

TODAY'S GROCER

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Key Industry Group Creates Center Store Taskforce

Leading manufacturers have joined with the Food Marketing Institute (FMI), its members and other industry suppliers to launch the Grocery Center Store Initiative, a collaborative effort to demonstrate the importance of the center store to total store performance.

"Our goal is to address the important role of the center store in today's and tomorrow's supermarket. Our belief is that a sustainable, more vibrant center store is a key ingredient to achieving the promise of future sales and profit growth as part of the total store solution," said Leslie G. Sarasin, president and chief executive officer at FMI. "Creating a new center store, one that responds to the needs of shoppers, anchored by key categories, and one that embraces technology, will benefit the entire supermarket industry and offer each retailer the opportunity to create a unique shopper experience within the store."

National suppliers such as Nestle Purina

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Walmart Set Sights on South Africa-based Massmart

Wal-Mart Stores, Inc. has made a preliminary, non-binding proposal which could, if successful, lead to Walmart making a cash offer to acquire Massmart Holdings Limited for ZAR148 per share.

Massmart, headquartered in Johannesburg, South Africa, is one of the largest distributors of consumer goods on the African continent and is the leading African retailer of general merchandise, home improvement equipment and supplies. Massmart is also the market-leading retailer of basic foods in the region. The company runs 290 stores in 13 countries in Africa, with the vast majority of its stores in South Africa, and manages eight wholesale and retail chains op-



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Zambian President Says -

Zambia's Farmers are the Backbone of Zambia

His Excellency, President Rupiah Banda, was Guest of Honor at the 105th Zambia National Farmers Union Congress held at Lusaka's Mulungushi International Conference Center.

The theme of this year's Annual Congress was 'Productivity, Competitiveness and Market Development' - all of which the President views as key to building on the foundations of a stronger more prosperous Zambia. Bringing together more than 600 delegates from across the agricultural industry, the event celebrated the agricultural successes enjoyed by Zambia in recent years and called on farmers, suppliers and government to work together to ensure a productive and healthy future for Zambia.

President Banda delivered a speech October 7 congratulating the ZNFU's objectives and pledging his government's wholehearted support for the continued growth and economic development of the farming sector.

Under President Banda's leadership, Zambia secured a record recent harvest, producing 2.78 million tons of maize - a surplus of more than 1 million tonnes. President Banda's Farmer Input Support Programme has benefited 534,000 small-scale farmers through the distribution of seed and fertilizer, also helping to drive down the cost of mealie meal to the benefit of all Zambians.



■ His Excellency, President Rupiah Banda, was Guest of Honor at the 105th Zambia National Farmers Union Congress held recently at Lusaka's Mulungushi International Conference Center.

President Banda said, "The Zambian agricultural sector is important for jobs, generating much needed income and helping in the fight to reduce poverty. I endorse the theme of the Congress as it closely reflects my government's policies - to build

partnerships with our farmers and all those involved in the sector, to support an increase in production where we can, to make us more competitive as a sector and to improve the access to market for our farmers. They are the backbone of our country."

Jeff Miller New NACS 2010-11 Chairman

Time to Celebrate Organization's Achievements

Jeff Miller, president of Miller Oil Co., became engaged with NACS for two simple reasons: "I wanted to build a better business and I wanted to make friends in an industry that I am passionate about," he said in his NACS Show Closing General Session on October 8.

At the conclusion of the NACS Show, Miller succeeded Jay Ricker as the 2010-2011 NACS Chairman.

NACS brings people together to share best ideas — and no other industry shares like the convenience and petroleum retailing industry, said Miller.

"We do things that other industries can't (do) because we share so much," he said. "This culture of sharing means that when we need to, we can mobilize and speak as one," he said, citing the recent swipe fee victory.

"There were other groups that also played a big role. But I believe that it wouldn't have happened without us. That's the power of engagement and mobilizing to speak as one," said Miller.

Swipe fee reform is just one of so many things that NACS has done for the industry, noted Miller, citing three quantifiable examples from NACS' 49-year history.

For one, in the 1980s NACS stopped the growing threat of beer/gas bans, when states like California were trying to prevent stores that sold gas from also selling beer.

"If you sell beer today, you know what a big deal that



■ JEFF MILLER

is. Beer delivers about \$36,000 per store in gross profit.

Second, there was special occupational tax (SOT) repeal that NACS spearheaded in the 2000s. SOT was a tax of \$250 per year placed on stores that sell beer or wine. It started in 1865 to pay for the Civil War and never got off the books.

"That action alone has taken nearly \$2 billion in fees out of our expense lines — and counting," said Miller.

Third, in the 1980s, and then again in the 1990s, NACS helped move up daylight saving time. At the time it was estimated it would add \$1 billion in sales every year for the industry. "That's tens of billions of dollars in sales since then," said Miller.

These three achievements are just a few of the many milestones that NACS will recognize in 2011 as it celebrates its 50th anniversary. The celebration, stressed, Miller, will be really about what the industry as a whole has achieved — and what we will continue to achieve together with our highly engaged members, noted Miller.

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"This is really a celebration about us," he said. "Overcoming obstacles and coming together to control our destinies. About becoming one industry. About speaking with one voice. And about getting the job done."

Holiday Sales Expected to Increase

Total Holiday Sales Expected to Reach \$447 Billion

After a ho-hum 2009 and a disastrous 2008, holiday retail sales are expected to increase a more moderate 2.3 percent this year to \$447.1 billion, according to the National Retail Federation. While that growth remains slightly lower than the ten-year average holiday sales increase of 2.5 percent, it would be a marked improvement from both last year's 0.4 percent uptick and the dismal 3.9 percent holiday sales decline retailers experienced in 2008.

"While many consumers will be wishing for apparel and electronics this holiday season, retailers are hoping the holidays bring sustainable economic growth," said NRF President and CEO Matthew Shay. "Though the retail industry is on stronger footing than last year, companies are closely watching key economic indicators like employment and consumer confidence before getting too optimistic that the recession is behind them."

Much like they have in previous

years, retailers are expected to focus on supply chain efficiencies and inventory control this holiday season to limit their exposure to excess merchandise and unplanned markdowns. Companies are also expected to leverage new channels — like mobile — to drive sales and provide added service to customers who want to shop anytime, anywhere.

"While consumers have shown they are once again willing to spend on what's important to them, they will still be very conscientious about price," said NRF Chief Economist Jack Kleinhenz, Ph.D. "Retailers are expected to compensate for this fundamental shift in shopper mentality by offering significant promotions throughout the holiday season and emphasizing value throughout their marketing efforts."

NRF's holiday sales forecast is based on an economic model using several indicators including employment, industrial production, disposable personal income and previous monthly retail sales reports. The retail climate has been uneven for most of 2010 as sales have not been able to maintain momentum due to concerns about the viability of the economic recovery.



■ Tom Urtz, senior director of human resources and consumer affairs for ShopRite Supermarkets, poses with ShopRite's top five fundraising store managers including Bob Gillick (Montgomery, NY), Seth Wertz (Fishkill, NY), Tom Donahue (Monroe, NY), Lisa Hodgkinson (Carmel, NY) and Jack DeLuca (Chester, NY). ShopRite Supermarkets recently raised and donated \$200,000 to benefit three veteran organizations aiding returning service men, women and their families in the Metropolitan area.

ShopRite Initiative Benefits War Veteran Organizations

ShopRite Supermarkets, which operates stores throughout Westchester, Orange, Ulster, Sullivan, Columbia, Dutchess, Putnam, Middlesex, Sussex and Union counties, recently announced a donation of \$200,000 to benefit three non-profit veteran organizations aiding service men and women and their families in the Metropolitan area.

As part of a recent fundraising initiative led by ShopRite Supermarkets and its customers, associates and vendors, the money raised will benefit The Tower of Hope, The Orange County Veterans Food Pantry and the Committee for the Families of Iraqi War Veterans — all of whom support the many active and returning service men, women and families throughout New York and New Jersey.

"We are proud to announce this \$200,000 donation benefitting these three organizations," said Tom Urtz, senior director of human resources and consumer affairs for ShopRite. "As our region has a high percentage of returning war veterans, the need to assist these individuals who protect our freedom is tremendous. With the help of our generous customers, associates and vendors, these organizations will aid our local veterans and their families as they transition back to their civilian lives. ShopRite is very grateful to the community for its overwhelming support."

ShopRite's Veteran campaign was comprised of several fundraising efforts including a check-out counter donation drive, golf outing and casino night, car washes, hot dog sales, pancake breakfasts, spaghetti dinners, raffles and giveaways. In addition, ShopRite vendors contributed by donating a portion of the proceeds from special product promotions to the overall donation.

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Grocery



Lindt Expands Excellence Collection



This fall, Lindt Chocolate invites chocolate lovers to discover the newest innovations from the Lindt Master Chocolatiers: Excellence Roasted Almond and Excellence Black Currant. The two new Excellence bars embody Lindt's passion for creating new and exquisite chocolate creations that lead to the ultimate chocolate pleasure experience.

The new premium chocolate bars feature refined dark chocolate and the finest ingredients, including:

Excellence Roasted Almond - A combination of smooth, premium dark chocolate and the sophisticated crunch of slivered almonds, creating a delightful chocolate indulgence.

Excellence Black Currant - A harmonious blend of smooth, premium dark chocolate, accompanied with the balanced tartness of black currants and the delicate crunch of roasted almond slivers.

"These new Excellence bars combine Lindt's exquisite premium chocolate with the finest ingredients, providing chocolate lovers with two entirely new taste experiences," said Ann Czaja, Lindt Master Chocolatier. "Roasted Almond is a sophisticated, premium twist on a more traditional combination of ingredients, and Black Currant incorporates a unique, fruit flavor into Lindt's acclaimed dark chocolate."

The 3.5 oz. Excellence Roasted Almond and Excellence Black Currant bars are available nationwide.

Margaret Holmes Unveils New Products



Margaret Holmes, a premier line of southern-inspired canned vegetables, recently unveiled two new products, buttered corn and buttered double succotash. In stores in time for fall, these new products feature the fresh vegetables and perfect blend of seasonings that make Margaret Holmes a favorite

southern treat.

Margaret Holmes buttered corn features fresh, handpicked corn with the perfect amount of creamy butter to highlight the taste and freshness. Complimented by fresh rich butter, the buttered double succotash includes lima beans and corn.

"We are thrilled to unveil our latest products, just in time for the fall season," said Woody Swink, director of regional sales. "What better way to celebrate the crisp fall days than with a hot bowl of buttered corn or buttered double succotash. Margaret Holmes has become a favorite among families from across the country and it is our goal to continue bringing them the southern classic vegetables they crave."



Wasa Introduces New Thin & Crispy Flatbreads

Wasa, the world's leading baker of crispbread, is introducing new Wasa Thin & Crispy Flatbreads to help make eating well easy and fun. This line of whole grain thin crackers has a delicious taste and a satisfying crunch - a winning combination that's a perfect fit for a healthy lifestyle.

Available in Original, Sesame and Rosemary, Wasa Thin & Crispy Flatbreads are made with just a few simple, all-natural ingredients, delicately seasoned and oven baked for a one-of-a-kind taste and texture. This healthier cracker alternative offers endless topping possibilities; they can be used as a blank canvas for creating infinite varieties of meals and snacks that are uniquely your own and are great for entertaining or glamorizing everyday meals. In addition, the "Stay Fresh" packs make them a great on-the-go snack solution.

"At Wasa we take pride in offering healthy products made only with simple, all natural ingredients, that help people in their quest to eat well and live better" says Kirk Trotholz, President of Wasa North America LLC. "We believe the new Wasa Thin & Crispy Flatbreads will appeal to a broad audience and offer unlimited options for healthy snacks and alternative meal accompaniments."

Wasa Thin & Crispy Flatbreads will hit the specialty cracker aisle nationwide in November for a suggested retail price of \$2.99.

Progresso Soup Cooks Up "Soup Worth Talking About"

"Ring, ring." It's the Progresso Kitchen, answering the call for taste, nutrition and variety with a batch of new soups and enhancements to many of their existing soups. Consumers will find a lot to talk about in the soup aisle as Progresso launches a line of ethnic-inspired soups, adds cholesterol-lowering benefits to some soups and introduces two "firsts", including the first cream-based Light soup in the ready-to-serve category, and Progresso's first chili soup as part of its High Fiber lineup.

"We have worked hard to develop exciting new flavors and health enhancements to many of our soups to deliver the taste, quality and variety that consumers expect from Progresso," said Chad Johnson, marketing manager for Progresso soups. "This is one of our biggest soup seasons in terms of the number of new varieties and enhancements we've ever introduced."

Highlights of Progresso's soup news include:

- Progresso adds the health benefit, "May Help Lower Cholesterol," to five of its current Reduced Sodium soups (Chicken Gumbo, Minestrone, Garden Vegetable, Beef & Vegetable, Italian-Style Wedding) plus one new variety, Reduced Sodium Tomato Parmesan. These soups meet requirements for sodium and soluble fiber needed to carry the "May Help Lower Cholesterol" claim.
- Progresso's new World Recipes line will offer four great-tasting varieties influenced by Mexican cuisine, including Tortilla y Pollo (Chicken Tortilla); Albondigas (Meatball & Rice); Caldo de Pollo (Chicken & Vegetable); and Frijoles Negros y Jalapeno (Black Bean Jalapeno).
- Progresso Light adds the first cream-based soup, New England Clam Chowder, to its popular lineup. Progresso is America's top-selling ready-to-serve light soup and the only soup endorsed by Weight Watchers®. Progresso Light New England Clam Chowder has a



POINTS® value of 1 per serving.

- Progresso Light has also enhanced all 13 of its current Light soups. Depending on the variety, consumers will find larger pieces of chicken, more tender pieces of beef, or a broader array of vegetables.
- Progresso extends its High Fiber line, launched last year, adding Three-Bean Chili with Beef - Progresso's first chili soup - to its four existing high fiber varieties.

The new Progresso soups will begin appearing soon.

Cream of Wheat Debuts Cinnabon Instant Hot Cereal

B&G Foods, Inc. and FOCUS Brands, the franchisor and operator of over 2,200 ice cream stores, bakeries, restaurants and cafes, have announced the introduction of Cream of Wheat® Cinnabon® instant hot cereal, a combination of the convenience and high nutritional content of Cream of Wheat with the unmistakable crave appeal and aroma of Cinnabon's legendary cinnamon rolls.

"This relationship illustrates a unique opportunity for Cream of Wheat in that it allows us to utilize the brand and flavor equity of Cinnabon to provide consumers an exciting new product that we are confident will be a success," said David L. Wenner, President and Chief Executive Officer of B&G Foods. "In this launch, we applaud our marketing and product research team members who work tirelessly to create new and exciting products that leverage the nostalgia and brand loyalty associated with B&G Foods' brands with first-class partners."

The launch of Cream of Wheat Cinnabon instant hot cereal will be supported through a host of strategic marketing programs. Social media interaction combined with retail events, couponing and advertising will aim to create consumer awareness and trial during the initial launch in 2010 and throughout expanded distribution in 2011. A dedicated Cream of Wheat Cinnabon instant hot cereal webpage linked to the Cream of Wheat website will offer consumers a free sample and a printable coupon.

"Cinnabon's partnership with Cream of Wheat is a perfect example of our strategy to align our brand with companies that create delicious, innovative products, that, in turn, add value to both brands' equities, as well as for consumers," said Cara Becker, Director of Brand Licensing at FOCUS Brands.



New Cartridge-loaded Household Cleaning Product Introduced

Bruce Yacko, CEO of JAWS, a new consumer cleaning product company in Toledo, is introducing a new style of cartridge-loaded cleaning products in stores this fall in many Ohio markets and supermarkets and several similar stores in Michigan. It's also available in Key Bed, Bath & Beyond stores nationally.

"The consumers we've reached love our concept but the expense of establishing a game-changing paradigm in the way people clean has been our biggest challenge," Yacko said. "In the end, we are succeeding because it's the right thing to do for the consumer, the retailer and the environment."

JAWS (which stands for Just Add Water System) is the first U.S. company to put ultra-concentrated liquid cleaners in a cartridge, saving on the volume of plastic cleaning bottles going into landfills. (You reuse the same plastic cleaning bottle and change out the cartridge.) The line includes four products: JAWS Glass & Hard Sur-



face Cleaner, JAWS Multi-Purpose Cleaner/Degreaser, JAWS Bathroom Cleaner/Deodorizer and JAWS Disinfectant Cleaner/Degreaser. Two cartridges are packaged together with one reusable bottle and sprayer.

Specifically, you fill an empty JAWS plastic cleaning bottle with tap water, insert a cylindrical JAWS cartridge into the top of the bottle, screw on the bottle's nozzle head, and watch as the water inside the bottle becomes distinctive colors such as green, purple and blue, ready to clean. (The nozzle spray tube breaks through the cartridge.) When the bottle is empty, remove the cartridge and insert a new one. The cartridge is child resistant.

JAWS is sold as a package, \$6.99 for one full bottle and two refill cartridges attached to this package (except for the JAWS Disinfectant Cleaner/Degreaser, with one empty bottle and the two cartridge refills for \$6.99).

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Increased Work Load? Improve Productivity to Achieve More with Less Time

By: Joelle Jay, Ph.D.



Americans today are busier than ever, and it seems to be getting worse. High standards, coupled with an uncompromising work ethic, demanding bosses, layoffs and workload restructuring, new technology, day-to-day operations, future planning, business travel, innovation, competition, family obligations, and the details of daily life all combine to create the kind of pressure that, as one business leader put it, makes it hard to breathe. Anyone who suffers a scarcity of time must learn to be more effective in their use of time or risk becoming victims of their own success.

The solution? In order to avoid burnout you need to stop trying to go faster and instead maximize the time you have so you're more productive. Yes, it is possible, and the benefit of this is that as you gain productivity, you actually work less.

If you're ready to trade your current frantic pace of work for one that's more relaxed yet efficient, the following strategies will help you achieve more in less time.

MAKE NEW TIME RULES

Fact: We are all operating on unspoken time rules.

Financial advisors often advise people to set "money rules," such as "save 10% of every paycheck." Money rules help you be decisive

and stay true to your financial goals. For efficiency and quality of life, you can apply the same concept to your time by setting new time rules.

Time rules, even small ones, have the advantage of being concrete and explicit, making it easier to hold yourself accountable. Once you set a rule, you'll want to communicate it so you can accommodate the people in your life. They can only respect your boundaries if they're clear. Said another way, they can only follow the rules if you set them.

POWER DOWN

Fact: Your brain gets a stress signal every time an email comes in.

Power down means turn off the technology. Yes, the wonders of technology are just short of miraculous, and today's technology can help us maximize our time. We can use it to transform not just the way our world works, but also the way we work. It can buy us time, save us time, leverage time, and organize our time.

However, if you're not careful, technology can also use up all of your time. Think about it. Just because you can be available 24/7 doesn't mean you should. Just because you can instant message at the same time you're writing a report doesn't mean you should. Just because you can perch your laptop on the passenger seat of your car to tap out ideas during traffic doesn't mean you should.

The trouble is not with the technology itself; it's the abuse of the technology that's the issue. To combat the downsides to technology, a CBS news report offered this common sense advice: "Give the brain time without stress, relaxing with family, exercising, eating well

and sometimes, just sometimes, ignoring those emails." In other words, be the one to take control of your technology so you can get the important things done and not get distracted all day long.

"But wait a minute," you may be thinking. "My boss/clients/colleagues expect me to be available 24/7!" Realize this is not about ignoring people or shirking responsibility. It's about helping you focus so you can be more productive during your working hours. So ask yourself, "Do people really expect an immediate response or 24/7 availability? Or is that a standard I set for myself?" In reality, most people don't expect you to be there 24/7. Find out the expectations from your boss and co-workers and then create appropriate guidelines.

When you occasionally "power down," when you turn off the technology and do what brings you progress and fulfillment, you'll be much more effective in all your efforts.

TAKE A VIRTUAL VACATION

Fact: Research has shown that your brain needs time to rest and recover.

You'll work much more productively after you've taken a break. Just as your muscles need to recover from hard workouts, your brain needs time to recover from hard work. And while it would be wonderful to take a two-week trip to Tahiti every few months, few people can realistically do that. However, you can take a short virtual vacation as often as you like.

A virtual vacation is simply a form of meditation with a twist. As you do in meditation, close your eyes, breathe deeply, and release all thoughts. Then to go on vacation, fill your mind with restful images, thoughts, or even music. Of course, it doesn't have to be ex-

ercise. A bath, a hot shower, an hour in the tub, some quiet time on the couch can all bring the rest you need if you're able to detach from the pressure and stress. Whatever you choose, be sure it engages your mind, either by helping you escape into a meditative state or getting you so involved in something else that you forget about work for awhile.

How exactly do virtual vacations increase productivity? They give your mind the space and rest it needs to function at its best. As a result, you gain a clearer mind with clearer thoughts, which leads to more productive work. You get better ideas, solutions to problems, and those "eureka" moments that enable you to blast through a project or shave time off a task.

RECLAIM YOUR TIME

Ultimately, gaining productivity by maximizing your time is not about what you should do; it's about what you choose to do. Do you want to work more productively and achieve your goals? Do you want to have more time to yourself and find ways to be rested and renewed? Then these strategies can help. So take control of your time and watch your productivity soar. And remember, the goal is not just to make the best use of your time; it's to use time to get the most out of your work and your life.

ABOUT THE AUTHOR

DR. JOELLE K. JAY, PH.D., is an executive coach and the senior managing partner of the leadership development firm, Pillar Consulting. She strategizes with business leaders to enhance their performance and maximize business results. Her clients include presidents, vice presidents, and C-level executives in Fortune 500 companies. Joelle is the author of "The Inner Edge: The 10 Practices of Personal Leadership."

CPG Industry Urged to Capitalize on Innovation and New Growth Opportunities

Consumer packaged goods (CPG) companies will need to employ different tactics than those used during the recession – divesting non-core brands, conserving cash, and cutting costs – to preserve shareholder value as the economy recovers. To grow revenues in this new climate, companies will have to focus on innovation to encourage household spending, especially for products in mature segments and to offset reduced spending by Baby Boomers who are nearing retirement, according to the Grocery Manufacturers Association (GMA) and PricewaterhouseCoopers LLP (PwC) 2010 Financial Performance Report, titled Forging Ahead in the New Economy.

According to the study, many CPG companies are looking to innovate by reaching consumers in more places or tailoring products for local customer tastes in emerging markets. Additionally, understanding customer priorities is central to innovation as consumers in the United States are buying more carefully, buying different pack sizes, taking advantage of volume discounts, and trading down to non-premium brands.

"The CPG industry has a legacy of strong financial performance and resilience in the face of challenging economic times, and 2009 was no exception," said GMA President and CEO Pamela G. Bailey. "However, restrained consumer spending and continued fears about the future of the U.S. economy mean that companies will have to harness the innovation for which they are known as they look to grow sales."

The report found that establishing a foothold in emerging markets – especially in China, Russia, Brazil, India, and Southeast Asia – has taken on a sense of urgency for CPG makers as capital flows faster than ever and new competitors can ramp up quickly. The middle classes are growing and forming attachments to new brands and products just as fast. Consequently, product growth cycles in emerging markets have accelerated and the success or failure of a product launch or brand introduction now can be determined in a mat-

ter of just 12 or 18 months.

Additional key findings from Forging Ahead in the New Economy include: With shareholder returns up 49 percent in 2009 and median EBIT (earnings from continuing operations before interest and taxes) growth jumping a remarkable 33 percent, the beverage sector had the best quantitative performance among the three major CPG sectors (beverage, food, and household products). The CPG sector lagged the S&P 500 by 5 index points and the Dow by 1 index point in 2009.

"These food, beverage, and household product companies are part of a true counter-cyclical industry, as it performs better than other industries during recessions, but tends to balance the scales with slower growth during expansions, as was the case in 2009," said Susan McPartlin, U.S. consumer packaged goods industry leader, PricewaterhouseCoopers. "This may reflect the fact that CPG companies have been adapting to market conditions and sacrificing a bit of short-term growth to get their houses in order through increasing sales per employee, paying down debt, trimming workforces, and paring brand and product portfolios. We expect CPG companies to emerge much stronger as we move through 2010."

"CPG companies are operating in a new environment, characterized by more cautious, value-driven consumers and volatile commodities," added Lisa Feigen Dugal, North American consumer packaged goods & retail advisory leader, PricewaterhouseCoopers. "It will be tough to succeed using the same tactics employed during the recession. Novel approaches will be crucial – and that includes creating new trade promotions programs for retailers, rethinking how they spend their media dollars, targeting coveted demographic groups like Generation Y with smart social networking campaigns, reaching customers in more places, and tailoring their products for local customer tastes in emerging markets."

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Produce Suppliers and Retailers Expand Partnership

During National Breast Cancer Awareness Month



Pink Ribbon Produce, a unique retail program committed to raising breast cancer awareness, returns this month at hundreds of Harris Teeter, Meijer and Price Chopper stores. The educational fundraising program, created by Consumer Effects International, teams the three grocery store retailers with produce suppliers in an effort to raise money for local Susan G. Komen for the Cure® affiliates. Stores will direct shoppers to the participating produce suppliers with a Pink Ribbon program icon on posters and point of sale signs.

"Pink Ribbon Produce brings together retailers, produce partners and consumers to support a cause that directly impacts many people within our community," said Debbie Augustine, CEO of Consumer Effects International. "Breast Cancer has touched many of our

friends and family and this opportunity allows us to do our part in supporting research to find a cure, educating the public about early detection and making a difference in the lives of thousands of women."

Produce partners supporting this year's Pink Ribbon campaign include: Alpine Fresh, Andrew & Williamson, Beach Street Farms, Beachside Produce, LLC, Country Fresh, Custom Pak, Del Monte Fresh Produce, Desert Glory, Dole, Double Diamond, Earthbound Farm, Fowler Packing, Fresh Express, Gurda Gardens, Highline Mushrooms, Nature's Way, NewStar, Paramount Citrus, Rainier Fruit Company, Seald Sweet, Southern Specialties, Sunlight International, Sunset Produce, and Topline Produce.

Chiquita's Fresh Express Launches New Salad Kit Program



Fresh Express, a fully-owned subsidiary of Chiquita Brands International, Inc. has announced the launch of its new convenience-focused value-added salad Kits program. As consumers increasingly demand new and flavorful salad options, Fresh Express has launched a unique program to meet their needs for complete and delicious salad meals.

"Continuously developing new, fresh and flavorful salad meals for our consumers is at the core of our mission at Fresh Express," said Brian Kocher, president of Chiquita North America. "Whether it's a classic Caesar or our new delicately sweet flavored, limited time only Strawberry FieldsKit, Fresh Express is providing consumers what they want most - fresh, delicious salad meals ready in seconds."

Now available nationwide, six new Fresh Express Kits join the already popular offerings. New Kits include House Ranch, House Italian and for consumers seeking to add a healthy source of protein to their salad meal, Chicken Caesar and Chicken Taco Kits. Moreover, Fresh Express is now enticing consumers with its first specialty salad program with the debut of two new limited time only Kits: Strawberry Fields, available now on store shelves, and beginning in January 2011, Pear Gorgonzola. Two additional limited time only salad Kits will debut next year as well.

The new salad Kits, along with classic kit options, now showcase easier to read package designs drawing fresh attention to the kits category in the grocery aisle. Additionally, the Kits program further engages consumers with new instantly redeemable on-pack coupons and in-pack savings in specially chosen Kits.

Fall Into Better Snacking Habits



New Ocean Spray Dried Fruit Building Produce Department Sales

As temperatures cool and families trade pool toys for school supplies, Ocean Spray is excited to offer a new, delicious, on-the-go snack for the whole family. Ocean Spray's new dried fruit lineup, including Jumbo Dried Cranberries, Dried Cherries, and Dried Blueberries, is a fun, fresh way for families to enjoy their favorite fruits all year-round.

Ocean Spray Dried Fruit is a simple, delicious way to enjoy the taste and benefits of fresh fruit at home or on the go without the mess. Easy to carry and convenient to store, Ocean Spray Dried Fruit offers a full serving of fruit in every 1/3 cup and is fat-free, cholesterol-free, and low in sodium. The cranberries and blueberries are a good source of fiber too!

"We've taken all the goodness of the whole cranberry, blueberry and cherry and created a healthy, on-the-go snack for today's busy family," said Larry Martin, vice president of marketing at Ocean Spray. "Our new Ocean Spray Dried Fruit is a great way to add more fruit to your diet whether you're looking for a quick energy boost or a healthy snack alternative at home, school or on the road."

Cranberries and Cherries are available in 5 oz. packages. Blueberries are available in 4 oz. packages.



'Scarrots' Now Available Nationwide

Late this summer, A Bunch of Carrot Farmers, led by Bolthouse Farms, launched an ambitious branding campaign for Baby Carrots. To date, the "Eat 'Em Like Junk Food" campaign, which mocks junk food marketing tactics and challenges the establishment's dominance over snacking culture, has been a wild success. This October, the campaign is going national, with the launch of Scarrots, a new kind of Halloween treat. Scarrots packaging mirrors Trick-or-Treat packs, offered in a master bag containing 25 single-serve 1.7 oz bags in 3 unique designs. Also included is a sealed pouch containing 25 temporary glow-in-the-dark tattoos of masquerading baby carrot characters. And this time they want you to "Eat 'Em Like It's Halloween."

The "Eat 'Em Like Junk Food" campaign kicked off in Syracuse, New York, and Cincinnati, Ohio test markets in early September. Advertising agency CP+B developed a fully integrated launch campaign for Baby Carrots on behalf of Bolthouse Farms and A Bunch of Carrot Farmers, and employed many of the tactics made famous by junk food brands. Those include new packaging and television spots drawing from junk food's often extreme, futuristic and indulgent themes as well as playfully confrontational outdoor billboards, social media and customized vending machines to live alongside junk food vending machines in schools. The campaign even features the world's first carrot-crunch-powered iPhone and iPod Touch game, "Xtreme Xrunch Kart," available as a free download at the iTunes store.

"We've been blown away by the response to this campaign," said Jeff Dunn, chief executive officer, Bolthouse Farms. "We've captured the attention of everyone from USA Today to the New York Times, all the major networks — we were even cited in the season premiere of Saturday Night Live. We've learned that there's a huge groundswell of support behind our effort to brand Baby Carrots as the ultimate junk food and we're excited to offer snackers of all kinds a new Halloween treat."

Photo: Apollo Retail Specialists



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10 Dairy & Deli

New Green Valley Organics Lactose Free Yogurts and Kefirs Now Available Nationwide



Green Valley Organics™ has become the first line of lactose free yogurts and kefir to be available nationwide, making it possible for millions of lactose intolerant Americans to enjoy the great taste and health benefits of real dairy without tummy troubles.

"Fermented dairy products like yogurt and kefir are functional superfoods that help promote bone health, good digestion and a strong immune system," said Dr. Liz Applegate, Director of Sports Nutrition at UC Davis.

"Until now, lactose intolerant consumers haven't had a lactose free, real dairy option which Green Valley Organics delivers with live active cultures that have a variety of health benefits."

In addition to being delicious, Certified Humane®, low fat, kosher, GMO and gluten-free, Green Valley Organics is also the only dairy brand to offer Flourish™, a custom blend of 10 live active probiotic cultures that promotes optimal digestive and immune system health (the USDA requires two cultures for yogurts).

Green Valley Organics blends the best quality fruits and ingredients into its creamy smooth and naturally sweet, lower-in-sugar yogurts and kefir, which also makes these products an excellent choice for diabetics or anyone watching their sugar intake. Yogurt flavors include Plain, Blueberry, Honey, Strawberry and Vanilla. Kefir is available in Traditional Plain and Blueberry Pomegranate Acai.

"It's important to us that consumers know why they can feel good about choosing Green Valley Organics - from the ingredients we use to how we produce our products in a way that is as natural, unprocessed and environmentally friendly as possible," said Green Valley Organics Owner and President Jennifer Bice.

Sargento Fridge Packs Make Smart Snacking Easier



To make it easier to choose a wholesome snack, Sargento is introducing Fridge Packs – easy-to-see, stand-up packs of individually wrapped cheese snacks. Fridge Packs keep cheese snacks normally stored in a refrigerator drawer visible, organized and easily accessible in the fridge. And according to the National Healthy Snack Survey sponsored by Sargento Foods, Inc., that's exactly what Americans want to help them choose healthier snacks.

According to the survey, 75 percent of consumers consider quite a few to all of their snack choices unhealthy. That's often because they're grabbing what they see first, even if it's not a healthy option, and fridge location matters in that choice. Half of consumers say they're encouraged to eat healthier by being able to easily spot a healthy snack in their refrigerator. In fact, four in ten survey respondents report that if they can't easily find a healthy snack, they just give up and grab whatever they can find – even if it's unhealthy.

"We know many consumers snack impulsively, and that many don't take the time to search through the refrigerator for a healthy option," says Erin Price, Sargento Senior Marketing Manager. "With Sargento Fridge Packs, we are helping consumers choose a wholesome and flavorful snack that they can easily see, grab and go."

Sargento Fridge Packs contain the same never processed, natural cheese found in all Sargento products and are available in three popular varieties – String Cheese, Light String Cheese and Colby-Jack.

Sargento Fridge Packs will be sold in the refrigerated cheese section of stores in the Southeast for a suggested retail price of \$6.99 for 18 snacks.

Karoun Dairies'



Natural Labne is a Tasty and Healthy Way to Integrate Cheese into Any Diet

Cheese lovers know the dilemma all too well - is it possible to cut back on their intake of fat, salt and cholesterol without giving up one of life's great pleasures - rich, creamy, delicious cheese? Karoun Dairies invites consumers to explore a lighter and delicious Labne.

"Over the past several years there has been a great deal of interest in Mediterranean cuisine due to its well established health benefits," says Rostom Baghdassarian, COO of Karoun Dairies. "The advantages of including antioxidant-rich fruits and vegetables and high fiber pasta and rice in our diets are well known, yet Kefir cheese (Labne) is still one of the best kept secrets of the Mediterranean approach to

healthy eating."

Karoun's Kefir Cheeses (Labne) are rich and satisfying when eaten alone, or with an appetizer or side dish. When used in recipes, it adds a smooth milky texture to marinades and a tangy creaminess to soups. Many foodies use them as a healthy substitute for cream cheese or sour cream.

All are made with the Kefir grain and contain probiotic live cultures which have been shown to contribute to digestive health and support the immune system with naturally occurring antioxidants. In addition to providing a significant source of calcium, Karoun Kefir Cheese (Labne) is gluten-free and contains absolutely no artificial additives.



Redwood Hill Farm & Creamery Kefir Takes Top Honors In Cheese Competition

Redwood Hill Farm & Creamery's all natural goat milk kefir – cultured probiotic beverages similar in taste and texture to "drinkable yogurt" – won two first place honors and one second place prize at the recent 26th Annual American Cheese Society Judging and Competition. The company was also recognized for two of its handmade artisan goat cheeses at this year's competition, which attracted a record number of entries – more than 1,400 – from across the U.S.

Redwood Hill's Traditional Kefir was awarded first place in the

Cultured Products Made From Goat's Milk category, and in the Cultured Products/Flavor Added category, its Mango Orange Pineapple Kefir also received first place honors, while its Blueberry Pomegranate Acai Kefir – a triple dose of antioxidant-rich fruits – placed second. In the Cheese Made From Goat's Milk Aged Less Than 12 Months category, Redwood Hill's traditional French-style California Crottin won second place, and its Goat Milk Cheddar took third place in the Open Category Made From Goat's Milk.

The 26th Annual American Cheese Society Judging & Competition, one of the largest competitions in the U.S., took place August 24-25 at the Sheraton Seattle Hotel and culminated with the Awards Ceremony and Festival of Cheese on Saturday, August 28.

"We are very honored to have had all three of our goat milk kefir and two of our handmade artisan cheeses stand out as top in their categories – especially amongst a record number of competitors this year," said Redwood Hill Farm Owner Jennifer Bice.

Il Giardino Italian Cheeses Introduces "Easy Italian Cooking at Home"

DCI Cheese Company (DCI) has introduced a new promotion for its il Giardino line of Italian imported and Italian-style domestic specialty cheeses: "Easy Italian Cooking at Home". Take One machines stocked with free il Giardino recipe brochures will be positioned in participating retailers during the promotion. Consumers with smart phones can connect directly to www.dcicheeseco.com/ilgiardino for coupons, additional recipes and beverage pairings via the brochure's smart phone tag from October 1 – November 30.

DCI's il Giardino brand offers a full line of Italian and Italian-styled specialty cheeses available in bulk and retail sizes, including the following: Asiago; Fontina; Gorgonzola Dolce, a creamy style Italian blue cheese; Grana Padano; Mountain Gorgonzola, a crumbly Ital-

ian blue cheese; Mozzarella; Parmesan; Parmigiano Reggiano; Pecorino Romano; Provolone; Ricotta Salata, a sheep's milk cheese; and Romano.

"The 'Easy Italian Cooking at Home' promotion was created to provide home chefs with high-quality recipes that highlight Italy's finest flavors," says Dominique Delugeau, Senior Vice President of Sales at DCI. "If you love to cook, you'll love the gourmet flavor that il Giardino will add to your Italian dishes."

Promotional displays featuring smart phone tags directing consumers to the il Giardino "Easy Italian Cooking at Home" website (www.dcicheeseco.com/ilgiardino) will be located in participating retailers nationwide. The website will feature coupons, recipes and beverage pairings and will be accessible throughout the October/November promotion.





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Valley Meats Introduces New Ground Pork Patty

Valley Meats LLC of Coal Valley, IL, has introduced a new ground pork patty product available to regional casual and quick service dining venues in the central Midwest.

Available in 4, 6 and 8-ounce sizes, the new, frozen ground pork patties are designed to be cooked on a flat top, broiler or grill, providing restaurants with a cost-effective alternative/addition to the traditional ground beef hamburger or related pork products such as breaded pork sandwiches and butterfly pork chops.

Valley Meats, situated near the Mississippi River adjacent to the Quad Cities area in Illinois/Iowa, is located at the epicenter of pork production and processing in the U.S. The company, which owns and operates a successful meat processing facility in Coal Valley, created the new pork patty product to meet a growing demand for more healthy and economical substitutes for smaller, regional restaurants.

"In light of the pork tradition and the popularity of pork tenderloins in the Iowa, Illinois and Indiana farm belt and the broader market intro-



ductions of consumer pork products such as Burger King's Country Pork Sandwich launched this spring, we feel that this pork patty product has an attractive market niche," said Jeff Jobe, President of Valley Meats.

Jobe said the patties are made from a quality blend of fresh pork, first ground and formed as a patty and then knitted back together using a specialized tenderizing ma-

chine that gives the product a home-made appearance and texture. The product is then frozen using IQF technology. The company suggests a cooking temperature between 160 to 170 degrees (medium/well).

Hillshire Farm Debuts New CheddarWurst Smoked Sausage

Hillshire Farm has announced their best "wurst" yet; Hillshire Farm CheddarWurst Smoked Sausage. Adding variety to the traditional smoked sausage flavor, CheddarWurst Smoked Sausage combines real Wisconsin cheddar cheese and natural spices with quality cuts of meat to create unrivaled flavor that is the perfect complement to any fall meal.

"We've done extensive research to understand what our consumers are craving, namely bold flavors and quality ingredients like real Wisconsin cheddar top the list. Recent studies have found cheese to be a frequent and main component in meals. Therefore, we're excited to add the new CheddarWurst Smoked Sausage to our offerings and delight families' taste buds," said Tim Roush, vice president lunch and dinner, Sara Lee North American Retail.

Added Roush, "The new CheddarWurst Smoked Sausage brings a bold and versatile flavor, and is the perfect ingredient to help mom serve up meals that will get noticed by her friends and family during the busy fall and winter seasons."

The versatility of the new CheddarWurst Smoked Sausage provides endless opportunities to get creative in the kitchen and is perfect to add to a pasta dish, top a pizza with or even to skewer with some grilled vegetables for a fresh take on the traditional kabob.



Sadler's Smokehouse Adds to Popular "Dinner for Two" Line

Sadler's Smokehouse, Ltd., a leader in premium, pit-smoked meats, is adding two new items to its successful Dinner for Two product line: Pulled Pork with Baked Beans and Shredded Beef Brisket with Macaroni.

The new meal combinations build on the success of the Dinner for Two line, which was first introduced in 2009. The line offers popular BBQ combinations such as Sliced Beef Brisket with Home Style Mashed Potatoes and Country Style Ribslets with White Cheddar Mashed Potatoes. The meals are fully cooked and ready to heat and serve in three minutes.

Each 20-ounce Dinner for Two meal features authentic, pit-smoked barbecue paired with a classic side dish portioned perfectly for the fastest growing segment of the U.S. population - one- and two-person households. The meals are value priced at MSRP \$5.99 - \$6.99.

"We launched this product line in the second half of 2009, after consumer research pointed to a significant demand for quality, convenient BBQ meals. In that short time, we've seen Dinner for Two grow to represent more than 20 percent of our retail mix," said Sadler's Executive VP of Marketing Greg Klein. "Our authentic pit-smoked BBQ delivers authentic taste in a convenient, value priced package. As a result, we're seeing strong growth, with double distribution for the Dinner for Two line since its initial introduction."

Fontinelli Food Group

Newly-merged Veal Industry Leaders Re-brand

In the final step of a merger that took place earlier this year, Catelli Bros., Delimax Veal Inc., NRV, and Specialty Meats Inc. will operate under a newly formed parent company called Fontelli Food Group. As a result of the merger, the Fontelli Food Group now oversees the full integration of its veal as well as the processing and fabrication of its lamb and also offer a broad range of products - from the finest quality feed to responsible farming of superior calves to customized cuts of veal and lamb for the food service and consumer retail industries.

The Fontelli Food Group name was born by combining the last names of the two families involved in this merger - the Fontaines and the Catellis - both of whom have a deep-rooted history in the industry. The Catelli family began in the industry more than 65 years ago and the Fontaines have over 35 years of experience as well.

"When we were developing the



Fontelli Food Group name we felt it was important to remain connected to our families' long-standing traditions while continuing to grow and position the company for the future," said Tony Catelli, President and CEO, Catelli Brothers, Inc. "The Fontaines, like us, are family-oriented businesses and we have all worked hard to earn a reputation for producing the highest quality products using industry-leading food safety and traceability standards. We believe that working together as the Fontelli Food Group we will be able to build

on that reputation."

"The merger has created a stronger organization that allows us to expand products and services both regionally and nationally, better positioning us for the future," said Alex Fontaine, President, Specialty Meats, Inc. "The Fontelli Food Group name will always help us remember the hard work and dedication by our families that has brought our companies to where they are today."

The new company, one of the largest veal and lamb purveyors in the country, serves the retail and food service industries throughout the U.S. with the finest quality veal and lamb under such brands as Catelli Brothers, Catelli Brothers Italian Bistro, Lido Gourmet, Chef's Reserve, and Summit Ridge. All the merging companies operate independently under their existing corporate structures and brand names but through their affiliation these brands have national as well as regional distribution capabilities.



Nolan Ryan's Hickory Smoked Beef Franks Debut

Nolan Ryan's All-Natural Beef is expanding their product line with Hickory Smoked Beef Franks. These fully cooked all-beef franks are made from the finest beef available.

Nolan Ryan's beef franks are specially prepared using fresh, not frozen, ingredients that are seasoned to perfection. They are smoked slowly for a robust hickory flavor. The franks are made from beef sourced from cattle which have never received added growth hormones or antibiotics and have been fed a 100% vegetarian diet from birth.

"Having grown up in ballparks, I know how important a good hot dog is," said Nolan Ryan. "I definitely wouldn't put my name on anything that doesn't taste great!"

Nolan Ryan's Hickory Smoked Beef Franks have no MSG, no soy and no gluten and are available in both 13 oz. and 14 oz. packages.

"Hot dog lovers of any age will appreciate the richness of flavor and quality of this product," said Charlie Bradbury, CEO. "These beef franks have an exceptional hickory-smoked taste. They're a perfect addition to your family gatherings or fall outings."

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Foster Farms Debuts Great Bites™ Mini Chicken Cheeseburgers

Cheeseburger and chicken fans can now enjoy the best of *both* worlds with new Foster Farms Great Bites™ mini chicken cheeseburgers. These bite-sized, full flavor snacks or mini-meals are available nationwide. Ready in just two minutes, protein-filled Great Bites pack crave-worthy flavor, appeal to both kids and grownups alike and are ideal for after school snacking, game day munching, or as mini-meals to refuel on the go.

Great Bites bridge several current food trends: Americans increasingly depend on chicken as a naturally lean, wholesome protein source⁽¹⁾, and consumers continue to seek out restaurant-inspired snack foods⁽²⁾. Foster Farms Great Bites provide hungry families an accessible, full-flavored snack or mini meal item without the hassle of going out. Even more, now that one-third of the population tends to eat several mini-meals throughout the day rather than three "square" meals per day⁽³⁾, Great Bites paired with a salad or veggies makes for a satisfying lunch, dinner or late night meal.

"Overwhelmingly, consumers told us that they were in search of healthier afternoon snack options that had substance to them," said Jennifer Corsiglia-Keim, Marketing Manager for Foster Farms. "With Great Bites, we ended up creating a filling snack or mini-meal that appeals to just about everyone. The wholesome protein fuels energy and helps curb what we call the '3 o'clock slump.' Moms tell us that their kids love Great Bites because they're fun to eat and taste good, and moms like them as a quick on-the-go snack for themselves, or something savory to enjoy on their downtime."

Best served while hot from the microwave, Great Bites feature flame broiled chicken and come in two varieties: All-American Cheeseburger with tangy BBQ sauce, real smoky bacon and cheddar cheese; and the Santa Fe Cheeseburger with real creamy pepper jack cheese and chipotle sauce. With just 90 - 100 calories per burger and five grams of protein, Great Bites are a satisfying snack to curb even the biggest burger craving. Available in packages of six and 12 burgers, Great Bites retail for \$3.99 - \$7.99 per package.

[1] The Poultry Site - www.thepoultrysite.com/focus/content/GPtable1Amwscasweek3.jpg
[2] Palm Beach Post - <http://www.palmbeachpost.com/money/malred-restaurants-of-fering-small-sized-items-with-big-726206.html>



Velvet Launches Peppermint Stick Ice Cream Sandwich

Velvet Ice Cream is taking a seasonal favorite - its Peppermint Ice Cream - and introducing what is destined to be a new favorite - Peppermint Stick Ice Cream Sandwiches.

The product features peppermint ice cream between two chocolate wafers. Velvet had success in creating an ice cream sandwich from its popular Buckeye Classic Ice Cream, and Velvet President Luconda Dager said the peppermint sandwich was a natural progression with the popularity of its Peppermint Ice Cream.

"Each year we get dozens and dozens of phone calls from consumers wanting to know when and where they'll be able to buy our Peppermint Ice Cream," Dager said. "We only produce it for the holidays and it's extremely popular. We experimented with the peppermint sandwiches earlier this year and it was a slam dunk. Our tasting panel loved the combination of peppermint and chocolate. They are really refreshing. We expect this to be another very popular seasonal item for us."

Along with the peppermint sandwiches, Velvet's Peppermint Ice Cream, served in 56-ounce round containers, also is hitting the store shelves in and will be available through the holidays or while supplies last.



Sister Schubert's Introduces Soft Multi-Grain Rolls

Baked with three whole grain favorites - 100 percent whole wheat, oats, and millet plus flax seeds, sunflower seeds and a touch of molasses for sweetness - these soft and moist multi-grain rolls offer 29 grams of whole grains per serving. Perfect new variety to round out the Sister Schubert's line up of dinner rolls.

Sister Schubert's, which started as a Southern tradition more than 19 years ago, is available across the country and is continuing to rapidly expand to more markets and grocery stores.

New Sister Schubert's Soft Multi-Grain Rolls are moist and great-tasting, made with the finest ingredients consumers can feel good about feeding their family.

Sister Schubert's Soft Multi-Grain rolls contain zero grams of Trans Fat and no artificial flavors, preservatives or high fructose corn syrup.

Retail prices will range from store to store and are consistent with other Sister Schubert's products.



Savoie's Debuts "Cajun Dining For Two" Product Line

Savoie's Sausage and Food Products, Inc., recently added a new product line to their selection of traditional Cajun-inspired food products. The "Cajun Dining for Two" meals are perfectly portioned generously to serve two diners and include the following varieties: 'Turkey and Andouille Gumbo,' 'Chicken and Sausage Gumbo' - both prepared with Savoie's original Smoked and Andouille Sausage and Savoie's Old Fashioned Dark Roux - as well as 'Shrimp Etouffee' and 'Shrimp Jambalaya.'

Savoie's "Cajun Dining for Two" products bring the taste of authentic ethnic Cajun cooking home in 24-ounce bags of ready to cook stove-top meals. Each meal is prepared in a skillet and cooks in fifteen minutes. Savoie's "Cajun Dining for Two" are a simple solution for those consumers, such as empty-nesters, who want to enjoy authentic Cajun foods, but do not need to make a large family portion.

Appealing food graphics accompanied by identifiable Savoie's branding elements attract shoppers to the traditional Cajun recipes. Applying a responsible product-packaging relationship, the meals' are economically packaged six stand-up pouches to the case for optimal shelf urns, and ideal for stores with limited freezer space. Savoie's "Cajun Dining for Two" meals are affordably priced and a unique On-Pack Louisiana music CD entices repeat sales of Savoie's "Cajun Dining for Two" products.

MaMa Rosa's Earns Safe Quality Certification

MaMa Rosa's, manufacturer of branded, refrigerated pizza, has earned Safe Quality Food Code 2000 Certification for its refrigerated and frozen pizza, and dough products. The SQF program provides independent verification that a supplier complies with domestic and international food safety regulations.

"Nothing is more important to us than the safety and quality of the products we provide to the marketplace," said MaMa Rosa's President Bill Mackin. "With the SQF designation, our customers are assured that

we produce, process, prepare and handle food according to the highest possible safety and quality standards at all levels of the supply chain."

The SQF 2000 designation applies to food manufacturers and distributors like MaMa Rosa's, which achieved a Level II certification. This level requires suppliers not only to meet fundamental food safety control requirements, but also to document completion of a food safety risk assessment using the Hazard Analysis Critical Control Point (HAC-

CP) method and an action plan to eliminate, prevent or reduce food safety hazards.

The SQF program, established in 1994, is administered by the SQF Institute, a division of the Food Marketing Institute. Designed as a food safety program, SQF also covers product quality. SQF certification is supported by an increasing number of U.S. and international retailers and foodservice providers who express a preference for suppliers that implement HACCP food safety and quality management systems.

Palermo's Debuts Hand Tossed Style Pizza

Hand Tossed Style pizza is the newest member of Palermo's family of premium pizzas. Like the other Palermo's varieties, Hand Tossed Style pizza is made with the freshest, highest quality ingredients - the difference is in the crust. Palermo's Hand Tossed Style pizza delivers a unique, handcrafted crust that has a broad, family appeal, making it a perfect choice for all occasions.

"Consumers are looking for an option in frozen pizzas that allows for a crust that's not too thick and not too thin," says Giacomo Fallucca, president and CEO of Palermo's Pizza. "We've responded to this request and are pleased to introduce Hand Tossed Style pizza, which provides a one-of-a-kind, pizzeria-style crust. We are confident customers will love this crust!"

Beyond the crust, the toppings are another signature feature of this new pizza. Hand Tossed Style pizza starts with handcrafted sauces made from ripe, red tomatoes, herbs and seasonings. A generous amount of premium meats, cheeses and vegetables are added to guarantee its taste and the consumer's satisfaction.

Palermo's Hand Tossed Style pizza is available in six varieties, including: Pepperoni; Cheese; Sausage; Combination; Supreme; and Chicken Bacon Alfredo. The suggested retail price is \$6.49.



SOUL FOOD OF THE CARIBBEAN



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MANJE KI FE'W SONJE LAKAY

16 On the Promotional front



■ **TEXAS DEEP-FRY KING** Abel Gonzalez, joined Dr Pepper to celebrate its 125th anniversary by serving as an official judge and then deep-frying the winning cake at the brand's cake competition at the State Fair of Texas won by Julie Ray from Fort Worth.



Dr Pepper Celebrates 125th Anniversary With Cake Contest

Dr Pepper recently challenged Texas bakers to a Dr Pepper-inspired cake competition in honor of the brand's 125th anniversary. State Fair legend Abel Gonzales, along with State Fair officials, were on-hand to judge entries on imagination, creativity and use of Dr Pepper in the recipe. After the competition, the winning confection was deep-fried by Gonzales.

Any entry, from a 10-tiered Dr Pepper can replica to Dr Pepper chocolate sheet cake, was welcome. The first place winner received \$1,250 and a year's supply of Dr Pepper; second place won \$125 and a six-month supply of Dr Pepper; and third place won five 12-packs of Dr Pepper.

"This year has been a continuous celebration for Dr Pepper and its fans," said Dave Fleming, director of marketing for Dr Pepper. "We're excited to honor the brand's Texas roots and offer our fans an opportunity to celebrate this milestone with us."



Nestlé Pure Life Purified Water Partners Against Breast Cancer

For the fourth year in a row, Nestlé® Pure Life® Purified Water is supporting the fight against breast cancer through its special "Pink Pack" retail program. On October 27, 2010, at the annual Breast Cancer Research Foundation Symposium and Awards Luncheon in New York City, it will be announced that one of the BCRF grants will be funded by the generous support of Nestlé® Pure Life® Purified Water. This \$250,000 donation is made possible through the enthusiastic support of Nestlé Pure Life's retail partners.

In past years, Nestlé Pure Life worked in partnership with a few key retail accounts, and made numerous small donations to local chapters of breast cancer awareness organizations. In 2009, with a goal of expanding the brand's impact in the area of breast cancer awareness, Nestlé Pure Life developed a signature program and offered participation nationally.

The way the "Pink Pack" program works is that every .5L multipack of Nestlé Pure Life Purified Water marked with a pink ribbon represents \$.10 that the brand will donate to the cause. Nationwide retail support of the Nestlé Pure Life "Pink Pack" program continues to grow, and this year Walmart has also signed on as a participant. For the 2010 program, Nestlé Pure Life anticipates having the retail participation to continue to fully fund a research project in 2011.

"Through the Pink Pack Program, Nestlé Pure Life brand bottled water has become a valuable BCRF partner in our fight against breast cancer," said Robbie Finke Franklin, Director of Marketing, The Breast Cancer Research Foundation. "We are thrilled that Nestlé Pure Life shares our mission of finding a cure in our lifetime and we look forward to the day when this disease is eliminated."

Jewel-Osco Celebrates Hispanic Heritage Month

Jewel-Osco celebrated Hispanic Heritage Month with its third annual VIP reception to honor the culture and significant achievements of the Hispanic community. The signature event, "Sabor de la Herencia Hispana," was held September 22, at the National Museum of Mexican Art, in Chicago, IL.

Jewel-Osco's "Sabor de la Herencia Hispana" (Taste of Hispanic Heritage) is dedicated to recognizing the continuous efforts and outstanding contributions made by leaders from the civic, business and non-profit sectors of the community. The event highlighted the unique flavors and richness of Latin cuisine, by showcasing exclusive dishes developed by culinary students from Chicago's St. Augustine College. The students will put their creativity and imagination to the test to develop signature Latin-American recipes that incorporated an array of Hispanic vendor products.

"We are proud to observe Hispanic Heritage Month with an event that celebrates the culture and traditions of the Latino community," said Jewel-Osco President, Keith Nielsen. "Sabor de la Herencia Hispana" supports the culinary talent of Hispanic youth and recognizes the exceptional contributions of this community."

During the VIP reception, Jewel-Osco honored three social service agencies for their efforts and their commitment to enriching the Hispanic communities they serve. This year, Jewel-Osco awarded a total of \$15,000 in grants to Association House, Namaste Charter School and



■ "We are proud to observe Hispanic Heritage Month with an event that celebrates the culture and traditions of the Latino community," Jewel-Osco President, Keith Nielsen tells his audience, September 22 as the company celebrated its third annual VIP reception in conjunction with Hispanic Heritage Month.



■ **ON STAGE WITH STUDENT CHEFS** - Head Chef and Students from the St. Augustine College Culinary Program with Jewel-Osco/Supervalu representatives: Jim Seidler, Jewel-Osco; Rafael Perez, St. Augustine College; Eduardo Rodriguez, Supervalu, and Miguel Alba, Jewel-Osco.



■ **CHECK PRESENTATION** - Alex Perez, Master of Ceremony, NBC-5; Harriet Sadauskas, Association House; Allison Slade, Namaste Charter School; Alvaro Obregon, The Resurrection Project, and Miguel Alba, Community & Government Affairs/Jewel-Osco.



■ Keith Nielsen, Jewel-Osco President; Rafael Rodriguez, GOYA Foods; Jim Seidler, Jewel-Osco, and Eduardo Rodriguez, Supervalu.



■ Jewel-Osco celebrated Hispanic Heritage Month with its third annual VIP reception to honor the culture and significant achievements of the Hispanic community. The event highlighted the unique flavors and richness of Latin cuisine, by showcasing exclusive dishes developed by culinary students from Chicago's St. Augustine College.

The Resurrection Project. The work of these organizations reflects Jewel-Osco's pledge to support initiatives that mirror the company's charitable giving strategy, which focuses on three areas - Hunger Relief, Nutrition Education and Environmental Stewardship.

The reception also served as an opportunity for Jewel-Osco to underscore its long-term business relationship with Latino vendors, by recognizing Goya Foods with the 2010 Vendor of the Year Award.

In addition to the reception, Jewel-Osco celebrated Hispanic Heritage Month with a series of in-store "Sabor de Jewel" (Taste of Jewel) culinary events that featured authentic Latin-American recipes.

High School Cheerleading Squad Saved by Cumberland Farms Donation

High School Varsity Spirit Head Coach Barbara Noel said many of her cheerleaders were so relieved they were "in tears" when Cumberland Farms recently stepped in to "save" the sport.

The program was one of 14 High School sports that wasn't going to receive school funding this year due to department budget restrictions.

Noel said the Cumberland Farms store, located at 258 High St., cut the team a check for \$1,000. It was the largest single business donation she said she's seen while coaching the team.

She said the gesture was huge, and allowed the team to meet administrative requirements before the fall season began in order for Varsity Spirit to function this year as a school-sanctioned team.

"I've never actually had someone like this come in and give us money, especially not in this dollar amount," she said, adding the local police and fire departments, as well as the VFW Women's Auxiliary also made contributions to the team this summer.

She said the girls were even more ecstatic when Cumberland Farms later told them they would also hold a month-long fundraising promotion so the winter team also could function as a school team.

From Friday, September 24, to Sunday, October 24, the local Cumberland Farms will contribute 20 cents of every dollar of beverage sales of coffee and frozen drinks.

The school board cut \$100,000 worth of funding to Varsity Spirit and 13 other varsity and non-varsity programs in June to meet a city council budget mandate. More than 200 student-athletes were affected.

Noel said traditionally her team has always funded itself through tagging, cookie sales, individual contributions and small donations from local businesses. She said this is one reason why the Cumberland Farms donation was significant, as it went a long way toward quickly raising the \$2,000 for the fall squad before its season began.

The team's budget is \$3,200, although she said the money will be raised soon because of the Cumberland Farms promotion, recent individual contributions, and funds raised through the school's October 2 Homecoming Dance, which the team organizes each year.



Members of the Somersworth Spirit Squad are all smiles following a month-long kick-off fundraiser celebration to benefit the squad this year. Cumberland Farms staff, Coach Barbara Noel (far left), and the cheerleaders are pictured.

Genesis Today Shaking Up the Juice Market



Genesis Today an emerging leader in the superfood consumer category, has announced the launch of an edgy new advertising campaign aimed to shake up the juice market. This new campaign pits the brand's iconic superfruit juices glass-to-glass with orange juice, the matriarch of morning juices.

This multi-channel campaign, which includes print, broadcast, out-of-home and online spots, will encourage consumers to

rethink their usual morning glass of orange juice through bold taglines that include: "Orange Juice Had A Good Run," and "Our Juice Can Beat Up Your Juice." In addition, Genesis Today will be making heavyweight nutritional claims hoping to call to consumers' attention the deficiencies of orange juice.

According to Dr. Lindsey Duncan, Founder & CEO of Genesis Today, "There is a shift in tide currently under way in the beverage market. This new beverage trend is all about the 'halo of health' around beverages with purpose - juices created with more antioxidants and vitamins than ever before and made with unique fruits and natural compounds like Acai, Goji berry and Resveratrol. Our advertising campaign only reinforces and communicates this trend."

In conjunction with this new advertising campaign, the Genesis Today brand also revealed new packaging designs and announced a recipe reformulation to one of their best selling products.

All Genesis Today products will be touting new labels this Fall. The new look embraces the exotic nature of superfruits, pays tribute to the age-old traditions surrounding them, and captures the premium quality and soulfulness of Genesis Today.

Genesis Today juices will also debut a new bottle design. The bottle has a sleeker look with the Genesis Today signature logo embossed into the front and back shoulder. The custom bottle debuts in 64oz size, with plans to move to other sizes in 2011.

In addition to these packaging changes, Genesis Today announced changes to two products within their core juice line. Based on loyal consumer feedback, Genesis Today revealed a recipe change to its Goji Berry juice, adding the power of cranberry to this best selling beverage. Additionally, the brand has renamed its classic Resveratrol Juice to Pomegranate & Berries with Resveratrol, highlighting the bountiful benefits of the many fruits included within this juice.



New Orleans Sets World Record for Largest Mac & Cheese

There was never a doubt they would achieve their goal as Chef John Folse & Company and Cabot Creamery Cooperative set out on the morning of Thursday, September 23 to establish a new Guinness World Record for the world's largest Mac & Cheese. The result was a 2,469 pound serving of Mac & Cheese that shattered the existing Guinness world record of 414 pounds, using Cabot's award-winning cheddar cheese. More important than the Guinness record was the reason behind the event — raising money for New Orleans Area Habitat For Humanity (NOAHH) while supporting the critical work of The Magnolia School and Second Harvest Food Bank of Greater New Orleans. In the last six months, through this and other activities, Cabot has helped raise more than \$21,000 for the New Orleans Area Habitat for Humanity.

"We chose to partner with New Orleans nonprofits to celebrate all of the powerful work these organizations have contributed to the city," said Roberta MacDonald, Senior Vice President of Marketing for Cabot Creamery Cooperative. "We hope our involvement will assist these organiza-



BIG MAC... & CHEESE - Guinness World Record's representative Amanda Mochan (left) poses with new Guinness World Records holders, Cabot Creamery Cooperative, represented by VP of Marketing Roberta MacDonald, and Chef John Folse, who created a 2,469lb. Macaroni & Cheese in Fulton Square, New Orleans, September 23.

tions in their future efforts towards positive change."

More than 2,000 people attended the event that took place Harrah's Fulton Square in downtown New Orleans. Guests who donated \$5 or more were given colorfully painted ceramic bowls good for "all you can eat" servings of the Mac & Cheese. So successful was the event that all 1,500 of the hand-made bowls created by participants of The Magnolia School, a nonprofit organization based just outside New Orleans that provides assistance to adults with intellectual or developmental disabilities, sold out in less than two hours. Adding to the excitement and drama of the event was the fact that the record-setting creation was cooked in a massive 213 year-old cast iron sugar kettle that had to be gently lifted into the air by forklift to determine its record setting weight — not an easy feat considering the age and fragility of the circa 1797 kettle.

As the current cheese fondue

Guinness World Record holder, Chef Folse relied on 30 years of enormous-cooking experience as he blended Cabot Creamery's famous cheddar cheese and butter, Brown's Dairy's 1,100 pounds of milk and King Arthur Flour with elbow macaroni and breadcrumb crumbs. Guinness World Records judge Amanda Mochan was on-site to verify the world record as the kettle was raised and lowered with equipment and expertise generously provided by Deep South Equipment, Lift-All and Michelli Scales.

In conjunction with the Cabot Road Show, Rouses Supermarkets put signage in every one of their 36 locations throughout Louisiana and Mississippi, in addition to pre-selling tickets for the hand-made macaroni and cheese bowls.

Proceeds from all sales at the event will contribute to the New Orleans Area Habitat for Humanity's housing efforts. In the past year, the New Orleans Area Habitat for Humanity has sheltered 93 new families with homes.

7-Eleven Announces Winner in 'Slurpee® Battle of the Bands'

The HOLLABACKS Band Wins

7-Eleven, Inc. announced The Hollabacks as the winner of its Second Annual 7-Eleven® and "Slurpee® Battle of the Bands" competition. Home-grown rock and popular bands battled in this multi-tiered competition, but only one from the 906 entries emerged the winner.

"We want to thank the Slurpee brand, our friends, family and fans who helped us get this far," said members of The Hollabacks. "We won't let you down. Without you, we could never be as fabulous as we dream of becoming, and we promise to rock your world."

The Hollabacks were a strong contestant among the 12 selected contenders from across the U.S., starting with their crowd-pleasing performance at the New York City Battle of the Bands regional concert August 16. The band later recorded a music video in Dallas of "It's Over," a song that captures the band's retro take on modern pop/rock melodies.

The final competition came September 27 with the group playing in Los Angeles in a hometown concert that pitted them against the other finalist, Levi Ware, who performed in his backyard of Seattle. Fans voted through midnight Wednesday when The HOLLABACKS collected the most votes and became 7-Eleven's "Slurpee



CONTEST WINNERS - 7-Eleven, Inc. announced The Hollabacks as the winner of its Second Annual 7-Eleven® and "Slurpee® Battle of the Bands" competition.

Battle of the Bands" 2010 winner.

The Hollabacks will receive the \$10,000 grand prize and the opportunity to make an in-studio recording to be featured on popular rock memorabilia and archiving website — Wolfgangsvault.com.

Rita Bargerhuff, 7-Eleven vice president and chief marketing officer, said, "Through the 'Battle of the Bands' program, we are able to capture the natural connection between the Slurpee drink and music," Bargerhuff said. "We hope the exposure they received will give them the support they need to go on to even greater success."



A New Hypermarket Concept for a Completely New Shopping Experience

A TODAY'S GROCER Feature Report

In order to meet customers' expectations and reinvent what it means to go shopping, Carrefour, the world's second largest retailer, has developed Carrefour planet, a new hypermarket concept. With two pilot stores in Ecully and Venissieux, France, Carrefour planet opened its doors for the first time to its customers on August 25th.

According to company CEO Lars Olofsson, the company will invest around 1.5 billion Euros over two and a half to three years, with Olofsson expecting "a sales increase of around 18% over the coming three to four years." He expects the major part of the company's store remodelings and transformations to be completed by 2012. This will result in "a profound change" in the company, according to Olofsson. The company's goal, according to Olofsson, is to assure that Carrefour is always a destination shopping experience.

European hypermarkets in general have been losing ground – over the last 5-6 years. The new Carrefour planet concept has been developed to inject new innovation into the format. Carrefour planet is a reinvention of the hypermarket with the company offering a completely new shopping experience.

No longer do these stores offer 'everything under one roof'. According to Olofsson this is now history. By 'delighting' the shopper the company prefers to become the pre-



LARS OLOFSSON
CARREFOUR, CEO

ferred retailer, hence also becoming the preferred retailer for shareholders. The company is working hard to get employees to embrace this reinvention. An important goal of this new transformation is to also become the preferred employer.

Carrefour expects to grow and attract new shoppers by being 15-20% in price than competitors. The company is adding more services and more comfort in the form of: wider aisles, lower gondolas, added signage, and fewer, but better promotions.

The stores split food offerings into three areas: "Le Marche", with a range of extremely fresh goods; Frozen Food, where the company expects a renewed opportunity of really being a specialist in frozen foods; and "Le Bio" or 'organic',

where a large range of Carrefour branded and even other organic products are offered.

In Dry Grocery, Olofsson says he wants the company to be price competitive. He aims that the new concept delight the customer, realize greater efficiency by lowering costs, and "enhance our culture."

Carrefour is totally reinventing shopping for its customers, and the newly-unveiled Carrefour planet concept offers them a new shopping experience centered around making purchases in comfort, friendliness and fun. The new stores boast a festive atmosphere of discovery, specialist offers organized



Carrefour has developed Carrefour planet, a new hypermarket concept. With two pilot stores in Ecully and Venissieux, France, Carrefour planet opened its doors for the first time on August 25th.

into key areas, lower prices, brand new services and new technologies: with Carrefour planet, customers who visit the new Ecully and Venissieux hypermarkets can now enjoy a completely new shopping experience.

REORGANIZED SPECIALIST AREAS

In a friendly and animated atmosphere, Carrefour planet has a range of products that has been completely rethought out and is better suited to the expectations of its customers, organized into key areas:

THE MARKET AREA, with a varied range of extremely fresh products,

tastings held on a regular basis, cooking lessons, an expanded delicatessen area, freshly cut fruit and vegetables or sushi being prepared.

THE ORGANIC AREA, with a wide variety of Organic products, Carrefour brands as well as other specialist brands, tastings held on a regular basis and discounted prices so that everybody can enjoy organic products.

THE FROZEN FOOD AREA, with an extremely wide range of frozen products, reworked customer flows with an offering that is organized into different areas that follow the order of a traditional meal, closed freezers for greater comfort and



Carrefour has totally reinvented shopping for its customers, and the Carrefour planet concept offers them a new shopping experience centered around making purchases in comfort, friendliness and fun.



■ The new stores boast a festive atmosphere of discovery, specialized offers organized into key areas, lower prices, brand new services and new technologies.

cooking demonstrations.

THE BEAUTY AREA, in an environment that has been given a complete makeover for the well-being of its customers. They can purchase their beauty products at a leisurely pace and get expert advice, as well as enjoying services such as rapid make-up applications and express hairstyling. Among the other innovations is a virtual mirror which customers can use to test make-up products 'live' at interactive terminals.

THE FASHION AREA, which has been re-organized to include the whole world of fashion, showcase new collections and provide a new range of services, including free advice and alterations.

THE BABY AREA, which brings together everything new parents need under one roof, from food products to nappies, as well as pushchairs, clothing and furniture. Mothers are pampered and can enjoy access to a free birth list service and have their more bulky shopping carried for free, as well as benefit from the advice of a pediatric specialist.

THE HOUSE AREA, is split into 4 sections ("Kitchen and Table", "Home Deco", "Practical Home" and "Home Accessories"), with a whole new selection and many color-coded ranges.

THE LEISURE - MULTIMEDIA AREA brings together the Culture and multimedia areas, organized according to brand. All the latest technologies are showcased, including 3-D TV, touch screen tablet computers and



■ THE MAISON [HOME] AREA is split into 4 sections ("Kitchen and Table", "Home Deco", "Practical Home" and "Home Accessories"), with a whole new selection and many color-coded ranges.



■ The Carrefour Kids' Workshops is a childcare service for 4 to 12-year-olds supervised by professionals.



■ REORGANIZED SPECIALIST AREAS - In a friendly and animated atmosphere, Carrefour planet has a range of products that has been completely rethought out and is better suited to the expectations of its customers, organized into key areas.



e-books. A whole new digital store has been created offering customers the opportunity to sign up for digital subscriptions and services, as well as a completely dedicated Apple area.

For certain categories, exclusive partnerships with major brands mean that customers can discover a new offer: for example, Virgin has a wide selection of cultural products in the Vénissieux store, Réserves Naturelles has its own dedicated area in the beauty world for make-up, accessories and costume jewelry.

Because the comfort of customers as they do their shopping is a priority for the new banner, specialist advisers are available in each area to welcome and support customers as they make their choices.



■ THE LEISURE - MULTIMEDIA AREA brings together the Culture and multimedia areas, organized according to brand. All the latest technologies are showcased, including 3-D TV, touch screen tablet computers and e-books. A whole new digital store has been created offering customers the opportunity to sign up for digital subscriptions and services, as well as a completely dedicated Apple area.

"DISCOVERY" STORE

As well as their specialist areas, Carrefour planet stores have a new area of almost 2000 square meters dedicated to the Season and Events.

In order to make sure that shopping can also be time when customers can relax and enjoy themselves, Carrefour planet holds special events for them throughout the year: meetings, exhibitions, new workshops and surprise events will be held every couple of weeks to brighten up customers' shopping experiences. These will include cooking lessons with a chef, make-up lessons and even massage sessions.

In addition to these events, this area will also host selections of major seasonally themed products to make shopping easier for customers: Back to school and Christmas, as well as women's fashion and accessories for the house. Many different themes will be showcased designed to arouse customers' curiosity and make them want to come back.

EASY PURCHASING AND SERVICES

Carrefour planet stores have been reorganized to make shopping easier. They are better ventilated with wider aisles and a new signage system that is simpler and color coded to make it easier to find the shelves. This speeds up customer movement around the store. Low-



■ Carrefour planet stores have been reorganized to make shopping easier. They are better ventilated with wider aisles and a new signage system that is simpler and color coded to make it easier to find the shelves.

oped a range of free services and technological innovations to save our customers time and make their lives easier:

- The Carrefour Kids' Workshops - a childcare service for 4 to 12-year-olds supervised by professionals.
- A Snack area in the middle of the store open throughout the day where customers can have a break and get something to eat.
- A hairstyling service where customers can get their hair cut and blow-dried in only 10 minutes and at a very low price... €10!
- Smart phone access to store maps, event catalogues and the customer Loyalty card via Carrefour's applications.
- The Scan'Lib service to save time at the till: customers can scan the bar codes of their items as they put them in their trolley using a portable scanner.

INCREDIBLE OFFERS THROUGHOUT THE YEAR

Carrefour planet is determined to make bargain hunters very happy by setting low prices throughout the year and reducing the prices of thousands of products. The stores will boast incredible offers and even more Carrefour-branded products - including the very latest Carrefour Discount range, a range of very low price quality products.

At Carrefour planet, the Carrefour loyalty program will include a selection of new benefits for loyal and regular customers. They will be able to take advantage of special Carrefour planet days when they can get 10% off everything in the store, depending on whether they have bronze, silver or gold status.

er furniture makes it easier to access products and makes for better visibility around the store.

Carrefour planet has also devel-



■ THE FASHION AREA showcases new collections and provides a new range of services, including free advice and alterations.



■ The stores offer a hairstyling service where customers can get their hair cut and blow-dried in only 10 minutes and at very low prices.

World of Wonka Comes to Toys 'R' Us Times Square

Iconic Candy Maker Opens Its First Retail Experience

Neon lights and taxis. Tourists and hot dog carts. And now, Nerds® and Laffy Taffy®. New York's Times Square is an even sweeter destination September 22 with the opening of the Wonka® candy store at Toys 'R' Us Times Square, the legendary candy maker's first retail shop and the place to find every candy in its delectable portfolio. As expected from Wonka, this shop, located on Level One of The World's Greatest Toy Store™ is un-

like any seen before!

Within its home inside the Toys 'R' Us international flagship store, the Wonka candy store offers sweet lovers a one-of-a-kind opportunity to experience a piece of the Wonka world. Filled to the brim with fruity flavored and chocolaty confections galore, Wonka at Toys 'R' Us Times Square is a sensory adventure of sight, smell and sound. Easily visible from the store's windows overlooking Broadway, customers will be lured into the world of Wonka, where they will encounter sweet surprises at every turn.

"The Wonka candy shop at Toys 'R' Us Times Square is a glimpse into the fantastical, un-

expected and delicious world of Wonka," said Janet T. Planet, chief innovator for Wonka. "The sweet smells, dazzling optical illusions and vividly colorful candy foliage will feed the imaginations of candy lovers and Wonka fans alike!"

"This is more than a retail space - it is an experience. Many people dream about setting foot in the Wonka world, and now they can," said Patricia Bowles, spokesperson for Nestle Confections & Snacks. "With its interactive experiences and amazing retail presentations, Toys 'R' Us Times Square is the perfect destination to host the first Wonka candy shop in the world."



■ WONKA opened its first candy store September 22 inside Toys 'R' Us Times Square in New York City.

NACS Names Five New Retailer Members to Board of Directors

NACS announced the election of five retail members to serve on its Board of Directors. The new Board members assumed their positions during the NACS Board of Directors meeting at the NACS Show in Atlanta. The NACS Show is ranked one

of the 50 largest annual tradeshows in the United States.

The NACS retail members elected to serve on the Board of Directors are:

■ Rahim Budhwani, CEO of 6040 LLC (Hoover, Alabama);

■ Wendy Chronister, CEO of Chronister Oil Co. (Springfield, Illinois);

■ Frank Gleeson, retail director of Topaz Energy Group (Dublin, Ireland);

■ Jeff Parker, president, Kwik Shop Inc. (Hutchinson, KS);

■ Peter Tedeschi, president & CEO of Tedeschi Food Shops (Rockland, Massachusetts).

A member-driven organization, NACS is lead by a 30-member Board of Directors.

Twenty-eight industry retailers are

elected to the Board, including two retailers from non-North American countries. In addition, the chairman and chairman-elect of the NACS Supplier Board also serve on the Board of Directors.

The new Board members include: **Rahim Budhwani** is CEO of 6040 LLC, which operates five stores under the Monarch, Chevron, Shell and BP brands. He has been CEO of 6040 LLC since 2000. From 2000 to 2003, Budhwani also was a senior analyst for Elixir International, responsible for structural layouts and coding.

Wendy Chronister is CEO of Chronister Oil Co., which operates 12 Qik-n-EZ convenience stores in central Illinois, as well as a wholesale fuels business. She has been CEO of Chronister Oil Co. since 2009. Previously, Chronister was a partner at Waud Capital Partners LLC and a partner in Kirkland and Ellis. Chronister graduated cum laude from Dartmouth College, earning an A.B. in government. She is a member of the NACS Research Committee.

Frank Gleeson is retail director of Topaz Energy Group, Ireland's biggest fuel supplier and number-one fuel and forecourt convenience brand with over 330 locations. The company also has an extensive home heating oil business and over 110 company-operated stores under the Topaz shop brand. Topaz Energy Group is one of Ireland's largest privately owned companies with annual turnover of over 3 billion Euro and has been voted a top 10 companies in Ireland to work for. Previously, he served as vice president of retail for Statoil. He has been retail director for Topaz Energy Group since 2005.

Jeff Parker is president of Kwik Shop Inc., a subsidiary of The Kroger Co. Kwik Shop operates 125 stores in three states. Parker joined The Kroger Co. in 1998 and has worked for several of the company's operating units including Loaf n Jug/Mini Mart Inc., KASH and Kroger Central Regional Office. He has served as president of Kwik Shop since 2008.

Peter Tedeschi is president & CEO of Tedeschi Food Shops, which operates 189 stores and serves customers in four New England states. Prior to joining the family business as its COO in 2008, Tedeschi was an entrepreneurial pioneer in the computer industry before becoming an executive in Boston's financial industry, where he was most recently senior vice president and director of operations for Putnam Investments. He is a member of the NACS Legislative Committee.

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No Dip Required

Natural Kettle Brand Tias! Tortilla Chips



Inspired by real, fresh ingredients, Kettle Brand® is launching a new line of outrageously natural snacks, full-flavored TIAS!™ Tortilla Chips.

Made with organic corn, Kettle Brand TIAS! Tortilla Chips feature a blend of all natural herbs and spices layered on a light, crispy chip for big flavor in every bite. TIAS! are made for chip-lovers who like to snack straight out of the bag — no dip required.

The four new flavors include: **NACHO CHEDDAR:** Cheddar cheese, with hints of savory tomato, onion and cumin; **ZESTY RANCH:** Cool and tangy sour cream, with onion, garlic and a hint of black pepper; **SALSA PICANTE:** Fresh tomato and peppers, with hints of onion, garlic and lime; and **TOASTED CORN:** Naturally sweet organic corn, with a sprinkling of sea salt.

Like all Kettle Brand snacks, new TIAS! Tortilla Chips are made with only the best, all natural, non-GMO ingredients — no trans fats, no preservatives, no artificial colors or flavors, and no MSG.

The new line is available in 8 oz. bags for \$3.69.

HAPPYBABY Debuts



Gluten-free Varieties of Popular HAPPYBABYPUFFS Line

HAPPYBABY® the organic baby and toddler food brand — has added two gluten-free varieties to its popular organic HAPPYBABYPUFFS line. Perfect for helping babies hone dexterity and learn self-feeding, these products are the first and only gluten-free puffs on the market.

These new gluten-free varieties of organic HAPPYBABYPUFFS are rich in vitamin D, a critical nutrient for infants, and are the only baby snacks with added vitamin B and calcium. They contain half the sugar of similar products from other leading brands and are free of artificial coloring, artificial flavors, and GMOs, so parents can feel confident they are giving their children delicious and nutritious functional foods.

Recently awarded the Excellence Award and Mom Approved — Child Tested Seal of Approval from SaftBaby, the HAPPYBABYPUFFS line is formulated with and recommended by renowned pediatrician Dr. Robert Sears. These healthy finger foods for developing eaters are available in five delicious homemade flavors: NEW Gluten-Free Sweet Potato, NEW Gluten-Free Strawberry, Apple, Banana, and Greens, featuring spinach, collard greens, and kale.

All varieties of the HAPPYBABYPUFFS come in eco-friendly packaging that allows HAPPYBABY and its customers to reduce their imprint. The company has partnered with Method to repurpose unused containers, which in turn reduces the amount of packaging used for these products and means HAPPYBABY can offer 40 percent more puffs than other leading brands in each container.

Gluten-free HAPPYBABYPUFFS have suggested retail prices of \$2.99 to \$3.69.

KIND Adds New Flavors of All-natural Whole Nut and Fruit Bars



KIND Healthy Snacks has unwrapped a batch of six new flavors made from ingredients you can see and pronounce. The new varieties feature a unique selection of ingredients never before used by KIND, including blueberries, pecans, pistachios, apples, cherries and more. Each new flavor unites tasty and healthy, delivering nourishing satiety in every delicious bite.

The new flavors combine the highest quality whole nuts and fruits and are all natural, free of hydrogenated oils, gluten free, wheat free and non-GMO. Each bar contains between 170 and 190 calories, approximately four grams of fiber and three to seven grams of protein.

KIND's six new flavors include: KIND Fruit and Nut — Apple Cinnamon & Pecan, and Peanut Butter & Strawberry. KIND Plus — Blueberry Pecan Fiber, Dark Chocolate Cherry Cashew + Antioxidants, Peanut Butter Dark Chocolate + Protein, and Pomegranate Blueberry Pistachio + Antioxidants.

"The new varieties put a spin on flavors people love using enticing combinations of natural ingredients like dark chocolate and cherry; blueberry and pecan; and pistachio and pomegranate; to deliver a snack that is rich in nutrition," explains Erica Bliss Pattni, director of marketing KIND. "As was the goal with all KIND products, we sought to deliver a healthy snack that tastes indulgent. And with these six new flavors, we are confident that we've addressed a whole new set of cravings."

All six new flavors will be available to ship to customers nationwide beginning November 1. Suggested retail price is \$1.99 per bar.

Exclusive Pop-Up Pour Spout

Olivari Mediterranean Olive Oil Debuts

New Olive Oil Emphasizes Mediterranean Lifestyle



Olivari Mediterranean Olive Oil recently hit store shelves, making it easier for consumers to use, pour, and enjoy good food and flavors at the same time. Emphasizing the Mediterranean way of life, Olivari Mediterranean Olive Oil strives to help consumers achieve a healthy, balanced lifestyle.

Olivari is the only olive oil that features an exclusive pop-up pourer. Upon opening the cap, cooks, hosts and casual olive oil users will find a built-in pour spout that allows for easy and even pouring, drizzling and finishing. And when consumers are done, their olive oil can be stored with security too. The pop-up pourer retracts back into the bottle when re-capped to help ensure fresh taste every time.

Olivari sources its premium olive oils from the Mediterranean region, including Greece, Italy, Morocco, Spain, Tunisia and Turkey. Each Olivari olive oil variety is carefully blended to deliver a subtle, fruity aroma and fresh flavor that reflects the authentic Mediterranean diet. Olivari Mediterranean Olive Oils naturally have no cholesterol, trans fats, sodium or carbohydrates, providing a perfect substitute for butter, margarine, cooking fats and high-calorie dressings.

Olivari Mediterranean Olive Oil is available in three varieties — extra virgin, classic and extra light taste — and can be found at Walmart Supercenters nationwide and retailers throughout the New England area. Approximate retail value is \$5.99 for a 17 ounce bottle.



Santa Cruz Organic Introduces Organic Fruit Spreads

Pioneer organic brand Santa Cruz Organic® announced the launch of a new line of certified organic fruit spreads, adding to the company's growing product family. Available in four flavors — Strawberry, Apricot, Seedless Red Raspberry and Blackberry Pomegranate — they are OU kosher certified.

The new spreads list organic fruit as the first ingredient on every jar, and they contain no high fructose corn syrup, artificial ingredients or preservatives. Consumers will appreciate the spreads' home-style texture and robust flavor on sandwiches, toast, biscuits, muffins, pancakes and more.

As with all Santa Cruz Organic products, the new fruit spreads are certified organic in accordance with the USDA's National Organic Program and bear the well-recognized USDA Organic seal. Packaged in 9.5-ounce crock-style glass jars, the spreads will be available nationwide for a suggested retail price of \$3.89 per jar.

High Protein/High Fiber/Low Calorie

Jillian Michaels Releases Meal Replacement Shake

Jillian Michaels is expanding her ever-growing dietary supplement line with the launch of her new, naturally flavored, ready-to-drink meal replacement — Jillian Michaels Ultimate Shake. Developed in conjunction with ThinCare™ International, LLC., the drink marks Michaels' first venture into the "ready-to-drink" market.

"I'm really excited about my new, naturally flavored meal replacement shakes," said Michaels. "They are high in protein, low in calories, rich in B6, B12, antioxidants and fiber, contain no artificial flavors, colors, or sweeteners, and best of all, they're absolutely delicious!"

The ready to drink shake will be available in all-natural French Vanilla and Double Chocolate flavors. The shakes contain no artificial flavors, colors or sweeteners, are soy and gluten free, have only 180 calories and are rich in B6, B12 and antioxidants. They are also an excellent source of fiber (7 grams) and are high in protein (16 grams). The shakes will initially be packaged in a four-pack and retail for \$9.99.

"The quality of the ingredients speak for themselves," says Gina Daines, spokesperson for ThinCare International, LLC. "But the best thing about this is that finally there's a meal replacement shake that actually tastes great. We're proud of the fact that the shakes are naturally flavored, low in calories, high in vitamins, fiber, and protein, but the best part is, they taste absolutely fabulous. My favorite is the Double Chocolate flavor."



Tampa Bay Rays Join with Feeding America Tampa Bay

Mosaic's Home Runs for Food Partnership Helps Feed Hungry Families

Thanks to Mosaic, Tampa Bay Rays baseball fans had extra reason to cheer when their team hit a homer during the recently concluded season. Under a three-year commitment, Mosaic is contributing \$500 to the food bank for every Rays home run hit during their regular season games. It's a commitment that will likely lead to annual contributions of more than \$100,000 to Feeding America Tampa Bay.

"Mosaic's core mission is helping the world grow the food it needs. Home Runs for Food is a natural extension of that mission and will help ensure nourishment is available to those in the community who need it most," said Bo

Davis, Mosaic Vice President of Phosphate Operations. "This program builds upon Mosaic's already strong relationships and shared values with these outstanding organizations."

In the photo at right, the Food Bank's Director Pat Rogers [right] is pictured receiving an \$82,000 check from Mosaic executives at Tropicana Field during the Rays' final regular season game.



New Dentisse Adds Luster to Your Smile

You brush, floss, rinse and whiten for a brighter smile, but what effect is that having on your health? Research shows that harsh ingredients in your mouthwash, toothpaste and whiteners might be making your smile look better, but they may not be making your mouth healthier.

Dentisse®, a new premium brand of oral care products using natural ingredients, has launched Natural Reflection™ toothpaste, Natural Solution™ oral rinse and Natural Protection™ lip balm to offer consumers more natural premium oral care product options.

Dentisse Natural Reflection toothpaste uses a special refined kaolin, a natural white clay, to highly polish the teeth and gently remove surface stains and plaque without unnecessary abrasion. Dentisse Natural Solution is an alcohol-free oral rinse that contains aloe vera and xylitol and has a blend of natural essential oils that attacks odor-causing bacteria without any burning and drying. Its unique formula moisturizes the mouth and contains baking soda to neutralize acids.

There has been a backlash to harsh whitening products, abrasive toothpastes and alcoholic mouthwashes in the dental community, but until now there has been a lack of natural and effective alternatives on the market for consumers. Dentisse products were developed after a decade of scientific research to fulfill this need.

Dentisse Natural Reflection toothpaste retails for \$16.99 and Dentisse Natural Solution oral rinse retails for \$14.99.

Mahatma



Mahatma® Offers the Consumer Much More Than a Full Line of Consistently Premium Rice Products.

Mahatma provides comprehensive consumer support programs including targeted national television, radio, magazine, event participation and mahatmarice.com website.



Mahatma, America's Best Selling Brand of Rice

- Both White Rice and Whole Grain Rice are non-allergenic foods and are ideal for the gluten-free diet.
- Mahatma Brown Rice is 100% whole grain.
- Mahatma Jasmine Rice is a high-quality, long grain exotic jasmine, naturally-scented rice imported from Thailand.
- Mahatma Jasmine Rice carries the authentic seal of Thai Hom Mali Rice which guarantees the authenticity of the rice.
- Authentic Basmati Rice is a gourmet experience in aroma and taste. Basmati is non-glutinous rice that has been grown in the foothills of the Himalayas for centuries.
- Mahatma flavored rice mixes offer the perfect mealtime side-dish for many occasions. From the Louisiana traditional Monday, red beans and rice meal, or a Caribbean favorite Paella with Saffron Yellow rice mix, to the holiday favorite long-grain and wild rice, or any of our other six flavors, consumers find that Mahatma rice mixes are the perfect complement to any meal.
- Tanto el Arroz Blanco de Grano Entero como el Arroz Integral son alimentos no alergénicos y son ideales para la dieta sin gluten.
- El Arroz Integral Mahatma es 100% de grano entero.
- El Arroz Jazmín Mahatma es un arroz importado de Tailandia, de alta calidad, de grano largo, con un aroma exótico a jazmín.
- El Arroz Jazmín Mahatma lleva el sello auténtico de arroz Tailandés Hom Mali, que garantiza la autenticidad del arroz.
- El Arroz Basmati auténtico de la India es una experiencia gourmet en el aroma y el sabor. Basmati es un arroz no glutinoso que se ha cultivado por siglos en las estribaciones del Himalaya.
- Las mezclas de arroz Mahatma hacen los acompañantes perfectos para cualquier ocasión. Desde el tradicional sabor de Luisiana con su arroz y frijoles rojos, o el favorito caribeño de Paella con la mezcla de arroz y Zafrán, hasta los favoritos de las fiestas el arroz de grano largo y arroz Silvestre, o cualquiera de nuestras otras seis variedades, los clientes hayan que el arroz Mahatma es el complemento perfecto para cualquier comida.

RIVIANA FOODS INC., Houston, Texas

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RiteWay
FOOD MARKETS

Rite Way Food Markets Expansion Brings Convenience and Savings to the B.V.I.

New 21K Store Opens on Tortola

A TODAY'S GROCER
Feature Report

Roadtown Wholesale Trading Ltd (RTW) has opened its new 21,066 sq. ft. Rite Way Food Market showcasing a full range of food, beverages and related products.

The new Rite Way Food Market presents a fresh and beautiful format including, wider aisles, low-profile shelving, beautiful décor, enhanced lighting and easy-to-read signage to make the shopping ex-

perience more convenient for customers. The new Rite Way store, located at Pasea Estate, adjacent to the Cash and Carry, was unveiled to customers, Wednesday, September 15, following a opening program and ribbon-cutting ceremony.

After a musical prelude, Managing Director and Master of Ceremonies Simon Potter delivered the welcoming address. "The successful completion of the new Pasea store is an exclamation of our commitment to the Virgin Islands," Potter said. "For almost 50 years, Roadtown Wholesale has worked to pro-

vide high quality products and fair value with great customer service. The community has awarded us with their loyalty which has enabled this new and expanded facility," he added.

Following the invocation by Canon Ronald Branche, Rector of St. Georges Episcopal Church and remarks by company founder Peter Haycraft and the Honorable Ralph T. O'Neal, OBE, Premier of the British Virgin Islands, there were musical selections by RTW Choir.

The new Rite Way in Pasea features wide aisles, enhanced serv-



■ **MILESTONE ACHIEVEMENT** - Roadtown Wholesale Trading Ltd (RTW) opened its new 21,066 sq. ft. Rite Way Food Market showcasing a full range of food, beverages and related products, September 15 on the island of Tortola in the British Virgin Islands.



■ **RITE WAY FOOD MARKETS** Executive Chairman Mrs. Delma Maduro [at podium] introduces distinguished program participants [left to right]: Simon Potter Managing Director, Peter Haycraft, Founder and Majority Shareholder, and Canon Ronald Branche, Rector St. George's Episcopal Church.

ice and a layout designed to make the shopping experience more convenient for customers. "Shoppers will be most excited about the much expanded fresh departments, such as fresh produce, the delicatessen with freshly prepared meal solutions in the new "Grab-and-Go" section, individual cakes and artisan breads in the bakery as well as fresh fish, poultry and meals as well as the frozen and a dairy departments," said Janet Duplesis, Store Manager. Duplesis also added, "Our new layout is easier to navigate so shoppers can find everything they need in one place, saving them both time and money; and our Rite Way Team is only too eager to welcome an assist our customers".

As part of Rite Way's commitment to the communities in which it op-

erates, many offers and giveaways with support from its various food and beverage partners were presented during the grand-opening celebration. Suppliers with products featured during the grand opening included: Ocean Spray, who offered a raffle prize drawing for a Net Book. Other prize drawings included a front load washer give-away courtesy of Proctor and Gamble and a state-of-the-art performance mountain bike with a minimum purchase of Milo soft packs, courtesy of Nestlé. Other opening day offers included numerous food and beverage sampling booths, where shoppers were invited to try the latest in new recipe ideas and products as well as reduced price specials.

"To celebrate the opening of the new store and to ensure that Rite



■ Throughout the store, the emphasis is on FRESH, FRESH, FRESH. None more evident than in the produce department sourced and supplied by Sun International Produce Company, Pompano Beach, FL.

Way customers enjoy fantastic savings off their favorite everyday products, we are delighted to introduce numerous branded discounted items and other promotional offers. Throughout grand-opening month, customers can enter to win great prizes and experience activities that include tastings for the entire family. In addition, 5 lucky shoppers will win a gift basket worth \$100 full of fantastic products they know and love," said Nicol Garwood, Sales and Marketing Manager. The BVI community is made up of very hard working families and to say thank you for their continued loyalty and support, we're excited to be able to give our customers the best value for money in the BVI," added Garwood.

The new store includes energy-efficient technology and environmentally friendly features to reduce energy and water consumption and minimize waste. The store's skylights and exterior day light panels reduce the amount of energy required to light up the store, and very importantly the lighting and refrigerated equipment are all energy efficient. Additionally, the floor's finish reduces the need for chemical cleaners. Low-flow toilets and faucets reduce the water used in the bathrooms;

"The opening of Rite Way Food Market, Pasa is a very important milestone in the history of RTW and is part of an aggressive improvement program that started with the opening of the new Cash and Carry in June 2008 and the April 2010 opening of the New Rite Way Market in East End with a format and décor that mirrors the new Pasa store albeit on a much smaller scale," Executive Chairman, Delma Maduro told those gathered for the grand opening ceremonies.

She added, "We are most appreciative of our customers. We are extremely proud and pleased to finally present a store of this magnitude, a store that will introduce a much better shopping experience to the Virgin Islands Community."

The origins of Roadtown Wholesale Trading Ltd. go back to 1961, when founder and majority shareholder Peter Haycraft, started selling from small rented premises in Roadtown at the time when sugar, rice and flour were imported and sold mainly to small shops. General Mills Company was one of the first agencies in 1963. With visions of expansion, the company purchased its first cargo vessel, the M.V. Kilros and extended its services to Virgin Gorda by selling directly from this "floating store".

In 1970, after years of steady growth, including the acquisition of many international brands, the company built its first warehouse at Pasa Estate. Subsequent land acquisition, a merger in 1975 with O'Neal and Mundy Trading Co. Ltd. and increased warehousing facilities, resulted in a warehousing complex which houses the company's main Wholesale and Cash and Carry operations, the flagship Retail store and Administrative offices.

A Wholesale outlet replaced the M.V. Kilros in Virgin Gorda. In 1977 Roadtown Wholesale began operating its own retail supermarket chain called Rite Way Foodmarkets, which boasts four convenient locations on the island of Tortola, and a retail affiliate called Fine Foods. The company has exclusive rights to brands such as Kraft, General Foods, M&M Mars, Kellogg's, Nabisco, Coca-Cola, Mount Gay Rum, Heineken, Courvoisier, and a host of other house hold names.

Today, approaching its 50th year and over 300 employees, Roadtown Wholesale Trading Ltd., still maintains its leadership position as the territory's largest wholesaler and retailer of foods, beverages, and related goods.



■ RITE WAY SHOPPERS will find abundantly stocked Delicatessen and Bakery Departments featuring freshly prepared sandwiches, fresh breads and baked goods and a cheese Island featuring an extensive selection of domestic and international cheeses.



■ ICE CREAM LOVERS will find a real treat in the wide selection offered at the new store.



■ Fresh Dairy Department.



■ The Floral Department features cut arrangements, plants, and a wide assortment of gifts.



■ The new store has a fine selection of wine and spirits from around the world.



ONEHOPE Wine Debuts Exclusive Hand-Crafted Wines

ONEHOPE Wine, a company built on the cornerstone of creating high-quality, affordable wines and donating 50 percent of profits to a variety of causes, announced that its new vintage and all future wines are produced with Rob Mondavi, Jr. The hand-crafted wines are produced at the Michael Mondavi Family's Folio Wine Studio in Napa, CA from premier, hand-picked grapes grown in Napa, Sonoma, and California's Central Coast.

For each bottle of ONEHOPE Wine purchased, 50 percent of the profits stemming from that sale are donated directly to the ONEHOPE Foundation. In turn, the foundation donates 100 percent of proceeds to partner charities including the National Breast Cancer Foundation, American Forest Foundation and Snowball Express, which helps support families of fallen troops.

"It has been a pleasure to work with an esteemed winemaker such as Rob Mondavi, Jr.," said Brandon Hall, chief marketing officer of ONEHOPE Wine. "This partnership allows ONEHOPE to bring the highest quality wines to consumers while focusing on our main mission of giving back to our charitable partners."

While each varietal has its own distinct characteristics, ONEHOPE Wines overall are well-balanced, making them perfect for everyday drinking, special occasions and gift giving.

"Working with ONEHOPE to co-



create these wines has been an inspiring adventure," stated Rob Mondavi, Jr. "The company's entrepreneurial spirit and dedication to raising awareness around important causes that affect so many Americans is a common value that we share."

The available varietals of ONEHOPE Wine include:

ONEHOPE 2009 SAUVIGNON BLANC: Fifty percent of profits from the sale of ONEHOPE Sauvignon Blanc go to support the American Forest Foundation where one tree is planted for every bottle sold.

ONEHOPE 2009 CHARDONNAY: Fifty percent of profits from the sale of ONEHOPE Chardonnay go to support the National Breast Cancer Foundation whose focus is on education, prevention from early detection and treatment of breast cancer.

ONEHOPE 2009 PINOT NOIR, RESERVE - ARROYO SECO: Fifty percent of profits from the sale of ONEHOPE Pinot Noir are donated to the Children's Hospitals.

ONEHOPE 2009 MERLOT: Fifty percent of profits from the sale of ONEHOPE Merlot are donated to AIDS/Lifecycle in the effort to increase knowledge and awareness about HIV/AIDS.

ONEHOPE 2007 ZINFANDEL: Fifty percent of profits from the sale of ONEHOPE Zinfandel are donated to Snowball Express whose mission is to support families and children of fallen soldiers.

ONEHOPE 2009 CABERNET SAUVIGNON: Fifty percent of profits from the sale of ONEHOPE Cabernet Sauvignon go to support ACT Today! to help autistic children achieve their highest potential.

24-Ounce Beer Cans Roll Off

Genesee Poised for Growth in Convenience Store Channel

The first of millions of 24-ounce beer cans, rolled off a new \$3.5 million production line at The Genesee Brewery on September 16. The line, which took more than five months to install, has the capacity to package as many as 360,000 cans a day over three shifts. By October, 24-ounce cans of Genesee, Genny Light, Genesee Cream Ale, Genesee Ice and The Original Honey Brown Lager will arrive at convenience stores and retailers throughout the country.

"We recognize the growing consumer trend in single-serve cans. And we're confident beer drinkers will choose Genny when given a choice at retail," said James Pendegrift, vice president of sales for North American Breweries.

In order to make the product available, the Brewery had to undergo extensive construction. Crews demolished a 20-foot exterior wall in order to move the equipment into the second story location and installed an epoxy floor across a 10,000-square-foot area creating a space for the 150,000 pounds of equipment. "This production line was built into the existing floor plan to take advantage of unused space. Our new line upholds the best energy, quality and safety practices industry-wide," said Kenn Yartz, chief operating officer, North American Breweries. "We recently received AIB certification throughout the brewery in Rochester, which is the 'quality' gold standard in the food and beverage industry."

About a dozen new employees will manage the 24-ounce beer can line's daily operations. "There's room to grow as we continue our success," said Pendegrift. "Our sales team has been focused on securing distribution. To date, many national and regional chains have agreed to slot our 24-ounce beers."

According to Nielsen, single-serve containers account for more than 50 percent of beer unit sales in convenience stores. Retail sales of Genesee products are up more than 30 percent in that channel. The new products in single-serve 24-ounce beer cans are expected to spark additional growth for the Genesee family. "This is compelling for both chains and independent operators," said Pendegrift. "Having the right product mix will increase sales and build share. We believe the Genny 24-ounce can line-up provides the package size and value that beer drinkers are looking for, which will help our retail partners win."

"There's a lot of excitement around this. Having the right products consumers want, combined with the popularity of nostalgic brands like Genny, keeps our Rochester brewery busy," said Pendegrift.

Rheingold Beer Launched in Pennsylvania

Drinks Americas Holdings, Ltd., a leading developer and marketer of beverage products, announced that Rheingold Beer, New York's beer since 1883, is now selling in Pennsylvania through three distributors providing coverage in the eastern part of the state.

Kirchner Beverage, LT Verrastro Distributing and Durdach Brothers are providing coverage in the counties of Susquehanna, Wayne, Lackawanna, Wyoming, Pike, Monroe, Luzerne, Carbon, Tioga, Bradford, Lycoming, Sullivan, Clinton, Montour, Columbia, Northumberland, Union, Snyder, Schuylkill, Mifflin, Juniata, Perry, Dauphin, Lebanon, Cumberland, Fulton, Franklin, Adams, York and Lancaster.

A total of 2,600 cases were sold in for the initial launch into eastern Pennsylvania. J. Patrick Kenny, CEO of Drinks Americas, said, "The consumer takeaway and distributor acceptance of the brand has been extraordinary. Consumers across a variety of age groups remember Rheingold and want to try it. The taste is exactly what the 21-35 year old beer consumer wants in quality refreshment and easy to like beer, and the brand's retro heritage interests that same group of beer consumers." More about Rheingold's unique heritage can be found at www.RheingoldBrewingCompany.com.

Rheingold Beer is now selling in Metro New York, New Jersey, Connecticut and Pennsylvania in 12 oz cans.

A Mountain of Rutherford Dust

Restoration Project for the Napa River has Created a Mountain of Soil from this World-famous Wine Region

The Rutherford Dust Society's groundbreaking environmental restoration project for the Napa River has created a mountain of soil from this world-famous wine region. "This must be the most valuable dirt in America," says Gretchen Hayes, project coordinator. "It is truly a mountain of Rutherford Dust, and the greatest wines in America are grown in this coveted red soil!" Landowners have had this soil removed from steeply eroding river banks in order to provide fish habitat and restore the natural flow of the Napa River through the Rutherford American Viticultural Area.

For the past seven years, a river restoration team headed by Davie Pina, John Williams, and Andy Beckstoffer of the Rutherford Dust Society has worked with a wide range of stakeholders to develop a long-range sustainability program for the Napa River as it passes through the Rutherford AVA, between Zinfandel Lane and the Oakville Cross Road, south of St. Helena. Since 1972, the river has cut down as much as 15 feet, creating a simplified channel with degraded fish habitat and severely eroding banks. Despite these conditions, the Rutherford Reach remains the most critical spawning habitat for Chinook salmon in the Napa River. Twenty-three local growers have volunteered to sacrifice nearly 20 acres of top-quality vineyards in the heart of Napa Valley's finest AVA to restore the river to a more natural condition. "Our mission is to work collaboratively with neighbors and agencies to stabilize river banks, reduce the impacts of flooding, protect and enhance fish and wildlife habitat, reduce Pierce's disease pressure on vineyards, and provide ongoing education about the river and its watershed," says Beckstoffer of the project. "Our goal is a living river."

"This is a pioneering effort, to my knowledge the most ambitious river restoration project to date proposed on private property in California," says Hayes. "The Rutherford Reach Restoration Project is enhancing four-and-a-half miles of the Napa River from the perspective of both protecting private property and the river's ecolog-



ical value." To date, six landowners have rededicated seven acres of vineyard to the river corridor worth \$2.1 million. Lost grape production over the next 20 years will total \$1.6 million. Public funding critical to advancing this initiative has been provided by the California Department of Fish and Game, the Coastal Conservancy, the State Water Board, the American Recovery and Reinvestment Act, and the California Department of Parks and Recreation Salmonid Habitat Conservation Fund. Napa County matches all funds raised on behalf of the project and is overseeing construction, which began in 2009 and is being conducted in phases.

In 2009, the David Guggenheim Family and the Quintessa Estate were the first properties to undergo restoration construction. This past summer, The Ranch Winery, Frog's Leap, Caymus, and Carpy-Conolly Ranch provided for the wholesale setback of agricultural berms into valuable vineyard land to widen the riparian corridor, create refuge for young salmon and steelhead, and attenuate flooding. In 2011, Emmolo, Mee, Round Pond, Honig, and Sequoia Grove will join their neighbors in the river restoration effort, completing the first half of the project between Zinfandel Lane and the Rutherford Cross Road, and at Sequoia Grove vineyards.

Landowners along the Rutherford Reach are dedicated to restoring the river for future generations, and have funded a Channel Maintenance District for the purpose of maintaining the restoration for twenty years

Winn-Dixie Unveils New Look at South Miami Store

Winn-Dixie Stores, Inc. recently celebrated the grand reopening of its venerable South Miami store after months of remodeling. The newly-renovated store, located at 8710 S.W. 72 Street, exemplifies the company's overall fresh and local strat-

egy and now offers South Miami customers an enhanced shopping experience with first-rate service, upgraded departments and expanded features.

"Shoppers entering our newly remodeled store will now find them-



■ ALL SMILES - Winn-Dixie Store # 370 Store Director Edwin Rivas [center] pictured with Jorge Cabo, District Manager [left] and Max Cintado, District Center Store Specialist.



■ Winn-Dixie Stores, Inc. recently celebrated the grand reopening of its South Miami, FL, store after months of remodeling.

selves surrounded by colorful arrays of fresh and organic produce, flowers and other perishables in a cleaner, modern and more attractive setting. In addition, this store is now merchandised to fit the

lifestyles of the South Miami community," Randy Rambo, Southern Regional Vice President of Winn-Dixie Stores told TODAY'S GROCER. "This strategy goes to the heart of what our customers have told us

important to them, and it is what the shoppers of South Miami can expect from their neighborhood grocer."

Other favorites shoppers can find are Winn-Dixie's private label brands, including the Winn & Lovett™ line of gourmet foods, coffees and spices; national-brand quality Winn-Dixie and Winn-Dixie Organic & Natural labels; and the ValuTime® product line, which offers the ultimate in savings.

Additional features to be found at the remodeled South Miami Winn-Dixie include:

- Expanded Produce with wood flooring
- New store entrance
- Expanded Deli department featuring open-flame rotisserie oven, custom sandwich and sub shop and a cheese display
- Expanded Meat and Seafood department featuring Naturewell Beef, full-service meat case and ready-to-cook entrees
- Expanded Dairy department
- Expanded Bakery department featuring an assortment of specialty desserts, made-to-order cakes, bread warmer, and a Hispanic pastry case
- Larger selection of Organics and Naturals integrated throughout the store including gluten-free products
- Expanded wine section
- Large selection of Hispanic items

"With an enhanced product selection and expanded departments, customers will enjoy a fresh and local shopping experience every time they visit our store," said Jorge Cabo, district manager for Winn-Dixie. "We welcome our neighbors and friends to come in and see their new Winn-Dixie."



■ DISTRICT MEAT AND SEAFOOD SPECIALIST Ramon Loks.



■ Victoria Perez, District Deli/Bakery Specialist [left] with Chef Pepin who appeared during the Grand Opening.



■ SWEET SPOT - Already a popular favorite is the expanded Specialty Dessert selection.



■ Enhanced Deli Department featuring a variety of freshly prepared, ready-to-eat choices



■ WINN-DIXIE STORE #370 in South Miami, FL, features a well-merchandised Produce Department.



■ The newly-remodeled store features a wide assortment of chilled super premium juices.



Cooking Up the Saving\$

Quirch Foods Hosts Ninth Annual Buying Show

September 24, 2010 • Doral Golf Resort & Spa • Miami, Florida



■ HISPAMER/HICKORY FOODS – Thomas Pirkle; Laura Merced, Quirch Foods; Oscar Sema, HispAmer Corp. and Evelyn Denevi.



■ SANCHELIMA – Estelle M. Viera, Yandra Consuegra, Nayade Palsnero, Yaimera Hernandez, Ignacio Quirch, Yanisa Ofia, Diany Perez, Daniary Subirets and Wendy Reyes.



■ The KikiriQuirch Fresh Chicken 'hams' it up with brothers Ignacio, Bill, and Mauricio Quirch.



■ QUIRCH/PANAMEI SEAFOOD – Tim Swanson, Seafood Sales, Juan Garcia, Dir. of Seafood Purchasing, and Joaquin Cuevas, Seafood Sales [Puerto Rico].



■ MAMA ROSA'S PIZZA – Robert Villaseca, Acosta Sales; Mama Rosa's National Sales Mgr. Brent Buriff; Laura Merced, Quirch Foods; Bob Baucom, Mama Rosa's; and Mirtha Machado.



■ LUGARENO BRAND SAUSAGE – Caroline Lugareño and Maria Contreras.



■ Chef Walter Staib was featured at the Dietz & Watson exhibit.



■ PAN AMERICAN FOOD BROKERS – Maydelin Moreira, Anthony Garcia Moreira and Katy Mendez



■ QUIRCH FOODS MARKETING – Emmanuel Berrido, Lori Marcelino, Quirch Marketing Mgr. Jorge Roza, Victor Archavaleta, Susana Illera and Sumei Hagerman.



■ QUIRCH MEAT & LIVESTOCK AUSTRALIA – Carlos Perez, Quirch Foods; Linden Cowper and Stephen Edwards.



■ QUAIL INT'L – Mario Baro, Santana Sales and Marketing Group, Inc. with Arnold Cardaerli, Plantation Quail.



■ LYNCH BBQ COMPANY – Matt Haywood and Kevin Bouska.



■ MR. TANGO – Ricardo Presa, Rudolfo Rodriguez, and Avid Presa.



■ HispAmer Corp.'s Oscar Sema [left] with Joe Ciola, Hormel [right].

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Black Diamond Aged Cheddar Promotion Underway



DCI Cheese Company (DCI) has introduced "Spread Great Taste", a contest offering consumers the chance to create the next new flavor for Black Diamond's award-winning line of aged cheddar cheese spreads. Take One machines supplying free Black Diamond recipe

brochures will be positioned in participating retailers across the country during the promotion. Consumers with smart phones can connect directly to www.dcicheese.com/blackdiamond for coupons, recipes and beverage pairings via the brochure's smart phone tag. This website will also feature an online entry form and rules detailing the specifics of the October 1 - November 30 contest.

Black Diamond's world-renowned aged Cheddars represent more than 100 years of traditional craftsmanship by one of Canada's most acclaimed cheese producers. Black Diamond Aged Cheddars are noted for their classic, full flavor combined with a rich, crumbly texture and pleasant sharpness developed slowly through careful and natural aging. Black Diamond's award-winning gourmet cheese spreads are made with 2-year aged cheddar and feature the same robust flavor in a creamy, spreadable texture.

Black Diamond cold pack spreads are currently available in three flavors: Extra Sharp Cheddar, Cheddar with Merlot and Cheddar with Chardonnay. Through the enter-to-win contest, consumers will have the opportunity to develop the line's fourth flavor.

Submissions will be accepted through November 30, 2010.

Majority of U.S. Households Make Purchase Decisions Before Grocery Shopping

Before they ever enter a grocery store, most U.S. households have already made the majority of their purchasing decisions, and rarely buy on impulse, according to a recent report by The NPD Group, a leading market research company. The food and beverage market research report finds that 94 percent of U.S. households prepare a written shopping list prior to grocery shopping, and 72 percent of shoppers never or only occasionally buy items not on the list.

The NPD report, entitled *Before the Store*, which takes a holistic view of the grocery shopper from meal preparation, eating behavior, menu planning to shopping, also found that in most households there is one person with the responsibility for food and beverage shopping, and one person responsible for meal preparation—and most of the time that person is a woman.

Although the woman of the household tends to have the primary responsibility of grocery

shopping and meal planning, the grocery list preparation appears to be a family affair. Sixty percent of married and family households report contributions from other family members. Among younger households, a spouse is more likely to contribute to the household shopping list when kids are not present; whereas children provide input to the shopping list in nearly 40% of family households.

"For food and beverage manufacturers and retailers, it's all about getting on the list," says Ann Hanson, executive director of product development and author of the report.

"With so many purchasing decisions being made at home where meals are being planned and shopping lists assembled, it's important to focus on the consumer at home before they leave for the store."

NPD's *National Eating Trends*, which continually tracks all aspects of Americans' eating behaviors, shows that most U.S.

consumers (81%) eat dinner at home, and according to *Before the Store* most households plan these meals in advance.

As for purchasing items not on the list, according to the *Before the Store* report, while most shoppers don't purchase unplanned items while in the store, approximately one in four primary grocery shoppers are more impulse driven while grocery shopping. The top reasons for an impulse purchase are: saw it on promotion (80 percent) saw it in the store and remembered it was needed (67 percent), and looked like a good meal or snack solution (37 percent).

"While most grocery shoppers shop for their food items around once a week, consumers decide what to eat, drink, or serve many times a day," says Ann Hanson, director of product development and author of the study. "It's these daily activities, and the needs behind them, that drive their purchase decisions."

Key Industry Group Creates Center Store Taskforce

Continued from PAGE 1

PetCare Company, Kimberly-Clark, Anheuser-Busch, Campbell Soup Company and The Kellogg Company developed an action plan to demonstrate the significance of the center store to the total store performance. The Nielsen Company, Willard Bishop and Accenture are also partners involved in the project.

The taskforce will demonstrate to retailers and whole-

salers how the sales and profit contribution of the center store can increase trips to the grocery store and will help identify the perimeter departments and the center store categories that drive up the number of shopping trips. The group also plans to identify center store attributes that are seen as differentiating and equity building for retailers. The taskforce will study shopper attitudes toward the role of the center store and test new merchandising treatments, layouts and approaches.

Walmart Set Sights on South Africa-based Massmart

Continued from PAGE 1

erating under a variety of different brand names.

Doug McMillon, President and CEO of Walmart International, said, "Walmart's mission is to save people money so that they can live better lives. We believe this proposed acquisition is a great opportunity to deliver on that mission for all the people in the regions of the African continent where Massmart currently operates. We have the opportunity to leverage our experience from around the world to more effectively serve customers, create opportunities for our associates and add shareholder value. We are continuing to deploy our strategy to accelerate growth and improve returns in our international business and this region of the world fits with our focus on large, high growth markets. This potential combination with a market leader will enable us to add value to an already successful business through investments in people and technology. We respect and honor pre-existing union relationships and are committed to abiding by South African labor laws. We also look forward to serving communities and working with the leaders to support the continued development and momentum in the region."

Andy Bond, Executive Vice President with responsibility for Walmart's operations in the region, including the United Kingdom and Africa, said, "South Africa presents a compelling growth opportunity for Walmart and offers a platform for growth and expansion in other African countries. South Africa possesses attractive market dynamics, favorable demographic trends and



Walmart Stores, Inc. has made a preliminary, non-binding proposal which could, if successful, lead to Walmart making a cash offer to acquire Massmart Holdings Limited for ZAR148 per share.

a growing economy. We are fully aware and supportive of Massmart's Broad Based Black Economic Empowerment (BEE) program, and if the transaction is completed, we expect to continue and build on these efforts, working diligently with

appropriate parties to grow skills and socio-economic development, and to be a corporate and retail role model. We also look forward to moving towards a deal with Massmart to offer their associates enhanced opportunities to grow and prosper."

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FOOD LION GREAT GROCERY GIVEAWAY \$250,000 Grand Prize Winner Sherrie Couch (center) and her husband, Ronnie, receives a check from Food Lion representatives during Thursday's press conference at the Mocksville, N.C., Food Lion store on 1388 Highway 601 South. Food Lion representatives pictured include Mid-Atlantic District of Operations Manager Keith Nick, Mid-Atlantic District Manager Kathryn Sowers, Mocksville Store Manager Brian Sides and Vice-President of the Mid-Atlantic Region Troy Leshko.

Food Lion Announces Great Grocery Giveaway Promotion Winner

Food Lion presented a \$250,000 Grand Prize Winner check to Sherrie Couch from Mocksville, NC, September 23 during a presentation at the Mocksville store.

This was the largest check awarded as part of the company's summer Great Grocery Giveaway promotion.

"I am just so excited and thankful to Food Lion for this," Couch said. "The only thing I have ever won was a CD player; this is by far much better."

Couch said she used a lucky penny she found to scratch off the matching items on the ticket.

The promotion, which ended earlier last month, included customers of all Delhaize America banners including Bottom Dollar Food, Hannaford, Sweetbay, and Food Lion family of banners - Food Lion, Bloom, Harveys and Reid's. The Great Grocery Giveaway rewarded customers who shopped at these supermarkets by providing a scratch-and-win game card for every qualifying transaction.



Slated to open May, 2011, a new ALDI will occupy the space which formerly housed Steve & Barry's. The store's interior is currently being redesigned to accommodate an interior entrance and the convenience of five spacious check-out lanes. Shoppers will also enjoy a special "loading zone" at the mall entry for enhanced convenience when loading groceries into their cars.

ALDI to Open in Suburban Chicago Center

Officials with Westfield have announced the addition of a 20,000 sq. ft. ALDI grocery store to Westfield Chicago Ridge, an 800,000+ square foot regional shopping center outside of Chicago in southern Cook County, IL. This will be the first ALDI store located inside a regional mall in the United States.

Adding grocers to its centers illustrates Westfield's innovative approach to accommodating consumers' busy lifestyles. According to a 2009 online survey conducted by the International Council of Shopping Centers (ICSC), when shoppers were asked what types of stores and services they'd like to see at their local mall, having a grocery store was among the top three requests.

Slated to open May, 2011, the new ALDI will occupy the space which formerly housed Steve & Barry's. The store's interior is currently being redesigned to accommodate an interior entrance and the convenience of five spacious check-out lanes. Shoppers will also enjoy a special "loading zone"

at the mall entry for enhanced convenience when loading groceries into their cars.

"Westfield is leading the industry in integrating grocery stores into the traditional U.S. regional mall environment," said Chris Barnett, Westfield senior vice president. "This exciting approach of refreshing the prevailing retail mix delivers unprecedented convenience to our customers and new opportunity for our retail partners."

Grocers located in regional and super-regional shopping centers get immediate return. The stores benefit from drawing customers through mall traffic and from a larger trade area than a typical neighborhood grocery store. ICSC reports that a typical grocer trade area only draws from one to two miles, compared to regional mall trade areas that draw from ten to twenty times this distance.

According to data derived from online surveys of Westfield mall shoppers, the majority of customers had not planned to shop at mall specialty stores and the grocer, but

did end up shopping at both. Customers embraced the convenience by shopping first at retail stores then concluding their trip at the grocery. The survey also indicated that respondents "love the convenience" of "one stop" shopping.

"Introducing the new grocery category to our shopping centers is first and foremost a valuable new option for our customers, and a very positive move for our grocery store partners," adds Barnett. "We plan to expand this concept throughout our U.S. portfolio and are currently talking to a number of grocers."

"We are pleased to partner with Westfield on this fresh new approach to shopping convenience," said Mike Jessen, divisional vice president with ALDI. "The success of this concept has been illustrated at a number of shopping centers, and it's clear that mall shoppers embrace the convenience of one-stop shopping. We are excited to open our first ALDI location inside a regional mall in the United States."



All-Natural

Q.bel Chocolate Candy Releases Variety Pack

Nyack, New York-based Q.bel Foods, LLC, makers of the all-natural chocolate wafer rolls and wafer bars, recently introduced new packaging. The new bag consists of four varieties of Q.bel's chocolate wafer rolls: Peanut Butter with Milk Chocolate, Milk Chocolate (36% cacao), Dark Chocolate (52% cacao), and the new Deep Dark Chocolate (72% cacao). The bags, which retail for \$4.49-\$4.79, were designed specifically to give retailers several creative options for merchandising the Q.bel line.

"We decided to put individually wrapped chocolate wafer rolls into bags when moms at demos kept on asking us for a big package to keep in the pantry for packing into lunches or just for grabbing a little snack. But as the line developed, we realized that it offered us the perfect vehicle for broadening our distribution," said Bahram Shirazi, Founder and Chief Officer of Crunchy Goodness at Q.bel.

Denise Morrison Named Campbell's Exec. V.P./COO

Campbell Soup Company announced that Douglas R. Conant, 59, who has served as President and Chief Executive Officer since January 2001, has advised the Board of Directors that he plans to step down as CEO on July 31, 2011, the end of the company's fiscal year. The Board has elected Denise M. Morrison, 56, Executive Vice President and Chief Operating Officer, effective October 1, in anticipation of her election to succeed Conant as CEO at the beginning of fiscal 2012. Morrison has also been elected a Director of the company as of October 1.

"Doug has provided exceptional leadership to our company during the past decade," said Paul R. Charron, Chairman of the Board of Directors. "He conceived and implemented a strategic vision that transformed Campbell into the focused, highly competitive business it is today. He has built a superb executive team. Through his extraordinary personal leadership, he has created an organization with world-class levels of employee engagement and a powerful commitment to win in the marketplace, the workplace and the community, all with the highest standards of integrity. The legacy of his wide-ranging contributions and sterling personal values will long endure at Campbell."

In her new role, Morrison will be responsible for leading all of the company's global businesses. The businesses in the North America Soup, Sauces and Beverages division, International division and Pepperidge Farm will report directly to her. Morrison will also oversee corporate strategy, research and development and global marketing services. Other corporate functions will continue to report to Conant.



CAMPBELL'S NEW EXEC. VP/COO Denise Morrison with soon to be former CEO Douglas Conant.

Commenting on Morrison's appointment as COO, Charron said, "Denise is an outstanding leader with a commanding knowledge of Campbell's business and an impressive record of achievement. The Board is confident that in her expanded leadership role, she will drive strong business performance and enhance the company's strategies for accelerating growth across our powerful brand portfolio. We look forward to working with Doug and Denise to implement a smooth and successful leadership transition."

Morrison has 35 years of experience in the consumer packaged goods industry. She joined Campbell in April 2003 as Chief Customer Officer and was appointed President of Campbell USA in 2005. She has been the President of North America Soup, Sauces and Beverages since October 2007. From 1995 to 2003 she was employed by Kraft and Nabisco, serving most recently as Executive Vice President and General Manager of Kraft Foods' Snacks and Confections divisions. Earlier in her career, she held senior marketing and sales positions at Nestle USA. Morrison began her career at Procter & Gamble in 1975 and later worked at PepsiCo.

"I am delighted by Denise's appointment to this important new role at Campbell," said Conant. "She is a very talented executive who combines rigorous discipline and strong leadership skills with boundless passion for our brands and our people. Denise's long experience in the food industry has given her acute insight into the drivers of growth. I am confident that our global businesses will flourish under her capable leadership."

"I am honored to have been selected by the Board to lead Campbell's business," Morrison said. "I look forward to accelerating the growth of our great brands, capitalizing on our global opportunities and building on our people's engagement to reach their potential for high performance. Together we will continue to build the world's most extraordinary food company by nourishing people's lives everywhere, every day."

American Cowslip: A Redneck Comedy

An All-Star Ensemble Cast
Anchors a Madcap New Comedy



With a subconscious sense of impending doom, an obsessive loner must rise to the occasion to fix the life he's screwed up so badly in *American Cowslip: A Redneck Comedy*, now on DVD from Barnholtz Entertainment through Entertainment One.

Ethan Inglebrink (*Blevins*, *Kiss the Abyss*, *True Blood*) is a neurotic junkie who

hasn't left his yard in the California desert community of Blythe for nine years. Although Ethan is content managing an unhealthy obsession for his lush garden, his neighbor, the landlord and misanthropic high school football coach Trevor O'Hart (Rip Torn, *Dodgeball*, *Men in Black*, *The Larry Sanders Show*), has big plans for him... eviction. With few ways to avoid his eventual fate, Ethan becomes convinced that his only hope for survival will be if he grows the perfect American Cowslip, a stunning, rare flower that will be the centerpiece of his garden and a floral representation of his life—and maybe even win him the town's Garden of the Year contest, with its \$10,000 first prize, more than enough to cover his delinquent rent.

Bonus features include audio commentary with director Mark David, producer Tony Hewett and writer/star Ronnie Gene Blevins; and a behind-the-scenes featurette.

Running Time: Approx. 107 Minutes (Plus Bonus Materials)
DVD SRP: \$24.98

All-New Holiday DVD

Jolly Holiday

Ho-Ho-Wholesome Festive Fun



Deck the halls of your imagination and have a very merry time with this holiday-themed collection of five episodes featuring preschool favorites Barney™, Bob the Builder™, Thomas & Friends™, Fireman Sam™ and special guest Angelina Ballerina™ from Lionsgate and Hi Entertainment.

'Tis the season for holiday cheer! Ride through a winter wonderland with Thomas on a special Christmas tree delivery. Join Bob the Builder™ and his Can-Do Crew as they build a sleigh of their own to make it to the school Christmas Carol Concert in time. See Fireman Sam™ and his friends get into the holiday spirit with the most exciting Christmas lights display. Finally, enjoy the snow fall with Barney™ as he teaches Baby Bop™ that winter is a wonderful time for fun even when it's cold outside.

- Thomas & Friends – "Thomas' Tricky Tree"
- Bob the Builder – "Bob's White Christmas"
- Fireman Sam – "Santa Overboard"
- Barney – "Winter"

Bonus Episode: All new CG animated "Angelina Ballerina™ Spring Fling" – It's winter and Angelina and her friends are tired of being inside. To make spring come faster, Angelina and the mouselings try spring traditions from around the world. They learn about other cultures, have fun inside on a snowy day and end up having a wonderful, wintry day!

Running Time: 45 minutes • DVD SRP: \$14.98

Enjoy A Holiday Treat With

Angelina Ballerina: The Nutcracker Sweet



A holiday DVD collection isn't complete without the timeless Nutcracker tale, and Angelina Ballerina™ takes the story for a spin in her all-new DVD! Everyone's favorite ballerina shines in this delightful release *Angelina Ballerina: The Nutcracker Sweet* dancing onto DVD, Digital Download and On Demand from Lionsgate and Hi Entertainment.

Angelina Ballerina's new CG-animated series airs on

PBS KIDS in 95 million homes, and has re-launched the beloved brand that has over 25 years of rich publishing history. Grosset & Dunlap, a division of Penguin Young Readers Group, is publishing the book *Angelina Ballerina: The Nutcracker Sweet* this October, just in time for the holiday season. Supported by her friends Alice, Viki, Gracie, A.Z., Marco and teacher Ms. Mimi, Angelina is imaginative, clever, determined and passionate and always tries to make the best of every situation, inspiring little ones to pursue their big dreams.

Waltz into a land of sugar and spice with Angelina Ballerina in fresh new CG animation! Angelina is excited to perform the Dance of the Sugar Plum Fairy in the holiday showcase, but her sweet tooth may lead her to trouble. When too many candy canes and Mom's fabulous fruitcake give her a tummy ache, Angelina learns that sharing with friends is a lot more rewarding. Grab a front row seat for these charming new episodes and you'll be dancing on air with musical delight! Episodes include:

- "Angelina and the Front Row Ticket"
- "Angelina's Holiday Treats"
- "Angelina and Alice Mousikova"
- "Angelina's Gift for Ms. Mimi"
- "Angelina Keeps the Peace"

Running Time: 61 minutes • DVD SRP: \$14.98

Book Review

Friendly, Comforting and So Easy to Make 300 Best Casserole Recipes



By: TIFFANY COLLINS

Friendly, comforting and so easy to make—casseroles are perfect for today's hectic world. Life these days can be especially challenging—with the economic news combined with virtually everyone feeling pressed for time. Casseroles are the perfect go to meal, as they are so convenient, are loved by all family members, and yes, they are even nutritious!

Casseroles are perfect for working parents, busy couples, and young people just learning to cook, because they can be made ahead for an easy weeknight meal or for entertaining friends and family. And, they're ideal for households on the go because many of these delicious meals can be frozen in single or full servings, ready to accommodate everyone's crazy schedule.

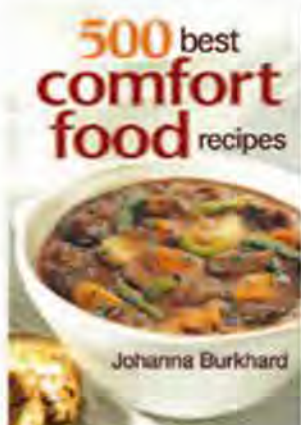
Most of the recipes featured in *300 Best Casserole Recipes* contain ingredients most of us already have on hand in our pantries or freezers. There are recipes and chapters for virtually every occasion and taste, from breakfast and brunch casseroles to vegetarian and gluten-free options, to classic chicken dishes, and it even includes divine desserts!

And, because Tiffany Collins has dedicated her life to leading a fit and healthy lifestyle, many of the recipes offer alternatives and tips, as well as other ways up way to lighten the recipes.

376 pages • 7 x 10 / 24 pages of color photography.

500 Best Comfort Food Recipes

Comfort Foods All Have One
Special Thing in Common:
They Make Us Feel Good



The warmth of soul-satisfying foods evokes memories of childhood favorites—of mom's kitchen and delicious family dinners. That spells comfort today, and Johanna Burkhard's recipes are simple and reliable, yet incredibly comforting and delicious. Many of them can be made ahead of time and frozen for later use.

Some of these inviting recipes include: Cheese-smothered Onion Soup, Harvest Vegetable Barley Soup, One-Hour Roast Chicken with Sage and Garlic, Zesty Barbecued Spare ribs, Best-ever Meat Loaf, Amazing Chili, and many others.

This is book is perfect for newlyweds just starting out, for college/university students on their own for the first time, and for the oodles of people who were never learned how to cook.

With recipe shortcuts and serving suggestions throughout, these are 500 delectable dishes that will inspire new comfort food traditions. And, can't we all use a little more comfort in our lives?

JOHANNA BURKHARD has enjoyed an active career as a food writer, cookbook author and public relations consultant. The author of seven cookbooks including her most recent *500 Best Comfort Food Recipes*, Johanna is a former feature writer and weekly columnist with *The Montreal Gazette*, and a regular contributor to a variety of publications including *LCBO Food and Drink*, *Canadian Living* and *Homemaker's* magazines.

Too Hot in the Kitchen

Holly Clegg Releases New Cookbook

Holly Clegg, author of the best-selling *trim&TERRIFIC*® cookbook series, has just released her latest book in the series, *Too Hot in the Kitchen: Secrets to Sizzle at Any Age*. The new fully illustrated cookbook aims to please women of all ages with delicious, easy recipes and great tips for eating healthy.

Presenting a healthy twist on everyday recipes, Holly has become known for showing how any recipe can be trimmed



down while staying terrific and full of flavor. *Too Hot in the Kitchen* helps take the chore out of cooking by offering fun, creative, one-stop shopping recipes for all cooking levels. The trendy new pantry-friendly cookbook also includes home-made cosmetic solutions for your skin, Spicy Advice tips, cooking for two, coffee pairing ideas and the nutritional

and diabetic exchange information for each recipe, making it a perfect gift for the dynamic woman.

"My vision was to create fun and scrumptious yet practical recipes that call for the least amount of ingredients to strike a chord with women in all stages of life," said Holly Clegg. "Too Hot in the Kitchen includes some of my favorite recipes prepared with a healthier slant, while keeping time and affordability in mind."

Whether preparing breakfast for the kids, entertaining the boss or hosting an at-home spa day with the girls, *Too Hot in the Kitchen* provides recipes and tips for every occasion. It's an ideal gift for any woman interested in spicing up the kitchen with Holly's flavorful ideas and helpful advice.

Price: \$24.95 • 256 Pages

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■ JOHN SACCOMANNO

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

One hundred and eighteen seconds. Welcome to the ultra convenient world of food shopping. Let me explain.

Recently, I had to pick up a loaf of bread on my way home from work. I decided to stop at a convenience store that I often use for my gas purchases, but I never had a reason to enter. Being curious, I decided to time my shopping experience. The total time spent, from the moment I got out of the car to the moment I returned to my car with the bread, was 118 seconds.

My son tells me all of his grocery transactions are like this. As a single person, his food purchasing is done in either a "fill in" or "immediate need" type shopping trip. As such, he has little reason to go to a supermarket. Local convenience stores, and to a lesser extent drug stores, are his grocers. But this manner of food shopping isn't limited to just the young and single. I recall accompanying my mom on a shopping trip a few years ago. Driven by convenience, she opted to pur-

chase her four food items at a drug store, passing up two grocery stores in the process.

According to the NPD Group, the convenience store industry saw traffic increase by 8 percent and store sales increase by an amazing 11 percent last quarter over the same period a year ago. NPD attributes these gains to, "the appeal of convenient locations and the need for a quick in and out shopping experience."

Convenience stores wear their promise to shoppers in their name. And as such, they spend an inordinate amount of time, resources and dollars making sure that they live up to this speed-of-service promise.

There has been a lot of press recently covering the plans of some of this nation's largest supercenters and supermarkets to open smaller stores, even some convenience-type stores. Affordable real estate and emerging urban food opportunities are often mentioned as the drivers compelling these retailers to consider these smaller formats. The one business driver that doesn't seem to be talked about much is the changing consumer.

The food shopper of today is signif-

icantly different than the food shopper of just a few years ago. In addition to the often-discussed, time-starved consumer, the traditional target market for the grocery industry is getting older, and as a percentage of the overall population, is shrinking. Each trend poses problems, together they could lead to significant marketplace disruption and eventual transformation of the retail grocery segment.

The US Census Bureau projects the population of 35 to 44 olds will shrink by 2 percent, while the 45 to 54 group will shrink by 5 percent over the next five years. During the same period, age groups 55 to 64 and 64+ will grow, respectively 13 and 16 percent. Data shows as people age they tend to spend less on groceries.

Not only is the traditional targeted group for the grocery industry getting smaller, it's also changing a key characteristic - family size. In 1980, 61 percent of American households were classified as married with families. By 2006, that percentage dropped to 51 percent. Though this isn't as extreme as Stockholm, where two thirds of the households are single person households, the trend is problematic. As sug-

gested by my son's food shopping habits, single people don't spend a lot of time in a grocery store.

Going forward, the industry can expect a grocery customer that will demand more efficient and convenient shopping experiences. Convenience stores and drug stores understand this demanding customer. It's the world they live in. And given their increasing interest in such customer service technology like self-checkout, they're investing in keeping this convenience edge. New and smaller formats introduced by large format retailers will be compared to these "convenient" stores.

I wonder if I'll be able to get in and out of these new formats in 118 seconds.

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.

Navarro Launches Web-based Portal for P-O-S Reporting

Navarro Discount Pharmacy has partnered with SONA, LLC to provide POS/Market Basket data reporting to suppliers. Retailer collaboration with suppliers is essential to increasing sales in this difficult economic environment. Retailers must not only rely on their knowledge of the category, but they must also leverage the vast knowledge of their suppliers.

"We believe that the depth of data sharing that Navarro intends to release together with our partner SONA will set new standards with respect to retailer and supplier collaborations," said Steve Kaczynski, CEO, Navarro Discount Pharmacy.

SONA, LLC provides a web-based dashboard driven data management solution that is extremely flexible and user friendly. Suppliers will have the ability to look into each category and understand what the key sales drivers are for the category. Custom product hierarchies and store clusters will enable suppliers to view the data in ways that will maximize the insights and drive sales.

"As a Hispanic centric retailer, we are committed to understanding our customers and their buying needs within every market we serve; in turn, our partnership with SONA will give our suppliers the tools needed to unlock the potential of this underserved market. We want our vendors to know and understand 'Hispanic' at the same level we do," added Jose Alvarez, Vice President of Merchandising.

Suppliers will also have the opportunity to review how their products influence the shopper's market basket. As a result, this level of detail will assist in uncovering opportunities for growth.



New Alvey 890 Palletizer to Debut

Offers Increased Pattern and Layout Flexibility

Intelligrated®, a leading automated material handling solutions provider, will launch the Alvey 890 mid-speed case palletizer as the company's showcase at PACK EXPO Chicago 2010, October 31-November 3. Designed with reliability and flexibility in mind, the Alvey 890 builds upon the proven Alvey 800 and Alvey 880 platforms, Intelligrated's most popular palletizer family with over 1,200 machines in operation

worldwide.

The Alvey 890 is the most flexible Alvey 800 series palletizer to date, able to form virtually any pattern with a wide range of package types and sizes on a variety of pallet platforms. The standard pattern creation utility has been enhanced to meet increasingly complex pattern requirements, including the ability to build four different layer configurations in one load. Capable of rates up to 75 cases per minute, the Alvey 890 features a compact footprint and flexible layout of front and side discharge configurations.

The Alvey 890 palletizer will also include enhanced diagnostics and alarm

history, lower noise levels, standard Ethernet communication capabilities, an improved frame design to reduce installation time and fully integrated and enhanced safety guarding with Category 3 controls.

"Alvey palletizers have always enjoyed a strong reputation as the workhorses of our industry and have a loyal following of customers based on a long history of proven performance," said Frank Pellegrino, vice president, machine products, Intelligrated. "The Alvey 890 continues this tradition and sets the industry standard with smooth, quiet operation and ease of use while providing optimal line flexibility."



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■ **FIRST LADY** Michelle Obama encouraged the restaurant industry to lead the effort against childhood obesity in remarks made to the National Restaurant Association's board of directors September 15 in Washington, D.C.

Restaurateurs Called to Lead Fight Against Childhood Obesity

First Lady Michelle Obama Addresses the National Restaurant Association

First lady Michelle Obama encouraged the restaurant industry to lead the effort against childhood obesity in remarks made to the National Restaurant Association's board of directors September 15. Mrs. Obama met with industry leaders to praise them for the work already done and to stress that the fight is far from over. Full editorial, photo and video coverage of the First Lady's remarks is available on foodchannelpro.com.

"Research shows that kids consume more saturated fat and less fiber and calcium when they eat out, and the meals in restaurants have twice as many calories as the meals they eat at home," said Mrs. Obama. She added that restaurants are responsible for one-third of the calories kids consume and that the decisions restaurateurs make can have a real impact on the way America's children eat.

"What I do know is that, in the restaurant industry, creativity is your life blood," Mrs. Obama said, adding, "It's what sets you apart from the competition and keeps customers coming back for more. And today I am asking you to use that creativity to rethink the food you offer—especially dishes aimed at young people. And to help us

make a healthier choice, the easier choice."

Speaking at the Capital Hyatt, the first lady said restaurants should offer smaller portion sizes, and more fruit and vegetable offerings, as well as more whole-grain foods. She also took aim at some of the marketing tactics that target children. "Your role in helping address childhood obesity isn't limited to what you put on your menus and how you label them for parents. It's also about how you market those products to our kids. Our kids don't learn about the latest fast food creations on their own. They hear about them on television advertisements and the Inter-

net and video games. And as any parent knows, this marketing is highly effective."

In March of 2010 the first lady launched her "Let's Move" campaign to knock out childhood obesity within a generation. Many observers have called Mrs. Obama's goal highly ambitious, as one out of three children in the U.S. are obese.

Mrs. Obama lauded the NRA for some of its initiatives. "Here at the NRA, you have developed the Food and Healthy Living Initiative to give restaurants a strong foundation for making healthy changes. You've launched a website, HealthyDiningFinder.com, to help consumers

identify healthy menu items in their area," she said.

The first lady also made it clear that she knew the task at hand was a difficult one. "Believe me, I know this is easier said than done." Mrs. Obama added, "We as humans are programmed to crave sugary, fatty, salty foods. But here's the catch: feeding those cravings doesn't just respond to those people's natural desires, it actually helps shape them." The first lady stressed that the good news is that it can work the other way just as easily. "With a little persistence and creativity, we can also turn them on to higher quality, healthy foods."

Since launching her campaign,

Mrs. Obama has made numerous appearances to groups who play a role in feeding America's children. Her campaign seeks to raise the nutritional level of school meals and to improve the access to healthier food in all neighborhoods. The Let's Move campaign also seeks to increase the levels of exercise that children get. The first lady has enlisted the help of sports celebrities, entertainers and politicians in her antiobesity efforts, which often are aimed at parents and teachers.

"It is clear that more American consumers are demanding healthy options," said Dawn Sweeney, president and chief executive officer for the NRA. "The restaurant industry is responding to consumers' preferences by providing options for their tastes and dietary needs. Offering more menu choices, cooking with healthier ingredients, and providing nutrition information for guests are just a few of the ways restaurants are answering consumers' interest in more healthful food options."

Following her speech, Mrs. Obama took time to meet with ProStart students from Maryland as well as several of the NRA's board members.



■ **The First Lady** draws a crowd of young supporters following the conclusion of her address to the NRA Board of Directors. She encouraged restaurateurs to rethink the menus they are offering to the youth of America.

San Francisco Alcohol Cost Recovery Fee

On a vote of 7 to 3, September 14, San Francisco's Board of Supervisors passed a groundbreaking "Charge for Harm" Alcohol Cost Recovery Fee ordinance. The new fee seeks to recover \$16 million for programs directly related to alcohol consumption in the city and county.

San Francisco Supervisor John Avalos, author of the measure, said, "We overwhelmingly voted to recover costs for alcohol-related treatment, hospitalization and transportation. We want companies who profit

from distributing alcohol in San Francisco to pay their fair share of the costs for these services."

The ordinance is California's first to assess alcohol wholesalers and distributors a minimal fee to mitigate alcohol-related medical costs at the local level. The wholesale fee will range from 3 to 5 cents per drink. Mayor Newsom, who has battled personal alcohol issues, reports receiving more than \$200,000 a year from a blind trust, which manages his ownership investment in var-

ious alcohol-related businesses. He has expressed his intention to veto the measure.

"Even though Mayor Newsom has a conflict of interest from his wine sales, he can still legally veto the ordinance," stated Bruce Lee Livingston, executive director of Marin Institute, the alcohol industry watchdog. "So fee advocates are now calling on Mayor Newsom to recuse himself and do nothing, that will save lives." If the mayor takes no action on the measure, it becomes law.

The fee is supported by a recent "nexus" study commissioned by the San Francisco Controller's office, which found \$17.7 million in annual costs for city-funded services such as treatment, prevention, medical transport, and hospitalization for alcohol-related illness.

Fire fighters, service employees, nurses, human services agencies, youth groups, faith organizations, seniors, LGBT groups, and the HIV/AIDS organizations supported the fee ordinance.



■ Dr. Tim Ryan, President of the Culinary Institute of America, and Texas Philanthropist, Kit Goldsbury, celebrate the opening of the not-for-profit culinary college's third campus in San Antonio, Texas.

CIA Opens its Newly Expanded Third Campus in San Antonio

The Culinary Institute of America recently celebrated the official opening of its expanded 30,000 sq. ft. campus in San Antonio, TX with a festival that included food, music, a healthy snack competition for local high school students, and culinary demonstrations by chefs ranging from Rick Bayless to Johnny Hernandez. The opening marks the completion of the second phase of the CIA's El Sueno initiative that was launched in San Antonio to promote Latino diversity in the foodservice industry.

The CIA, San Antonio was created in 2007 when San Antonio entrepreneur and philanthropist Kit Goldsbury presented the college with the largest-ever gift in private culinary education. This gift both founded the campus and enabled its expansion. Mr. Goldsbury joined college President Dr. Tim Ryan, CIA Board of Trustees Chairman Cameron Mitchell, and San Antonio Mayor Julian Castro for the grand opening ceremony and ribbon cutting.

"There's a foodservice industry reality that we'd like to change," explained Dr. Tim Ryan in his opening remarks. "Depending on where you live, 25% to 75% of kitchen and restaurant workers in the foodservice industry are Latino. However, just a small fraction of them rise through the ranks to leadership and ownership positions because they often lack the required education. The CIA is here to support an important mission - to elevate Latin American cuisines to their rightful places among the great cuisines of the world, and to provide access to a world-class



■ The Culinary Institute of America recently celebrated the official opening of its expanded 30,000 sq. ft. campus in San Antonio, Texas.

CIA education to young Latinos, so that they can assume the mantle of culinary leadership in the generations to come."

The campus expansion contains a number of world-class facilities to support the college's 30-week Culinary Arts Certificate Program currently offered in San Antonio. The first floor features three new teaching kitchens, two skills kitchens that were designed to support the CIA's core curriculum programs, and a one-of-a-kind Latin Kitchen that is unlike any other currently available in the world.

The second floor of the new facility features a professional bakeshop sponsored by Dunkin' Donuts, classrooms, and an additional demonstration theater and conference space that can accommodate up to 350 participants. The bakeshop was made possible by a one million dollar pledge by Dunkin' Brands CEO and CIA Board Member Jon Luther. It will enable the CIA to

educate students and industry professionals about traditional Latin American baked goods, which are still unfamiliar to many in North America.

The CIA expansion also features a new computer lab, library, and offices for the college's faculty and administration. The CIA, San Antonio facility has been designed to incorporate many "green" practices, including the use of ionized water for cleaning, a composting machine, a solar array that generates electricity, and the use of a recycled water tower to artfully cover the outdoor Latin Kitchen.

In addition to the CIA's 30-week certificate program in culinary arts, the CIA, San Antonio will offer professional classes such as Peruvian Cuisine and Classic Cuisines of Mexico: Puebla & Oaxaca; the annual Latin Flavors, American Kitchens Leadership Conference; and one-day to week-long culinary Boot Camp programs for food enthusiasts.

Stella Artois Crowns

Canada's Master of the Perfect Pour

Marc Pronovost from Barhaven, Ontario, poured his way to perfection at the Stella Artois National Draught Master Competition on Friday, September 24 at 99 Sudbury in Toronto, Ontario. Pronovost will represent Canada on the international stage on October 28 in London, England at the Stella Artois World Draught Master Competition. (Photo: CNW Group/Stella Artois).



Fast Casual Dining Unit added to Concessions at Cleveland Hopkins Int'l Airport

Flavors are taking flight and calories are staying grounded with the arrival of UFood Grill at the new Airmall® at Cleveland Hopkins International Airport (CLE). Airmall USA, Inc., a leading airport concessions developer in North America and operators of the Airmall at CLE, welcomed the fast-casual dining unit to Con-



■ Flavors are taking flight and calories are staying grounded with the arrival of UFood Grill at the new Airmall® at Cleveland Hopkins International Airport.

course B early last month. Operated by JJR Concessions, LLC, UFood Grill (1,100 sq. ft.) makes it easy for passengers to eat smart, whether it is low calorie, low carb, low fat, whole grain, or vegetarian. With a menu consisting of better-for-you versions of traditional favorites and innovative original creations, everything offered at UFood Grill is either baked, grilled or steamed.

UFood Grill has accessible nutrition information and an easy-to-navigate dietary guide to satisfy even the pickiest of passengers. It also gives customers choices, allowing them to combine the ingredients however they choose. The menu includes organic, healthy, and scrumptious options such as smoothies, soups, salads, and sandwiches.

"UFood Grill is a respected brand that is known for its healthy, organic menu," added Airport Director Ricky Smith. "We are pleased to add them to the concessions program and we are certain that passengers will welcome their arrival."

Now in its second year of development, the new Airmall at CLE will occupy 76,000 sq. ft. of retail space when it is completed later this year. The enhanced concessions program is also expected to double the current participation rate of local and minority-owned companies, dramatically increase the number of concession jobs, and double retail sales figures during the next decade.

Centerplate Appoints New Chief Operating Officer



■ CHRIS VERRROS

Centerplate, a leading hospitality provider to convention centers, sports stadiums and entertainment venues, announced the promotion of industry veteran and Executive Vice President of New Business Development, Chris Verros, to the newly-created post of Chief Operating Officer, effective immediately.

Verros, who has held senior leadership positions with many of the industry's best-known food and beverage providers over his twenty-five-year career, was most recently the President of Boston Culinary Group's premium services division. Prior to that, he was the President of Fine Host's recreation and leisure services as well as the Executive Vice President of FanFare. Over the course of his career, he has held a variety of operations positions, and has garnered respect as an effective hospitality manager. Verros served on the board of directors of the National Association of Concessionaires, and has also been an allied member of the International Association of Assembly Managers (IAAM), the prominent convention and entertainment industry trade organization, since 1993.

"We are a results-based and relationship-driven company, and I feel confident that under Chris's leadership, our combined efforts will deliver on this mandate," wrote Des Hague, Chief Executive Officer of Centerplate, in a letter to employees regarding the announcement. "Chris is one of the most respected and experienced leaders in our industry; he is the ideal candidate to direct our continued and enhanced success."

Patrick Drosch Named Lone Star President/COO

Lone Star Steakhouse & Saloon and Texas Land & Cattle Steak House announced that Patrick Drosch, formerly Chief Operating Officer, has been named President and Chief Operating Officer.

As part of his new responsibilities, Drosch will oversee the strategic direction, operations and evolution of the Lone Star Steakhouse & Saloon and Texas Land & Cattle brands, starting with soon to be announced restaurant remodelings and promotions.

"Lone Star Steakhouse and Texas Land & Cattle are nationally recognized brands, with reputations for rich, high quality Texas flavors and a warm sense of hospitality," said Mr. Drosch. "I'm very pleased to be taking on this new role and I look forward to working with the team here to continue strengthening and investing in both brands, and delivering the everyday value, the high quality menu, service and environment our customers have come to expect."

Patrick Drosch joined Lone Star Management on June 1 as Chief Operating Officer, leading the operating teams for the Lone Star Steakhouse & Saloon and Texas Land & Cattle Steak House brands. Prior to joining the Company, Drosch spent 14 years with Brinker International, where he became Regional Vice President of Operations for over 400 corporately owned Chili's Grill & Bars in the western half of the United States.



■ PATRICK DROSCH



Hooters Golf Tournament Raises \$100,000 to Fund Local Causes

Hooters held its 17th Annual Hooters Memorial Golf Tournament on September 20th raising \$100,000 to fund Hooters Community Endowment Fund (HOO.C.E.F.). The tournament is dedicated to preserving the memories of NASCAR Champion Alan Kulwicki and Hooters employees Mark Brooks, Dan Duncan and Charlie Campbell's whose lives were taken in an airplane accident near Bristol, TN on April 1st, 1993.

Over 180 golfers attended this year's tournament, held at the Marietta Country Club in Marietta, GA - just outside the Hooters of America headquarters of Atlanta. The money raised will benefit HOO.C.E.F. which will be used to fund various local charitable efforts across the country.



CAMACOL Again Honors AG of Florida

Associated Grocers of Florida has again been honored as 'Exporter of the Year' by the Latin Chamber of Commerce of the United States [CAMACOL]. The award was presented to AG of Florida, September 25, at CAMACOL's 45th Anniversary Dinner, in Miami, FL. This is the second year in a row AG has received this honor.

AG of Florida COO Christopher Miller [holding award] is pictured accepting the honor from CAMACOL officers - Fausto Alvarez, William Alexander [CAMACOL President], and Mario Gutiérrez [right].

Also accepting the award with Chris Miller are AG of Florida vice-presidents: Iris Cerullo - VP Human Resources, Wally Perez - VP Distribution Amaury Portela - VP of New Business Development, Gregg Young - Sr. VP of Sales, Luzmary Jimenez - VP Advertising, Loly Pinilla - Executive Assistant, Mitch Terry - VP of HBC/GM, and Jose Capellades - VP Export.

Sabra Rescues Firefighter from Culinary Rut

Philadelphia Firefighter Wins Grand Prize Trip to Turkey

Sabra Dipping Company, has announced the winner of its Taste Intervention competition. Philadelphia Firefighter Ray Clothier won the grand prize including a trip to Turkey. While there, Ray will attend Mediterranean Cooking School to bring him and a friend on a taste adventure.

Launched in conjunction with an advertising campaign and experiential tour, the Sabra Taste Intervention invited Sabra fans to nominate individuals who have fallen into a food rut for a "taste intervention." The entrants received votes from fans, with the finalists being judged by an expert panel of food connoisseurs including journalist Jennifer Lee, food reviewer and writer Kimberly Vetrano, nutritionist Heidi Skolnik, author and blogger Stephanie Im, food columnist and author Bonnie Tandy Leblang, and cookbook author and Aviva Goldfarb.

Ray is a main cook for the crew at Fire Station 56 in Philadelphia, and says "The members of Engine 56 work hard and deserve good food. I cook a lot of basic meals for my crew currently, and this trip is going to allow me to expand my abilities so that I can give the hard working members of Engine 56 new, delicious and healthy meals instead of the same thing week in and out. Engine 56 is like family to me and deserves only the best." In addition to the grand prize, Sabra also awarded



PHILADELPHIA FIREFIGHTER Ray Clothier is a big Eagles fan, and enjoys attending their games.

three winners a Taste Intervention in their own home with a meal prepared by Sabra Chef Colombe Jacobsen. Ten other winners will receive Taste Intervention kits delivered to their home to help them break out eating the same types of foods day after day.

GFS Announces New Leadership Structure

Gordon Food Service (GFS) has announced several changes being made to roles and responsibilities on its executive leadership team. The following changes are a product of the long-range planning process by the Gordon Food Service Board of Directors and will become effective November 1.

DAN GORDON will assume the role as Chairman of the Board of Gordon Food Service, Inc. Dan has served as Chief Executive Officer (CEO) for 20 years and will continue to provide lead-

ership and guidance to the organization.

JIM GORDON will fill the position of CEO and be responsible for all Gordon Food Service North America operations including GFS USA, GFS Canada, and GFS Marketplace®. Jim has been serving as President of GFS USA since 2005.

TONY GROLL will be promoted to President of GFS USA and will be responsible for all distribution operations in the U.S.

RANDY PLEKKER will move into a newly created role of Executive Vice President/Chief

Strategy Officer and will be leading the effort to create, develop, and execute corporate strategies on a North American basis.

JAY ZYLSTRA will be named President of GFS Marketplace and will continue to lead this growing business segment. Kevin Toren has accepted the role as Chief Information Officer for North America.

Continuing in their respective positions, Frank Geier leads the company's efforts in Canada as President of GFS Canada, and Jeff

Maddox serves as the Chief Financial Officer for Gordon Food Service North America.

Commenting on these developments Dan Gordon said, "We are implementing these changes to establish an organizational structure that is built for the future and the continued growth of our business. Our goal is to strengthen resources committed to strategic planning and execution, to direct the company with a more North American approach, and to reinforce the continued leadership by the Gordon family."

Winner of Pop-Tarts FUNd Contest Announced

The Morris family of Plano, Texas has been selected as the grand prize winner of the Kellogg Pop-Tarts \$25,000 FUNd Contest, giving them the ultimate opportunity to bring fun back to their hometown community for all to enjoy. On September 1, the winner announcement was made live at the Pop-Tarts World store in Times Square by Pop-Tarts® brand ambassador and celebrity comedienne Caroline Rhea. The Pop-Tarts FUNd Contest, part of the overall mission to bring fun into the lives of families across America, was created to support the individual or family who presents the best idea for creating and spreading fun within their family and community, and the Morris family prevailed.

The Morris family was selected as one of the four contest semi-finalists for their idea entitled "This Side Up!" To create fun in their hometown area, the Morris family proposed using the \$25,000 FUNd to create a non-profit family fun center for that will serve the community by providing parenting education and values-focused entertainment for the whole family. As a semi-finalist, the Morris family received a trip to New York City to for-



■ POP-TARTS \$25,000 FUNd awarded to the Morris Family of Plano, Texas by comedienne Caroline Rhea and Kellogg brand representatives.

mally present their idea in person to Rhea along with the three additional semi-finalists at Pop-Tarts World.

"Pop-Tarts toaster pastries have always been a great source of fun in the American household," said Pop-Tarts brand associate marketing director Scott Sundheim. "This \$25,000 FUNd contest is just another way that Pop-Tarts brand is looking to spread fun far and wide, and we're thrilled with the over-

whelming response we received."

The Pop-Tarts \$25,000 FUNd Contest included one selected semi-finalist per week during the month-long contest and a final fourth candidate was selected live at the in-store casting call on September 1 at Pop-Tarts World. Entrants needed to submit a two-minute original video at Pop-Tarts Sprinkling's Facebook page describing how their idea would sprinkle fun throughout their lives and communities.

Walmart Foundation Supports Next Generation of College Students

Awards \$3.3 Million to Alliance for Equity

The Walmart Foundation has announced a \$3 million grant to the members of the Alliance for Equity in Higher Education to increase college success rates at Minority Serving Institutions (MSIs). The grant benefits higher education institutions serving a large number of first-generation college students.

Funding will support the identification of campus support strategies that have a positive impact on first-generation students' success,

and then replicate those initiatives throughout the network of MSI institutions in the Alliance.

"Supporting education initiatives is a priority for Walmart because we see it as an investment in the next generation. Students today are the leaders of tomorrow," said Margaret McKenna, president of the Walmart Foundation. "Supporting the Alliance and their member institutions will help ensure first-generation college students receive the vital support and guidance they need to graduate."

The Alliance for Equity in Higher Education is made up of the

American Indian Higher Education Consortium (AIHEC), the Hispanic Association of Colleges and Universities (HACU) and the National Association for Equal Opportunity in Higher Education (NAFEO), which serves Historically Black Colleges and Universities. The Alliance was established in 1999 and currently represents more than 600 MSI campuses.

Leadership at the Alliance, including Carrie Billy, president of the American Indian Higher Education Consortium; Antonio Flores, president of the Hispanic Association of Colleges and Universities and Lezi Baskerville, president & CEO of the National Association for Equal Opportunity in Higher Education, agree that programs supporting students at MSIs are vital to ensuring college students graduate in record numbers and are prepared to contribute to society as professional and civic leaders.

Walmart and the Walmart Foundation support educational opportunities that promote youth success. In 2009, Walmart and its Foundation gave more than \$53 million to fund educational programs in communities across the country, including programs that support teachers, Veterans' education and adolescent literacy, among others.



■ IGA KIDS FEST WINNER Cristine Swanson of Wilton Manors, FL, and her daughters Jade and Ruby Goycochea are pictured receiving their prizes from Neighbors IGA owner/operator Luis Diaz, Jr. and Chris Lavoy, Vice President-Store Brands/IGA, Associated Grocers of Florida, Inc.

South Floridian IGA Contest Winner

A South Florida woman has captured Second Place honors in a recent IGA national marketing event. Cristine Swanson of Wilton Manors captured two prizes in the IGA 'Kids Fest' contest, one of four such annual sweepstakes.

Cristine is a regular shopper at Neighbors IGA in Sunrise, FL, from which her winning mail-in entry was obtained. She won a \$1,000 check and a \$500 gift certificate to Sports.online.

Grocery Sales Veteran Joins Old Orchard

Old Orchard Brands has named Doug Acree as Regional Business Manager serving the greater New York metropolitan market. Acree will be based in a satellite office in Boonton, New Jersey, and reports directly to Mark Saur, founder and CEO of Old Orchard Brands.

Acree has more than 25 years of grocery and consumer product sales experience to add to the growing juice brand. He brings a track record that includes a number of past national sales awards, and a skill set developed by holding top business development positions for international consumer products companies spanning across grocery and health and beauty categories, including American Italian Pasta Company and L'Oreal Cosmetics.

The addition of Acree underscores Old Orchard's commitment to building consumer preference for its healthy, economical and family-friendly juice products in Metro New York grocery retailers.

"Doug is not only experienced in the field, but he's from the area, so he understands what it takes to grow our brand in that market," said Saur. "His presence is going to make a big impact on our success going forward."



■ DOUG ACREE

COMING EVENTS

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.

MARCH

18-20 INTERNATIONAL ARTISAN CHEESE FESTIVAL Miami Airport Convention Center, Miami, FL. For additional details go to: www.thecheeseconnection.com.

MAY

10-12 FOOD MARKETING INSTITUTE (FMI) Future Connect 2011 Leadership Conference. Dallas, TX.

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.

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

Holiday Baking Tips Available Around the Clock With the Crisco Pie Hotline

Home bakers have another reason to celebrate this holiday season: the Crisco® Pie Hotline is back for a fifth year to offer pie-baking tips, time-saving hints and extended holiday hours to talk one-on-one with the Crisco pie pros. Last year more than 4,000 consumers called into the Crisco Pie Hotline (toll-free, 1-877-FOR-PIE-TIPS/1-877-367-7438) to help ease the stress of holiday baking and to find answers to all their pie questions.

Available 24 hours a day, the Crisco Pie Hotline has the answers to some of the most common pie-baking questions including: "How can I bake a flaker pie crust?" "How do I prevent my pie crust from shrinking?" "How long can I freeze an unbaked pie?"

From troubleshooting with live pie experts to practical storage solutions to tips for cutting prep time, the Crisco Pie Hotline is a one-stop resource to help ease the stress of holiday baking. A live pie expert can be reached Monday through Friday from 9:00 a.m. to 7:00 p.m. ET. For bakers who are seeking last minute advice, the Pie Hotline offers extended hours from 8:00 a.m. to 8:00 p.m. ET from November 15 through November 24 and December 13 through December 23. Live experts are not available on Thanksgiving Day, the Friday after Thanksgiving, Christmas Eve or Christmas Day.

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