com).



## Foodies Encouraged to Go Auténtico in Mexican Dishes

Combining contemporary Mexican flavor with traditional, authentic ingredients, Cacique has partnered with Food Network Celebrity Chef Aaron Sánchez to promote Cacique's line of Hispanic products.

Chef Sánchez, best known as a Celebrity Chef on the *Food Network* and current co-star of *Chef vs. the City* and owner of the award-winning restaurants Paladar and Tacombi in New York, will be featured in a national advertising campaign on the Food Network and in a series of print ads in Food Network Magazine and Cooking Light. The ads will feature Chef Sánchez's original recipes in signature dishes and encourage readers to Go Auténtico in traditional and Latin fusion dishes by using Cacique's line of authentic Hispanic cheeses, cremas and chorizos.

"Growing up my Mom would always use authentic ingredients in her kitchen. Fresh Mexican cheeses like queso fresco were a staple for us. Only authentic Hispanic cheeses and cremas such as Queso Fresco and Crema Mexicana balance the flavors of zesty, robust and spicy Latin dishes. There is no substitute for authentic ingredients," says Food Network Celebrity Chef Aaron Sánchez. "I am ecstatic



■ CHEF AARON SANCHEZ

to partner with Cacique to educate consumers about the fresh, milky flavor of Cacique's Queso Fresco, buttery sweet Crema Mexicana and Cacique's other delicious and authentic products."

In addition, Chef Sánchez will serve as the face of the Go Auténtico Cook-Off Challenge that will kick off to the public on September 16 in conjunction with the Mexican Independence Day Bicentennial and will run through January 31, 2010. Additional campaign elements include personal appearances, cooking demonstrations and product sampling to promote the traditional taste of Cacique's line of authentic products and the simplicity of cooking authentic Mexican meals in your own kitchen.

"We are proud to partner with Chef Sánchez and welcome him into the Cacique family," says Gil de Cárdenas, Vice President and Chief Operating Officer at Cacique. "Aaron knows authentic Mexican foods and products and shares our joint passion, commitment and knowledge and together we can provide consumers with authentic products and flavorful and inspired gourmet Mexican recipes that they can create in their own kitchen."



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# Category Management Services Help Food Retailers Optimize School and Office Supply Sales

By: **WILLIAM ZEUCH**

Senior V.P., New Business, OfficeMax



**WILLIAM ZEUCH**

Think that retailers cannot or should not purchase products from other retailers? When it comes to school and office supply products, it's time to think again. Food retailers and wholesalers – who are in a unique position to offer customers convenient access to these products as they shop for their main goods – might find the best way to drive sales, decrease inventory and maximize profit is to turn to an office products retailer to manage this category for them.

By partnering with an expert in the category, food retailers/wholesalers can lever-

age the office products retailer's knowledge of products and consumer trends, resources and purchasing power. And the improvements that retailers typically experience are significant. For example, one food retailer who outsourced its category management of school and office supplies to OfficeMax increased top line sales by 20 percent, decreased linear space by 11 percent, and decreased SKU count by 72 percent. The retailer also boosted consumer satisfaction by simplifying the shopping experience through providing exactly the product mix desired.

Category management services can be customized based on the food retailer/wholesaler's business model and customer requirements. Here are some examples of services available:

**Complete category management services**– the office products retailer manages the entire school and office supplies set for its retail partner, including all pricing and

promotions for all seasons (such as back-to-school), advertising, new displays with multiple vendors, and POS analysis.

**Direct Import**– the office products retailer handles all of the food retailer's promotional needs, from office supplies and back-to-school to other categories such as tax time, Holiday, Mother's Day, Valentine's Day, etc.;

**Private Brands**– the office products retailer helps the food retailer maximize special category sales by offering a selection of innovative, affordable products from a collection of private brands. For example, when a retailer partners with OfficeMax for category management, the retailer can choose from product selections that include OfficeMax branded products like award-winning TUL® writing instruments, the colorful styles of the popular DIVOGA® brand supplies, as well as the Peter Walsh InPlace® System, InFuse™, OfficeMax®, Just Basics™, Ascend™, Canterbury®, Virtuio™, Eastleigh™,

Brenton Studio™, Engage™, and 4WRK™ with more brands in development.

If you'd like to drive life back into the school and office products category – not to mention grow margins, increase productivity, and boost consumer satisfaction – outsourcing category management to an office products retailer with decades of experience like OfficeMax could be the answer. An expert can help you drive the right products in the right stores at the right prices, and reclaim linear feet for other product categories.

*With 15 years of diverse retail and consumer products experience, WILLIAM ZEUCH is Senior Vice President, New Business, and the driver of OfficeMax's new channel strategy, designed to help make OfficeMax products available everywhere consumers shop – such as grocery stores, drug stores, mass merchants and independent retailers.*

## Publix Curbside Pickup Test Launches

Publix Curbside, a test of online grocery ordering and at store pickup, will launch in one Atlanta store Aug. 9 and one Tampa store in the near future. The selected stores are: Publix Store #0773 at Toco Hills Shopping Center, 2969 N Druid Hills Road NE, Atlanta, Ga., and Publix Store #0754 at Shoppes of Citrus Park, 7835 Gunn Highway, Tampa, FL.

Publix customers will place their orders online by visiting [www.publix.com/curbside](http://www.publix.com/curbside). Once on

the site, customers will select their desired pickup location, specified 30-minute pickup window and proceed with order placement. Customers will see an estimated total as weights for produce, meat and deli items will fluctuate. Sale prices for the store that are effective the day of pickup will be honored. Payment is tendered at the time of pickup. No minimum order amount is required and a \$7.99 service fee per Curbside order will be added to the total. As an introducto-

ry offer, the \$7.99 service fee is waived for first time users. The site will allow for multiple shopping lists to be saved under the customer sign-in for subsequent purchases.

"As we continue to provide our customers with the service they have grown to expect, we need to provide new and more advanced ways to meet the needs of their growing and changing families," said Maria Brous, Publix director of media and community relations. "Publix Curbside is

a natural extension of our service commitment, especially for time-starved families."

Personal shoppers will select orders for customers using the service. If a customer does not have access to a computer for order placement, orders may be faxed directly to the store or placed on the telephone with a personal shopper. For ease of pickup, designated parking spaces will be available at the Tampa store and a dedicated drive-thru at Atlanta.

Conducting a test in two different markets will afford the company an opportunity to review data, look for similarities and study the differences. Publix has studied online shopping and home delivery since 2000, prior to the launch of PublixDirect.

Unlike PublixDirect, which launched in 2001 and closed in 2003, Publix Curbside allows for orders to be selected in-store by personal shoppers and picked-up by customers at their local, specified Publix.

## 7-Eleven Franchises 200<sup>th</sup> Store in Florida

Former Marine Acquires Lakeland Location

A Florida native and Marine veteran of the Iraq war has become the owner of the 200<sup>th</sup> store to be franchised by 7-Eleven, Inc. in Florida.

Stephen Young, 32, of Lakeland, said he was delighted to be the person who hit the new milestone because owning a 7-Eleven® store brings together many of his previously acquired skills. He gained experience in the food retail business while working for a grocery retail chain when he was growing up in Fernandina Beach. And he learned how to manage people while serving eight years in the Marines, including a stint in Iraq in 2003.

"I love the idea of our store becoming a part of the community we serve," Young said of the store he has franchised at 290 Lakeland Park Blvd. at the Socrum Loop in Lakeland. "7-Eleven made the process of acquiring this store and gaining the skills needed to run it very easy and smooth."

Young officially took over the store on July 30. Young saved 10 percent off the franchise fee because of 7-Eleven's Military Discount program that was started by 7-Eleven President and CEO Joe DePinto, who is himself a graduate of the U.S. Military Academy at West Point and served as



**STEPHEN YOUNG** - A Florida native and Marine veteran of the Iraq war has become the owner of the 200<sup>th</sup> store to be franchised by 7-Eleven, Inc. in Florida. (Photo by: Lisa Parker/Parker Family Photography.)

an officer in the U.S. Army.

Indeed, after leaving the Marines and getting his college degree at the University of Florida, Young had gone back into grocery retailing, but was searching for a position that gave him more managerial responsibility. He had been researching some franchise opportunities with other companies when he watched a dramatic episode of CBS's *Undercover Boss* that featured 7-Eleven CEO DePinto earlier this year.

Young was so impressed and moved by the show that he immediately set a new goal of becoming his own boss by acquiring a 7-Eleven store. He first trained as a store manager and then began putting together his plan for becoming a franchisee to secure a long career while his family grows. Young and his wife have one child and another one

on the way.

"I am looking forward to making my store a vital part of this neighborhood and this community and getting to know the customers and their tastes," he said. Although he just is taking the reins of the Lakeland store, he sees such great potential in the business that he is already looking for a second store in the area to franchise. "As my family grows, I want to grow with the 7-Eleven family," Young said.

7-Eleven, Inc., the world's largest convenience retailer, began offering its company-owned Florida stores for franchising in late 2007 in the Miami area and expanded the program to other Florida markets in May 2008. Currently, there are 317 stores available for franchising in Florida with a total of approximately 595 stores in the state.

## PepsiCo to Invest \$250 Million in Vietnam

PepsiCo plans to invest US\$250 million in Vietnam over the next three years.

"I am pleased to announce that over the next three years we expect to invest \$250 million in our food and beverage businesses in Vietnam," said Saad Abdul-Latif, chief executive officer of PepsiCo Asia, Middle East and Africa, to a gathering of employees, business partners and community leaders in Ho Chi Minh City. "Vietnam represents one of PepsiCo's most exciting growth opportunities, and this investment is a reflection of our confidence in this dynamic country and the talented people who live and work here."

The new investment will be allocated to a variety of projects, including increasing manufacturing capacity, adding marketplace equipment like coolers, further strengthening existing brands and broadening the company's product portfolio via innovation. The investment is in addition to PepsiCo's investment over the past two years in two new manufacturing facilities, a new foods plant in Binh Duong and a new beverages plant in Can Tho.

Abdul-Latif also highlighted PepsiCo's commitment in Vietnam to the company's Performance with Purpose agenda of achieving business success while making a positive imprint on society. He cited the company's move to provide more eating and drinking options for Vietnamese consumers. In addition to carbonated soft drinks, the company offers Tropicana Twister juice drinks, Aquafina water, Lipton ready-to-drink tea, and two new isotonic drinks, 7-Up Revive and Sting Pro. And the company's Poca brand snacks line includes a range of nut-based snacks. He also hailed the work of local employees in the community, where PepsiCo is a large contributor to social causes such as healthcare and education.

"I am most proud of the corporate social responsibility initiatives undertaken by our team here," remarked Mr. Abdul-Latif. "While we are focused on developing our business and our people, we are equally committed to being an exemplary corporate citizen of Vietnam."



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■ **PUBLIX AT COCOPLOM VILLAGE SHOPS** key team members [first row]: BAKERY MGR. – Erin Hetteburg, ASST. STORE MGR. – Jason Yurkovitch, GROCERY MGR. – Joshua Sweeting, STORE MGR. – Sonya Lawman, PUBLIX VP – Tom McLaughlin, AMM – Steve Pennanchi, and ASST. CSM – Lauri Trembley. [Back row]: DISTRICT MGR. – Brett Tessier, ASST. GROCERY MGR. – Scott Bailey, PRODUCE MGR. – Troy Fultz, ASST. BAKERY MGR. – Rich Sands, MEAT MGR. – Kory Hawkins, DELI MGR. – Maria Budai, ASST. PRODUCE MGR. – Paul Carrol, CSM – Christy Williams, ASST. DELI MGR. – Steve Carpo, and REGIONAL DIRECTOR – Joe Taylor.

## Publix Food & Pharmacy Opens in North Port

Florida's southwest coast is celebrating the recent opening of a new Publix Food & Pharmacy in North Port. The new store opened Thursday, July 22, at 17179 Tamiami Trail [U.S. Highway 41 across from Home Depot] anchoring the new Cocoplum Village Shops.

Sonya Lawman heads the approximately 110 associates at new Publix #1287, which is a replacement store for a now closed store a short distance away.

In addition to the traditional gro-

cery, meat, produce, dairy and frozen food departments, the 54,300 sq. ft. store features full-service bakery, deli, fresh seafood, and pharmacy departments. The store features a new layout, new customer amenities, and an energy efficient design.

Operating hours are 7 am – 10pm, seven days a week. The pharmacy is open Monday-Friday from 9am to 9pm, Saturday 9 am – 7pm, and on Sunday 11 am – 6pm.



■ **KEY TO THE STORE** – Holding the key to their beautiful new Publix at Cocoplum Village Shops [store #1287] are: Asst. Store Mgr. Jason Yurkovitch [center, left] and Store Mgr. Sonya Lawman [center, right] pictured along with their key department heads and civic dignitaries in attendance for the grand opening.



■ **READY TO SERVE** – Publix #1287 associates pose outside their new 54,340 sq. ft. store at Cocoplum Village Shops.



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

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# FOOD STAR

## Diosdado Hernandez

Story and photos by:  
**DENNIS KANE**, Editor

**T**hree o'clock, early on a damp and dark Miami morning, and Diosdado Hernandez has already been up and at work for over an hour. Long before any of us have begun our day, he is hard at work and he won't conclude his work day till many hours after most of us have gone home. For Hernandez it's the life he loves and a routine he has been following all of his life.

Today, Diosdado Hernandez is one of the most successful independent retailers in South Florida. He operates two high volume store locations in Miami, along with a prosperous wholesale produce operation at the Miami Produce Center. It hasn't always been this way.

Diosdado was born in the small Cuban town of Herradura. He began selling produce at an early age, taking his goods to Havana and then returning to the province Pinar del Rio with other goods to be sold in his hometown. He left his hometown for Pinar del Rio in 1950 and became a successful businessman, operating a distributorship for black beans and bagged dried corn. He continued with this business until losing everything in 1960 thanks to Fidel Castro and the Cuban Revolution.

When he arrived in the U.S. in May of 1970, he didn't even have ten cents to make a phone call. "My uncle gave me ten dollars when I arrived. That's all I had," he told TODAY'S GROCER.

He spent a short period of time working in a ship yard, before getting a job later that year selling produce at the Miami wholesale produce market. He would work at the market from 5am-2pm before leaving to go to work at his second job



■ DIOSDADO HERNANDEZ with his son Rafael and grandsons: Alejandro Hernandez, Luis Nuñez, and Victor del Rio.

at Maule Industries. He was a maintenance supervisor for the large cement company and continued working dual jobs until 1976.

With his strong background in produce he was able to land a job

in October 1974 as a supervisor for the former Food Value supermarkets in Miami, where he was a buyer/produce manager and general manager of the company's produce departments. At the time, Food Value operated stores in Perrine, Carol City, Hialeah, Miami, and West Dade.

Hard work and perseverance paid off in December of 1998 when he had the opportunity to acquire the former Food Value location at 10751 West Flagler Street. By borrowing money from friends he now officially was an independent food store owner/operator.

Within three years his success had enabled him to acquire the whole Laguna Plaza Shopping Center. Continuing to expand with a strong produce background, that same year he opened Mr. D's Fruits and Produce, Inc., his relat-

ed wholesale operation at the Miami Produce Center. Mix this all in with a good dose of modern, state-of-the-art technology from Doral-based Tecnica Business Systems and he continues to be a very viable and successful operator in spite of strong competition from other independents and the chains.

A longtime resident of Miami, Diosdado and his wife Yelba are the proud parents of five children: Rafael [Food Star Retail Produce Mgr.], Ana, Alberto [who operates Mr. D's], Annerly, and Katherine. Diosdado and Yelba have ten grandchildren, a number of which are involved in the Food Star operation.

His days are long. But, he enjoys them. It's the only life he has ever known. "I only require four or five hours of sleep," he says.

He'll grab a few hours of sleep and soon be back to the wholesale produce market where his work days - everyday begin at 2am.

ed wholesale operation at the Miami Produce Center.

In May 2003, Hernandez purchased Food Star #6 located at 14778 SW 56 Street [Miller Drive].

Since 2003, Hernandez and Food Star Super Markets have been members of Associated Grocers of Florida. "We work together as a team and [thanks to AG] I have enjoyed tremendous success," he says with pride when speaking for his company which now counts 200 employees.

Hernandez attributes his success to good old-fashioned hard work, remaining industrious all the time, having good products, and a good team of people.

He prides himself on his perishables - meat and produce, the cleanliness of his stores, his em-



■ FOOD STAR Laguna Plaza store located in Miami at 10751 West Flagler Street.



■ FOOD STAR shoppers' orders are transacted quickly and efficiently thanks to state-of-the-art technology thanks to Tecnica Business Systems, Doral, FL.



■ DIOSDADO HERNANDEZ [center] pictured with Associated Grocers of Florida Dir. of Public Relations Ariel Melchor [left] and AG Sales Counselor Raul Morales [right].



■ FOOD STAR store located at 14778 SW 56 Street [Miller Drive].

# What Do These New Items Have In Common?

## A Lot More Than Meets The Eye



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- BADIA CONSUMER VALUE**
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THE SOUL  
of COOKING



# Grocery



## Kellogg Company Debuts Kellogg's FiberPlus™ Antioxidants Cereal

Fiber-containing food products have flooded the market as Americans struggle to meet their daily fiber recommendations, but the need for something tasty and nutritious doesn't stop at fiber. Research shows that consumers also are seeking to add more antioxidants and other nutrients to their diets. That's why Kellogg Company is introducing new Kellogg's FiberPlus Antioxidants Cereal, great-tasting sources of fiber and antioxidant vitamins C and E.

Kellogg's FiberPlus Antioxidants Cereals are available in Berry Yogurt Crunch and Cinnamon Oat Crunch, and are available nationwide.

"Kellogg's FiberPlus is a brand that understands that consumers want to get positive nutrition without sacrificing great taste," said Cheryl Dolven, registered dietitian and director of nutrition marketing at Kellogg Company.

"Kellogg's FiberPlus Antioxidants Cereals deliciously delivers fiber and antioxidants. It's an ideal choice for consumers who want great taste and nutrition from their cereal."

## New Bacon Ranch and Sweet & Tangy BBQ Popcorn



Passing by snack stands or peeking into the pantry door can be equal torture for health-conscious consumers who are tempted to reach for their favorite comfort foods.

On the coattails of the recently launched Cinnamon Sugar Kettlecorn, Popcorn, Indiana is expanding its collection with flavors that combine the nostalgic crisp and crunch of popcorn with savory textures and tastes that can't be beat!

Popcorn, Indiana is now introducing two new lip-smacking flavors to complement its award-winning collection of all natural, 100% whole grain popcorn.

Bacon Ranch Popcorn...who knew? They start with the best farm-fresh corn grown exclusively for popping. Then they season it with old-fashioned buttermilk, and an all natural, irresistible bacon flavor; it gives the popcorn that smoky finish that drives bacon lovers wild. The

result is a crunchy, delicious, and insanely flavorful all natural snack with whole grains and absolutely zero trans fat.

Sweet & Tangy BBQ is the perfect combination of sweet and salty, seasoned with their secret tangy barbecue recipe that has just enough kick to keep you coming back for more.

Munch better™: Made from fresh corn grown in the fields of the Midwest and other all-natural ingredients. A short and easily pronounceable ingredient list means no hidden chemicals. No hydrogenated oils or other trans fats. Over 14 grams of whole grains in every serving of Bacon Ranch Popcorn and Sweet & Tangy BBQ supported by the Whole Grains Council stamp of approval on every bag.

SRP: 5 oz - \$2.29 or 7.5 oz - \$3.99.

## Girard's Premium Salad Dressings

### Spices Up Entertaining with New Flavors and New Label Design

Girard's Premium Salad Dressings is adding some flare to dinner this summer with the launch of three new flavors - Apple Poppyseed, Creamy Balsamic and Peach Mimosa - and a contemporary new label design for its signature triangle-shaped bottle.

"For today's sophisticated consumer, salad is often becoming the main course at dinner parties and luncheons," said Brandy Wardlow with Marzetti Specialty Brands. "As the salad becomes more sophisticated with the addition of exotic ingredients and the latest culinary trends, the dressing should be just as complex."

The Creamy Balsamic salad dressing is a new spin on traditional Balsamic Vinaigrette dressings. The balsamic vinegar base is enhanced with hints of garlic, onion and flavorful spices.

The Apple Poppyseed salad dressing flavor is a delicate and creamy dressing made with ample of amounts of poppyseeds and touches of molasses, onion and apple juice. This eclectic fusion amplifies the dressing's flavor. It is sweet, light and refreshing.

The Peach Mimosa dressing is a decadent combination and white wine vinegar mixed with the delicate flavor of spices and the hint of hint of juicy, full-bodied peaches. The simple combination of flavors make this a supremely wine-friendly salad dressing.

The new flavors of Girard's Premium Salad Dressings were launched in conjunction with the brand's packaging update. The glass bottle's signature triangle shape remains the same, but the traditional gold label received a facelift to reflect the brand's chic and modern consumer.



## Passage to Thailand Simmer Sauces Arrive in the USA

Passage to Thailand™ Simmer Sauces, Australia's leading Thai cooking sauce, is now available in the USA. Consisting of four different all-natural sauces, each is a recipe of traditional ethnic cuisine created to ingredients. The range consists of Pad Thai, Thai Basil and Sweet Chili, Tom Yum and Red Thai Curry sauces. With spices sourced directly from various regions of Thailand and Southeast Asia, each product is gluten-, MSG-, preservative- and GMO-free.

"The growing ethnic diversity in our USA population a resurgence in cooking driven by chef-hosted programs has grown the market for ethnic foods to a record high," noted Passage Foods' Mark MacKenzie. "The ethnic food market is a \$2.2 billion retail industry in the US and expected to expand an additional 20% over the next four years with Indian and Thai foods showing the largest increase in consumer demand." In addition, the Asian/Indian restaurant segment has seen double-digit growth for the last four years, and more people try cooking Thai, Indian and other ethnic foods at home.

As more consumers identify themselves as "cooking enthusiasts" and look to experiment with new flavors, they are fueling the demand for what were once exotic foods. Today's ethnic consumer is more mainstream, more affluent and younger, according to Mintel International. While young adults are the most adventurous in trying global cuisines, they are also very demanding of products which offer all-natural and healthy ingredients, a cornerstone of the entire passage Foods product line.

Passage to Thailand sauces are a part of a simple 3-step meal solution that satisfies the needs of the time-starved consumer. Add the sauce to meat, seafood or vegetables, simmer and serve over the rice for a gourmet meal in less than 20 minutes.



## New SW Portland BBQ Sauce Business Hits the Market

Southwest Portland-based couple and small business owners Dan and Barbi Slick believe they are 'onto something big!' "One of our favorite ways to entertain is barbecuing. Our homemade sauce was always a big hit," Barbi said. "We started packaging the sauces as gifts to family and friends. The demand was so strong that we quickly realized we were onto something BIG!"

The Slicks started Slick's Big Time Products, LLC last fall and already they are experiencing an amazing response from Oregon and Washington consumers and grocery retailers.

What's creating the consumer stampede? Slick's unique sauce style and flavors are best used for marinades and dipping sauces. They are ideal for northwest barbecuing, grilling, slow cooking and crock pots.

The first product releases are: Slick's Big Time Sweet & Spicy Sauce, great with seafood and beef or Slick's Big Time Sweet & Tangy Sauce that works best with chicken and pork. Another unique feature, unlike most BBQ sauces; is that Slick's Big Time sauces naturally pair well with wines. Each 15 oz. bottle retails for \$4.99-\$5.99.



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# Beverage



■ ASSOCIATED GROCERS OF FLORIDA'S Loly Pinilla demonstrates new Paraiso Tropical mix which is available in retail packages and can also be dispensed at the store level.

■ Real 100% Pure Fruit Pulp

## A.G. of Florida Debuts Paraiso Tropical

Healthy, Fresh, Delicious, Natural and Unique Fruit Beverages

Paraiso Tropical is a new natural fruit concentrate now being introduced into the marketplace exclusively through Associated Grocers of Florida. Featuring the most exotic and sought after tropical fruit flavors, Paraiso Tropical brings a new, never before seen presentation of freshness into our market.

The 100% whole fruit pulp is pasteurized and preserved in its original liquid form, capturing and keeping the flavors of the fresh fruit it originated from.

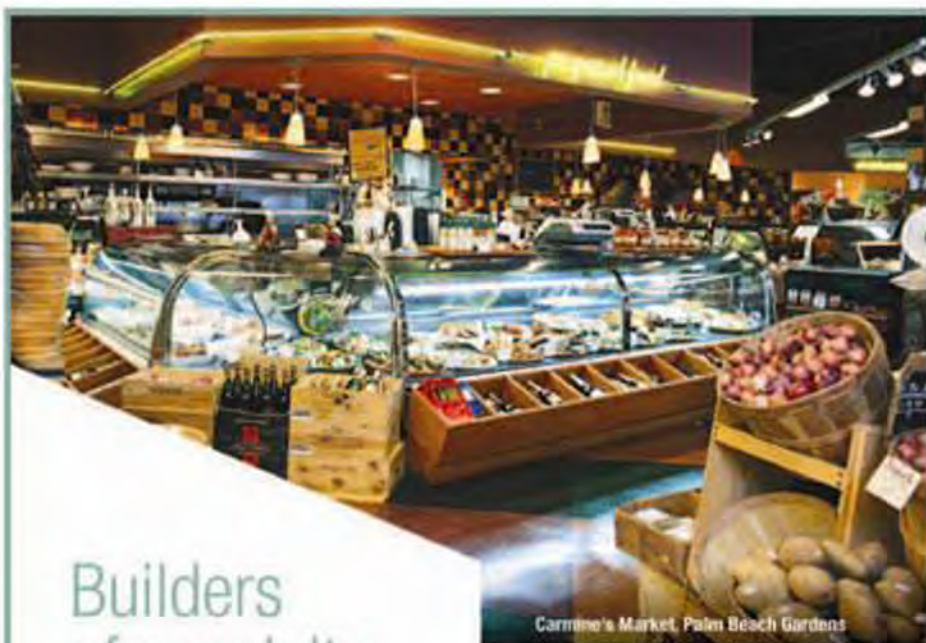
The Paraiso Tropical product line is easy to handle and store. You do not need to crowd your freezer as products are never frozen and need no refrigeration until after opened.

Preparation of Paraiso Tropical products is as simple as "add water or milk." A liter of concentrate will produce four liters of delicious, thick and refreshing fruit drink, and can be enjoyed in nine different and exotic flavors: Sour Sop, Guava, Pineapple, Mango, Strawberry, Blackberry, Passion Fruit, Papaya and Fruit Mix.

For more information about these products and how to get them in your store, call: 954-876-3121 or visit [www.paraisotropicalproducts.com](http://www.paraisotropicalproducts.com)



■ THE TASTE OF PARADISE – Julio Sanchez, Douglas Diaz – Paraiso Tropical Sales, Loly Pinilla, and Associated Grocers of Florida COO Chris Miller are excited about the excellent acceptance Paraiso Tropical has already received from the trade.



Carmine's Market, Palm Beach Gardens

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- La Reina, Lake Worth
- Jacob's Classic Market, Villages of Gulfstream, Hallandale
- Carmine's Market, Palm Beach Gardens

*I have partnered with Sisca Construction on several projects over the last 10 years. And the relationship has always been a trusting one. The quality of their work is consistently flawless and they have yet to be behind on schedule or over budget. I would go so far to say this, don't waste time looking for the right construction company for your business, you've already found it in Sisca Construction Services. For your next construction project, let Sisca be your partner in success!*

– Carmine Giardini



**Sisca Can Be Your Partner in Success.** For more information please call Ken Krasne, Sr. Project Manager/Hospitality Division at (561) 662-1712.

## DRY...and Different

DRY Soda Co. has re-imagined what soda can be: better tasting and better for you. DRY uses only four, all-natural ingredients and keeps the pure cane sugar to a minimum. The result is a less sweet soda that allows the fruit, flower and herbal flavors to shine through and only 45-70 calories per bottle. DRY is a refreshing beverage to sip on its own, pair with a great meal or mix into a cocktail. All seven DRY flavors are caffeine-free, vegan, gluten-free, sodium-free and OU-certified kosher.

DRY Soda's seven flavors are: Cucumber, Juniper Berry, Kumquat, Lavender, Lemongrass, Rhubarb, and Vanilla Bean.

DRY Soda is sold in 12-ounce bottles individually and in four packs.



## Frontier Beverage Launches Unwind



Consumers looking for a great-tasting, low-calorie relaxation aide to complement their busy lifestyles can find the solution in Frontier Beverage Co.'s Unwind™.

"Unwind™ provides a light, refreshing flavor for whenever you deserve a moment of relaxation without the sedating effects of pharmaceuticals or alcohol," said Terry Harris, Chief Executive Officer, Frontier Beverage Co. "After receiving rave reviews from consumers that tested our product within the Memphis, TN, market, we are confident that the relaxation category is a strong contender in the 'New Age' sector of the beverage industry."

With a slogan of "Tired of Being Wired," Unwind offers consumers a way to settle down at the end of a hard day with a relaxation blend to suit every lifestyle. Unwind is currently available in Citrus Orange in a 16 oz. can via [www.unwindbeverage.com](http://www.unwindbeverage.com) and, in mid-May 2010, will be available in three lightly-carbonated flavors, Goji Grape, Pom Berry, and Citrus Orange, all in sleek 12 oz. cans containing a mere 40 calories and only 10 grams of sugar each.

"Relaxation beverages received a boost in initial awareness when they were named a top trend for 2010 by both 'Good Morning America' and 'The View,'" said Harris. "Unwind takes this trend to the next level by allowing consumers to relax and renew themselves with each serving, providing a soothing experience for both the mind and body."

Melatonin, valerian root, rose hips and passion flower provide Unwind with its calming properties.



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“Stronger, Better BI-LO”

# BI-LO Unveils A Bold New Look



■ BI-LO has unveiled its new store concept following the June 9 re-opening of this 46,360 sq. ft. 'new look' store located at 1365 W. Wade Hampton Blvd. in Greer, SC.

## A TODAY'S GROCER Exclusive Report

**B**I-LO marked the manifestation of the company's efforts to re-engineer its stores over the last 13 months as part of its larger five-year plan.

Over the last several months BI-LO has carefully worked on implementing a plan to individually re-vamp its store designs and layout, as well as developing new offerings focused on quality and savings to better serve its customer base. The improved look and feel of the store, which serves as a testing platform for one version of how BI-LO could look like moving forward, is just one of the ways BI-LO has enhanced its value proposition to be more competitive with a recent grand re-opening in Greer, SC.

"This re-designed store represents all the great things BI-LO is doing to provide customers tremendous savings without having to sacrifice the quality and service they desire," said Michael Byars, president and CEO of BI-LO. "We are proud of our teammates' hard work on this collective effort and we look forward to exceeding the expectations of our customers."

Store Director, Grant English, heads the 120 associates at the new store #161. Assisting him are: ASST. STORE DIR. – Greta Palmquist, CO-MANAGER CENTER – Robert Stevens, CO-MANAGER SERVICE – Beth Robinson, HEAD BOOKKEEPER – Wendy McClellan, DELI/BAKERY MGR. – Jenny Banister, PRODUCE MGR. – Carlton Young, FLORAL MGR. – Mirian Lindsay, MARKET MGR. – Tom Nowak,



■ BI-LO President and CEO Michael Byars addresses the crowd at the grand reopening press conference and ribbon-cutting for the 'new look' Greer store.



■ THE BI-LO BUTCHER SHOP offers shoppers a knowledgeable butcher who can custom cut meats and offer shoppers grilling and preparation tips.

SEAFOOD MGR. – Harvey Benefield, GROCERY MGR. – Crystal Fish, FF/DAIRY MGR. – Mark Parks, GM MGR. – Viviana Bailon, and PHARMACY MGR. – Buddy Clayton.

Shoppers will see a big difference in store #161 from the moment they arrive in the parking lot – a warmer, richer color palette and décor envelop the store, and upgrades have been made to all of the departments. The enhanced departments and signature food items showcase the improved freshness, variety and quality the company strives to provide customers, including:

- Fresh-sliced Sara Lee meats and cheeses, Lip Lickin' Fried Chicken, Signature Deli Pizza, Sweet Dreams Custom Cakes and Gourmet Cookies, along with fresh artisan breads, muffins, pastries and doughnuts
- A knowledgeable BI-LO butcher who can custom cut, grind or cube, and provide grilling and preparation tips, all for free
- A wide variety of seafood including Chef's Catch and Lakehouse Catfish, available only at BI-LO
- A produce department with an open-market feel featuring BI-LO's triple-inspected Walter's Produce
- A free Wi-Fi café to relax, enjoy a cup of coffee or a snack and surf the web

Byars continued, "We look forward to taking this new vision as part of our company's five-year plan and implementing them across BI-LO's footprint to continue delivering savings and fresh, high-quality products our customers have come to know and deserve."



■ WALTER'S PRODUCE is a visually stunning highlight of the new store and offers shoppers a full selection of fresh fruits and vegetables, all presented in an 'open-market' setting.



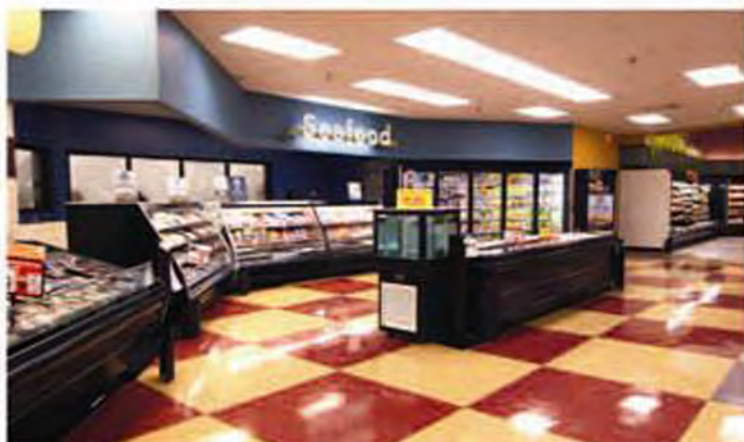
■ THE DELI DEPARTMENT offers fresh sliced meats and cheeses, fried chicken, deli pizzas, etc.



■ A free Wi-Fi café offers shoppers a place to relax, enjoy a cup of coffee or a snack and surf the web.



■ MIKE BYARS pictured on opening day at the check-out counter with one of the Greer store's cashiers.



■ The FRESH BAKERY offers fresh artisan breads, muffins, pastries, doughnut, and more!



■ A BI-LO thrive™ end cap display offers shoppers helpful ideas to boost MIND, BODY, SPIRIT, and SAVINGS!



Getting To Know

**GRANT ENGLISH**

Director, Store #161  
Greer, South Carolina

"I started my career with BI-LO in 1990 as a bagger and held numerous positions within the store while finishing high school. When I started college, I became a full-time supervisor until I finished my degree from Clemson University. In 1997, I became a salaried manager, completing all the roles of customer service, perishable manager and assistant manager. In 2000 I was promoted to store director, which is the position I have held for 10 years. During my tenure as a store director, I have run nine different stores in Greer, Greenville, Anderson, Seneca, Easley and Pickens, SC."



ASSOCIATED GROCERS OF FLORIDA

Show Me The Money!

# AG of Florida Retailers Meet in Miami for "The Show" of the Year

Double Tree Miami Mart Hotel & Exhibitor Center | Miami, Florida | August 12-13, 2010



FOOD SHOW CHAIRMAN Roy Deffler Pictured with Show Hostesses Amy Becker and Monica Mason.



LUCKY WINNER - John Cagney, Amy Becker and Monica Mason with \$500 cash money winner Henrietta Brown, Solomons Super Centre.



Associated Grocers VP - Export Sales Jose Capellades with Willie Hamed, Mafi Hamed, Mike Yusuf, Plaza Xtra [St. Croix] and Show chairman Roy Deffler.



ASSOCIATED GROCERS President/CEO Cal Miller pictured with Roger Kurr and Norm Orths, Milam's Markets.



ASSOCIATED GROCERS Jose Capellades and Cal Miller welcome the group from Plaza Xtra to the Show.



Cal Miller, Roy Deffler, John Cagney greet AG board member Jimmy Weekly, Fausto's Food Palace [Key West].



FOOD SHOW CHAIRMAN Roy Deffler and AG of Florida President/CEO Cal Miller with Executive Vice President/CFD Lou Moore [center].



Cal Miller with Debbie Stansell and AG board member Allen 'Bubba' Neal, Jr.



AG of Florida President/CEO Cal Miller and AG COO Chris Miller with Sedano's Meat Supervisor Tony Rodriguez [center].



Ricky Carbonell Sedano's Supermarkets with Cal Miller.



Cal Miller welcomes Allen Milam, Milam's Markets and Doug Fritsch, IGA.

FOOD SHOW SPECIAL REPORT



■ Cal Miller [ right] welcomes AG board member Francis Bailey, Bailey's General Store [Sanibel Island].



■ Cal Miller, Robert Vilaseca, Acosto Sales, and Jose Herran, Jr., Sedano's.



■ GRUPO RAMOS – Marjorie Yermenos, Alex Paradas, Ligua Cruz; Cal Miller; Miguel Paradas, and Juan Diaz.



■ Gary Bausch and Cal Miller welcome Richard Johnson, Bailey's General Store [center].



■ AG BOARD MEMBER Jerry Keen, Jason Keen, Cal Miller and Steve Villazon, Coca-Cola.



■ AG COO Chris Miller with Greg Roll and Judith Mencke, Wells Fargo Equipment Rental.



■ Maria Hernandez, Marta Pacheco and Marisol Solana, American Groceries, with Chris Miller, Cal Miller and Ariel Melchor.



■ Carlis Williams, Cee's Superstore; Cal Miller, Maureen Williams, Cee's Superstore; AG Dir. of Operations Kirk George and Tony Carrion, McArthur Dairy.



■ Jimmy Weekly, Ken Thomas, AG Chairman of the Board Jim Rines, Fran Rines, and Cal Miller.



■ CAL MILLER greets Charlotte and Mike Harris, Food Town Stores.



■ PARAISO TROPICAL – Loly Pinilla, Douglas Diaz, Paraiso Tropical Sales and AG VP – Advertising Luzmary Jimenez.



■ \$500 WINNER – Alex Pittim, Super Barn, S.A. [Panama].



■ Low Handfield, K.J. Foods [Turks and Caicos] was lucky winner of a 32' HD LCD Tv.



■ AG COO Chris Miller with Todd Flynn, Del Monte, Don Nyman, Don Koemer, Del Monte, and Fausto Borges, Advantage Sales & Marketing.



■ Jay Reinstein; Mayra Rodriguez, Alina Leal, and Jose Jorge, Bravo Supermarkets, with Gregg Young, AG.



■ Lou Moore, Cal Miller and Chris Miller pictured with Anita Aedo and Danny Rivera, EXPOCREDIT.



■ Derek Lewis and Allison, Bradley BS & T Super Centre [Barbados] with Chris Miller.



■ Chrs Miller and Arlene Reyes, AG, with Debra Swan and Clifton Fernander, Supervalve Food Stores Ltd.

ASSOCIATED GROCERS OF FLORIDA



Chris Miller [center] pictured with Roberto Luzcando and Gabriel Marengo, Importadera Ricamar S.A. [Panama].



Chris Miller pictured with Rafael Castro and Francisco Pichardo, Sabor Tropical [Miami].



Chris Miller [second, right] pictured with the group from Solomon's Super Centre; Fiona King, Dino Duncomb, Veronique Stubby, Henrietta Brown, Maudeline Cooper and Mario Simmons.



ANOTHER \$500 WINNER! - Marjorie Jemenos, Grupo Ramos, has her hands on the cash while she keeps it away from her friends Miguel Paradas, Ligia Cruz and Juan Diaz.



Daniel Arango and Luis G. Arango, La Reina Supermarkets [Lake Worth] pictured with Chris Miller.



SHOW ME THE MONEY - Ana Dabdoub from Inversiones Mega [Honduras] is already counting her \$500!



THE MONEY KEEPS COMIN'! \$500 winner Louise Akrum, J.L. Jong A. Kiem N.V.



ASSOCIATED GROCERS Sr. Executive VP Georgina Perez pictured with Armando del los Rios, Sedanos #16.



\$500 CASH GIVEAWAY WINNER Oscar Saca, Europa S.A. de C.V. [El Salvador].



FLORA FOODS - Leo Alvarez with Chef John Flora.



Alfredo Guerra and Enrique Herrera, Sedano's.



ANOTHER WINNER! Lily Moo-Ling, Ling & Sons IGA Super Center [Aruba] pictured with Mitch Terry, Monica Mason, and John Cagney.



Food Show Chairman Roy Deffler with scooter winner Kevin Agar, Cayman Imports.



Rafael Castro, Tropical Supermarket was the lucky winner of a blue Breeze Fashion Motor Scooter.



CANON CAMERA WINNER Ward Vennum, Intermark receives his camera from Mayra Toledo.



\$500 WINNER Leslie Salmon, Food Brokerage Service, Ltd. [Antigua] receives his cash from master of ceremonies John Cagney.



AG VP of Export Jose Capellades pictured with Laudicia Staines and Leonardo Staines, Magil Staines, Inc. [Belize].

FOOD SHOW SPECIAL REPORT

Buying Action

# Friday Afternoon Power Buy Session

August 13, 2010



# Bakery



## Society Bakery 'Making Whoopie' with a Texas Twist on a Traditional Amish Dessert

From a small shop on eclectic Greenville Avenue in Dallas, TX, local entrepreneur and community activist Roshni Muns is bringing the popular cupcake trend to a whole new level by blending the flavors of her award-winning baked goods and turning them into an updated version of the classic Amish dessert "whoopie pies." Her first "hybrid" creation is Bread Pudding Whoopie Pie, to be followed later this summer by Pecan Praline and S'Mores flavored Whoopies, which The New York Times once described as a cake-like sandwich.

Visit any Amish market bakery, and along side the tasty loaves of home made breads, there is sure to be a display of "whoopie pies" for sale, a tradition which began more than 70 years ago among the local communities. Muns, an energetic single mother, began Society Bakery in 2003, and soon her cakes, cookies, dessert bars and cupcakes became the talk of Dallas. Described by The Dallas Observer as a "native institution" and chosen by The Ellen DeGeneres Show as offering The Top Ten Cupcakes in America, lines form early for Roshni Muns' cinnamon rolls still warm from the oven. Her birthday and special occasion cakes have



"I wanted to be a success, but I also wanted to share my profits with the Dallas community," says baker Roshni Muns.



SOCIETY BAKERY in Dallas, Texas, has become a popular destination for shoppers in search of many of operator Roshni Muns' specialties.



been commissioned by everyone from the Dallas Cowboys to Steven Tyler to New Kids on the Block and even to a local tv station when Oprah Winfrey dropped by. Dallas Child Magazine has three times awarded Society Bakery with their "Best of Dallas" designation.

Muns was a life-long "foodie" who decided several years ago that making profits would not be the only reason she opened her little shop. "I wanted to be a success, but I also wanted to share my profits with the Dallas community," she explained. In 2009, Muns donated goods to over 85 non-profit organizations from children's charities to shelters for homeless families to fundraisers to help local schools. Her generosity became so well known in Dallas that in 2010 Muns opened a second location inside Dallas Medical City Hospital. The instant success of this location resulted in a significant share of the first profits donated to events including "Medical City Goes Pink," to benefit Susan G. Komen Race for the Cure. One of Roshni Muns many grateful local organizations is Resounding Harmony which reaches out to help raise money for charity through their concerts including one at the Dallas Meyerson and one at

From a small shop on eclectic Greenville Avenue in Dallas, TX, local entrepreneur and community activist Roshni Muns is bringing the popular cupcake trend to a whole new level.

New York Carnegie Hall.

Marketing Director Jan Harrell described the group's relationship with Society Bakery this way, "We came to Society Bakery last January as we were putting together sponsors for our Sing for the Cure Concert in May. As we laid out our hopes and dreams for making this concert season a huge success, we saw the owner's eyes light up! Roshni stood ready to marshal her bakers to fill our several requests for help. Every concert we give benefits a worthy cause, and raising money for breast cancer research was a perfect fit for the always philanthropic Society Bakery. They helped us make each special pre-event for Sing for the Cure very special. Everyone raved about the cakes and confections. I am happy to report many, many converts to Society Bakery's confections. It's a bakery with a big heart!"

"I am always looking for new ways to reinvent Society Bakery, by offering new and delicious baked goods, while still making sure our success never diminishes our reputation for quality and excellent customer service," Muns said. With 18 varieties of moist and delicious cupcakes, Muns has begun offering some of those flavors as cakeballs as well as whoopie pies including the already popular Bread Pudding Whoopie Pie. Some new flavors include the Pecan Praline Whoopie (also available in Gluten Free) and the S'Mores Whoopie. As her success has grown, Muns can now prepare and ship anywhere in the United States.



FULLBLOOM produces fresh, frozen, par-baked and pre-packed baked goods for local, regional and national distribution.

## FullBloom Baking Company Leads Baking Industry

### First LEED Platinum Certified Private Label Bakery

When FullBloom Baking Company in Newark, CA, needed to expand in 2006, they purchased a 95,000 sq. ft. manufacturing plant with an eye towards making it the greenest wholesale baking company in the nation. Recently, their efforts were rewarded when the US Green Building Council bestowed Platinum certification – the highest level of LEED (Leadership in Energy and Environmental Design) recognition – to FullBloom's management.

Long before being green became a sought-after business attribute, FullBloom was quietly following sustainable practices. When CEO and Founder Karen Trilevsky decided to grow her business, LEED certification is the only business model option she considered pursuing. Green is part of the Company's DNA, and according to Karen that means "doing what's right for customers and consumers, for employees, and for the Earth."

Those values helped drive everyone at FullBloom who participated in the arduous process of applying for LEED certification. "This certification speaks to the contributions made by the entire FullBloom team – from our management team to our bakery employees – all of whom remain committed to the vision I had for my company 21 years ago." Since it was founded on 1989, FullBloom has made all natural bakery products (preservative free, no artificial colors, no artificial flavors) for some of the country's leading brands. But making a wholesome product wasn't enough. Karen was dedicated to making the plant green in its design and operation.

Working with an experienced LEED team, including the interior design firm Tranquil Spaces and LEED-consulting firm, Organic Architect, and E.A. Bonelli Architects, the plant was retrofitted by the contractor firm Eric F. Anderson and Processes unlimited engineering, over a two-year period.



KAREN TRILEVSKY

## Mission Foods Introduces Whole Wheat Flour Tortillas

Mission Foods, one of the nation's largest tortilla manufacturers, has announced the addition of a 100 percent whole wheat flour tortilla to its extensive product line. A healthier alternative for those who love Mission's great tasting flour tortillas, the new Mission Whole Wheat Flour Tortilla addresses the top three functional concerns consumers have when selecting healthy food solutions, which include choosing foods that are heart-healthy, lower the risk of cancer and have no trans fats, accord-

ing to the Mintel, Attitudes To Food: Weight & Diet Study.

Mission Whole Wheat Tortillas are 100 percent whole wheat, cholesterol free and contain 30 grams of whole grain per serving – more than half the recommended daily value. With a high percentage of whole grains, the line extension has earned the seal of approval from the Whole Grain Council, providing shoppers with an effective "search tool" to spot whole grain products endorsed by nutrition and medical experts.

It is also a good source of dietary fiber and has zero grams trans fat per serving.

"Mission Foods is committed to meeting the demands of consumers for healthier options," said Norma Rojas, Senior Director of Marketing for Mission Foods. "Mission Whole Wheat Flour Tortillas provide an affordable solution for families expecting the same quality and taste of our flour tortillas, but also want to make small, simple steps to integrate healthy eating habits for their families."





# Back to School Means Back to Business!

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# Wines & Beers



■ ANGELINI WINES has announced the addition of Cascina Cucco to their portfolio of Italian wines. Cascina Cucco's wines now available in the U.S. include: Langhe Chardonnay 2009 (srp \$19.99), Langhe Rosso Mondo 2006 (srp \$26.99), Barolo 2005 (srp \$49.99) and Barolo Vigna Cucco 2005 (srp \$59.99).

## Cascina Cucco Wines Join Angelini Wine Portfolio

Angelini Wines has announced the addition of Cascina Cucco to their portfolio of Italian wines. The winery is located in one of Piedmont's most beautiful towns, Serralunga d'Alba. Cascina Cucco's wines now available in the US include: Langhe Chardonnay 2009 (srp \$19.99), Langhe Rosso Mondo 2006 (srp \$26.99), Barolo 2005 (srp \$49.99) and Barolo Vigna Cucco 2005 (srp \$59.99) These wines will be available throughout the United States through Angelini Wine's network of distributors.

Cascina Cucco, which is based in an attractive 19th century farmhouse, was purchased by the Stroppiana family in 1966. The winery is situated with dramatic views of Piedmont's prestigious wine-growing Langhe hills. Cascina Cucco farms 12 hectares of vineyards and follows traditional wine-making practice. The wines benefit from aging in ancient cellars, which are located beneath the 14th century Serralunga d'Alba Castle. The Stroppiana family works in conjunction with famed oenologist, Giuseppe Cavioia who has been overseeing the winemaking and viticulture activities at Cascina Cucco since 1999.

"We are thrilled to include Cascina Cucco in to our portfolio of Italian wines," states Julius Angelini, owner of Angelini Wine, Ltd. "The core of our portfolio is based on family operated wineries that are dedicated to preserving traditional vinification techniques and producing wines which show true "terroir" characteristics. This makes Cascina Cucco a perfect addition to our portfolio and is indeed a great example of the type of high quality, reasonably priced wines that we will continue to add to our selection."

■ Fruity, Versatile, and Refreshing

## Real Sangria Introduces Real Sangria White

Real Sangria, producers of Real Sangria Red – have introduced Real Sangria White to the U.S. market.

Real Sangria is committed to offering only the best sangria. True sangria from Spain, Real Sangria's latest introduction, Real Sangria White, is a wonderful blend of natural citrus fruit flavors and fine Spanish white wine. The fun and easy to drink wine is best enjoyed among a group of family members or friends. Light-bodied, fruity and refreshing, it is ideal for any occasion from a typical social gathering like a backyard barbecue or a Sunday brunch to an extravagant celebration.

"For centuries, sangria has been one of the traditional drinks in Spain and it is steadily becoming one of the most fashionable in the U.S. People are entertaining more and more at home and a pitcher of sangria is now a must have item for home gatherings," said Ricardo Febres of Shaw-Ross International Importers, importer of Real Sangria.

"Sangria is growing at a 14% rate, making it the fastest growing wine category in the U.S. according to Nielsen ratings. Naturally, Real Sangria saw the introduction of Real Sangria White as the perfect addition to its U.S. portfolio, arriving just in time to keep you refreshed during the summer."

Derived from the Spanish word "sangre" meaning blood, "sangria" was named for its original red coloring. The red wine punch had its humble beginnings in Spain, becoming all the rage during the 1800s at parties throughout Europe. History was made in 1964, when the U.S. had its first taste of sangria at the World's Fair in New York. Today, both red and white sangria are popular among chefs and restaurateurs. And now, Real Sangria White makes it easier for U.S. consumers to enjoy this new category of white sangria.

Real Sangria White is available in 750ml and 1.5lt bottle, ranging in price from \$6.99 to \$8.99 for the 750ml, and from \$10.99 to \$12.99 for the 1.5lt.

Ready to drink, Real Sangria White can be served chilled or incorporated into a variety of thirst-quenching recipes to be enjoyed amongst family and friends.



## Val de Vie Launching 'Grounds-Breaking' Coffee Style Pinotage

Val de Vie, a historic wine estate on the Berg River on the Western Cape of South Africa, announces the launch of its first vintage of Barista, a "Coffee Pinotage" created by Bertus Fourie, Winemaker for Barista Pinotage. Bertus is the creator of the Coffee Pinotage style and he refers to Barista as "the best example of this new style, giving a fascinating and delicious spin to this unique South African grape."

Barista is produced from 100% Pinotage grapes from the Robertson Valley. Although there is a discernible and delicious aroma of both coffee and even a hint of

chocolate, the flavor is completely natural, with no additives; according to Bertus, these unusual aromas come from "a combination of factors, including a specific yeast strain, specific toasting of the barrels, specific type of oak, and the Pinotage grape itself." The discovery was a happy accident: during an exceptionally hot harvest, when several varieties ripened at the same time, Bertus ran out of stainless steel tanks and fermented the Pinotage in oak. He had a surprise waiting for him the next morning when he opened the cellar door: the entire room was filled



with the delicious aroma of coffee.

The release of this wine is important not just as an excellent example of a unique South African wine, but also as a vehicle for introducing the US to this native grape. Pinotage, bred in 1925, is a cross between Pinot Noir and Cinsault but is distinctly New World in flavor. This outstanding example could very well help to launch Pinotage throughout the New World.

The packaging is simple and elegant: a stark black and white tile pattern reminiscent of an Italian coffee bar. With its excellent price/quality ratio—it retails for \$14.99—it is a perfect accompaniment to a wide range of foods, from meat dishes to cheeses and desserts.

It is imported by the Indigo Wine Group, based in Venice, Florida.



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# First English Vineyard to go Supercharged

■ BODIUM CASTLE – Sedlescombe's vineyard has been organic since 1994, biodynamic from 2010.

## East Sussex Vineyard the First in England to Produce Wine Using Biodynamic Principles

Established 30 years ago as England's first organic wine producer Roy Cook, owner and wine maker at Sedlescombe Vineyard, has taken the next step in sustainability by adopting the biodynamic cultivation method and its philosophy.

He is quoted as saying, "For me, the challenge of creating high quality wines within a balanced and diverse ecology has always been my objective; the long term sustainability and more carbon neutral approach offered by introducing biodynamics seems a natural progression to this goal."

While all the normal organic rules still apply, additional procedures, based on the creation of naturally fermented substances, have now been introduced at Sedlescombe. These solutions are applied to increase microbial activity, either to the soil directly or via specially prepared compost. Special quartz based sprays are also applied to increase light absorption and enhance grape sugar levels.

A key and somewhat controversial aspect to the biodynamic method is the timing of spraying, pruning and planting activities, which follow a calendar based on lunar and cosmic movements. Roy Cook however is

not fazed by the timing demands, "Some of the most prestigious organic vineyards on the planet are biodynamic – from Frick in France to Milton in New Zealand and every wine producing country in between – I am convinced the method works and am proud to be the first to produce biodynamic wines in England."



■ Roy Cook and Inga Keck discuss 'dynamizing' the horn manure mixture.



■ ROY COOK, looking at red wine in glass, is quoted as saying, "For me, the challenge of creating high quality wines within a balanced and diverse ecology has always been my objective."



■ Irma and Roy Cook at tasting bar.



■ Visitors arriving at shop front.



■ Sedlescombe's oak matured Regent Red wine.



■ SEDLESCOMBE – the oldest organic vines in the U.K., were planted in 1979.

# Winn-Dixie Closing 30 Stores; Streamlining Operations

Continued from PAGE 1

To respond to these business and economic conditions, we have thoroughly reviewed our retail operations and support structure and have decided to exit certain retail locations and reduce our corporate and field support staffs. We sincerely regret the impact this will have on some of our associates, and we will make every effort to ensure these associates can pursue other open positions or have a smooth and respectful transition."

Florida heads the list of store closures, with 24 stores slated for closing in the sunshine state. Two stores each are scheduled for closing in Georgia and Mississippi. A single store will close in both Alabama and Louisiana.

In addition to the staffing reductions that will take place as a direct result of the store closures, the company will eliminate approximately 120 positions in its corporate and field support staffs. The company expects to achieve annualized savings in the range of \$12 to \$17 million as a result of these actions, which should begin to be realized after the end of the first quarter of fiscal 2011 due to timing and tran-

sition costs. The store closures and position eliminations are expected to be completed by the end of the first quarter of fiscal 2011, which ends on September 22.

Lynch continued, "The actions we are taking today will enable us to lower our cost structure, improve efficiency, and build the right foundation for our business now and in the future. With nearly half of our store base already remodeled, and with plans in place for additional remodels and new store openings, we are confident we will continue making significant progress with our 'Fresh & Local' strategy and business initiatives."

The store locations being closed include:

## ALABAMA

**HELENA**  
Store 469 -  
335 Helena Market Place, 35080

## FLORIDA

**BOCA RATON**  
Store 263 -  
291 W. Camino Real, 33432  
**BOYNTON BEACH**  
Store 256 -  
4770 N. Congress Ave., 33426

# Winn-Dixie

Store 257 -  
9840 Military Trail, 33436  
**CLERMONT**  
Store 2334 -  
1100 US Hwy 27, 34711  
**DEERFIELD BEACH**  
Store 265 -  
1101 S. Military Trail, 33442  
**DELRAY BEACH**  
Store 268 -  
1565 S. Congress Ave., 33445  
**DELTONA**  
Store 2241 -  
1200 Deltona Blvd., 32725  
**FT. LAUDERDALE**  
Store 230 -  
2420 North Federal Hwy., 33301  
**GREENACRES**  
Store 356 -  
6356 Forest Hill Blvd., 33415  
**JACKSONVILLE**  
Store 6 -  
10915 Baymeadows Road, 32256  
**LAKE WORTH**  
Store 260 -  
6600 Hypoluxo Road, 33462  
Store 281 -  
4105 State Road 7, 33467

Store 337 -  
6406 W. Lake Worth Road, 33463  
**LEESBURG**  
Store 2347 -  
1103 W. North Blvd., 34748  
**LOXAHATCHEE**  
Store 288 -  
5060 Seminole Pratt-Whitney  
Road, 33470  
**ORLANDO**  
Store 2216 -  
2103 Americana Blvd., 32839  
Store 2281 -  
4400 Hoffner Road, 32812  
Store 2652 -  
4520 S. Semoran Blvd., 32822  
Store 2654 -  
10537 E. Colonial Drive, 32817  
**PEMBROKE PINES**  
Store 278 -  
15859 Pines Blvd., 33027  
**PLANTATION**  
Store 222 -  
901 North Nob Hill Road

**POINCIANA**  
Store 2265 -  
900 Cypress Pkwy., 34759  
**SARASOTA**  
Store 668 -  
3500 N. Tamiami Trail, 34234  
**TITUSVILLE**  
Store 2209 -  
700 Cheney Hwy., 32780

## GEORGIA

**BONAIRE**  
Store 1854 - 785 Hwy 96, 31005  
**DUBLIN**  
Store 1812 -  
2101 Veterans Blvd., 321021

## LOUISIANA

**MARRERO**  
Store 1416 -  
5969 Lapalco Blvd., 70072

## MISSISSIPPI

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2120 Hwy 19 North, 39305  
Store 2621 -  
1700 North Frontage Road, 39301

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## Bottom Dollar to Enter Greater Philadelphia Market

Continued from PAGE 1

store in High Point, NC, on Sept. 21, 2005. Since that time, the banner has grown to 28 stores in North Carolina, Virginia and Maryland. "We look forward to serving the greater Philadelphia community," added Ham. "Customers will find Bottom Dollar Food unique because we carry national and private products, and offer outstanding quality in produce, meat and other products. We offer the best prices on groceries in the market and provide our customers a friendly, fun and lighthearted shopping experience."

Bottom Dollar Food is also considering other locations in the greater Philadelphia area, and will open its first store in the fall 2010.

## ■ Giroski Agro

### Meeting the Needs of an Ever-changing Food Industry

Giroski Agro is an international food distribution company providing only the highest-quality products to Latin America, the Caribbean and the United States. With solid capabilities in food import and export, competitive pricing, global logistics and trade financing solutions, Giroski Agro not only understands distributor and retailer needs but also meets those needs in an ever changing industry. Giroski Agro carries a diverse product line that includes sugar, pulses, oils, grains, meats and processed foods including the distribution of some of the finest brands such as FPL Foods and Paone.

Giroski Agro offers FPL Food's USDA certified retail tenderloins, taco meat and offal products under its brands Chatel Farms and Solstice Meats. FPL Food, LLC is the largest privately held beef provider in the South-East United States producing beef selections that are healthy, delicious and quality-driven for consistent tastes and enjoyable dining experiences.

Giroski Agro also sells Paone Pasta, one of the most respected Italian brands in the pasta industry with a wide variety of shapes including Spaghetti, Penne and Farfalle. Paone, now available at South Florida retailers, produces quality pasta made from 100% Italian durum wheat to create an enriched macaroni that cooks to a perfect al dente.

Combining affordability, quality-driven products and industry know-how, Giroski Agro goes above and beyond to meet and surpass industry demands.

To learn more go online to: [www.Giroskiagrogroup.com](http://www.Giroskiagrogroup.com). The company's main office is located in Miami at Tel: 305-789-2821 and a distribution center in Hialeah Gardens, Tel: 305-231-4034.

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## Consumers Show Surprising Resilience in July

### But Outlook Still Murky

Weary shoppers returned to the stores in July as retailers as were aggressively promoting back-to-school sales. Retail industry sales for July (which exclude automobiles, gas stations, and restaurants) increased 3.1 percent unadjusted year-over-year and also declined 0.2 percent seasonally adjusted month-to-month, according to the National Retail Federation.

July retail sales released by the U.S.

Commerce Department show total retail sales (which include non-general merchandise categories such as autos, gasoline stations and restaurants) increased 0.4 percent seasonally adjusted from the previous month and increased 5.4 percent unadjusted year-over-year.

"Household spending remains tepid amid concerns about economic stability," said NRF Chief Economist Jack Kleinhenz. "Current data on the economy is mixed which signals that retailers will continue planning with caution until a long-term trend can be

established."

NRF's back-to-school survey, released in July, found that the average family of students in grades K-12 would spend 8.3 percent more on back-to-school this year, from \$548.72 last year to \$594.24 this year.

Back-to-school related categories saw strong year-over-year gains. Clothing and accessories stores were up a solid 4.7 percent over last July, while declining 0.7 percent from June. Electronics and appliance stores also showed strong year-over-year gains, increasing 8.1 percent and declining 0.1 percent from last month. Furniture and home furnishing stores ticked up 0.4 percent from the same period a year ago and declined 0.3 percent from the prior month. (All monthly sales are listed as seasonally adjusted, while year-over-year sales are listed as seasonally unadjusted.)

"Retailers are being very aggressive and clever with their back-to-school promotional strategies," said NRF President and CEO Matthew Shay. "While we expect consumers to respond favorably to these promotions, sustained growth remains elusive as we look to the economy to add jobs to bolster consumer confidence."

# EVENING THERAPY

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## Publix Deli Debuts Kids Meals

The Publix Deli now offers five fresh, ready-to-eat kids meals for \$3.99. Each meal consists of an entrée, two sides and a drink. The featured selections include: CHICKEN TENDERS - Publix Deli chicken tenders on a honey wheat roll, mini carrots, kid's yogurt and fruit drink, HAM SANDWICH THINS - Publix tavern ham on a wheat sandwich thin, mini carrots, kid's yogurt and apple juice, PEANUT BUTTER APPLE WRAP - creamy peanut butter with apples in a multigrain wrap, string cheese, mini carrots, kid's yogurt and fruit drink, PEANUT BUTTER ROLLS - creamy peanut butter on a honey wheat roll, string cheese, apple sauce, mini carrots and fruit drink, and TURKEY ROLLS - Publix oven roasted turkey breast on a honey wheat roll, apple and grape packet, mini raisins and organic white milk.

"Our customers look to us to provide meal solutions, and finding nutritious meals for their children is no exception," said Maria Brous, Publix director of media and community relations. "Whether as a solution to back-to-school meal planning or for families on the go, our new Publix Deli kids meals are the perfect solution to the question of 'What's for lunch or dinner?'"

The deli worked with Publix's in-house registered dietician to ensure each meal was balanced, wholesome and nutritious. The Publix Deli kids meals are made and packaged fresh daily in the store's deli department and cannot be customized.



With the rich, luxurious taste you crave, and the vitamins and minerals your body needs, it's the break that brings you back.

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# Epicurean Fine Foods Opens in Antigua

Owners John Beaulieu and Donna Pietracupa Create a Caribbean Showplace

A 'world class' shopping experience was unveiled to the people of the island nation of Antigua, July 29, when couple John Beaulieu and Donna Pietracupa unveiled their new Epicurean Fine Foods & Pharmacy to great fanfare.

The large audience on hand for the opening ceremonies included Governor General Dame Louise Lake Tack who cut the grand opening ribbon, ministers of government and many overseas guests. Mr. Marlon Rawlins, Country Manager for the Bank of Nova Scotia was also on hand to speak from the podium. The opening prayer was delivered by Father Robert. Instrumental in coordinating the grand opening festivities were the efforts of Miss Carol Springer and Mrs. Simone Roseau.

Epicurean General Manager Richard Buoni in his opening address related the history of the company to those gathered for the festivities. The company began many years ago at the bottom of Long Street in St. John's with the opening of 'Snack Shak'. The Epicurean Ltd. came into being in 1982 on the Old Parham Road in what is now Milburne House. Back then, it was a lovely old house with a wrap around patio where patrons could sit and enjoy a cold one and the delights from the deli. Apparently, it was a way for wives to bring their husbands to the supermarket without them realizing it. At the time, the company had a staff of 53.

John and DeeDee then saw the need and heard the cry of the patrons of the Jolly Harbour Marina, and opened the Jolly Harbour Epi-



■ DeeDee Pietracupa and John Beaulieu.



■ EPICUREAN FINE FOODS & PHARMACY – Totalling nearly 100,000 sq. ft., a whole new shopping experience was introduced to the Island Nation of Antigua, July 29, by couple John Beaulieu and his wife Donna Pietracupa.

"Our services will remain a cut above the others, as we have added a few new services," Buoni told the audience. "We have added a few new services to include: a bakery, pharmacy, a floral and gift basket area, deli, and a seafood counter complete with lobster tank, sushi, and fresh seafood."

The new store counts over 28,000 items with an extensive 'over the counter' selection. Rounded shelving accents the natural organic and environmentally friendly items in the main grocery aisles. Motion activated sensors are featured in the refrigerated aisles and aid in energy conservation. For efficient customer service, the new store incorporates 16 checkouts in total. As part of its environment stewardship, the store makes use of 100% biodegradable shopping bags.

"There was much blood, sweat, and tears that got us to where we are today. But, we are proud to present you with the best supermarket shopping experience in the Caribbean."



■ EPICUREAN FINE FOODS AND PHARMACY General Manager Richard Buoni [seated] pictured with members of his management team: Christine Mallalieu, Financial Controller; James de Freitas, IT Manager; and Carol Springer, Human Resource Manager.



■ THE TEAM THAT MAKES IT HAPPEN: GROCERY SUPERVISOR – Ronald Lambert; GENERAL MANAGER – Richard Buoni; NIGHT SUPERVISOR – Royston Hackett; BAKERY DIR. – Thierry Lazarus; PHARMACY MANAGER – Narander Bangla; DELI/BAKERY SUPERVISOR – Miriam Gibbons; MEAT SUPERVISOR – Tyson Corry; PRODUCE SUPERVISOR – Sonia Kelsick; LOCAL PURCHASER – Kathlene Francis; WAREHOUSE SUPERVISOR – Vorn Challenger; STORE MANAGER – Ted Johns. NOT PICTURED: WINE/LIQUOR/SPECIALTY FOODS SUPERVISOR – Rose Martin-Nichols; and NIGHT SUPERVISOR – Sam Quinlan.



■ The food store itself totals nearly 65,000 sq. ft. where Epicurean prides itself a being the place 'Where Shopping is Always a Pleasure'. Southeast Wholesale Foods of Medley, Florida is the primary grocery supplier for the new store.

curean – using two of the shop units and 43 staff members.

During this time, the company outgrew the old location on Old Parham Road and John and DeeDee envisioning Epicurean within a shopping mall setting, opened a location at Woods Mall in September 1995 and increased the staff compliment to 295.

The company was growing rapidly, however, and John and DeeDee knew they were outgrowing the units at the Jolly Harbour Marina. They envisioned a separate supermarket. This store was opened in September 2004, with a staff compliment increasing to 66. This brings us to today. The new store replaces the Woods Mall location.

The new store is a whopping 90,000 sq. ft. on the ground floor and is divided into 55,000 sq. ft. of retail space and 35,000 sq. ft. of warehouse space. Upstairs features 2,000 sq. ft. of office space. The

new store boasts 278 parking spaces and in the near future the grounds will be envied by most passersby. With the opening of the new store, the company has again grown to a staff of 330.



■ THE EPICUREAN SHOPPING EXPERIENCE features a large selection of the world's finest cheeses.



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# Technology



## Forces Shaping The Future of Food Retailing



■ JOHN SACCOMANNO

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

There are a couple of topics I would like to talk about this month.

The first topic is retail capital expenditures. Capital expenditures (CAPEX) are the costs a company makes in long-term improvements. They are the funds used by operations to acquire or upgrade physical assets such as buildings, equipment, property and technology. In a way, capital expenditures reflect a company's long-term view of their business, the optimism the Executive team has in the business and provides a guideline on how a company sees its future. Certainly, economic conditions and short-term strategies can have an effect on any given year's capital expenditures, but any trend in these expenditures is a reflection of a company's long-term view and a willingness to increase the scope of their operation.

Given the state of the economy, retail capital expenditures have taken a hit over the last few years. Though many of the tier 1 retailers are increasing their 2010 CAPEX budgets, these

expenditures will fall far short of the capital expenditures made in 2008. This year, some of these largest retailers will operate on a capital expenditure budget 30-40 percent less than what they had in 2008. It seems to make little difference if the retailer is an international operation, or one strictly operating in the United States. The three largest European retailers have shrunk their capital expenditures over the last few years. Today, these three have CAPEX budgets over 20 percent less than what they had in 2008. For one of the retailers it's, "a more strategic CAPEX alignment;" at another it's, "managing capital expenditures back to a normal level."

The slow down in new store openings is directly related to lower capital expenditures. According to Collier International, "Though the retail landscape is much improved, tepid growth is the most many can hope for. Expect little retail development for at least the next three years."

According to IDC Retail Insights, 57 percent of grocers surveyed expect to increase their 2010 CAPEX budget compared to 24 percent expecting to

see a decrease. This same survey showed 52 percent of grocers are planning to increase their technology capital expenditures, while only 13 percent expecting to decrease their technology spend.

This is good news. It shows grocery retailers are optimistic and that they believe in their ability to execute. It shows they have faith monies invested in growth are more effective than monies sitting idle in bank accounts.

The U.S. Census Bureau is expected to report there are now 50 million Hispanics in the United States, about one in every six U.S. residents. This means the U.S. Hispanic population grew by a stunning 42 percent in just the last decade.

Research shows the typical Hispanic family has 4 members, significantly larger than the average non-Hispanic family. At a median age of 28, they are comparatively young. And, only 4 percent of Hispanics live alone. The research also shows many in the Hispanic community prefer to have more group, family-oriented meals at home and cook more from scratch with a variety of fresh ingredients. In short, they

are an attractive audience for supermarkets.

This large group has not gone unnoticed by both national and regional supermarket chains. Examples of these chains reaching out to this growing community include operators opening Hispanic-themed stores and others sprucing up and expanding their international aisle.

However, it looks like these chains have a ways to go in securing a significant wallet share of this population. Today there are over 18,000 Hispanic-themed grocery stores in the United States, and they're putting up a fight for the hearts and wallets of this large and vibrant Hispanic shopper community.

*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.*

## Video



■ "Take me out to the...movies!"

### Alibi Ike

Baseball Classic Starring  
Joe E. Brown and  
Olivia de Havilland



Fans of America's favorite pastime will be cheering when they watch *Alibi Ike*, Ring Lardner's classic baseball yarn starring Joe E. Brown and Olivia de Havilland, now available on DVD and digital download from the Warner Archive Collection.

Based on sports writer Lardner's short story series that first appeared in the *Saturday Evening Post* magazine, *Alibi Ike* is about rookie pitcher

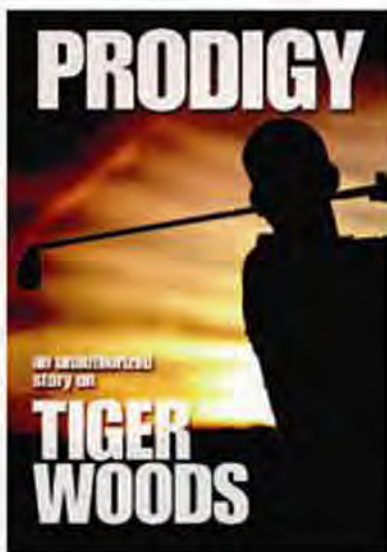
Francis "Ike" Farrell who suddenly and miraculously shows up to help the Chicago Cubs win the National League pennant. His nickname refers to Ike's fondness for making excuses for anything and everything, frustrating his manager and Ike's girlfriend Dolly Stevens (de Havilland).

Lardner may have patterned the Ike character after Leonard Leslie (King) Cole, who played in the early part of the 20th century for the Chicago Cubs, Pittsburgh Pirates and the New York Yankees. Real life major league stars of that era who appeared briefly in *Alibi Ike* include Guy Cantrell, Wally Hood and Dick Cox (Brooklyn Dodgers); Cedric Durst, Mike Gazella and Bob Meusel (NY Yankees); Don Hurst (Philadelphia Phillies); Smead Jolley (Chicago White Sox); Lou Koupal (Pirates); Wally Reh (Boston Red Sox) and Jim Thorpe (New York Giants).

*Alibi Ike* features Ruth Donnelly, Roscoe Karns and William Frawley. The comedy was directed by Ray Enright with a screenplay adapted by William Wister Haines from Lardner's stories.

### Prodigy

An Unauthorized Story  
on Tiger Woods



From golfing phenom and beloved role model to confessed adulterer with so much to lose, Tiger Woods has swung from fame and fortune to scandal and infamy as examined in *Prodigy: An Unauthorized Story on Tiger Woods*, teeing up on DVD from Infinity Entertainment Group.

Tiger Woods has won 14 Majors and 71 PGA Tour events, becoming

the world's highest paid athlete with estimated earnings of \$110 million. But as high as Woods has soared, there was just as far to fall.

Born Eldrick Tont Woods, the sporting prodigy studied at the prestigious Stanford University, competing in Ivy League tournaments. His youth, good looks, charisma and tenacity earned him a position as golf's most marketable asset, single-handedly popularizing the greens among a mass audience.

But 2009 shattered the legendary golfer's squeaky-clean image with revelations of widespread adultery rocking his stable home life with Elin and two children... the ensuing chaos damaging his career. Following a leave to address personal issues, his return to golf has been shaky at best.

*Prodigy* examines Wood's stratospheric rise - the man and phenom - then chronicles his rapid fall from grace. Can this legend of the links rise again?

Running Time: Approx. 52 minutes (Plus Bonus Material)  
SRP: \$14.98

Thomas Embarks On His Very First  
Journey Off The Island of Sodor In

### Thomas & Friends™: Misty Island Rescue - The Movie



Thomas and his engine friends embark on a thrilling new journey that takes them from the Island of Sodor to the mysterious Misty Island in the all-new, CG animated adventure *Thomas & Friends™ Misty Island Rescue - The Movie* available on DVD, Blu-ray Disc+DVD combo pack, Digital Download and On Demand, September 7

from Lionsgate and HIT Entertainment. This movie marks the first time Thomas is available on Blu-ray and will be part of a Combo Pack (which is also packaged with a standard DVD) for a great value of only \$24.98.

The new Blu-ray Disc will showcase the exciting new CG animation like never before, and is perfect for families looking to add to their Blu-ray collection. With nearly 25M households owning a Blu-ray player, Thomas is one of the first Pre-school properties to launch into the next generation disc!

The engines are hard at work to build a new Search and Rescue Center. When Thomas helps a friend in need, he is rewarded with an exciting trip to the mainland. Along the way, he gets lost at sea and finds himself on the mysterious Misty Island, where he meets new friends Bash, Dash and Ferdinand. Together they discover the secrets of Misty Island and help Thomas find his way home. Will Sir Topham Hatt's search party ever find Thomas? Find out in this action-packed movie adventure the whole family will enjoy.

Running Time: 58 minutes  
SRP: DVD \$19.98/Blu-ray with DVD Combo-pack \$24.98

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# Hospitality

## Genghis Grill Opens First Location in Memphis



■ Genghis Grill – The Mongolian Stir Fry well-known for its fresh, hot and healthy food, and for its style of fun service, featuring build your own bowl – an interactive style of exhibition cooking, has opened this new location in the community of Cordova near Memphis, TN.



Genghis Grill – The Mongolian Stir Fry well-known for its fresh, hot and healthy food, and for its style of fun service, featuring build your own bowl – an interactive style of exhibition cooking, has opened a new location in Memphis, TN, in the community of Cordova.

The Cordova location is located in the Shops of Rock Creek shopping center on Germantown Parkway, just south of Interstate 40 and the Wolfchase Galleria Mall. Genghis Grill went into the old Crescent City location.

Genghis Grill is currently in Franklin, Hendersonville

and Chattanooga in Tennessee and will be expanding into Knoxville, Germantown and Murfreesboro by the end of the year.

Opening in late October, the Germantown Genghis Grill will be strategically located at the SE corner of I-240 and Popular Avenue, in the Ridgeway Trace Center, in front of Target.

The Avenue Murfreesboro, an outdoor lifestyle center, will be home to Genghis Grill scheduled to open in early October.



■ OPERATING PARTNER Fayaz Abdul.



■ CORPORATE TRAINERS Michael Morgan [left] and Alex Garcia [right].



■ BABU-SAN introduces a contemporary approach in serving a blend of Asian cuisine in a fast casual setting.

## Bistro Babu-san

Fresh Asian Fusion Opens First Location

Bistro Babu-san - Fresh Asian Fusion has opened its first location in The Village at Fairview, a northern suburb of Dallas, TX, in a 1.1 million square foot mixed retail complex developed by the MG Herring Group.

The menu highlights southern Asian cuisine developed by Bengal Coast chef Neville Panthaky, including soup noodle bowls, wraps, curries, stir-fries, and skewer and salad combinations. It features a menu with prices ranging from \$4 for "openers" to about \$9 for full plates. The restaurant also features a full service bar.

Bistro Babu-san - Fresh Asian Fusion was developed by a joint venture between Al Bhakta, President and CEO of Genghis Grill Franchise Concepts, LP, and Mark H. Brezinski, founder of Bengal Coast Restaurants, LP. Mark was one of the co-founding partners of Pei Wei Asian Diner before branching out and creating Bengal Coast, a south Asian fusion restaurant in the Uptown area of Dallas.

The name Babu-San is a blend of Asian terms for endearment or respect for others.



■ BABU-SAN is located in The Village at Fairview Shopping Center (Northeast corner of US-75 & Stacy Rd.), next to JC Penny.



■ BABU-SAN focuses on fresh ingredients, quality preparation and a design setting reflective of the warmth and diversity of the Asian continent.

## Delaware North Opens Famous Pink's Hot Dogs at LAX

Delaware North Companies Travel Hospitality Services, one of the world's leading airport food and retail providers, held the official grand opening of Pink's Hot Dogs at Tom Bradley International Terminal (TBIT), July 22, at the Los Angeles International Airport (LAX). The new location is the first time that the well-known Pink's brand has been featured at an airport anywhere in the world. In celebration of the grand opening, a portion of the proceeds from Delaware North's sales on opening day were donated to the United Service Organizations (USO) - Greater Los Angeles Area, Inc., which provides support to U.S. service personnel and their families.

The addition of Pink's Hot Dogs at TBIT follows the completion of a \$723-million remodel of the highly-traveled international terminal. "Adding popular dining and retail concepts that reflect Los Angeles' culture, lifestyle and cuisine adds measurably to the passenger experience," said Los Angeles World Airports Executive Director Gina Marie Lindsey. "Pink's Hot Dogs brings a much admired addition to that experience."

In honor of opening day and just in time for National Hot Dog month celebrated annually in July, Delaware North Companies and Richard Pink, owner of the original Pink's Hot Dogs in Hollywood, invited a number of military service men and women from the Army, Marine Corps, Navy, Air Force and Coast Guard today to LAX Pink's for a complimentary send-off meal in appreciation for their service and dedication. Delaware North is a longtime supporter of the USO in various locales and currently employs more than 300 either active or retired military personnel.

Travelers to LAX will also have the opportunity to experience a new Pink's Hot Dog menu item, aptly named the "LAX International Dog," available only at the Pink's LAX location. The selection was created by Tim Ihle, an LAX employee. The recipe was chosen from dozens of entries submitted by LAX employees, with the final selection made by Richard Pink and one of Los Angeles' biggest Pink's Hot Dogs fans, Los Angeles Mayor Antonio Villaraigosa.

"We're thrilled to partner with



■ WORLD FAMOUS Pink's Hotdogs is now open inside Tom Bradley International Terminal at the LAX.



■ U.S. troops dine at the first-ever airport location of a Pink's Hot Dogs, officially opened today at LAX by food operations giant Delaware North Companies.



■ Gloria Pink, co-owner, Pink's Hot Dogs [left]; Dave Shuter, deputy executive director at LAX; Richard Pink, co-owner, Pink's Hot Dogs; Mike Teilmann, executive director, USO - Greater Los Angeles Area Inc.; and Tim Ihle, LAX employee and creator of the "LAX International Dog" (created exclusively for Pink's Hot Dogs at LAX).

Delaware North to bring Pink's Hot Dogs and a little bit of Hollywood nostalgia to LAX," said Pink's owner Richard Pink, whose family owns and still operates the original Pink's Hot Dogs location

in Hollywood, the town that made the landmark eatery famous. "Visitors from all over the world can now experience Pink's and its famous hot dogs, whether they plan a stop in Hollywood or not."

## CoverMate Launches New Foodservice Line of Stretch-to-Fit Covers

CoverMate® is introducing a line of CoverMate brand stretch-to-fit food covers designed specifically for the foodservice industry. CoverMate Foodservice covers come in a 25-count easy to dispense bag, and are the ideal solution for restaurant, kitchen and catering uses because they easily fit any size or shape tray, pan, bowl or container.

The Foodservice product line includes four sizes of food covers that fit a range of items in the commercial kitchen from the smallest ramekins, glassware and cans to the largest items including half-sheet pans and full steam table pans, as well as serving bowls and platters up to 22 inches.

"We designed our newest CoverMate product offering with the foodservice industry in mind to provide a cost-effective and convenient way to keep food fresh," said Claus Sadler, President & CEO of CoverMate Inc. "The CoverMate Foodservice line will end the need for caterers and restaurant operators to stock an assortment of more costly containers and lids. CoverMate also makes it easier for kitchen staff to quickly uncover and securely recover items during peak hours, compared with using traditional plastic wrap."

CoverMate Food Covers can be found through your local foodservice distributor or you can buy directly at [www.covermatefoodservice.com](http://www.covermatefoodservice.com). The price for an extra large size cover is approximately \$.25, a substantial savings over the cost of a comparable size dome lid which sells for over \$1.25.



## Current 'Top Chef' Contestant

## Kenny Gilbert to Oversee Culinary Operations at PGA National

PGA National Resort & Spa in Palm Beach Gardens, FL, announced that Kenneth "Kenny" Gilbert has been named new Executive Chef of the AAA Four Diamond property and will oversee the resort's culinary operation.

Currently a season seven contestant on Bravo's Emmy Award-winning series "Top Chef," Gilbert comes to PGA National from Capella Telluride where he was executive chef for the ultra-luxury Colorado resort. With more than 17 years as a top name in the industry, Gilbert has been invited to cook at the prestigious James Beard House in New York on multiple occasions.

At 23, he became the youngest African American chef to run a Ritz-Carlton Hotel restaurant at the AAA Five-Diamond Ritz-Carlton, Amelia Island.

"PGA National has an incredible energy and vibe channeling through all of its restaurants and food and beverage operations," says Gilbert. "I am excited to utilize my background and skill sets to create an unforgettable culinary experience for resort guests."

Gilbert was named "Star Chef of the Year" by The Chef's Garden and Culinary Vegetable Institute in 2005 and won The Food Network's "Ready, Set Cook" challenge in Jacksonville in 2001. He previously served as the executive chef for the Ballantines Country Club and The Ritz-Carlton Golf Club and Spa, Jupiter, where he introduced 115 Prime Steak House. He is a graduate of the Pennsylvania Culinary Institute in Pittsburgh.

Gilbert will be responsible for all menus and food concepts including casual fine dining in the Ironwood Grille and lighter resort fare in the iBAR lobby lounge. He will create health conscious cuisine for the elegant "Waters of the World" at The Spa at PGA National Resort, and specific cuisine for other resort eateries under his domain including: Wave Poolside Grille, Citrus Tree, The Bear Trap and The 19th hole.



■ CHEF KENNETH [KENNY] GILBERT

## Restaurants Looking to Go Green, Focus on Food

### Green Seal Certification Helps Them Get There and Reassures Consumers

With patrons increasingly concerned about the origin and environmental impact of food they eat, a growing number of restaurants are looking for ways to reduce their impact and appropriately tell their green story to consumers.

The answer is certification by Green Seal, with the first nationally recognized standard for green restaurants, leaders of the Rainforest Alliance and 312 Chicago, a local restaurant, recently told media at the National Restaurant Association Show in Chicago.

In fact, more than 95 percent of the environmental impact of U.S. restaurants is food, according to a recent analysis by Green Seal, a non-profit leader in environmental certification for more than two decades.

"Our life-cycle analysis showed that agricultural production as well as distribution, storage, preparation, and disposal of food represent the vast majority of the impact of an operation. To truly make a difference you have to reduce these impacts," said Cheryl Baldwin of Green Seal.

Kim Schwenke, Pastry Chef of 312 Restaurant in Chicago, said the restaurant is pursuing Green Seal certification because of the reassurance it will provide to their customers who are increasingly concerned about sustainability.

"Green Seal certification aligns perfectly with the greening goals of 312 Chicago," Schwenke said. "We are proving that we care as much about the health of the environment as we do about the health of our guests."

Green Seal certified restaurants have significantly reduced their impact by responsible food purchasing, waste reduction, water and energy conservation, improving air quality, and providing proper staff training. Certification requires a site audit and regular monitoring. Following the Green Seal guidelines can reduce a restaurant's overall environmental impact by an average of 75 percent, Baldwin said.

Reducing an operations' footprint on the environment by 75 percent isn't easy, but it identifies the industry's leaders. "The certification process is very detailed and looks at every aspect of what we do. It's definitely an award you have to earn," said Chef Schwenke.



■ KIM SCHWENKE

# People Places & Things



## Rich Products Associates Bring Damaged Facility Up to Code

### Rally's Behind Flood Victims in Tennessee

On Saturday, May 1, heavy rains evolved into rising flood waters which washed through central Tenn. By Sunday night, the flood left Gallatin, TN, with destroyed homes, communities and a severely damaged Rich Products Corporation (Rich's) production facility. That night, before the storm cleared the city, Rich's associates began arriving at the plant to ask Charles Crutchfield, plant manager, what they could do to help.

"These associates, many of whom had experienced their own significant damage to their homes and personal property, were coming in to ask us if we needed help," said Crutchfield. "It just shows how dedicated and passionate they are about their plant and company. It was truly remarkable."

By Monday morning, Charles and his leadership team had a plan in place and a team of associates to begin the clean up effort. The majority of work included cleaning and sanitizing the plant and all of its equipment. In two weeks time, while other companies and business across Tennessee were still recovering, 75



■ RICH'S PRODUCT CORPORATION plant in Gallatin, TN, is inundated by waters from heavy rains in the area on Saturday, May 1.



■ RICH'S PRODUCTS associates are a hearty lot. By Monday morning the team has a plan in place to begin the cleanup effort.

associates, including volunteers from nearby facilities had worked more than 5,653 hours cleaning and repairing the entire facility so that it could get back on line and ready to produce for customers.

"What easily could have taken a month and a half to accomplish, took less than two weeks in Gallatin," said Dennis Edwards, manager of global food safety. "The USDA director inspected 400 test areas and our Gallatin site passed every inspection. The USDA director also noted the extraordinary work of the associates who supported the clean up and repair effort."

Through strong leadership, excellent communication, highly committed associates, and solid processes, the Gallatin team demonstrated the brand of superior execution that speaks towards the Rich's organization. In addition, associates across the Rich's network nationwide upon hearing the news, rallied behind their fellow associates, and with a wave of outpouring support, raised more than \$40,000 in a matter of days to help their Gallatin counterparts recover personal losses — an effort which is a true testament to the quality and heart that is Rich's.



■ BACK TO WORK Two weeks time, the plant was thoroughly cleaned and sanitized and back in business.



■ Pictured at the award ceremony are: Tres Brown, vertical market vice president – retail for Ingersoll Rand; Frank Davis, refrigeration and energy manager for Sprouts Farmers Market; Dennis Gipson, executive vice president, cold chain for Ingersoll Rand; Michael Nobile, western refrigeration solutions leader for Hussmann; and Mitch Pearson, account manager for Hussmann.



■ Andrew Weissman, council member of City of Culver City; Scott Malsin, council member of City of Culver City; Frank Davis, refrigeration and energy manager of Sprouts Farmers Market; with Michael O'Leary, vice mayor of City of Culver City.

## New Culver City Sprouts Farmers Market

### Receives First Ever Energy Efficiency Leader in Retail Grocery Award

The new 32,800 sq. ft. Sprouts Farmers Market in Culver City, CA, features high-performance heating, ventilation, air conditioning and refrigeration (HVAC&R) solutions that meet the company's sustainability objectives. Sprouts Farmers Market leaders anticipate that the selected solutions from Hussmann and Trane will use approximately 50 percent less refrigerant than the industry average, providing the company with up-front and long-term savings.

Because of their commitment to environmental responsibility, last week the store's management received the first ever "Energy Efficiency Leader in Retail Grocery Award" from Hussmann and Trane for the sustainable energy and operational efficiency solutions selected for the store. The award recognizes the importance of their environmentally friendly choices and the owners' commitment to improving the shopping and working environment while increasing energy efficiency and environmental responsibility.

## Dannon Awards Grant to Tarrant Area Food Bank

The Dannon Company, Inc. awarded Tarrant Area Food Bank (TAFB) the fifth annual Dannon Next Generation Nutrition Grant. Dannon recently presented TAFB with a \$30,000 check during a community nutrition forum, *On the Frontline of Nutrition Education: Teaching Our Families How to Eat and Cook Well for a Lifetime*, which was held at the food bank.

This is the second consecutive year that TAFB has received Dannon's Next Generation Nutrition Grant, in support of the *Operation Frontline* program.

*Operation Frontline* will provide more than 360 families in north central Texas with information and hands-on experience for getting the best nutrition possible on a limited budget. The program, which started in 2007, teaches nutrition, cooking, food safety, budgeting, menu planning and grocery shopping. TAFB will work in partnership with Share Our Strength, a national non-



■ FOOD BANK PRESENTATION - Mark Shelton, Texas State Representative; Lou Brewer, Director of Public Health, Tarrant County; Roger Post, Dannon Fort Worth Plant Director; Bo Soderbergh, Executive Director, Tarrant Area Food Bank; Gayle Binney, Corporate Responsibility Manager, Dannon; Philippe Caradec, Vice President for Regulatory and Corporate Affairs, Dannon; and Danny Scarth, Mayor Pro Tem, City of Fort Worth during a check presentation from The Dannon Company to Tarrant Area Food Bank to help fund the food bank's "Operation Frontline" program. (Photo by Sharon Ellman.)

profit organization working to end childhood hunger in America.

"Hundreds of families have participated in *Operation Frontline* and now have the skills to eat well and the knowledge to do so on a limited budget," said Bo Soderbergh, ex-

ecutive director of Tarrant Area Food Bank. "We are grateful to have Dannon's continued support for *Operation Frontline*. Dannon's grant will allow us to strengthen our program and continue to provide families with education on nutrition, budgeting,

menu planning and grocery shopping — skills that will help support healthy habits throughout their lives."

"I am pleased that a company like Dannon understands the importance of proper nutrition and is demonstrating it through the continued

support of the Tarrant Area Food Bank," said State Representative Mark Shelton.

Dannon established the Dannon Next Generation Nutrition Grant in 2006 to promote childhood nutrition education in each of the four communities where a Dannon facility is located. As part of the grant, Dannon contributes \$30,000 to four non-profit organizations (\$120,000 in total) in Auglaize County, Ohio; Salt Lake County, Utah; Tarrant County, Texas; and Westchester County, New York, for programs that nurture healthy eating habits among children.

"The Tarrant Area Food Bank embodies Dannon's mission to promote childhood nutrition and encourage health through food," said Gayle Binney, Dannon's corporate responsibility manager. "The *Operation Frontline* program teaches skills that can be used over a lifetime, ultimately benefiting the health of the whole community."

## Joe Kopp is Second Winner of Rutter's 'Free Gas for One Year' Contest

As an insurance salesman, Joe Kopp of Fairview Township, York County, PA, can appreciate this kind of coverage.

As the second winner in Rutter's Farm Stores' "Fuel Up Free!" contest, his gasoline purchases are covered for one year. And that's a good thing for Kopp, who puts nearly 20,000 miles per year on his Honda Accord.

"I'm planning on pretty much using (the prize) for a tank of gas a week and seeing how long I can stretch it out," said Kopp, a long-time Rutter's customer and married father of four.



■ RUTTER'S Free Gas For One Year Contest winner Joe Kopp (center) pictured with Rutter's Fleet Sales Rep. Beth Himmelright and Rutter's Director of Marketing, Robert Perkins.

## Adamson Named ASM V.P. – Human Resources



■ MICHAEL ADAMSON

Advantage Sales and Marketing has named Michael Adamson Vice President, Human Resources. Adamson reports to Chief Executive Officer Sonny King.

Adamson is responsible for overseeing talent acquisition, talent development, employee relations, rewards and recognition, benefits and corporate communications for the entire organization.

"Michael has more than 30 years of Human Resources experience with a global outsourcing company that will be an invaluable asset to our organization," said King. "I am delighted to have such an accomplished senior HR executive with deep experience at a large outsourced services provider join the ASM team."

Prior to joining ASM, Adamson served as Account HR Lead at Accenture – a global management consulting, technology services and outsourcing company. He led and managed HR strategy, operations, recruitment, performance management, employee engagement, analytics and communication for more than 4,000 employees across 10 countries for one of Accenture's largest clients.

Adamson also previously served as HR Infrastructure Senior Director where he led all aspects of HR Shared Services including strategy, operations, talent management, technology and management.

"I am excited to have the opportunity to build upon the successes of ASM's HR team and look forward to working with ASM's entire associate base," said Adamson.

Adamson holds an MBA from Northwestern University and a Bachelor of Science degree in Public Administration from the University of Arizona.

## SWS to Contribute to Florida's 'Step Up For Students' Program

Southern Wine and Spirits of America, Inc., plans to participate in the State of Florida's 'Step Up For Students' Program. This effort is an initiative of the Florida Tax Credit Scholarship Program and provides private-school educational scholarships for students from households whose income meets federal guidelines.

Southern plans to channel scholarship support to authorized educational charities in lieu of a share of its Florida State excise taxes. The

program provides annual private school tuition scholarships of up to \$3,950 and served 24,871 students in about 1,002 private schools this past year. In the coming weeks, Southern will provide funding to Step Up For Kids SFO, a state-approved scholarship funding organization, which will allow the organization to provide scholarships to individual eligible recipients in counties that Southern designates.

"It's our intent to apply \$5 million to this program, focusing on

those counties where Southern is active—both in terms of employing residents and serving the trade community," said Wayne Chaplin, President & Chief Operating Officer of Southern Wine & Spirits of America.

Chaplin continued, "Southern has always believed that people are our most important factor for success. By supporting this program, we hope to contribute to providing for the future success of eligible children across the State of Florida."

## Seneca Foods Completes Acquisitions

Seneca Foods Corporation has purchased the assets of Unilink, LLC from Pennsylvania Food Group, LLC and has purchased Lebanon Valley Cold Storage, LP and its subsidiary, Lebanon Valley Cold Storage, LLC, from its partners. These businesses, based in Lebanon, Pennsylvania, primarily sell frozen fruits and vegetables in the packaged private label retail and food service channels.

"We believe that these operations are a complemen-

tary fit with our frozen vegetable business which is primarily based in the Midwest. It will give the Company an eastern distribution point for private label retail and food service frozen vegetables, with an experienced workforce, solid book of business and potential for growth in the future," stated Kraig Kayser, Seneca Foods' President and CEO. "On behalf of the entire Seneca team, I welcome them to the organization."

## OBITUARY

### Abby Joan Rindom

Miami Beach Culinary Show Promoter

Abby Joan [Goldfinger] Rindom, passed away on July 16. The Florida Food Industry – and many others, have lost a good friend.

Abby was community oriented, philanthropic and compassionate. Ahead of the culinary curve, Abby was an early proponent of and promoter of culinary shows. She produced and promoted a number of such shows during the early 1980's at Miami Beach Convention Center.

Abby cherished and enjoyed her family and many friends. She is survived by her husband of 54 years Rudy, their children Ilene, Traci and Roy; grandchildren Bryn, Casey, Cory Kunkel and Dylan Norris-Rindom, sister Lois Brandenburg (Harvey) and nephew Doug (Angie).

Services were held July 19 at Levitt Weinstein Memorial Chapel, in North Miami Beach. In lieu of flowers donation to the charity of your choice.

## COMING EVENTS

### 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.about-seafood.com](http://www.about-seafood.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 information, call: 703-516-0700.

13-16

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

17-18

**ASSOCIATED GROCERS OF FLORIDA TREASURE CHEST OF BARGAINS FOOD SHOW.** "Isle of Opportunities." Doubletree Miami Mart Hotel & Exhibition Center, Miami, FL. For more information, call: 1-800-275-8181.

### JULY

25-27

**ALABAMA GROCERS ASSOCIATION TWENTY FIRST ANNUAL CONVENTION.** Sandestin Beach Resort, Destin, FL. For additional information call (205)823-5498 or go to [www.alabamagrocers.org](http://www.alabamagrocers.org).

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: [dennisnkane@todaysgrocer.com](mailto:dennisnkane@todaysgrocer.com)

## Harvest Celebration Ball to Support City of Hope

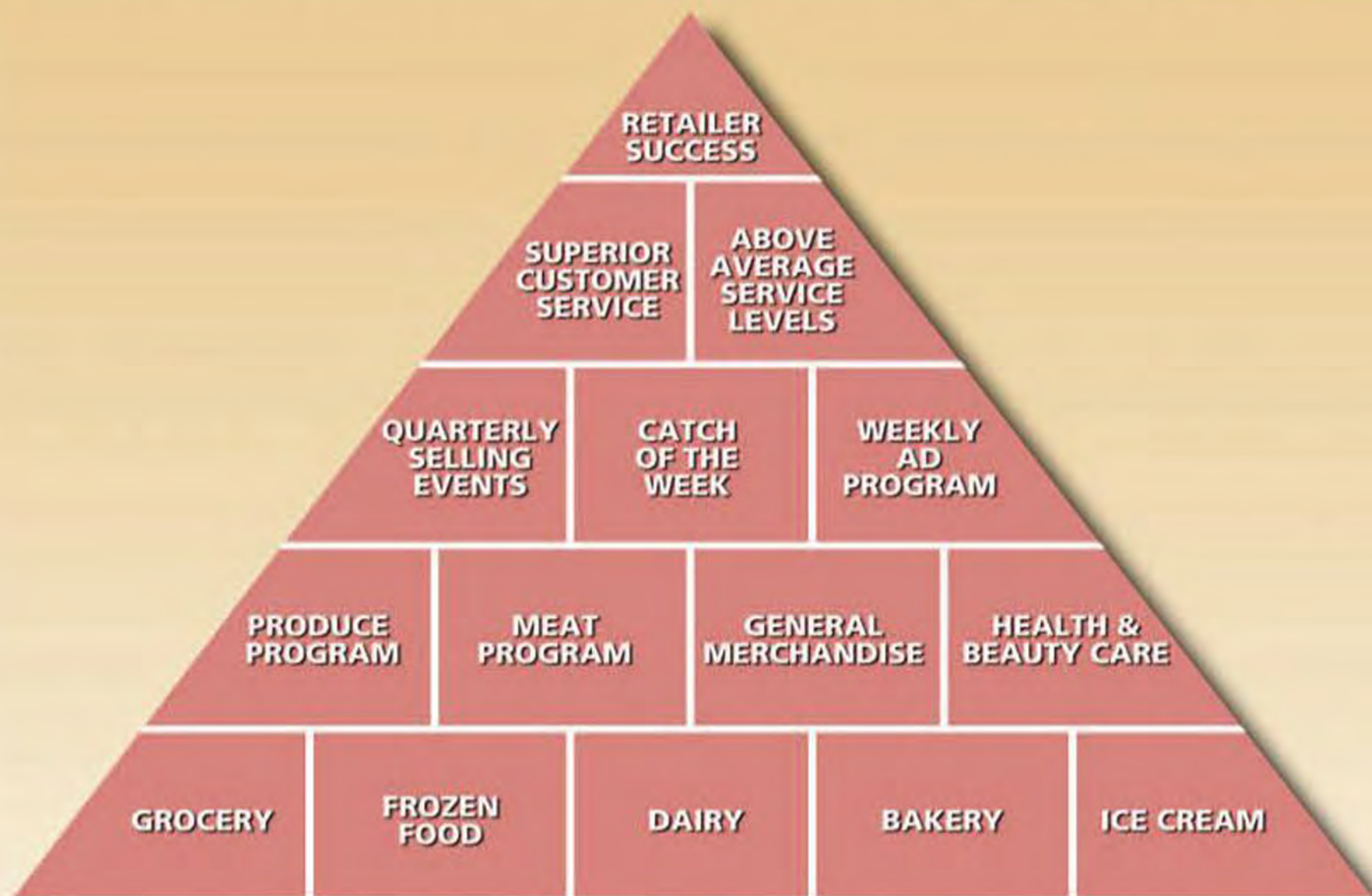
Join food industry leaders at the 2010 Harvest Celebration Ball to benefit cancer research and treatment programs at City of Hope on Saturday, October 9, 2010, at the Portland, Oregon Marriott Waterfront Hotel. Hosted by City of Hope's Pacific Northwest Food Industries Circle, the black-tie gala will feature a silent auction and dinner, and will recognize Craig Calton, former vice president and general merchandising manager of Wal-Mart, and Scott Campbell, director of business development of Danigold Inc., for their business achievements and years of philanthropic service and commitment. Both will receive City of Hope's prestigious Lifetime Achievement Award.

Craig Calton has nearly 40 years experience in the food industry. Prior to semiretiring in 2007, Calton served as a vice president and general merchandising manager for Wal-Mart and Unified Grocers, formerly Associated Grocers. He also worked for 14 years in buying and merchandising for Ralphs Grocery Company. Calton became involved with City of Hope 35 years ago and works tirelessly to support its lifesaving mission. He is currently the business owner of CK Calton Advising & Consulting Services.

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