

TODAY'S GROCER

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Walmart to Open Up to 300 Stores in Underserved Areas

Walmart will open between 275-300 stores serving the Department of Agriculture (USDA) designated food desert areas between now and 2016. These estimates are based on the company's current real estate plans. These stores, in both urban and rural areas, will provide access to groceries for more than 800,000 people living in food deserts. Since 2007, the company has opened 218 stores serving food deserts. The projected new and existing locations, totaling about 500 stores, will provide access to fresh and healthy food in more than 700 food deserts and will serve approximately 1.3 million people living in these areas. To be included in this figure, a person must both live in a USDA designated food desert area and be within one mile of an urban Walmart or within ten miles of a rural Walmart store.

"By opening stores where customers need them most, Walmart will help build healthier families and stronger communities. We believe every single person should have access to an abundant selection of fresh fruits and vegetables at an affordable price," said

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Kraft to Create Two Independent Companies

Kraft Foods Inc. announced that its Board of Directors intends to create two independent public companies: A high-growth global snacks business with estimated revenue of approximately \$32 billion and a high-margin North American grocery business with estimated revenue of approximately \$16 billion. The company expects to create these companies through a tax-free spin-off of the North American grocery business to Kraft Foods shareholders.

"As our second quarter results once again show, our businesses are benefiting from a virtuous cycle of growth and investment, which we fully expect will continue," said Chairman and CEO Irene Rosenfeld. "We have built two strong, but distinct, portfolios. Our strategic actions have put us in a position to create two great companies, each with the leadership, resources and strong market positions to realize their full potential. The next phase of our develop-

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Wakefern Breaks Ground on Newark Distribution Center

Mayor Cory A. Booker, Council President Donald M. Payne, Jr., East Ward Council Member Augusto Amador, Deputy Mayor for Economic and Housing Development & Brick City Development Corporation Chairman Stefan Pryor, Brick City Development Corporation CEO Lyneir Richardson, Wakefern Food Corporation Chairman and CEO Joseph Colalillo, Newark Farmers Market, LLC President Aron Forem, Hollister Construction Services Chief Executive Officer Christopher Johnson, TD Bank Central NJ Market President Nick Miceli and other dignitaries broke ground on Forem Facility Management's new distribution center for Wakefern Food Corporation, August 3, at 52-62 Cornelia Street in the City's East Ward. Also in attendance were Assemblyman Albert Coutinho, New Jersey Economic Development Authority (NJEDA) Finance and Development Director Margie Piliere and Newark Business Administrator Julien X. Neals.

This 180,000 sq. ft., temperature-controlled facility will bring approximately 120 permanent jobs to the City. The facility will distribute food products to ShopRite and PriceRite stores in the Northeast.

"Despite the most challenging



■ **GROUND BREAKING** - Joe Colalillo, CEO and Chairman, Wakefern Food Corp., Newark NJ Mayor Cory A. Booker, and Joe Sheridan, Executive Vice President, Wakefern Food Corp., at the groundbreaking for the new distribution center in Newark, NJ.

economy most of us have ever seen, Newark is continuing to grow and develop, to bring job opportunities and prosperity to our residents," Mayor Booker said. "This project was driven by a group of development partners and City and BCDC professionals working together to turn denizens of doubt into heroes of hope. This project joins the increasingly large roster of new developments taking place in our great city during our Groundbreaking Year,

which will see over \$700 million in new development, the construction of over 2 million square feet of new or renovated space, and the creation of over 2,500 construction jobs and over 2,500 permanent jobs."

"The distribution center that begins rising from this site today will be a prime example of how this administration has aligned plans and incentives to spur development and

Continued on **PAGE 27**

Food Lion Announce Expansion of Distribution Center in Dunn, N.C.

Delhaize America and Food Lion have announced plans to expand the company's distribution center in Dunn, NC, adding approximately 54,000 sq. ft. to increase storage space for refrigerated and frozen foods.

"Food Lion is proud to expand its business in North Carolina and in the Dunn community," said Food Lion President Cathy Green Burns. "His announcement reinforces our commitment to North Carolina and enables us to continue to serve our customers in the Southeast and Mid-Atlantic states. We look forward to completing this project and establishing a greater presence in North Carolina."

The expanded refrigerated and frozen section at the facility will provide additional storage for more than

4,000 dairy, meat and frozen food products.

"The expansion of this facility will further support storage capacity for Food Lion grocery stores," said Gerry Greenleaf, vice president of distribution and transportation for Delhaize America. "After the devastating tornado that struck North Carolina this spring, we evaluated opportunities to further enhance this facility as part of our rebuilding efforts. As our business grows and storage capacity needs increase, this was the right opportunity to expand this distribution center."

The distribution center in Dunn, NC, first opened in 1987 and services 264 Food Lion stores primarily lo-

Continued on **PAGE 33**

C&S Wholesale Grocers to Supply Marsh Supermarkets

C&S Wholesale Grocers, Inc., has announced a long-term agreement under which C&S will provide procurement and distribution services for all 97 Marsh stores across Indiana and Ohio. With this agreement, Marsh will be leaving the logistics business. With C&S managing the efficient purchasing, inventory management and timely distribution of

groceries and products from its distribution centers, Marsh will realize greater operational efficiencies and will focus exclusively on its core retail business.

"C&S is extremely pleased to be entering into a long-term supply agreement with a grocery company of Marsh's caliber and rich history," said Michael Newbold, Exec-

utive Vice President of Corporate Development at C&S. "C&S has a long track record of successful partnerships with some of the nation's finest grocery retailers and looks forward to the addition of Marsh as a customer. C&S is also very excited about its further expansion into

Continued on **PAGE 33**

Walmart Expands Check, Card Cashing Services

Walmart has announced expanded check cashing and card cashing services at stores nationwide, including the ability to cash a payroll and eligible government benefits card to the penny.

The expansion includes cashing most types of pre-printed checks up to \$5,000 and accepting more forms of ID for check cashing, as well as establishing Express Check Cashing check-out lanes at select-

ed stores during peak hours.

"We are constantly looking for ways to make life better for our customers while saving them money," said Daniel Eckert, head of Walmart Financial Services. "This expanded program now enables Walmart to bring everyday low price cashing services to more customers who have a need for immediate access to their cash."

Walmart already cashes payroll, government and tax refund checks.

Following this announcement, Walmart now cashes most types of pre-printed checks. Examples include: Rebate, Student loan, 401K, Retirement, Loan, IRA, Pension, Expense, Insurance and MoneyGram money orders.

In addition, customers can now cash payroll cards and eligible government benefit cards down to the penny.

"We know more and more of our customers have a need to cash these kinds of cards, and

it's important that they're able to gain access to all their cash," said Eckert. "We're excited to be the first major retailer to make it possible to cash these types of cards to the penny and give every cent to the customer, instead of in \$10 or \$20 increments."

Walmart cashes checks and cards up to \$1,000 for \$3, and cashes checks up to

Continued on **PAGE 27**

Couche-Tard Acquires Stores in Louisiana

Alimentation Couche-Tard Inc. has signed, through its wholly-owned indirect subsidiary, Circle K Stores Inc., an agreement to acquire 33 stores in Southern Louisiana from ExxonMobil which operates under the "On the Run" banner. The transaction is anticipated to close in December. According to a confidentiality agreement between the parties the purchase price cannot be disclosed at this time. Internal available cash dollars will fund the transaction.

The stations will retain the Exxon gasoline brand, allowing customers to continue to purchase the same high quality Exxon fuel and use their ExxonMobil credit cards and Speedpass devices. The corporation expects that these sites would bring a total additional volume of 85 million gallons in motor fuel sales. These locations would be operated by the corporation's Gulf Division under the Circle K brand. Pursuant to this transaction, the corporation would buy the land and buildings for 27 locations and would assume or enter into leases for the remaining locations.

"Subsequent to this transaction, our network in the Circle K Gulf Division would include a total of 318 company operated-stores. These stores are located on highly visible and well-traveled roads and occupy strategic locations within their respective trade areas. Strategically, this acquisition would be a complement to our expansion and growth plans for the Gulf Division," says Jason Broussard, Vice-President Operations, Gulf Division.



■ **SPIRIT OF ALABAMA AWARD-WINNER** John McMillan receives his award from Alabama Grocers Association President, Elie Smotherman Taylor.

John McMillan Receives AGA Spirit of Alabama Award

Commissioner John McMillan of the Alabama Department of Agriculture and Industries was presented the Alabama Grocers Association Spirit of Alabama Award at the Alabama Grocers Association Annual Convention in Sandestin, Florida, July 25.

The award, presented by Alabama Grocers Association President, Elie Smotherman Taylor, was given in honor of Commissioner McMillan's support of food safety, the food industry and because of his support for products grown, made, manufactured and processed in the state of Alabama.

Commissioner McMillan is a six generation Alabama native with roots in Baldwin County. His life's work has centered on agri-business, forest products, wildlife protection, natural resource management and the protection of personal property rights. From 1974-1982, he served in the Alabama House of Representatives and chaired the Agriculture, Forestry and Natural Resources Committee before serving as Executive Vice President for the Alabama Forestry Association for over 20 years. In November 2010 he was elected Commissioner of the Alabama Department of Agriculture and Industries.

The Alabama Grocers Association Spirit of Alabama award was established in 2006 to honor those that support the Association and have commitment to the State of Alabama food industry.

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4 On the Promotional front

Il Giardino Italian Cheeses and The Wine of the Month Club Team Up



To Unveil "The Perfect Pair"

The cheeses and wines of Italy combine to make "The Perfect Pair" in DCI Cheese Company's ("DCI") newest enter-to-win contest. This August and September, consumers are invited to visit www.ilgiardinocheese.com to access a wide variety of recipes, serving suggestions and wine pairings that are designed to perfectly complement the flavors of il Giardino Italian cheeses. While on the website, consumers can also enter for their chance to win a one-year membership to The Wine of the Month Club.

Il Giardino has been bringing U.S. consumers the finest Italian cheeses for nearly two decades. The line is available in bulk and retail sizes and

includes a full range of top quality cheeses, each specially selected to capture the true flavor and essence of Italy.

In-store shelf talkers with tear pads featuring a coupon for il Giardino cheeses can be found in participating retailers throughout the August 1-September 30 contest. Additionally, consumers with smart phones can connect directly to www.ilgiardinocheese.com via the promotional display's QR code to access the online entry form or to view recipes and wine pairings.

"Nothing goes better with great Italian cheese than great Italian wine," says Katie Jury, DCI's Marketing Manager. "We designed this promotion to make the pairing process as easy as possible for consumers, allowing them to enjoy the flavors of Italy without the stress of finding the perfect pair."

Details about il Giardino's "The Perfect Pair" will be available at www.ilgiardinocheese.com throughout the promotion.

Bruno's Launches New Website

Bruno's Supermarkets has introduced a new, more interactive grocery experience for customers.

The new website provides customers with the latest tools to form an online shopping list from weekly ads and daily recipes, as well as product information for more knowledgeable food selection. The new coupon feature, located in the weekly ads section, allows customers to add the savings slips directly to their cart and print them along with their shopping lists.

The site will highlight the weekly specials and, at select times, offer additional savings via coupons or special offers either on the home page or via an e-blast to subscribers. This is something new for Bruno's, so the measure of the effectiveness of the site's extra value is much anticipated.

"We are extremely excited to bring this new, more informative, easier-to-use website to our customers," says Max Henderson, President of Southern Family Markets. "We hope Bruno's shoppers take full advantage of the expanded shopping resources and opportunities for added value this site provides."

Other added value sections include basic informative guides to gluten-free and natural vs. organic shopping, a wine pairing list that includes meats, cheeses and more food favorites, menu ideas for hosting parties and holiday events, a monthly update on which produce



■ BRUNO'S SUPERMARKETS is introducing a new, more interactive grocery experience for customers. The new website provides customers with the latest tools to form an online shopping list from weekly ads and daily recipes, as well as product information for more knowledgeable food selection

items are provided by local farmers and which selections are "ripe," as well as a monthly meal solution for a family of four for under \$20.

As the site expands, expect more detailed menus in the Bakery and Deli sections, particularly on the Swiss Pastry Shoppe and Bruno's-to-Go pages. Also to come are online order forms for our Deli Ready-to-Go holiday menus (available for Thanksgiving,

Christmas and Easter).

Bruno's Supermarkets is part of Southern Family Markets, a retail chain comprised of all Bruno's, Food World and Southern Family Markets locations, as well as select Piggly Wiggly stores in Mississippi, Georgia and Alabama. Headquartered in Birmingham, AL, Southern Family Markets is an affiliate of C&S Wholesale Grocers, a distributor based in Keene, New Hampshire.

Paramount Farms Honored By Grow-California

Receives "Game Changer of the Year" Award

Paramount Farms, the world's largest vertically integrated grower of pistachios and almonds, recently received the "Game Changer of the Year" award from Grow-California for their groundbreaking Wonderful® Pistachios "Get Crackin'" advertising campaign. The ceremony took place during the inaugural Agriculture Innovation conference, which was held, July 20 - 21, at the University of California, Davis.

The California "Game Changers" in Agriculture Innovation were chosen by a selection committee comprised of investment banks, venture capital funds, academia and agriculture industry experts from more

than 300 original inquiries and nominations. The accolade, which was one of only 13 that was presented to California agricultural industry leaders, was presented to Paramount Farms by California Secretary of Agriculture, Karen Ross and USDA Rural Development State Director, Dr. Glenda Humiston.

"We are honored to be one of the first companies to receive this inaugural award from our agriculture peers and community," said Mark Masten, vice president of global sales and marketing, Paramount Farms. "This recognition validates Paramount Farms as an industry leader that has paved the way for marketing and advertising in the agricultural industry."

The "Get Crackin'" integrated advertising and marketing campaign propelled a Q4 2010 double-digit sales jump for Wonderful Pistachios,



■ GAME CHANGERS - Paramount Farms Vice President of Global Sales & Marketing Mark Masten (center, right) receives the coveted "Game Changer of the Year" award from California Secretary of Agriculture Karen Ross (center, left).

cementing the brand's fourth-place position within the \$12 billion "salty snack" category traditionally dominated by chips. After eight new

television spots aired October through December 2010 in a \$20 million national advertising campaign, Paramount Farms' Wonder-

ful Pistachios brand experienced a 21 percent dollar sales leap on top of the company's 233 percent increase the prior year when the campaign debuted.

To expand consumption of pistachios as a year-round snack, Wonderful Pistachios will crack the industry-advertising ritual once again. After being the first pistachio to be advertised on television in 2009, the brand will be coming back for a third time in September 2011, with an entire new cast of nutty characters.

In addition to receiving the award, Masten also participated in a joint panel discussion titled, "California's Game Changing Success Stories: Hear from 4 of the Best!" where he was accompanied by three other winners from Blue Diamond Growers, Lundberg Family Farms and Musco Family Olives.

Keebler Donating Cookies for Red Cross Blood Drives



Millions of people need blood each year and rely on the good will of donors. As a way of recognizing these generous individuals for their acts of kindness, the American Red Cross announced that Keebler is the official cookie that will now be served at Red Cross blood drives across the United States. During the course of the year, Keebler will contribute more than six million cookies to deserving American Red Cross blood donors. The donation will mean nearly \$2 million in savings a year for the Red Cross.

"We are fortunate to work with a partner who believes, as we do, that a simple act of kindness by one person can significantly impact the life of another," said Gail McGovern, president and CEO of the American Red Cross. "Offering a delicious Keebler cookie to our generous blood donors nationwide is our way of thanking them for their time and generous donation."

"We believe in the value of doing uncommonly good deeds and are excited to be partnering with the American Red Cross to encourage all eligible people in America to give blood and recognize them for doing so," said Todd Penegor, Kellogg President of US Snacks. "We hope that our giving back to the people that give to others will inspire even more simple acts of kindness."

News: M&M'S Summer Pallet Train Rolls into Wal-Mart

The colorful "M&M'S® Brand Summer Pallet Train" has rolled into more than 2,700 Wal-Mart stores across the country. Mars Retail Group (MRG) engineered the idea for the 16-foot double-sided pallet display, along with the Mars Wal-Mart sales team and licensees SRI and CandyRific. In addition to featuring M&M'S® Brand Chocolate Candies, the display included plush, totes, T-shirts, tumblers with straws, dispensers, key chains, fleece blankets and candy novelties. As items sold, the retailer was able to add candy or even reduce the pallets or "train cars," so the display remained colorful and attractive. The M&M'S® Brand 2011 Summer Pallet Train is the result of a year of planning and teamwork, and sales have exceeded expectations. Just as the Pallet Train proved successful for the Wal-Mart execution, MRG has the flexibility to work with a variety of retailers to develop multifaceted, customized displays at any price point.



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Grocery

Jack Link's Ignites a Flavorful Fire in Newest Jerky Offering



Jack Link's Beef Jerky is bringing hot news to the meat snacks category with its newest beef jerky offering, Jack Link's Cholina Hot Sauce Beef Jerky. The combination of Jack Link's Beef Jerky, with Cholina Hot Sauce, promises to deliver the perfect blend of savory beef, with flavor and heat, all in a convenient, grab-and-go package.

"The combination of these premium brands and iconic flavors resonate well with our consumers and are a natural fit in quality and reputation," said Kevin Papacek, brand manager - innovation, Jack Link's Beef Jerky. "Jack Link's new Cholina Hot Sauce Beef Jerky provides consumers with convenience, satiety, protein, and guilt-free snacking, all wrapped up in the flavor and heat of Cholina's hot sauce."

"Products with spicy flavor profiles continue to grow in popularity as consumers look for unique items that offer bold taste with great flavor intensity," said Ken Janso, marketing director, Cholina. "The introduction of Jack Link's Cholina Beef Jerky is a great example of how two leading brands, in their respective categories, collaborated to introduce a product that delivers on these consumer expectations."

Conveniently packaged in 3.25-ounce resealable packages, Jack Link's Cholina Hot Sauce Beef Jerky is available in a variety of display options including open stock cases, clip strips and floor shippers. With a suggested retail price of \$5.99, this smart snacking choice is naturally low in calories and carbs, 97 percent fat-free, and naturally high in protein.

Rumford Reduced-Sodium Baking Powder

Clabber Girl Launches Healthy Baking Alternative Powder



As more Americans work to limit their sodium intake, they find an increasing number of low-sodium cooking products on the shelves. But those who want to make low-sodium baked goods have struggled to find the ingredients they need.

Until now. Long known by consumers as a trusted source of baking ingredients, Clabber Girl's Rumford brand now offers a reduced-sodium baking powder that's guaranteed to produce light and fluffy cakes, breads, pancakes and more. It

contains 52 percent less sodium than leading brands.

"Healthy just got healthier," said Lori Danielson, a spokeswoman for Clabber Girl. "Whether you're watching your salt intake due to heart problems, on a gluten-free diet, or just want a healthier lifestyle, Rumford Reduced-Sodium Baking Powder will allow you to enjoy holiday baked goods."

People often think of things like canned soup and other packaged products when they hear reports of high sodium, but baked goods can be a significant source of sodium intake. One muffin, for instance, can contain almost 20 percent of the Recommended Daily Allowance of sodium. Rumford's new product can reduce sodium in baked goods by more than 40 percent.

Traditionally, low-sodium leavening agents have produced baked goods that are less light and fluffy, but the new formula is quick-acting, requires the same amount as regular baking powder, and ensures baked goods are consistent in quality and uniformity, batch after batch.

Packaged in 4-ounce and 8.1-ounce resealable, recyclable canisters, the new Rumford Reduced-Sodium Baking Powder is gluten free and includes zero trans fats.

Clif Bar Introduces Coconut Chocolate Chip Flavor



Clif Bar, the energy bar, announces nationwide availability of a new flavor, Coconut Chocolate Chip, as well as new recipes for two popular flavors - Apricot and Peanut Toffee Buzz.

Coconut Chocolate Chip is loaded with toasted coconut and chocolate chips, crafting a delicious, decadent taste for the palate. The new Coconut Chocolate Chip flavor combination is unique to the energy bar category.

In addition, as part of Clif Bar & Company's ongoing search for the best ingredients to enhance taste and texture of its bars, Apricot now features 50 percent more apricots to give every bite a zesty apricot flavor. Peanut Toffee Buzz has even more peanut butter and more real toffee pieces to enrich the taste of every bar.

Coconut Chocolate Chip, Apricot and Peanut Toffee Buzz are available nationwide. Every Clif Bar (SRP: \$1.39) is made with 70 percent organic ingredients and has an optimal blend of carbohydrates, protein and fiber for sustained energy.



New Triple Double Oreo Cookie Hits Store Shelves

Oreo Launches New "Twist" on Milk's Favorite Cookie

After months of rumors, speculation, and excitement, the most anticipated cookie on the planet has finally arrived.

In early May, word of the yet-to-be released Triple Double Oreo cookie reached the Internet and within hours, Oreo fans were buzzing throughout social media about this new take on the iconic cookie. At long last, the wait is over. The Triple Double Oreo cookie, which combines two layers of Oreo creme, one chocolate and one original, with three layers of crunchy, chocolaty Oreo cookies, is available in stores nationwide.

"Our fans' passion and enthusiasm has challenged us to raise our game. With the Triple Double Oreo cookie, we set out to take Oreo to another level by adding a new twist," said Jessica Robinson, associate director of consumer engagement, Kraft Foods. "We are looking forward to engaging with Oreo fans as they share their twisting, licking and dunking moments with the new Triple Double Oreo cookie."

The new Triple Double Oreo cookie is another way in which Oreo is creating fun new ways for people to enjoy the moment of childlike delight when twisting, licking and dunking an Oreo cookie in milk. This iconic ritual is enjoyed throughout the world, from the United States to France to China. In fact, the Triple Double Oreo cookie is a new twist on Argentina's Oreo "x3" (pronounced "Por Tres") cookie, introduced in 2010. Similar to the Triple Double Oreo cookie, the Oreo x3 features three layers of cookie, and two layers of creme.

The Triple Double Oreo cookie is available nationwide with a suggested retail price of \$4.19 per package. One serving (1 cookie) is 100 calories and a total of 4.5g of fat.

SmartBones



Pet Owners Looking for Rawhide-Snack Alternative Find Answer

If 'Fido' is one of the more than 20 million dogs craving a chew treat not made with rawhide, there's a palate-pleasing, healthy alternative now available.

SmartBones, by PetMatrix, are chew treats made with chicken, vegetables and other healthy ingredients. These rawhide-free treats are perfect for the four-to-five-out of 10 consumers who prefer not to feed their dogs rawhide.

"Chew treats are an important part of every healthy dog's diet," said PetMatrix Chief Science Officer Martin Glinsky, Ph.D. "Eating kibble alone doesn't thoroughly exercise a dog's mouth and can cause teeth to become disused and plaque-ridden. This ultimately may lead to additional health problems."

And, since keeping pets healthy is paramount, SmartBones contain a special vegetable layer that is fortified with vitamins and minerals to help supplement daily nutritional requirements. In fact, these treats are the first of their kind to be fortified and offer more nutritional benefits than standard chew treats. This is because rawhide treats are made with animal byproducts that offer "zero" nutritional value, Dr. Glinsky said.

"Even though rawhide is a form of protein, all proteins aren't equal," Dr. Glinsky said. "Rawhide is an extremely low-quality form of protein, not the type that animals need for nutrition."

In addition to health benefits, SmartBones are easier on a dog's digestive system compared to rawhide treats. SmartBones are 99.2 percent digestible, whereas even the highest-quality dog foods are only 85 percent digestible.

"The actual digestibility of rawhide treats is questionable," Dr. Glinsky said. "There are many reports of certain breeds of dogs swallowing rawhide treats whole, or in large pieces, which cause intestinal blockages and other severe health problems."

DNA Brands Expands Shred Stix Line-up

DNA Brands, makers of DNA Energy Drinks, DNA Shred Stix, and DNA Beef Jerky, now introduces the newest addition to their Shred Stix line: DNA Shred Stix, Taco flavor. Just like the existing Shred Stix, the Taco flavor is made with real ingredients, such as chili pepper, red bell pepper, paprika and garlic.

Launched last year as an extension to the DNA Energy Drinks, the DNA Brands meat snacks have quickly become a must-carry item for retailers across the country. The Shred Stix are currently available in four flavors: Original, Jalapeno, Pizza, and Taco. Promising the best tasting, highest quality meat snacks on the market, DNA has worked tirelessly to develop a more unique and healthier meat product. By using better ingredients, DNA was able to exclude MSG from their products. DNA can also boast that the meat in their Shred Stix goes 'from the bone to the package' within 4-12 hours.

The bold and contemporary flavors of these ready-to-eat sticks appeal to the masses of consumers searching for an alternative to the ordinary snack type food.





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New Bravo Opens in North Lauderdale

18K Showplace Debuts in Western Broward County

Juan Diaz and partners Raifiz Vargas and Alex Paulino are celebrating the Grand Opening of their new Bravo Supermarket in North Lauderdale, Florida. The 18,000 sq. ft. independently-owned store opened its doors to the public on August 4. The impressive new store is located at 6039 Kimberly Boulevard, just west of U.S. Highway 441 (State Road 7). The store's product mix has been selected to meet the unique needs of the diverse population surrounding the store. It offers a variety of Caribbean,

Latin American, and Asian products to attract customers from a broad economic spectrum. Our store team is committed to bringing shopper's personal service and quality food products. We realize that by knowing our customers and satisfying their needs, we can successfully compete with the large established chains.

Diaz continued, "Based on our research in preparing for our opening, we realized that this area needed a first-class supermarket that knows the community and is proud to be a part of the community. We are committed to expanding Bravo's presence in the southeast Florida area. We want our shoppers to feel at home when they shop with us. We are confident that we can live up to our statement that Bravo is the 'Supermarket for Savings', and that our customers will be saying: 'Bravo to Bravo'."

Assisting the trio in the management of their new store are co-managers Luis Batista and John Taveras.

Shoppers will like checking out at their new Bravo. Customer convenience is enhanced thanks to five check-outs and a customer service



counter featuring state-of-the-art POS terminals installed by Doral-based Tecnica. The new North Lauderdale Bravo offers shoppers the added convenience of an ATM located inside the store, Western Union, Florida Lottery, and a key cutting-machine, among others.

A North Lauderdale Bravo is one of the principal anchors tenants in a shopping center which also includes, Family Dollar, Olde Tyme Bingo, Express Tax, Kimberly's Pizzeria, Evolution Salon, Columbian Bakery-Restaurant, a barber shop, and coin laundry. This opening continues Bravo's growth in the Sunshine State. The next opening is scheduled for Lakeland in September.

Diaz told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to residents of North Lauderdale and surrounding areas. We are fortunate that this is a densely-populated area. Based on our demographic studies we ex-

pect to attract customers from a broad economic spectrum. Our store team is committed to bringing shopper's personal service and quality food products. We realize that by knowing our customers and satisfying their needs, we can successfully compete with the large established chains."



■ NORTH LAUDERDALE BRAVO operators Juan Diaz (center), Alex Paulino (left) and Raifiz Vargas (right).



■ The large number of opening day shoppers' purchases were processed quickly and efficiently thanks to state-of-the-art front-end POS equipment installed and serviced by Doral-based Tecnica.



■ BRAVO SUPERMARKETS opened this 18,000 sq. ft. showplace, August 4, in North Lauderdale, Florida. The new store, operated by Juan Diaz, Raifiz Vargas and Alex Paulino is located at 6039 Kimberly Boulevard, just south of Margate.



■ BRAVO OPERATORS - Raifiz Vargas (center, left) and Juan Diaz (center, right) celebrate the opening of their new North Lauderdale store, along with (left to right): Bravo Retail Counselor Ricardo Lira; Bravo Co-Manager John Taveras; Bravo Manager Store Operations Division SE Div., Jose Jorge; Bravo Co-Manager Luis Batista; Bravo Senior V.P. Jay Reinstein and Bravo Director of Produce Operations Joe DeLorenzo.



■ An opening day shopper checks out the self-serve portion of the store's large meat department.





Bravo

SUPERMARKETS FOR SAVINGS

★ Grand Opening ★

Celebrate the Grand Opening of our 35th BRAVO STORE!!!!

Opened August 4th!

6039A
Kimberly Blvd.
North Lauderdale FL 33068

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LAKELAND, FL 33805

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SUNDAY 7 AM TO 8 PM

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045-260

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1-800-248-5727 ext 5301

Richie Sanchez,

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1-239-595-6812

TRIBUTE

C-store Pioneer Ernest Harris

Longtime Retailer, Former A.G. of Florida Chairman

The Florida Food Industry is mourning the passing of one of its most prominent leaders – Ernest Eugene (Ernie) Harris who died August 24 of natural causes, at the age of 84.

Ernie was born in Natrona, PA, on September 5, 1926. Highly visible and well-known to many in South Florida, Ernie and his brothers Sidney and Stanley had oper-

ated the family business, Red Road Food Market in South Miami since 1949. It was a traditional market. One where you could purchase goods on credit. It was a fixture at the corner of Red Road and Bird Avenue – next to Allen's Drug Store, until closing in late 1991.

After the closing of Red Road Food Market, he concentrated his efforts on his Food Spot Convenience Store chain which he had launched in 1963. Food Spot stores eventually would blanket South Florida until Ernie sold out and retired in 2003. He enjoyed

his retirement years, making frequent trips to Las Vegas and South Florida Racetracks, and enjoyed taking cruises with his wife Dolores, know to many as 'Dolly'.

Dolly and Ernie had met as students attending the University of Miami, following the end of World War II. A veteran of the U.S. Army, Ernie obtained his Bachelor's Degree in Business Administration in UM on 1947.

Ernie served one term as President of the Retailer Grocers Association of Florida (RGAF) and for thirteen years was Chairman

of the Board of Associated Grocers of Florida, members-owned co-op. During his tenure, he worked closely with former A.G. of Florida Presidents John Hart and Ron Randolph, and longtime current President, Calvin J. Miller. Ernie was a charter member of B'nai B'rith Tropical Lodge and the Murray Solomon Jewish War Veterans Post 243.

In addition to his wife and son Larry, Harris is survived by daughters, Mindy Wilner and Andrea Shosfy, and son Stuart.

Funeral services were held in



ERNE HARRIS

his honor, August 29, at Temple Beth Am in Kendall with Burial and Mt. Nebo/Kendall Memorial Gardens.

He will be missed by his many friends.

SNEAK PEEK!

Grocers in Florida and throughout the Caribbean were out in full force, recently as both Associated Grocers of Florida and Southeast Wholesale Foods held special buying events for their membership and customers. Here's a sneak preview of some of that buying action. For more buying highlights, see:

ASSOCIATED GROCERS OF FLORIDA "Out of this World Savings"... Page 14



■ ADVANTAGE SALES/RICO RICE – Nibaldo Menendez, Brian Garrea, Miguel Herrera and Terry Hunt.



■ Bob Feeley (left) and Gregg Young, Associated Grocers (right) welcome Jay Reinstein and Jose Jorge, Bravo Supermarkets to the show.



■ Paul Leal, McArthur with Associated Grocers Senior Executive Vice President, Georgina Perez.



■ ALL SMILES – Julio Sanchez, David Lubar, Veronica Kelley and Jose Castro.



■ HISPAMER CORP. – Oscar Serna, Thomas Pirkle, Flander's Provisions and Gabriel Fernandez.



■ Max Messulam, Top Pair LLC with Jack Swart, CP Sales & Marketing Services.

SOUTHEAST WHOLESALE FOODS "Annual Sale-A-Bration of Savings"... Page 24



■ MERCURY PAPER (PASE0) – Manny Toyos.



■ RUSTIC FARMS (Potato Lights) – Yesenig Herrera, Ted Breitowich, Wild Pitch Imports and Mario Baro, Santana Marketing.



■ LIBBY'S NECTARS – Chuck Bradley with Javier Bertran, Southeast Wholesale.



■ HISPAMER CORP./FLANDERS PROVISIONS – Thomas Pirkle with Oscar Sema.



■ FLOWER'S BAKING COMPANY- Erikka Taylor, Michael O'Grady, Juan Colome and Kelsey Underwood.



■ Manny Garcia, Panamerican Food Brokers (center) pictured with Kevin Darcy and Earl Ishbia, Sherwood Food Distributors.

Apopka and at St. Johns Commons

Winn-Dixie Unveils A Fresh, New Shopping Experience

New Stores Debut in Central and North Florida

A TODAY'S GROCER
Exclusive Report

Winn-Dixie Stores, Inc. celebrated the completion of its newly remodeled Apopka store located at 1565 U.S. 441 North (Orange Blossom Trail) in Errol Plaza, August 3. The store's transformation goes beyond the physical facilities — most notably the farmer's market at the store's entrance — to what's inside the store and how it's sold.

Just past the greatly expanded produce department is a massive new deli serving restaurant-quality entrees and side dishes for guests who are too time-stressed or just don't want to cook a meal. Experienced chefs direct preparation of the wide variety of foods — from made-to-order pizza, seven flavors of chicken wings, barbecue bar, and a carving station with fresh fish, poultry and prime rib.

"We are excited to deliver on our promise of providing our guests with a fresh, new shopping experience that is fun and imaginative," said Dan Lafever, Winn-Dixie regional vice president. "This store exemplifies our commitment to the residents of Apopka and serves as a one-stop grocery destination catering to the needs, tastes and preferences of the surrounding community."

Physical changes in the store include hardwood flooring throughout the produce, deli and bakery departments, and highly polished concrete floors elsewhere in the store, as well as modern lighting and brighter, more colorful décor that showcases the thousands of offerings. Besides the expansive wine and cheese sections staffed by knowledgeable specialists, the Apopka Winn-Dixie also has expanded meat and seafood departments



■ WINN-DIXIE CEO Peter Lynch (left) at the Grand Opening of Store #2246 in Apopka, Florida with District Manager Virgil Screws, Group V.P.- Perishables, Jim Smits, and Store Director Tom Seay.

and a dedicated area offering free Wi-Fi access and complimentary coffee. Guests also can find "Winn-Dixie" and "Winn-Dixie Organic & Natural" private-label products, which offer national-brand quality at substantial savings. "We are committed to providing our Apopka

guests with the greatest value and quality possible," Lafever added.

"With an enhanced product selection and expanded departments, guests will enjoy a fresh and local shopping experience every time they visit our store," said Tom Seay, store director. "We welcome our neigh-

mons between Jacksonville and St. Augustine. Nearly identical to the store the grocer recently opened in Apopka — near Orlando, the St. Johns store's transformation goes beyond the physical facilities — most notably the farmer's market at the store's entrance — to what's inside the store and how it's sold.

Just past the greatly expanded produce department is a massive new deli serving restaurant-quality entrees and side dishes for guests who are too time-stressed or choose not to cook a meal. Experienced chefs direct preparation of the wide variety of foods, including made-to-order pizza, seven flavors of chicken wings, barbecue bar, and a carving station with fresh fish, poultry and prime rib.

"This store exemplifies our commitment to the fast-growing north-west St. Johns County area and serves as a one-stop grocery destination catering to the needs, tastes and preferences of the surrounding community," said Dan Lafever, Winn-Dixie Regional Vice President. "We are excited to deliver on our promise of providing our guests with a fresh, new shopping experience that is fun and imaginative."

"With an enhanced product selection and expanded departments, guests will enjoy a fresh and local shopping experience every time they visit our store," said Greg Stanford, St. Johns Store Director. "We welcome our neighbors and friends to come in and see their new Winn-Dixie."

■ GREAT NEW LOOK - Winn-Dixie Stores, Inc. celebrated the completion of its newly remodeled Apopka store located at 1565 U.S. 441 North (Orange Blossom Trail) in Errol Plaza, August 3. The store's transformation goes beyond the physical facilities — most notably the farmer's market at the store's entrance — to what's inside the store and how it's sold.

bors and friends to come in and see their new Winn-Dixie."

To celebrate the grand reopening, Winn-Dixie held a series of celebrations throughout August that include cooking demonstrations, food tastings, live entertainment, raffles, giveaways and more.

This is the first of several of the new "transformational" remodeled Winn-Dixie stores in Central Florida. Construction and renovations have begun on Winn-Dixie #2233 at 951 West State Road 434 in Longwood and Winn-Dixie #2266 at 7800 Highway 17-92 in Fern Park. The grocer plans to open 17 stores like the one in Apopka in the coming year at a cost of approximately \$5.5 million per store.

The company also celebrated the completion of its fifth transformational store located at 2220 County Road 210, in the St. Johns Com-



■ PREPARING SUSHI



■ STORE #2 DIRECTOR Greg Stanford, Jacksonville Mayor Alvin Brown and Winn-Dixie CEO Peter Lynch.



■ WINN-DIXIE CEO Peter Lynch (center) is all smiles as he is pictured at the St. Johns Commons store opening with Jacksonville Mayor Alvin Brown (left) and Winn-Dixie Regional Vice President, Dan Lafever (right).



■ OPENING DAY SHOPPERS are shopping in style, August 3, following the over \$5 million renovation of Store #2246 in the St. Johns Commons, between Jacksonville and St. Augustine, Florida.



Publix Celebrates Dual

Hialeah and Fort Lauderdale



■ 3251 E. 2nd Avenue at 32nd Street, Hialeah, FL.

A TODAY'S GROCER Exclusive Report

◀ PUBLIX SABOR Food & Pharmacy at Hialeah Park is located directly north of and across the street from the storied racetrack of which it gets its name. As Hialeah Park has a long history as the home of thoroughbred racing champions, the new 39,000 sq. ft. showplace is out to deliver its own winning style of shopping. The new store is one of two for the company which opened on August 4.



■ HIALEAH PARK Publix Sabor Store Manager Felipe Viruet (center) receive the key to his store from Publix President Todd Jones (left) and Vice President – Retail Operations (Miami Division) Bill Fauerbach (right).

Getting to Know FELIPE VIRUET Manager, Store #1264 Hialeah, Florida

Heading the staff of over 125 associates at the new Publix Sabor Food & Pharmacy at Hialeah Park is Store Manager Felipe Viruet. Originally from Chicago, IL Felipe moved to South Florida as a teenager obtaining his first job as a front-service clerk at store #91 (Miami Beach) at age 16. Following graduation from Miami Jackson High School, he continued his education at the downtown campus of Miami-Dade Community College. He became a full-time stock clerk at this time. His next promotion came as second assistant at store #145 (now #714) on Biscayne Boulevard. He spent four years as a grocery manager at store #376 (Key Largo) before being named assistant store manager of store #575 (Marathon). Following four years in Marathon, he went back to Key Largo store #376. In 2005 he was named assistant store manager at store #1029 (Homestead). In 2007 he was named assistant store manager at store #1136, also in Homestead. He was promoted to store manager at store #343 (Hialeah) in 2009 and remained there until accepting this new assignment. Felipe and his wife, Janeisy reside in Homestead along with their three children: Nicole Lynn, Age 18; Ashley Nicole, age 5 and Annalese Aliah, age 3. He enjoys spending time with his children, is a fan of NASCAR racing, and the Atlanta Braves baseball team.

STORE #1264 TEAMMEMBERS: ASSISTANT STORE MGR. – Sandra DeRives, GROCERY MANAGER – Helbert Godoy, ASSISTANT GROCERY MGR. – Harold Mejia, CSM – Yadi Rosell, ASSISTANT CSM – Josephine Estrella, BAKERY MANAGER – Nestor Borges, DELI MGR. – Daniel Dotres, ASSISTANT DELI MGR. – Naricia Allen, PRODUCE MANAGER – Javier Martinez, ASSISTANT PRODUCE MGR. – Abner Maldonado, MEAT MGR. – Nobel Romero, ASSISTANT MEAT MGR. – Fidella Lorenzo, PHARMACY MGR. – Jorge Garcia, R.Ph., and ASSISTANT PHARM. MGR. – Anthony Alonso.



■ PUBLIX SABOR at Hialeah Park Store Manager, Felipe Viruet (center, right) is pictured with Publix Vice President-Retail Operations, Bill Fauerbach (center, left), District Manager, Carlos Cendoya (far left) and members of his key management team at their new store in Hialeah, FL.



■ STORE MANAGER Felipe Viruet (center) pictured with Assistant Store Manager Sandra DeRives and Grocery Manager Helbert Godoy.



■ Store Manager Felipe Viruet (right) pictured with Bakery Manager, Nestor Borges.



■ Felipe Viruet pictured in the Assistant Deli Manager Naricia Allen.



■ PUBLIX SABOR JUICE BAR – Celia Perez.



■ Felipe Viruet pictured with Produce Manager, Javier Martinez.



■ Store Manager Felipe Viruet pictured with Meat Department Manager Nobel Romero and Assistant Meat Manager, Fidella Lorenzo.

Openings in South Florida

PUBLIX AT GALLERIA ▶

Located directly across the street from one of the Gold Coast's most fashionable shopping destinations,

Publix Super Market's all new 28,000 sq. ft. Store #1297 at 2501 East Sunrise Blvd., is delivering some pretty fashionable food retailing to residents of east Fort Lauderdale. Located on a site once occupied by an independent food store and later a Wild Oats – both long closed, Publix (which owns the center) demolished the old store to make room for new construction.

This is one of two stores the company opened August 4.



■ PUBLIX AT GALLERIA #1297 Store Manager Bob Hagler (center) is pictured with Regional Director Richard Rhoads (left) and Ft. Lauderdale Area District Manager Rick Dingman (right).



■ Store #1297 Manager, Bob Hagler (center) pictured with Customer Service Manager, Michael Jupa and Assistant Store Manager, Pete Adams.



■ Produce Manager, Slens Jadotte and Assistant Produce Manager, J.P. Ochoa.



■ Grocery Manager, Chris Herr with Assistant Store Manager, Pete Adams.



■ Bob Hagler (right) receives the key to Store #1297 from Publix Vice President - Retail Operations (Miami Div.) Bill Fauerbach (left).



■ Store Manager, Bob Hagler with Deli Manager, Rita Bloom.



■ Bob Hagler with Bakery Manager, Sytanne Garcon.



■ Bob Hagler with Meat Manager, Ken Attis.



Getting to Know **BOB HAGLER** Manager, Store #1297 Fort Lauderdale, Florida

Robert W. (Bob) Hagler was born in Hialeah, FL. He began with Publix in 1981 as a part-time service clerk at store #176. Following graduation from Cooper City High School, he continued his education at the University of Florida, during which time he continued to work with the company at stores #189 and #306 in Gainesville. After graduation from U.F., from which he obtained his BS Degree in Marketing, he returned to South Florida in 1989 and married his sweetheart and FSU graduate, Diane, and went full-time with the company. In 2006 he was promoted to the position of manager at store #214 (Margate). Today, he is proud father of sons Bobby, 15 and Stephen, 13 and lives in Coral Springs where he enjoys golf and fishing in the Key's.

PUBLIX #1297 TEAMMEMBERS: ASSISTANT STORE MGR. – Pete Adams, GROCERY MGR. – Chris Herr, ASSISTANT GROCERY MGR. – Armando Cardena, CSM – Michael Jupa, ASSISTANT CSM – Janny Jasmin, BAKERY MGR. – Sytanne Garcon, ASSISTANT BAKERY MGR. – Shanterrie Jean, DELI MGR. – Rita Bloom, ASSISTANT DELI MGR. – Jimmie Ellbert, PRODUCE MGR. – Slens Jadotte, ASSISTANT PRODUCE MGR. – J.P. Ochoa, MEAT MGR. – Ken Attis, and ASSISTANT MEAT MGR. – Erick Tervil.

'Help is on the Way'

Associated Grocers of Florida Members Gather for Out of this World Savings

Food Show Deals Draw Record Crowds to Miami



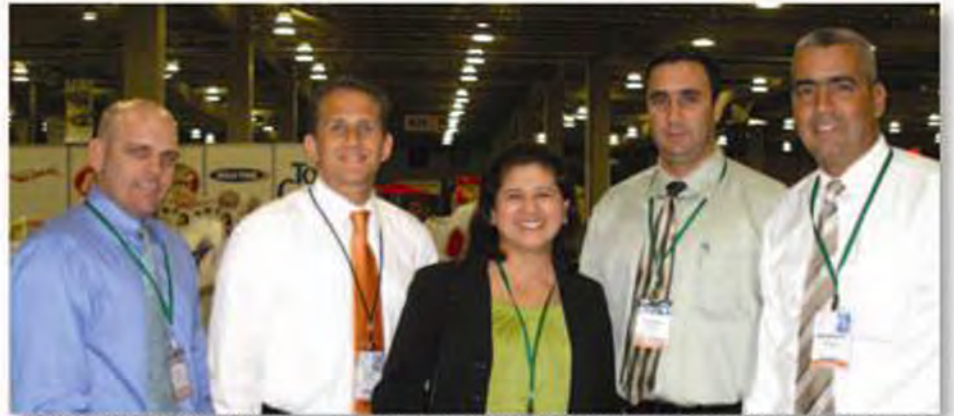
■ \$1,500 GRAND PRIZE WINNER – Richard Vara, Solomon Supercenter (Nassau, Bahamas) receives his prize at the end of the Friday Power Buy Session.



■ \$1,000 PRIZE WINNER – Katherine Harris (Food Town, Polk City, FL) is all smiles as she receives her prize at the conclusion of the Friday afternoon Power Buy Session.



■ SEDANO'S SUPERMARKETS – Mitchel Gorzalez (Store #8), Pedro Pots (Store #1), Yoanny Querol (Store #10) and Oscar Dominguez (store #26).



■ SEDANO'S SUPERMARKETS – Paul Rodriguez, Armando Carreno, Dairyn Cheiri, Carlos Delgado and Humberto Delgado.



■ SEDANO'S SUPERMARKETS – Emiliano Herran, Tony Rodriguez and Ricky Rodriguez.



■ FOOD SHOW CHAIRMAN Roy Deffler with Show Hostess' Carly Walpole and Monica Mason.



■ Amaury Portella, Associated Grocers of Florida (second, right) with Isnarkio Batista, Sedano's (Store #28), Pedro Mesa (Store #7) and Juan C. Guinness (Store #11).



■ A.J. Milam, Norm Orths and Roger Kurr, Milam's Markets with Julio Sanchez, Davd Judovits and Chris Lavoy, Associated Grocers.



■ Bob Feeley (left) and Chris Miller (second, right) Associated Grocers with Eddie Hernandez, James Then, Manny Then, Larry Then and Domingo Then, Tropical #6.



■ Ronald and Gina Reyes, AG Food Distributors with AG V.P. of Export Jose Capellades.



■ Associated Grocers COO, Chris Miller with Luis Diaz, Neighbor's Market IGA (Sunrise) and Carlos Hurtado, Sara Lee.



■ Javier Valentin, Panamerican Grain, (Rico Rice) with Don Kelley, Bravo Supermarkets.



■ Associated Grocers Board Member Francis Bailey, Bailey's General Store (Sanibel Island, FL) pictured with Associated Grocers COO Chris Miller.



■ Maria Hernandez, Jose Capellades, Chris Miller and Barbara Lopez welcome Sonia Pinder from Spanish Wells (center).



■ Chris Miller and Kirk George, Associated Grocers with Graham Greenidge, Trimart, Inc.



■ Osvakdo Ortega, Aries Supermarket with Associated Grocers Vice President – Public Relations, Ariel Melchor.



■ Chris Lavoy (left) and Chris Miller, Associated Grocers of Florida (right) with Rich Kleva, James Valentino and Fredd Gelfond, Unified Wholesale Grocers.



■ \$100 CASH GIVEAWAY WINNER – Sheldon Hall is all smiles as he accepts his prize from John Cagney and Monica Mason.



■ ASSOCIATED GROCERS COO Chris Miller and Kirk George AG Export Business Development Manager pictured with Rayza Misdraji an Jose Hernandez, Ansal McCall.



■ Maggie Sardinas and Jackie Deffler, Sun City with Louis Akrum, Raoul Akrum and Ryan Akrum, J.L. Jong A. Kiem N.V.



■ Carlos Hernandez, National #2 Supermarket (Hialeah, FL) with Lynda Echelberger, Associated Grocers.



■ ASSOCIATED GROCERS Chairman of the Board Jim Rines, Rines IGA (Indiantown, FL), his wife Fran and AG Retail Counselor, Bob Feeley.



■ \$100 CASH GIVEAWAY WINNER – Christian Becker, Imporme (Honduras).



■ William Vasquez, Presidente Beer with Henry Ferriera, Sedano's (Store #35) and Alex Morales, Sedano's (Store #36).



■ TOTAL SALES, INC. – Harold and Mel Louis with Bob Thomas, Associated Grocers.



■ Food Show Buying Action!



■ Ariel Melchor and Lou Moore, Associated Grocers of Florida welcome David Vakdes, Sedanos (center) to the show.



■ Jorge Flores, Advantage Sales with Ricardo Lira, Bravo Supermarket



■ Chris Miller and Amaury Portella greet Mark Feiler, Advantage Sales (center) to the show.



■ Mitch Terry and Chris Miller, Associated Grocers with Dave Ahrens, Retail Planning Services (center).



■ Jay Marrero, Wally Perez and David Hancock, Associated Grocers.



■ Jose Dabdoub and Carmen Dabdoub, Inversion Mega.



■ Nadeen Doumith and Uriah Theodora (Antigua) Home of Office Depot.



■ Mario Vigoa, Wells Blue Bunny Dairy and AG Vice President of Procurement Gary Bausch.



■ Chris Miller, Chris Lavoy, Veronica Kelley and David Lubar pictured with Rocky Craig, Daymon Worldwide (center).



■ Lisa Brock, Chris Miller, Clarke Connor, Jay Pinilla and Robert Wilson cook up something tasty at the Strategic Equipment booth.



■ TECNICA – Rosabel Gonzalez, Ana Maria Reyes, Victoria Giraldo, Hector Martinez, Maria-Jose Rojas, Nick Penton, Pedro Penton, Onniel Garcia, Heather Chavarriaga, Guillermo Arinez.



■ Pedro Penton, Tecnica demonstrates a POS Terminal to Michel Leon, Sedano's Supermarkets.



■ Mead Johnson and Richard Johnson, Bailey's General Store (Sanibel Island, FL).



■ The SUN CITY PRODUCE Booth.



■ CROSSMARK – Earl Haraguchi, Linda Horn, Allie Almanza, Ariel Ambros and Joe DiGiacomo.

Friday Power Buy Session Action

A.G. of Florida Members/Customers Take Advantage of the Deals



ASSOCIATED GROCERS COO Chris Miller pictured with Champ Hardee, Rines IGA Supermarket, Indiantown, FL.



READY FOR ACTION – The group from Bravo Supermarkets.



POWER BUY Session Moderator John Cagney presents the large gathering with 'Out of this World Savings'.



Sedano's Supermarket buyers get in the great deals.



Associated Grocers Retail Counselor Leo Ramos (center) with the buying team from Penn Dutch Meats.



Bi-Lo Updates Four Stores Through Re-Design Program



■ **NEWLY-DESIGNED LOOK.** BI-LO has recently debuted four newly updated stores in Moncks Corner, Goose Creek, Columbia and Cayce, SC, in order to make grocery shopping even more enjoyable and simple for customers across the state.

BI-LO has recently debuted four newly updated stores in Moncks Corner, Goose Creek, Columbia and Cayce, SC, in order to make grocery shopping even more enjoyable and simple for customers across the state. The improved look and feel of these stores is just one of the ways BI-LO is working to provide unrivaled value and service to shoppers, all the while offering incredible variety at the lowest possible prices.

BI-LO has unveiled its newest stores as the latest moves in the company's five-year plan to be more competitive in the marketplace. The company has worked carefully on updating its store designs and layout and has developed new offerings focused on quality and savings

to offer its customers continued savings without sacrifice.

As soon as shoppers arrive at the store, they instantly notice upgraded aspects such as a warmer, richer color palette. Other additions have been made to all departments as well as the installation of improved décor that envelops the store almost immediately.

"BI-LO is the store that offers customers the best value on the finest products available, all in a positive shopping environment," said BI-LO President and CEO Michael Byars. "Our four newly re-designed locations in Moncks Corner, Goose Creek, Columbia and Cayce, S.C., symbolize what BI-LO is all about: savings without sacrifice on quality and freshness."

The enhanced departments and signature food items in these updated stores showcase the improved freshness, variety and quality the company strives to provide customers, including:

- Their Gold Star line of meat featuring a selection of locally raised and always fresh chicken and tender pork, and only the most popular, highest-quality brand of beef in America: Certified Angus Beef
- A knowledgeable BI-LO butcher who can custom cut, grind or cube, and provide grilling and preparation tips, all for free
- A wide variety of seafood including Chef's Catch and Lakehouse Catfish, available only at BI-LO
- A produce department with an open-market feel featuring BI-LO's triple-inspected Walter's Produce
- Lip Lickin' Fried Chicken, fresh-sliced Sara Lee meats and cheeses, Signature Deli Pizza, Sweet Dreams Custom Cakes and Gourmet Cookies, along with fresh artisan breads, muffins, pastries and doughnuts
- A free Wi-Fi café to relax, enjoy a cup of coffee or a snack and surf the web
- A full service pharmacy at all four stores located on 110 Highway 52 in Moncks Corner, 142 E. St. James Ave. in Goose Creek, 2349 Augusta Rd. in Columbia and 2453 Charleston Highway in Cayce, SC, to sup-



■ The Seafood Department features a wide variety of seafood, including Chef's Catch and Lakehouse Catfish, available exclusively at BI-LO.



■ **WALTER'S PRODUCE** features BI-LO's triple-inspected fruits and vegetables, all displayed with an open-market feel.



■ The Bakery Department features Sweet Dreams Custom Cakes and Gourmet Cookies, along with fresh artisan breads, muffins, pastries and doughnuts

port healthy living and offer customers personal attention and savings on medication. Byars continued, "We're excited to offer shoppers in Moncks Corner,

Goose Creek, Columbia and Cayce, and the surrounding communities, an enhanced and unrivaled shopping experience in our newly updated stores."



■ The Meat Department features BI-LO's Gold Star line of meat featuring a selection of locally raised and always fresh chicken and tender pork, Certified Angus Beef, and a knowledgeable BI-LO butcher who can custom cut, grind or cube, and provide grilling and preparation tips, all for free.

Create Sales with Cuisinart



OUTDOOR ELECTRIC GRILL WITH VERSASTAND (Model No. CEG-980) offers the authentic grilled flavor of an electric grill with the simplicity of an indoor kitchen appliance. Due to its small footprint, the grill fits easily on balconies and small patios and is ideal for areas in which propane or charcoal grills cannot be used. Additionally, the compact size offers faster heat-up times and higher temperatures, while still bringing a genuine grilled flavor to any meal. The 145 square inch cooking surface can easily handle

a broad range of full-size meals. Storage is quick and convenient as well, thanks to its adjustable telescoping base that quickly transitions from storage mode to tabletop to floor standing use. It folds up in seconds, and is integrated into the grill for added convenience. The grill plugs into a standard household electrical receptacle, and is UL approved for outdoor use. SRP: \$179.99

Safe for All Ages



Xlear All Natural Nasal Spray

Xlear, Inc. (pronounced "clear"), a leading manufacturer of xylitol based products has announced the release of two new products the all natural Xlear Nasal Spray and Kids Xlear Nasal Spray. What sets the Xlear Nasal Sprays apart from the rest of the over-the-counter options is that it contains the key ingredient of xylitol which has been shown in clinical studies to be extremely effective in relieving nasal discomfort as well as promoting good dental health. Additionally, xylitol is an all natural and health enhancing substance, the benefits of which have just recently been discovered and are now being utilized primarily by Xlear, Inc.

Xlear is a patented, non-addictive nasal spray that combines the unique properties of xylitol, and the health-promoting practice of a saline nasal spray to help wash, hydrate and moisturize the nasal passages as well as aiding the body's natural cleansing process; helping to clean out the bacteria and particles that can lead to a cold, ear infection, sinusitis or the flu. The Kids Xlear Nasal Spray is suitable for all ages, as there is no minimum age requirement, and retails for approximately \$6.99. The adult version of Xlear Nasal Spray retails for \$6.99 and is also available in an easy to inhale "Pump-Mist" dispenser, retailing for \$13.49.



LICKETY STIK is available in three flavors - Savory Chicken, Braised Liver or Smoky Bacon. The suggested retail price for each 1.69 fluid ounce bottle is \$7.99.

Give a Lick for New Lickety Stik

Unique, All-Natural Liquid Treat Lets Parents Reward Their Pups, One Yummy Lick at A Time

Now there's a smart, healthy and convenient way for pet parents to get their pooches' tails wagging. Introducing Lickety Stik™, an innovative liquid pet treat. Made with 100% all-natural ingredients, it's the latest creation from PetSafe, a leading innovator in pet behavior and lifestyle product solutions and services since 1991.

Developed for thoughtful pet owners, Lickety Stik is perfect for pets who deserve a tasty treat while on-the-go. The natural flavors are delivered via a special roller-ball top. So dogs can experience all of the tastiness and excitement of a moist treat without the sticky mess.

Lickety Stik also offers pet parents a healthy alternative to conventional treats, especially those concerned about the weight of their dogs. "The ingredients are all-natural, dogs simply love the flavor, and their owners love the fact there's just 1 calorie in every 10 licks," says Randy Boyd, PetSafe president and CEO.

Thanks to its pocket-friendly, compact size, Lickety Stik is handy at a moment's notice. Boyd mentions that pet parents can use it as a training aid to reward good behavior, or just to show how much they care. "Plus, Lickety Stik is easy on the pocketbook, since each bottle dispenses over 500 licks," Boyd explains.

Purest Maple Syrup on the Market

Tapped and produced on a majestic wooded farm in Dutchess County, N.Y., family-owned Crown Maple Syrup is quite possibly the purest maple syrup available.

Light, graceful, refined and pure for meals and drinks plain or fancy, pure certified organic Crown Maple Syrup is a premium syrup that's a departure from heavy, sticky flapjack fare due in large part to the innovative sustainable production methods used on founders Robb and Lydia Turner's 800-acre farm in the Hudson River Valley.

It takes between 40 and 50 gallons of sap to make a gallon of pure maple syrup. Rather than holding the sap for days and risking contamination and breakdown of the natural sugar in the sap, Crown Maple's production process begins the same day the sap is collected, ensuring the freshest syrup possible.

Because of its purity and wholly natural flavors, Crown Maple Syrup is a pure sweetener, without the high glycemic counts found in refined or artificial sweeteners of other syrups.

"Crown Maple syrup is perfect for pancakes, waffles and French toast, but I've also tried it in more than 50 recipes as either the key ingredient or as a pure sweetener to add on top," Lydia said. "Think artisan maple bread, maple gingersnaps, maple syrup coffee cake, maple cream cheese pound cake, baked beans, candied yams and combread muffins. There are no limits to the possibilities."

Crown Maple Syrup is certified organic by the Northeast Organic Farming Association of New York Certified Organic, LLC.



Unique South African Dessert Attracting Happy Fans in the U.S.

Kari's Malva Pudding is Rich, Dense and Delicious

A uniquely delicious pudding-cake dessert that originated in South Africa is quickly winning over Americans with its decadent texture and irresistible flavor. Kari's Malva Pudding is a gourmet artisan dessert based on a family recipe, but it isn't a pudding in the American sense of the word. Instead, it resembles a dense, moist rich cake, with a caramelly flavor and a hint of apricots. Best of all, Kari's Malva Pudding comes ready-to-heat in the freezer section of supermarkets, making an elegant finish to any meal quick and easy.

"Malva Pudding is a traditional South African dessert that you'll find in the best restaurants in Cape Town and Johannesburg," said Kari's Malva Pudding Founder, Kari Mansfeld, an English South African herself. "Oprah Winfrey served it at the first Christmas dinner for her girls' academy in South Africa, and Nelson Mandela has said it's his favorite dessert."

Named after its Dutch Afrikaans originator, Malva Pudding is traditionally made with milk, eggs, sugar, butter, cream, flour, apricot jam and a little vinegar. Each Kari's Malva Pudding is hand-crafted and made with only the highest quality all-natural ingredients, including hormone-free milk, cage-free eggs, and locally grown gourmet apricot jam. They contain no artificial colors, flavors or preservatives, and no corn syrup or high fructose corn syrup. Kari's Malva Pudding comes frozen in convenient ready-to-heat aluminum pans that can be kept in the freezer or refrigerator until served.



KARI'S MALVA PUDDING recently arrived in the freezer case of specialty markets throughout the Western United States, with a suggested retail price of \$9.99 for a 24 oz. package that serves 6-8. In addition to the original flavor, Kari's Chocolate Malva Pudding, made with real cocoa powder, is also available.

YoCrunch Yogurt Launches its First Integrated Marketing Campaign

Digital-Focused "It's YoCrunch Time!"

YoCrunch yogurt has launched its first integrated marketing campaign, aimed at increasing brand awareness. The effort, "It's YoCrunch Time!," not only brings to life the fun spirit of the brand and the product, but also illustrates the fact that YoCrunch's unique product is a great snack for any time. Moreover, the campaign represents the first campaign for YoCrunch designed by Fathom Communications since the agency was hired as the brand's lead marketing and communications agency earlier this year.

"We have a great product with a very loyal following and as we look to broaden our awareness of the brand and grow our consumer base we have decided to embark upon a more aggressive and visible marketing plan," said Ralph Tschantz, SVP Marketing for YoCrunch. "Fathom brought us a brand idea and communications plan that really captured our product innovation in a way that will resonate with our 'Mean Well Mom' target audience and help meet our aggressive growth plans."

"YoCrunch is a marketer's dream—a product idea that truly delivers against a clear white space in its category and a brand that has already generated a very loyal, passionate following even without the benefit of a concentrated marketing push," said Peter Groome, co-founder and CEO of Fathom. "Our job is to capture what drives such a loyal customer base for YoCrunch and to focus that story to the many Moms who have yet to be exposed to the brand."

YoCrunch has partnered with Fathom to develop a national communications platform that reinforces both the nutritional and fun aspects of the brand while engaging mothers looking for an "anytime" family snack. "It's YoCrunch Time!" is 100% digital- and social-media focused, executed with the support of partner agencies The Gary Group (media planning, digital media production), SPM Communications (public and media relations, social media strategy) and Twist (website, social media development).

In a departure from the category conventions, the new campaign engages moms via unique online games tied to coupon offers, as well as ongoing social media content and outreach. Aimed at encouraging conversation and fun around the brand's unique offering, the effort also includes dedicated discussion space on the brand's redesigned Facebook page that invites moms to chat with each other and with the brand, while YoCrunch's Twitter feed keeps moms engaged with helpful, fun and timely discussion starters. In addition, display advertising drives consumers to the new games and to YoCrunch's recently redesigned website catering to moms seeking ideas to provide both wholesome and fun snacks to their families.



20 Beverage

ALÓ Drink Named Best Natural Functional Drink Beverage Recognized for Pure Ingredients & Natural Health Benefits



ALÓ Drink, makers of the #1 ready-to-drink aloe vera infused beverage in the U.S. natural market, was recently awarded the 2011 InterBev Beverage Innovation Award for Best Natural Functional Drink. The award recognizes that ALÓ Drink delivers aloe vera's unique blend of vitamins, minerals and essential amino acids in the most delicious and natural form possible.

ALÓ Drink blends are made with real aloe vera pulp and juice straight from the aloe vera plant - never reconstituted from powder. In addition, ALÓ extracts only the desirable inner aloe pulp

by using a hand-filleting method, instead of including the non-nutritious green outer skin as part of its blend.

A partnership with FoodBev Media's Beverage Innovation magazine and Zenith International's functionaldrinks newsletter, the InterBev Beverage Innovation Award is the only global award dedicated to the functional drinks industry on both sides of the Atlantic.

"Many supposedly functional beverages are in fact loaded with sugar, chemicals and exaggerated health claims," shared Henry Chen, president of ALÓ Drink. "We make it our mission to provide aloe vera in its most naturally nutritious form, and we very much appreciate the recognition from InterBev that we are in fact accomplishing that goal."

ALÓ Drink's all-natural beverages are available in conventional and natural markets in both the U.S. and Canada in 500ML as well as 1.5L bottles for an SRP of \$1.99 and \$4.99 respectively. Each flavor is shelf stable with no refrigeration required.

Introducing TEase Now 100% All Natural Premium Brewed Iced Teas

Cold Star Inc. is introducing their 100% all natural premium brewed iced tea drinks — TEase. A wellness drink, TEase iced tea beverages have no artificial colors, flavors, or preservatives. Sweetened with only 100% pure, all-natural honey and organic cane juice, the TEase line of beverages is as exciting as it is natural.

TEase beverages provide amazing taste with all-natural ingredients — you can love the way it tastes and feel confident consuming these wellness beverages. This rare combination intrigues customers looking for a healthy alternative beverage without sacrificing the taste they desire. With such bright, eye-catching packaging, customers are drawn to TEase immediately; and once they try them, they'll know how flavorful and delightfully refreshing a wellness beverage can taste.

Unlike other mainstream, additive-packed brands, 100% all natural TEase is available in three alluring flavors: Berry-Blended Black Tea, Green Tea with Honey & Ginseng, and Green Tea with Honey, Pomegranate & Acai. Each of these blends features its own unique qualities and distinctive, delicious taste.

TEase Iced Tea beverages are available in 16-ounce bottles.



Tropicana Trop50 Launches New Low-Guilt Lemonade and Raspberry Lemonade

Tropicana Trop50 has introduced Lemonade and Raspberry Lemonade. These new varieties deliver the refreshment of lemonade with 50 percent less sugar and calories, and no artificial sweeteners.

New Trop50 Lemonade and Raspberry Lemonade are being supported by a new spot in the popular "girlfriends" advertising campaign, which features Emmy award-winning actress Jane Krakowski.

New Age Beverage Introduces the "Just Pure Water" Brand

When thirsty Denver and Phoenix area residents reach for a cold, refreshing beverage, they have a new, all-natural choice - Just Pure Water, a non-carbonated, all-natural water from the same Denver-based company that has delighted health-conscious consumers with XINGtea.

New Age Beverage distribution company has launched Just Pure Water, an unsweetened, zero-calorie purified water infused with the natural essences of three popular flavors: lemon-lime, orange or berry. Just Pure Water contains no preservatives.

The uniqueness of Just Pure Water is not only its natural, crisp taste but also its packaging of noncarbonated water in cans from Broomfield, CO-based Ball Corporation. The can is the most recycled beverage container in North America, and Ball's cans contain an average of 68 percent post-consumer content and are 100 percent recyclable. The uniqueness of Ball's 24-ounce cans enhances Just Pure Water's shelf impact and offers consumers a quick-chilling, lightweight package.



Agropur Division Natre USA Launches Dyna Moo Milk

Nature's Post-Workout Recovery Drink

St. Paul-based Agropur Natre USA, formerly known as Schroeder Company, has launched its new Dyna Moo™ milk — a single-serve, shelf stable post-workout recovery beverage that combines the natural nutrition benefits of milk with dynamic packaging graphics most commonly found in the functional/energy drink categories. The graphics include a fun, distinctive-looking cow mascot running, with the tag line "Recharge. Rebound. Recover" which reinforces Dyna Moo milk as an ideal recovery beverage after physical exercise.

Chocolate milk is a nutrient-rich powerhouse that provides the fuel kids and adults need to refuel and rehydrate their bodies.

Dyna Moo milk is the same milk as the milk in the refrigerated section of grocery stores except that it is aseptic shelf stable milk which means that thanks to aseptic technology — a combination of ultra-high temperature pasteurization and sterilized packaging — a sterile atmosphere is maintained within the container so you can store Dyna Moo milk for up to 9 months without refrigeration. It is a nutrient powerhouse packed with 9 important nutrients, including calcium, vitamin D and potassium—3 of the 4 nutrients most likely to be missing in American diets. Dyna Moo milk is single-serve milk in a juice box-like package with an expandable straw and pull tab so it can be consumed directly from the carton. It has no preservatives and is hormone-free, and is the ultimate convenient milk which gives parents the opportunity to serve children milk as an anytime snack option, addressing their concerns of having a nutritious and convenient beverage solution for their kids.



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Bossa Nova Ups The "Ante-Oxidant" Power with Acai Pomegranate

Bossa Nova, the Superfruit Company, announced the introduction of Organic Acai Pomegranate to its line of superfruit juice beverages. With the addition of this new flavor, Bossa Nova Organic Acai Pomegranate ups the superfruit ante by combining two antioxidant powerhouses in one delicious beverage.

"With Bossa Nova's new Organic Acai Pomegranate, we are offering an exotically delicious way to reap the amazing antioxidant benefits of acai and pomegranate," said Mark Ozimek, Bossa Nova brand manager. "Pomegranate juice is in high demand and Bossa Nova's new blend provides a delicious balance between luscious, tropical acai and tart pomegranate flavor that consumers will love."

While pomegranates have been cultivated throughout the Mediterranean and Middle East since ancient times, the superfruit has recently become a star in the United States.

Emerging research about the potential health benefits of pomegranates has helped fuel the fruit's growing popularity.

To ensure great taste and optimal nutrition, Bossa Nova uses acai berries that are picked by hand at the peak of ripeness. The organic berries are harvested from sustainably grown acai palm trees in the Brazilian Amazon rainforest. Bossa Nova strives to offer beverages with a minimum of ingredients and are lightly sweetened with organic agave nectar.





Dale vacaciones a tu hamburguesa de siempre

Prueba esta deliciosa versión de la clásica hamburguesa enriquecida con el sabor ahumado de los Chiles Chipotles Adobados GOYA.

Hamburguesa Chipotle

Rinde 6 porciones Tiempo de preparación: 15 min. Tiempo total: 30 min.

Ingredientes

1/4 de taza de Mayonesa GOYA®
 1 lata (12 oz.) de Chiles Chipotles Adobados GOYA®
 (1 chile chipotle finamente picado) más 1/4 de
 taza de la salsa
 3 cdas. de Ajo Picado GOYA®, dividido
 1 cda. de cilantro fresco finamente picado
 Adobo GOYA®, al gusto
 2 libras de carne de res molida (80% magra)
 1 cda. de Aceite Vegetal GOYA®
 6 rebanadas de queso cheddar
 6 panes para hamburguesa
 6 rebanadas de cebolla roja de 1/4"
 6 rodajas de tomate de 1/2"
 6 hojas de lechuga

Instrucciones

1. En un tazón, mezcle la mayonesa, 1 cda. de salsa de chipotle, 1 cda. de ajo, el cilantro y el Adobo.
2. En un tazón, mezcle suavemente la carne de res, el chipotle picado, 3 cdas. de salsa chipotle, el ajo restante y el Adobo. Divida la carne en 6 porciones y forme la hamburguesa con 1" de grosor aproximadamente.
3. Prepare la parrilla a fuego medio-alto. Engrase con aceite y cocine las hamburguesas, volteándolas una vez, hasta que se asen a su gusto (unos 12 minutos para término medio). Agregue el queso a la carne, unos 5 minutos antes de quitarla de la parrilla.
4. Para armar la hamburguesa, empiece con el pan; encima ponga una rodaja de cebolla, una rebanada de tomate, lechuga y pan, esparza la mayonesa de chipotle.



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Strictly Natural

Chicken of the Sea Debuts Premium Tuna



Chicken of the Sea International is continuing to offer customers a healthy, premium product at a great value by introducing a line of gourmet, all-natural tuna.

Dubbed "Premium Select," the tuna is hand-selected albacore, yellowfin and skipjack packed in high quality olive oil and spring water. The all-natural products contain no additives or preservatives and are available in five 5-ounce varieties: Solid White Albacore Tuna in Olive Oil; Solid White Albacore Tuna in Water; Solid Light Yellowfin Tuna in Water; Solid Light Yellowfin Tuna in Olive Oil and Solid Light Tuna in Olive Oil.

"Premium Select includes our finest quality and taste, offering consumers a bit of indulgence at a great value from a brand they know and love," said John Sawyer, senior vice president of sales and marketing for Chicken of the Sea. "The product is so flavorful and delicious it can be eaten right out of the can."

"It's also all-natural, following an increased demand from consumers for products that are not only healthful and nutrient rich, but are all natural and minimally processed."

The Premium Select line, available to retail now, is loaded with nutrients, and each can provides a low-fat source of protein and omega-3 fatty acids. In addition, varieties of the Premium Select solid light tuna and solid white tuna are packed in antioxidant-rich olive oil for extra flavor. Suggested retail price is \$1.99.

Kettle Brand Launches All Natural Reduced Fat Potato Chip Line

Kettle Brand is bringing its most popular flavors to a new reduced fat potato chip that delivers signature bold flavor and hearty crunch, with 40 percent less fat. Surprisingly indulgent at only 130 calories per serving, the new line extends the brand's unwavering commitment to innovation and natural ingredients to one of the fastest growing snack categories.

The first flavor in the Reduced Fat line-up, original Sea Salt, is already making its way on to store shelves. Sea Salt & Vinegar and Salt & Fresh Ground Pepper, two of the brand's most popular flavors, will be added later this summer. Sea Salt & Vinegar Reduced Fat will debut on a Krinkle Cut™ answering consumer requests to pair the robust flavor with a hearty, ridge-style chip. It will be the only all natural, reduced fat, thick ridge-style chip on the market. Salt & Fresh Ground Pepper, already a best seller on a Krinkle Cut™ chip, will be offered for the first time as a reduced fat option in the traditional style chip.

"We may have reduced the fat, but the flavor is as indulgent as ever," said Julie Dunmire, Kettle Brand Marketing Director. "We're excited to offer consumers a choice of chip styles in traditional flavor favorites. Now when someone is seeking a healthier snacking choice, they can experience the same crunch, texture and great tasting, all natural flavor they crave. You truly cannot tell they are reduced fat without looking at the bag."

Kettle Brand Reduced Fat Sea Salt potato chips are available in 8-oz. bags nationwide with a SRP of \$3.49. Salt & Fresh Ground Pepper and Sea Salt & Vinegar Krinkle Cut flavors will arrive on store shelves soon.

Stew Leonard's Introduces All-Natural Ketchup



Stew Leonard's is now offering Stew Leonard's tomato ketchup made with sugar instead of high fructose corn syrup. The existing store-brand tomato ketchup will be replaced with the new, all-natural version at all four stores in Norwalk, Danbury and Newington, CT, and Yonkers, NY. Not only is the ketchup all-natural and gluten-free, but the bottle's packaging has also been updated to an upside-down shape for ease of squeezing.

"Our customers are always on the lookout for easy ways to incorporate healthy changes into their diets," said Rick Baker, Buyer at Stew Leonard's. "We reformulated our ketchup to contain a more natural ingredient: pure cane sugar. We also altered the bottle to an easy upside-down shape. With all-natural ingredients and new bottle, we know there will be great feedback from our ketchup lovers everywhere!"

For more than 40 years, Stew Leonard's has consistently improved and expanded its private label products based on customers' wants, needs, and health concerns. In addition to the newly reformulated ketchup, Stew Leonard's has removed the processed tomato paste from the store brand Marinara Sauce and has recently introduced its own organic milk produced from family-owned farms throughout New England, offering concerned customers another healthy choice in the dairy case.



Pacific Natural Foods Organic Chicken Soups Bring Fresh Flavor to the Lunch Box

Organic chicken with no added hormones or antibiotics are at the heart of a new line of soups from Pacific Natural Foods. The natural foods leader is expanding its popular line of hearty soups with five new chef-inspired flavors, made with simple, pure ingredients.

A perfect little lunch box, the soup is packaged in innovative, BPA-free Tetra Recart cartons ensuring the fresh, homemade taste that consumers have grown to prefer over cans. Easy-to-open, they are made with paper from sustainably managed forests and reduce carbon emissions due to their lightweight, volume-efficient package.

The new USDA-certified organic soups come in five flavors: ORGANIC SANTA FE STYLE CHICKEN featuring grilled chicken and vine-ripened tomatoes simmered with brown rice, black beans and a bold combination of spices like garlic and chili pepper; ORGANIC CHICKEN NOODLE made with Pacific's award-winning chicken broth, tender organic chicken, garden vegetables and hearty egg noodles; ORGANIC CHICKEN & WILD RICE starts with a nutty blend of wild and brown rice before adding organic chicken, robust broth and a delicate blend of parsley and other robust seasonings; ORGANIC CHICKEN SPINACH PENNE inspired by a traditional Italian recipe, with marinated chicken, fresh spinach and penne pasta simmered with garlic and black pepper and ORGANIC MINESTRONE WITH CHICKEN MEATBALLS balanced by garden-fresh vegetables and Italian seasonings over penne pasta and savory beans.

The hearty chicken soups will arrive in grocery stores and natural food markets nationwide this fall with a SRP of \$3.49 - \$3.69. With a shelf life of 24 months, they are great to have on hand for a quick lunch or in the cupboard to liven up a dinner casserole or rice dish.

Oh Boy, Oberto! All Natural Jerky

The new Oh Boy, Oberto! All Natural Jerky line marks the first major brand to offer an all natural jerky product. Available now, Oberto's new All Natural Beef, Pork and Turkey jerky offerings use only simple, all natural ingredients resulting in flavorful, hearty jerky that is seasoned, smoked and dried to perfection. The All Natural Line was created to deliver a tastier, higher quality and better-for-you product, and is now the exclusive recipe used by Oberto in all jerky products.

Oberto's All Natural Beef Jerky line includes six delicious flavors: Original Beef Jerky (gluten free); Peppered Beef Jerky (gluten free); Hickory Beef Jerky (gluten free); BBQ Pork Jerky (gluten free); Teriyaki Beef Jerky and Teriyaki Turkey Jerky.

All of Oberto's All Natural Jerky products are crafted from just a handful of simple, high quality ingredients. The new recipe includes absolutely no artificial ingredients, no preservatives, no added MSG (except that which naturally occurs in soy sauce in Teriyaki flavors).

Jerky is a low-fat, high protein snack that doesn't give a too-full feeling, and is great for sustainable energy. SRP: \$5.99 3.25 oz.; \$14.49 9 oz. (MSRP) and \$2.99 1.5 oz.



Asian "Take-Out" Receives a Modern, All-Natural Makeover

Asian "Take-Out" just got a modern makeover with the introduction of Dr. McDougall's Right Foods Asian Entrées. The new line of microwavable, calorie-friendly Asian Entrées joins the brand's already successful family of foods.

Available in eight low-fat flavors and sure to appeal to mainstream consumers and health food devotees alike, Dr. McDougall's Right Foods Asian Entrées are all-natural, eco-friendly, vegan, and non-GMO. Providing a healthy alternative to their restaurant and ramen noodle cup counterparts – popular Chinese, Thai, Japanese and Indian dishes – all Asian Entrées are only 200-280 calories per meal.

Lightweight and convenient, Dr. McDougall's Right Foods Asian Entrées are ideal for throwing into a purse or backpack or enjoying at work, home or school. The eight low-fat varieties include Pad Thai Noodles, Spicy Kung Pao Noodles, Teriyaki Noodles, Thai Roasted Peanut Noodles, Soy Ginger Noodles, Spicy Szechuan Noodles, Masala Lentil Pilaf, and Lentil Curry Pilaf. They come in microwavable paper cups – a refreshing alternative to Styrofoam ramen noodle cups that never biodegrade.

Reflecting the brand's longstanding commitment to environmental responsibility, Dr. McDougall's Right Foods Asian Entrées come in paper-based, BPA-free packaging exclusively sourced from certified sustainably managed forests.

Dr. McDougall's Right Foods Asian Entrées carry a SRP of \$2.29 per package.

Food Franchising Back on the Front Burner

Franchise consultants with iFranchise Group, a leading franchise consulting firm based in the Chicago area, recently cited several market factors and franchisor success stories that point to a strong improvement in the overall health of the restaurant franchising sector.

Since the recession began, the tight credit market and lack of financing options had affected most franchises, and hampered their ability to sell and open additional locations. Recent improved access to capital and other factors are helping franchisors, especially those in foodservice, get back on track.

"While we are still in a tight credit market, franchise financing is much better than it has been over the last two years," states Mark Siebert, CEO of iFranchise Group. "Franchisees are finding it easier to get the funding they need to open units, and we're seeing more restaurant franchisors hit, and even exceed, their franchise growth goals as a result."

Improved credit availability is not the only factor that is helping restaurant franchising climb out of the recent recessionary period. Current labor and real estate conditions, while challenging for individuals and property owners, are actually favorable for franchise systems looking to expand.

Continues Siebert, "The availability of quality labor is unlike what we've seen in just about any other period. There are more qualified workers out there looking for employment, and employers are able to hire them less expensively than before."

In addition to advantageous labor and wage conditions for employers, franchise systems are also benefitting from an increased availability of prime restaurant locations, and the fact that landlords are more willing to negotiate lease terms than they had been in the past.

"The recession caused a high number of restaurants to shutter," adds Siebert. "This in turn has opened up the market of desirable locations. Faced with vacant properties in their portfolios, owners and landlords are cutting deals and offering incentives that are simply unprecedented. There hasn't ever been a better time for a franchise restaurant owner to be able to get favorable terms on space and lease options."

Siebert concludes, "All signs point to an ongoing period of healthy growth in restaurant franchising. For restaurant franchisors that have a compelling brand and a concept that is working in 'the new economy,' there is a booming market for franchise sales."

NACS State of the Industry- 2010 Data Fact Book Now Available

The *NACS State of the Industry of 2010 Data Fact Book* is now available. The 24th edition of the NACS Fact Book provides a detailed statistical account of industry data over the past several years — or in some cases, decades — as well as a historical recap of the industry and key definitions and events that have shaped it.

Based on 40-plus years of data from the NACS *State of the Industry (SOI)* reports, the *NACS Fact Book* provides data that goes back as far as the 1950s. The Fact Book consists of 2 Word files and 44 Excel files that provide granular details about merchandise, foodservice, motor fuels, store operations, top quartile and same-store components of the convenience and fueling retailing industry. Statistical breakouts include: Industry sales and profits; Per-store sales, profits and expenses; Motor fuel operations; Category data; Store level survey data; and Top performer information.

The Fact Book is available as a self-extracting executable file (.exe format) and is a companion piece to *NACS State of the Industry Report of 2010 Data*, which was published in June. Those who previously ordered the State of the Industry Report have already received information on how to obtain their complementary Fact Book.

The *NACS State of the Industry of 2010 Data Fact Book* is available for purchase as either a standalone product or as part of the State of the Industry Report/Fact Book package. Orders can be placed online at www.nacsonline.com or by calling NACS Customer Service at (800) 966-6227.

Babycakes Allows Amateur Bakers to Make Gourmet Treats

Cake Pop Maker Makes Trendy Desserts a Simple Recipe

With trendy treats filling the shelves of nearly every bakery and coffee shop, more and more dessert lovers are attempting to make the gourmet desserts at home. Babycakes, a division of Select Brands, is making it easier than ever to make decadent cake pops in any kitchen with the Babycakes Cake Pop Maker (MSRP \$24.99).

The lightweight, 800-watt cake pop maker allows users to bake 12 cake pops at one time with a diameter recommended by cake pop authorities. Featuring power and ready lights, convenient cord wrap and a latching handle, Babycakes' Cake Pop Maker can be used by any baker. With a nonstick coating, cleaning up is easy, leaving more time to satisfy any sweet tooth. Featured on the Today Show, Babycakes, is a must-have for any dessert-lover's kitchen.

With everything needed to make a "melt in your mouth" treat, Babycakes' Cake Pop Maker includes: Fork tool, Cake pop treat sticks, Cake pop cooling and decorating stand and Manual with great tips and recipes.



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S.W.F. Hosts Annual Food Show

Grocers Gather for Sale-A-Bration of Savings



■ GRAND PRIZE WINNER Alexis Reyes from El Colonial Supermarket in Honduras is sailing into the best deals in town as Grand Prize Winner of a Caribbean Getaway for two presented to him during the Southeast Wholesale Foods Annual Sale-A-Bration of Savings Banquet, held Thursday, August 11 at Marriott Doral Golf Resort and Spa in Miami, FL.



■ SWF General Manager, Tony Palacios (center) pictured with Tomilson Bynoe and Derek Dean, Emerald City (Barbados).



■ TONY PALACIOS (center) welcomes Ronald Lambert and Richard Buoni, Epicurean (Antigua) to the show.



■ Carlos Rodriguez (left) and Tony Palacios (second, right) SWF welcome Gabriel Marengo, Super 99 and Caren Marrero, Empresas Valleor (Puerto Rico).



■ Tony Palacios (center) pictured with Susan Santos and Derek Kramer, Allied Caribbean Dist.



■ ADVANTAGE SALES – Howard Hengstler, Tony Palacios, Ken Reich, Bob Hengstler and Mark Feiler.



■ TOTAL SALES, INC. – Fred High, Melvyn Louis, Russel Louis, Harold Louis; Steven Siegel, Tampico Beverages and Hector Ramos.



■ Alejandro Arriola and Zaira Juaros, Unisuper (Guatemala).



■ ACOSTA SALES, INC. – Leo Gonzalez, JC Martinez, Randy Tugg and Luis Bares.



■ Carlos Rodriguez, SWF with Alexis Reyes, El Colonial (Honduras).



■ Carlos Rodriguez, SWF; Claudia Rosales, Walmart Centro America, and Rafael Cosme, SWF.



■ GOOD FRIENDS – John Scarcelli, Javier Bertran and Joe DiGiacomo.



■ Ivonne Cohen and Sandy Contreras, Southeast Wholesale Foods with Roger Dreyer from Foster's Food Fair (Grand Cayman).



■ Robert Fundora, SWF; Eddy Hernandez, Price Choice #3, and Southeast Wholesale General Manager, Tony Palacios.



■ Osmiel Alonso, SWF (center) with Joshua Blanco and Yoanna Ferrer, National Grocers Dist.



■ Kevin Darcy, Sherwood Food Distributors with Tony Diaz, Price Choice (Miami) and Rafael Diaz, Monterey Supermarkets.

and Customer Appreciation Event

Marriott Doral Golf Resort & Spa • Miami, Florida • August 11, 2011



■ FOOD STAR – Diosdado Hernandez and Gilberto Trujillo.



■ Rafael Padierne, Southeast Wholesale with Yardy Rodriguez, Heleno Morua and Willie Wright, Diaz Market, #3.



■ Gilberto Trujillo and Diosdado Hernandez, Food Star; Renato Barero, Mistolin; and Anulfo Villeda, Presidente #14; Evert Arana, and Miguel Jimenez, Presidente #25.



■ Rafael Padierne (left) and Osmil Alonso (right), SWF with Pablo Moran and Victor F. Reyes, Sabal Market (Miami).



■ The PRESIDENTE SUPERMARKET Group.



■ Tony Palacios; Julio Monterey, Diaz Market #4; Rich Bauer, Southeast Food Distribution and Audrey Bradley, SEFF/SWF.

GROUP BUY ACTION -

SWF Retailers Flex Buying Muscles at Thursday Afternoon Session

MARRIOTT DORAL GOLF RESORT • Grand Ballroom • Thursday Afternoon • August 11, 2011



Seagram's Smooth

Seagram's Launches New "Smooth" Premium Malt Beverage

North American Breweries has announced the introduction of Seagram's Smooth, a new brand in its Seagram's portfolio. Seagram's Smooth is a line of premium flavored malt beverages with five percent alcohol by volume (ABV) and is available in four flavors: Classic Lemonade, Limeade, Pomegranate Lemon and Tea Lemonade & Mango. The prime distinction between Smooth and other flavored malt beverages (FMB) is taste. Seagram's Smooth offers a clean, crisp palate with no aftertaste.

"Smooth was developed to fill a gap in consumer satisfaction. Consumers told us that they aren't entirely satisfied with the quality and taste of FMBs currently available in market - so we developed a product to address that," said Jennifer McCauley, Brand Manager, Seagram's Brand. "When consumers see the Seagram's name they expect quality. The addition of 'Smooth' delivers on the Brand's promise for a great tasting beverage with zero aftertaste; the top attributes that consumers ask for."

The launch of Seagram's Smooth is supported by an integrated marketing communications program including a mix of national print and online ads, social media, public relations and in-market sampling events nationwide. Ads will appear in People magazine in August issues and again in December issues to support holiday sales.

"We're confident that when consumers try Seagram's Smooth for the first time, they'll like what they taste," said McCauley. "We asked the consumer what they wanted; they talked, we listened and now we're excited to bring Seagram's Smooth to store shelves at a time when flavored malt beverages are once again on the rise."

Seagram's Smooth is available in a 12 and 24-count variety pack.



Cantina Di Soave Launches Duca Del Frassino Line Extension

After gaining popularity amongst U.S. consumers in 2010, Duca del Frassino, the premium Italian wine in a box, has released a line extension introducing two new, exciting varieties for the American market. Durello/Chardonnay (\$19.99) and Merlot/Pinot Noir (\$19.99) allow customers more options for fresh, easy-to-drink blends. Cantina di Soave, one of the most prestigious wineries in Italy's Veneto region, has created these new wines in addition to the varieties launched last year - Garganega/Pinot Grigio and Cabernet Sauvignon/Corvina.

Duca del Frassino Durello/Chardonnay is a delicious full-bodied white wine with a pleasant lingering finish. The Chardonnay's luscious apples, pears, vanilla and caramel flavors are perfectly complemented by the Durello's flavors of delicate field flowers, peaches and fresh crispness. Duca del Frassino Merlot/Pinot Noir is a wonderful combination of red fruits, strawberries, cherries, raspberries, and fragrant spices such as vanilla, cinnamon and cloves. This delicious red wine is velvety in the mouth with a generous, lingering finish.

These food friendly wines from the Veneto contain the equivalent of four standard 750ml bottles, last up to five weeks upon opening, and are attractively priced at an unbeatable value. The 100% recyclable box packaging eliminates the use of corks or glass, and includes a built-in spout and handle for easy pouring and carrying.

Stylish and contemporary, Duca del Frassino grabbed the attention of consumers in 2010, as Cantina di Soave saw an enthusiastic response upon introducing indigenous and historical varieties of the Veneto region to American wine drinkers. Duca del Frassino prides itself on blending grapes that are well known to U.S. consumers with delicious, complex regional varieties of northern Italy.

"Last year we were excited to launch Duca del Frassino into the U.S. with the Cabernet Sauvignon/Corvina and Garganega/Pinot Grigio blends. We were able to introduce native varieties to Americans through quality wines at a great price point," said Enore Ceola, Managing Director of MW Imports, U.S. importer for Cantina di Soave. "After receiving such positive response from distributors and consumers, we anticipate an even greater reaction with this new line extension of additional varieties."

Budweiser Unveils New "Bowtie" Design



Budweiser, the iconic global beer brand, has revealed a new design, seen in its can and secondary packaging, that will roll out of U.S. breweries before debuting in markets around the world later this year.

The new can design is Budweiser's 12th since Anheuser-Busch began offering its flagship brand in cans in 1936. The focal point of the design is Budweiser's iconic bowtie, complemented by the time-honored Budweiser creed and Anheuser-Busch medallion.

"Budweiser's success is rooted in aspects of the beer that will never change - a crisp, refreshing taste, an unwavering commitment to quality and the enormous pride we take in each batch," said Rob McCarthy, vice president, Budweiser. "Our refreshed packaging design gives Budweiser an updated look, which dramatizes the iconic Budweiser bowtie and incorporates the brand hallmarks that loyal Budweiser drinkers will recognize and appreciate."

Budweiser's new "bowtie" can and secondary packaging designs will be the global standard as the brand continues to expand internationally.

"This new visual identity is one of many steps in our quest to reinforce Budweiser's role as a true global beer brand. Together with our unifying global creative idea, the new global packaging look and feel will reinforce Budweiser's bond with consumers around the world," said Frank Abenante, vice president, Brands, AB InBev.

al packaging look and feel will reinforce Budweiser's bond with consumers around the world," said Frank Abenante, vice president, Brands, AB InBev.

Mionetto Prosecco Perfect for Holiday Entertaining

Searching for the perfect holiday wine feature? Mionetto has a leading quality Prosecco that will fit the bill.

Award-winning Mionetto Prosecco whether served or presented as a host gift makes a very welcome addition to all entertaining and festive gatherings.

Mionetto has a sparkler to suit every occasion: "IL" Prosecco DOC (\$10), Prosecco Brut DOC (\$14), Prosecco - Certified Organic (\$17), and "MO" Prosecco Superiore Valdobbiadene D.O.C.G. (\$19). Each is the quality leader in their respective segments with a superior taste profile and pricing to satisfy every consumer.

Premium "IL" Prosecco's frizzante-style is fruit forward with pear and citrus notes with light bubbles; Prosecco Brut has mouth watering effervescence and is bursting with white peach and green apples [available in 750 ml and 1.5 ml (magnum)]; Prosecco - Certified Organic (bottled in sustainable packaging) has aromas of elderflower with delightful flavors of golden apple and peach; "MO" Prosecco Superiore Valdobbiadene is the ultimate, ultra-premium Prosecco with its fine, creamy perlage, and luscious fruit flavors leading to a long stylish finish.

Each Mionetto Prosecco is bottled in its unique, signature, category-leading packaging and each is equally wonderful to enjoy before, during, and after meals. Guests will appreciate the Mionetto Prosecco quality and hosts will applaud Mionetto as a gift.

Mionetto recommends Prosecco Brut magnums, which serve up to 12 glasses of bubbles, as an impressive, eye-catching gift. The magnum of Mionetto Prosecco Brut certainly makes a festive statement especially with a suggested retail price of only \$24.



Kelly's Traditional Hard Cider Takes Silver Medal

The Florida Beer Company, Florida's largest craft brewer, recently competed in the North American Brewers Association Competition and is pleased to announce that its Kelly's Traditional Hard Cider won the Silver Medal in the Draft Cider/Specialty Cider Category. Kelly's Traditional Hard Cider is an original Irish recipe, using tannin, bittersweet apples, blended with champagne yeast, giving this authentic cider a dry, crisp and refreshing taste. The Silver Medal awarded to Kelly's Hard Cider compliments the multiple medals awarded to the brand in previous NABA competitions.

"We have had great success with our ciders in this competition," said Vice President Rick Clay. "Receiving another medal for our Kelly's Hard Cider is a testament to our continued commitment to producing award-winning, fine hand crafted beverages."



Florida Beer Co. Takes Two Medals At Open Beer Championship

The Florida Beer Company, Melbourne, FL, competed in the prestigious United States Open Beer Championship of its premiere craft beers, Swamp Ape IPA and Florida Lager winning Silver Medals. Swamp Ape IPA took home the Silver Medal in the Imperial IPA category and Florida Lager won the Silver Medal in the American Premium Lager category.

More than 1200 beers in more than 50 different categories were judged by judges from the U.S., England, Canada and Australia, at the competition. Among the many U.S. breweries entered into the competition, there were also over 20 international breweries competing for medals. Only 20 breweries won two or more medals in the U.S. Open Beer Championship.



■ FLORIDA BEER SWAMP APE IPA is an Imperial IPA. The fresh and lively hop character is derived from using 5 distinct varieties of hops. This beer has an intense hop bitterness, flavor and aroma balanced by complex alcohol flavors, moderate fruity esters and a medium malt character.



■ FLORIDA BEER FLORIDA LAGER, new to Florida Beer Company's craft beer portfolio is a tropical inspired lager. Florida Lager uses a perfect blend of 2-row, Caramel and Carapils malt with German Tradition and Northern Brewer hops to present a complex, yet balanced full, rich and flavorful craft beer experience.

Whole Foods Market Opens in N.E. Marietta

Opening Signals Completion of Major Redevelopment of Merchant's Walk

Signaling the completion of its major redevelopment of Merchant's Walk by Edens & Avant, Whole Foods Market officially opened for business in East Cobb County, July 27. The 45,000 sq. ft. Merchant's Walk location is Whole Food Market's eighth store in Georgia and a highly-anticipated addition to East Cobb. The opening was marked by a "bread-breaking" ceremony at 8:45 am at 1311 Johnson Ferry Road in NE Marietta, GA.

The grand opening ushers in a new era of a dramatically redesigned Merchant's Walk. With a redevelopment that began in August 2009, Merchant's Walk now includes major aesthetic and parking improvements; the expansion and renovation of Georgia Theatre Company's Merchant's Walk Stadi-

um Cinemas; and the addition of regional and national restaurants and retailers that include Marlow's Tavern, The Cook's Warehouse, Seed Kitchen & Bar, ULTA Beauty, Mirko Pasta, Chipotle Mexican Grill, Pinkberry and Gigi's Cupcakes.

"Merchant's Walk is a terrific location for the South region's growing map of stores," said Scott Allshouse, regional president for Whole Foods Market.

"The East Cobb community is ready for a new grocery option and a new place to celebrate good food and healthy eating. We are especially thrilled to be partnering with our neighbor, The Cook's Warehouse, and we're pleased to work with Edens & Avant on this project."

"The opening of Whole Foods has been one of the most anticipated aspects of Merchant's Walk redevelopment and it helps complete our mission of delivering a community-focused development back to the community," said Lyle Darnall, Edens & Avant Managing Director. "Our goal of creating a central gathering place for East Cobb is now complete and we are very proud of our partnership with local municipalities, the patience of our existing retailers during the redevelopment, and the excitement generated by our new shops and restaurants."

Edens & Avant president Jodie McLean stated that, "Merchant's Walk is a vital part of our Southeast



NEW LOOK SHOPPING EXPERIENCE - Signaling the completion of its major redevelopment of Merchant's Walk by Edens & Avant, Whole Foods Market officially opened for business in East Cobb County, July 27. The 45,000 sq. ft. Merchant's Walk location is Whole Food Market's eighth store in Georgia and a highly-anticipated addition to East Cobb.



portfolio and a model for smart growth and community-focused, sustainable development." McLean

also said that having Whole Foods Market as an anchor grocer symbolizes Edens & Avant's continued

commitment to improving the food that local communities consume.

"As a retail real estate company, we put community at the forefront of all of our business decisions and are very mindful of the role we play in the food that communities eat," said McLean. "Whether it's choosing to do business with an organic grocer anchor like Whole Foods Market or helping launch a locally-sourced, chef driven restaurant like Seed Kitchen & Bar, we feel confident that Merchant's Walk will contribute to the health and wellness of the local community."

The new Whole Foods Market at Merchant's Walk is open 7:30am-10pm Monday to Saturday and 9am-9pm Sunday.



Wakefern Breaks Ground on Newark Distribution Center

Continued from PAGE 2

job creation, despite an extremely difficult economic environment for construction projects," said Deputy Mayor Pryor. "When we charted an economic development strategy at the outset of Mayor Booker's administration, we saw the construction of new distribution centers as a prime opportunity to harness our seaport, airport, and rail infrastructure as job creation catalysts. To make these new facilities financially feasible, we participated in a coalition of partners, led by Assemblyman Al Coutinho and Senator Ray Lesniak, to advocate for the enactment of the urban transit hub tax credit, the state's smart-growth urban incentive program. Today, with the groundbreaking of a new food distribution center, captained by a top-notch set of development partners and financed with urban transit hub tax credits, I am so gratified to see our plans begin to become reality. Thank you to the Forem, Wakefern, and Hollister organizations for choosing and investing in Newark."

"This is another great day," said Council President Payne. "It's another opportunity for us to provide jobs for a great company, Wakefern, and for them to be here in Newark

and expand their facilities."

"There's always exciting news in the east ward and it seems to be looking like it's repetitive," remarked Councilman Augusto Amador. "I am thrilled to be here today to help support this project that is bringing employment for the City of Newark. It is great to report to the community that the city of Newark will have more jobs in the future."

The new building will be followed by a second phase of construction, which will see an additional 100,000 sq. ft.

"Hollister is excited to break ground on this important project," said Chris Johnson, CEO of Hollister Construction Services. "We're eager to help expand this historic marketplace so that the Forem family can continue to grow its business in Newark. At Hollister, we're extremely dedicated to building relationships, and this project allows us to expand on what was already an excellent relationship with the City of Newark."

The New Jersey Economic Development Authority provided approval for an Urban Transit Hub Credit in the amount of \$45 million on a \$65 million capital expenditure project. TD Bank provided a leverage loan under new market tax credit struc-

ture for approximately \$27 million. Other participants in the transaction are the Re-Investment Fund, which provided new market tax credits and a predevelopment loan of \$2 million. Consortium America provided new market tax credits. BCDC provided technical assistance as well as tax abatement.

"Today we not only celebrating the groundbreaking at the former site of the Newark Farmers Market, we are also welcoming Wakefern Food Corporation as a new partner in the distribution of fruits and vegetables in Newark. Behind the scenes, we played a role in bringing the partnership together, assisted with the building permits and advocated for the tax abatement for the project," said Richardson.

The Newark Farmers Market, LLC has been under its present own-

ership, the Forem family, since 1933, and is one of the major suppliers of fresh fruits and vegetables to the area. Aron Forem has been owner of Newark Farmers Market since 1980 and now is partnering with The Wakefern Food Corporation and the City of Newark to create jobs and develop a produce distribution center.

"The 180 thousand square feet facility is going to be a refrigerated warehouse. It will incorporate many green capabilities, including solar panels on the roof and machinery operated by hydrogen fuel cells," David Forem, Project Coordinator for Newark Farmers Market and son of Aron Forem, said. "In the first year alone, we are going to create 140 jobs and the next years to come we are going to create 250 plus jobs in addition. We owe thanks to all who

contributed to this project."

"We are so pleased to be coming home to our roots in Newark. Wakefern Food Corp.'s very first warehouse was here, on Miller Street, before it moved to Port Newark. This partnership with the Newark Farmer's Market shows our commitment to the revitalization of this community and our long-term commitment to doing business in the state of New Jersey," said Wakefern Food Corporation Chairman and CEO Colalillo.

"After seeing this project, I think that it is beautiful," stated Ben Abit, who has been an East Ward resident for 12 years. "I hope to be part of it as we go along because I lost my job and my small business, so hopefully something can come out of this for me too, so I can support my family."

Walmart Expands Check, Card Cashing Services

Continued from PAGE 2

\$5,000 for \$6, offering significant savings over many other check cashers.

MORE FORMS OF ID

This announcement also expands the forms of identification approved for use in check cashing. Walmart already accepts driver's licenses, military IDs and tribal IDs. Now customers can also use state IDs and U.S.

passports as identification for check cashing.

EXPRESS CHECK CASHING LANES

Walmart will begin offering designated Express Check Cashing check-out lanes at more than 650 stores during peak hours. Recommended hours are 4-8 p.m. on Friday as well as the first and 15th days of the month, but individual stores will have discretion to adjust to the needs of their local communities. The designated lanes will be for check and card cashing only.



PATRICK CHA-FONG

Jamaican Cuisine: Its Universal Appeal is Growing

By: **PATRICK CHA-FONG**
President, Kingston-Miami Trading Co.
Miami, Florida

Jamaica has several cultural contributions to world. From the distinct sounds of Reggae to unique flavors of Jamaican cuisine, many consider Jamaica to be a culturally rich country. Food is an important aspect in Jamaican culture. It is considered by many among the best in the world. Yet, there is a large disparity in terms of cuisine in the Caribbean. Ask a person from a Spanish speaking Caribbean country who has the best food and they'll tell you the best food is from their homeland. Ask a person from an English speaking Caribbean who has the best food and rest assured a Jamaican will quickly jump up and say Jamaica. One will be hard pressed to find anyone from the other islands that will disagree.

In terms of cultural contributions, Jamaica has made many to the world. Take for instance Reggae music. Reggae is distinctly Jamaican, yet it is appreciated by all. It's a style of music that is often duplicated, but never replicated quite the same. Jamaican food is also universal. The Jamaican patty is a perfect example of this phenomenon. Case in point, if we compare an empanada to a Jamaican Patty one will see that there are many similarities as well as differences between the two. They are

both tasty pastries, but it's their differences that make the patty more universal. It may be easier for someone from a Spanish speaking Caribbean country to pick a patty over an empanada than an English Caribbean person to pick an empanada over a patty.

Some might say this is attributed to the fact that Jamaica is a giant melting pot of culture. Its residents come from all over the world and bring with them the cooking techniques, flavors, spices and recipes of their homelands and weave them into the rich cultural tapestry of Jamaica. Many of these recipes were often modified to incorporate local produce. Others are unique to Jamaica and originated locally. The influence Jamaica has had on its residents, and the world, is undeniable and the end result is the most delicious and mouth-watering cuisine in the Caribbean.

The Spanish were the first European to arrive to Jamaica. They brought with them dishes such as the escovitched fish (Spanish escabeche) which is fried fish with vegetables marinated in vinegar, onions and spices. This dish is influenced by the Jewish population in Spain. African cuisine developed on the island as a result of slavery being introduced by the British colonist. Dishes such as Ackee and Salt Fish and Jerk can trace their roots back to slavery. Chinese and East Indian influences can also be found in Jamaican cuisine. Indentured

laborers who replaced slaves after emancipation brought their own culinary skills to Jamaica. Cantonese and Hakka influences helped developed what is now known today as the Jamaican Patty and East Indian influences helped in the development of dishes such as curry goat and other varieties of curry dishes.

Food plays a central role in family life and traditions of Jamaicans. Many Jamaicans spend days preparing menu choices for family gatherings, festivals, and holidays. The best way to describe Jamaican cuisine is like a cultural quilt. Each "patch" or dish represents the particular influence Jamaica has had on a culture. Each dish tells a story of the rich history of Jamaica. Some dishes are born out of creativity, while others were made out of necessity. Whatever the reason, there is no denying the impact Jamaica has had on the culinary world.

PATRICK CHA-FONG is the son of Leslie J. Cha-Fong, a renowned chef in Jamaica for over 35 years. Leslie had a televised cooking program on JBC (Jamaican Broadcasting Company) and for the .8S program in Jamaica. He also taught Jamaican and Chinese cuisine at the Hotel Casa Morfe. Before founding Kingston-Miami Trading Co., Patrick was the Food and Beverage Manager for Scotia Bank in the 1970s.

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The Latin Chamber of Commerce of U.S.A.

CAMACOL Hosts Annual Salute to Grocers

Grocer's Day (El Dia del Bodeguero) Honors South Florida Food Retailers



■ **BODEGUERO DAY PARTY** – The Latin Chamber of Commerce of U.S.A. (CAMACOL) held its annual salute to South Florida retailers and wholesalers on Wednesday, August 24, at the CAMACOL Headquarters Building on West Flagler Street in Miami. An annual event, paying tribute to members of the food industry. The evening party featured music, food and beverages and much camaraderie.



■ CAMACOL President Mario Gutierrez, Pepsi-Cola (center) pictured with Fausto Alvarez, CAMACOL Treasurer and Beatriz Gradera, CAMACOL.



■ Pedro Mesa, Sedano's Supermarkets with Pedro Aleman and Juan Colome, Flowers Baking of Miami.



■ Tony Jorges, Winn-Dixie Stores, Inc.; Paula Hopkins, Pepsi-Cola; Robert Rosenthal, West India Fruit & Steamship Company; and Pete Fernandez, IncuBrands.



■ CAFÉ PEREZ – Mike Aguirre.



■ **ASSOCIATED GROCERS OF FLORIDA GROUP** – Chris and Gabriela Lavoy, Amaury and Gladys Portella, Ariel Melchor, Gregg Young with his assistant Claudia Pelaez and her husband Cesar, Loly Pinilla and her husband Jay (Strategic Equipment & Supply Corp.). CAMACOL presented a Certificate of Appreciation to Associated Grocers in recognition of its contribution to the economic development of the local community and its participation in the 'Grocer's Day' celebration.



■ Juan and Vicenta Colome with Earl and Georgina Davis. Both Juan and Georgina are with Flowers Baking Co. of Miami.



■ Carlos Hernandez, National #2 (Hialeah, FL) with Luis Lopez, Presidente Beer.



■ ASSOCIATED GROCERS VP of Business Development Amaury Portella and his wife Gladys.



■ A.G. OF FLORIDA Vice President-Public Relations Ariel Melchor (left) and AG V.P. of Sales (Miami) Gregg Young (right).



■ PRESIDENTE BEER – Odairys Rodriguez.



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BookReview

Whataburger Debuts Official History Book

Family-owned and operated Whataburger has published the company's official history book, *The Whataburger Story, How One Man's Dream and One Woman's Heart Inspired a Business to Become a Family*.

The *Whataburger Story*, written by Whataburger historian Greg Woodriddle, weaves together the successful business history of the iconic burger brand, with the rich family history that made it all possible. Full of photos, letters, testimonials, and memories, the book showcases Whataburger's unique tradition and culture in 160 colorful pages.

"The subtitle of this book says it all.

Whataburger is about more than serving the freshest burgers. The common thread of family has always run through this company, starting with Harmon and continuing with Grace," said Pam Cox, group director of corporate communications, Whataburger Restaurants L.P. "Today, that legacy is still being carried on by their children, Tom, Lynne and Hugh Dobson, and all of the employees that we call our family."



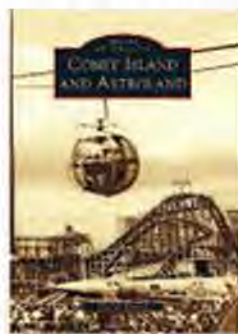
Still family owned and operated after more than 60 years, Whataburger was founded by Harmon Dobson in 1950 as a small roadside hamburger stand in Corpus Christi, Texas. Harmon's zeal for life and confident determination helped Whataburger grow in the early and mid 1960's, when his untimely death in 1967 tragically cut his dream short. From that point forward his wife, Grace Dobson, dedicated herself to carrying on Harmon's dream, ultimately passing that dream on to their three children.

Today, the Whataburger spirit and unique culture of family unite more than 20,000 passionate employees, endearingly called

Family Members. This family forms the backbone and the driving force behind the company that serves "What-a-burger!" every time.

A limited supply of the hardback, coffee-table book *The Whataburger Story, How One Man's Dream and One Woman's Heart Inspired a Business to Become a Family* is available for \$39.99 at www.whataburger.com.

Take a Ride Through History with New Book



A new addition to Arcadia Publishing's popular *Images of America* series is *Coney Island and Astroland* from local author Charles Denson. The book boasts more than 200 vintage photographs and memories of days gone by.

Coney Island is a unique New York City neighborhood and a place of exciting innovation, where the roller coaster and the hot dog were introduced to the world, the glow of a million bare lightbulbs at Luna Park dazzled early visitors, and rocket rides at Astroland fueled intergalactic fantasies. Coney Island served as the pressure valve for New York, drawing millions to its famous beach on sweltering weekends.

Astroland Park, created at the dawn of the space age, was the vision of Dewey and Jerome Albert. They transformed the 3-acre Feltman's Restaurant property, one of Coney Island's oldest attractions, into a futuristic amusement park that would anchor the amusement zone for the next half century. The park's ambitious opening in 1962 mirrored the wide-eyed optimism of the early 1960s and helped Coney Island survive the closure of the venerable Steeplechase Park.

Coney Island and Astroland | By Charles Denson | *Images of America Series* | Price: \$21.99 | 128 pages/softcover



Cooking for One

For many people cooking for one is a fact of daily life. While preparing a whole meal for a single person can seem to be a lot of work, with the right cookbook and recipes, it can be fun and delicious. Chefs Mark and Lisa Erickson, and The Culinary Institute of America, have put together a collection of delicious and easy recipes and techniques designed especially for the single cook. *COOKING FOR ONE* (Lebhar-Friedman Books; \$24.95/softcover; ISBN: 978-0-86730-822-8) shows home cooks how to plan and create satisfying single meals.

Three elements of the chefs' cooking-for-one strategy are:

Adopt a food lifestyle – take the time to make cooking and eating dinner an integral part of the day.

Sensible cooking– include fresh flavors, interesting textures, and varied ingredients to make meals healthier and more satisfying.

Use practical strategies– use approaches like advance preparation, strategic storage, and mise en place to save time and money.

The authors found that single cooks sometimes skip the "extras" like vegetables and salads when preparing a meal. Mark and Lisa have developed a number of dinner menus that incorporate a main course and a side dish or two that add very little in the way of extra time and work but add greater variety for meals that are healthier and more satisfying.

Recipes are categorized by season in order to take advantage of seasonal fruits and vegetables. Pantry recommendations are provided for each season along with a list of produce available.

Tasting the Good Life: Wine Tourism in the Napa Valley

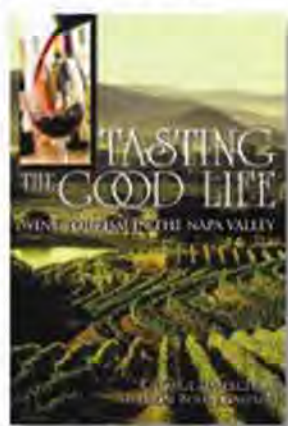
More than 5 million people visit Napa Valley in California each year. Do they just love wine, or are they searching for something more?

Tourism experts and anthropologists George Gmelch and Sharon Gmelch explore this form of "experiential tourism" in their new book, *Tasting the Good Life: Wine Tourism in the Napa Valley*, published by Indiana University Press.

Through the authentic, first-person narratives of 17 people – from winemaker to vineyard manager, from celebrity chef to server, from hot air balloonist to masseuse – the authors provide extraordinary insight into the work that supports this increasingly popular form of tourism and the effect of wine tourism on an American icon: the compact and visually stunning Napa Valley.

The authors answer all these questions, and more. What is wine tasting all about? What do visitors take away from the experience? Why does renowned chef Thomas Keller of The French Laundry say, "This is where I want to be"? What has happened to the valley as a result of tourism?

"More people today are interested in actively engaging with the places they visit and in supplementing the tourist gaze (passively looking at historic sites, art, or natural wonders) with other sensory or bodily experiences. Wine tourism satisfies these desires. It offers the sounds of nature and the visual beauty of a rural landscape—enhanced by vineyards, winery architecture, and landscaping—with the opportunity to concentrate on other senses, particularly smell and taste," write the authors in the book's introduction.



Video



American Bully

Critically Acclaimed Teenage Drama Leaves Audience Breathless

Telling a hard-hitting and emotional story wrenched right out of today's headlines – and starring a top-draw, young ensemble cast *American Bully* is muscling its way onto DVD from *Green Apple Entertainment*.

In *American Bully*, it starts out as just a typical day in the lives of seven high school students in a town that looks like Anywhere, USA. But when one middle-American teenager – deeply affected by 9/11, terrorism and the war in Iraq – and his friends become involved in an isolated school altercation, it escalates into hate and crime that shocks the entire nation and sends a small town reeling.

With intense performances from a cast of emerging young stars, *American Bully* is a haunting and relevant film forcing us to confront the harrowing and potent menace that lurks just under the surface of any town in America.

Directed by *Dave Rodriguez* (*The Blue Wall*, *Push*), *American Bully's* stellar, ensemble cast includes young up-and-comers *Matt O'Leary* (*Sorority Row*, *Live Free or Die Hard*, *Spy Kids 3-D: Game Over*, *Spy Kids 2: Island of Lost Dreams*, *Domestic Disturbance*) as Brandon O'Leary and *Marshall Allman* (HBO's *True Blood*, FOX-TV's *Prison Break*, *Hostage*) as Mike Grossman.

American Bully (formerly titled *Anytown*) won "Best Feature" at the 2009 Charleston International Film Festival, "Best Screenplay" at the 2009 Long Island International Film Festival and the "Excellence in Filmmaking" award at the 2009 Method Fest Film Festival. It was also an "Official Selection" at the 2010 Anaheim International Film Festival and the 2009 New York International Latino Film Festival.

Running Time: Approx. 85 Minutes (Plus Special Features) | Suggested Retail Price: \$24.98



Citizen Jane

An Explosive True Story of Murder & Deceit

"Ally Sheedy, at her best... very compelling."

- BlogCritics.org

An adrenaline-fueled, real-life crime mystery, *Citizen Jane* comes to DVD now from *Green Apple Entertainment*.

Based on a true story that dominated headlines and the book by *James Dalesandro*, *Citizen Jane* is the gripping tale of Jane Alexander, who went on to found the activist group *Citizens Against Homicide*, which supports families looking for justice.

Attractive and successful, Jane ("Brat Pack" royalty *Ally Sheedy*, *Welcome to the Rileys*, *Short Circuit*, *The Breakfast Club*) lives an enviable life in San Francisco with handsome, charismatic Tom O'Donnell (*Sean Patrick Flanery*, *The Boondock Saints*). But Jane's idyllic life is shattered when her beloved, elderly aunt is brutally murdered.

Hearbreak turns to horror when a persistent police detective, Jack Morris (Grammy Award-winning artist *Meat Loaf*, TV's *Celebrity Apprentice*, *Fight Club*, *Rocky Horror Picture Show*), finally convinces an astonished Jane that the killer is Tom—a 25-year friend prior to their six-year romance. His unfathomable betrayal grows when he soon disappears with her money, leaving her near bankruptcy.

Embarking on an epic, 13-year journey to track down the cunning Tom, Jane – with the support of a dear friend (*Nia Peeples*, TV's *Pretty Little Liars*, *General Hospital*) – stuns authorities with her shrewd tenacity ... ultimately bringing her aunt's killer to justice.

An original Hallmark Channel film, *Citizen Jane* is presented in widescreen with an aspect ratio of 16 x 9 (1.78) and Dolby Digital Stereo 2.0.

Running Time: Approx. 86 Minutes | Suggested Retail Price: \$26.98

Walmart to Open Up to 300 Stores in Underserved Areas

Continued from PAGE 1

Leslie Dach, executive vice president of corporate affairs at Walmart.

Many areas classified as food deserts are also job deserts. More than 40,000 associates will work in these stores once they are open. These full- and part-time jobs will provide competitive wages and the opportunity to build a career with the company.

This announcement continues to fulfill one of the key commitments the company made alongside the First Lady in January 2011 as part of Walmart's healthier food initiative. The other key components of this initiative include: Reformulating packaged food items by working with suppliers to reduce sodium and added sugars and removing all remaining industrially produced; trans fats; Making healthier food more affordable; Developing a simple front-of-package seal for identifying healthier food choices, and increasing charitable support for nutrition programs.

"First Lady Michelle Obama is helping millions of Americans lead healthier lives, and Walmart is proud to partner with her in this work. The

First Lady's leadership on products, prices and access to healthier food has helped sharpen our focus on bringing affordable groceries to underserved urban and rural areas," Dach added.

Walmart and the Walmart Foundation are also making a difference in the fight to end hunger by donating \$2 billion in cash and in-kind

donations through 2015.

The announced stores have already undergone Walmart's rigorous process for new store development and include store openings and expansions. The final number of stores will depend on local market conditions. Additionally, today's announcement does not include stores yet to be considered through

the company's real estate process or stores to be built in Walmart's new small format, Walmart Express. Walmart Express stores are designed to serve urban and rural areas and will likely address food deserts, but their locations are still in the evaluation process.

Walmart used the USDA Food Desert Locator to determine the

number of stores that currently serve or will serve food desert areas.

"These stores are just one part of our robust Walmart U.S. growth strategy. We continue to see opportunities to offer customers the products they need at prices they can afford in urban and rural markets across the country," Dach said.

Food Lion Announce Expansion of Distribution Center in Dunn, N.C.

Continued from PAGE 2

cated in North Carolina. The facility has more than 700 associates and after the expansion will be approximately 1.3 million square feet. On average, the distribution facility ships more than 1.4 million cases of products each week, and houses 12,800 items. After being struck by a tornado this spring, the company has resumed full grocery operations and is working very diligently on the reconstruction of the refrigerated and frozen foods to resume normal operations. The company expects to open the facility's expanded space in early 2012.

C&S Wholesale Grocers to Supply Marsh Supermarkets

Continued from PAGE 2

the Midwest and its ability to service new and existing customers from the Indianapolis distribution centers."

"We are confident that with this change in the direction of our business Marsh will be better positioned to offer enhanced shopping experiences for our customers," said Joe Kelley, Chairman, CEO and President of Marsh Supermarkets, Inc. "We can now focus our full attention and resources on upgrading our current fleet of Marsh stores as well as expanding into new locations by opening new stores or acquiring other supermarkets. Very importantly, this agreement will also mean that 250 former Marsh employees will go to work for C&S and provide them with a knowledgeable and experienced workforce."



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- Tanto el Arroz Blanco de Grano Entero como el Arroz Integral son alimentos no alergénicos y son ideales para la dieta sin gluten.
- El Arroz Integral Mahatma es 100% de grano entero.
- El Arroz Jazmín Mahatma es un arroz importado de Tailandia, de alta calidad, de grano largo, con un aroma exótico a jazmín.
- El Arroz Jazmín Mahatma lleva el sello auténtico de arroz Tailandés Hom Mali, que garantiza la autenticidad del arroz.
- El Arroz Basmati auténtico de la India es una experiencia gourmet en el aroma y el sabor. Basmati es un arroz no glutinoso que se ha cultivado por siglos en las estribaciones del Himalaya.
- Las mezclas de arroz Mahatma hacen los acompañantes perfectos para cualquier ocasión. Desde el tradicional sabor de Luisiana con su arroz y frijoles rojos, o el favorito caribeño de Paella con la mezcla de arroz y Zafrán, hasta los favoritos de las fiestas el arroz de grano largo y arroz Silvestre, o cualquiera de nuestras otras seis variedades, los clientes hallan que el arroz Mahatma es el complemento perfecto para cualquier comida.

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1935-2011

Remembering Jack Hardy

Publix' Longest Serving Employee

He knew Publix founder, George Jenkins – even played golf with him. He's also known Joe Blanton, Charles Jenkins, Sr., Charlie Capps, Pete Newsome, 'Skeets' Forsythe, Mark Hollis, Monte Thornton, Kenny Kimball, and many of the others that contributed so much toward making Publix Super Markets the great company it is today. The Florida Food Industry is mourning the passing of John G. 'Jack' Hardy who died peacefully at his home in Plantation, FL on July 21, at the age of 76. Well past the traditional age of retirement, Jack remained active as a District Manager with the company he loved, serving it for 58 years.

Hardy was manager of District 07, an area in Broward County which runs east and west, including stores in Weston, Plantation, Sunrise, and Ft. Lauderdale. At 76 years young he was still doing what he loved best – remaining active, working hard, passing along the knowledge he had gained over the years to yet another generation of Publix associates and developing talent that will serve the company well in coming years.

Jack joined Publix on June 12, 1953. It wasn't, however, his first job in food retailing. As a young boy he first joined Margaret Ann Stores (a precursor of Winn-Dixie) as a bag boy and stock clerk. They were called bag boys back then.

He was hired by Art Bishop, manager of a Margaret Ann Store in West Palm Beach. "I loved Art - he was my first mentor in the business," Hardy told TODAY'S GROCER in a June 2007 interview when recounting a career which began when he was still in elementary school. There weren't a lot of laws, rules and regulations back then, like there are today. Consequently, the young 6th grader was able to get an early start in the food business as were many of his contemporaries.

John Graydon (Jack) Hardy, Jr. was born March 29, 1935, in Knoxville, Tennessee. Both his parents were educators. At a young age his family moved to Bethesda, Maryland before ultimately relocating to West Palm Beach. His father was director of vocational education, Palm Beach County Schools, and his mother was a history teacher at the old Palm Beach High School.

The family relocated to Florida's West Coast where Jack got his start with Publix being hired by another early mentor – Sam Nix. He went away to college, spending one year at Florida State University before returning to the St. Pete area where he got a chance to go to work at store #9 for its young manager, Charlie Capps. It was here that his hard work and dedication was first recognized and he began to be promoted up through the ranks to positions such as Pro-



JOHN G. "JACK" HARDY

duce Manager and Assistant Store Manager before returning to South Florida as Assistant Manager at Store #50 on Southern Boulevard.

The company had just begun to enter the South Florida market. The Southern Boulevard store was just the third store to be opened in the Miami Division. A short time later to help develop the market, the company purchased a number of store locations, The Grand Union Company. Just three weeks after first arriving back in West Palm Beach, Jack was picked to head one of the former Grand Union locations – Store #54 in Riviera Beach. That was in October 1959. He would remember it well, for it was the same week his son was born.

From this point in time, the company began to grow and Jack Hardy's travels with the company continued. He headed Store #58 (Searstown) in Ft. Lauderdale for one year, followed by three years at Store #88 (Young Circle) in Hollywood, before moving on to Store #102 (now Store #0432) at the Hollywood Mall for three years.

His next stop was opening a large new store - #164 on Sheridan Street in Hollywood. He spent three years at the

store before being promoted to the position of supervisor (now titled District Manager) in 1974.

As a District Manager of over 36 years experience, Hardy spent a good part of his lifetime imparting some of what he had learned to those he had worked with.

Among his early mentors he included Charlie Capps – "He was like a father to me. My first real big time store manager. I loved the guy and I loved his family"; Pete Newsome and Hubert Collins, too – "They supported everything I did."

As the years progressed, he would learn from others, and from a slightly younger generation, singling out other mentors, including Bob Burkett and Ken Terry.

"I have always enjoyed serving customers, mentoring our associates . . . watching them grow, and promoting people," he said proudly.

One piece of sage advice he would impart to those he came in contact with, was, "You want to treat all associates like you want to walk all over their shoes – but don't scuff the shine."

"You want to be their (associates) friend first and boss second. Never leave the store mad." If you were to ask Jack his most important role as District Manager, he would say, "I'm just another pair of eyes and ears. I really like promoting people – there's a real joy in promoting those you feel have talent and watching them grow."

For all his efforts, Jack's own contribution to the company did not go unnoticed. He was a recipient of the coveted "President's Award" in the year 2000 – an honor that is bestowed on those who have had effect in the areas of diversity, sales, profits and goal achievement. Over the years, Jack was active in many civic and charitable endeavors such as March of Dimes Walk America, Children's Miracle Network Golf Tournament, and United Way Day of Caring.

Away from work and his family, Jack had two big passions – playing golf and bass fishing in the Everglades.

Jack is survived by his loving wife of 55 years, Betty. He will always live in the hearts of his children – Trisha (Gary) Torian, Gray (Tina) Hardy, Beth (Brian) Hazen and grandchildren, Taylor and Carter Hazen, and Matthew and Nicholas Hardy. He is also survived by his sister, Charlotte (Dick) Dunn and three nephews of Charlotte, NC, and sister-in-law, Sally (Bob) Buckingham and two nieces and one nephew of Atlanta, GA.

To those who knew Jack, he loomed tall in presence and character and will be long remembered for his 58 years of loyal service to Publix where he became known to some as 'The Legend.'

Kraft to Create Two Independent Companies

Continued from PAGE 1

ment recognizes the distinct priorities within our portfolio. The global snacks business has tremendous opportunities for growth as consumer demand for snacks increases around the world. The North American grocery business has a remarkable set of iconic brands, industry-leading margins, and the clear ability to generate significant cash flow."

Over the last several years, Kraft Foods has transformed its portfolio by expanding geographically and by building its presence in the fast-growing snacking category. A series of strategic acquisitions, notably of LU biscuit from Danone and of Cadbury Plc, together with the strong organic growth of its Power Brands, have made Kraft Foods the world's leading snacks company. At the same time, the company has continued to invest in product quality, marketing and innovation behind its iconic North American brands, while implementing a series of cost management initiatives. As a result, the company has delivered strong results in very challenging economic conditions.

Having successfully executed its transformation plan, and 18 months into the Cadbury integration, the company has, in fact, built a global snacking platform and a North American grocery business that now differ in their future strategic priorities, growth profiles and operational focus. For example, Kraft Foods' snacks business is focused largely on capitalizing on global consumer snacking trends, building its strength in fast-growing developing markets and in instant consumption channels; the North American grocery business is investing to grow revenue in line with its categories in traditional grocery channels through product innovation and world-class marketing, while driving superior margins and cash flows.

Over the course of Kraft Foods' strategic transformation, the Board of Directors and management have continually explored opportunities to further enhance performance and increase long-term shareholder value and believe that creating two independent public companies is the logical next step.

Specifically, detailed review by

the Board and management has shown that these two businesses would now benefit from being run independently of each other, rather than as part of the same company.

The company believes that creating two public companies would offer a number of opportunities:

- Each business would focus on its distinct strategic priorities, with financial targets that best fit its own markets and unique opportunities.
- Each would be able to allocate resources and deploy capital in a manner consistent with its strategic priorities in order to optimize total returns to shareholders.
- Investors would be able to value the two companies based on their particular operational and financial characteristics and thus invest accordingly.

CREATING TWO COMPANIES

Global snacks will consist of the current Kraft Foods Europe and Developing Markets units as well as the North American snacks and confectionery businesses. As an independent company, global

snacks would have estimated revenues of approximately \$32 billion and a strong growth profile across numerous fast-growing, attractive markets. Approximately 75 percent of revenues would be from snacks around the world, and approximately 42 percent would come from developing markets, including a diversified presence in numerous highly attractive emerging markets. The business would have a strong presence in the fast-growing and high-margin instant consumption channel. The non-snacks portion of the portfolio would consist primarily of powdered beverages and coffee, which have a strong growth and margin profile in developing markets and Europe. Key brands would include Oreo and LU biscuits, Cadbury and Milka chocolates, Trident gum, Jacobs coffee, and Tang powdered beverages.

The North American grocery business would consist of the current U.S. Beverages, Cheese, Convenient Meals and Grocery segments and the non-snack categories in Canada and Food Service. With approximately \$16 billion in estimated revenue, this

business would be one of the largest food and beverage companies in North America. Its portfolio would include many of the most popular food brands on the continent, with leadership positions in virtually every category in which it competes.

The North American grocery business would have a highly competitive retail presence, cost leadership and a continued commitment to innovation and marketing excellence. North America's strategic priorities would be to build on its leading market positions by growing in line with its categories while maintaining a sharp focus on its cost structure. Capitalizing on the investments that the company has made during its transformation, an independent North American business would be managed to deliver reliable revenue growth; strong margins and free cash flow; and a highly competitive dividend payout. Key brands would include Kraft macaroni and cheese, Oscar Mayer meats, Philadelphia cream cheese, Maxwell House coffee, Capri Sun beverages, Jell-O desserts and Miracle Whip salad dressing.

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Hospitality



Akron-Canton Airport Celebrates Opening of New Food Court

Akron-Canton Airport (CAK) celebrated the grand opening of its food court, August 17, with fresh food samples and specials for customers. Three contestants competed for a \$100 AirTran gift card, CAK Marketplace prize pack and bragging rights as the airport held its first ever Fan vs. Food speed eating competition, crowning the ultimate CAK food fanatic.

MSE Branded Foods, the airport's primary food and gift concessionaire, opened the new state-of-the-art food court which includes a Subway, Buckhead Grill, JJ's Sports Bar and CAK Marketplace gift shop. This fresh, dynamic dining concept is part of a redesign of CAK's main public concourse. In total the airport is investing \$1.1 million which includes the de-



■ **CAK FAN VS. FOOD** was part of the Food Court Grand Opening Celebration. Three CAK fans, Doug Mills, Justin Dominick and Brian "Big Tuna" Thaxton competed to see who could eat a double cheese burger, chili cheese fries and large Coke the fastest. Big Tuna was the winner finishing his meal in 4:11. (Photos: Dan Hulihan).

sign, renovation and relocation of the new food court, to make way for our new expanded gate screening which opens in November.

"Serving Customers with an exceptional dining and gift experience is a top priority for both CAK and MSE," said Rick McQueen, President & CEO. "We share a passion for fresh foods, a great mix of local and national brands and a commitment to quality. We are so pleased with the new food court and the soon-to-be expanded gate screening because these enhancements make Akron-Canton Airport an even better way to go for air travel."

To celebrate the opening, Customers traveling through CAK were able to sample new food court offerings including Subway cookies, Caribou coffee, Buckhead Grill burgers and fries, Cinnabon Center of the roll and Raspberry Lemonade. Also opening recently, CAK

Marketplace, which has two locations before and after security screening features local products including Bertman Ballpark Mustard, Maize Valley Wine and West Point Market Snackers & Killer Brownies. Additionally, the airport and MSE also held the first ever CAK Fan vs. Food Challenge where three CAK fans competed to eat Buckhead Grill's double bacon cheeseburger, chili cheese fries and large Coke in the least amount of time.

Akron-Canton Airport kicked off CAK 2018, its 10-year, \$110-million Capital Improvement Plan in 2008. The plan is the most ambitious in the airport's 64-year history. 2011 projects include an expanded security screening area and additional automobile parking. The centerpiece of CAK 2018, the extension and safety upgrade of Runway 5/23 was completed in 2010.



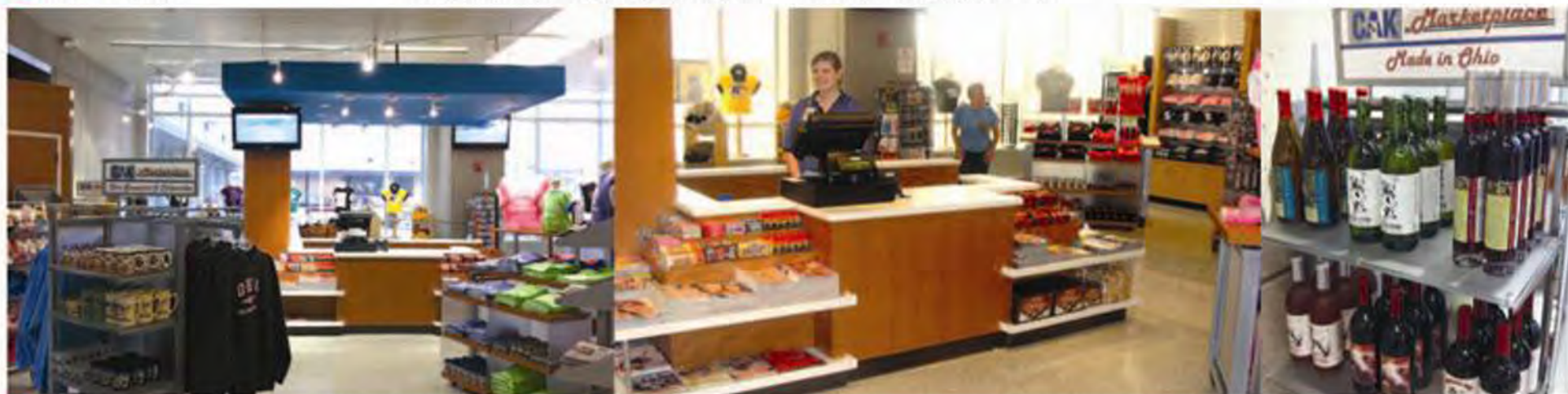
■ **AKRON-CANTON AIRPORT (CAK)** celebrated the grand opening of its Food Court, August 17, with fresh food samples and specials for customers.



■ **WINNER - Big Tuna!**



■ **CINNABON** home of the 'World Famous Cinnamon Rolls' offers its take on treats to CAK travelers.



■ Also, opening was CAK Marketplace. It is located after the security checkpoint next to Cinnabon. This gift shop features locally-made products including wine from Maize Valley and snacks from West Point Market.

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People Places & Things

Winn-Dixie to Convert SaveRite Stores

Winn-Dixie Stores, Inc. is converting all SaveRite-branded grocery stores to conventional Winn-Dixie-branded stores and discontinuing the SaveRite banner.

"Phasing out the SaveRite banner makes sense and supports Winn-Dixie's neighborhood marketing strategy. For several years, Winn-Dixie's business strategy has placed an emphasis on merchandising to the needs, tastes and preferences of local yet diverse neighborhoods, which means we strive to customize our product assortment to fit the lifestyles of the communities we serve," said Peter Lynch, Winn-Dixie's chairman, CEO, and president. "By aligning all 484 stores under one Winn-Dixie banner, we will be able to ensure a more consistent shopping experience for all of our guests – regardless of the type of neighborhood in which we operate."

Six SaveRite locations in two states will convert to the Winn-Dixie store format. These include: Two stores located in Jacksonville, FL. (1012 Edgewood Ave., and 201 W. 48th Street); One store located in Orlando, FL. (3201 W. Colonial Dr.); One store located in Tampa, FL. (2525 E. Hillsborough Ave.); One store located in Hattiesburg, MS. (4400 Hardy St.) and One store located in Laurel, MS. (170 Beacon St.).

The conversion from SaveRite to Winn-Dixie should be complete in the fall. SaveRite stores will remain open to shoppers guests throughout the conversion process. All current SaveRite team members will remain in the store locations as new Winn-Dixie team members.

The conversion from SaveRite to conventional Winn-Dixie stores will increase the number of available products in the stores as well as provide guests with value and meal solutions like "Make-A-Meal" and "What-A-Deal" promotions.

Former SaveRite customers will be able to sign up for a new Winn-Dixie Customer Reward Card, which will provide instant discounts on thousands of items, specially-marked throughout the store. Guests can still use manufacturers' coupons for additional savings, but also will be able to enroll in the Winn-Dixie's Baby Club program and Upromise's college savings program.

With the new Winn-Dixie Customer Reward Card, guests who shop in Jacksonville and Tampa, FL, will be able to enroll in the popular fuelperks! Reward program.

C&S Charity Golf Outing Raises Over \$1 Million

The 26th annual C&S Charity Golf Outing, known as Tee Up for Kids™ raised \$1.1 million to benefit organizations helping children who are battling cancer and nonprofits addressing childhood hunger and nutrition. This year, the event expanded to include Jennifer's Gift of Hope to its list of recipients. Rick Cohen, C&S Chairman and CEO, expressed his thanks at a dinner presentation and said "We're so fortunate to be part of an industry that is so generous. It's an honor to support these groups who are doing such important work for children and families."

The funds raised will benefit six mission-based nonprofit organizations:

- **Children's Hospital at Dartmouth** (Lebanon, NH): \$330,000 for care and treatment of children in the pediatric oncology unit.
- **The Jimmy Fund/Dana-Farber Cancer Institute** (Boston, MA): \$132,000 for pediatric cancer research.
- **The Hole in the Wall Gang Camp** (Ashford, CT): \$77,000 for camperships for children with cancer.
- **Jennifer's Gift of Hope** (Maynard, MA) \$22,000 for helping families battling long-term illness and the physical, emotional and sometimes financial difficulties that come along with it.
- **Feeding America** (Chicago, IL): \$275,000 for the national Backpack Program which discreetly provides nutritious, child-friendly



■ **CHILDREN'S HOSPITAL AT DARTMOUTH** Check Presentation - Bob Palmer, Executive Vice President at C&S Wholesale Grocers (and evening Master of Ceremonies), Dr. Jack Van Hoff, Medical Director – Pediatric Hematology/Oncology at CHaD, Eva Behrens, Clinical RN, Julie Rupp, Child Life Specialist, Heather Harlow, Clinical RN, Lindsey Sturtevant (age 10, CHaD patient), Sierra Sturtevant (sister), Susan Willis (mom).

ly food for kids when other resources are not available, such as weekends and during school vacations.

- **Share Our Strength** (Washington, DC): \$264,000 for the No Kid Hungry campaign, the 2011 Conference of Leaders and the Hunger in America's Schools report.

This year's event attracted over 870 golfers participating on four courses. C&S employees organized the tournament, which was held August 2 and 3 at the Mount Snow, Haystack and Stratton courses in Vermont, and at Crumpin-Fox in Mas-



■ **Maisy and Mallory Cyr, sisters, spoke about their health issues and experiences as campers at The Hole in the Wall Gang Camp; the camp was one of six organizations supported by the 2011 C&S Charity Golf Outing.**

sachusetts. After playing 18 holes, colleagues from the supermarket and food industry gathered for dinner and heard moving presentations from representatives of the organizations benefiting from the Outing. C&S Charities, Inc., a nonprofit organization, presented checks to the six charities at the dinner events.



■ **Over one hundred C&S employees were enthusiastically involved in the 26th annual C&S Charity Golf Outing, to help make a difference on behalf of children and families. Pictured (left to right) are: Ali Leduc, Lorrie Harde, and Kristen Clark.**

Harveys Opens New Store in Camilla, GA



■ **HARVEYS SUPERMARKET** Vice-President Barry Robinson welcomes customers to its new store, which replaces an older store, further down the same street.

Harveys unveiled a new store in Camilla, GA, located at 68 North Scott Street inside the Camilla Plaza Shopping Center, on July 27. The grand opening festivities began at 8:30 a.m. with a ribbon-cutting ceremony and free product samplings throughout the day.

"We are dedicated to being Camilla's hometown grocer providing excellent value on a wide variety of quality products combined with exceptional customer care," said Barry Robinson, Vice President of Harveys and Reid's stores. "We are excited to offer local produce, custom-cut meat and home-cooked, ready to eat meals that our Camilla customers know and love."

Jason Davis, who has worked at Harveys for seven years, is the store manager of the 21,000 sq. ft. facility. This store employee 51 team members, with 10 new positions being added as a result of the new and expanded store. The store replaces the former Harveys at 60 North Scott Street.

The new store offers a wide selection of groceries, including an expanded fresh produce department, full-service deli/bakery with special-order in-store decorated cakes, specialty meats, cheeses and breads, and ready-to-eat lunch and dinner buffet, such as home-style, freshly cooked meals. The store also offers a variety of convenience services for customers including greeting cards, Western Union service, Rug Doctor rentals, Blue Rhino propane tank exchange, postage stamps, and "KeyOsK," ATM and Coinstar machines.

The store is open 7 a.m. to 9 p.m. on Sundays through Thursdays and 7 a.m. to 10 p.m. Fridays and Saturdays.



■ **HARVEYS ASSOCIATES** cut the ribbon for the recent grand opening of its 71st store, which is located in Camilla, GA.

Whole Foods Increases Promotion of Local Albacore in Oregon, Washington and BC Stores

Whole Foods Market is expanding its promotion and distribution of local albacore tuna this summer. The natural foods retailer has partnered with the Western Fishboat Owners Assn. (WFOA) for the fourth consecutive year to promote Marine Stewardship Council-certified (MSC), troll-caught albacore caught off the West coast of the United States.

On Saturdays from August 13 through September 10, there were whole albacore "truck sales" with a team of expert cutters on hand to fillet and wrap customers' albacore at select Portland-area, Seattle-area and BC stores. There will also be price promotions, tastings, fishermen visits, and cooking demonstrations highlighting the taste and health benefits of this seasonal tuna. The activities were part of Whole Foods Market's efforts to support and promote local, sustainable seafood.

"Whole Foods Market is a huge supporter of West coast albacore and albacore fishermen, they're always looking for ways to increase interest in local seafood," says Wayne Heikkila, Executive Director of the WFOA, which represents about 400 albacore fishing vessels



and local supporting businesses on the West coast. "These events are a great way to get people to try and buy local albacore and to teach them about the health, economic and environmental benefits of buying local," he says.

Albacore, troll-caught by WFOA members, received the Marine

Stewardship Council (MSC) seal of sustainability in March 2010. The group is working to increase albacore sales at MSC-certified retailers, including Whole Foods Market, to maximize the benefit of obtaining the certification. Whole Foods Market Inc. was one of the first American companies to support and participate in the Marine Stewardship Council chain of custody program.

The vast majority of albacore landed on the West coast is destined for Japanese and European markets. "With economic conditions worsening in Europe it is more important than ever to increase our market at home," says Heikkila.

The events were sponsored by the Oregon Albacore Commission.

Fresh Grocer CEO Is Recognized For Supporting Local Youth

Independent supermarket retailer, The Fresh Grocer, was recognized yesterday at the Youth Achievement Ceremony held at Philadelphia's DELL Music Center. The event celebrated the graduation of a group of Philadelphia teens who participated in a summer-long job readiness and mentoring program. The Fresh Grocer and CEO Pat Burns were acknowledged at the event for their sponsorship of the program, a collaboration between the Philadelphia Parks & Recreation Department, De La Salle In Town, and MENTORS.

A group of 20 young men from De La Salle In Town, a vocational school designed to help at-risk teens get a fresh start in life, were hired by the City of Philadelphia for summer work at the DELL Music Center, an open-air amphitheatre managed by the Department of Parks & Recreation. In addition, these young men were enrolled in a mentoring program run by MENTORS, a local non-profit organization that aspires to guide young men in creating a successful future. Once a week the group participated in mentor sessions where they received additional job skills, financial advice, and observed motivational speeches from a variety of men from different walks of life including City Councilmen, lawyers, and ex-offenders. The program is designed to teach young urban males how to create a successful, healthy lifestyle for their futures and supply them with resources to guide them on their endeavors. After the summer-long program, the young men are instilled with the resources they need to start working towards their future goals.

The Youth Achievement Ceremony celebrated the young men's accomplishments and the program's supporters. At which, Burns was awarded with MENTORS' 2011 Part-



THE FRESH GROCER CEO Pat Burns pictured with Susan Slawson, First Deputy Commissioner of Recreation & Programs, and Malik Boyd, Founder of MENTORS.

ner of Promise Award for, "his willingness to support our citywide effort to save Philadelphia's young men, and for his financial commitment to provide resources to assist in making an impact in the lives of our youth," said Malik Boyd, Founder of MENTORS.

"Taking an active part in community initiatives is important to me and to our organization," says Burns, "I am grateful for the opportunity to support such a meaningful program and such wonderful young men."

Burns was moved upon meeting the young men in person at the event. Recognizing their dedication and drive, he offered jobs to all of the program graduates saying, "This is a great group of hardworking young men and I'm looking forward to having them on The Fresh Grocer's team."

Donna Giordano Named President of Ralphs



DONNA GIORDANO

The Kroger Co. has announced the promotion of Donna Giordano as President of the Ralphs Division.

Giordano, has been president of the company's Quality Food Centers (QFC) division, based in Seattle, WA, since 2002. She succeeds Mike Donnelly, who was recently promoted to senior vice president of merchandising for Kroger.

"Donna is an engaging and strategic leader who has earned the respect of our associates," said Rodney McMullen, president and chief operating officer of Kroger. "Donna's extensive experience and focus on connecting with customers has contributed to the success of QFC. She has passion and gets the job done. We are excited that she accepted this new role to lead Ralphs."

Giordano brings a significant amount of retail experience to Ralphs. She joined the company's King Soopers banner in 1972 while still in college. She was named store manager at King Soopers in 1982, and later held various director-level positions in key areas, including advertising, bakery, general merchandise, grocery, and pharmacy. In 1999, Donna was promoted to vice president of sales & marketing of King Soopers. She was promoted to President of QFC in 2002.

"I am very excited about the opportunity to connect with Ralphs customers and associates," Giordano said. "And I would like to thank the QFC team for their support and dedication to our customers in the Northwest. I look forward to working with our great Southern California team to deliver value and a superior shopping experience to our customers while creating more opportunities for associates."

Giordano and her husband, Mario, have been living in Seattle. They have two daughters. She will be transitioning to Ralphs, headquartered in Los Angeles, CA.

COMING EVENTS

OCTOBER

1-4

NACS SHOW. McCormick Place, Chicago, IL. For additional information go to: nacsshow.com

8

GLUTEN FREE EXPO. South Towne Expo Center, Sandy, UT.

16

ANA GABRIEL IN CONCERT Sponsored by and Celebrating Goya Foods Inc. 75th Anniversary, Gibson Amphitheatre, Los Angeles, CA.

17

ALABAMA GROCERS FOUNDATION. Fall Golf Classic, Pine Tree Country Club, Birmingham, AL. www.AlabamaGrocers.org

20

FOOD SALES EXECUTIVE CLUB. Southern Family Markets Luncheon - Southern Family Markets Atrium, Birmingham, AL.

22-25

NATIONAL FROZEN REFRIGERATED FOODS ASSOCIATION (NFRA) 2011 CONVENTION. Orlando World Center Marriott, Orlando, FL. www.nfravweb.org

29

NATIONAL SUPERMARKET ASSN. (NSA). Annual Gala 2011. Hilton, New York, 7 p.m.; 1335 Avenue of the Americas. For information, call: 718-747-2860, or visit www.nsaaglobal.org

NOVEMBER

8

UTAH RESTAURANT ASSN. FOOD SHOW. South Towne Exposition Center, Sandy, UT.

8-9

KOSHERFEST 2011. Meadowland Exposition Center, Seacaucus, NJ. For additional information, visit: www.kosherfest.com

14-15

15TH AMERICAS FOOD & BEVERAGE SHOW. Sponsored by the World Trade Center Miami, Miami Beach Convention Center, Hall A, Miami Beach, FL. Tel: (305) 871-7910 or, email: afb@worldtrading.org Open to the trade members only.

2012 FEBRUARY

9-10

ASSOCIATED GROCERS OF FLORIDA "SAFARI OF SAVINGS" FOOD SHOW. Doubletree Miami Mart Airport, Hotel & Expo Center, 711 N.W. 72 Avenue, Miami, FL. For additional information contact: Roy Deffler at: Tel: (954) 876-2802 or: Rdeffler@agfla.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: dennismkane@todaysgrocer.com

Smart Balance Acquires Glutino Food Group

Smart Balance, Inc. has acquired 100% of the equity interest of Importations DE-RO-MA, which owns Glutino Food Group, for \$66.3 million, from Claridge, a Montreal-based investment firm. Based in Laval, Quebec, Glutino is a manufacturer and marketer of innovative, premium-priced, gluten-free foods sold under the Glutino and Gluten Free Pantry brands. Glutino offers a wide range of shelf-stable and frozen gluten-free products, including snack foods, frozen baked goods, frozen entrees and baking mixes throughout North America. Glutino had annual sales of \$53.9 million during its fiscal year ended March 31, 2011.

Commenting on the announcement, Chairman and Chief Executive Officer Stephen Hughes stated, "We are truly excited about adding the Glutino Food Group to our portfolio of health and wellness brands. Glutino has increased its sales approximately 30% annually over the past three years, and we are confident about its growth prospects and contribution to Smart Balance. The demand for gluten-free products is significant, and is now a category of over \$2 billion in retail sales. We are bullish on the continuation of the category's 10% compound annual growth rate due to increased awareness and diagnosis of gluten-induced ailments, including celiac disease, gluten intolerance and wheat allergies."

Whole Foods Market Wine Buyer Earns "Master Sommelier" Rank



DEVON BROGLIE

A Whole Foods Market wine buyer has earned the distinctive Master Sommelier rank. Devon Broglie, specialty coordinator for the Southwest region, is one of six new Master Sommeliers, joining a prestigious group of only 180 worldwide who have earned the highest recognition of wine and spirits knowledge, beverage service abilities and professionalism in the hospitality trade.

After a five-year stint in the restaurant industry and a year working in Spain for the pioneering winery Bodegas Costers del Surana, Broglie joined Whole Foods Market in 2001. Since then, Broglie has been a member of Whole Foods Market's wine buying and specialty foods team. Broglie won Texas' Best Sommelier competition in 2006 by the Texas Sommelier Association (TEXSOM). An active TEXSOM member, Broglie also serves on the board for the annual TEXSOM wine conference.

"Earning the Master Sommelier rank is the most notable and celebrated accomplishment among wine professionals, requiring hours of study and dedication," said Doug Bell, global wine co-buyer for Whole Foods Market. "Devon's tremendous passion for wine extends to his position at Whole Foods Market where he helps select excellent wines to put on our shelves and shares his knowledge and enthusiasm about wine with customers."

According to the Court of Master Sommeliers, Broglie is one of the few Master Sommeliers to work for a national supermarket. He joins only five other Master Sommeliers in Texas.

Austin-based Broglie is responsible for buying all specialty products - from wine and beer to cheese, chocolate and olives for 22 stores in Whole Foods Market's Southwest region including Texas, Louisiana, Oklahoma and Arkansas.



SAFARI OF SAVINGS FOOD SHOW



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