

TODAY'S GROCER

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Walmart Capital Strategy to Drive Global Growth

Wal-Mart Stores, Inc. presented its global plans for growth of its operating segments for the current and next fiscal year at its annual conference, October 13, for the investment community.

The company lowered the high end of its range for the current fiscal year 2011 forecast for capital spending by \$1 billion. Total capital spending for the current fiscal year ending Jan. 31, 2011 now is projected to range from \$13 to \$14 billion, down from the previous range of \$13 to \$15 billion. Last fiscal year, the company spent \$12.2 billion on capital projects. Total capital spending for next fiscal year, ending Jan. 31, 2012, is projected to range from \$13.5 to \$14.5 billion, an increase of approximately 3.7 percent based on the midpoint of the two ranges.

"Our financial priorities of growth, leverage and returns drive our decisions on capital investment," said Charles Holley, executive vice president, finance and treasur-

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Bimbo Bakeries Adds Sara Lee N.A. Fresh Bakery Portfolio

Bimbo Bakeries USA announced that its parent company Grupo Bimbo, S.A.B. de C.V. has acquired the North American Fresh Bakery business of Sara Lee Corporation. The acquisition is subject to regulatory review.

"This transaction demonstrates Grupo Bimbo's commitment and singular focus on baking," said Gary Prince, BBU President. "Our goal is to build a U.S. bakery business that provides the highest quality products and best value to customers and consumers."

This acquisition is highly complementary across product lines, bakeries and geographies. Sara Lee's product family, including Soft & Smooth™, fits well with Bimbo Bakeries' variety bread and specialty products. "Over the past decade Sara Lee has built a successful portfolio with its Soft & Smooth™ breads which is a perfect complement to BBU's line of variety products," said Prince. The companies' bakery networks also are well balanced. "When added to BBU's facilities, Sara Lee's bakeries provide us with a strong national network, as

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Best of Both Worlds

Publix' New Hybrid Format Combines Traditional with Non-traditional Shopping Experience

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STEVE MICHELI
Store #1337 Manager

TOM MCLAUGHLIN
Lakeland Division Vice President

JOE TAYLOR
Regional Director

JEFF WILLIAMS
District Manager

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Jay Ricker Says:

Engagement is Critical

Engagement, an overriding theme of the NACS Show, was clearly the dominant theme of outgoing NACS Chairman Jay Ricker's Opening General Session address on October 6 at the NACS Show.

Ricker encapsulated his past year as chairman with three stories about engagement: with the media, with customers and with elected officials.

The first story related to the media and this year's BP oil spill. "Like many of you,

I'm branded, and have been a long-time supporter of my brands. Mainly, my brand is BP. And that was a challenge this year for anyone selling that brand," said Ricker. And while his stores initially lost sales because of consumer outrage over the spill, sales losses were not as great as feared for his Indiana-based stores.

"In the past decade, we have been



JAY RICKER

much more engaged with the media. NACS has led this effort," said Ricker. "I truly believe that we have changed the national conversation about our industry."

Ricker said that it's the industry's

job to communicate our industry's voice, "Before someone else does." Because retailers have done that, there have been far fewer negative stories and many more positive stories about the industry over the past decade, he noted.

"Our experience this summer clearly showed that the more work you do upfront, the more you can control your destiny," said Ricker.

Despite all of the engagement with the media, noted Ricker as he transitioned to his second story, he did lose sales at several stores, five in particular. Ricker felt that to change consumer perceptions, he needed to engage with customers at these five stores in particular. So the Ricker Facebook site broadcast a simple message: come meet the

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Front-of-Pack Nutrition Labeling Initiative Announced

America's leading food and beverage manufacturers and retailers joined forces today in the fight against obesity and announced their commitment to develop a new front-of-package nutrition labeling system. The unprecedented consumer initiative will make it easier for busy consumers to make informed choices when they shop.

This program will add important nutrition information on calories and other nutrients to limit to the front of the packages of many of the country's most popular food and beverage products. To appeal to busy consumers, the information will be presented in a fact-based, simple and easy-to-use format. In the coming months, the Grocery Manufacturers Association (GMA) and the Food Marketing Institute (FMI) will finalize the details of the initiative, including the technical and design elements. In addition, details will be finalized on

how to provide consumers with information on nutrients needed to build a "nutrient-dense" diet and on "shortfall nutrients" that are under-consumed in the diets of most Americans.

"The food and beverage industry is committed to empowering consumers by providing them with the products, tools and information they need to achieve and maintain a healthy diet," said GMA president and CEO Pamela G. Bailey. "This initiative comes on top of the 20,000 healthier product choices we have developed, the responsible marketing practices we have adopted and the tens of millions of dollars we spend annually on healthy lifestyle promotion."

Consumers will begin to see the new label in the mar-

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NGA 2011 General Session to Focus on the Consumer

The National Grocers Association (N.G.A.) 2011 N.G.A. Annual Convention and Supermarket Synergy Showcase (S3) Tuesday General Session will be entitled "Today's Consumer Marketplace and What To Expect Next." Supermarket Guru, Phil Lempert will explore today's current consumers and provide attendees with an understanding of today's consumer and how to use that information to more effectively compete in today's environment.

The N.G.A. Annual Convention will be held February 13-16, 2011 at the Mirage Hotel in Las Vegas, Nevada.

Without question this recession has changed the way consumers go to market. Impulse shopping is down; frugality, price-value trade-offs, the search for value across multiple channels, and careful analysis of needs versus wants dominate the new economic culture. While many reports say that

consumers around the world are more confident about the years ahead, Americans still seem relatively unconvinced there will be drastic improvement. The employment market has not improved as people had hoped. Government bailouts have yet to truly benefit consumers. Banks remain wary about extending credit and smaller community banks with exposure to

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JEFF BURT

Kroger Names Jeff Burt as Group V.P.- Perishables

The Kroger Co. has promoted Jeffrey D. Burt to the position of Group Vice President of Perishables Merchandising and Procurement.

Burt previously served as Vice President of Deli/Bakery Merchandising and Procurement for the Company, a position he has held since 2004. Prior to that, Burt held leadership roles at QFC, the Kroger division based in Seattle, WA. Burt began his career with Kroger in 1986 as a management trainee. He has held a variety of significant management positions with the Company in Cincinnati, Indianapolis, and Seattle, including store manager and produce merchandiser.

"Jeff is an excellent merchandiser with a deep understanding of our customers' preferences in the perishable departments," said Rodney McMullen, Kroger President and Chief Operating Officer. "His experience and leadership will help guide the growth of our important produce, meat, seafood, deli and bakery offerings."



Glenn Dickson, Regional Director, Save-A-Lot; Marc Sutherland, Marketing & Communications Manager, Feeding America Tampa Bay; Sylvia Kapous, Pinellas Warehouse Coordinator, Feeding America Tampa Bay; Rob Greaves, Logistics Manager, Feeding America Tampa Bay; Lucinda Perry, Community/Government Relations Manager, Save-A-Lot; and Calvin Goodwin, District Manager for Save-A-Lot.



St. Petersburg Mayor Bill Foster reads his city's proclamation honoring the new Save-A-Lot at 2800 34th Street North in St. Petersburg, FL.

Save-A-Lot Opening Benefits Tampa Food Bank

St. Pete got a new Save-A-Lot supermarket on October 20, and as part of the grand opening celebration, Feeding America Tampa Bay got \$5,000 in grocery store gift certificates. Save-A-Lot presented its special donation to the Food Bank to help families in the city by providing nutritious food to those in need.

"We have focused a lot of extra effort and resources into this county in recent months, so we are even more grateful for Save-A-Lot's generous support at this critical time", said Sylvia Kapous, who manages Feeding America Tampa Bay's Pinellas County branch warehouse.

The Food Bank opened the 13,750 sq. ft. branch facility in June to address the growing rate of food insecurity affecting the second largest county in Feeding America Tampa Bay's 10-county service area. Recent data reports that 16 percent of the Pinellas population is food insecure, which equates to 145,800 residents.

The new Save-A-Lot at 2800 34th Street North in St. Petersburg, FL also kicked off grand opening day with a special proclamation read by Mayor Bill Foster, and a fun "Race For Savings" shopping cart with three children from the Kids Cafe Christian Outreach, one of the Food Bank's 68 agency partners in Pinellas County.

Fresh & Easy To Open 10 Stores in S. California in '11

Fresh & Easy Neighborhood Market has announced plans to open ten stores in southern California early next year. The company expects to hire more than 210 employees to staff.

Southern California stores opening early next year include: January 12, El Cajon - 2nd St. & Madison Av.; February 9, El Toro Rd. & Tobauco Rd. - Lake Forest; Newport Blvd. & Harbor Blvd. - Costa Mesa; and Camino Del Norte & Dove Canyon Rd. - San Diego. February 16, Oceanside Blvd. & Vine St. - Oceanside; Alameda St. & Florence Av. - Walnut Park; and Seaward Ave. & Thompson Blvd. - Ventura. February 23, Arneil Rd. & Las Posas Rd. - Camarillo and Bonita Ave. & San Dimas Canyon Rd. - San Dimas. March 30, Atlantic Ave. & 33rd St. - Long Beach.

"We're thrilled we're able to create even more good paying jobs with competitive pay and comprehensive benefits every time we open another store," said Fresh & Easy's CEO, Tim Mason. "Our people are the most important part of our business and we look forward to growing our incredible team."

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

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

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sales@giroskiagrogroup.com

4 On the Promotional front



ON THE AIR - Taking to the streets this football season, House-Autry Mills is sponsoring a pair of college football radio road shows: ESPN College Game Day (a two-hour pregame broadcast on Raleigh-Durham radio stations 99 The Fan and 620 The Buzz) and the Southern Fried Football™ Tour, a pregame spinoff of the syndicated "Primetime with the Packman" radio show, airing on stations throughout the Carolinas.

House-Autry Mills Tackles the College Football Scene

North Carolina Company Implements Program to Target Football Fans

Where there is college football, there is tailgating — and where there's tailgating in the Carolinas, there is good Southern food. House-Autry Mills' newest game plan is honing in on this tradition with an innovative marketing campaign revolving around the world of college gridiron.

Taking to the streets this season, the nearly 200-year-old company is sponsoring a pair of college football radio road shows: ESPN College Game Day (a two-hour pregame broadcast on Raleigh-Durham radio stations 99 The Fan and 620 The Buzz) and the Southern Fried Football™ Tour, a pregame spinoff of the syndicated "Primetime with the Packman" radio show, airing on stations across North and South Carolina. The two shows are traveling to a combined 18 games throughout the Southeast, including the ACC Championship.

Broadcasting from their respective college campuses of the week, the radio shows incorporate House-Autry into their productions with mobile billboards, T-shirt giveaways, product sampling, and of course,

classic tailgate entertainment: cornhole on House-Autry branded boards. Among their online promotion efforts, the company has utilized social networking, email blasts, and advertising on espntriangle.com and southernfriedfootball.com. Also, to lend a helping hand to fans preparing for the perfect pregame picnic, House-Autry's website features a rundown of recipes for tasty tailgating food.

With their 200th anniversary approaching in 2012, the company is endeavoring to redefine their historic brand, moving forward with this comprehensive campaign to draw visitors to House-Autry.com and connect with a newer consumer base.

"This program is inspired by our brand's authenticity and our customers' enthusiasm," said Keith Vines, vice president of sales and marketing for House-Autry Mills. "Our products have been the centerpiece of countless home-cooked meals throughout the years—and the tailgating twist is a very timely and practical way to relate this brand to a popular pastime and introduce it to a new generation."

Navarro Freezes Prices on Products

Navarro Discount Pharmacy is freezing current prices from now until December 31, 2010 on more than 2000 product SKUs from brand names such as Johnson & Johnson, Badia, Healthtex and Select Nutrition.

"This continues our commitment to enhancing the customer experience while shopping at Navarro," said Steve Kaczynski, CEO, Navarro Discount Pharmacy. "We also want our customers to shop with confidence during the holidays knowing they got the best deal possible."

The price freeze campaign, from now until December 31, 2010, holds the price at today's level regardless of any later increases which would be absorbed by Navarro. The products being frozen are marked with a special tag and include categories such health and beauty, pharmacy, vitamins, over-the-counter and household.

With 28 stores and approximately 1,500 employees in Miami, Navarro is the largest Hispanic-owned drugstore chain in the U.S.

World's Largest Chanukah Menorah in NYC

The World's Largest Chanukah Menorah is proudly standing at New York's most fashionable plaza, Fifth Avenue and 59th Street, by Central Park, between the Plaza and the Pierre Hotels. The first candle will be lit on Wednesday evening December 1, and the full Menorah will be lit on Wednesday evening December 8. Over the years the World's Largest Menorah was lit by New York City Mayors, Abraham Beame, Ed Koch, David Dinkins, Rudolph Giuliani and Michael Bloomberg, Governors Mario Cuomo, George Pataki and David Paterson, United States Senators Jacob Javits and Charles Schumer, as well as many other dignitaries.

"The Menorah stands as a symbol of freedom and democracy, strength and inspiration, delivering a timely and poignant message to each person on an individual basis," said Rabbi Shmuel M. Butman, Director Lubavitch Youth Organization.

The Menorah was certified by Guinness World Records as the World's Largest. It was specially de-



signed by world renowned artist Yaacov Agam who lit the Menorah many times. It was inspired by

a hand drawing by the Rambam (Maimonides) of the original Menorah in the Holy Temple of Jerusalem.



A&P Debuts Food Emporium Private Label Brand

The Great Atlantic & Pacific Tea Company has introduced a new collection of international specialties, The Food Emporium Trading Company.

A&P, Waldbaum's, SuperFresh and The Food Emporium stores now feature this new collection of international specialties.

From the markets of Marrakech to the olive groves of Italy from the best bakeries to the tropics of Thailand, The Food Emporium Trading Company has searched far and wide to bring back some of the best undiscovered culinary garnishes, snacks and sauces. So your customers can leave their passports at home and let The Food Emporium Company take their taste buds on a trip they won't soon forget.

White Castle: Detroit's Angel of the Night



White Castle System, Inc. Assistant Regional Director, John Chin, (left) and Cheryl Collier (right), Detroit District Supervisor join Detroit Mayor Dave Bing (center), during the annual Angel's Night kick-off. White Castle is Angel's Night original sponsor. For the 14th year White Castle provided over 10,000 free hamburgers, fries and beverages to Angel's Night volunteers October 29-31.

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6 Beverage



Bolthouse Farms Makes a Hawaiian Holiday Experience A Reality

Ever wonder what it would take to have each day begin like a tropical island morning? Fortunately premium juice producer Bolthouse Farms has bottled the tranquility and exotic experience of the islands with its new Hawaiian Holiday Passion Orange Guava juice!

Inspired by a local Maui recipe, Hawaiian Holiday Passion Orange Guava effortlessly blends the luscious tropical flavors of passion fruit, premium Valencia oranges, and delicious guava. Bolthouse Farms expertly selects each passion fruit, orange and guava to effortlessly capture the fresh, on-the-island tropical flavor of a Hawaiian vacation in each bottle.

With eight hearty servings of fruit in each 32 ounce bottle, Hawaiian Holiday Passion Orange Guava is all-natural, with no preservatives, no sugar added, no artificial color, no artificial flavor, no GMO and is gluten free.

The Hawaiian Holiday Passion Orange Guava juice from Bolthouse Farms comes in a 32-ounce bottle, and is available nationwide.

KeepWell Foods Launches Nutritional Food & Beverage Company



Sparkling Ice



Add a Spark to Your Water

Delicious, zero calories and healthy? Sounds too good to be true...but prevail...it exists! Sparkling ICE combines fresh mountain spring water, natural fruit juices and six essential vitamins and antioxidants to create tasty, lightly-carbonated, healthy refreshments in assorted thirst-quenching flavors. With states in the beginning stages of taxing sodas at retail levels due to the link between soda and obesity, Sparkling ICE is a great alternative to soft drinks appealing to all age groups, diabetics and the health-conscious.

What's inside: Zero Calories, Natural Flavors, Vitamins & Antioxidant Enhanced, Lightly Carbonated, and Sweetened with Splenda.

Crafted from the TalkingRain Beverage Company – a Pacific North West company with a 20-year reputation for making big splashes in natural beverages – Sparkling ICE is healthy hydration with just the right amount of bubbles. Sparkling ICE is an excellent source of B-vitamins, vitamin D, Green Tea Extracts and antioxidants.

Bottled in clear, vibrant packaging, Sparkling ICE is available in six distinct, delicious flavors, all of which are Caffeine Free, Kosher U and contain no carbs, no sodium and sweetened with Splenda to keep taste buds lively: Black Raspberry – Rich full flavor of berries – like a little sip of summertime, Kiwi Strawberry – Light, tart and slightly sweet all at the same time, Lemon Lime – An energizing, cleansing, zesty spin on a tried-and-true twosome, Orange Mango – Citrusy sweet orange mango that's sweetly invigorating, Pink Grapefruit – Grapefruit's wakeful tang finds its perfect balance, and Pomegranate Berry – A fresh blend of berries and heart-healthy pomegranate

Prices: \$.99 - \$2.49 (sizes include 17 oz & 1 liter).



Eight O'Clock Coffee Serves Up New Packaging

Eight O'Clock Coffee is the #1 retail whole bean coffee brand in the U.S., and is also one of the oldest, most proven coffee brands - since 1859. Now, following a century and a half of coffee experience, several changes of ownership and growth that has brought it to supermarkets across the U.S., Eight O'Clock will give its same great tasting coffee a new look to bring it firmly into the 21st century.

"We may be 151 years old, but we don't have to look it," says Alisa Jacoby, Senior Brand Manager at Eight O'Clock Coffee. "The new packaging unifies our brand family in a contemporary, more appetite appealing fashion while maintaining key equities appreciated by our current consumers." Jacoby explains that the brand promise - sharing a high-quality coffee tradition - will remain the same, and there will be no change to the great-tasting product inside the bags.

The brand's logo has been refreshed while keeping its classic feel, making it easy for consumers to identify on shelf.

The bags will retain their familiar color coding for the brand's many varieties: red for Original, brown for 100% Colombian, violet for Dark Italian Roast, black for Bokar, and so on... but the color will no longer dominate the entire bag. Now, all bags in the Eight O'Clock Coffee family will have a subtly textured light background, with color coding contained in a box on the front of the bag around the variety name as well as on the sides of the bag.

Limited Edition



Holiday Flavors from Dunkin' Donuts Packaged Coffee

Whether it's a Christmas dinner or New Year's Party, the holidays are the perfect time for a gathering with friends and family. Celebrate this season with new holiday flavors from Dunkin' Donuts packaged coffee that you can enjoy at home! For a limited time only, Dunkin' Donuts packaged coffee, available wherever you buy groceries, offers special holiday flavors in Vanilla Nut, Pumpkin Spice and Mocha Mint varieties.

Dunkin' Donuts seasonal coffee (11 oz. for MSRP \$7.99-\$8.99) will be available through the holiday season.

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8 Produce

Marzetti Simple Dressed Wins Packaging Award



The T. Marzetti Company, specialty food subsidiary of Lancaster Colony Corporation announced that its new Simply Dressed™ refrigerated salad dressing has won a 2010 Impact Award for Excellence in Packaging from the Produce Marketing Association.

Simply Dressed features a contemporary design with a clean label and a uniquely-shaped, recyclable plastic bottle – great for either spooning or pouring the dressings. The label highlights a specific ingredient to each flavor to visually

express the natural simplicity of the product.

The Impact Award is a global program recognizing innovative and excellent packaging design. The program was developed to honor companies who maximize opportunities to sell more fresh produce and floral through packaging. Judges evaluated products based on the criteria of excellence in marketing, food safety, supply chain, sustainability and efficiency/functionality. Marzetti's Simply Dressed was one of five winning products selected from more than seventy entries.

Simple Dressed is sold in the refrigerated section of produce departments at a suggested retail price of \$3.59 per 12 oz. bottle.

Keeping It Fresh-



WWW.FRESHEXPRESS.COM

Chiquita Brands International, Inc. has announced a redesign of the Fresh Express website complete with improved and expanded recipe categories, an opportunity to recipe swap, and view detailed product and promotional information.

"Chiquita and Fresh Express are providing a deeper, more engaging experience for consumers with a focus on easy-to-access ideas for delicious recipes," said Tania Vviani, president, global innovation and emerging markets and chief marketing officer. "Consumers wanting to make a healthy choice will clearly see what makes Fresh Express the right choice for nutrition and consistently, deliciously fresh salads."

In addition to the expanded recipe section, consumers can also access nutritional information and links to other products Fresh Express offers. Consumers can even get advice on what Fresh Express salads to purchase based on taste profiles. The new website also includes the popular Your Salad Story™ microsite that launched in March 2010, including the Leaf Locator™ tool that allows consumers to learn more about the regions where their salads were grown, the passion for freshness as demonstrated by real employee experts, as well as information about the industry-leading food safety standards that Fresh Express employs.

The website encourages consumers to sign up for Fresh Updates™ e-newsletters to receive information about new products, promotions and coupons.



POM Wonderful Debuts Ready-to-Eat Pomegranate Arils

For consumers who love the taste and versatility of fresh pomegranate arils but hate the hassle of collecting them from the fruit, POM Wonderful introduces convenient, ready-to-eat servings now available in the cut-fruit section of most grocery stores.

"Let's face it, extracting the edible arils from a pomegranate can be inconvenient and time-consuming for many fans of the fruit," said Matt Tupper, President of POM Wonderful. "Our new ready-to-eat product eliminates that prep work, making enjoying pomegranates easier than ever."

While bottled pomegranate juice has gained tremendous popularity in recent years, many consumers are unsure how to open or use the fresh fruit. Tupper said he believes the new ready-to-eat, six-ounce packages will encourage these shoppers to sample pomegranates for the first time—and quite possibly become enthusiasts for life.

POM Wonderful's Fresh Pomegranate Arils are available through January, and have a suggested retail price of \$4.99.

PAFB Hosts Annual Holiday Party



■ **RETAIL EXCELLENCE AWARD WINNER** Rolando Guase [right] receives his award from PAFB President Manny Garcia.



■ **PAPARAZZI KING AWARD** – A new award this year was presented by Manny Garcia and Anthony Garcia to Bill Robinson [center].



■ **RISING STAR AWARD** – The award given annually to an upcoming 'Rising Star' within the company. This year the award went to Anthony Garcia [right].



■ **SALESMAN OF THE YEAR Award Winner.** The award annually given to that person having the greatest impact throughout the year on sales. This year the award was presented to Carrie Jackson.



■ **DENISE JAIME-GARCIA Memorial Award.** The award presented annually in memory of the company's co-founder. This year the award went to John Browder, pictured receiving his award from Manny Garcia.



■ The Pan American Food Brokers Family got together this year to present a special award to their boss, Manny Garcia. Here, PAFB team members present the 'Best Boss Award' to their 'Numero Uno' – Manny Garcia.



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10 Guest Editorial



■ LYNN STACHURA

Tapping the Hispanic Market an Opportunity to Boost Dairy Sales

Fastest-growing Population a Core Target for Dairy

Hispanic consumers are fast becoming a force to be reckoned with at retail. With a commanding \$951 billion in purchasing power and some shoppers who already outspend the general population at grocery stores, this market represents an important opportunity to raise dairy department sales.

A new white paper by the Innovation Center for U.S. Dairy finds dairy to be highly important to this population. It breaks the Hispanic market into three segments and identifies the least acculturated as the primary target to grow sales. Appealing to their unique traditions, while recognizing that new behaviors develop, provides an opportunity to maintain and grow dairy sales overall.

It also identifies several areas that are influential to this market's consumption behaviors:

- 1. FRESH:** 20 percent of Hispanic consumers' routine shopping trips are for products they'll use that day, versus about zero for the general population. This also helps drive a preference for whole blocks of cheese over shreds and sliced varieties.
- 2. AUTHENTIC:** As these consumers become more ingrained in U.S. culture, they will gradually adopt American-style cheeses, but they hold on

to their preference for the cheeses authentic to their homelands.

- 3. HEALTHFUL:** Hispanic consumers seek out low-carbohydrate, low-sugar and low-fat labels, and are likely to check for preservatives or additives.
- 4. KID-FRIENDLY:** Hispanic children are influential shoppers, accompanying their parents to the grocery store more often than the general population. Children of foreign-born consumers are often the bridge between parents and U.S. trends and customs.
- 5. TROPICAL:** Yogurt flavors such as guava, mango and strawberry-banana are more enticing to this population segment than blueberry, peach or vanilla.
- 6. WHOLE:** Fuller-fat varieties tend to win favor over low-fat milk because many Hispanic consumers mistakenly believe that low-fat doesn't offer the same nutrients.
- 7. BRANDED:** This market is brand-loyal and is most likely to purchase branded milk (though

they look to buy it in bulk when it's on special).

Grocery retailers can implement additional strategies in-store to help incent purchase.

Spotlighting dairy's nutrition information in the department may help strengthen a store's health and wellness connection. Leveraging stronger freshness cues is another opportunity to help build Hispanic dairy consumption. Lastly, sharing samples of American-style cheese may help familiarize this segment with their options and accelerate adoption.

From helping guide how to fill shelf space, to providing insight for dairy department communication messages and sampling, a better understanding of the Hispanic market provides an added opportunity to fully leverage this brand-loyal consumer segment and grow dairy sales. To obtain a copy of the white paper "Understanding the Dairy Opportunity among Hispanics," visit USDairy.com.

LYNN STACHURA is senior vice president of strategic insights with Dairy Management Inc. The Innovation Center for U.S. Dairy is supported and staffed by DMI and provides a forum for the dairy industry to work pre-competitively to achieve innovation and sales growth.

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■ Tap Water Tea

Coral LLC Introduces a Hot New "Tea" to the Market

Green Tea may be great, but why not get antioxidants and healthy minerals from our plain drinking water, too? Like teabags for brewing up cleaner tap water, Coral LLC Coral Mineral Sachets harness the natural water-purifying and pH-balancing powers of fossilized coral to enhance everyday tap water into a free-radical fighting, mineralized water "tea" you can sip all day. It's tap water that tastes better, is better for you, and is a healthy alternative to drinking "purified" water from BPA or petroleum-based bottles.

Coral Mineral Sachets add minerals, raise the pH to healthier levels, remove chlorine, provide antioxidants (free radical fighters), and help end the addiction to BPA plastic water bottles. No need to purchase name-brand water; just throw a sachet in a glass or BPA-free bottle, and drink up the healthy tap water, free from the bad taste, chemical chlorine pollutants, and harmful acidity of regular tap water. Or, of course, you can add them to your hot tea for an even healthier brew.

Made by Coral LLC, Coral Mineral Sachets are ionic water treating "teabags" that provide calcium and other indispensable trace minerals, but cost a fraction of the price of bottled sports and health drinks (\$19.95 for month's supply), and come in simple, easy-to-use, easy-to-store packets that can be tucked in a pocket or purse.



SOUTHEAST FOODS DISTRIBUTION, Medley FL, was recently honored by receiving the Ventura Foods '2009 Platinum Increase Award' for accomplishing 100% annual sales increase. Pictured in the event photo (left to right) are: Gina Hausen, Buyer-Merchandiser; Pamela Young, Buyer-Merchandiser; Eric Johnson, Dir. of Export Sales; Tony Palacios, General Manager; Mike Welch, Director of Buying and Fred Zimmermann, Ventura Foods' Vice President Consumer Products.

Pepperidge Farm Reducing Sodium in Breads

As part of its commitment to health and wellness, Campbell Soup Company has announced that Pepperidge Farm will reduce sodium while still maintaining the taste consumers love across its portfolio of breads, rolls and bagels by February, 2011. This will result in a portfolio where 80 percent (69 varieties) of the brand's products will be at least 25 percent lower in sodium than regular breads, rolls and bagels, a significant achievement given that salt not only add flavor to baked goods but affects texture and color.

While breads are one of the top sources of fiber and whole grains in the American diet, the recent scientific report of the 2010 U.S. Dietary Guidelines for Americans show that nearly 95 percent of Americans are missing the mark when it comes to whole grains. More than 40 Pepperidge Farm breads meet Food & Drug Administration (FDA) standards as good or excellent sources of fiber, or provide at least a half serving of whole grains in one slice. Plus, nearly two dozen Pepperidge Farm breads are certified by the American Heart Association—meeting Program criteria to display the heart-check mark on packages.

As top sellers in the premium bakery category, Pepperidge Farm breads provide an array of nutritional benefits and outstanding quality. About half of all Pepperidge Farm sliced breads (22 varieties) are already at least 25 percent lower in sodium than regular sliced breads.

For more than 70 years, Pepperidge Farm has been baking breads that combine the wholesome goodness of grains with a taste people love. From the first whole wheat loaf made with natural ingredients to today, baking more than 84 varieties of breads, rolls and bagels, health and wellness remain a focus for Pepperidge Farm.

As part of Campbell Soup Company and its commitment to health and wellness, Pepperidge Farm continues to offer an increasing number of great-tasting breads that help people meet key dietary recommendations such as reducing sodium and increasing whole grains and fiber, all without sacrificing the great taste people expect from its foods.

LOWERING THE SODIUM:

- By February 2011, 80 percent (69 varieties) of Pepperidge Farm's products will be at least 25 percent lower in sodium than regular breads, rolls and bagels.
- And nearly half (22 varieties) of Pepperidge Farms sliced breads are already at least 25 percent lower in sodium than regular sliced bread.

BOOSTING WHOLE GRAINS AND FIBER IN THE DIET:

- More than 40 Pepperidge Farm breads meet standards as good or excellent sources of fiber, or provide at least half a serving of whole grains in one slice.

- Nearly two dozen Pepperidge Farm breads are certified by the American Heart Association—meeting exacting criteria to display the AHA heart-check mark on packages.



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- Mahatma Brown Rice is 100% whole grain.
- El Arroz Integral Mahatma es 100% de grano entero.
- Mahatma Jasmine Rice is a high-quality, long grain exotic jasmine, naturally-scented rice imported from Thailand.
- El Arroz Jazmín Mahatma es un arroz importado de Tailandia, de alta calidad, de grano largo, con un aroma exótico a jazmín.
- Mahatma Jasmine Rice carries the authentic seal of Thai Hom Mali Rice which guarantees the authenticity of the rice.
- El Arroz Jazmín Mahatma lleva el sello auténtico de arroz Tailandés Hom Mali, que garantiza la autenticidad del arroz.
- 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.
- 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.
- 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.
- 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.

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BI-LO Expands Store Re-Design Program

Newly-Updated Look Debuts Outside of Greenville, SC

A TODAY'S GROCER
Feature Report

BI-LO unveiled its newly updated store October 6 in the Greenville, SC, suburb of Berea, showing its appreciation to the community with a \$1,000 donation to the senior class of Berea High School in recognition of the school's 100th anniversary.

BI-LO President and CEO Michael Byars was on hand for the ribbon-cutting ceremony at the Farris Bridge Road location, joined by Berea High School Principal Mike Noel and members of the senior class, including the student body president. In addition to the donation, BI-LO provided lunch for the entire Berea High School senior class, including Lip Lickin' Fried Chicken and other unique items available only at BI-LO.

The re-opening of the Berea store is the latest in a series of updates BI-LO is making throughout its four-state territory as part of its larger five-year plan. Over the last several months BI-LO has carefully worked on revamping its store designs and layout, as well as devel-

oping new offerings focused on quality and savings to better serve its customer base. The improved look and feel of the store is just one of the ways BI-LO is working to provide unsurpassed value to customers without compromising on the overall shopping experience.

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

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

Byars continued, "We're excited to bring this new, enhanced shopping experience to our friends in Berea



■ BI-LO unveiled its newly updated store October 6 in the Greenville, SC, suburb of Berea.



■ RIBBON-CUTTING Berea High School Principal Mike Noel, BI-LO Charities Executive Director Carol Browning, Berea High School Student Body President, BI-LO President and CEO Michael Byars, and Dana Kelley, Store Director of 613 in Berea, SC.

and the surrounding community. This store is a representation of the stronger, better BI-LO that is focused on delivering savings along with outstanding service and the fresh, high-quality products our customers have come to know and deserve."

At the event, Byars also recognized Berea High School seniors Tori Greene, Leanne Bagwell and Reid Shelton, all of whom work at the Farris Bridge Road store. He also highlighted the more than \$480,000 BI-LO has given to schools and other community groups through its boostersplus® program, including \$3,000 last year to Berea High School's Air Force Junior ROTC program and more than \$4,000 to other deserving organizations throughout Berea.



■ SENIOR CLASS – The Berea High School Senior Class poses in front of the new BI-LO re-design in Berea, SC, with their "big check" from BI-LO Charities. The 2011 graduating class celebrates 100 years of Berea High School.



■ Service or Self-service, the new Berea BI-LO is able to meet all shoppers needs for custom cuts and/or free preparation tips.

■ Shoppers will see a big difference from the moment they arrive in the parking lot – a warmer, richer color palette and décor envelop the store, and upgrades have been made to all of the departments.



■ The expansive and enhanced Deli Department is just one of the features BI-LO is using to attract shoppers in volume.

Getting to Know

DANA KELLEY
BI-LO #613 Store Director
Berea, South Carolina

Dana Kelley is Store Director of the BI-LO in Berea, SC, located on Farris Bridge Road. Dana and his team strive to provide the best quality products at the best possible price to customers every day. He and his staff remain very active in the Berea area, maintaining BI-LO's pledge to give back to the communities in which they operate. Having been with BI-LO for 16 years, Dana previously worked for Winn-Dixie. He is originally from Pelzer, SC, and attended Greenville Technical College.



■ DANA KELLEY Store #613 Director.



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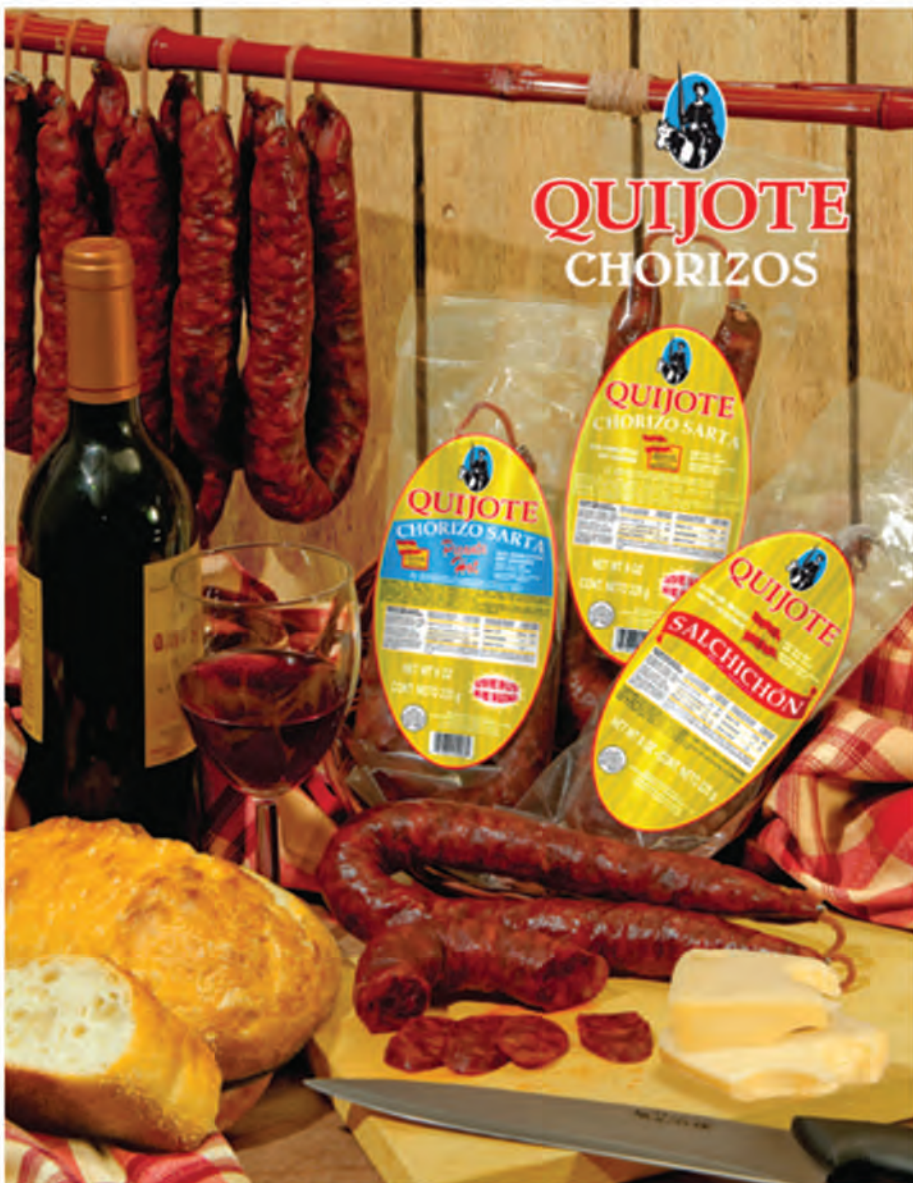
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Marketplace at Pelican Bay



■ PUBLIX SUPER MARKETS has opened its first hybrid concept store in Naples, Florida. The 54,000 sq. ft. Publix #1337 opened October 21 in Marketplace at Pelican Bay, 8833 N. Tamiami Trail.



■ OPENING DAY lines were long as Southwest Florida residents got their first look at Publix' new hybrid concept store in Naples. There are ten checkouts at the front end, including three Express Lanes.



■ Near the customer service area and next to express checkout lanes shoppers will find The Basics – many of the Top 20 shopper-favorites.



Publix Debuts First Hybrid Concept Store

54K Marketplace at Pelican Bay Location Opens in Naples

A TODAY'S GROCER
Exclusive Report

Publix is set to open its first hybrid concept store in Naples, Florida, on Thursday, Oct. 21. The 54,000 sq. ft. New Publix Food & Pharmacy #1337 is located in Marketplace at Pelican Bay and offers conventional items combined with an abundant selection of earth-friendly, all-natural and organic products for customer convenience. The all-new store is built within the walls of a former Albertsons location, the company recently acquired and replaces Publix #299, located a short distance away. The unique mix of traditional and specialty products will make

it a destination for food-savvy shoppers in Southwest Florida.

Steve Micheli heads a staff of approximately 200 associates at the new Publix. Assisting him are members of his key management team including: ASSISTANT STORE MGR. – Hugh Hackett, GROCERY MGR. – Joel Moss, ASSISTANT GROCERY MGR. – Jean Nicolas, CUSTOMER SERVICE MGR. – Liz Jean-Louis, ASSISTANT CUSTOMER SERVICE MGR. – Arnie Jackson, BAKERY MGR. – Maria Mendoza, ASSISTANT BAKERY MGR. – Susana Toska, DELI MGR. – Christina Buck, MEAT MGR. – Raul Saldivan, ASSISTANT MEAT MGR. – Jose Almanza, PRODUCE MGR. – Jason Hughes, PHARMACY MGR. – Matt Erney, R.Ph., and ASSISTANT PHARMACY MGR. – Jen-

nifer Welch, R.Ph.

"We recognize that our customers want to explore an array of foods and services found in our Publix GreenWise Markets at our traditional Publix locations," Shannon Patten, Publix manager of media and community relations told TODAY'S GROCER. "Our hybrid concept will offer them just that opportunity – an extensive variety of specialty products, premium services and an elegant décor to enhance their everyday shopping experience at Publix."

The produce department will be expanded to carry both organic and conventionally grown fruits and vegetables, including a selection of exotic choices from around the world and the season's best from just



■ PUBLIX FOOD & PHARMACY #1337 Manager Steve Micheli [kneeling, center] pictured with members of his key management team.



■ The Floral Department near the front entrance offers shoppers their selection of plants, cut flowers, and floral arrangements.



■ Store Mgr. Steve Micheli [right] and Assistant Store Mgr. Hugh Hackett [left].



■ Tom Mullican, Bakery RIS Lon Jones, Bakery Mgr. Maria Mendoza, and Bakery RIS Don Lovering.

down the street. The full-service floral department will offer everything from the classic elegance of a dozen roses to bouquets bursting with fresh blooms to pots of lushly colored flowers. Floral specialists will be available to create memorable arrangements for that special occasion.

The bakery department offers a mouth-watering array of cakes, cookies and pies as well as an assortment of chocolate-dipped items. In addition to traditional breads and rolls, an expanded selection of shi-caccia and flatbreads are offered. Customers will find a selection of bakery items made with all-natural ingredients, including mini desserts, muffin tops and cookies. The deli department includes a

full-service deli counter highlighting Boar's Head meats and cheeses, as well as handcrafted old world delicacies, cured sausages, sopressatta and aged prosciutto. The deli also offers an international selection of olives, antipastos and hummus and include more than 200 varieties of artisan cheeses from the United States and around the world. A certified cheese specialist is on duty to assist with selecting and pairing cheeses with other foods and beverages.

The store has a large selection of freshly prepared foods created by in-house culinary chefs. Customers will be able to choose from a wide variety of chef-inspired appetizers, entrees and side dishes. Specialties include Cedar Plank Salmon,

Twice Baked Potatoes and Grilled Asparagus with Vinaigrette and Bleu Cheese.

The salad bar highlights more than 20 fresh salad selections, a soup bar will offer four gourmet soups daily and a Pacific Wok will feature Pan Asian favorites like Mongolian Beef, Sweet & Sour Chicken, Vegetable Lo-Mein and more.

Customers can visit the Café at the front of the store, which will feature coffees, espressos, lattes, teas, gelato, gelato smoothies and assorted pastries. There will be a seating area inviting customers to sit, relax and enjoy one of the many selections featured. This area will be equipped with free Wi-Fi service.

Continued on PAGE 18

Getting To Know



■ PUBLIX District Manager Jeff Williams [left] pictured with store #1337 Manager Steve Micheli.

STEVE MICHELI
Manager, Publix #1337
Marketplace at Pelican Bay

Steven [Steve] Micheli heads a staff of 200 associates at the new Publix Food & Pharmacy #1337 in Naples, Florida. Steve was born in Taunton, MA and raised in the Raynham area, graduating from Bridgewater Raynham High School, and attended Bristol Community College. While in his teens, Steve started working for Shaws Supermarkets as a bagger. During the fifteen years he remained at Shaws, he rose to the position of assistant store manager. Having spent a number of vacations in Florida he and his wife Tami [a preschool teacher] had hoped one day to be able to relocate to the Sunshine State. The couple relocated to Florida in 2003 at which time he joined Publix. Steve was promoted to the position of store manager on January 4, 2008. Steve and Tami have three children: Taylor, 13, Dylan, 11, and Drew age 8. He enjoys boating and outdoor activities with his children.



■ Kate Pawley and Jacque Turner welcome shoppers to the Café at the front of the store, which features coffees, espressos, lattes, teas, gelato, and many other tasty treats.



■ A large seating area equipped with free Wi-Fi service invites customers to sit, relax and enjoy their Café purchases.

Publix Debuts Hybrid Concept in Naples

Continued from PAGE 17

An Event Planning Center, staffed by an event planning specialist, will assist customers in planning every detail for any special occasion. Event planners will ensure all items are pulled together for the gathering, including placing orders for cakes, platters, beverages and floral arrangements and making suggestions that will perfectly complement every themed event.

The wine department offers an expanded variety of premium and specialty wines from the United States and around the world, along with a large selection of champagnes and sparkling wines. The selection includes fine wines made with organic grapes, bio-dynamic wines, and a large selection of sulfite-free wines. Wine specialists are available to assist customers in finding the perfect wines to pair with their food selections. The Wine Department also features a Chilla™ Instant Chiller machine which can be used to instantly reduce the temperature of bottled wines.

Apron's Simple Meals will offer customers two recipes each week. Meals clerks will conduct live cooking presentations in the built-in kitchen area where recipes are demonstrated on a daily basis. All of the ingredients for these recipes will be found in the Apron's Simple Meals case located directly next to

the kitchen. Also available will be high-quality cookware to help customers have fun and save time in the kitchen.

A full-service meat department allows customers to have their order cut any way they like and trimmed to perfection. The case features a variety of fresh meats, including a selection of those that have never had any antibiotics or added hormones. The full-service seafood department offers wild- and farm-raised varieties of fresh fish as well as an extensive variety of shellfish options, including fresh lobster from the store's own lobster tank. An expanded sushi counter will include sushi made with brown rice.

In addition to a full-service pharmacy, a dedicated body care section offers customers a wide selection of natural and conventional vitamins, minerals and supplements and will be staffed by a personal care specialist to assist customers with their selections. A HealthNotes kiosk provides customers with information on health issues and available solutions, vitamins and supplements.

The new Publix becomes one of the anchor tenants in Marketplace at Pelican Bay, joining CVS, Ruby Tuesday, SteinMart, Wolford & Lee Home Accents, Lulu B's Grill & Café, New Balance shoes, The UPS Store, Panerino Ristorante, and Vivi Nails, among others.



James Spencer and Aaron Devore with Deli Mgr. Christina Buck and Deli RIS Sheryl Burke.



Produce Mgr. Jason Hughes [center] with Produce Retail Cord. Mike Kruliz [left] Produce RIS Tom Adams [right].



IN-HOUSE CHEFS: Eva Fuller, Jonathan Staton, Michael Henk, and Donna Mazzocca.



EVENT PLANNERS – Jenna Valentine and Deborah Mitchell.



CHEESE SPECIALISTS Ron Keith, Frank Vitrone, and Tim McLaughlin help shoppers make their selections from the store's offerings of over 200 different varieties.



WINE SPECIALIST Laura Sagar pours a glass of wine from the WineKeeper dispenser.



APRON'S MEAL CLERK – Barbara Bilyeau.



Raul Saldivar, Meat Mgr. [center] pictured with Chuck Colley, Meat RIS and Mike Bergeron, Retail Cord. – Meat.



Gary Foxworth, Grocery Retail Coordinator, Vladimar Martinez, Grocery RIS, and Grocey Mgr. Joel Moss pictured in the Bulk Foods Department.



The Seafood Department features a large lobster tank.



A special temperature controlled display offers Supplements and Probiotics.



In-store signage promotes the gluten-free products section.



For the Four-legged members of the family the store features a large Pet Department.



The Body Care Section offers customers a wide selection of natural and conventional vitamins, minerals, and supplements and is staffed by a personal care specialist able to assist customers with their selections.



The new Naples Publix is the first to feature the company's new Publix Pita Chips.



Shoppers are able to grind their own coffee beans in the Coffee Department which features Jim's Organic Coffee brand, same coffee as featured in the Café.



Shoppers are able to grind their own coffee beans in the Coffee Department which features Jim's Organic Coffee brand, same coffee as featured in the Café.

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Collins Family Opens ShopRite of Glen Burnie



New 85,000K Store Features Wi-Fi Lounge, ShopRite from Home Convenience

Prominent independent operator Larry Collins, Sr., and his family have recently opened a new ShopRite in Glen Burnie, Maryland. The former opening was held Tuesday, October 12.

Joining store manager Tony Fontana for the event were members of the Collins family including Larry, Sandy Collins, Bill Collins, Larry Collins, Jr., and Jennifer Collins Iaccio.

The Collins Family presented the Maryland Food Bank with a check for \$10,000 from the ShopRite Partners In Caring Fund to help them support local food banks. Paula Minsk, chief development officer for the food bank, will accept the donation during a community luncheon on Monday, October 11.

The 85,000 sq. ft. store is located at 6710 Governor Ritchie Highway in the former K-Mart in the Chesapeake Square Shopping Center in Glen Burnie. It is the first ShopRite store to serve Anne Arundel County.

In addition to a broad array of groceries and fresh produce, the store features several services that ShopRite customers have come to expect, including a fresh bake shop, a full-service butcher, fresh seafood, a full-service floral department, a wide variety of gourmet cheeses, as well as a broad selection of natural and organic products. A full-service catering and pre-

pared foods department will also be on-site, as well as a fresh-made sushi bar and Chinese buffet. The store also offers the ShopRite From Home® convenient online shopping service.

One unique feature of the Glen Burnie ShopRite is the presence of a Wi-Fi lounge, attached to the café, where shoppers can take a break in overstuffed chairs and sofas in front of a cozy fireplace. The store also has a designated "Meeting Place" room, which can be used to host Wedding and Baby Showers, Birthday Parties, Corporate Meetings and other similar types of gatherings, with a full array of catering services available.

Because of its energy saving initiatives, ShopRite of Glen Burnie qualified for significant incentives and was awarded a \$380,000 rebate for energy design from the BGE Smart Energy savers program. The overall HVAC, lighting and refrigeration systems represent state-of-the-art design that will result in reduced energy consumption.

"The Collins Family is pleased to open the first ShopRite in Anne Arundel County and our first store in Maryland," said Larry Collins, Sr. "This store incorporates some very unique features and we're looking forward to the Wi-Fi Lounge becoming a comfortable and inviting area for our customers to enjoy."



Members of Collins Family Markets participate in the ribbon-cutting ceremony during the grand opening of their new 85,000 sq. ft. ShopRite of Glen Burnie store location on October 12.



In celebration of the grand opening of his new store location, Larry Collins, Sr. (right), owner and operator of ShopRite of Glen Burnie, Maryland presents Paula Minsk (left), chief development officer, Maryland Food Bank with a check for \$10,000 from the ShopRite Partners In Caring Fund to help support local food banks.



A view of the expansive perishables area of the store highlighted by an attractive, well-merchandised produce department. Approximately 270 Team Members staff the new store which is the first ShopRite store location in Anne Arundel County.

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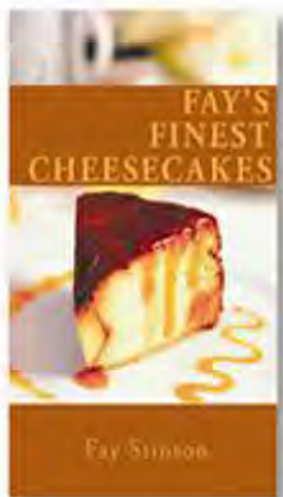
1465 NW 21 Terrace - Miami, FL 33142 - Tel: 1(305) 324-0231 - 1-800-915-5678 - Fax: (305) 324-6559

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24 BookReview

Fay's Finest Cheesecakes

New Dessert Cookbook is Cheesecake-rific



Bravo's newest competitive cooking spin-off Top Chef: Just Desserts debuted with big fan fare. Adding the reality show to its lineup may have been the easiest decision the television network has made since it aired The Real Housewives of Atlanta star Kim Zolciak's (Tune-hit song, "Don't Be Tardy for the Party." The reason? Even the trained pastry chef fluffs on desserts. On the original Top Chef, a dessert challenge is the equivalent of a sudden death round.

But Fay Stinson has little qualms with stepping up to the sugary-sweet challenge. In her mouth-watering cookbook, *Fay's Finest Cheesecakes* (published by AuthorHouse), she delivers an entire book of her homemade cheesecake recipes.

From Banana and Coconut Cheesecake to Sweet Potato Cheesecake, Stinson leaves no stone unturned in her quest to delight taste buds. With over 20 different cheesecake recipes, *Fay's Finest Cheesecakes* even includes her infamous cheesecake icing that will have home chefs licking mixing bowls and spoons clean.

Fay Stinson has been delighting her friends and family with cheesecake for many years. Her favorite cheesecake creation is her blueberry and apple spice recipes. This is her first book.

Celebrate the Holidays with Gingerbread



er; ISBN: 978-0-9815806-1-6).

How to Build a Gingerbread House is the definitive guide to gingerbread houses, providing step-by-step instructions, and using a basic house pattern as the foundation for eight uniquely themed gingerbread houses that can be enjoyed throughout the year. From Christmas to Valentine's Day to Easter or birthdays, a gingerbread house is a unique way to celebrate.

Within the pages of *How to Build a Gingerbread House*, Christina teaches home cooks how to bake and build a gingerbread house from start to finish. She even includes troubleshooting topics like fixing a warped piece of Gingerbread. Her suggested decorations are all completely edible and easily found in the aisles of your local grocery store. From candy corn roof tiles on a Halloween house to peanut-butter cup birthday cakes for a party-themed house, Christina's decorating tips will surprise and impress you. With individual sections devoted to architectural details like chimneys and corner joints, your gingerbread house is bound to be a success. Her invaluable tips and techniques are for all levels of experience – even beginners.

Have you ever wanted to make a gingerbread house but had no idea how to do it or thought it would take all sorts of special gadgets? Think again. Now you can perfect the art of gingerbread construction with the gentle guidance of Food Network's Gingerbread Challenge winner Christina Banner and her book, *How to Build a Gingerbread House: A Step-by-Step Guide to Sweet Results* (Penny Publishing; 2nd printing 2010; \$19.95/softcover;

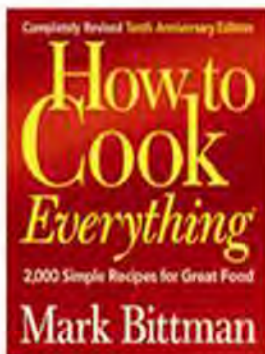
How to Cook Everything Essentials

Free App Based on Mark Bittman's Bestselling Cookbook

Everyone's favorite go-to cookbook and on-the-go iPhone app, Mark Bittman's *How to Cook Everything*, is now available in a free abridged version called *How to Cook Everything Essentials*. Available for iPhone and iPod Touch®, *Essentials* allows users to try the app before upgrading to the complete version.

The modern bible of home cooking, *How to Cook Everything* contains 2,000 no-nonsense recipes, plus hundreds of techniques, cooking tips, and detailed ingredient and equipment advice. The *How to Cook Everything* app is a handy companion to the book that can be used anywhere, anytime, online or offline. Written by Mark Bittman, the longtime New York Times columnist, blogger, and television personality, *How to Cook Everything* promotes a simple and accessible approach to home cooking. For more than 10 years, cookbook fans have used this masterwork to make crowd-pleasing food using fresh, natural ingredients; simple techniques; and basic equipment. For six months, they've had the same resource — on their iPhones.

A smart phone can be a cook's best friend, and *How to Cook Everything* Essentials (<http://www.howtocookapp.com/essentials>) is a great place to start. It's the ultimate free cooking resource.



Video

Colin

Award-Winning Zombie Horror Hit Made for \$75

Breathing new life into the undead is the British horror phenomenon *Colin*, about the life of a zombie told through his own eyes, now stalking onto DVD (distributed by Walking Shadows).

A surprise hit at the 2009 Cannes Film Festival, *Colin* enjoyed a limited U.S. theatrical run in September/October and played to acclaim at numerous film festivals and horror conventions across the country.



In *Colin*, life bites (literally!) for Colin (Alastair Kirton, *Midnight*) when, after becoming a zombie snack, he dies and returns as one of the undead. Wandering aimlessly through the streets of London, during the throes of a cadaverous apocalypse, we learn about *Colin* (from his perspective) ... who he was and, more pertinently, what he has become, through his encounters with objects, places and people. With a broad-daylight, zombie-versus-human street battle, an epic housebound siege and endless gore, *Colin* is a terror-ific zombiefest not to be missed!

The brainchild of British writer-director Marc Price (*Midnight*, the upcoming *Thunderchild*), *Colin* breathes new life into a classic genre, offering an original, unique perspective—a story told through the zombie's eyes. Made for just \$75, mostly spent on tea and cookies for his "zombies," Price relied on friends and Facebook to cast his legion of undead extras.

Without funding, it was imperative to bring more enthusiasm to the film's set and apply extra innovation to problem solving (technical or otherwise). Taking 18 months to complete and shooting with a 10-year-old camcorder that repeatedly broke down, a determined Price borrowed what he needed and performed most crew roles himself while holding down a night-shift job as a taxi booker.

Colin is available as a single-disc standard DVD release and in a special, two-disc, standard DVD collector's set with expanded bonus material of an additional 68 minutes.

Running Time: (Disc 1) 97 Min., (Disc 2) 97 Min.; plus 68 Min. special features. • SRP: \$19.95

Charles Bukowski: One Tough Mother

The final two readings of legendary American poet, novelist and cult hero Charles Bukowski (1920-94) — considered by many to be contemporary poetry's most influential writer — are celebrated in a two-disc, 30th anniversary, special DVD collector's set, *Charles Bukowski: One Tough Mother*, available from Infinity Entertainment Group.

Produced by MondayMedia, *Charles Bukowski: One Tough Mother* includes the uncut footage (the only existing film of complete Bukowski readings, never before made available to fans) of Bukowski's last two readings, *There's Gonna Be a God Damn Riot in Here!* (Vancouver, British Columbia/1979) and *The Last Straw* (Redondo Beach, Calif./1980). Rare and spontaneous, his wine-soaked readings were infamously raucous, volatile and combative ... jolting attendees out of the role of passive spectator.

Born after World War I in Germany to an American soldier and German mother, Bukowski's family emigrated (since his dad was American, is "emigrated correct?") to the U.S. when he was three, settling in Los Angeles (a city that greatly colored his writing) seven years later. Over the course of his life, he authored thousands of poems and hundreds of short stories (with more than 60 books in print), as well as six novels, including *Post Office* (1971), *Factotum* (1975), *Women* (1978), *Ham on Rye* (1982), *Hollywood* (1989) and *Pulp* (1994).

Called a "laureate of American lowlife" by *Time* magazine in 1986, Bukowski was disdainful of the "beatnik" poetry scene, considering himself a "poet of the streets." His poetry and prose used experience, emotion and imagination — unabashedly employing brutality, violence, scatology and sex — to capture life at its most raw and elemental. With unflinching honesty, he spoke for the social outcasts — the drunks, prostitutes, addicts, layabouts and petty criminals — as well as those who were simply worn down by life.

Running Time: Approx. 200 minutes (Plus Approx. 150 Minutes of Special Features) • Suggested Retail Price: \$29.95



■ In To Africa!

All-New 'Families of Kenya'

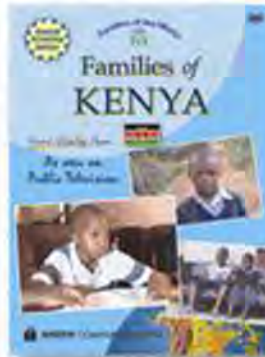
No passports needed for a fascinating trip to Kenya in the all-new *Families of Kenya*, the latest release in the award-winning *Families of the World* series now on DVD from Master Communications.

The series — 25 titles and growing — enables future travelers to reach across the globe and visit other people and cultures, all from a child's point of view. Always focusing on two children from differing households, one urban, one rural, and narrated by children themselves, *Families of the World* DVDs invites viewers along through their daily routines, introducing both the similarities and differences that exist — despite living in the same country — within their individual lives.

In *Families of Kenya* we meet 11-year-old Prince, a sixth grader who lives in the city of Nairobi with his mother, who owns a preschool, father, a purchasing agent, and older siblings Ian and Shelby. After waking to the sound of barking dogs from next door, Prince helps with morning chores before heading off to school, where we sit in on a science class. After school, he rides bikes with a buddy, making sure to clean off all the dust from the road, caused by the area's years-long drought. Homework follows dinner, then it's video games before bed. During the weekend, Prince helps with the shopping, attends church with his family, and enjoys a local festival featuring tribal dances. Later he visits relatives at the seaside city of Mombasa.

School Library Journal applauds *Families of the World* as "excellent," providing "an intriguing taste of another culture." The series, which has garnered repeated acclaim and awards from Oppenheim Toy Portfolio, Parents' Choice and NAPPA (National Parenting Publications of America) as well as endorsements from KIDS FIRST! and recommendations from Dr. Toy's Children's Products, is used in classrooms around the country as a valuable tool for social studies, English language learners and cultural studies.

Running Time: Approximately 30 Minutes
SRP: \$29.95, includes PPR



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Introducing Bota Box Riesling

Bota Box is introducing Riesling as the newest addition to its acclaimed portfolio of premium 3L bag-in-box wines. Featuring fruit sourced primarily from the Monterey appellation, the 2008 Bota Box Riesling (\$19.99 per 3 liter box) is crisp and refreshing with honeydew and stone fruit aromas and flavors of white nectarine and green apple.

In addition to Riesling, Bota Box offers consumers seven other popular varietals: Chardonnay, Pinot Grigio, Cabernet Sauvignon, Malbec, Merlot, Shiraz and Old Vine Zinfandel.

With the launch of Riesling, Bota Box continues its tradition of producing premium California wine packaged in 100% recyclable, unbleached, post-consumer fiber. Using state of the art FlexTap™ technology, wine is kept fresh for up to six weeks after opening, allowing wines by the glass without worry of waste or spoilage. The wine is being distributed nationally.



Middle Sister Sweet and Sassy Moscato Debuts

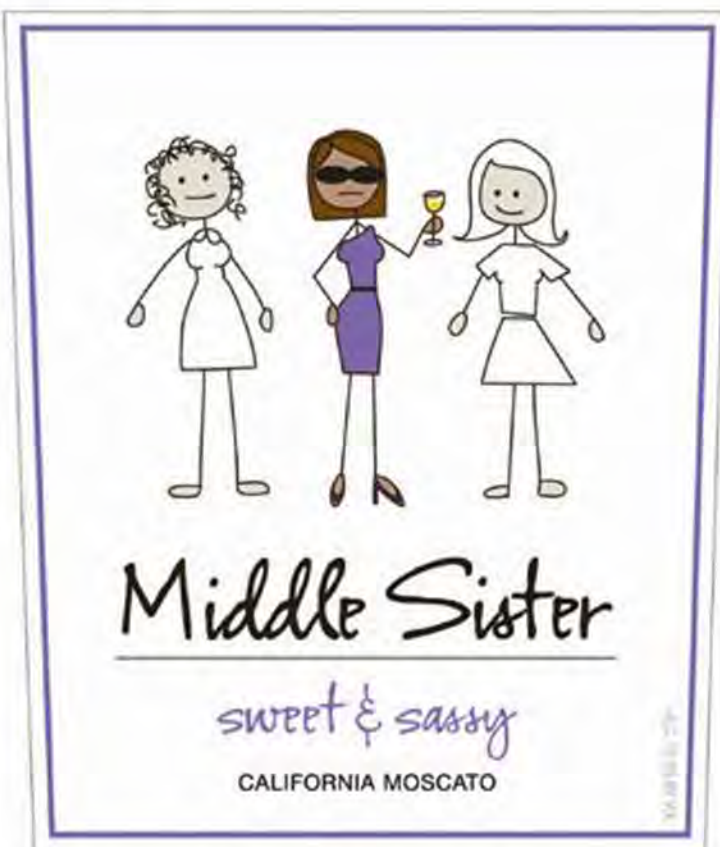
Canopy Management Wine Company has introduced the newest Middle Sister wine. Called Sweet & Sassy Moscato, the wine was crowd-sourced by followers of the Wine Sisterhood, Canopy's 10,000+ member digital community dedicated to conversations and consumer research about the world of wine.

Says Canopy founder and CMO Terry Wheatley, "We noticed Moscato's growing popularity and polled our Wine Sisterhood to see if they would be interested in purchasing a Middle Sister varietal Moscato. They overwhelmingly voted in favor of a Middle Sister Moscato and also selected the name 'Sweet and Sassy'."

Canopy Management is the first wine company to use social media tools such as Facebook, Twitter, and Zoomerang to directly enlist its core consumer base in the creation of new wines.

Middle Sister Sweet and Sassy is the latest wine varietal to join the Middle Sister family of wines, a 100K plus brand available nationally which launched in 2008.

Middle Sister Sweet and Sassy Moscato, the first Middle Sister of Color, debuted recently at the Blo-



galicious Weekend in Miami Beach, Florida, a conference dedicated to celebrating female voices of diversity in the blogosphere.

Middle Sister wines support charities which help women and families through their "Help A Sister Out"

campaign. A portion of the sales of Middle Sister wines go to Dress for Success, a non-profit organization that provides interview suits, career counseling and economic empowerment to low-income women in over 75 cities worldwide.



Bols Genever Holiday Gift Sets For A Joyous Selling Season

This season, skip the eggnog and put down that Champagne flute in lieu of a festive beverage that is a whole lot more unique: Bols Genever. At home in Holland, Genever is often enjoyed on its own, a tradition Bols is bringing stateside this holiday season with the launch of the Bols Genever Holiday Gift set. Including a 750 ml bottle of Bols Genever and two tulip glasses, the sets will allow modern drinkers to enjoy the traditional ritual of "Kopstootje" (pronounced kop-stow-che), the unique Dutch take on "a beer and a shot", at home as they ring in the holidays.

Literally translated as a "little head butt," a "Kopstootje" is a quintessential Dutch tittle famously enjoyed sipped from a tulip glass filled with Bols Genever and paired up with a beer. It is very popular amongst the Dutch and, with the introduction of the original tulip glass, this drinking ritual is a fun and unique way to herald holiday cheer with friends and family. The suggested retail price for the Bols Holiday Gift Sets, including one 750 ml bottle of Bols Genever and two tulip glasses, is \$38.99. It's an ideal gift for cocktail aficionados and a great way to get the party going at an otherwise mundane office event this holiday season.



Stone Brewing Releases 10.10.10 Vertical Epic Ale

Stone Brewing Co. has announced the release of Stone 10.10.10 Vertical Epic Ale, a Belgian Strong Pale Ale brewed with chamomile, triticale, and a blend of white wine grape juice.

The Muscat, Gewurztraminer, and Sauvignon Blanc grapes which constitute the blend come from Temecula's South Coast Winery, located about 30 miles north of Stone's Escondido brewery. The resulting beer is dry, complex, full-bodied and brimming with floral, fruity aromas.

Initiated in 2002, Stone Vertical Epic Ales are Stone's homage to the benefits of Belgian yeast and cellaring beer. Intended to be consumed both upon release and in a vertical tasting on 12.12.12, Stone Vertical Epic Ales span a broad range of styles and often include bold, unique ingredients.

U.S. Beer Consumption Declines

Last year marked the third consecutive year of diminishing growth rates in the beer industry, dropping 2.1% to 2.877 billion cases. According to the Beverage Information Group's recently released 2010 Beer Handbook, the beer industry's downturn can be directly attributed to the decline in the light beer segment. Light beer, which accounts for a 52.8% share of the U.S. beer market, posted its first negative year since its beginning 30 years ago.

Other segments of the beer industry differed in their 2009 results. Imports declined 6.9% to 359.6 million 2.25-gallon cases,

while the craft beer segment increased 7.0%. Craft beer continues to grow at an extraordinary rate, due to the abundance of flavors and types that attract both young and old consumers. Expanded distribution also continues to be a key driver for growth in this segment. It is clear that the "trading up" trend that began before the recession has continued despite the changing economy.

The premium, super premium and flavored malt liquor segments all faced declines; but the popular and ice segments both had slight upticks due to their value price point and strong consumer bases.

The beer industry's future remains tentative with slow growth expected over the next five years as the country recovers from a struggling economy. Favorable demographics, continued growth of the craft beer segment and success of value-priced beer will help slow declines in the beer category.

"The growth of the beer industry has slowed every year since 2006," says Eric Schmidt, Manager of Information Services for the Beverage Information Group based in Norwalk, CT. "There are hints that this slowing will end in 2010, but projections are still forecasting a downturn in the short term."

Navarro Announces Its 2010 Vendor of the Year Awards

Navarro Discount Pharmacy, the Miami-based Hispanic-owned drug-store chain, has announced the recipients of its first Vendor of the Year Awards, which rewards participat-

ing vendors and encourages merchandising support, improved store promotions and collaboration on company initiatives.

"We greatly value the relation-

ships we have with vendors and suppliers, some of which have been in effect for decades," said Steve Kaczynski, CEO, Navarro Discount Pharmacy. The 2010 Vendors of the Year were: National Vendor of the Year - Colgate-Palmolive Company, Local Vendor of the Year - MBR Industries, Broker of the Year - Advantage Sales and Marketing and Pharmacy Vendor of the Year - PDX

The Vendor of the Year Awards were announced during Navarro's Vendor Summit Friday, October 8, 2010 at the Hotel Intercontinental in Miami. At this meeting, vendors listened to a brief presentation specifically related to the company's objectives and were encouraged to further engage their brands in company programs. Criteria for the awards included the quality of merchandising support, reinvested dollars into Navar-



■ LOCAL VENDOR OF THE YEAR - Juan Ortiz, Chief Financial Officer, Navarro; Cristina Leon-Rivero, Vice President of Marketing, Navarro; Albert Garcia, Executive Vice President of Pharmacy Operations, Navarro; Steve Kaczynski, Chief Executive Officer, Navarro; Ernesto Diaz, Area Sales Manager, MBR Industries; Brian Pomeranc, President, MBR; Jose Alvarez, Vice President of Merchandising, Navarro; Sergio Campos, Vice President/Chief Information Officer, Navarro and Jim Thatcher, Chief Operations Officer, Navarro.



■ NATIONAL VENDOR OF THE YEAR - Juan Ortiz, Chief Financial Officer, Navarro; Cristina Leon-Rivero, Vice President of Marketing, Navarro; Albert Garcia, Executive Vice President of Pharmacy Operations, Navarro; Steve Kaczynski, Chief Executive Officer, Navarro; Dafry Rivera, Director of Urban Markets, Colgate - Palmolive; Jose Alvarez, Vice President of Merchandising, Navarro; Sergio Campos, Vice President/Chief Information Officer, Navarro and Jim Thatcher, Chief Operations Officer, Navarro.

ro in the form of product, promotions and advertising.

Navarro welcomes product collaboration with its vendors and looks forward to opportunities to leverage their vast knowledge. During the Vendor Summit, vendors and suppliers also received information on Navarro's new partnership with

SONA LLC, Storeboard Media and Demonstration Marketing Company. "We see our vendors as partners and look forward to collaborating with them and developing innovative ways of staying competitive," said Cristy Leon-Rivero, Vice President, Marketing, Navarro Discount Pharmacy.

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■ COTTONWOOD CORNERS Grand Opening – Bryan Duncan [center] is pictured with Publix President Todd Jones [center, right] and key team members of the new 45,600 sq. ft. store which opened Wednesday, October 6 at 1620 Ross Clark Circle in Dothan, AL.

Publix Opens Two Stores in S.E. Alabama

Dothan Superstores Debut at Cottonwood Corners and Westway

A TODAY'S GROCER Exclusive Report

Publix Super Markets Inc. is in a growth mode in southeastern Alabama. The company has added two stores in Dothan, following October 6 Grand Openings at Cottonwood Corners and Westway.

In addition to the traditional grocery, meat, produce, dairy and frozen food departments, the new 45,600 sq. ft. store at Cottonwood Corners located at 1620 Ross Clark Circle and the new 54,340 sq. ft. store at Westway – 4650 West Main Street, contain the following departments: Publix shoppers have come to expect: pharmacy, bakery, deli, floral, and fresh seafood. Approximately 224 Publix associates are employed at the two new stores.

"We are proud of our 80-year history, rich in providing superior customer service and delivering a high quality selection of foods, products and services," said Media and Community Relations Manager, Dwaine Stevens told TODAY'S GROCER. "Our core philosophy remains the same: we strive to be your grocer of choice, and eager to serve our neighbors in Dothan — becoming your Publix."

Heading the team at Store #1375 [Cottonwood Corners] is STORE MANAGER – Bryan Duncan. Duncan is assisted by members of his key management team, including: ASSIST. STORE MGR – Glen Cogley; CUSTOMER SERVICE MGR – Aman-



■ STORE MANAGER Bryan Duncan [left] receives the key to Store #1375 from Publix President Todd Jones [right] and Jacksonville Div. V.P. Scott Brubaker [left], District Mgr. Phil Harrison and Regional Dir. Brett Sloan [right].



■ PUBLIX PRESIDENT Todd Jones addresses the large crowd on hand for the opening of Cottonwood Corners Store #1375.



■ Bryan Duncan's wife cuts the ribbon officially marking the opening of Store #1375.



■ The bakery department provided a beautiful decorated cake for the grand opening.



■ STORE MANAGER Bryan Duncan addresses team members and shoppers just prior to the opening.



■ COMPANY [YOUNG] MAN little Jaiden Davis son of Produce Mgr. Stephen Davis looks as if he's ready to serve customers, too!



■ Publix Westway Store #1377 Manager Jeffrey Collins addresses the large turn-out on hand for the opening day festivities.



■ READY-TO-GO Publix Food & Pharmacy #1377 located in Dothan at 4650 West Main Street is ready for business!



■ CUSTOMER SERVICE RIS Gayne Kowalik receives flowers from Publix President Todd Jones. This was Gayne's last new store opening as an RIS. She has just been promoted to the position of Assistant Store Mgr. in Lynn Haven, AL.

da Wilcox; GROCERY MGR – Jeffrey Forren; PRODUCE MGR – Stephen Davis; MEAT MGR – Joseph Vecchio; DELI MGR – Catherine Young; BAKERY MGR – Katie Carlson and PHARMACY MGR – Amanda Harris, R.Ph.

Jeffrey Collins is Manager at Westway Store #1377. Assisting Collins are his key department heads, including: ASSIST. STORE MGR – Nicole Stamps; CUSTOMER SERVICE MGR – Laura Murray; GROCERY MGR – Charles Killius; PRODUCE MGR – Joshua Cartledge; MEAT MGR – Michael Kelley; DELI MGR – James Boothroyd; BAKERY MGR – Herbert Gonzalez and PHARMACY MGR – Melissa Harrison, R.Ph.

To commemorate this milestone, Publix made grants to fifteen local area schools \$500 each to use toward the purchase of school supplies. The schools receiving the funds included: Ashford Elementary, Cloverdale Elementary, Dothan High School, Faine Elementary, Girard Avenue Elementary, Grandview Elementary, Heard Elementary, Hidden Lakes Elementary, Highland Elementary, Kelly Springs Elementary, Landmark Elementary, Montana Elementary, Rehobeth Elementary, Selma Street Elementary and Webb Elementary.

Invited guests attending opening day ceremonies included: representatives from the Chamber of Commerce, City of Dothan, and city and county school boards.



■ RIBBON-CUTTING Jeff Collins' mother, Elvie Collins, marks the official opening of Westway Store #1377.



■ STORE MANAGER Jeff Collins pictured with Customer Service RIS Gayne Kowalik and her husband and children.



■ WESTWAY STORE MANAGER Jeffrey Collins [left] accepts the key to store #1377 from Publix President Todd Jones.



■ The new Westway store includes a Sushi department – made fresh daily, with employees giving out lots of delicious samples during the grand opening.



30 Dairy & Deli



Turkey Hill Dairy Celebrates the Holidays with a Light Vanilla Nog

Holiday wishes are arriving early this year! No longer is egg nog left out of the celebration for those whose New Year's resolution is to eat lighter. Thanks to Turkey Hill Dairy's new Light Vanilla Nog, anyone can enjoy this drink of the season. The new Light Vanilla Nog is creamy like egg nog with the rich flavor of vanilla, but with half the fat of traditional egg nog. The new vanilla nog joins the Dairy's other seasonal treats, Egg Nog Limited Edition Premium Ice Cream and Ginger Snap Limited Edition Premium Ice Cream, featuring spiced ice cream with ginger snap cookies. We want to give our health-conscious Turkey Hill fans a chance to celebrate the season with the same great egg nog taste they love but in a lighter version," says Turkey Hill Dairy President Quintin Frey. "Along with our seasonal ice creams, we're ready to help everyone ring in the cheer."

Cypress Grove Chevre Wins Four Awards

Cypress Grove Chevre added four awards to its impressive and growing list of accolades at the recent 26th Annual American Cheese Society Awards. This year's competition attracted a record number of entries – more than 1,400 – from hundreds of U.S. cheesemakers. "We were honored to win these awards at the 2010 American Cheese Society, particularly with the record number of cheeses entered this year," said Cypress Grove Chevre Founder and Master Cheesemaker Mary Keehn. In the Fresh Goat's Milk Cheeses (no rind) category Cypress Grove Chevre was awarded first place for its Chevre Log and second place for its Natural, Fresh Chevre. The Northern California cheesemaker's iconic Humboldt Fog in the one-pound "Mini" took third place in the Soft Ripened Open Category for Cheeses Made from Goat's Milk. Truffle Tremor, one of the newest and most decorated cheeses from Cypress Grove Chevre, was awarded second place in the same category for Soft Ripened Flavor Added Goat Cheese. The 26th Annual American Cheese Society Judging & Competition, one of the largest competitions for American-made cheeses, took place August 24-25 at the Sheraton Seattle Hotel and culminated with the Awards Ceremony and Festival of Cheese on Saturday, August 28.



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Cheese Competition Medal Winner Announced

Arena Cheese, Inc., Arena, WI, is this year's recipient of the 2nd place medal for their traditionally made Colby in the 2010 American Cheese Society cheese competition held this past August in Seattle, Washington. With over 1400 entries in 90 categories, Arena Cheese won their medal in the American Original/Colby category. This award highlights and complements their awards won recently in the World Cheese Championships and United States Cheese Championships for Colby and Colby/Jack. Arena Cheese is launching its new Spring Green™ brand of traditionally made Colby, Colby/Jack, Gouda and natural hardwood-smoked Gouda. The labels were developed in cooperation with the Dairy Business Innovation Center in Madison, Wisconsin.

Frozen



Crystal Farms Introduces New Scrambled Egg Patties

Crystal Farms, a leading provider of dairy and refrigerated products has introduced Crystal Farms Scrambled Egg Patties as a convenient way for consumers to enjoy the benefits of a hot breakfast. Crystal Farms is part of Michael Foods, Inc., the largest pro-

ducer of egg products in North America. "Crystal Farms has a long track record of making great tasting, convenient egg products that are available to consumers at retail stores across the country," said Rebecca Manges, marketing manager for Crystal Farms. "We're proud to introduce our new Scrambled Egg Patties as yet another example of how we're helping consumers start their day on the right foot." Crystal Farms Scrambled Egg Patties come fully cooked – and are made from real eggs, contain five grams of protein per serving and ready to eat in just 60 seconds. The product comes in a resealable pouch pack that includes nine 1.5-oz. patties. Additionally,

the size makes them ideal to serve on an English muffin or biscuit. New ingredients have also been added to Crystal Farms Chef's Omelet™ frozen breakfast line, which includes Western Style, Ham & Cheddar Cheese and Three Cheese varieties. "Our omelets taste even better now that we've infused them with quality ingredients like lean ham, Crystal Farms' cheddar, Parmesan, and Monterey Jack cheeses, and vegetables," said Manges. "They look great too with our attractive, new packaging." Chef's Omelet varieties are made with real eggs and ready to eat in just two to three minutes. Each package contains two 4.3-oz. omelets.



Steel City Gets Its Own Ice Cream Flavor

Pennsylvania's leading ice cream brand, Turkey Hill Dairy, has introduced a new flavor in honor of the Pittsburgh Steelers called Blitzburgh Crunch. The new flavor features premium golden sweet cream vanilla ice cream loaded with smooth chocolate fudge swirl and chocolate cake crunchies. Black and gold, smooth and rich, just like Steelers' pride. "There is something unique about Pittsburgh and Steelers fans," said Turkey Hill President Quintin Frey. "Their spirit, drive and strength are legendary. We're thrilled to now be an official part of that community and offer them a flavor all their own." The new flavor is available in grocery stores throughout Steelers' Country.



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www.catalinafoods.com

Bimbo Bakeries Adds Sara Lee N.A. Fresh Bakery Portfolio

Continued from PAGE 1

Sara Lee has a significant presence in the Midwest and Southeast while BBU's base is in the Northeast and Texas," said Prince.

BBU also announced that it will invest in excess of \$1 billion in the United States over the next five years to create an efficient manufacturing and service platform to serve its customers. "We will build new bakeries where we need them. We will renew existing facilities. And, we will improve our technology and infrastructure," said Prince. "We are investing in manufacturing facilities and manufacturing jobs across the United States," said Prince.

This transaction will deliver value to customers. The combined company will have a strategic network of bakeries and distribution systems. "We expect to grow the Sara Lee route system by expanding Soft & Smooth's geographic reach. At the same time, we expect to grow the BBU route system with a renewed focus on variety and innovation," said Prince. BBU will

also invest in and renew its regional brands and supply systems. "Both Sara Lee and BBU have a wonderful collection of regional brands with rich histories of serving their local markets. Our investments in the supply chain will position these regional brands to grow and flourish," said Prince.

"I see significant opportunities for associates of both companies as a result of this transaction. People who want to be fully engaged in making our company better every day will find a welcome home in our new business," said Prince.

When completed the combined company will have over 28,000 associates and operate 75 bakeries in 31 states and serve the entire U.S. market through a network of over 13,000 sales routes.

This acquisition joins the iconic Sara Lee® brand in fresh bakery and particularly the family of Soft & Smooth® products with BBU's brands including Thomas®, Arnold®, Brownberry®, Oroweat®, Mrs Bairds®, Stroehmann®, Freihofer's®, Bimbo® and Entenmann's®.

According To Jay Ricker: Engagement is Critical

Continued from PAGE 2

owner of the company, who will be dressed as a clown and giving out coupons for free stuff.

The response was overwhelming. While customers flocked to the stores to have their pictures taken and get coupons, the real payoff was a new level of engagement.

"We created a connection that went far beyond just that day. I came home that night absolutely invigorated. It confirmed everything I love about the industry," said Ricker. "One-on-one engagement in our communities."

Ricker's third story was about engaging with political leaders, specifically visiting his congressman's cramped Capitol Hill office. The meeting, which Ricker thought might only be a cursory meeting, went a full hour. "That meeting was flat-out incredible," said Ricker. "For 45 minutes he asked me questions about my business, and his staff furiously scribbled notes."

Then, Ricker recalled, the congressman paused and asked him what he wanted to discuss. "For

the next 15 minutes I talked about everything I could think of. I talked about E-15 and how that could require us to buy expensive new tanks, pumps and nozzles. I talked about the huge cost of PCI compliance. I talked about menu labeling. And of course I talked about swipe fees."

That meeting jump-started a relationship with Ricker's congress-

man that he couldn't have imagined.

"I can't promise you that all Hill meetings go this well, but I do know this. If you don't try, you can't succeed. Congress doesn't know your issues; you do. I truly believe that if you want to be successful today, you need to be involved in politics. And if you don't get involved, bad things will happen," stressed Ricker.

Miami to Become the World Capital of Artisan Cheese in March 2011

Miami will host the First International Festival of Artisan Cheese, The Cheese Connection at Miami, www.thecheeseconnection.com, an unparalleled event in South Florida, will welcome thousands of lovers of cheese and of its culinary possibilities.

From March 18th through the 20th, 2011, The Cheese Connection will gather, at the new Miami Airport Convention Center, more than 340 artisan cheese producers from 45 countries, together with industry executives, restaurant owners, cruise lines, hotel corporations, delicatessen shops, distributors, connoisseurs, renowned chefs, celebrities, and speakers. All united for the same passion: cheese.

Justo Vera-Ayestaran, creator of the Festival and President of The Cheese Connection, LLC said: "The Festival will include 'The School of Cheese', an ensemble of seminars and workshops where attendees can learn about cheese types, appellations, aging, combinations with beer and wine, etc. Visitors will be able to sample new tastes, attend cheese making demonstrations, learn gourmet recipes, enjoy artist performances, and attend international culinary competitions."

Vera, a Cheese Master from the New York Artisanal Premium Cheese Center, stated: "We are convinced that it's a great time for cheese in the US. Finally, American palates have acquired the taste for specialty cheeses that, until recently, were only sought by a niche market."

The Marketing Manager of the company, Eduardo Alarcon, stated: "Our Trade Show will become the most important Artisan Cheese Show in southern US, the Caribbean, and Latin America. It's a great opportunity for producers to showcase or launch new cheeses, increase sales, brand awareness, and reach new markets."

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Front-of-Pack Nutrition Labeling Initiative Announced

Continued from PAGE 2

ketplace early next year.

"America's food retailers are proud to partner with manufacturers to combat obesity," said Ric Jurgens, chairman of the board, chief executive officer and president of Hy-Vee, Inc., and current Chairman of the FMI Board of Directors. "We live in a fast-paced world that gets busier by the day. By placing clear and straightforward nutrition information on the front of our packages, we are furthering our industry's commitment to helping our customers make healthy choices."

"This is a landmark step forward in the industry's commitment to help address the obesity challenge," said David Mackay, president and chief executive officer of Kellogg Company. "It represents the most significant change to food labels in the

United States in nearly twenty years. And our commitment to an ambitious consumer education campaign will amplify the impact the labeling change will have in households across the country."

To build consumer awareness and promote use of the new label, America's food and beverage manufacturers and retailers have agreed to support the change to their product labels with a \$50 million consumer education campaign. The campaign, to be launched in 2011, will be aimed at parents who are primary household shoppers.

"Through this initiative, we continue to deliver on our promise to our consumers and demonstrate that we are moving farther, faster in our ongoing effort to play a constructive and responsible role in the fight against obesity," concluded Bailey.

NGA 2011 General Session to Focus on the Consumer

Continued from PAGE 2

commercial loans will be acquired should they not have the reserves to cover the losses. While economic indicators point to a technical recovery, a fair number of looming issues have yet to be addressed.

Referencing results from the 2011 N.G.A./Con Agra Consumer Panel Survey, Lempert along with a panel of successful retailers will share their views and explore how issues of post-recessionary purchasing impacts the role of brands, shop-

per channel planning and brand trade-off strategies. Retailers include Juvenal Chavez, President and CEO of Mi Pueblo Food Centers, Jimmy Nichols, Senior Executive of Houchens Industries, Inc. and Roger Lowe Jr., President and CEO of Lowe's Supermarkets.

The convention theme, "Commitment to Excellence: Taking Charge of Change", will focus on looking towards the future and the many successes that are sure to be ahead of operators after the tumultuous past year.

■ 'The World's Next Leading Brand' -



■ A large crowd was on hand at the recent Giroski brand launch at the Conrad Hotel Brickell, October 26.



■ GIROSKI model demonstrates Giroski® brand hearts of palm at the recent Giroski launch at the Conrad Hotel Brickell in Miami.

Giroski Brand U.S. Launch Underway

Hosts Unveiling to Members of Trade at Miami Reception

Giroski Agro, providing superior quality foods from around the world, is currently introducing its exciting and profitable product line in the United States.

The Giroski Agro products are currently available through supermarkets, distributors, restaurants and all members of the retail and food-service trade. This includes such items as: processed foods, tuna, produce, coffee, pasta, canned

Hearts of Palm, and much more.

The company was among those firms participating in the 14th Americas Food & Beverage Show, October 26-27, in Miami Beach. This gave Giroski a premier showcase presentation with global buyers, distributors, and wholesalers in search of the latest and most innovative products for the grocery shelf and dining table.

Also, in support of the company's current U.S. launch, Giroski Agro held a private unveiling and cocktail reception to members of the trade on Tuesday evening, October 26, at The Room high

above the Conrad Miami Hotel. The well attended event gave members of the trade their first opportunity to view and sample many products available from Giroski Agro.

Giroski Agro Group maintains its main office and sales facility in Miami and a separate distribution center in Hialeah Gardens, FL. The company may be reached at telephone: 305-789-2821; fax: 305-789-5935 and online at sales@giroskiagro.com.



■ Giroski Agro was featured prominently at the 14th Americas Food & Beverage Show held on Miami Beach, October 26-27. This gave Giroski Agro a prime showcase to global buyers, distributors and wholesalers. On hand to meet and talk with those attending the Food Show were (left to right): Manuel Echeverria, Marcel Ferras, and Augusto Peraza.

Walmart Capital Strategy to Drive Growth

Continued from PAGE 1

er. "We are positioning our company for the next generation Walmart, which means that we will grow internationally and in the United States. We believe our capital strategy strikes the right balance between growth and return on investment.

"We expect to grow total company square footage between three and four percent next fiscal year, which means that square footage and capital spending will grow at approximately the same rate. Overall sales growth is forecasted between four and six percent," Holley said. "In the United States, we will shift more capital toward new stores, including supercenters and smaller formats. We are lowering remodeling costs through greater efficiencies, so the total capital commitment for Walmart U.S. next year will be flat with the current fiscal year.

"Because of Walmart International's concentration on growth in emerging markets, capital expenditures for the segment will increase slightly more than 13 percent next year compared to the current fiscal year," Holley added. "Capital for the other operating segments, and corporate overhead, are projected to be flat next year compared to this year."

In the fiscal year ending Jan. 31, 2011, the company expects to add approximately 32.5 million square feet globally, compared to approximately 34 million square feet added in the prior year. Walmart expects to increase global square footage between 34.5 and 35.5 million square feet in fiscal year 2012.

Projected Walmart U.S. and Sam's Club units include expansions, relocations and conversions. Given the conversion of traditional Walmart discount stores to supercenters (without any change in square footage to the actual unit), the number of supercenter units will continue to increase, as the

number of discount stores declines.

Capital expenditures for Walmart U.S. next year will be flat when compared to the current year, as will square footage growth. But stores and sales are projected to grow, according to Bill Simon, Walmart U.S. president and CEO.

"Over the next few years, we will introduce new formats to help us enter new markets. Walmart U.S. will move toward a three-format portfolio, which will drive expansion to urban markets and small towns, as well as fill in gaps in existing markets," Simon explained. "The large format is our supercenter, which sells a broad assortment of groceries and general merchandise. We have integrated efficiencies into our supercenter design that have allowed us to decrease the average square footage for our supercenter format. The medium format, between 30,000 and 60,000 square feet, will be based on the needs of an individual market. The small format, which is less than 30,000 square feet, will be targeted to urban markets and small towns.

"We also are allocating capital to continue converting discount stores to supercenters, which add no square footage, but are expected to increase sales," Simon said. "Of the 155 to 165 supercenters we will add next year, 45 to 50 will be new units, with the remainder conversions. Neighborhood Markets will make up the bulk of the medium format stores, and there will be some pilots of the small store format included in next year's plan."

By the end of the current fiscal year, more than 550 U.S. stores will have been remodeled. Walmart U.S. plans to remodel more than 500 stores next fiscal year.

"We are very excited about the additional growth opportunities that we have in the United States," said Simon. "We will have growth in geography, growth in formats and growth in multi-channels."

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34 Hospitality

Allure of the Seas Offers Exciting Restaurants and Tantalizing Menus

RCCL's Innovative Ship Debuting in December

Showing onboard experiences all her own, Royal Caribbean International's Allure of the Seas, the world's next largest and most innovative cruise ship debuting in December, will introduce new culinary concepts and tempting twists to signature Oasis-class restaurants. A Brazilian steakhouse will be a destination restaurant that comes to life for dinner service in the Solarium, featuring authentic Brazilian-style meats and seafood dishes, from Picanha cut sirloin steak to Atlantic salmon marinated with sea salt and garlic, served table-side and sliced straight off the skewer. In Central Park, recently anointed Chef de Cuisine Molly Brandt will present guests with a one-of-a-kind menu and distinct dining experience at Allure of the Seas' 150 Central Park, a signature fine dining experience.

"As churrascaria concept restaurants gain popularity on land, Royal Caribbean is taking advantage of having a new ship to introduce a Brazilian steakhouse and bring a new dynamic and colorful nightlife ambiance for adults in the Solarium," says Lisa Bauer, senior vice president, Hotel Operations, Royal Caribbean International. "Guests onboard Allure of the Seas will have a new arrangement of dining experiences throughout the ship, from the Adagio Main Dining Room to new venues on the Boardwalk and Royal Promenade."

Combining the best of classic Mexican beach bars and Southern California's famed taquerias, Rita's Cantina will be a vibrant new restaurant in the Boardwalk neighborhood. Adults and kids alike will enjoy some of their favorite Mexican fare, such as

shrimp ceviche tostadas, warm tortilla chips with salsa and fiesta guacamole, as well as entrees, such as fajitas, fish tacos and Chipotle-style flautas. The more casual setting will be a favorite lunch, snack or dinner spot for guests seeking a flavorful fiesta onboard Allure of the Seas. Rita's Cantina also will boast some of the best and widest selection of margaritas at sea, offering both authentic and signature concoctions mixed with a choice from the extensive list of quality tequilas, served on the rocks or frozen in a variety of fruit-flavor combinations. In addition, the restaurant will introduce new nightlife to Boardwalk with live guitar music, drinks and dancing. Rita Cantina's design will include large open breezeways and an outdoor seating area complete with high top tables and stools, and will be located in place of Seafood Shack onboard sister-ship Oasis of the Seas.

Also new to Boardwalk's dynamic and engaging scene will be The Boardwalk Dog House, an outdoor hot-dog specialty counter located where The Donut Shop is on Oasis of the Seas. Guests can choose from traditional hot dogs, wieners, brats, sausages and other delicious linked meats and a variety of toppings to split a long bun. The Donut Shop will remain on Boardwalk in a new location next to the Ice Cream Parlor.

Allure of the Seas shares the title of the world's largest and most revolutionary cruise ship with sister-ship Oasis of the Seas. An architectural marvel at sea, she spans 16 decks, encompass 225,282 gross registered tons, carry 5,400 guests at double occupancy, and feature 2,700 state-rooms. Allure of the Seas touts Royal Caribbean's exclusive neighborhood concept of seven distinct themed areas, which will include Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. The ship will alternate a Western Caribbean with an Eastern Caribbean seven-night itinerary from her home port of Port Everglades in Fort Lauderdale, FL.



■ **ADAGIO DINING ROOM** – Royal Caribbean hasn't forgotten the classics of its fleet. Adagio Dining Room, the ship's main restaurant features a three-tier venue with a 1920's Art Deco style.



■ **GIOVANNI'S TABLE** in Central Park is an Italian trattoria with both indoor and alfresco seating featuring Italian classics served family-style.



■ Even coffee drinkers aren't left out on the Allure of the Seas, as one of the features of Central Park is the ship's own Starbucks.



■ A popular gathering spot aboard Allure of the Seas is sure to be Boleros Latin-themed club.



■ **150 CENTRAL PARK** is a trendy, upscale and intimate restaurant with a tasting menu and customized wine pairings.



■ SUBWAY Development Corp. of Washington team members presents check for \$290,000 to American Cancer Society. (Subway Restaurants, Ed Berger).

Subway Development Company Reaches 1,100 Store Milestone

The staff of the McLean, Virginia based Subway Development Corporation of Washington (SDC) are no strangers to reaching goals, hitting milestones and giving back to the community. As members of the world famous Subway sandwich chain, it is in their DNA.

Beginning with one shop across from the House of Representatives Office Building in 1977, SDC has recently celebrated its latest milestone of overseeing the ongoing development and operations of more than 1,100 independently owned and operated outlets of the Subway submarine sandwich franchise.

This milestone marks the opening of about 100 new stores throughout Virginia, Delaware, Maryland and the District of Columbia over the past year. This growth, which is a reversal of the trend currently experienced by the bulk of the restaurant industry, has enabled area Subway franchisees to be part of a bright spot in an otherwise gloomy economic forecast while also providing approximately 11,000 job and career opportunities to men and women throughout the region.

"Reaching this milestone has been a massive team effort and we all have a lot to be thankful for," said SDC Chairman, Larry Feldman. "From the office support staff to the operations and development teams and the franchisees that own and operate their stores, to their employees who serve our customers, it was everyone's dedication and hard work that made this all happen."

As the opening of their 1,100th Subway restaurant was starting to become a reality, members of the SDC staff were busily preparing for another event that was near and dear to their hearts.

Held at the Westfields Golf Club in Clifton, VA, SDC recently hosted their 13th annual Charity Golf Tournament, with proceeds benefiting the American Cancer Society. At the end of the event, a check was presented for \$290,000, bringing total donations over the thirteen year period to more than \$1.5 million. A majority of donations were raised through the sale of pink ribbons in area Subway restaurants.

"Cancer is a disease that touches everyone, and it will take all of us to make it a thing of the past," said David Dickerson, Vice President of Operations for SDC. "Even in the most difficult economic times we have seen in decades we were able to raise our largest donation ever. Everyone involved should be proud of what we have accomplished and in knowing that these monies are going to help support people within our communities who have been impacted by this terrible disease."

Setting their sights on the years to come, SDC expects their 14th annual golf tournament to yield even more for the American Cancer Society—and has set a goal to reach 1,200 Subway restaurants by 2012.

■ Boston Chef

Michael Leviton Named National Board Chair of Chefs Collaborative



■ CHEF MICHAEL LEVITON

Chef Michael Leviton of Lumière in Newton, MA, has been appointed National Board Chair by Chefs Collaborative, a national chef network that's changing the sustainable food landscape using the power of education, connections, and responsible buying decisions.

"I am honored to further my involvement in such a positive and passionate organization," says Leviton. "Making the right choices has always been at the core of my culinary philosophy, and I look forward to finding ways to inspire people through the mission of the Collaborative."

Leviton, who first joined Chefs Collaborative in 1996 and became a member of the Board in 2007, is at the forefront of the local and sustainable movement. His 11-year-old restaurant, Lumière, located in his hometown of Newton, is a three-fold combination of classic bistro elements, modern cooking techniques and superior ingredients that are whenever possible raised and harvested locally and in a sustainable manner.

Leviton was recently instrumental in bringing a noteworthy group of individuals to Boston for the second annual Chefs Collaborative National Summit. "The Summit was a huge success for the Collaborative," says Melissa Kogut, Executive Director, Chefs Collaborative. "Michael will be phenomenal leader, spokesperson and overall ambassador for this organization."

Leviton's résumé includes Le Cirque with Daniel Boulud, Le Bernardin with Gilbert Le Coze, Eric Ripert and François Payard, and Square One with Joyce Goldstein. He has been recognized with numerous awards including Best New Restaurant, Bon Appétit, 1999; Best New Chefs in America, Food & Wine, 2000; Best Restaurant in America, Gourmet, 2002; numerous Best of Boston awards from Boston magazine and several James Beard Foundation nominations.

■ The Golden Arches Go Green



McDonald's Opens LEED-targeted Restaurant in Riverside

A rebuilt McDonald's restaurant in Riverside, CA, became the first McDonald's west of the Mississippi, and the fourth in the U.S., to seek LEED® Gold certification (Leadership in Energy and Environmental Design). The restaurant, located at 2242 University Avenue, opened to the public on October 14.

The building, which is owned and operated by Tom and Candace Spiel and has stood as a McDonald's restaurant for 44 years, reopened more sustainable and energy-efficient with a host of "green" features including: Light colored hardscape to reduce heat emissions from site, Native drought tolerant plants to reduce water consumption by landscape, Low flow plumbing fixtures to reduce water usage, 294 photovoltaic panels to generate a percentage of the restaurant's power consumption, Recycled denim insulation inside the building.

The restaurant features an interactive touch screen display for visitors to learn about the building, environmental sustainability, and how individuals can reduce their carbon footprint.

Other LEED-certified McDonald's restaurants are located in Cary, NC, Savannah, GA and Chicago. The Riverside restaurant



■ GOLDEN ARCHES GO GREEN - A rebuilt McDonald's restaurant in Riverside, California, has become the first McDonald's west of the Mississippi, and the fourth in the U.S., to seek LEED® Gold certification (Leadership in Energy and Environmental Design). The restaurant, located at 2242 University Avenue, opened to the public on October 14.

expects to receive LEED certification within one year.

"We were inspired to build a McDonald's restaurant that highlights the green focus of Riverside: California's first Emerald City," said Candace Spiel, McDonald's owner/operator. "We are so proud of this restaurant and its possibilities to encourage and educate our customers and community on the importance of environmental sustainability."

Beginning as manager trainee and crewperson, respectively, over

the last 40 years Tom and Candace have risen within the ranks of the McDonald's system to own and operate nine McDonald's restaurants in the Inland Empire located in Chino, Ontario, Montclair, Pomona, Riverside and Rubidoux. Both Tom and Candace are members of the McDonald's Operators' Association of Southern California, which is comprised of more than 120 small business owners in the counties of Los Angeles, Orange, Riverside, San Bernardino and Ventura.

■ Award-winning

Hartford Chef Partners with Cabot Cheese

"Nothing says great cheese like Cabot Creamery Cooperative," says Chris Torla, chef and co-owner of Hartford-based restaurant, Trumbull Kitchen. The restaurant uses nearly 100 pounds of Cabot's award-winning cheese each week in its eclectic comfort food dishes, where local ingredients always come first. The two organizations recently announced they are teaming-up for recipe development and other special events for diners in the Nutmeg State.

Cabot Creamery and Chef Torla share a number of qualities, including a commitment to supporting local farms and food purveyors. Few realize that Connecticut's dairy farmers provide the milk that becomes Cabot's award-winning Cheddar Cheese. The new, seasonal menu at Trumbull Kitchen will present diners with fresh, high-quality product featuring delicious local flavors. Chef Torla regularly uses Cabot's cheddar, Monterey Jack, Jalapeno cheddar and pepper jack cheeses on the lunch and dinner menus.

"That fact that Cabot cheese is made from milk provided by local dairy farms is a secret that's got to get out," said Chef Torla. "My cheddar fondue, mac and cheese, and cheddar topped angus burger wouldn't be the same without it! Trumbull Kitchen and the Max Restaurant Group uses locally sourced ingredients across our menus whenever possible so this partnership was a natural fit; I'm thrilled to have the opportunity to work with such great people, delicious products and help local farmers in the process."



■ CHEF CHRIS TORLA

Technology



Forces Shaping The Future of Food Retailing



■ JOHN SACCOMANNO

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

I'm writing this column from Nanjing, China where I'm attending a retail tradeshow. The event attracted a number of retailers and vendors, and I had a good opportunity to talk to both about their business issues.

Not too surprising, their business issues are similar to American retailers. These issues include margin challenges, top line growth and supply chain efficiencies; but they also include new format competitors and the rapidly changing consumer.

China is the world's 2nd largest retail economy, but I think it's the data points behind that story that are more interesting. In 2009, a year where the rest of the world faced stagnant or negative consumer spending growth; China's inflation adjusted spending growth was a whopping 16.6 percent. This compares to other rapidly-emerging markets like India (4.0 percent) and Brazil (4.1 percent). By the way, U.S. spending growth was negative .6 percent.

China is also the world's second largest fast food marketplace. According to Euromonitor, nearly 90 percent of all new fast food restaurants to be built over the next few years will be built in China. YUM's KFC and Pizza Hut brands are extremely plentiful and popular in the major metropolitan areas. Other fast food chains commonly found in the country are McDonald's, Papa John's and Dairy Queen. But China's position in the world's economy extends beyond "food away at home"; according to Kantar Retail, China will exceed the United States in "food at home" expenditures by the year 2015.

These expenditures are driven by an increasingly large middle class. By the year 2030, two thirds of the world's entire middle class will be in China. And, this population is spending money. Though China's middle class accounts for about 3-5 percent of the world's middle class consumption in 2009, it's expected to exceed 11 percent by 2020.

It appears this spending growth spurt is causing concerns among the Chinese retailers, especially in the grocery marketplace.

For one, this consumption growth is attracting retailers from around the globe. And given a relatively open arm government policy, they're entering the country in droves. China's grocery marketplace is dominated by independent retailers, with the top five grocers representing less than nine percent of the market. But this is changing, as the world's two largest grocers now each do over \$5 billion in China sales. Today, only 20 of the nation's top 100 retailers are multi-nationals, but they're growing at a faster pace than their counterparts and their stores generate about 29 percent more volume than the China stores.

It is the changing Chinese consumer that is causing the most concern in the marketplace. Today there are more internet and mobile cell phone users in China than in any other country. As such, China can make a legitimate claim to being the world's most digitally-enabled country. But even with these numbers, there is still a considerable digital growth opportunity, as only 48 percent of the population has mobile phones and only 22 percent of the citizens have Internet access.

The local retailers are now witnessing the effect of a digitally-enabled customer base. They're seeing an increasingly time-starved and more demanding customer. And these demanding customers are seeking more efficient, personalized and rewarding shopping experiences. And, retailers are expecting these demands to increase as the rural population, still 50 percent of the people, urbanize and become middle class. As such, the Chinese grocers were very interested in self-service, mobile and Internet technologies. Perhaps their biggest concern was that multi-national retailers are ahead of them in this area, and may be in a better position of delivering that more personalized and rewarding shopping experience.

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

Meijer to Install Electric Vehicle Charging Stations at Stores

Meijer, the Grand Rapids, MI-based supercenter chain, install electric vehicle charging stations at several of its Michigan stores, according to by Julie Croll, senior vice president of properties and real estate for the retailer.

"This is a very exciting step for Meijer as we continue to look for ways to expand our sustainability initiatives," said Croll. "The key to our success through the years has been innovation, and we look at sustainability the same way. Whether we are providing our customers with reusable bags, placing rooftop wind turbines on stores or offering charging stations for the electric vehicles, we are committed to searching for innovative ways to be green."



The first charging station was unveiled recently at the Meijer store in Warren, Michigan, and will be followed by stores in Allen Park and Holland, Michigan. Each store will receive two charging stations which can be used by Meijer customers at no cost. Providing 120V and 240V options, these chargers represent the most current vehicle charging technology and meet the SAE J1772 standard adopted by automakers.

Meijer is obtaining the charging stations through Shocking Solutions, a leader in plug-in vehicle infrastructure solutions and consulting. Shocking Solutions is the Midwest's exclusive distribution partner for Coulomb Technologies ChargePointR Networked Charging Stations. Installation of the units is being handled by Waterford, MI-based ChargeNow.

The purchase and installation of these units represents an investment of nearly \$100,000 by Meijer. In 2011, Meijer plans to expand this initiative by installing additional charging stations in 10-20 more stores throughout the Midwest.

"Meijer's commitment to this project is a great example of their innovative practices and corporate responsibility," said John Auld, C.E.O. of Shocking Solutions. "Our Michigan-based automotive manufacturers as well as the global automotive community have made a tremendous investment into plug-in vehicles. This project not only provides Meijer customers with a location to charge their electric vehicles, it also provides validation and support for the auto industry's efforts."



■ MEIJER, the Grand Rapids, MI-based supercenter chain, has begun installing electric vehicle charging stations at several of its Michigan stores. The first charging station was unveiled recently at the Meijer store in Warren, Michigan, and will be followed by stores in Allen Park and Holland, Michigan. Each store will receive two charging stations which can be used by Meijer customers at no cost.



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■ **WHITE CASTLE** the nation's first fast-food hamburger chain inducted 76 team members from nine states into its 25 Year Club October 4 at a banquet following its annual meeting. (Photo Courtesy of White Castle).

White Castle Inducts 76 Team Members into 25-Year Club

The nation's first fast-food hamburger chain inducted 76 team members from nine states into its 25 Year Club October 4 at a banquet following its annual meeting. The family-owned company has carried on this annual tradition since 1946, when founder E.W. "Billy" Ingram celebrated his 25th year at the helm.

"It is a very special honor to be inducted into the 25 Year Club," said President and CEO Bill Ingram, who will present each inductee with a watch of his or her choice. "My grandfather joined this distinguished club in 1946, my father in 1959, and I finally achieved the goal in 1997."

Over the past 64 years, 1,509 White Castle team members have earned this distinctive honor, including the 676 members on the active payroll, the 494 retired or resigned and the 339 who have passed away.

"As a family-owned company, White Castle places a high value on loyalty and experience," Ingram said. "We are incredibly

proud that today more than six percent of our 11,000 active team members have been part of our family for 25 years or longer."

Most members of the "Class of 2010" began their careers with White Castle in 1985. Ronald Reagan was president. "Back to the Future" was the highest grossing film. Live Aid concerts raised \$50 million for Ethiopian famine relief. Microsoft released the first version of Windows. And gas cost just \$1.09 per gallon.

"Induction into the 25 Year Club is one of White Castle's highest honors," Ingram said. "Members are treated with respect and reverence by all of our team members. They've earned it."

To show its appreciation, White Castle rolled out the red carpet for inductees during the company's annual meeting. The company paid for all incoming members' travel, hotel accommodations and special meals and provided tours of the White Castle Home Office and PSB Company facility.

Celebrations culminated with a limousine ride to the awards banquet attended by the new inductees, local active and retired 25 Year Club members and company executives.

The "Class of 2010" includes two team members from Columbus restaurant operations, 11 from Chicago, 14 from Cincinnati, eight from Detroit, three from Indianapolis, three from Louisville, two from Minneapolis/St. Paul, five from New Jersey, seven from New York, six from St. Louis, five from the Rensselaer, Ind. bakery division, one from the Orleans, Ind. meat plant and nine from the Columbus-based home office.

The team members hold a wide variety of positions, ranging from the vice president and general manager of the WCDI frozen food division to restaurant district and general managers and team members who have provided unceasing loyalty and dedicated service to customers in the restaurants for the past quarter century.

To Save Bees



13-Year-Old Tries to Become Paul Newman of Honey

It all began when 11-year-old Henry Miller's mother left him alone for just a few minutes sitting next to a stranger on a plane.

Henry began a conversation that would change lives. The man was a local beekeeper and told Henry about bees and the worldwide crisis of colony collapse disorder. A natural born activist and entrepreneur Henry decided right then and there to go into business and donate a portion of his profits to The Foundation for the Preservation of Honey Bees.

Henry's parents were skeptical but supportive and soon the family farm had hives and honey everywhere. More than they knew what to do with in fact, and so a la "Baby Boom" and Diane Keaton, Henry's mother started mixing up batches of honey with blends of spices. "Let's face it, there is just so much honey you can eat in tea and on toast," she said. "We had to broaden the use of our honey so we came up with Stingers - a line of spicy honey for cooking and barbecuing. You see, I liked the idea of raw pure honey and no preservatives so this was perfect, we even put it on ham sandwiches."

Now Henry and his family sell The Grumpy Grandpa Blenda combination of raw honey, cayenne pepper and garlic. "It's really good on apples," Henry exclaims. And Phoebe's Fireballa chipotle and cinnamon combination named after his 10 year-old cousin, who Henry reveals is "...just a little bit bad."

At first people were a bit confused about how to use the Stingers so Henry's mom posted recipes. And Henry filmed a couple of infomercials in the family kitchen posting them on YouTube. "We put bee facts on all the labels to try and teach kids more about bees," says Henry who writes all the labels himself and is currently working on adding a section to his website telling kids what they can do to help the bees.



■ **KING BEE** - 13 year old Henry Miller of Bellingham, WA, has big plans for his young honey business.

Kosherfest 2010 Appetizer Competition Won by Brooklyn Chef



■ **CHEF AVRAM WISEMAN**

The annual cooking competition at Kosherfest 2010 - this year for the best appetizer - was won by Chef Avram Wiseman of the Center for Kosher Culinary Arts in Brooklyn, NY.

Chef Avram's winning entry was striped bass that was prepared with a lentil salad, mango and pineapple salsa and tarragon vinaigrette. Each of four contestants had five minutes to prepare their dish.

Kosherfest, the two-day trade show for everything kosher, which was held at the Meadowland Exposition Center here, holds an annual cooking competition between renowned chefs who prepare kosher meal.

The other competitors were Chef Pini Ben-Ari of U Café in Manhattan, who won last year's competition; Chef Salim Fysal of Dashkin Glott Kosher Indian Bistro in Manhattan; and Chef Albert Bijou of Heaven's Kitchen Corporation in Brooklyn.

Judging the competition, which based on taste, appearance and originality, were cookbook author and food historian Gil Marks, educator and writer Ted Merwin, and bloggers Lois Held and Robert Sher of Koshereye.com.

Next year Kosherfest 2011 will be held November 8-9 at the Meadowland Convention Center in Secaucus, NJ.

A.G. of Florida Sets Food Show

Associated Grocers of Florida, Inc has announced its upcoming February 2011 Trade Show - February 17th and 18th, 2011. The show will be held at the newly-remodeled Doubletree Miami Mart/Airport Hotel & Exhibition Center located at 711 NW 72nd Avenue, Miami, FL. Tel: (305) 261-3800. This is the Largest Independent Trade Show in the Southeast United States.

As you may or may not be aware, the Double Tree has invested \$17 million in remodeling and upgrading its Convention Center & Hotel. AG vendors and retailers will be absolutely astonished at what they walk into next February. It is to say the least, a dramatic change that has been a long time coming but the facility is now second to none.

SHOW HOURS:

Thursday, February 17 - 9:00 AM - 5:00 PM

Friday, February 18 - 8:00 AM - 2:00 PM -

Followed immediately by the always highly-anticipated **POWER BUY SESSION** which begins at 2:15 PM sharp.

For additional information, contact Roy Deffler - (954) 876-2802 or via email - rdeffler@agfla.com.



FAMILY CELEBRATION - Together with hundreds of employees, Jim Beam family distiller Frederick "Fred" Booker Noe III celebrated the 75th anniversary of the historic Jim Beam Clermont, KY, facility, home of the world's number one-selling bourbon.

Jim Beam Distillery Celebrates 75th Anniversary

Beam Global Spirits & Wine, the premium spirits business of Fortune Brands and maker of the world's number one-selling Bourbon whiskey - Jim Beam, recently celebrated the 75th anniversary of its historic Clermont, KY, facility. Together with seventh generation Jim Beam family distiller Frederick "Fred" Booker Noe III and more than 500 employees, the company recognized the site's important link to the past and its vital connection to the future.

"For 75 years, the Jim Beam Clermont Distillery has stood strong amidst the Kentucky landscape," said Jeff Conder, Vice President, Americas Operations, Beam Global

Spirits & Wine. "Today we celebrate the role the Distillery has played in shaping Jim Beam Bourbon into the world's number one-selling bourbon and its continued significant contribution to Kentucky Tourism through our commitment to a multi-million dollar tourism development project."

As the first stop from Louisville on the west side of the Kentucky Bourbon Trail, the Jim Beam Clermont facility employs more than 300 people and welcomes more than 80,000 visitors annually. The Jim Beam tourism development project, which is scheduled for completion fall 2012, will further enhance visitors' experience with

Jim Beam and celebrate the history and heritage of the historic Clermont plant. A new state-of-the-art Welcome Center complex will be able to accommodate approximately 200,000 visitors annually. Guests will become a part of the Jim Beam family by taking an up-close and personal look at the family's business in the bourbon industry.

The Distillery produces a number of leading bourbon brands including, most notably, Jim Beam Bourbon. In addition, Jim Beam Black® and the ultra premium Small Batch Bourbons, Basil Hayden®, Knob Creek®, Baker's® and Booker's®, are also distilled there today.

Stater Bros. and Milk-Bone Team To Provide Canine Assistants Service Dog

Laci Wilkins is a 27-year-old woman from Palm Desert, CA. Laci was diagnosed with Epilepsy at a very young age and it has progressed as she has gotten older. Due to her condition, it is difficult for her to perform many common everyday tasks, such as picking up a dropped item. In an effort to help make her daily life a little easier, Laci will receive a specially trained service dog from Stater Bros. Supermarkets, Milk-Bone, and Canine Assistants, an organization providing service dogs to people with disabilities.

Instead of Laci needing to ask someone for assistance, her new service dog will provide the help and independence she needs and deserves. Among other tasks, her dog will assist with retrieving dropped objects, opening doors, turning on and off lights, and obtaining help in case of an emergency.

Laci was welcomed into the Canine Assistants family at a special



LACI WILKINS, from Palm Desert, CA, is receiving a specially trained service dog from Stater Bros. Supermarkets, Milk-Bone, and Canine Assistants, an organization providing service dogs to people with disabilities.

donation ceremony at the Stater Bros. Supermarket at 78210 Varner Road in Palm Desert on October 22nd. Laci's actual service dog will be selected and trained to meet her specific needs and will be given to her at a Canine Assistants training camp she will attend at a later date.

Also attending the donation ceremony was 10-year-old Makenzie Wieden from Indio and her Canine Assistants dog Disco. Makenzie, who also suffers from Epilepsy, talked about how her life has changed for the better since she was united with Disco 10 months ago.

Tandoor Chef Signs With Acosta

Tandoor Chef, a leader in restaurant quality, all natural frozen Indian cuisine, has named Acosta's Natural and Specialty Division as its new brokerage of record. The strategic partnership is effective beginning January 3, 2011 and will provide national representation of Tandoor Chef's complete line. Tandoor Chef is expanding to national resources as a result of significant industry growth in brand, sales and overall category demand for exotic Indian flavors and ingredients.

Indian cuisine is the fastest growing ethnic flavor profile on the market. Industry studies have also found that

consumers are looking for more variety in at-home meals. The Tandoor Chef line of products - ranging from Naan Pizza to Chicken Tikka Masala to Palak Paneer - offers a wide range of restaurant quality, Indian dishes that are ready to eat in minutes.

"Aligning Tandoor Chef with Acosta will be a critical next step in the growth of our company as well as the category," says Mike Ryan, Vice President of Marketing, Tandoor Chef. "We pride ourselves on using the highest quality ingredients in each product, so it's a natural progression that we work with the highest quality brokerage."

COMING EVENTS

JANUARY

26

NATIONAL SUPERMARKETS ASSN - FLORIDA CHAPTER (NSAFLA) CLASSIC GOLF TOURNAMENT. Jacaranda Golf Club, Plantation, FL. For information, call: 751-779-8084 or go to www.nsafla.org.

FEBRUARY

1

SIMPLY ITALIAN GREER WINES U.S. TOUR 2011. The Ritz Carlton Hotel, Palm Beach, FL. For information, contact: I.E.E.M. at 1-877-217-9867, or 305-937-2488.

2

SIMPLY ITALIAN GREER WINES U.S. TOUR 2011. J.W. Marriot Marquis Hotel, Miami, FL. For information, contact: I.E.E.M. at 1-877-217-9867, or 305-937-2488.

11

SOUTHEAST WHOLESALE FOODS ANNUAL CASINO NIGHT EXTRAVAGANZA AND GROUP BUYING EVENT. Miami Airport Hilton, 5101 Blue Lagoon Drive, Miami, FL. For additional information, contact Mary Lopez at: 305-883-1198, ext. 7114.

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 Roy Deffler at: 954-876-2802 or via email: Rdeffler@agfla.com.

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.

JUNE

5-7

THE INTERNATIONAL DAIRY-DELI BAKERY ASSN (IDDBA) 47TH ANNUAL SEMINAR AND EXPO. Anaheim Convention Center, Anaheim, CA. For more information call 608-310-5000 or visit www.iddba.org.

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.

NOVEMBER

8-9

KOSHERFEST 2011 Meadowland Exposition Center, Secaucus, NJ. For additional information, visit: www.divbusiness.com or www.lubicom.com.

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: dennisrikane@todaysgrocer.com

Holland America Line Establishes Culinary Council

In a move that will enhance all aspects of Holland America Line's shipboard culinary operations, the line has created the Holland America Line Culinary Council, which is composed of celebrated chefs from around the world. As Council members, the chefs will enrich Holland America Line's culinary initiatives and present signature recipes to be featured in all dining venues on all 15 ships.

The Culinary Council members include Council Chairman and Holland America Line's Master Chef Rudi Sodamin, along with renowned international chefs Jonnie Boer, David Burke, Marcus Samuelsson, Jacques Torres and Charlie Trotter.

"Bringing these icons and their diverse backgrounds to our guests places Holland America Line at the forefront of culinary initiatives within the industry," said Richard D. Meadows, CTC, executive vice president, marketing, sales and guest programs. "The Council's expertise and innovative guidance will touch every aspect of our shipboard food service, from the Lido Restaurant breakfast buffet to the dinner menu of the Pinnacle Grill and everything in between."

Besides sharing their insights on menus and culinary offerings, the Council will consult on the line's Culinary Arts Center enrichment program to help create new and even more innovative learning experiences for guests.

The Council will meet regularly with Holland America Line executives.

Ray Capozzi Re-Joins Catelli Brothers

After 18 years of holding the positions of Vice President of Sales and General Manager of Boston Lamb & Veal/ Superior Farms, Ray Capozzi returns to Catelli Brothers as Director of Retail Sales, it was announced today by Anthony Catelli, President and CEO. Catelli Brothers, headquartered in Collingswood, N.J., is part of the Fontelli Food Group, one of the largest veal and lamb purveyors in the U.S.

Capozzi started his career in the meat industry with Swift & Company in 1975. In 1987 he became Director of Lamb Sales at Catelli Brothers, a post he held for five years before joining Boston Lamb & Veal, which later was absorbed by Superior Farms. Capozzi resides in Marshfield, Mass., with his wife and two children.

Associated Grocers of Florida Inc.

Presents

Treasure Chest of Bargains

February 17th & 18th, 2011
Food Show



**Double Tree Miami Mart/Airport
Hotel & Exhibition Center**

711 NW 72 ND Ave, Miami, FL 33126

Ph: 305.261.3800

For Information please Contact

Roy Deffler - 954-876-2802

rdeffler@agfla.com